

Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Atlanta, GA	1,273,000	12	WAGA-TV (5), WATL (36), WAWA-TV (14), WGNX (46), WNGM-TV (34), WSB-TV (2), WTBS (17), WVEU (69), WXIA-TV (11)
Birmingham, AL	503,700	49	WBMG (42), WBRC-TV (6), WCAJ (68), WNAL-TV (44), WTJP (60), WTTD (21), WVTM-TV (13)
Mobile, AL-Pensacola, FL	440,800	58	WALA-TV (10), WEAR-TV (3), WFGX (35), WHBR (33), WJTC (44), WKRG-TV (5), WMPV-TV (21), WPAN (53), WPMI (15)
Chattanooga, TN	307,000	80	WDEF-TV (12), WDSI-TV (61), WFLI-TV (53), WRCB-TV (3), WTVC (9)
Huntsville-Decatur-Florence, AL	273,200	89	WAAY-TV (31), WAFF (48), WHNT-TV (19), WOWL-TV (15), WTRT (26), WZDX (54)
Montgomery-Selma, AL	217,600	101	WAKA (8), WCOV-TV (20), WKAB-TV (32), WMCF-TV (45), WSFA (12)
Columbus, GA	176,800	118	WLTZ (38), WRBL (3), WSWS (66), WTVM (9), WXTX (54)
Columbus-Tupelo, MS	156,700	133	WCBI-TV (4), WTVA (9), WWSB-TV (27)
Dathan, AL	104,000	157	WDHN (18), WTVY (4)
Meridian, MS	67,100	175	WLBH-TV (30), WTOK-TV (11), WTZH (24)
Tuscaloosa, AL	52,400	185	WCFTV (33), WDBB (17)
Anniston, AL	44,200	192	WJSU-TV (40)

**State Cross Reference List**

Communities That Receive Programs of  
Stations That are Located Elsewhere

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

**Alabama Station Totals as of October 1, 1988**

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

# Alabama—Anniston



**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. TWX: 810-723-0624.

**Technical Facilities:** Channel No. 40 (626-632 MHz). Authorized power: 720-kw max. & 464-kw horizontal visual, 143-kw max. & 92.80-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%. Osborn Communications Corp. Ownership: Frank Osborn, pres., 21.40%; Brownlee Currey Jr., 11.40%; Robert Zelle, 7.30%; Charles Evans, 5.80%; New England Capital Corp., 5.80%; John Alden Life Insurance Co., 5.80%; 4 others with less than 5%. Currey has newspaper interests. 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; WWWA & WOVK(FM), Wheeling, WV.

**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.

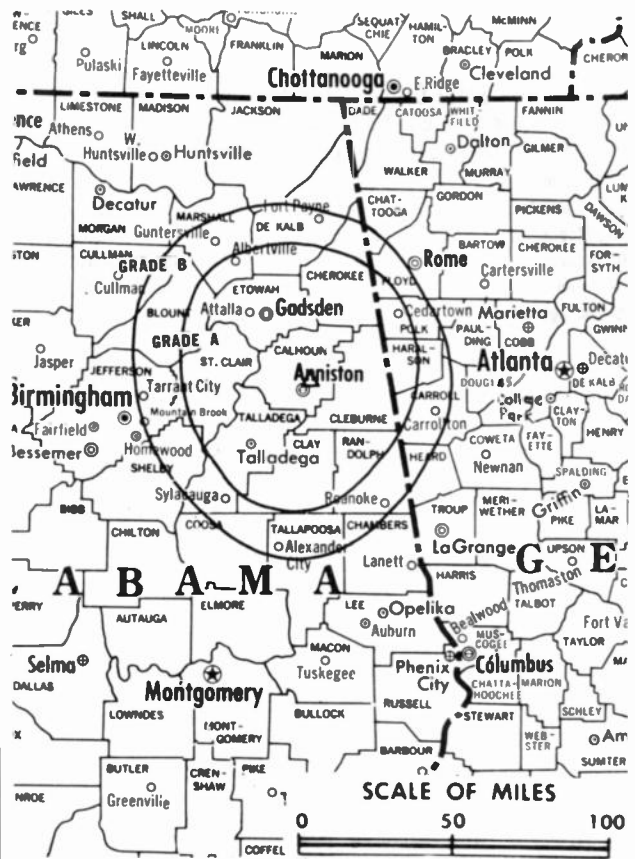
**Represented (legal):** Cohn & Marks.

**Personnel:**

- ROBERT FORD, vice president & general manager.
- JIM KIDD, program director.
- BILL HAGLER, national sales manager.
- JOHN MURRELL, chief engineer.
- JIM VICE, local sales manager.
- PHIL COX, news director.
- WARREN CALDWELL, promotion director.
- PAT RONNE, business manager/controller.

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

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



WJSU-TV BPCT—4849 Granted 6/9/75

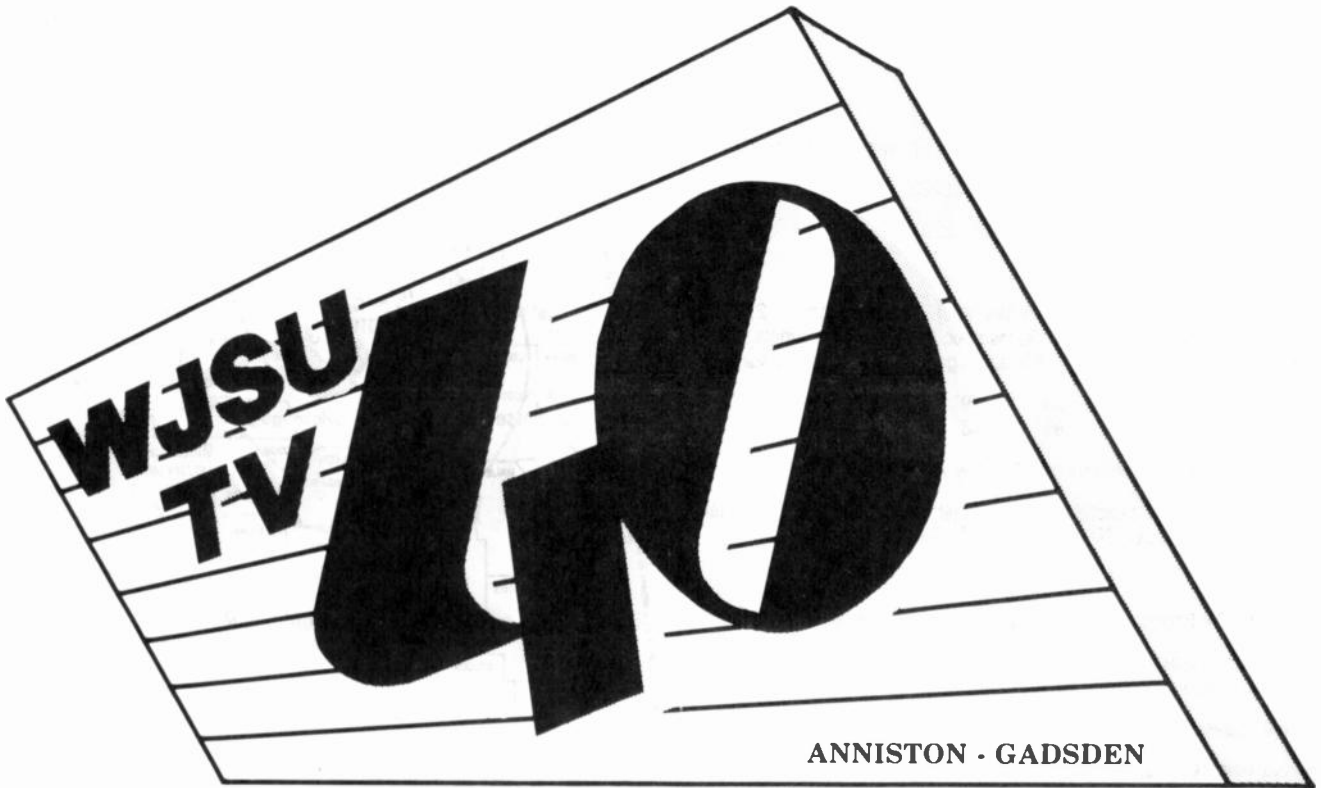
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**NETWORK BASE HOURLY RATE: \$200.**

**City of License:** Anniston. **ADI:** Anniston. **Rank:** 192.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>ALABAMA</b>				
<b>50% &amp; Over</b>	Calhoun	44,500	44,200	99
	Etowah	39,500	39,300	99
<b>Between 25-49%</b>	Cherokee	7,200	7,100	99
	Cleburne	5,000	4,900	98
	Randolph	7,400	7,300	99
	Talladega	26,700	26,400	99
<b>ALABAMA</b>				
<b>Between 5-24%</b>	Clay	4,800	4,700	98
	St Clair	16,800	16,600	99
<b>Station Totals</b>		<b>151,900</b>	<b>150,500</b>	<b>99</b>
<b>Net Weekly Circulation (1988)</b>				<b>79,600</b>
<b>Average Daily Circulation (1988)</b>				<b>40,900</b>



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# 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, 216.30-kw max. & 163.30-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, 7-meter; Scientific-Atlanta, 5-meter; Scientific-Atlanta, 4.6-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.
- GARY ANDRICH, general sales manager.
- SARA COONIHAN, local sales manager.
- KIM WINSTON-EATMON, operations manager.
- FRED VINSON, chief engineer.
- SUSAN ELLENBURG, traffic manager.
- WENDY WOMMACK, promotion director.

Highest One Hour Rate: \$5000.

Highest 30 Sec. Rate: \$6500.

NETWORK BASE HOURLY RATE: \$450.

City of License: Birmingham. ADI: Birmingham. Rank: 49.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>ALABAMA</b>				
<b>50% &amp; Over</b>	Bibb	6,000	5,900	98
	Chilton	12,700	12,500	98
	Jefferson	263,700	262,200	99
	St Clair	16,800	16,600	99
	Shelby	29,100	28,900	99
	Talladega	26,700	26,400	99



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Walker	26,400	26,200	99
	Winston	8,800	8,700	99
<b>ALABAMA</b>				
<b>Between 25-49%</b>	Blount	14,700	14,600	99
	Clay	4,800	4,700	98
	Coosa	4,400	4,300	98
	Cullman	25,200	25,000	99
	Fayette	7,200	7,100	99
	Marion	12,300	12,200	99
<b>ALABAMA</b>				
<b>Between 5-24%</b>	Etowah	39,500	39,300	99
	Lamar	6,200	6,100	98
	Lawrence	11,100	10,900	98
	Randolph	7,400	7,300	99
	Tallapoosa	14,700	14,500	99
	Tuscaloosa	52,900	52,400	99
<b>Station Totals</b>		<b>590,800</b>	<b>585,800</b>	<b>99</b>
<b>Net Weekly Circulation (1988)</b>				<b>334,700</b>
<b>Average Daily Circulation (1988)</b>				<b>154,300</b>

# Alabama—Birmingham

## WBRC-TV

Ch. 6

**Network Service:** ABC.

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

**Studio:** Atop Red Mountain, Birmingham, AL 35209.

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

**Fax:** 205-583-4319.

**Technical Facilities:** Channel No. 6 (82-88 MHz). Authorized power: 53-kw max. visual, 10-kw aural. Antenna: 1086-ft. above av. terrain, 719-ft. above ground, 1726-ft. above sea level.

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

**Transmitter:** 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:** Great American Television & Radio Co. Inc., 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 Taft Television & Radio Co. Inc. by Storer Bcstg. Co. approved May 8, 1957 (Vol. 13:13, 14, 19). Sale to present owners approved Oct. 3, 1987.

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

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

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

### Personnel:

NICK BOLTON, vice president & general manager.  
HOYT ANDRES, general sales manager.  
JACK GUNNELS, local sales manager.  
BILL PARKS, national sales manager.  
TERRY FINCH, regional sales manager.  
LJ ANN REEB, news director.  
JERRY THORN, chief engineer.  
CHERRI HUDSON, program manager.  
ROBERT EARL SMITH, promotion manager.  
DAN REYNOLDS, business manager.  
TERRY SMITH, traffic manager.

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

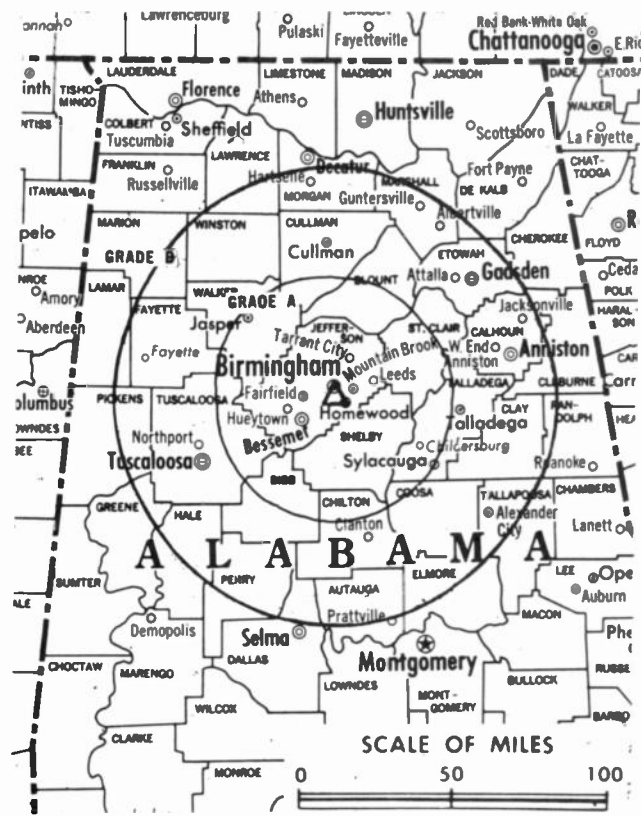
**Highest 30 Sec. Rate:** \$3000.

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

**City of License:** Birmingham. **ADI:** Birmingham. **Rank:** 49.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 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	14,700	14,600	99
	Calhoun	44,500	44,200	99
	Cherokee	7,200	7,100	99
	Chilton	12,700	12,500	98
	Clay	4,800	4,700	98
	Coosa	4,400	4,300	98
	Cullman	25,200	25,000	99
	Etowah	39,500	39,300	99
	Fayette	7,200	7,100	99



WBRC-TV BPCT-871016KF Granted 2/29/88

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Greene	3,700	3,600	97
	Hale	5,000	4,900	98
	Jefferson	263,700	262,200	99
	Marion	12,300	12,200	99
	Perry	5,000	4,900	98
	Pickens	7,300	7,100	98
	St Clair	16,800	16,600	99
	Shelby	29,100	28,900	99
	Talladega	26,700	26,400	99
	Tuscaloosa	52,900	52,400	99
	Walker	26,400	26,200	99
Winston	8,800	8,700	99	
<b>Between 25-49%</b>	<b>ALABAMA</b>			
	Cleburne	5,000	4,900	98
	Colbert	21,200	20,900	99
	Dallas	18,800	18,500	98
	Franklin	11,300	11,100	99
	Lamar	6,200	6,100	98
	Lauderdale	32,100	31,700	99
	Marshall	27,600	27,400	99
Morgan	36,600	36,300	99	
Tallapoosa	14,700	14,500	99	
<b>Between 5-24%</b>	<b>ALABAMA</b>			
	De Kalb	21,700	21,500	99
	Jackson	20,000	19,800	99
	Lawrence	11,100	10,900	98
	Madison	83,200	82,400	99
	Marengo	8,500	8,300	98
Randolph	7,400	7,300	99	
<b>Station Totals</b>		<b>949,300</b>	<b>940,400</b>	<b>99</b>
<b>Net Weekly Circulation (1988)</b>			<b>618,500</b>	
<b>Average Daily Circulation (1988)</b>			<b>387,000</b>	

# Alabama—Birmingham

**WCAJ**

**Ch. 68**

**Network Service:** None, independent.

**Licensee:** Celtic Media Inc., Box 2300, Birmingham, AL 35229.

**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:** Celtic Media Inc., 100%. M. Scott McClure, pres.; Arthur E. Malone Jr., v.p.; Edward J. Ashton, secy.; Sara D. Joseph, treas.

**Began Operation:** January 31, 1986. Sale by M. Scott McClure, Arthur E. Malone, et al., to H. Jack Mizell approved by FCC June 15, 1987 but was not consummated.

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

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

**Personnel:**

KELLEY L. AKERS, general manager.  
AUGUST A. RUSSELL, chief engineer.

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

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

**City of License:** Birmingham. **ADI:** Birmingham. **Rank:** 49.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	Households %
Between 5-24%	ALABAMA			
	Bibb	6,000	5,900	98
	Blount	14,700	14,600	99
<b>Station Totals</b>		<b>20,700</b>	<b>20,500</b>	<b>99</b>
<b>Net Weekly Circulation (1988)</b>				<b>6,200</b>
<b>Average Daily Circulation (1988)</b>				<b>1,200</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. & 79.40-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 Mountain, 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, Lundin & Rackley.

**Personnel:**

- PENNY HAFT, vice president & general manager.
- BOB CLEARY, general sales manager.
- ROSS HOWARD, local sales manager.
- MARILYN GREENE, program director.
- ANTHONY COX, chief engineer.
- MICHEL WILK, promotion manager.

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

**City of License:** Birmingham. **ADI:** Birmingham. **Rank:** 49.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 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	14,700	14,600	99
	Calhoun	44,500	44,200	99
	Chilton	12,700	12,500	98
	Cullman	25,200	25,000	99
	Jefferson	263,700	262,200	99
	St Clair	16,800	16,600	99
	Shelby	29,100	28,900	99
	Talladega	26,700	26,400	99



WTTO BMP:T-801231KE Granted 5/26/81 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Walker	26,400	26,200	99
	Winston	8,800	8,700	99
<b>Between 25-49%</b>	<b>ALABAMA</b>			
	Clay	4,800	4,700	98
	Cleburne	5,000	4,900	98
	Coosa	4,400	4,300	98
	Fayette	7,200	7,100	99
	Marion	12,300	12,200	99
	Marshall	27,600	27,400	99
	Perry	5,000	4,900	98
Tuscaloosa	52,900	52,400	99	
<b>Between 5-24%</b>	<b>ALABAMA</b>			
	Cherokee	7,200	7,100	99
	Etowah	39,500	39,300	99
	Franklin	11,300	11,100	99
	Greene	3,700	3,600	97
	Hale	5,000	4,900	98
	Lamar	6,200	6,100	98
	Lawrence	11,100	10,900	98
	Marengo	8,500	8,300	98
Morgan	36,600	36,300	99	
Randolph	7,400	7,300	99	
Tallapoosa	14,700	14,500	99	
<b>Station Totals</b>		<b>745,000</b>	<b>738,500</b>	<b>99</b>
<b>Net Weekly Circulation (1988)</b>				<b>368,800</b>
<b>Average Daily Circulation (1988)</b>				<b>181,300</b>



# Alabama—Birmingham

## WVTM-TV

Ch. 13

Network Service: NBC.

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

Studio: Atop Red Mountain, Birmingham, AL 34209.

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

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 57.50-kw aural. Antenna: 1360-ft. above av. terrain, 1072-ft. above ground, 2049-ft. above sea level.

Latitude 33° 29' 25.50"  
Longitude 86° 47' 48.00"

Transmitter: Atop Red Mountain.

Satellite Earth Stations: Transmit/receive Harris, 9-meter Ku-band; Harris, 3.9-meter Ku-band; Mark V, 5-meter C-band; Vertex, 4.6-meter Ku-band; Harris, M/A-Corn, Standard Communications receivers.

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:

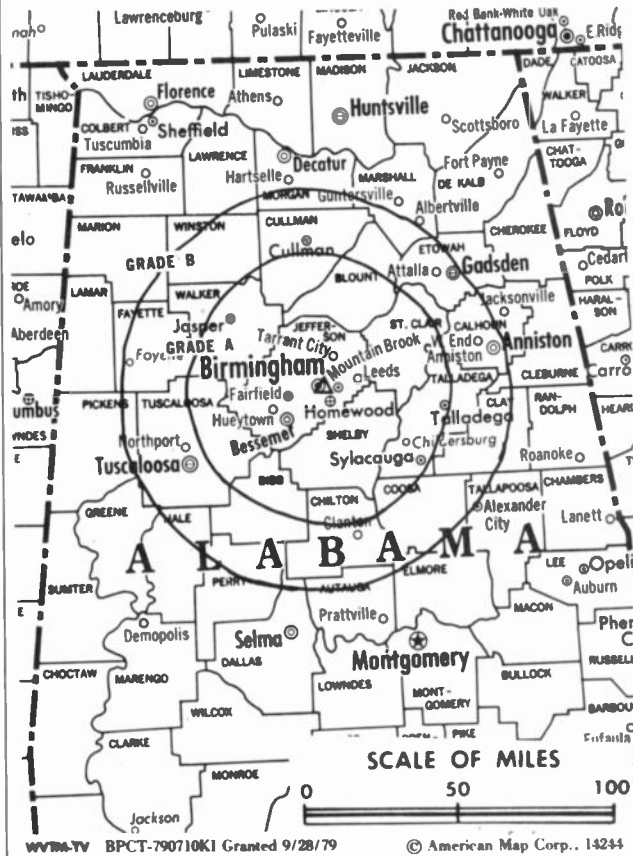
JOHN J. McCRORY, president.  
JEFF ROSSER, vice president & general manager.  
FRANK LANDERS, general sales manager.  
GORDON WOOD, local sales manager.  
GAIL OVERTON, regional sales manager.  
EVERETT HOLLE, program director.  
ROBIN COOPER, promotion director.  
TOM ROBERTS, news director.  
PAUL GROSS, chief engineer.  
BOBBIE CARTER, business manager/controller.  
BOB WILLIAMS, marketing director.

Rates: Not available.

City of License: Birmingham. ADI: Birmingham. Rank: 49.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>				
	Alabama	6,000	5,900	98
	Bibb	14,700	14,600	99
	Blount	44,500	44,200	99
	Calhoun	7,200	7,100	99
	Cherokee	12,700	12,500	98
	Chilton	4,800	4,700	98
	Clay	4,400	4,300	98
	Coosa	25,200	25,000	99
	Cullman	39,500	39,300	99
	Etowah	7,200	7,100	99
	Fayette	3,700	3,600	97
	Greene		4,900	98
	Hale			



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>				
	Alabama	6,000	5,900	98
	Bibb	14,700	14,600	99
	Blount	44,500	44,200	99
	Calhoun	7,200	7,100	99
	Cherokee	12,700	12,500	98
	Chilton	4,800	4,700	98
	Clay	4,400	4,300	98
	Coosa	25,200	25,000	99
	Cullman	39,500	39,300	99
	Etowah	7,200	7,100	99
	Fayette	3,700	3,600	97
	Greene		4,900	98
	Hale			
<b>Between 25-49%</b>				
	Alabama	5,000	4,900	98
	Cleburne	18,800	18,500	98
	Dallas	6,200	6,100	98
	Lamar	8,500	8,300	98
	Marengo	27,600	27,400	99
	Marshall	36,600	36,300	99
	Morgan	5,400	5,300	98
	Sumter	14,700	14,500	99
	Tallapoosa			
<b>Between 5-24%</b>				
	Alabama	12,400	12,200	98
	Autauga	21,700	21,500	99
	De Kalb	11,300	11,100	99
	Franklin	7,400	7,300	99
	Randolph			
<b>MISSISSIPPI</b>				
	Lowndes	21,400	21,200	99
<b>Station Totals</b>		<b>820,900</b>	<b>813,400</b>	<b>99</b>
<b>Net Weekly Circulation (1988)</b>			<b>604,700</b>	
<b>Average Daily Circulation (1988)</b>			<b>402,800</b>	

# Alabama—Dothan

**WDHN**

Ch. 18

**Network Service:** ABC.

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

**Studio:** Hwy. 52 E, Dothan, AL 36301.

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

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

**Technical Facilities:** Channel No. 18 (494-500 MHz). Authorized power: 1080-kw max. & 398-kw horizontal visual, 162.60-kw max. & 39.80-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, P.C.

**Personnel:**

AUBREY WOOD, general manager.  
JERRY KNOWLES, general sales manager.  
DAN BILLINGS, director of engineering.  
CHARLES SCOTT, operations manager.  
VERNON BRYANT, promotion director.  
ANICE BARKETT, business manager/controller.

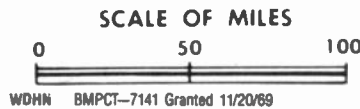
**Highest 30 Sec. Rate:** \$300.

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

**City of License:** Dothan. **ADI:** Dothan. **Rank:** 157.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ALABAMA			
	Coffee	14,600	14,400	99
	Dale	16,100	15,900	99
	Geneva	9,200	9,100	99
	Henry	5,700	5,600	98
	Houston	31,000	30,800	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	GEORGIA			
	Early	4,700	4,600	98
Between 25-49%	ALABAMA			
	Covington	14,700	14,500	99
	GEORGIA			
	Quitman	800	800	100
Between 5-24%	ALABAMA			
	Barbour	9,100	8,900	98
	Pike	10,200	10,000	98
	FLORIDA			
	Holmes	6,200	6,000	97
	Jackson	14,700	14,400	98
	Walton	10,700	10,500	98
	Washington	6,400	6,300	98
	GEORGIA			
	Miller	2,600	2,500	96
Seminole	3,300	3,200	97	
<b>Station Totals</b>		<b>160,000</b>	<b>157,500</b>	<b>98</b>
<b>Net Weekly Circulation (1988)</b>				<b>70,200</b>
<b>Average Daily Circulation (1988)</b>				<b>33,200</b>

# Alabama—Dothan

**WTVV**

Ch. 4

**Network Service:** CBS.

**Licensee:** WTVV 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, 18.20-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:** Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.6-meter C-band; Scientific-Atlanta receivers.

**FM Affiliate:** WTVV-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.

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

**Personnel:**

CHARLES WOODS, president & general manager.  
JOHN GAUSE, general sales manager.  
CARL BLACKMON, national sales manager.  
DOUG DANSBY, chief engineer.  
REGGIE MITCHELL, program director.  
JOE HOLLOWAY, production manager.  
JERRY VANN, news director.  
BECKY COPELAND, promotion director.  
JEAN WATSON, business manager/controller.

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

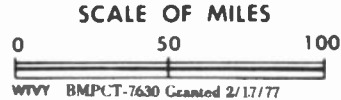
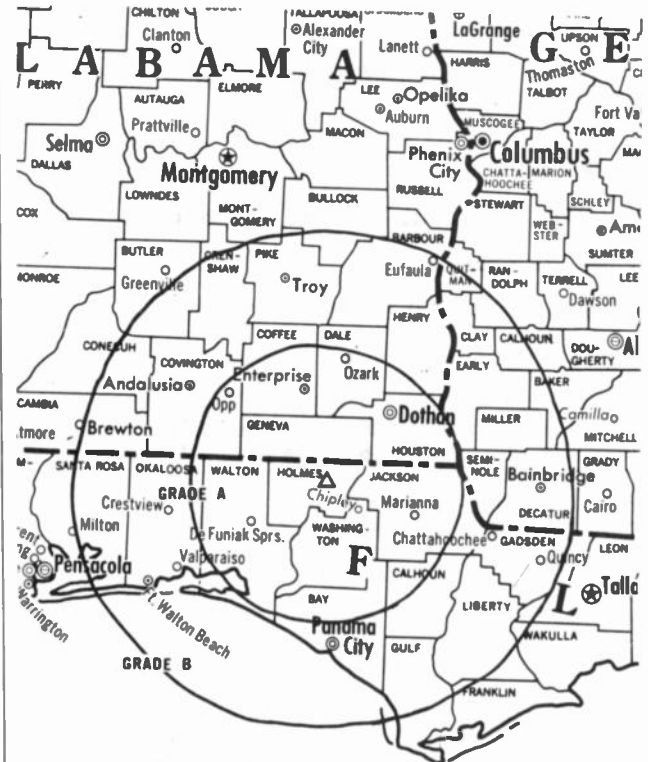
**Highest 30 Sec. Rate:** \$500.

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

**City of License:** Dothan. ADI: Dothan. Rank: 157.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 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	14,600	14,400	99
	Covington	14,700	14,500	99
	Crenshaw	5,300	5,200	98
	Dale	16,100	15,900	99
	Geneva	9,200	9,100	99
	Henry	5,700	5,600	98
	Houston	31,000	30,800	99
	Pike	10,200	10,000	98
	<b>FLORIDA</b>			
	Bay	45,900	45,500	99
	Calhoun	3,500	3,400	97
	Gulf	3,900	3,800	97
Holmes	6,200	6,000	97	



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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Jackson	14,700	14,400	98
	Liberty	1,500	1,500	100
	Okaloosa	52,000	51,600	99
	Walton	10,700	10,500	98
	Washington	6,400	6,300	98
<b>GEORGIA</b>	Early	4,700	4,600	98
	Miller	2,600	2,500	96
	Seminole	3,300	3,200	97
<b>ALABAMA</b>	Barbour	9,100	8,900	98
	<b>FLORIDA</b>			
<b>Between 25-49%</b>	Gadsden	13,900	13,600	98
	<b>GEORGIA</b>			
<b>Between 5-24%</b>	Clay	1,200	1,200	100
	Decatur	9,200	9,000	98
<b>ALABAMA</b>	Bullock	3,700	3,600	97
	Butler	7,700	7,600	99
	Conecuh	5,500	5,400	98
	Escambia	12,800	12,600	98
	Lowndes	4,000	3,900	97
	<b>GEORGIA</b>			
<b>Station Totals</b>	Calhoun	1,500	1,400	93
	Grady	7,700	7,600	99
	Quitman	800	800	100
	Randolph	3,300	3,200	97
<b>Station Totals</b>		<b>342,600</b>	<b>337,600</b>	<b>99</b>
<b>Net Weekly Circulation (1988)</b>				<b>225,200</b>
<b>Average Daily Circulation (1988)</b>				<b>131,300</b>

# Alabama—Florence

## WOWL-TV

Ch. 15

**Network Service:** NBC.

**Licenses:** 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:** 205-767-1515.

**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%; Rick Biddle, pres. & gen. mgr., 16.0%; Sara Jean Biddle, v.p.; Holly Biddle, 11.4%.

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

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

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

**Personnel:**

- DICK BIDDLE, chairman & treasurer.
- RICK BIDDLE, president, general manager & marketing director.
- LINCOLN WILLIAMS, operations manager & program director.
- MITCH FAULKNER, sales manager.
- LARRY ROHLING, director of engineering.
- ALICIA SMITH, news director.
- CINDY SHEPPARD, traffic manager.
- MILDRED CORNELIUS, office 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. **Rank:** 89.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	ALABAMA			
	Colbert	21,200	20,900	99
	Franklin	11,300	11,100	99



Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	Lauderdale	32,100	31,700	99
	TENNESSEE			
Between 25-49%	Wayne	5,300	5,200	98
	ALABAMA			
Between 5-24%	Lawrence	11,100	10,900	98
	Limestone	17,500	17,300	99
	Marion	12,300	12,200	99
	Winston	8,800	8,700	99
	MISSISSIPPI			
	Tishomingo	7,200	7,100	99
	TENNESSEE			
	Hardin	8,600	8,500	98
	Lawrence	13,200	13,000	99
<b>Station Totals</b>		<b>148,600</b>	<b>146,600</b>	<b>99</b>
<b>Net Weekly Circulation (1988)</b>			<b>48,500</b>	
<b>Average Daily Circulation (1988)</b>			<b>23,200</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:** Alabama Management Co. Inc. **Note:** Sale to Bridgerland Television pending.

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

**Represented (sales):** Century Television Sales.

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

**Personnel:**

- LES WHITE, general manager.
- CINDY DAVIS, national sales manager.
- T. JONES, local sales manager.
- TIM ROVERE, engineering director.
- ROCHELLE KOBRIN, program director.
- PAM ENGLAND, promotion director.
- SHAWN BROCY, news director.
- DONNA WALLACE, business manager/controller.

**Highest One Hour Rate:** \$600.

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

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

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>ALABAMA</b> Lauderdale	32,100	31,700	99
<b>Between 5-24%</b>	<b>ALABAMA</b> Colbert Franklin	21,200 11,300	20,900 11,100	99 99



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	Limestone Marion	17,500 12,300	17,300 12,200	99 99
	<b>MISSISSIPPI</b> Itawamba Prentiss Tishomingo	7,900 9,200 7,200	7,800 9,100 7,100	99 99 99
	<b>TENNESSEE</b> Lawrence Wayne	13,200 5,300	13,000 5,200	99 98
<b>Station Totals</b>		<b>137,200</b>	<b>135,400</b>	<b>99</b>
<b>Net Weekly Circulation (1988)</b>				<b>23,000</b>
<b>Average Daily Circulation (1988)</b>				<b>7,800</b>

# Alabama—Gadsden

## WNAL-TV

Ch. 44

**Network Service:** Fox.

**Licensee:** WNAL-TV Inc., 213-C S. 5th St., Box 8050, Gadsden, AL 35901.

**Studio:** 213 C 5th St., 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 Mountain, St. Clair County.

**Multichannel TV Sound:** Stereo only.

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

**News Service:** INN.

**Ownership:** Anthony Jay Fant, pres., 80%; Stanley Fant, v.p., 10%; Kyla Fant, 10%; 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.  
ROBERT HILL, general sales manager.  
J. HOLLAND, local sales manager.  
RANDY BRADFORD, chief engineer.  
KATHY McLEOD, news director.  
KYLA BETH FANT, promotion director.  
BETTY C. FANT, business manager/controller.  
ROGER BAIRD, marketing director.

**Rates:** Not available.

**City of License:** Gadsden. **ADI:** Birmingham. **Rank:** 49.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>ALABAMA</b>			
<b>Between 25-49%</b>	Cherokee	7,200	7,100	99
	<b>ALABAMA</b>			
<b>Between 5-24%</b>	Calhoun	44,500	44,200	99
	De Kalb	21,700	21,500	99
	Etowah	39,500	39,300	99
	St Clair	16,800	16,600	99
<b>Station Totals</b>		<b>129,700</b>	<b>128,700</b>	<b>99</b>
<b>Net Weekly Circulation (1988)</b>			<b>21,700</b>	
<b>Average Daily Circulation (1988)</b>			<b>8,200</b>	

# Alabama—Gadsden

**WTJP**

**Ch. 60**

**Network Service:** Independent.

**Licensee:** All America TV Inc., 454 Coberta Ave., La Puente, CA 91746.

**Studio:** 313 Rosedale Ave., Gadsden, AL 35901.

**Telephone:** 205-546-8860.

**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.

**Satellite Earth Station:** Vertex, 6.1-meter C-band; Microdyne receivers.

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

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

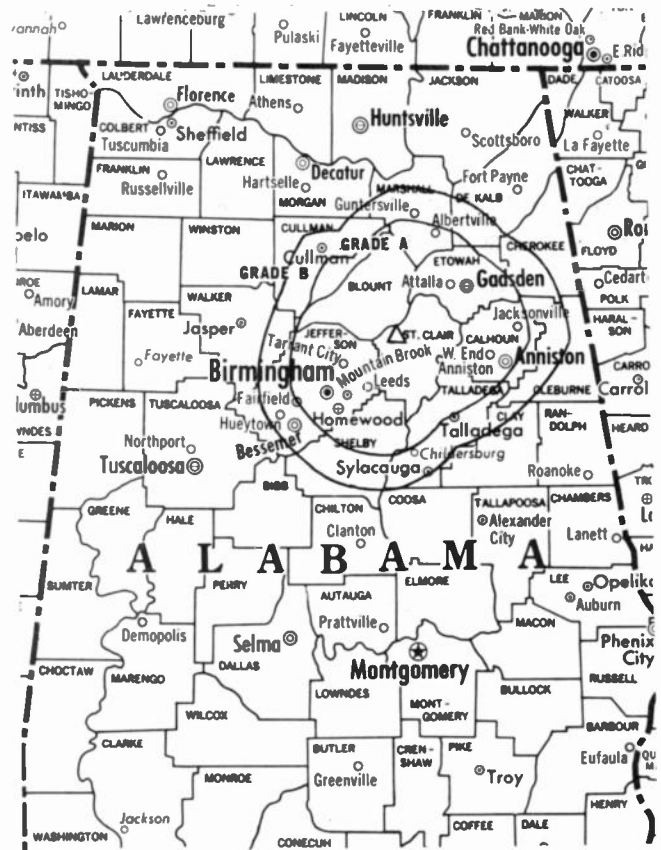
**Represented (sales):** TBN Media Representatives.

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

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

**Personnel:**

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



WTJP BMPCT-850114KE Granted 11/20/85

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**Rates:** Not available.

**Arbitron Data:** Not available.

**City of License:** Gadsden. **ADI:** Birmingham. **Rank:** 49.

# 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.

Mailing Address: Box 2555, Huntsville, AL 35804.

Telephone: 205-533-3131. TWX: 62100170.

Fax: 205-533-6616.

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, 7-meter; Andrew, 3-meter; RCA Ku-band; Avantek, RCA receivers.

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

News Services: ABC, AP, NIWS.

Ownership: Smith Broadcasting Inc. Smith Broadcasting Inc. Ownership: Elizabeth Jones Smith, chmn., 70.50%; 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; WNUE(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): Petry Television Inc.

Represented (legal): Cohn & Marks.

Represented (engineering): Carl T. Jones Associates.

### Personnel:

M. D. SMITH IV, president & general manager.  
DAN WHITSETT, vice president & general sales manager.  
REDGE SWING, local sales manager.  
PAT SPURRIER, national sales manager & controller.  
ROBERT A. GAY, chief engineer.  
DEBI BENSON, program director.  
CLIFF WINDHAM, news director.  
GREG CARROLL, promotion & marketing director.

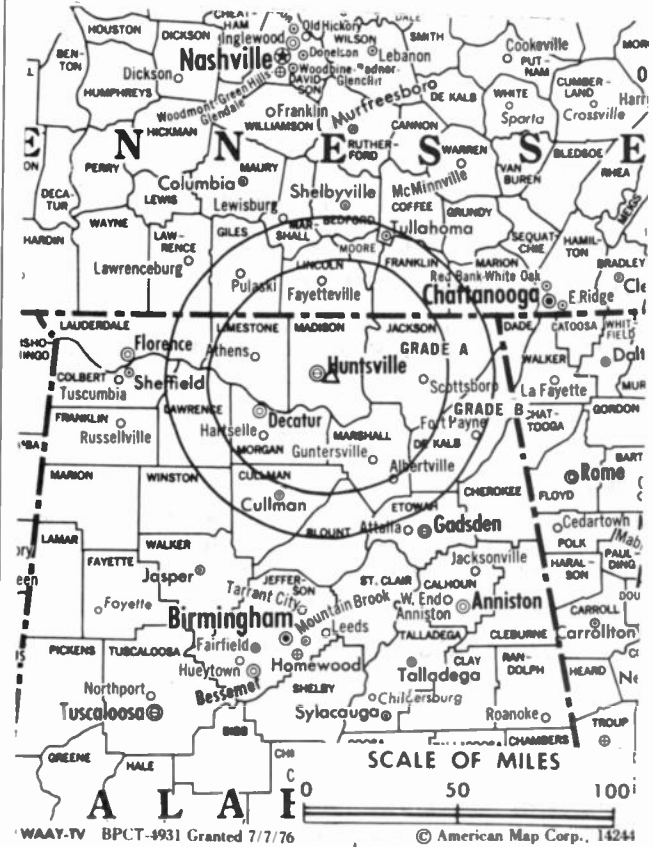
Rates: Not available.

NETWORK BASE HOURLY RATE: \$900.

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

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>ALABAMA</b>				
<b>50% &amp; Over</b>	Colbert	21,200	20,900	99
	De Kalb	21,700	21,500	99
	Franklin	11,300	11,100	99
	Jackson	20,000	19,800	99
	Lauderdale	32,100	31,700	99
	Lawrence	11,100	10,900	98



WAAY-TV BPC-T-4931 Granted 7/7/76

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Limestone	17,500	17,300	99
	Madison	83,200	82,400	99
	Marshall	27,600	27,400	99
	Morgan	36,600	36,300	99
<b>TENNESSEE</b>				
	Giles	9,400	9,300	99
	Lincoln	10,300	10,200	99
<b>Between 25-49%</b>	<b>ALABAMA</b>			
	Cullman	25,200	25,000	99
	Winston	8,800	8,700	99
	<b>TENNESSEE</b>			
	Franklin	12,000	11,900	99
	Lawrence	13,200	13,000	99
	Moore	1,800	1,800	100
	Wayne	5,300	5,200	98
<b>Between 5-24%</b>	<b>ALABAMA</b>			
	Blount	14,700	14,600	99
	Cherokee	7,200	7,100	99
	Etowah	39,500	39,300	99
	Marion	12,300	12,200	99
<b>TENNESSEE</b>				
	Coffee	15,500	15,400	99
	Marshall	7,900	7,800	99
<b>Station Totals</b>		<b>465,400</b>	<b>460,800</b>	<b>99</b>
<b>Net Weekly Circulation (1988)</b>			<b>280,300</b>	
<b>Average Daily Circulation (1988)</b>			<b>164,300</b>	



# Alabama—Huntsville-Decatur

**WAFF**

Ch. 48

Network Service: NBC.

Licensee: American Family Broadcast Group Inc., 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; Harris, 8-meter Ku-band; Harris, 3-meter Ku-band; M/A-Corn, 3.7-meter C-band; Scientific-Atlanta, 4.5-meter Ku-band; Avcom, Harris, Kavouras, M/A-Corn 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. Rank: 89.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 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>			
	Colbert	21,200	20,900	99
	De Kalb	21,700	21,500	99
	Jackson	20,000	19,800	99
	Lauderdale	32,100	31,700	99
	Lawrence	11,100	10,900	98
	Limestone	17,500	17,300	99
	Madison	83,200	82,400	99
	Marshall	27,600	27,400	99
	Morgan	36,600	36,300	99
<b>TENNESSEE</b>				
Lincoln	10,300	10,200	99	



Net Weekly Circulation	State County	Total Households	TV Households	Households %	
<b>Between 25-49%</b>	<b>ALABAMA</b>				
	Cullman	25,200	25,000	99	
	Etowah	39,500	39,300	99	
	Franklin	11,300	11,100	99	
	<b>TENNESSEE</b>				
	Franklin	12,000	11,900	99	
Giles	9,400	9,300	99		
Lawrence	13,200	13,000	99		
Moore	1,800	1,800	100		
<b>Between 5-24%</b>	<b>ALABAMA</b>				
	Blount	14,700	14,600	99	
	Cherokee	7,200	7,100	99	
	Winston	8,800	8,700	99	
	<b>TENNESSEE</b>				
Marshall	7,900	7,800	99		
Wayne	5,300	5,200	98		
<b>Station Totals</b>		<b>437,600</b>	<b>433,200</b>	<b>99</b>	
<b>Net Weekly Circulation (1988)</b>				<b>270,900</b>	
<b>Average Daily Circulation (1988)</b>				<b>157,900</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. TWX: 810-726-2221.

**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; 2 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. Rank: 89.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

1989 Edition



Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>ALABAMA</b>			
	Colbert	21,200	20,900	99
	De Kalb	21,700	21,500	99
	Franklin	11,300	11,100	99
	Jackson	20,000	19,800	99
	Lauderdale	32,100	31,700	99
	Lawrence	11,100	10,900	98
	Limestone	17,500	17,300	99
	Madison	83,200	82,400	99
	Marshall	27,600	27,400	99
Morgan	36,600	36,300	99	
<b>TENNESSEE</b>	Lincoln	10,300	10,200	99
	<b>ALABAMA</b>			
<b>Between 25-49%</b>	Blount	14,700	14,600	99
	Cullman	25,200	25,000	99
	Etowah	39,500	39,300	99
	Winston	8,800	8,700	99
<b>TENNESSEE</b>	Franklin	12,000	11,900	99
	Giles	9,400	9,300	99
	Lawrence	13,200	13,000	99
	Moore	1,800	1,800	100
	Wayne	5,300	5,200	98
<b>Between 5-24%</b>	<b>ALABAMA</b>			
	Cherokee	7,200	7,100	99
Marion	12,300	12,200	99	
<b>MISSISSIPPI</b>	Tishomingo	7,200	7,100	99
<b>TENNESSEE</b>	Coffee	15,500	15,400	99
	Marion	9,300	9,200	99
	Marshall	7,900	7,800	99
<b>Station Totals</b>		<b>481,900</b>	<b>477,100</b>	<b>99</b>
<b>Net Weekly Circulation (1988)</b>			<b>296,000</b>	
<b>Average Daily Circulation (1988)</b>			<b>173,100</b>	

# Alabama—Huntsville

**WZDX**

**Ch. 54**

**Network Service:** None, independent.

**Licensee:** Community Service Bcstrs., Debtor-in-Possession, 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 Mountain, S of Huntsville.

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

**Ownership:** John F. Pauza, 50.0%; Media Central Inc., 45.0%; Joel A. Katz, 5.00%. For Media Central ownership & other interests, see Group Ownership of TV Stations.

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

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

**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. **Rank:** 89.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 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	21,200	20,900	99
	Lawrence	11,100	10,900	98
	Limestone	17,500	17,300	99
	Marshall	27,600	27,400	99
	Morgan	36,600	36,300	99
<b>Between 25-49%</b>	<b>ALABAMA</b>			
	Cullman	25,200	25,000	99
	De Kalb	21,700	21,500	99
	Jackson	20,000	19,800	99
	Lauderdale	32,100	31,700	99
	Madison	83,200	82,400	99



WZDX BMPCT-840815KM Granted 10/26/84

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>TENNESSEE</b>			
	Giles	9,400	9,300	99
	Lincoln	10,300	10,200	99
	Moore	1,800	1,800	100
<b>Between 5-24%</b>	<b>ALABAMA</b>			
	Blount	14,700	14,600	99
	Etowah	39,500	39,300	99
	Franklin	11,300	11,100	99
	Winston	8,800	8,700	99
	<b>TENNESSEE</b>			
	Lawrence	13,200	13,000	99
	Wayne	5,300	5,200	98
<b>Station Totals</b>		<b>410,500</b>	<b>406,400</b>	<b>99</b>
<b>Net Weekly Circulation (1988)</b>				<b>158,800</b>
<b>Average Daily Circulation (1988)</b>				<b>68,500</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, 45.70-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: A-News, AP, UPI.

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): Harrington, Righter & Parsons Inc.

Represented (legal): Wilmer, Cutler & Pickering.

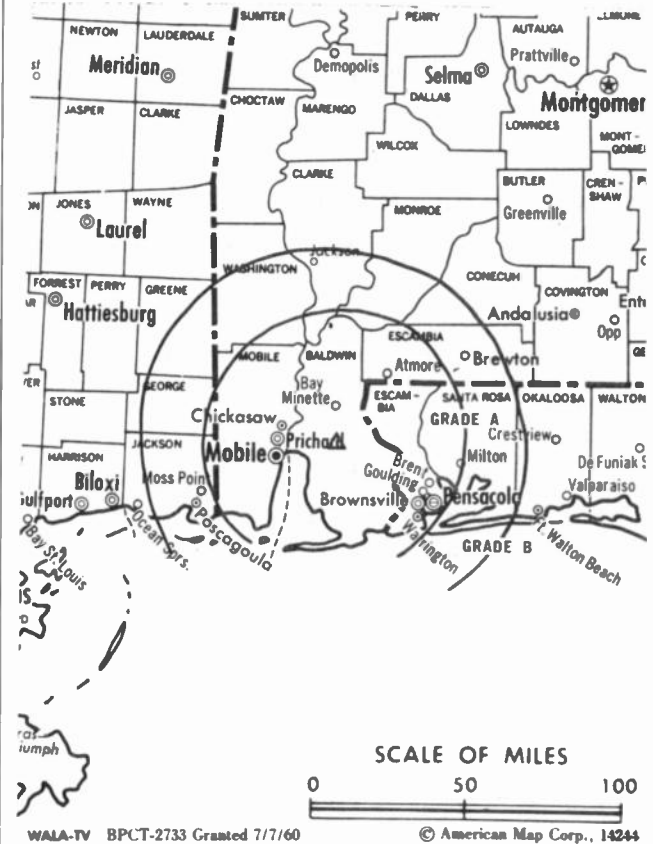
### Personnel:

JOSEPH COOK, president & general manager.  
JOHN DAWSON, general sales manager.  
BOB HORTON, local sales manager.  
SCOTT WILSON, national sales manager.  
LARRY PATE, program & production manager.  
JOHNNY REECE, chief engineer.  
DAVE COCHRAN, news director.  
BARRY COONEY, business manager/controller.

City of License: Mobile. ADI: Mobile, AL-Pensacola, FL. Rank: 58.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 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	33,900	33,700	99
	Clarke	9,500	9,300	98
	Escambia	12,800	12,600	98
	Mobile	138,700	137,900	99
	Monroe	7,800	7,600	97
Washington	5,800	5,700	98	



Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>50% &amp; Over</b>	<b>FLORIDA</b>				
	Escambia	101,500	100,800	99	
	Okaloosa	52,000	51,600	99	
	Santa Rosa	24,700	24,500	99	
	<b>MISSISSIPPI</b>				
	George	5,500	5,500	100	
	Greene	3,300	3,200	97	
	Jackson	43,700	43,400	99	
	<b>Between 25-49%</b>	<b>ALABAMA</b>			
		Choctaw	5,800	5,700	98
Conecuh		5,500	5,400	98	
<b>MISSISSIPPI</b>					
Harrison	61,700	61,300	99		
<b>Between 5-24%</b>	<b>ALABAMA</b>				
	Marengo	8,500	8,300	98	
	Wilcox	4,600	4,500	98	
	<b>MISSISSIPPI</b>				
	Perry	3,600	3,600	99	
	Stone	3,400	3,400	100	
Wayne	6,900	6,800	99		
<b>Station Totals</b>		<b>539,200</b>	<b>534,800</b>	<b>99</b>	
<b>Net Weekly Circulation (1988)</b>				<b>405,000</b>	
<b>Average Daily Circulation (1988)</b>				<b>250,500</b>	

# Alabama—Mobile

## WKRQ-TV

Ch. 5

**Network Service:** CBS.

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

**Studios:** 555 Broadcast Dr., Mobile, AL 36606; One Pensacola Plaza, 125 W. Romana St., Suite 5, Pensacola, FL 32501.

**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' 19.60"  
Longitude 87° 49' 49.40"

**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; Simul-sat, 7-meter C-band.

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

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

**News Services:** AP, CBS, CNN, Sports News Satellite, UPI.

**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:

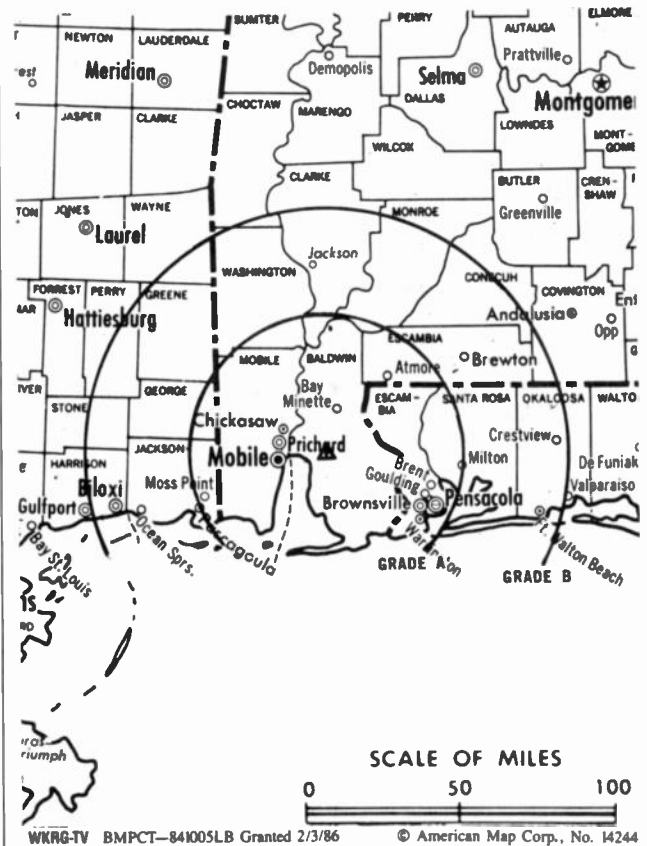
KENNETH R. GIDDENS, chairman emeritus.  
TOULMIN GREER, chairman.  
ZELMA K. GIDDENS, vice chairman & treasurer.  
D. H. LONG, president & general manager.  
WES DIAMOND, senior vice president & station manager.  
CURTIS B. WILLARD, chief engineer.  
JAMES G. HALL, operations manager.  
CHARLES BAUMHAJER, promotional services manager.  
JIM ELLIS, film director.  
BILL BROOKS, local sales manager.  
BOB SPIELMANN, national sales manager.  
BILL FARRIS, news director.  
MARY HUTCHESON, business manager/controller.

**Rates:** Available on request.

**City of License:** Mobile. **ADI:** Mobile, AL-Pensacola, FL. **Rank:** 58.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 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>			
	Baldwin	33,900	33,700	99
	Clarke	9,500	9,300	98
	Conecuh	5,500	5,400	98
	Escambia	12,800	12,600	98



Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	Mobile	138,700	137,900	99
	Monroe	7,800	7,600	97
	Washington	5,800	5,700	98
<b>FLORIDA</b>	Escambia	101,500	100,800	99
	Okaloosa	52,000	51,600	99
	Santa Rosa	24,700	24,500	99
<b>MISSISSIPPI</b>	Forrest	26,000	25,800	99
	George	5,500	5,500	100
	Greene	3,300	3,200	97
	Harrison	61,700	61,300	99
	Jackson	43,700	43,400	99
	Stone	3,400	3,400	100
	Wayne	6,900	6,800	99
<b>ALABAMA</b>	Choctaw	5,800	5,700	98
	<b>MISSISSIPPI</b>			
<b>Between 25-49%</b>	Lamar	9,600	9,500	99
	Perry	3,600	3,600	99
<b>ALABAMA</b>	Covington	14,700	14,500	99
	Wilcox	4,600	4,500	98
<b>Between 5-24%</b>	<b>FLORIDA</b>			
	Walton	10,700	10,500	98
<b>MISSISSIPPI</b>	Hancock	11,200	11,100	99
	<b>Station Totals</b>	<b>602,900</b>	<b>597,900</b>	<b>99</b>
<b>Net Weekly Circulation (1988)</b>			<b>458,500</b>	
<b>Average Daily Circulation (1988)</b>			<b>288,700</b>	

# Alabama—Mobile

## WMPV-TV

Ch. 21

**Network Service:** None, independent.

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

**Studio:** 120 Zeigler Circle East, Mobile, AL 36608.

**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, 433.50-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%. Edward C. Bowlds, pres.; Jerry Mulkey, v.p.-treas.; Dorothy M. Bowlds, secy.

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

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

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

**Personnel:**

JOHN MARSHALL, general manager.  
CHARLES FOLMAR, chief engineer.  
HANK HARRIS, promotion director.  
JONATHAN MARSHALL, business manager/controller.

**Rates:** Not available.

**City of License:** Mobile. ADI: Mobile, AL-Pensacola, FL. Rank: 58.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	ALABAMA Washington	5,800	5,700	98
	MISSISSIPPI George	5,500	5,500	100
<b>Station Totals</b>		<b>11,300</b>	<b>11,200</b>	<b>99</b>
<b>Net Weekly Circulation (1988)</b>			<b>11,100</b>	
<b>Average Daily Circulation (1988)</b>			<b>4,300</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. & 130.90-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:** Comtech, 5-meter C-band; Scientific-Atlanta, 7-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.; William F. Braeuninger, v.p.-secy.; James G. Miller, v.p.; MERC Communications Corp., 90.00%. 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):** Seitel Inc.

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

**Personnel:**

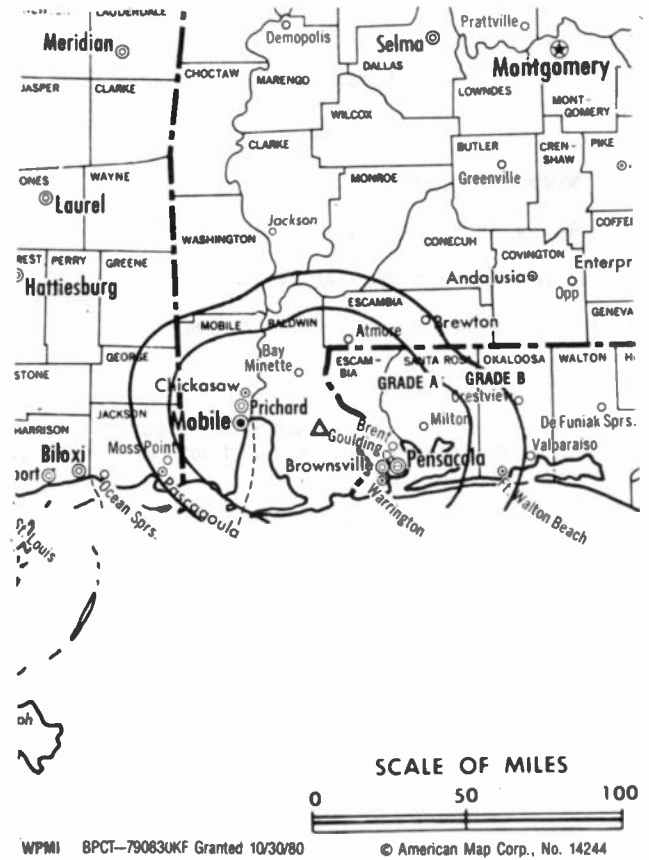
- WILLIAM G. EVANS, general manager.
- TIM COUCH, general sales manager.
- HAROLD JOHNSON, chief engineer.
- CATHY GRETECORDER, program director.
- LOU ANN HARDY, business manager.
- MARSHALL HART, promotion director.

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

**City of License:** Mobile. **ADI:** Mobile, AL-Pensacola, FL. **Rank:** 58.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>ALABAMA</b>			
	Baldwin	33,900	33,700	99
	Mobile	138,700	137,900	99
	<b>FLORIDA</b>			
	Escambia	101,500	100,800	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Okaloosa	52,000	51,600	99
	Santa Rosa	24,700	24,500	99
Between 25-49%	<b>ALABAMA</b>			
	Escambia	12,800	12,600	98
	Washington	5,800	5,700	98
	<b>MISSISSIPPI</b>			
	George	5,500	5,500	100
	Jackson	43,700	43,400	99
Between 5-24%	<b>ALABAMA</b>			
	Clarke	9,500	9,300	98
	Conecuh	5,500	5,400	98
	Covington	14,700	14,500	99
	Monroe	7,800	7,600	97
	<b>MISSISSIPPI</b>			
	Greene	3,300	3,200	97
<b>Station Totals</b>		<b>459,400</b>	<b>455,700</b>	<b>99</b>
<b>Net Weekly Circulation (1988)</b>			<b>222,100</b>	
<b>Average Daily Circulation (1988)</b>			<b>90,200</b>	

# Alabama—Montgomery

**WCOV-TV**

**Ch. 20**

**Network Service:** Fox.

**Licensee:** Woods Communications Corp., One WCOV Ave., Montgomery, AL 36111.

**Studio:** One WCOV Ave., 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.

**Satellite Earth Stations:** 7-meter C-band; 2-meter Ku-band.

**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 & associates approved Oct. 2, 1964 (*Television Digest*, Vol. 4:28, 32, 41).

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

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

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

**Personnel:**

DAVID WOODS, president & general manager.  
SONNY STRASSBURGER, general sales manager.  
PHIL WITT, chief engineer.  
KIM McGOUGH, promotion director.  
KELLY CRABB, marketing director.

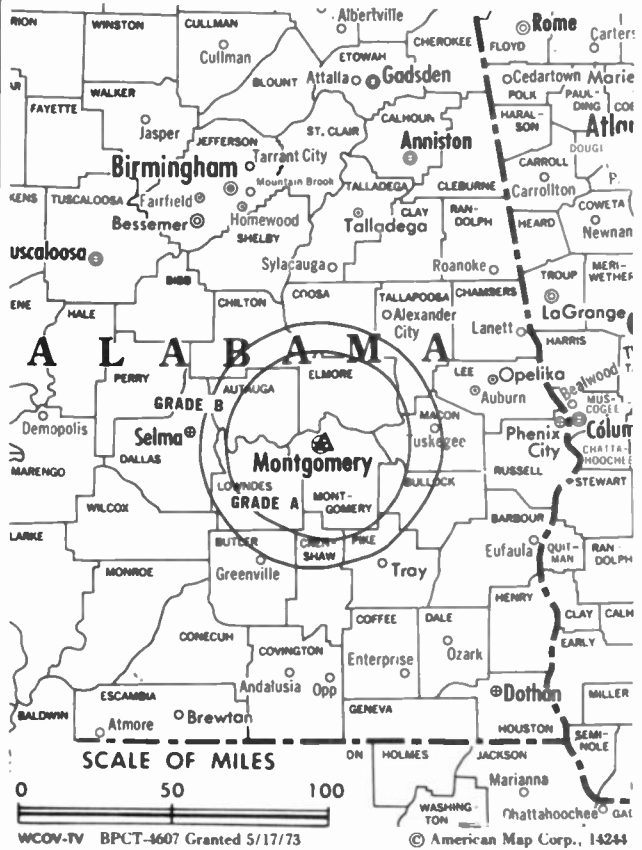
**Highest One Hour Rate:** \$3000.

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

**City of License:** Montgomery. ADI: Montgomery-Selma. Rank: 101.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 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	12,400	12,200	98
	Elmore	16,600	16,400	99
	Lowndes	4,000	3,900	97
	Macon	8,600	8,400	98
	Montgomery	79,400	78,700	99



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>				
	<b>ALABAMA</b>			
	Butler	7,700	7,600	99
	Crenshaw	5,300	5,200	98
	Dallas	18,800	18,500	98
	Lee	31,700	31,400	99
	Tallapoosa	14,700	14,500	99
<b>Between 5-24%</b>				
	<b>ALABAMA</b>			
	Bullock	3,700	3,600	97
	Chilton	12,700	12,500	98
	Coosa	4,400	4,300	98
	Perry	5,000	4,900	98
	Pike	10,200	10,000	98
	Wilcox	4,600	4,500	98
<b>Station Totals</b>		<b>239,800</b>	<b>236,600</b>	<b>99</b>
<b>Net Weekly Circulation (1988)</b>				<b>114,000</b>
<b>Average Daily Circulation (1988)</b>				<b>49,600</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"

Holds CP for change to 4600-kw max. visual, 1788-ft. above av. terrain, 1771-ft. above ground, 2023-ft. above sea level; lat. 32° 08' 31", long. 86° 44' 41"; transmitter to 1.8-mi. from Gordonsville, bearing 32° from site to Gordonsville. BPCT-871211KG.

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; WIII(TV), Cincinnati, OH.

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.

### Personnel:

JOSEPH D. TYDINGS, president.  
JOHN ROGERS, general manager & 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. Rank: 101.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>ALABAMA</b>				
<b>50% &amp; Over</b>	Autauga	12,400	12,200	98
	Bullock	3,700	3,600	97
	Butler	7,700	7,600	99
	Elmore	16,600	16,400	99
	Lowndes	4,000	3,900	97
	<b>Montgomery</b>	<b>79,400</b>	<b>78,700</b>	<b>99</b>
<b>ALABAMA</b>				
<b>Between 25-49%</b>	Crenshaw	5,300	5,200	98
	Dallas	18,800	18,500	98
	Macon	8,600	8,400	98
	Pike	10,200	10,000	98
	<b>Tallapoosa</b>	<b>14,700</b>	<b>14,500</b>	<b>99</b>
<b>ALABAMA</b>				
<b>Between 5-24%</b>	Coffee	14,600	14,400	99
	Conecuh	5,500	5,400	98
	Coosa	4,400	4,300	98
	Monroe	7,800	7,600	97
	Randolph	7,400	7,300	99
	Talladega	26,700	26,400	99
	<b>Wilcox</b>	<b>4,600</b>	<b>4,500</b>	<b>98</b>
<b>Station Totals</b>		<b>252,400</b>	<b>248,900</b>	<b>99</b>
<b>Net Weekly Circulation (1988)</b>			<b>130,400</b>	
<b>Average Daily Circulation (1988)</b>			<b>60,400</b>	

# Alabama—Montgomery

## WMCF-TV

Ch. 45

**Network Service:** None, independent.

**Licensee:** Word of God Fellowship Inc., Box 45, Montgomery, AL 36101.

**Studio:** 6000 Monticello, Montgomery, AL 36117.

**Telephones:** 205-277-4545; 205-272-0045.

**Technical Facilities:** Channel No. 45 (656-662 MHz). Authorized power: 600-kw max. visual. Antenna: 1011-ft. above av. terrain, 1038-ft. above ground, 1218-ft. above sea level.

Latitude	32°	24'	11"
Longitude	86°	11'	48"

**Transmitter:** 1.5-mi. N of intersection of Burbank Dr. & US Rte. 80.

**Satellite Earth Stations:** 3 in operation; 3.8-meter C-band; M/A-Com receivers.

**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 & Associates.

**Personnel:**

MARCUS LAMB, general manager.  
 STEVE WILHITE, general sales manager.  
 DAVE THOMPSON, chief engineer.  
 JACK TEMPLE, program director.  
 LAURIE THOMPSON, business manager/controller.

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

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



**Arbitron Data:** Not available.

**City of License:** Montgomery. **ADI:** Montgomery-Selma. **Rank:** 101.

# Alabama—Montgomery

**WSFA**

Ch. 12

Network Service: NBC.

Licensee: Cosmos Broadcasting Corp., Box 250251, Montgomery, AL 34125.

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, NBC, UPI.

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.
- LESLIE MORRIS, promotion manager.
- STEPHEN WATKINS, business manager/controller.
- ROGER THOMAS, production manager.

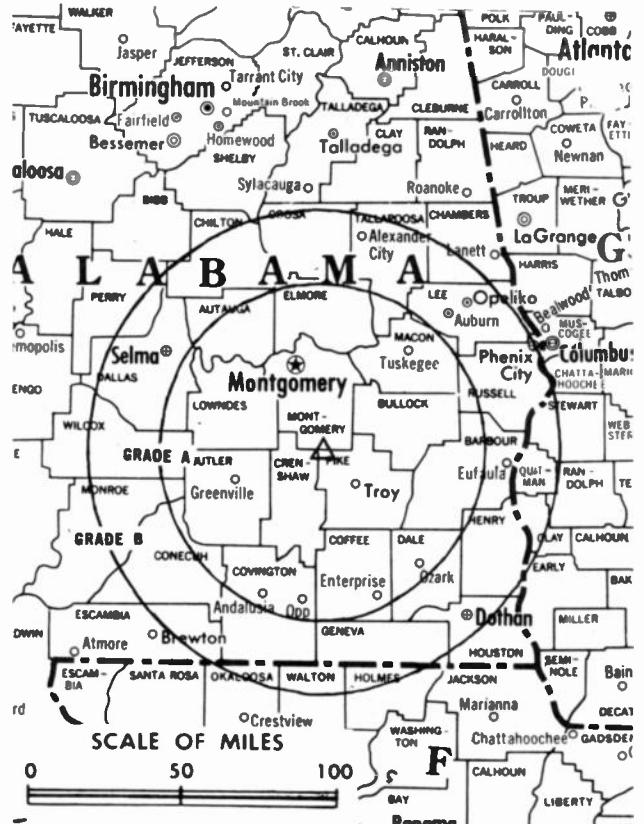
Highest One Hour Rate: \$5500.

Highest 30 Sec. Rate: \$2700.

City of License: Montgomery. ADI: Montgomery-Selma. Rank: 101.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 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	12,400	12,200	98
	Barbour	9,100	8,900	98
	Bullock	3,700	3,600	97
	Butler	7,700	7,600	99
	Coffee	14,600	14,400	99
	Conecuh	5,500	5,400	98
	Covington	14,700	14,500	99
	Crenshaw	5,300	5,200	98
	Dale	16,100	15,900	99
	Dallas	18,800	18,500	98
	Elmore	16,600	16,400	99
	Geneva	9,200	9,100	99
	Henry	5,700	5,600	98
	Houston	31,000	30,800	99
	Lee	31,700	31,400	99



WSFA BPC-3643 Granted 3/13/74

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Lowndes	4,000	3,900	97
	Macon	8,600	8,400	98
	Montgomery	79,400	78,700	99
	Perry	5,000	4,900	98
	Pike	10,200	10,000	98
	Tallapoosa	14,700	14,500	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
Clay		4,800	4,700	98
Coosa		4,400	4,300	98
Marengo		8,500	8,300	98
Monroe		7,800	7,600	97
Randolph		7,400	7,300	99
<b>GEORGIA</b>				
Clay	1,200	1,200	100	
<b>Between 5-24%</b>	<b>ALABAMA</b>			
	Chilton	12,700	12,500	98
	Clarke	9,500	9,300	98
	Escambia	12,800	12,600	98
	Hale	5,000	4,900	98
	Russell	17,900	17,700	99
	Tuscaloosa	52,900	52,400	99
	<b>FLORIDA</b>			
	Walton	10,700	10,500	98
	<b>Station Totals</b>		<b>499,500</b>	<b>492,800</b>
<b>Net Weekly Circulation (1988)</b>			<b>317,800</b>	
<b>Average Daily Circulation (1988)</b>			<b>214,000</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. & 70.80-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 Inc.

**Personnel:**

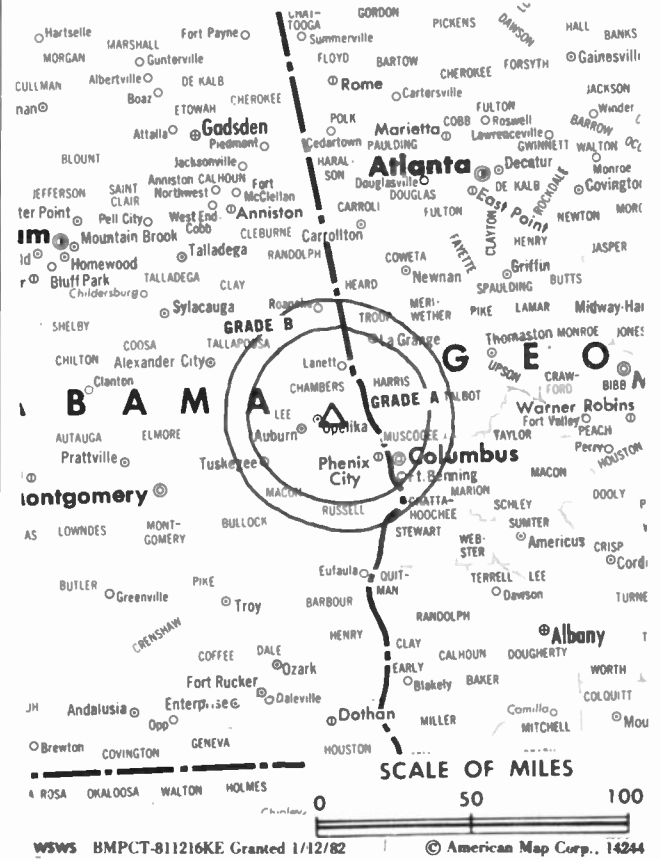
ROBERT D'ANDREA, president & general manager.  
BILL BRYAN, chief engineer.  
CLAY MULLINS, program director.

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

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

**City of License:** Opelika. **ADI:** Columbus, GA. **Rank:** 118.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>ALABAMA</b>			
	Lee	31,700	31,400	99
	<b>GEORGIA</b>			
	Talbot	2,100	2,000	95
	Troup	19,800	19,500	98
<b>Station Totals</b>		<b>53,600</b>	<b>52,900</b>	<b>99</b>
<b>Net Weekly Circulation (1988)</b>				<b>6,100</b>
<b>Average Daily Circulation (1988)</b>				<b>1,900</b>

# Alabama—Montgomery-Selma

**WAKA**

Ch. 8

**Network Service:** CBS.

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

**Studio:** 3020 Eastern Blvd., Montgomery, AL 36116.

**Studio:** 555 Land Line Rd., Selma, AL 36701.

**Mailing Address:** Box 230667, Montgomery, AL 36123.

**Mailing Address:** Box 1888, Selma, AL 36701.

**Telephones:** 205-279-8787; 205-875-2240. TWX: 810-733-0055.

**Fax:** 205-271-3922.

**Technical Facilities:** Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 63.50-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; 2 Emcee, 4-meter C-band; 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.

**Personnel:**

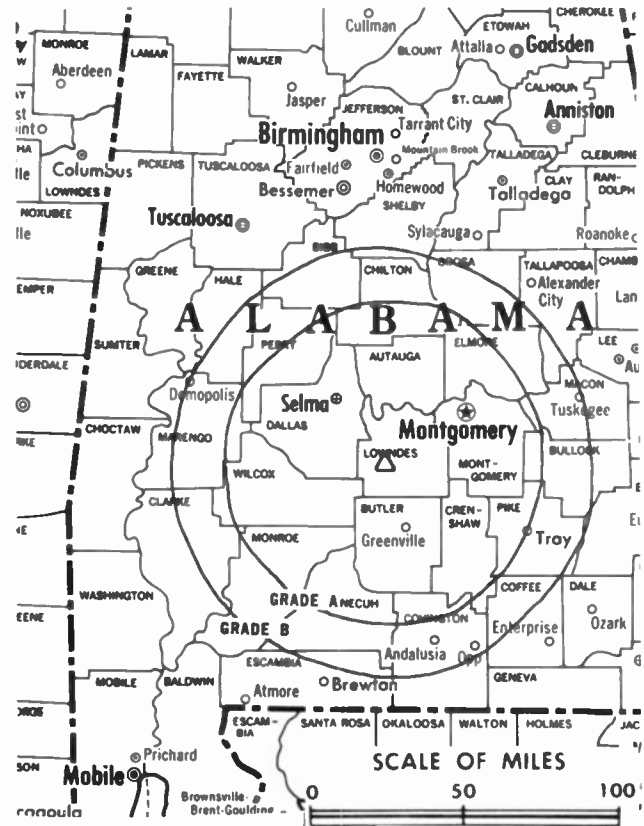
- CY N. BAHAKEL, president.
- JACK C. LONG, general manager.
- BILL BYRD, station manager, Montgomery & general sales manager.
- MIKE REYNOLDS, station manager, Selma.
- MARK SMITH, operations manager & program director.
- JOHNNY WRIGHT, chief engineer.
- KIM WANOUS, news director.
- DAWN MAREK, promotion manager.
- ANGIE PEDRICK, traffic director.
- DOROTHY MARTIN, business manager.

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

**City of License:** Selma. ADI: Montgomery-Selma. Rank: 101.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	ALABAMA			
	Autauga	12,400	12,200	98
	Butler	7,700	7,600	99



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

Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	Conecuh	5,500	5,400	98
	Crenshaw	5,300	5,200	98
	Dallas	18,800	18,500	98
	Elmore	16,600	16,400	99
	Lowndes	4,000	3,900	97
	Macon	8,600	8,400	98
	Marengo	8,500	8,300	98
	Montgomery	79,400	78,700	99
	Perry	5,000	4,900	98
	Pike	10,200	10,000	98
	Wilcox	4,600	4,500	98
Between 25-49%	ALABAMA			
	Bullock	3,700	3,600	97
	Chilton	12,700	12,500	98
	Choctaw	5,800	5,700	98
	Clarke	9,500	9,300	98
	Coosa	4,400	4,300	98
	Covington	14,700	14,500	99
	Greene	3,700	3,600	97
	Hale	5,000	4,900	98
	Monroe	7,800	7,600	97
Tallapoosa	14,700	14,500	99	
Between 5-24%	ALABAMA			
	Bibb	6,000	5,900	98
	Coffee	14,600	14,400	99
	Randolph	7,400	7,300	99
	Sumter	5,400	5,300	98
<b>Station Totals</b>		<b>302,000</b>	<b>297,400</b>	<b>98</b>
<b>Net Weekly Circulation (1988)</b>			<b>192,100</b>	
<b>Average Daily Circulation (1988)</b>			<b>111,700</b>	

# Alabama—Tuscaloosa

## WCFT-TV

Ch. 33

**Network Service:** CBS.

**Licensee:** WCFT-TV Inc., 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, 112.50-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., 100%. 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 manager & sales manager.  
TOMMY RAY, operations manager.  
JOHN FLETCHER, chief engineer.  
JOHNNIE BLACKBURN, promotion director.

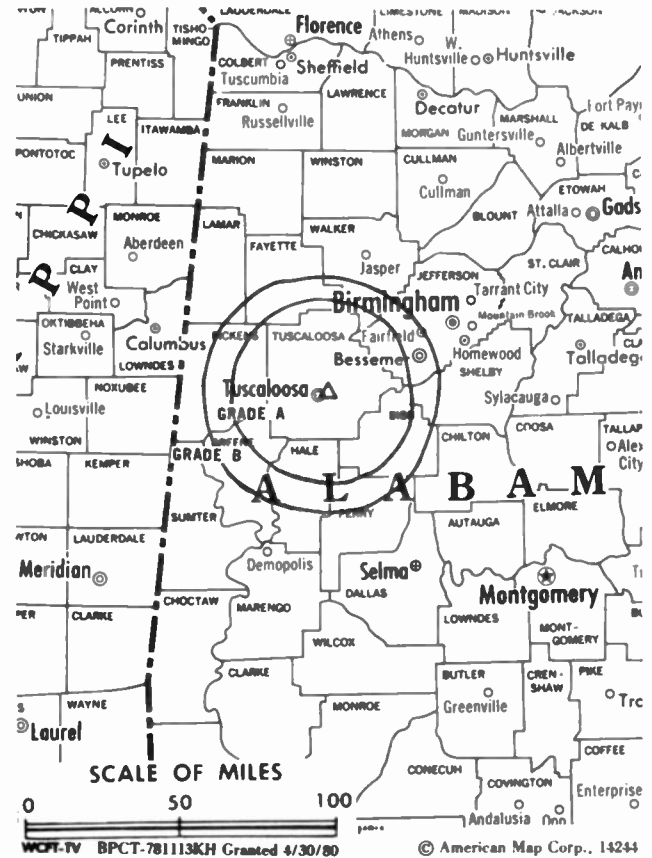
**Highest 30 Sec. Rate:** \$210.

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

**City of License:** Tuscaloosa. **ADI:** Tuscaloosa. **Rank:** 185.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ALABAMA			
	Hale	5,000	4,900	98
	Tuscaloosa	52,900	52,400	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	ALABAMA			
	Greene	3,700	3,600	97
	Pickens	7,300	7,100	98
Between 5-24%	ALABAMA			
	Bibb	6,000	5,900	98
	Lamar	6,200	6,100	98
	Marengo	8,500	8,300	98
	Perry	5,000	4,900	98
	Sumter	5,400	5,300	98
	MISSISSIPPI			
	Lowndes	21,400	21,200	99
	Noxubee	4,100	4,000	98
<b>Station Totals</b>		<b>125,500</b>	<b>123,700</b>	<b>99</b>
<b>Net Weekly Circulation (1988)</b>			<b>57,500</b>	
<b>Average Daily Circulation (1988)</b>			<b>32,600</b>	

# Alabama—Tuscaloosa

**WDBB**

Ch. 17

**Network Service:** None, independent.

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

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

**Birmingham Office:** 600 Beacon Pkwy. West, Suite 950, Birmingham, AL 35209.

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

**Telephones:** 205-345-1117; 205-942-1717.

**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.

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

**Ownership:** Channel 17 Associates Ltd. Channel 17 Associates Ltd. Ownership: David R. DuBose, pres.-gen. partner, 68.80%; Richard G. Brennan, secy.-gen. partner, 11.90%; Karen C. Brennan, gen. partner, 10.00%.

**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:** \$300.

**City of License:** Tuscaloosa. ADI: Tuscaloosa. Rank: 185.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

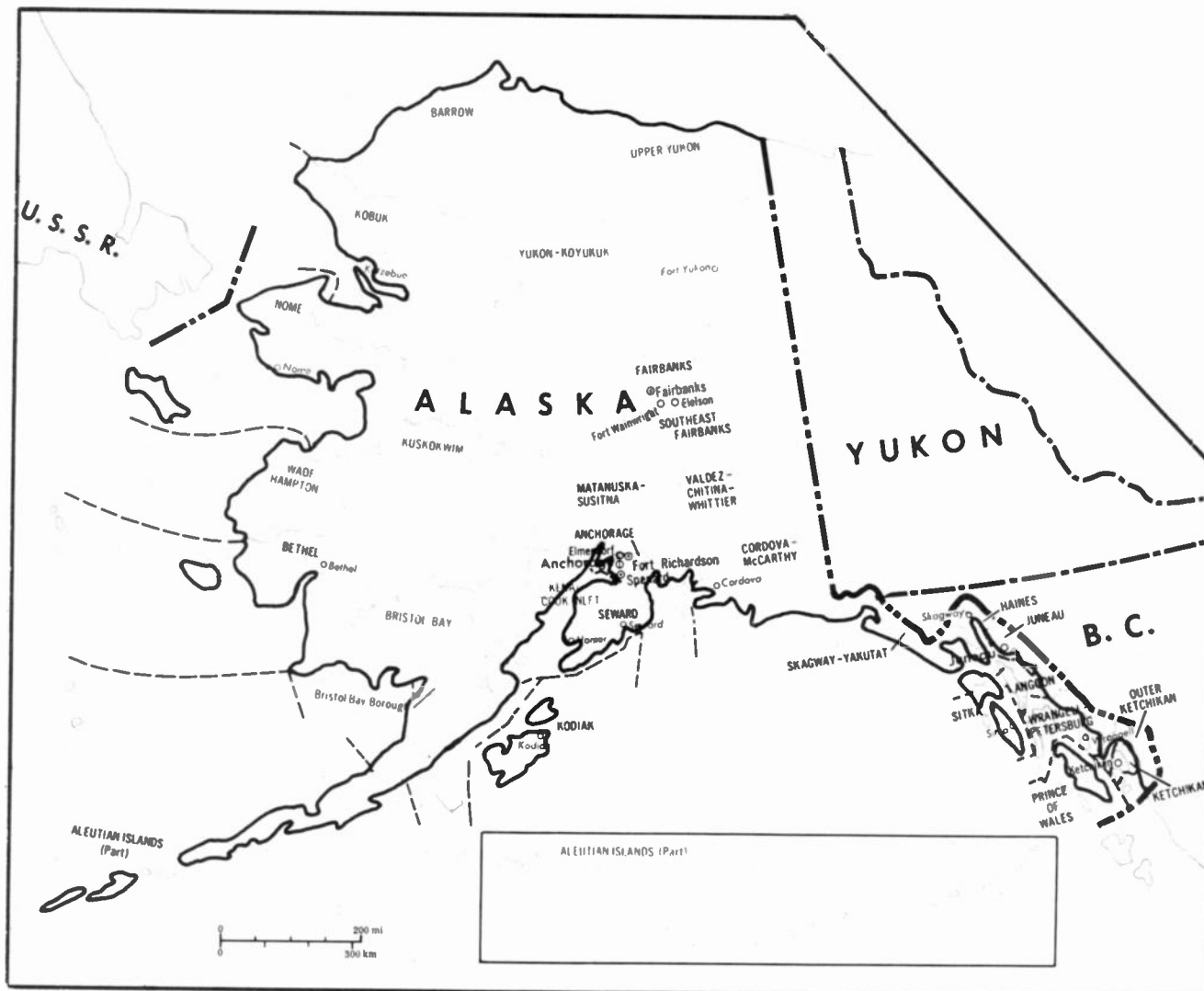
Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>ALABAMA</b>			
	Greene	3,700	3,600	97
	Hale	5,000	4,900	98
	Lamar	6,200	6,100	98
	Marion	12,300	12,200	99
	Tuscaloosa	52,900	52,400	99
	Walker	26,400	26,200	99
<b>Between 25-49%</b>	<b>ALABAMA</b>			
	Bibb	6,000	5,900	98
	Blount	14,700	14,600	99
	Chilton	12,700	12,500	98
	Cullman	25,200	25,000	99
	Fayette	7,200	7,100	98



WDBB BPC1-841019LC Granted 4/25/85

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Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>Between 25-49%</b>	Jefferson	263,700	262,200	99
	Perry	5,000	4,900	98
	Pickens	7,300	7,100	98
	Shelby	29,100	28,900	99
	Sumter	5,400	5,300	98
	Talladega	26,700	26,400	99
	Winston	8,800	8,700	99
<b>Between 5-24%</b>	<b>ALABAMA</b>			
	Calhoun	44,500	44,200	99
	Cherokee	7,200	7,100	99
	Cleburne	5,000	4,900	98
	Coosa	4,400	4,300	98
	De Kalb	21,700	21,500	99
	Etowah	39,500	39,300	99
	Marengo	8,500	8,300	98
	Marshall	27,600	27,400	99
	St Clair	16,800	16,600	99
<b>MISSISSIPPI</b>	Clay	7,400	7,300	99
	Kemper	3,500	3,400	97
	Lowndes	21,400	21,200	99
	Monroe	12,900	12,800	99
	Noxubee	4,100	4,000	98
Oktibbeha	12,400	12,200	98	
<b>Station Totals</b>		<b>755,200</b>	<b>748,500</b>	<b>99</b>
<b>Net Weekly Circulation (1988)</b>			<b>240,600</b>	
<b>Average Daily Circulation (1988)</b>			<b>98,900</b>	



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 Totals as of October 1, 1988**

	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.

**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, 7.80-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; 1 Harris, 9-meter C-band; Harris receivers.

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

**Ownership:** Alaska Bcstg. Network Inc., 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. vice president & chief operating officer.  
B. G. RANDLETT, sr. vice president, 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.

**City of License:** Anchorage.

# 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, 8.50-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, 7.80-kw max. aural, 180-ft. above av. terrain, 263-ft. above ground, 359-ft. above sea level. BPC-860410KH.

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

**Satellite Earth Stations:** Superior, 6-meter; 1 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.  
SEAN M. BRADLEY, station manager & sales manager.  
THERESA LARSON, program manager.



**Highest 30 Sec. Rate:** \$240.

**City of License:** Anchorage.

# Alaska—Anchorage

## KTUU-TV

Ch. 2

**Network Service:** NBC.

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

**Studio:** 630 W. 4th Ave., Anchorage, AK 99501.

**Telephone:** 907-257-0202. **Fax:** 907-274-3318.

**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, 5-meter C-band; Harris, 3-meter C-band; Harris receivers.

**News Services:** AP, NBC.

**Ownership:** Jessica L. Longston, pres., 50.49%; L. Berenica Brownlow, v.p., 1.86%; Cora V. Zaser, secy.-treas., 46.19%; Greg Zaser, v.p.-asst. secy.; Charles T. Brownlow & Kathleen B. Ward, 0.83% each. 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.  
 LELAND R. VERSCHUEREN, chief engineer.  
 NANCY JOHNSON, marketing director & national sales manager.



KTUU-TV BPCT—850411KH Granted 5/9/85 © American Map Corp., No. 14244

ANDREW MACLEOD, local 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.

**City of License:** Anchorage.

# 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:** Harris, 11-meter C-band; 3 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%. Northern Television Inc.: 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.

**Personnel:**

A. G. HIEBERT, chairman.  
RON MOORE, president.



KTVA BPCT-3547 Granted 7/20/65

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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.

**City of License:** Anchorage.

# Alaska—Fairbanks

## KATN

Ch. 2

**Network Service:** ABC, NBC.

**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, 5.50-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:** Harris, 9-meter; Anixter-Mark, 5-meter; Harris, Microdyne receivers.

**News Service:** AP.

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

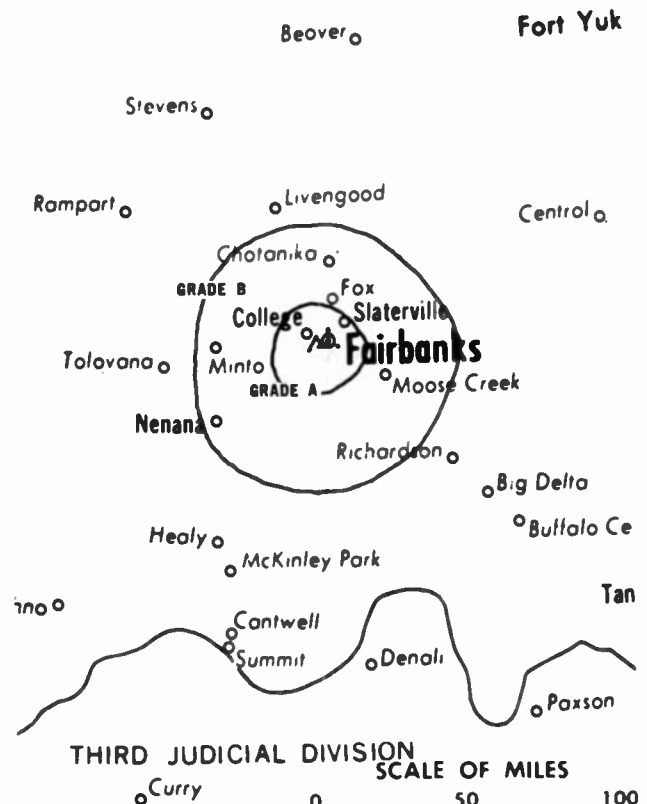
**Began Operation:** March 1, 1955. Sale to present owner by Channel 2 Bcstg. Co. approved by FCC June 8, 1984.

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

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

### Personnel:

DUANE L. TRIPLETT, president.  
 DAVID L. GEESIN, general manager.  
 J. B. KRAUSE, station & general sales manager.  
 MIKE BOSLET, chief engineer.  
 ROSS NOLEN, national sales manager.  
 KIRK RICHMOND, local sales manager.  
 JIM POUND, news director.



KATN BPCT-810716KE Granted 10/5/81 © American Map Corp., No. 14244

TERRI HOTALING, program director.  
 DEL JESSEN, promotion director.

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

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

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

**City of License:** Fairbanks.

# Alaska—Fairbanks

**KTVF**

Ch. 11

**Network Service:** CBS, NBC.

**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, 5.50-kw aural. Antenna: 51-ft. above av. terrain, 165-ft. above ground, 604-ft. above sea level.

Latitude	64°	50'	35.70"
Longitude	147°	42'	47.60"

**Transmitter:** 3rd & Lacey Sts., Fairbanks.

**Satellite Earth Stations:** Harris, 11-meter C-band; Harris, 6.1-meter C-band; Harris, 5-meter C-band; Microdyne, Harris receivers.

**AM Affiliate:** KCBF.

**News Service:** AP.

**Ownership:** Northern Television Inc., 100%; See KTVA, Anchorage, AK. See Group Ownership of Television Stations.

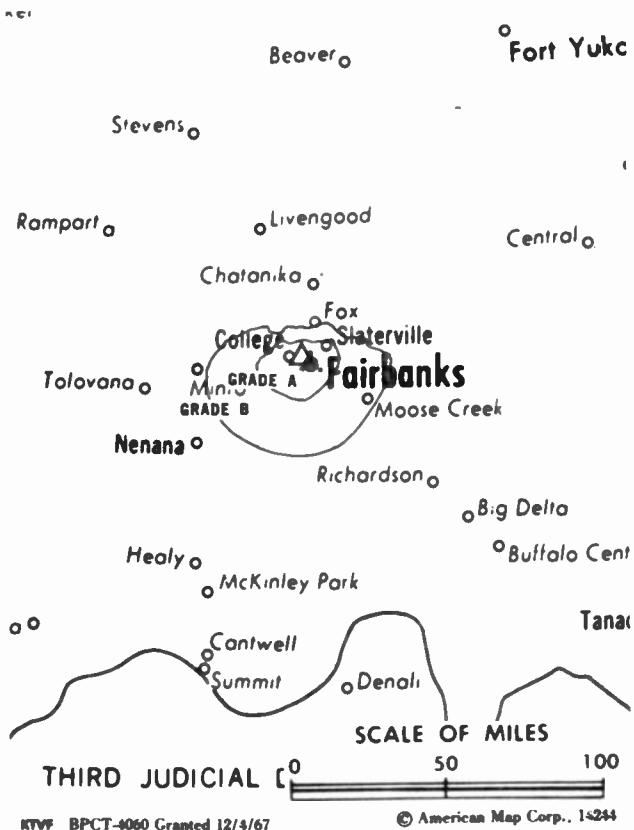
**Began Operation:** February 3, 1955. Left air Aug. 14, 1967 due to flood. Resumed operation Dec. 9, 1967.

**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.  
LESTER SECREST, chief engineer.  
ROBERT JOHNSTON, news director.  
LOIS PEYTON, program director.



MEG GAYDOSIK, promotion director.  
JAN WARD, business manager/controller.

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

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

**City of License:** Fairbanks.

# Alaska—Juneau

**KJUD**

Ch. 8

**Network Service:** ABC, NBC.

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

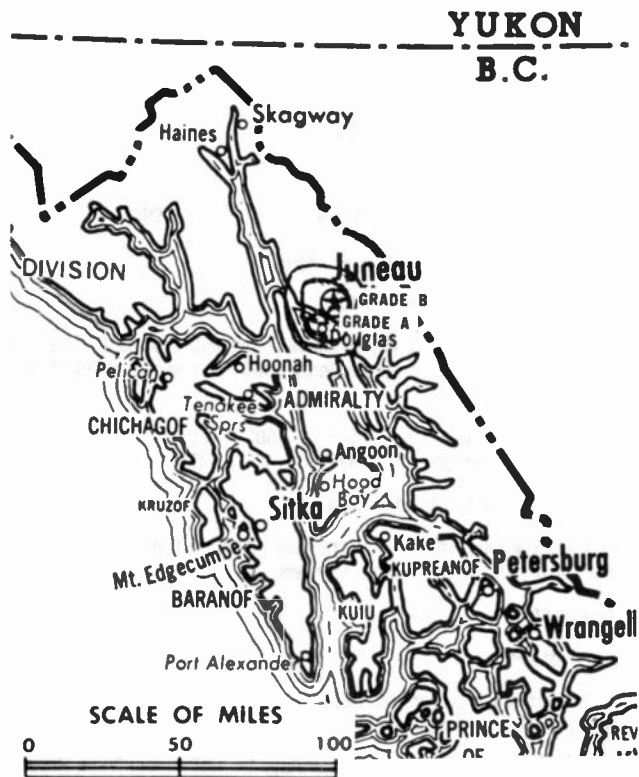
**Began Operation:** February 19, 1956. Sale to Midnight Sun & others by W. J. Wagner approved April 29, 1959 by FCC (*Television Digest*, Vol. 15:18). In 1968 Midnight Sun increased holdings to 100%. Sale to KINY Assoc. approved by FCC Dec. 11, 1981. Sale to present owners approved Nov. 24, 1982.

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

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

**Personnel:**

JOHN KARNOS, station manager.  
ERIC TAPPENDORF, general sales manager.  
MICHAEL WILLIAMS, local sales manager.  
CHARLIE PAYNE, chief engineer.



KJUD BPCT-4637 Granted 10/11/73

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TERRENCE O'MALLEY, news director.  
FAITH FALLE, program director.

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

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

**City of License:** Juneau.

# Alaska—North Pole

## KJNP-TV

Ch. 4

**Network Service:** None, independent.

**Licensee:** Evangelistic Alaska Missionary Fellowship, Box O, 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, 50-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:**

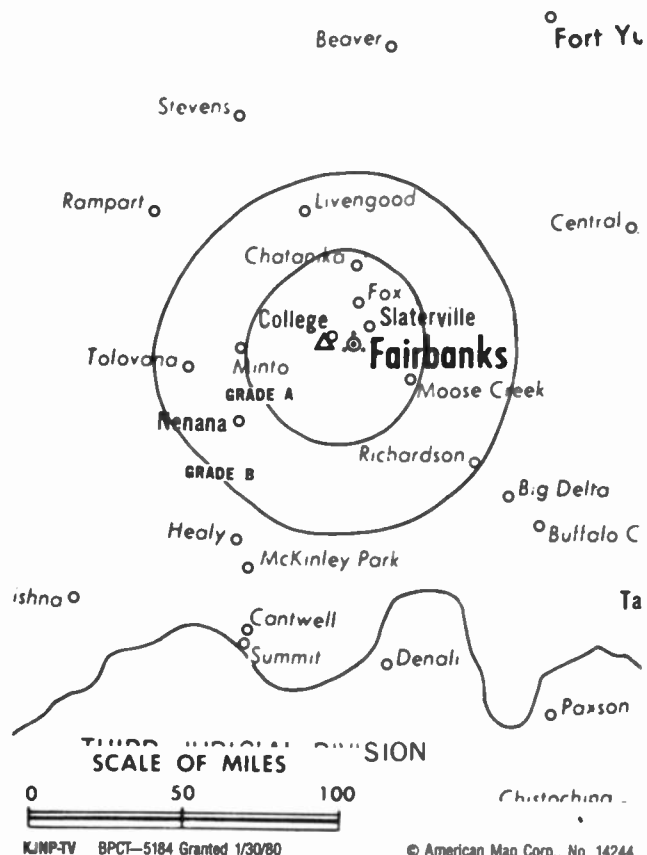
DONALD L. NELSON, president/director.

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.

**City of License:** North Pole.



# Alaska—Sitka

**KTNL**

Ch. 13

**Network Service:** CBS.

**Licensee:** Dan & Kathie Etulain, 520 Lake St., 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'	26.50"
Longitude	135°	20'	02.00"

**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):** Mutual Telesales Inc.

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

**Personnel:**

DAN ETULAIN, president & general manager.  
 KATHIE ETULAIN, vice president & secretary-treasurer.  
 JEFF SEIFERT, general sales manager & marketing director.  
 MARTY BAGGEN, local sales manager & promotion director.  
 GARTH KANEN, chief engineer.  
 IVAN BENSON, news & program director.  
 BARBARA CASON, business manager/controller.

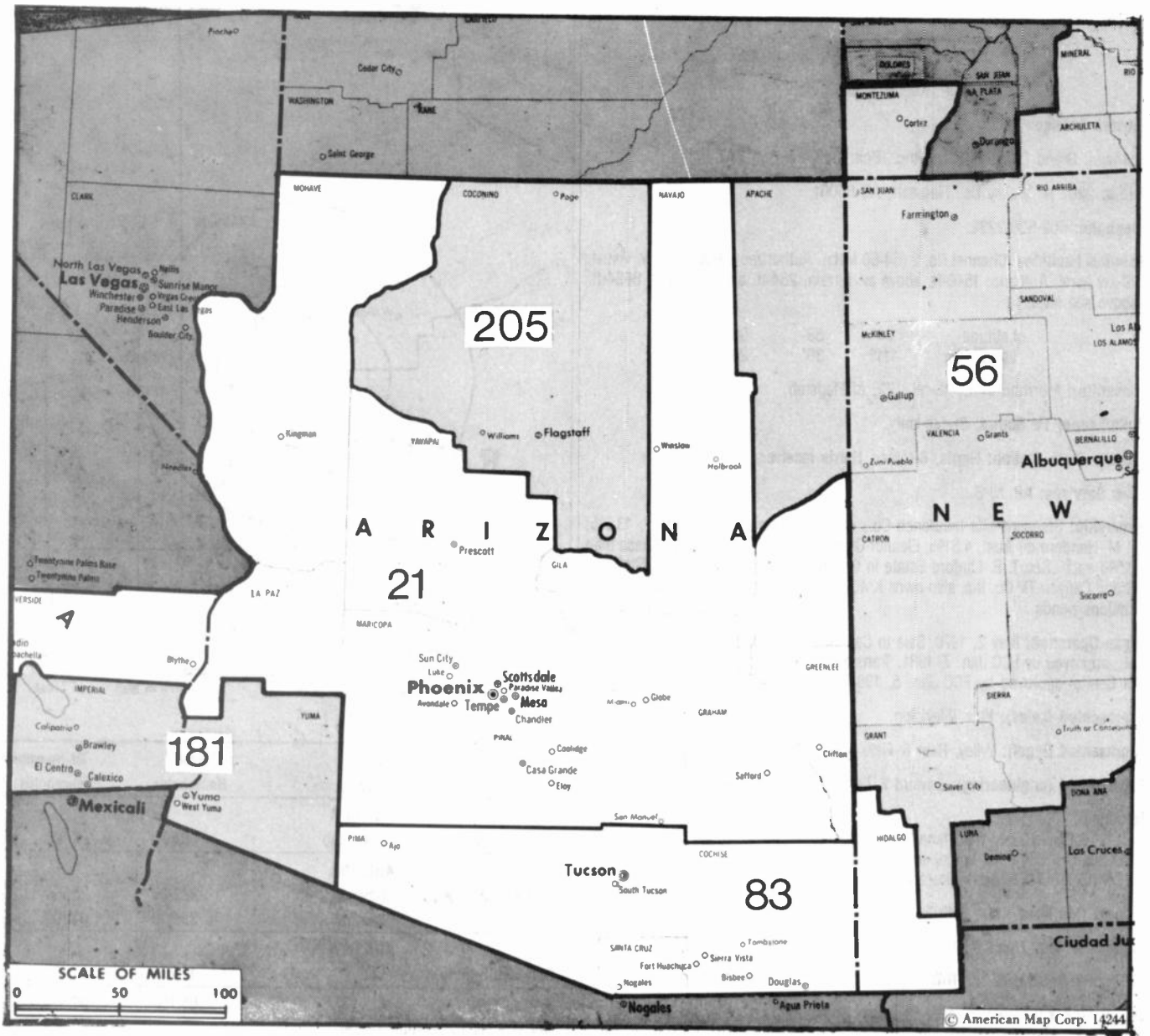
**Highest One Hour Rate:** \$450.



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

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

**City of License:** Sitka.



Market	Arbitron ADI TV Households	Rank
Phoenix, AZ	927,000	21
Albuquerque, NM	445,300	56
Tucson, AZ	290,900	83
El Centro, CA-Yuma, AZ	60,300	181
Flagstaff, AZ	27,800	205

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), KLUZ-TV (41), KNAT (23), KNMZ-TV (2), KOATV (7), KOB-TV (4), KOBF (12), 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), KYMA (11), XHBC-TV (3)  
 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 Totals as of October 1, 1988

	VHF	UHF	TOTAL
Commercial Television Stations	14	6	20
Educational Television Stations	2	1	3
	16	7	23

# 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 Mtn., 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%; T. M. Henderman Trust, 4.51%; Eleanor Collums, 3.48%; 30 others with less than 2.5% each. See T. B. Lanford Estate in Group Ownership of Television Stations. Grand Canyon TV Co. Inc. also owns KMOH-TV, Kingman, AZ. **Note:** Sale of both stations pending.

**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.

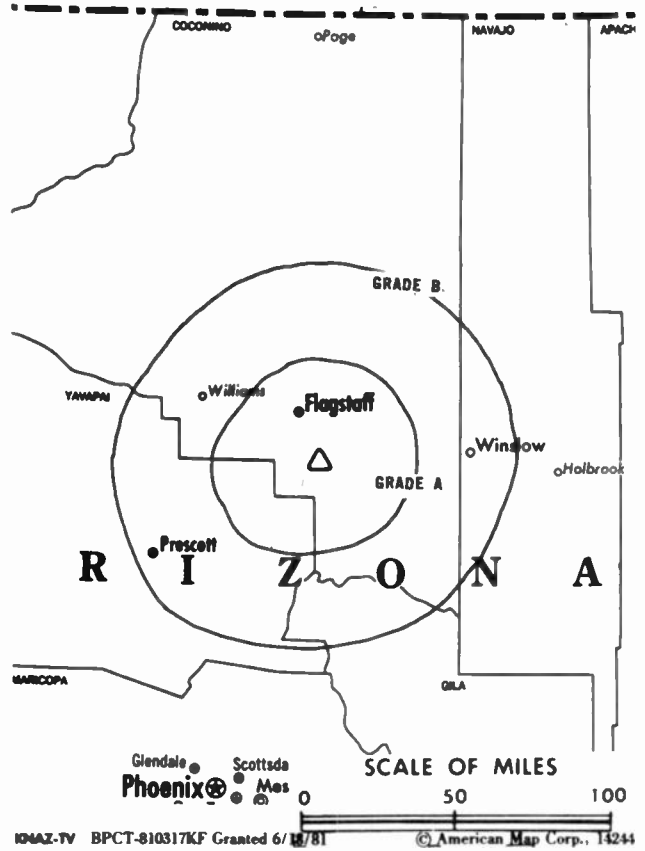
**Highest One Hour Rate:** \$1500.

**Highest 30 Sec. Rate:** \$360.

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

**City of License:** Flagstaff. **ADI:** Flagstaff. **Rank:** 205.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>ARIZONA</b>				
<b>50% &amp; Over</b>	Coconino	29,500	27,400	93
<b>ARIZONA</b>				
<b>Between 25-49%</b>	Navajo	22,500	20,500	91
	Yavapai	39,000	37,100	95
<b>ARIZONA</b>				
<b>Between 5-24%</b>	Gila	14,700	14,100	96
<b>Station Totals</b>		<b>105,700</b>	<b>99,100</b>	<b>94</b>
<b>Net Weekly Circulation (1988)</b>				<b>44,100</b>
<b>Average Daily Circulation (1988)</b>				<b>23,800</b>

# Arizona—Kingman

## KMOH-TV

Ch. 6

**Network Service:** None, independent.

**Licensee:** Grand Canyon Television Co. Inc., 2201 N. Vickay Dr., Flagstaff, AZ 86001.

**Studio:** 2999 Airways, Kingman, AZ 86401.

**Telephones:** 602-526-2232; 602-757-7676.

**Technical Facilities:** Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1920-ft. above av. terrain, 75-ft. above ground, 4496-ft. above sea level.

Latitude	35°	01'	57''
Longitude	114°	21'	56''

**Transmitter:** Black Mountains, approx. 1-mi. ENE of Oatman.

**Ownership:** Standard Life Insurance Co., 45.8%; Estate of T. B. Lanford, 13.6%; T. M. Henderman Trust, 4.51%; Eleanor Collums, 3.48%; 30 others with less than 2.5% each. Grand Canyon TV also owns KNAZ-TV, Flagstaff, AZ. For Lanford interests, see Group Ownership of Television Stations.

**Began Operation:** February 26, 1988.

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

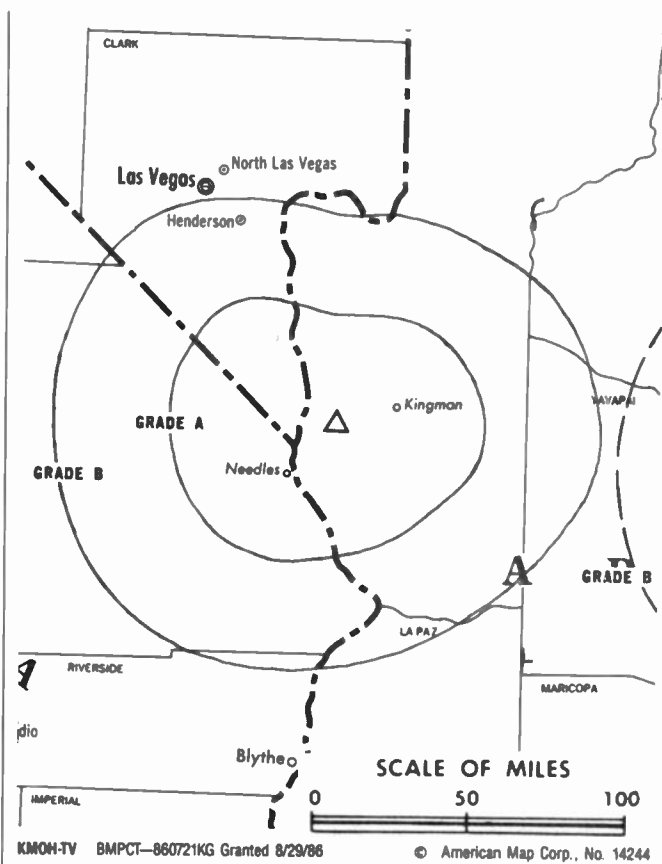
**Represented (engineering):** W. Jeffrey Reynolds.

**Personnel:**

DON PURNELL, general manager.  
ED BOUCHARD, chief engineer.  
BILL OHLSON, sales manager.

**Arbitron Data:** Not available.

**City of License:** Kingman. **ADI:** Phoenix. **Rank:** 21.



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# 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.

**Fax:** 602-268-3347.

**Technical Facilities:** Channel No. 15 (476-482 MHz). Authorized power: 631-kw max. visual, 63.1-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:** Calstar, 5-meter C-band; 1 Harris, 6-meter C-band; 1 Vertex, 4.57-meter Ku-band; DX Antenna, Harris, M/A-Corn, Scientific-Atlanta receivers.

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

**Ownership:** Scripps-Howard Broadcasting Co. See Group Ownership of Television 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.

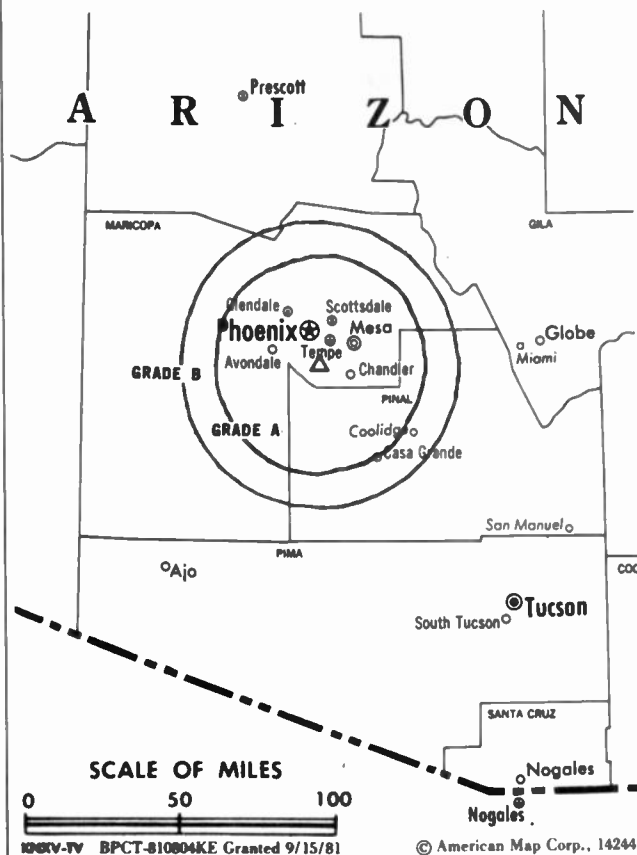
**Represented (legal):** Baker & Hostetler.

**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.  
BRAD NILSEN, local sales manager.  
CAROLYN McBURNEY, promotion director.  
JOAN TORRE, business manager.

**Rates:** Not available.

**City of License:** Phoenix. **ADI:** Phoenix. **Rank:** 21.



Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>ARIZONA</b>				
<b>50% &amp; Over</b>	Maricopa	760,400	745,500	98
<b>ARIZONA</b>				
<b>Between 25-49%</b>	Graham	7,700	7,300	95
	Pinal	35,800	34,600	97
<b>ARIZONA</b>				
<b>Between 5-24%</b>	Gila	14,700	14,100	96
<b>Station Totals</b>		<b>818,600</b>	<b>801,500</b>	<b>98</b>
<b>Net Weekly Circulation (1988)</b>			<b>432,900</b>	
<b>Average Daily Circulation (1988)</b>			<b>162,000</b>	

# Arizona—Phoenix

## KPAZ-TV

Ch. 21

**Network Service:** Trinity Bcstg. Network.

**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 visual, 50-kw aural. Antenna: 1600-ft. above av. terrain, 178-ft. above ground, 2799-ft. above sea level.

Latitude	33°	20'	2.50''
Longitude	112°	03'	42''

**Transmitter:** South Mountain Park.

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

**News Service:** TBN.

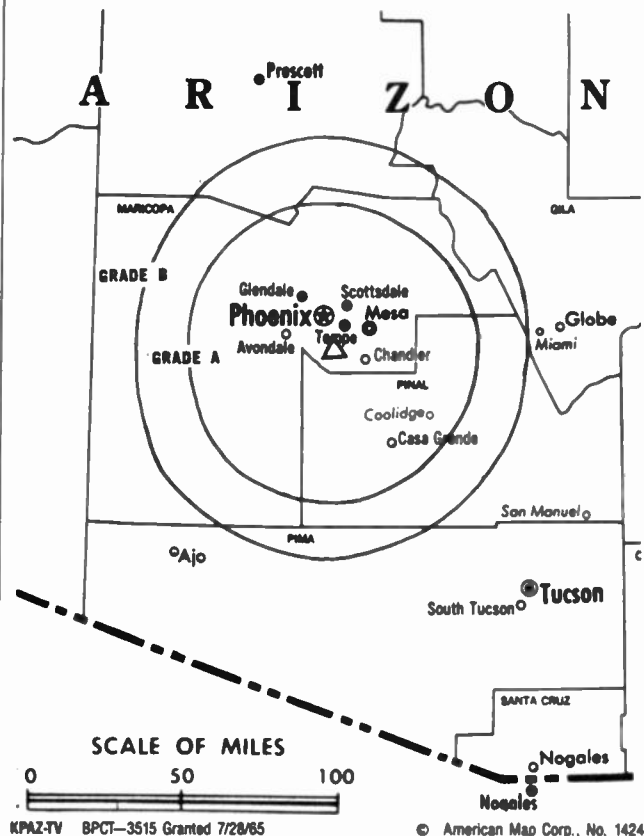
**Ownership:** Trinity Broadcasting Network Inc. See Group Ownership of Television Stations.

**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.



KPAZ-TV BPCT—3515 Granted 7/28/65

© American Map Corp., No. 14244

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

**Arbitron Data:** Not available.

**City of License:** Phoenix. **ADI:** Phoenix. **Rank:** 21.

# Arizona—Phoenix

## KPHO-TV

Ch. 5

**Network Service:** None, independent.

**Licensee:** Meredith Corp., Box 20100, Phoenix, AZ 85036.

**Studio:** 4016 N. Black Canyon Highway, Phoenix, AZ 85017.

**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. S 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 Television 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 manager.  
WILLIAM J. STRUBE, director of engineering.  
KEN ROBINSON, news director.  
STEPHANIE FORBES, business manager/controller.  
KIMBERLEE RAYMOND, promotion & marketing director.

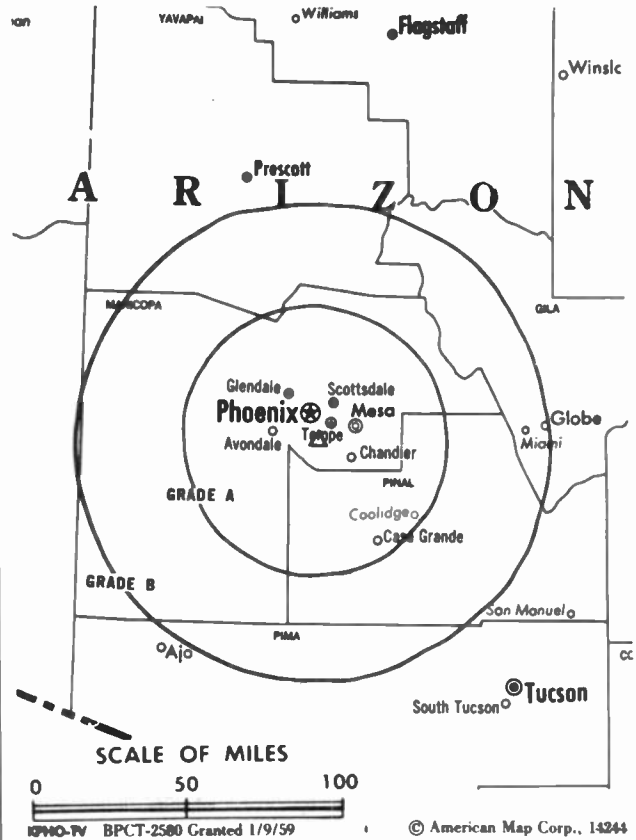
**Highest One Hour Rate:** \$9000.

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

**City of License:** Phoenix. ADI: Phoenix. Rank: 21.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	<b>ARIZONA</b>			
	Apache South	4,100	3,600	89
	Coconino	29,500	27,400	93



Net Weekly Circulation	State County	Total Households	TV Households	Households %	
50% & Over	Gila	14,700	14,100	96	
	Graham	7,700	7,300	95	
	Greenlee	3,500	3,400	97	
	La Paz	5,800	5,600	96	
	Maricopa	760,400	745,500	98	
	Mohave	31,900	30,400	95	
	Navajo	22,500	20,500	91	
	Pinal	35,800	34,600	97	
	Yavapai	39,000	37,100	95	
	Yuma	30,800	29,200	95	
	<b>CALIFORNIA</b>				
	Riverside East	8,000	7,700	96	
	Between 25-49%	<b>ARIZONA</b>			
Cochise		35,900	34,600	96	
Between 5-24%	<b>ARIZONA</b>				
	Santa Cruz	8,100	7,900	97	
<b>Station Totals</b>		<b>1,037,700</b>	<b>1,008,900</b>	<b>97</b>	
<b>Net Weekly Circulation (1988)</b>			<b>746,800</b>		
<b>Average Daily Circulation (1988)</b>			<b>384,600</b>		

# Arizona—Phoenix-Mesa

## KPNX-TV

Ch. 12

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, 46.80-kw aural. Antenna: 1780-ft. above av. terrain, 350-ft. above ground, 3003-ft. above sea level.

Latitude 33° 19' 59.50"  
Longitude 112° 03' 47.50"

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, 6.1-meter C-band; Vertex, 4.6-meter Ku-band; Harris, 3-meter Ku-band; DX Engineering, Harris, M/A-Com, Standard Communications receivers.

News Services: AP, UPI.

Ownership: Gannett Broadcasting Group. See Group Ownership of Television 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.

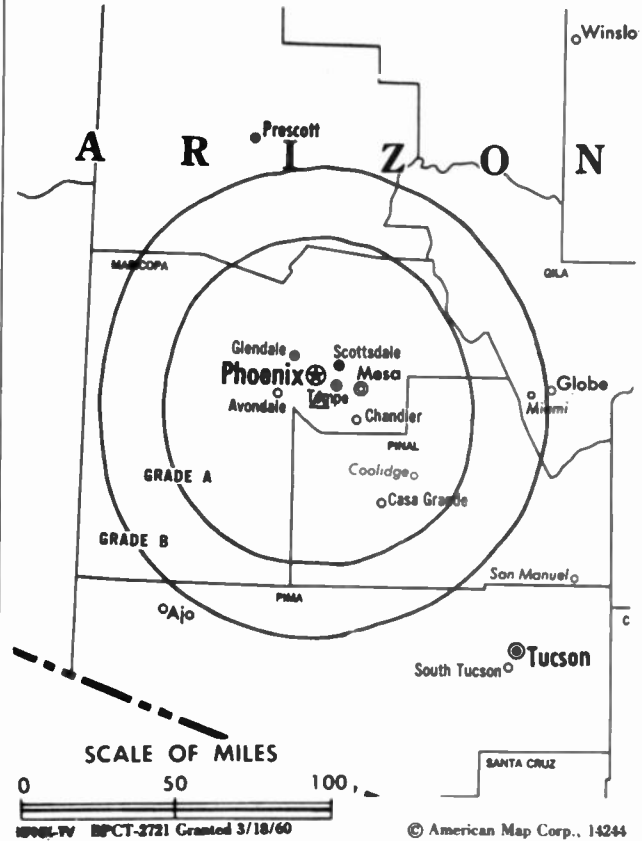
### Personnel:

C. E. COONEY, president & general manager.  
JEFFREY R. MORRIS, vice president & general sales manager.  
LEON ANGLIN, vice president & chief engineer.  
JIM WILLI, vice president & news director.  
MARJORIE SCHMIDT, promotion director.  
JEAN ANN DANITZ, local sales manager.  
PERRY CHESTER, national sales manager.  
WINNIE STOLPER, controller.  
ARDY DIERCKS, program director.  
GEMA DUARTE, marketing director.

Rates: On request.

City of License: Mesa. ADI: Phoenix. Rank: 21.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>ARIZONA</b>			
	Apache South	4,100	3,600	89
	Gila	14,700	14,100	96
	Graham	7,700	7,300	95
	Greenlee	3,500	3,400	97
	La Paz	5,800	5,600	96
	Maricopa	760,400	745,500	98
	Mohave	31,900	30,400	95
	Navajo	22,500	20,500	91
	Pinal	35,800	34,600	97
Yavapai	39,000	37,100	95	
<b>CALIFORNIA</b>	Riverside East	8,000	7,700	96
	<b>ARIZONA</b>			
<b>Between 25-49%</b>	Coconino	29,500	27,400	93
<b>Between 5-24%</b>	<b>ARIZONA</b>			
	Yuma	30,800	29,200	95
<b>Station Totals</b>		<b>993,700</b>	<b>966,400</b>	<b>97</b>
<b>Net Weekly Circulation (1988)</b>				<b>811,500</b>
<b>Average Daily Circulation (1988)</b>				<b>483,500</b>



# Arizona—Phoenix

## KTSP-TV

Ch. 10

Network Service: CBS.

Licensee: Great American Television & Radio Co. Inc., 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, 46.80-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"

Holds CP for change to 1805-ft. above av. terrain, 373-ft. above ground, 3047-ft. above sea level. BPCT-880208KE.

Transmitter: South Mountain.

Multichannel TV Sound: Stereo only.

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

News Services: AP, UPI.

Ownership: Great American Television & Radio Co. Inc. See Group Ownership of TV 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 Taft Television & Radio Co. approved May 30, 1985 (Vol. 25:5, 20, 22). FCC approved sale to present owner Oct. 2, 1987 (Vol. 27:16, 18, 23, 30, 41).

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.  
AL HILLSTROM, chief engineer.  
DAVID HOWELL, news director.  
MARK HIGGINS, local sales manager.  
MICHELLE GAZES, national sales manager.

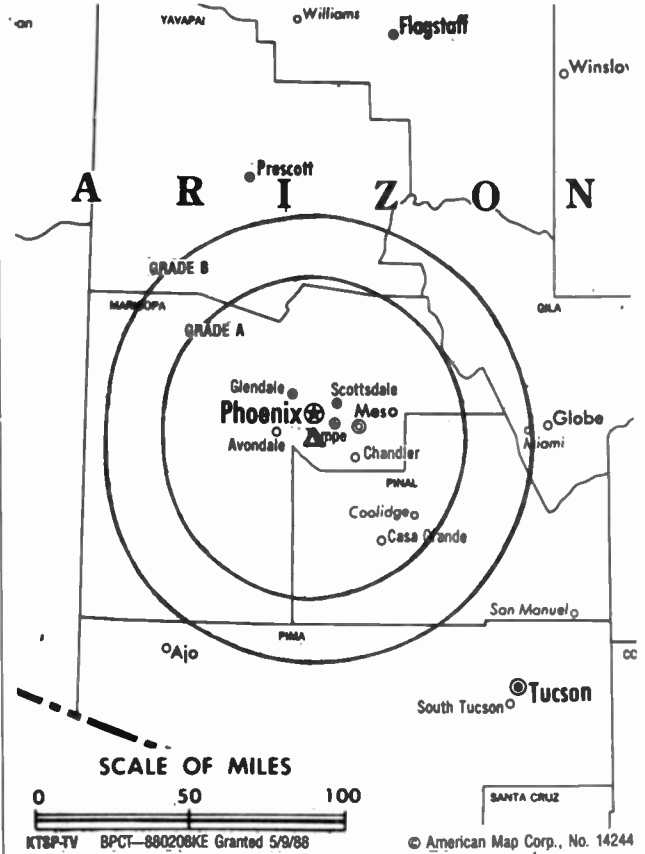
Highest One Hour Rate: \$16,500.

Highest 30 Sec. Rate: \$4200.

NETWORK BASE HOURLY RATE: \$1484.

City of License: Phoenix. AOI: Phoenix. Rank: 21.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>ARIZONA</b>				
<b>50% &amp; Over</b>	Apache South	4,100	3,600	89
	Coconino	29,500	27,400	93
	Gila	14,700	14,100	96
	Graham	7,700	7,300	95
	Greenlee	3,500	3,400	97
	La Paz	5,800	5,600	96
	Maricopa	760,400	745,500	98
	Mohave	31,900	30,400	95
	Navajo	22,500	20,500	91
	Pinal	35,800	34,600	97
	Yavapai	39,000	37,100	95
	Yuma	30,800	29,200	95
<b>CALIFORNIA</b>				
	Riverside East	8,000	7,700	96
<b>Station Totals</b>		<b>993,700</b>	<b>966,400</b>	<b>97</b>
<b>Net Weekly Circulation (1988)</b>				<b>856,400</b>
<b>Average Daily Circulation (1988)</b>				<b>524,100</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.

**Fax:** 602-263-3377.

**Technical Facilities:** Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 15.10-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:** Comtech, 5.5-meter C-band; Dalsat, 4.5-meter Ku-band; GE, 3.7-meter Ku-band; Scientific-Atlanta, 4.6-meter C-band; Omni, Pinzone, Scientific-Atlanta 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:**

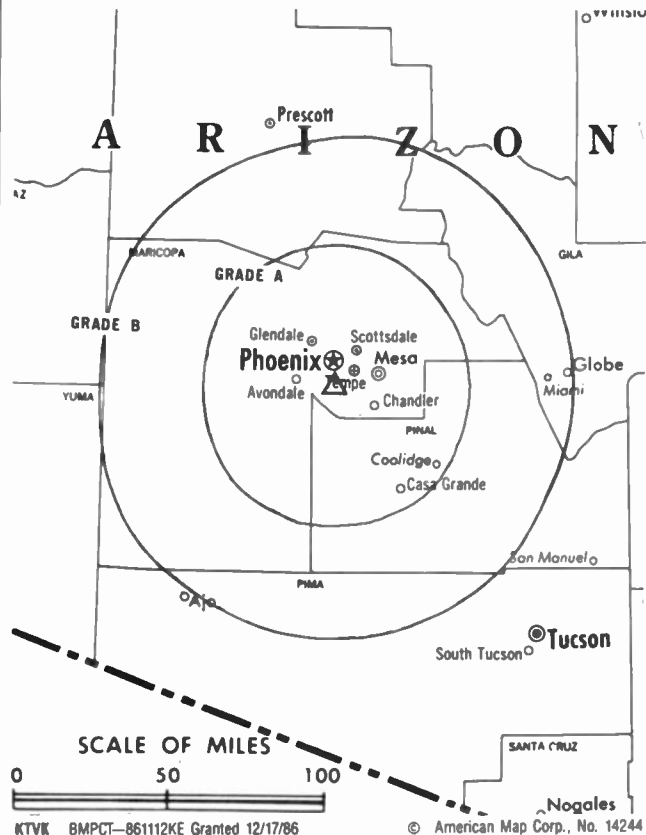
- DELBERT R. LEWIS, president & general manager.
- WILLIAM MILLER, vice president & chief operating officer.
- JIM GALVIN, general sales manager.
- PHIL ALVIDREZ, news director.
- BILL LAWRENCE, chief engineer.
- LAURIE FICARRA, local sales manager.
- JOHN MATT-GONGARA, national sales manager.
- SUE SCHWARTZ, program director.
- LYNN LOVICK, promotion director.
- JIM TUTON, business manager/controller.

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

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

**City of License:** Phoenix. **AOI:** Phoenix. **Rank:** 21.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 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	4,100	3,600	89
		Coconino	29,500	27,400	93
		Gila	14,700	14,100	96
		Graham	7,700	7,300	95
		Greenlee	3,500	3,400	97
		La Paz	5,800	5,600	96
		Maricopa	760,400	745,500	98
		Mohave	31,900	30,400	95
		Navajo	22,500	20,500	91
		Pinal	35,800	34,600	97
		Yavapai	39,000	37,100	95
		Yuma	30,800	29,200	95
		<b>CALIFORNIA</b>			
	Riverside East	8,000	7,700	96	
<b>Station Totals</b>		<b>993,700</b>	<b>966,400</b>	<b>97</b>	
<b>Net Weekly Circulation (1988)</b>			<b>831,100</b>		
<b>Average Daily Circulation (1988)</b>			<b>455,300</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., 55.0%; Emilio Nicolas, v.p., 15.0%; Daniel D. Villanueva, v.p., 15.0%; William Stiles, 5.00%; Joaquin Blaya, 2.50%; Robert Munoz, 2.50%.

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

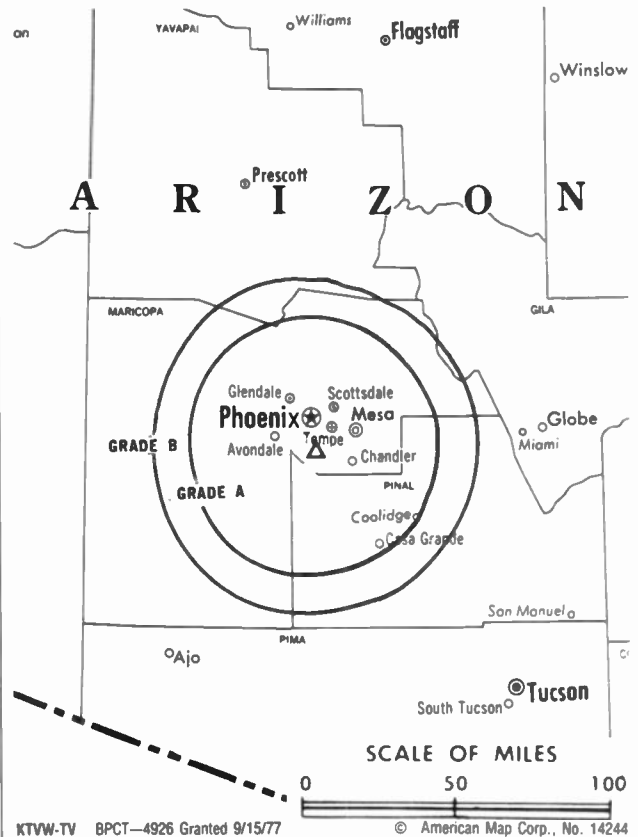
**Represented (sales):** Univision.

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

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

**Personnel:**

GUSTAVO GODOY, 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:** 21.

# 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:** 602-268-4500. **TWX:** 602-629-1741.

**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:** 3 in operation; 2 Scientific-Atlanta, 7-meter C-band; 1 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):** Pety Television Inc.

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

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

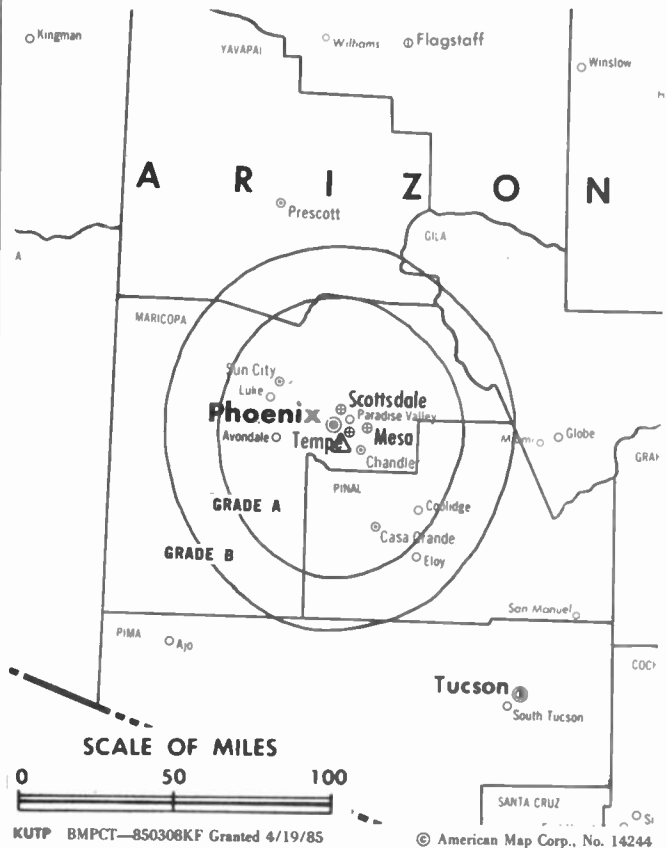
### Personnel:

JERRY BRAET, vice president & general manager.  
MIKE DURAND, general sales manager.  
SETH PARKER, program director.  
STEVE BANKS, local sales manager.  
BOB WERNER, national sales manager.  
TOM FOY, chief engineer.  
DARLENE CHAN, promotion director.  
DON MITCHELL, business manager/controller.

**Rates:** Not available.

**City of License:** Phoenix. **ADI:** Phoenix. **Rank:** 21.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>ARIZONA</b>				
<b>Between 25-49%</b>	Gila	14,700	14,100	96
	Graham	7,700	7,300	95
	Maricopa	760,400	745,500	98
	Pinal	35,800	34,600	97
<b>Station Totals</b>		<b>818,600</b>	<b>801,500</b>	<b>98</b>
<b>Net Weekly Circulation (1988)</b>			<b>307,000</b>	
<b>Average Daily Circulation (1988)</b>			<b>98,900</b>	

# Arizona—Prescott-Phoenix

**KUSK**

Ch. 7

**Network Service:** None, independent.

**Grantee:** KUSK Inc., 1616 E. Indian School Rd., Suite 445, Phoenix, AZ 85016-8604.

**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).

**TWX:** 910-240-1471.

**Fax:** 602-445-5210 (Prescott); 602-265-6372 (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; 1 RCA Americom, 4.5-meter Ku-band; 2 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., 30.0%; Allstate Insurance, 14.3%. Neighborhood TV Co. Ownership: Marshall M. Carpenter Jr., pres., 18.70%; William H. Sauro, v.p., 18.70%; Lyle Mat- tler, treas., 18.60%; Alista & Co., 44.00%.

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

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

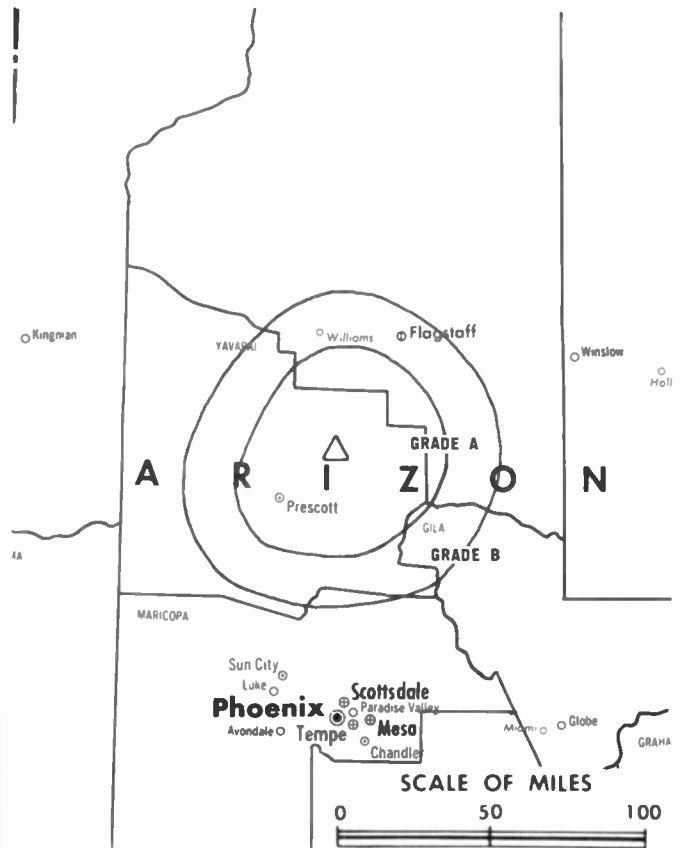
**Represented (engineering):** Hammett & Edison Inc.

**Personnel:**

WILLIAM H. SAURO, president.  
RICHARD HOWE, vice president & general manager.  
PATRICIA GRAY, vice president & program operations manager.  
THAYNE HIGGINS, chief engineer.  
STEVE GLUECK, local sales manager.  
BETH SPECKHARD, promotion director.  
TONYA COPELAND, business manager/controller.

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

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



KUSK BPCT-790618KG Granted 1/7/80

© American Map Corp., No. 14244

**City of License:** Prescott. **AOI:** Phoenix. **Rank:** 21.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>ARIZONA</b>				
<b>Between 5-24%</b>	Coconino	29,500	27,400	93
	Maricopa	760,400	745,500	98
	Yavapai	39,000	37,100	95
<b>Station Totals</b>		<b>828,900</b>	<b>810,000</b>	<b>98</b>
<b>Net Weekly Circulation (1988)</b>			<b>74,500</b>	
<b>Average Daily Circulation (1988)</b>			<b>18,900</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. **Telex:** 910-350-0561.

**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 C-band; RCA, 4.6-meter Ku-band; M/A-Com, Microdyne receivers.

**News Services:** AP, NIWS.

**Ownership:** Roman Catholic Church of Diocese of Tucson, 100%.

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

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

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

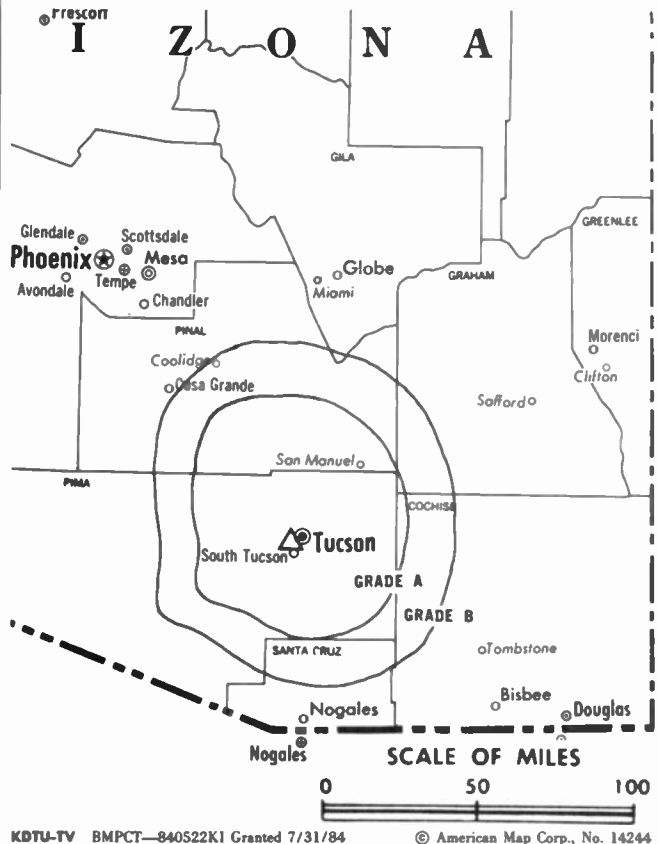
**Represented (engineering):** Andrus & Associates.

### Personnel:

ROBERT NORDMEYER, general manager.  
FRANK IDASPE, general sales manager.  
GRACIE RAMIREZ, program director.  
ANA SANCHEZ, promotion director.  
WAYNE NELSON, chief engineer.  
EVA MESTON, business manager.  
RUDY CASILLAS, production manager.  
ROSALYN FRANZEN, traffic manager.

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

**City of License:** Tucson. **ADI:** Tucson. **Rank:** 83.



KDTU-TV BNPCT-840522K1 Granted 7/31/84 © American Map Corp., No. 14244

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>ARIZONA</b>			
Between 25-49%	Pima	256,100	251,000	98
	<b>ARIZONA</b>			
Between 5-24%	Pinal	35,800	34,600	97
	Santa Cruz	8,100	7,900	97
<b>Station Totals</b>		<b>300,000</b>	<b>293,500</b>	<b>98</b>
<b>Net Weekly Circulation (1988)</b>			<b>129,500</b>	
<b>Average Daily Circulation (1988)</b>			<b>52,900</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, 21.90-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.

**Began Operation:** June 3, 1956. H. U. Garrett group's purchase of station from D. W. Ingam approved Dec. 19, 1956. (*Television Digest*, Vol. 12:51). Sale to Henry S. Hilberry & associates by H. U. Garrett group approved by FCC Dec. 14, 1960 (Vol. 16:45, 51). Sale to Gilmore Bcstg. Corp. of Arizona by Hilberry 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.

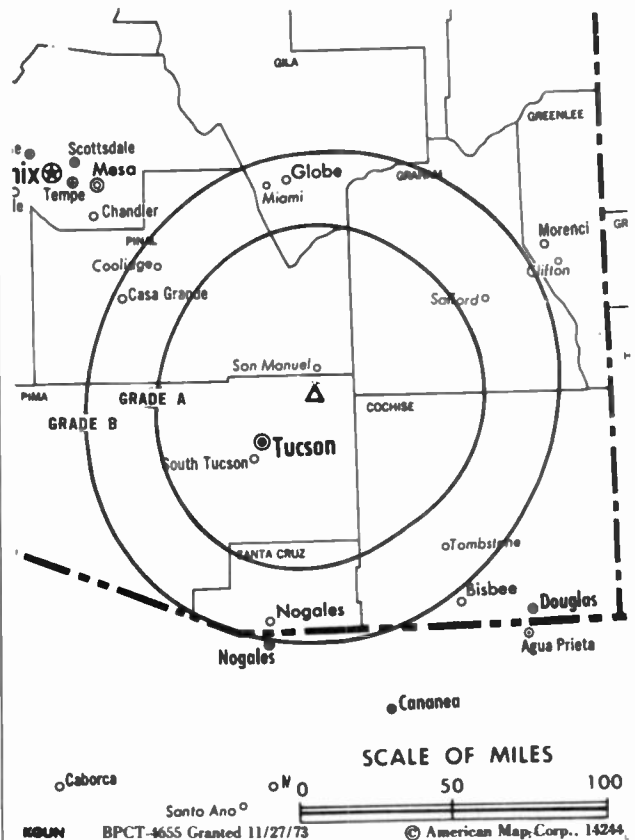
**Highest One Hour Rate:** \$3750.

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

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

**City of License:** Tucson. **ADI:** Tucson. **Rank:** 83.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>ARIZONA</b>			
	Cochise	35,900	34,600	96
	Graham	7,700	7,300	95
	Pima	256,100	251,000	98
	Santa Cruz	8,100	7,900	97
<b>Between 25-49%</b>	<b>NEW MEXICO</b>			
	Hidalgo	2,200	2,100	95
<b>Between 5-24%</b>	<b>ARIZONA</b>			
	Greenlee	3,500	3,400	97
<b>Station Totals</b>	<b>ARIZONA</b>			
	Apache South	4,100	3,600	89
	Gila	14,700	14,100	96
	Navajo	22,500	20,500	91
	Pinal	35,800	34,600	97
<b>Net Weekly Circulation (1988)</b>	<b>NEW MEXICO</b>			
	Catron	1,000	900	89
	<b>Station Totals</b>	<b>391,600</b>	<b>380,000</b>	<b>97</b>
<b>Net Weekly Circulation (1988)</b>			<b>285,100</b>	
<b>Average Daily Circulation (1988)</b>			<b>172,600</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.

**Fax:** 602-623-8133.

**Technical Facilities:** Channel No. 13 (210-216 MHz). Authorized power: 110-kw visual, 15.60-kw aural. Antenna: 3610-ft. above av. terrain, 202-ft. above ground, 8752-ft. above sea level.

Latitude 32° 24' 56.50"  
Longitude 110° 42' 48.50"

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

**Satellite Earth Stations:** 6 in operation; 1 Scientific-Atlanta, 7-meter C-band; 1 Scientific-Atlanta, 4.6-meter C-band; 1 AFC, 4-meter Ku-band; 1 SatCom, 5-meter Ku & C-band; 1 Uniden, 3-meter C-band; M/A-Corn, Omni, Scientific-Atlanta receivers.

**News Services:** AP, CBS, Group W Newsfeed, UPI.

**Ownership:** Knight-Ridder Broadcasting Inc. See Group Ownership of Television 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.

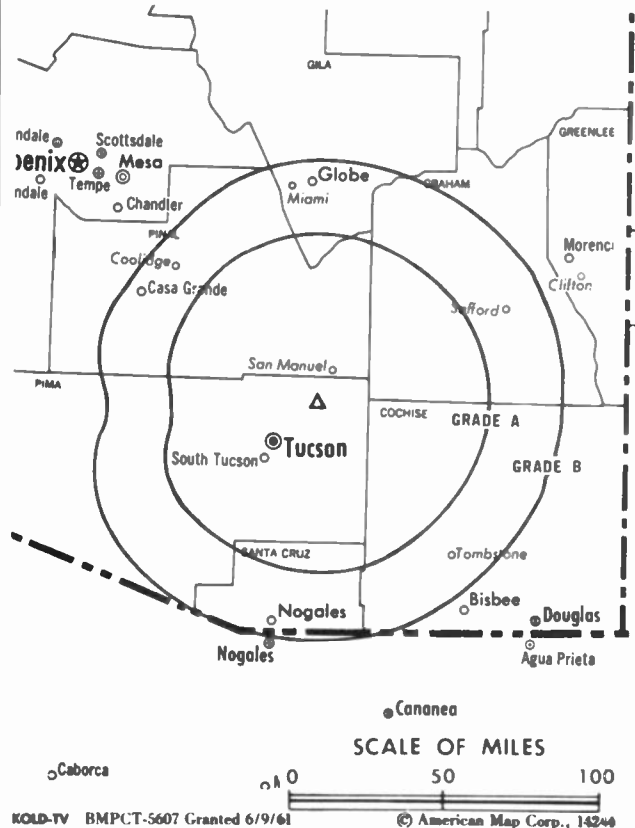
**Personnel:**

MATTHEW L. KREINER, president & general manager.  
WANDA MYERS, general sales manager.  
TOM FOOS, marketing & program manager.  
DON SHAFER, news manager.  
KAREN FELDKAMP, business manager.  
PHIL DUNTON, director of operations.  
CAROLINE WILSON, promotion manager.

**Rates:** Available on request.

**NETWORK BASE HOURLY RATE: \$538.**

**City of License:** Tucson. **ADI:** Tucson. **Rank:** 83.



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ARIZONA</b>			
	Cochise	35,900	34,600	96
	Pima	256,100	251,000	98
	Santa Cruz	8,100	7,900	97
<b>Between 25-49%</b>	<b>ARIZONA</b>			
	Greenlee	3,500	3,400	97
<b>Between 5-24%</b>	<b>NEW MEXICO</b>			
	Hidalgo	2,200	2,100	95
<b>Station Totals</b>	<b>ARIZONA</b>			
	Apache South	4,100	3,600	89
	Gila	14,700	14,100	96
	Graham	7,700	7,300	95
	Navajo	22,500	20,500	91
	Pinal	35,800	34,600	97
	<b>NEW MEXICO</b>			
Catron	1,000	900	89	
<b>Station Totals</b>		<b>391,600</b>	<b>380,000</b>	<b>97</b>
<b>Net Weekly Circulation (1988)</b>				<b>277,800</b>
<b>Average Daily Circulation (1988)</b>				<b>161,100</b>

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



# 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, 153.40-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-Corn, 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.

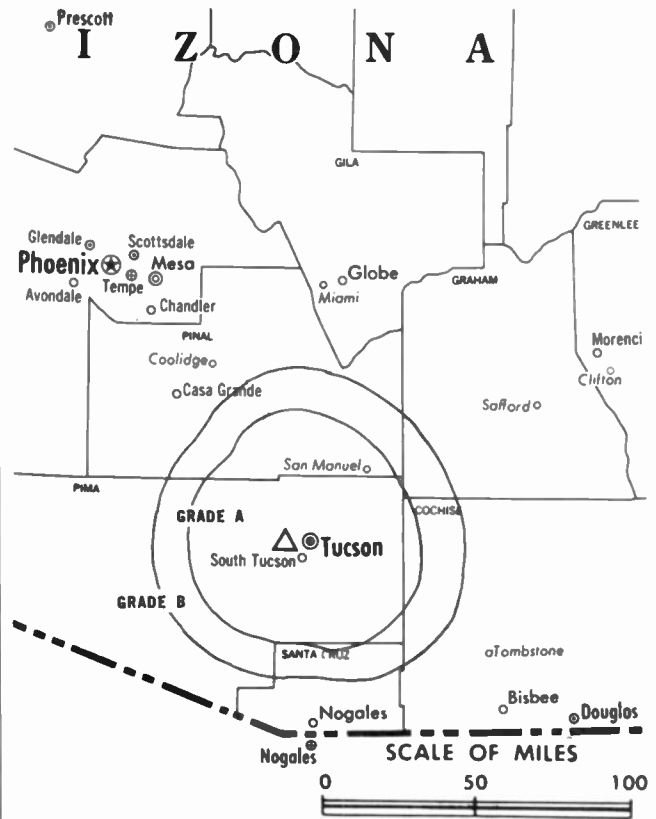
**Personnel:**

- JULIUS POLAN, president.
- DAVID J. POLAN, general manager & program director.
- JACK O'CONNOR, general sales manager.
- WANDA L. LANGEJANS, business manager.
- RICHARD HEATLEY, chief engineer.
- ELIZABETH MATLICK, promotion director.

**Highest 30 Sec. Rate:** \$70.

**City of License:** Tucson. **ADI:** Tucson. **Rank:** 83.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



KPOL BMPCT—840523KJ Granted 9/21/84

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%	ARIZONA	256,100	251,000	98
	Pima			
Between 5-24%	ARIZONA	35,800	34,600	97
	Pinal			
<b>Station Totals</b>		<b>291,900</b>	<b>285,600</b>	<b>98</b>
<b>Net Weekly Circulation (1988)</b>			<b>72,700</b>	
<b>Average Daily Circulation (1988)</b>			<b>21,300</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.

**Fax:** 602-620-1309.

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 35-kw max. 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. 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 KOAFTV, 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:

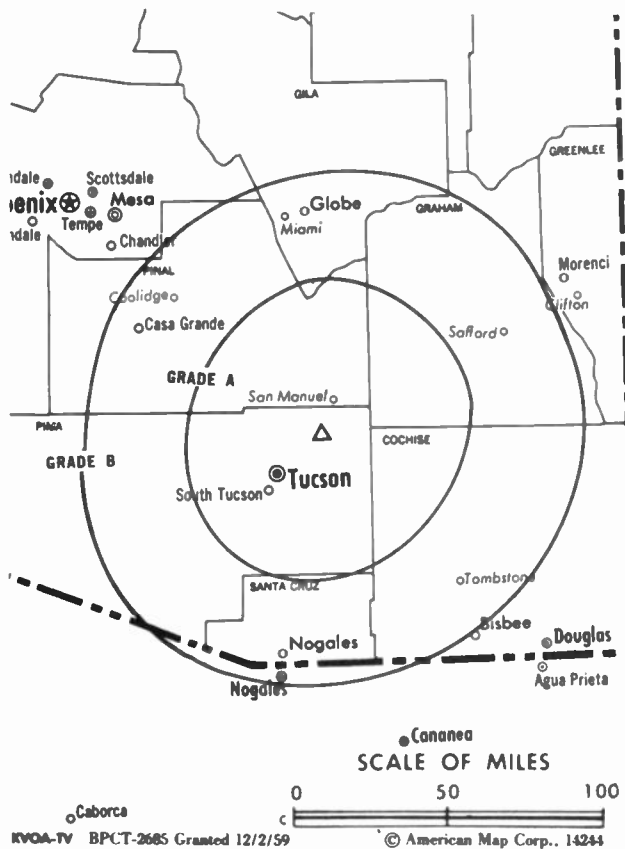
JON F. RUBY, president & general manager.  
JAMES JOSLYN, exec. vice president & station manager.  
JACKIE ANDERSON, local sales manager.  
DAVID HATFIELD, vice president & program director.  
RALPH S. TURK, vice president & chief engineer.  
RENEE BEAR, vice president & business manager.  
DAVID KERRIGAN, vice president & production manager.  
STEVE LIVINGSTONE, promotion director.

**Rates:** On request.

**NETWORK BASE HOURLY RATE:** \$825.

**City of License:** Tucson. ADI: Tucson. Rank: 83.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>ARIZONA</b>			
	Cochise	35,900	34,600	96
	Pima	256,100	251,000	98
	Santa Cruz	8,100	7,900	97
<b>Between 25-49%</b>	<b>ARIZONA</b>			
	Greenlee	3,500	3,400	97
<b>Between 5-24%</b>	<b>NEW MEXICO</b>			
	Catron	1,000	900	89
	Hidalgo	2,200	2,100	95
<b>Between 5-24%</b>	<b>ARIZONA</b>			
	Apache South	4,100	3,600	89
	Gila	14,700	14,100	96
	Graham	7,700	7,300	95
	Navajo	22,500	20,500	91
	Pinal	35,800	34,600	97
<b>Station Totals</b>		<b>391,600</b>	<b>380,000</b>	<b>97</b>
<b>Net Weekly Circulation (1988)</b>				<b>278,880</b>
<b>Average Daily Circulation (1988)</b>				<b>174,500</b>

# Arizona—Tucson-Nogales

## KMSB-TV

Ch. 11

**Network Service:** Fox.

**Licensee:** Mountain States Bcstg., Box 42048, Tucson, AZ 85733.

**Studio:** 2445 N. Tucson Blvd., Tucson, AZ 85719.

**Telephone:** 602-795-0311. **TWX:** 910-952-1280.

**Fax:** 602-323-3793.

**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"

Holds CP for change to 316-kw max. visual, 1663-ft. above av. terrain, 187-ft. above ground, 6056-ft. above sea level. BPCT-880510KE.

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

**Satellite Earth Stations:** 3 in operation; 1 M/A-Corn, 5-meter; 1 Scientific-Atlanta, 5-meter; 1 RCA Americom, 4.5-meter; Scientific-Atlanta receivers.

**News Service:** UPI.

**Ownership:** Providence Journal Broadcasting Corp. 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.

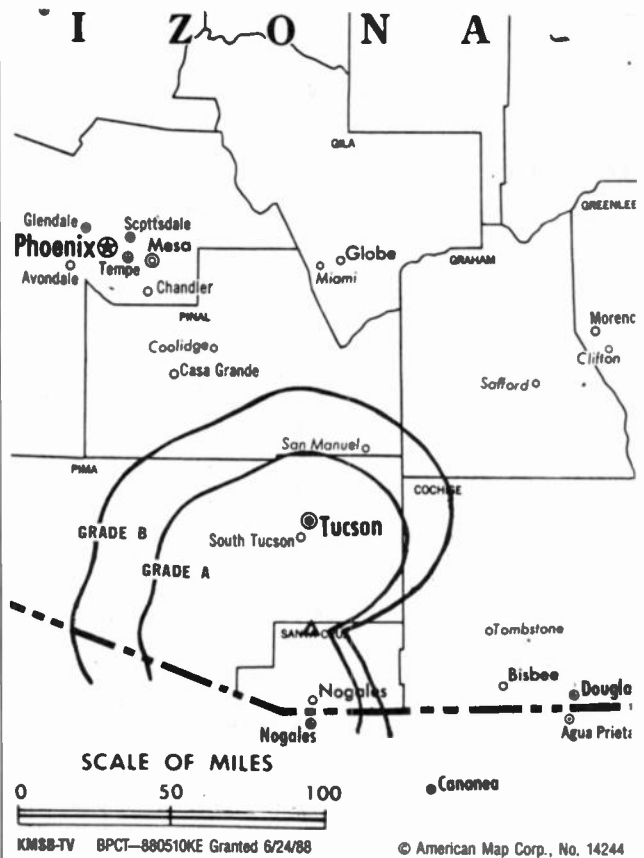
**Represented (engineering):** A. D. Ring & Associates, P.C.

**Personnel:**

RANDALL CANTRELL, vice president & general manager.  
ALLEN TRATTNER, national sales manager.  
ROY MITCHELL, chief engineer.  
LOUIS MEDRAN, production manager.  
HARRY WEST, programming director.  
DOUG GERVAIS, promotion director.

Our firm acted as financial advisor  
and broker in the 1985 sale of  
KZAZ-TV

**THE TIED HEPBURN COMPANY**  
Ted Hepburn, President    Todd Hepburn, Vice-President  
325 Garden Road, Palm Beach, Florida 33480 (407) 863-8995  
P.O. Box 42401, Cincinnati, Ohio 45242 (513) 791-8730



ALLEN CANFIELD, business manager.  
SANDRA JARAMILLO, traffic manager.

**Rates:** Not available.

**City of License:** Nogales. **ADI:** Tucson. **Rank:** 83.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ARIZONA</b>			
	Pima	256,100	251,000	98
	Santa Cruz	8,100	7,900	97
<b>Between 25-49%</b>	<b>ARIZONA</b>			
	Cochise	35,900	34,600	96
<b>Station Totals</b>		<b>300,100</b>	<b>293,500</b>	<b>98</b>
<b>Net Weekly Circulation (1988)</b>			<b>163,200</b>	
<b>Average Daily Circulation (1988)</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. **Fax:** 602-782-0320.

**Technical Facilities:** Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 31.60-kw aural. Antenna: 1560-ft. above av. terrain, 403-ft. above ground, 2528-ft. above sea level.

Latitude 33° 03' 17.40"  
Longitude 114° 49' 34.20"

**Transmitter:** Black Mountain, 17.5-mi. N of Ogilby, CA.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Harris, 7-meter C-band; 1 M/A-Com, 4.2-meter Ku-band; 1 Paraclypse, 3.9-meter C-band; Drexel, Harris, M/A-Com receivers.

**News Services:** AP, NBC.

**Ownership:** Beam Communications Corp. Stations. 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.

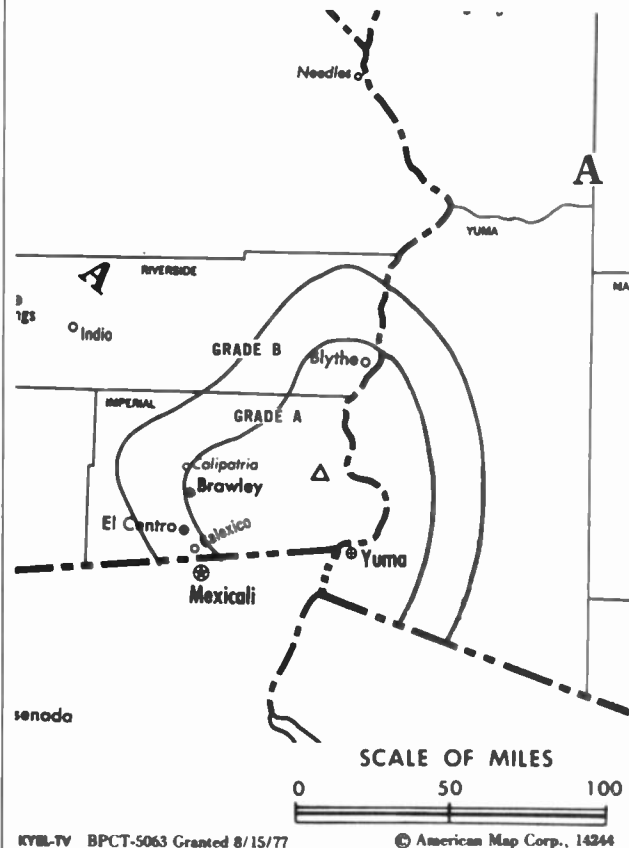
**Represented (legal):** Hogan & Hartson.

**Personnel:**

PETER M. ROSELLA, vice president & general manager.  
BOYCE HOLT, general sales manager.  
STEVE ROBINSON, local sales manager.  
DICK SAMPSON, chief engineer.  
PAUL KUCHIS, news director.  
IRMA ZERMENO, program director.  
JIM REZIN, promotion manager.  
ALEX VASQUEZ, production manager.

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

**Highest 30 Sec. Rate:** \$230.



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

© American Map Corp., 14244

**NETWORK BASE HOURLY RATE:** \$500.

**City of License:** Yuma. **ADI:** El Centro, CA-Yuma, AZ. **Rank:** 181.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 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	30,800	29,200	95
	<b>CALIFORNIA</b> Imperial	32,700	30,500	93
<b>Between 5-24%</b>	<b>ARIZONA</b> La Paz	5,800	5,600	96
	<b>CALIFORNIA</b> Riverside East	8,000	7,700	96
<b>Station Totals</b>		<b>77,300</b>	<b>73,000</b>	<b>94</b>
<b>Net Weekly Circulation (1988)</b>			<b>52,400</b>	
<b>Average Daily Circulation (1988)</b>			<b>31,100</b>	

# Arizona—Yuma

## KYMA

Ch. 11

**Network Service:** ABC.

**Licensee:** Yuma Bcstg. Co., 1385 S. Pacific Ave., Box 550, Yuma, AZ 85364.

**Studio:** 1385 S. Pacific Ave., Yuma, AZ 85365.

**Telephone:** 602-782-1111. **Fax:** 602-782-5401.

**Technical Facilities:** Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 1617-ft. above av. terrain, 518-ft. above ground, 2536-ft., above sea level.

Latitude 33° 03' 17"  
Longitude 114° 49' 39"

**Transmitter:** Black Mountain, 25-mi. NW of Yuma.

**Ownership:** A. Bates Butler III, chmn., 27.5%; Clyde E. Pettit Jr., pres., 27.5%; Ralph Toddre, v.p.; James E. Rogers, treas.; Janet F. Rogers, secy.; Sunbelt Bcstg. Co., 45%. See Sunbelt Bcstg. in Group Ownership of Television Stations.

**Began Operation:** January 22, 1988.

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

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

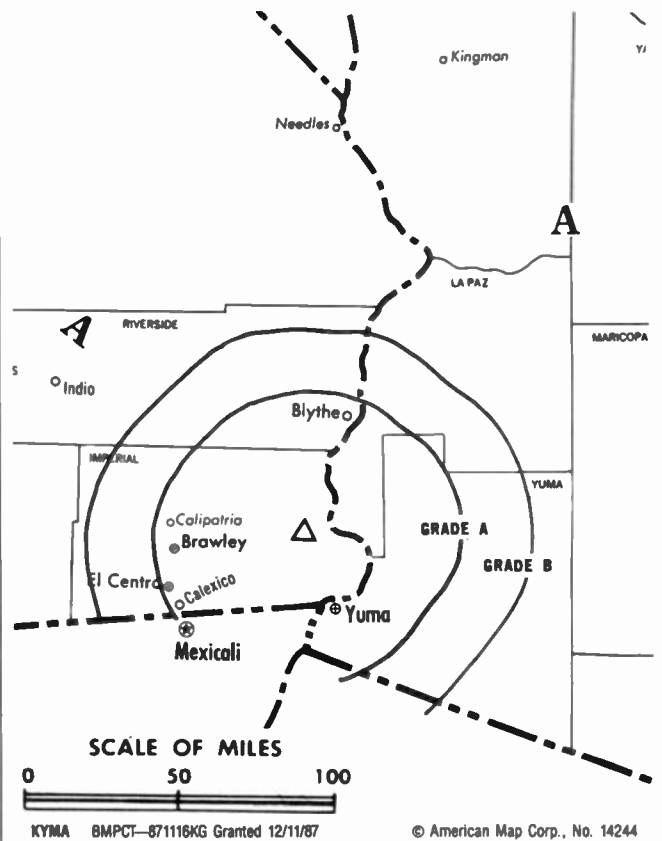
**Represented (engineering):** Lohnes & Culver.

**Personnel:**

EDD LOCKWOOD, vice president & general manager.  
DEL WHEELER, chief engineer.  
BOB YOUNG, news director.  
DEBBIE SHIVE, program director.  
MIKE TREMBATH, promotion director.  
LUCY INSALACO, operations manager.  
DEBBIE KAPUSTA, production manager.  
LARRY T. HUNT, local sales manager.  
SANDY RICH, accounting manager.  
GAIL WILLIAMS, traffic manager.

**City of License:** Yuma. **ADI:** El Centro, CA-Yuma, AZ. **Rank:** 181.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>Between 5-24%</b>	<b>ARIZONA</b>			
	Yuma	30,800	29,200	95
	<b>CALIFORNIA</b>			
	Imperial	32,700	30,500	93
	Riverside East	8,000	7,700	96
<b>Station Totals</b>		<b>71,500</b>	<b>67,400</b>	<b>94</b>
<b>Net Weekly Circulation (1988)</b>			<b>8,400</b>	
<b>Average Daily Circulation (1988)</b>			<b>3,500</b>	

## Arizona—Yuma-Mexicali, Mexico

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### **XHBC-TV**

Ch. 3

**Network Service:** Univision.

**Licensee:** Televisora de Mexicali S.A., Ave. Madero 714 Altos, Baja California, Mexico.

**Mailing Address:** Box 7, Calexico, CA 92231.

**Technical Facilities:** Channel No. 3 (60-66 MHz). Authorized power: 100-kw max. visual, 26-kw max. aural. Antenna: 650-ft. above av. terrain.

**Transmitter:** Mexicali, Mexico.

**Personnel:**

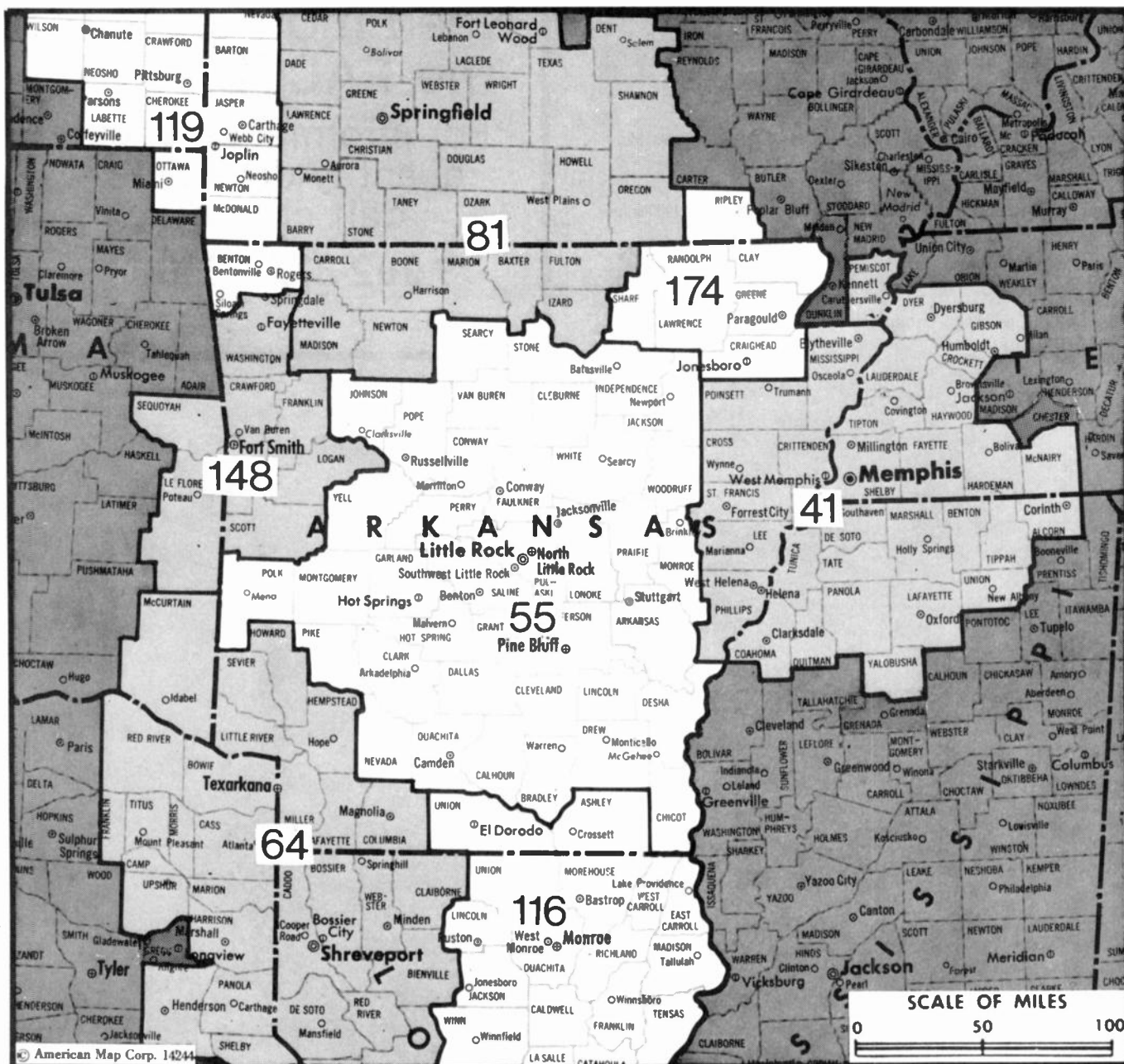
RAUL SANCHEZ de APARICIO, manager.

**Arbitron Data:** Not available.

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Market

Arbitron ADI TV Households

Rank

Market Area Commercial TV Stations

Memphis, TN .....	583,700	41	WHBQ-TV (13), WMC-TV (5), WMKW-TV (30), WPTY-TV (24), WREG-TV (3)
Little Rock, AR.....	455,700	55	KARK-TV (4), KATV (7), KJTM-TV (38), KLRT (16), KRZB-TV (26), KTHV (11)
Shreveport, LA-Texarkana, TX .....	407,600	64	KMSS-TV (33), KSLA-TV (12), KTAL-TV (6), KTBS-TV (3)
Springfield, MO .....	293,600	81	KDEB-TV (27), KOLR (10), KSPR (33), KYTV (3)
Monroe, LA-El Dorado, AR .....	182,600	116	KARD (14), KMCT-TV (39), KNOE-TV (8), KTVE (10)
Joplin, MO-Pittsburg, KS .....	176,300	119	KOAM-TV (7), KODE-TV (12), KSNF (16)
Fort Smith, AR .....	140,600	148	KFSM-TV (5), KHBS (40), KHOG-TV (29), KPOM-TV (24)
Jonesboro, AR .....	67,900	174	KAITV (8)

**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 Totals as of October 1, 1988**

	VHF	UHF	TOTAL
Commercial Television Stations	5	6	11
Educational Television Stations	4	2	6
	<hr/>	<hr/>	<hr/>
	9	8	17



# Arkansas—Fayetteville-Springdale

## KHOG-TV

Ch. 29

(Satellite of KHBS, Fort Smith, AR)

**Network Service:** ABC.

**Licensee:** Sigma Broadcasting, Box 4150, Fort Smith, AR 72901.

**Studio:** See KHBS, Fort Smith.

**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 Mtn., 5-mi. SE of Fayetteville.

**Satellite Earth Stations:** Scientific-Atlanta, 4-meter C-band; Microdyne, 3-meter Ku-band.

**News Services:** ABC, AP.

**Ownership:** Sigma Broadcasting, 100%. Sigma Broadcasting Ownership: Robert E. Hemreich, general partner, 70.00%; Cynthia Hemreich, general partner, 30.00%. Hemreichs also own KHBS(TV), Fort Smith, AR.

**Began Operation:** February 8, 1969. Left air Dec. 7, 1973. Sale to George T. Hemreich 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.

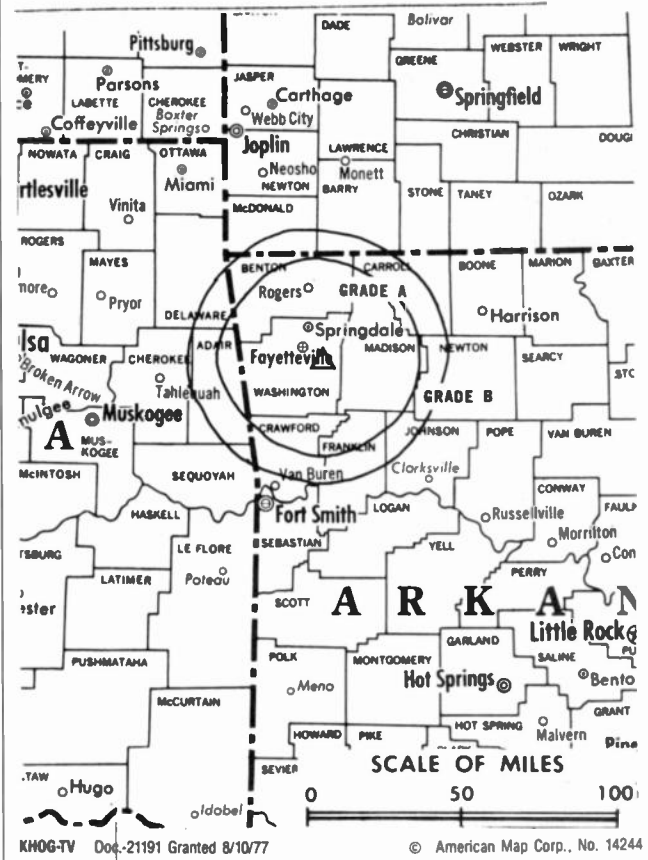
**Personnel:**

DARREL E. CUNNINGHAM, general manager.  
CLIFF WALKER, station manager.  
JARRELL WYATT, general sales manager.  
RON EVANS, local sales manager.  
MARVIN MACEDO, chief engineer.

**Highest 30 Sec. Rate:** \$400.

**City of License:** Fayetteville. **ADI:** Fort Smith. **Rank:** 148.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 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	35,300	34,600	98
	Madison	4,600	4,400	96
	Washington	40,600	39,800	98
<b>Between 25-49%</b>	<b>ARKANSAS</b>			
	Carroll	7,600	7,500	98
<b>Between 5-24%</b>	<b>MISSOURI</b>			
	Barry	10,100	9,900	98
	McDonald	6,000	5,900	98
	Stone	7,400	7,200	97
<b>Station Totals</b>		<b>111,600</b>	<b>109,300</b>	<b>98</b>
<b>Net Weekly Circulation (1988)</b>				<b>57,000</b>
<b>Average Daily Circulation (1988)</b>				<b>33,900</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, 12.70-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. Hemreich 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. Hemreich 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):** Jufes Cohen & Associates.

**Personnel:**

- ROBERT EOFF, president & general manager.
- GENE GRAHAM, vice president & general sales manager.
- JAMES ANHALT, chief engineer.
- DENNIS MEEKS, operations manager.
- MARY LEE FRASE, promotion manager.
- JOSH MOYER, news director.
- MARK HOWELL, business manager/controller.

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

**Highest 30 Sec. Rate:** \$1500.

**NETWORK BASE HOURLY RATE:** \$425.

**City of License:** Fort Smith. **AOI:** Fort Smith. **Rank:** 148.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 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	15,000	14,700	98
	Franklin	6,000	5,900	98
	Johnson	7,100	6,900	97
	Logan	7,700	7,500	97
	Polk	6,700	6,500	97



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Scott	4,000	3,900	98
	Sebastian	39,600	39,200	99
	Washington	40,600	39,800	98
<b>Between 25-49%</b>	<b>OKLAHOMA</b>			
	Le Flore	17,100	16,800	98
	Sequoyah	12,600	12,300	98
	<b>ARKANSAS</b>			
	Benton	35,300	34,600	98
	Madison	4,600	4,400	96
Yell	6,800	6,700	99	
<b>Between 5-24%</b>	<b>OKLAHOMA</b>			
	Adair	7,000	6,800	97
	Haskell	4,800	4,700	98
	Latimer	3,700	3,600	97
	<b>ARKANSAS</b>			
	Carroll	7,600	7,500	98
Montgomery	3,400	3,300	97	
Newton	3,000	2,900	97	
Pope	16,300	16,000	98	
<b>Station Totals</b>	<b>MISSOURI</b>			
	Mc Donald	6,000	5,900	98
	<b>OKLAHOMA</b>			
	Cherokee	12,500	12,300	98
	Mc Curtin	13,200	12,900	98
	Pushmataha	5,300	5,100	97
<b>Net Weekly Circulation (1988)</b>		<b>285,900</b>	<b>260,200</b>	<b>98</b>
<b>Average Daily Circulation (1988)</b>				<b>170,000</b>
				<b>105,900</b>

# Arkansas—Fort Smith

## KHBS

Ch. 40

(Operates satellite KHOG-TV, Fayetteville-Springdale, AR)

Network Service: ABC.

Licensee: Sigma Broadcasting, Box 4150, Fort Smith, AR 72914.

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: Microdyne, 5-meter C-band; Microdyne, 5-meter Ku-band; Microdyne, 3-meter Ku-band; Andrew, 7-meter C-band; Andrew, 4.5-meter C-band; Avantek receivers.

News Services: ABC, AP.

Ownership: Sigma Broadcasting, 100%. Sigma Broadcasting Ownership: Robert E. Hemreich, general partner, 70.00%; Cynthia Hemreich, general partner, 30.00%. Hemreichs also own KHOG-TV, Fayette-Springdale, AR.

Began Operation: July 28, 1971. Sale to present owners by George T. Hemreich approved by FCC Feb. 19, 1985.

Represented (sales): MMT Marketing.

Represented (legal): Farrow, Schildhouse & Wilson.

Represented (engineering): Jules Cohen & Associates.

### Personnel:

DARREL CUNNINGHAM, general manager.  
JARRELL WYATT, general sales manager.  
PAULA PUTMAN, national sales secretary.  
DON VEST, director of engineering.  
LARRY FRIDDLE, chief engineer.  
CRAIG CANNON, news director.  
TIM BASS, program director.  
TESSA COLTHARP, promotion director.  
BILL KIBLER, business manager/controller.

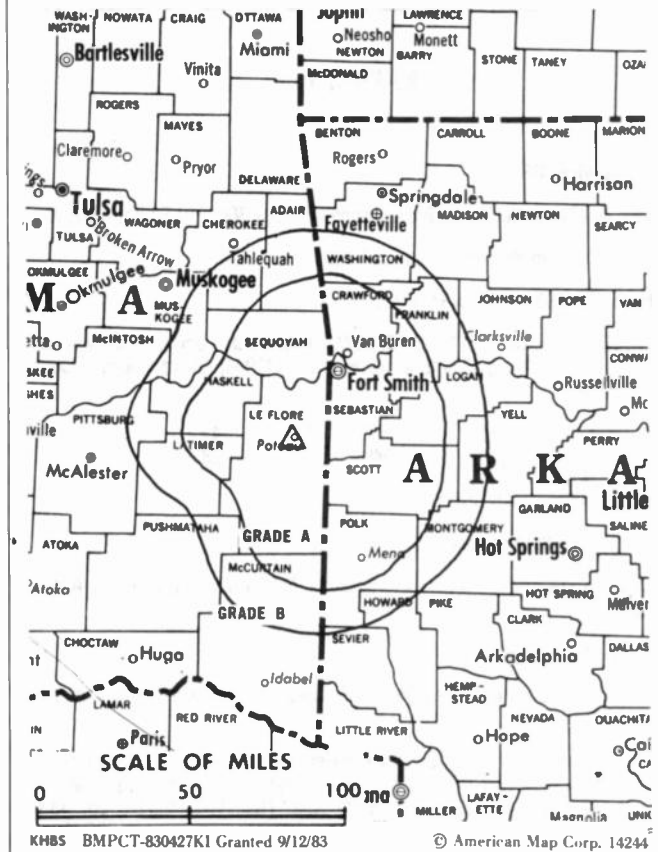
Highest 30 Sec. Rate: \$400.

NETWORK BASE HOURLY RATE: \$400.

City of License: Fort Smith. ADI: Fort Smith. Rank: 148.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>ARKANSAS</b>			
	Crawford	15,000	14,700	98
	Franklin	6,000	5,900	98
	Logan	7,700	7,500	97
	Sebastian	39,600	39,200	99



Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>OKLAHOMA</b>			
	Le Flore	17,100	16,800	98
<b>Between 25-49%</b>	<b>ARKANSAS</b>			
	Scott	4,000	3,900	98
	<b>OKLAHOMA</b>			
	Pushmataha	5,300	5,100	97
	Sequoyah	12,600	12,300	98
<b>Between 5-24%</b>	<b>ARKANSAS</b>			
	Benton	35,300	34,600	98
	Johnson	7,100	6,900	97
	Madison	4,600	4,400	96
	Polk	6,700	6,500	97
	Washington	40,600	39,800	98
<b>OKLAHOMA</b>	Haskell	4,800	4,700	98
	Mc Curtin	13,200	12,900	98
<b>Station Totals</b>		<b>219,600</b>	<b>215,200</b>	<b>98</b>
<b>Net Weekly Circulation (1988)</b>				<b>79,400</b>
<b>Average Daily Circulation (1988)</b>				<b>49,800</b>

# Arkansas—Fort Smith-Fayetteville

## KPOM-TV

Ch. 24

Network Service: NBC.

Licensee: J. D. G. Television Inc., Box 4610, Fort Smith, AR 72914.

Studio: 4624 Kelley Hwy., Fort Smith, AR 72904.

Branch Studio: 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).

Fax: 501-785-3169.

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'	37.00"
Longitude	94°	08'	14.50"

Requests CP for change 4349-kw max. visual, 434.90-kw max. aural, 316-ft. above av. terrain, 144-ft. above ground, 144-ft. above sea level. BPC2-860807KE.

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-Corn, 4-meter.

News Services: AP, Conus.

Ownership: Martha W. Griffin, chmn.; Duane Harm, pres., 5.00%; 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.

Began 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, P.C.

### Personnel:

KENNETH TAISHOFF, vice president & general manager.  
 JOHN McCUTCHEON, general sales manager.  
 BARBARA HUGGINS, local sales manager.  
 ROB KRIER, national sales manager.  
 KEN HANSEN, chief engineer.  
 BILL OLTMAN, news director.  
 VERLENE TADLOCK, program director.  
 VERN McKIMMEY, promotion director.

Highest One Hour Rate: \$2500.

Highest 30 Sec. Rate: (June 23, 1987) \$700.

NETWORK BASE HOURLY RATE: \$250.

City of License: Fort Smith. ADI: Fort Smith. Rank: 148.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 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	15,000	14,700	98
	Franklin	6,000	5,900	98
	Sebastian	39,600	39,200	99
<b>OKLAHOMA</b>	Washington	40,600	39,800	98
	Le Flore	17,100	16,800	98
<b>Between 25-49%</b>	<b>ARKANSAS</b>			
	Benton	35,300	34,600	98
	Logan	7,700	7,500	97
	Scott	4,000	3,900	98
<b>OKLAHOMA</b>	Sequoyah	12,600	12,300	98
<b>Between 5-24%</b>	<b>ARKANSAS</b>			
	Madison	4,600	4,400	96
	<b>OKLAHOMA</b>	Haskell	4,800	4,700
<b>Station Totals</b>		<b>187,300</b>	<b>183,800</b>	<b>98</b>
<b>Net Weekly Circulation (1988)</b>				<b>117,400</b>
<b>Average Daily Circulation (1988)</b>				<b>64,400</b>

# Arkansas—Hot Springs

## KRZB-TV

Ch. 26

**Network Service:** None, independent.

**Licensee:** PPD & G Inc., 236 Central, Hot Springs, AR 71914.

**Studio:** 236 Central, 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"

Holds CP for change to 5000-kw max. visual, 902-ft. above av. terrain, 466-ft. above ground, 1417-ft. above sea level; lat. 34° 22' 17"; long. 93° 2' 16"; transmitter to Jack Mtn., 2.5-mi. S of Hot Springs. BPCT-670824KH.

**Transmitter:** Jack Mtn., 6-mi. S of Hot Springs.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** 3 in operation; Harris receivers.

**Ownership:** Bell Equities Inc., 66.7%; Don E. Pittman, 11.1%; Leonard K. Dunn, 6.1%; Patrick B. Parker, 16.1%. Rick Cobb, pres.; Rod Grandy, 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:**

- RICK COBB, general manager.
- JOANN LOY, general sales manager.
- DAVID STEWART, chief engineer.
- RALPH JACKSON, program director.
- DEBBIE DANIELS, business manager.

**Highest 30 Sec. Rate:** \$70.

**City of License:** Hot Springs. **ADI:** Little Rock. **Rank:** 55.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>ARKANSAS</b>				
<b>Between 5-24%</b>	Clark	8,100	8,000	98
	Garland	32,000	31,500	98
	Hot Spring	10,600	10,400	98
	Pike	4,200	4,100	98
	Saline	19,700	19,500	99
<b>Station Totals</b>		<b>74,600</b>	<b>73,500</b>	<b>99</b>
<b>Net Weekly Circulation (1988)</b>			<b>13,100</b>	
<b>Average Daily Circulation (1988)</b>			<b>3,200</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.

Telephones: 501-932-4288; 501-931-8888. TWX: 910-728-6503.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 41.70-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: ADM, 6.1-meter C-band; Andrew, 4.5-meter C-band; Andrew, 7.3-meter C-band; GE, 3.5-meter Ku-band; Avantek, Avcom, M/A-Corn receivers.

News Services: AP, CNS, NOAA, NIWS.

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

Began Operation: July 15, 1963. Sale to Channel Communications Inc. by George T. Herrreich 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): Harrington, Righter & Parsons Inc.

Represented (legal): Dow, Lohnes & Albertson.

### Personnel:

HAROLD CULVER, vice president & general manager.  
MIKE RICKWALD, general sales manager.  
DONNA MALONE, news director.  
AL BLANKS, local sales manager.  
TONI INBODEN, program director.  
GERALD ERICKSON, chief engineer.  
BRIAN REGA, promotion director.  
ARTIE BEDARD, business manager/controller.

Highest One Hour Rate: \$1900.

Highest 30 Sec. Rate: \$700.

NETWORK BASE HOURLY RATE: \$825.

City of License: Jonesboro. ADI: Jonesboro. Rank: 174.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>ARKANSAS</b>			
	Clay	7,900	7,800	98
	Craighead	24,000	23,700	99
	Cross	6,800	6,700	99
	Fulton	4,400	4,200	95
	Greene	12,200	12,000	98
	Independence	12,000	11,800	98
	Izard	4,700	4,500	96
	Jackson	7,800	7,600	98
	Lawrence	7,200	7,000	97
	Mississippi	19,500	19,200	98
	Poinsett	9,200	9,100	99
	Randolph	6,400	6,200	97
Sharp	6,600	6,300	96	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>MISSOURI</b>			
	Carter	2,100	2,000	95
	Dunklin	13,300	13,000	98
	Oregon	4,000	3,800	95
	Pemiscot	8,500	8,300	98
Ripley	5,100	4,800	94	
Between 25-49%	<b>ARKANSAS</b>			
	Lee	5,200	5,000	96
	Monroe	4,500	4,400	98
	St Francis	9,900	9,700	98
	Stone	3,600	3,500	97
Woodruff	3,800	3,700	97	
Between 5-24%	<b>MISSOURI</b>			
	Butler	15,000	14,600	97
	Shannon	2,900	2,700	93
Stoddard	11,100	10,900	98	
Between 5-24%	<b>ARKANSAS</b>			
	Cleburne	8,000	7,800	98
	Marion	5,200	5,100	98
	Searcy	3,600	3,500	97
	White	19,300	19,000	98
Between 5-24%	<b>MISSOURI</b>			
	Howell	11,900	11,400	96
	New Madrid	7,900	7,700	97
Wayne	4,800	4,700	98	
Between 5-24%	<b>TENNESSEE</b>			
Dyer	13,300	13,200	99	
<b>Station Totals</b>		291,700	284,900	98
<b>Net Weekly Circulation (1988)</b>				162,900
<b>Average Daily Circulation (1988)</b>				101,600

# 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 Mtn.

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

Began Operation: April 15, 1954. Sale to Mullins by T. K. Barton family approved Jan. 19, 1966 (Television Digest, Vol. 5:32; 6:4). Sale to Combined by Mullins Bcstg. Co. approved by FCC Jan. 26, 1972 (Vol. 11:15, 22; 12:5). Merger of Combined Communications & Gannett Co. approved June 7, 1979 (Vol. 18:20, 38; 19:24). Sale to United by Gannett Co. approved by FCC Feb. 17, 1983. Sale to present owners by United Bcstg. Corp. approved by FCC March 31, 1988 (Vol. 28:6).

Represented (sales): Katz Television.

Represented (legal): Gammon & Grange.

Represented (engineering): Lohnes & Culver.

### Personnel:

H. DEAN HINSON, acting general manager.  
TOM BONNER, station manager.  
CLYDE ANDERSON, general sales manager.  
BOB STEEL, news director.  
DICK STORY, production manager.  
MARY MAY, traffic manager.  
BILL ADDINGTON, chief engineer.  
ANNE WRIGHT, director, community relations.

Highest One Hour Rate: \$6000.

Highest 30 Sec. Rate: \$2000.

NETWORK BASE HOURLY RATE: \$1550.

City of License: Little Rock. ADI: Little Rock. Rank: 55.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 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
	Bradley	5,200	5,100	98
	Calhoun	2,200	2,200	100
	Clark	8,100	8,000	98
	Cleburne	8,000	7,800	98
	Cleveland	2,900	2,800	97
	Conway	7,200	7,100	99
	Dallas	4,000	3,900	98
	Desha	6,600	6,400	97
	Drew	6,500	6,300	97
	Faulkner	19,100	18,800	98
	Garland	32,000	31,500	98
	Grant	5,000	4,900	98
	Hot Spring	10,600	10,400	98
	Independence	12,000	11,800	98
	Izard	4,700	4,500	96



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Jackson	7,800	7,600	98
	Jefferson	30,600	30,100	98
	Johnson	7,100	6,900	97
	Lincoln	3,700	3,600	97
	Little River	5,100	5,000	98
	Logan	7,700	7,500	97
	Lonoke	13,400	13,200	99
	Monroe	4,500	4,400	98
	Montgomery	3,400	3,300	97
	Nevada	3,800	3,700	97
	Quachita	12,600	12,300	98
	Perry	2,900	2,900	100
	Pike	4,200	4,100	98
	Polk	6,700	6,500	97
	Pope	16,300	16,000	98
	Prairie	3,700	3,600	97
	Pulaski	134,800	133,400	99
	Saline	19,700	19,500	99
	Searcy	3,600	3,500	97
Stone	3,600	3,500	97	
Van Buren	6,300	6,200	98	
White	19,300	19,000	98	
Woodruff	3,800	3,700	97	
Yell	6,800	6,700	99	

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>ARKANSAS</b>			
	Baxter	13,800	13,500	98
	Boone	11,500	11,300	98
	Cross	6,800	6,700	99
	Franklin	6,000	5,900	98
	Hempstead	8,700	8,500	98
	Howard	5,200	5,100	98
Lawrence	7,200	7,000	97	

(Continued on page A-94)

Station Totals	719,200	706,600	98
Net Weekly Circulation (1988)			461,000
Average Daily Circulation (1988)			291,100

# Arkansas—Little Rock

**KATV**

**Ch. 7**

**Network Service:** ABC.

**Licensee:** Albritton Broadcasting Inc., 401 Main St., Box 77, 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' 22.60"  
Longitude 92° 12' 10.50"

**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, Microdyne, Pinzone receivers.

**News Service:** AP.

**Ownership:** Albritton Communications Co. 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, P.C.

**Personnel:**

DALE NICHOLSON, president & general manager.  
KEN KOEPKA, vice president, broadcast operations & engineering.  
JOE DELGROSSO, vice president, sales & marketing.  
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. **Rank:** 55.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>				
	Arkansas	8,600	8,500	99
	Ashley	9,400	9,200	98
	Bradley	5,200	5,100	98
	Calhoun	2,200	2,200	100
	Chicot	5,700	5,500	96
	Clark	8,100	8,000	98
	Cleburne	8,000	7,800	98
	Cleveland	2,900	2,800	97
	Conway	7,200	7,100	99
	Dallas	4,000	3,900	98
	Desha	6,600	6,400	97
	Drew	6,500	6,300	97
	Faulkner	19,100	18,800	98
	Garland	32,000	31,500	98
	Grant	5,000	4,900	98
	Hot Spring	10,600	10,400	98
	Independence	12,000	11,800	98
	Jackson	7,800	7,600	98
	Jefferson	30,600	30,100	98
	Johnson	7,100	6,900	97



Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>				
	Lee	5,200	5,000	96
	Lincoln	3,700	3,600	97
	Lonoke	13,400	13,200	99
	Monroe	4,500	4,400	98
	Montgomery	3,400	3,300	97
	Nevada	3,800	3,700	97
	Ouachita	12,600	12,300	98
	Perry	2,900	2,900	100
	Phillips	11,100	10,800	97
	Pike	4,200	4,100	98
	Pope	16,300	16,000	98
	Prairie	3,700	3,600	97
	Pulaski	134,800	133,400	99
	Saline	19,700	19,500	99
	Searcy	3,600	3,500	97
	Stone	3,600	3,500	97
	Union	18,500	18,200	98
	Van Buren	6,300	6,200	98
	White	19,300	19,000	98
	Woodruff	3,800	3,700	97
	Yell	6,800	6,700	99
<b>MISSISSIPPI</b>				
	Coahoma	12,100	11,800	98
<b>Between 25-49%</b>				
<b>ARKANSAS</b>				
	Baxter	13,800	13,500	98
	Boone	11,500	11,300	98
	Craighead	24,000	23,700	99
	Cross	6,800	6,700	99
	Hempstead	8,700	8,500	98
	Howard	5,200	5,100	98
	Izard	4,700	4,500	96

(Continued on page A-94)

<b>Station Totals</b>	<b>828,800</b>	<b>814,500</b>	<b>98</b>
<b>Net Weekly Circulation (1988)</b>			<b>491,900</b>
<b>Average Daily Circulation (1988)</b>			<b>301,900</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 Mtn., 3-mi. W of Little Rock.

**Satellite Earth Stations:** Microdyne, 5-meter C-band; Microdyne, 3.7-meter C-band; RCA Americom Ku-band; M/A-Com, Microdyne, RCA Americom receivers.

**News Service:** AP.

**Ownership:** SCS Communications of Little Rock Inc., gen. partner, 74.0%; Agromonics Inc., ltd. partner, 6.00%; Teleco Arkansas Inc., ltd. partner, 5.00%; Little Rock TV 16 Inc., ltd. partner, 5.00%; Central Arkansas Television Inc., ltd. partner, 5.00%; May Broadcasting Co. of Arkansas Inc., ltd. partner, 5.00%. Garrett F. Scollard, chmn.-pres.; Daniel J. O'Kane, v.p.-treas.; Allen S. Feuer, v.p.; Dolores White, secy. SCS Communications of Little Rock Inc.: Garrett Scollard controls SCS Communications.

**Began Operation:** June 26, 1983.

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

**Represented (legal):** Crowell & Moring.

**Represented (engineering):** David Steel & Associates.

**Personnel:**

STEVE SCOLLARD, vice president & general manager.  
JOE SWATY, station manager.  
MIGUEL COPELLO, director of operations & assistant programmer.  
LANNY KIEST, general sales manager.  
JOANNE MOONEY, local sales manager.  
BRIAN COOMBS, chief engineer.  
KEITH EKENSEAIR, business manager/controller.

**Highest 30 Sec. Rate:** \$700.

**City of License:** Little Rock. **ADI:** Little Rock. **Rank:** 55.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %	
<b>50% &amp; Over</b>	<b>ARKANSAS</b>				
		Clark	8,100	8,000	98
		Faulkner	19,100	18,800	98
		Grant	5,000	4,900	98
		Jefferson	30,600	30,100	98
		Lonoke	13,400	13,200	99
		Perry	2,900	2,900	100
		Prairie	3,700	3,600	97
		Pulaski	134,800	133,400	99
		Saline	19,700	19,500	99
	<b>Between 25-49%</b>	<b>ARKANSAS</b>			
		Arkansas	8,600	8,500	99
	Bradley	5,200	5,100	98	



KLRT BNPCT-830126KE Granted 4/20/83

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Net Weekly Circulation	State County	Total Households	TV Households	Households %	
<b>Between 25-49%</b>	<b>ARKANSAS</b>				
		Cleburne	8,000	7,800	98
		Cleveland	2,900	2,800	97
		Conway	7,200	7,100	99
		Dallas	4,000	3,900	98
		Desha	6,600	6,400	97
		Drew	6,500	6,300	97
		Garland	32,000	31,500	98
		Hot Spring	10,600	10,400	98
		Jackson	7,800	7,600	98
		Lincoln	3,700	3,600	97
		Monroe	4,500	4,400	98
		Pope	16,300	16,000	98
		Stone	3,600	3,500	97
		Van Buren	6,300	6,200	98
	White	19,300	19,000	98	
	Woodruff	3,800	3,700	97	
<b>Between 5-24%</b>	<b>ARKANSAS</b>				
		Calhoun	2,200	2,200	100
		Lee	5,200	5,000	96
		Nevada	3,800	3,700	97
		Ouachita	12,600	12,300	98
		Phillips	11,100	10,800	97
		Pike	4,200	4,100	98
		Searcy	3,600	3,500	97
	Yell	6,800	6,700	99	
<b>Station Totals</b>		<b>443,700</b>	<b>436,500</b>	<b>98</b>	
<b>Net Weekly Circulation (1988)</b>			<b>222,000</b>		
<b>Average Daily Circulation (1988)</b>			<b>96,500</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. **TWX:** 910-722-7486.

**Technical Facilities:** Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 37.60-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 Mtn.

**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):** Seltel Inc.

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

**Personnel:**

- ROBERT L. BROWN, president & general manager.
- DOUG LAUGHTER, vice president, station operations.
- LONNIE GIBBONS, national sales manager.
- JERRY GARRETT, local sales manager.
- BOB HICKS, program manager.
- STEVE DOAN, production manager.
- FRED ANDERSON, director of engineering.
- JOHN REHRAVER, news director.
- ROBERT FOURT, promotion director.

**Highest 30 Sec. Rate:** \$900.

**NETWORK BASE HOURLY RATE:** \$725.

**City of License:** Little Rock. **ADI:** Little Rock. **Rank:** 55.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



KTHV BPCT—850507KF Granted 8/15/85 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Pike	4,200	4,100	98
	Pope	16,300	16,000	98
	Prairie	3,700	3,600	97
	Pulaski	134,800	133,400	99
	Saline	19,700	19,500	99
	Stone	3,600	3,500	97
	Van Buren	6,300	6,200	98
	White	19,300	19,000	98
	Woodruff	3,800	3,700	97
	Yell	6,800	6,700	99

ARKANSAS				
Between 25-49%				
Baxter	13,800	13,500	98	
Boone	11,500	11,300	98	
Hempstead	8,700	8,500	98	
Izard	4,700	4,500	96	
Lee	5,200	5,000	96	
Logan	7,700	7,500	97	
Phillips	11,100	10,800	97	
Polk	6,700	6,500	97	
St Francis	9,900	9,700	98	
Searcy	3,600	3,500	97	
Sharp	6,600	6,300	96	

ARKANSAS				
Between 5-24%				
Chicot	5,700	5,500	96	
Craighead	24,000	23,700	99	
Cross	6,800	6,700	99	
Franklin	6,000	5,900	98	
Greene	12,200	12,000	98	
Howard	5,200	5,100	98	
Marion	5,200	5,100	98	
Newton	3,000	2,900	97	
Scott	4,000	3,900	98	
Sebastian	39,600	39,200	99	
Sevier	5,600	5,500	98	

<b>Station Totals</b>	<b>653,100</b>	<b>641,800</b>	<b>98</b>
<b>Net Weekly Circulation (1988)</b>		<b>425,000</b>	
<b>Average Daily Circulation (1988)</b>		<b>234,400</b>	

# Arkansas—Pine Bluff

**KJTM-TV**

**Ch. 38**

**Network Service:** Fox.

**Licensee:** MMC TV Corp., 320 N. Michigan Ave., Chicago, IL 60601.

**Studio:** 7123 I-30, Suite 54, Little Rock, AR 72209.

**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.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** M/A-Corn, 3-meter C-band; Scientific-Atlanta, 5-meter Ku-band; United Satellite Systems, 5-meter C-band; United Satellite Systems, 5-meter C-band; M/A-Corn, Panasonic, Scientific-Atlanta receivers.

**Ownership:** Paula Baird Pruett, pres., 100%; Steven J. Pruett, v.p. P. B. Pruett has interest in WMSN-TV, Madison, WI.

**Began Operation:** June 17, 1986.

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

**Represented (engineering):** John A. Fergie.

**Personnel:**

- EDWIN GROVES, vice president & general manager.
- CAROL HUMPHRIES-SMITH, operations & program manager.
- CHRIS BAILEY, general sales manager.
- RICHARD DUNCAN, director of engineering.
- TY SMITH, national sales manager.
- JOY ROSS SCARBROUGH, promotion director.
- SARAH HUGEN, business manager/controller.

**Highest 30 Sec. Rate:** \$400.

**City of License:** Pine Bluff. **ADI:** Little Rock. **Rank:** 55.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 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	2,900	2,800	97
	Jefferson	30,600	30,100	98
<b>Between 25-49%</b>	<b>ARKANSAS</b>	8,600	8,500	99
	Faulkner	19,100	18,800	98
	Grant	5,000	4,900	98
	Jackson	7,800	7,600	98
	Lincoln	3,700	3,600	97
	Lonoke	13,400	13,200	99



KJTM-TV BMPCT-850410KH Granted 5/15/85 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	Prairie	3,700	3,600	97
	Pulaski	134,800	133,400	99
	Saline	19,700	19,500	99
	White	19,300	19,000	98
<b>Between 5-24%</b>	<b>ARKANSAS</b>	9,400	9,200	98
	Ashley	5,200	5,100	98
	Bradley	8,100	8,000	98
	Clark	8,000	7,800	98
	Cleburne	7,200	7,100	99
	Conway	4,000	3,900	98
	Dallas	6,600	6,400	97
	Drew	6,500	6,300	97
	Garland	32,000	31,500	98
	Hot Spring	10,600	10,400	98
	Lee	5,200	5,000	96
Monroe	4,500	4,400	98	
Perry	2,900	2,900	100	
Pope	16,300	16,000	98	
Van Buren	6,300	6,200	98	
<b>Station Totals</b>		<b>401,400</b>	<b>395,200</b>	<b>98</b>
<b>Net Weekly Circulation (1988)</b>				<b>132,700</b>
<b>Average Daily Circulation (1988)</b>				<b>53,800</b>

# Arkansas—Pine Bluff

**KVTN**

**Ch. 25**

**Network Service:** None, independent.

**Grantee:** Agape Church Inc., Box 22007, Little Rock, AR 72221.

**Studio:** 701 Napa Valley Dr., Little Rock, AR 72211.

**Telephone:** 501-223-2525. **Fax:** 501-221-3837.

**Technical Facilities:** Channel No. 25 (536-542 MHz). Authorized power: 4368-kw max. visual. Antenna: 596-ft. above av. terrain, 594-ft. above ground, 820-ft. above sea level.

Latitude	34°	31'	52''
Longitude	92°	02'	42''

**Transmitter:** S side of Rte. 161, 4.5-mi. W of England.

**Satellite Earth Station:** 2.8-meter C-band.

**Ownership:** Agape Church Inc. Ownership: H. L. Caldwell II, pres., 33.3%; Jeanne F. Caldwell, v.p., 33.3%; Mary S. Keleman, secy.-treas., 33.3%.

**Scheduled to Begin Operation:** October 1, 1988.

**Represented (legal):** John Fiorrini.

**Represented (engineering):** E. Harold Munn Jr. & Associates Inc.

**Personnel:**

H. L. CALDWELL, general manager.  
 RANDY WRIGHT, station manager.  
 ED GILLIES, general sales manager & program director.  
 MICHAEL W. CLAY, chief engineer.



**Highest 30 Sec. Rate:** (July 13, 1988) \$75.00. **ADI:** Little Rock. **Rank:** 55.

# Arkansas

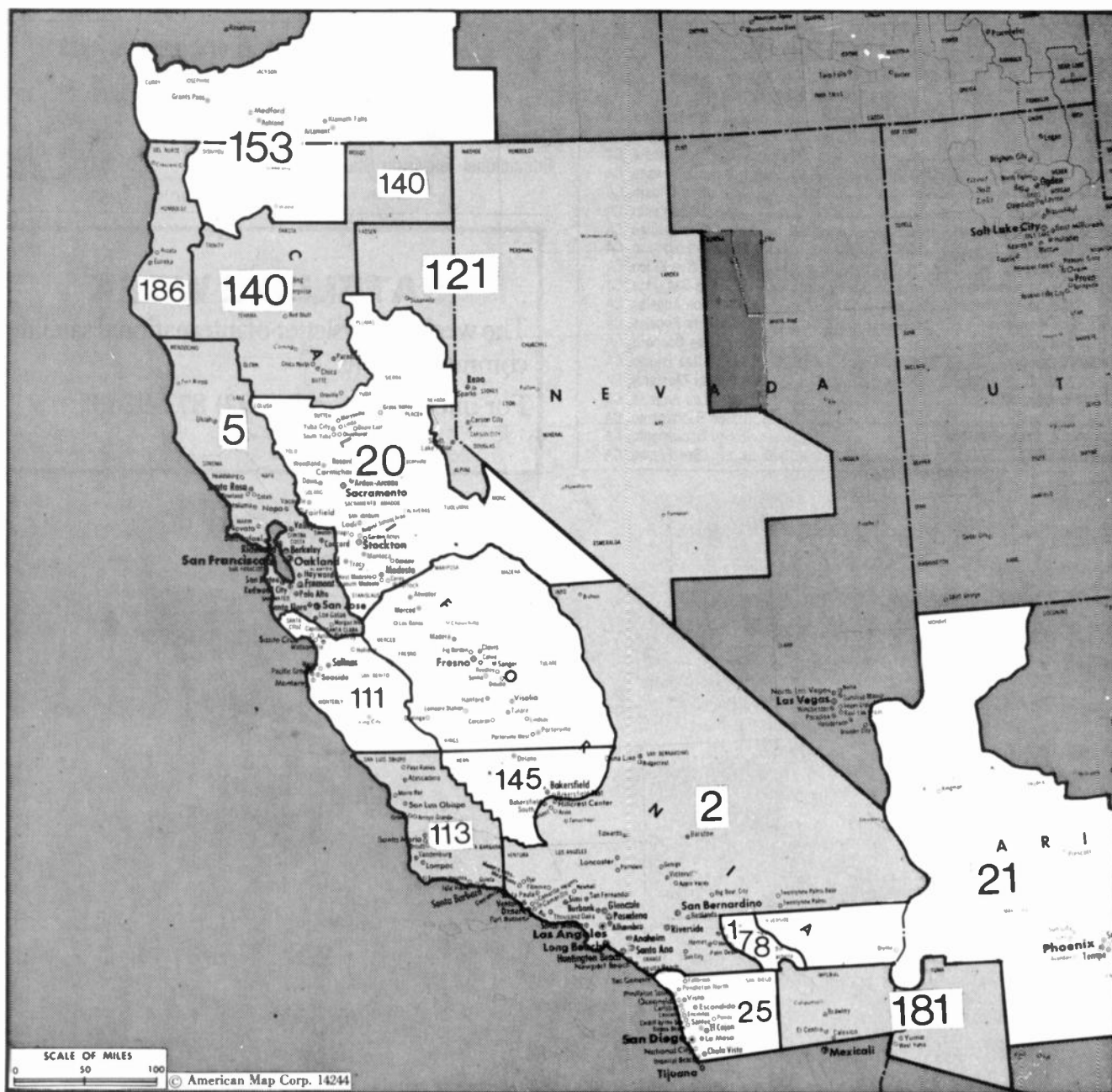
## KARK-TV, Little Rock (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>Between 25-49%</b>	<b>ARKANSAS</b>			
	Newton	3,000	2,900	97
	Phillips	11,100	10,800	97
	Scott	4,000	3,900	98
	Sevier	5,600	5,500	98
	Sharp	6,600	6,300	96
<b>Between 5-24%</b>	<b>ARKANSAS</b>			
	Ashley	9,400	9,200	98
	Chicot	5,700	5,500	96
	Craighead	24,000	23,700	99
	Greene	12,200	12,000	98
	Lee	5,200	5,000	96
	Marion	5,200	5,100	98
	Mississippi	19,500	19,200	98
	Randolph	6,400	6,200	97
	St Francis	9,900	9,700	98
	Sebastian	39,600	39,200	99
	Union	18,500	18,200	98

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## KATV, Little Rock (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>Between 25-49%</b>	<b>ARKANSAS</b>			
	Little River	5,100	5,000	98
	Polk	6,700	6,500	97
	St Francis	9,900	9,700	98
	<b>MISSISSIPPI</b>			
	Washington	23,700	23,300	98
<b>Between 5-24%</b>	<b>ARKANSAS</b>			
	Carroll	7,600	7,500	98
	Columbia	9,700	9,500	98
	Crittenden	16,700	16,300	98
	Greene	12,200	12,000	98
	Logan	7,700	7,500	97
	Miller	14,300	14,100	99
	Mississippi	19,500	19,200	98
	Newton	3,000	2,900	97
	Poinsett	9,200	9,100	99
	Sebastian	39,600	39,200	99
	Sevier	5,600	5,500	98
	Sharp	6,600	6,300	96
	<b>MISSISSIPPI</b>			
	Bolivar	14,300	14,000	98
	<b>TEXAS</b>			
	Bowie	30,800	30,400	99



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Los Angeles, CA	4,663,900	2	KABC-TV (7), KADY-TV (63), KAGL (30), KCBS-TV (2), KCOP (13), KDQC-TV (56), KHJ-TV (9), KHSC (46), KMEX-TV (34), KNBC-TV (4), KSCI (18), KSLD (62), KTNB-TV (40), KTLA (5), KTTV (11), KVEA (52), KVVT (64), KWHY-TV (22)
San Francisco, CA	2,141,100	5	KBHK-TV (44), KDTV (14), KFCB (42), KFTY (50), KGO-TV (7), KICU-TV (36), KLXV-TV (65), KNTV (11), KOFY-TV (20), KPX (5), KPST-TV (66), KRON-TV (4), KSTS (48), KTSF (26), KTVU (2), KWBB (38)
Sacramento-Stockton, CA	929,000	20	KCRA-TV (3), KCSS (19), KFTL (64), KOVR-TV (13), KRBK-TV (31), KSCH-TV (58), KTXL (40), KXTV (10)
Phoenix, AZ	927,000	21	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	805,400	25	KFMB-TV (8), KGTV (10), KNSD (39), KTTY (69), KUSI-TV (51), XETV (6), XEWTTV (12)
Fresno-Visalia, CA	412,600	63	KAIL (53), KFSN-TV (30), KFTV (21), KJEO (47), KMPH (26), KMSG-TV (59), KSEE (24)
Salinas-Monterey, CA	202,300	111	KCBA (35), KMST (46), KSBW (8), KSMS-TV (67)
Santa Barbara-Santa Maria-San Luis Obispo, CA	196,600	113	KCOY-TV (12), KEYT-TV (3), KSBY-TV (6)
Reno, NV	172,200	121	KAME-TV (21), KCRL (4), KOLO-TV (8), KREN-TV (27), KTVN (2)
Chico-Redding, CA	152,300	140	KCPM (24), KHSL-TV (12), KRCR-TV (7)
Bakersfield, CA	147,100	145	KBAK-TV (29), KERO-TV (23), KGET (17)
Medford, OR	125,500	153	KDRV (12), KOBI (5), KOTI (2), KTVL (10)
Palm Springs, CA	65,400	176	KESQ-TV (42), KMIR-TV (36)
El Centro, CA-Yuma, AZ	60,300	181	KECY-TV (9), KYEL-TV (13), KYMA (11), XHBC-TV (3)
Eureka, CA	51,400	186	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, 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 Totals as of October 1, 1988**

	VHF	UHF	TOTAL
Commercial Television Stations	28	46	74
Educational Television Stations	4	12	16
	<hr/> 32	<hr/> 58	<hr/> 90

**SATELLITE WEEK**

The weekly newsletter of international satellite communications.

For information, call (202) 872-9200.

# 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. TWX: 714-999-1218.

**Technical Facilities:** Channel No. 56 (722-728 MHz). Authorized power: 2820-kw max. & 331-kw horizontal visual, 652-kw max. & 76.20-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 Ku-band; M/A-Com, 3.7-meter C-band; Simul-sat, 5-meter C-band; Microdyne, Scientific-Atlanta, M/A-Com receivers.

**News Service:** UPI.

**Ownership:** Pat Boone, pres., 36.4%; Thomas Sheridan, v.p., 6.64%; Calvin C. Brack, secy.-treas., 23.7%; Estate of Jimmy Durante, 3.03%; David Levy, 1.97%; Richard Shepherd, 2.66%; Bill Simon, 23.5%; Michael Volpe, 1.99%

**Began Operation:** October 1, 1982.

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

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

### Personnel:

CALVIN BRACK, general manager.  
SHURLEE THOMPSON, general sales manager.  
ROGER KNIPP, chief engineer.  
MICHELLE MERKER, news director.

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

**City of License:** Anaheim. ADI: Los Angeles. Rank: 2.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>CALIFORNIA</b>				
<b>Between 5-24%</b>	Los Angeles	3,047,900	2,965,100	97
	Orange	777,200	763,400	98
	San Bernardino	404,200	391,400	97
<b>Station Totals</b>		<b>4,229,300</b>	<b>4,119,900</b>	<b>97</b>
<b>Net Weekly Circulation (1988)</b>			<b>299,100</b>	
<b>Average Daily Circulation (1988)</b>			<b>98,300</b>	



# California—Arcata-Eureka

**KREQ**

**Ch. 23**

**Network Service:** Fox.

**Licensee:** The Mad River Bcstg. Co. Inc., 1485 L St., Box 1116, Arcata, CA 95521-1116.

**Studio:** 1485 L St., Arcata, CA 95521-5742.

**Mailing Address:** Box 1116, Arcata, CA 95521-1116.

**Telephone:** 707-826-2323.

**Technical Facilities:** Channel No. 23 (524-530 MHz). Authorized power: 141-kw max. visual, 14-kw max. aural. Antenna: 1636-ft. above av. terrain, 279-ft. above ground, 2890-ft. above sea level.

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

**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-band; Microdyne, 3.75-meter 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., 25.0%; Garry Spire, treas., 25.0%; David Marcus, 18.2%; Ken Coplon, 9.10%; David Gondek, 9.10%. Lawrence Rogow has interest in Response Bcstg. Corp., permittee of Ch. 64, Bellingham, WA; several LPTV stations; Calavision cable TV system, Los Angeles County, CA. Garry Spire has interest in Response Bcstg. Corp., permittee of Ch. 64, Bellingham, WA; several LPTV stations; Calavision cable TV system, Los Angeles County, CA.

**Began Operation:** August 1, 1987.

**Represented (sales):** Adam Young Inc.; Tacher Co.

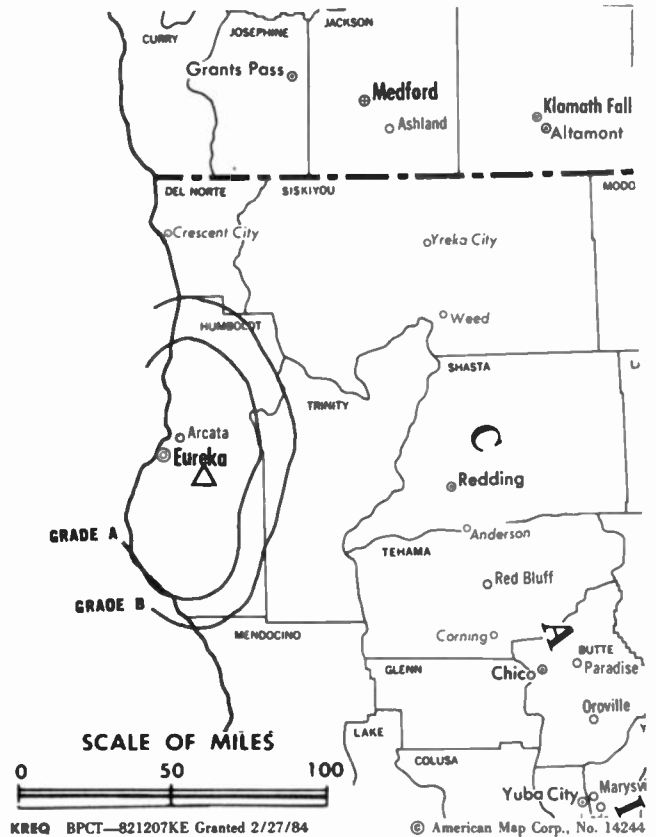
**Represented (legal):** Arter & Hadden.

**Represented (engineering):** Venture Technologies.

**Personnel:**

ROBERT CLARKE, general manager.  
SCOTT MARCUS, station manager & sales manager.  
TIM DIETZ, director of engineering.  
KEVIN SAUNDERS, production manager.  
RANDY ALEXANDER, operations manager.  
CATHY TAPIA, traffic director.

**Highest One Hour Rate:** \$600.



KREQ BPCT-821207KE Granted 2/27/84

**Highest 30 Sec. Rate:** \$75.

**City of License:** Arcata. **ADI:** Eureka. **Rank:** 186.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>CALIFORNIA</b>				
Between 5-24%	Humboldt	46,100	44,200	96
<b>Station Totals</b>		<b>46,100</b>	<b>44,200</b>	<b>96</b>
<b>Net Weekly Circulation (1988)</b>				<b>6,800</b>
<b>Average Daily Circulation (1988)</b>				<b>2,000</b>

# 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. & 77.60-kw horizontal visual, 340-kw max. & 15.50-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:**

WAYNE W. LANSCH, general manager.  
DEAN CRAUN, general sales manager.  
NANCY HOFEDITZ, program director.  
ROBERT BANKS, chief engineer.  
HENRY MENDOZA, news director.  
MARYBETH RICHMOND, promotion director.  
PATTI LEVEQUE, business manager.

**Highest 30 Sec. Rate:** (June 23, 1987) \$1400.

**NETWORK BASE HOURLY RATE:** \$771.

**City of License:** Bakersfield. **AOI:** Bakersfield. **Rank:** 145.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>CALIFORNIA</b>				
<b>50% &amp; Over</b>	Kern West	150,000	144,800	97
<b>CALIFORNIA</b>				
<b>Between 25-49%</b>	Tulare	95,700	91,700	96
<b>CALIFORNIA</b>				
<b>Between 5-24%</b>	Kern East	28,100	27,100	96
	Kings	27,600	26,300	95
<b>Station Totals</b>		<b>301,400</b>	<b>289,900</b>	<b>96</b>
<b>Net Weekly Circulation (1988)</b>				<b>178,800</b>
<b>Average Daily Circulation (1988)</b>				<b>84,400</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 visual, 352-kw max. & 72.40-kw horizontal 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.

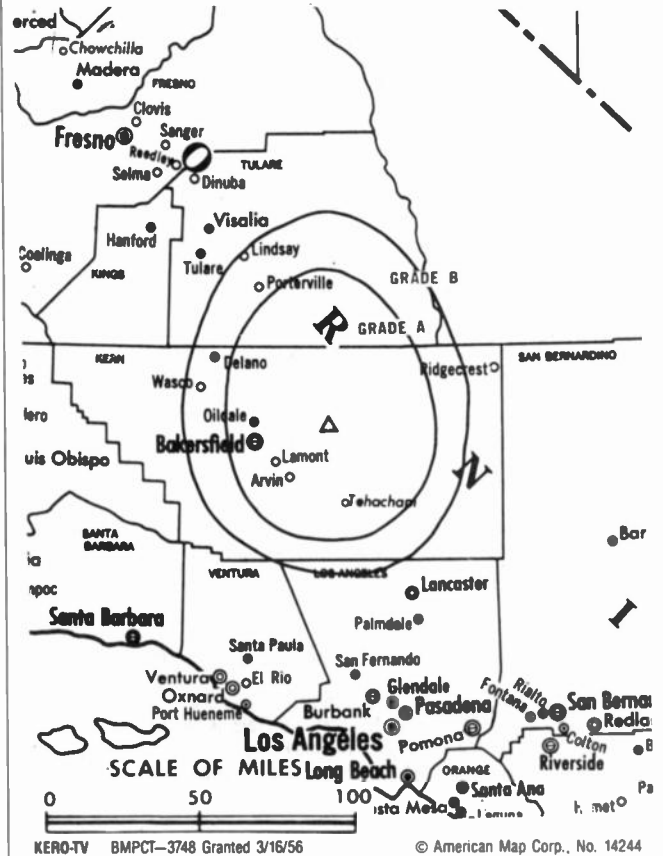
**Represented (legal):** Koteen & Naftalin.

### Personnel:

RONALD E. MIRES, vice president & general manager.  
DAVID C. CARFOLITE, general sales manager.  
MICHAEL KNOTEK, national sales manager.  
LOUIS RAPAGE, director, production, 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: 145.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CALIFORNIA Kern West	150,000	144,800	97
	CALIFORNIA Kern East	28,100	27,100	96
Between 25-49%	Tulare	95,700	91,700	96
	CALIFORNIA Kings	27,600	26,300	95
<b>Station Totals</b>		<b>301,400</b>	<b>289,900</b>	<b>96</b>
<b>Net Weekly Circulation (1988)</b>			<b>178,800</b>	
<b>Average Daily Circulation (1988)</b>			<b>92,900</b>	

# California—Bakersfield

**KGET**

Ch. 17

**Network Service:** NBC.

**Licensee:** KGETTV 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. & 39.80-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. Adelalde, 16-mi. E of Bakersfield.

**Multichannel TV Sound:** Stereo only.

**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-Corn, 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

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**City of License:** Bakersfield. **ADI:** Bakersfield. **Rank:** 145.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>CALIFORNIA</b> Kern West	150,000	144,800	97
<b>Between 25-49%</b>	<b>CALIFORNIA</b> Tulare	95,700	91,700	96
<b>Between 5-24%</b>	<b>CALIFORNIA</b> Kern East Kings	28,100 27,600	27,100 26,300	96 95
<b>Station Totals</b>		<b>301,400</b>	<b>289,900</b>	<b>96</b>
<b>Net Weekly Circulation (1988)</b>				<b>167,200</b>
<b>Average Daily Circulation (1988)</b>				<b>96,100</b>

# California—Barstow

**KVVT**

**Ch. 64**

**Network Service:** None, independent.

**Licensee:** 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 Mtn., 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., 5.00%

**Began Operation:** August 15, 1987.

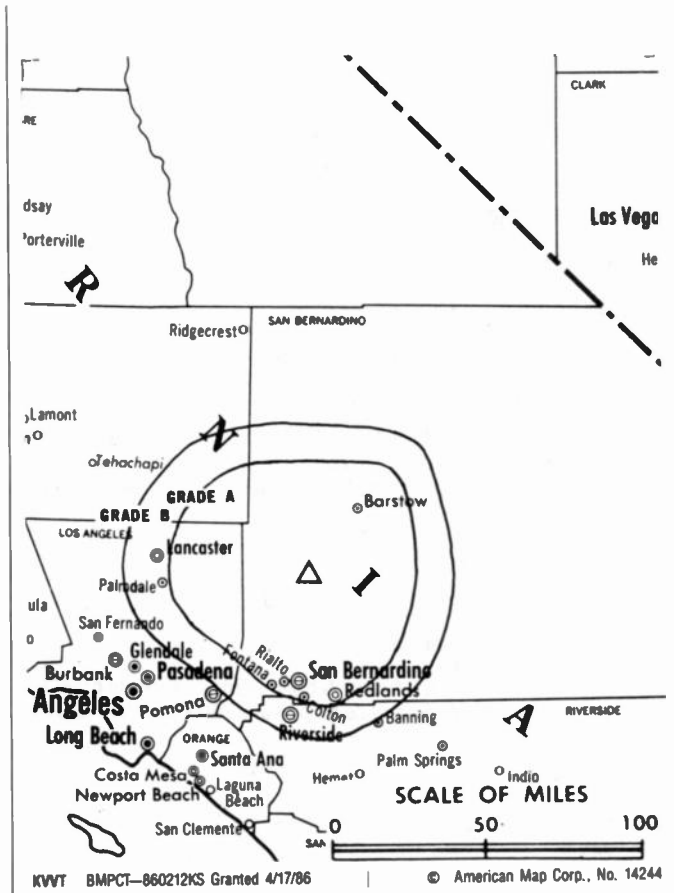
**Represented (legal):** Baker & Hostetler.

**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:** Goltrin Communications Inc., 5530 Wisconsin Ave., Chevy Chase, MD 20815.

**Studio:** 180 E. 4th St., Chico, CA 95928.

**Mailing Address:** Box 4406, Chico, CA 95927.

**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:** Goltrin Communications Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** September 24, 1985. FCC approved sale to present owner by Lorimar Telepictures Corp. Feb. 12, 1988 (*Television Digest*, Vol. 28:7).

**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.
- RON GITTELSON, local sales manager.
- CHUCK MOOREMAN, chief engineer.
- PAUL UNWIN, news director.

**Highest 30 Sec. Rate:** \$325.

**City of License:** Chico. **ADI:** Chico-Redding. **Rank:** 140.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>CALIFORNIA</b>			
	Butte	70,100	66,900	95
	Glenn	8,700	8,400	97
	Shasta	51,400	49,800	97
	Tehama	18,000	17,500	97
<b>Between 5-24%</b>	<b>CALIFORNIA</b>			
	Colusa	5,400	5,100	94
	Sutter	21,900	21,300	97
	Yuba	20,200	19,500	97
<b>Station Totals</b>		<b>195,700</b>	<b>188,500</b>	<b>96</b>
<b>Net Weekly Circulation (1988)</b>				<b>96,000</b>
<b>Average Daily Circulation (1988)</b>				<b>52,300</b>

# California—Chico

## KHSL-TV

Ch. 12

**Network Service:** CBS.

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

**Studios:** 3460 Silverbell Rd., Chico, CA 95926; 1800 Chumcreek Rd., Redding, CA.

**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 C-band; RCA, 4.8-meter Ku-band; Simulsat, 5-meter C-band; Drake, Scientific-Atlanta, Standard Communications receivers.

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

**News Services:** AP, CBS, NIWS.

**Ownership:** Mickey McClung, 95.0%; Hugh McClung, 5.00%; 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 B. POPE, director of engineering.

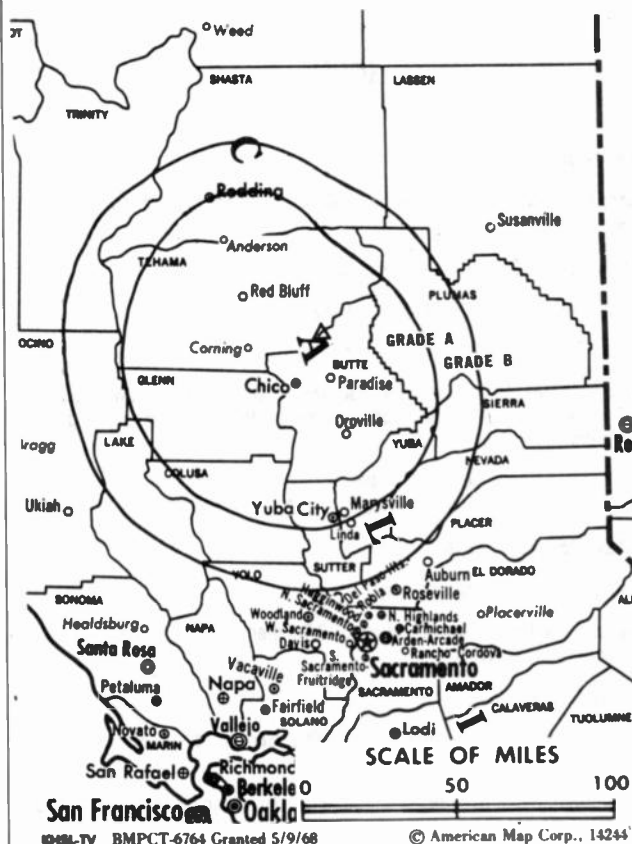
**Highest One Hour Rate:** \$3500.

**Highest 30 Sec. Rate:** \$400.

**NETWORK BASE HOURLY RATE:** \$565.

**City of License:** Chico. **ADI:** Chico-Redding. **Rank:** 140.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>CALIFORNIA</b>			
	Butte	70,100	66,900	95
	Colusa	5,400	5,100	94
	Glenn	8,700	8,400	97
	Shasta	51,400	49,800	97
	Tehama	18,000	17,500	97
	Trinity	5,700	5,300	93
<b>Between 25-49%</b>	<b>CALIFORNIA</b>			
	Lassen	8,200	7,700	94
	Plumas	8,100	7,600	94
	Sutter	21,900	21,300	97
	Yuba	20,200	19,500	97
<b>Between 5-24%</b>	<b>CALIFORNIA</b>			
	Lake	22,000	20,400	93
	Modoc	3,700	3,400	92
	Siskiyou	17,500	16,300	93
<b>Station Totals</b>		<b>260,900</b>	<b>249,200</b>	<b>96</b>
<b>Net Weekly Circulation (1988)</b>				<b>161,600</b>
<b>Average Daily Circulation (1988)</b>				<b>84,500</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, 123.30-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:** First Century Broadcasting. Ronald C. Haus, pres.; Ronald McConnell, v.p.; Theodore H. Terry, dir.; Gene Viglione, dir.

**Began Operation:** June 19, 1983.

**Represented (legal):** Gammon & Grange.

**Personnel:**

RONALD C. HAUS, president & general manager.  
DEBRA FRASER, program director.

**Rates:** Not available.

**City of License:** Concord. **ADI:** San Francisco. **Rank:** 5.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



KFCB BMPCT-820512KF Granted 6/8/82 © American Map Corp. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>CALIFORNIA</b>				
<b>Between 5-24%</b>	Contra Costa East	30,000	29,300	98
	San Joaquin	157,600	151,000	96
<b>Station Totals</b>		<b>187,600</b>	<b>180,300</b>	<b>96</b>
<b>Net Weekly Circulation (1988)</b>			<b>55,500</b>	
<b>Average Daily Circulation (1988)</b>			<b>20,700</b>	



# California—El Centro-Yuma

## 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, 31.60-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 Services:** AP, CBS.

**Ownership:** John Smart, pres., 90.0%; William & Ellen Oswald, 10.0% jointly.

**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:

PETER G. SIELER, general manager.  
DARREL STEIDLEY, general sales manager.  
KRISTINE KARTER, news director.  
DEBORAH WEEKES, program director.  
GEORGE VAURA, promotion director.

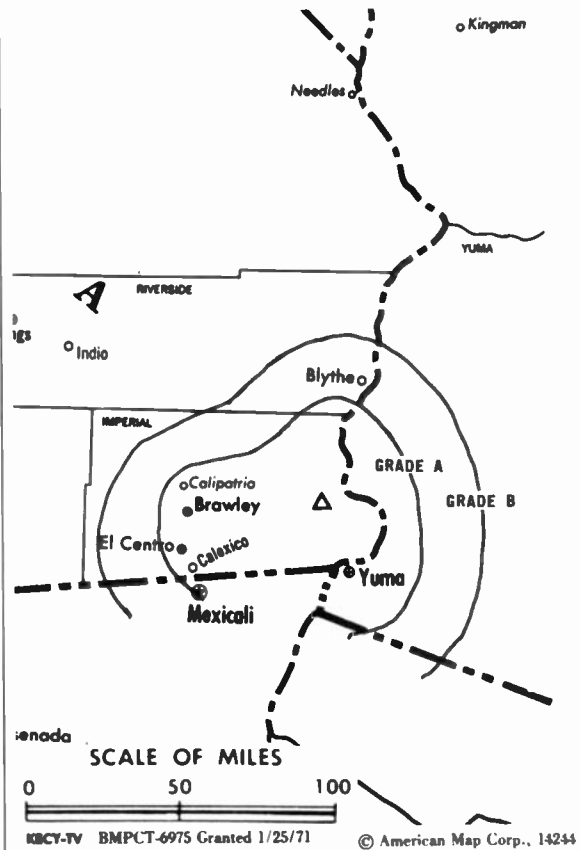
**Highest One Hour Rate:** (February 18, 1988) \$3000.

**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:** 181.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>ARIZONA</b> Yuma	30,800	29,200	95
	<b>CALIFORNIA</b> Imperial	32,700	30,500	93
<b>Between 5-24%</b>	<b>ARIZONA</b> La Paz	5,800	5,600	96
	<b>CALIFORNIA</b> Riverside East	8,000	7,700	96
<b>Station Totals</b>		<b>77,300</b>	<b>73,000</b>	<b>94</b>
<b>Net Weekly Circulation (1988)</b>				<b>47,000</b>
<b>Average Daily Circulation (1988)</b>				<b>20,800</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.  
PETER H. McNAIR, general manager.  
PEGGY WORDEN, national sales manager.  
DONALD R. KING, operations manager.  
SCOTT PETERS, news director.  
HANK INGHAM, local sales manager.  
TONY BERIDON, program director.  
PHIL WRIGHT, promotion director.

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

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

**NETWORK BASE HOURLY RATE:** \$500.

**City of License:** Eureka. ADI: Eureka. Rank: 186.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>CALIFORNIA</b> Humboldt	46,100	44,200	96
	<b>CALIFORNIA</b> Del Norte	7,600	7,100	93
<b>Between 25-49%</b>	<b>OREGON</b> Curry	7,000	6,500	93
	<b>CALIFORNIA</b> Mendocino	29,600	27,400	93
<b>Between 5-24%</b>	Trinity	5,700	5,300	93
	<b>Station Totals</b>	<b>96,000</b>	<b>90,500</b>	<b>94</b>
<b>Net Weekly Circulation (1988)</b>			<b>49,000</b>	
<b>Average Daily Circulation (1988)</b>			<b>30,400</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, 10.50-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:** 3 in operation; Paradigm, 3.7-meter; DX Engineering, Scientific-Atlanta receivers.

**Ownership:** Ronald W. Miller, pres.-secy., 95.0%; Pattison J. Christensen, v.p., 5.00%

**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: 186.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



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	46,100	44,200	96
<b>Between 25-49%</b>	<b>OREGON</b>			
	Curry	7,000	6,500	93
<b>Station Totals</b>		<b>60,700</b>	<b>57,800</b>	<b>95</b>
<b>Net Weekly Circulation (1988)</b>			<b>49,500</b>	
<b>Average Daily Circulation (1988)</b>			<b>28,800</b>	

# California—Fresno

## KAIL

Ch. 53

**Network Service:** None, independent.

**Licensee:** Trans America Bcstg. Corp., 6803 West Blvd., Inglewood, CA 90302.

**Studio:** 5255 E. Alluvial Ave., Fresno, CA 93310.

**Mailing Address:** Box 5188, Fresno, CA 93755.

**Telephone:** 209-299-9753.

**Technical Facilities:** Channel No. 53 (704-710 MHz). Authorized power: 2510-kw max. visual, 250-kw max. aural. Antenna: 1907-ft. above av. terrain, 110-ft. above ground, 4610-ft. above sea level.

Latitude 37° 04' 23"  
Longitude 119° 25' 52"

**Transmitter:** Bald Mountain, 25-mi. S of Meadow Lakes.

**Satellite Earth Stations:** AFC, 3.66-meter Ku-band; Scientific-Atlanta, 5-meter C-band; Scientific-Atlanta, 4.6-meter C-band; Microwave Assoc., M/A-Corn, Scientific-Atlanta receivers.

**News Service:** Biznet News.

**Ownership:** Albert J. Williams, 79.9%; Jack M. Reeder, 20.1%. They also own KTYM(AM), Inglewood, CA; KDWN(AM), Las Vegas, NV.

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

**Represented (legal):** Miller & Fields, P.C.

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

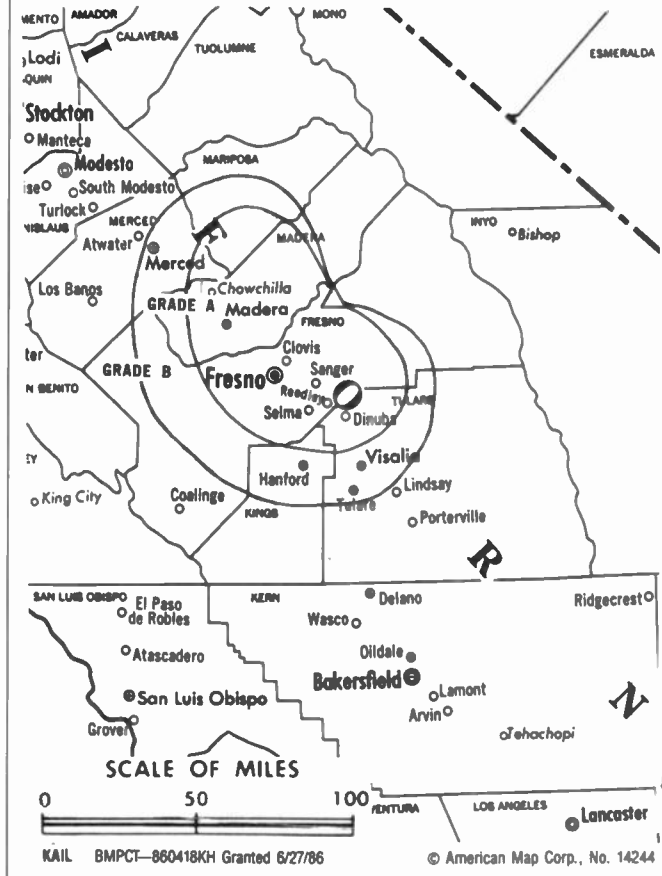
**Personnel:**

- A. J. WILLIAMS, general manager.
- GERARDO BORREGO, business manager.
- C. REIS BENEZRA, station & national sales manager.
- R. MOORADIAN, local sales manager.
- L. COWAN, chief engineer.

**Rates:** Not available.

**City of License:** Fresno. AOI: Fresno-Visalia. Rank: 63.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>CALIFORNIA</b>				
Between 25-49%	Fresno	213,900	205,900	96
	Kings	27,600	26,300	95
	Madera	26,600	25,400	95
	Mariposa	5,500	5,100	93
<b>CALIFORNIA</b>				
Between 5-24%	Merced	56,700	54,500	96
	Tulare	95,700	91,700	96
<b>Station Totals</b>		<b>426,000</b>	<b>408,900</b>	<b>96</b>
<b>Net Weekly Circulation (1988)</b>			<b>125,200</b>	
<b>Average Daily Circulation (1988)</b>			<b>36,300</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, 31.60-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:** AFC, 3.5-meter Ku-band; Andrew, 7.3-meter C-band; Harris, 6.1-meter C-band; Scientific-Atlanta, 4.5-meter C-band; Avantek, Harris, M/A-Com, Pinzone 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.

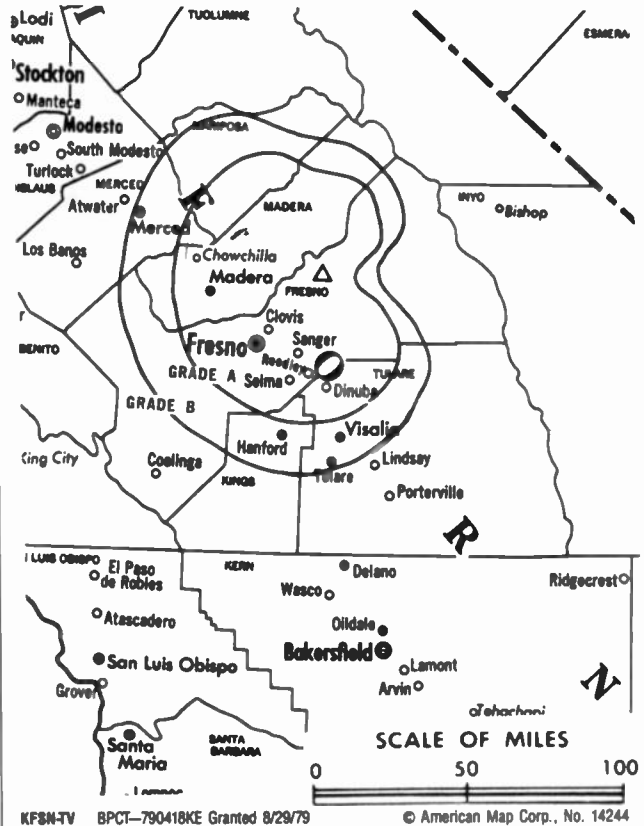
**Personnel:**

MARC EDWARDS, president & general manager.  
DUDLEY FEW, general sales manager.  
MARK ARMINIO, local sales manager.  
DAVID S. CONVERSE, 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 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>CALIFORNIA</b>				
<b>50% &amp; Over</b>	Fresno	213,900	205,900	96
	Kings	27,600	26,300	95
	Madera	26,600	25,400	95
	Mariposa	5,500	5,100	93
	Merced	56,700	54,500	96
	Tulare	95,700	91,700	96
<b>CALIFORNIA</b>				
<b>Between 5-24%</b>	Stanislaus	111,600	106,400	95
<b>Station Totals</b>		<b>537,600</b>	<b>515,300</b>	<b>96</b>
<b>Net Weekly Circulation (1988)</b>			<b>343,900</b>	
<b>Average Daily Circulation (1988)</b>			<b>216,000</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:** 202-222-2121.

**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:** Univision Holdings Inc. 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 Spanish International Communications approved March 19, 1969. Resumed operation Sept. 20, 1972. Sold to present owners in 1987.

**Represented (sales):** Univision.

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

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

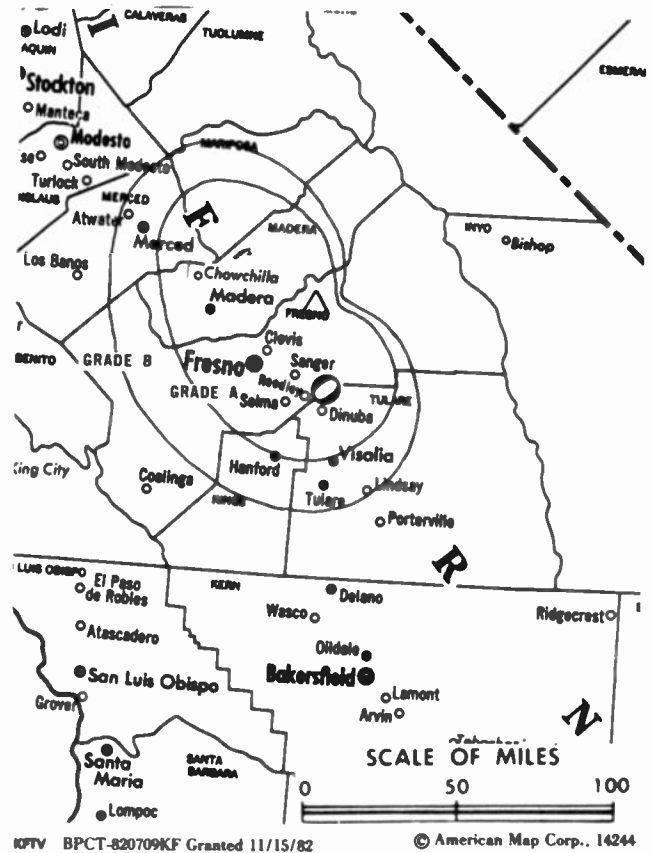
**Personnel:**

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 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>CALIFORNIA</b>				
Between 5-24%	Fresno	213,900	205,900	96
	Kern West	150,000	144,800	97
	Kings	27,600	26,300	95
	Madera	26,600	25,400	95
	Merced	56,700	54,500	96
	Tulare	95,700	91,700	96
<b>Station Totals</b>		<b>570,500</b>	<b>548,600</b>	<b>96</b>
<b>Net Weekly Circulation (1988)</b>			<b>47,100</b>	
<b>Average Daily Circulation (1988)</b>			<b>30,300</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 Stations:** 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. Fleharty, Laurence W. Carr, Morris K. Cohen, Robert L. Hammett, Carl R. McConnell & Russell K. Olsen) approved by FCC April 17, 1968 *Television Digest*, Vol. 8:17).

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

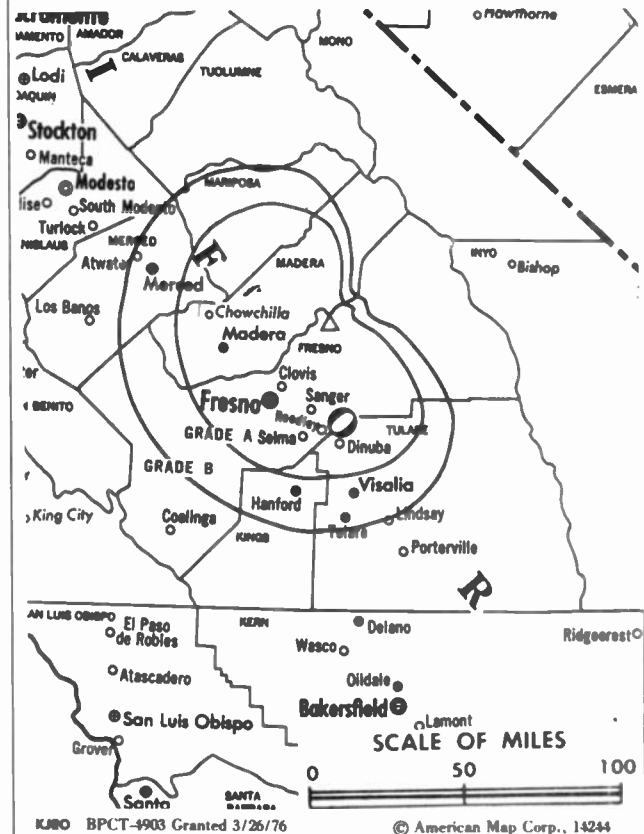
**Represented (legal):** Wiley, Rein & Fielding.

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

**Personnel:**

- JOSEPH C. DRILLING, president.
- BEN TUCKER, executive vice president.
- ANDY MASTORAS, vice president, finance.
- DONALD DRILLING, vice president & general manager.
- PATTI HOULIHAN, program director.
- MARK LIBBY, general sales manager.
- KATHLEEN WILLIAMS, national sales manager.
- KEN HOLDEN, chief engineer.
- LARRY MAYFIELD, assistant chief engineer.
- PATRICE COULTER, traffic manager.
- ANDY CRITTENDEN, 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 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>CALIFORNIA</b>				
<b>50% &amp; Over</b>	Fresno	213,900	205,900	96
	Kings	27,600	26,300	95
	Madera	26,600	25,400	95
	Mariposa	5,500	5,100	93
	Merced	56,700	54,500	96
	Tulare	95,700	91,700	96
<b>Station Totals</b>		<b>426,000</b>	<b>408,900</b>	<b>96</b>
<b>Net Weekly Circulation (1988)</b>			<b>331,200</b>	
<b>Average Daily Circulation (1988)</b>			<b>179,400</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.

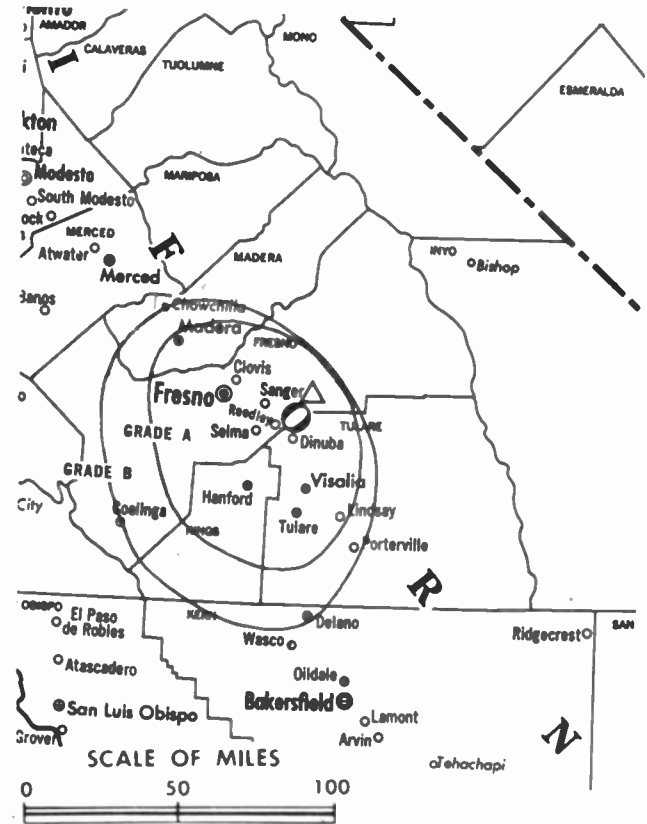
**Represented (engineering):** A. D. Ring & Associates.

**Personnel:**

- TODD HOLMES, vice president & general manager.
- BILL SPELLMAN, general sales manager.
- CHARLENE WINTERS, local sales manager.
- STEVE SOUTH, national sales manager.
- KEN PRESTON, director of engineering.
- KEN COY, news director.
- LEE JASON, program director.
- DOUG STEWART, promotion director.
- KAREN THOMPSON, traffic manager.
- KURT KARLSSON, business manager.

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

**NETWORK BASE HOURLY RATE:** \$800.



KSEE BPCT-2859 Granted 7/12/61

© American Map Corp., No. 14244

**City of License:** Fresno. **ADI:** Fresno-Visalia. **Rank:** 63.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 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	213,900	205,900	96
	Kings	27,600	26,300	95
	Madera	26,600	25,400	95
	Merced	56,700	54,500	96
	Tulare	95,700	91,700	96
<b>Between 25-49%</b>	<b>CALIFORNIA</b>			
	Mariposa	5,500	5,100	93
<b>Station Totals</b>		<b>426,000</b>	<b>408,900</b>	<b>96</b>
<b>Net Weekly Circulation (1988)</b>			<b>347,700</b>	
<b>Average Daily Circulation (1988)</b>			<b>193,700</b>	



# California—Sanger

**KMSG-TV**

Ch. 59



**Network Service:** Telemundo.

**Licensee:** Sanger Telecasters Inc.

**Studio:** 706 W. Hemdon Ave., Fresno, CA 93650-5957.

**Telephone:** 209-435-5900. **Fax:** 209-435-3201.

**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.

**News Service:** CNN.

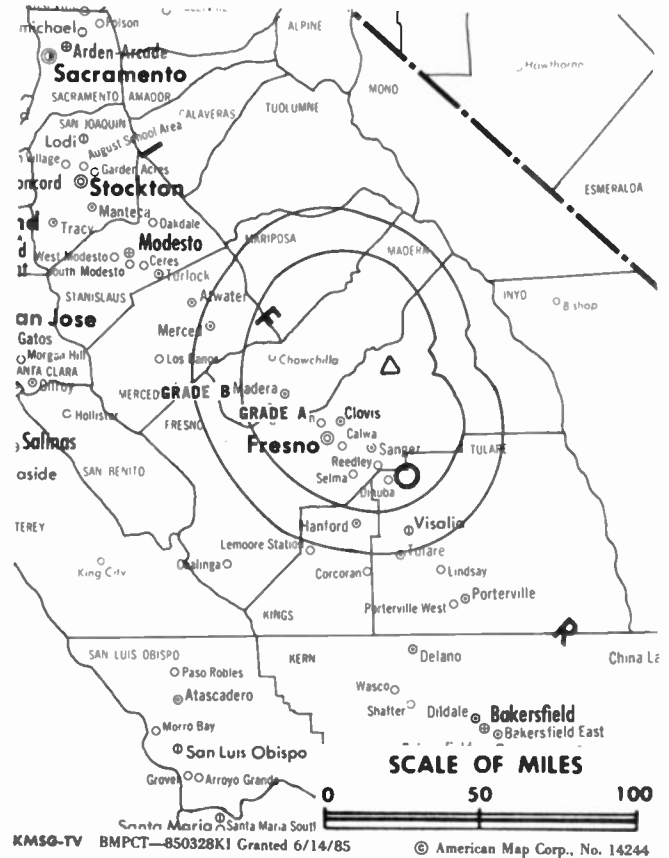
**Ownership:** Diane D. Cocola, pres.-secy., 90%; James K. Zahn, 10%; Gary M. Cocola, chief exec. officer.

**Began Operation:** July 17, 1985.

**Represented (sales):** Telemundo.

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

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



**Personnel:**

- DIANE D. COCOLA, president.
- JIM ZAHN, general manager.
- GARY M. COCOLA, general sales manager.
- JOSE A. ELGORRIAGA, local sales manager.
- STEVE WEBER, chief engineer.
- JEFF WIEDENHOEFT, program director.
- MARLENE MOSESIAN, business manager.
- KEITH ALLEN, traffic 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 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>CALIFORNIA</b>				
<b>Between 5-24%</b>	Fresno	213,900	205,900	96
	Madera	26,600	25,400	95
<b>Station Totals</b>		<b>240,500</b>	<b>231,300</b>	<b>96</b>
<b>Net Weekly Circulation (1988)</b>				<b>23,700</b>
<b>Average Daily Circulation (1988)</b>				<b>7,200</b>



TELEMUNDO



CHANNEL 59

K M S G · T V



*StereoVision*

# California—Visalia-Fresno

**KMPH**

Ch. 26

**Network Service:** None, independent.

**Licensee:** Pappas Telecasting Inc., 5111 E. McKinley Ave., Fresno, CA 93727.

**Studios:** 5111 E. McKinley Ave., Fresno, CA 93727; 500 S. Chinowth St., Visalia, CA 93277.

**Telephones:** 209-255-2600; 209-733-2600.

**TWX:** 910-362-3999. **Fax:** 209-255-0275.

**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.

**Multichannel TV Sound:** Stereo only.

**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.

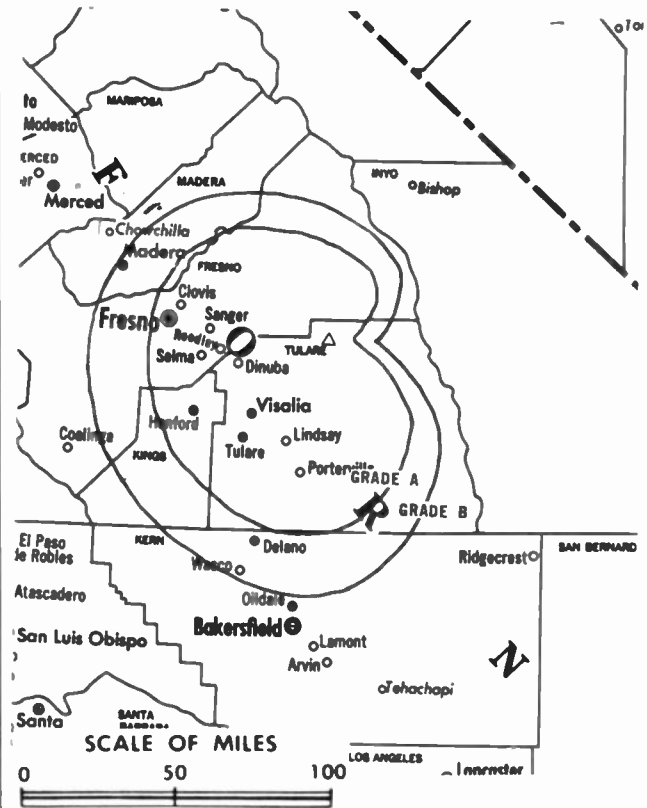
**Represented (sales):** TeleRep Inc.

**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.
- LISE MARKHAM, director of marketing.
- STEVE VOURAKIS, retail marketing manager.
- RICK BUBENIK, agency marketing manager.
- CHASE BALLOU, national marketing manager.
- DENNIS J. DAVIS, vice president & chief financial officer.
- DALE KELLY, vice president & director of engineering.
- NANCY CASON, traffic manager.
- BILL RICE, news director.
- JANE PEAK, promotion manager.
- LINDA ANDERSON, film/shipping director.
- JANET WILLIAMS, credit manager.



KMPH BMPCT-830927KF Granted 1/1/84

© American Map Corp., No. 14244

**Rates:** Not available.

**City of License:** Visalia. **ADI:** Fresno-Visalia. **Rank:** 63.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 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	213,900	205,900	96
	Kings	27,600	26,300	95
	Madera	26,600	25,400	95
	Merced	56,700	54,500	96
	Tulare	95,700	91,700	96
<b>Between 25-49%</b>	<b>CALIFORNIA</b>			
	Kern West	150,000	144,800	97
	Mariposa	5,500	5,100	93
<b>Station Totals</b>		<b>576,000</b>	<b>553,700</b>	<b>96</b>
<b>Net Weekly Circulation (1988)</b>			<b>366,500</b>	
<b>Average Daily Circulation (1988)</b>			<b>186,000</b>	

# California—Los Angeles

## KABC-TV

Ch. 7

**Network Service:** ABC.

**Licensee:** Capital Cities/ABC Inc.

**Studio:** 4151 Prospect Ave., 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, 28.90-kw aural. Antenna: 3210-ft. above av. terrain, 470-ft. above ground, 6176-ft. above sea level.

Latitude 34° 13' 37"  
Longitude 118° 03' 58"

**Transmitter:** Mt. Wilson.

**Satellite Earth Stations:** Transmit/receive Andrew, 9.3-meter C-band; Andrew, 5.6-meter Ku-band.

**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 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.  
ROBERT BILLECI, director of engineering.  
ANDRES CHAVEZ, film director.  
BILL JOHNSON, research director.  
BRUCE GORDON, director of finance & administration.

**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 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



KABC-TV BPCT-830817KF Granted 12/5/83 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>CALIFORNIA</b>			
	Imperial	32,700	30,500	93
	Inyo	7,800	7,000	90
	Kern East	28,100	27,100	96
	Los Angeles	3,047,900	2,965,100	97
	Orange	777,200	763,400	98
	Riverside Central	65,800	63,200	96
	Riverside West	251,200	241,800	96
	San Bernardino	404,200	391,400	97
Ventura	207,700	202,700	98	
<b>Between 25-49%</b>	<b>CALIFORNIA</b>			
	San Luis Obispo	73,700	70,500	96
	Santa Barbara North	56,800	54,600	96
Santa Barbara South	72,100	69,300	96	
<b>Between 5-24%</b>	<b>CALIFORNIA</b>			
	Kern West	150,000	144,800	97
San Diego	819,100	796,200	97	
<b>Station Totals</b>		<b>5,994,300</b>	<b>5,827,600</b>	<b>97</b>
<b>Net Weekly Circulation (1988)</b>			<b>4,164,700</b>	
<b>Average Daily Circulation (1988)</b>			<b>2,290,000</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: 36.30-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.  
ERIK SORENSON, director, news.  
STEVEN GIGLIOTTI, director, sales.  
EDWARD SPRAY, director, broadcasting.  
ELIZABETH VENDELY, director, promotion.  
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 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



KCBS-TV BPCT-850919KW Granted 2/27/86

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>CALIFORNIA</b>				
<b>50% &amp; Over</b>	Imyo	7,800	7,000	90
	Kern East	28,100	27,100	96
	Los Angeles	3,047,900	2,965,100	97
	Orange	777,200	763,400	98
	Riverside Central	65,800	63,200	96
	Riverside West	251,200	241,800	96
	San Bernardino	404,200	391,400	97
	Ventura	207,700	202,700	98
<b>CALIFORNIA</b>				
<b>Between 25-49%</b>	Imperial	32,700	30,500	93
	San Luis Obispo	73,700	70,500	96
	Santa Barbara North	56,800	54,600	96
	Santa Barbara South	72,100	69,300	96
<b>CALIFORNIA</b>				
<b>Between 5-24%</b>	Kern West	150,000	144,800	97
	San Diego	819,100	796,200	97
<b>Station Totals</b>		<b>5,994,300</b>	<b>5,827,600</b>	<b>97</b>
<b>Net Weekly Circulation (1988)</b>				<b>3,961,400</b>
<b>Average Daily Circulation (1988)</b>				<b>1,919,900</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, CA 90038.

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

**Technical Facilities:** Channel No. 13 (210-216 MHz). Authorized power: 162-kw visual, 32.40-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.

**Began 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.
- ROBERT I. BLAGMAN, 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.
- ED COGHLAN, news director.

**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 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households Households %
50% & Over	CALIFORNIA	28,100	27,100 96
	Kern East		



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Los Angeles	3,047,900	2,965,100	97
	Orange	777,200	763,400	98
	Riverside Central	65,800	63,200	96
	Riverside West	251,200	241,800	96
	San Bernardino	404,200	391,400	97
	Ventura	207,700	202,700	98
Between 25-49%	ARIZONA			
	Yuma	30,800	29,200	95
Between 5-24%	CALIFORNIA			
	Imperial	32,700	30,500	93
	Kern West	150,000	144,800	97
	San Diego	819,100	796,200	97
	San Luis Obispo	73,700	70,500	96
	Santa Barbara North	56,800	54,600	96
	Santa Barbara South	72,100	69,300	96
	NEW MEXICO			
	Otero	17,200	16,800	98
	Tulare	95,700	91,700	96
<b>Station Totals</b>		<b>6,130,200</b>	<b>5,958,300</b>	<b>97</b>
<b>Net Weekly Circulation (1988)</b>			<b>3,455,100</b>	
<b>Average Daily Circulation (1988)</b>			<b>1,564,100</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, CA 90038.

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

**Technical Facilities:** Channel No. 9 (186-192 MHz). Authorized power: 141-kw visual, 28.20-kw aural. Antenna: 3180-ft. above av. terrain, 464-ft. above ground, 6176-ft. above sea level.

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

**Transmitter:** Mt. Wilson.

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

**Satellite Earth Stations:** Transmit/receive Harris, 6.1-meter C-band; Harris, 6.1-meter Ku-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:** RKO General Inc. See Group Ownership of TV Stations. **Note:** On July 20, 1988, FCC approved dismissal of RKO application for license renewal, grant of Fidelity Television Inc.'s application and subsequent transfer of station to the Walt Disney Co. This transfer is pending (*Television Digest*, Vol. 25:45; 26:48; 27:5, 11, 36; 28:30).

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

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

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

**Represented (engineering):** Smith & Powstenko, Washington, DC.

**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 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



KHJ-TV BMPCT—830909K1 Granted 11/23/83

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>				
<b>CALIFORNIA</b>				
	Kern East	28,100	27,100	96
	Los Angeles	3,047,900	2,965,100	97
	Orange	777,200	763,400	98
	Riverside West	251,200	241,800	96
	San Bernardino	404,200	391,400	97
<b>Between 25-49%</b>				
<b>ARIZONA</b>				
	Yuma	30,800	29,200	95
<b>CALIFORNIA</b>				
	Imperial	32,700	30,500	93
	Inyo	7,800	7,000	90
	Kern West	150,000	144,800	97
	Riverside Central	65,800	63,200	96
	San Luis Obispo	73,700	70,500	96
	Santa Barbara North	56,800	54,600	96
	Santa Barbara South	72,100	69,300	96
	Ventura	207,700	202,700	98
<b>NEW MEXICO</b>				
	Chaves	22,300	21,900	98
	Eddy	19,300	18,900	98
<b>Between 5-24%</b>				
<b>ARIZONA</b>				
	La Paz	5,800	5,600	96
<b>CALIFORNIA</b>				
	Riverside East	8,000	7,700	96
	San Diego	819,100	796,200	97
<b>NEW MEXICO</b>				
	Otero	17,200	16,800	98
<b>TEXAS</b>				
	El Paso	167,700	166,300	99
<b>Station Totals</b>		<b>6,265,400</b>	<b>6,094,000</b>	<b>97</b>
<b>Net Weekly Circulation (1988)</b>			<b>2,716,200</b>	
<b>Average Daily Circulation (1988)</b>			<b>1,048,200</b>	

# California—Los Angeles

## KMEX-TV

Ch. 34

Network Service: Univision.

Licensee: Univision Stations Group Inc., 5420 Melrose Ave., Hollywood, CA 90038.

Studio: 721 N. Bronson Ave., Hollywood, CA 90038.

Telephone: 213-466-3434. Telex: 10614712.

Fax: 213-461-9824.

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: Transmit/receive Scientific-Atlanta, 10-meter; Andrew, 4.5-meter; Prodelin, 3.7-meter; Scientific-Atlanta, 7-meter; Scientific-Atlanta, Standard Components receivers.

News Services: CNS, AP.

Ownership: Univision Holdings Inc. See Group Ownership of Television Stations.

Began Operation: September 30, 1962.

Represented (sales): Univision.

Represented (legal): Wiley, Rein & Fielding.

Represented (engineering): Jules Cohen & Associates, P.C.

### Personnel:

DANIEL VILLANUEVA, general manager.  
RICHARD MORSE, chief engineer.  
SANDRA D. STRICKLAND, station manager.  
CRAIG KINNEY, general sales manager.  
MIKE MARTINEZ, local sales manager.  
JON YASUDA, national sales manager.  
GERARDO PALLARES, program director.  
TOM SIRI, 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 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>CALIFORNIA</b>				
<b>Between 5-24%</b>	Los Angeles	3,047,900	2,965,100	97
	Riverside Central	65,800	63,200	96
<b>Station Totals</b>		<b>3,113,700</b>	<b>3,028,300</b>	<b>97</b>
<b>Net Weekly Circulation (1988)</b>			<b>424,300</b>	
<b>Average Daily Circulation (1988)</b>			<b>275,700</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: 44.70-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 & 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. **AOI:** Los Angeles. **Rank:** 2.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 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	32,700	30,500	93
	Inyo	7,800	7,000	90
	Kern East	28,100	27,100	96



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Los Angeles	3,047,900	2,965,100	97
	Orange	777,200	763,400	98
	Riverside Central	65,800	63,200	96
	Riverside West	251,200	241,800	96
	San Bernardino	404,200	391,400	97
	Santa Barbara North	56,800	54,600	96
	Santa Barbara South	72,100	69,300	96
	Ventura	207,700	202,700	98
<b>CALIFORNIA</b>				
<b>Between 5-24%</b>	Kern West	150,000	144,800	97
	San Diego	819,100	796,200	97
<b>Station Totals</b>		<b>5,920,600</b>	<b>5,757,100</b>	<b>97</b>
<b>Net Weekly Circulation (1988)</b>			<b>4,245,800</b>	
<b>Average Daily Circulation (1988)</b>			<b>2,383,000</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.

**Fax:** 213-460-5952.

**Technical Facilities:** Channel No. 5 (76-82 MHz). Authorized power: 44.7-kw visual, 8.32-kw aural. Antenna: 3202-ft. above av. terrain, 473-ft. above ground, 6176-ft. above sea level.

Latitude 34° 13' 36"  
Longitude 118° 03' 56"

**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.
- TOM ARNST, general sales manager.
- BETTY ELLEN BERLAMINO, local sales manager.
- JEFF WEISS, national sales manager.
- VIRGINIA HUNT, director of finance & administration.
- ROZANNE McMILLAN, director of research.
- IRA GOLDSTONE, director of engineering.
- NICHOLAS van HOOGSTRAATEN, director of advertising & promotion.
- MARK SONNENBERG, director of programming.
- JOE QUASARANO, director of production/sports.
- BRENDA YOUNG, director of business affairs/legal counsel.
- JEFF WALD, news director.
- ED HARRISON, publicity director.
- JEFF CLONINGER, sr. national sales coordinator.

**Rates:** On request.

**City of License:** Los Angeles. **ADI:** Los Angeles. **Rank:** 2.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>CALIFORNIA</b>				
<b>50% &amp; Over</b>	Kern East	28,100	27,100	96
	Los Angeles	3,047,900	2,965,100	97
	Orange	777,200	763,400	98
	Riverside Central	65,800	63,200	96
	Riverside West	251,200	241,800	96
	San Bernardino	404,200	391,400	97



KTLA BMPCT-880226KG Granted 5/9/88 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Santa Barbara North	56,800	54,600	96
	Ventura	207,700	202,700	98
<b>Between 25-49%</b>	<b>ARIZONA</b>			
	Yuma	30,800	29,200	95
	<b>CALIFORNIA</b>			
	Imperial	32,700	30,500	93
	Inyo	7,800	7,000	90
	Kern West	150,000	144,800	97
	Riverside East	8,000	7,700	96
	San Diego	819,100	796,200	97
	San Luis Obispo	73,700	70,500	96
	Santa Barbara South	72,100	69,300	96
	<b>NEW MEXICO</b>			
	Chaves	22,300	21,900	98
	Eddy	19,300	18,900	98
	Lea North	20,900	20,300	97
	Lea South	2,500	2,400	98
	Otero	17,200	16,800	98
	San Juan	33,300	31,400	94
<b>Between 5-24%</b>	<b>ARIZONA</b>			
	Cochise	35,900	34,600	96
	Coconino	29,500	27,400	93
	Pima	256,100	251,000	98
	<b>CALIFORNIA</b>			
	Tulare	95,700	91,700	96
	<b>NEW MEXICO</b>			
	Dona Ana	41,500	40,100	97
	<b>TEXAS</b>			
	El Paso	167,700	166,300	99
<b>Station Totals</b>		<b>6,775,000</b>	<b>6,587,300</b>	<b>97</b>
<b>Net Weekly Circulation (1988)</b>			<b>3,723,700</b>	
<b>Average Daily Circulation (1988)</b>			<b>1,486,500</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 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:**

- WILLIAM MCGOWAN, vice president & director of sales.
- DONALD TILLMAN, v.p. & director of programming & production.
- AUGUSTINE MARTINEZ, director, finance & administration.
- PETER MARTIN, director of promotion & creative services.
- JOHN McCORMICK, local sales manager.
- ANDREA STOLTZMAN, local sales manager.
- STEVE STEINBERG, vice president & manager of broadcast operations.
- LEE HOEGEE, national sales manager.
- STEVE BLUE, news director.
- RAYMOND GREEN, executive producer.
- 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 1/1/88. TV Homes, TV% and Circulation © 1988 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	28,100	27,100	96
	Los Angeles	3,047,900	2,965,100	97
	Orange	777,200	763,400	98
	Riverside Central	65,800	63,200	96
	Riverside West	251,200	241,800	96
	San Bernardino	404,200	391,400	97
	Santa Barbara North	56,800	54,600	96
	Santa Barbara South	72,100	69,300	96
	Ventura	207,700	202,700	98
<b>Between 25-49%</b>	<b>ARIZONA</b>			
	Santa Cruz	8,100	7,900	97
	Yuma	30,800	29,200	95



Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>Between 25-49%</b>	<b>CALIFORNIA</b>				
	Imperial	32,700	30,500	93	
	Kern West	150,000	144,800	97	
	Riverside East	8,000	7,700	96	
	San Diego	819,100	796,200	97	
	San Luis Obispo	73,700	70,500	96	
	<b>NEW MEXICO</b>				
	Chaves	22,300	21,900	98	
	Eddy	19,300	18,900	98	
	Lea North	20,900	20,300	97	
	Lea South	2,500	2,400	98	
	Luna	6,400	6,200	97	
	Otero	17,200	16,800	98	
	<b>Between 5-24%</b>	<b>ARIZONA</b>			
		Cochise	35,900	34,600	96
Coconino		29,500	27,400	93	
Pima		256,100	251,000	98	
<b>CALIFORNIA</b>					
Tulare		95,700	91,700	96	
<b>NEW MEXICO</b>					
Dona Ana		41,500	40,100	97	
San Juan		33,300	31,400	94	
<b>TEXAS</b>					
El Paso	167,700	166,300	99		
<b>Station Totals</b>		<b>6,789,500</b>	<b>6,601,400</b>	<b>97</b>	
<b>Net Weekly Circulation (1988)</b>			<b>3,740,400</b>		
<b>Average Daily Circulation (1988)</b>			<b>1,572,400</b>		

# California—Los Angeles

## KWHY-TV

Ch. 22

**Network Service:** None, independent.

**Licensee:** Harriscorp of Los Angeles Inc., 5545 Sunset Blvd., Los Angeles, CA 90028.

**Studio:** 5545 Sunset Blvd., Los Angeles, CA 90028.

**Telephone:** 213-466-5441. **Fax:** 213-466-3613.

**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. & family, 73.4%; & family; Allan Slaight, 9.41%; Robert S. Block, 6.67%; Jim LeVitus, 3.30%; Sitel Inc., 2.50%; TD Capital Group, 1.61%; seven others, none with as much as 1%. See Harriscorp 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, chief executive officer.
- BURT I. HARRIS JR., 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.
- DAVID BERGEN, operations manager.
- 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 License Corp., 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 FCC Aug. 24, 1976. Began subscription television April 1, 1977 (Vol. 17:15). Began Spanish language broadcasting Sept. 8, 1980.

**Represented (sales):** Telemundo TV Group.

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

**Personnel:**

- FRANK CRUZ, vice president & general manager.
- STEPHEN J. LEVIN, station & general sales manager.
- JULIO LUCERO, local sales manager.
- HARRY ABRAHAM, director of advertising, promotion & programming.
- ENRIQUE GRATAS, news director.
- BOB KURTZ, research director.
- DOUGLAS LJUNG, director of engineering.
- STUART LIVINGSTON, business manager.



**Highest 30 Sec. Rate:** \$1500.

**City of License:** Corona. **ADI:** Los Angeles. **Rank:** 2.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>CALIFORNIA</b>				
<b>Between 5-24%</b>	Los Angeles	3,047,900	2,965,100	97
<b>Station Totals</b>		<b>3,047,900</b>	<b>2,965,100</b>	<b>97</b>
<b>Net Weekly Circulation (1988)</b>			<b>232,200</b>	
<b>Average Daily Circulation (1988)</b>			<b>117,900</b>	

# California—Riverside

**KSLD**

**Ch. 62**

**Network Service:** None, independent.

**Grantee:** Sunland Broadcasting Co. Inc., 4522 Woodman Ave., Suite C-236, Sherman Oaks, CA 91423.

**Studio:** 4522 Woodman Ave., Suite C-236, Sherman Oaks, CA 91423.

**Telephone:** 818-906-8834. **Fax:** 818-906-0467.

**Technical Facilities:** Channel No. 62 (758-764 MHz). Authorized power: 2366-kw max. visual, 237-kw max. aural. Antenna: 2258-ft. above av. terrain, 153-ft. above ground, 5473-ft. above sea level.

Latitude	34°	11'	15"
Longitude	117°	41'	53.50"

**Transmitter:** Sunset Ridge electronics site, 3-mi. NW of San Antonio Heights.

**Ownership:** Jack M. Hodin, chmn.-pres., 65%; Andres Soto, v.p., 35%

**Scheduled to Begin Operation:** December 1, 1988.

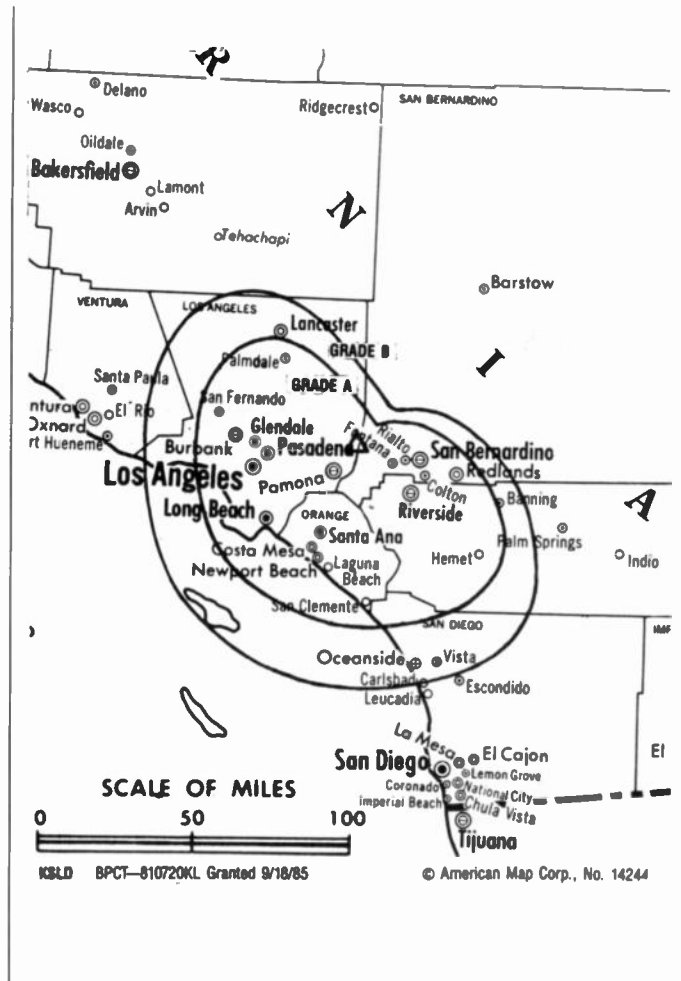
**Represented (legal):** Dow, Lohnes & Albertson.

**Represented (engineering):** John H. Battison.

**Personnel:**

JACK M. HODIN, chairman & president.

**ADI:** Los Angeles. **Rank:** 2.



# 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:** Angeles Broadcasting Network 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.



KAGL BPCT-830419KG Granted 3/19/85

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**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.

**Studio:** 12401 W. Olympic Blvd., Los Angeles, CA 90064.

**Telephone:** 213-479-8081. **Fax:** 213-479-8118.

**Technical Facilities:** Channel No. 18 (494-500 MHz). Authorized power: 347-kw visual, 34.70-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; Scientific-Atlanta, 4.5-meter Ku-band; Sony, 3-meter Ku-band; Avcom receivers.

**News Service:** INDX.

**Ownership:** Aliza Corp., 50.0%; Equity Investors Inc., 50.0% Aliza Corp. Ownership: Ray L. Beindorf, chmn.-secy., 51.00%; Thomas Headley, pres.-treas., 49.00%. Beindorf has interest in KGCT-TV, Tulsa, OK.

**Began Operation:** June 30, 1977. Sale to present owner by World Plan Executive Council approved by FCC Dec. 19, 1986 (*Television Digest*, Vol. 26:45).

**Represented (sales):** Brydson Media Sales International; Asian Television Sales.

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

**Personnel:**

RAY BEINDORF, president.  
 ROSEMARY FINCHER, station manager & general sales manager.  
 BELINDA BARBOZA, operations manager.  
 MARIA GOMEZ, traffic manager.  
 BILL WELTY, director of engineering.  
 YUKO SAKAMOTO HAYAKAWA, program director.  
 MARY GOOD, promotion director.  
 CHUCK KNEETER, production director.



**Highest One Hour Rate:** \$4000.

**Highest 30 Sec. Rate:** \$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. **AOI:** Los Angeles. **Rank:** 2.

# California—Ontario

**KHSC**

**Ch. 46**

**Network Service:** Home Shopping Network.

**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 Rance 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:**

JOHN H. WHITE, vice president & station manager.  
 DR. JULIO BRITO, chief engineer.  
 CAROL ROBINSON, program director.



SHEILA VITELLE, business manager.  
 PETER PARISE, senior executive producer.

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

**Arbitron Data:** Not available

**City of License:** Ontario. **ADI:** Los Angeles. **Rank:** 2.

# California—Oxnard

## KADY-TV

(formerly KTIE)

Ch. 63

**Network Service:** None, independent.

**Licensee:** P.Z. Entertainment Ltd. Partnership, 9560 Wilshire Blvd., Beverly Hills, CA 90212.

**Studio:** 663 Maulhardt Ave., Oxnard, CA 93030.

**Telephone:** 805-485-5843

**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:** World Wide Financial Partnership Ltd. Partnership, ltd. partner, 98.0%; Zadora Enterprises Ltd., ltd. partner, 1%; Rikdis Enterprises Inc., gen. partner, 1%. WWFP ownership: Riviera Inc., ltd. partner, 99%; Meshulam Rikdis, gen. partner, 1%. Riviera Inc. ownership: Meshulam Rikdis, chmn., 100%. Zadora Enterprises Ltd. Ownership: Pia Zadora Rikdis, 100%. Rikdis Enterprises Inc. ownership: Meshulam Rikdis, 100%.

**Began Operation:** August 17, 1985. Sale to present owners approved by FCC Nov. 24, 1987.

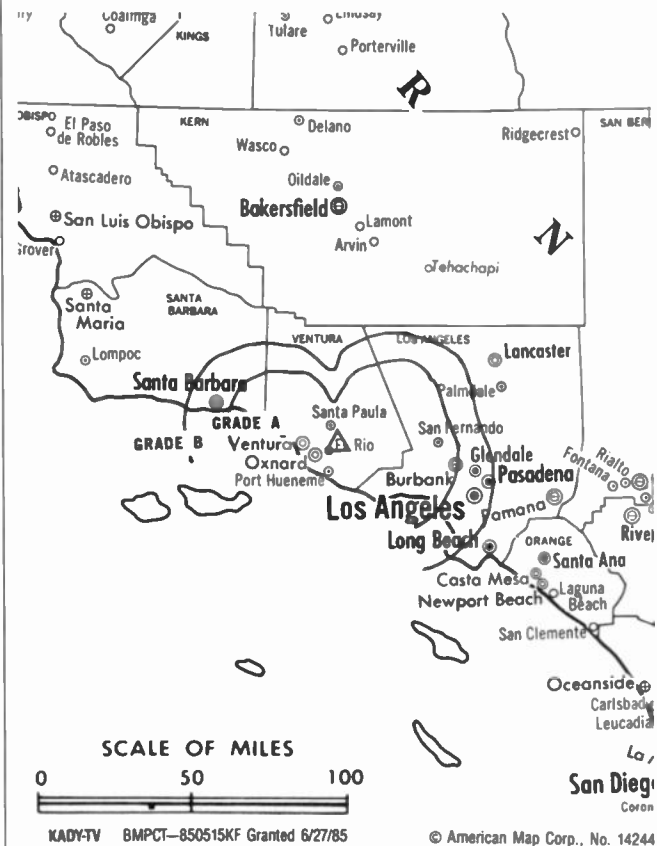
**Represented (legal):** Pierson, Ball & Dowd.

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

### Personnel:

PETER LEONE, general manager.  
EDWARD C. BRANCA, general sales 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.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>CALIFORNIA</b>				
<b>Between 5-24%</b>	Santa Barbara South	72,100	69,300	96
	Ventura	207,700	202,700	98
<b>Station Totals</b>		<b>279,800</b>	<b>272,000</b>	<b>97</b>
<b>Net Weekly Circulation (1988)</b>			<b>39,700</b>	
<b>Average Daily Circulation (1988)</b>			<b>9,400</b>	

# California—Palm Springs-Indio

## KESQ-TV

Ch. 42

(Also serves Hemet, Yucca Valley & Twentynine Palms Area)

**Network Service:** ABC.

**Licenses:** 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, 22.90-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.

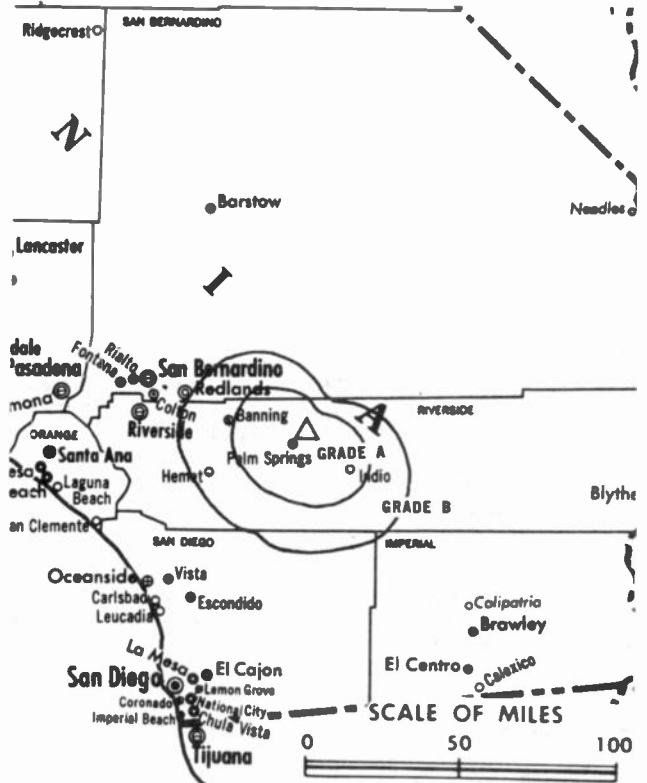
**Represented (legal):** Arnold & Porter.

**Personnel:**

SCOTT VAUGHAN, general manager.  
BILL EVANS, local sales manager.  
KIRK GREGORY, national sales manager.  
RICHARD LERNER, news director.  
DAVID GRAY, chief engineer.  
JANET MAY, program coordinator.  
STEPHANIE LAWRENCE, promotion director.  
RICHARD MECHLING, business manager.

**Highest One Hour Rate:** \$1200.

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



KESQ-TV BMPCT-6668 Granted 5/1/68

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**NETWORK BASE HOURLY RATE:** \$110.

**City of License:** Palm Springs. **ADI:** Palm Springs. **Rank:** 178.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>CALIFORNIA</b>				
<b>50% &amp; Over</b>	Riverside Central	65,800	63,200	96
<b>CALIFORNIA</b>				
<b>Between 5-24%</b>	Imperial	32,700	30,500	93
<b>Station Totals</b>		<b>98,500</b>	<b>93,700</b>	<b>95</b>
<b>Net Weekly Circulation (1988)</b>			<b>67,000</b>	
<b>Average Daily Circulation (1988)</b>			<b>34,600</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.

**Fax:** 619-568-1176.

**Technical Facilities:** Channel No. 36 (602-608 MHz). Authorized power: 547-kw max. & 164-kw horizontal visual, 16.40-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; 3.1-meter C-band; Avcom, Agile, Harris, M/A-Com receivers.

**News Service:** UPI.

**Ownership:** John Conte, pres. & Sirpuhe Philibosian Conte, secy.-treas., 100% jointly.

**Began Operation:** October 26, 1968.

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

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

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

### Personnel:

JOHN CONTE, president & general manager.  
HARRY HEIN, sales manager.  
ED WARD, local sales manager.  
JAN PEARCE, chief engineer.  
TINA STEIN, news director.  
PAT VANDERHOEVEN, program director.  
DICK WARD, promotion director.

**Highest One Hour Rate:** \$2500.

**Highest 30 Sec. Rate:** \$400.

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



**City of License:** Palm Springs. ADI: Palm Springs. Rank: 178.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>50% &amp; Over</b>	<b>CALIFORNIA</b>			
	Riverside Central	65,800	63,200	96
<b>Between 5-24%</b>	<b>CALIFORNIA</b>			
	Imperial	32,700	30,500	93
<b>Station Totals</b>		<b>98,500</b>	<b>93,700</b>	<b>95</b>
<b>Net Weekly Circulation (1988)</b>				<b>59,500</b>
<b>Average Daily Circulation (1988)</b>				<b>29,800</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., Redding, CA 96001.

**Telephone:** 916-243-7777. TWX: 916-243-6721.

**Technical Facilities:** Channel No. 7 (174-180 MHz). Authorized power: 115-kw visual, 22.40-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., 100%. 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, vice president & general manager.  
WILLIAM B. SMULLIN, vice president & director of operations.  
WILLIAM HALL, general sales manager.  
NORM HOATSON, chief engineer.  
DOREETA DOMKE, program/operations director.  
CAL HUNTER, news director.

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

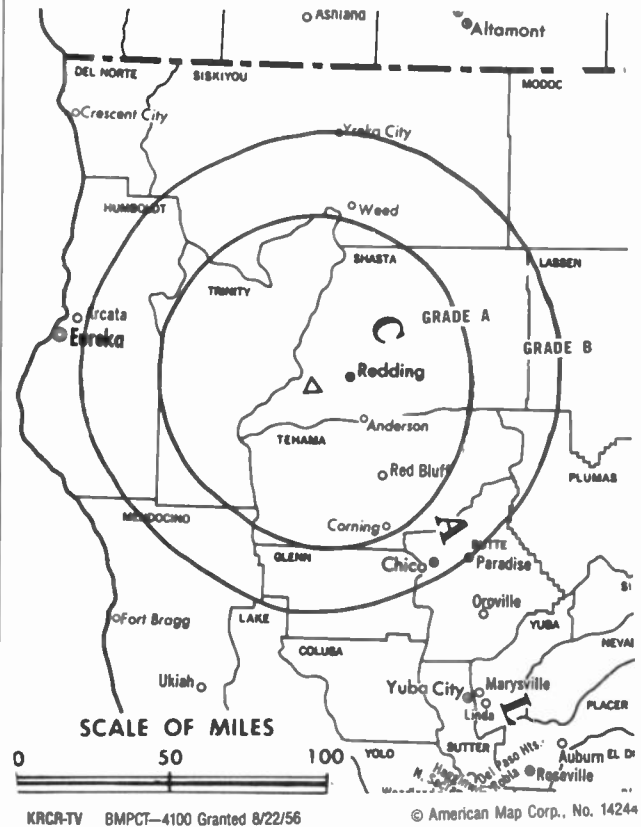
**Highest 30 Sec. Rate:** \$500.

**NETWORK BASE HOURLY RATE:** \$800.

**City of License:** Redding. ADI: Chico-Redding. Rank: 140.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	CALIFORNIA			
	Butte	70,100	66,900	95
	Del Norte	7,600	7,100	93



Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	Glenn	8,700	8,400	97
	Shasta	51,400	49,800	97
	Siskiyou	17,500	16,300	93
	Tehama	18,000	17,500	97
	Trinity	5,700	5,300	93
<b>CALIFORNIA</b>				
Between 25-49%	Colusa	5,400	5,100	94
	Humboldt	46,100	44,200	96
	Lassen	8,200	7,700	94
	Modoc	3,700	3,400	92
	Plumas	8,100	7,600	94
<b>OREGON</b>				
	Klamath	22,100	21,300	96
<b>CALIFORNIA</b>				
Between 5-24%	Sutter	21,900	21,300	97
<b>Station Totals</b>		<b>294,500</b>	<b>281,900</b>	<b>96</b>
<b>Net Weekly Circulation (1988)</b>			<b>174,900</b>	
<b>Average Daily Circulation (1988)</b>			<b>96,500</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 95814-0794.

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.

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.  
JOHN KUENEKE, general manager.  
RON LONGINOTTI, general sales manager.  
DAVE ULRICKSON, regional sales manager.  
GREG KELLY, national sales manager.  
MARY KAY JOHNSON, production manager.  
SCOTT NICHOLS, business manager.  
WALT GRAY, sports director.  
BOB JORDAN, news director.  
LINDA BAYLEY, program director.  
VAL NICHOLAS, promotion director.

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 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>CALIFORNIA</b>				
<b>50% &amp; Over</b>	Amador	10,300	9,800	95
	Butte	70,100	66,900	95
	Calaveras	11,300	10,800	96
	Colusa	5,400	5,100	94
	Contra Costa East	30,000	29,300	98
	El Dorado East	12,600	12,200	96
	El Dorado West	30,300	29,200	96
	Lake	22,000	20,400	93



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Nevada	28,100	26,600	94
	Placer West	52,200	50,300	96
	Plumas	8,100	7,600	94
	Sacramento	366,800	356,900	97
	San Joaquin	157,600	151,000	96
	Sierra	1,500	1,400	93
	Solano East	56,600	55,300	98
	Stanislaus	111,600	106,400	95
	Sutter	21,900	21,300	97
	Tuolumne	16,300	15,400	94
Yolo	48,000	46,200	96	
Yuba	20,200	19,500	97	
<b>CALIFORNIA</b>				
<b>Between 25-49%</b>	Glenn	8,700	8,400	97
	Lassen	8,200	7,700	94
	Mariposa	5,500	5,100	93
	Placer East	4,500	4,300	96
	Solano West	42,200	41,200	98
<b>CALIFORNIA</b>				
<b>Between 5-24%</b>	Contra Costa West	249,100	243,600	98
	Marin	94,900	91,900	97
	Merced	56,700	54,500	96
	Mono	4,000	3,500	88
	Napa	41,400	40,000	96
	Sonoma	139,500	133,600	96
<b>NEVADA</b>				
	Douglas	10,000	9,600	96
	Carson City	15,400	15,000	97
<b>Station Totals</b>		<b>1,761,000</b>	<b>1,700,000</b>	<b>97</b>
<b>Net Weekly Circulation (1988)</b>			<b>1,049,400</b>	
<b>Average Daily Circulation (1988)</b>			<b>601,600</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. **Telex:** 359498.

**Fax:** 209-527-2129.

**Technical Facilities:** Channel No. 19 (500-506 MHz). Authorized power: 5000-kw max. visual, 500-kw max. 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:** AFC, 3.6-meter Ku-band; Scientific-Atlanta, 2.4-meter C-band; M/A-Com, 5-meter C-band; M/A-Com, Scientific-Atlanta receivers.

**Ownership:** Sainte Limited. See Group Ownership of Television Stations.

**Began Operation:** August 26, 1966.

**Represented (sales):** Univision.

**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. SCHAFFER, general sales manager.
- JERRY NICHOLS, director of engineering.
- XOCHITL ARELLANO, news director.
- KATHY HENNESSEY, promotion director.
- CHRISTOPHER HOLT, program director (English).
- BOB SHEHAN, program director (Spanish).

**Rates:** On request.

**City of License:** Modesto. **ADI:** Sacramento-Stockton. **Rank:** 20.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	% Households
<b>Between 5-24%</b>	<b>CALIFORNIA</b>			
	Contra Costa East	30,000	29,300	98
	San Joaquin	157,600	151,000	96
	Stanislaus	111,600	106,400	95
	Tuolumne	16,300	15,400	94
	Yolo	48,000	46,200	96
	<b>NEVADA</b>			
	Churchill	6,200	6,100	98
<b>Station Totals</b>		<b>369,700</b>	<b>354,400</b>	<b>96</b>
<b>Net Weekly Circulation (1988)</b>			<b>41,700</b>	
<b>Average Daily Circulation (1988)</b>			<b>19,900</b>	



# California—Stockton

**KFTL**

**Ch. 64**

**Network Service:** None, independent.

**Licensee:** Family Stations Inc., 290 Hegenberger Rd., Oakland, CA 94621.

**Studio:** 403 McCormick St., San Leandro, CA 94577.

**Telephones:** 209-943-6464; 415-632-5385.

**Technical Facilities:** Channel No. 64 (770-776 MHz). Authorized power: 1620-kw max. visual, 322-kw max. aural. Antenna: 2982-ft. above av. terrain, 114-ft. above ground, 3664-ft. above sea level.

Latitude	37°	53'	35"
Longitude	121°	53'	58"

**Transmitter:** 9-mi. SE of Concord on N peak of Mount Diablo.

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

**Satellite Earth Station:** 3.5-meter C-band & Ku-band; DX Antenna receivers.

**Ownership:** Family Stations Inc. non-stock corp. Harold Camping, pres.; Scott L. Smith, v.p. & asst. secy.; Richard Van Dyk, treas. Family Stations also owns FM stations, AM stations, CP for WFME-TV (Ch.66), West Milford, NJ.

**Began Operation:** November 12, 1987.

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

**Personnel:**

MATT TUTER, general manager.  
 ALAN GUTHRIE, chief engineer.  
 CYNTHIA JONES, news director.  
 RICHARD YIM, business manager.



**Arbitron Data:** Not available

**City of License:** Stockton. **ADI:** Sacramento-Stockton. **Rank:** 20.

# 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, 47.40-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: 14001 River Rd., Walnut Grove, CA.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Andrew, 7.5-meter; Andrew, 4.5-meter; RCA, 3.7-meter; Scientific-Atlanta, 10-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 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, president & general manager.  
EARL HIGGINS, vice president, business affairs.  
CHRIS PIKE, general sales manager.  
STEVE MORRIS, local sales manager.  
JEANNINE DAVIS, national sales manager.  
JOANNE JACKSON, program manager.  
ROBERT HESS, chief engineer.  
BART FEDER, news director.  
TOM HAYES, promotion director.

Highest 30 Sec. Rate: \$7500.

NETWORK BASE HOURLY RATE: \$1600.

City of License: Stockton. ADI: Sacramento-Stockton. Rank: 20.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>CALIFORNIA</b>				
<b>50% &amp; Over</b>	Amador	10,300	9,800	95
	Calaveras	11,300	10,800	96



KOVR-TV BPCT-851219KE Granted 2/20/86

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	Colusa	5,400	5,100	94
	Contra Costa East	30,000	29,300	98
	El Dorado West	30,300	29,200	96
	Lake	22,000	20,400	93
	Nevada	28,100	26,600	94
	Placer West	52,200	50,300	96
	Plumas	8,100	7,600	94
	Sacramento	366,800	356,900	97
	San Joaquin	157,600	151,000	96
	Solano East	56,600	55,300	98
	Stanislaus	111,600	106,400	95
	Sutter	21,900	21,300	97
	Tuolumne	16,300	15,400	94
	Yolo	48,000	46,200	96
	Yuba	20,200	19,500	97
<b>CALIFORNIA</b>				
<b>Between 25-49%</b>	Butte	70,100	66,900	95
	Sierra	1,500	1,400	93
<b>CALIFORNIA</b>				
<b>Between 5-24%</b>	Alpine	400	300	75
	Contra Costa West	249,100	243,600	98
	Glenn	8,700	8,400	97
	Lassen	8,200	7,700	94
	Mariposa	5,500	5,100	93
	Merced	56,700	54,500	96
	Mono	4,000	3,500	88
	Solano West	42,200	41,200	98
<b>Station Totals</b>		<b>1,443,100</b>	<b>1,393,700</b>	<b>97</b>
<b>Net Weekly Circulation (1988)</b>			<b>884,000</b>	
<b>Average Daily Circulation (1988)</b>			<b>457,800</b>	

# California—Sacramento-Stockton

## KRBK-TV

Ch. 31

**Network Service:** None, independent.

**Licensee:** Koplars 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:** AFC, 3.7-meter Ku-band; Andrew, 7.3-meter Ku & C-band; Harris, 6.1-meter C-band; Simulsat, 5-meter C-band; Andrew, Harris, Scientific-Atlanta receivers.

**News Services:** AP, CNN.

**Ownership:** Koplars Communications Inc., 100%. See Group Ownership of Television Stations.

**Begin 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.  
ELLIOTT TROSHINSKY, vice president & general manager.  
MIKE GRANADOS, general sales manager.  
JUDY REMY, local sales manager.  
LOU GALIANO, director of operations & production.  
JACK DAVIS, chief engineer.  
BILL FRANKS, program manager.  
BRITTNEY SBALCHIERO, traffic manager.  
VICTORIA ELLIOTT, promotion manager.  
MICHAEL ESPINOZA, news director.  
JACK PECK, national sales manager.  
GLENN COOPER, business manager.

**Rates:** On request.

**NETWORK BASE HOURLY RATE:** \$N/A.

**City of License:** Sacramento. ADI: Sacramento-Stockton. Rank: 20.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>CALIFORNIA</b>				
50% & Over	Sacramento	366,800	356,900	97



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>				
	San Joaquin	157,600	151,000	96
	Yolo	48,000	46,200	96
	Yuba	20,200	19,500	97
<b>CALIFORNIA</b>				
<b>Between 25-49%</b>				
	Amador	10,300	9,800	95
	Calaveras	11,300	10,800	96
	Colusa	5,400	5,100	94
	Contra Costa East	30,000	29,300	98
	El Dorado West	30,300	29,200	96
	Nevada	28,100	26,600	94
	Placer West	52,200	50,300	96
	Solano East	56,600	55,300	98
	Stanislaus	111,600	106,400	95
	Sutter	21,900	21,300	97
<b>CALIFORNIA</b>				
<b>Between 5-24%</b>				
	Butte	70,100	66,900	95
	Lassen	8,200	7,700	94
	Merced	56,700	54,500	96
	Plumas	8,100	7,600	94
	Tuolumne	16,300	15,400	94
<b>Station Totals</b>		<b>1,109,700</b>	<b>1,069,800</b>	<b>96</b>
<b>Net Weekly Circulation (1988)</b>				<b>504,000</b>
<b>Average Daily Circulation (1988)</b>				<b>198,100</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 Stations:** Superior, 4-meter Ku-band; Superior, 4-meter 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):** Seltel Inc.

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

**Represented (engineering):** John F. X. Browne & Associates Inc.

### Personnel:

HARRY DELANEY, 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:** \$350.

**City of License:** Stockton. **ADI:** Sacramento-Stockton. **Rank:** 20.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
	<b>CALIFORNIA</b>			
Between 25-49%	Placer West Sacramento	52,200 366,800	50,300 356,900	96 97



Net Weekly Circulation	State County	Total Households	TV Households	Households %
Between 25-49%	San Joaquin	157,600	151,000	96
	<b>CALIFORNIA</b>			
Between 5-24%	Amador	10,300	9,800	95
	Calaveras	11,300	10,800	96
	Colusa	5,400	5,100	94
	Contra Costa East	30,000	29,300	98
	El Dorado West	30,300	29,200	96
	Nevada	28,100	26,600	94
	Solano East	56,600	55,300	98
	Stanislaus	111,600	106,400	95
	Sutter	21,900	21,300	97
	Yolo	48,000	46,200	96
	Yuba	20,200	19,500	97
<b>Station Totals</b>		<b>950,300</b>	<b>917,700</b>	<b>97</b>
<b>Net Weekly Circulation (1988)</b>			<b>250,500</b>	
<b>Average Daily Circulation (1988)</b>			<b>87,300</b>	

# California—Sacramento-Stockton

**KTXL**

**Ch. 40**

**Network Service:** Fox.

**Licensee:** Carnellia City Telecasters Inc., Box 40, Sacramento, CA 95812-0040.

**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-Corn, Scientific-Atlanta, Standard Communications receivers.

**News Services:** AP, CNN, Conus, INN, INTV.

**Ownership:** BMA Corp., 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:**

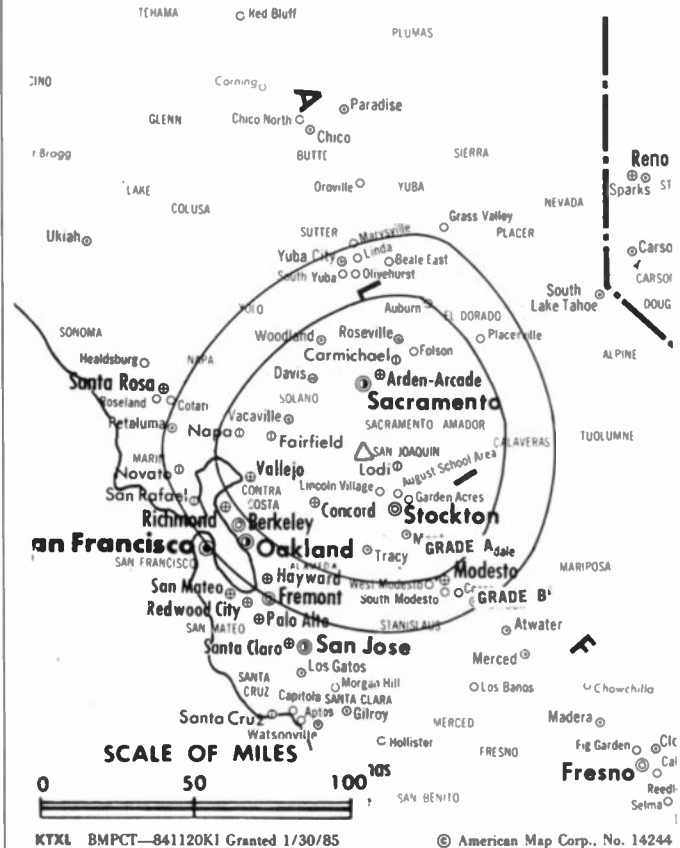
- MICHAEL A. FISHER, vice president & general manager.
- ROD BACON, general sales manager.
- BILL PULLIAM, local sales manager.
- JEROME MARTIN, national sales manager.
- CAL BOLLWINKEL, program & operations manager.
- BILL KREUTZER, chief engineer.
- BOB COOK, news director.
- AUDREY FARRINGTON, promotion director.
- PETE FILICE, business manager.

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

**City of License:** Sacramento. **ADI:** Sacramento-Stockton. **Rank:** 20.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 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	5,400	5,100	94
	Contra Costa East	30,000	29,300	98
	Placer West	52,200	50,300	96
	Sacramento	366,800	356,900	97
	San Joaquin	157,600	151,000	96
	Stanislaus	111,600	106,400	95
	Yolo	48,000	46,200	96
	Yuba	20,200	19,500	97
	<b>Between 25-49%</b>	<b>CALIFORNIA</b>		
Amador		10,300	9,800	95
Butte		70,100	66,900	95
Calaveras		11,300	10,800	96
Contra Costa West		249,100	243,600	98
El Dorado East		12,600	12,200	96
El Dorado West		30,300	29,200	96
Lake		22,000	20,400	93
Mendocino		29,600	27,400	93
Merced		56,700	54,500	96



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>NEVADA</b>			
	Nevada	28,100	26,600	94
	Plumas	8,100	7,600	94
	Shasta	51,400	49,800	97
	Sierra	1,500	1,400	93
	Solano East	56,600	55,300	98
	Sutter	21,900	21,300	97
	Tuolumne	16,300	15,400	94
	<b>NEVADA</b>			
	Douglas	10,000	9,600	96
Washoe	96,600	94,200	98	
<b>OREGON</b>				
	Klamath	22,100	21,300	96
<b>Between 5-24%</b>	<b>CALIFORNIA</b>			
	Alameda	477,900	463,200	97
	Del Norte	7,600	7,100	93
	Fresno	213,900	205,900	96
	Glenn	8,700	8,400	97
	Lassen	8,200	7,700	94
	Marin	94,900	91,900	97
	Mariposa	5,500	5,100	93
	Napa	41,400	40,000	96
	Placer East	4,500	4,300	96
	San Francisco	330,500	310,200	94
	San Mateo	244,100	239,500	98
	Santa Clara West	473,700	461,300	97
	Siskiyou	17,500	16,300	93
	Solano West	42,200	41,200	98
	Sonoma	139,500	133,600	96
	Tehama	18,000	17,500	97
	<b>OREGON</b>			
	Douglas	35,400	33,700	95
Jackson	53,500	51,700	97	
Josephine	27,400	25,800	94	
<b>Station Totals</b>		<b>3,840,800</b>	<b>3,706,400</b>	<b>97</b>
<b>Net Weekly Circulation (1988)</b>				<b>1,016,400</b>
<b>Average Daily Circulation (1988)</b>				<b>387,900</b>

# California—Sacramento-Stockton

**KXTV**

Ch. 10

**Network Service:** CBS.

**Licensee:** Great Western Broadcasting Corp., 400 Broadway, Sacramento, CA 95818.

**Studio:** 400 Broadway, Sacramento, CA 95818.

**Mailing Address:** Box 10, Sacramento, CA 95801.

**Telephone:** 916-441-2345. **Fax:** 916-447-6107.

**Technical Facilities:** Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 51.30-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:** Microwave Assoc., 4.6-meter Ku-band; Scientific-Atlanta, 10-meter C-band; Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.6-meter C-band; Scientific-Atlanta, 4.6-meter Ku & C-band; M/A-Corn, Scientific-Atlanta, Standard Components 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, P.C.

**Personnel:**

- PHILIP KELLER, president & general manager.
- BYRON ELTON, general sales manager.
- MIKE SNYDER, national sales manager.
- WILLIAM GONZALES, local sales manager.
- 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:** \$18,000.

**NETWORK BASE HOURLY RATE:** \$2065.

**City of License:** Sacramento. **ADI:** Sacramento-Stockton. **Rank:** 20.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>CALIFORNIA</b>				
<b>50% &amp; Over</b>	Amador	10,300	9,800	95
	Calaveras	11,300	10,800	96
	Colusa	5,400	5,100	94



KXTV BPCT—851113KE Granted 12/20/85

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Net Weekly Circulation	State County	Total Households	TV Households	Households %	
<b>50% &amp; Over</b>	Contra Costa East	30,000	29,300	98	
	El Dorado West	30,300	29,200	96	
	Nevada	28,100	26,600	94	
	Placer West	52,200	50,300	96	
	Sacramento	366,800	356,900	97	
	San Joaquin	157,600	151,000	96	
	Solano East	56,600	55,300	98	
	Stanislaus	111,600	106,400	95	
	Sutter	21,900	21,300	97	
	Tuolumne	16,300	15,400	94	
<b>Between 25-49%</b>	Yolo	48,000	46,200	96	
	Yuba	20,200	19,500	97	
	<b>CALIFORNIA</b>				
	Lake	22,000	20,400	93	
	Mariposa	5,500	5,100	93	
<b>Between 5-24%</b>	Mono	4,000	3,500	88	
	Placer East	4,500	4,300	96	
	Sierra	1,500	1,400	93	
	<b>CALIFORNIA</b>				
	Alpine	400	300	75	
<b>Station Totals</b>	Butte	70,100	66,900	95	
	Contra Costa West	249,100	243,600	98	
	Glenn	8,700	8,400	97	
	Merced	56,700	54,500	96	
	Plumas	8,100	7,600	94	
	Solano West	42,200	41,200	98	
	<b>Net Weekly Circulation (1988)</b>		<b>1,439,400</b>	<b>1,390,300</b>	<b>97</b>
<b>Average Daily Circulation (1988)</b>				<b>881,100</b>	
				<b>466,900</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' 22.30"  
Longitude 121° 30' 5.50"

**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-Com, 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):** Settel Inc.

**Represented (legal):** Rubin, Winston & Diercks.

**Personnel:**

- BARBARA R. ETRICK, general manager.
- ROLLIN WOOD, sales manager.
- ELBA STUMPF, production manager.
- KARL KAUFFMAN, chief engineer.
- BILL KLINE, program director.
- ARLO BARBO, business manager.
- JOHN CHINN, marketing director.

**Rates:** Not Available.

**City of License:** Salinas. **ADI:** Salinas-Monterey. **Rank:** 111.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



KCBA BMPCT-81022KI Granted 7/13/81

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>CALIFORNIA</b>				
<b>Between 25-49%</b>	Monterey	112,300	108,000	96
	San Benito	10,600	10,100	95
	Santa Clara East	22,800	22,200	97
	Santa Cruz	85,900	82,300	96
<b>Station Totals</b>		<b>231,600</b>	<b>222,600</b>	<b>96</b>
<b>Net Weekly Circulation (1988)</b>			<b>92,000</b>	
<b>Average Daily Circulation (1988)</b>			<b>35,800</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. & 44.70-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:**

- DICK DRILLING, general manager.
- TOM TUCKER, general sales manager.
- CHUCK BERGSON, local sales manager.
- BARBARA WAECHTER, operations/program manager.
- MARK WALKER, production manager.
- ROY DASHER, chief engineer.
- DAVE COLSON, 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 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	CALIFORNIA Monterey	112,300	108,000	96
	Santa Cruz	85,900	82,300	96
<b>Between 25-49%</b>	CALIFORNIA San Benito	10,600	10,100	95
<b>Between 5-24%</b>	CALIFORNIA Santa Clara East	22,800	22,200	97
<b>Station Totals</b>		<b>231,600</b>	<b>222,600</b>	<b>96</b>
<b>Net Weekly Circulation (1988)</b>			<b>166,000</b>	
<b>Average Daily Circulation (1988)</b>			<b>83,000</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.

**Fax:** 408-424-3750.

**Technical Facilities:** Channel No. 8 (180-186 MHz). Authorized power: 158-kw visual, 34.70-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:** 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):** TeleRep Inc.

**Represented (legal):** Pepper & Corazzini.

**Personnel:**

JEFFREY H. LEE, president & general manager.  
CINDY LINDSAY, general sales manager.  
MARK BOHN, national sales manager.  
BOB STOCK, promotion director.  
WILLIS WELLS, chief engineer.  
MICHAEL KRONLEY, news director.  
TERESA BURGESS, program director.  
RANDY BITTERS, business manager.

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

**NETWORK BASE HOURLY RATE:** \$1312.

**City of License:** Salinas. AOI: Salinas-Monterey. Rank: 111.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>CALIFORNIA</b>			
	Monterey	112,300	108,000	96
	San Benito	10,600	10,100	95
	Santa Clara East	22,800	22,200	97
	Santa Cruz	85,900	82,300	96
<b>Between 5-24%</b>	<b>CALIFORNIA</b>			
	Alameda	477,900	463,200	97
	Mariposa	5,500	5,100	93
	Merced	56,700	54,500	96
	Santa Clara West	473,700	461,300	97
	Tuolumne	16,300	15,400	94
<b>Station Totals</b>		<b>1,261,700</b>	<b>1,222,100</b>	<b>97</b>
<b>Net Weekly Circulation (1988)</b>				<b>343,100</b>
<b>Average Daily Circulation (1988)</b>				<b>160,900</b>

# California—Salinas-Monterey

## KSMS-TV

Ch. 67

Network Service: Univision.

Grantee: Schuyler Bcstg. Corp., Box 2690, Monterey, CA 93942.

Studio: 67 Garden Court, Monterey, CA 93940.

Mailing Address: Box 2690, Monterey, CA 93942.

Telephone: 408-373-6767. Telex: 172-505.

Fax: 408-373-6700.

Technical Facilities: Channel No. 67 (788-794 MHz). Authorized power: 1257-kw max. visual, 6-kw max. aural. 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.

News Service: UPI.

Ownership: William H. Schuyler, gen. partner, 100%

Began Operation: September 1, 1986.

Represented (sales): Univision.

Represented (legal): Fletcher, Heald & Hildreth.

### Personnel:

WILLIAM SCHUYLER, president.  
HAL LARSON, general sales manager.  
GARY ASHBY, chief engineer.  
SARA GARIBAY, news director.  
CLAUDIO VALENZUELA, promotion director & production manager.  
MARGIE FOX, business manager.  
ANNE TURNER, traffic director.

City of License: Monterey. ADI: Salinas-Monterey. Rank: 111.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>CALIFORNIA</b>				
<b>Between 5-24%</b>	Monterey	112,300	108,000	96
	San Benito	10,600	10,100	95
	Santa Clara East	22,800	22,200	97
	Santa Cruz	85,900	82,300	96
<b>Station Totals</b>		<b>231,600</b>	<b>222,600</b>	<b>96</b>
<b>Net Weekly Circulation (1988)</b>			<b>15,400</b>	
<b>Average Daily Circulation (1988)</b>			<b>10,300</b>	

# California—San Diego

## KNSD

(formerly KCST-TV)

Ch. 39

**Network Service:** NBC.

**Licensee:** Gillett Communications of San Diego Inc., 8330 Engineer Rd., San Diego, CA 92111.

**Studio:** 8330 Engineer Rd., San Diego, CA 92111.

**Telephone:** 619-279-3939. **TWX:** 910-335-1507.

**Technical Facilities:** Channel No. 39 (620-626 MHz). Authorized power: 5000-kw max. & 813-kw horizontal visual, 500-kw max. & 81.30-kw horizontal aural. Antenna: 1910-ft. above av. terrain, 180-ft. above ground, 2703-ft. above sea level.

Latitude 32° 41' 48"  
Longitude 116° 56' 58.0"

**Transmitter:** San Miguel Mountain, 13-mi. E of San Diego center.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Dalsat, 6-meter Ku-band; Chapparral, 5-meter Ku & C-band; Dalsat, 4.6-meter Ku-band; Dalsat, 3.6-meter Ku-band; Harris, Chapparral receivers.

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

**Ownership:** Gillett Communications Co., 100%. 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):** Harrington, Righter & Parsons Inc.

**Represented (legal):** Pepper & Corazzini.

### Personnel:

NEIL DERROUGH, president & general manager.  
JOSEPH M. COLLINS, general sales manager.  
BOB SEXTON, local sales manager.  
CHRIS JOHNSON, national sales manager.  
PENNY MARTIN, program manger.  
THOMAS WIMBERLY, director of technical services.  
RIC SCHWARTZ, production manager.  
NANCY BAUER, news director.  
JAY BELBEY, business manager.  
SUE REYMER, promotion 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 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>CALIFORNIA</b>			
<b>50% &amp; Over</b>	San Diego	819,100	796,200	97
<b>Station Totals</b>		<b>819,100</b>	<b>796,200</b>	<b>97</b>
<b>Net Weekly Circulation (1988)</b>			<b>647,300</b>	
<b>Average Daily Circulation (1988)</b>			<b>346,700</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, 63.10-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  
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.



KFMB-TV 8PCT-4509 Granted 5/16/72 © American Map Corp., No. 14244

**NETWORK BASE HOURLY RATE:** \$2580.

**City of License:** San Diego. **ADI:** San Diego. **Rank:** 25.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>CALIFORNIA</b>				
<b>50% &amp; Over</b>	San Diego	819,100	796,200	97
<b>NORTH DAKOTA</b>				
<b>Between 5-24%</b>	Oliver	800	800	100
<b>SOUTH DAKOTA</b>				
	Dewey	1,600	1,500	94
<b>Station Totals</b>		<b>821,500</b>	<b>798,500</b>	<b>97</b>
<b>Net Weekly Circulation (1988)</b>			<b>728,700</b>	
<b>Average Daily Circulation (1988)</b>			<b>409,200</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.

**Telex:** 619-262-1302.

**Technical Facilities:** Channel No. 10 (192-198 MHz). Authorized power: 316-kw max. & 124-kw horizontal visual, 31.60-kw aural. Antenna: 750-ft. above av. terrain, 252-ft. above ground, 1049-ft. above sea level.

Latitude 32° 50' 20.50"  
Longitude 117° 14' 56.50"

**Transmitter:** Mt. Soledad.

**Satellite Earth Stations:** Andrew, 9.1-meter; Andrew, 4.5-meter; Microdyne, 7-meter; RCA, 3-meter Ku-band; Vertex, 4.5-meter Ku-band; Avantek receivers.

**News Services:** AP, UPI, ANB, RCA, Kavarus-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.  
DARRELL BROWN, general sales manager.  
HOWARD OLEFF, local sales manager.  
WILLIAM CHRISTENSEN, director of engineering.  
MARK WILCOX, national sales manager.  
HELEN HUTCHINGS, director of business affairs.  
DON LUNDY, director of program operations.  
MICHAEL BILTUCCI, production manager.  
ERNESTINE COWAN, traffic manager.  
PAUL SANDS, news director.  
FRED NORFLEET, public affairs director.  
JUDITH VANCE, director of creative services/promotion.



**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 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>CALIFORNIA</b>				
<b>50% &amp; Over</b>	San Diego	819,100	796,200	97
<b>Station Totals</b>		<b>819,100</b>	<b>796,200</b>	<b>97</b>
<b>Net Weekly Circulation (1988)</b>			<b>705,900</b>	
<b>Average Daily Circulation (1988)</b>			<b>395,000</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:** Harris, 4.6-meter Ku-band; United Satellite Systems, 5-meter & 3-meter C-band; M/A-Corn, 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%. Horn is an 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.  
ANDREW FELDMAN, 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 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>CALIFORNIA</b>				
<b>Between 5-24%</b>	San Diego	819,100	796,200	97
<b>Station Totals</b>		<b>819,100</b>	<b>796,200</b>	<b>97</b>
<b>Net Weekly Circulation (1988)</b>				<b>170,500</b>
<b>Average Daily Circulation (1988)</b>				<b>45,500</b>

# California—San Diego

## KUSI-TV

Ch. 51

**Network Service:** None, independent.

**Licensee:** University Television Inc., 7777 Convo Court, San Diego, CA 92111.

**Studio:** 7377 Convo 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:** Scientific-Atlanta, 9-meter Ku-band; M/A-Corn, Scientific-Atlanta receivers.

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

**Ownership:** United States International University, 74.0%; Michael D. McKinnon, pres., 26.0%; 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.

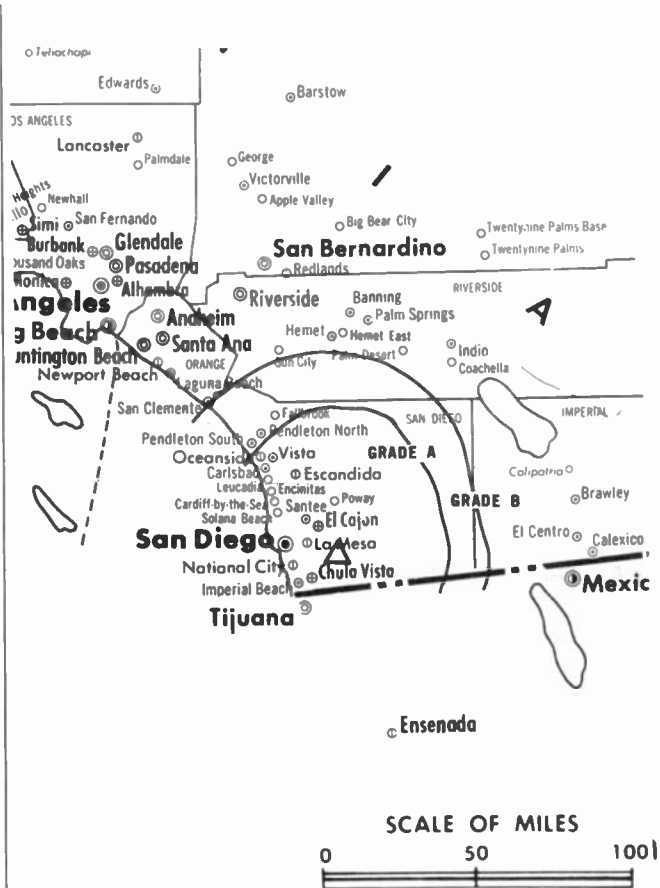
**Represented (engineering):** Hammett & Edison Inc.

### Personnel:

MICHAEL D. MCKINNON, general manager.  
WILLIAM MOORE, station manager.  
BRUCE STEIN, general sales manager.  
RICHARD LARGE, chief engineer.  
DOUG GILMORE, promotion director.  
TED LON, business manager.

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

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



KUSI-TV 8MPCT-810630KE Granted 9/10/81

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**City of License:** San Diego. **ADI:** San Diego. **Rank:** 25.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>CALIFORNIA</b>				
Between 25-49%	San Diego	819,100	796,200	97
<b>Station Totals</b>		<b>819,100</b>	<b>796,200</b>	<b>97</b>
<b>Net Weekly Circulation (1988)</b>			<b>381,400</b>	
<b>Average Daily Circulation (1988)</b>			<b>124,800</b>	

# California—San Deigo-Tijuana, Mexico

**XETV**

Ch. 6

**Network Service:** Fox.

**Licensee:** Radio-Television, S.A.

**Studio:** Mount San Antonio, Tijuana, B.C.

**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):** TeleRep Inc.

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

**Personnel:**

MARTIN COLBY, vice president & general manager.  
JOAN O'LAUGHLIN HENNING, station & general sales manager.  
CHUCK DUNNING, local sales manager.  
ROBERT TAYLOR, business manager.  
FELIPE FERNANDEZ, exec. director, operations & engineering.  
ANTONIO FRIAS, chief engineer.  
VALERIE HOFFMAN, program manager.  
ROBERT ANDERSON, promotion director.  
PHILIP PALUSO, promotion director.

**Highest One Hour Rate:** \$10,000.



**Highest 30 Sec. Rate:** \$3500. ADI: San Diego. Rank: 25.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households Households %
<b>CALIFORNIA</b>			
<b>50% &amp; Over</b>	San Diego	819,100	796,200 97
<b>Station Totals</b>		<b>819,100</b>	<b>796,200 97</b>
<b>Net Weekly Circulation (1988)</b>			<b>451,100</b>
<b>Average Daily Circulation (1988)</b>			<b>177,400</b>



# California—San Diego-Tijuana, Mexico

## XEWT-TV

Ch. 12

**Network Service:** Univision.

**Licensee:** Televisora de Calimex S.A., 4480 Camino De La Plaza Mayor, Suite E, San Ysidro, CA 92073.

**Studio:** Monte San Antonio, Box 12, Tijuana, Baja California, Mexico

**Mailing Address:** Box 44-K, San Ysidro, CA 92073.

**Telephones:** 619-980-5007; 619-980-5008. **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.

### Personnel:

JOSE LUIS GUASCH, general manager.  
 KATHIA BUSTILLOS, general sales manager & promotion director.  
 JORGE MONDRAGON, business manager.  
 MARIO ACOSTA, traffic manager.  
 SALVAADOR HERNANDEZ, chief engineer.  
 GREGORIO MERAZ, news director.



**Highest One Hour Rate:** \$7000.

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

**Arbitron Data:** Not available. A01: 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"

Holds CP for change to 5010-kw max. visual, 1611-ft. above av. terrain, 879-ft. above ground, 1713-ft. above sea level. BPCT-880711KF.

**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 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>CALIFORNIA</b>				
Between 25-49%	Alameda	477,900	463,200	97
	Butte	70,100	66,900	95
	Contra Costa East	30,000	29,300	98
	Contra Costa West	249,100	243,600	98
	Glenn	8,700	8,400	97
	Marin	94,900	91,900	97
	Mendocino	29,600	27,400	93
	Napa	41,400	40,000	96
	San Benito	10,600	10,100	95
	San Francisco	330,500	310,200	94



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	San Mateo	244,100	239,500	98
	Santa Clara East	22,800	22,200	97
	Santa Clara West	473,700	461,300	97
	Santa Cruz	85,900	82,300	96
	Solano East	56,600	55,300	98
	Solano West	42,200	41,200	98
	Sonoma	139,500	133,600	96
	Sutter	21,900	21,300	97
	Yuba	20,200	19,500	97
	<b>CALIFORNIA</b>			
Between 5-24%	Colusa	5,400	5,100	94
	El Dorado West	30,300	29,200	96
	Lake	22,000	20,400	93
	Nevada	28,100	26,600	94
	Placer West	52,200	50,300	96
	San Joaquin	157,600	151,000	96
	Shasta	51,400	49,800	97
	Tehama	18,000	17,500	97
	Yolo	48,000	46,200	96
	<b>NEVADA</b>			
Douglas	10,000	9,600	96	
<b>Station Totals</b>		<b>2,872,700</b>	<b>2,772,900</b>	<b>97</b>
<b>Net Weekly Circulation (1988)</b>			<b>943,200</b>	
<b>Average Daily Circulation (1988)</b>			<b>338,200</b>	

# California—San Francisco

**KDTV**

Ch. 14

**Network Service:** Univision.

**Licensee:** Univision Station Group, 330 Madison Ave., 26th Floor, New York, NY 10017.

**Studios:** 2200 Palou Ave., San Francisco, CA 94124; 1530 Old Oakland Rd., No. 150, San Jose, CA 95112.

**Telephones:** 415-641-1400, San Francisco; 415-437-1414, San Jose.

**Fax:** 415-641-8677.

**Technical Facilities:** Channel No. 14 (470-476 MHz). Authorized power: 2570-kw max. & 813-kw horizontal visual, 257-kw max. & 81.30-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 Mountain, 1.6-mi. S of San Francisco.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Station:** Scientific-Atlanta, 4.6-meter; Scientific-Atlanta receivers.

**News Services:** Bay City News, UPI.

**Ownership:** Univision Holdings Inc. See 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.

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

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

**Personnel:**

AUGUST RUIZ, vice president & general manager.  
 MICHAEL MCCARTHY, general sales manager.  
 KEN SCHREINER, chief engineer.  
 ROBERT TORRES, local sales manager.



OSVALDO VILLAZON, news director.  
 JORGE BELON, production manager.

**Highest 30 Sec. Rate:** \$1600.

**Arbitron Data:** Not available

**City of License:** San Francisco. **ADI:** San Francisco. **Rank:** 5.

# 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 94111-1450.

**Telephone:** 415-954-7777. TWX: 910-372-7236.

**Technical Facilities:** Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 63.20-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 Television Stations.

**Began Operation:** May 5, 1949.

**Represented (sales):** Capital Cities/ABC National TV Sales.

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

**Personnel:**

- JIM TOPPING, 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 1/1/88. TV Homes, TV% and Circulation © 1988 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	477,900	463,200	97
	Contra Costa East	30,000	29,300	98
	Contra Costa West	249,100	243,600	98
	Lake	22,000	20,400	93
	Marin	94,900	91,900	97
	Mendocino	29,600	27,400	93
	Napa	41,400	40,000	96
	Placer East	4,500	4,300	96
	San Francisco	330,500	310,200	94
	San Mateo	244,100	239,500	98
	Santa Clara West	473,700	461,300	97
	Solano East	56,600	55,300	98
	Solano West	42,200	41,200	98
	Sonoma	139,500	133,600	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 West	30,300	29,200	96
	Merced	56,700	54,500	96
	Monterey	112,300	108,000	96
	San Benito	10,600	10,100	95
	San Joaquin	157,600	151,000	96
	Santa Clara East	22,800	22,200	97
	Santa Cruz	85,900	82,300	96
	Sutter	21,900	21,300	97
<b>Between 5-24%</b>				
<b>CALIFORNIA</b>				
	Amador	10,300	9,800	95
	Butte	70,100	66,900	95
	El Dorado East	12,600	12,200	96
	Humboldt	46,100	44,200	96
	Mariposa	5,500	5,100	93
	Nevada	28,100	26,600	94
	Placer West	52,200	50,300	96
	Shasta	51,400	49,800	97
	Stanislaus	111,600	106,400	95
	Tehama	18,000	17,500	97
	Tuolumne	16,300	15,400	94
	Yolo	48,000	46,200	96
	Yuba	20,200	19,500	97
<b>NEVADA</b>				
	Douglas	10,000	9,600	96
	Carson City	15,400	15,000	97
<b>Station Totals</b>		<b>3,249,900</b>	<b>3,134,300</b>	<b>96</b>
<b>Net Weekly Circulation (1988)</b>			<b>1,973,000</b>	
<b>Average Daily Circulation (1988)</b>			<b>1,033,500</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.

**News Service:** UPI.

**Ownership:** James J. Gabbert, pres., 85.0%; Michael P. Lincoln, secy.-treas., 15.0% Gabbert also owns KOFY(AM), San Mateo, CA; KKC(YFM), San Francisco.

**Began Operation:** April 1, 1968. Left air March 30, 1971. Sale to Leon Crosby approved by FCC Jan. 19, 1972. Resumed operation Feb. 4, 1972 (Television Digest, Vol. 12:6). Sale to present owner approved Sept. 5, 1980 (Vol. 19:34; 20:10). Resumed operation Oct. 1, 1980.

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

**Represented (legal):** Farrand, Cooper, Metzler & Bruiniers.

**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 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>CALIFORNIA</b>				
Between 25-49%	Alameda	477,900	463,200	97
	Contra Costa East	30,000	29,300	98
	Contra Costa West	249,100	243,600	98
	Marin	94,900	91,900	97



KOFY-TV BPCT-850606KE Granted 10/16/85 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Napa	41,400	40,000	96
	San Francisco	330,500	310,200	94
	San Mateo	244,100	239,500	98
	Santa Clara West	473,700	461,300	97
	Solano West	42,200	41,200	98
	Sonoma	139,500	133,600	96
<b>CALIFORNIA</b>				
Between 5-24%	San Joaquin	157,600	151,000	96
	Santa Clara East	22,800	22,200	97
	Santa Cruz	85,900	82,300	96
	Solano East	56,600	55,300	98
<b>Station Totals</b>		<b>2,446,200</b>	<b>2,364,600</b>	<b>97</b>
<b>Net Weekly Circulation (1988)</b>			<b>738,000</b>	
<b>Average Daily Circulation (1988)</b>			<b>269,500</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., San Francisco, CA 94111.

**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.

### Personnel:

CAROLYN WEAN, vice president & general manager.  
KENNEN WILLIAMS, general sales manager.  
CHRIS WESTERKAMP, local sales manager.  
FREDERICK EPPINGER, national sales manager.  
PETER MARONEY, news director.  
STEVE MOREEN, broadcast operations & engineering manager.  
JAMES LUTTON, program manager.  
DAVID LANDIS, promotion director.  
DENNIS FARRELL, controller.  
TOBIE PATE, marketing director.  
FLORENCE WEISS, sales operations manager.  
LEN SCHLOSSER, public affairs director.  
ROBERT DICKS JR., operations manager.

**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 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households Households %	
<b>50% &amp; Over</b>				
<b>CALIFORNIA</b>				
	Alameda	477,900	463,200	97
	Contra Costa East	30,000	29,300	98
	Contra Costa West	249,100	243,600	98
	Lake	22,000	20,400	93
	Marin	94,900	91,900	97
	Mendocino	29,600	27,400	93
	Napa	41,400	40,000	96
	Placer East	4,500	4,300	96
	San Benito	10,600	10,100	95
	San Francisco	330,500	310,200	94
	San Mateo	244,100	239,500	98
	Santa Clara East	22,800	22,200	97



KPIX BPCT-4230 Granted 6/24/69

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>				
	Santa Clara West	473,700	461,300	97
	Solano West	42,200	41,200	98
	Sonoma	139,500	133,600	96
<b>BETWEEN 25-49%</b>				
<b>CALIFORNIA</b>				
	Del Norte	7,600	7,100	93
	El Dorado East	12,600	12,200	96
	Humboldt	46,100	44,200	96
	Merced	56,700	54,500	96
	Monterey	112,300	108,000	96
	Santa Cruz	85,900	82,300	96
	Solano East	56,600	55,300	98
	Tuolumne	16,300	15,400	94
<b>BETWEEN 5-24%</b>				
<b>CALIFORNIA</b>				
	Amador	10,300	9,800	95
	Butte	70,100	66,900	95
	Calaveras	11,300	10,800	96
	El Dorado West	30,300	29,200	96
	Glenn	8,700	8,400	97
	Mariposa	5,500	5,100	93
	Nevada	28,100	26,600	94
	Placer West	52,200	50,300	96
	San Joaquin	157,600	151,000	96
	Shasta	51,400	49,800	97
	Tehama	18,000	17,500	97
<b>NEVADA</b>				
	Douglas	10,000	9,600	96
<b>OREGON</b>				
	Douglas	35,400	33,700	95
	Klamath	22,100	21,300	96
<b>Station Totals</b>		<b>3,117,900</b>	<b>3,007,200</b>	<b>96</b>
<b>Net Weekly Circulation (1988)</b>			<b>1,961,900</b>	
<b>Average Daily Circulation (1988)</b>			<b>994,000</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, 15.10-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 Ku-band; Satcom Technologies, 6-meter C-band; Superior, 6-meter C-band; Vertex, 4.3-meter Ku-band; Harris, Microdyne, Scientific-Atlanta receivers.

**News Services:** AP, Bay City News, CNN, Environmental Sat. Services, 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:

AMY McCOMBS, president & general manager.  
GLEN E. PICKELL, vice president, finance & administration.  
E. RICHARD CERUSSI, vice president & general sales manager.  
JOHN McKAY, local sales manager.  
JOHN MARQUISS, national sales manager.  
DAVID E. WILSON, program manager.  
WARREN L. ALLGYER, vice president, engineering.  
BRUCE C. LINDGREN, creative services director.  
LINDA G. BRADLEY, director of public relations.  
HERBERT DUDNICK, news director.  
KAREN MOORE, research director.  
STEPHEN HALL-KALLAS, operations manager.

**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 1/1/88. TV Homes, TV% and Circulation © 1988 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	477,900	463,200	97
	Contra Costa East	30,000	29,300	98
	Contra Costa West	249,100	243,600	98
	Marin	94,900	91,900	97
	Mendocino	29,600	27,400	93
	Napa	41,400	40,000	96
	San Benito	10,600	10,100	95
	San Francisco	330,500	310,200	94
	San Mateo	244,100	239,500	98
	Santa Clara East	22,800	22,200	97



KRON-TV BMPCT-7420 Granted 12/12/72

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>				
	Santa Clara West	473,700	461,300	97
	Solano East	56,600	55,300	98
	Solano West	42,200	41,200	98
	Sonoma	139,500	133,600	96
<b>CALIFORNIA</b>				
<b>Between 25-49%</b>				
	Humboldt	46,100	44,200	96
	Monterey	112,300	108,000	96
	Santa Cruz	85,900	82,300	96
	Shasta	51,400	49,800	97
	Tuolumne	16,300	15,400	94
<b>CALIFORNIA</b>				
<b>Between 5-24%</b>				
	Amador	10,300	9,800	95
	Butte	70,100	66,900	95
	Calaveras	11,300	10,800	96
	Colusa	5,400	5,100	94
	El Dorado West	30,300	29,200	96
	Glenn	8,700	8,400	97
	Lake	22,000	20,400	93
	Mariposa	5,500	5,100	93
	Nevada	28,100	26,600	94
	Placer West	52,200	50,300	96
	San Joaquin	157,600	151,000	96
	Stanislaus	111,600	106,400	95
	Sutter	21,900	21,300	97
	Tehama	18,000	17,500	97
	Trinity	5,700	5,300	93
<b>Station Totals</b>		<b>3,113,600</b>	<b>3,002,600</b>	<b>96</b>
<b>Net Weekly Circulation (1988)</b>			<b>1,994,300</b>	
<b>Average Daily Circulation (1988)</b>			<b>1,122,100</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.

Fax: 415-272-9957.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 20.90-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.

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): Hammitt & Edison Inc.

**Personnel:**

- KEVIN O'BRIEN, vice president & general manager.
- BROOKE SPECTORSKY, station manager.
- JEFF BLOCK, general sales manager.
- TOM JERMAIN, national sales manager.
- CHARLES STUART, local sales manager.
- CAROLINE CHANG, program manager.
- MARLEEN BELLES, controller.
- RAY JACOBS, director of administration.
- STERLING DAVIS, director of operations and engineering.
- FRED ZEHNDER, news director.
- ANN MILLER, program & public service director.
- MIKI BYRNES, promotion & advertising manager.

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 1/1/88. TV Homes, TV% and Circulation © 1988 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	477,900	463,200	97
	Contra Costa East	30,000	29,300	98
	Contra Costa West	249,100	243,600	98
	Del Norte	7,600	7,100	93
	Humboldt	46,100	44,200	96
	Lake	22,000	20,400	93
	Marin	94,900	91,900	97
	Mendocino	29,600	27,400	93
	Monterey	112,300	108,000	96
	Napa	41,400	40,000	96
	San Benito	10,600	10,100	95
	San Francisco	330,500	310,200	94
	San Mateo	244,100	239,500	98
Santa Clara East	22,800	22,200	97	
Santa Clara West	473,700	461,300	97	



KTVU BPCT-4257 Granted 8/8/69 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Santa Cruz	85,900	82,300	96
	Solano East	56,600	55,300	98
	Solano West	42,200	41,200	98
	Sonoma	139,500	133,600	96
	Sutter	21,900	21,300	97
	Tuolumne	16,300	15,400	94
	<b>CALIFORNIA</b>			
<b>Between 25-49%</b>	Butte	70,100	66,900	95
	Calaveras	11,300	10,800	96
	El Dorado East	12,600	12,200	96
	El Dorado West	30,300	29,200	96
	Glenn	8,700	8,400	97
	Mariposa	5,500	5,100	93
	Merced	56,700	54,500	96
	Nevada	28,100	26,600	94
	Placer East	4,500	4,300	96
	San Joaquin	157,600	151,000	96
	Shasta	51,400	49,800	97
	Stanislaus	111,600	106,400	95
	Yuba	20,200	19,500	97
<b>NEVADA</b>				
Carson City	15,400	15,000	97	
<b>OREGON</b>				
Coos	23,300	21,600	92	
Jackson	53,500	51,700	97	
Josephine	27,400	25,800	94	
Klamath	22,100	21,300	96	
<b>Between 5-24%</b>	<b>CALIFORNIA</b>			
	Amador	10,300	9,800	95
	Colusa	5,400	5,100	94
Placer West	52,200	50,300	96	
(Continued on page A-173)				
<b>Station Totals</b>		<b>3,769,100</b>	<b>3,632,500</b>	<b>96</b>
<b>Net Weekly Circulation (1988)</b>			<b>2,013,800</b>	
<b>Average Daily Circulation (1988)</b>			<b>860,400</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, CA 94005.

**Telephone:** 415-558-8268.

**Technical Facilities:** Channel No. 38 (614-620 MHz). Authorized power: 5000-kw max. visual & 3819-kw horizontal visual, 500-kw max. aural & 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''

Holds 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., 8.00%; Huntly Gordon, pres., 17.0%; Mark Stabler, secy.-treas.; Gary Takacs, dir., 3%; Charles Burns, dir., 3%. Stabler has interest in application for Ch. 51, Tolleson, AZ.

**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 BMPCT-870813KH Granted 9/18/87

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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 Schallenger Rd., San Jose, CA 95131.

**Telephone:** 408-298-3636. TWX: 910-338-2120.

**Fax:** 408-993-0723.

**Technical Facilities:** Channel No. 36 (602-608 MHz). Authorized power: 2735-kw max. & 1440-kw horizontal visual, 273.50-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"

Holds CP for change to 4098-kw max. visual, 410-kw max. aural, 2251-ft. above av. terrain, 570-ft. above ground, 3012-ft. above sea level; lat. 37° 29' 17", long. 121° 51' 59", transmitter to Monument Peak, Alameda County. BPCT-870331KP.

**Transmitter:** Monument Peak, 4.5-mi. NE of Milpitas.

**Satellite Earth Stations:** Andrew, 5-meter Ku & C-band; Microwave General, 5-meter Ku & C-band; Scientific-Atlanta, 5-meter C-band; Vertex, 4.7-meter Ku-band; Andrew, Avantek, M/A-Com, Scientific-Atlanta receivers.

**News Service:** AP.

**Ownership:** Ralph C. Wilson Jr., 100%. See Group Ownership of Television Stations.

**Began 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.  
JOHN DuBOIS, local sales manager.  
JIM KRAENZEL, chief engineer.  
DOUGLAS McKNIGHT, news director.  
MEL LIPSITZ, 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 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>CALIFORNIA</b>			
	Contra Costa East	30,000	29,300	98
	Lake	22,000	20,400	93
	Marin	94,900	91,900	97
	Monterey	112,300	108,000	96



KICU-TV BPCT-870331KP Granted 3/29/88

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	Napa	41,400	40,000	96
	San Benito	10,600	10,100	95
	Santa Clara East	22,800	22,200	97
	Santa Clara West	473,700	461,300	97
	Santa Cruz	85,900	82,300	96
<b>Between 5-24%</b>	<b>CALIFORNIA</b>			
	Alameda	477,900	463,200	97
	Amador	10,300	9,800	95
	Calaveras	11,300	10,800	96
	Contra Costa West	249,100	243,600	98
	El Dorado West	30,300	29,200	96
	Mendocino	29,600	27,400	93
	Nevada	28,100	26,600	94
	Placer West	52,200	50,300	96
	Plumas	8,100	7,600	94
	Sacramento	366,800	356,900	97
	San Francisco	330,500	310,200	94
	San Joaquin	157,600	151,000	96
	San Mateo	244,100	239,500	98
	Solano East	56,600	55,300	98
Solano West	42,200	41,200	98	
Sonoma	139,500	133,600	96	
Sutter	21,900	21,300	97	
Yuba	20,200	19,500	97	
<b>Station Totals</b>		<b>3,169,900</b>	<b>3,062,500</b>	<b>97</b>
<b>Net Weekly Circulation (1988)</b>			<b>629,500</b>	
<b>Average Daily Circulation (1988)</b>			<b>179,500</b>	

# California—San Jose

## KLXV-TV

Ch. 65

**Network Service:** None, independent.

**Licensee:** Cathedral of Faith, 2315 Candas Garden Rd., San Jose, CA 95125.

**Studio:** 2315 Candas 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.

**Satellite Earth Stations:** KLM, 4.5-meter C-band; Scientific-Atlanta, 6.5-meter C-band; Microdyne, Scientific-Atlanta receivers.

**Ownership:** Cathedral of Faith, 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. 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:

ROY K. FOREMAN, general manager.  
KURT FOREMAN, station manager.  
SKIP MORETTI, chief engineer.  
DAVID JAIME, program director.  
STEPHEN CASTRO, marketing director.  
STEFAN BUCEK, production manager.



**Highest One Hour Rate:** \$300.00.

**Highest 30 Sec. Rate:** \$60.00.

**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, CA 95110.

**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 FRAIM, vice president & general manager.  
 STEWART PARK, program director & station manager.  
 MARTY EDELMAN, general sales manager.  
 BRUCE COWSERT, local sales manager.  
 CHRIS JENKINS, national sales manager.  
 TOM MOO, news director.  
 BOB ANDERSON, promotion director.  
 LOUIS R. BELL, director of engineering.  
 BARBARA M. SMITH, controller.  
 SHERRIL SLAWSON, marketing director.

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

**City of License:** San Jose. **ADI:** San Francisco. **Rank:** 5.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>CALIFORNIA</b>			
	Monterey	112,300	108,000	96
	San Benito	10,600	10,100	95
	Santa Clara East	22,800	22,200	97
	Santa Cruz	85,900	82,300	96
<b>Between 25-49%</b>	<b>CALIFORNIA</b>			
	Santa Clara West	473,700	461,300	97
<b>Between 5-24%</b>	<b>CALIFORNIA</b>			
	Alameda	477,900	463,200	97
	Marin	94,900	91,900	97
	Mariposa	5,500	5,100	93
	San Mateo	244,100	239,500	98
	Solano West	42,200	41,200	98
	Tuolumne	16,300	15,400	94
<b>Station Totals</b>		<b>1,586,200</b>	<b>1,540,200</b>	<b>97</b>
<b>Net Weekly Circulation (1988)</b>				<b>457,100</b>
<b>Average Daily Circulation (1988)</b>				<b>186,900</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. **Fax:** 408-433-5921.

**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:** 3 in operation; Microwave General, 3-meter; Microwave General, 5-meter; Harris, M/A-Com, RCA receivers.

**News Services:** AP, Bay City News, UPI, CNN.

**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):** Hogan & Hartson.

**Personnel:**

PAUL NIEDERMEYER, vice president & general manager.  
JOE CRUZ, general sales manager.  
DAVE HUDSON, chief engineer.  
DANTE BETTED, news director.  
CAREY DOHENY, program coordinator.  
CINDY AYALA, on-air promotion coordinator.  
KEN ELKIN, business manager.



KSTS BMPCT-790917KN Granted 11/15/79

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**Rates:** Not available.

**Arbitron Data:** Not Available.

**City of License:** San Jose. **ADI:** San Francisco. **Rank:** 5.

# 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.

**Branch Office:** 420 2nd St., Manhattan Beach, CA 90266.

**Telephones:** 805-541-6666; 213-318-5630. **TWX:** 910-351-6701.

**Fax:** 805-541-5142.

**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' 37.00"  
Longitude 120° 39' 17.50"

**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 Kantró'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 Kantró 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):** TeleRep Inc.

**Represented (legal):** Pepper & Corazzini.

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

### Personnel:

D. R. OSWALD, president & general manager.  
VIVI ZIGLER, station manager.  
HERMAN STERN, general sales manager.  
NANCY DODSON, national sales manager.  
KENNETH REID, chief engineer.  
JAMES BRODSKY, operations manager.  
JIM PRATHER, news director.  
MADELINE PALASZEWSKI, promotion director.  
DANIEL A. FAIR, business manager.  
ROBIN YAP, personnel.

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

**Highest 30 Sec. Rate:** \$1500.



KSBY-TV BMPCT-1066 Granted 4/29/53

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**City of License:** San Luis Obispo. **ADI:** Santa Barbara-Santa Maria-San Luis Obispo. **Rank:** 113.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	% Households
<b>CALIFORNIA</b>				
<b>50% &amp; Over</b>	San Luis Obispo	73,700	70,500	96
	Santa Barbara North	56,800	54,600	96
<b>CALIFORNIA</b>				
<b>Between 25-49%</b>	Santa Barbara South	72,100	69,300	96
<b>Station Totals</b>		<b>202,600</b>	<b>194,400</b>	<b>96</b>
<b>Net Weekly Circulation (1988)</b>			<b>145,700</b>	
<b>Average Daily Circulation (1988)</b>			<b>81,700</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:** Scientific-Atlanta, 4.6-meter C-band; C-band portable; Scientific-Atlanta, Standard Communications receivers.

**News Service:** UPI.

**Ownership:** Sandra G. Benton, 20%; Smith Bcstg. Group Inc., 72%; William S. Reyner Jr., 8%. 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 (Vol. 27:8).

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

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

### Personnel:

SANDRA BENTON, vice president & general manager.  
ARNIE WITCHELL, general sales manager.  
TONY DUPRAU, local sales manager.  
SUE BROWN, community relations director.  
DON KATICH, production manager.  
KING HARRIS, director of news.  
CHARLIE GOODE, chief engineer.  
RENEE FOLEY, program director.  
JOAN GALLAGHER, promotion director.  
BETTE BIALIS, business manager.

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

**NETWORK BASE HOURLY RATE:** \$444.



KEYT-TV BPCT-1122 Granted 11/12/52

© American Map Corp., No. 14244

**City of License:** Santa Barbara. **ADI:** Santa Barbara-Santa Maria-San Luis Obispo. **Rank:** 113.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>CALIFORNIA</b>			
	San Luis Obispo	73,700	70,500	96
	Santa Barbara North	56,800	54,600	96
	Santa Barbara South	72,100	69,300	96
<b>Between 25-49%</b>	<b>CALIFORNIA</b>			
	Ventura	207,700	202,700	98
<b>Station Totals</b>		<b>410,300</b>	<b>397,100</b>	<b>97</b>
<b>Net Weekly Circulation (1988)</b>			<b>262,900</b>	
<b>Average Daily Circulation (1988)</b>			<b>106,100</b>	



# California—Santa Maria

**KCOY-TV**

Ch. 12

**Network Service:** CBS.

**Licensee:** Stauffer Communications Inc.

**Studios:** 1503 N. McClelland, Santa Maria, CA 93454; 209 W. Alamar, Santa Barbara, CA 93111.

**Telephone:** 805-922-0505. **TWX:** 910-351-5875.

**Technical Facilities:** Channel No. 12 (204-210 MHz). Authorized power: 115-kw visual, 22.90-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.  
DAVE FETE, operations manager.  
DENNIS BORNHOFT, chief engineer.  
RUSS STOCKTON, news director.  
WENDY EISELE, promotion director.  
DEBBI JOHNSON, business manager.

**Rates:** Not available.

**City of License:** Santa Maria. **AOI:** Santa Barbara-Santa Maria-San Luis Obispo. **Rank:** 113.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



KCOY-TV BPCT-4701 Granted 3/14/74

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Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>CALIFORNIA</b>				
<b>50% &amp; Over</b>	San Luis Obispo	73,700	70,500	96
	Santa Barbara North	56,800	54,600	96
	Santa Barbara South	72,100	69,300	96
<b>CALIFORNIA</b>				
<b>Between 5-24%</b>	Ventura	207,700	202,700	98
<b>Station Totals</b>		<b>410,300</b>	<b>397,100</b>	<b>97</b>
<b>Net Weekly Circulation (1988)</b>				<b>176,000</b>
<b>Average Daily Circulation (1988)</b>				<b>81,600</b>

# California—Santa Rosa

**KFTY**

**Ch. 50**

**Network Service:** None, independent.

**Licensee:** Sonoma Broadcasting Inc., 533 Mendocino Ave., Santa Rosa, CA 95401.

**Studio:** 533 Mendocino Ave., Santa Rosa, CA 95401.

**Mailing Address:** Box 1150, Santa Rosa, CA 95402.

**Telephone:** 707-526-5050. TWX: 62677580.

**Fax:** 707-526-7429.

**Technical Facilities:** Channel No. 50 (686-692 MHz). Authorized power: 302-kw max. & 209-kw horizontal visual, 12.60-kw aural. Antenna: 3084-ft. above av. terrain, 144-ft. above ground, 4454-ft. above sea level.

Latitude 38° 40' 09.60"  
Longitude 122° 37' 51.70"

**Transmitter:** 16-mi. NE of Santa Rosa on Mt. St. Helena.

**Satellite Earth Stations:** Simulsat, 5-meter C-band; Vertex, 4.6-meter Ku-band; M/A-Com, Scientific-Atlanta receivers.

**News Services:** AP, CNN.

**Ownership:** W. A. Brown, 100%.

**Began Operation:** May 1, 1981.

**Represented (sales):** Adam Young Inc.

**Represented (legal):** Farrand, Cooper, Metzler & Bruiniers.

**Personnel:**

JAMES D. JOHNSON, exec. vice president & general manager.  
JOSEPH M. PEREZ, vice president & director of engineering.  
PAUL SACKS, sales manager.  
RANDY ROGERS, local sales manager.  
AFTON AULD, program director.  
CATHY GAZZANO, promotion director.  
AL HUBER JR., controller.

**Highest One Hour Rate:** \$1600.

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

**City of License:** Santa Rosa. **AOI:** San Francisco. **Rank:** 5.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



KFTY BMPCT—831215AA Granted 1/24/84

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>CALIFORNIA</b>			
	Lake	22,000	20,400	93
	Napa	41,400	40,000	96
	Sonoma	139,500	133,600	96
<b>Between 5-24%</b>	<b>CALIFORNIA</b>			
	Calaveras	11,300	10,800	96
	Colusa	5,400	5,100	94
	El Dorado West	30,300	29,200	96
	Marin	94,900	91,900	97
	Nevada	28,100	26,600	94
	Solano West	42,200	41,200	98
Sutter	21,900	21,300	97	
<b>Station Totals</b>		<b>437,000</b>	<b>420,100</b>	<b>96</b>
<b>Net Weekly Circulation (1988)</b>			<b>117,100</b>	
<b>Average Daily Circulation (1988)</b>			<b>37,200</b>	

# California—Vallejo

## KPST-TV

Ch. 66

**Network Service:** Home Shopping Network.

**Grantee:** Pan Pacific Television Inc., 475 El Camino Real, Suite 308, Millbrae, CA 94030.

**Studio:** 1330 Georgia St., Vallejo, CA 94590.

**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, 346.60-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., 25.0%; David Li, pres. & gen. mgr., 20.0%; Wallace Lee, treas., 30.0%; Shirley Lau, secy., 25.0%

**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.

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



KPST-TV BMPCT-860925KM Granted 10/9/86

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**Arbitron Data:** Not available

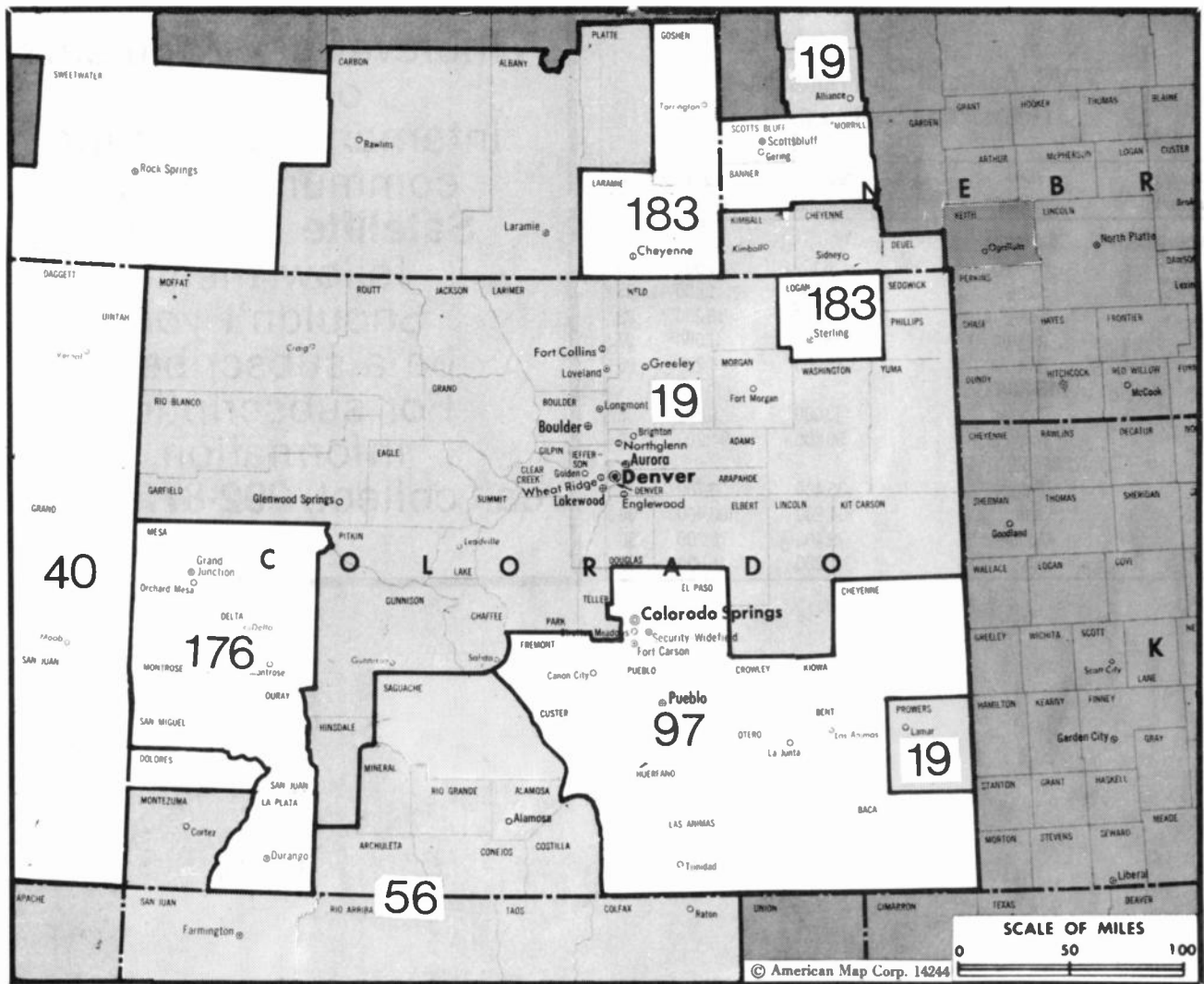
**City of License:** Vallejo. **ADI:** San Francisco. **Rank:** 5.

## California

### KTVU, Oakland-San Francisco (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	<b>California</b>			
	Plumas	8,100	7,600	94
	Sierra	1,500	1,400	93
	Siskiyou	17,500	16,300	93
	Tehama	18,000	17,500	97
	Yolo	48,000	46,200	96
	<b>NEVADA</b>			
	Douglas	10,000	9,600	96
	Washoe	96,600	94,200	98
	<b>OREGON</b>			
	Douglas	35,400	33,700	95
	Lane	104,200	100,400	96
	Marion	79,400	76,200	96
	Polk	17,200	16,600	97

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Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Denver, CO.....	1,021,600	19	KCNC-TV (4), KDVR (31), KFNR (11), KMGH-TV (7), KREG-TV (3), KSBS-TV (24), KUBD (59), KUSA-TV (9), KWGN-TV (2)
Salt Lake City, UT.....	589,800	40	KOOG-TV (30), KSL-TV (5), KSTU (13), KTVX (4), KUTV (2)
Albuquerque, NM.....	445,300	56	KCHF (11), KGGM-TV (13), KGSW (14), KLUZ-TV (41), KNAT (23), KNMZ-TV (2), KOATV (7), KOB-TV (4), KOBF (12), KWNN-TV (10)
Colorado Springs-Pueblo, CO.....	223,200	97	KKTU (11), KOAA-TV (5), KRDO-TV (13), KXRM-TV (21)
Grand Junction-Durango, CO.....	66,100	176	KJCTV (8), KREX-TV (5), KREY-TV (10), KREZ-TV (6)
Cheyenne, WY-Scottsbluff, NE-Sterling, CO.....	57,400	183	KDUH-TV (4), KGWN-TV (5), KKTU (33), KSTF (10), KTVS (3)

**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 Totals as of October 1, 1988**

	VHF	UHF	TOTAL
Commercial Television Stations	13	4	17
Educational Television Stations	3	1	4
	16	5	21

**— NEW AREA CODES —**

State	Before	After	Effective Date
Colorado	303	303 719	LATA 1 (North) LATA 2 (South) March 5, 1988
Florida	305	305 407	Broward, Monroe & Dade Counties Remaining counties formerly 305 April 16, 1988
Massachusetts	617	617 508	Boston & immediate suburbs Remaining exchanges formerly 617 July 16, 1988

# Colorado—Colorado Springs-Pueblo

**KKTV**

Ch. 11

**Network Service:** CBS.

**Licensee:** KKTV Inc., Box 2110, Colorado Springs, CO 80901.

**Studio:** 3100 N. Nevada Ave., Colorado Springs, CO 80907.

**Telephone:** 719-634-2844.

**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 Mountain.

**News Services:** AP, CBS, CNN, WSI.

**Ownership:** Ackerley Communications Inc., 100%. See Group Ownership of Television 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:**

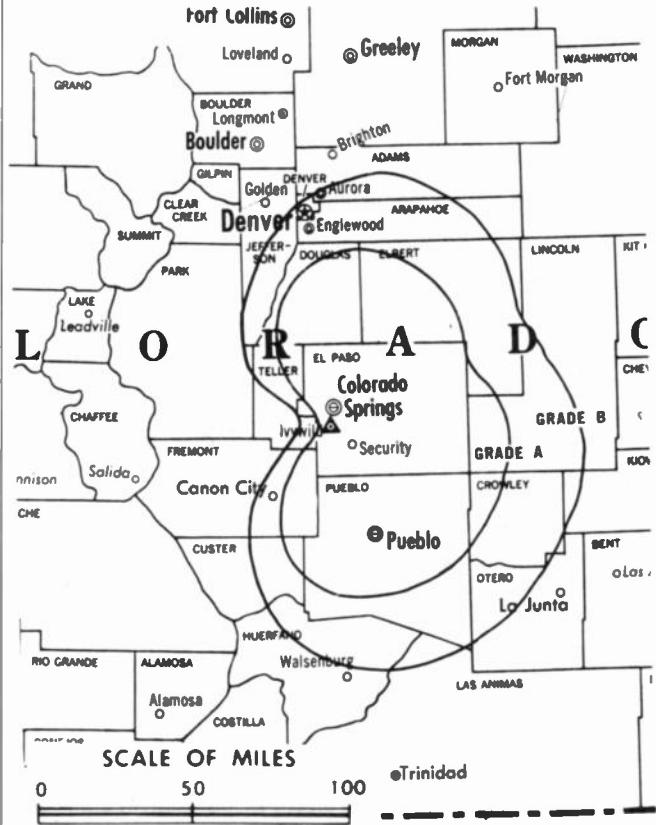
- JAMES D. LUCAS, vice president & general manager.
- HAL KENNEDY, assistant general manager.
- DAN SMITH, general sales manager.
- LORNA DUNCAN, program director.
- RICK CRADDOCK, chief engineer & operations manager.
- TIM CADIGAN, national sales manager.
- GEORGE SANCHEZ, promotion director.
- JAJEAN LENZ, business manager.

**Rates:** Not available.

**City of License:** Colorado Springs. **ADI:** Colorado Springs-Pueblo. **Rank:** 97.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 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	2,100	2,000	95
	Cheyenne	1,000	900	90
	Conejos	2,700	2,600	96
	Costilla	1,300	1,200	92
	Crowley	1,200	1,200	100
	Custer	700	700	100
	El Paso	138,600	136,600	99
	Fremont	12,300	11,900	96
	Huerfano	2,800	2,700	96



KKTV BPCT-2759 Granted 4/27/60

© American Map Corp., 14244

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	5,500	5,200	94
	Pueblo	48,100	47,400	98
	Saguache	1,400	1,300	93
Teller	4,500	4,400	98	
<b>Between 25-49%</b>	<b>COLORADO</b>			
	Alamosa	4,600	4,400	96
	Colfax	5,200	4,900	94
<b>Between 5-24%</b>	<b>COLORADO</b>			
	Elbert	3,100	3,000	97
	Rio Grande	3,700	3,500	95
	<b>NEW MEXICO</b>			
Union	1,800	1,700	94	
<b>Station Totals</b>		<b>258,700</b>	<b>252,900</b>	<b>98</b>
<b>Net Weekly Circulation (1988)</b>			<b>213,200</b>	
<b>Average Daily Circulation (1988)</b>			<b>135,200</b>	

## — NEW AREA CODES —

State	Before	After	Effective Date
Colorado	303	303 719	LATA 1 (North) LATA 2 (South) March 5, 1988
Florida	305	305 407	Broward, Monroe & Dade Counties Remaining counties formerly 305 April 16, 1988
Massachusetts	617	617 508	Boston & immediate suburbs Remaining exchanges formerly 617 July 16, 1988

# 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: 719-544-5782. TWX: 910-939-9565.

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' 24.50"  
Longitude 104° 33' 27.20"

Transmitter: Baculite Mesa, approx. 7.9-mi. NNE of Pueblo.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 6-meter Ku-band; Harris, 3-meter Ku-band; Microdyne, 7-meter C-band; Microdyne, 3.6-meter Ku-band; Harris, M/A-Corn, Microdyne receivers.

News Services: Accu-Weather, AP, ESDI, NBC.

Ownership: Cordillera Communications, wholly owned subsidiary of Evening Post Publishing Co. See Group Ownership of Television 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 & Everist.

### Personnel:

JOHN O. GILBERT, president & general manager.  
JACK SINCLAIR, program director.  
FLO ISRINGHAUSEN, national sales manager.  
DORI WALLS, sales manager, Pueblo.  
PIE MALSOM, sales manager, Colorado Springs.  
ANDY LYON, news director.  
VICKIE HESHION, promotion director.  
JOE DIAZ, production manager.  
KEN RENFROW, chief engineer.  
LES PATTERSON, operations manager.  
EVIE HUDSON, business manager.  
SCOTT CHORSKI, marketing director.

Highest One Hour Rate: \$4800.

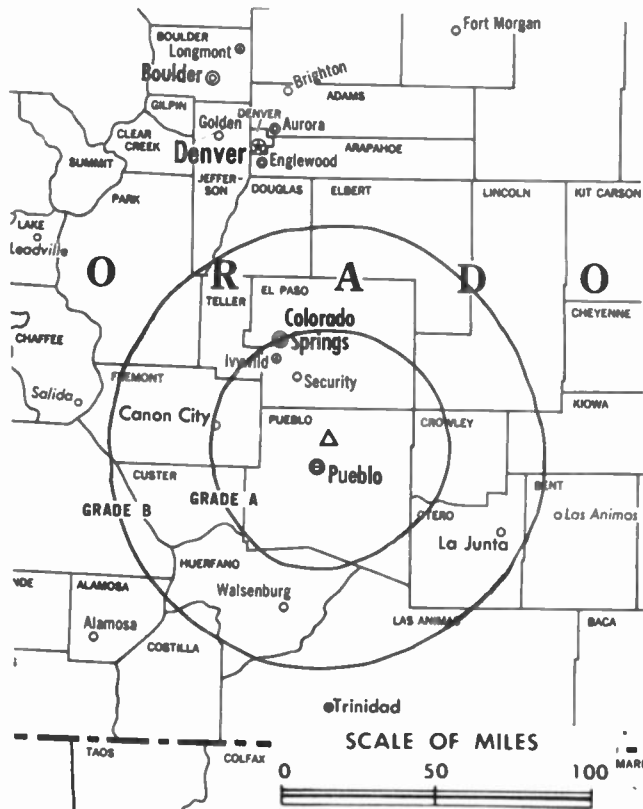
Highest 30 Sec. Rate: \$1200.

NETWORK BASE HOURLY RATE: \$325.

City of License: Pueblo. ADI: Colorado Springs-Pueblo. Rank: 97.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>COLORADO</b>				
50% & Over	Baca	1,900	1,700	89
	Bent	2,100	2,000	95



KOAA-TV BNPCT-5334 Granted 7/8/59

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>				
	Cheyenne	1,000	900	90
	Crowley	1,200	1,200	100
	El Paso	138,600	136,600	99
	Fremont	12,300	11,900	96
	Gunnison	4,100	3,900	94
	Hinsdale	200	200	100
	Huerfano	2,800	2,700	96
	Kiowa	700	700	100
	Las Animas	5,600	5,300	95
	Mineral	300	300	100
	Otero	8,100	7,900	98
	Prowers	5,500	5,200	94
	Pueblo	48,100	47,400	98
<b>Between 25-49%</b>				
	<b>COLORADO</b>			
	Custer	700	700	100
	Rio Grande	3,700	3,500	95
<b>Between 5-24%</b>				
	<b>COLORADO</b>			
	Delta	9,500	9,100	96
	Elbert	3,100	3,000	97
	Montrose	9,800	9,400	96
	Park	2,900	2,800	96
	Teller	4,500	4,400	98
	<b>KANSAS</b>			
	Hamilton	1,100	1,100	100
	<b>NEW MEXICO</b>			
	Coffax	5,200	4,900	94
<b>Station Totals</b>		<b>273,000</b>	<b>266,800</b>	<b>98</b>
<b>Net Weekly Circulation (1988)</b>			<b>206,500</b>	
<b>Average Daily Circulation (1988)</b>			<b>124,200</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 Ku-band; 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:**

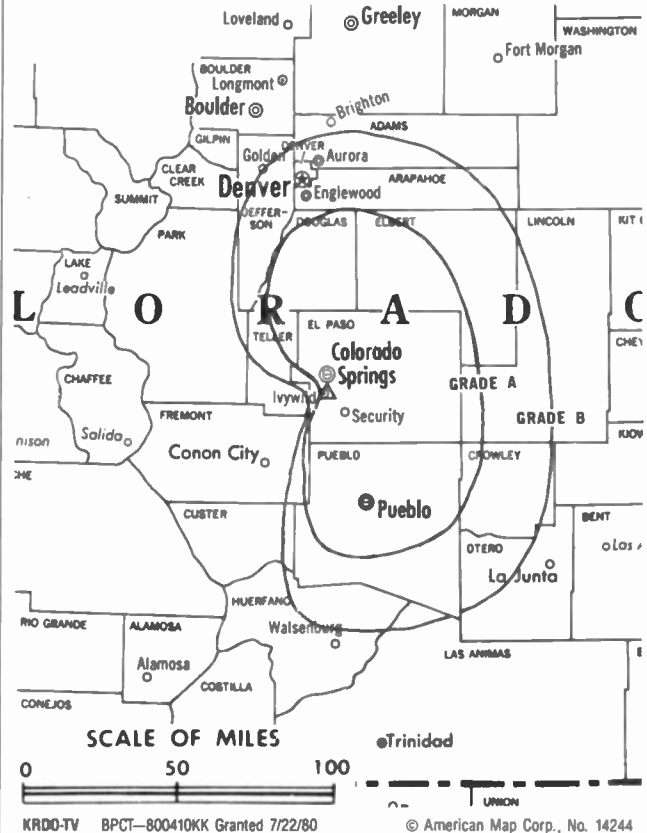
HARRY W. HOTH JR., president.  
NEIL KLOCKSIEM, general manager.  
PATTI CROUSE, assistant general manager.  
HANK COLVERT, general sales manager.  
BOB PIPER, local sales manager.  
CHARLES UPTON, chief engineer.

**Rates:** Not available.

**City of License:** Colorado Springs. **ADI:** Colorado Springs-Pueblo. **Rank:** 97.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 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	2,100	2,000	95
	Cheyenne	1,000	900	90
	Crowley	1,200	1,200	100
	Custer	700	700	100
	El Paso	138,600	136,600	99



KRDO-TV BPCT-800410KK Granted 7/22/80 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Fremont	12,300	11,900	96
	Huerfano	2,800	2,700	96
	Kiowa	700	700	100
	Las Animas	5,600	5,300	95
	Lincoln	1,800	1,700	94
	Otero	8,100	7,900	98
	Pueblo	48,100	47,400	98
<b>Between 25-49%</b>	<b>COLORADO</b>			
	Conejos	2,700	2,600	96
	Prowers	5,500	5,200	94
	Teller	4,500	4,400	98
<b>KANSAS</b>	Greeley	700	700	100
	<b>COLORADO</b>			
<b>Between 5-24%</b>	Alamosa	4,600	4,400	96
	Chaffee	5,000	4,800	96
	Costilla	1,300	1,200	92
	Elbert	3,100	3,000	97
	Lake	2,600	2,500	96
	Saguache	1,400	1,300	93
	<b>KANSAS</b>			
Hamilton	1,100	1,100	100	
Wallace	700	700	100	
<b>Station Totals</b>		<b>258,100</b>	<b>252,600</b>	<b>98</b>
<b>Net Weekly Circulation (1988)</b>			<b>204,200</b>	
<b>Average Daily Circulation (1988)</b>			<b>122,300</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 Mountain.

**Satellite Earth Stations:** 3 in operation; 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, pres., 50%; Kim Carlson, v.p.-secy.-treas., 50%. Z/L Media 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.

**Began Operation:** January 22, 1985.

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

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

**Personnel:**

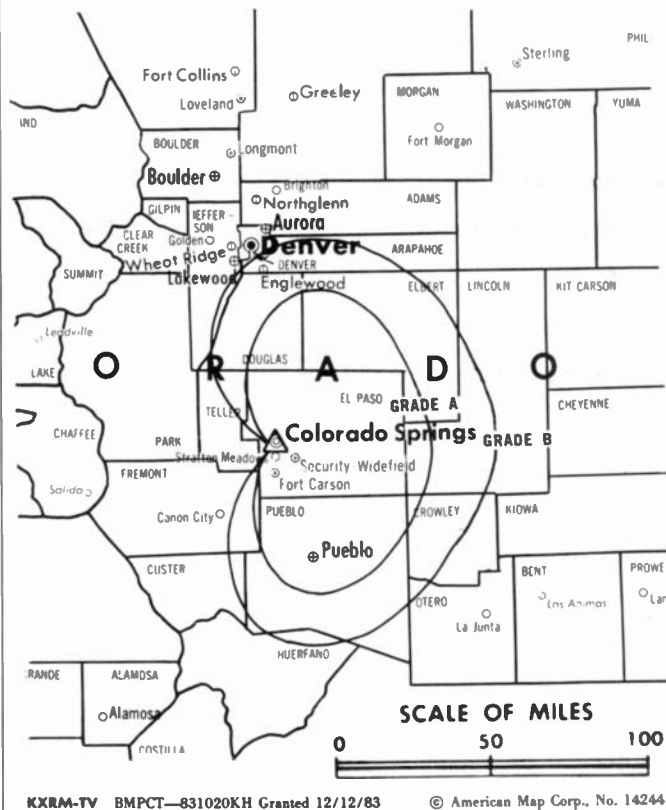
LARRY DOUGLAS, president & general manager.  
KIM CARLSON, general sales manager.  
LARRY FROST, local sales manager.  
JOE DUCKETT, chief engineer.  
MARY ANN RINEHART, promotion director.

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

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

**City of License:** Colorado Springs. AOI: Colorado Springs-Pueblo. Rank: 97.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>COLORADO</b>			
	El Paso	138,600	136,600	99
<b>Between 25-49%</b>	<b>COLORADO</b>			
	Pueblo	48,100	47,400	98
<b>Between 5-24%</b>	<b>COLORADO</b>			
	Crowley	1,200	1,200	100
	Fremont	12,300	11,900	96
	Huerfano	2,800	2,700	96
	Lincoln	1,800	1,700	94
	Otero	8,100	7,900	98
	Teller	4,500	4,400	98
<b>Station Totals</b>		<b>217,400</b>	<b>213,800</b>	<b>98</b>
<b>Net Weekly Circulation (1988)</b>			<b>93,500</b>	
<b>Average Daily Circulation (1988)</b>			<b>36,600</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 Mountain.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Harris, 6-meter Ku-band; Harris, 3-meter Ku-band; RCA, 3-meter Ku-band; Scientific-Atlanta, 10-meter C-band; Harris, RCA, Scientific-Atlanta receivers.

News Services: AP, NBC, UPI.

Ownership: National Broadcasting Co. See Group Ownership of Television 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.  
JAMES H. MacDERMOTT, vice president & station manager.  
LON LEE, vice president & program manager.  
MARV ROCKFORD, vice president & news director.  
RICHARD WARDELL, general sales manager.  
DAVID HAUPTMAN, national sales manager.  
SUSAN McELDOON, local sales manager.  
TOM EDWARDS, production manager.  
DAVID LAYNE, operations manager.  
RENEE BRAM, director of public affairs.  
TOM PIPER, chief engineer.  
MIKE JACKSON, promotion director.  
BRIAN SULLIVAN, marketing director.

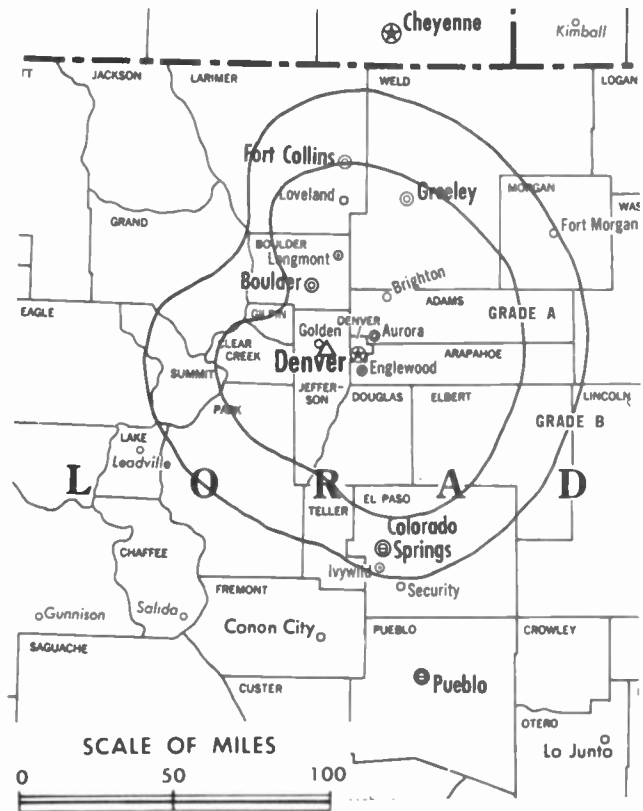
Rates: Not available.

NETWORK BASE HOURLY RATE: \$1500.

City of License: Denver. ADI: Denver. Rank: 19.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 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	105,700	104,900	99
	Arapahoe	157,600	155,900	99
	Boulder	87,400	85,200	98
	Chaffee	5,000	4,800	96
	Clear Creek	3,000	2,900	97
	Denver	232,200	227,600	98
	Douglas	13,000	12,900	99
	Eagle	7,400	7,000	95
	Elbert	3,100	3,000	97
	Garfield	10,400	9,900	95
	Gilpin	1,300	1,300	100
	Grand	3,900	3,700	95
	Huerfano	2,800	2,700	96
	Jackson	700	700	100
	Jefferson	167,700	166,200	99
	Kit Carson	2,900	2,700	93



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>	Lake	2,600	2,500	96	
	Larimer	70,900	69,400	98	
	Lincoln	1,800	1,700	94	
	Logan	7,700	7,500	97	
	Mesa	35,500	34,700	98	
	Moffat	5,800	5,500	94	
	Morgan	8,700	8,600	99	
	Park	2,900	2,800	96	
	Phillips	1,800	1,800	100	
	Pitkin	5,200	4,700	91	
	Rio Blanco	2,400	2,300	96	
	Routt	6,000	5,600	93	
	Sedgwick	1,400	1,400	100	
	Summit	4,900	4,700	96	
	Teller	4,500	4,400	98	
	Washington	2,000	1,900	95	
	Weld	51,700	50,800	98	
	Yuma	4,000	3,800	95	
	<b>NEBRASKA</b>	Box Butte	5,700	5,600	98
		Brown	1,700	1,700	97
		Cheyenne	4,100	4,000	98
Deuel		1,000	1,000	100	
Kimball		1,900	1,900	100	
Scotts Bluff		14,400	14,200	99	
<b>WYOMING</b>	Albany	11,800	11,300	96	
	Campbell	12,800	12,100	95	
	Carbon	7,300	7,000	96	
	Johnson	2,600	2,500	96	
	Laramie	28,900	28,400	98	
	<b>COLORADO</b>				
<b>Between 25-49%</b>	Alamosa	4,600	4,400	96	
(Continued on page A-192)					
<b>Station Totals</b>		<b>1,516,100</b>	<b>1,486,600</b>	<b>98</b>	
<b>Net Weekly Circulation (1988)</b>			<b>1,042,500</b>		
<b>Average Daily Circulation (1988)</b>			<b>612,800</b>		

# Colorado—Denver

**KDVR**

**Ch. 31**

**Network Service:** Fox.

**Licensee:** Centennial Bcstg. Corp., Box 3100, Denver, CO 80201.

**Studio:** 501 Wazee St., Denver, CO 80204.

**Mailing Address:** Box 3100, Denver, CO 80201.

**Telephone:** 303-831-8831. **Telex:** 910-931-2220.

**Fax:** 303-595-8312.

**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 Mountain, near Golden.

**Satellite Earth Stations:** M/A-Com, 3.2-meter Ku-band; Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta receivers.

**Ownership:** BMA Corp., 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:**

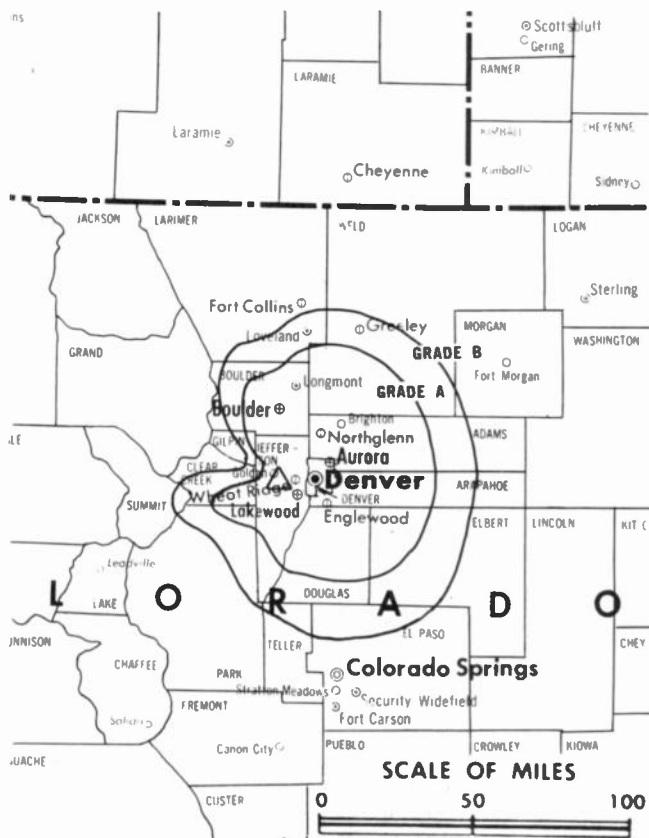
TERENCE J. BROWN, vice president & general manager.  
PETER C. McCAMPBELL, general sales manager.  
CHRIS BRYAN, promotion manager.  
STEPHANIE CAMPBELL, program director/operations.  
STEVE COULAM, engineering & technical operations director.  
P. BRADLEY SHORT, controller.

**Highest 30 Sec. Rate:** \$1500.

**City of License:** Denver. **AOI:** Denver. **Rank:** 19.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 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	105,700	104,900	99
	Arapahoe	157,600	155,900	99
	Denver	232,200	227,600	98
	Jefferson	167,700	166,200	99
	Weld	51,700	50,800	98
<b>Between 25-49%</b>	<b>COLORADO</b>			
	Boulder	87,400	85,200	98
	Clear Creek	3,000	2,900	97
	Douglas	13,000	12,900	99
	Elbert	3,100	3,000	97
	Larimer	70,900	69,400	98
<b>Between 5-24%</b>	<b>COLORADO</b>			
	Archuleta	1,900	1,800	95
	Custer	700	700	100
	Eagle	7,400	7,000	95
	Lincoln	1,800	1,700	94
	Montezuma	7,000	6,700	96
	Morgan	8,700	8,600	99
	Park	2,900	2,800	96
	Prowers	5,500	5,200	94
	Rio Blanco	2,400	2,300	96
	Saguache	1,400	1,300	93
	<b>IOWA</b>			
	Appanoose	6,200	6,100	98



KDVR BMPCT-830307KG Granted 3/29/83

American Map Corp. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	<b>IOAHO</b>			
	Boise	1,500	1,500	100
	<b>KANSAS</b>			
	Scott	2,200	2,200	100
	Thomas	3,300	3,200	97
	<b>KENTUCKY</b>			
	Knox	10,900	10,700	98
	Lewis	5,000	4,900	98
	Marshall	10,400	10,300	99
	<b>MICHIGAN</b>			
	Baraga	3,000	2,900	97
	<b>MONTANA</b>			
	Daniels	1,000	1,000	100
	Musselshell	2,000	1,900	95
	Petroleum	200	200	100
	Sheridan	2,100	2,000	95
	Sweet Grass	1,300	1,200	92
	<b>NORTH OAKOTA</b>			
	Billings	400	400	100
Sioux	900	900	100	
<b>NEBRASKA</b>				
Garden	1,000	1,000	100	
Hooker	400	400	100	
Pawnee	1,500	1,500	100	
Sheridan	2,900	2,900	98	
<b>SOUTH OAKOTA</b>				
Ziebach	600	600	100	
<b>TEXAS</b>				
Mcmullen	300	300	100	
<b>WYOMING</b>				
Hot Springs	2,100	2,000	95	
Teton	5,000	4,800	96	
<b>Station Totals</b>		<b>996,200</b>	<b>979,800</b>	<b>98</b>
<b>Net Weekly Circulation (1988)</b>			<b>561,600</b>	
<b>Average Daily Circulation (1988)</b>			<b>249,100</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 Mountain.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Microdyne, 7-meter C-band; Microdyne, 3.7-meter Ku-band; Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.6-meter C-band; M/A-Com, Microdyne, Scientific-Atlanta 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.  
JAMES BIRSCHBACH, 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.

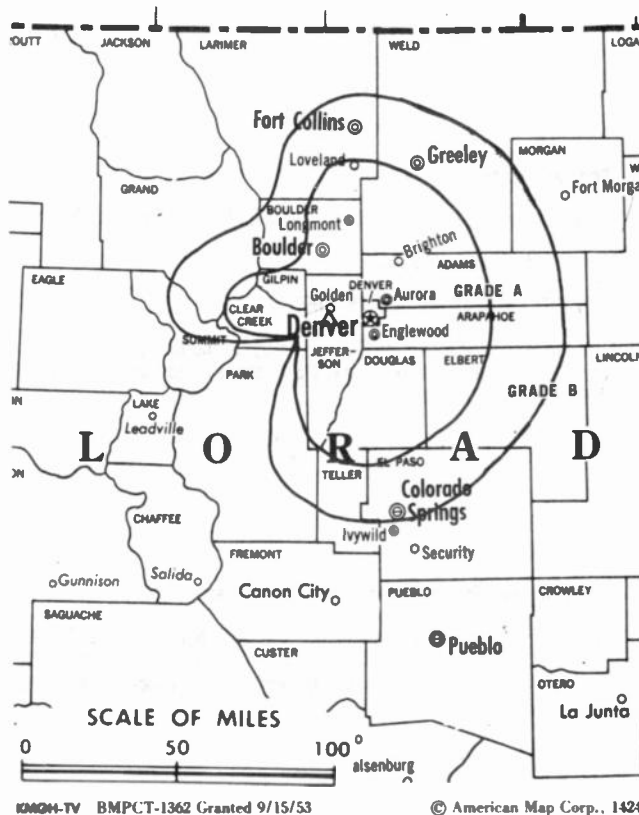
**Rates:** On request.

**NETWORK BASE HOURLY RATE:** \$1321.

**City of License:** Denver. **ADI:** Denver. **Rank:** 19.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>				
	<b>COLORADO</b>			
	Adams	105,700	104,900	99
	Arapahoe	157,600	155,900	99
	Boulder	87,400	85,200	98
	Chaffee	5,000	4,800	96
	Clear Creek	3,000	2,900	97
	Denver	232,200	227,600	98
	Douglas	13,000	12,900	99
	Eagle	7,400	7,000	95
	Elbert	3,100	3,000	97
	Gilpin	1,300	1,300	100
	Jackson	700	700	100
	Jefferson	167,700	166,200	99
	Kit Carson	2,900	2,700	93
	Lake	2,600	2,500	96
	Larimer	70,900	69,400	98
	Lincoln	1,800	1,700	94
	Moffat	5,800	5,500	94
	Morgan	8,700	8,600	99
	Park	2,900	2,800	96
	Pitkin	5,200	4,700	91



Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>				
	Rio Blanco	2,400	2,300	96
	Routt	6,000	5,600	93
	Summit	4,900	4,700	96
	Weld	51,700	50,800	98
<b>NEBRASKA</b>				
	Cheyenne	4,100	4,000	98
	Dawes	3,500	3,400	97
	Kimball	1,900	1,900	100
	Sheridan	2,900	2,900	98
<b>WYOMING</b>				
	Albany	11,800	11,300	96
	Carbon	7,300	7,000	96
	Johnson	2,600	2,500	96
	Laramie	28,900	28,400	98
	Niobrara	1,200	1,200	100
<b>COLORADO</b>				
<b>Between 25-49%</b>				
	Alamosa	4,600	4,400	96
	Garfield	10,400	9,900	95
	Grand	3,900	3,700	95
	Huerfano	2,800	2,700	96
	Logan	7,700	7,500	97
	Phillips	1,800	1,800	100
	Prowers	5,500	5,200	94
	San Miguel	1,500	1,400	93
	Sedgwick	1,400	1,400	100
	Teller	4,500	4,400	98
	Washington	2,000	1,900	95
<b>KANSAS</b>				
	Cheyenne	1,500	1,500	100

(Continued on page A-192)

<b>Station Totals</b>	<b>1,470,100</b>	<b>1,441,000</b>	<b>98</b>
<b>Net Weekly Circulation (1988)</b>			<b>955,300</b>
<b>Average Daily Circulation (1988)</b>			<b>493,200</b>

# Colorado—Denver

## KUBD

Ch. 59

**Network Service:** Telemundo.

**Licensee:** The Denver Ch. 59 Partnership Ltd., 9805 E. Iliff Ave., Denver, CO 80231.

**Studio:** 9805 E. Iliff Ave., Denver, CO 80231.

**Telephone:** 303-751-5959. **Telex:** 303-751-5993.

**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:** Planned.

**Satellite Earth Station:** Echosphere, 5-meter Ku & C-band.

**Ownership:** Denver Channel 59 Partnership Ltd., 100%. Denver Channel 59 Partnership Ltd. ownership: High Seas Communications Corp., gen. partner, 25%; Charles Ergen, ltd. partner, 75%. High Seas ownership: David Drucker, pres., 80%; Charles Ergen, v.p., 20%.

**Began Operation:** September 2, 1987.

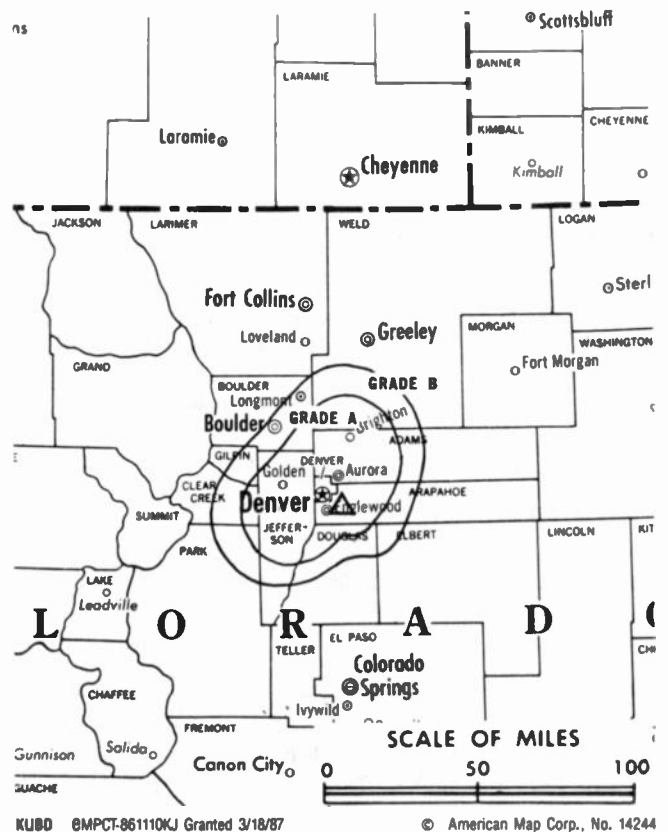
**Represented (legal):** Cole, Raywid & Braverman.

**Represented (engineering):** Richard L. Vega & Associates Inc.

**Personnel:**

DAVID DRUCKER, president.  
PAUL GARBER, general manager.  
BRIGITTE ULLRICH, program director.

**Highest One Hour Rate:** \$250.



KUBD 8MPCT-86110KJ Granted 3/18/87

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**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 80204.

**Studio:** 1089 Bannock St., Denver, CO 80204.

**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:** Andrew, 5.6-meter Ku-band; Scientific-Atlanta, 10-meter; Scientific-Atlanta, 3.7-meter Ku-band; Avantek, DX Engineering, Scientific-Atlanta receivers.

**News Services:** ABC, AP, CNN Headline News, Gannett News Service, NIWS.

**Ownership:** Gannett Co. Inc., 100%. See Group Ownership of Television 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 Bestg. 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.  
COLLEEN BROWN, vice president & controller.  
MYRON OLINER, vice president & chief engineer.  
TIM DIETZ, vice president & director of broadcast operations.  
DIANE MIGNONE, general sales manager.  
MARK A. CORNETTA, national sales manager.  
CINDY VALASQUEZ, local sales manager.  
JIM GIRODO, director of advertising & promotion.  
BUTCH MONTOYA, news director.  
JEAN GALLOWAY, director of community affairs.

**Rates:** On request.

**City of License:** Denver. **ADI:** Denver. **Rank:** 19.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>COLORADO</b>				
<b>50% &amp; Over</b>	Adams	105,700	104,900	99
	Arapahoe	157,600	155,900	99
	Boulder	87,400	85,200	98
	Chaffee	5,000	4,800	96
	Clear Creek	3,000	2,900	97
	Delta	9,500	9,100	96
	Denver	232,200	227,600	98
	Douglas	13,000	12,900	99
	Eagle	7,400	7,000	95
	Elbert	3,100	3,000	97
	Garfield	10,400	9,900	95
	Gilpin	1,300	1,300	100
	Grand	3,900	3,700	95
	Gunnison	4,100	3,900	94
	Hinsdale	200	200	100



KUSA-TV BMPCT—1265 Granted 8/14/53

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>				
	Jackson	700	700	100
	Jefferson	167,700	166,200	99
	Kit Carson	2,900	2,700	93
	Lake	2,600	2,500	96
	Larimer	70,900	69,400	98
	Lincoln	1,800	1,700	94
	Logan	7,700	7,500	97
	Moffat	5,800	5,500	94
	Montrose	9,800	9,400	96
	Morgan	8,700	8,600	99
	Park	2,900	2,800	96
	Phillips	1,800	1,800	100
	Pitkin	5,200	4,700	91
	Rio Blanco	2,400	2,300	96
	Routt	6,000	5,600	93
	Sedgwick	1,400	1,400	100
	Summit	4,900	4,700	96
	Washington	2,000	1,900	95
	Weld	51,700	50,800	98
	Yuma	4,000	3,800	95
<b>NEBRASKA</b>				
	Cheyenne	4,100	4,000	98
	Dawes	3,500	3,400	97
	Deuel	1,000	1,000	100
	Kimball	1,900	1,900	100
<b>WYOMING</b>				
	Albany	11,800	11,300	96
	Campbell	12,800	12,100	95
	Carbon	7,300	7,000	96
	Converse	5,300	5,100	96
	Goshen	4,900	4,800	98

(Continued on page A-193)

<b>Station Totals</b>	<b>1,503,600</b>	<b>1,474,400</b>	<b>98</b>
<b>Net Weekly Circulation (1988)</b>			<b>1,056,100</b>
<b>Average Daily Circulation (1988)</b>			<b>640,900</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.

**Fax:** 303-740-2847.

**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 by FCC (Vol. 5:36; 6:10).

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

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

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

### Personnel:

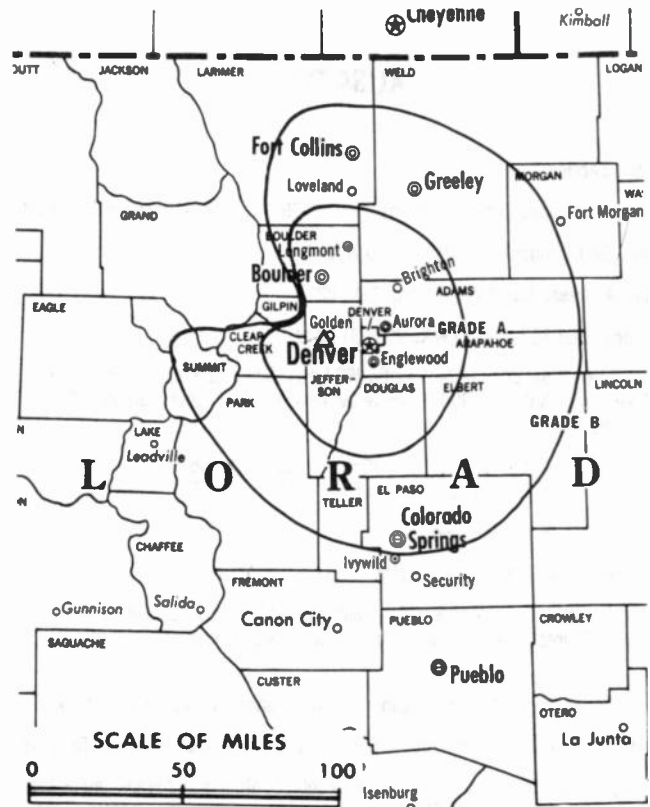
JOHN SUDER, vice president & general manager.  
ROYCE W. NATION, vice president & treasurer.  
TOM SHANNON, program director.  
JOHN HUMMEL, general sales manager.  
DAVID DORNSEIF, national sales manager.  
PATRICIA DIEM, business manager.  
J. GREG GUINAN, vice president for public affairs.  
SHERRY SWEDENBORG, traffic manager.  
STEVE GRUND, 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 1/1/88. TV Homes, TV% and Circulation © 1988 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	105,700	104,900	99
	Arapahoe	157,600	155,900	99
	Boulder	87,400	85,200	98
	Chaffee	5,000	4,800	96
	Denver	232,200	227,600	98
	Douglas	13,000	12,900	99
	Elbert	3,100	3,000	97
	Garfield	10,400	9,900	95
	Gilpin	1,300	1,300	100
	Grand	3,900	3,700	95
	Gunnison	4,100	3,900	94
	Jefferson	167,700	166,200	99



KWGN-TV BPCT-4417 Granted 5/12/71

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>				
	Lake	2,600	2,500	96
	Larimer	70,900	69,400	98
	Logan	7,700	7,500	97
	Morgan	8,700	8,600	99
	Park	2,900	2,800	96
	Phillips	1,800	1,800	100
	Sedgwick	1,400	1,400	100
	Summit	4,900	4,700	96
	Weld	51,700	50,800	98
	Yuma	4,000	3,800	95
<b>NEBRASKA</b>				
	Cheyenne	4,100	4,000	98
	Dawes	3,500	3,400	97
<b>WYOMING</b>				
	Albany	11,800	11,300	96
	Campbell	12,800	12,100	95
	Carbon	7,300	7,000	96
	Converse	5,300	5,100	96
	Laramie	28,900	28,400	98
	Niobrara	1,200	1,200	100

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>				
	<b>COLORADO</b>			
	Clear Creek	3,000	2,900	97
	Eagle	7,400	7,000	95
	El Paso	138,600	136,600	99
	Fremont	12,300	11,900	96
	Jackson	700	700	100
	Las Animas	5,600	5,300	95
	Lincoln	1,800	1,700	94
	Moffat	5,800	5,500	94
	Pueblo	48,100	47,400	98
	Rio Blanco	2,400	2,300	96
	Routt	6,000	5,600	93

(Continued on page A-193)

<b>Station Totals</b>	<b>1,610,400</b>	<b>1,578,500</b>	<b>98</b>
<b>Net Weekly Circulation (1988)</b>			<b>954,200</b>
<b>Average Daily Circulation (1988)</b>			<b>463,300</b>

# Colorado—Durango

## KREZ-TV

Ch. 6

(Satellite of KREX-TV, Grand Junction, CO)

**Network Service:** CBS, NBC.

**Licensee:** W. Russell Withers Jr., Box 1508, Mount Vernon, IL 62864.

**Studio:** 170 Turner Dr., Durango, CO 81301.

**Telephone:** 303-259-6666.

**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:** AFC, 5-meter C-band; AFC, 3.66-meter Ku-band; Agile, M/A-Com, Microdyne receivers.

**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, 1965. 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.

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

**Personnel:**

THOMAS MCGILL, general manager.  
RON FORD, local sales manager.  
WILLIAM D. HARRIS, chief engineer.

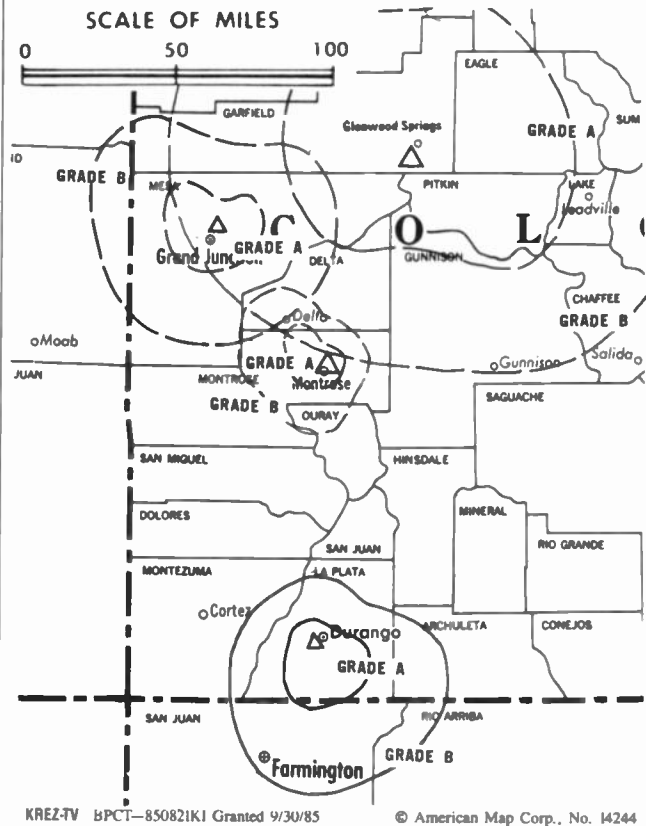
**Highest 30 Sec. Rate:** \$62.

**NETWORK BASE HOURLY RATE:** Bonus to KREX-TV, Grand Junction, CO.

**City of License:** Durango. **ADI:** Grand Junction-Durango. **Rank:** 176.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	COLORADO Archuleta	1,900	1,800	95



Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	La Plata	12,200	11,600	95
Between 25-49%	COLORADO Montezuma	7,000	6,700	96
	NEW MEXICO San Juan	33,300	31,400	94
Between 5-24%	COLORADO Dolores	600	500	83
	Mineral	300	300	100
	San Juan	400	400	100
	San Miguel	1,500	1,400	93
Station Totals		57,200	54,100	95
Net Weekly Circulation (1988)			22,900	
Average Daily Circulation (1988)			9,600	



# Colorado—Glenwood Springs

## KREG-TV

Ch. 3

**Network Service:** CBS, NBC.

**Licensee:** W. Russell Withers Jr., Box 1508, Mount Vernon, IL 62864.

**Studio:** 1629C Delores Way, Carbondale, CO 81623.

**Telephone:** 303-945-7333.

**Technical Facilities:** Channel No. 3 (60-66 MHz). Authorized power: 67.6-kw visual, 6.76-kw aural. Antenna: 2530-ft. above av. terrain, 202-ft. above ground, 10,602-ft. above sea level.

Latitude 39° 25' 05"  
Longitude 107° 20' 01"

**Transmitter:** 9.5-mi. SSW of Glenwood Springs.

**News Service:** AP.

**Ownership:** W. Russell Withers Jr., 100%. See Group Ownership of Television Stations.

**Began Operation:** September 16, 1987. Left air 1986. Sale to present owner by Western Slope Communications Ltd. approved by FCC May 13, 1987. Resumed operation Sept. 16, 1987.

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

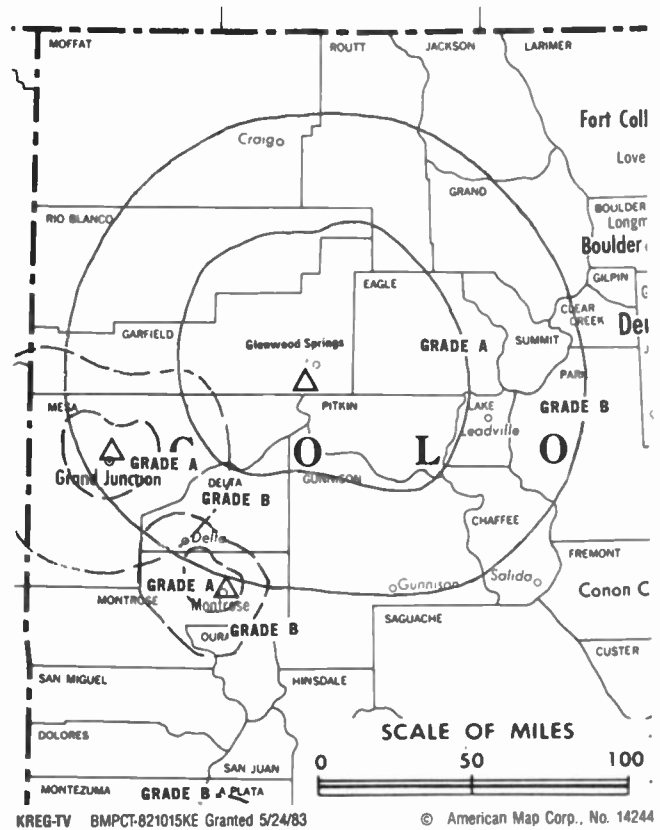
**Represented (legal):** Gardner, Carton & Douglas.

**Personnel:**

MARGARET YOUTZ, station manager.  
JOHN DADY, chief engineer.  
CECILE CALLIER, news director.

**City of License:** Glenwood Springs. ADI: Denver. Rank: 19.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>COLORADO</b>				
<b>Between 5-24%</b>	Garfield	10,400	9,900	95
	Pitkin	5,200	4,700	91
<b>Station Totals</b>		<b>15,600</b>	<b>14,600</b>	<b>94</b>
<b>Net Weekly Circulation (1988)</b>			<b>3,200</b>	
<b>Average Daily Circulation (1988)</b>			<b>1,400</b>	

# 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:

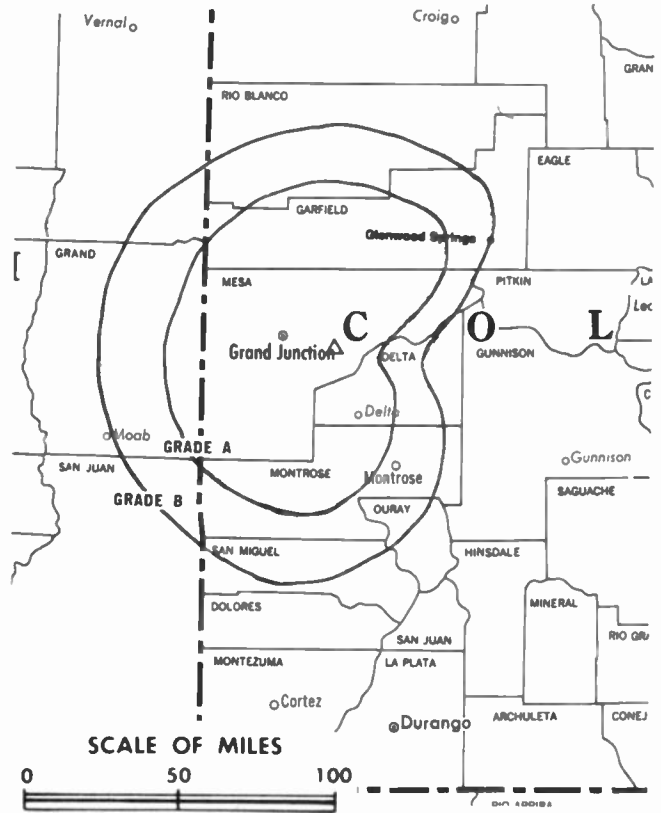
HARRY W. HOTH JR., president.  
NEIL O. KLOCKSIEM, general manager.  
PATTI HOTH CROUSE, assistant general manager.  
JAN HAMMER, station manager.  
HANK COLVERT, national/regional sales manager.  
MIKE MORAN, news director.  
ROGER HIGHTOWER, chief engineer.

**Rates:** Not available.

**City of License:** Grand Junction. **ADI:** Grand Junction-Durango. **Rank:** 176.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households Households %
<b>50% &amp; Over</b>	<b>COLORA00</b> Mesa	35,500	34,700 98



KJCTTV BNPCT-790424KF Granted 8/29/79

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Net Weekly Circulation	State County	Total Households	TV Households Households %
<b>50% &amp; Over</b>	Montrose	9,800	9,400 96
	Ouray	800	700 93
	San Miguel	1,500	1,400 93
<b>Between 25-49%</b>	<b>COLORA00</b>		
	Delta	9,500	9,100 96
	Dolores	600	500 83
	San Juan	400	400 100
<b>Between 5-24%</b>	<b>COLORA00</b>		
	Garfield	10,400	9,900 95
	Montezuma	7,000	6,700 96
	<b>UTAH</b>		
	San Juan	3,200	3,000 92
<b>Station Totals</b>		<b>78,700</b>	<b>75,800 96</b>
<b>Net Weekly Circulation (1988)</b>			<b>44,100</b>
<b>Average Daily Circulation (1988)</b>			<b>25,900</b>

# Colorado—Grand Junction

## KREX-TV

Ch. 5

(Also operates satellites KREZ-TV, Durango; KREG-TV, Glenwood Springs & KREY-TV, Montrose, CO)

Network Service: CBS, NBC.

Licensee: W. Russell Withers Jr., Box 1508, Mount Vernon, IL 62864.

Studio: 345 Hillcrest Manor, Grand Junction, CO 81501.

Mailing Address: Box 789, Grand Junction, CO 81502.

Telephone: 303-242-5000. TWX: 910-929-6992.

Fax: 303-242-0886.

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, 343-ft. above ground, 5004-ft. above sea level.

Latitude 39° 05' 15"  
Longitude 108° 33' 56"

Transmitter: Hillcrest Manor.

Satellite Earth Stations: AFC, 3.66-meter Ku-band; Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.6-meter C-band; Simulsat, 5-meter C-band; Agile, M/A-Com, Microdyne, 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.

Represented (legal): Gardner, Carton & Douglas.

### Personnel:

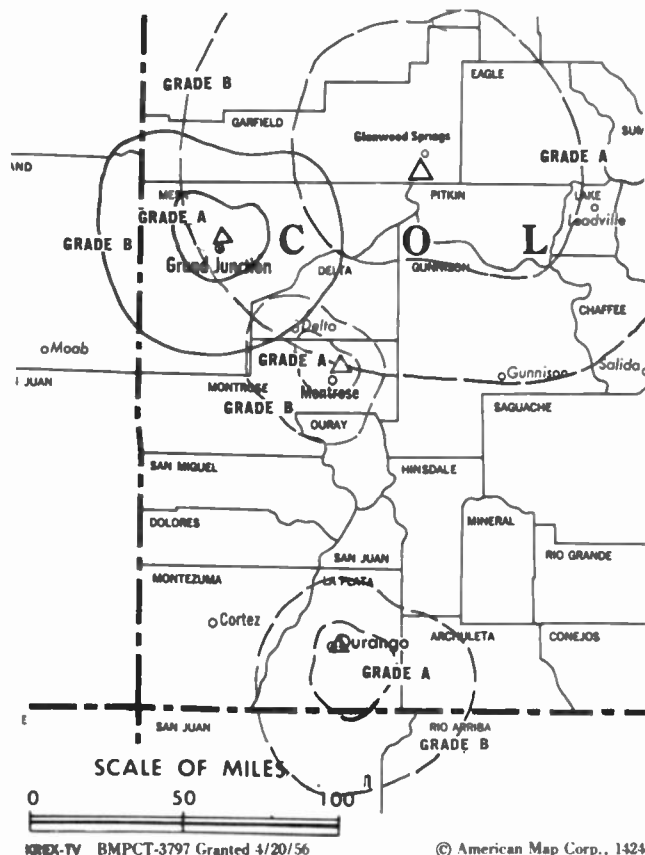
THOMAS MCGILL, general manager.  
AL LADAGE, director of engineering.  
DENNIS HEATON, local sales manager.  
SALLY BURGESS, news director.  
JUNE WORLEY, business manager.  
PERRY YOUNG, promotion director/production director & film buyer.

Highest 30 Sec. Rate: \$225.

NETWORK BASE HOURLY RATE: \$460.

City of License: Grand Junction. ADI: Grand Junction-Durango. Rank: 176.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>COLORADO</b>			
	Delta	9,500	9,100	96
	Gunnison	4,100	3,900	94
	Hinsdale	200	200	100
	Mesa	35,500	34,700	98
San Juan	400	400	100	
<b>Between 25-49%</b>	<b>COLORADO</b>			
	Garfield	10,400	9,900	95
	Ouray	800	700	93
<b>Between 5-24%</b>	<b>COLORADO</b>			
	Montrose	9,800	9,400	96
	Pitkin	5,200	4,700	91
	Rio Blanco	2,400	2,300	96
	San Miguel	1,500	1,400	93
<b>Station Totals</b>		<b>79,800</b>	<b>76,700</b>	<b>96</b>
<b>Net Weekly Circulation (1988)</b>				<b>45,200</b>
<b>Average Daily Circulation (1988)</b>				<b>27,300</b>

# Colorado—Montrose

## KREY-TV

Ch. 10

(Satellite of KREX-TV, Grand Junction)

**Network Service:** CBS, NBC.

**Licensee:** W. Russell Withers Jr., Box 1508, 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.

**Satellite Earth Station:** AFC, 3.66-meter Ku-band; Agile, M/A-Com receivers.

**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.

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

**Personnel:**

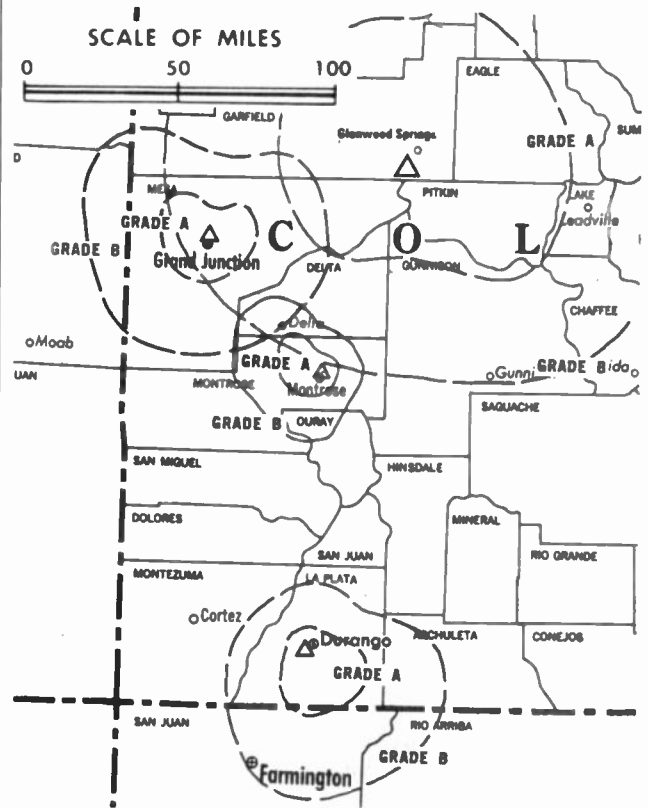
THOMAS D. MCGILL, general manager.  
CAROLINE HOGAN, local sales manager.  
ROYCE SEYMOR, chief engineer.

**Highest 30 Sec. Rate:** \$62.

**Rates:** Bonus to KREX-TV, Grand Junction.

**City of License:** Montrose. **ADI:** Grand Junction-Durango. **Rank:** 176.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



KREY-TV BPCT-851001KF Granted 1/10/86

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>COLORADO</b>			
	Montrose	9,800	9,400	96
	Ouray	800	700	93
<b>Between 25-49%</b>	<b>COLORADO</b>			
	Delta	9,500	9,100	96
<b>Between 5-24%</b>	<b>COLORADO</b>			
	San Miguel	1,500	1,400	93
<b>Station Totals</b>		<b>21,600</b>	<b>20,600</b>	<b>95</b>
<b>Net Weekly Circulation (1988)</b>				<b>11,300</b>
<b>Average Daily Circulation (1988)</b>				<b>7,100</b>

# Colorado—Steamboat Springs

## KSBS-TV

Ch. 24

**Network Service:** None, independent.

**Permittee:** Steamboat Broadcast System Inc., Box 775048 Steamboat Springs, CO 80477.

**Studio:** Ski Time Square, Torian Plum Plaza, Steamboat Springs, CO 80477.

**Telephones:** 303-879-3724; 303-879-3737.

**Technical Facilities:** Channel No. 24 (530-536 MHz). Authorized power: 5.52-kw max. visual. Antenna: 515-ft. above av. terrain, 118-ft. above ground, 10,683-ft. above sea level.

Latitude	40°	27'	43"
Longitude	106°	51'	02"

**Transmitter:** 2.3-mi. SW of Steamboat Springs, Quarry Mountain.

**Satellite Earth Stations:** Harris, 3-meter C-band; Satellite Technology, 1.5-meter Ku-band; Harris, M/A-Com receivers.

**News Service:** INN.

**Ownership:** Steamboat Bcst. System Inc. Steamboat Broadcast System Inc. Ownership: Thomas M. Greer, pres., 18%; Constance Wodlinger, 25%; Thomas H. Greer, 10%; Robert Neely, 10%; Christi Northrop, 5%; K & H Assoc., 5%.

**Began Operation:** March 1, 1988.

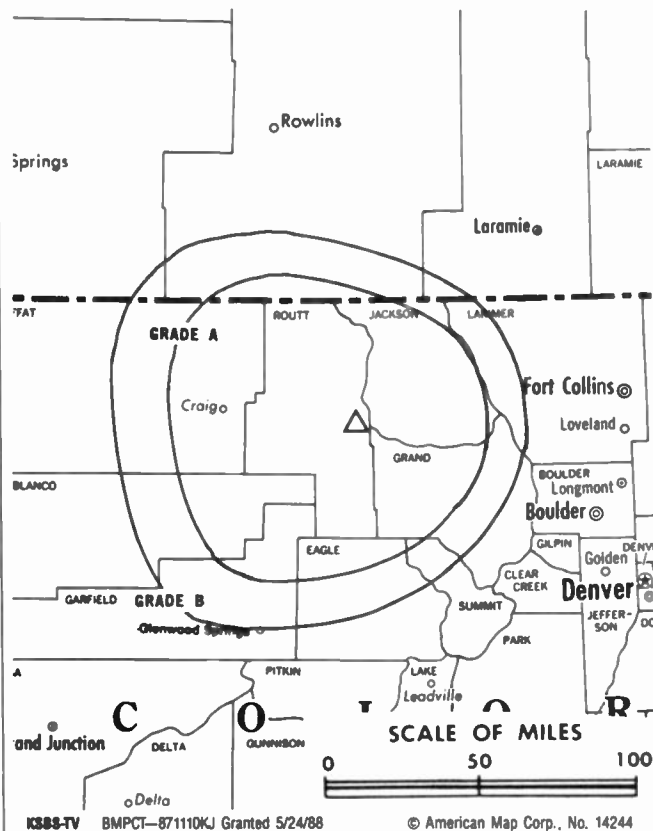
**Represented (engineering):** Robert L. Purcell Assoc. Inc.

**Personnel:**

THOMAS M. GREER, president & general manager.

JOHN GAYER, chief engineer & station manager.

C. J. HALL, program director.



MARY EFFINGER, local sales manager.  
REBECCA ROSS, news director.

**Arbitron Data:** Not available. ADI: Denver. Rank: 19.

# Colorado—Sterling

**KTVS**

**Ch. 3**

(Satellite of KGWN-TV, Cheyenne, WY)

**Network Service:** CBS.

**Licensee:** Stauffer Communications Inc., 2923 E. Lincolnway, Cheyenne, WY 82001.

**Studio:** See KGWN-TV, Cheyenne.

**Telephone:** 307-634-7755.

**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' 58.00"  
Longitude 103° 01' 50.40"

**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:**

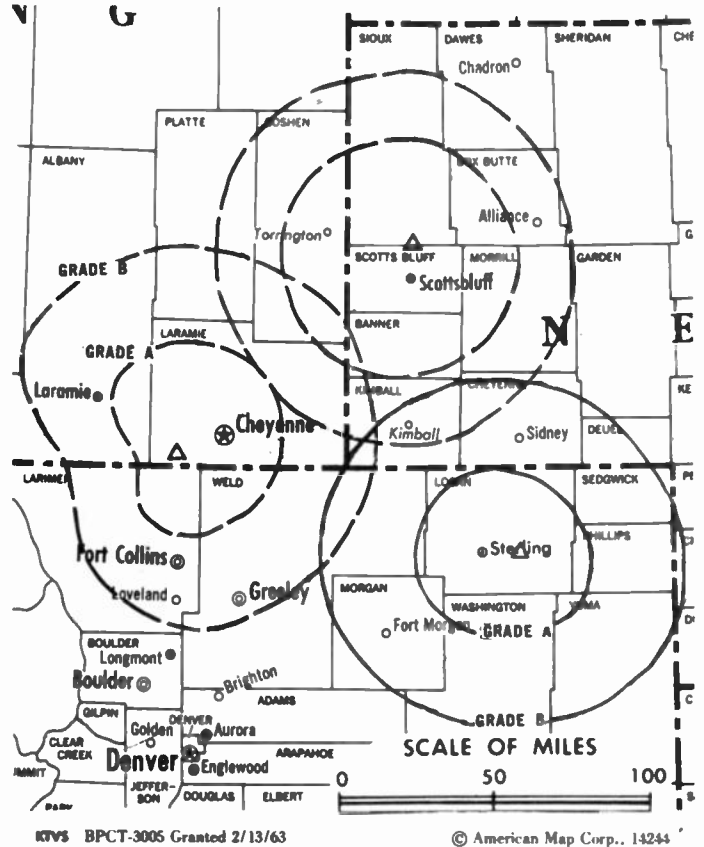
CARL J. OCCHIPINTI, manager.  
GENE HOUSTON, station manager.

**Rates:** See KGWN-TV, Cheyenne, WY.

**City of License:** Sterling. ADI: Cheyenne, WY-Scottsbluff, NE-Sterling, CO. Rank: 183.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>COLORADO</b>			
	Logan	7,700	7,500	97
	Phillips	1,800	1,800	100
	Sedgwick	1,400	1,400	100
	Yuma	4,000	3,800	95



Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>NEBRASKA</b>			
	Cheyenne	4,100	4,000	98
	Deuel	1,000	1,000	100
<b>Between 5-24%</b>	<b>COLORADO</b>			
	Morgan	8,700	8,600	99
	Washington	2,000	1,900	95
	<b>NEBRASKA</b>			
Chase	1,900	1,900	100	
Garden	1,000	1,000	100	
Perkins	1,600	1,600	100	
<b>Station Totals</b>		<b>35,200</b>	<b>34,500</b>	<b>98</b>
<b>Net Weekly Circulation (1988)</b>				<b>18,400</b>
<b>Average Daily Circulation (1988)</b>				<b>8,700</b>

# Colorado

## KMGH-TV, Denver (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%	
Between 25-49%	<b>NEBRASKA</b>				
	Box Butte	5,700	5,600	98	
	Deuel	1,000	1,000	100	
	Keith	3,800	3,800	100	
	Morrill	2,400	2,300	96	
	Scotts Bluff	14,400	14,200	99	
	<b>SOUTH DAKOTA</b>				
	Pennington	29,500	29,200	99	
	<b>WYOMING</b>				
	Campbell	12,800	12,100	95	
	Converse	5,300	5,100	96	
	Goshen	4,900	4,800	98	
	Natrona	28,300	27,700	98	
	Platte	4,500	4,300	96	
	Sheridan	10,700	10,200	95	
	Between 5-24%	<b>CALIFORNIA</b>			
		Plumas	8,100	7,600	94
<b>COLORADO</b>					
Custer		700	700	100	
Delta		9,500	9,100	96	
El Paso		138,600	136,600	99	
Gunnison		4,100	3,900	94	
Mineral		300	300	100	
Montezuma		7,000	6,700	96	
Montrose		9,800	9,400	96	
Pueblo		48,100	47,400	98	
Rio Grande		3,700	3,500	95	
<b>GEORGIA</b>					
Wheeler		2,000	1,900	95	
<b>KANSAS</b>					
Stanton		800	800	100	
Stevens		1,700	1,700	97	
Thomas		3,300	3,200	97	
<b>KENTUCKY</b>					
Leslie		5,100	4,900	97	
<b>MINNESOTA</b>					
Redwood		6,700	6,500	97	
<b>MONTANA</b>					
Blaine		2,800	2,600	93	
Daniels		1,000	1,000	100	
Phillips		2,200	2,000	91	
Roosevelt		3,800	3,700	97	
Sweet Grass		1,300	1,200	92	
Valley		3,800	3,600	95	
<b>NEBRASKA</b>					
Blaine	300	300	100		
Garden	1,000	1,000	100		
Hooker	400	400	100		
Nuckolls	2,600	2,600	100		
Thomas	400	400	100		
<b>SOUTH DAKOTA</b>					
Meade	7,800	7,700	99		
<b>VIRGINIA</b>					
Highland	1,100	1,100	100		
<b>WYOMING</b>					
Hot Springs	2,100	2,000	95		
Teton	5,000	4,800	96		

## KCNC, Denver (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%	<b>COLORADO</b>			
	Delta	9,500	9,100	96
	Montrose	9,800	9,400	96
	Prowers	5,500	5,200	94
	<b>KANSAS</b>			
	Cheyenne	1,500	1,500	100
	Stevens	1,700	1,700	97
	<b>NEBRASKA</b>			
	Dawes	3,500	3,400	97
	Keith	3,800	3,800	100
	Keya Paha	500	500	100
	Morrill	2,400	2,300	96
	Sheridan	2,900	2,900	98
	<b>WYOMING</b>			
	Converse	5,300	5,100	96
	Goshen	4,900	4,800	98
	Niobrara	1,200	1,200	100
Platte	4,500	4,300	96	
Sheridan	10,700	10,200	95	
Between 5-24%	<b>COLORADO</b>			
	Archuleta	1,900	1,800	95
	Custer	700	700	100
	El Paso	138,600	136,600	99
	Gunnison	4,100	3,900	94
	Hinsdale	200	200	100
	Mineral	300	300	100
	Montezuma	7,000	6,700	96
	Pueblo	48,100	47,400	98
	Rio Grande	3,700	3,500	95
	Saguache	1,400	1,300	93
	San Juan	400	400	100
	San Miguel	1,500	1,400	93
	<b>GEORGIA</b>			
	Wheeler	2,000	1,900	95
	<b>IDAHO</b>			
	Boise	1,500	1,500	100
	<b>ILLINOIS</b>			
	Gallatin	3,000	2,900	97
	<b>KANSAS</b>			
	Barton	12,800	12,700	99
	Comanche	1,000	1,000	100
	Lincoln	1,600	1,600	100
	Thomas	3,300	3,200	97
	Wallace	700	700	100
	<b>MONTANA</b>			
	Blaine	2,800	2,600	93
	Phillips	2,200	2,000	91
	Roosevelt	3,800	3,700	97
	Sweet Grass	1,300	1,200	92
Valley	3,800	3,600	95	
<b>NEBRASKA</b>				
Blaine	300	300	100	
Cherry	2,600	2,600	100	
Pawnee	1,500	1,500	100	
Perkins	1,600	1,600	100	
Thayer	2,800	2,800	100	
<b>OKLAHOMA</b>				
Cimarron	1,600	1,600	100	
<b>SOUTH DAKOTA</b>				
Brule	2,100	2,100	100	
Dewey	1,600	1,500	94	
Pennington	29,500	29,200	99	
<b>TEXAS</b>				
Hansford	2,500	2,500	100	
<b>WYOMING</b>				
Hot Springs	2,100	2,000	95	
Natrona	28,300	27,700	98	
Washakie	3,500	3,400	97	

# Colorado

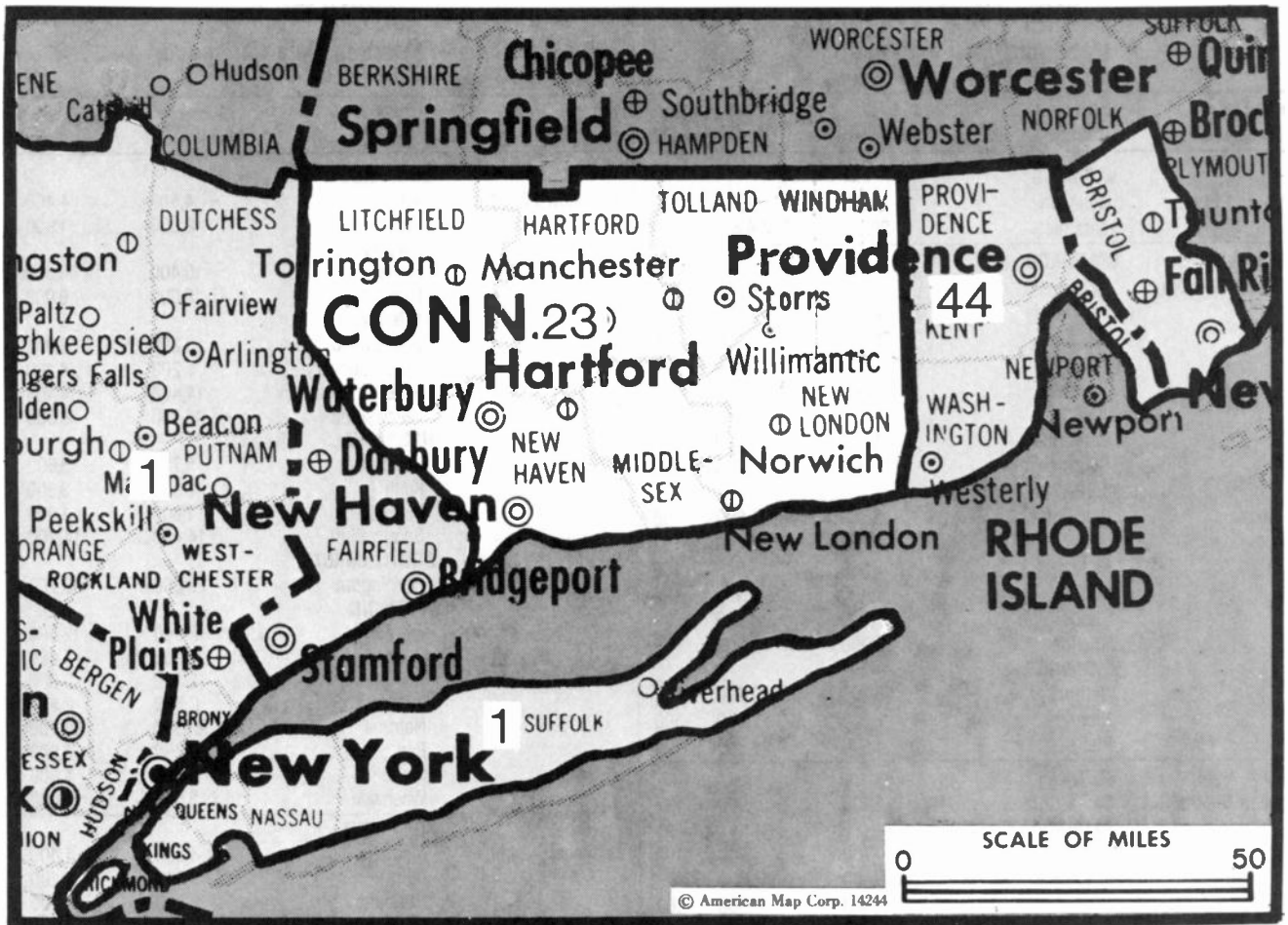
## KUSA-TV, Denver (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>50% and Over</b>	<b>WYOMING</b>			
	Johnson	2,600	2,500	96
	Laramie	28,900	28,400	98
<b>Between 25-49%</b>	<b>COLORADO</b>			
	Alamosa	4,600	4,400	96
	Huerfano	2,800	2,700	96
	Mesa	35,500	34,700	98
	Prowers	5,500	5,200	94
	Teller	4,500	4,400	98
	<b>KANSAS</b>			
	Cheyenne	1,500	1,500	100
	Sherman	2,900	2,900	100
	<b>NEBRASKA</b>			
	Box Butte	5,700	5,600	98
	Brown	1,700	1,700	97
	Keith	3,800	3,800	100
	Morrill	2,400	2,300	96
	Scotts Bluff	14,400	14,200	99
	Sheridan	2,900	2,900	98
	<b>WYOMING</b>			
	Natrona	28,300	27,700	98
	Niobrara	1,200	1,200	100
Platte	4,500	4,300	96	
<b>Between 5-24%</b>	<b>ARIZONA</b>			
	Santa Cruz	8,100	7,900	97
	<b>COLORADO</b>			
	Custer	700	700	100
	El Paso	138,600	136,600	99
	Mineral	300	300	100
	Montezuma	7,000	6,700	96
	Pueblo	48,100	47,400	98
	Rio Grande	3,700	3,500	95
	Saguache	1,400	1,300	93
	San Juan	400	400	100
	San Miguel	1,500	1,400	93
	<b>KANSAS</b>			
	Stevens	1,700	1,700	97
	Thomas	3,300	3,200	97
	Trego	1,700	1,700	100
	<b>MONTANA</b>			
	Blaine	2,800	2,600	93
	Daniels	1,000	1,000	100
	Liberty	1,100	1,100	100
	Phillips	2,200	2,000	91
	Roosevelt	3,800	3,700	97
	Sheridan	2,100	2,000	95
	Sweet Grass	1,300	1,200	92
	Valley	3,800	3,600	95
	<b>NORTH DAKOTA</b>			
	Adams	1,300	1,300	100
	<b>NEBRASKA</b>			
	Chase	1,900	1,900	100
	Cherry	2,600	2,600	100
	Pawnee	1,500	1,500	100
	Thomas	400	400	100
	<b>SOUTH DAKOTA</b>			
	Meade	7,800	7,700	99
	Pennington	29,500	29,200	99
	<b>TEXAS</b>			
	Brewster	2,900	2,800	97
	Jeff Davis	600	600	100
	<b>WYOMING</b>			
	Big Horn	4,500	4,300	96
	Teton	5,000	4,800	96

## KWGN-TV, Denver (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>Between 25-49%</b>	<b>COLORADO</b>			
	Teller	4,500	4,400	98
	Washington	2,000	1,900	95
	<b>KANSAS</b>			
	Finney	10,400	10,300	99
	Ford	10,000	9,900	99
	<b>MONTANA</b>			
	Beaverhead	3,200	3,000	94
	Deer Lodge	4,200	4,100	98
	Silver Bow	14,400	14,100	98
	Yellowstone	49,300	48,500	98
	<b>NEBRASKA</b>			
	Box Butte	5,700	5,600	98
	Keith	3,800	3,800	100
	Kimball	1,900	1,900	100
Scotts Bluff	14,400	14,200	99	
<b>SOUTH DAKOTA</b>				
Pennington	29,500	29,200	99	
<b>WYOMING</b>				
Fremont	12,900	12,500	97	
Goshen	4,900	4,800	98	
Hot Springs	2,100	2,000	95	
Johnson	2,600	2,500	96	
Natrona	28,300	27,700	98	
Park	9,200	8,800	96	
Platte	4,500	4,300	96	
Washakie	3,500	3,400	97	
<b>Between 5-24%</b>	<b>COLORADO</b>			
	Alamosa	4,600	4,400	96
	Delta	9,500	9,100	96
	Huerfano	2,800	2,700	96
	Kit Carson	2,900	2,700	93
	La Plata	12,200	11,600	95
	Mesa	35,500	34,700	98
	Montrose	9,800	9,400	96
	Pitkin	5,200	4,700	91
	Prowers	5,500	5,200	94
	Rio Grande	3,700	3,500	95
	<b>KANSAS</b>			
	Cheyenne	1,500	1,500	100
	Thomas	3,300	3,200	97
	<b>MONTANA</b>			
	Gallatin	19,100	18,400	96
	Park	5,800	5,600	97
	<b>NEBRASKA</b>			
	Morrill	2,400	2,300	96
Sheridan	2,900	2,900	98	
<b>SOUTH DAKOTA</b>				
Meade	7,800	7,700	99	





Market	Arbitron A01 TV Households	Rank
New York, NY .....	6,876,000	1
Hartford-New Haven, CT.....	868,100	23
Providence, RI-New Bedford, MA.....	542,300	44

Market Area Commercial TV Stations

WABC-TV (7), WBCT (43), WCBS-TV (2), WHSE (68), WHSI (67), WLIG (55), WNBC-TV (4), WNJU (47), WNYW (5), WPIX (11), WTBY (54), WTZA (62), WWOR-TV (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 Totals as of October 1, 1988

	VHF	UHF	TOTAL
Commercial Television Stations	2	6	8
Educational Television Stations	0	4	4
	2	10	12

# Connecticut—Bridgeport

**WBCT**

**Ch. 43**

**Network Service:** None, independent.

**Grantee:** Bridgeways Communications Corp., 101 Ansonia Rd., Woodbridge, CT 06525.

**Studio:** 80 Great Hill Rd., Seymour, CT 06483.

**Telephone:** 203-387-5996; 203-732-4700.

**Technical Facilities:** Channel No. 43 (644-650 MHz). Authorized power: 2298-kw max. & 1784-kw horizontal visual, 229.8-kw max. & 178.4-kw horizontal aural. Antenna: 510-ft. above av. terrain, 297-ft. above ground, 917-ft. above sea level.

Latitude	41°	21'	43"
Longitude	73	06'	48"

**Transmitter:** 80 Great Hill Rd., Seymour.

**Ownership:** Bridgeways Communications Corp. Laurel F. Vlock, pres., 2.50%; M. Jean Cherry, v.p., 2.5%; Geraldine Johnson, v.p., 2.50%; 3 others with 5% each; 5 others with 2.5% each; remainder undisclosed.

**Began Operation:** September 28, 1987.

**Represented (legal):** Crowell & Moring; Pepe & Hazard (Hartford, CT).

**Personnel:**

MICHAEL VLOCK, general manager.  
LARRY ESKRIDGE, chief engineer.



**Arbitron Data:** Not available. **ADI:** New York. **Rank:** 1.

# 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, 20-kw aural. Antenna: Circularly polarized, 904-ft. above av. terrain, 518-ft. above ground, 1225-ft. above sea level.

Latitude 41° 46' 30"  
Longitude 72° 48' 20"

**Transmitter:** 375 Deercliff Rd., Avon.

**Multichannel TV Sound:** Stereo only.

**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 Communications 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.
- CHESTER ELTON, national sales manager.
- KATHLEEN KEEFE, local sales manager.
- RICHARD AHLES, vice president of news & public affairs.
- LOIS KOTEEN, vice president of creative services & projects.
- HOPE ETHERIDGE, business manager.
- STEVE FLANAGAN, vice president, director of engineering.
- JOHN RENO, chief engineer.
- MARK EFFRON, news director.

**Highest 30 Sec. Rate:** \$7350.

**City of License:** Hartford. **AOI:** Hartford-New Haven. **Rank:** 23.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 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	310,500	305,700	98
	Litchfield	61,300	60,200	98
	Middlesex	51,600	50,700	98
	New Haven	286,100	282,300	99
	New London	90,200	88,300	98
	Tolland	40,900	40,200	98
Windham	35,300	34,600	98	



WFSB BPCT-193 Granted 7/18/56 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MASSACHUSETTS</b>			
	Franklin	27,200	26,400	97
	Hampden	166,600	164,200	99
	Hampshire	49,300	48,300	98
<b>Between 25-49%</b>	<b>CONNECTICUT</b>			
	Fairfield	296,700	293,200	99
	<b>MASSACHUSETTS</b>			
	Berkshire	54,900	53,900	98
<b>Between 5-24%</b>	<b>VERMONT</b>			
	Windham	16,000	15,300	96
<b>Station Totals</b>	<b>MASSACHUSETTS</b>			
	Worcester	244,400	241,100	99
	<b>NEW HAMPSHIRE</b>			
	Cheshire	24,300	23,700	97
	<b>NEW YORK</b>			
Suffolk	430,100	425,900	99	
<b>RHODE ISLAND</b>				
Washington	36,200	35,600	98	
<b>Station Totals</b>		<b>2,221,600</b>	<b>2,189,600</b>	<b>99</b>
<b>Net Weekly Circulation (1988)</b>				<b>1,067,600</b>
<b>Average Daily Circulation (1988)</b>				<b>568,400</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 Station:** Comtech, 5-meter C-band; 2 Comtech, 3.8-meter Ku-band; Pinzone receivers.

**Ownership:** Richard P. Ramirez, gen. partner, 21.0%; WHCT Management Inc., gen. partner, 9.00%; Astroline Co., ltd. partner, 70.0%. WHCT Management Inc. Ownership: Astroline Co., 100% Astroline Co. Ownership: Herbert A. Sostek, gen. & ltd. partner, 20.00%; Fred J. Boling Jr., gen. & ltd. partner, 20.00%; Joel A. Gibbs, gen. & ltd. partner, 20.00%; Richard H. Gibbs, gen. & ltd. partner, 20.00%; Randall L. Gibbs, gen. & ltd. partner, 20.00%.

**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.

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

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



WHCT-TV BPCT-850918KD Granted 4/28/86 © American Map Corp., No. 14244

**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.
- P. J. LEWIS, national sales manager.
- ALFRED S. ROZANSKI, business manager/controller.

**Rates:** Not available.

**City of License:** Hartford. **AOI:** Hartford-New Haven. **Rank:** 23.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>CONNECTICUT</b>			
	Hartford	310,500	305,700	98
	Tolland	40,900	40,200	98
<b>Between 5-24%</b>	<b>CONNECTICUT</b>			
	Litchfield	61,300	60,200	98
	Middlesex	51,600	50,700	98
	New Haven	286,100	282,300	99
	New London	90,200	88,300	98
	Windham	35,300	34,600	98
	<b>MASSACHUSETTS</b>			
	Franklin	27,200	26,400	97
	Hampden	166,600	164,200	99
	Hampshire	49,300	48,300	98
<b>Station Totals</b>		<b>1,119,000</b>	<b>1,100,900</b>	<b>98</b>
<b>Net Weekly Circulation (1988)</b>				<b>219,800</b>
<b>Average Daily Circulation (1988)</b>				<b>59,200</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 Mountain, near Rte. 6, Farmington, CT.

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

**Satellite Earth Stations:** ; Harris, 6.1-meter C-band; Microdyne, 5-meter C-band; Microdyne Ku-band; Scientific-Atlanta, 7-meter C-band; Harris, Microdyne, Scientific-Atlanta receivers.

**Ownership:** Chase Communications. Chase Communications Ownership: 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 also owns WTIC-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 Inc.

**Personnel:**

ARNOLD L. CHASE, president.  
ED KARLIK, general manager.  
DAVID UHRICH, station manager.  
ROBERT GLUCK, 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 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
Between 25-49%	<b>CONNECTICUT</b>			
	Hartford	310,500	305,700	98
	Litchfield	61,300	60,200	98
	Middlesex	51,600	50,700	98



Net Weekly Circulation	State County	Total Households	TV Households	Households %
Between 25-49%	New Haven	286,100	282,300	99
	New London	90,200	88,300	98
	Tolland	40,900	40,200	98
	Windham	35,300	34,600	98
	<b>MASSACHUSETTS</b>			
	Franklin	27,200	26,400	97
	Hampden	166,600	164,200	99
	Hampshire	49,300	48,300	98
Between 5-24%	<b>CONNECTICUT</b>			
	Fairfield	296,700	293,200	99
	<b>MASSACHUSETTS</b>			
	Berkshire	54,900	53,900	98
	<b>NEW YORK</b>			
	Putnam	28,400	28,000	98
	Suffolk	430,100	425,900	99
<b>Station Totals</b>		<b>1,929,100</b>	<b>1,901,900</b>	<b>99</b>
<b>Net Weekly Circulation (1988)</b>			<b>530,000</b>	
<b>Average Daily Circulation (1988)</b>			<b>180,100</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). **TWX:** 710-425-1078.

**Fax:** 203-521-3110.

**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 Mountain, U.S. Rte. 6, Farmington, CT.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Transmit/receive MCL, 2.3-meter Ku-band; RCA Americom, 3.5-meter Ku-band; Scientific-Atlanta, 7-meter C-band; DX Engineering, M/A-Corn, Scientific-Atlanta 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, P.C.

**Personnel:**

- AL BOVA, vice president & general manager.
- ART DePASQUA, general sales manager.
- HARVEY LAZEAR, local sales manager.
- SUSAN WINCHELL, creative services manager.
- JOHN PALMER, program manager.
- BILL MENDOZA, production manager.
- TOM SEQUIN, vice president, director of finance.
- ANITA FORD-SAUNDERS, public affairs 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:** \$1,100.

**City of License:** New Britain. **ADI:** Hartford-New Haven. **Rank:** 23.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



WVIT BPCT-5219 Granted 11/3/78

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>CONNECTICUT</b>			
	Hartford	310,500	305,700	98
	Litchfield	61,300	60,200	98
	Middlesex	51,600	50,700	98
	New Haven	286,100	282,300	99
	Tolland	40,900	40,200	98
<b>Between 25-49%</b>	<b>CONNECTICUT</b>			
	New London	90,200	88,300	98
	Windham	35,300	34,600	98
<b>Between 5-24%</b>	<b>MASSACHUSETTS</b>			
	Hampden	166,600	164,200	99
	<b>CONNECTICUT</b>			
	Fairfield	296,700	293,200	99
	<b>MASSACHUSETTS</b>			
	Franklin	27,200	26,400	97
	Hampshire	49,300	48,300	98
<b>NEW YORK</b>				
Putnam	28,400	28,000	98	
<b>Station Totals</b>		<b>1,444,100</b>	<b>1,422,100</b>	<b>98</b>
<b>Net Weekly Circulation (1988)</b>			<b>699,800</b>	
<b>Average Daily Circulation (1988)</b>			<b>323,100</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 Mountain, Hamden, CT.

Satellite Earth Stations: Transmit/receive Andrew, 2.3-meter transportable Ku-band; Andrew, 5.6-meter Ku-band; Harris, 9-meter C-band; Andrew, DX Antenna & Harris receivers.

News Services: ABC, AP, CNN, UPI.

Ownership: Cook Inlet Communications, L.P., 100%. Cook Inlet Communications Inc., gen. partner, 49.00%; Whitcom Partners & Assoc. L.P., ltd. partner, 51%.

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.
- ROBERT FELDMAN, news director.
- STAN ROMAN, operations manager.
- DON COHEN, promotion director.

Highest 30 Sec. Rate: \$10,000.

NETWORK BASE HOURLY RATE: \$3300.

City of License: New Haven. ADI: Hartford-New Haven. Rank: 23.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



WTNH-TV BPCT-5582 Granted 5/17/76 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>CONNECTICUT</b>			
	Hartford	310,500	305,700	98
	Litchfield	61,300	60,200	98
	Middlesex	51,600	50,700	98
	New Haven	286,100	282,300	99
	New London	90,200	88,300	98
	Tolland	40,900	40,200	98
<b>Between 25-49%</b>	<b>CONNECTICUT</b>			
	Fairfield	296,700	293,200	99
	Windham	35,300	34,600	98
<b>Between 5-24%</b>	<b>MASSACHUSETTS</b>			
	Berkshire	54,900	53,900	98
	Hampden	166,600	164,200	99
	Hampshire	49,300	48,300	98
	<b>NEW YORK</b>			
	Dutchess	89,100	87,400	98
	Suffolk	430,100	425,900	99
	Ulster	62,200	60,500	97
	<b>RHODE ISLAND</b>			
	Washington	36,200	35,600	98
<b>Station Totals</b>		<b>2,061,000</b>	<b>2,031,000</b>	<b>99</b>
<b>Net Weekly Circulation (1988)</b>			<b>967,700</b>	
<b>Average Daily Circulation (1988)</b>			<b>537,600</b>	

# Connecticut—New London

**WTWS**

Ch. 26

**Network Service:** None, independent.

**Licensee:** R & R Media Corp., Box 991, New London, CT 06320.

**Studio:** 216 Broad St., New London, CT 06320.

**Telephone:** 203-444-2626. **Telex:** 203-643-940.

**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 Station:** Pinzone; Pinzone, DX Engineering receivers.

**News Services:** Group W Newsfeed, UPI.

**Ownership:** R & R Media, 100%. Richard R. Rangoon, pres., 99%; James A. Kontoleon, v.p., 1%; Rod La Fountain, 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.
- LAURA SNELL, promotion director.
- NANCY GREENE, business manager/controller.

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

**Highest 30 Sec. Rate:** \$375.

**City of License:** New London. **ADI:** Hartford-New Haven. **Rank:** 23.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	CONNECTICUT			
	New London	90,200	88,300	98
Between 5-24%	CONNECTICUT			
	Middlesex	51,600	50,700	98
	Tolland	40,900	40,200	98
	Windham	35,300	34,600	98
RHODE ISLAND	Newport	30,300	29,900	99
	Washington	36,200	35,600	98
	<b>Station Totals</b>	<b>284,500</b>	<b>279,300</b>	<b>98</b>
<b>Net Weekly Circulation (1988)</b>				<b>89,190</b>
<b>Average Daily Circulation (1988)</b>				<b>25,900</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, 46.6%; Michael Finkelstein, 30.5%; Electra Investment Trust Ltd., 5.18%; John Bretl, 3.05%; Paul Zofnass, 3.05%; Michael Hayes, 1.52%; Jerome H. Grossman, 1.52%; 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 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



WTXX BMAPCT-820223KG Granted 3/11/82

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Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>Between 25-49%</b>	<b>CONNECTICUT</b>			
	Hartford	310,500	305,700	98
	Litchfield	61,300	60,200	98
	Middlesex	51,600	50,700	98
	New Haven	286,100	282,300	99
	New London	90,200	88,300	98
<b>Between 5-24%</b>	Tolland	40,900	40,200	98
	Windham	35,300	34,600	98
	<b>MASSACHUSETTS</b>			
<b>Station Totals</b>	Hampden	166,600	164,200	99
	<b>CONNECTICUT</b>			
	Fairfield	296,700	293,200	99
	<b>MASSACHUSETTS</b>			
<b>Net Weekly Circulation (1988)</b>	Hampshire	49,300	48,300	98
	<b>NEW YORK</b>			
<b>Average Daily Circulation (1988)</b>	Putnam	28,400	28,000	98
	<b>Station Totals</b>	<b>1,416,900</b>	<b>1,395,700</b>	<b>99</b>
<b>Net Weekly Circulation (1988)</b>			<b>510,300</b>	
<b>Average Daily Circulation (1988)</b>			<b>172,700</b>	



Market	Arbitron ADI TV Households	Rank
Philadelphia, PA	2,643,700	4
Baltimore, MD	902,800	22
Salisbury, MD	88,300	162

**Market Area Commercial TV Stations**

KYW-TV (3), WCAU-TV (10), WFMZ-TV (69), WGBS-TV (57), WHSP (65), WMGM-TV (40), WPHL-TV (17), WPVI-TV (6), WTGI-TV (61), WTVE (51), WTXF-TV (29), WBAL-TV (11), WBFF (45), WHSW (24), WJZ-TV (13), WMAR-TV (2), WNUV-TV (54), WBOC-TV (16), WMDT (47)

**Delaware Station Totals as of October 1, 1988**

	VHF	UHF	TOTAL
Commercial Television Stations	0	1	1
Educational Television Stations	1	1	2
	1	2	3

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# Delaware—Wilmington

## WTGI-TV

Ch. 61

**Network Service:** Telemundo.

**Licensee:** Delaware Valley Bcstrs. L.P., One Christina Plaza, 303 A St., Wilmington, DE 19801.

**Studio:** One Christina Plaza, 303 A St., Wilmington, DE 19801.

**Telephone:** 302-654-6161. **Telex:** 302-654-6561.

**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:** AFC, 4.0-meter Ku-band; Vertex, 6.1-meter C-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 Inc..

### Personnel:

DAN SLAPE, general manager.  
LON MITCHELL, local sales manager.  
DAN BOROWICZ, chief engineer.  
MARY OTTING, promotion director.  
PAT PIERANTOZZI, business manager.  
LORI HILL, marketing director.



WTGI-TV BMPCT-860617KF Granted 6/27/86

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**Rates:** Not available.

**Arbitron Data:** Not available.

**City of License:** Wilmington. **ADI:** Philadelphia. **Rank:** 4.



Market	Arbitron ADI TV Households	Rank
Washington, DC	1,592,800	9
Pittsburgh, PA	1,192,200	17
Baltimore, MD	902,800	22
Salisbury, MD	88,300	162
Hagerstown, MD	40,900	195

Market Area Commercial TV Stations
WDC-TV (20), WFTY (50), WJLA-TV (7), WRC-TV (4), WTKK (66), WTTG (5), WUSA (9) KDKA-TV (2), WPCB-TV (40), WPGH-TV (53), WPTT-TV (22), WPXI (11), WTAE-TV (4) WBAL-TV (11), WBFF (45), WHSW (24), WJZ-TV (13), WMAR-TV (2), WNUV-TV (54) WBOC-TV (16), WMDT (47) 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 Totals as of October 1, 1988			
	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' 49.40"  
Longitude 77° 06' 18.20"

**Transmitter:** 5202 River Rd., Bethesda, MD.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Transmit/receive Harris, 9-meter C-band; Harris, 6-meter C-band; Harris, 3-meter; Harris receivers.

**Ownership:** TVX Broadcast Group, 100%. See Group Ownership of Television 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.  
JEFF FEYES, general sales manager.  
J. W. LINKENAUER, national sales manager.  
PEDRO PEREZ, chief engineer.  
MARK BURDETTE, local sales manager.  
KEM MAHER, program director.  
VIKKI RIGGS, promotion director.  
BOB OTROBA, business manager/controller.

**Rates:** On request.

**City of License:** Washington. **ADI:** Washington, DC. **Rank:** 9.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 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	253,100	250,600	99
	<b>MARYLAND</b>			
	Prince Georges	240,600	239,800	100
	<b>VIRGINIA</b>			
	Loudoun	23,900	23,600	99
	Prince William	60,600	60,200	99
<b>Between 25-49%</b>	<b>MARYLAND</b>			
	Allegany	29,200	29,000	99
	Anne Arundel	142,700	142,000	100
	Baltimore	257,700	256,600	100
	Calvert	14,500	14,300	99
	Carroll	38,900	38,700	99
	Charles	27,800	27,500	99
	Dorchester	11,400	11,300	99
	Frederick	46,000	45,700	99
	Howard	55,100	54,800	100
	Montgomery	245,500	244,600	100
	Queen Annes	10,700	10,600	99
	St Marys	22,500	22,300	99
	Talbot	11,200	11,100	99
	Washington	40,900	40,600	99
	Wicomico	26,100	25,900	99



WDCA-TV BPCT-4374 Granted 10/5/70

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>PENNSYLVANIA</b>			
	Franklin	44,700	43,300	97
	<b>VIRGINIA</b>			
	Albemarle	39,600	38,900	98
	Arlington	129,800	129,200	99
	Clarke	3,900	3,900	100
	Culpeper	8,500	8,400	99
	Fairfax	266,400	265,500	100
	Fauquier	14,400	14,200	99
	Frederick	20,600	20,400	99
	King George	4,000	4,000	100
	Rappahannock	2,500	2,500	100
	Spotsylvania	20,200	20,000	99
	Stafford	16,200	16,000	99
	Warren	8,900	8,800	99
	Hampton City	44,200	43,900	99
	Newport News City	56,400	56,100	99
	<b>WEST VIRGINIA</b>			
	Berkeley	19,700	19,600	99
	Mineral	10,300	10,200	99
	Morgan	4,500	4,400	98
<b>Between 5-24%</b>	<b>MARYLAND</b>			
	Caroline	9,100	9,000	99
	Harford	54,400	54,100	99
	Kent	6,600	6,500	98
	Baltimore City	281,700	280,400	100
	<b>NORTH CAROLINA</b>			
	Guilford	126,800	126,000	99
	Mecklenburg	174,100	172,900	99
	<b>PENNSYLVANIA</b>			
	Adams	24,900	24,300	98
(Continued on page A-212)				
<b>Station Totals</b>		<b>3,468,600</b>	<b>3,444,900</b>	<b>99</b>
<b>Net Weekly Circulation (1988)</b>			<b>1,073,200</b>	
<b>Average Daily Circulation (1988)</b>			<b>344,500</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"

Holds CP for change to 2438-kw max. visual, 810-ft. above av. terrain, 732-ft. above ground, 1020-ft. above sea level. BMPCT-871109KG.

**Transmitter:** NW Corner of 9th & Peabody, Washington.

**Satellite Earth Stations:** Scientific-Atlanta, 4-meter C-band; ADM, 3-meter C-band.

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

**Began Operation:** November 1, 1981. Sale to present owners by Theodore S. Ledbetter Jr. approved by FCC Jan. 17, 1985.

**Represented (legal):** Patton, Boggs & Blow.

**Personnel:**

- NOLANDA HILL, chairman of the board & president.
- ANDREW M. OCKERSHAUSEN, general manager.
- LISA BRANNOCK, exec. vice president & station manager.
- KENNETH WHITE, vice president & chief financial officer.
- EDDIE SACHS, local sales manager.
- DON HAZEN, vice president, engineering & operations.
- JIM LANGE, chief engineer.
- TERRI ANDERSEN, promotion director.
- HERBERT WILLIS, business manager.

**Highest One Hour Rate:** \$3600.

**Highest 30 Sec. Rate:** \$425.

**City of License:** Washington. **ADI:** Washington, DC. **Rank:** 9.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	<b>DISTRICT OF COLUMBIA</b>	253,100	250,600	99
	Dist Of Columbia			
Between 5-24%	<b>MARYLAND</b>	142,700	142,000	100
	Anne Arundel			
	Calvert	14,500	14,300	99



WFTY BMPCT-871109KG Granted 1/27/88

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Net Weekly Circulation	State County	Total Households	TV Households	%	
Between 5-24%	Charles	27,800	27,500	99	
	Howard	55,100	54,800	100	
	Montgomery	245,500	244,600	100	
	Prince Georges	240,600	239,800	100	
	Queen Annes	10,700	10,600	99	
	St Marys	22,500	22,300	99	
	Talbot	11,200	11,100	99	
	Baltimore City	281,700	280,400	100	
	<b>VIRGINIA</b>				
	Arlington	129,800	129,200	99	
Fairfax	266,400	265,500	100		
Fauquier	14,400	14,200	99		
King George	4,000	4,000	100		
Loudoun	23,900	23,600	99		
Prince William	60,600	60,200	99		
<b>Station Totals</b>		<b>1,804,500</b>	<b>1,794,700</b>	<b>99</b>	
<b>Net Weekly Circulation (1988)</b>			<b>276,600</b>		
<b>Average Daily Circulation (1988)</b>			<b>76,000</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.

Fax: 202-364-7831.

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 Stations: Satcom Technologies, 5.5-meter Ku-band; Microdyne, 3.5-Meter C-band; Channel Master, 3.5-Meter C-band; Andrew, Microdyne & Sierra receivers.

News Services: AP, UPI.

Ownership: Allbritton Communications Company. See Group Ownership of Television Stations.

Began Operation: October 3, 1947.

Represented (sales): Pety Television Inc.

Represented (legal): Hogan & Hartson.

**Personnel:**

- MICHAEL MOORE, president & chief executive officer.
- JOHN C. LONG, executive vice president & general manager.
- JANE E. COHEN, vice president, operations.
- JOHN TOLLEFSON, vice president & director of engineering.
- THURSA THOMAS, vice president, communications.
- PETER M. McCORMICK, national sales manager.
- JEANNE OATES, sales director.
- BILL HAIGHT, local sales manager.
- BOB CASAZZA, vice president, marketing & promotion.
- BONNIE RANDOLPH, manager, finance & administration.
- TERI EVERETT, director of public relations.

Highest One Hour Rate: \$50,000.

Highest 30 Sec. Rate: \$25,000.

NETWORK BASE HOURLY RATE: \$2550.

City of License: Washington. ADI: Washington, DC. Rank: 9.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 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	253,100	250,600	99
	<b>MARYLAND</b>			
	Allegany	29,200	29,000	99
	Calvert	14,500	14,300	99
	Charles	27,800	27,500	99
	Frederick	46,000	45,700	99
	Howard	55,100	54,800	100
	Montgomery	245,500	244,600	100
	Prince Georges	240,600	239,800	100
	St Marys	22,500	22,300	99
	Talbot	11,200	11,100	99
	Washington	40,900	40,600	99
	<b>PENNSYLVANIA</b>			
Franklin	44,700	43,300	97	
<b>VIRGINIA</b>				
Arlington	129,800	129,200	99	
Clarke	3,900	3,900	100	



WJLA-TV BMPCT-7405 Granted 7/25/72 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Culpeper	8,500	8,400	99
	Fairfax	266,400	265,500	100
	Fauquier	14,400	14,200	99
	Frederick	20,600	20,400	99
	King George	4,000	4,000	100
	Loudoun	23,900	23,600	99
	Prince William	60,600	60,200	99
	Rappahannock	2,500	2,500	100
	Spotsylvania	20,200	20,000	99
	Stafford	16,200	16,000	99
	Warren	8,900	8,800	99
	Westmoreland	5,800	5,700	98
	<b>WEST VIRGINIA</b>			
	Berkeley	19,700	19,600	99
Jefferson	12,300	12,200	99	
Mineral	10,300	10,200	99	
Morgan	4,500	4,400	98	
<b>Between 25-49%</b>	<b>MARYLAND</b>			
	Anne Arundel	142,700	142,000	100
	Carroll	38,900	38,700	99
	<b>PENNSYLVANIA</b>			
Bedford	17,600	17,100	97	
Fulton	5,400	5,100	95	
<b>VIRGINIA</b>				
Page	7,600	7,600	100	
Shenandoah	11,300	11,200	99	
<b>WEST VIRGINIA</b>				
Hampshire	5,900	5,800	98	
<b>Between 5-24%</b>	<b>MARYLAND</b>			
	Baltimore	257,700	256,600	100
Caroline	9,100	9,000	99	
(Continued on page A-212)				
<b>Station Totals</b>		<b>2,681,300</b>	<b>2,663,100</b>	<b>99</b>
<b>Net Weekly Circulation (1988)</b>			<b>1,566,500</b>	
<b>Average Daily Circulation (1988)</b>			<b>869,000</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' 23.80"  
Longitude 77° 04' 53.50"

**Transmitter:** 4001 Nebraska Ave. NW.

**Satellite Earth Stations:** Scientific-Atlanta, 7-meter; Scientific-Atlanta, 5-meter.

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

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

**Began Operation:** June 27, 1947.

**Represented (sales):** NBC TV Spot Sales.

### Personnel:

- ALLAN HORLICK, vice president & general manager.
- LARRY SPERO, sales director.
- THOMAS MANN, director, facilities & engineering.
- STEPHEN DICKLER, sales manager.
- MARGARET McNALLY, sales manager.
- KATHLEEN McCAMPBELL, director, programming.
- CAROL BAKER, director, operations & engineering production.
- RICHARD GOGGIN, director, advertising & promotion.
- JACK ABERNETHY, director, business affairs.
- JOHN ANNIS, director, employee relations.
- BRET MARCUS, director, news.

**Rates:** On request.

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

**City of License:** Washington. **ADI:** Washington, DC. **Rank:** 9.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 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	253,100	250,600	99
	<b>MARYLAND</b>			
	Calvert	14,500	14,300	99
	Charles	27,800	27,500	99
	Frederick	46,000	45,700	99
	Howard	55,100	54,800	100
	Montgomery	245,500	244,600	100
	Prince Georges	240,600	239,800	100
	St Marys	22,500	22,300	99
	Talbot	11,200	11,100	99
	Washington	40,900	40,600	99
	<b>VIRGINIA</b>			
	Arlington	129,800	129,200	99
	Clarke	3,900	3,900	100
	Culpeper	8,500	8,400	99
	Fairfax	266,400	265,500	100
	Fauquier	14,400	14,200	99
	Frederick	20,600	20,400	99
	King George	4,000	4,000	100
	Loudoun	23,900	23,600	99
	Page	7,600	7,600	100
	Prince William	60,600	60,200	99
Rappahannock	2,500	2,500	100	
Shenandoah	11,300	11,200	99	



WRC-TV BPCT—2103 Granted 4/17/57

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Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>50% &amp; Over</b>	Spotsylvania	20,200	20,000	99	
	Stafford	16,200	16,000	99	
	Warren	8,900	8,800	99	
	Westmoreland	5,800	5,700	98	
	<b>WEST VIRGINIA</b>				
	Berkeley	19,700	19,600	99	
	Jefferson	12,300	12,200	99	
<b>Between 25-49%</b>	<b>MARYLAND</b>				
	Anne Arundel	142,700	142,000	100	
	Carroll	38,900	38,700	99	
	Dorchester	11,400	11,300	99	
	Wicomico	26,100	25,900	99	
<b>PENNSYLVANIA</b>					
	Franklin	44,700	43,300	97	
<b>VIRGINIA</b>					
	Caroline	6,400	6,300	98	
	Madison	3,900	3,800	97	
	Rockingham	27,600	27,300	99	
<b>WEST VIRGINIA</b>					
	Hampshire	5,900	5,800	98	
	Hardy	3,700	3,600	97	
	Morgan	4,500	4,400	98	
<b>Between 5-24%</b>	<b>MARYLAND</b>				
	Allegany	29,200	29,000	99	
	Baltimore	257,700	256,600	100	
	Caroline	9,100	9,000	99	
	Harford	54,400	54,100	99	
	Kent	6,600	6,500	98	
	Queen Annes	10,700	10,600	99	
	Somerset	6,800	6,700	99	
Baltimore City	281,700	280,400	100		

(Continued on page A-212)

<b>Station Totals</b>	<b>2,659,800</b>	<b>2,641,900</b>	<b>99</b>
<b>Net Weekly Circulation (1988)</b>		<b>1,539,700</b>	
<b>Average Daily Circulation (1988)</b>		<b>824,100</b>	



# District of Columbia—Washington

**WUSA**

Ch. 9

**Network Service:** CBS.

**Licensee:** Gannett Co. Inc., Broadcast House, 4001 Brandywine St. NW, Washington, DC 20016.

**Studio:** 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 of Television 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, vice president & station manager.
- STEPHEN COOK, general sales manager.
- PAUL TRELSTAD, local sales manager.
- LAWRENCE HERBSTER, vice president, business affairs.
- LYNN BEALL, national sales manager.
- JAMES MARTIN, operations manager.
- LOUISE ABERNATHY, personnel manager.
- DAVID PEARCE, vice president, news.
- DIANE DIGIT, public relations manager.
- MARK DeSANTIS, promotion manager.
- SANDRA BUTLER, vice president, broadcast operations.
- HENRY R. OWEN, director of engineering.
- KHALIM PIANKHI, manager, community affairs.

**Highest 30 Sec. Rate:** \$8000.

**NETWORK BASE HOURLY RATE:** \$2350.

**City of License:** Washington. ADI: Washington, DC. Rank: 9.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 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	253,100	250,600	99
	<b>MARYLAND</b>				
		Allegany	29,200	29,000	99
		Calvert	14,500	14,300	99
		Charles	27,800	27,500	99
		Frederick	46,000	45,700	99
		Howard	55,100	54,800	100
		Montgomery	245,500	244,600	100
		Prince Georges	240,600	239,800	100
		St Marys	22,500	22,300	99
		Talbot	11,200	11,100	99
		Washington	40,900	40,600	99
	<b>PENNSYLVANIA</b>				
		Franklin	44,700	43,300	97



WUSA BMPCT-7389 Granted 8/17/72

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Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>50% &amp; Over</b>	<b>VIRGINIA</b>				
		Arlington	129,800	129,200	99
		Clarke	3,900	3,900	100
		Culpeper	8,500	8,400	99
		Fairfax	266,400	265,500	100
		Fauquier	14,400	14,200	99
		Frederick	20,600	20,400	99
		King George	4,000	4,000	100
		Loudoun	23,900	23,600	99
		Page	7,600	7,600	100
		Prince William	60,600	60,200	99
		Rappahannock	2,500	2,500	100
		Shenandoah	11,300	11,200	99
		Spotsylvania	20,200	20,000	99
		Stafford	16,200	16,000	99
	Warren	8,900	8,800	99	
	Westmoreland	5,800	5,700	98	
<b>Between 25-49%</b>	<b>WEST VIRGINIA</b>				
		Berkeley	19,700	19,600	99
		Jefferson	12,300	12,200	99
		Mineral	10,300	10,200	99
		Morgan	4,500	4,400	98
<b>Between 25-49%</b>	<b>MARYLAND</b>				
		Anne Arundel	142,700	142,000	100
		Carroll	38,900	38,700	99
		Dorchester	11,400	11,300	99
	<b>VIRGINIA</b>				
	Albemarle	39,600	38,900	98	
	Augusta	33,100	32,700	99	
	Madison	3,900	3,800	97	
	Orange	7,300	7,200	98	
	Rockingham	27,600	27,300	99	
(Continued on page A-213)					
<b>Station Totals</b>		<b>2,653,900</b>	<b>2,635,800</b>	<b>99</b>	
<b>Net Weekly Circulation (1988)</b>				<b>1,591,300</b>	
<b>Average Daily Circulation (1988)</b>				<b>904,900</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.

**Fax:** 202-244-1745.

**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 Station Group. 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.
- MICHAEL WORTSMAN, vice president & general sales manager.
- GARY QUINN, chief engineer.
- RICK GOLD, local sales manager.
- PETER PAISLEY, national sales manager.
- JOSEPH SAITTA, news director.
- LINDY SPERO, vice president & director, creative services.
- BILL CUNNINGHAM, vice president & business manager.
- GLENN DYER, program director.
- DEBORAH DUGAN, director, public services.
- PAM SENUTA, director, research.
- MARK POERTNER, production manager.
- DONNA HARRIS, traffic manager.

**City of License:** Washington. **ADI:** Washington, DC. **Rank:** 9.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>DISTRICT OF COLUMBIA</b>			
	Dist Of Columbia	253,100	250,600	99
	<b>MARYLAND</b>			
	Allegany	29,200	29,000	99
	Anne Arundel	142,700	142,000	100
	Calvert	14,500	14,300	99
	Carroll	38,900	38,700	99
	Charles	27,800	27,500	99
	Dorchester	11,400	11,300	99
	Frederick	46,000	45,700	99
	Howard	55,100	54,800	100
	Montgomery	245,500	244,600	100
	Prince Georges	240,600	239,800	100
	Queen Annes	10,700	10,600	99
	St Marys	22,500	22,300	99
	Talbot	11,200	11,100	99
	Washington	40,900	40,600	99
Wicomico	26,100	25,900	99	
<b>PENNSYLVANIA</b>				
Franklin	44,700	43,300	97	
Fulton	5,400	5,100	95	



WTTG BMPCT-5854 Granted 6/25/63 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>VIRGINIA</b>			
	Arlington	129,800	129,200	99
	Clarke	3,900	3,900	100
	Culpeper	8,500	8,400	99
	Fairfax	266,400	265,500	100
	Fauquier	14,400	14,200	99
	Frederick	20,600	20,400	99
	King George	4,000	4,000	100
	Loudoun	23,900	23,600	99
	Page	7,600	7,600	100
	Prince William	60,600	60,200	99
	Rockingham	27,600	27,300	99
	Shenandoah	11,300	11,200	99
	Spotsylvania	20,200	20,000	99
	Stafford	16,200	16,000	99
	Warren	8,900	8,800	99
	Westmoreland	5,800	5,700	98
<b>WEST VIRGINIA</b>				
Berkeley	19,700	19,600	99	
Hardy	3,700	3,600	97	
Jefferson	12,300	12,200	99	
Mineral	10,300	10,200	99	
Morgan	4,500	4,400	98	
<b>Between 25-49%</b>	<b>DELAWARE</b>			
	Sussex	41,100	40,600	99
	<b>MARYLAND</b>			
	Baltimore	257,700	256,600	100
	Caroline	9,100	9,000	99
	Harford	54,400	54,100	99
	Kent	6,600	6,500	98
Somerset	6,800	6,700	99	
Worcester	14,300	14,100	99	
(Continued on page A-213)				
<b>Station Totals</b>		<b>4,319,400</b>	<b>4,283,200</b>	<b>99</b>
<b>Net Weekly Circulation (1988)</b>			<b>1,970,000</b>	
<b>Average Daily Circulation (1988)</b>			<b>865,300</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>			
	Caroline	6,400	6,300	98
	Dimwiddie	21,400	21,100	99
	Essex	3,200	3,100	97
	Greene	3,100	3,000	97
	Henrico	75,900	75,200	99
	Madison	3,900	3,800	97
	Page	7,600	7,600	100
	Pittsylvania	40,500	40,000	99
	Prince George	15,000	14,900	99
	Richmond	2,500	2,500	100
	Rockbridge	10,400	10,300	99
	Rockingham	27,600	27,300	99
	Shenandoah	11,300	11,200	99
	Westmoreland	5,800	5,700	98
	York	16,300	16,200	99
	Norfolk City	93,900	93,200	99
	Portsmouth City	38,200	37,900	99
	Va Beach City	112,900	112,300	99
	<b>WEST VIRGINIA</b>			
	Hampshire	5,900	5,800	98
	Hardy	3,700	3,600	97
Jefferson	12,300	12,200	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>			
	Cecil	23,100	23,000	100
	Dorchester	11,400	11,300	99
	Harford	54,400	54,100	99

### WJLA-TV—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>Between 5-24%</b>	Queen Annes	10,700	10,600	99
	Wicomico	26,100	25,900	99
	Baltimore City	281,700	280,400	100
	<b>PENNSYLVANIA</b>			
	Adams	24,900	24,300	98
	<b>VIRGINIA</b>			
	Augusta	33,100	32,700	99
	Caroline	6,400	6,300	98
	Essex	3,200	3,100	97
	Madison	3,900	3,800	97
	Northumberland	4,000	4,000	99
	Orange	7,300	7,200	98
Rockingham	27,600	27,300	99	
<b>WEST VIRGINIA</b>				
Hardy	3,700	3,600	97	

### WRC-TV, Washington (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>Between 5-24%</b>	<b>PENNSYLVANIA</b>			
	Adams	24,900	24,300	98
	Fulton	5,400	5,100	95
	<b>VIRGINIA</b>			
	Augusta	33,100	32,700	99
	Essex	3,200	3,100	97
	Middlesex	3,300	3,200	97
	Northumberland	4,000	4,000	99
	Orange	7,300	7,200	98
	Richmond	2,500	2,500	100
	<b>WEST VIRGINIA</b>			
	Mineral	10,300	10,200	99

# District of Columbia

## WTTG, Washington (Arbitron Data Continued)

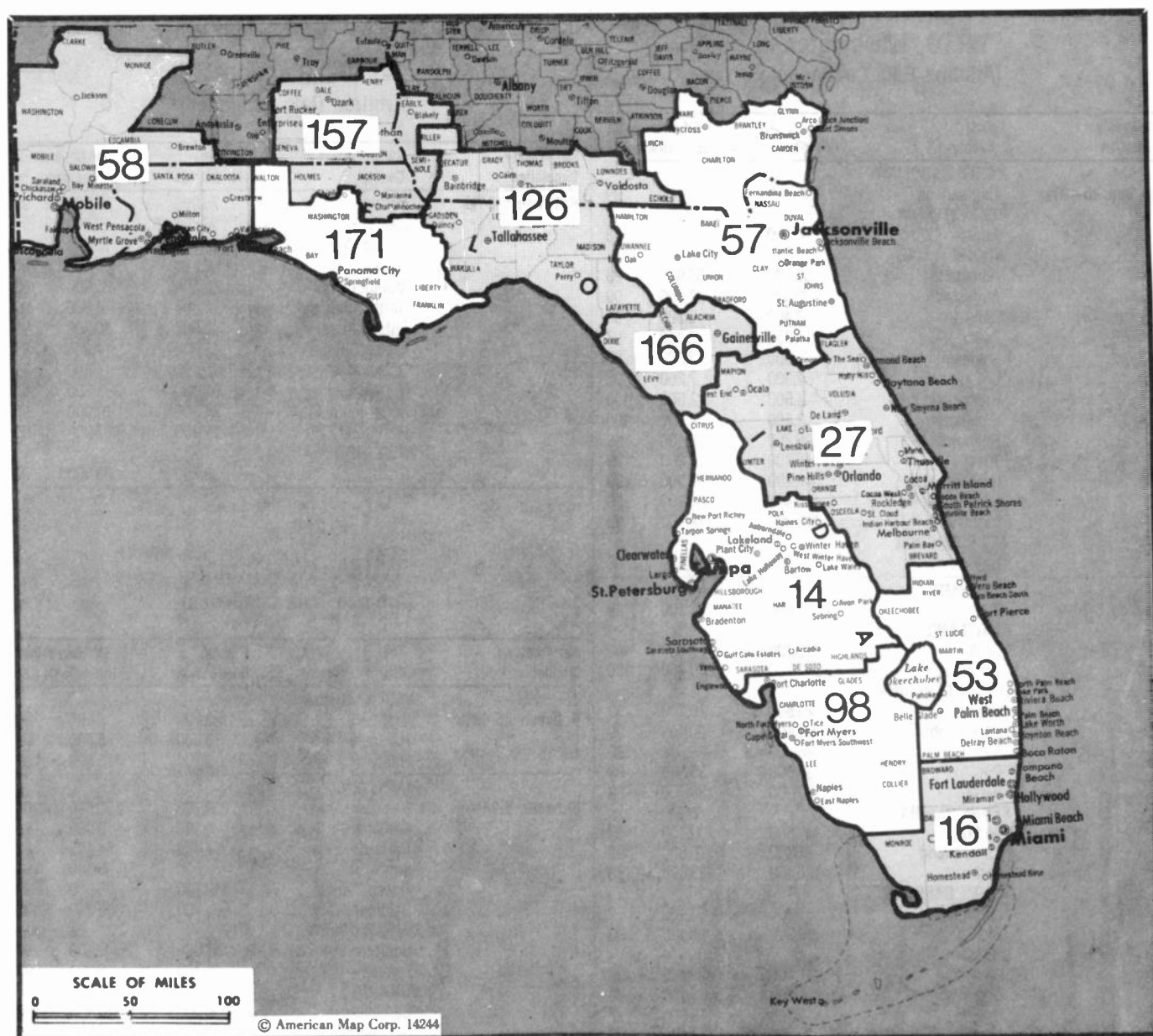
Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%	<b>NORTH CAROLINA</b>			
	Cumberland	85,400	84,400	99
	<b>PENNSYLVANIA</b>			
	Adams	24,900	24,300	98
	<b>VIRGINIA</b>			
	Albermarle	39,600	38,900	98
	Augusta	33,100	32,700	99
	Caroline	6,400	6,300	98
	Essex	3,200	3,100	97
	Madison	3,900	3,800	97
	Orange	7,300	7,200	98
	Rappahannock	2,500	2,500	100
	Richmond	2,500	2,500	100
	Roanoke	76,700	76,100	99
	York	16,300	16,200	99
	Hampton City	44,200	43,900	99
	Newport News City	56,400	56,100	99
	Va Beach City	112,900	112,300	99
	<b>WEST VIRGINIA</b>			
	Hampshire	5,900	5,800	98
Between 5-24%	<b>DELAWARE</b>			
	Kent	36,800	36,500	99
	<b>MARYLAND</b>			
	Cecil	23,100	23,000	100
	Baltimore City	281,700	280,400	100
	<b>NORTH CAROLINA</b>			
	Craven	28,500	28,300	99
	Edgecombe	20,400	20,100	99
	Nash	26,900	26,500	99
	Pitt	36,800	36,300	99
	Wake	139,900	138,700	99
	<b>PENNSYLVANIA</b>			
	Bedford	17,600	17,100	97
	Cumberland	71,800	70,500	98
	York	126,100	123,800	98
	<b>SOUTH CAROLINA</b>			
	Lexington	61,900	61,100	99
	Richland	100,300	99,100	99
	<b>VIRGINIA</b>			
	Dinwiddie	21,400	21,100	99
Goochland	4,200	4,100	98	
Greene	3,100	3,000	97	
Hanover	18,700	18,400	98	

## WTTG—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	Henrico	75,900	75,200	99
	Henry	27,500	27,200	99
	James City	12,500	12,300	99
	Louisa	6,800	6,600	98
	Montgomery	26,200	25,900	99
	Northumberland	4,000	4,000	99
	Pittsylvania	40,500	40,000	99
	Prince George	15,000	14,900	99
	Rockbridge	10,400	10,300	99
	Norfolk City	93,900	93,200	99
	Portsmouth City	38,200	37,900	99
	Richmond City	87,900	87,200	99
	<b>WEST VIRGINIA</b>			
	Grant	3,700	3,600	97

## WUSA, Washington (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%	<b>WEST VIRGINIA</b>			
	Grant	3,700	3,600	97
	Hampshire	5,900	5,800	98
	Hardy	3,700	3,600	97
Between 5-24%	<b>MARYLAND</b>			
	Baltimore	257,700	256,600	100
	Caroline	9,100	9,000	99
	Harford	54,400	54,100	99
	Kent	6,600	6,500	98
	Queen Annes	10,700	10,600	99
	Baltimore City	281,700	280,400	100
	<b>PENNSYLVANIA</b>			
	Bedford	17,600	17,100	97
	Fulton	5,400	5,100	95
<b>VIRGINIA</b>				
Caroline	6,400	6,300	98	
Northumberland	4,000	4,000	99	



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Tampa-St. Petersburg, FL.....	1,237,400	14	WBHS (50), WCLF (22), WFTS (28), WTMV (32), WTOG (44), WTSP-TV (10), WTVT (13), WWSB (40), WXFL (8)
Miami, FL.....	1,213,200	16	WBFS-TV (33), WCIX (6), WDZL (39), WHFT (45), WLTU (23), WPLG (10), WSCV (51), WSVN (7), WTVJ (4), WYHS (69)
Orlando-Daytona Beach-Melbourne, FL.....	782,400	27	WACX (55), WAYK (56), WAYQ (26), WBSF (43), WCPX-TV (6), WESH (2), WFTV (9), WOFL (35), WTGL-TV (52)
West Palm Beach-Ft. Pierce-Vero Beach, FL.....	462,500	53	WFLX (29), WPEC (12), WPTV (5), WTVX (34)
Jacksonville, FL.....	442,400	57	WAWS-TV (30), WJKS (17), WJXT (4), WNFT (47), WTLV (12)
Mobile, AL-Pensacola, FL.....	440,800	58	WALA-TV (10), WEAR-TV (3), WFGX (35), WHBR (33), WJTC (44), WKRG-TV (5), WMPV-TV (21), WPAN (53), WPMI (15)
Fort Myers-Naples, FL.....	223,000	98	WBBH-TV (20), WEVU (26), WFTX (36), WINK-TV (11), WNPL-TV (46)
Tallahassee, FL-Thomasville, GA.....	166,500	126	WCTV (6), WTCW (40), WTXL-TV (27)
Dothan, AL.....	104,000	157	WDHN (18), WTVY (4)
Gainesville, FL.....	83,100	166	WCJB (20), WOGX (51)
Panama City, FL.....	75,300	171	WJHG-TV (7), WMBB (13), WPGX (28)

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

WWSB, Bradenton .....	See Sarasota, FL
WCPX-TV, WESH, 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
WBSF, Melbourne .....	See Orlando, FL
WSCV, Miami .....	See Fort Lauderdale, FL
WEVU, Naples .....	See Fort Myers, FL
WACX, Orlando .....	See Leesburg, FL
WTGL-TV, Orlando .....	See Cocoa, FL
WALA-TV, WKRG-TV, WMPV-TV & WPML, 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 Totals as of October 1, 1988**

	VHF	UHF	TOTAL
Commercial Television Stations	19	35	54
Educational Television Stations	5	9	14
	24	44	68

**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.

**— NEW AREA CODES —**

State	Before	After	Effective Date
Colorado	303	303 LATA 1 (North)	March 5, 1988
		719 LATA 2 (South)	
Florida	305	305 Broward, Monroe & Dade Counties	April 16, 1988
		407 Remaining counties formerly 305	
Massachusetts	617	617 Boston & immediate suburbs	July 16, 1988
		508 Remaining exchanges formerly 617	

# Florida—Cape Coral

**WFTX**

Ch. 36

**Network Service:** Fox.

**Licensee:** Wabash Valley Bcstg. Corp.

**Studio:** 621 Pine Island Rd., Cape Coral, FL 33991.

**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 Comer.

**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:**

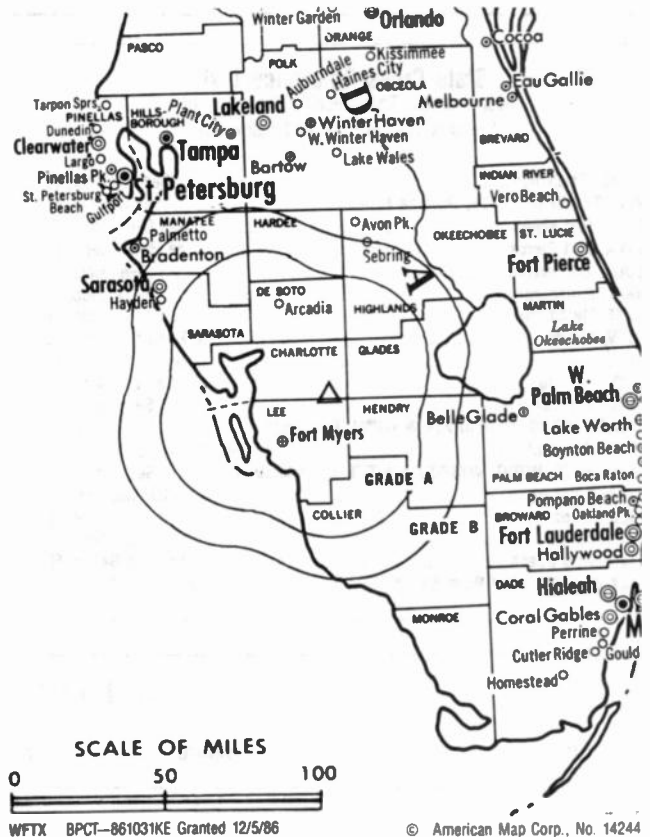
CHRIS ANDREWS, general manager.  
 JERRY BLEVINS, chief engineer.  
 ROD HALL, general sales manager.  
 MERRILY HUFF, program manager.  
 DICK ENDERWOOD, program director.  
 PAM O'DONNELL, business manager.

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

**Highest 30 Sec. Rate:** \$225.

**City of License:** Cape Coral. **ADI:** Fort Myers-Naples. **Rank:** 98.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



WFTX BPCT-861031KE Granted 12/5/86

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>FLORIDA</b> Charlotte	38,800	38,300	99
	<b>FLORIDA</b> Collier	52,800	51,700	98
<b>Between 25-49%</b>	De Soto	7,800	7,700	99
	Hendry	7,800	7,600	97
	Lee	120,000	118,600	99
	<b>FLORIDA</b> Hardee	7,200	7,100	99
<b>Between 5-24%</b>	Highlands	25,600	25,200	98
	Sarasota	118,000	117,000	99
	<b>Station Totals</b>	<b>378,000</b>	<b>373,200</b>	<b>99</b>
<b>Net Weekly Circulation (1988)</b>				<b>122,500</b>
<b>Average Daily Circulation (1988)</b>				<b>44,300</b>

# Florida—Clearwater

**WCLF**

**Ch. 22**

**Network Service:** None, independent.

**Licensee:** Christian Television Corp. Inc., 6922 142nd Ave. N., Largo, FL 34641.

**Studio:** 6922 142nd Ave. N, Largo, FL 34641.

**Mailing Address:** Box 6922, Clearwater, FL 34618.

**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 Comtech, 5-meter C-band; Luxor, 3-meter C-band; Vertex, 6.1-meter Ku-band; ADU, M/A-Com receivers.

**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.  
 WILLIAM BRYAN, chief engineer.  
 KURT STOWERS, business manager.

**Highest One Hour Rate:** \$750.

**Highest 30 Sec. Rate:** \$90.

**City of License:** Clearwater. A01: Tampa-St. Petersburg. Rank: 14.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>FLORIDA</b>				
<b>Between 5-24%</b>	Citrus	36,600	35,900	98
	Hernando	33,000	32,500	98
	Hillsborough	299,200	296,500	99
	Manatee	78,700	78,000	99
	Pasco	106,300	105,100	99
<b>Station Totals</b>		<b>553,800</b>	<b>548,000</b>	<b>99</b>
<b>Net Weekly Circulation (1988)</b>			<b>61,700</b>	
<b>Average Daily Circulation (1988)</b>			<b>22,300</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"

**Transmitter:** Deseret Ranches, Star Rte. 1250, Melbourne.

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

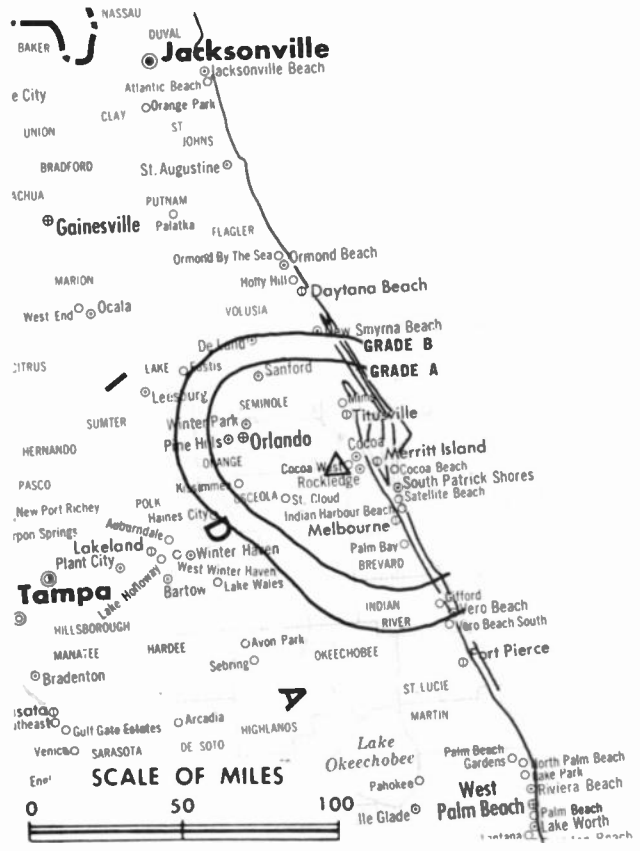
KEN MIKESELL, operations manager.  
BILL BRYAN, chief engineer.

**Highest One Hour Rate:** \$690.

**Highest 30 Sec. Rate:** \$70.

**City of License:** Cocoa. ADI: Orlando-Daytona Beach-Melbourne. Rank: 27.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



WTGL-TV BNPCT-820415KG Granted 7/27/82 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>FLORIDA</b>				
Between 5-24%	Brevard	147,300	146,000	99
<b>Station Totals</b>		<b>147,300</b>	<b>146,000</b>	<b>99</b>
<b>Net Weekly Circulation (1988)</b>			<b>18,200</b>	
<b>Average Daily Circulation (1988)</b>			<b>5,100</b>	

# Florida—Fort Lauderdale

**WSCV**

Ch. 51

Network Service: Telemundo.

Licensee: Telemundo of Florida 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"

Holds CP for change to 5013-kw max. visual, 860-ft. above av. terrain, 853-ft. above ground, 860-ft. above sea level, lat. 25° 57' 59", long. 80° 12' 33", transmitter to 390 NW 210th St., Miami. BMPCT-880601LF.

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 by FCC 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).

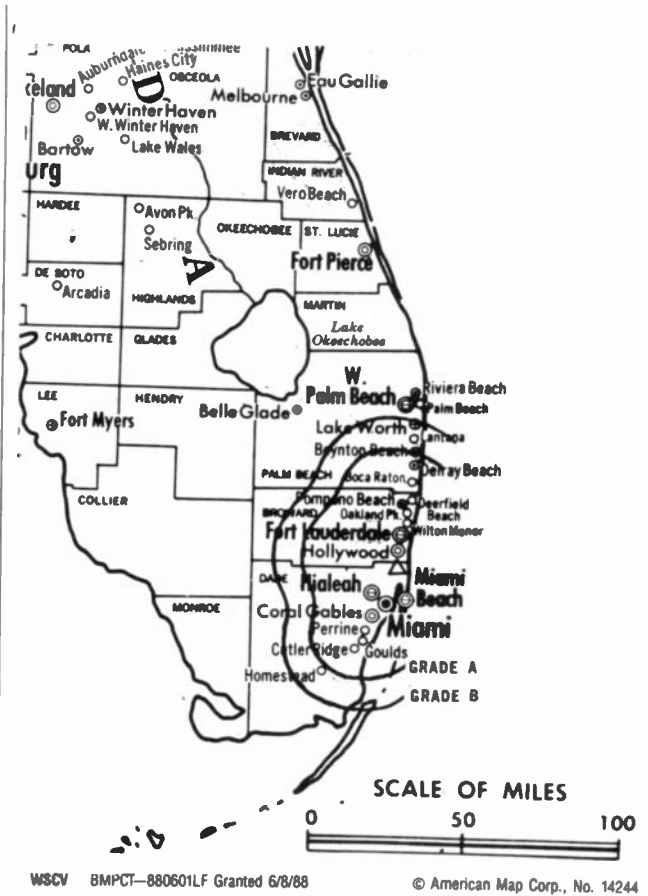
Represented (sales): Blair Television.

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.



City of License: Fort Lauderdale. ADI: Miami. Rank: 16.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>FLORIDA</b>				
Between 5-24%	Dade	678,000	672,500	99
<b>Station Totals</b>		<b>678,000</b>	<b>672,500</b>	<b>99</b>
<b>Net Weekly Circulation (1988)</b>			<b>139,800</b>	
<b>Average Daily Circulation (1988)</b>			<b>82,500</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 Services:** AP, UPI.

**Ownership:** Waterman Broadcasting Corp. See Group Ownership of Television Stations.

**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 & Everist, P.C.

**Personnel:**

- STEVE PONTIUS, vice president & general manager.
- DIANE GOWER, general sales manager.
- ROBERT M. CLEVELAND, chief engineer.
- GERALD POPPE, director of finance.
- EVELYN JEWETT, national sales administrator.
- CHERE AVERY, news director.
- KIM DOBB, program coordinator.
- KENT SCHNEIDER, marketing director.
- 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:** 98.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 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	38,800	38,300	99
	Collier	52,800	51,700	98
	Glades	2,800	2,700	96
	Hendry	7,800	7,600	97
Lee	120,000	118,600	99	
<b>Between 25-49%</b>	<b>FLORIDA</b>			
	De Soto	7,800	7,700	99
<b>Between 5-24%</b>	<b>FLORIDA</b>			
	Highlands	25,600	25,200	98
	Sarasota	118,000	117,000	99
<b>Station Totals</b>		<b>373,600</b>	<b>368,800</b>	<b>99</b>
<b>Net Weekly Circulation (1988)</b>			<b>223,300</b>	
<b>Average Daily Circulation (1988)</b>			<b>151,700</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:** Box 6260, Fort Myers, FL 33906.

**Telephones:** 813-597-6038; 813-332-0076. TWX: 510-951-7340.

**Fax:** 813-947-1722.

**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"

Holds CP for change to 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' 11", long. 81° 37' 28", transmitter to 5.5-mi. SW of Corkscrew, FL. BPCF-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, P.C.

**Personnel:**

- RAY KARPOWICZ, president & general manager.
- LARRY LANDAKER, station & general sales manager.
- HANK DOUGLAS, sales manager, Naples.
- DAVE McKELVEY, vice president, engineering.
- MIKE HIDALGO, chief engineer.
- RON COMINGS, news director.
- G. SUE PETERS, program director.
- JOHN BUCKEY, promotion director.
- ANN MERKLEY, business manager.

**Highest 30 Sec. Rate:** \$540.

**City of License:** Naples. ADI: Fort Myers-Naples. Rank: 98.



Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>FLORIDA</b>				
<b>50% &amp; Over</b>	Charlotte	38,800	38,300	99
	Collier	52,800	51,700	98
	Lee	120,000	118,600	99
<b>FLORIDA</b>				
<b>Between 25-49%</b>	Hendry	7,800	7,600	97
<b>FLORIDA</b>				
<b>Between 5-24%</b>	Glades	2,800	2,700	96
<b>Station Totals</b>		<b>222,200</b>	<b>218,900</b>	<b>99</b>
<b>Net Weekly Circulation (1988)</b>			<b>163,300</b>	
<b>Average Daily Circulation (1988)</b>			<b>78,300</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: 1478-ft. above av. terrain, 1475-ft. above ground, 1505-ft. above sea level.

Latitude 26° 48' 01"  
Longitude 81° 45' 48"

**Transmitter:** State Rte. 31, 3.8-mi. S of Tuckers Corner, FL.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Harris, 9-meter C-band; Microdyne, 7-meter C-band; Microdyne, 7-meter Ku-band; Paraclypse, 4-meter C-band; Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.6-meter C-band; Harris, Microdyne, Scientific-Atlanta, Wegener, Zephyr 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:** Fort Myers Bcstg. Co. Fort Myers Bcstg. Co. 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.  
MARK EDWARDS, general sales manager.  
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. **AOI:** Fort Myers-Naples. **Rank:** 98.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State	Total Households	TV Households	%
<b>FLORIDA</b>				
<b>50% &amp; Over</b>	Charlotte	38,800	38,300	99
	Collier	52,800	51,700	98
	De Soto	7,800	7,700	99
	Glades	2,800	2,700	96
	Hendry	7,800	7,600	97
Lee	120,000	118,600	99	
<b>FLORIDA</b>				
<b>Between 25-49%</b>	Highlands	25,600	25,200	98
	Sarasota	118,000	117,000	99
<b>FLORIDA</b>				
<b>Between 5-24%</b>	Hardee	7,200	7,100	99
<b>Station Totals</b>		<b>380,800</b>	<b>375,900</b>	<b>99</b>
<b>Net Weekly Circulation (1988)</b>			<b>255,600</b>	
<b>Average Daily Circulation (1988)</b>			<b>157,300</b>	

# Florida—Naples

## WNPL-TV

Ch. 46

**Network Service:** None, independent.

**Grantee:** Meycom Inc., Box 7669, Naples, FL 33941.

**Studio:** 2940 S. Horseshoe Dr., Naples, FL 33942.

**Telephone:** 813-643-4611.

**Fax:** 813-643-5035.

**Technical Facilities:** Channel No. 46 (662-668 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1192-ft. above av. terrain, 1178-ft. above ground, 1198-ft. above sea level.

Latitude	26°	18'	25''
Longitude	81°	29'	01''

**Transmitter:** Oil Pipe Line Rd., 1.2-mi. N of State Rte. 858.

**Multichannel TV Sound:** Stereo only.

**Ownership:** Audrey E. Meyers, pres., 51%; Felix Meyers, secy.-treas., 1%; remainder unassigned. Meycom has interest in WUXA(TV), Portsmouth, OH.

**Scheduled to begin operation:** February 1, 1989.

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

**Represented (legal):** Watson & Emert.

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



WNPL-TV BMPCT-870218KG Granted 2/25/88

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### Personnel:

GARRY WILSON, general manager.

WILLIAM A. OWENS, station manager & program director.

ERNEST E. RETY, chief engineer.

LEIGH COPELAND, business manager.

# Florida—Fort Walton Beach

**WFGX**

**Ch. 35**

**Network Service:** None, independent.

**Licensee:** Family Group Ltd. II, 5401 West Kennedy Blvd., Suite 341, Tampa, FL 33609.

**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%. Family Group Ltd. II Ownership: Henry A. Ash, gen. partner, 25%; C. Anthony Sexton, ltd. partner, 75%.

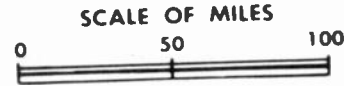
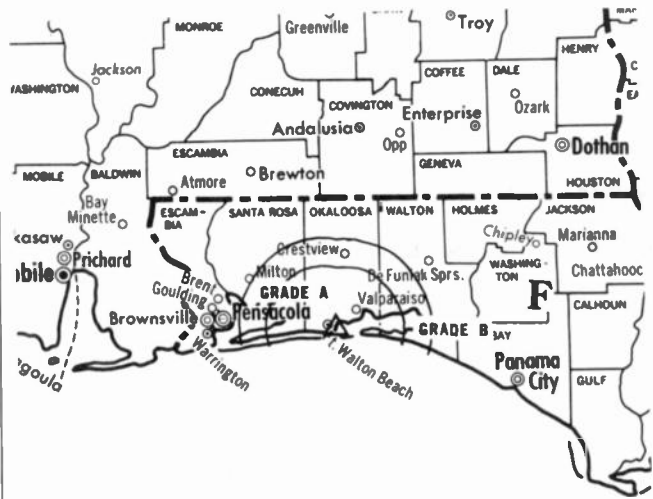
**Began Operation:** April 7, 1987.

**Personnel:**  
PATRICK J. McNAMARA, general manager.

**City of License:** Fort Walton Beach. **ADI:** Mobile, AL-Pensacola, FL. **Rank:** 58.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>FLORIDA</b>			
Between 5-24%	Okaloosa	52,000	51,600	99
<b>Station Totals</b>		<b>52,000</b>	<b>51,600</b>	<b>99</b>
<b>Net Weekly Circulation (1988)</b>			<b>11,000</b>	
<b>Average Daily Circulation (1988)</b>			<b>3,000</b>	



WFGX BPCF-820830KH Granted 8/25/83

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# Florida—Fort Walton Beach

## WPAN

Ch. 53

**Network Service:** None, independent.

**Licensee:** John Franklin Ministries Inc., 3950 Hwy. 98W, Navarre, FL 32569.

**Studio:** 11 Tupelo Ave. SE, Fort Walton Beach, FL 32548.

**Mailing Address:** 1248 Eglin Pkwy., Shalimar, FL 32574-1207.

**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:** John Franklin Ministries. John L. Franklin, pres.; Delores A. Franklin, secy.

**Began Operation:** February 14, 1984. Sale to present owners by Elbert R. Davis, et al., approved by FCC Feb. 22, 1988.

**Represented (legal):** Pepper & Corazzini.

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

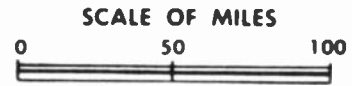
**Personnel:**

JOHN L. FRANKLIN, president.  
HAROLD BUSSON, general sales manager.

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

**Highest 30 Sec. Rate:** \$75.

**Arbitron Data:** Not available.



WPAN BMPCT—830907KE Granted 11/22/83 © American Map Corp., No. 14244

City of License: Fort Walton Beach. ADI: Mobile, AL-Pensacola, FL. Rank: 58.



# Florida—Gainesville

**WCJB**

Ch. 20

**Network Service:** ABC.

**Licensee:** Gainesville Television Inc., 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. **TWX:** 510-100-8946.

**Fax:** 904-371-0747.

**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, Conus, Florida News Network.

**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):** Blair Television.

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

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

**Personnel:**

- CAROLYN CATLIN, vice president & general manager.
- ROBERT SALAT, general sales manager.
- HERB WOODALL, local sales manager.
- MICHAEL SHERRILL, director of engineering.
- KAREN WOOLFSTEAD, program director.
- STEVE HUNSICKER, news director.
- ROBIN SNYDER, promotion director.
- ALAN JOHNS, director of production services.
- TIM HOSKINSON, controller.
- SHERI CASON, traffic manager.

**Highest One Hour Rate:** (January 1, 1987) \$6000.

**Highest 30 Sec. Rate:** (January 1, 1988) \$1200.

**NETWORK BASE HOURLY RATE:** \$350.

**City of License:** Gainesville. **ADI:** Gainesville. **Rank:** 166.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



WCJB BPCT-800124KF Granted 10/15/82 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>FLORIDA</b>			
	Alachua	68,000	66,800	98
	Columbia	15,100	14,800	98
	Dixie	3,300	3,200	97
	Gilchrist	2,600	2,600	100
	Lafayette	1,500	1,500	100
<b>Between 25-49%</b>	Levy	9,700	9,400	97
	Suwannee	9,600	9,400	97
	<b>FLORIDA</b>			
<b>Between 25-49%</b>	Marion	69,400	68,200	98
	Union	2,400	2,400	100
<b>Between 5-24%</b>	<b>FLORIDA</b>			
	Bradford	7,700	7,600	99
	Clay	29,800	29,400	99
	Hamilton	3,400	3,300	97
	Putnam	23,300	23,000	99
Taylor	6,800	6,600	97	
<b>Station Totals</b>		<b>252,600</b>	<b>248,200</b>	<b>98</b>
<b>Net Weekly Circulation (1988)</b>				<b>132,000</b>
<b>Average Daily Circulation (1988)</b>				<b>82,600</b>

# Florida—Hollywood

**WYHS**

Ch. 69

**Network Service:** Home Shopping Network.

**Grantee:** Channel 69 of Hollywood Inc., Box 3953, Hollywood, FL 33083.

**Studio:** 700 N.W. 214th, Bldg. 2, No. 304, Hollywood, FL 33083.

**Telephone:** 305-652-0571. **Fax:** 305-652-2291.

**Technical Facilities:** Channel No. 69 (800-806 MHz). Authorized power: 5000-kw max. visual, 500-kw aural. Antenna: 866-ft. above av. terrain, 869-ft. above ground, 873-ft. above sea level.

Latitude	25°	57'	59''
Longitude	80°	12'	33''

**Transmitter:** 390 N.W. 210th St., North Miami.

**Ownership:** Thomas J. Coates, pres., 23.59%; Eddie L. Whitehead, v.p.-secy., 23.59%; Silver King Broadcasting Inc., 49%; Stephen L. Berkman & James D. Whisehand, 1.91% each. See Silver King Bcstg. in Group Ownership of Television Stations.

**Began Operation:** August 10, 1988.

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

**Represented (engineering):** John F. X. Browne & Associates P.C.

**Personnel:**

EDDIE L. WHITEHEAD, general manager.  
 DAVID T. HALL, chief engineer.  
 LILY GUZMAN de GARCIA, program director.  
 DAWN JAMES, business manager.

**Arbitron Data:** Not available.



WYHS BMPCT-88048KE Granted 6/8/88

© American Map Corp., No. 14244

**City of License:** Hollywood. **ADI:** Miami. **Rank:** 16.

# 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' 52.50"  
Longitude 81° 34' 15.00"

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):** Independent TV Sales.

**Represented (legal):** Kaye, Scholer, Fierman, Hays & Handler.

**Represented (engineering):** Ralph Evans & Associates.

### Personnel:

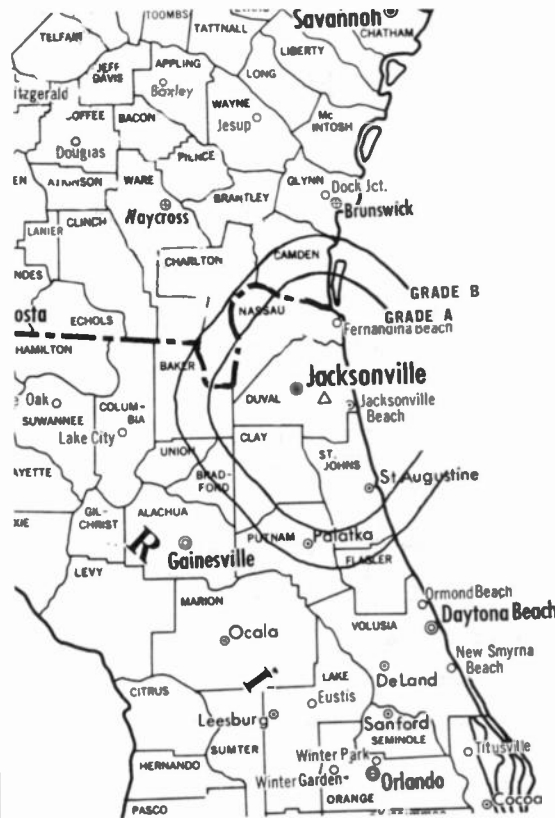
LYNN FAIRBANKS, vice president & general manager.  
JOE GERSH, national sales manager.  
STAN WASILIK, director of programming.  
LYNN DeFOOR, business manager.  
MARTIN LAYNE, chief engineer.

**Highest 30 Sec. Rate:** \$1750.

**City of License:** Jacksonville. **ADI:** Jacksonville. **Rank:** 57.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 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	5,400	5,300	98
	Clay	29,800	29,400	99
	Duval	249,000	247,100	99
	Nassau	14,700	14,500	99



WAWS-TV BPCT-851007KE Granted 11/25/85

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	St Johns	28,600	28,300	99
	Union	2,400	2,400	100
	<b>GEORGIA</b>			
	Camden	5,600	5,500	98
	Charlton	2,800	2,700	98
<b>Between 25-49%</b>	Glynn	22,900	22,600	99
	Ware	13,300	13,100	98
	<b>FLORIDA</b>			
	Bradford	7,700	7,600	99
	Columbia	15,100	14,800	98
	Flagler	7,300	7,200	99
	Gilchrist	2,600	2,600	100
	Putnam	23,300	23,000	99
	<b>GEORGIA</b>			
	Brantley	3,700	3,600	97
<b>Station Totals</b>		<b>434,200</b>	<b>429,700</b>	<b>99</b>
<b>Net Weekly Circulation (1988)</b>			<b>254,900</b>	
<b>Average Daily Circulation (1988)</b>			<b>111,300</b>	

# Florida—Jacksonville

**WJKS**

Ch. 17

**Network Service:** ABC.

**Licensee:** Jacksonville Television Inc., 817 E. Washington St., Tampa, FL 33602.

**Studio:** 9117 Hogan Rd., Box 17000, Jacksonville, FL 32216.

**Telephone:** 904-641-1700. **TWX:** 810-827-0284.

**Fax:** 904-641-0306.

**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.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Transmit/receive Hubcom, 2.3-meter Ku-band; ADM, 6.1-meter C-band; Andrew, 7.3-meter C-band; Andrew, 5.5-meter C-band; 2 Vertex, 4.7-meter Ku-band; Avantek, DX Engineering, Gardiner, M/A-Com receivers.

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

**Ownership:** Media General Broadcast Group, 100%. 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 Inc.

**Personnel:**

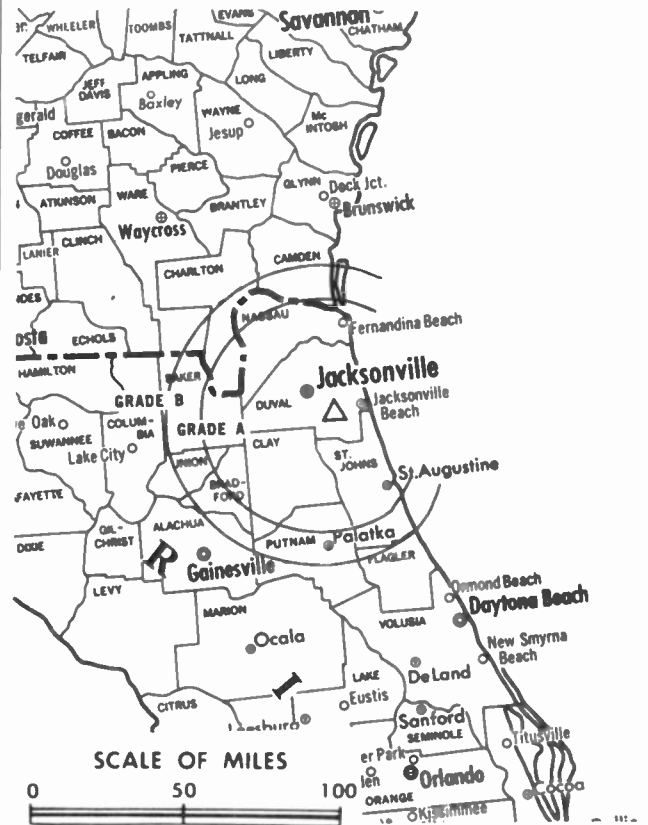
- BILL WHITE, vice president & general manager.
- ROY TYM, general sales manager.
- JOHN HEISLMAN, national sales manager.
- RUSS MYERSON, program director.
- MICHAEL CREW, news director.
- DAVID AYOTTE, chief engineer.
- JOHN BOLES, promotion director.
- JOYCE LUJEDERS, business manager.

**Rates:** Not available.

**City of License:** Jacksonville. **ADI:** Jacksonville. **Rank:** 57.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>FLORIDA</b>				
<b>50% &amp; Over</b>	Baker	5,400	5,300	98
	Bradford	7,700	7,600	99
	Clay	29,800	29,400	99
	Columbia	15,100	14,800	98
	Duval	249,000	247,100	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	14,700	14,500	99
	St Johns	28,600	28,300	99
	Union	2,400	2,400	100
<b>GEORGIA</b>				
	Camden	5,600	5,500	98
	Charlton	2,800	2,700	98
	Glynn	22,900	22,600	99
	Ware	13,300	13,100	98
<b>FLORIDA</b>				
<b>Between 25-49%</b>	Gilchrist	2,600	2,600	100
	Hamilton	3,400	3,300	97
	Putnam	23,300	23,000	99
	Suwannee	9,600	9,400	97
<b>GEORGIA</b>				
	Brantley	3,700	3,600	97
<b>FLORIDA</b>				
<b>Between 5-24%</b>	Alachua	68,000	66,800	98
	Lafayette	1,500	1,500	100
<b>GEORGIA</b>				
	Pierce	4,500	4,400	98
<b>Station Totals</b>		<b>513,900</b>	<b>507,900</b>	<b>99</b>
<b>Net Weekly Circulation (1988)</b>			<b>355,500</b>	
<b>Average Daily Circulation (1988)</b>			<b>190,400</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., 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: Circularly polarized, 960-ft. above av. terrain, 938-ft. above ground, 984-ft. above sea level.

Latitude 30° 16' 23"  
Longitude 81° 33' 13"

**Transmitter:** 9830 Anders Blvd.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Microdyne, 5-meter Ku-band; SatCom, 9.2-meter C-band; 2 SatCom, 7-meter C-band; Scientific-Atlanta, 7-meter C-band; DX Engineering, 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, P.C.

**Personnel:**

- GUS BAILEY JR., vice president & general manager.
- MEL MARTIN, vice president & news director.
- DON CARMICHAEL, vice president & general sales manager.
- JACK POTTER, national sales manager.
- ANN PACE, vice president & 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.
- LARRY CULBERTSON, director, client services.

**Highest 30 Sec. Rate:** \$5000.

**NETWORK BASE HOURLY RATE:** \$3808.

**City of License:** Jacksonville. **ADI:** Jacksonville. **Rank:** 57.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 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	68,000	66,800	98
	Baker	5,400	5,300	98
	Bradford	7,700	7,600	99
	Clay	29,800	29,400	99
	Columbia	15,100	14,800	98
	Duval	249,000	247,100	99
	Nassau	14,700	14,500	99



WJXT BNPCT—850222KF Granted 4/18/85 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Putnam	23,300	23,000	99
	St Johns	28,600	28,300	99
	Union	2,400	2,400	100
<b>GEORGIA</b>	Brantley	3,700	3,600	97
	Camden	5,600	5,500	98
	Charlton	2,800	2,700	98
	Clinch	2,300	2,300	98
	Glynn	22,900	22,600	99
	Pierce	4,500	4,400	98
	Ware	13,300	13,100	98
	<b>FLORIDA</b>			
<b>Between 25-49%</b>	Dixie	3,300	3,200	97
	Flagler	7,300	7,200	99
	Gilchrist	2,600	2,600	100
	Hamilton	3,400	3,300	97
	Suwannee	9,600	9,400	97
<b>Between 5-24%</b>	<b>FLORIDA</b>			
	Lafayette	1,500	1,500	100
	Levy	9,700	9,400	97
	Marion	69,400	68,200	98
	Volusia	140,100	138,800	99
<b>GEORGIA</b>	Bacon	3,600	3,500	97
	Wayne	7,300	7,200	99
<b>Station Totals</b>		<b>756,900</b>	<b>747,700</b>	<b>99</b>
<b>Net Weekly Circulation (1988)</b>			<b>466,100</b>	
<b>Average Daily Circulation (1988)</b>			<b>305,300</b>	

# Florida—Jacksonville

**WNFT**

**Ch. 47**

**Network Service:** None, independent.

**Licensee:** North Florida 47 Inc., 2117 University Blvd. S., Box 17547, Jacksonville, FL 32216.

**Studio:** 2117 University Blvd. S., Jacksonville, FL 32216.

**Mailing Address:** Box 17547, Jacksonville, FL 32216.

**Telephone:** 904-725-4700. **Telex:** 810-827-0206.

**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"

Requests CP for change to 5000-kw max. visual, 981-ft. above av. terrain, 974-ft. above ground, 1001-ft. above sea level, lat. 30° 16' 34", long. 81° 33' 58". BPCF-880701KF.

**Transmitter:** 9050 Hogan Rd., Jacksonville.

**Satellite Earth Stations:** Bogner, 5-meter; Microdyne, 7-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.
- LYNN MORTIMER, general sales manager.
- RAYMOND FIRMENT, local sales manager.
- MICHAEL F. MAULANO, national sales manager.
- CHARLES McHAN, chief engineer.
- MARCI HUNTER, news director.
- KAREN J. GORMAN, assistant program director.
- BILL SCHRADER, promotion manager.
- DAVE MURPHY, business manager.

**Highest 30 Sec. Rate:** \$300.

**City of License:** Jacksonville. **ADI:** Jacksonville. **Rank:** 57.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 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	29,800	29,400	99



WNFT BPCF-831103KS Granted 12/14/83 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Duval	249,000	247,100	99
	Union	2,400	2,400	100
<b>Between 25-49%</b>	<b>FLORIDA</b>			
	Bradford	7,700	7,600	99
	Columbia	15,100	14,800	98
	Nassau	14,700	14,500	99
	Putnam	23,300	23,000	99
	St Johns	28,600	28,300	99
	<b>GEORGIA</b>			
	Camden	5,600	5,500	98
	Charlton	2,800	2,700	98
<b>Between 5-24%</b>	<b>FLORIDA</b>			
	Baker	5,400	5,300	98
	Hamilton	3,400	3,300	97
	Suwannee	9,600	9,400	97
<b>Station Totals</b>		<b>397,400</b>	<b>393,300</b>	<b>99</b>
<b>Net Weekly Circulation (1988)</b>			<b>197,600</b>	
<b>Average Daily Circulation (1988)</b>			<b>73,600</b>	

# Florida—Jacksonville

**WTLV**

Ch. 12

**Network Service:** NBC.

**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.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Satcom Technologies, 9.2-meter; Andrew, 7-meter; Andrew, 4.5-meter; Vertex, 4.5-meter; Vertex, 3.6-meter; Avantek, Avcom, M/A-Com, Scientific-Atlanta receivers.

**News Services:** AP, NBC.

**Ownership:** Gannett Co. Inc., 100%. 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. Transfer of control of licensee to Harte-Hanks Newspapers approved by FCC March 27, 1975 (*Television Digest*, Vol. 14:34; 15:7). FCC approved sale to Gannett Co. by Harte-Hanks Jan. 22, 1988 (Vol. 27:49; 28:6).

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

**Represented (legal):** Arnold & Porter.

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

**Personnel:**

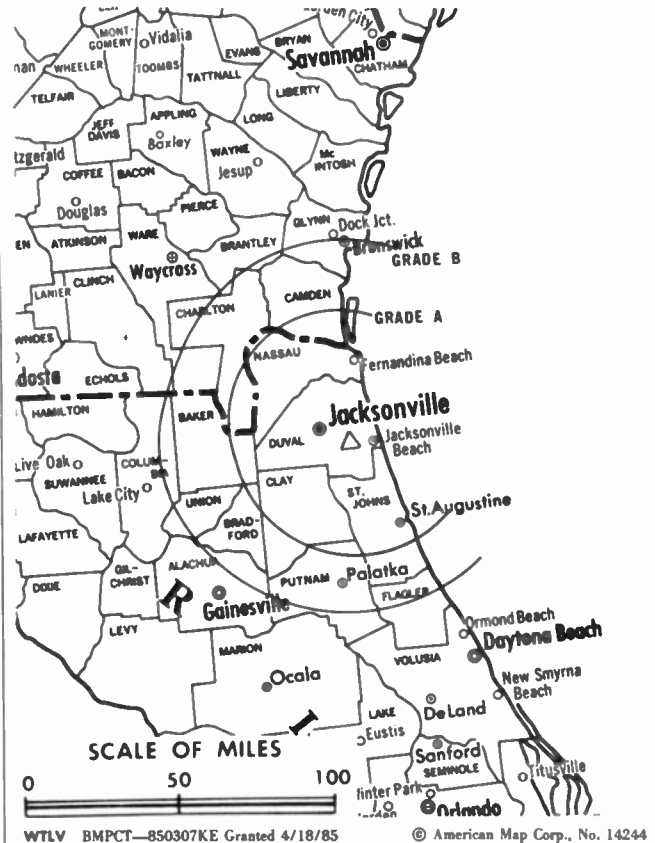
LINDA RIOS BROOK, president & general manager.  
KENNETH BAUDER, general sales manager.  
CHUCK SELF, national sales manager.  
PAME CURTIS, director of promotion & marketing.  
BOB MOORE, director of programming & planning.  
MIKE SALMEN, production manager.  
PAUL BALDWIN, news director.  
JOHN ROSS, director of engineering.  
RACHEL SOLES, business manager.

**Rates:** On request.

**City of License:** Jacksonville. **ADI:** Jacksonville. **Rank:** 57.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 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	5,400	5,300	98
	Bradford	7,700	7,600	99
	Clay	29,800	29,400	99
	Columbia	15,100	14,800	98
	Duval	249,000	247,100	99
Nassau	14,700	14,500	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Putnam	23,300	23,000	99
	St Johns	28,600	28,300	99
	Union	2,400	2,400	100
	<b>GEORGIA</b>			
	Camden	5,600	5,500	98
	Charlton	2,800	2,700	98
	Glynn	22,900	22,600	99
Pierce	4,500	4,400	98	
Ware	13,300	13,100	98	
<b>Between 25-49%</b>	<b>FLORIDA</b>			
	Alachua	68,000	66,800	98
	Hamilton	3,400	3,300	97
	Suwannee	9,600	9,400	97
	<b>GEORGIA</b>			
Brantley	3,700	3,600	97	
Clinch	2,300	2,300	98	
<b>Between 5-24%</b>	<b>FLORIDA</b>			
	Flagler	7,300	7,200	99
	Gilchrist	2,600	2,600	100
	Lafayette	1,500	1,500	100
	<b>GEORGIA</b>			
Bacon	3,600	3,500	97	
Wayne	7,300	7,200	99	
<b>Station Totals</b>		<b>534,400</b>	<b>528,100</b>	<b>99</b>
<b>Net Weekly Circulation (1988)</b>				<b>374,900</b>
<b>Average Daily Circulation (1988)</b>				<b>194,300</b>

# Florida—Lakeland

## WTMV

Ch. 32

**Network Service:** None, independent.

**Licensee:** Public Interest Corp., 7201 E. Hillsborough Ave., Tampa, FL 33610.

**Studio:** 7201 E. Hillsborough Ave., Tampa, FL 33610.

**Mailing Addresses:** Box 32000, Lakeland, FL 33802-9200; Box 32, Tampa, FL 33601-0032.

**Telephones:** 813-646-3232; 813-626-3232.

**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, 1049-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., 100% Public Interest Corp. Ownership: Dan L. & Betty Jo Johnson, jointly, 33.25%; 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. & Carol A. Piper, jointly, 3.01%; Henry Esteva, 1.78%; James F. Healy, 0.96%.

**Began Operation:** April 24, 1986.

**Represented (sales):** Hugh Wallace Inc.; Jim Potts & Associates.

**Represented (legal):** Benedict P. Cottone.

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

### Personnel:

DAN L. JOHNSON, general manager.  
JO JOHNSON, station & general sales manager.  
CHRIS WIKER, local sales manager, Tampa.  
CINDY GRENKOWSKI, local sales manager, Lakeland.  
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:** 14.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>FLORIDA</b>			
<b>Between 5-24%</b>	Hardee	7,200	7,100	99
	Polk	140,800	139,400	99
<b>Station Totals</b>		<b>148,000</b>	<b>146,500</b>	<b>99</b>
<b>Net Weekly Circulation (1988)</b>			<b>34,600</b>	
<b>Average Daily Circulation (1988)</b>			<b>9,600</b>	



# Florida—Leesburg-Orlando

**WACX**

(formerly WIYE)

Ch. 55

**Network Service:** None, independent.

**Licensee:** Sharp Communications Inc., 4520 Parkbreeze Court, Orlando, FL 32808.

**Studio:** 4520 Parkbreeze Court, Orlando, FL 32808.

**Studio:** 900 North Blvd., Leesburg, FL 32748.

**Telephone:** 407-297-0155.

**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:** 520 Miller Rd., Orange City.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Microdyne, 7-meter C-band; Microdyne, 5-meter C-band; RCA, 5-meter Ku-band; Microdyne, RCA receivers.

**News Services:** CBN, UPI.

**Ownership:** ACTS Inc., 100%; Non-profit corp. Claud Bowers, pres. & chief exec. officer; P. B. Howell Jr., v.p.; Freeda Bowers, secy.-treas.; Steve Belk, director

**Began Operation:** March 6, 1982.

**Represented (sales):** Landin Media Sales.

**Personnel:**

CLAUD BOWERS, president & general manager.  
CLAIRECE KIBLER, general sales manager.  
GARY HAWKINS, chief engineer.  
JO ARRINGTON, traffic director.  
RANDY RIVERS, manager, master control.  
CAROL GENTRY, office manager, Leesburg.  
ANN BORDERICK, office manager, Orlando.

**Highest One Hour Rate:** \$590.

**Highest 30 Sec. Rate:** \$75.



WACX BMPCT-851104KF Granted 12/13/85

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**City of License:** Leesburg. **AOI:** Orlando-Daytona Beach-Melbourne. **Rank:** 27.

Total Households: ©MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation ©1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>Florida</b>				
<b>Between 5-24%</b>	Lake	55,700	55,200	99
	Marion	69,400	68,200	98
	Sumter	11,400	11,200	98
<b>Station Totals</b>		<b>136,500</b>	<b>134,600</b>	<b>99</b>
<b>Net Weekly Circulation (1988)</b>			<b>27,300</b>	
<b>Average Daily Circulation (1988)</b>			<b>10,300</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 Service:** INN.

**Ownership:** Combined Broadcasting Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** December 9, 1984. Transfer of control to present owners approved by FCC June 8, 1988.

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

**Represented (legal):** Goldberg & Spector.

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

### Personnel:

JERRY CARR, general manager.  
ROGER GREEN, general sales manager.  
ELI MATH, local sales manager.  
MICHAEL KARAS, program director.  
LEE ROWAND, promotion director.  
PAULA ABERLE, business manager.

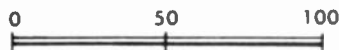
**Rates:** Not available.

**City of License:** Miami. **ADI:** Miami. **Rank:** 16.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



SCALE OF MILES



WBFS-TV BMPCT-840322KG Granted 10/31/84

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Net Weekly Circulation	State County	Total Households	TV Households	Households %
Between 25-49%	FLORIDA			
	Broward	506,600	503,700	99
	Dade	678,000	672,500	99
Between 5-24%	FLORIDA			
	Palm Beach	330,800	327,000	99
<b>Station Totals</b>		<b>1,515,400</b>	<b>1,503,200</b>	<b>99</b>
<b>Net Weekly Circulation (1988)</b>			<b>502,200</b>	
<b>Average Daily Circulation (1988)</b>			<b>188,700</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; 305-522-6060.

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

**Ownership:** TVX Broadcast Group. See Group Ownership of Television Stations. **Note:** Sale to CBS Inc. & change of affiliation pends (*Television Digest*, Vol. 28:33).

**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 (Vol. 27:9, 14, 15).

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

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

**Personnel:**

SKIPP MOSS, vice president & general manager.  
JERRY BIRDWELL, station manager.  
MIKE TURNER, general sales manager.  
CARA CAGLIANO, national sales manager.  
HARRIET LODIN, local sales manager.  
BERNIE WIMMERS, chief engineer.  
LEE SUSSMAN, business manager.  
LARRY WALLENSTEIN, news director.  
STEVE WEISBERG, promotion manager.

**Rates:** Not available.

**City of License:** Miami. **ADI:** Miami. **Rank:** 16.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



WCIX BMPCT-870108KF Granted 1/30/87

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>FLORIDA</b>			
	Dade	678,000	672,500	99
	Monroe	32,400	31,700	98
<b>Between 25-49%</b>	<b>FLORIDA</b>			
	Broward	506,600	503,700	99
<b>Between 5-24%</b>	<b>FLORIDA</b>			
	Collier	52,800	51,700	98
	Lee	120,000	118,600	99
	Palm Beach	330,800	327,000	99
<b>Station Totals</b>		<b>1,720,600</b>	<b>1,705,200</b>	<b>99</b>
<b>Net Weekly Circulation (1988)</b>			<b>702,700</b>	
<b>Average Daily Circulation (1988)</b>			<b>274,500</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.

**Telephones:** 305-925-3939; 305-949-3900. **TWX:** 620-121-33.

**Fax:** 305-922-3965.

**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 Stations:** 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):** Pierson, Ball & Dowd.

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

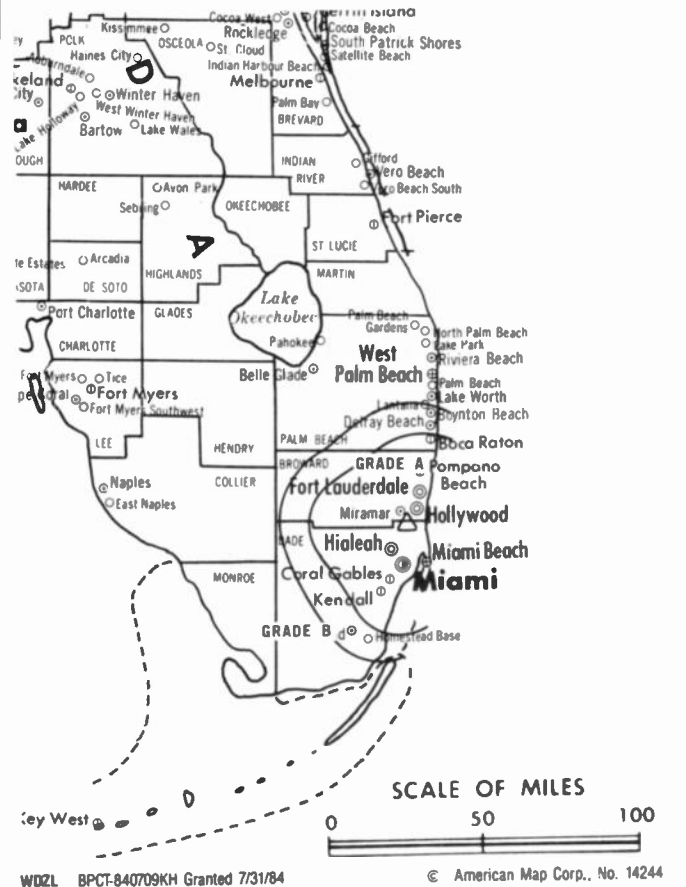
**Personnel:**

- HARVEY E. COHEN, executive vice president & general manager.
- MARILYN HANSEN, general sales manager.
- DENNIS ARNOLD, local sales manager.
- ALAN ROSENFELD, national sales manager.
- MICHAEL STOPNICK, program manager.
- ROBERT M. CASTILLO, chief engineer.
- CYNDIE REYNOLDS, promotion director.
- JOHN De LORENZO, business manager.
- JEANETTE JORDAN, community affairs director.

**Rates:** On request.

**City of License:** Miami. **ADI:** Miami. **Rank:** 16.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>FLORIDA</b>				
<b>Between 25-49%</b>	Broward	506,600	503,700	99
	Dade	678,000	672,500	99
<b>FLORIDA</b>				
<b>Between 5-24%</b>	Palm Beach	330,800	327,000	99
<b>Station Totals</b>		<b>1,515,400</b>	<b>1,503,200</b>	<b>99</b>
<b>Net Weekly Circulation (1988)</b>				<b>464,000</b>
<b>Average Daily Circulation (1988)</b>				<b>172,800</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:**

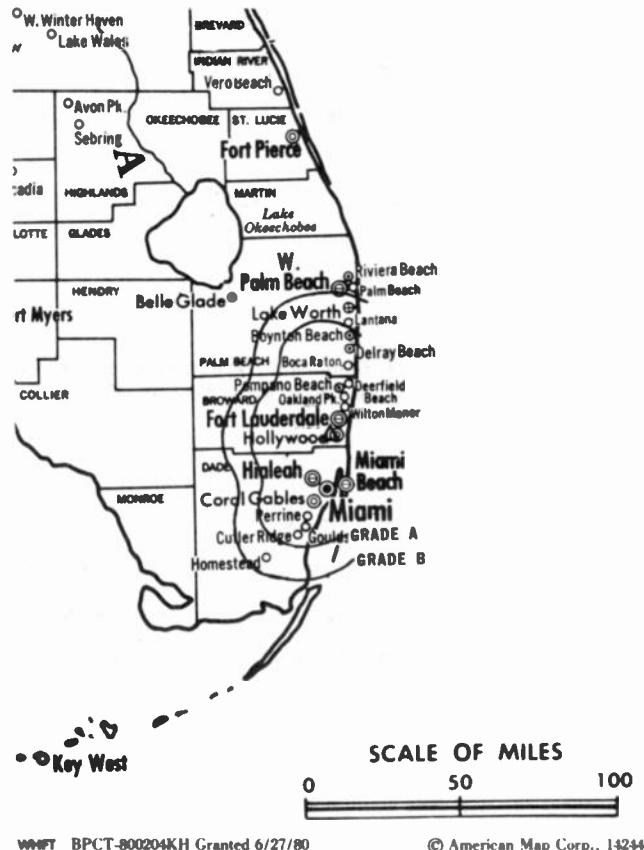
CHARLES L. QUINN, vice president & general manager.  
CHARLES SAFFELL, chief engineer.

**Highest One Hour Rate:** \$575.

**Highest 30 Sec. Rate:** (July 21, 1987) \$70.

**City of License:** Miami. ADI: Miami. Rank: 16.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



WHFT BPCT-800204KH Granted 6/27/80

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Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>FLORIDA</b>				
Between 5-24%	Hendry	7,800	7,600	97
<b>Station Totals</b>		<b>7,800</b>	<b>7,600</b>	<b>97</b>
<b>Net Weekly Circulation (1988)</b>			<b>32,800</b>	
<b>Average Daily Circulation (1988)</b>			<b>11,800</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.

**Sales office:** 2600 S.W. 3rd Ave., Miami, FL 33129.

**Telephones:** 305-652-4000; 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' 29.50"  
Longitude 80° 12' 44.10"

**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:** Univision Holdings Inc., 100%. 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 Spanish International Communications by Al Lapin Jr., et al., approved by FCC Jan. 6, 1971. Sold to present owner 1987.

**Represented (sales):** Univision.

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

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

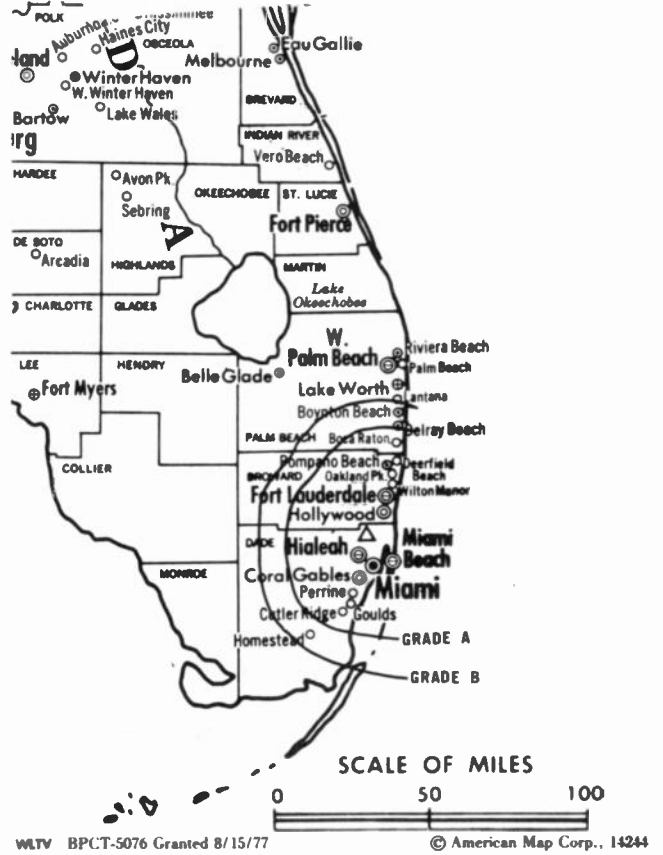
**Personnel:**

JOSE CANCELA, vice president & general manager.  
MARA RANKIN, general sales manager.  
ANTONIO OQUENDO, operations manager.  
EFRAIN RIVERA, chief engineer.


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

**City of License:** Miami. ADI: Miami. Rank: 16.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>FLORIDA</b>				
Between 25-49%	Dade	678,000	672,500	99
<b>Station Totals</b>		<b>678,000</b>	<b>672,500</b>	<b>99</b>
<b>Net Weekly Circulation (1988)</b>			<b>194,600</b>	
<b>Average Daily Circulation (1988)</b>			<b>127,400</b>	



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# Florida—Miami

**WPLG**

Ch. 10

**Network Service:** ABC.

**Licensee:** Post-Newsweek Stations of Florida Inc., Broadcast House, 3900 Biscayne Blvd., 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"

**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 & Everist, P.C.

**Personnel:**

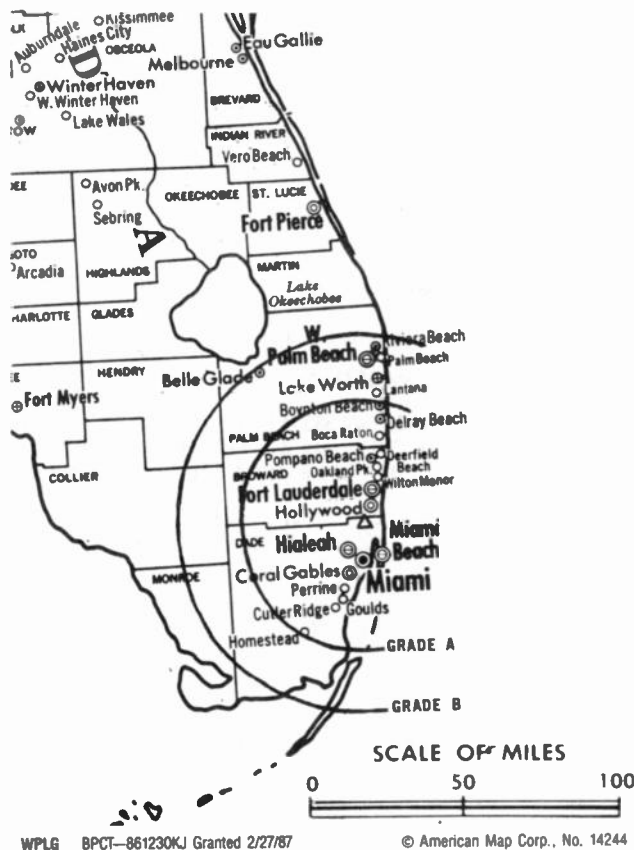
JOHN GARWOOD, vice president & general manager.  
STEVE WASSERMAN, vice president, news & station manager.  
MIKE DORSEY, vice president, sales & marketing.  
KEITH KELLY, vice president, administration.  
RICK HINDS, local sales manager.  
JEFF KURTZ, national sales manager.  
DON HAIN, chief engineer.  
SHERRY BURNS, program director.  
OSCAR WELCH, promotion director.

**Highest 30 Sec. Rate:** \$10,030.

**NETWORK BASE HOURLY RATE:** \$2625.

**City of License:** Miami. ADI: Miami. Rank: 16.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



WPLG BPC-861230KJ Granted 2/27/87

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>FLORIDA</b>			
	Broward	506,600	503,700	99
	Dade	678,000	672,500	99
	Martin	37,400	36,900	99
	Monroe	32,400	31,700	98
<b>Between 25-49%</b>	<b>FLORIDA</b>			
	Glades	2,800	2,700	96
	Hendry	7,800	7,600	97
	Palm Beach	330,800	327,000	99
	St Lucie	48,400	47,800	99
<b>Station Totals</b>		<b>1,644,200</b>	<b>1,629,900</b>	<b>99</b>
<b>Net Weekly Circulation (1988)</b>				<b>1,202,100</b>
<b>Average Daily Circulation (1988)</b>				<b>717,900</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; Scientific-Atlanta, 10-meter C-band; Andrew, 3.2-meter Ku-band; Vertex, 3-meter Ku-band; Harris, Scientific-Atlanta, Standard Communications receivers.

**News Services:** A-News, AP, UPI.

**Ownership:** Sunbeam Television Corp., 100%. Sunbeam is controlled by Edmund Ansin.

**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. **Note:** NBC affiliation will cease Jan. 1, 1989.

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

**Represented (legal):** Mintz, Levin, Cohn, Ferris, Glovsky & Popeo.

**Personnel:**

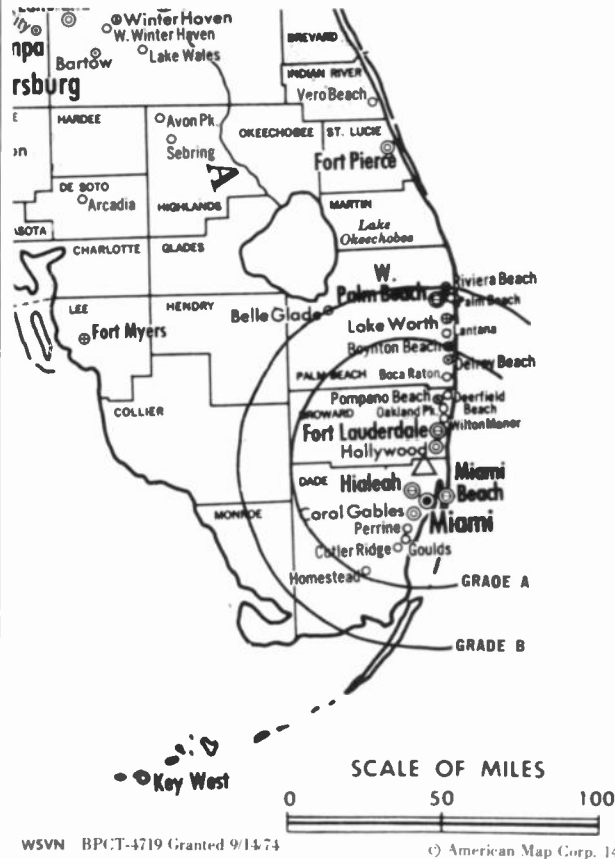
- EDMUND N. ANSIN, president.
- ROBERT LEIDER, vice president & general manager.
- JOHN FENWICK, general sales manager.
- THOMAS COMERFORD, national sales manager.
- ROBERT WERNER, local sales manager.
- DAVID BIEBER, operations manager.
- JOEL CHEATWOOD, director of news.
- MERLIN HAYNIE, chief engineer.
- CHARMAINE KAPPLER, director of creative services.
- MARK MAYO, controller.
- BERT MEDINA, research director.

**Highest 30 Sec. Rate:** \$5000.

**NETWORK BASE HOURLY RATE:** \$2300.

**City of License:** Miami. **ADI:** Miami. **Rank:** 16.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>FLORIDA</b>			
	Broward	506,600	503,700	99
	Dade	678,000	672,500	99
<b>Between 25-49%</b>	<b>FLORIDA</b>			
	Indian River	34,200	33,700	99
	Martin	37,400	36,900	99
<b>Between 5-24%</b>	<b>FLORIDA</b>			
	Palm Beach	330,800	327,000	99
	Hendry	7,800	7,600	97
	St Lucie	48,400	47,800	99
<b>Station Totals</b>		<b>1,675,600</b>	<b>1,660,900</b>	<b>99</b>
<b>Net Weekly Circulation (1988)</b>			<b>1,223,800</b>	
<b>Average Daily Circulation (1988)</b>			<b>720,100</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' 08.50"  
Longitude 80° 11' 34.50"

**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:** National Broadcasting 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). **Note:** Station will become NBC affiliate Jan. 1989.

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

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

**Personnel:**

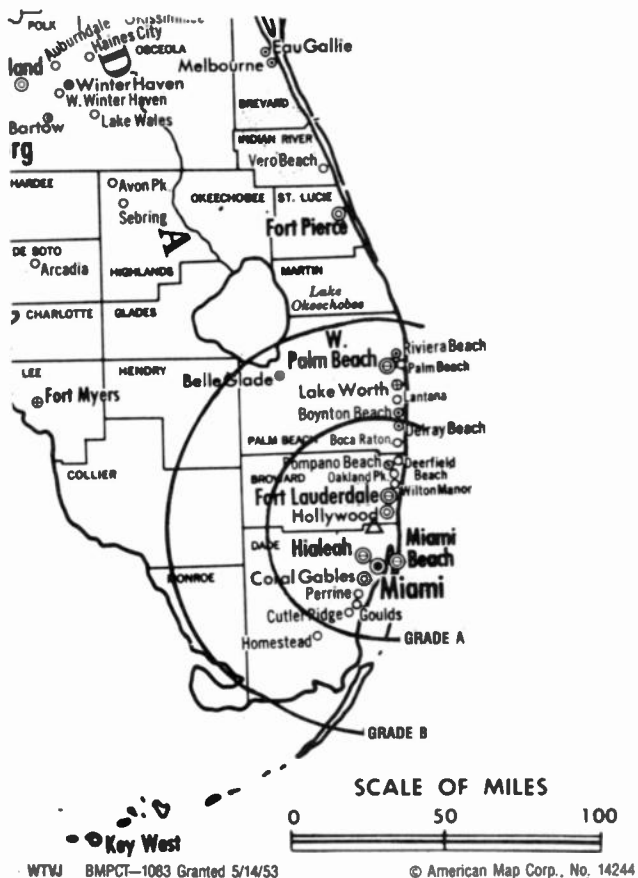
RICHARD LOBO, vice president & general manager.  
JUDY GIRARD, director of programming & promotion.  
LOIS J. FRIEDMAN, marketing & research director.  
DICK WEXO, general sales manager.  
BARRY ALLENTUCK, national sales manager.  
BOB BLACHER, local sales manager.  
EDIE RENO, director of advertising & promotion.  
NANCY VALENTA, news director.  
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:** 16.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



WTVJ BMPCT-1083 Granted 5/14/53

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>FLORIDA</b>			
	Broward	506,600	503,700	99
	Dade	678,000	672,500	99
	Martin	37,400	36,900	99
	Monroe	32,400	31,700	98
	Palm Beach	330,800	327,000	99
<b>Between 5-24%</b>	<b>FLORIDA</b>			
	Glades	2,800	2,700	96
	Hendry	7,800	7,600	97
	St Lucie	48,400	47,800	99
<b>Station Totals</b>		<b>1,644,200</b>	<b>1,629,900</b>	<b>99</b>
<b>Net Weekly Circulation (1988)</b>			<b>1,214,700</b>	
<b>Average Daily Circulation (1988)</b>			<b>669,200</b>	

# Florida—Ocala-Gainesville

## WOGX

Ch. 51

**Network Service:** None, independent.

**Licensee:** Wabash Valley Bcstg. Corp., 9011 Keystone Crossing, Suite 725, Indianapolis, IN 46240.

**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:** Microdyne, 7-meter C-band; RCA Americom, 4.5-meter Ku-band; M/A-Com, Microdyne receivers.

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

**Began Operation:** November 1, 1983. Sale to present owner by Big Sun TV Inc. approved by FCC Aug. 12, 1986.

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

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

### Personnel:

MEL GROSSMAN, vice president & general manager.  
CLAY BRINKER, general sales manager.  
FRANK HOWELL, local sales manager.  
RANDY KEISER, program director.  
LARRY DAVIS, production manager.  
BOB FULP, promotion assistant.  
CHARON CROY, traffic manager.  
GORDON SHOCKNEY, chief engineer.  
WILLIAM GILES, business manager.

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

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

**City of License:** Ocala. **ADI:** Gainesville. **Rank:** 166.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
	<b>FLORIDA</b>			
50% & Over	Alachua	68,000	66,800	98



Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	Gilchrist	2,600	2,600	100
	Levy	9,700	9,400	97
	Marion	69,400	68,200	98
Between 25-49%	<b>FLORIDA</b>			
	Citrus	36,600	35,900	98
	Dixie	3,300	3,200	97
Between 5-24%	<b>FLORIDA</b>			
	Bradford	7,700	7,600	99
	Columbia	15,100	14,800	98
	Lafayette	1,500	1,500	100
	Lake	55,700	55,200	99
	Sumter	11,400	11,200	98
	Suwannee	9,600	9,400	97
Union	2,400	2,400	100	
<b>Station Totals</b>		<b>316,300</b>	<b>311,200</b>	<b>98</b>
<b>Net Weekly Circulation (1988)</b>				<b>118,700</b>
<b>Average Daily Circulation (1988)</b>				<b>51,600</b>

# Florida—Daytona Beach

## WAYQ

Ch. 26

(Satellite of WAYK, Melbourne, FL)

**Network Service:** None, independent.

**Grantee:** Beach TV Partners, 444 Seabreeze Blvd., Suite 940, Daytona Beach, FL 32018.

**Studio:** 444 Seabreeze Blvd., Daytona Beach, FL 32018.

**Telephone:** 904-238-0026. **Fax:** 904-254-0812.

**Technical Facilities:** Channel No. 26 (542-548 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1983-ft. above av. terrain, 2000-ft. above ground, 2035-ft. above sea level.

Latitude	29°	20'	16''
Longitude	81°	28'	41''

Requests modification of CP for change to 997-ft. above av. terrain, 1001-ft. above ground, 1017-ft. above sea level, lat. 29° 17' 10'', long. 81° 29' 37'', transmitter to 2.1-mi. SSW of Seville. BMPCT-880727KE.

**Transmitter:** Approx. 1.6-mi. NW of Seville.

**Ownership:** TV 56 Ltd., gen. partner, 50%; Life Style Bcstg. Inc., gen. partner, 50%. See WAYK, Melbourne, FL.

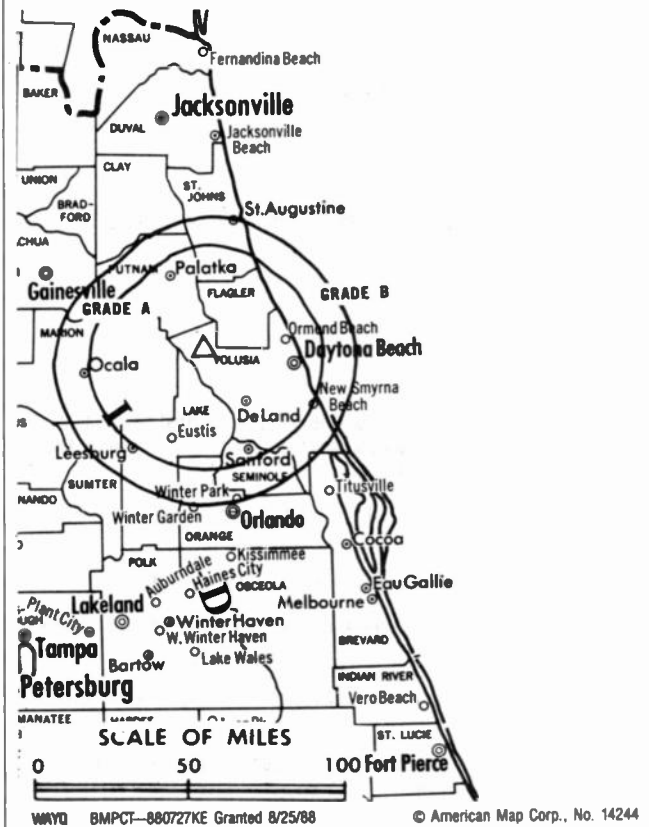
**Began Operation:** September 15, 1988.

**Represented (legal):** Jones, Waldo, Holbrook & McDonough.

**Represented (engineering):** Arthur K. Peters Consulting Engineers.

### Personnel:

WILLIAM VARECHA, general manager.  
 DICK CLARK, station manager.  
 RUSS BROWN, local sales manager.  
 STEVE SCHRADER, chief engineer.  
 DONNA SKATTUM, news director.



DEB SCOTT, promotion director.  
 DEBBIE VARECHA, business manager.

**Highest 30 Sec. Rate:** (September 15, 1988) \$200.

**City of License:** Daytona Beach. **ADI:** Orlando-Daytona Beach-Melbourne. **Rank:** 27.

# Florida—Orlando

## WCPX-TV

Ch. 6

**Network Service:** CBS.

**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; 2 Comtech, 5-meter C-band; Microdyne, 3.6-meter Ku-band; Scientific-Atlanta, 7-meter C-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, 7.69%; J. W. Marriott III, 7.69%; David S. Marriott, 7.69%; Steven G. Marriott, 7.69%; First Media Trust, 7.69%; Donna R. G. Marriott & Sterling B. Colton, trustees.

**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 by FCC (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. POSEY, general sales manager.  
MARK SONDERMAN, local sales manager.  
ROBERT DIEHL, chief engineer.  
BERNARD W. SCHNAPP, business manager.  
GEORGE TYLL, news director.  
PAM DICKENS, promotion 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 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>FLORIDA</b>				
<b>50% &amp; Over</b>	Brevard	147,300	146,000	99
	Flagler	7,300	7,200	99
	Lake	55,700	55,200	99
	Marion	69,400	68,200	98
	Orange	220,400	218,700	99
	Osceola	33,200	32,800	99
	Seminole	90,700	89,900	99
<b>Between 25-49%</b>	Sumter	11,400	11,200	98
	Volusia	140,100	138,800	99
<b>FLORIDA</b>				
<b>Between 5-24%</b>	Citrus	36,600	35,900	98
	Polk	140,800	139,400	99
<b>FLORIDA</b>				
<b>Station Totals</b>	Indian River	34,200	33,700	99
	Putnam	23,300	23,000	99
	St Johns	28,600	28,300	99
<b>Net Weekly Circulation (1988)</b>		<b>1,039,000</b>	<b>1,028,300</b>	<b>99</b>
<b>Average Daily Circulation (1988)</b>			<b>768,400</b>	<b>440,900</b>

# Florida—Daytona Beach-Orlando

## WESH

Ch. 2

**Network Service:** NBC.

**Licensee:** WESH-TV Broadcasting Inc., Box 1551, Daytona Beach, FL 32015.

**Studio:** 540 Corporation St., Holly Hill, FL 32017.

**Studio:** 1501 Minnesota Ave., Winter Park, FL 32789.

**Mailing Address:** Box 547697, Orlando, FL 32854.

**Telephones:** 904-252-2222, Daytona Beach; 407-645-2222, Orlando.

**TWX:** 810-832-6222. **TWX:** 810-853-0255.

**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 Station:** Transmit/receive Scientific-Atlanta, 7-meter; Harris, M/A-Corn, 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, P.C.

### Personnel:

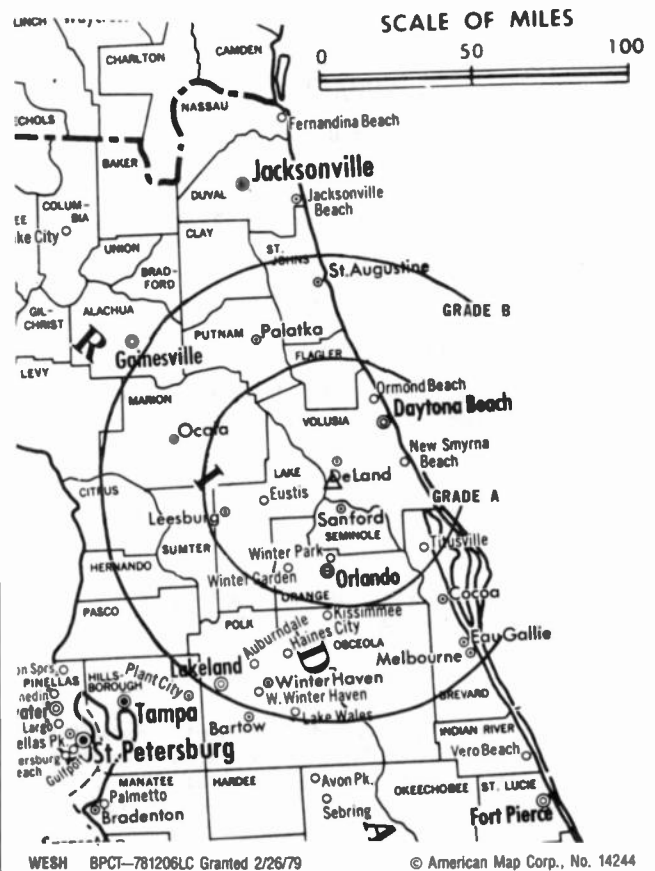
NOLAN QUAM, president & general manager.  
KENNETH W. SMITH, station manager, operations.  
CARL GLICKEN, local sales manager.  
HOLLIS BOARDMAN, national sales manager.  
JESS SALAFRANCA, business manager.  
JOHN DEMSHOCK, director of engineering.  
LYNN STEPANIAN, program director.  
FRANK BIANCUZZO, marketing & advertising manager.  
RICHARD K. SCHARF, production manager.  
STEVE RAMSEY, news director.  
CARLA McMILLAN-BRAY, public service manager.

**Rates:** Not available.

**City of License:** Daytona Beach. **ADI:** Orlando-Daytona Beach-Melbourne. **Rank:** 27.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>FLORIDA</b>				
50% & Over	Alachua	68,000	66,800	98
	Brevard	147,300	146,000	99



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>				
	Flagler	7,300	7,200	99
	Lake	55,700	55,200	99
	Marion	69,400	68,200	98
	Orange	220,400	218,700	99
	Osceola	33,200	32,800	99
	Seminole	90,700	89,900	99
	Sumter	11,400	11,200	98
	Volusia	140,100	138,800	99
<b>FLORIDA</b>				
<b>Between 25-49%</b>				
	Citrus	36,600	35,900	98
	Levy	9,700	9,400	97
	Putnam	23,300	23,000	99
<b>FLORIDA</b>				
<b>Between 5-24%</b>				
	Bradford	7,700	7,600	99
	Dixie	3,300	3,200	97
	Gilchrist	2,600	2,600	100
	Indian River	34,200	33,700	99
	Polk	140,800	139,400	99
	St Johns	28,600	28,300	99
	Union	2,400	2,400	100
<b>Station Totals</b>		<b>1,132,700</b>	<b>1,120,300</b>	<b>99</b>
<b>Net Weekly Circulation (1988)</b>			<b>788,000</b>	
<b>Average Daily Circulation (1988)</b>			<b>471,600</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:** 407-841-9000. TWX: 810-850-0179.

**Fax:** 407-244-8372.

**Technical Facilities:** Channel No. 9 (186-192 MHz). Authorized power: 316-kw max. & 191-kw horizontal visual, 31.6-kw max. & 19.10-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:** Transmit/receive AFC, 4.5-meter Ku-band; Andrew, 7-meter C-band; Andrew, 4.5-meter C-band; Dalsat, 4.5-meter Ku-band & Satcom Technologies, 5.5-meter Ku-band; Avantek, DX Engineering, M/A-Com receivers.

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

**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 by FCC 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 & Everist, P.C.

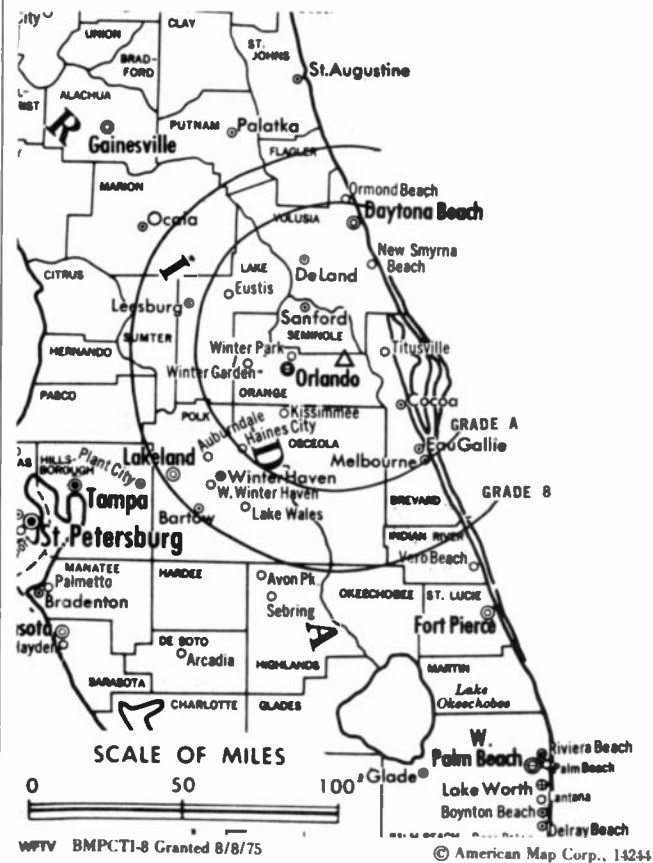
**Personnel:**

CLIFTON L. CONLEY, vice president & general manager.  
LOUIS SUPOWITZ, general sales manager.  
BARRY SCHREIBER, local sales manager.  
SCOTT KOONDEL, national sales manager.  
CHRIS SCHMIDT, news director.  
SKIP SKIFFINGTON, operations & program manager.  
BILL TEMPLETON, controller.  
WAYNE GERBER, marketing research director.  
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.



Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>FLORIDA</b>				
<b>50% &amp; Over</b>	Brevard	147,300	146,000	99
	Flagler	7,300	7,200	99
	Highlands	25,600	25,200	98
	Indian River	34,200	33,700	99
	Lake	55,700	55,200	99
	Marion	69,400	68,200	98
	Orange	220,400	218,700	99
	Osceola	33,200	32,800	99
	Polk	140,800	139,400	99
	Seminole	90,700	89,900	99
Sumter	11,400	11,200	98	
Volusia	140,100	138,800	99	
<b>FLORIDA</b>				
<b>Between 25-49%</b>	Citrus	36,600	35,900	98
	Okeechobee	10,000	9,900	99
<b>FLORIDA</b>				
<b>Between 5-24%</b>	Hardee	7,200	7,100	99
	Putnam	23,300	23,000	99
<b>Station Totals</b>		<b>1,053,200</b>	<b>1,042,200</b>	<b>99</b>
<b>Net Weekly Circulation (1988)</b>				<b>809,800</b>
<b>Average Daily Circulation (1988)</b>				<b>507,400</b>

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

# Florida—Melbourne-Orlando

**WBSF**

(formerly WMOD)

Ch. 43

Network Service: Home Shopping Network.

Licensee: Blackstar Communications of Florida Inc., 1818 N St. NW, Washington, DC 20036.

Studio: 4450-L Enterprise Court, Melbourne, FL 32935.

Telephone: 407-254-4343. Telex: 407-242-0863.

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.

Ownership: Blackstar Communications, 100%. See Group Ownership of Television Stations.

Began Operation: July 5, 1982. Sale to Asbury Park Press, Inc. by Southern Bcstg. Corp. approved by FCC Aug. 15, 1985. Sale to present owners approved Feb. 18, 1988 (Television Digest, Vol. 27:49).

Represented (legal): Dow, Lohnes & Albertson.

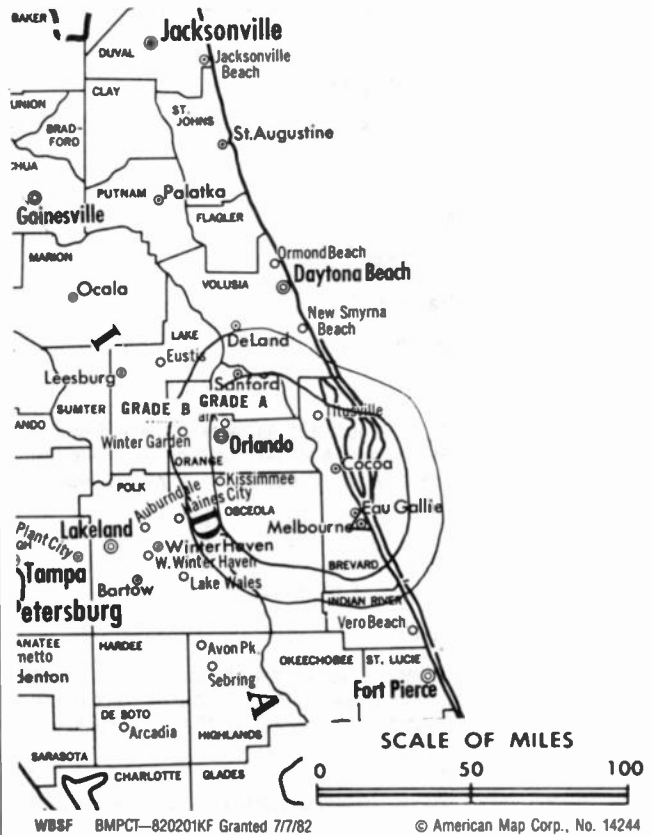
**Personnel:**

ED PARKER, general manager.  
RON MARSHALL, chief engineer.  
SANDIE SCHROEDEL, program director.  
SYLVIA WILLIS, business manager.

City of License: Melbourne. ADI: Orlando-Daytona Beach-Melbourne. Rank: 27.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	FLORIDA			
	Brevard	147,300	146,000	99
	Indian River	34,200	33,700	99
	Lake	55,700	55,200	99
	Okeechobee	10,000	9,900	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Orange	220,400	218,700	99
	Osceola	33,200	32,800	99
	Seminole	90,700	89,900	99
	Volusia	140,100	138,800	99
<b>Station Totals</b>		<b>731,600</b>	<b>725,000</b>	<b>99</b>
<b>Net Weekly Circulation (1988)</b>			<b>128,400</b>	
<b>Average Daily Circulation (1988)</b>			<b>35,400</b>	

# Florida—Melbourne

## WAYK

Ch. 56

(Also operates WAYQ, Daytona Beach, FL)

**Network Service:** None, independent.

**Licensee:** Beach Television Partners, 1020 Volusia Ave., Daytona Beach, FL 32020.

**Studio:** 6525 Babcock Street SE, Palm Bay, FL 32907.

**Telephones:** 407-725-0056; 904-253-0661. **TWX:** 62936365.

**Fax:** 407-951-2669.

**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:** ADM, 5-meter C-band; Harris, 3.8-meter Ku-band; M/A-Com, Scientific-Atlanta receivers.

**News Services:** CNN, Group W Newsfeed, UPI.

**Ownership:** TV 56 Ltd., gen. partner, 50%; Life Style Bcstg. Inc., gen. partner, 50%. TV 56 Ltd. Ownership: William R. & Debbie Varecha, 75% jointly; Harry N. Handley, gen. partner, 2.50%; Cathy Bamberg, gen. partner, 2.50%; William R. Varecha, ltd. partner, 10%; William E. Bamberg, ltd. partner, 10%. Life Style Bcstg. Inc. Ownership: J. Kermit Coble, pres., 16.1%; Edgar M. Dunn Jr., v.p., 11.5%; Richard Y. Clark, v.p., 5.3%; Rev. Hal Marchman, treas., 6%; Sally I. Gillespie, secy., 4%; Estate of Rev. E. J. Daniels, 20%; Van Pierce, 8%; Dr. Pope A. Duncan, 5.3%. Beach TV Partners also owns WAYQ, Daytona Beach, FL; W. Varecha owns permittee of Ch. 49, Paducah, KY.

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

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

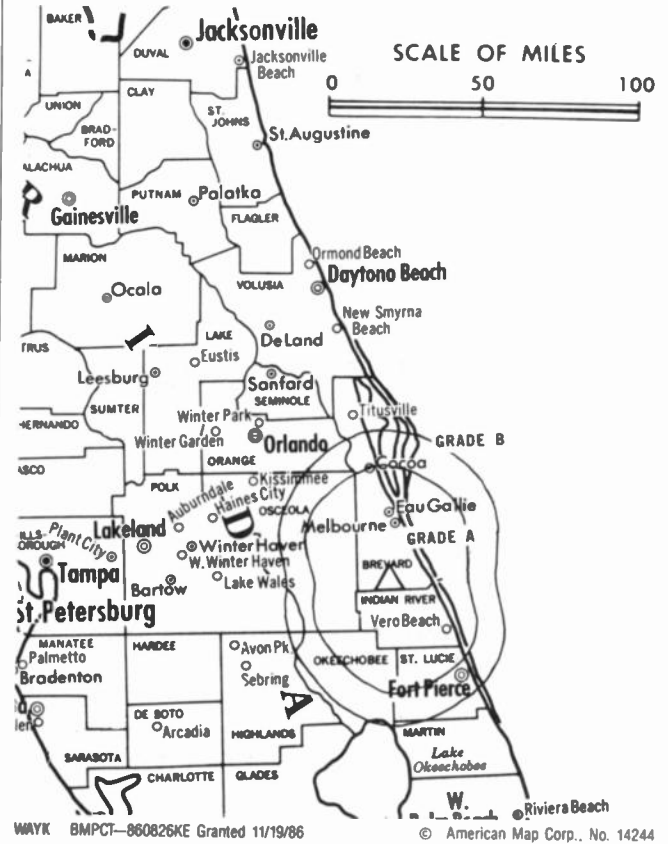
**Represented (legal):** Wiley, Rein & Fielding.

**Represented (engineering):** Arthur K. Peters.

**Personnel:**

WILLIAM VARECHA, general manager.  
RUSS BROWN, sales manager.  
STEVE SCHRADER, engineering director.  
DONNA SKATTUM, news director.  
WILMA SCHRADER, promotion director.  
LINDA PORTER, traffic manager.

**Highest One Hour Rate:** \$1600.



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

**City of License:** Melbourne. **ADI:** Orlando-Daytona Beach-Melbourne. **Rank:** 27.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	FLORIDA Brevard	147,300	146,000	99
	FLORIDA Indian River	34,200	33,700	99
	Okeechobee	10,000	9,900	99
<b>Station Totals</b>		<b>191,500</b>	<b>189,600</b>	<b>99</b>
<b>Net Weekly Circulation (1988)</b>			<b>49,300</b>	
<b>Average Daily Circulation (1988)</b>			<b>13,900</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:** 407-644-3535. **Telex:** 810-850-0113.

**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.  
SHARON DeLUCA, local sales manager.  
TOM CALATO, national sales manager.  
KATE McSWEENEY, program manager.  
GEORGE WILSON, news director.  
JIM DOYAS, chief engineer.  
CHRIS WOLF, promotion manager.  
ELLEN WILLIAMS, business 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 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>FLORIDA</b>			
	Brevard	147,300	146,000	99
	Orange	220,400	218,700	99
	Osceola	33,200	32,800	99
	Seminole	90,700	89,900	99
	Volusia	140,100	138,800	99
<b>Between 25-49%</b>	<b>FLORIDA</b>			
	Flagler	7,300	7,200	99
	Lake	55,700	55,200	99
	Marion	69,400	68,200	98
	Polk	140,800	139,400	99
<b>Between 5-24%</b>	<b>FLORIDA</b>			
	Citrus	36,600	35,900	98
	Indian River	34,200	33,700	99
	Okeechobee	10,000	9,900	99
	Sumter	11,400	11,200	98
<b>Station Totals</b>		<b>997,100</b>	<b>986,900</b>	<b>99</b>
<b>Net Weekly Circulation (1988)</b>			<b>496,800</b>	
<b>Average Daily Circulation (1988)</b>			<b>208,200</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:** 4119 W. Blue Heron Blvd., West Palm Beach, FL 33404.

**Telephone:** 407-845-2929.

**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-Com, Scientific-Atlanta receivers.

**Ownership:** Malrite Communications Group Inc., 100%. 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:** 53.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>FLORIDA</b>			
	Glades	2,800	2,700	96
	Martin	37,400	36,900	99
	Okeechobee	10,000	9,900	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Palm Beach	330,800	327,000	99
	St Lucie	48,400	47,800	99
Between 25-49%	<b>FLORIDA</b>			
	Broward	506,600	503,700	99
	Hendry	7,800	7,600	97
	Indian River	34,200	33,700	99
Between 5-24%	<b>FLORIDA</b>			
	Dade	678,000	672,500	99
<b>Station Totals</b>		<b>1,656,000</b>	<b>1,641,800</b>	<b>99</b>
<b>Net Weekly Circulation (1988)</b>			<b>446,900</b>	
<b>Average Daily Circulation (1988)</b>			<b>155,400</b>	

# Florida—West Palm Beach

**WPEC**

Ch. 12

**Network Service:** ABC.

**Licensee:** Photo Electronics Corp., Box 24612, West Palm Beach, FL 33416-4612.

**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., 80.0%; 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 Lebar approved in 1964 (*Television Digest*, Vol. 4:9). Previous sale to Rand Broadcasting & Lebar 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). **Note:** Station will become CBS affiliate Jan. 1, 1989.

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

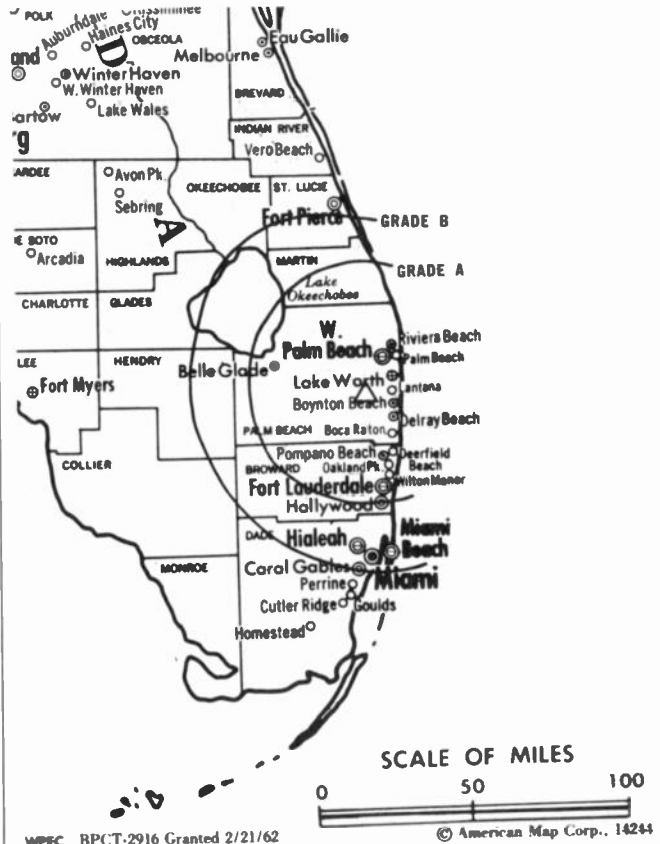
**Represented (legal):** Cohn & Marks.

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

**Personnel:**  
ALEX W. DREYFOOS JR., president.  
ROBERT C. WIEGAND, exec. vice president & general manager.  
ROBERT LAWSON JR., vice president & general sales manager.  
DOUG WOLFMUELLER, local sales manager.  
DONN COLEE JR., creative services manager.  
LARRY HENRICH, news director.  
TOM SAMAD, 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:** 53.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 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	37,400	36,900	99
	Okeechobee	10,000	9,900	99
	Palm Beach	330,800	327,000	99
<b>Between 25-49%</b>	<b>FLORIDA</b>			
	Hendry	7,800	7,600	97
	Indian River	34,200	33,700	99
<b>Between 5-24%</b>	<b>FLORIDA</b>			
Broward	506,600	503,700	99	
<b>Station Totals</b>		<b>978,000</b>	<b>969,300</b>	<b>99</b>
<b>Net Weekly Circulation (1988)</b>			<b>487,700</b>	
<b>Average Daily Circulation (1988)</b>			<b>235,000</b>	

# Florida—Palm Beach

**WPTV**

Ch. 5

**Network Service:** NBC.

**Licensee:** Scripps Howard Inc., 1100 Central Trust Tower, Box 5380, Cincinnati, OH 45201.

**Studio:** 622 N. Flagler Dr., West Palm Beach, FL 33401.

**Telephone:** 407-655-5455. 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; Harris, 3.5-meter Ku-band; Hero, 6-meter C-band; Microdyne, 7-meter C-band; DX Engineering, Harris, Microdyne receivers.

**News Services:** AP, Florida News Network, NBC, Scripps Howard News Service, UPI.

**Ownership:** Scripps Howard Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** August 22, 1954. Sale to present owner by John H. Phipps approved by FCC Dec. 27, 1961 (*Television Digest*, Vol. 17:37, 1:14). Sale as WJNO-TV to Phipps by George H. Buck-Theodore Granik interests approved Oct. 3, 1956 (Vol. 12:37, 40).

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

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

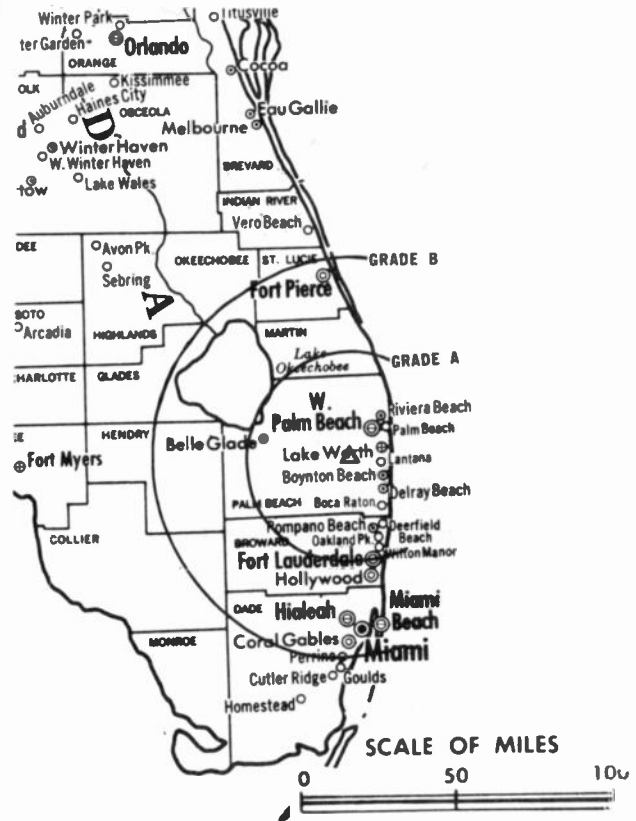
**Personnel:**

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.  
FRANK P. VERDEL, news director.  
BERNADETTE R. O'GRADY, program director.  
WAYNE R. CUNNINGHAM, promotion director.  
CLAUDIA M. SAMOYA, business manager.

**Rates:** Not available.

**City of License:** West Palm Beach. **ADI:** West Palm Beach-Fort Pierce-Vero Beach. **Rank:** 53.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



WPTV BMPCT—1862 Granted 3/15/54

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>FLORIDA</b>			
	Indian River	34,200	33,700	99
	Martin	37,400	36,900	99
	Okeechobee	10,000	9,900	99
	Palm Beach	330,800	327,000	99
	St Lucie	48,400	47,800	99
<b>Between 25-49%</b>	<b>FLORIDA</b>			
	Broward	506,600	503,700	99
	Glades	2,800	2,700	96
	Hendry	7,800	7,600	97
<b>Between 5-24%</b>	<b>FLORIDA</b>			
Monroe	32,400	31,700	98	
<b>Station Totals</b>		<b>1,010,400</b>	<b>1,001,000</b>	<b>99</b>
<b>Net Weekly Circulation (1988)</b>				<b>597,300</b>
<b>Average Daily Circulation (1988)</b>				<b>337,100</b>

# Florida—Fort Pierce-Stuart-Vero Beach- Palm Beach

**WTVX**

Ch. 34

**Network Service:** CBS.

**Licensee:** WTVV Inc., Box 3434, Fort Pierce, FL 33454.

**Studio:** 3601 N. 25th St., Fort Pierce, FL 33450.

**Studio 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' 19.50"  
Longitude 80° 23' 20.50"

**Transmitter:** 7.3-mi. SW of Palm City, FL.

**Satellite Earth Stations:** Scientific-Atlanta, 7-meter; Scientific-Atlanta, 4.6-meter; Scientific-Atlanta receivers.

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

**Ownership:** Frank K. Spain, pres., 35.0%; Perrin Purvis, v.p., 10.0%; Margaret H. Spain, 35.0%; Letha M. Spain, 20.0%. For other interests, see WTVA(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):** Seitel Inc.

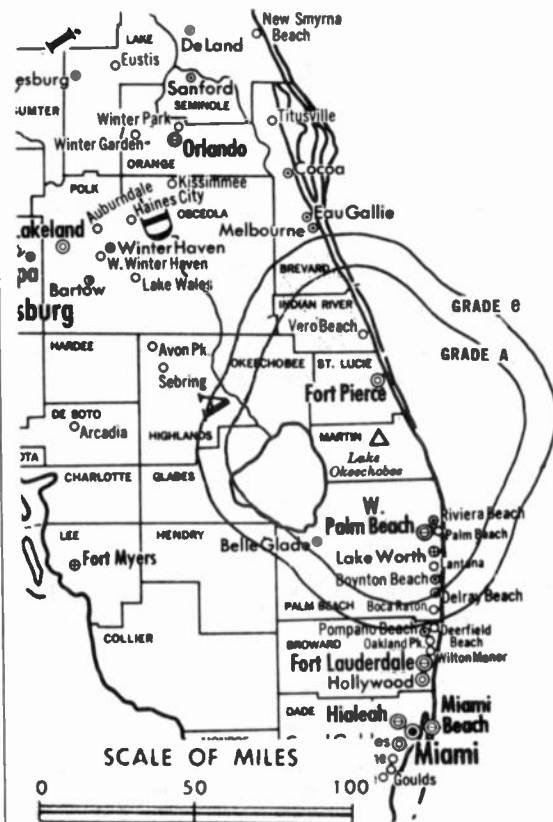
**Represented (legal):** Arent, Fox, Kintner, Plotkin & Kahn.

**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.



WTVX BPCT-5175 Granted 5/30/79

© American Map Corp., 14244

**City of License:** Fort Pierce. **ADI:** West Palm Beach-Fort Pierce-Vero Beach. **Rank:** 53.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 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	34,200	33,700	99
	Martin	37,400	36,900	99
	Okeechobee	10,000	9,900	99
	St Lucie	48,400	47,800	99
<b>Between 25-49%</b>	<b>FLORIDA</b>			
	Glades	2,800	2,700	96
	Hendry	7,800	7,600	97
	Palm Beach	330,800	327,000	99
<b>Station Totals</b>		<b>471,400</b>	<b>465,600</b>	<b>99</b>
<b>Net Weekly Circulation (1988)</b>				<b>244,800</b>
<b>Average Daily Circulation (1988)</b>				<b>116,300</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 Television 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.

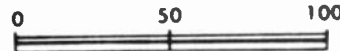
City of License: Panama City. ADI: Panama City. Rank: 171.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 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
	Houston	31,000	30,800	99
	<b>FLORIDA</b>			
	Bay	45,900	45,500	99
	Calhoun	3,500	3,400	97
	Franklin	3,100	3,000	97
	Gulf	3,900	3,800	97
	Holmes	6,200	6,000	97
Jackson	14,700	14,400	98	
Liberty	1,500	1,500	100	



SCALE OF MILES



WJHG-TV BPCT-3267 Granted 12/31/63

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Okaloosa	52,000	51,600	99
	Walton	10,700	10,500	98
	Washington	6,400	6,300	98
	<b>GEORGIA</b>			
	Seminole	3,300	3,200	97
Between 25-49%	<b>FLORIDA</b>			
	Gadsden	13,900	13,600	98
	<b>GEORGIA</b>			
	Early	4,700	4,600	98
Between 5-24%	<b>ALABAMA</b>			
	Coffee	14,600	14,400	99
	Dale	16,100	15,900	99
	Henry	5,700	5,600	98
	<b>FLORIDA</b>			
	Leon	67,400	66,500	99
	Wakulla	5,000	4,900	98
<b>GEORGIA</b>				
	Decatur	9,200	9,000	98
	Miller	2,600	2,500	96
<b>Station Totals</b>		<b>330,600</b>	<b>326,100</b>	<b>99</b>
<b>Net Weekly Circulation (1988)</b>				<b>161,100</b>
<b>Average Daily Circulation (1988)</b>				<b>91,400</b>

**WMBB**

Ch. 13

Network Service: ABC.

Licensee: Buford Television of Panama City, Box 1340, Panama City, FL 32402.

Studio: 613 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 (Television Digest, Vol. 26:42). Previous sale by Denver Brannan estate, Luther Edwin Thomas, et al., approved by FCC Feb. 28, 1977 (Vol. 16:52).

Represented (sales): Blair Television.

Represented (legal): Wiley, Rein & Fielding.

Represented (engineering): Jules Cohen & Associates, P.C.

**Personnel:**

- DAVID JERNIGAN, executive vice president & general manager.
- JUDI BARNES, local sales manager.
- TOM NAJJAR, national sales manager.
- WENDELL NELSON, chief engineer.
- JERRY FISHER, news director.
- PATTI CLEMENTS, program director.
- LINN COGHILL, promotions.
- KIAT TOHSAKUL, business manager.
- STEVE COOK, production manager.

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 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>FLORIDA</b>				
<b>50% &amp; Over</b>	Bay	45,900	45,500	99
	Calhoun	3,500	3,400	97
	Franklin	3,100	3,000	97
	Gadsden	13,900	13,600	98
	Gulf	3,900	3,800	97
	Holmes	6,200	6,000	97
	Jackson	14,700	14,400	98



WMBB BPC-T-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	10,700	10,500	98
	Washington	6,400	6,300	98
<b>GEORGIA</b>				
	Seminole	3,300	3,200	97
<b>Between 25-49%</b>	<b>ALABAMA</b>			
	Geneva	9,200	9,100	99
	<b>FLORIDA</b>			
	Wakulla	5,000	4,900	98
	<b>GEORGIA</b>			
	Decatur	9,200	9,000	98
<b>Between 5-24%</b>	Early	4,700	4,600	98
	Miller	2,600	2,500	96
	<b>ALABAMA</b>			
	Coffee	14,600	14,400	99
	Dale	16,100	15,900	99
	Henry	5,700	5,600	98
	Houston	31,000	30,800	99
	<b>FLORIDA</b>			
	Jefferson	3,900	3,800	97
	Leon	67,400	66,500	99
Okaloosa	52,000	51,600	99	
Taylor	6,800	6,600	97	
<b>GEORGIA</b>				
Clay	1,200	1,200	100	
Grady	7,700	7,600	99	
<b>Station Totals</b>		<b>350,200</b>	<b>345,300</b>	<b>99</b>
<b>Net Weekly Circulation (1988)</b>			<b>121,400</b>	
<b>Average Daily Circulation (1988)</b>			<b>63,100</b>	

# Florida—Panama City

**WPGX**

**Ch. 28**

**Network Service:** None, independent.

**Grantee:** Family Group Bcstg. Operating, Ltd. Partnrshp, 700 W. 23rd St., Suite 28, Panama City, FL 32405.

**Studio:** 700 W. 23rd St., Panama City, FL 32405.

**Telephone:** 904-784-0028. TWX: 62781175.

**Technical Facilities:** Channel No. 28 (554-560 MHz). Authorized power: 1936-kw max. visual, 193.6-kw max. aural. Antenna: 492-ft. above av. terrain, 470-ft. above ground, 564-ft. above sea level.

Latitude	30°	23'	42"
Longitude	85°	32'	02"

Requests modification of CP for change to 749-ft. above av. terrain, 726-ft. above ground, 551-ft. above sea level. BMPCT-880803KF.

**Transmitter:** 400-ft. W of Florida State Rd. 2301, 0.25-mi. N of intrsctn with Hwy. 388.

**Satellite Earth Stations:** 5-meter C-band; 4.7-meter Ku-band; 4-meter C-band.

**Ownership:** Family Group Broadcasting, Operating L.P., 100%. See Family Group in Group Ownership of Television Stations.

**Began Operation:** May 20, 1988.

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

**Represented (legal):** McFadden, Evans & Sill.

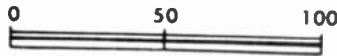
**Represented (engineering):** Lyle Evans.

**Personnel:**

PATRICK McNAMARA, general manager.  
 JIMMY CHIVERS, chief engineer.  
 GLENN ROSE, general sales manager.  
 JOAN McNAMARA, program director.  
 MARY PATTERSON, business manager.



SCALE OF MILES



WPGX BMPCT-871214LJ Granted 4/11/88

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**Highest One Hour Rate:** \$600.

**Highest 30 Sec. Rate:** \$75.

**Arbitron Data:** Not available. ADI: Panama City. Rank: 171.



# Florida—Pensacola-Mobile, Alabama

## WEAR-TV

Ch. 3

**Network Service:** ABC.

**Licensee:** Heritage Media Inc., Box 12278, Pensacola, FL 32581.

**Studios:** U.S. Hwy. 90 W of Pensacola; Montlimar 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):** Petry Television Inc.

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

### Personnel:

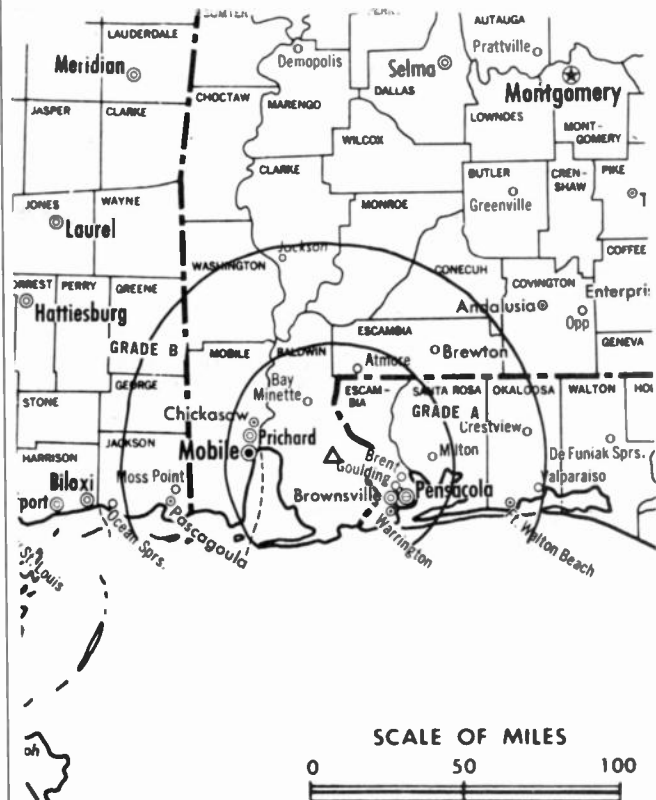
M. J. (BOB) GROOTHAND, president & general manager.  
ROBERT SHIELDS, general sales manager.  
PAT DALBEY, local sales manager.  
NONIA FURGYE, national sales manager.  
J. LANDON SMITH, operations manager.  
S. PETER NEUMANN, news director.  
SUE STRAUGHN, public service director.  
HARRY BABB, chief engineer.

**Highest 30 Sec. Rate:** \$1200.

**City of License:** Pensacola. **ADI:** Mobile, AL-Pensacola, FL. **Rank:** 58.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 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	33,900	33,700	99
	Clarke	9,500	9,300	98
	Conecuh	5,500	5,400	98
	Escambia	12,800	12,600	98
	Mobile	138,700	137,900	99



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>	Monroe	7,800	7,600	97
	Washington	5,800	5,700	98
<b>FLORIDA</b>	Escambia	101,500	100,800	99
	Okaloosa	52,000	51,600	99
	Santa Rosa	24,700	24,500	99
	<b>ALABAMA</b>			
<b>Between 25-49%</b>	Wilcox	4,600	4,500	98
	<b>MISSISSIPPI</b>			
	George	5,500	5,500	100
	Greene	3,300	3,200	97
	Jackson	43,700	43,400	99
<b>Between 5-24%</b>	<b>ALABAMA</b>			
	Butler	7,700	7,600	99
	Choctaw	5,800	5,700	98
	Covington	14,700	14,500	99
	<b>FLORIDA</b>			
	Walton	10,700	10,500	98
	<b>MISSISSIPPI</b>			
	Wayne	6,900	6,800	99
<b>Station Totals</b>		<b>495,100</b>	<b>490,800</b>	<b>99</b>
<b>Net Weekly Circulation (1988)</b>			<b>354,900</b>	
<b>Average Daily Circulation (1988)</b>			<b>204,600</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"

Holds CP for change to 1191-kw max. visual. BMPCT-880323KI.

**Transmitter:** WPMI(TV) transmitter site, Loxley.

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

**Began Operation:** January 26, 1986.

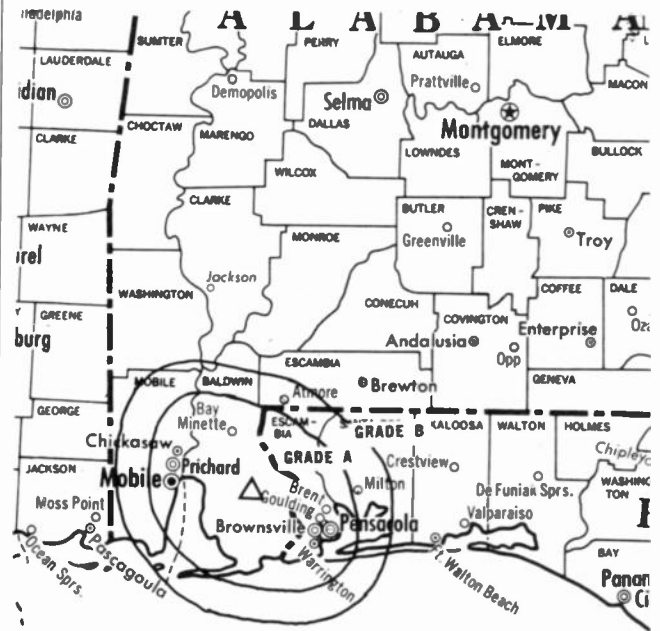
**Represented (legal):** Gammon & Grange.

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

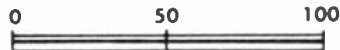
**Personnel:**

BOB D'ANDREA, general manager.  
DAVID MAYO, operations manager.

**Arbitron Data:** Not available.



SCALE OF MILES



WHBR BMPCT-880323KI Granted 4/22/88

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City of License: Pensacola. ADI: Mobile, AL-Pensacola, FL. Rank: 58.

# 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.

**Sales Office:** 951 Government St., Mobile, AL 36604.

**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%. See Group Ownership of Television Stations.

**Began Operation:** December 24, 1984.

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

**Represented (legal):** Birch, Horton, Bittner, Pestinger & Anderson.

**Represented (engineering):** Broadcast Services Inc.

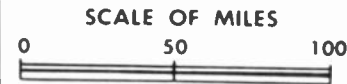
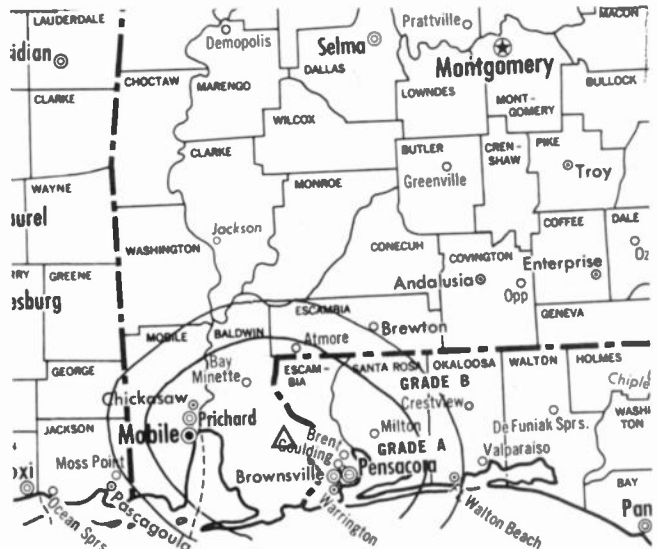
**Personnel:**  
N. THOMAS EATON, president & general manager.  
LEE ESCHLER, sales manager.  
MARY ROSEBACK, national sales director.  
BOB SOWELL, engineering director.  
SHARON SOLDAN, program director.  
KIMBERLY SNOOKS, promotion director.  
KAREN Y. DUNCAN, business manager.

**Highest One Hour Rate:** \$1200.

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

**City of License:** Pensacola. **ADI:** Mobile, AL-Pensacola, FL. **Rank:** 58.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



WJTC BMPCT—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	33,900	33,700	99
	Mobile	138,700	137,900	99
	<b>FLORIDA</b>			
	Escambia	101,500	100,800	99
Okaloosa	52,000	51,600	99	
Santa Rosa	24,700	24,500	99	
Between 5-24%	<b>ALABAMA</b>			
	Clarke	9,500	9,300	98
	Conecuh	5,500	5,400	98
	Escambia	12,800	12,600	98
	Monroe	7,800	7,600	97
Washington	5,800	5,700	98	
<b>MISSISSIPPI</b>				
George	5,500	5,500	100	
<b>Station Totals</b>		<b>397,700</b>	<b>394,600</b>	<b>99</b>
<b>Net Weekly Circulation (1988)</b>			<b>137,600</b>	
<b>Average Daily Circulation (1988)</b>			<b>49,400</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 receivers.

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

**Ownership:** RRN Enterprises, 28.5%; Southern Broadcast Group Inc., 22.5%; WXLT Broadcast Ltd. Partnership, 49.0% RRN Enterprises Ownership: Robert R. Nelson, 100%. Southern Broadcast Group Inc. Ownership: Douglas C. Parker, pres., 31.00%; Manuel Calvo, exc. v.p., 24.00%; J. Bruce Irving, secy.-treas., 15.00%; Matthew L. Leibowitz, 10.00%; Glenwood C. Eklund, 8.00%. WXLT Broadcast Ltd. Partnership Ownership: TBG Broadcasting, gen. partner, 50.0%; Calkins Newspaper Inc., 50%; 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, P.C.

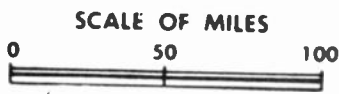
**Personnel:**

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.  
SHAWN BARTELT, national sales manager.  
KATIE McMANUS-FAYE, news director.  
LINDA LaMANNNA, promotion director.  
MARIA ZAVARELLO, business manager.

**Highest One Hour Rate:** \$4000.

**Highest 30 Sec. Rate:** \$900.

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



WWSB BMPCT-7255 Granted 4/14/71

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**City of License:** Sarasota. **ADI:** Tampa-St. Petersburg. **Rank:** 14.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>FLORIDA</b>				
<b>50% &amp; Over</b>	Charlotte	38,800	38,300	99
	De Soto	7,800	7,700	99
	Hardee	7,200	7,100	99
	Manatee	78,700	78,000	99
	Sarasota	118,000	117,000	99
<b>FLORIDA</b>				
<b>Between 5-24%</b>	Highlands	25,600	25,200	98
	Hillsborough	299,200	296,500	99
	Pinellas	380,700	377,700	99
<b>Station Totals</b>		<b>956,000</b>	<b>947,500</b>	<b>99</b>
<b>Net Weekly Circulation (1988)</b>			<b>293,800</b>	
<b>Average Daily Circulation (1988)</b>			<b>133,600</b>	

# Florida—Tallahassee-Thomasville, Georgia

**WCTV**

Ch. 6

**Network Service:** CBS.

**Licensee:** John H. Phipps Inc., Box 3048, Tallahassee, FL 32315.

**Studio:** County Road 12, Tallahassee, FL 32312.

**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 max. visual, 19.5-kw max. 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 Engineering, 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:**

- DENNIS BOYLE, president.
- FRANK WATSON, vice president & general manager.
- JERRY L. WILLIAMS, director of programming.
- MELVIN BLANK, operations manager.
- BOB MORGAN, chief engineer.
- JOHN SIMONS, national sales manager.
- JIM FOY, news director.
- ELLIOTT TOOLE, promotion director.
- WILLIAM LANE, business manager.
- SANDI VARN, marketing director.

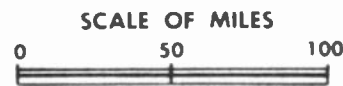
**Highest One Hour Rate:** \$2500.

**Highest 30 Sec. Rate:** \$950.

**City of License:** Thomasville, GA. **ADI:** Tallahassee, FL-Thomasville, GA. **Rank:** 126.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>FLORIDA</b>			
	Franklin	3,100	3,000	97
	Gadsden	13,900	13,600	98
	Hamilton	3,400	3,300	97
	Jefferson	3,900	3,800	97
	Lafayette	1,500	1,500	100
	Leon	67,400	66,500	99
	Liberty	1,500	1,500	100
	Madison	5,200	5,000	97
	Suwannee	9,600	9,400	97
	Taylor	6,800	6,600	97
	Wakulla	5,000	4,900	98
	<b>GEORGIA</b>			
	Atkinson	2,000	1,900	95
Baker	1,200	1,200	100	
Berrien	5,200	5,100	98	
Brooks	5,200	5,100	98	
Clinch	2,300	2,300	98	
Colquitt	13,100	12,900	98	
Cook	4,900	4,800	98	
Decatur	9,200	9,000	98	
Early	4,700	4,600	98	



WCTV BPCT-86003KE Granted 4/29/86

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Echols	800	800	100
	Grady	7,700	7,600	99
	Lanier	2,100	2,100	100
	Lowndes	25,800	25,300	98
	Miller	2,600	2,500	96
	Mitchell	6,900	6,800	99
	Seminole	3,300	3,200	97
	Thomas	13,300	13,100	98
	Tift	11,900	11,700	98
<b>Between 25-49%</b>	<b>FLORIDA</b>			
	Calhoun	3,500	3,400	97
	Dixie	3,300	3,200	97
	Gulf	3,900	3,800	97
Jackson	14,700	14,400	98	
<b>Between 5-24%</b>	<b>GEORGIA</b>			
	Clay	1,200	1,200	100
	Dougherty	35,100	34,600	99
	Irwin	3,400	3,300	97
	Lee	5,000	4,900	98
	Turner	3,200	3,100	97
	Worth	6,400	6,300	98
<b>Between 5-24%</b>	<b>FLORIDA</b>			
	Columbia	15,100	14,800	98
	Holmes	6,200	6,000	97
	Washington	6,400	6,300	98
<b>GEORGIA</b>	Calhoun	1,500	1,400	93
	Coffee	10,100	9,900	98
	Crisp	7,300	7,100	98
	Randolph	3,300	3,200	97
	Terrell	4,100	4,000	98
	<b>Station Totals</b>		<b>377,200</b>	<b>370,000</b>
<b>Net Weekly Circulation (1988)</b>				<b>248,500</b>
<b>Average Daily Circulation (1988)</b>				<b>165,200</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.

**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:** 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.; Eugene T. Tibbett Jr., v.p.; Charles W. Holt, secy.-treas.; Holt-Robinson Communications Corp., 100%. Holt-Robinson Communications Corp. Ownership: Charles W. Holt, chmn.-secy., 70%; Robert N. Robinson, pres., 20%; Connie I. Holt, v.p., 10%. Holt-Robinson Communications Corp.: HRCC owns WHYY-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, Lundin & Rackley.

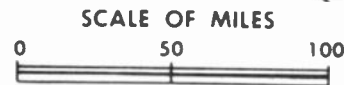
**Personnel:**

TOM MAGUIRE, general manager.  
ED SHAPER, chief engineer.  
BOB VAN DUSEN, news director.  
HELEN BROWN, program director.  
MERLEEN MIZELL, business manager.

**Highest 30 Sec. Rate:** \$450.

**City of License:** Tallahassee. **ADI:** Tallahassee, FL-Thomasville, GA. **Rank:** 126.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



WTWC BMPCT-830120KE Granted 2/28/83 © American Map Corp. 14244

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>FLORIDA</b>			
	Gadsden	13,900	13,600	98
	Jefferson	3,900	3,800	97
	Leon	67,400	66,500	99
	Taylor	6,800	6,600	97
	Wakulla	5,000	4,900	98
<b>Between 25-49%</b>	<b>FLORIDA</b>			
	Lafayette	1,500	1,500	100
	Madison	5,200	5,000	97
<b>GEORGIA</b>	Grady	7,700	7,600	99
	<b>GEORGIA</b>			
<b>Between 5-24%</b>	Brooks	5,200	5,100	98
	Thomas	13,300	13,100	98
<b>Station Totals</b>		<b>129,900</b>	<b>127,700</b>	<b>98</b>
<b>Net Weekly Circulation (1988)</b>				<b>76,800</b>
<b>Average Daily Circulation (1988)</b>				<b>35,600</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-Corn, 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%. U. S. Communications Group Inc. Ownership: Joseph D. Tydings, pres., 42.50%; John A. Janas, v.p., 16.666%; Mitchell S. Cutler, secy., 20.416%; Louis Frey Jr., treas., 20.416%. Frey has interest in licensee of WKAB-TV, Montgomery, AL & permittee of WGBZ, Gainesville, FL; WHLY-FM, Orlando, FL; WCSR-FM, Hamden & WPLR, New Haven, CT.

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

**Personnel:**

CARL BRUCE, general manager.  
CHRIS ALDRIDGE, general sales manager.  
JERRY KELLY, local sales manager.  
KATHY SMITH, national sales manager.  
TONY WINDSOR, news director.  
MIKE FOWLER, production manager.  
KATHY WEATHERFORD, business manager.  
JOYE VAIL, traffic manager.  
THOM KIRKSEY, chief engineer.  
SHERRY JONES, promotion director.

**Rates:** Not available.

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

**City of License:** Tallahassee. **ADI:** Tallahassee, FL-Thomasville, GA. **Rank:** 126.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 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	13,900	13,600	98
	Jefferson	3,900	3,800	97
	Leon	67,400	66,500	99



WTXL-TV BPCT-840831K1 Granted 9/21/84

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MADISON</b>	5,200	5,000	97
	Taylor	6,800	6,600	97
	Wakulla	5,000	4,900	98
	<b>GEORGIA</b>			
	Brooks	5,200	5,100	98
	Grady	7,700	7,600	99
	Thomas	13,300	13,100	98
<b>Between 25-49%</b>	<b>GEORGIA</b>			
	Colquitt	13,100	12,900	98
	Decatur	9,200	9,000	98
<b>Between 5-24%</b>	<b>FLORIDA</b>			
	Calhoun	3,500	3,400	97
	Franklin	3,100	3,000	97
	Lafayette	1,500	1,500	100
	Suwannee	9,600	9,400	97
	<b>GEORGIA</b>			
	Miller	2,600	2,500	96
	Mitchell	6,900	6,800	99
<b>Station Totals</b>		<b>177,900</b>	<b>174,700</b>	<b>98</b>
<b>Net Weekly Circulation (1988)</b>				<b>99,200</b>
<b>Average Daily Circulation (1988)</b>				<b>46,500</b>

# Florida—Tampa

**WBHS**

**Ch. 50**

**Network Service:** Home Shopping Network.

**Grantee:** Silver King Bcstg. of Tampa Inc., 15001 Boyette Rd., Riverview, FL 33569.

**Studio:** 15001 Boyette Rd., Riverview, FL 33569.

**Telephone:** 813-684-5550. **Fax:** 813-654-0637.

**Technical Facilities:** Channel No. 50 (686-692 MHz). Authorized power: 4170-kw max. visual. Antenna: 1522-ft. above av. terrain, 75-ft. above ground, 1447-ft. above sea level.

Latitude	27°	50'	32''
Longitude	82°	15'	46''

**Transmitter:** 15001 Boyette Rd., Riverview.

**Multichannel TV Sound:** Stereo only.

**Ownership:** Silver King Broadcasting Inc., 100%. See Group Ownership of Television Stations.

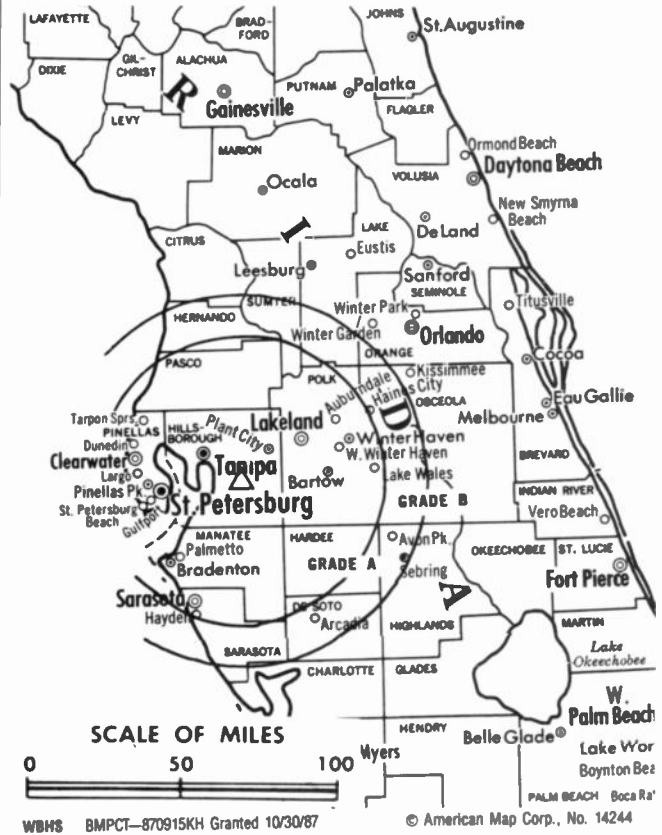
**Began Operation:** March 1, 1988.

**Personnel:**

JIM GOODMAN, vice president & station manager.  
 ALLAN McCARTY, chief engineer.  
 GEORGE PENAVIS, local sales manager.  
 RICH WEXLER, national sales manager.  
 JACKSON COOPER, program & promotion director.  
 GLEN KOPRIVA, business manager.

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

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



**Arbitron Data:** Not available.

**City of License:** Tampa. **ADI:** Tampa-St. Petersburg. **Rank:** 14.



# Florida—Tampa-St. Petersburg

## WFTS

Ch. 28

**Network Service:** None, independent.

**Licensee:** Tampa Bay Television, 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: 2820-kw max. visual, 282-kw max. aural. Antenna: 1546-ft. above av. terrain, 1538-ft. above ground, 1613-ft. above sea level.

Latitude 27° 50' 32"  
Longitude 82° 15' 46"

**Transmitter:** 5.5-mi. N of Balm.

**Multichannel TV Sound:** Stereo only.

**News Service:** AP.

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

**Began Operation:** December 14, 1981. Sale to present owner approved by FCC Nov. 14, 1985 (*Television Digest*, Vol. 25:30). Sale to Capital Cities Communications by Ian Wheeler, et al., approved by FCC July 23, 1984 (Vol. 24:17).

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

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

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

### Personnel:

JIM MAJOR, general manager.  
LARRY JOPEK, general sales manager.  
MARSHA HAMES, national sales manager.  
JOYCE COTTON, traffic manager.  
JOY PETIT, community affairs 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:** 14.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	FLORIDA Hillsborough	299,200	296,500	99



WFTS BPCT-870209KF Granted 3/31/87

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>				
<b>FLORIDA</b>				
	De Soto	7,800	7,700	99
	Hardee	7,200	7,100	99
	Hernando	33,000	32,500	98
	Manatee	78,700	78,000	99
	Pasco	106,300	105,100	99
	Pinellas	380,700	377,700	99
	Polk	140,800	139,400	99
	Sarasota	118,000	117,000	99
<b>Between 5-24%</b>				
<b>FLORIDA</b>				
	Charlotte	38,800	38,300	99
	Citrus	36,600	35,900	98
	Highlands	25,600	25,200	98
	Sumter	11,400	11,200	98
<b>Station Totals</b>		<b>1,284,100</b>	<b>1,271,600</b>	<b>99</b>
<b>Net Weekly Circulation (1988)</b>			<b>554,200</b>	
<b>Average Daily Circulation (1988)</b>			<b>208,100</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 33716.

**Telephone:** 813-576-4444.

**Technical Facilities:** Channel No. 44 (650-656 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1555-ft. above av. terrain, 1574-ft. above ground, 1649-ft. above sea level.

Latitude 27° 49' 48"  
Longitude 82° 15' 59"

**Transmitter:** 13310 Rhodine Rd., approx. 4-mi. SE of Riverview.

**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.  
JOHN HARVEY, local sales manager.  
JIM LAPIANA, national sales manager.  
ROBERT AFFE, program director.  
JOHN KAYS, chief engineer.  
HOLLY STEUART, news director.  
STEWART WALLACE, business manager.

**Highest 30 Sec. Rate:** \$1300.

**City of License:** St. Petersburg. **ADI:** Tampa-St. Petersburg. **Rank:** 14.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 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	7,800	7,700	99
	Hardee	7,200	7,100	99
	Hillsborough	299,200	296,500	99
	Manatee	78,700	78,000	99
	Pasco	106,300	105,100	99
	Pinellas	380,700	377,700	99
	Polk	140,800	139,400	99



WTOG BPTC-870701KF Granted 7/31/87 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>				
	<b>FLORIDA</b>			
	Citrus	36,600	35,900	98
	Hernando	33,000	32,500	98
	Highlands	25,600	25,200	98
	Marion	69,400	68,200	98
	Okeechobee	10,000	9,900	99
	Sarasota	118,000	117,000	99
<b>Between 5-24%</b>				
	<b>FLORIDA</b>			
	Charlotte	38,800	38,300	99
	Collier	52,800	51,700	98
	Glades	2,800	2,700	96
	Lake	55,700	55,200	99
	Lee	120,000	118,600	99
	Levy	9,700	9,400	97
	Osceola	33,200	32,800	99
	Sumter	11,400	11,200	98
<b>Station Totals</b>		<b>1,637,700</b>	<b>1,620,100</b>	<b>99</b>
<b>Net Weekly Circulation (1988)</b>			<b>750,900</b>	
<b>Average Daily Circulation (1988)</b>			<b>298,200</b>	

# Florida—St. Petersburg-Tampa

## WTSP-TV

Ch. 10

Network Service: ABC.

Licensee: Great American Television & Radio Co. Inc., Box 10000, St. Petersburg, FL 33733.

Studio: 11450 Gandy Blvd., St. Petersburg, FL 33702.

Telephone: 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; Andrew, 7.3-meter; Harris, 5-meter; Harris, 3-meter; Avantek, Harris receivers.

News Services: AP, UPI.

Ownership: Great American Television & Radio Co. Inc., 100%. See Group Ownership of Television Stations.

Begin 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 Taft Television & Radio approved by FCC May 30, 1985 (Vol. 25:5, 20, 22). FCC approved sale to present owners Oct. 2, 1987 (Vol. 27:16, 18, 23, 30, 41).

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

Represented (legal): Koteen & Naftalin.

### Personnel:

VINCENT BARRESI, vice president & general manager.  
PAUL SIRACUSE, general sales manager.  
FRANK SEYMOUR, local sales manager.  
MICHAEL CHANDLER, national sales manager.  
RYAN TREDINNICK, production manager.  
BARBARA SOBOCINSKI, promotion director.  
P. J. FORD, manager of engineering.  
PAT SELLARS, business manager.  
LARRY CAZAVAN, program director.

Rates: On request.

NETWORK BASE HOURLY RATE: \$2500.

City of License: St. Petersburg. ADI: Tampa-St. Petersburg. Rank: 14.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



WTSP-TV BMPCT-781214LC Granted 2/2/79

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>FLORIDA</b>				
<b>50% &amp; Over</b>	Citrus	36,600	35,900	98
	Hernando	33,000	32,500	98
	Hillsborough	299,200	296,500	99
	Manatee	78,700	78,000	99
	Pasco	106,300	105,100	99
	Pinellas	380,700	377,700	99
	Polk	140,800	139,400	99
	Sarasota	118,000	117,000	99
<b>FLORIDA</b>				
<b>Between 25-49%</b>	Levy	9,700	9,400	97
	Sumter	11,400	11,200	98
<b>FLORIDA</b>				
<b>Between 5-24%</b>	Charlotte	38,800	38,300	99
	Dixie	3,300	3,200	97
	Hardee	7,200	7,100	99
	Highlands	25,600	25,200	98
	Marion	69,400	68,200	98
<b>Station Totals</b>		<b>1,358,700</b>	<b>1,344,700</b>	<b>99</b>
<b>Net Weekly Circulation (1988)</b>			<b>1,000,700</b>	
<b>Average Daily Circulation (1988)</b>			<b>610,800</b>	

# Florida—Tampa-St. Petersburg

**WTVT**

Ch. 13

**Network Service:** CBS.

**Licensee:** WTVT Holdings Inc., Box 31113, Tampa, FL 33631-3113.

**Studio:** 3213 John F. Kennedy Blvd., Tampa, FL 33609.

**Mailing Address:** Box 31113, Tampa, FL 33631-3113.

**Telephone:** 813-287-1313. TWX: 810-876-0618.

**Telex:** 813-875-8329.

**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:** Andrew, 5.6-meter Ku-band; RCA, 6.1-meter Ku-band; 2 Scientific-Atlanta, 7-meter C-band; M/A-Com, Microdyne, Scientific-Atlanta receivers.

**News Services:** CBS, Conus, Sports News Satellite.

**Ownership:** Clarence V. McKee, 51.5%; David A. Ramon, v.p.-secy.; GNG-3 Inc., 48.4%. GNG-3 ownership: Gillett Group Inc. See Group Ownership of Television Stations.

**Began 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):** Pepper & Corazzini.

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

**Personnel:**

- CLARENCE McKEE, chairman, president & chief executive officer.
- HARRY M. APEL, vice president & general manager.
- TERRY COOPER, vice president, controller.
- JOHN WESTERBERG, general sales manager.
- KEN LUCAS, local sales manager.
- BARRY NEWMAN, regional account manager.
- SHELLEY PORTNOY, regional account manager.
- DICK A'HEARN, operations manager.
- ARTIE SCHIFF, promotion manager.
- LIZ BRUNNER, director of community relations.
- JIM WEST, news director.
- 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: 14.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



WTVT BMPCT-6216 Granted 5/9/66 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>FLORIDA</b>			
	Citrus	36,600	35,900	98
	De Soto	7,800	7,700	99
	Hardee	7,200	7,100	99
	Hernando	33,000	32,500	98
	Highlands	25,600	25,200	98
	Hillsborough	299,200	296,500	99
	Manatee	78,700	78,000	99
	Pasco	106,300	105,100	99
	Pinellas	380,700	377,700	99
Polk	140,800	139,400	99	
Sarasota	118,000	117,000	99	
<b>Between 25-49%</b>	<b>FLORIDA</b>			
	Sumter	11,400	11,200	98
<b>Between 5-24%</b>	<b>FLORIDA</b>			
	Charlotte	38,800	38,300	99
	Lake	55,700	55,200	99
	Levy	9,700	9,400	97
Marion	69,400	68,200	98	
<b>Station Totals</b>		<b>1,418,900</b>	<b>1,404,400</b>	<b>99</b>
<b>Net Weekly Circulation (1988)</b>			<b>1,133,100</b>	
<b>Average Daily Circulation (1988)</b>			<b>701,800</b>	

# Florida—Tampa-St. Petersburg

**WXFL**

Ch. 8

**Network Service:** NBC.

**Licensee:** WXFL Inc., 905 Jackson St., Tampa, FL 33602.

**Studio:** 905 Jackson St., Tampa, FL 33602.

**Telephone:** 813-228-8888. TWX: 810-876-0602.

**Technical Facilities:** Channel No. 8 (180-186 MHz). Authorized power: 316-kw max. visual, 31.6-kw max. aural. Antenna: 1536-ft. above av. terrain, 1545-ft. above ground, 1612-ft. above sea level.

Latitude 27° 50' 32"  
Longitude 82° 15' 46"

**Transmitter:** 15001 Boyette Rd., 5.5-mi. N of Balm.

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

**Satellite Earth Stations:** Transmit/receive Harris, 6.1-meter Ku-band; Microband, 5-meter C-band; Scientific-Atlanta, 7-meter C-band; DX Engineering, Harris, M/A-Com, 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.
- JAMES G. SAUNDERS, vice president & general manager.
- PAUL CATOE, general sales manager.
- ANDREW CAPONE, national sales manager.
- DOUG DUPERRAULT, program director.
- ARDELL HILL, director of engineering.
- JOHN BUTTE, news director.
- MARSHALL HITES, promotion manager.
- DARLENE MILLS, business manager.

**Rates:** Not available.

**NETWORK BASE HOURLY RATE:** \$1650.

**City of License:** Tampa. **ADI:** Tampa-St. Petersburg. **Rank:** 14.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

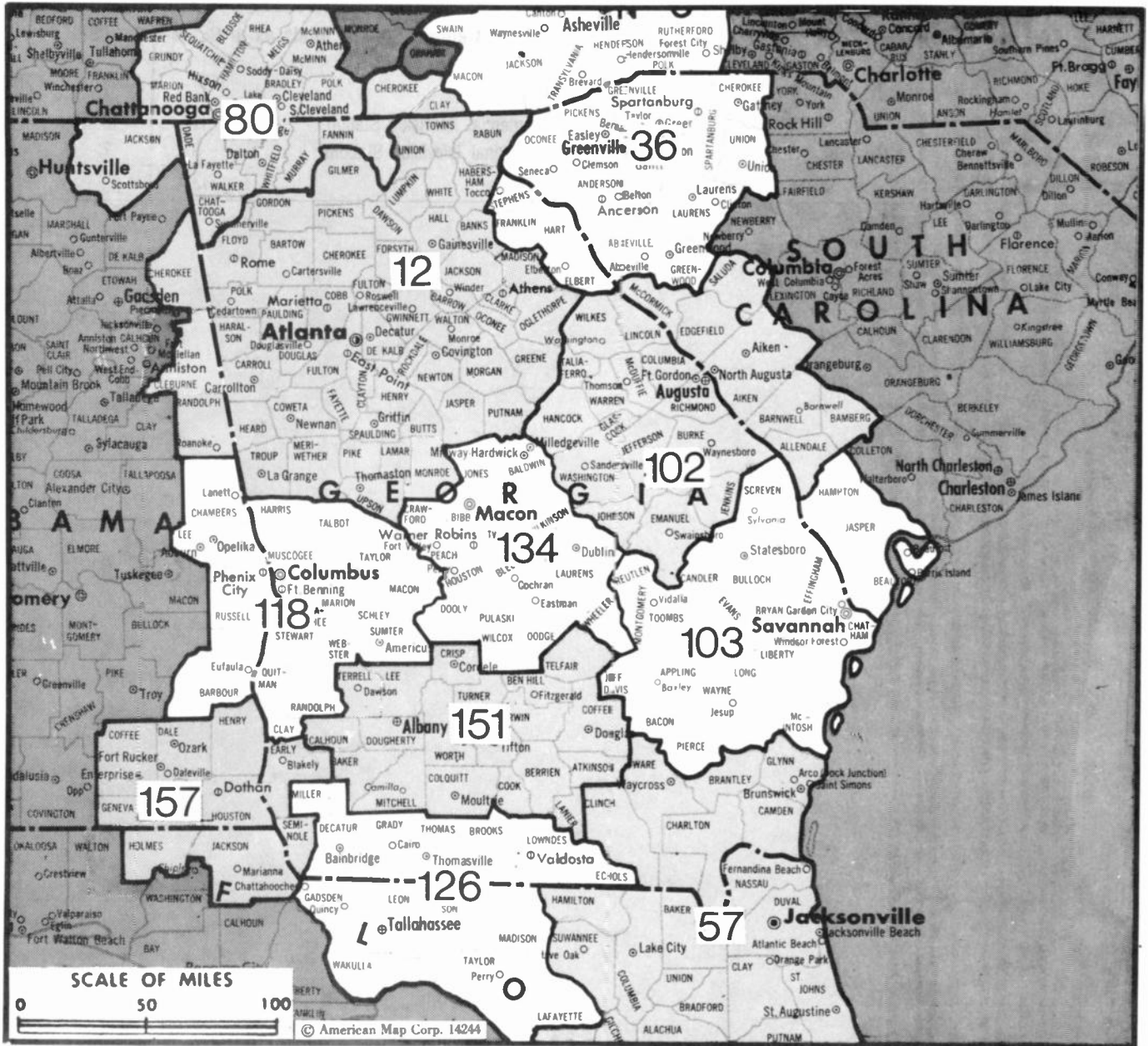
Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	FLORIDA			
	Citrus	36,600	35,900	98
	De Soto	7,800	7,700	99



WXFL BPCT—850426KG Granted 1/15/87

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Hardee	7,200	7,100	99
	Hernando	33,000	32,500	98
	Highlands	25,600	25,200	98
	Hillsborough	299,200	296,500	99
	Manatee	78,700	78,000	99
	Pasco	106,300	105,100	99
	Pinellas	380,700	377,700	99
Between 25-49%	FLORIDA			
	Charlotte	38,800	38,300	99
	Sumter	11,400	11,200	98
Between 5-24%	FLORIDA			
	Dixie	3,300	3,200	97
	Glades	2,800	2,700	96
	Levy	9,700	9,400	97
	Marion	69,400	68,200	98
Osceola	33,200	32,800	99	
<b>Station Totals</b>		<b>1,402,500</b>	<b>1,387,900</b>	<b>99</b>
<b>Net Weekly Circulation (1988)</b>			<b>1,142,000</b>	
<b>Average Daily Circulation (1988)</b>			<b>711,400</b>	



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Atlanta, GA	1,273,000	12	WAGA-TV (5), WATL (36), WAWA-TV (14), WGNX (46), WNGM-TV (34), WSB-TV (2), WTBS (17), WVEU (69), WXIA-TV (11)
Greenville-Spartanburg, SC-Asheville, NC	616,700	36	WAXA (40), WGGG-TV (16), WHNS (21), WLOS (13), WNEG-TV (32), WSPA-TV (7), WYFF-TV (4)
Jacksonville, FL	442,400	57	WAWS-TV (30), WJKS (17), WJXT (4), WNFT (47), WTLV (12)
Chattanooga, TN	307,000	80	WDEF-TV (12), WOSI-TV (61), WFLI-TV (53), WRCB-TV (3), WTVG (9)
Augusta, GA	216,900	102	WAGT (26), WJBF (6), WRDW-TV (12)
Savannah, GA	216,800	103	WJCL (22), WSAV-TV (3), WTGS (28), WTOG-TV (11)
Columbus, GA	176,800	118	WLTZ (38), WRBL (3), WSWS (66), WTVM (9), WXTX (54)
Tallahassee, FL-Thomasville, GA	166,500	126	WCTV (6), WTVG (40), WTXL-TV (27)
Macon, GA	156,200	134	WGXA (24), WMAZ-TV (13), WMGJ (41)
Albany, GA	131,800	151	WALB-TV (10), WTSG (31), WVGA (44)
Dothan, AL	104,000	157	WDHN (18), WTVY (4)

# Georgia

## 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 Totals as of October 1, 1988

	VHF	UHF	TOTAL
Commercial Television Stations	11	16	27
Educational Television Stations	3	7	10
	14	23	37

# 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 Stations: Harris, 8-meter Ku-band; Harris, 4.7-meter Ku-band; Satcom Technologies, 7-meter C-band; Satcom Technologies, 5-meter Ku & C-band; Harris, Microwave Assoc. receivers.

News Service: AP.

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 & Powstenko.

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 One Hour Rate: \$2700.

Highest 30 Sec. Rate: \$1100.

NETWORK BASE HOURLY RATE: \$1400.

City of License: Albany. ADI: Albany, GA. Rank: 151.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>FLORIDA</b>			
	Madison	5,200	5,000	97
	<b>GEORGIA</b>			
	Atkinson	2,000	1,900	95
	Baker	1,200	1,200	100
	Ben Hill	6,400	6,200	98
	Berrien	5,200	5,100	98
	Brooks	5,200	5,100	98
	Calhoun	1,500	1,400	93
	Clinch	2,300	2,300	98
	Coffee	10,100	9,900	98
	Colquitt	13,100	12,900	98
	Cook	4,900	4,800	98
	Crisp	7,300	7,100	98
	Decatur	9,200	9,000	98
	Dooly	3,800	3,700	97
	Dougherty	35,100	34,600	99
	Early	4,700	4,600	98
	Echols	800	800	100
	Grady	7,700	7,600	99
Irwin	3,400	3,300	97	
Lanier	2,100	2,100	100	
Lee	5,000	4,900	98	
Lowndes	25,800	25,300	98	
Macon	5,000	4,900	98	
Miller	2,600	2,500	96	
Mitchell	6,900	6,800	99	



WALB-TV BPC1-2497 Granted 12/17/58

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Randolph	3,300	3,200	97
	Seminole	3,300	3,200	97
	Sumter	10,300	10,100	98
	Telfair	4,000	3,900	98
	Terrell	4,100	4,000	98
	Thomas	13,300	13,100	98
	Tift	11,900	11,700	98
	Turner	3,200	3,100	97
	Ware	13,300	13,100	98
	Wilcox	2,600	2,600	100
Worth	6,400	6,300	98	
<b>Between 25-49%</b>	<b>FLORIDA</b>			
	Jefferson	3,900	3,800	97
	<b>GEORGIA</b>			
	Bleckley	3,700	3,600	97
	Clay	1,200	1,200	100
	Dodge	6,000	5,900	98
	Jeff Davis	4,400	4,300	98
	Pierce	4,500	4,400	98
	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	13,900	13,600	98
	Hamilton	3,400	3,300	97
	Lafayette	1,500	1,500	100
	Leon	67,400	66,500	99
	Suwannee	9,600	9,400	97
	Taylor	6,800	6,600	97
	<b>GEORGIA</b>			
	Appling	5,700	5,600	98
	Bacon	3,600	3,500	97
Brantley	3,700	3,600	97	
Quitman	800	800	100	
Stewart	1,900	1,800	95	
<b>Station Totals</b>		<b>399,300</b>	<b>391,700</b>	<b>98</b>
<b>Net Weekly Circulation (1988)</b>			<b>248,500</b>	
<b>Average Daily Circulation (1988)</b>			<b>166,200</b>	



# Georgia—Albany

**WTSG**

Ch. 31

Network Service: Fox.

Licensee: NewSouth Bcstg. Inc., 545-5 Delany Ave., Hovey Court, Miami, FL 32801.

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-Corn, Microdyne receivers.

News Service: CNN Headline News.

Ownership: Timothy S. Brumlik, 55.66%; Peggy Y. Antoniak, 19%; Manny Cantu, 1%; Albany TV Partners, 24.33%.

Began Operation: February 14, 1982. Sale by Gordon Communications Co. to Michael H. Male, et al., approved by FCC Oct. 7, 1987. Transfer of control to T. S. Brumlik approved June 20, 1988.

Represented (sales): MMT Sales Inc.

Represented (legal): Nixon, Hargrave, Devans & Doyle.

Represented (engineering): Smith & Powstenko.

**Personnel:**

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: \$105.

City of License: Albany. ADI: Albany, GA. Rank: 151.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>GEORGIA</b>			
	Baker	1,200	1,200	100
	Berrien	5,200	5,100	98
	Colquitt	13,100	12,900	98
	Cook	4,900	4,800	98
	Dougherty	35,100	34,600	99
	Early	4,700	4,600	98
	Lee	5,000	4,900	98
	Mitchell	6,900	6,800	99



WTSG BMPCT-800207KH Granted 1/8/81 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Turner	3,200	3,100	97
	Worth	6,400	6,300	98
<b>Between 25-49%</b>	<b>GEORGIA</b>			
	Ben Hill	6,400	6,200	98
	Brooks	5,200	5,100	98
	Coffee	10,100	9,900	98
	Crisp	7,300	7,100	98
	Grady	7,700	7,600	99
	Irwin	3,400	3,300	97
	Lanier	2,100	2,100	100
	Miller	2,600	2,500	96
	Schley	1,100	1,100	100
<b>Between 5-24%</b>	Sumter	10,300	10,100	98
	Terrell	4,100	4,000	98
	Thomas	13,300	13,100	98
	Tift	11,900	11,700	98
	<b>FLORIDA</b>			
	Hamilton	3,400	3,300	97
	Madison	5,200	5,000	97
	<b>GEORGIA</b>			
	Atkinson	2,000	1,900	95
	Calhoun	1,500	1,400	93
Clay	1,200	1,200	100	
Decatur	9,200	9,000	98	
Dooly	3,800	3,700	97	
Echols	800	800	100	
Lowndes	25,800	25,300	98	
Macon	5,000	4,900	98	
Randolph	3,300	3,200	97	
Telfair	4,000	3,900	98	
Webster	800	800	100	
Wilcox	2,600	2,600	100	
<b>Station Totals</b>		<b>239,800</b>	<b>235,100</b>	<b>98</b>
<b>Net Weekly Circulation (1988)</b>				<b>94,600</b>
<b>Average Daily Circulation (1988)</b>				<b>41,100</b>

# Georgia—Athens

**WNGM-TV**

**Ch. 34**

**Network Service:** None, independent.

**Grantee:** WNGM-TV, 12 Executive Park S., Suite 1219, Atlanta, GA 30329.

**Studio:** 130 Burton Circle, Athens, GA.

**Telephone:** 404-633-4314.

**Technical Facilities:** Channel No. 34 (590-596 MHz). Authorized power: 4182-kw max. & 1442-kw horizontal visual, 418.2-kw max. & 144.2-kw horizontal aural. Antenna: 1035-ft. above av. terrain, 1049-ft. above ground, 1849-ft. above sea level.

Latitude	34°	04'	06"
Longitude	83°	32'	50"

Requests modification of CP for change to 1258-kw max. visual, 1352-ft. above av. terrain, 1207-ft. above ground, 2188-ft. above sea level, lat. 34° 12' 27", long. 83° 37' 48", transmitter to 4-mi. NE of Pendergrass on N side of GA 82 Spur, Jackson County. BMPCT-880817KG.

**Transmitter:** 1.1-mi. E on U.S. Hwy. 129, Arcade.

**Satellite Earth Station:** Pinzone, 5-meter.

**Ownership:** James H. Finch, 40%; James B. Lathom, 20%; R. A. Birgel, 15%; F. E. Busby, 15%; M. F. Carpenter, 10% James B. Lathom; Busby & Lathom have interest in Busby, Finch, Lathom & Widman, radio/TV representatives.

**Scheduled to Begin Operation:** October 1, 1988.

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

**Represented (engineering):** Lawrence Behr Assoc. Inc.

**Personnel:**

HOWARD FINCH, general manager.



**Highest 30 Sec. Rate:** (July 1, 1988) \$125.00. **ADI:** Atlanta. **Rank:** 12.

# Georgia—Atlanta

## WAGA-TV

Ch. 5

Network Service: CBS.

Licensee: Gillett Communications of Atlanta 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 and separate audio program.

Satellite Earth Stations: Satcom Technologies, 5.5-meter Ku-band; Scientific-Atlanta, 7.5-meter C-band; Scientific-Atlanta, 5-meter C-band; Scientific-Atlanta, 5-meter C-band; Scientific-Atlanta receivers.

News Services: AP, CBS, Group W Newsfeed, UPI.

Ownership: Gillett Communications Co. 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): Harrington, Righter & Parsons Inc.

### Personnel:

JACK SANDER, president & general manager.  
CHUCK WING, vice president, marketing & sales.  
DIANNE HARNELL, general sales manager.  
VICTOR BRUST, national sales manager.  
CYNTHIA HUNTER, commercial operations manager.  
JOHN DOLIVE, director of broadcast operations.  
MARY STIMMEL, editorial director.  
MARK HOFFMAN, news director.  
LEE ARMSTRONG, advertising & promotion manager.  
VERNON KHALIL, business manager.

Rates: On request.

City of License: Atlanta. ADI: Atlanta. Rank: 12.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 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>			
	Banks	3,700	3,600	97
	Barrow	9,200	9,100	99
	Bartow	16,400	16,300	99
	Butts	4,600	4,500	98
	Carroll	22,300	22,100	99
	Cherokee	24,000	23,800	99
	Clarke	29,500	29,100	99
	Clayton	61,700	61,400	100
	Cobb	149,500	148,800	100
	Coweta	16,200	16,000	99
	Dawson	2,300	2,300	100
	De Kalb	198,600	197,900	100
	Douglas	23,300	23,100	99
	Fayette	16,100	15,900	99
	Floyd	30,000	29,700	99
	Forsyth	13,300	13,200	99
	Fulton	247,400	245,600	99
	Gilmer	4,400	4,300	98
Gordon	12,100	12,000	99	
Greene	4,100	4,000	98	
Gwinnett	93,200	92,500	99	



WAGA-TV BPCT-1879 Granted 8/10/54

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Habersham	9,600	9,500	99
	Hall	31,400	31,100	99
	Haralson	7,500	7,400	99
	Heard	2,400	2,400	100
	Henry	16,200	16,000	99
	Jackson	10,000	9,900	99
	Jasper	3,000	2,900	97
	Lamar	4,600	4,500	98
	Lumpkin	4,100	4,100	100
	Madison	7,400	7,300	99
	Meriwether	7,200	7,100	99
	Morgan	4,100	4,000	98
	Newton	13,600	13,400	99
	Oconee	5,600	5,600	100
	Oglethorpe	3,500	3,400	97
	Paulding	11,400	11,300	99
	Pickens	5,000	4,900	98
Pike	3,400	3,300	97	
Polk	12,100	12,000	99	
Putnam	4,300	4,200	98	
Rabun	4,300	4,200	98	
Rockdale	16,200	16,000	99	
Spalding	18,200	18,000	99	
Towns	2,600	2,600	100	
Troup	19,800	19,500	98	
Union	4,200	4,100	98	
Upson	9,600	9,500	99	
Walton	11,800	11,700	99	
White	4,300	4,200	98	
<b>Between 25-49%</b>	<b>ALABAMA</b>			
	Cherokee	7,200	7,100	99
Randolph	7,400	7,300	99	

(Continued on page A-320)

<b>Station Totals</b>	<b>1,657,000</b>	<b>1,641,200</b>	<b>99</b>
<b>Net Weekly Circulation (1988)</b>		<b>1,158,100</b>	
<b>Average Daily Circulation (1988)</b>		<b>636,800</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:** 404-881-3600. **Fax:** 404-881-3635.

**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. Left air May 31, 1955. Resumed operation under ownership of U.S. Communications Aug. 16, 1969; left air March 30, 1971. Sale to D. R. Jones, et al., approved by FCC July 14, 1974. Resumed operation July 5, 1976. Sale to Outlet Co. approved Oct. 13, 1982. Sale to Rockefeller Group granted Sept. 6, 1984 (*Television Digest*, Vol. 24:28; 25:1). Sale to present owner approved by FCC April 29, 1986.

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

**Represented (legal):** Carter, Ansley, Smith & McLendon.

**Personnel:**

- JOHN A. SERRAO, general manager.
- GENE McHUGH, general sales manager.
- SARB SEWAK KHALSA, business manager.
- TED BATSON, retail services director.
- MATT FILLA, national sales manager.
- DON HESS, program manager.
- TOM KOUNELIS, promotion director.
- DOUG FURCE, production manager.
- JOHN PELHAM, 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 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>GEORGIA</b>			
	Butts	4,600	4,500	98
	Cherokee	24,000	23,800	99
	Clayton	61,700	61,400	100
	Dawson	2,300	2,300	100
	Douglas	23,300	23,100	99
	Fayette	16,100	15,900	99
	Fulton	247,400	245,600	99
	Gwinnett	93,200	92,500	99
	Lamar	4,600	4,500	98
Newton	13,600	13,400	99	
<b>Between 25-49%</b>	<b>GEORGIA</b>			
	Barrow	9,200	9,100	99
	Carroll	22,300	22,100	99
	Clarke	29,500	29,100	99
	Cobb	149,500	148,800	100
	Coweta	16,200	16,000	99
	De Kalb	198,600	197,900	100
	Floyd	30,000	29,700	99
	Forsyth	13,300	13,200	99
	Greene	4,100	4,000	98
	Habersham	9,600	9,500	99
	Hall	31,400	31,100	99
	Haralson	7,500	7,400	99
	Heard	2,400	2,400	100



WATL BMPCT—6999 Granted 4/25/69

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Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>Between 25-49%</b>	Henry	16,200	16,000	99
	Jackson	10,000	9,900	99
	Jasper	3,000	2,900	97
	Lumpkin	4,100	4,100	100
	Morgan	4,100	4,000	98
	Oconee	5,600	5,600	100
	Paulding	11,400	11,300	99
	Pickens	5,000	4,900	98
	Polk	12,100	12,000	99
	Rockdale	16,200	16,000	99
	Spalding	18,200	18,000	99
	Troup	19,800	19,500	98
	Walton	11,800	11,700	99
<b>Between 5-24%</b>	<b>ALABAMA</b>			
	Randolph	7,400	7,300	99
	<b>GEORGIA</b>			
	Banks	3,700	3,600	97
	Bartow	16,400	16,300	99
	Chattooga	7,800	7,700	99
	Gilmer	4,400	4,300	98
	Gordon	12,100	12,000	99
	Houston	29,500	29,200	99
	Madison	7,400	7,300	99
	Meriwether	7,200	7,100	99
	Monroe	5,600	5,500	98
	Murray	8,200	8,100	99
Oglethorpe	3,500	3,400	97	
Pike	3,400	3,300	97	
Putnam	4,300	4,200	98	
Talbot	2,100	2,000	95	
Upson	9,600	9,500	99	
<b>NORTH CAROLINA</b>				
Cherokee	7,900	7,700	98	
<b>Station Totals</b>		<b>1,292,400</b>	<b>1,281,700</b>	<b>99</b>
<b>Net Weekly Circulation (1988)</b>			<b>559,800</b>	
<b>Average Daily Circulation (1988)</b>			<b>199,100</b>	

# Georgia—Atlanta

**WGNX**

**Ch. 46**

**Network Service:** None, independent.

**Licensee:** WGNX 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. **TWX:** 810-751-3597.

**Fax:** 404-633-8358.

**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.
- WAYNE SPRACKLIN, general sales manager.
- CHUCK CONRAD, assistant general sales manager.
- JAMIL ROBERTS, national sales manager.
- JACK CRUMPLER, local sales manager.
- LORRIE SCHILLING, program manager.
- ARTHUR SHIPP, film director.
- STEVE WEITEKAMP, production manager.
- BECKY LEWIS CONGDON, traffic manager.
- BARRY STINSON, creative services manager.
- DAVID ULRICH, public affairs manager.

**Rates:** On request.

**City of License:** Atlanta. **ADI:** Atlanta. **Rank:** 12.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>GEORGIA</b>			
	Bartow	16,400	16,300	99
	Clayton	61,700	61,400	100
	De Kalb	198,600	197,900	100
	Douglas	23,300	23,100	99
	Fayette	16,100	15,900	99
	Gwinnett	93,200	92,500	99
	Henry	16,200	16,000	99
	Newton	13,600	13,400	99
	<b>Between 25-49%</b>	<b>ALABAMA</b>		
Calhoun		44,500	44,200	99
Cleburne		5,000	4,900	98
Randolph		7,400	7,300	99
<b>GEORGIA</b>	Barrow	9,200	9,100	99
	Butts	4,600	4,500	98
	Carroll	22,300	22,100	99
	Chattooga	7,800	7,700	99
	Cherokee	24,000	23,800	99



WGNX BPCT—4857 Granted 7/29/75

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	Clarke	29,500	29,100	99
	Cobb	149,500	148,800	100
	Coweta	16,200	16,000	99
	Dawson	2,300	2,300	100
	Floyd	30,000	29,700	99
	Forsyth	13,300	13,200	99
	Fulton	247,400	245,600	99
	Gordon	12,100	12,000	99
	Greene	4,100	4,000	98
	Hall	31,400	31,100	99
	Haralson	7,500	7,400	99
	Jackson	10,000	9,900	99
	Jasper	3,000	2,900	97
	Lamar	4,600	4,500	98
	Lumpkin	4,100	4,100	100
	Meriwether	7,200	7,100	99
	Murray	8,200	8,100	99
	Oconee	5,600	5,600	100
	Paulding	11,400	11,300	99
	Peach	7,300	7,200	99
Pickens	5,000	4,900	98	
Polk	12,100	12,000	99	
Rockdale	16,200	16,000	99	
Spalding	18,200	18,000	99	
Troup	19,800	19,500	98	
Upson	9,600	9,500	99	
Walton	11,800	11,700	99	
Whitfield	25,200	25,000	99	
<b>Between 5-24%</b>	<b>ALABAMA</b>			
	Chambers	14,500	14,300	99
De Kalb	21,700	21,500	99	

(Continued on page A-319)

<b>Station Totals</b>	<b>1,479,100</b>	<b>1,466,400</b>	<b>99</b>
<b>Net Weekly Circulation (1988)</b>			<b>616,500</b>
<b>Average Daily Circulation (1988)</b>			<b>231,000</b>

# Georgia—Atlanta

**WSB-TV**

Ch. 2

**Network Service:** ABC.

**Licensee:** Cox Enterprises Inc., 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.

**Fax:** 404-897-7525.

**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 C-band; Andrew, 7-meter C-band; Andrew, 4-meter C-band; SatCom, 5.5-meter Ku-band; Scientific-Atlanta, 7-meter C-band; Harris, 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%. See Group 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.
- BILL SPELL, local sales manager.
- HERB GILBERT, chief engineer.
- DAVID LIPPOFF, news director.
- A. R. VAN CANTFORT, program manager.
- PHIL MICHAEL, director of promotions & public relations.
- GORDON JONES, controller.
- MILT THOMAS, production manager.

**Rates:** On request.

**NETWORK BASE HOURLY RATE:** \$3000.

**City of License:** Atlanta. **ADI:** Atlanta. **Rank:** 12.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 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>			
	Cleburne	5,000	4,900	98
	<b>GEORGIA</b>			
	Baldwin	12,000	11,800	98
	Banks	3,700	3,600	97
	Barrow	9,200	9,100	99
	Bartow	16,400	16,300	99
	Butts	4,600	4,500	98
	Carroll	22,300	22,100	99
	Chattooga	7,800	7,700	99
	Cherokee	24,000	23,800	99
	Clarke	29,500	29,100	99
	Clayton	61,700	61,400	100
	Cobb	149,500	148,800	100
	Coweta	16,200	16,000	99
Dawson	2,300	2,300	100	
De Kalb	198,600	197,900	100	
Douglas	23,300	23,100	99	
Fayette	16,100	15,900	99	



Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	Floyd	30,000	29,700	99
	Forsyth	13,300	13,200	99
	Fulton	247,400	245,600	99
	Gilmer	4,400	4,300	98
	Gordon	12,100	12,000	99
	Greene	4,100	4,000	98
	Gwinnett	93,200	92,500	99
	Habersham	9,600	9,500	99
	Hall	31,400	31,100	99
	Haralson	7,500	7,400	99
	Heard	2,400	2,400	100
	Henry	16,200	16,000	99
	Jackson	10,000	9,900	99
	Jasper	3,000	2,900	97
	Lamar	4,600	4,500	98
	Lumpkin	4,100	4,100	100
	Madison	7,400	7,300	99
	Meriwether	7,200	7,100	99
	Monroe	5,600	5,500	98
	Morgan	4,100	4,000	98
	Newton	13,600	13,400	99
	Oconee	5,600	5,600	100
	Paulding	11,400	11,300	99
	Pickens	5,000	4,900	98
	Pike	3,400	3,300	97
	Polk	12,100	12,000	99
	Putnam	4,300	4,200	98
	Rabun	4,300	4,200	98
	Rockdale	16,200	16,000	99
	Spalding	18,200	18,000	99
Troup	19,800	19,500	98	
Union	4,200	4,100	98	
Upson	9,600	9,500	99	

(Continued on page A-320)

<b>Station Totals</b>	<b>1,743,100</b>	<b>1,725,700</b>	<b>99</b>
<b>Net Weekly Circulation (1988)</b>		<b>1,206,900</b>	
<b>Average Daily Circulation (1988)</b>		<b>718,000</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. & 1510-kw horizontal visual, 224-kw max. & 151-kw horizontal aural. Antenna: 1093-ft. above av. terrain, 1042-ft. above ground, 2042-ft. above sea level.

Latitude 33° 46' 57"  
Longitude 84° 23' 20"

**Transmitter:** 1018 W. Peachtree St. NW.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Transmit/receive Scientific-Atlanta, 11-meter; 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 H. LEVI, executive vice president.  
JAMES KITCHELL, vice president, operations/administration.  
JAMES WILLIAMS, vice president, sales.  
ROBERT SIEBER, vice president, research.  
GENE WRIGHT, vice president, engineering.  
TERRI TINGLE, vice president, public affairs.  
JEFF GRIMSHAW, promotion director.

**Rates:** On request.

**City of License:** Atlanta. **ADI:** Atlanta. **Rank:** 12.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 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>			
	Randolph	7,400	7,300	99
	<b>ARKANSAS</b>			
	Jackson	7,800	7,600	98
	<b>ARIZONA</b>			
	Apache South	4,100	3,600	89
	Graham	7,700	7,300	95
	Greenlee	3,500	3,400	97
	Navajo	22,500	20,500	91
	<b>COLORADO</b>			
	San Juan	400	400	100
	Summit	4,900	4,700	96
	<b>FLORIDA</b>			
	Franklin	3,100	3,000	97
<b>GEORGIA</b>				
Baldwin	12,000	11,800	98	
Barrow	9,200	9,100	99	
Bartow	16,400	16,300	99	
Ben Hill	6,400	6,200	98	
Butts	4,600	4,500	98	
Carroll	22,300	22,100	99	
Cherokee	24,000	23,800	99	
Clayton	61,700	61,400	100	
Cobb	149,500	148,800	100	
Coweta	16,200	16,000	99	
Dawson	2,300	2,300	100	
De Kalb	198,600	197,900	100	



Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	Douglas	23,300	23,100	99
	Fayette	16,100	15,900	99
	Floyd	30,000	29,700	99
	Forsyth	13,300	13,200	99
	Fulton	247,400	245,600	99
	Glynn	22,900	22,600	99
	Gordon	12,100	12,000	99
	Greene	4,100	4,000	98
	Gwinnett	93,200	92,500	99
	Haralson	7,500	7,400	99
	Henry	16,200	16,000	99
	Houston	29,500	29,200	99
	Lowndes	25,800	25,300	98
	Meriwether	7,200	7,100	99
	Newton	13,600	13,400	99
	Oconee	5,600	5,600	100
	Paulding	11,400	11,300	99
	Pickens	5,000	4,900	98
	Rockdale	16,200	16,000	99
	Schley	1,100	1,100	100
	Spalding	18,200	18,000	99
	Troup	19,800	19,500	98
	Walton	11,800	11,700	99
Ware	13,300	13,100	98	
<b>IDAHO</b>				
Adams	1,300	1,200	96	
Clearwater	3,600	3,500	97	
Shoshone	6,100	6,000	98	
<b>KANSAS</b>				
Ellsworth	2,900	2,800	97	
Greeley	700	700	100	
Sherman	2,900	2,900	100	

(Continued on page A-299)

<b>Station Totals</b>	<b>82,419,700</b>	<b>81,074,200</b>	<b>98</b>
<b>Net Weekly Circulation (1988)</b>			<b>16,251,500</b>
<b>Average Daily Circulation (1988)</b>			<b>5,458,000</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. **Telex:** 85-3488. **Easylink:** 62810694+.

**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.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** 4 in operation.

**Ownership:** David J. Harris, Prentiss Q. Yancey, Harry L. Hickson, Vance L. Eckersley, E. Bruce Phillips, DeSales Harrison.

**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.  
DAVID B. HICKMAN, national sales manager.  
SHELDON W. MOSS, local sales manager.  
GARY J. KELLY, chief engineer.  
MARY F. MCKEE, program manager.  
PETER L. MANDELL, promotion manager.  
MARTI CHITWOOD, public affairs manager.

**Rates:** Not available.

**City of License:** Atlanta. **AOI:** Atlanta. **Rank:** 12.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Bartow	16,400	16,300	99
	Butts	4,600	4,500	98
	Carroll	22,300	22,100	99
	Cherokee	24,000	23,800	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Clayton	61,700	61,400	100
	Cobb	149,500	148,800	100
	Coweta	16,200	16,000	99
	Dawson	2,300	2,300	100
	De Kalb	198,600	197,900	100
	Douglas	23,300	23,100	99
	Fayette	16,100	15,900	99
	Fulton	247,400	245,600	99
	Gwinnett	93,200	92,500	99
	Henry	16,200	16,000	99
	Lumpkin	4,100	4,100	100
	Newton	13,600	13,400	99
	Paulding	11,400	11,300	99
	Rockdale	16,200	16,000	99
	Spalding	18,200	18,000	99
Walton	11,800	11,700	99	
<b>Station Totals</b>		<b>967,100</b>	<b>960,700</b>	<b>99</b>
<b>Net Weekly Circulation (1988)</b>			<b>138,200</b>	
<b>Average Daily Circulation (1988)</b>			<b>34,600</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' 23.70"  
Longitude 84° 19' 54.70"

**Transmitter:** 110 Arizona Ave. NE.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Transmit/receive Harris, 8-meter Ku-band; Harris, 3-meter Ku-band; Satcom Technologies, 5.5-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 & director of sales.  
JACK R. LEASE, vice president, director of operations & program manager.  
MIKE MARTIN, vice president & production manager.  
WAYNE FREEDMAN, general sales manager.  
ALICE RIEHL, national sales manager.  
JOAN T. CHASE, director of business affairs & finance.  
MIKE HOWEY, director of engineering.  
STEPHEN A. SMITH, news director.  
JOHN HEINEN, promotion director.

**Highest 30 Sec. Rate:** \$5000.

**NETWORK BASE HOURLY RATE:** \$3375.

**City of License:** Atlanta. ADI: Atlanta. Rank: 12.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	ALABAMA			
	Cleburne	5,000	4,900	98
	Randolph	7,400	7,300	99
<b>GEORGIA</b>	Barrow	9,200	9,100	99
	Bartow	16,400	16,300	99
	Butts	4,600	4,500	98
	Carroll	22,300	22,100	99
	Cherokee	24,000	23,800	99
	Clarke	29,500	29,100	99
	Clayton	61,700	61,400	100
	Cobb	149,500	148,800	100
	Coweta	16,200	16,000	99
	Dawson	2,300	2,300	100



WXIA-TV BPLT-800924KF Granted 1/6/81

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	De Kalb	198,600	197,900	100
	Douglas	23,300	23,100	99
	Fayette	16,100	15,900	99
	Floyd	30,000	29,700	99
	Forsyth	13,300	13,200	99
	Fulton	247,400	245,600	99
	Gordon	12,100	12,000	99
	Greene	4,100	4,000	98
	Gwinnett	93,200	92,500	99
	Habersham	9,600	9,500	99
	Hall	31,400	31,100	99
	Haralson	7,500	7,400	99
	Heard	2,400	2,400	100
	Henry	16,200	16,000	99
	Jackson	10,000	9,900	99
	Jasper	3,000	2,900	97
	Lamar	4,600	4,500	98
	Lumpkin	4,100	4,100	100
	Meriwether	7,200	7,100	99
	Monroe	5,600	5,500	98
	Morgan	4,100	4,000	98
	Newton	13,600	13,400	99
	Oconee	5,600	5,600	100
	Paulding	11,400	11,300	99
	Pickens	5,000	4,900	98
	Pike	3,400	3,300	97
	Polk	12,100	12,000	99
	Putnam	4,300	4,200	98
	Rabun	4,300	4,200	98
	Rockdale	16,200	16,000	99
	Spalding	18,200	18,000	99
	Troup	19,800	19,500	98
	Upson	9,600	9,500	99

(Continued on page A-321)

<b>Station Totals</b>	1,612,700	1,596,500	99
<b>Net Weekly Circulation (1988)</b>		1,166,800	
<b>Average Daily Circulation (1988)</b>		705,200	

# Georgia—Augusta

**WAGT**

**Ch. 26**

**Network Service:** NBC.

**Licensee:** WAGT Television Inc., Box 1526, Augusta, GA 30903.

**Studio:** 905 Broad St., Augusta, GA 30901.

**Telephone:** 404-826-0026.

**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:**

- HAL EDWARDS, president & general manager.
- LEE SHERIDAN, 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.
- ERIC BAKER, business manager.

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

**NETWORK BASE HOURLY RATE:** \$500.

**City of License:** Augusta. **AOI:** Augusta. **Rank:** 102.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 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	19,500	19,300	99
	Glascok	800	800	100
	Jefferson	6,700	6,600	98
	Jenkins	2,900	2,900	98
	Lincoln	2,200	2,200	100



WAGT BPC-T-800929KN Granted 1/21/81 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>Mc Duffie</b>			
	Richmond	7,300	7,200	99
	Warren	2,000	1,900	97
	Wilkes	4,000	3,900	98
<b>SOUTH CAROLINA</b>	Aiken	44,900	44,500	99
	Barnwell	7,500	7,400	99
	Edgefield	6,100	6,000	98
<b>GEORGIA</b>	<b>Emanuel</b>			
	7,500	7,300	98	
	<b>SOUTH CAROLINA</b>			
<b>Between 25-49%</b>	Allendale	3,800	3,700	97
	Bamberg	6,200	6,100	98
	Mc Cormick	2,500	2,500	98
	<b>GEORGIA</b>			
<b>Between 5-24%</b>	Hancock	3,000	2,900	97
	Johnson	3,200	3,100	98
	Screven	5,500	5,400	98
	Washington	6,500	6,300	97
<b>SOUTH CAROLINA</b>				
<b>Station Totals</b>	Greenwood	23,100	22,900	99
	Orangeburg	30,800	30,100	98
	Saluda	6,100	6,000	98
<b>Station Totals</b>		<b>275,600</b>	<b>271,700</b>	<b>99</b>
<b>Net Weekly Circulation (1988)</b>				<b>161,100</b>
<b>Average Daily Circulation (1988)</b>				<b>89,600</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' 15"  
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, Cyclessat 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.
- RAY ERB, vice president/sales & general sales manager.
- MARTY FRASER, national sales manager.
- BILL DOKER, chief engineer.
- PETER MICHENFELDER, news director.
- DAVID LUDWIKOWSKI, director of programming & promotion.
- MARY MILLER, business manager.
- JERRY LEZOTTE, production 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. **AOI:** Augusta. **Rank:** 102.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 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	19,500	19,300	99
	Emanuel	7,500	7,300	98
	Glascocock	800	800	100
	Hancock	3,000	2,900	97
	Jefferson	6,700	6,600	98
	Jenkins	2,900	2,900	98
	Johnson	3,200	3,100	98
	Lincoln	2,200	2,200	100
	Mc Duffie	7,300	7,200	99
	Montgomery	2,300	2,200	96
	Richmond	66,900	66,300	99
	Screven	5,500	5,400	98
	Taliaferro	800	800	100
Warren	2,000	1,900	97	



WJBF BPCT-2441 Granted 12/18/57

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Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>50% &amp; Over</b>	Washington	6,500	6,300	97	
	Wilkes	4,000	3,900	98	
<b>SOUTH CAROLINA</b>	Aiken	44,900	44,500	99	
	Allendale	3,800	3,700	97	
	Bamberg	6,200	6,100	98	
	Barnwell	7,500	7,400	99	
	Edgefield	6,100	6,000	98	
	Hampton	6,900	6,700	97	
	Mc Cormick	2,500	2,500	98	
	Saluda	6,100	6,000	98	
	<b>Between 25-49%</b>	Bulloch	12,300	12,100	98
		Candler	2,700	2,600	96
Treutlen		2,100	2,100	98	
<b>SOUTH CAROLINA</b>	Abbeville	8,700	8,600	98	
	Orangeburg	30,800	30,100	98	
<b>Between 5-24%</b>	<b>GEORGIA</b>				
	Effingham	7,800	7,700	99	
	Elbert	7,000	6,900	99	
	Evans	3,100	3,100	100	
	Greene	4,100	4,000	98	
	Laurens	13,800	13,500	98	
	Oglethorpe	3,500	3,400	97	
	Toombs	9,000	8,800	98	
	Wheeler	2,000	1,900	95	
	<b>SOUTH CAROLINA</b>				
	Calhoun	4,500	4,400	98	
	Colleton	12,400	12,100	98	
Greenwood	23,100	22,900	99		
Jasper	5,600	5,500	98		
Lexington	61,900	61,100	99		
Newberry	12,400	12,200	98		
<b>Station Totals</b>		<b>458,500</b>	<b>451,400</b>	<b>98</b>	
<b>Net Weekly Circulation (1988)</b>				<b>244,800</b>	
<b>Average Daily Circulation (1988)</b>				<b>158,000</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.

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 Station 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): Petry Television Inc.

Represented (engineering): Lohnes & Culver.

**Personnel:**

- 1. MARTIN POMPADUR, chief executive officer.
- RALPH E. BECKER, president & chief operating officer.
- STAN MARINOFF, vice president & general manager.
- LOUIS WALL, general sales manager.
- GREG BRISSETTE, local sales manager.
- LEE DAVIS, chief engineer.
- STEVE JOHNSTON, manager of broadcast operations.
- SHERRY LORENZ, news director.
- DOUG DUFFY, promotion manager.
- EVELYN LLOYD, business manager.
- PAUL WOLFE, marketing director.

Rates: On request.

City of License: Augusta. ADI: Augusta. Rank: 102.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>GEORGIA</b>			
	Burke	6,600	6,400	97
	Columbia	19,500	19,300	99
	Emanuel	7,500	7,300	98
	Glascocok	800	800	100
	Jefferson	6,700	6,600	98
	Jenkins	2,900	2,900	98
	Lincoln	2,200	2,200	100
	Mc Duffie	7,300	7,200	99
	Richmond	66,900	66,300	99
Scriven	5,500	5,400	98	
Taliaferro	800	800	100	



Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	Warren	2,000	1,900	97
	Washington	6,500	6,300	97
	Wilkes	4,000	3,900	98
<b>SOUTH CAROLINA</b>	Aiken	44,900	44,500	99
	Allendale	3,800	3,700	97
	Bamberg	6,200	6,100	98
	Barnwell	7,500	7,400	99
	Edgefield	6,100	6,000	98
	Mc Cormick	2,500	2,500	98
	Saluda	6,100	6,000	98
<b>GEORGIA</b>	Hancock	3,000	2,900	97
	Johnson	3,200	3,100	98
	<b>SOUTH CAROLINA</b>			
	Hampton	6,900	6,700	97
	Orangeburg	30,800	30,100	98
<b>Between 5-24%</b>	<b>GEORGIA</b>			
	Bryan	4,400	4,300	98
	Bulloch	12,300	12,100	98
	Greene	4,100	4,000	98
	Montgomery	2,300	2,200	96
	Toombs	9,000	8,800	98
	Treutlen	2,100	2,100	98
	<b>SOUTH CAROLINA</b>			
Calhoun	4,500	4,400	98	
Greenwood	23,100	22,900	99	
Lexington	61,900	61,100	99	
Newberry	12,400	12,200	98	
<b>Station Totals</b>		<b>396,300</b>	<b>390,400</b>	<b>99</b>
<b>Net Weekly Circulation (1988)</b>				<b>215,900</b>
<b>Average Daily Circulation (1988)</b>				<b>128,600</b>

# Georgia—Columbus

**WLTZ**

Ch. 38

**Network Service:** NBC.

**Licensee:** Lewis Broadcasting Corp., Lindsey Creek Station, Box 12289, 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; Harris, 3-meter C-band; RCA, 3-meter Ku-band; Zenith, 3-meter C-band; Harris, M/A-Corn, Zenith 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.

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

**Personnel:**

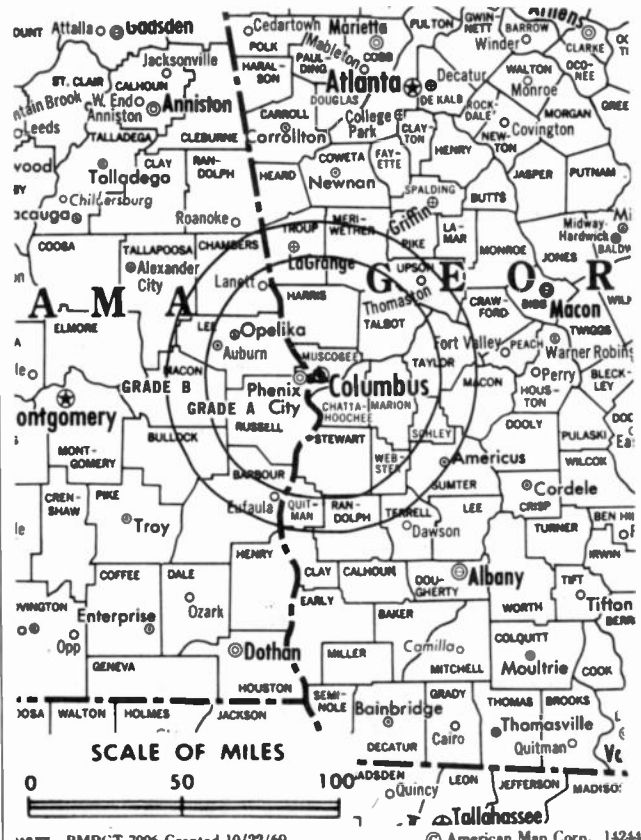
- BOB WALTON, vice president & general manager.
- T. B. BREAZEALE, general sales manager.
- R. C. BARTLETT, operations manager.
- BORDEN BLACK, news director.
- SANDEE MCGREGOR, promotion director.
- BOB HOOK, chief engineer.

**Highest 30 Sec. Rate:** \$1200.

**City of License:** Columbus. **ADI:** Columbus, GA. **Rank:** 118.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 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
	Russell	17,900	17,700	99
	<b>GEORGIA</b>			
	Chattahoochee	3,100	3,100	100
	Harris	6,500	6,400	98
	Marion	1,800	1,700	94
	Muscogee	63,600	63,000	99
	Talbot	2,100	2,000	95
	Taylor	2,700	2,600	96



WLTZ BMPCT-7006 Granted 10/22/69

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Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>50% &amp; Over</b>	Troup	19,800	19,500	98	
	Webster	800	800	100	
<b>Between 25-49%</b>	<b>ALABAMA</b>				
	Lee	31,700	31,400	99	
	<b>GEORGIA</b>				
	Quitman	800	800	100	
	Schley	1,100	1,100	100	
	Stewart	1,900	1,800	95	
	Upson	9,600	9,500	99	
	<b>Between 5-24%</b>	<b>ALABAMA</b>			
		Barbour	9,100	8,900	98
		Bullock	3,700	3,600	97
Henry		5,700	5,600	98	
Macon		8,600	8,400	98	
Randolph		7,400	7,300	99	
<b>GEORGIA</b>					
Crawford		2,500	2,400	96	
Dooly		3,600	3,700	97	
Lee		5,000	4,900	98	
Macon	5,000	4,900	98		
Meriwether	7,200	7,100	99		
Randolph	3,300	3,200	97		
Sumter	10,300	10,100	98		
Terrell	4,100	4,000	98		
<b>Station Totals</b>		<b>253,600</b>	<b>249,800</b>	<b>99</b>	
<b>Net Weekly Circulation (1988)</b>				<b>130,100</b>	
<b>Average Daily Circulation (1988)</b>				<b>69,100</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: 810-758-4335.

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 Stations: Harris, 3-meter; Scientific-Atlanta, 4.6-meter C-band; Scientific-Atlanta, 7-meter; Harris, Scientific-Atlanta receivers.

News Services: AP, CBS.

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.  
TERESA GALLOWAY, general sales manager.  
DAVID KIRBY, news director.  
ALICE UPSHAW, program director.  
SUE UNDERWOOD, business manager.

Rates: Not available.

City of License: Columbus. ADI: Columbus, GA. Rank: 118.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 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	9,100	8,900	98
	Bullock	3,700	3,600	97
	Chambers	14,500	14,300	99
	Lee	31,700	31,400	99
	Macon	8,600	8,400	98
	Russell	17,900	17,700	99
	<b>GEORGIA</b>			
	Calhoun	1,500	1,400	93
	Chattahoochee	3,100	3,100	100
	Clay	1,200	1,200	100
	Crawford	2,500	2,400	96
	Crisp	7,300	7,100	98
	Harris	6,500	6,400	98
	Lee	5,000	4,900	98
	Macon	5,000	4,900	98
	Marion	1,800	1,700	94
	Muscogee	63,600	63,000	99
	Quitman	800	800	100
	Randolph	3,300	3,200	97
	Schley	1,100	1,100	100
	Stewart	1,900	1,800	95
	Sumter	10,300	10,100	98
	Talbot	2,100	2,000	95
	Taylor	2,700	2,600	96
	Terrell	4,100	4,000	98
	Troup	19,800	19,500	98
Webster	800	800	100	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>ALABAMA</b>			
	Henry	5,700	5,600	98
	Tallapoosa	14,700	14,500	99
	<b>GEORGIA</b>			
	Baker	1,200	1,200	100
	Dooly	3,800	3,700	97
	Dougherty	35,100	34,600	99
	Meriwether	7,200	7,100	99
	Peach	7,300	7,200	99
	Pulaski	3,200	3,100	97
	Turner	3,200	3,100	97
	Upson	9,600	9,500	99
Worth	6,400	6,300	98	
<b>Between 5-24%</b>	<b>ALABAMA</b>			
	Clay	4,800	4,700	98
	Cleburne	5,000	4,900	98
	Coffee	14,600	14,400	99
	Coosa	4,400	4,300	98
	Pike	10,200	10,000	98
	Randolph	7,400	7,300	99
	<b>GEORGIA</b>			
	Bleckley	3,700	3,600	97
	Dodge	6,000	5,900	98
	Early	4,700	4,600	98
	Heard	2,400	2,400	100
	Houston	29,500	29,200	99
	Irwin	3,400	3,300	97
	Jones	6,800	6,700	99
Miller	2,600	2,500	96	
Mitchell	6,900	6,800	99	
Monroe	5,600	5,500	98	
Pike	3,400	3,300	97	
Telfair	4,000	3,900	98	
Tift	11,900	11,700	98	
Wilcox	2,600	2,600	100	
<b>Station Totals</b>		<b>467,200</b>	<b>459,800</b>	<b>98</b>
<b>Net Weekly Circulation (1988)</b>			<b>246,100</b>	
<b>Average Daily Circulation (1988)</b>			<b>135,000</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.
- DICK BYRD, news director.
- FRANK WILLIAMS, promotion director.
- SUSAN KENDUST, business manager.
- JERRY BAHR, production director.

**Highest 30 Sec. Rate:** \$750.

**NETWORK BASE HOURLY RATE:** \$1175.

**City of License:** Columbus. **ADI:** Columbus, GA. **Rank:** 118.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 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	9,100	8,900	98
	Bullock	3,700	3,600	97
	Chambers	14,500	14,300	99
	Lee	31,700	31,400	99
	Russell	17,900	17,700	99
	<b>GEORGIA</b>			
	Calhoun	1,500	1,400	93
	Chattahoochee	3,100	3,100	100
	Clay	1,200	1,200	100
	Crawford	2,500	2,400	96
	Crisp	7,300	7,100	97
	Dooly	3,800	3,700	98
	Dougherty	35,100	34,600	99
Harris	6,500	6,400	98	
Lee	5,000	4,900	98	
Macon	5,000	4,900	98	
Marion	1,800	1,700	94	
Muscogee	63,600	63,000	99	
Quitman	800	800	100	
Randolph	3,300	3,200	97	
Schley	1,100	1,100	100	
Stewart	1,900	1,800	95	
Sumter	10,300	10,100	98	



WTVM BMPCT-5490 Granted 7/11/60 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Talbot	2,100	2,000	95
	Taylor	2,700	2,600	96
	Terrell	4,100	4,000	98
	Troup	19,800	19,500	98
	Turner	3,200	3,100	97
	Webster	800	800	100
<b>Between 25-49%</b>	<b>ALABAMA</b>			
	Clay	4,800	4,700	98
	Dale	16,100	15,900	99
	Henry	5,700	5,600	98
	Macon	8,600	8,400	98
	Pike	10,200	10,000	98
	Randolph	7,400	7,300	99
	Tallapoosa	14,700	14,500	99
<b>GEORGIA</b>				
Baker	1,200	1,200	100	
Early	4,700	4,600	98	
Heard	2,400	2,400	100	
Meriwether	7,200	7,100	99	
Mitchell	6,900	6,800	99	
Peach	7,300	7,200	99	
Upson	9,600	9,500	99	
Worth	6,400	6,300	98	
<b>Between 5-24%</b>	<b>ALABAMA</b>			
	Cleburne	5,000	4,900	98
	Coosa	4,400	4,300	98
	Crenshaw	5,300	5,200	98
	Marion	12,300	12,200	99
	<b>GEORGIA</b>			
Ben Hill	6,400	6,200	98	
Bleckley	3,700	3,600	97	
(Continued on page A-321)				
<b>Station Totals</b>		<b>477,400</b>	<b>469,800</b>	<b>98</b>
<b>Net Weekly Circulation (1988)</b>			<b>282,500</b>	
<b>Average Daily Circulation (1988)</b>			<b>161,700</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., 50.0%; Craig H. Kent, v.p.; Jonathan F. Kent, secy-treas., 50.0%. 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:**

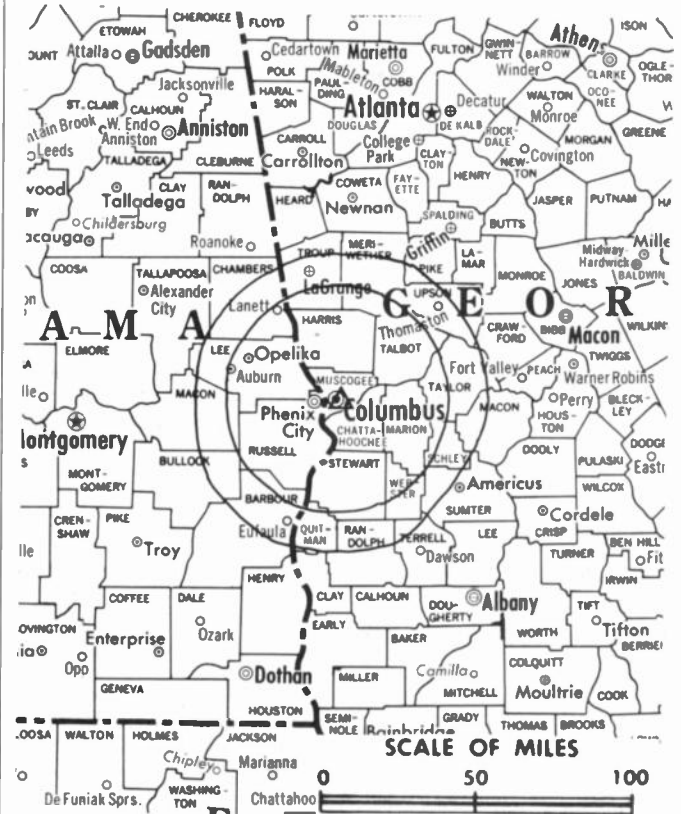
STEPHEN KENT, president.  
GARY HLAVACEK, general manager.  
RONALD GRIMES, local sales manager.  
RICK LIVERETT, chief engineer.  
FELICIA LYNN, program director.  
DAVID BRUMBACH, promotion director.  
LYNN ADAMS, business manager.

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

**City of License:** Columbus. **ADI:** Columbus, GA. **Rank:** 118.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 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>			
	Russell	17,900	17,700	99
	<b>GEORGIA</b>			
	Chattahoochee	3,100	3,100	100
	Marion	1,800	1,700	94
	Muscogee	63,600	63,000	99
<b>Between 25-49%</b>	<b>ALABAMA</b>			
	Barbour	9,100	8,900	98
	Chambers	14,500	14,300	99



WXTX BMPCT-821119KG Granted 12/28/82

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Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>Between 25-49%</b>	Lee	31,700	31,400	99
	Macon	8,600	8,400	98
	Randolph	7,400	7,300	99
	<b>GEORGIA</b>			
	Harris	6,500	6,400	98
	Stewart	1,900	1,800	95
	Talbot	2,100	2,000	95
	Taylor	2,700	2,600	96
<b>Between 5-24%</b>	Upson	9,600	9,500	99
	Webster	800	800	100
	<b>ALABAMA</b>			
	Bullock	3,700	3,600	97
	Tallapoosa	14,700	14,500	99
	<b>GEORGIA</b>			
	Meriwether	7,200	7,100	99
Quitman	800	800	100	
Schley	1,100	1,100	100	
Sumter	10,300	10,100	98	
Terrell	4,100	4,000	98	
<b>Station Totals</b>		<b>223,200</b>	<b>220,100</b>	<b>99</b>
<b>Net Weekly Circulation (1988)</b>				<b>80,600</b>
<b>Average Daily Circulation (1988)</b>				<b>32,500</b>



# Georgia—Macon

**WGXA**

Ch. 24

**Network Service:** ABC.

**Licensee:** Russell-Rowe Communications, 599 Broadway, Macon, GA 31201.

**Studio:** 599 Broadway, Macon, GA 31201.

**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, 252-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:** Andrew, 73-meter C-band; Andrew, 4.5-meter C-band; Avartek receivers.

**FM Affiliate:** WGUV-FM, 3-kw, 88.5 MHz, 301-ft.

**News Service:** AP.

**Ownership:** Herman J. Russell, chmn., 51%; Donald E. Heald, pres., 8%; Martin Seretean, v.p., 31.0%. 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. **ADI:** Macon. **Rank:** 134.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 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	12,000	11,800	98
	Bibb	57,200	56,600	99
	Bleckley	3,700	3,600	97
	Crawford	2,500	2,400	96
	Dodge	6,000	5,900	98
	Houston	29,500	29,200	99
	Jones	6,800	6,700	99
	Laurens	13,800	13,500	98



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Monroe	5,600	5,500	98
	Peach	7,300	7,200	99
	Pulaski	3,200	3,100	97
	Twiggs	3,500	3,400	97
	Wilkinson	3,700	3,600	97
<b>Between 25-49%</b>	<b>GEORGIA</b>			
	Ben Hill	6,400	6,200	98
	Dooley	3,800	3,700	97
	Hancock	3,000	2,900	97
	Johnson	3,200	3,100	98
	Macon	5,000	4,900	98
	Putnam	4,300	4,200	98
	Taylor	2,700	2,600	96
	Washington	6,500	6,300	97
	Wilcox	2,600	2,600	100
<b>Between 5-24%</b>	<b>GEORGIA</b>			
	Irwin	3,400	3,300	97
	Lamar	4,600	4,500	98
	Pike	3,400	3,300	97
	Schley	1,100	1,100	100
Telfair	4,000	3,900	98	
Treutlen	2,100	2,100	98	
<b>Station Totals</b>		<b>210,900</b>	<b>207,200</b>	<b>98</b>
<b>Net Weekly Circulation (1988)</b>			<b>127,000</b>	
<b>Average Daily Circulation (1988)</b>			<b>65,300</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:** Anixter-Mark, 5-meter; RCA, 3.6-meter; Scientific-Atlanta, 4.6-meter; Scientific-Atlanta, 7.7-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, Newspaper 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.
- GOSTIN FREENEY, general sales manager.
- RON LEPPIG, local sales manager.
- LACY WORRELL, chief engineer.
- TONY VILLASANA, news director.
- SYDNEY THUM, program director.
- JOE JOHNSON, promotion director.
- AARON BOWERS, marketing director.
- DONNA SELF, traffic manager.

**Highest One Hour Rate:** \$4100.

**Highest 30 Sec. Rate:** \$1500.

**NETWORK BASE HOURLY RATE:** \$1035.

**City of License:** Macon. **ADI:** Macon. **Rank:** 134.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 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	12,000	11,800	98
	Ben Hill	6,400	6,200	98
	Bibb	57,200	56,600	99
	Bleckley	3,700	3,600	97
	Crawford	2,500	2,400	96
	Dodge	6,000	5,900	98
	Dooly	3,800	3,700	97
	Hancock	3,000	2,900	97



WMAZ-TV BPC:T-3557 Granted 6/17/65 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Houston	29,500	29,200	99
	Johnson	3,200	3,100	98
	Jones	6,800	6,700	99
	Laurens	13,800	13,500	98
	Macon	5,000	4,900	98
	Monroe	5,600	5,500	98
	Peach	7,300	7,200	99
	Pulaski	3,200	3,100	97
	Putnam	4,300	4,200	98
	Taylor	2,700	2,600	96
	Telfair	4,000	3,900	98
	Treutlen	2,100	2,100	98
	Twiggs	3,500	3,400	97
Washington	6,500	6,300	97	
Wilcox	2,600	2,600	100	
Wilkinson	3,700	3,600	97	
<b>Between 25-49%</b>	<b>GEORGIA</b>			
	Crisp	7,300	7,100	98
	Jasper	3,000	2,900	97
	Lamar	4,600	4,500	98
	Montgomery	2,300	2,200	96
	Schley	1,100	1,100	100
	Sumter	10,300	10,100	98
	Upson	9,600	9,500	99
Wheeler	2,000	1,900	95	
<b>Between 5-24%</b>	<b>GEORGIA</b>			
	Butts	4,600	4,500	98
	Irwin	3,400	3,300	97
	Oconee	5,600	5,600	100
	Pike	3,400	3,300	97
	Talbot	2,100	2,000	95
Toombs	9,000	8,800	98	
Warren	2,000	1,900	97	
<b>Station Totals</b>		<b>268,700</b>	<b>263,700</b>	<b>98</b>
<b>Net Weekly Circulation (1988)</b>				<b>185,400</b>
<b>Average Daily Circulation (1988)</b>				<b>122,500</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"

Holds CP for change to 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:** 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):** Seltel Inc.

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

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

**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: 134.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 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	12,000	11,800	98
	Bibb	57,200	56,600	99
	Bleckley	3,700	3,600	97
	Crawford	2,500	2,400	96
	Houston	29,500	29,200	99
Jones	6,800	6,700	99	



WMGT BMPCT-6614 Granted 8/26/68

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Laurens	13,800	13,500	98
	Peach	7,300	7,200	99
	Twiggs	3,500	3,400	97
	Wilkinson	3,700	3,600	97
<b>Between 25-49%</b>	<b>GEORGIA</b>			
	Dooley	3,800	3,700	97
	Johnson	3,200	3,100	98
	Monroe	5,600	5,500	98
	Pulaski	3,200	3,100	97
	Putnam	4,300	4,200	98
	Taylor	2,700	2,600	96
Washington	6,500	6,300	97	
<b>Between 5-24%</b>	<b>GEORGIA</b>			
	Dodge	6,000	5,900	98
	Hancock	3,000	2,900	97
	Lamar	4,600	4,500	98
	Macon	5,000	4,900	98
	Morgan	4,100	4,000	98
Treutlen	2,100	2,100	98	
Wheeler	2,000	1,900	95	
Wilcox	2,600	2,600	100	
<b>Station Totals</b>		<b>198,700</b>	<b>195,300</b>	<b>98</b>
<b>Net Weekly Circulation (1988)</b>				<b>125,200</b>
<b>Average Daily Circulation (1988)</b>				<b>63,900</b>

# Georgia—Rome

## WAWA-TV

Ch. 14

**Network Service:** None, independent.

**Licensee:** Sudbrink Bcstg. Co. of Georgia, 100 Australian Ave., Suite 104, West Palm Beach, FL 33406.

**Studio:** 713 Shorter Ave., Rome, GA 30161.

**Telephone:** 404-291-9292.

**Technical Facilities:** Channel No. 14 (470-476 MHz). Authorized power: 1450-kw max. visual. Antenna: 820-ft. above av. terrain, 210-ft. above ground, 1535-ft. above sea level.

Latitude	34°	14'	07''
Longitude	85°	13'	45''

**Transmitter:** Horseleg Mountain, 4.5-mi. SW of Rome.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** 2 3.8-meter C-band; 3.8-meter Ku-band.

**News Service:** INN.

**Ownership:** Robert W. Sudbrink, partner, 51%; Marion Sudbrink, partner, 49%. For other interests see Group Ownership of TV Stations.

**Began Operation:** February 29, 1988.

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

**Represented (engineering):** Lawrence Behr & Associates Inc.

### Personnel:

DOUG KOONTZ, general manager.  
 DAVID WORM, chief engineer.  
 BARRY DAVIS, news director.  
 KARLA KOONTZ, program director.  
 JEFF BROWN, promotion director.



WAWA-TV 8MPC1-870722KE Granted 10/30/87

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MARY SAULS, business manager.  
 JIM COLBERT, production manager.

**Arbitron Data:** Not available

**City of License:** Rome. ADI: Atlanta. Rank: 12.

# Georgia—Savannah

**WJCL**

**Ch. 22**

**Network Service:** ABC.

**Licensee:** Lewis Broadcasting Corp., 10001 Abercorn St. Extension, Box 13646, 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: 3830-kw max. visual, 383-kw max. aural. Antenna: 1430-ft. above av. terrain, 1435-ft. above ground, 1453-ft. above sea level.

Latitude 32° 03' 30"  
Longitude 81° 20' 20"

**Transmitter:** State Hwy. 204, approx. 15-mi. W of Savannah.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** 5 in operation; Microdyne, 7-meter; Microdyne, Andrew receivers.

**News Services:** ABC, AP.

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

**Began Operation:** July 18, 1970.

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

**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.  
GLORIA CRIST, local sales manager.  
WALLACE TIDWELL, chief engineer.  
LARRY WALKER, news director.  
VIRGINIA WOODCOCK, business manager.  
FRANK S. BRYSON, marketing director.

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

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

**NETWORK BASE HOURLY RATE:** \$700.

**City of License:** Savannah. **ADI:** Savannah. **Rank:** 103.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 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
	Bryan	4,400	4,300	98
	Bulloch	12,300	12,100	98
	Candler	2,700	2,600	96
	Chatham	78,700	77,900	99
	Effingham	7,800	7,700	99
	Evans	3,100	3,100	100



WJCL BPCT-860620LE 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>	22,900	22,600	99
	Jeff Davis	4,400	4,300	98
	Liberty	12,500	12,300	98
	Long	1,800	1,800	100
	Mc Intosh	3,000	2,900	97
	Tattnall	6,300	6,200	98
	Toombs	9,000	8,800	98
	Wayne	7,300	7,200	99
	<b>SOUTH CAROLINA</b>			
	Jasper	5,600	5,500	98
<b>Between 25-49%</b>	<b>GEORGIA</b>			
	Bacon	3,600	3,500	97
	Montgomery	2,300	2,200	96
	Pierce	4,500	4,400	98
	Screven	5,500	5,400	98
<b>Between 5-24%</b>	<b>GEORGIA</b>			
	Brantley	3,700	3,600	97
	Emanuel	7,500	7,300	98
	Jenkins	2,900	2,900	98
	Wheeler	2,000	1,900	95
<b>SOUTH CAROLINA</b>				
Hampton	6,900	6,700	97	
<b>Station Totals</b>		<b>256,800</b>	<b>252,800</b>	<b>98</b>
<b>Net Weekly Circulation (1988)</b>				<b>159,200</b>
<b>Average Daily Circulation (1988)</b>				<b>76,200</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' 32.00"  
Longitude 81° 17' 56.50"

**Transmitter:** Sawdust Pile & Little Neck Rds., Pooler-Burroughs Div., 12-mi. W of Savannah.

**Satellite Earth Stations:** BMS, 6.1-meter C-band; Harris, 8.1-meter Ku-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):** Petry Television Inc.

**Represented (legal):** Arent, Fox, Kintner, Plotkin & Kahn.

**Personnel:**

DAVE DeARMOND, president & general manager.  
ROBERT B. BEALL, general sales manager.  
JAMES DAVIS, local sales manager.  
BYRON STRONG, chief engineer.  
KEITH YOUNG, news director.  
AL ERTZBERGER, promotion director.  
CECIL DANIEL, production manager.

**Highest 30 Sec. Rate:** \$1400.

**Rates:** Not available.

**City of License:** Savannah. AOI: Savannah. Rank: 103.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>GEORGIA</b>			
	Appling	5,700	5,600	98
	Bacon	3,600	3,500	97
	Brantley	3,700	3,600	97
	Bryan	4,400	4,300	98
	Bulloch	12,300	12,100	98
	Candler	2,700	2,600	96
	Chatham	78,700	77,900	99
	Effingham	7,800	7,700	99
	Emanuel	7,500	7,300	98
	Evans	3,100	3,100	100
	Glynn	22,900	22,600	99
	Liberty	12,500	12,300	98
	Long	1,800	1,800	100
McIntosh	3,000	2,900	97	



WSAV-TV BPLCT-4812 Granted 5/20/75 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	Households %	
<b>50% &amp; Over</b>	Montgomery	2,300	2,200	96	
	Pierce	4,500	4,400	98	
	Screven	5,500	5,400	98	
	Tattnall	6,300	6,200	98	
	Toombs	9,000	8,800	98	
	Wayne	7,300	7,200	99	
	<b>SOUTH CAROLINA</b>				
	Beaufort	28,300	27,900	99	
	Hampton	6,900	6,700	97	
	Jasper	5,600	5,500	98	
<b>Between 25-49%</b>	<b>GEORGIA</b>				
	Jeff Davis	4,400	4,300	98	
	Treutlen	2,100	2,100	98	
Wheeler	2,000	1,900	95		
<b>Between 5-24%</b>	<b>GEORGIA</b>				
	Atkinson	2,000	1,900	95	
	Camden	5,600	5,500	98	
	Coffee	10,100	9,900	98	
	Jenkins	2,900	2,900	98	
	Johnson	3,200	3,100	98	
	<b>SOUTH CAROLINA</b>				
Allendale	3,800	3,700	97		
Bamberg	6,200	6,100	98		
Colleton	12,400	12,100	98		
<b>Station Totals</b>		<b>300,100</b>	<b>295,100</b>	<b>98</b>	
<b>Net Weekly Circulation (1988)</b>				<b>214,700</b>	
<b>Average Daily Circulation (1988)</b>				<b>127,600</b>	

# Georgia—Savannah

## WTOC-TV

Ch. 11

**Network Service:** CBS.

**Licensee:** American Family Broadcast Group Inc., 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.  
BOB HEINZELMANN, 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:** 103.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households	%
<b>50% &amp; Over</b>	<b>GEORGIA</b>				
	Appling	5,700	5,600	98	
	Bacon	3,600	3,500	97	
	Brantley	3,700	3,600	97	
	Bryan	4,400	4,300	98	
	Bulloch	12,300	12,100	98	
	Candler	2,700	2,600	96	
	Chatham	78,700	77,900	99	
	Effingham	7,800	7,700	99	
	Evans	3,100	3,100	100	
	Glynn	22,900	22,600	99	
	Jeff Davis	4,400	4,300	98	
	Liberty	12,500	12,300	98	
	Long	1,800	1,800	100	



WTOC-TV BMPCT-7529 Granted 5/13/74

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	Households	%
<b>50% &amp; Over</b>	McIntosh	3,000	2,900	97	
	Montgomery	2,300	2,200	96	
	Pierce	4,500	4,400	98	
	Screven	5,500	5,400	98	
	Tattnall	6,300	6,200	98	
	Toombs	9,000	8,800	98	
	Treutlen	2,100	2,100	98	
	Wayne	7,300	7,200	99	
	Wheeler	2,000	1,900	95	
	<b>SOUTH CAROLINA</b>				
	Beaufort	28,300	27,900	99	
Hampton	6,900	6,700	97		
Jasper	5,600	5,500	98		
<b>Between 25-49%</b>	<b>GEORGIA</b>				
	Coffee	10,100	9,900	98	
	Emanuel	7,500	7,300	98	
Ware	13,300	13,100	98		
<b>Between 5-24%</b>	<b>GEORGIA</b>				
	Jenkins	2,900	2,900	98	
	Johnson	3,200	3,100	98	
	Telfair	4,000	3,900	98	
<b>SOUTH CAROLINA</b>					
Allendale	3,800	3,700	97		
Colleton	12,400	12,100	98		
<b>Station Totals</b>		<b>303,600</b>	<b>298,600</b>	<b>98</b>	
<b>Net Weekly Circulation (1988)</b>				<b>225,900</b>	
<b>Average Daily Circulation (1988)</b>				<b>150,300</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:** 404-886-0032. **Fax:** 404-886-7033.

**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; D-H, 5-meter Ku & C-band; M/A-Com, Pinzone receivers.

**AM Affiliate:** WNEG, 630 kHz.

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

**Ownership:** Stephens County Broadcasting Co. Stephens County Broadcasting Co. 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, 4.98%; Tommy Scott, 4.98%; Dorothy A. C. Hay, 4.98%; Robert E. Hamby, 4.98%; Thomas A. Arrendale Jr., 4.98%; Shirley Snell McNeely, 1.67%; Nancy Coggins Whitworth, 1.65%; Mary Aillene Coggins, 1.65%. Stephens County Broadcasting Co.: 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 AJUSTIN, general sales manager.  
CINDY WOOD, production manager.  
BILL WOOD, 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:** 36.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	GEORGIA Franklin	6,100	6,000	98



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	GEORGIA Elbert	7,000	6,900	99
	Habersham	9,600	9,500	99
	Stephens	8,300	8,200	99
Between 5-24%	GEORGIA Barrow	9,200	9,100	99
	Hart	6,900	6,800	99
	Jackson	10,000	9,900	99
	Rabun	4,300	4,200	98
	White	4,300	4,200	98
SOUTH CAROLINA	Anderson	55,500	54,900	99
	Oconee	20,800	20,600	99
	Pickens	31,000	30,600	99
<b>Station Totals</b>		<b>173,000</b>	<b>170,900</b>	<b>99</b>
<b>Net Weekly Circulation (1988)</b>			<b>28,800</b>	
<b>Average Daily Circulation (1988)</b>			<b>9,700</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 Bamesdale, 1.9-mi. N of Rte. 76, 4.5-mi. E of Sparks, GA.

**Satellite Earth Stations:** In operation.

**News Services:** AP, ABC.

**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, station manager & general sales manager.
- JOHN YOUNG, chief engineer.
- VICTORIA McCULLOUGH, news director.
- BIANCA SHORT, program & promotion director.
- PAM GRIFFIN, business manager.
- KAREN EVANS, traffic manager.

**Highest 30 Sec. Rate:** \$300.

**NETWORK BASE HOURLY RATE:** \$75.

**City of License:** Valdosta. **ADI:** Tallahassee, FL-Thomasville, GA. **Rank:** 126.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>GEORGIA</b>			
	Atkinson	2,000	1,900	95
	Berrien	5,200	5,100	98
	Echols	800	800	100
	Lanier	2,100	2,100	100
	Lowndes	25,800	25,300	98



WVGA BMP:T-800102KF Granted 10/20/80

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>GEORGIA</b>			
	Brooks	5,200	5,100	98
	Coffee	10,100	9,900	98
	Cook	4,900	4,800	98
	Tift	11,900	11,700	98
	Turner	3,200	3,100	97
<b>Between 5-24%</b>	<b>FLORIDA</b>			
	Hamilton	3,400	3,300	97
	Madison	5,200	5,000	97
<b>GEORGIA</b>	Ben Hill	6,400	6,200	98
	Clinch	2,300	2,300	98
	Colquitt	13,100	12,900	98
	Irwin	3,400	3,300	97
	Wilcox	2,600	2,600	100
<b>Station Totals</b>		<b>107,600</b>	<b>105,400</b>	<b>98</b>
<b>Net Weekly Circulation (1988)</b>				<b>38,200</b>
<b>Average Daily Circulation (1988)</b>				<b>14,400</b>

**WTBS, Atlanta**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>KANSAS</b>			
	Stevens	1,700	1,700	97
	Wichita	1,000	1,000	100
	<b>KENTUCKY</b>			
	Bell	12,000	11,800	98
	Breathitt	5,400	5,200	97
	Clay	7,700	7,500	97
	Floyd	18,200	18,000	99
	Harlan	14,500	14,300	99
	Knott	6,100	5,900	98
	Knox	10,900	10,700	98
	Laurel	15,100	14,900	98
	Lee	2,900	2,800	97
	Letcher	11,000	10,800	98
	Magoffin	4,900	4,800	98
	Owsley	1,800	1,700	94
	Perry	11,900	11,700	98
	Pike	29,900	29,500	99
	<b>LOUISIANA</b>			
	Assumption	6,900	6,700	98
	St Mary	21,000	20,700	99
	<b>MICHIGAN</b>			
	Gogebic	7,300	7,100	97
	<b>MINNESOTA</b>			
	Kittson	2,400	2,300	96
	<b>MISSISSIPPI</b>			
	Jackson	43,700	43,400	99
	Leflore	13,500	13,300	98
	<b>MONTANA</b>			
	Fallon	1,400	1,300	93
	Roosevelt	3,800	3,700	97
	<b>NORTH DAKOTA</b>			
	Oliver	800	800	100
	<b>NEBRASKA</b>			
	Deuel	1,000	1,000	100
	Valley	2,300	2,200	96
	<b>NEW MEXICO</b>			
	Curry	16,000	15,600	97
	De Baca	1,100	1,100	100
	Hidalgo	2,200	2,100	95
	Lea South	2,500	2,400	98
	<b>NEVADA</b>			
	Nye North	2,900	2,700	93
	<b>OKLAHOMA</b>			
	Custer	12,700	12,500	98
	Greer	3,100	3,000	97
	Kiowa	5,400	5,300	98
	<b>OREGON</b>			
	Wheeler	700	700	100
	<b>PENNSYLVANIA</b>			
	Cameron	2,700	2,700	100
	<b>SOUTH DAKOTA</b>			
	Hughes	6,100	6,000	98
	Stanley	900	900	100
	<b>TEXAS</b>			
	Brewster	2,900	2,800	97
	Crane	1,700	1,700	100
	Crockett	1,600	1,600	100
	Culberson	1,000	1,000	100
	Dawson	5,600	5,500	98
	Dimmit	3,500	3,300	96
	Gray	10,400	10,300	99
	Hansford	2,500	2,500	100
	Hardeman	2,400	2,400	100
	Howard	13,200	13,100	99
	Jim Hogg	1,900	1,800	95
	King	200	200	100
	Kinney	900	900	100
	Maverick	10,000	9,500	95

**WTBS—(Continued)**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>Motley</b>	800	800	100
	Pecos	4,900	4,800	98
	Presidio	1,800	1,700	94
	Reagan	1,500	1,500	100
	Schleicher	1,000	1,000	100
	Scurry	7,200	7,100	99
	Terrell	600	600	100
	Wheeler	3,300	3,200	97
	Yoakum	3,500	3,500	100
	<b>UTAH</b>			
	Grand	3,000	2,800	93
	Summit	4,800	4,700	98
	<b>VIRGINIA</b>			
	Buchanan	12,300	12,000	98
	Wise	17,200	16,900	98
	<b>WEST VIRGINIA</b>			
	Boone	11,000	10,900	99
	Logan	17,700	17,500	99
	Mc Dowell	16,200	15,900	98
	Mingo	12,900	12,700	98
	Raleigh	32,700	32,300	99
	Wetzel	8,000	7,900	99
	Wyoming	12,100	11,900	98
	<b>WYOMING</b>			
	Big Horn	4,500	4,300	96
	Campbell	12,800	12,100	95
	Converse	5,300	5,100	96
	Johnson	2,600	2,500	96
	Sublette	1,900	1,800	95
	Sweetwater	16,500	15,900	96
	<b>ALABAMA</b>			
<b>Between 25-49%</b>	Barbour	9,100	8,900	98
	Bullock	3,700	3,600	97
	Calhoun	44,500	44,200	99
	Chambers	14,500	14,300	99
	Coffee	14,600	14,400	99
	Colbert	21,200	20,900	99
	Crenshaw	5,300	5,200	98
	Dale	16,100	15,900	99
	Dallas	18,800	18,500	98
	De Kalb	21,700	21,500	99
	Elmore	16,600	16,400	99
	Escambia	12,800	12,600	98
	Etowah	39,500	39,300	99
	Franklin	11,300	11,100	99
	Houston	31,000	30,800	99
	Lamar	6,200	6,100	98
	Lauderdale	32,100	31,700	99
	Lee	31,700	31,400	99
	Limestone	17,500	17,300	99
	Madison	83,200	82,400	99
	Marshall	27,600	27,400	99
	Mobile	138,700	137,900	99
	Montgomery	79,400	78,700	99
	Morgan	36,600	36,300	99
	Perry	5,000	4,900	98
	Pike	10,200	10,000	98
	Russell	17,900	17,700	99
	Sumter	5,400	5,300	98
	Talladega	26,700	26,400	99
	Tuscaloosa	52,900	52,400	99
	<b>ARKANSAS</b>			
	Ashley	9,400	9,200	98
	Benton	35,300	34,600	98
	Chicot	5,700	5,500	96
	Clark	8,100	8,000	98
	Clay	7,900	7,800	98
	Columbia	9,700	9,500	98

**WTBS—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households %	
Between 25-49%	<b>ARKANSAS</b>			
	Craighead	24,000	23,700	99
	Crittenden	16,700	16,300	98
	Cross	6,800	6,700	99
	Desha	6,600	6,400	97
	Drew	6,500	6,300	97
	Garland	32,000	31,500	98
	Greene	12,200	12,000	98
	Independence	12,000	11,800	98
	Izard	4,700	4,500	96
	Johnson	7,100	6,900	97
	Lawrence	7,200	7,000	97
	Lee	5,200	5,000	96
	Little River	5,100	5,000	98
	Marion	5,200	5,100	98
	Miller	14,300	14,100	99
	Mississippi	19,500	19,200	98
	Monroe	4,500	4,400	98
	Ouachita	12,600	12,300	98
	Phillips	11,100	10,800	97
	Pulaski	134,800	133,400	99
	Randolph	6,400	6,200	97
	St Francis	9,900	9,700	98
	Sebastian	39,600	39,200	99
	Union	18,500	18,200	98
	Washington	40,600	39,800	98
	Woodruff	3,800	3,700	97
	<b>ARIZONA</b>			
	Apache North	11,300	10,100	89
	Cochise	35,900	34,600	96
	La Paz	5,800	5,600	96
	Santa Cruz	8,100	7,900	97
	<b>CALIFORNIA</b>			
	Del Norte	7,600	7,100	93
	Humboldt	46,100	44,200	96
	Inyo	7,800	7,000	90
	Kern East	28,100	27,100	96
	Lassen	8,200	7,700	94
	Plumas	8,100	7,600	94
	Riverside East	8,000	7,700	96
	Siskiyou	17,500	16,300	93
	<b>COLORADO</b>			
	Adams	105,700	104,900	99
	Baca	1,900	1,700	89
	Chaffee	5,000	4,800	96
	Fremont	12,300	11,900	96
	Garfield	10,400	9,900	95
Hinsdale	200	200	100	
Huerfano	2,800	2,700	96	
Kit Carson	2,900	2,700	93	
Lake	2,600	2,500	96	
Las Animas	5,600	5,300	95	
Mesa	35,500	34,700	98	
Mineral	300	300	100	
Moffat	5,800	5,500	94	
Rio Blanco	2,400	2,300	96	
<b>FLORIDA</b>				
Alachua	68,000	66,800	98	
Bay	45,900	45,500	99	
Brevard	147,300	146,000	99	
Charlotte	38,800	38,300	99	
Collier	52,800	51,700	98	
Duval	249,000	247,100	99	
Escambia	101,500	100,800	99	
Glades	2,800	2,700	96	
Gulf	3,900	3,800	97	
Hendry	7,800	7,600	97	
Indian River	34,200	33,700	99	
Lake	55,700	55,200	99	

**WTBS—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households %	
Between 25-49%	<b>Lee</b>			
	Lee	120,000	118,600	99
	Leon	67,400	66,500	99
	Madison	5,200	5,000	97
	Manatee	78,700	78,000	99
	Marion	69,400	68,200	98
	Martin	37,400	36,900	99
	Monroe	32,400	31,700	98
	Okaloosa	52,000	51,600	99
	Okeechobee	10,000	9,900	99
	Orange	220,400	218,700	99
	Palm Beach	330,800	327,000	99
	St Johns	28,600	28,300	99
	St Lucie	48,400	47,800	99
	Sarasota	118,000	117,000	99
	Seminole	90,700	89,900	99
	Taylor	6,800	6,600	97
	Volusia	140,100	138,800	99
	<b>GEORGIA</b>			
	Appling	5,700	5,600	98
	Berrien	5,200	5,100	98
	Bibb	57,200	56,600	99
	Bleckley	3,700	3,600	97
	Camden	5,600	5,500	98
	Catoosa	14,400	14,300	99
	Chatham	78,700	77,900	99
	Chattahoochee	3,100	3,100	100
	Chattooga	7,800	7,700	99
	Clarke	29,500	29,100	99
	Clinch	2,300	2,300	98
	Coffee	10,100	9,900	98
	Colquitt	13,100	12,900	98
	Columbia	19,500	19,300	99
	Cook	4,900	4,800	98
	Crisp	7,300	7,100	98
	Dooly	3,800	3,700	97
	Dougherty	35,100	34,600	99
	Early	4,700	4,600	98
	Echols	800	800	100
	Effingham	7,800	7,700	99
	Elbert	7,000	6,900	99
	Emanuel	7,500	7,300	98
	Franklin	6,100	6,000	98
	Grady	7,700	7,600	99
	Habersham	9,600	9,500	99
	Hall	31,400	31,100	99
	Heard	2,400	2,400	100
Jackson	10,000	9,900	99	
Jasper	3,000	2,900	97	
Jeff Davis	4,400	4,300	98	
Jenkins	2,900	2,900	98	
Jones	6,800	6,700	99	
Lamar	4,600	4,500	98	
Lanier	2,100	2,100	100	
Laurens	13,800	13,500	98	
Liberty	12,500	12,300	98	
Long	1,800	1,800	100	
Lumpkin	4,100	4,100	100	
Macon	5,000	4,900	98	
Monroe	5,600	5,500	98	
Montgomery	2,300	2,200	96	
Morgan	4,100	4,000	98	
Murray	8,200	8,100	99	
Muscogee	63,600	63,000	99	
Peach	7,300	7,200	99	
Pierce	4,500	4,400	98	
Pike	3,400	3,300	97	
Polk	12,100	12,000	99	
Rabun	4,300	4,200	98	
Richmond	66,900	66,300	99	

# Georgia

## WTBS—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households %	%
<b>Between 25-49%</b>	<b>GEORGIA</b>			
	Seminole	3,300	3,200	97
	Sumter	10,300	10,100	98
	Talbot	2,100	2,000	95
	Taylor	2,700	2,600	96
	Thomas	13,300	13,100	98
	Tift	11,900	11,700	98
	Toombs	9,000	8,800	98
	Turner	3,200	3,100	97
	Union	4,200	4,100	98
	Upson	9,600	9,500	99
	Walker	20,200	20,000	99
	Wayne	7,300	7,200	99
	White	4,300	4,200	98
	Whitfield	25,200	25,000	99
	<b>IOWA</b>			
	Appanoose	6,200	6,100	98
	Black Hawk	48,400	48,100	99
	Buena Vista	8,100	8,000	99
	Carroll	8,400	8,300	99
Cass	7,000	6,900	99	
Cerro Gordo	19,800	19,600	99	
Clay	8,000	7,900	99	
Clinton	21,100	20,900	99	
Des Moines	18,200	18,000	99	
Dickinson	6,600	6,500	98	
Dubuque	31,200	30,800	99	
Emmet	5,100	5,000	98	
Grundy	5,500	5,500	100	
Kossuth	8,100	8,000	99	
Linn	67,100	66,600	99	
Mills	4,900	4,900	100	
Muscatine	15,500	15,400	99	
Pocahontas	4,200	4,100	98	
Pottawattamie	33,300	33,000	99	
Wapello	15,800	15,600	99	
Wayne	3,400	3,300	97	
Woodbury	38,300	38,000	99	
Wright	6,400	6,300	98	
<b>IDAHO</b>				
Bannock	24,200	23,700	98	
Blaine	5,400	5,200	96	
Bonneville	23,000	22,700	99	
Custer	2,200	2,100	95	
Elmore	6,900	6,800	99	
Idaho	5,300	5,100	95	
Kootenai	25,700	25,300	98	
Latah	10,600	10,300	97	
Madison	5,600	5,500	98	
Nez Perce	12,700	12,400	98	
Power	2,600	2,500	96	
Twin Falls	19,700	19,400	98	
<b>ILLINOIS</b>				
Bureau	14,800	14,500	98	
Cass	5,500	5,400	98	
Champaign	61,800	60,500	98	
Christian	14,300	14,000	98	
Coles	19,700	19,300	98	
De Witt	7,400	7,300	99	
Edgar	8,400	8,200	98	
Henry	20,800	20,500	99	
Kankakee	37,200	36,600	98	
Kendall	14,300	14,200	99	
La Salle	43,200	42,300	98	
Lawrence	6,800	6,600	97	
Livingston	15,000	14,600	97	
Mc Lean	46,200	45,100	98	
Macon	49,900	49,000	98	
Marshall	5,300	5,200	98	

## WTBS—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households %	%
<b>Between 25-49%</b>	<b>Mercer</b>	7,400	7,300	99
	Montgomery	12,400	12,100	98
	Peoria	75,600	74,300	98
	Pulaski	3,500	3,300	94
	Richland	7,200	7,000	97
	Sangamon	74,900	73,200	98
	Tazewell	49,200	48,400	98
	White	7,500	7,100	95
	Winnebago	94,800	93,500	99
	<b>INDIANA</b>			
	Bartholomew	24,400	24,000	98
	Benton	3,600	3,500	97
	Carroll	7,200	7,100	99
	Cass	14,800	14,500	98
	Clay	9,400	9,300	98
	Daviess	10,500	10,200	97
	Delaware	44,200	43,600	99
	Grant	27,600	27,100	98
	Henry	18,500	18,200	98
	Howard	32,300	31,800	98
Knox	16,000	15,700	98	
Madison	48,500	47,900	99	
Marion	299,900	295,700	99	
Montgomery	13,300	13,100	98	
Newton	5,300	5,200	98	
Ohio	2,000	2,000	100	
Perry	6,700	6,500	97	
Randolph	10,900	10,700	98	
Sullivan	8,200	8,000	98	
Switzerland	2,900	2,800	96	
Tippecanoe	43,100	42,000	97	
Tipton	6,300	6,200	98	
Vanderburgh	66,300	64,900	98	
Vermillion	7,300	7,200	99	
Vigo	39,700	39,000	98	
Warrick	16,600	16,200	98	
<b>KANSAS</b>				
Allen	6,400	6,300	98	
Barber	2,900	2,800	97	
Barton	12,800	12,700	99	
Clark	1,000	1,000	100	
Clay	3,900	3,800	97	
Cloud	4,700	4,600	98	
Cowley	14,600	14,400	99	
Crawford	15,600	15,400	99	
Edwards	1,700	1,700	100	
Ford	10,000	9,900	99	
Geary	10,500	10,400	99	
Greenwood	3,600	3,500	97	
Kiowa	1,500	1,500	100	
Lane	1,000	1,000	100	
Leavenworth	18,900	18,700	99	
Lincoln	1,600	1,600	100	
Logan	1,400	1,400	100	
Marshall	5,200	5,100	98	
Mitchell	3,400	3,300	97	
Montgomery	16,600	16,300	98	
Ness	1,800	1,800	100	
Norton	2,700	2,700	100	
Osage	6,100	6,000	98	
Osborne	2,300	2,200	96	
Phillips	2,900	2,800	97	
Pottawatomie	6,000	5,900	98	
Pratt	4,300	4,200	98	
Rawlins	1,500	1,500	100	
Reno	26,000	25,700	99	
Riley	20,600	20,200	98	
Saline	20,100	19,900	99	

# Georgia

## WTBS—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%	<b>KANSAS</b>			
	Scott	2,200	2,200	100
	Sedgwick	151,100	149,800	99
	Seward	6,700	6,600	98
	Smith	2,300	2,300	100
	Stafford	2,500	2,500	100
	Stanton	800	800	100
	Sumner	9,800	9,700	99
	Thomas	3,300	3,200	97
	Wabaunsee	2,500	2,400	96
	Wallace	700	700	100
	Washington	3,100	3,000	97
	Wilson	4,800	4,700	98
	<b>KENTUCKY</b>			
	Anderson	4,900	4,900	100
	Boyd	20,600	20,500	100
	Bullitt	15,400	15,300	99
Carroll	3,500	3,500	100	
Carter	9,000	8,900	99	
Christian	21,000	20,800	99	
Clark	11,000	10,900	99	
Cumberland	2,800	2,800	98	
Daviess	32,700	32,500	99	
Estill	5,300	5,200	98	
Fayette	83,200	82,700	99	
Franklin	17,200	17,100	99	
Fulton	3,200	3,200	100	
Greenup	13,700	13,600	99	
Hardin	26,900	26,800	99	
Henderson	16,400	16,300	99	
Hopkins	17,900	17,700	99	
Jackson	4,300	4,200	98	
Jefferson	258,000	257,000	100	
Jessamine	10,200	10,000	99	
Johnson	9,000	8,900	99	
Lawrence	5,400	5,300	99	
Lincoln	6,800	6,700	99	
Mc Cracken	24,300	24,200	100	
Madison	18,500	18,200	98	
Martin	4,700	4,600	98	
Mercer	7,500	7,400	99	
Montgomery	7,800	7,700	99	
Morgan	4,300	4,200	98	
Pulaski	18,500	18,200	98	
Rockcastle	5,300	5,200	98	
Rowan	6,300	6,200	98	
Simpson	5,500	5,500	99	
Taylor	8,700	8,600	99	
Warren	29,500	29,300	99	
Whitley	13,500	13,300	99	
Wolfe	2,500	2,400	96	
Woodford	6,600	6,500	98	
<b>LOUISIANA</b>				
Ascension	20,100	19,700	98	
Avoyelles	15,200	14,900	98	
Bossier	32,200	31,900	99	
Caddo	105,100	103,900	99	
Calcasieu	62,600	62,000	99	
Concordia	8,200	8,000	98	
East Baton Rouge	144,600	143,300	99	
Iberia	22,400	22,100	99	
Iberville	10,400	10,200	98	
Jackson	6,800	6,700	99	
Jefferson Davis	11,100	10,900	98	
Lafayette	62,700	62,100	99	
Lafourche	29,300	29,000	99	
Lincoln	14,100	13,900	99	
Morehouse	12,800	12,600	98	
Natchitoches	14,300	13,800	97	

## WTBS—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%	<b>OUACHITA</b>			
	Ouachita	51,800	51,200	99
	Pointe Coupee	8,500	8,300	98
	Rapides	50,600	50,100	99
	St James	6,800	6,700	99
	St John The Baptist	13,400	13,200	99
	St Landry	30,200	29,500	98
	St Martin	15,000	14,800	99
	Tensas	3,000	2,900	97
	Terrebonne	34,300	33,900	99
	Vermilion	18,800	18,600	99
	Vernon	18,600	18,200	98
	Webster	17,100	16,800	98
	West Baton Rouge	6,700	6,600	99
	Winn	6,400	6,200	98
	<b>MARYLAND</b>			
	Allegany	29,200	29,000	99
Worcester	14,300	14,100	99	
<b>MAINE</b>				
Aroostook	29,600	28,900	97	
Washington	13,300	12,900	97	
<b>MICHIGAN</b>				
Alger	3,200	3,100	97	
Bay	41,300	40,800	99	
Calhoun	51,600	51,000	99	
Delta	13,900	13,600	98	
Dickinson	10,400	10,200	98	
Grand Traverse	22,100	21,600	98	
Houghton	13,300	12,900	97	
Ingham	99,300	97,900	99	
Iron	5,600	5,500	98	
Keweenaw	700	700	100	
Manistee	9,400	9,200	98	
Marquette	25,300	25,000	99	
Mason	10,500	10,100	96	
Muskegon	56,400	55,600	99	
Roscommon	8,200	8,100	99	
<b>MINNESOTA</b>				
Big Stone	2,900	2,900	100	
Clay	17,200	17,100	99	
Cottonwood	5,300	5,100	96	
Grant	2,700	2,700	100	
Houston	6,400	6,300	98	
Koochiching	6,200	6,000	97	
Lyon	9,000	8,800	98	
Martin	9,700	9,600	99	
Murray	3,900	3,900	100	
Nobles	7,800	7,700	99	
Olmsted	36,500	36,200	99	
Pennington	5,700	5,600	97	
St Louis	80,400	79,500	99	
Stevens	3,700	3,600	97	
Swift	4,700	4,600	98	
Wadena	5,000	4,800	96	
Wilkin	2,800	2,800	100	
Winona	16,200	15,900	98	
<b>MISSOURI</b>				
Adair	9,300	9,200	99	
Atchison	3,200	3,200	100	
Buchanan	32,000	31,600	99	
Butler	15,000	14,600	97	
Dunklin	13,300	13,000	98	
Gentry	3,100	3,000	97	
Harrison	4,200	4,100	98	
Howard	3,600	3,500	97	
Johnson	12,800	12,600	98	
Linn	6,300	6,200	98	
Livingston	6,000	5,900	98	
Macon	6,300	6,200	98	
New Madrid	7,900	7,700	97	

**WTBS—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>Between 25-49%</b>	<b>MISSOURI</b>			
	Nodaway	7,700	7,600	99
	Pemiscot	8,500	8,300	98
	Pettis	13,900	13,600	98
	Pulaski	11,000	10,800	98
	Randolph	9,800	9,600	98
	Ripley	5,100	4,800	94
	Saline	9,400	9,200	98
	Scotland	2,100	2,100	100
	Stoddard	11,100	10,900	98
	<b>MISSISSIPPI</b>			
	Adams	13,800	13,600	99
	Alcorn	13,200	13,000	98
	Attala	7,100	7,000	99
	Bolivar	14,300	14,000	98
	Calhoun	5,700	5,600	98
	Clarke	6,400	6,300	98
	Clay	7,400	7,300	99
	Coahoma	12,100	11,800	98
	Forrest	26,000	25,800	99
	Grenada	7,600	7,500	99
	Harrison	61,700	61,300	99
	Hinds	98,800	98,100	99
	Holmes	7,500	7,400	98
	Humphreys	4,600	4,500	98
	Lafayette	11,600	11,400	99
	Lamar	9,600	9,500	99
	Lauderdale	30,100	29,900	99
	Lee	23,900	23,600	99
	Lincoln	11,300	11,100	99
	Lowndes	21,400	21,200	99
	Madison	16,900	16,600	98
	Monroe	12,900	12,800	99
	Montgomery	4,500	4,400	98
	Oktibbeha	12,400	12,200	98
	Pike	13,700	13,500	99
	Prentiss	9,200	9,100	99
	Sharkey	2,300	2,300	98
	Sunflower	10,800	10,500	97
	Tishomingo	7,200	7,100	99
	Warren	19,200	19,000	99
	Washington	23,700	23,300	98
	<b>MONTANA</b>			
	Big Horn	3,600	3,400	94
	Blaine	2,800	2,600	93
	Carbon	3,800	3,700	97
	Carter	600	600	100
	Custer	5,500	5,200	95
	Dawson	4,800	4,600	96
	Flathead	23,000	22,300	97
	Glacier	3,800	3,600	95
	Granite	1,200	1,200	100
	Hill	6,900	6,700	97
	Lewis + Clark	19,500	18,800	96
	Lincoln	6,700	6,400	96
	Missoula	31,500	30,400	97
	Musselshell	2,000	1,900	95
	Park	5,800	5,600	97
	Powell	2,400	2,300	96
	Rosebud	4,500	4,200	93
	Silver Bow	14,400	14,100	98
	Sweet Grass	1,300	1,200	92
	Toole	2,300	2,200	96
	Wheatland	900	900	100
	<b>NORTH CAROLINA</b>			
	Avery	5,400	5,300	98
	Brunswick	17,900	17,600	98
	Burke	28,500	28,200	99
	Caldwell	26,600	26,300	99

**WTBS—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>Between 25-49%</b>	Carteret	19,700	19,500	99
	Catawba	43,100	42,800	99
	Craven	28,500	28,300	99
	Cumberland	85,400	84,400	99
	Currituck	5,300	5,200	98
	Dare	7,700	7,500	97
	Davidson	45,800	45,400	99
	Edgecombe	20,400	20,100	99
	Forsyth	103,300	102,400	99
	Gaston	62,600	62,100	99
	Halifax	19,600	19,200	98
	Haywood	19,000	18,700	98
	Mecklenburg	174,100	172,900	99
	Nash	26,900	26,500	99
	New Hanover	44,600	44,200	99
	Onslow	36,200	36,000	99
	Pasquotank	11,400	11,200	99
	Pitt	36,800	36,300	99
	Scotland	11,800	11,600	98
	Vance	13,800	13,600	99
	Wake	139,900	138,700	99
	Washington	5,200	5,100	98
	Watauga	12,600	12,400	98
Wilson	23,800	23,500	99	
	<b>NORTH DAKOTA</b>			
	Adams	1,300	1,300	100
	Bowman	1,600	1,600	100
	Burke	1,400	1,400	100
	Burleigh	23,400	23,100	99
	Eddy	1,300	1,300	100
	Grand Forks	24,000	23,800	99
	Hettinger	1,500	1,500	100
	Mercer	5,400	5,300	98
	Morton	10,000	9,900	99
	Nelson	2,000	2,000	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
	Richland	7,100	7,000	99
	Sargent	2,000	2,000	100
	Stark	9,200	9,100	99
	Stutsman	9,200	9,100	99
	Towner	1,600	1,600	100
	Ward	21,700	21,400	99
	Williams	10,200	10,100	99
	<b>NEBRASKA</b>			
	Boone	2,600	2,600	100
	Boyd	1,300	1,300	100
	Brown	1,700	1,700	97
	Chase	1,900	1,900	100
	Cheyenne	4,100	4,000	98
	Clay	3,000	3,000	100
	Custer	5,200	5,100	98
	Dawson	8,900	8,800	99
	Gage	9,000	8,900	99
	Hall	19,200	19,000	99
	Hitchcock	1,500	1,500	100
	Holt	5,200	5,000	96
	Hooker	400	400	100
	Keith	3,800	3,800	100
	Lancaster	81,400	80,600	99
	Lincoln	12,900	12,700	98
	Madison	12,800	12,600	98
	Morrill	2,400	2,300	96
	Otoe	6,000	5,900	98
	Pawnee	1,500	1,500	100
	Phelps	3,600	3,600	100
	Platte	11,000	10,900	99

**WTBS—(Continued)**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%	
Between 25-49%	<b>NEBRASKA</b>				
		Red Willow	5,100	5,000	98
		Richardson	4,300	4,200	98
		Saline	5,000	4,900	98
		Sarpy	31,700	31,600	100
		Sheridan	2,900	2,900	98
		Thayer	2,800	2,800	100
		Thomas	400	400	100
		York	5,800	5,700	98
		<b>NEW MEXICO</b>			
		Chaves	22,300	21,900	98
		Cibola	9,700	9,500	98
		Grant	9,200	8,700	95
	Guadalupe	1,500	1,400	93	
	Lea North	20,900	20,300	97	
	Lincoln	6,100	5,800	95	
	Luna	6,400	6,200	97	
	Mc Kinley	19,700	18,200	93	
	Otero	17,200	16,800	98	
	Quay	4,300	4,100	95	
	San Juan	33,300	31,400	94	
	San Miguel	8,500	7,900	93	
	Sierra	4,100	3,900	94	
	Union	1,800	1,700	94	
	<b>NEVADA</b>				
	Douglas	10,000	9,600	96	
	Elko	8,900	8,300	93	
	Lyon	7,000	6,700	96	
	Mineral	2,600	2,500	96	
	Pershing	1,500	1,500	100	
	<b>NEW YORK</b>				
	Broome	80,700	79,600	99	
	Chemung	34,300	33,600	98	
	Clinton	26,800	26,500	99	
	Delaware	17,400	16,800	97	
	Hamilton	2,000	1,900	95	
	Madison	22,700	22,400	98	
	Onondaga	173,900	171,700	99	
	Oswego	41,900	41,300	99	
	St Lawrence	38,600	37,900	98	
	<b>OHIO</b>				
	Allen	40,800	40,100	98	
	Ashtabula	37,500	36,900	98	
	Athens	19,600	19,000	97	
	Belmont	31,500	31,000	98	
	Clark	54,600	54,000	99	
	Erie	29,100	28,700	99	
	Fairfield	35,300	34,900	99	
	Franklin	357,200	353,000	99	
	Greene	45,400	44,900	99	
	Guemsey	15,600	15,200	97	
	Jackson	11,200	10,900	97	
	Jefferson	32,300	31,900	99	
	Lawrence	23,600	23,200	98	
	Licking	46,600	46,100	99	
	Marion	23,900	23,600	99	
	Monroe	6,100	5,900	97	
	Montgomery	221,600	219,400	99	
	Muskingum	31,700	31,100	98	
	Perry	11,700	11,500	98	
	Putnam	11,000	10,800	98	
	Richland	48,900	48,200	99	
	Scioto	30,700	30,100	98	
	Seneca	21,700	21,400	99	
	Tuscarawas	33,100	32,400	98	
	Washington	23,800	23,100	97	
	<b>OKLAHOMA</b>				
	Alfalfa	2,600	2,600	100	
	Beckham	9,500	9,300	98	

**WTBS—(Continued)**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%	
Between 25-49%	<b>Between 25-49%</b>				
		Bryan	13,000	12,700	98
		Carter	18,200	18,000	99
		Cimarron	1,600	1,600	100
		Comanche	38,500	38,200	99
		Cotton	3,000	3,000	100
		Dewey	2,200	2,200	100
		Harper	1,800	1,800	100
		Haskell	4,800	4,700	98
		Jackson	11,100	11,000	99
		Kay	20,900	20,700	99
		Latimer	3,700	3,600	97
		Le Flore	17,100	16,800	98
		Marshall	5,100	5,000	98
		Murray	5,100	5,100	100
		Pittsburg	16,900	16,600	98
		Stephens	17,600	17,400	99
		Texas	6,700	6,600	98
		Tillman	4,400	4,300	99
		Tulsa	209,600	208,000	99
		Washington	20,000	19,900	100
		Woods	4,100	4,000	98
		Woodward	8,400	8,200	98
		<b>OREGON</b>			
		Baker	6,200	5,900	94
		Crook	5,200	4,900	94
		Curry	7,000	6,500	93
		Deschutes	26,500	25,000	94
		Douglas	35,400	33,700	95
		Gilliam	800	700	88
		Grant	3,200	2,800	88
		Hamey	2,900	2,700	93
		Hood River	6,200	5,800	94
	Lake	3,000	2,800	93	
	Lane	104,200	100,400	96	
	Lincoln	15,700	14,500	92	
	Morrow	3,000	2,800	93	
	Polk	17,200	16,600	97	
	Tillamook	8,600	8,000	93	
	Umatilla	22,100	20,700	94	
	Union	8,800	8,200	93	
	Wallowa	3,000	2,800	93	
	Wasco	8,500	8,000	94	
	<b>PENNSYLVANIA</b>				
	Beaver	72,600	71,700	99	
	Butler	55,500	54,800	99	
	Cambria	64,600	63,700	99	
	Centre	39,400	38,400	97	
	Clearfield	30,900	30,300	98	
	Clinton	14,300	14,000	98	
	Elk	13,800	13,500	98	
	Erie	103,600	102,300	99	
	Fayette	60,800	59,500	98	
	Forest	1,900	1,900	100	
	Huntingdon	15,300	14,900	97	
	Lawrence	38,700	38,100	98	
	Mifflin	17,900	17,300	97	
	Montour	6,000	5,800	97	
	Potter	6,900	6,700	97	
	Tioga	14,800	14,300	97	
	Union	11,100	10,600	95	
	Venango	24,000	23,300	97	
	Warren	17,600	17,000	97	
	<b>SOUTH CAROLINA</b>				
	Aiken	44,900	44,500	99	
	Barnwell	7,500	7,400	99	
	Beaufort	28,300	27,900	99	
	Berkeley	43,000	42,200	98	
	Charleston	101,000	100,000	99	
	Darlington	23,100	22,800	99	

**WTBS—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>BETWEEN 25-49%</b>				
<b>SOUTH CAROLINA</b>				
	Dillon	10,500	10,300	98
	Dorchester	27,200	26,800	99
	Florence	42,200	41,700	99
	Georgetown	16,800	16,400	98
	Greenwood	23,100	22,900	99
	Hampton	6,900	6,700	97
	Horry	50,400	49,600	98
	Jasper	5,600	5,500	98
	Lexington	61,900	61,100	99
	Marlboro	10,700	10,500	98
	Richland	100,300	99,100	99
	Sumter	32,200	31,700	98
<b>SOUTH DAKOTA</b>				
	Beadle	7,300	7,200	99
	Bennett	1,000	1,000	100
	Brown	14,400	14,300	99
	Butte	3,300	3,200	97
	Campbell	800	800	100
	Clay	4,900	4,800	98
	Codington	8,600	8,500	99
	Davison	7,100	6,900	98
	Dewey	1,600	1,500	94
	Fall River	3,400	3,300	97
	Gregory	2,100	2,100	100
	Hamlin	1,900	1,900	100
	Jackson	1,200	1,200	100
	Lawrence	7,800	7,700	99
	Lincoln	5,200	5,100	98
	Miner	1,400	1,400	100
	Minnehaha	49,100	48,800	99
	Spink	3,300	3,300	100
	Todd	2,000	1,900	95
	Union	4,300	4,300	100
	Walworth	2,700	2,600	96
	Ziebach	600	600	100
<b>TENNESSEE</b>				
	Anderson	27,300	27,100	99
	Blount	31,900	31,700	99
	Bradley	26,600	26,400	99
	Campbell	13,600	13,400	99
	Carroll	10,800	10,700	99
	Carter	19,800	19,600	99
	Cocke	11,300	11,100	99
	Coffee	15,500	15,400	99
	Dyer	13,300	13,200	99
	Gibson	18,900	18,700	99
	Hamblen	21,500	21,300	99
	Hamilton	110,900	110,400	100
	Hardin	8,600	8,500	98
	Hawkins	17,300	17,100	99
	Houston	2,300	2,300	100
	Knox	131,700	130,900	99
	Lake	2,600	2,600	100
	Lincoln	10,300	10,200	99
	McMinn	16,100	16,000	99
	Madison	29,500	29,200	99
	Marion	9,300	9,200	99
	Marshall	7,900	7,800	99
	Meigs	2,800	2,800	100
	Montgomery	31,200	31,000	99
	Morgan	5,700	5,600	98
	Obion	13,100	13,000	99
	Pickett	1,600	1,600	100
	Putnam	18,900	18,700	99
	Roane	18,700	18,600	99
	Sequatchie	3,300	3,300	100
	Shelby	290,300	288,500	99
	Sullivan	57,500	57,200	99

**WTBS—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>BETWEEN 25-49%</b>				
	Unicoi	6,500	6,400	98
	Warren	13,100	12,900	99
	Washington	34,700	34,500	99
	Weakley	12,400	12,300	99
	White	7,800	7,700	99
<b>TEXAS</b>				
	Anderson	15,100	14,800	98
	Andrews	5,300	5,200	98
	Angelina	25,000	24,600	99
	Aransas	7,100	7,000	99
	Bailey	2,700	2,700	100
	Baylor	1,900	1,900	100
	Bee	9,100	8,900	98
	Bell	60,600	60,000	99
	Bexar	386,800	382,400	99
	Bowie	30,800	30,400	99
	Brazos	43,900	43,300	99
	Briscoe	1,000	1,000	100
	Brown	14,400	14,100	98
	Burnet	10,300	10,200	99
	Caldwell	8,900	8,700	98
	Calhoun	7,500	7,400	99
	Cameron	72,200	71,200	99
	Carson	2,400	2,400	100
	Castro	3,300	3,300	100
	Cochran	1,600	1,600	100
	Coke	1,300	1,300	100
	Collingsworth	1,700	1,600	94
	Coryell	17,200	17,000	99
	Crosby	2,800	2,800	100
	Dallam	2,600	2,600	100
	Deaf Smith	6,800	6,700	99
	De Witt	7,200	7,000	97
	Duval	4,300	4,200	98
	Ector	51,800	51,400	99
	Fannin	10,100	9,900	98
	Foard	900	900	100
	Frio	4,500	4,400	98
	Gaines	4,900	4,900	100
	Garza	1,800	1,800	100
	Grayson	37,900	37,400	99
	Hale	12,500	12,400	99
	Hartley	1,400	1,400	100
	Haskell	2,900	2,900	100
	Hays	17,900	17,600	98
	Hemphill	2,300	2,300	100
	Hockley	8,500	8,500	99
	Hopkins	11,300	11,100	98
	Hutchinson	10,700	10,600	99
	Irion	600	600	100
	Jack	3,100	3,100	100
	Jackson	4,900	4,800	98
	Jefferson	94,900	94,300	99
	Jim Wells	12,600	12,400	98
	Jones	6,800	6,700	99
	Kerr	14,800	14,500	98
	Kimble	1,600	1,500	94
	Lamar	17,200	16,700	97
	La Salle	1,900	1,800	95
	Lipscomb	1,400	1,400	100
	Live Oak	3,700	3,600	97
	Mc Culloch	3,600	3,500	97
	Mc Lennan	70,500	69,800	99
	Martin	1,600	1,600	100
	Matagorda	16,100	15,800	98
	Menard	900	900	100
	Midland	43,400	43,100	99
	Mitchell	3,300	3,300	100
	Moore	6,100	6,100	100



## WTBS—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>Between 25-49%</b>	<b>TEXAS</b>			
	Nacogdoches	19,300	18,800	98
	Navarro	15,500	15,200	98
	Nolan	6,500	6,400	98
	Nueces	101,700	100,500	99
	Ochiltree	3,800	3,800	100
	Orange	31,200	30,900	99
	Potter	42,000	41,700	99
	Randall	34,800	34,700	100
	Red River	6,500	6,300	97
	Roberts	400	400	100
	Shackelford	1,600	1,600	100
	Starr	9,400	9,100	97
	Stephens	4,300	4,200	98
	Sterling	400	400	100
	Sutton	2,000	1,900	95
	Swisher	3,300	3,300	100
	Taylor	44,400	44,100	99
	Terry	5,300	5,200	98
	Tom Green	36,300	35,900	99
	Travis	225,400	222,900	99
	Upton	1,800	1,800	100
	Uvalde	7,900	7,700	97
	Val Verde	12,800	12,400	97
	Victoria	27,300	26,800	98
	Ward	5,200	5,100	98
	Webb	32,500	31,900	98
	Wichita	45,900	45,600	99
	Willacy	4,900	4,800	98
	Williamson	38,900	38,300	98
	Winkler	3,500	3,500	100
	Wood	11,500	11,300	98
	Zapata	2,600	2,500	96
	Zavala	3,200	3,100	97
<b>UTAH</b>				
Cache	20,600	20,100	98	
Carbon	8,600	8,400	98	
Emery	3,800	3,700	97	
San Juan	3,200	3,000	92	
Sanpete	5,300	5,200	98	
<b>VIRGINIA</b>				
Accomack	11,600	11,400	98	
Albemarle	39,600	38,900	98	
Alleghany	9,400	9,300	99	
Bath	2,000	2,000	100	
Campbell	40,700	40,300	99	
Dickenson	7,000	6,900	99	
Giles	6,200	6,100	98	
Greensville	5,000	4,900	98	
Henrico	75,900	75,200	99	
Henry	27,500	27,200	99	
James City	12,500	12,300	99	
Montgomery	26,200	25,900	99	
Pittsylvania	40,500	40,000	99	
Prince George	15,000	14,900	99	
Pulaski	12,900	12,800	99	
Roanoke	76,700	76,100	99	
Russell	11,900	11,700	98	
Scott	8,800	8,600	98	
Smyth	11,800	11,700	99	
Tazewell	17,600	17,400	99	
Washington	24,000	23,700	99	
Wythe	9,500	9,300	98	
York	16,300	16,200	99	
Chesapeake City	44,700	44,300	99	
Hampton City	44,200	43,900	99	
Newport News City	56,400	56,100	99	
Va Beach City	112,900	112,300	99	

## WTBS—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>Between 25-49%</b>	<b>VERMONT</b>			
	Orleans	8,900	8,800	99
	Washington	20,400	20,000	98
	<b>WASHINGTON</b>			
	Adams	5,100	4,900	96
	Asotin	7,200	7,000	97
	Columbia	1,600	1,500	94
	Garfield	1,000	900	90
	Kittitas East	7,700	7,200	94
	Kittitas West	2,000	1,900	95
	Lewis	22,200	21,100	95
	Okanogan	13,000	12,200	94
	<b>WISCONSIN</b>			
	Ashland	6,400	6,300	98
	Chippewa	18,700	18,400	98
	Eau Claire	31,600	31,000	98
	Florence	1,400	1,400	100
	Juneau	8,600	8,300	96
	<b>WEST VIRGINIA</b>			
	Braxton	5,600	5,500	98
	Brooke	10,700	10,700	100
	Cabell	42,100	41,800	99
	Fayette	21,300	21,100	99
	Greenbrier	14,300	14,100	98
	Harrison	29,700	29,500	99
	Kanawha	89,900	89,300	99
	Lewis	7,100	7,000	99
	Lincoln	7,900	7,800	99
	Marion	25,200	25,000	99
	Marshall	15,100	15,000	99
	Mercer	27,700	27,400	99
	Mineral	10,300	10,200	99
	Monongalia	29,000	28,600	99
	Monroe	4,800	4,600	97
Nicholas	10,500	10,400	99	
Ohio	23,200	23,100	100	
Pleasants	2,900	2,900	100	
Pocahontas	3,900	3,700	96	
Preston	11,400	11,200	98	
Putnam	16,100	16,000	99	
Randolph	10,700	10,500	98	
Tyler	4,100	4,000	98	
Upshur	9,000	8,900	99	
Wayne	16,900	16,700	99	
Webster	4,500	4,400	98	
Wood	35,800	35,500	99	
<b>WYOMING</b>				
Albany	11,800	11,300	96	
Carbon	7,300	7,000	96	
Goshen	4,900	4,800	98	
Hot Springs	2,100	2,000	95	
Laramie	28,900	28,400	98	
Lincoln	5,300	5,100	95	
Niobrara	1,200	1,200	100	
Sheridan	10,700	10,200	95	
Uinta	7,900	7,600	96	
Washakie	3,500	3,400	97	
Weston	3,000	2,800	95	
<b>ALABAMA</b>				
<b>Between 5-24%</b>	Autauga	12,400	12,200	98
Baldwin	33,900	33,700	99	
Bibb	6,000	5,900	98	
Blount	14,700	14,600	99	
Butler	7,700	7,600	99	
Cherokee	7,200	7,100	99	
Chilton	12,700	12,500	98	
Choctaw	5,800	5,700	98	
Clarke	9,500	9,300	98	

**WTBS—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households %	%	
<b>Between 5-24%</b>	<b>ALABAMA</b>				
	Clay	4,800	4,700	98	
	Cleburne	5,000	4,900	98	
	Conecuh	5,500	5,400	98	
	Covington	14,700	14,500	99	
	Cullman	25,200	25,000	99	
	Fayette	7,200	7,100	99	
	Geneva	9,200	9,100	99	
	Greene	3,700	3,600	97	
	Hale	5,000	4,900	98	
	Henry	5,700	5,600	98	
	Jackson	20,000	19,800	99	
	Jefferson	263,700	262,200	99	
	Lawrence	11,100	10,900	98	
	Lowndes	4,000	3,900	97	
	Macon	8,600	8,400	98	
	Marengo	8,500	8,300	98	
	Marion	12,300	12,200	99	
	Monroe	7,800	7,600	97	
	Pickens	7,300	7,100	98	
	St Clair	16,800	16,600	99	
	Shelby	29,100	28,900	99	
	Tallapoosa	14,700	14,500	99	
	Walker	26,400	26,200	99	
	Wilcox	4,600	4,500	98	
	Winston	8,800	8,700	99	
	<b>ARKANSAS</b>				
	Arkansas	8,600	8,500	99	
	Baxter	13,800	13,500	98	
	Boone	11,500	11,300	98	
	Bradley	5,200	5,100	98	
	Calhoun	2,200	2,200	100	
	Carroll	7,600	7,500	98	
	Conway	7,200	7,100	99	
	Crawford	15,000	14,700	98	
Dallas	4,000	3,900	98		
Faulkner	19,100	18,800	98		
Franklin	6,000	5,900	98		
Fulton	4,400	4,200	95		
Hempstead	8,700	8,500	98		
Hot Spring	10,600	10,400	98		
Howard	5,200	5,100	98		
Jefferson	30,600	30,100	98		
Lafayette	3,700	3,600	97		
Lincoln	3,700	3,600	97		
Logan	7,700	7,500	97		
Lonoke	13,400	13,200	99		
Nevada	3,800	3,700	97		
Pike	4,200	4,100	98		
Poinsett	9,200	9,100	99		
Polk	6,700	6,500	97		
Pope	16,300	16,000	98		
Saline	19,700	19,500	99		
Scott	4,000	3,900	98		
Searcy	3,600	3,500	97		
Sevier	5,600	5,500	98		
Sharp	6,600	6,300	96		
Stone	3,600	3,500	97		
Van Buren	6,300	6,200	98		
White	19,300	19,000	98		
Yell	6,800	6,700	99		
<b>ARIZONA</b>					
Coconino	29,500	27,400	93		
Gila	14,700	14,100	96		
Maricopa	760,400	745,500	98		
Mohave	31,900	30,400	95		
Pima	256,100	251,000	98		
Pinal	35,800	34,600	97		
Yavapai	39,000	37,100	95		

**WTBS—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households %	%
<b>Between 5-24%</b>	<b>CALIFORNIA</b>			
	Alameda	477,900	463,200	97
	Alpine	400	300	75
	Amador	10,300	9,800	95
	Butte	70,100	66,900	95
	Calaveras	11,300	10,800	96
	Colusa	5,400	5,100	94
	Contra Costa East	30,000	29,300	98
	Contra Costa West	249,100	243,600	98
	El Dorado East	12,600	12,200	96
	El Dorado West	30,300	29,200	96
	Fresno	213,900	205,900	96
	Glenn	8,700	8,400	97
	Kings	27,600	26,300	95
	Los Angeles	3,047,900	2,965,100	97
	Madera	26,600	25,400	95
	Marin	94,900	91,900	97
	Mariposa	5,500	5,100	93
	Mendocino	29,600	27,400	93
	Merced	56,700	54,500	96
	Modoc	3,700	3,400	92
	Mono	4,000	3,500	88
	Monterey	112,300	108,000	96
	Napa	41,400	40,000	96
	Nevada	28,100	26,600	94
	Orange	777,200	763,400	98
	Placer East	4,500	4,300	96
	Placer West	52,200	50,300	96
	Riverside West	251,200	241,800	96
	Sacramento	366,800	356,900	97
	San Bernardino	404,200	391,400	97
	San Diego	819,100	796,200	97
	San Francisco	330,500	310,200	94
	San Joaquin	157,600	151,000	96
	San Luis Obispo	73,700	70,500	96
	San Mateo	244,100	239,500	98
	Santa Clara East	22,800	22,200	97
	Santa Clara West	473,700	461,300	97
	Sierra	1,500	1,400	93
	Solano East	56,600	55,300	98
	Stanislaus	111,600	106,400	95
	Sutter	21,900	21,300	97
	Tehama	18,000	17,500	97
	Trinity	5,700	5,300	93
	Tulare	95,700	91,700	96
Tuolumne	16,300	15,400	94	
Ventura	207,700	202,700	98	
Yolo	48,000	46,200	96	
Yuba	20,200	19,500	97	
<b>COLORADO</b>				
Alamosa	4,600	4,400	96	
Arapahoe	157,600	155,900	99	
Bent	2,100	2,000	95	
Boulder	87,400	85,200	98	
Cheyenne	1,000	900	90	
Clear Creek	3,000	2,900	97	
Conejos	2,700	2,600	96	
Crowley	1,200	1,200	100	
Custer	700	700	100	
Delta	9,500	9,100	96	
Denver	232,200	227,600	98	
Douglas	13,000	12,900	99	
Eagle	7,400	7,000	95	
El Paso	138,600	136,600	99	
Grand	3,900	3,700	95	
Jefferson	167,700	166,200	99	
Kiowa	700	700	100	
La Plata	12,200	11,600	95	
Larimer	70,900	69,400	98	

# Georgia

## WTBS—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households %	%
<b>Between 5-24%</b>	<b>COLORADO</b>			
	Montezuma	7,000	6,700	96
	Montrose	9,800	9,400	96
	Morgan	8,700	8,600	99
	Otero	8,100	7,900	98
	Park	2,900	2,800	96
	Phillips	1,800	1,800	100
	Pitkin	5,200	4,700	91
	Pueblo	48,100	47,400	98
	Rio Grande	3,700	3,500	95
	Saguache	1,400	1,300	93
	San Miguel	1,500	1,400	93
	Sedgwick	1,400	1,400	100
	Teller	4,500	4,400	98
	Weld	51,700	50,800	98
	<b>CONNECTICUT</b>			
	Fairfield	296,700	293,200	99
	Hartford	310,500	305,700	98
	Litchfield	61,300	60,200	98
New Haven	286,100	282,300	99	
New London	90,200	88,300	98	
<b>DELAWARE</b>				
Kent	36,800	36,500	99	
New Castle	148,200	147,600	100	
Sussex	41,100	40,600	99	
<b>FLORIDA</b>				
Bradford	7,700	7,600	99	
Broward	506,600	503,700	99	
Calhoun	3,500	3,400	97	
Citrus	36,600	35,900	98	
Clay	29,800	29,400	99	
Columbia	15,100	14,800	98	
Dade	678,000	672,500	99	
De Soto	7,800	7,700	99	
Dixie	3,300	3,200	97	
Flagler	7,300	7,200	99	
Gadsden	13,900	13,600	98	
Hamilton	3,400	3,300	97	
Hardee	7,200	7,100	99	
Hernando	33,000	32,500	98	
Highlands	25,600	25,200	98	
Hillsborough	299,200	296,500	99	
Holmes	6,200	6,000	97	
Jackson	14,700	14,400	98	
Lafayette	1,500	1,500	100	
Levy	9,700	9,400	97	
Liberty	1,500	1,500	100	
Nassau	14,700	14,500	99	
Osceola	33,200	32,800	99	
Pasco	106,300	105,100	99	
Pinellas	380,700	377,700	99	
Polk	140,800	139,400	99	
Putnam	23,300	23,000	99	
Santa Rosa	24,700	24,500	99	
Sumter	11,400	11,200	98	
Suwannee	9,600	9,400	97	
Union	2,400	2,400	100	
Wakulla	5,000	4,900	98	
Walton	10,700	10,500	98	
Washington	6,400	6,300	98	
<b>GEORGIA</b>				
Atkinson	2,000	1,900	95	
Bacon	3,600	3,500	97	
Banks	3,700	3,600	97	
Brantley	3,700	3,600	97	
Brooks	5,200	5,100	98	
Bryan	4,400	4,300	98	
Bulloch	12,300	12,100	98	
Burke	6,600	6,400	97	

## WTBS—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households %	%
<b>Between 5-24%</b>	Calhoun	1,500	1,400	93
	Candler	2,700	2,600	96
	Charlton	2,800	2,700	98
	Clay	1,200	1,200	100
	Crawford	2,500	2,400	96
	Dade	4,200	4,200	100
	Decatur	9,200	9,000	98
	Dodge	6,000	5,900	98
	Evans	3,100	3,100	100
	Fannin	6,100	6,000	98
	Gilmer	4,400	4,300	98
	Glascocock	800	800	100
	Hancock	3,000	2,900	97
	Harris	6,500	6,400	98
	Hart	6,900	6,800	99
	Irwin	3,400	3,300	97
	Jefferson	6,700	6,600	98
	Johnson	3,200	3,100	98
	Lee	5,000	4,900	98
	Lincoln	2,200	2,200	100
	Mc Duffie	7,300	7,200	99
	Mc Intosh	3,000	2,900	97
	Madison	7,400	7,300	99
	Miller	2,600	2,500	96
	Mitchell	6,900	6,800	99
	Oglethorpe	3,500	3,400	97
	Pulaski	3,200	3,100	97
	Putnam	4,300	4,200	98
	Quitman	800	800	100
	Randolph	3,300	3,200	97
	Screven	5,500	5,400	98
	Stephens	8,300	8,200	99
	Stewart	1,900	1,800	95
	Taliaferro	800	800	100
	Tattnall	6,300	6,200	98
	Telfair	4,000	3,900	98
	Terrell	4,100	4,000	98
	Treutlen	2,100	2,100	98
	Twiggs	3,500	3,400	97
	Warren	2,000	1,900	97
	Washington	6,500	6,300	97
	Wheeler	2,000	1,900	95
	Wilcox	2,600	2,600	100
	Wilkes	4,000	3,900	98
	Wilkinson	3,700	3,600	97
	<b>IOWA</b>			
	Adair	3,800	3,800	100
	Adams	2,200	2,200	100
	Allamakee	5,500	5,400	98
	Audubon	3,200	3,200	100
	Benton	9,100	9,000	99
	Boone	10,200	10,100	99
	Bremer	9,000	8,900	99
	Buchanan	8,200	8,100	99
	Butler	6,500	6,400	98
	Calhoun	4,900	4,800	98
	Cedar	7,400	7,300	99
	Cherokee	6,100	6,000	98
	Chickasaw	5,500	5,400	98
	Clarke	3,500	3,500	100
	Clayton	8,300	8,200	99
Crawford	7,000	6,900	99	
Dallas	12,100	12,000	99	
Davis	3,400	3,400	100	
Decatur	3,500	3,400	97	
Delaware	6,800	6,700	99	
Fayette	9,400	9,300	99	
Floyd	7,300	7,200	99	
Franklin	5,300	5,300	100	

# Georgia

## WTBS—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	<b>IOWA</b>			
	Fremont	3,800	3,800	100
	Greene	4,700	4,700	100
	Guthrie	4,700	4,600	98
	Hamilton	6,900	6,800	99
	Hancock	5,600	5,500	98
	Hardin	8,300	8,200	99
	Harrison	6,100	6,000	98
	Henry	7,100	7,000	99
	Howard	4,200	4,100	98
	Humboldt	5,100	5,000	98
	Ida	3,500	3,500	100
	Iowa	6,100	6,000	98
	Jackson	8,500	8,400	99
	Jasper	14,200	14,100	99
	Jefferson	6,400	6,300	98
	Johnson	33,800	33,200	98
	Jones	7,300	7,200	99
	Keokuk	5,000	4,900	98
	Lee	16,600	16,400	99
	Louisa	4,600	4,500	98
	Lucas	4,300	4,200	98
	Lyon	4,600	4,500	98
	Madison	4,600	4,600	100
	Mahaska	9,200	9,100	99
	Marion	11,200	11,100	99
	Marshall	16,100	16,000	99
	Mitchell	4,600	4,500	99
	Monona	4,500	4,400	98
	Monroe	3,500	3,500	100
	Montgomery	5,600	5,500	98
	O'Brien	6,400	6,300	99
	Osceola	3,200	3,200	100
	Page	7,700	7,600	99
	Palo Alto	4,700	4,600	98
	Plymouth	9,100	9,000	99
	Polk	129,100	128,000	99
	Poweshiek	7,200	7,100	99
	Ringgold	2,400	2,400	100
	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	7,000	6,900	99
	Taylor	3,300	3,200	97
	Union	5,500	5,400	98
Van Buren	3,300	3,200	97	
Warren	13,500	13,400	99	
Washington	7,900	7,800	99	
Webster	17,000	16,800	99	
Winnebago	5,300	5,200	98	
Winneshiek	7,700	7,600	99	
Worth	3,600	3,600	100	
<b>IDAHO</b>				
Ada	75,500	74,100	98	
Benewah	3,100	3,000	97	
Bingham	11,700	11,600	99	
Bonner	10,500	10,200	97	
Butte	1,100	1,100	100	
Canyon	30,200	29,500	98	
Caribou	3,100	3,000	97	
Cassia	6,500	6,400	98	
Fremont	3,700	3,600	97	
Gem	4,300	4,200	98	
Gooding	4,500	4,400	98	
Jefferson	5,000	5,000	100	
Jerome	5,600	5,500	98	
Lemhi	2,800	2,600	93	

## WTBS—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%	
Between 5-24%	<b>LEWIS</b>	1,400	1,400	100	
	Lincoln	1,200	1,200	100	
	Minidoka	6,700	6,500	97	
	Oneida	1,100	1,100	100	
	Payette	6,000	5,900	98	
	Valley	2,300	2,200	96	
	Washington	3,100	3,000	97	
	<b>ILLINOIS</b>				
	Adams	27,300	26,900	99	
	Alexander	4,900	4,700	96	
	Boone	10,800	10,600	98	
	Brown	2,200	2,100	95	
	Carroll	6,900	6,800	99	
	Clark	6,700	6,500	97	
	Clay	6,200	5,900	95	
	Clinton	12,000	11,800	98	
	Cook	1,931,600	1,900,800	98	
	Crawford	8,400	8,200	98	
	Cumberland	4,500	4,400	98	
	Dekalb	25,300	24,900	98	
	Douglas	7,600	7,500	98	
	Dupage	269,700	267,700	99	
	Edwards	3,700	3,500	95	
	Effingham	12,300	11,800	96	
Fayette	8,500	8,200	96		
Ford	5,800	5,700	98		
Franklin	18,000	17,500	97		
Fulton	16,000	15,600	98		
Greene	6,200	6,100	98		
Grundy	12,300	12,200	99		
Hamilton	3,900	3,700	95		
Hancock	9,400	9,200	98		
Hardin	2,200	2,100	95		
Henderson	3,500	3,400	97		
Iroquois	12,500	12,200	98		
Jackson	24,100	23,400	97		
Jefferson	16,000	15,500	97		
Jersey	7,300	7,100	97		
Jo Daviess	9,100	8,800	97		
Johnson	4,100	4,000	98		
Kane	110,600	109,000	99		
Knox	23,100	22,800	99		
Lake	159,900	158,600	99		
Lee	12,900	12,700	98		
Logan	11,000	10,800	98		
McDonough	12,800	12,600	98		
Mchenry	59,000	58,600	99		
Macoupin	19,900	19,500	98		
Madison	93,900	92,600	99		
Marion	17,900	17,500	98		
Mason	7,200	7,100	99		
Massac	6,300	6,100	97		
Menard	4,800	4,700	98		
Monroe	7,700	7,500	97		
Ogle	17,700	17,400	98		
Perry	9,100	8,800	97		
Piatt	6,500	6,400	98		
Pike	7,500	7,300	97		
Putnam	2,400	2,300	96		
Randolph	12,800	12,500	98		
Rock Island	63,200	62,600	99		
St. Clair	95,200	93,400	98		
Saline	12,200	11,800	97		
Schuyler	3,200	3,100	97		
Shelby	9,300	9,000	97		
Stark	2,800	2,800	100		
Stephenson	19,400	19,000	98		
Union	7,700	7,500	97		
Vermilion	36,200	35,500	98		

# Georgia

## WTBS—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%	
<b>Between 5-24%</b>	<b>ILLINOIS</b>				
		Wabash	5,500	5,300	96
		Warren	8,100	8,000	99
		Wayne	7,700	7,300	95
		Whiteside	24,300	23,900	98
		Will	114,800	113,400	99
		Williamson	25,100	24,400	97
		Woodford	12,200	11,900	98
		<b>INDIANA</b>			
		Adams	10,500	10,300	98
		Allen	107,800	106,200	98
		Blackford	5,700	5,600	98
		Boone	14,000	13,800	99
		Clark	33,100	32,600	98
		Clinton	11,400	11,200	98
		Crawford	3,600	3,400	94
		Dearborn	13,200	13,000	98
		Decatur	8,300	8,100	98
		De Kalb	11,800	11,700	99
	Dubois	12,900	12,500	97	
	Elkhart	53,400	52,200	98	
	Fayette	9,900	9,700	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	12,200	11,900	98	
	Hamilton	33,800	33,400	99	
	Hancock	16,200	16,000	99	
	Hendricks	25,300	25,000	99	
	Huntington	13,600	13,400	99	
	Jackson	13,700	13,500	99	
	Jasper	9,200	9,000	98	
	Jay	8,300	8,100	98	
	Jefferson	10,600	10,400	98	
	Jennings	7,900	7,700	97	
	Johnson	29,000	28,700	99	
	Kosciusko	23,800	23,300	98	
	Lake	174,800	172,500	99	
	La Porte	37,400	37,000	99	
	Lawrence	16,400	16,100	98	
	Marshall	15,300	15,000	98	
	Martin	3,900	3,800	97	
	Miami	13,700	13,400	98	
	Monroe	36,400	35,300	97	
	Morgan	19,200	18,900	98	
	Noble	13,700	13,400	98	
	Orange	7,000	6,800	97	
	Owen	6,500	6,400	98	
	Parke	5,900	5,800	98	
	Pike	5,300	5,100	96	
	Porter	44,200	43,600	99	
	Posey	9,600	9,300	97	
	Ripley	8,600	8,400	98	
	Rush	6,500	6,400	98	
	St Joseph	88,800	87,600	99	
	Scott	7,400	7,200	97	
	Shelby	14,300	14,100	99	
	Spencer	6,900	6,700	97	
	Starke	7,900	7,700	97	
	Steuben	10,100	9,900	98	
	Wabash	12,400	12,100	98	
	Warren	3,000	2,900	97	
	Washington	8,200	7,900	96	
	Wayne	27,100	26,600	98	
	Wells	9,200	9,000	98	
	White	9,300	9,100	98	

## WTBS—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%	
<b>Between 5-24%</b>	<b>KANSAS</b>				
		Atchison	6,500	6,400	98
		Brown	4,800	4,700	98
		Butler	17,600	17,400	99
		Chase	1,300	1,300	100
		Chautauqua	2,300	2,300	100
		Cherokee	9,100	9,000	99
		Cheyenne	1,500	1,500	100
		Coffey	3,900	3,800	97
		Comanche	1,000	1,000	100
		Decatur	1,800	1,800	100
		Dickinson	8,000	7,900	99
		Doniphan	3,400	3,300	97
		Douglas	25,800	25,400	98
		Elk	1,600	1,600	100
		Ellis	10,600	10,500	99
		Finney	10,400	10,300	99
		Franklin	8,700	8,600	99
		Gove	1,400	1,400	100
		Graham	1,500	1,500	100
		Grant	2,600	2,600	100
		Gray	1,900	1,900	100
		Hamilton	1,100	1,100	100
		Harper	3,200	3,200	100
		Harvey	11,600	11,400	98
		Haskell	1,400	1,400	100
		Hodgeman	900	900	100
		Jefferson	5,800	5,700	98
		Jewell	2,000	1,900	95
		Johnson	120,400	119,800	100
		Kearny	1,200	1,200	100
		Kingman	3,400	3,400	100
		Labette	9,800	9,600	98
		Linn	3,400	3,300	97
		Lyon	14,500	14,200	98
		Mc Pherson	10,500	10,300	98
		Marion	5,200	5,100	98
		Meade	1,800	1,800	100
		Miami	8,400	8,300	99
		Morris	2,600	2,500	96
		Morton	1,200	1,200	100
		Nemaha	4,200	4,100	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	
	Rice	4,800	4,800	99	
	Rooks	2,600	2,600	100	
	Rush	1,700	1,700	100	
	Russell	3,600	3,500	97	
	Shawnee	63,400	62,800	99	
	Sheridan	1,300	1,300	100	
	Trego	1,700	1,700	100	
	Woodson	1,800	1,800	100	
	Wyandotte	64,600	64,000	99	
	<b>KENTUCKY</b>				
	Adair	5,800	5,700	98	
	Allen	5,800	5,700	98	
	Ballard	3,300	3,300	100	
	Barren	13,000	12,900	99	
	Bath	3,600	3,500	97	
	Boone	17,600	17,600	100	
	Bourbon	7,000	6,900	99	
	Boyle	9,500	9,400	99	
	Bracken	2,700	2,700	100	
	Breckinridge	6,100	6,000	98	
	Caldwell	5,000	4,900	98	
	Calloway	12,300	12,200	99	

**WTBS—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households	%	
<b>Between 5-24%</b>	<b>KENTUCKY</b>				
	Campbell	28,800	28,700	100	
	Carlisle	2,100	2,100	100	
	Casey	5,800	5,700	98	
	Clinton	3,500	3,400	97	
	Crittenden	3,400	3,400	100	
	Edmonson	3,700	3,600	97	
	Fleming	4,700	4,600	98	
	Garrard	4,100	4,100	99	
	Graves	13,200	13,100	99	
	Grayson	8,300	8,200	99	
	Green	4,100	4,000	98	
	Hancock	2,900	2,900	100	
	Harrison	5,500	5,500	100	
	Hart	6,200	6,100	98	
	Henry	4,800	4,800	100	
	Kenton	50,700	50,600	100	
	Larue	4,500	4,500	100	
	Leslie	5,100	4,900	97	
	Lewis	5,000	4,900	98	
	Livingston	3,700	3,700	100	
	Logan	9,900	9,800	99	
	Lyon	2,500	2,500	100	
	Mc Creary	5,700	5,600	98	
	Mc Lean	3,500	3,500	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	
	Metcalfe	3,900	3,800	99	
	Muhlenberg	11,700	11,600	99	
	Nicholas	2,700	2,700	100	
	Ohio	8,500	8,400	99	
	Oldham	10,200	10,100	99	
	Pendleton	3,900	3,900	100	
	Powell	4,000	3,900	97	
	Russell	5,700	5,600	98	
	Scott	8,100	8,000	99	
	Shelby	8,700	8,600	99	
	Todd	4,200	4,200	100	
	Trigg	3,600	3,600	100	
	Union	5,700	5,700	99	
	Washington	3,400	3,400	100	
	Wayne	6,600	6,400	97	
	Webster	5,700	5,600	98	
	<b>LOUISIANA</b>				
	Acadia	20,300	20,000	99	
Allen	7,600	7,400	98		
Beauregard	11,500	11,200	97		
Bienville	6,300	6,200	98		
Caldwell	4,700	4,600	98		
Cameron	3,400	3,300	97		
Catahoula	4,600	4,400	97		
Claiborne	6,500	6,300	98		
De Soto	10,000	9,800	98		
East Carroll	3,700	3,600	97		
East Feliciana	5,900	5,700	97		
Evangeline	12,300	12,000	98		
Grant	6,600	6,500	98		
Jefferson	177,800	176,700	99		
La Salle	6,700	6,600	98		
Livingston	24,700	24,200	98		
Madison	5,800	5,600	97		
Orleans	218,700	216,400	99		
Plaquemines	8,200	8,100	99		
Red River	3,800	3,700	97		
Richland	7,700	7,500	97		
Sabine	10,700	10,300	97		
St Bernard	24,000	23,900	100		

**WTBS—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households	%	
<b>Between 5-24%</b>	St Charles	14,500	14,300	99	
	St Helena	3,300	3,200	97	
	St Tammany	52,500	51,900	99	
	Tangipahoa	32,000	31,400	98	
	Union	8,300	8,200	99	
	Washington	16,700	16,400	98	
	West Carroll	4,700	4,600	98	
	West Feliciana	2,700	2,600	96	
	<b>MASSACHUSETTS</b>				
	Barnstable	74,300	73,000	98	
	Bristol	181,800	179,700	99	
	Essex	248,100	245,400	99	
	Hampshire	49,300	48,300	98	
	Middlesex	502,500	496,800	99	
	Norfolk	222,300	220,300	99	
Plymouth	151,300	149,400	99		
Suffolk	266,000	260,000	98		
Worcester	244,400	241,100	99		
<b>MARYLAND</b>					
Anne Arundel	142,700	142,000	100		
Baltimore	257,700	256,600	100		
Calvert	14,500	14,300	99		
Caroline	9,100	9,000	99		
Carroll	38,900	38,700	99		
Cecil	23,100	23,000	100		
Charles	27,800	27,500	99		
Frederick	46,000	45,700	99		
Garrett	10,000	9,900	99		
Harford	54,400	54,100	99		
Howard	55,100	54,800	100		
Prince Georges	240,600	239,800	100		
St Marys	22,500	22,300	99		
Somerset	6,800	6,700	99		
Washington	40,900	40,600	99		
Wicomico	26,100	25,900	99		
<b>MAINE</b>					
Androscoggin	37,400	36,900	99		
Cumberland	88,200	86,900	99		
Franklin	11,000	10,600	96		
Hancock	17,700	17,400	98		
Kennebec	43,100	42,200	98		
Knox	13,700	13,300	97		
Lincoln	11,000	10,800	98		
Oxford	19,100	18,800	98		
Penobscot	48,700	47,900	98		
Piscataquis	6,700	6,600	99		
Somerset	16,600	16,300	98		
York	60,000	59,200	99		
<b>MICHIGAN</b>					
Allegan	30,700	30,300	99		
Alpena	11,400	10,900	96		
Antrim	6,600	6,500	98		
Arenac	5,800	5,700	98		
Baraga	3,000	2,900	97		
Barry	17,000	16,800	99		
Benzie	4,500	4,400	98		
Berrien	61,000	59,900	98		
Cass	18,100	17,800	98		
Charlevoix	7,900	7,700	97		
Cheboygan	8,100	7,800	96		
Clinton	18,700	18,500	99		
Crawford	3,700	3,600	97		
Eaton	34,400	34,000	99		
Emmet	9,200	8,900	97		
Genesee	159,000	157,300	99		
Gratiot	13,800	13,600	98		
Hillsdale	14,800	14,500	98		
Huron	13,400	13,100	98		
Ionia	17,100	16,900	99		

**WTBS—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>Between 5-24%</b>	<b>MICHIGAN</b>			
	Iosco	11,500	11,300	98
	Isabella	17,800	17,400	98
	Kalamazoo	80,900	79,800	99
	Kalkaska	4,900	4,800	98
	Kent	174,200	171,400	98
	Leelanau	5,800	5,700	98
	Lenawee	31,100	30,700	99
	Livingston	36,100	35,700	99
	Mackinac	3,700	3,600	97
	Macomb	247,000	245,600	99
	Mecosta	12,300	12,000	98
	Menominee	9,600	9,400	98
	Midland	26,700	26,500	99
	Monroe	45,500	45,000	99
	Montcalm	18,100	17,800	98
	Montmorency	3,200	3,100	97
	Newaygo	14,000	13,700	98
	Oakland	382,100	379,500	99
	Oceana	8,200	7,900	96
	Ontonagon	3,500	3,400	97
	Osceola	7,500	7,300	97
	Oscoda	2,900	2,800	97
	Otsego	5,700	5,600	98
	Ottawa	57,800	56,900	99
	Presque Isle	5,300	5,100	96
	Saginaw	77,200	76,300	99
	St Clair	50,000	49,300	99
	St Joseph	21,600	21,300	99
	Schoolcraft	3,000	2,900	97
	Shiawassee	23,900	23,600	99
	Tuscola	19,100	18,800	98
	Van Buren	25,400	25,100	99
	Washtenaw	99,200	97,000	98
	Wayne	810,300	801,000	99
	Wexford	10,200	10,000	98
	<b>MINNESOTA</b>			
	Anoka	73,000	72,800	100
	Becker	11,000	10,800	98
	Beltrami	11,600	11,100	96
	Benton	9,600	9,500	99
	Blue Earth	18,600	18,300	98
	Brown	10,200	10,000	98
	Carlton	10,500	10,400	99
	Carver	14,300	14,200	99
	Cass	8,500	8,100	96
	Chippewa	5,600	5,500	98
	Chisago	10,100	10,000	99
	Clearwater	3,200	3,100	97
	Cook	1,800	1,800	100
	Crow Wing	17,400	17,000	98
	Dakota	80,900	80,400	99
	Dodge	5,500	5,400	98
	Douglas	11,500	11,300	98
	Faribault	7,400	7,300	99
	Fillmore	7,900	7,800	99
	Freeborn	13,500	13,400	99
	Goodhue	14,700	14,500	99
	Hennepin	402,900	399,300	99
	Hubbard	5,700	5,500	96
	Itasca	16,500	16,200	98
	Jackson	4,900	4,800	98
	Kandiyohi	14,100	13,800	98
	Lac Qui Parle	3,800	3,700	97
	Lake	4,400	4,400	100
	Lake Of The Woods	1,500	1,400	93
	Le Sueur	8,700	8,600	99
	Lincoln	2,900	2,900	98
	Mc Leod	11,200	11,100	99

**WTBS—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>Between 5-24%</b>	<b>Mahnomon</b>	1,700	1,700	100
	Marshall	4,500	4,400	98
	Meeker	7,800	7,700	99
	Mower	15,100	15,000	99
	Nicollet	9,800	9,700	99
	Norman	3,300	3,200	97
	Otter Tail	19,900	19,500	98
	Pipestone	4,200	4,100	98
	Polk	12,500	12,300	98
	Pope	4,600	4,500	98
	Ramsey	183,900	182,400	99
	Red Lake	1,800	1,800	100
	Redwood	6,700	6,500	97
	Renville	7,400	7,200	97
	Rice	16,000	15,800	99
	Rock	3,800	3,800	100
	Roseau	4,800	4,500	94
	Scott	16,900	16,800	99
	Sherburne	11,300	11,200	99
	Sibley	5,500	5,400	98
	Stearns	36,200	35,700	98
	Steele	11,000	10,900	99
	Todd	9,400	9,200	97
	Traverse	1,800	1,800	100
	Waseca	6,900	6,800	99
	Washington	42,700	42,400	99
	Watsonwan	4,800	4,700	98
	Wright	21,800	21,500	99
	<b>MISSOURI</b>			
	Andrew	5,300	5,200	98
	Audrain	9,600	9,500	99
	Barry	10,100	9,900	98
	Barton	4,700	4,600	98
	Bates	6,100	6,000	98
	Bollinger	4,100	4,000	98
	Boone	39,800	39,200	98
	Caldwell	3,200	3,200	100
	Callaway	11,600	11,400	98
	Camden	9,700	9,500	98
	Cape Girardeau	22,600	22,300	99
	Carroll	4,500	4,400	98
	Cass	19,600	19,400	99
	Cedar	5,100	5,000	98
	Chariton	4,000	3,900	98
	Christian	9,700	9,500	98
	Clark	3,000	2,900	97
	Clay	54,500	54,100	99
	Clinton	6,100	6,000	98
	Cole	21,900	21,700	99
	Cooper	5,400	5,300	98
	Crawford	7,300	7,100	97
	Daviess	3,400	3,300	97
	Dent	5,700	5,500	96
	Douglas	4,800	4,700	98
	Franklin	26,500	26,200	99
	Greene	76,700	75,900	99
	Henry	8,000	7,900	99
	Holt	2,700	2,600	96
	Howell	11,900	11,400	96
	Iron	4,000	3,900	97
	Jackson	248,100	245,100	99
	Jasper	34,500	34,000	99
	Jefferson	54,300	53,900	99
	Laclede	10,000	9,800	98
	Lawrence	11,900	11,700	98
	Lewis	3,900	3,800	97
	Mc Donald	6,000	5,900	98
	Madison	4,500	4,400	98
	Maries	3,000	2,900	97

# Georgia

## WTBS—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households %
<b>Between 5-24%</b>	<b>MISSOURI</b>		
	Marion	10,700	10,600 99
	Mercer	1,700	1,700 100
	Miller	7,900	7,800 99
	Mississippi	5,300	5,200 98
	Moniteau	4,400	4,300 98
	Monroe	3,500	3,500 100
	Montgomery	4,200	4,100 98
	Morgan	5,800	5,700 98
	Newton	16,300	16,100 99
	Oregon	4,000	3,800 95
	Perry	6,100	6,000 98
	Phelps	11,900	11,600 97
	Platte	19,100	18,900 99
	Polk	7,300	7,100 97
	Putnam	2,200	2,200 100
	Ralls	3,500	3,500 100
	Ray	8,200	8,100 99
	Reynolds	2,900	2,800 96
	St Charles	59,000	58,500 99
	Ste Genevieve	5,500	5,400 98
	St Francois	16,400	16,200 99
	St Louis	360,800	357,000 99
	Schuyler	2,000	1,900 95
	Scott	14,700	14,500 99
	Shannon	2,900	2,700 93
	Shelby	3,000	3,000 98
	Sullivan	2,900	2,900 100
	Taney	10,000	9,800 98
	Texas	8,400	8,100 96
	Vernon	7,700	7,500 97
	Washington	6,600	6,500 98
	Wayne	4,800	4,700 98
	Webster	7,700	7,500 97
Worth	1,100	1,100 100	
St Louis City	170,000	168,200 99	
<b>MISSISSIPPI</b>			
Amite	4,600	4,500 98	
Carroll	3,400	3,300 97	
Chickasaw	6,200	6,100 98	
Choctaw	3,200	3,100 97	
Claiborne	3,900	3,800 97	
Copiah	9,300	9,200 99	
Covington	5,800	5,700 98	
De Soto	20,900	20,600 98	
Hancock	11,200	11,100 99	
Itawamba	7,900	7,800 99	
Jasper	6,200	6,100 98	
Jones	23,100	22,900 99	
Lawrence	4,500	4,400 98	
Leake	6,900	6,800 99	
Marion	9,300	9,200 98	
Neshoba	9,200	9,100 99	
Newton	7,500	7,400 99	
Noxubee	4,100	4,000 98	
Panola	9,800	9,700 99	
Pearl River	13,500	13,400 99	
Perry	3,600	3,600 99	
Pontotoc	8,400	8,300 99	
Quitman	4,000	3,900 97	
Rankin	28,100	27,800 99	
Scott	9,300	9,200 99	
Simpson	8,600	8,500 99	
Smith	5,600	5,500 98	
Stone	3,400	3,400 100	
Tallahatchie	5,400	5,300 98	
Tippah	7,300	7,200 99	
Tunica	3,000	2,900 97	
Union	8,900	8,800 99	

## WTBS—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households %
<b>Between 5-24%</b>	Walthall	4,800	4,700 98
	Wayne	6,900	6,800 99
	Webster	3,700	3,600 97
	Wilkinson	3,300	3,200 97
	Winston	6,900	6,800 99
	Yalobusha	5,000	4,900 98
	Yazoo	9,400	9,200 98
	<b>MONTANA</b>		
	Beaverhead	3,200	3,000 94
	Broadwater	1,600	1,500 94
	Cascade	31,400	30,900 98
	Chouteau	2,200	2,100 95
	Daniels	1,000	1,000 100
	Deer Lodge	4,200	4,100 98
	Fergus	5,200	4,900 95
	Gallatin	19,100	18,400 96
	Garfield	600	500 83
	Golden Valley	400	400 100
	Jefferson	3,100	3,000 97
	Judith Basin	1,000	1,000 95
	Lake	8,300	8,000 96
	Liberty	1,100	1,100 100
	Madison	2,200	2,200 100
	Meagher	800	800 100
Mineral	1,700	1,700 100	
Phillips	2,200	2,000 91	
Pondera	2,500	2,400 96	
Powder River	900	800 89	
Prairie	700	600 86	
Ravalli	10,500	10,200 97	
Richland	5,100	4,900 96	
Sheridan	2,100	2,000 95	
Stillwater	2,500	2,500 100	
Teton	2,500	2,400 96	
Treasure	400	400 100	
Valley	3,800	3,600 95	
Wibaux	500	500 100	
Yellowstone	49,300	48,500 98	
<b>NORTH CAROLINA</b>			
Alamance	39,100	38,800 99	
Alexander	10,000	9,900 99	
Alleghany	3,900	3,800 97	
Anson	9,000	8,800 98	
Ashe	9,200	9,000 98	
Beaufort	16,200	16,000 99	
Bertie	7,500	7,300 97	
Bladen	11,300	11,000 98	
Buncombe	67,600	66,800 99	
Cabarrus	35,100	34,900 99	
Camden	2,000	2,000 100	
Caswell	7,300	7,200 99	
Chatham	14,000	13,800 99	
Cherokee	7,900	7,700 98	
Chowan	5,200	5,100 98	
Cleveland	31,600	31,300 99	
Columbus	18,800	18,400 98	
Davie	10,300	10,100 98	
Duplin	15,200	15,000 98	
Durham	63,800	63,100 99	
Franklin	11,800	11,600 98	
Graham	2,500	2,500 98	
Granville	12,100	11,900 98	
Greene	5,500	5,400 98	
Guilford	126,800	126,000 99	
Harnett	22,700	22,400 99	
Henderson	28,600	28,200 99	
Hertford	8,100	8,000 99	
Hoke	6,900	6,800 99	
Iredell	33,200	32,900 99	



**WTBS—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>Between 5-24%</b>	<b>NORTH CAROLINA</b>			
	Jackson	9,600	9,400	98
	Johnston	29,700	29,300	99
	Jones	3,200	3,200	100
	Lee	15,300	15,100	99
	Lenoir	22,500	22,200	99
	Lincoln	17,600	17,500	99
	Mc Dowell	13,400	13,200	99
	Macon	9,700	9,400	97
	Martin	9,600	9,500	99
	Mitchell	5,400	5,300	98
	Montgomery	8,700	8,600	99
	Moore	23,000	22,700	98
	Northampton	7,600	7,500	98
	Orange	32,500	32,000	98
	Pender	9,100	8,900	98
	Person	11,000	10,900	99
	Polk	5,900	5,800	98
	Randolph	38,200	37,800	99
	Richmond	17,500	17,300	99
	Robeson	35,300	34,600	98
	Rockingham	33,000	32,700	99
	Rowan	39,900	39,600	99
	Rutherford	21,500	21,300	99
	Sampson	18,700	18,400	98
	Stanly	19,700	19,500	99
	Stokes	13,300	13,100	99
	Surry	23,800	23,500	99
	Swain	4,000	3,900	98
	Transylvania	9,800	9,700	99
	Tyrrell	1,400	1,400	100
	Union	27,500	27,200	99
	Wayne	36,000	35,500	99
	Wilkes	23,400	23,100	99
	Yancey	5,700	5,500	97
	<b>NORTH DAKOTA</b>			
Barnes	5,100	5,100	100	
Benson	2,500	2,400	96	
Bottineau	3,200	3,100	97	
Cass	38,400	38,100	99	
Cavalier	2,600	2,500	96	
Dickey	2,500	2,400	96	
Divide	1,200	1,200	100	
Dunn	1,600	1,600	100	
Emmons	2,000	2,000	100	
Foster	1,600	1,600	100	
Golden Valley	900	900	100	
Grant	1,600	1,600	100	
Griggs	1,400	1,400	100	
Kidder	1,400	1,400	100	
La Moure	2,300	2,300	100	
Logan	1,200	1,200	100	
Mc Henry	2,800	2,800	100	
Mc Intosh	1,900	1,900	97	
Mc Kenzie	2,800	2,800	100	
Mc Lean	4,700	4,600	98	
Mountrail	2,900	2,900	100	
Ransom	2,400	2,400	100	
Rolette	3,800	3,700	96	
Sheridan	1,000	1,000	100	
Steele	1,100	1,100	100	
Trail	3,400	3,400	100	
Walsh	5,700	5,600	98	
Wells	2,700	2,700	100	
<b>NEBRASKA</b>				
Adams	12,200	12,100	99	
Antelope	3,200	3,100	97	
Blaine	300	300	100	
Box Butte	5,700	5,600	98	

**WTBS—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>Between 5-24%</b>	Buffalo	14,000	13,900	99
	Burt	3,600	3,600	100
	Butler	3,400	3,300	97
	Cass	8,200	8,100	99
	Cedar	4,000	4,000	100
	Cherry	2,600	2,600	100
	Colefax	3,700	3,600	97
	Dakota	6,700	6,700	100
	Dawes	3,500	3,400	97
	Dixon	2,700	2,700	100
	Dodge	14,000	13,900	99
	Douglas	161,000	159,600	99
	Dundy	1,200	1,200	100
	Fillmore	3,000	3,000	100
	Franklin	1,700	1,700	100
	Frontier	1,400	1,400	100
	Furnas	2,600	2,500	96
	Garfield	1,000	1,000	100
	Gosper	800	800	100
	Greeley	1,200	1,200	100
	Hamilton	3,400	3,400	100
	Howard	2,400	2,400	100
	Jefferson	3,700	3,600	97
	Johnson	2,000	2,000	100
	Kearney	2,700	2,700	100
	Keya Paha	500	500	100
	Kimball	1,900	1,900	100
	Knox	4,000	3,900	98
	Loup	300	300	100
	Merrick	3,200	3,200	100
	Nance	1,700	1,700	100
	Nemaha	3,300	3,200	97
	Nuckolls	2,600	2,600	100
	Pierce	3,100	3,100	100
	Polk	2,300	2,300	100
	Saunders	7,000	6,900	99
	Scotts Bluff	14,400	14,200	99
	Seward	5,900	5,800	98
	Sherman	1,500	1,500	100
	Stanton	2,400	2,400	100
	Thurston	2,400	2,400	100
	Washington	5,800	5,800	100
	Wayne	3,400	3,400	100
	Webster	1,900	1,900	100
<b>NEW HAMPSHIRE</b>				
Belknap	18,200	18,000	99	
Cheshire	24,300	23,700	97	
Grafton	25,700	24,900	97	
Hillsborough	115,100	113,600	99	
Merrimack	39,900	39,100	98	
Rockingham	83,000	81,900	99	
<b>NEW JERSEY</b>				
Bergen	317,600	315,400	99	
Burlington	133,900	132,700	99	
Camden	178,900	177,200	99	
Cumberland	48,200	47,500	99	
Essex	307,400	303,100	99	
Gloucester	76,100	75,400	99	
Hudson	214,500	211,700	99	
Hunterdon	34,800	34,300	99	
Mercer	114,300	112,600	99	
Middlesex	222,100	220,300	99	
Monmouth	199,500	197,300	99	
Morris	147,900	146,800	99	
Ocean	165,600	164,100	99	
Passaic	164,400	162,500	99	
Salem	25,000	24,600	98	
Somerset	77,100	76,300	99	
Sussex	43,800	43,100	98	

# Georgia

## WTBS—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	<b>NEW JERSEY</b>			
	Union	186,600	185,000	99
	<b>NEW MEXICO</b>			
	Bernalillo	184,000	181,000	98
	Coffax	5,200	4,900	94
	Dona Ana	41,500	40,100	97
	Los Alamos	7,300	7,200	99
	Rio Arriba	10,700	10,000	93
	Roosevelt	6,200	6,000	97
	Sandoval	14,900	14,100	94
	Santa Fe	33,300	32,300	97
	Socorro	4,600	4,500	98
	Taos	7,600	7,000	91
	Valencia	14,000	13,800	99
	<b>NEVADA</b>			
	Churchill	6,200	6,100	98
	Clark	233,400	229,300	98
	Esmeralda	300	300	100
	Lander	1,900	1,800	95
	Nye South	3,500	3,200	91
	Washoe	96,600	94,200	98
	White Pine	3,200	3,100	97
	Carson City	15,400	15,000	97
	<b>NEW YORK</b>			
	Allegany	18,100	17,600	97
	Cattaraugus	31,200	30,500	98
	Cayuga	29,000	28,400	98
	Chautauqua	55,300	54,300	98
	Chenango	18,700	18,300	98
	Columbia	24,000	23,500	98
	Erie	361,700	357,500	99
	Essex	14,200	13,900	98
Franklin	16,100	15,700	98	
Fulton	21,600	21,200	98	
Greene	16,600	16,300	98	
Jefferson	33,400	32,900	99	
Lewis	8,800	8,600	98	
Monroe	269,100	265,500	99	
Montgomery	20,400	20,000	98	
Nassau	448,200	445,700	99	
New York	762,200	723,900	95	
Niagara	80,000	79,000	99	
Oneida East	57,100	56,200	99	
Oneida West	34,500	34,000	99	
Orleans	14,200	13,900	98	
Otsego	22,100	21,500	97	
Putnam	28,400	28,000	98	
Rensselaer	56,000	54,900	98	
Rockland	87,200	85,900	99	
Saratoga	59,200	58,500	99	
Schoharie	11,000	10,700	97	
Schuyler	6,500	6,300	97	
Steuben	37,600	36,800	98	
Suffolk	430,100	425,900	99	
Tioga	19,000	18,700	98	
Ulster	62,200	60,500	97	
Warren	20,700	20,200	98	
Washington	19,900	19,600	98	
Westchester	321,700	317,900	99	
Yates	8,700	8,500	98	
<b>OHIO</b>				
Adams	9,200	8,800	96	
Ashland	16,700	16,500	99	
Auglaize	16,000	15,700	98	
Brown	12,300	11,900	97	
Butler	98,400	97,200	99	
Carroll	9,900	9,800	99	
Champaign	12,900	12,700	98	
Clermont	49,300	48,700	99	

## WTBS—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	Clinton	13,500	13,300	99
	Columbiana	41,400	40,800	99
	Coshocton	14,000	13,600	97
	Crawford	18,500	18,200	98
	Cuyahoga	570,300	563,600	99
	Darke	20,500	20,200	99
	Defiance	14,000	13,800	99
	Delaware	20,900	20,700	99
	Fayette	10,100	9,900	98
	Fulton	14,200	13,900	98
	Gallia	11,100	10,800	97
	Geauga	25,300	24,900	98
	Hamilton	332,600	327,700	99
	Hancock	24,800	24,500	99
	Hardin	11,900	11,600	98
	Harrison	6,300	6,200	98
	Henry	10,400	10,300	99
	Highland	13,500	13,200	97
	Hocking	9,900	9,700	98
	Holmes	9,000	8,500	94
	Huron	20,300	20,000	99
	Knox	17,500	17,200	98
	Lake	78,400	77,900	99
	Logan	15,500	15,300	98
	Lorain	95,800	94,800	99
	Lucas	177,500	175,500	99
	Madison	11,500	11,200	98
	Mahoning	103,200	102,100	99
	Medina	40,600	40,100	99
	Meigs	9,000	8,800	98
	Mercer	13,200	13,000	98
	Miami	33,700	33,300	99
	Morgan	5,300	5,100	96
	Morrow	10,000	9,900	99
	Noble	4,300	4,100	95
	Ottawa	15,200	15,000	99
	Paulding	7,400	7,300	99
	Pickaway	15,000	14,800	99
	Pike	9,100	8,800	97
	Portage	48,500	48,000	99
	Preble	14,600	14,400	99
	Ross	24,400	23,900	98
	Sandusky	23,600	23,400	99
	Shelby	15,400	15,200	99
	Stark	139,600	137,800	99
	Summit	193,700	191,700	99
	Trumbull	87,900	87,000	99
Union	11,100	10,900	98	
Van Wert	11,500	11,300	98	
Warren	36,100	35,600	99	
Wayne	35,700	34,800	97	
Williams	14,000	13,700	98	
Wood	39,200	38,700	99	
Wyandot	8,100	7,900	98	
<b>OKLAHOMA</b>				
Atoka	4,900	4,800	98	
Beaver	3,000	3,000	100	
Blaine	5,300	5,200	98	
Caddo	12,800	12,600	98	
Canadian	26,300	26,100	99	
Cherokee	12,500	12,300	98	
Choctaw	6,200	6,000	97	
Cleveland	60,500	59,800	99	
Coal	2,200	2,200	100	
Craig	5,700	5,600	98	
Creek	27,100	26,700	99	
Delaware	11,100	10,800	97	
Ellis	2,200	2,100	95	
Garfield	25,900	25,700	99	

**WTBS—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households %
<b>Between 5-24%</b>	<b>OKLAHOMA</b>		
	Garvin	11,700	11,600 99
	Grady	17,000	16,800 99
	Grant	2,600	2,600 100
	Harmon	1,700	1,700 100
	Jefferson	3,500	3,500 100
	Johnston	4,100	4,000 98
	Kingfisher	5,800	5,800 100
	Lincoln	12,500	12,400 99
	Love	3,400	3,300 97
	Mc Clain	9,200	9,100 99
	Mc Curtain	13,200	12,900 98
	Mc Intosh	7,200	7,100 99
	Major	3,400	3,300 97
	Mayes	13,500	13,300 99
	Muskogee	27,400	27,000 99
	Noble	4,900	4,900 100
	Nowata	4,500	4,500 100
	Oklahoma	256,100	254,200 99
	Okmulgee	15,300	15,100 99
	Osage	16,500	16,400 99
	Ottawa	13,200	13,100 99
	Pawnee	7,000	6,900 99
	Payne	25,200	24,900 99
	Pontotoc	13,500	13,400 99
	Pottawatomie	24,400	24,100 99
	Pushmataha	5,300	5,100 97
	Rogers	20,600	20,400 99
	Seminole	11,000	10,900 99
	Sequoyah	12,600	12,300 98
	Wagoner	18,900	18,700 99
	Washita	5,700	5,600 98
	<b>OREGON</b>		
Benton	23,800	22,300 93	
Clackamas	92,000	89,000 97	
Clatsop	12,600	11,900 94	
Columbia	13,400	12,900 96	
Coos	23,300	21,600 92	
Jackson	53,500	51,700 97	
Jefferson	4,600	4,400 96	
Josephine	27,400	25,800 94	
Klamath	22,100	21,300 96	
Linn	33,500	32,200 96	
Malheur	10,000	9,600 96	
Marion	79,400	76,200 96	
Multnomah	237,300	228,500 96	
Washington	106,900	104,500 98	
Yamhill	21,100	20,100 95	
<b>PENNSYLVANIA</b>			
Adams	24,900	24,300 98	
Allegheny	552,900	545,600 99	
Armstrong	31,800	31,300 98	
Bedford	17,600	17,100 97	
Berks	126,200	124,100 98	
Blair	51,200	50,400 98	
Bradford	23,800	23,300 98	
Bucks	182,800	181,100 99	
Carbon	21,500	21,100 98	
Chester	122,300	120,600 99	
Clarion	15,100	14,800 98	
Columbia	23,300	22,800 98	
Crawford	32,700	31,900 98	
Dauphin	95,900	94,100 98	
Delaware	203,900	202,200 99	
Franklin	44,700	43,300 97	
Greene	15,500	15,100 98	
Indiana	32,800	32,100 98	
Jefferson	19,200	18,800 98	
Juniata	7,600	7,300 96	

**WTBS—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households %
<b>Between 5-24%</b>	<b>Lackawanna</b>	85,000	84,000 99
	Lancaster	141,800	137,100 97
	Luzerne	130,300	128,500 99
	Lycoming	44,100	42,800 97
	Mc Kean	18,500	18,100 98
	Monroe	32,100	31,500 98
	Montgomery	247,600	245,000 99
	Northumberland	40,200	39,100 97
	Perry	14,800	14,400 98
	Snyder	12,600	12,100 96
	Somerset	30,900	30,200 98
	Sullivan	2,300	2,200 96
	Susquehanna	14,900	14,600 98
	Washington	81,500	80,300 98
	Wayne	15,000	14,500 97
	Westmoreland	146,500	144,700 99
	Wyoming	10,200	10,000 98
	York	126,100	123,800 98
	<b>RHODE ISLAND</b>		
	Bristol	15,800	15,700 99
	Kent	58,700	58,200 99
	Newport	30,300	29,900 99
	Providence	217,700	215,100 99
	Washington	36,200	35,600 98
	<b>SOUTH CAROLINA</b>		
	Abbeville	8,700	8,600 98
	Allendale	3,800	3,700 97
	Anderson	55,500	54,900 99
	Bamberg	6,200	6,100 98
	Calhoun	4,500	4,400 98
	Cherokee	15,200	15,000 99
	Chester	11,000	10,900 99
	Chesterfield	14,600	14,300 98
Clarendon	9,800	9,500 97	
Colleton	12,400	12,100 98	
Fairfield	6,800	6,700 98	
Greenville	119,300	118,300 99	
Kershaw	15,900	15,700 98	
Lancaster	20,600	20,400 99	
Laurens	18,700	18,500 99	
Lee	6,000	5,900 98	
Marion	12,100	11,900 98	
Newberry	12,400	12,200 98	
Oconee	20,800	20,600 99	
Orangeburg	30,800	30,100 98	
Pickens	31,000	30,600 99	
Saluda	6,100	6,000 98	
Spartanburg	81,200	80,500 99	
Union	11,300	11,200 99	
Williamsburg	13,000	12,700 97	
York	43,300	42,800 99	
<b>SOUTH OAKOTA</b>			
Aurora	1,100	1,100 100	
Bon Homme	3,100	3,000 97	
Brookings	8,900	8,800 99	
Brule	2,100	2,100 100	
Charles Mix	3,400	3,300 97	
Clark	1,900	1,900 100	
Corson	1,500	1,400 93	
Custer	2,700	2,600 96	
Day	3,000	3,000 100	
Deuel	1,900	1,900 100	
Douglas	1,400	1,400 100	
Edmunds	1,800	1,800 100	
Faulk	1,200	1,200 100	
Grant	3,300	3,200 97	
Haakon	1,000	1,000 100	
Hand	1,800	1,800 100	
Hutchinson	3,400	3,300 97	

# Georgia

## WTBS—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households %
<b>Between 5-24%</b>	<b>SOUTH DAKOTA</b>		
	Hyde	800	800 100
	Jerauld	1,100	1,100 100
	Kingsbury	2,600	2,600 100
	Lake	4,200	4,200 100
	Lyman	1,300	1,300 100
	Mc Cook	2,300	2,300 100
	Mc Pherson	1,500	1,500 100
	Marshall	2,000	2,000 98
	Meade	7,800	7,700 99
	Moody	2,400	2,400 100
	Perkins	1,800	1,700 94
	Potter	1,300	1,300 100
	Roberts	3,900	3,800 97
	Sanborn	1,200	1,200 100
	Tripp	2,800	2,800 100
	Turner	3,500	3,500 100
	Yankton	7,100	7,000 99
	<b>TENNESSEE</b>		
	Bedford	10,900	10,800 99
Benton	6,200	6,100 98	
Bledsoe	3,400	3,300 99	
Cannon	4,100	4,100 100	
Cheatham	9,100	9,000 99	
Chester	4,800	4,800 99	
Claiborne	9,600	9,400 98	
Crockett	5,200	5,100 98	
Cumberland	12,300	12,100 98	
Davidson	194,300	193,400 100	
Decatur	4,500	4,400 98	
De Kalb	5,700	5,600 98	
Dickson	12,300	12,200 99	
Franklin	12,000	11,900 99	
Giles	9,400	9,300 99	
Grainger	6,300	6,200 98	
Greene	21,100	20,900 99	
Grundy	5,000	4,900 98	
Hardeman	8,200	8,100 99	
Haywood	6,900	6,800 99	
Henderson	8,900	8,800 99	
Henry	11,700	11,500 99	
Humphreys	6,200	6,200 100	
Jefferson	12,600	12,500 99	
Johnson	5,400	5,300 98	
Lauderdale	9,200	9,100 99	
Lawrence	13,200	13,000 99	
Loudon	11,700	11,600 99	
Mc Nairy	9,400	9,300 99	
Macon	6,100	6,000 98	
Maury	20,300	20,100 99	
Monroe	10,900	10,800 99	
Overton	6,600	6,500 98	
Perry	2,500	2,500 100	
Polk	4,900	4,900 99	
Rhea	9,300	9,200 99	
Robertson	14,400	14,300 99	
Rutherford	36,000	35,800 99	
Scott	7,400	7,300 99	
Sevier	18,800	18,600 99	
Stewart	3,700	3,700 100	
Sumner	33,900	33,700 99	
Tipton	12,100	12,000 99	
Trousdale	2,500	2,500 100	
Union	4,800	4,700 98	
Wayne	5,300	5,200 98	
Williamson	24,900	24,700 99	
Wilson	23,500	23,300 99	
<b>TEXAS</b>			
Archer	3,100	3,100 100	

## WTBS—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households %
<b>Between 5-24%</b>	Armstrong	800	800 100
	Atascosa	10,200	10,000 98
	Bastrop	12,700	12,400 98
	Blanco	2,500	2,500 100
	Brazoria	68,900	68,300 99
	Brooks	2,900	2,800 96
	Burleson	5,300	5,100 96
	Callahan	5,000	4,900 98
	Cass	11,500	11,300 98
	Cherokee	15,500	15,100 98
	Childress	2,700	2,700 100
	Clay	4,100	4,100 100
	Coleman	4,300	4,200 98
	Collin	69,800	69,000 99
	Colorado	7,600	7,400 97
	Comal	17,900	17,700 99
	Comanche	5,100	5,000 98
	Concho	1,100	1,100 100
	Cooke	11,500	11,400 99
	Dallas	706,100	700,900 99
	Denton	72,600	71,900 99
	Dickens	1,300	1,300 100
	Eastland	8,100	7,900 98
	Edwards	700	700 100
	Ellis	25,400	25,100 99
	El Paso	167,700	166,300 99
	Erath	10,300	10,200 99
	Falls	7,300	7,200 99
	Fayette	8,200	7,900 96
	Fisher	2,100	2,100 100
	Floyd	3,200	3,200 100
	Fort Bend	66,300	65,300 99
	Franklin	3,200	3,100 97
	Galveston	80,600	79,800 99
	Gillespie	6,500	6,300 97
	Goliad	2,000	1,900 97
	Gonzales	6,200	6,100 98
	Gregg	42,800	42,300 99
	Guadalupe	20,400	20,000 98
	Hardin	16,000	15,700 98
	Harris	1,052,200	1,042,900 99
	Harrison	20,400	20,100 98
	Henderson	23,300	22,900 98
	Hidalgo	99,600	97,900 98
	Hill	10,800	10,600 98
	Hood	10,900	10,800 99
	Houston	8,700	8,500 97
	Hudspeth	800	800 100
	Hunt	25,200	24,800 98
	Jasper	12,600	12,400 98
Jeff Davis	600	600 100	
Johnson	33,100	32,800 99	
Karnes	4,600	4,500 98	
Kaufman	17,300	17,000 98	
Kendall	5,200	5,100 98	
Kent	400	400 100	
Kleberg	10,900	10,700 99	
Knox	1,900	1,900 100	
Lamb	6,200	6,100 98	
Lampasas	5,500	5,400 98	
Lavaca	7,600	7,300 96	
Lee	4,900	4,800 98	
Leon	5,400	5,200 96	
Liberty	20,500	20,100 98	
Limestone	8,700	8,500 98	
Llano	5,500	5,400 98	
Lubbock	79,300	78,600 99	
Lynn	2,700	2,700 100	
Madison	3,700	3,600 97	

**WTBS—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households %	%	
<b>Between 5-24%</b>	<b>TEXAS</b>				
	Mason	1,600	1,500	94	
	Medina	8,900	8,700	98	
	Milam	9,100	8,900	98	
	Mills	1,900	1,900	100	
	Montague	7,400	7,300	99	
	Montgomery	61,100	60,000	98	
	Newton	5,200	5,000	97	
	Palo Pinto	10,100	10,000	99	
	Panola	8,600	8,400	98	
	Parmer	3,400	3,400	100	
	Poik	12,500	12,200	98	
	Reeves	4,800	4,700	98	
	Refugio	3,200	3,200	100	
	Robertson	6,200	6,100	98	
	Rockwall	8,600	8,500	99	
	Runnels	4,800	4,700	98	
	Rusk	17,100	16,800	98	
	Sabine	4,300	4,200	98	
	San Augustine	3,300	3,200	97	
	San Patricio	20,200	19,800	98	
	San Saba	2,500	2,400	98	
	Shelby	9,500	9,300	98	
	Sherman	1,100	1,100	100	
	Smith	58,000	57,300	99	
	Somervell	1,900	1,900	100	
	Stonewall	1,000	1,000	100	
	Tarrant	403,000	400,000	99	
	Throckmorton	900	900	100	
	Titus	8,900	8,700	98	
	Tyler	8,200	8,000	98	
	Upshur	12,300	12,100	98	
	Walker	16,200	15,700	97	
	Washington	9,100	8,800	97	
	Wharton	15,400	15,100	98	
	Wilbarger	6,200	6,200	100	
	Wise	12,400	12,300	99	
	Young	8,500	8,400	99	
	<b>UTAH</b>				
	Beaver	1,700	1,700	100	
	Box Elder	11,300	11,200	99	
	Daggett	200	200	100	
	Davis	51,300	50,800	99	
Duchesne	4,600	4,400	96		
Iron	6,700	6,300	94		
Juab	1,800	1,800	100		
Kane	1,600	1,500	94		
Millard	4,600	4,500	98		
Morgan	1,500	1,500	100		
Rich	700	700	100		
Salt Lake	238,600	235,300	99		
Sevier	5,200	5,100	98		
Tooele	9,100	9,000	99		
Uintah	8,300	8,000	96		
Utah	70,000	68,700	98		
Washington	11,200	10,600	95		
Weber	55,300	54,600	99		
<b>VIRGINIA</b>					
Amherst	9,900	9,700	98		
Appomattox	4,500	4,400	98		
Arlington	129,800	129,200	99		
Augusta	33,100	32,700	99		
Bedford	15,100	14,900	99		
Bland	2,200	2,100	95		
Botetourt	8,800	8,700	99		
Brunswick	5,000	4,900	98		
Carroll	9,700	9,500	98		
Chesterfield	62,800	62,500	100		
Clarke	3,900	3,900	100		

**WTBS—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households %	%	
<b>Between 5-24%</b>	<b>CULPEPER</b>	8,500	8,400	99	
	Dinwiddie	21,400	21,100	99	
	Essex	3,200	3,100	97	
	Fairfax	266,400	265,500	100	
	Fauquier	14,400	14,200	99	
	Floyd	4,500	4,400	98	
	Frederick	20,600	20,400	99	
	Gloucester	9,800	9,700	99	
	Goochland	4,200	4,100	98	
	Greene	3,100	3,000	97	
	Halifax	12,100	11,900	98	
	Hanover	18,700	18,400	98	
	Isle Of Wight	8,200	8,100	99	
	King William	3,500	3,500	100	
	Lancaster	4,200	4,100	98	
	Lee	9,500	9,300	98	
	Loudoun	23,900	23,600	99	
	Lunenburg	4,100	4,000	98	
	Mecklenburg	10,500	10,300	98	
	Northampton	5,500	5,400	98	
	Nottoway	5,300	5,200	98	
	Orange	7,300	7,200	98	
	Page	7,600	7,600	100	
	Prince Edward	5,100	5,000	98	
	Prince William	60,600	60,200	99	
	Richmond	2,500	2,500	100	
	Rockbridge	10,400	10,300	99	
	Rockingham	27,600	27,300	99	
	Shenandoah	11,300	11,200	99	
	Southampton	7,900	7,800	99	
	Spotsylvania	20,200	20,000	99	
	Stafford	16,200	16,000	99	
	Sussex	3,400	3,300	97	
	Warren	8,900	8,800	99	
	Norfolk City	93,900	93,200	99	
	Portsmouth City	38,200	37,900	99	
	Richmond City	87,900	87,200	99	
	Suffolk City	16,900	16,600	98	
	<b>VERMONT</b>				
	Addison	11,000	10,700	97	
	Bennington	13,600	13,300	98	
	Caledonia	10,300	10,100	98	
	Chittenden	44,900	44,200	98	
Essex	2,500	2,500	100		
Franklin	13,000	12,900	99		
Lamoille	6,900	6,800	99		
Orange	9,100	8,900	98		
Rutland	23,100	22,500	98		
Windham	16,000	15,300	96		
Windsor	21,400	20,800	97		
<b>WASHINGTON</b>					
Benton	38,200	37,000	97		
Chelan	20,600	19,700	96		
Clallam	21,700	20,800	96		
Clark	80,500	78,500	97		
Cowlitz	30,600	29,600	97		
Douglas	9,600	9,300	97		
Franklin	13,000	12,600	97		
Grant	19,900	19,100	96		
Grays Harbor	25,600	24,000	94		
Jefferson	7,800	7,500	96		
King	559,600	540,000	96		
Kitsap	64,500	62,900	98		
Klickitat	6,300	5,900	94		
Lincoln	3,800	3,700	97		
Mason	14,200	13,800	97		
Pacific	7,500	7,000	93		
Pend Oreille	3,400	3,300	97		
Pierce	203,800	198,500	97		

**WTBS—(Continued)**  
**(Arbltrn Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households %
Between 5-24%	<b>WASHINGTON</b>		
	Skagit	27,900	26,800 96
	Skamania	3,000	2,800 93
	Snohomish	147,600	143,600 97
	Spokane	142,000	137,500 97
	Stevens	11,200	10,600 95
	Thurston	57,900	56,300 97
	Wahkiakum	1,400	1,300 93
	Walla Walla	17,800	16,700 94
	Whatcom	45,100	43,200 96
	Whitman	15,300	14,700 96
	Yakima	68,600	65,600 96
	<b>WISCONSIN</b>		
	Adams	5,300	5,100 96
	Barron	15,700	15,200 97
	Bayfield	5,600	5,500 98
	Brown	68,800	68,300 99
	Buffalo	5,400	5,300 98
	Calumet	11,700	11,500 98
	Clark	12,300	11,900 97
	Columbia	18,000	17,600 98
	Crawford	6,100	6,000 98
	Dane	135,900	132,900 98
	Dodge	26,700	26,200 98
	Door	10,600	10,500 99
	Douglas	16,500	16,300 99
	Dunn	12,100	11,800 98
	Fond Du Lac	31,800	31,300 98
	Forest	3,500	3,400 97
	Grant	17,900	17,300 97
Green	12,300	12,100 98	
Green Lake	7,500	7,300 97	
Iowa	7,600	7,400 97	
Iron	2,700	2,700 100	
Jackson	6,300	6,100 97	
Jefferson	24,300	24,000 99	
Kenosha	44,100	43,600 99	
Kewaunee	6,900	6,800 99	
La Crosse	35,300	34,800 99	
Lafayette	6,200	6,100 98	
Langlade	7,600	7,400 97	
Lincoln	11,000	10,800 98	
Manitowoc	30,000	29,700 99	
Marathon	41,600	41,100 99	
Marinette	15,800	15,600 99	
Milwaukee	374,100	369,400 99	
Monroe	13,100	12,800 98	
Oneida	12,900	12,600 98	
Outagamie	48,200	47,900 99	
Ozaukee	24,700	24,400 99	
Pierce	11,300	11,100 98	
Portage	20,800	20,400 98	
Price	6,400	6,200 97	
Racine	63,300	62,800 99	
Richland	6,600	6,400 97	
Rock	51,900	51,300 99	
Rusk	5,900	5,700 97	
St Croix	16,300	16,100 99	
Sauk	17,400	16,900 97	
Shawano	14,000	13,800 99	
Sheboygan	37,700	37,300 99	
Taylor	6,500	6,300 97	
Trempealeau	9,700	9,400 97	
Vernon	10,000	9,800 98	
Vilas	7,500	7,300 97	
Walworth	27,200	26,800 99	
Washburn	5,700	5,600 98	
Washington	30,900	30,600 99	
Waukesha	100,400	99,400 99	

**WTBS—(Continued)**  
**(Arbltrn Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households %	
Between 5-24%	Waupaca	16,500	16,300 99	
	Waushara	8,300	8,100 98	
	Wood	29,600	29,200 99	
	<b>WEST VIRGINIA</b>			
	Barbour	6,200	6,100 98	
	Berkeley	19,700	19,600 99	
	Clay	4,200	4,100 98	
	Doddridge	2,800	2,800 100	
	Gilmer	3,000	2,900 97	
	Grant	3,700	3,600 97	
	Hampshire	5,900	5,800 98	
	Hancock	14,900	14,900 100	
	Hardy	3,700	3,600 97	
	Jackson	9,700	9,600 99	
	Mason	10,000	9,900 99	
	Morgan	4,500	4,400 98	
	Pendleton	3,100	3,000 97	
	Ritchie	4,500	4,400 98	
	Roane	5,500	5,400 98	
	Summers	5,500	5,400 97	
Taylor	6,300	6,200 98		
<b>WYOMING</b>				
Crook	2,300	2,200 96		
Fremont	12,900	12,500 97		
Park	9,200	8,800 96		
Platte	4,500	4,300 96		

**WGNX, Atlanta**  
**(Arbltrn Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households %
Between 5-24%	<b>GEORGIA</b>		
	Banks	3,700	3,600 97
	Catoosa	14,400	14,300 99
	Crawford	2,500	2,400 96
	Elbert	7,000	6,900 99
	Gilmer	4,400	4,300 98
	Habersham	9,600	9,500 99
	Hancock	3,000	2,900 97
	Heard	2,400	2,400 100
	Houston	29,500	29,200 99
	Jones	6,800	6,700 99
	Madison	7,400	7,300 99
	Monroe	5,600	5,500 98
	Morgan	4,100	4,000 98
	Oglethorpe	3,500	3,400 97
	Pike	3,400	3,300 97
	Putnam	4,300	4,200 98
	Rabun	4,300	4,200 98
	Stephens	8,300	8,200 99
	Walker	20,200	20,000 99
White	4,300	4,200 98	
Wilkes	4,000	3,900 98	
Wilkinson	3,700	3,600 97	

# Georgia

## WAGA-TV, Atlanta (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%	
<b>Between 25-49%</b>	<b>GEORGIA</b>				
	Baldwin	12,000	11,800	98	
	Chattooga	7,800	7,700	99	
	Fannin	6,100	6,000	98	
	Franklin	6,100	6,000	98	
	Hancock	3,000	2,900	97	
	Monroe	5,600	5,500	98	
	Murray	8,200	8,100	99	
	Stephens	8,300	8,200	99	
	Washington	6,500	6,300	97	
	Whitfield	25,200	25,000	99	
	Wilkes	4,000	3,900	98	
	<b>NORTH CAROLINA</b>				
	Clay	2,800	2,700	96	
	<b>Between 5-24%</b>	<b>ALABAMA</b>			
		Calhoun	44,500	44,200	99
		Chambers	14,500	14,300	99
Clay		4,800	4,700	98	
De Kalb		21,700	21,500	99	
<b>GEORGIA</b>					
Bibb		57,200	56,600	99	
Coffee		10,100	9,900	98	
Cook		4,900	4,800	98	
Elbert		7,000	6,900	99	
Harris		6,500	6,400	98	
Houston		29,500	29,200	99	
Jones		6,800	6,700	99	
Lowndes		25,800	25,300	98	
Macon		5,000	4,900	98	
Peach		7,300	7,200	99	
Pulaski		3,200	3,100	97	
Talbot		2,100	2,000	95	
Taliaferro		800	800	100	
Taylor		2,700	2,600	96	
Thomas		13,300	13,100	98	
Walker		20,200	20,000	99	
<b>NORTH CAROLINA</b>					
Macon		9,700	9,400	97	
<b>TENNESSEE</b>					
Polk		4,900	4,900	99	

## WSB-TV, Atlanta (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%	
<b>50% &amp; Over</b>	<b>GEORGIA</b>				
	Walton	11,800	11,700	99	
	White	4,300	4,200	98	
<b>Between 25-49%</b>	<b>ALABAMA</b>				
	Calhoun	44,500	44,200	99	
	Chambers	14,500	14,300	99	
	Cherokee	7,200	7,100	99	
	Randolph	7,400	7,300	99	
	<b>GEORGIA</b>				
	Bibb	57,200	56,600	99	
	Coffee	10,100	9,900	98	
	Crisp	7,300	7,100	98	
	Fannin	6,100	6,000	98	
	Hancock	3,000	2,900	97	
	Jones	6,800	6,700	99	
	Murray	8,200	8,100	99	
	Oglethorpe	3,500	3,400	97	
	Schley	1,100	1,100	100	
	Sumter	10,300	10,100	98	
	Tift	11,900	11,700	98	
	Towns	2,600	2,600	100	
	<b>Between 5-24%</b>	<b>ALABAMA</b>			
		Clay	4,800	4,700	98
Etowah		39,500	39,300	99	
<b>GEORGIA</b>					
Ben Hill		6,400	6,200	98	
Colquitt		13,100	12,900	98	
Cook		4,900	4,800	98	
Dodge		6,000	5,900	98	
Elbert		7,000	6,900	99	
Harris		6,500	6,400	98	
Hart		6,900	6,800	99	
Houston		29,500	29,200	99	
Irwin		3,400	3,300	97	
Jeff Davis		4,400	4,300	98	
Laurens		13,800	13,500	98	
Lowndes		25,800	25,300	98	
Peach		7,300	7,200	99	
Stephens		8,300	8,200	99	
Talbot		2,100	2,000	95	
Taliaferro		800	800	100	
Telfair		4,000	3,900	98	
Thomas		13,300	13,100	98	
Toombs		9,000	8,800	98	
Washington		6,500	6,300	97	
Whitfield		25,200	25,000	99	
Wilkes		4,000	3,900	98	
<b>NORTH CAROLINA</b>					
Cherokee		7,900	7,700	98	
Clay		2,800	2,700	96	
Macon		9,700	9,400	97	
<b>TENNESSEE</b>					
Polk		4,900	4,900	99	

# Georgia

## WXIA-TV, Atlanta (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>50% &amp; Over</b>	<b>GEORGIA</b>			
	Walton	11,800	11,700	99
	White	4,300	4,200	98
<b>Between 25-49%</b>	<b>GEORGIA</b>			
	Baldwin	12,000	11,800	98
	Banks	3,700	3,600	97
	Ben Hill	6,400	6,200	98
	Chattooga	7,800	7,700	99
	Elbert	7,000	6,900	99
	Gilmer	4,400	4,300	98
	Hancock	3,000	2,900	97
	Madison	7,400	7,300	99
	Towns	2,600	2,600	100
	Whitfield	25,200	25,000	99
	Wilkes	4,000	3,900	98
	<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
	<b>ARKANSAS</b>			
	Marion	5,200	5,100	98
	<b>FLORIDA</b>			
	Levy	9,700	9,400	97
	<b>GEORGIA</b>			
	Bibb	57,200	56,600	99
	Bleckley	3,700	3,600	97
	Coffee	10,100	9,900	98
	Dodge	6,000	5,900	98
	Fannin	6,100	6,000	98
	Franklin	6,100	6,000	98
	Harris	6,500	6,400	98
	Hart	6,900	6,800	99
	Houston	29,500	29,200	99
	Irwin	3,400	3,300	97
	Jeff Davis	4,400	4,300	98
	Jones	6,800	6,700	99
	Laurens	13,800	13,500	98

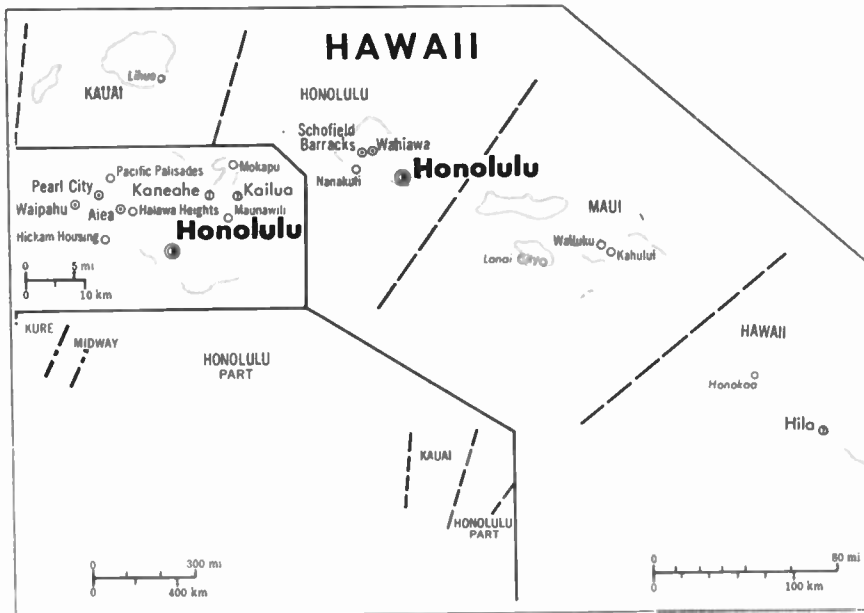
## WXIA-TV—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>Between 5-24%</b>	Lowndes	25,800	25,300	98
	Murray	8,200	8,100	99
	Oglethorpe	3,500	3,400	97
	Randolph	3,300	3,200	97
	Stephens	8,300	8,200	99
	Talbot	2,100	2,000	95
	Telfair	4,000	3,900	98
	Thomas	13,300	13,100	98
	Toombs	9,000	8,800	98
	Wilkinson	3,700	3,600	97
	<b>NORTH CAROLINA</b>			
Alleghany	3,900	3,800	97	
Cherokee	7,900	7,700	98	
Clay	2,800	2,700	96	

## WTVM, Columbus (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>Between 5-24%</b>	<b>GEORGIA</b>			
	Decatur	9,200	9,000	98
	Houston	29,500	29,200	99
	Jasper	3,000	2,900	97
	Lamar	4,600	4,500	98
	Miller	2,600	2,500	96
	Monroe	5,600	5,500	98
	Pike	3,400	3,300	97
	Pulaski	3,200	3,100	97
	Wilcox	2,600	2,600	100





Market	Arbitron ADI TV Households	Rank
Hilo .....	•	•
Honolulu .....	•	•
Kailua-Kona .....	•	•
Wailuku .....	•	•

**Market Area Commercial TV Stations**

KGMD-TV (9), KHAW-TV (11), KHBC-TV (2), KHVO (13)  
 KBFD (32), KFVE (5), KGMB (9), KHAI-TV (20), KHNL (13), KHDN-TV (2), KWHE (14), KITV (4), KMGH (26)  
 KVHF (6)  
 KAIH-TV (7), KGMV (3), KMAU (12)

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

**Hawaii Station Totals as of October 1, 1988**

	VHF	UHF	TOTAL
Commercial Television Stations	13	4	17
Educational Television Stations	2	0	2
	15	4	19

# 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:** See KGMB, Honolulu.

**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.

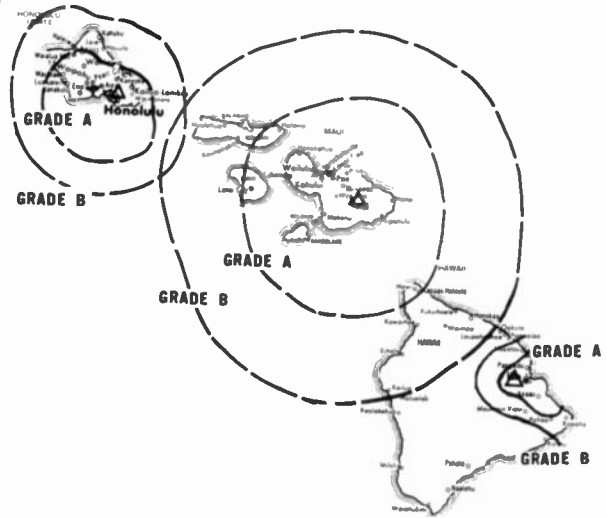
**Represented (engineering):** David Steel & Associates.

**Personnel:**

DICK GRIMM, 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.



SCALE OF MILES  
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KGMD-TV BPCT-4894 Granted 1/5/76

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**City of License:** Hilo.

# Hawaii—Hilo

## KHAW-TV

Ch. 11

(Satellite of KHON-TV, Honolulu)

**Network Service:** NBC.

**Licensee:** Burnham Bcstg. Co., One Magnificent Mile, Suite 1200, Chicago, IL 60611.

**Studio:** See KHON-TV, Honolulu.

**Telephone:** 808-531-8585.

**Technical Facilities:** Channel No. 11 (198-204 MHz). Authorized power: 2.09-kw visual, 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 Broadcasting Co. See Group Ownership of Television Stations.

**Began Operation:** November 27, 1961.

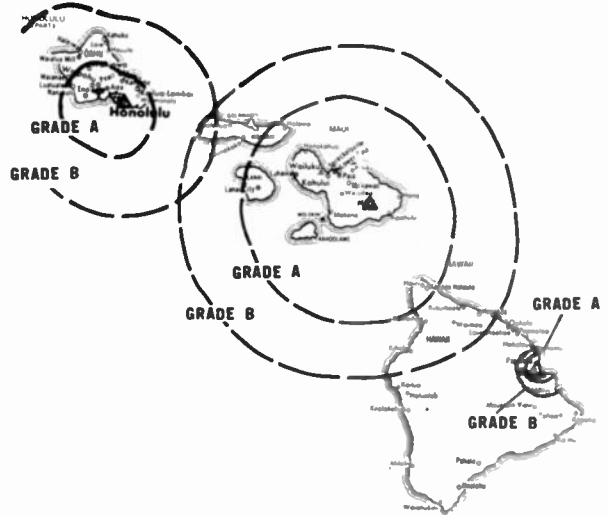
**Represented (sales):** Harrington, Righter & Parsons Inc.

**Personnel:**

See KHON-TV, Honolulu.

**Rates:** Sold in combination with KHON-TV, Honolulu & KAIL-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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City of License: Hilo.

# 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 Service:** CNN.

**Ownership:** William N. Evans, pres.-treas., 100%; Nancy Ross, v.p.; Julia Naras, secy.

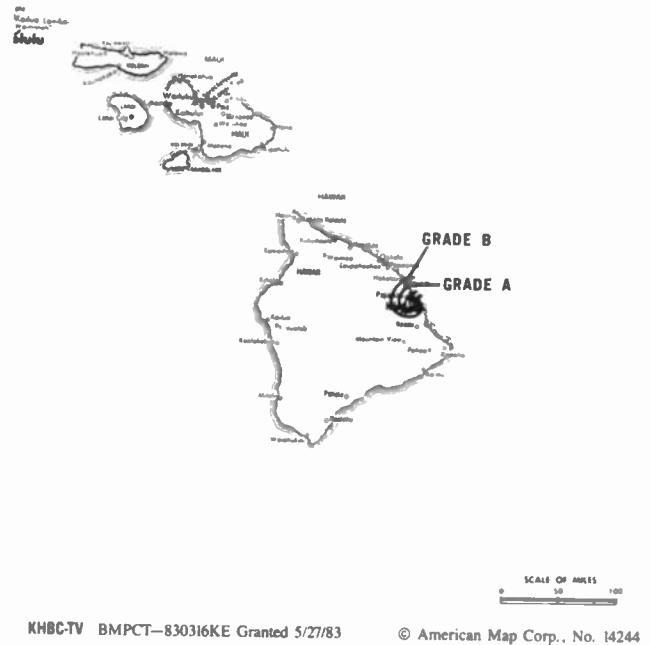
**Began Operation:** August 22, 1983. Sale to Hilo Bcstg. (Marvin Chupack, et al.) by Trustee in Bankruptcy approved by FCC Jan. 31, 1986. Sale to present owner approved by FCC April 24, 1987. Began operation as KHBC-TV April 14, 1986.

**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.

**Highest 30 Sec. Rate:** \$90.



City of License: Hilo.

# Hawaii—Hilo

## KHVO

Ch. 13

(Satellite of KITV, Honolulu)

**Network Service:** ABC.

**Licensee:** Tak Communications, 10800 Tara Dr., Potomac, MD 20854.

**Studio:** See KITV, Honolulu.

**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:** Nanihoa Hotel, Hilo, HI.

**Ownership:** Tak Communications Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** May 15, 1960.

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

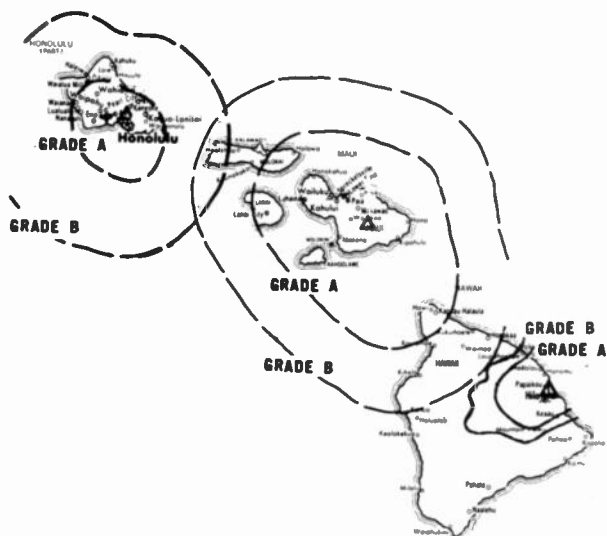
**Represented (legal):** Leventhal, Senter & Lerman.

**Personnel:**

See KITV, Honolulu

**Rates:** Sold in combination with KITV, Honolulu.

**NETWORK BASE HOURLY RATE:** Included with KITV, Honolulu.



KHVO BPC1-3077 Granted 9/6/62

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City of License: Hilo.



# Hawaii—Honolulu

## KFVE

Ch. 5

**Network Service:** None, independent.

**Licensee:** Ka'ikena Lani TV Corp., 315 Sand Island Rd., Honolulu, HI 96819-2295.

**Studio:** 315 Sand Island Rd., Honolulu, HI 96819-2295.

**Telephone:** 808-842-5555.

**Technical Facilities:** Channel No. 5 (76-82 MHz). Authorized power: 51.9-kw max. visual. Antenna: 2064-ft. above av. terrain, 161-ft. above ground, 2641-ft. above sea level.

Latitude	21°	24'	03''
Longitude	158°	06'	10''

**Transmitter:** 3-mi. NE of Nanakuli on Palehua Rd.

**Multichannel TV Sound:** Stereo only.

**Ownership:** Lee M. Holmes, pres.-treas., 17.5%; Henry Osborne, v.p., 13.0%; Ernie A. Galito, secy., 13.0%; Bryan Holmes, 17.5%; Cynthia A. Char, dir., 13.0%; Karen Kananui, dir., 13.0%; Richard Kananui, dir., 13.0%. The Holmes have interest in licensee of KOKU(FM) Agana, Guam; applications for MMDS stations & in Guam Cable TV & Northern Marianas Cable TV Corp., cable television operators on Guam & Northern Marianas Islands.

**Began Operation:** February 7, 1988.

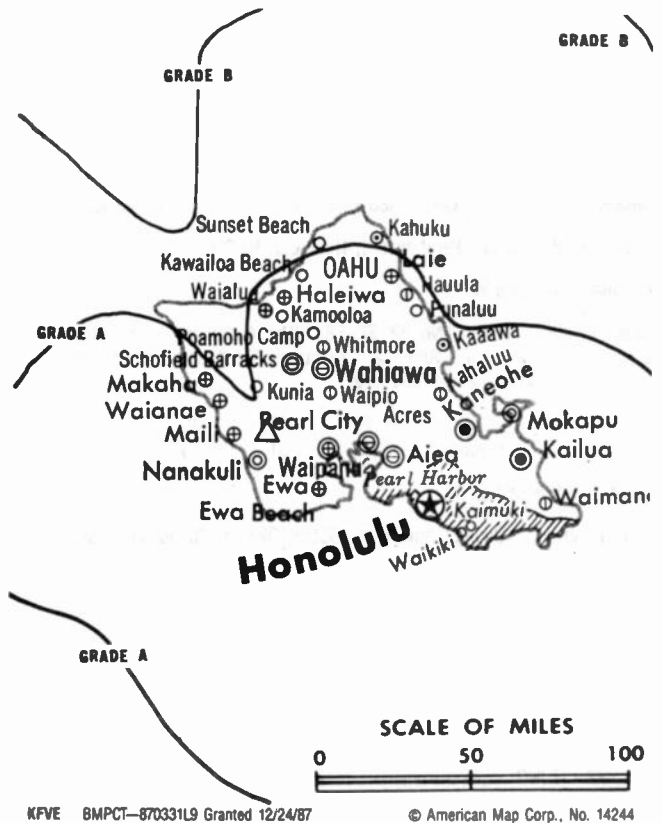
**Represented (sales):** Independent TV Sales.

**Represented (legal):** Brown, Finn & Nietert.

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

### Personnel:

DON METZGER, vice president & general manager.  
BRYAN HOLMES, vice president, programming.  
HANK KAUL, chief engineer.  
NORMA JONES, local sales manager.  
SHARON KANALEY, national sales manager.



DEBBY McGRAW, promotion director.  
RON CHUNG, business manager.

**Rates:** On request.

**City of License:** Honolulu.

# Hawaii—Honolulu

## KGMB

Ch. 9

(Also operates satellite KGMD-TV, Hilo and semi-satellite KGMV, Wailuku, Maui)

Network Service: CBS.

Licenses: 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'	45.70''
Longitude	157°	50'	35.70''

Transmitter: 1534 Kapiolani Blvd.

Satellite Earth Stations: Scientific-Atlanta, 10-meter C-band; Cosmos, 4.5-meter C-band; Strato Vision, 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).

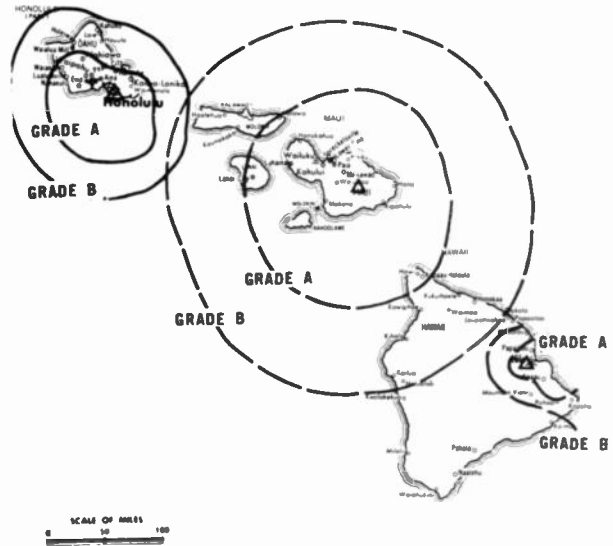
Represented (sales): Katz Television.

Represented (legal): Kobayashi, Watanabe, Sugita, Kawashima & Goda.

Represented (engineering): David Steel & Associates.

### Personnel:

DICK GRIMM, general manager.  
LOREN NEUHARTH, general sales & marketing manager.  
ROD SHIMABUKURO, chief engineer.  
JAMES MANKE, news director.  
PHIL ARNONE, program & broadcast marketing manager.



KGMB BPCT-3610 Granted 10/19/65

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ROBERT PENNYBACKER, audience promotion director.  
JAMES DONEY, director, community affairs/human resources.  
ED WONG, controller.  
NICK CARTER, manager, production.

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.

City of License: Honolulu.



# Hawaii—Honolulu

## KHAI-TV

Ch. 20

**Network Service:** None, independent.

**Licensee:** Honolulu Family TV L.P., Debtor in Possession, Osborne Office Center, Suite 260, Chattanooga, TN 37411.

**Studio:** 735 Sheridan St., Honolulu, HI 96814.

**Telephone:** 808-943-1169. **Fax:** 808-946-1257.

**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, 51.0%; Honolulu TV 20 Ltd. Partnership, ltd. partner, 49.0%. See Media Central in Group Ownership of Television Stations.

**Began Operation:** December 30, 1983. Sale to present owners approved by FCC Jan. 18, 1985.

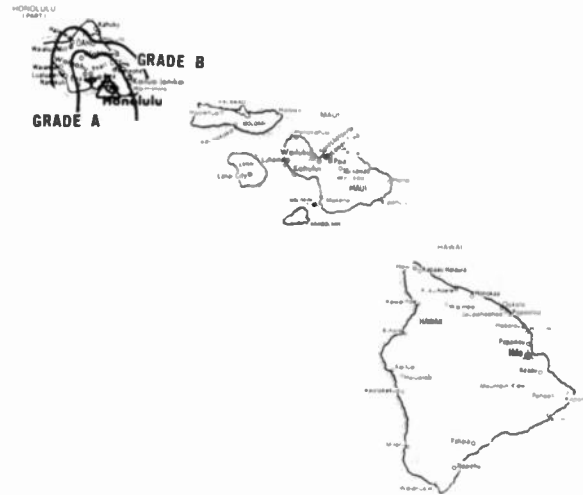
**Represented (legal):** Seymour M. Chase, P.C.

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

**Personnel:**

DANIEL KAWAKAMI, general manager.  
JO BAUTISTA, general sales manager.  
SAM SUGANO, program director.  
CLIFFORD INN, promotion director.

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



KHAI-TV BMPCT—830110KF Granted 10/7/83

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**Highest 30 Sec. Rate:** \$175.

**City of License:** Honolulu.

# Hawaii—Honolulu

**KHNL**

**Ch. 13**

**Network Service:** Fox.

**Licensee:** King Broadcasting Co., 333 Dexter Ave. N, Seattle, WA 98109.

**Studio:** 150-B Puuhale Rd., Honolulu, HI 96819.

**Telephone:** 808-847-3246. **TWX:** 7430334. **Telex:** 808-845-3616.

**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'	09.00''
Longitude	157°	50'	18.50''

**Transmitter:** 2005 Kalia Rd., Honolulu.

**Satellite Earth Stations:** In operation.

**News Service:** UPI.

**Ownership:** King Broadcasting 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 by FCC Nov. 28, 1979. FCC approved sale to King Bcstg. Co. May 5, 1986.

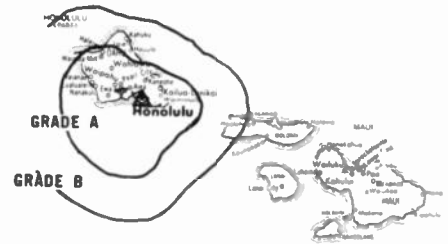
**Represented (sales):** Blair Television.

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

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

**Personnel:**

RICK BLANGIARDI, vice president & general manager.  
JOHN L. FINK, general sales manager.  
PATRICIA VIGUERAS, national sales manager.  
KEITH AOTAKI, chief engineer.  
DANIEL SCHMIDT, program director.  
MICHAEL EINSTEIN, creative director.



SCALE OF MILES  
0 50 100

KHNL BPCT—810522KH Granted 6/15/81

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DOUG ARMSTRONG, business manager.  
TERRY JOINER, marketing director.

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

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

**City of License:** Honolulu. **AOI:** Hawaii.

# Hawaii—Honolulu

## KHON-TV

Ch. 2

(Also operates satellites KAIL-TV, Wailuku & KHAW-TV, Hilo)

**Network Service:** NBC.

**Licensee:** Burnham Bcstg. Co. Ltd. Partnership, One Magnificent Mile, Suite 1200, Chicago, IL 60611.

**Studio:** 1170 Auahi St., Suite 501, Honolulu, HI 96814.

**Business Office:** 1116 Auahi St., Honolulu, HI 96814.

**Telephone:** 808-531-8585. **Telex:** 723-8340. **Fax:** 808-533-1785.

**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 and separate audio program.

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

**News Services:** AP, CNN.

**Ownership:** Burnham Broadcasting 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).

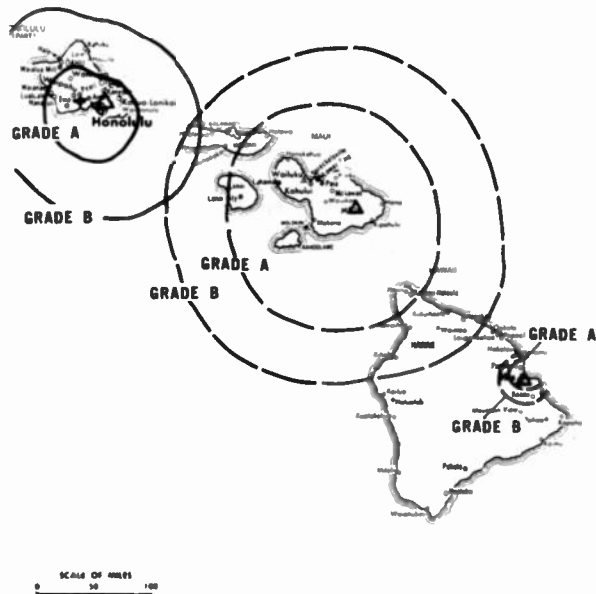
**Represented (sales):** Harrington, Righter & Parsons Inc.

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

**Personnel:**

WILLIAM L. SNYDER, president & general manager.

MICHAEL ROSENBERG, director of sales & station manager.



KHON-TV BPCT-4966 Granted 7/13/77

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STEVE HIRAMOTO, local sales manager.  
WILLIAM HAYES, director of engineering.  
KENT BAKER, news director.  
JACK KELLNER, director, community affairs.  
ALAN L. HOFFMAN, program manager.  
LINDA BROCK, promotion director.  
KATHERINE A. BAIST, business manager.  
JIM McCORMICK, productions & operations director.

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

**NETWORK BASE HOURLY RATE:** \$525.

**City of License:** Honolulu.

# 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 7238387.

**Fax:** 805-545-6243.

**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.

**Satellite Earth Station:** 4.5-meter C-band.

**News Services:** AP, ABC.

**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, 1973 (Vol. 12:47). Sold to Shamrock Bcstg. by Starr, June 7, 1979. Sale to present owner including KHVO, Hilo & KMAU, Wailuku, HI approved Jan. 27, 1987 (Vol. 26:46).

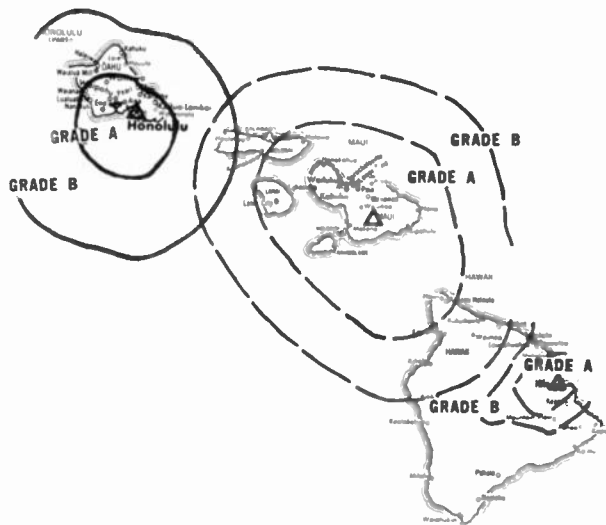
**Represented (sales):** Seltel Inc.

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

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

**Personnel:**

JIM MATTHEWS, general manager.  
PETER DENNANT, director of engineering.  
MUNEO HAMADA, business manager.



KITV BPCT-4921 Granted 7/2/76

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PAUL UDELL, news director.  
TRACY KELIHOOMALU, program director.  
MIKE AINSWORTH, production manager.  
JOHN LEONARD, local sales manager.  
DAN CHINN, national sales manager.  
CHERYL KEEFE, promotion director.

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

**Highest 30 Sec. Rate:** \$1500.

**NETWORK BASE HOURLY RATE:** \$500.

**City of License:** Honolulu. **ADI:** Hawaii.

# Hawaii—Honolulu

## KMGT

Ch. 26

(Operates satellite KVHF, Kailua-Kona, HI)

**Network Service:** None, independent.

**Licensee:** Mauna Kea Bcstg. Co., 1500 Cotner Ave., Box 250028, Los Angeles, CA 90025.

**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'	49.20''
Longitude	157°	45'	24.10''

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 Stations:** In operation; Uniden receivers.

**News Service:** UPI.

**Ownership:** Mount Wilson FM Bcstrs. Inc., 100%. Mount Wilson FM Bcstrs. Inc. Ownership: Saul Levine, pres., 100%; Ellis Guskys, v.p.; Anita Levine, secy.-treas. MWFB is licensee of KKGO(FM), Los Angeles, CA.

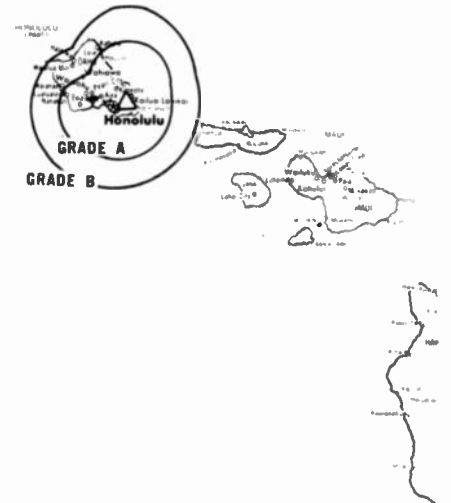
**Began Operation:** December 23, 1982.

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

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

**Personnel:**

TOM WHITE, general manager.  
LINDA MANOWN, sales manager.



KMGT BPCT-850305KF Granted 5/28/85

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SCOTT JOSSART, chief engineer.  
GARRETT NAKAHODO, program director.

**Highest 30 Sec. Rate:** \$400.

**City of License:** Honolulu.

# Hawaii—Honolulu

## KWHE

Ch. 14

**Network Service:** None, independent.

**Grantee:** Le Sea Broadcasting Corp., Box 1400, Honolulu, HI 96817.

**Studio:** 1188 Bishop St., 5th Floor, Honolulu, HI 96813.

**Telephone:** 808-538-1414.

**Technical Facilities:** Channel No. 14 (470-476 MHz). Authorized power: 250-kw max. visual, 50-kw max. aural. Antenna: 150-ft. above av. terrain, 411-ft. above ground, 434-ft. above sea level.

Latitude	21°	18'	49''
Longitude	157°	51'	43''

Requests modification of CP for change to 75.85-kw max. visual, 26-ft. above av. terrain, 407-ft. above ground, 430-ft. above sea level. BMPCT-880809KH.

**Transmitter:** 1188 Bishop St., Honolulu.

**Ownership:** Lester Sumrall Evangelistic Association Inc. See Group Ownership of Television Stations.

**Began Operation:** March 6, 1988.

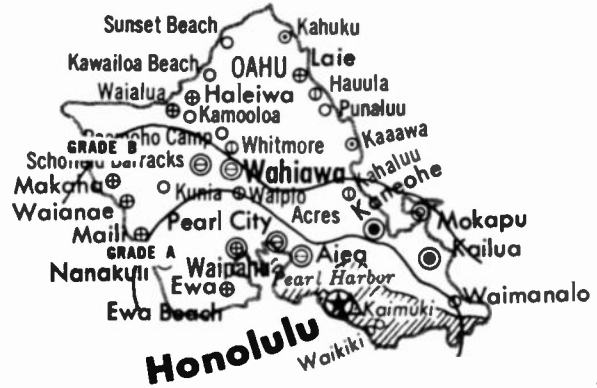
**Represented (sales):** Cummings Media.

**Represented (legal):** Heron, Burchett, Ruckert & Rothwell.

**Personnel:**

PETE SUMRALL, general manager.  
KEITH SPENCER, engineering director.  
JIM SHAFFER, program director & general sales manager.  
BOYD LYONS, promotion director & operations manager.  
SHARON SING, local sales manager.

ULU



KWHE BMPCT-831123KG Granted 9/18/85

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**City of License:** Honolulu.

# Hawaii—Kailua-Kona

**KVHF**

**Ch. 6**

(Satellite of KMGT, Honolulu, HI)

**Network Service:** None, independent.

**Grantee:** Mauna Kea Bcstg. Co., 1500 Cotner Ave., Box 250028, Los Angeles, CA 90025.

**Studio:** See KMGT, Honolulu, HI.

**Telephone:** 808-254-5826.

**Technical Facilities:** Channel No. 6 (82-88 MHz). Authorized power: 52.5-kw max. visual, 6.7-kw max. aural. Antenna: 2910-ft. above av. terrain, 175-ft. above ground, 5775-ft. above sea level.

Latitude	19°	42'	56"
Longitude	155°	55'	00"

**Transmitter:** 7.2-mi. NE of Kailua-Kona.

**Ownership:** Mount Wilson FM Bcstrs. Inc., 100%. See KMGT, Honolulu.

**Began Operation:** May 1, 1988.

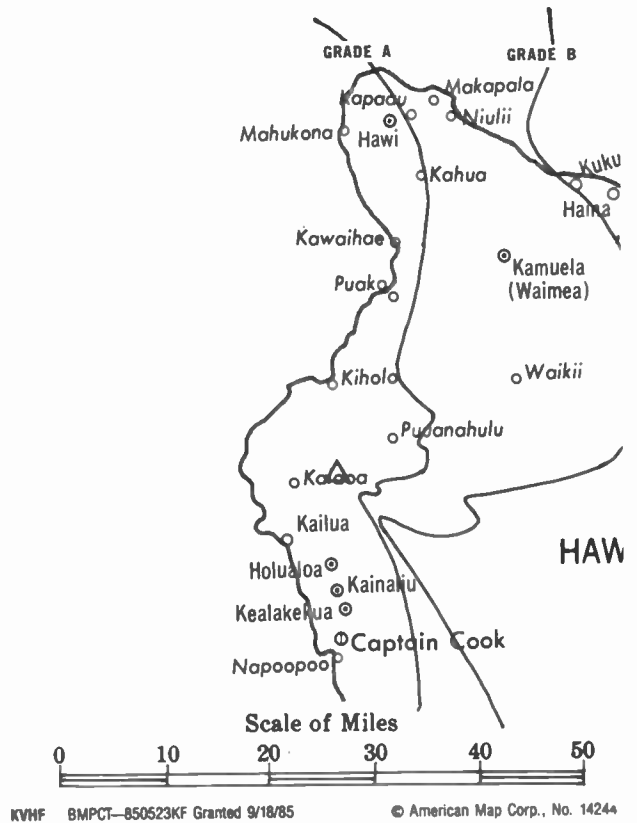
**Represented (legal):** Cohn & Marks.

**Represented (engineering):** John J. Davis & Associates.

**Personnel:**

See KMGT, Honolulu, HI

**City of License:** Kailua-Kona.



# Hawaii—Wailuku

## KAI-TV

Ch. 7

(Satellite of KHON-TV, Honolulu)

**Network Service:** NBC.

**Licensee:** Burnham Bcstg. Co. Ltd. Partnership, One Magnificent Mile, Suite 1200, Chicago, IL 60611.

**Studio:** See KHON-TV, Honolulu.

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

**Began Operation:** November 19, 1958.

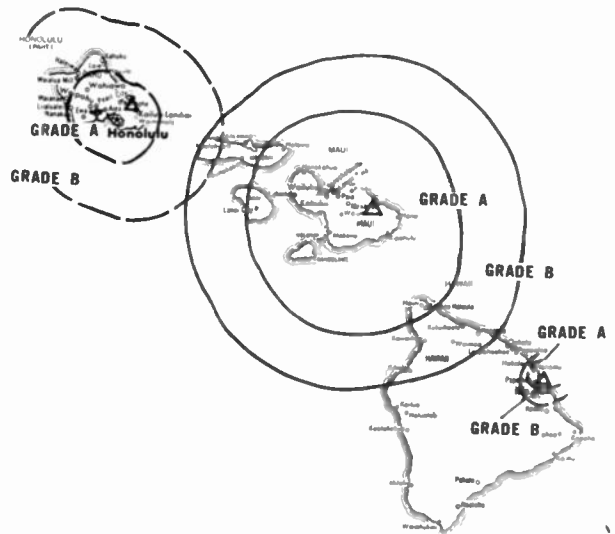
**Represented (sales):** Harrington, Righter & Parsons Inc.

**Personnel:**

See KHON-TV, Honolulu.

**NETWORK BASE HOURLY RATE:** Bonus to 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.



KAI-TV BPCT-2906 Granted 10/20/61

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**City of License:** Wailuku.



# Hawaii—Wailuku

## KGMV

Ch. 3

(Satellite of KGMB, Honolulu)

**Network Service:** CBS.

**Licensee:** Lee Enterprises Inc., 130 E. 2nd St., Davenport, IA 52801.

**Studio:** See KGMB, Honolulu.

**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. (Glasmann interests) after they took over all properties from Honolulu Star-Bulletin approved May 5, 1965 (*Television Digest*, Vol. 4:42; 5:19).

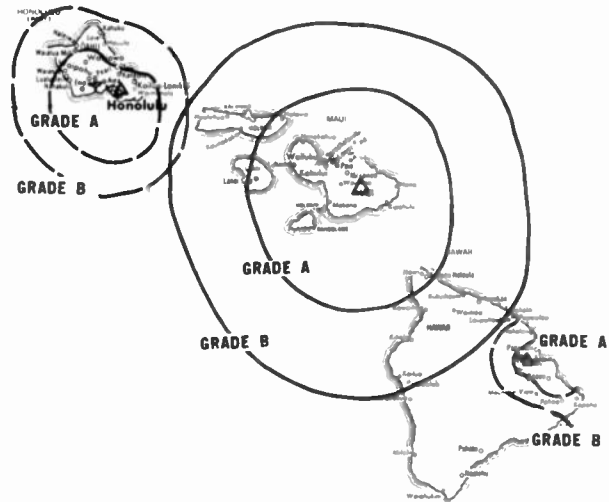
**Represented (sales):** Katz Television.

**Represented (engineering):** David Steel & Associates.

**Personnel:**

See KGMB, Honolulu

**NETWORK BASE HOURLY RATE:** Bonus to KGMB, Honolulu.



KGMV 6MPCT-2821 Granted 2/25/55

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**Rates:** Sold in combination with KGMB Honolulu & satellite KGMD-TV Hilo, with rates applying to simultaneous telecasts on all three stations.

**City of License:** Wailuku.

# Hawaii—Wailuku

## KMAU

Ch. 12

(Satellite of KITV, Honolulu)

**Network Service:** ABC.

**Licensee:** Tak Communications, 10800 Tara Dr., Potomac, MD 20854.

**Studio:** See KITV, Honolulu.

**Technical Facilities:** Channel No. 12 (204-210 MHz). Authorized power: 30-kw visual, 4.36-kw aural. Antenna: 2.5° mechanical tilt, 6000-ft. above av. terrain, 100-ft. above ground, 10,000-ft. above sea level.

Latitude	20°	42'	43''
Longitude	156°	15'	26''

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).

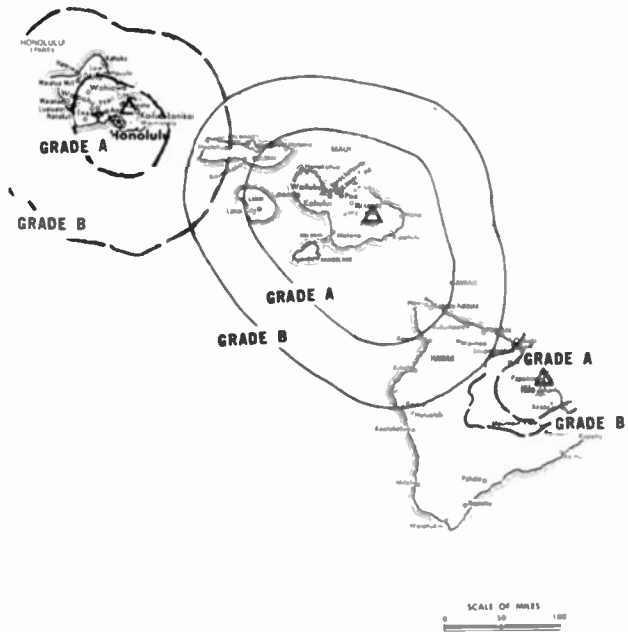
**Represented (sales):** Seitel Inc.

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

**Personnel:**

See KITV, Honolulu.

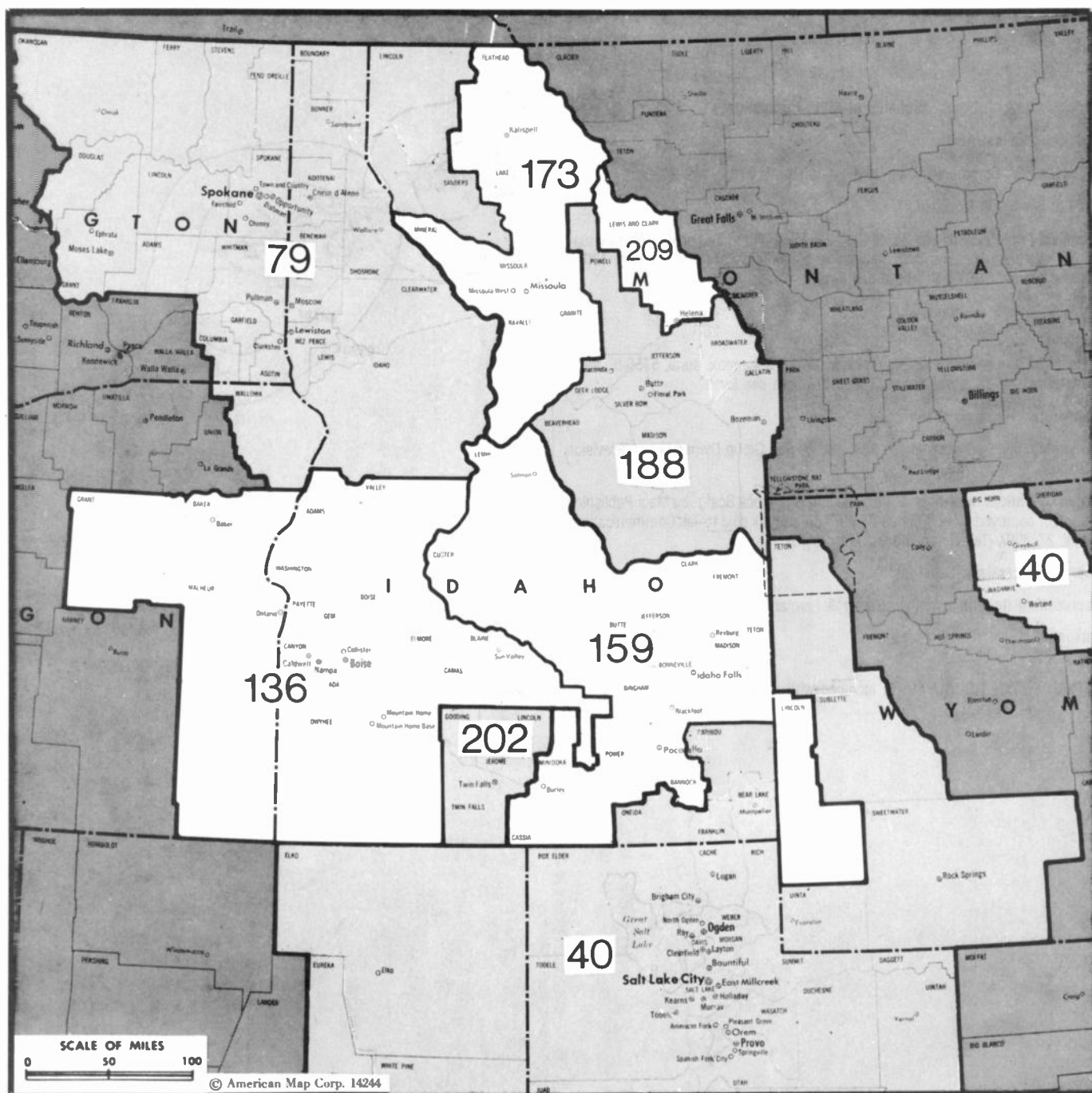
**NETWORK BASE HOURLY RATE:** Included with KITV, Honolulu.



KMAU BPCT—861118KH Granted 2/26/87

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**City of License:** Wailuku.



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Salt Lake City, UT	589,800	40	KOOG-TV (30), KSL-TV (5), KSTU (13), KTVX (4), KUTV (2)
Spokane, WA	320,100	79	KAYU-TV (28), KCWT (27), KHQ-TV (6), KREM-TV (2), KSKN (22), KXLY-TV (4)
Boise, ID	156,100	136	KBCI-TV (2), KIVI (6), KTRV (12), KTVB (7)
Idaho Falls-Pocatello, ID	99,800	159	KIDK (3), KIFI-TV (8), KPVI (6)
Missoula, MT	74,400	173	KCFW-TV (9), KECI-TV (13), KPAX-TV (8)
Butte, MT	48,700	188	KCTZ (7), KTVM (6), KXLF-TV (4)
Twin Falls, ID	30,300	202	KMVT (11)
Helena, MT	18,900	209	KTVH (12)

**State Cross Reference List**

Communities That Receive Programs of  
Stations That are Located Elsewhere

<b>KIVI &amp; KTRV, Boise</b> .....	See Nampa, ID
<b>KIVI &amp; KTRV, Caldwell</b> .....	See Nampa, ID
<b>KPVI, Idaho Falls</b> .....	See Pocatello, ID
<b>KBCI-TV &amp; KTVB, Nampa</b> .....	See Boise, ID
<b>KIDK-TV &amp; KIFI-TV, Pocatello</b> .....	See Idaho Falls, ID

**Idaho Station Totals as of October 1, 1988**

	VHF	UHF	TOTAL
Commercial Television Stations	9	0	9
Educational Television Stations	3	0	3
	12	0	12

# Idaho—Boise

## KBCI-TV

Ch. 2

**Network Service:** CBS.

**Licensee:** Northwest 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:** Northwest 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.  
SCOTT EYMER, general sales manager.  
LARRY SMITH, chief engineer.  
DICK LARSEN, news director.  
DAWN JOSLIN, program & promotion director.  
JOE GALLEGOS, business manager.

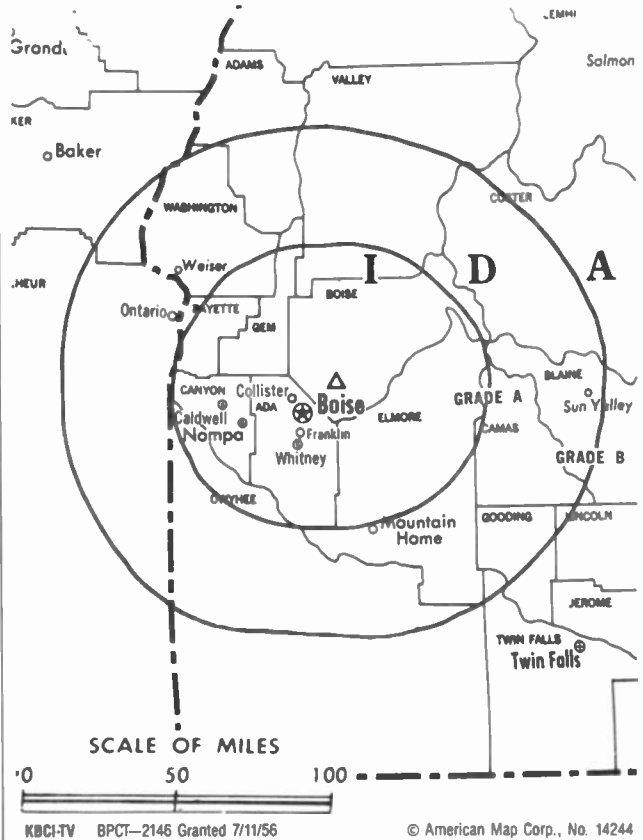
**Highest One Hour Rate:** \$8000.

**Highest 30 Sec. Rate:** \$1500.

**City of License:** Boise. **AOI:** Boise. **Rank:** 136.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>IDAHO</b>			
	Ada	75,500	74,100	98
	Adams	1,300	1,200	96
	Blaine	5,400	5,200	96
	Boise	1,500	1,500	100
	Camas	300	300	100
	Canyon	30,200	29,500	98
	Elmore	6,900	6,800	99
	Gem	4,300	4,200	98
	Owyhee	2,800	2,700	96



KBCI-TV BPCT-2146 Granted 7/11/56

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Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	Payette	6,000	5,900	98
	Valley	2,300	2,200	96
	Washington	3,100	3,000	97
	<b>OREGON</b>			
	Grant	3,200	2,800	88
<b>Between 25-49%</b>	Harney	2,900	2,700	93
	Malheur	10,000	9,600	96
	<b>IDAHO</b>			
<b>Between 25-49%</b>	Gooding	4,500	4,400	98
	<b>NEVADA</b>			
	Humboldt	4,400	4,300	97
<b>Between 5-24%</b>	<b>IDAHO</b>			
	Custer	2,200	2,100	95
	Jerome	5,600	5,500	98
	Lincoln	1,200	1,200	100
	Twin Falls	19,700	19,400	98
	<b>NEVADA</b>			
	Elko	8,900	8,300	93
	<b>OREGON</b>			
	Baker	6,200	5,900	94
	<b>Station Totals</b>		<b>208,400</b>	<b>202,800</b>
<b>Net Weekly Circulation (1988)</b>				<b>138,300</b>
<b>Average Daily Circulation (1988)</b>				<b>79,800</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 Broadcasting 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 Television 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.

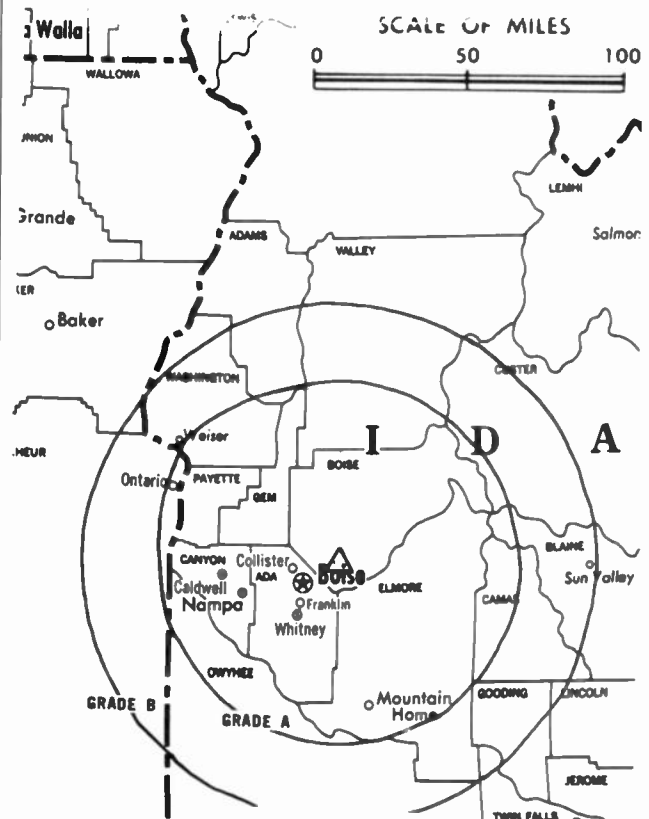
**Highest 30 Sec. Rate:** \$1000.

**NETWORK BASE HOURLY RATE:** \$4500.

**City of License:** Boise. **ADI:** Boise. **Rank:** 136.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>IDAHO</b>				
<b>50% &amp; Over</b>	Ada	75,500	74,100	98
	Adams	1,300	1,200	96
	Blaine	5,400	5,200	96
	Boise	1,500	1,500	100
	Camas	300	300	100
	Canyon	30,200	29,500	98
	Elmore	6,900	6,800	99
	Gem	4,300	4,200	98
	Owyhee	2,800	2,700	96
	Payette	6,000	5,900	98



KTVB BPCT-820721KG Granted 8/31/82

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Valley	2,300	2,200	96
	Washington	3,100	3,000	97
<b>OREGON</b>				
	Baker	6,200	5,900	94
	Grant	3,200	2,800	88
	Harney	2,900	2,700	93
	Malheur	10,000	9,600	96
	Union	8,800	8,200	93
<b>IDAHO</b>				
<b>Between 25-49%</b>	Gooding	4,500	4,400	98
	Jerome	5,600	5,500	98
	Lincoln	1,200	1,200	100
	Twin Falls	19,700	19,400	98
<b>NEVADA</b>				
	Eureka	500	500	90
<b>NEVADA</b>				
<b>Between 5-24%</b>	Elko	8,900	8,300	93
	Humboldt	4,400	4,300	97
	Lander	1,900	1,800	95
<b>Station Totals</b>		<b>217,400</b>	<b>211,200</b>	<b>97</b>
<b>Net Weekly Circulation (1988)</b>				<b>162,200</b>
<b>Average Daily Circulation (1988)</b>				<b>102,400</b>

# Idaho—Idaho Falls-Pocatello-Blackfoot

**KIDK**

**Ch. 3**

**Network Service:** CBS.

**Licensee:** Retlaw Enterprises Inc., 4880 N. First St., Fresno, CA 93755.

**Studio:** 1255 E. 17th St., Idaho Falls, ID 83401.

**Mailing Address:** Box 2008, Idaho Falls, ID 83403.

**Telephone:** 208-522-5100. TWX: 114192.

**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 Mountain, 8.5-mi. NE of Atomic City, ID.

**Satellite Earth Stations:** Scientific-Atlanta, 7-meter; Scientific-Atlanta, 4.6-meter; Scientific-Atlanta receivers.

**News Service:** AP.

**Ownership:** Retlaw Enterprises Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** December 20, 1953. Sale to John Price by Lucille J. Ricks, et al., approved by FCC Oct. 2, 1984. FCC approved sale to Retlaw Enterprises Inc. Dec. 3, 1987.

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

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

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

**Personnel:**

- GERRY CORNWELL, general manager.
- KIM SOUTHWICK, operations manager.
- GARY SMITH, chief engineer.
- JAMES BROWN, news director.
- JIM KUNZ, local sales manager.
- KAREN CORNWELL, program & marketing director.
- BRUCE FELT, promotion director.

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

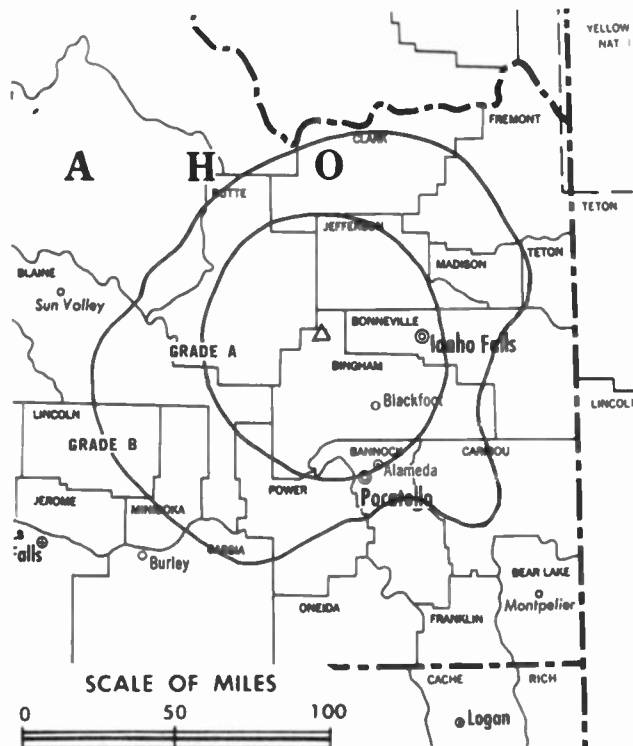
**Highest 30 Sec. Rate:** \$250.

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

**City of License:** Idaho Falls. **ADI:** Idaho Falls-Pocatello. **Rank:** 159.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 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	24,200	23,700	98
	Bingham	11,700	11,600	99
	Blaine	5,400	5,200	96
	Bonneville	23,000	22,700	99
	Butte	1,100	1,100	100
	Caribou	3,100	3,000	97
	Cassia	6,500	6,400	98



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>	<b>CLARK</b>	300	300	100	
	Custer	2,200	2,100	95	
	Franklin	2,800	2,700	96	
	Fremont	3,700	3,600	97	
	Jefferson	5,000	5,000	100	
	Lemhi	2,800	2,600	93	
	Madison	5,600	5,500	98	
	Minidoka	6,700	6,500	97	
	Power	2,600	2,500	96	
	Teton	900	900	100	
	<b>WYOMING</b>				
	Lincoln	5,300	5,100	95	
	Teton	5,000	4,800	96	
<b>Between 25-49%</b>	<b>IDAHO</b>				
	Oneida	1,100	1,100	100	
<b>Between 5-24%</b>	<b>IDAHO</b>				
	Bear Lake	2,500	2,400	96	
	Jerome	5,600	5,500	98	
	Lincoln	1,200	1,200	100	
	<b>MONTANA</b>				
Beaverhead Park	3,200	3,000	94		
		5,800	5,600	97	
<b>Station Totals</b>		<b>137,300</b>	<b>134,100</b>	<b>98</b>	
<b>Net Weekly Circulation (1988)</b>				<b>95,100</b>	
<b>Average Daily Circulation (1988)</b>				<b>57,700</b>	

# Idaho—Idaho Falls-Pocatello-Blackfoot

## KIFI-TV

Ch. 8

**Network Service:** NBC.

**Licensee:** The Post Co., Box 2148, Idaho Falls, ID 83403.

**Studio:** 1915 North Yellowstone Hwy., Idaho Falls, ID 83401.

**Mailing Address:** Box 2148, Idaho Falls, ID 83403.

**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 Stations:** AFC, 3-meter Ku-band; Comtech, 5-meter Ku & C-band; Scientific-Atlanta, 5-meter C-band; 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):** Seltel Inc. (national); Art Moore Inc. (regional).

**Represented (legal):** Reddy, Begley & Martin.

**Represented (engineering):** John H. Mullaney.

### Personnel:

JERRY M. BRADY, vice president & general manager.  
HERMAN G. HAEFELE, station manager & program director.  
LARRY BABB, chief engineer.  
MARK METZGER, general sales manager.  
JONATHAN PIFF, local sales manager.  
TY SANDOERS, news director.  
RICKIE BRADY, promotion director.  
LEE SHUMWAY, Idaho Falls office manager.  
BLAINE PETERSEN, production manager.

**Highest One Hour Rate:** \$900.

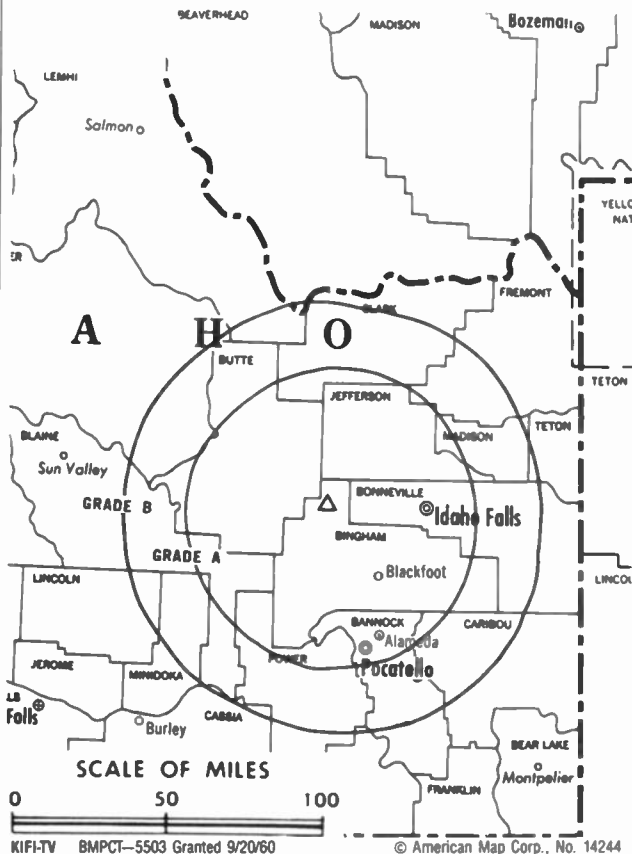
**Highest 30 Sec. Rate:** \$400.

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

**City of License:** Idaho Falls. ADI: Idaho Falls-Pocatello. Rank: 159.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	IDAHO			
	Bannock	24,200	23,700	98
	Bingham	11,700	11,600	99
	Bonneville	23,000	22,700	99



Net Weekly Circulation	State County	Total Households	TV Households	Households %	
<b>50% &amp; Over</b>	Butte	1,100	1,100	100	
	Cassia	6,500	6,400	98	
	Clark	300	300	100	
	Custer	2,200	2,100	95	
	Fremont	3,700	3,600	97	
	Jefferson	5,000	5,000	100	
	Lemhi	2,800	2,600	93	
	Madison	5,600	5,500	98	
	Minidoka	6,700	6,500	97	
	Power	2,600	2,500	96	
	Teton	900	900	100	
	WYOMING				
	Lincoln	5,300	5,100	95	
<b>Between 25-49%</b>	IDAHO				
	Caribou	3,100	3,000	97	
	Oneida	1,100	1,100	100	
	WYOMING				
Teton	5,000	4,800	96		
<b>Between 5-24%</b>	IDAHO				
	Blaine	5,400	5,200	96	
	Jerome	5,600	5,500	98	
	Lincoln	1,200	1,200	100	
<b>Station Totals</b>		<b>123,000</b>	<b>120,400</b>	<b>98</b>	
<b>Net Weekly Circulation (1988)</b>				<b>90,500</b>	
<b>Average Daily Circulation (1988)</b>				<b>56,500</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, 304-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 Newsfeed.

**Ownership:** Retlaw Enterprises Inc. See Group Ownership of Television Stations.

**Began Operation:** December 9, 1955.

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

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

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

**Personnel:**

FRED FICKENWIRTH, station manager.  
MARLIN JACKSON, chief engineer.  
GENE HAAGENSEN, news director.  
CHRIS NARDINE, promotion director.  
JANINE DUNCAN, public service director.

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

**Highest 30 Sec. Rate:** \$125.

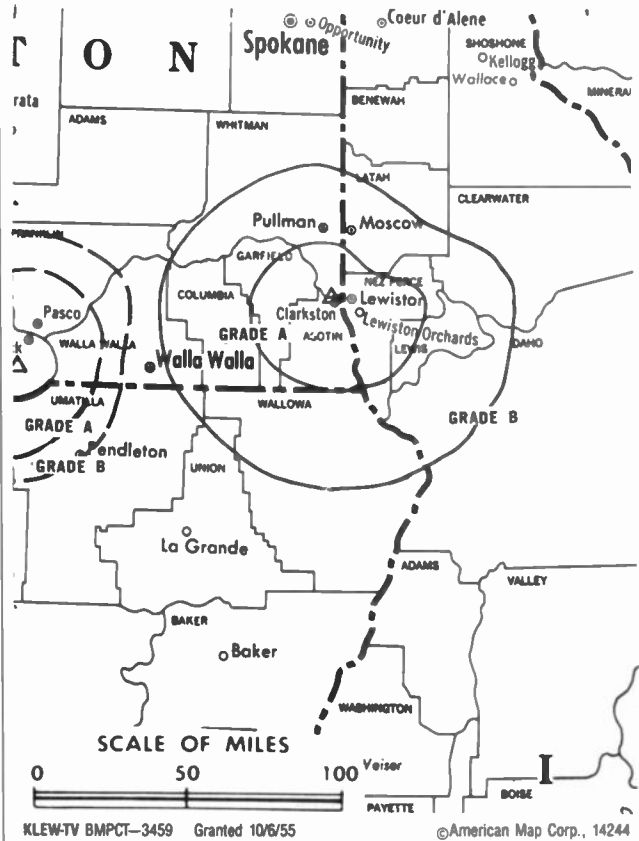
**Rates:** Sold in combination with KIMA-TV, Yakima & KEPR-TV, Pasco, WA.

**NETWORK BASE HOURLY RATE:** Bonus to KIMA-TV, Yakima, WA.

**City of License:** Lewiston. **AOI:** Yakima. **Rank:** 127.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	IDAHO			
	Clearwater	3,600	3,500	97
	Latah	10,600	10,300	97



Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	Lewis	1,400	1,400	100
	Nez Perce	12,700	12,400	98
	WASHINGTON			
	Asotin	7,200	7,000	97
Between 25-49%	Garfield	1,000	900	90
	IDAHO			
	Idaho	5,300	5,100	95
Between 5-24%	WASHINGTON			
	Whitman	15,300	14,700	96
Between 5-24%	OREGON			
	Wallowa	3,000	2,800	93
<b>Station Totals</b>		<b>60,100</b>	<b>58,100</b>	<b>97</b>
<b>Net Weekly Circulation (1988)</b>				<b>36,100</b>
<b>Average Daily Circulation (1988)</b>				<b>17,100</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, Shaffer 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 & Everist, P.C.

**Personnel:**

LARRY CHASE, president & general manager.  
TANA SMITH, program director.  
KEN RITCHIE, general sales manager.  
SUSU MAHOOD, local sales manager.  
MELISSA LARSON, national sales assistant.  
ANDY SUK, chief engineer.  
DON JENSEN, production manager.  
DAN SMEDE, news director.  
PAM CROWSON, promotion director.

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

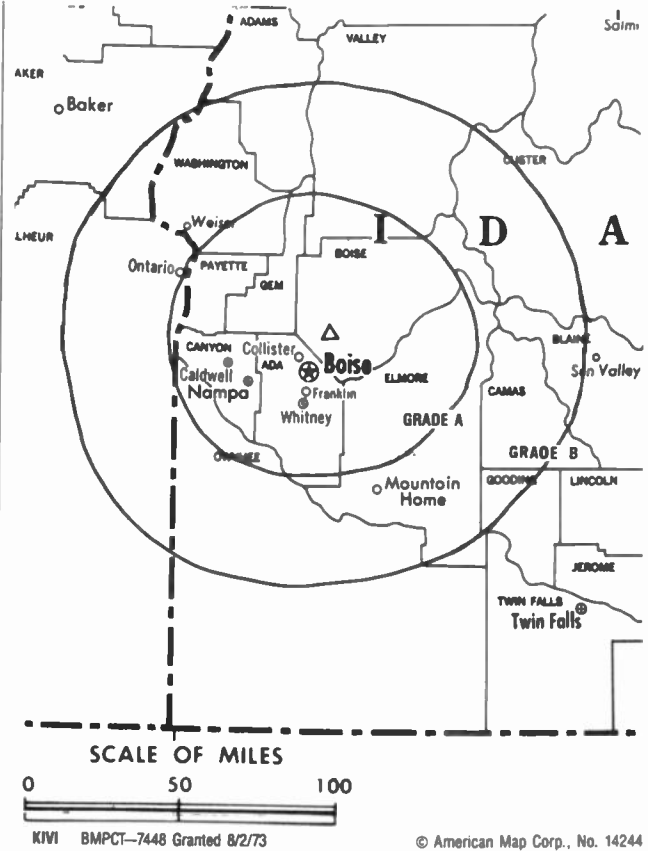
**Highest 30 Sec. Rate:** \$600.

**NETWORK BASE HOURLY RATE:** \$400.

**City of License:** Nampa. **ADI:** Boise. **Rank:** 136.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	IOAHO			
	Ada	75,500	74,100	98
	Adams	1,300	1,200	96
	Boise	1,500	1,500	100



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Camas	300	300	100
	Canyon	30,200	29,500	98
	Elmore	6,900	6,800	99
	Gem	4,300	4,200	98
	Gooding	4,500	4,400	98
	Owyhee	2,800	2,700	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	88
	Malheur	10,000	9,600	96
	<b>IOAHO</b>			
<b>Between 25-49%</b>	Blaine	5,400	5,200	96
	Jerome	5,600	5,500	98
	Lincoln	1,200	1,200	100
<b>Between 5-24%</b>	<b>IOAHO</b>			
	Idaho	5,300	5,100	95
	Lemhi	2,800	2,600	93
<b>OREGON</b>	Baker	6,200	5,900	94
	Harney	2,900	2,700	93
	<b>Station Totals</b>	<b>201,000</b>	<b>195,800</b>	<b>97</b>
<b>Net Weekly Circulation (1988)</b>			<b>147,400</b>	
<b>Average Daily Circulation (1988)</b>			<b>78,600</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:** Prodelin, 4.6-meter C-band; RCA Americom, 3.1-meter Ku-band; Microwave Assoc., M/A-Com receivers.

**News Service:** AP.

**Ownership:** Blade Communications Inc., 100%; See Group and Newspaper 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:**

- REX L. McARTHUR, vice president & general manager.
- JIM BARTO, treasurer & chief financial officer.
- JACK BOLTON, local sales manager.
- RON GRISHAM, national sales manager.
- DIANE FRISCH, station manager & program director.
- FRANCIS D. WILSON, chief engineer.
- BILL HATCH, news director.

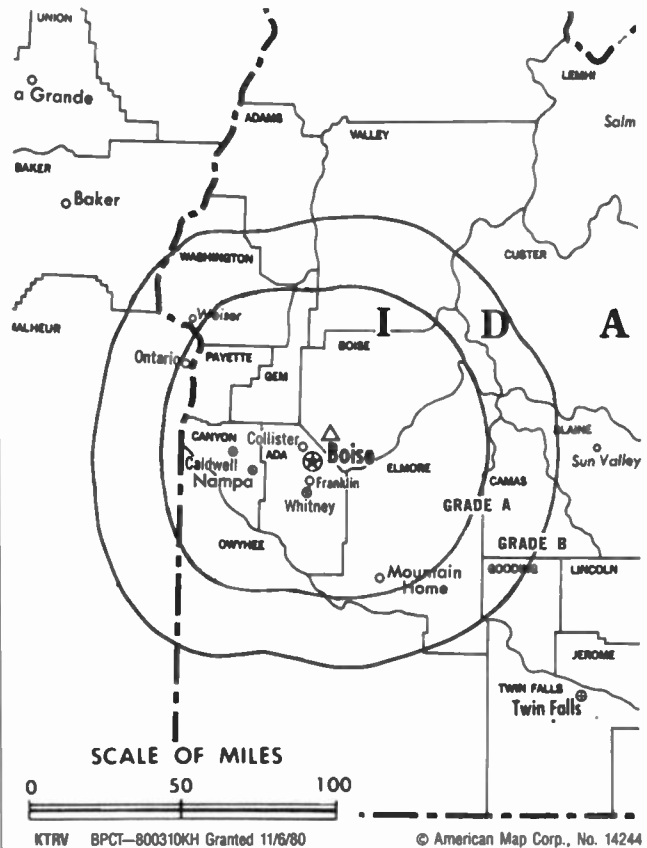
**Highest One Hour Rate:** \$3000.

**Highest 30 Sec. Rate:** \$300.

**City of License:** Nampa. **AOI:** Boise. **Rank:** 136.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>IDAHO</b>			
	Ada	75,500	74,100	98
	Canyon	30,200	29,500	98
	Elmore	6,900	6,800	99
	Gem	4,300	4,200	98
Owyhee	2,800	2,700	96	



KTRV BPCT-800310KH Granted 11/6/80 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	Payette	6,000	5,900	98
	Valley	2,300	2,200	96
	Washington	3,100	3,000	97
<b>OREGON</b>				
	Malheur	10,000	9,600	96
<b>IDAHO</b>				
<b>Between 25-49%</b>	Boise	1,500	1,500	100
	Gooding	4,500	4,400	98
	Jerome	5,600	5,500	98
	Twin Falls	19,700	19,400	98
<b>IDAHO</b>				
<b>Between 5-24%</b>	Adams	1,300	1,200	96
	Lincoln	1,200	1,200	100
<b>OREGON</b>				
	Baker	6,200	5,900	94
<b>Station Totals</b>		<b>181,100</b>	<b>177,100</b>	<b>98</b>
<b>Net Weekly Circulation (1988)</b>				<b>110,600</b>
<b>Average Daily Circulation (1988)</b>				<b>53,400</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:** 208-232-6666. 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' 14.50''  
Longitude 112° 20' 44.00''

**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, ABC, NIWS, Sports News Satellite.

**Ownership:** William L. Armstrong, pres., 45%; Brian P. Hogan, v.p., 10%; Ellen M. Armstrong, secy.-treas., 45%. The Armstrongs have interest in KEZW(AM), Aurora, CO & is permittee of KJVI, Ch. 2, Jackson, WY; KKVI, Ch. 35, Twin Falls, ID.

**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:**

HARRY NEUHARDT, vice president & general manager.  
TONY DIVESTI, chief engineer.  
VIC ALLEN, production manager.  
GREG LICHT, news director.  
DEXTER McBRIDE, promotion director.  
BARBARA HENDERSON, business manager.

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

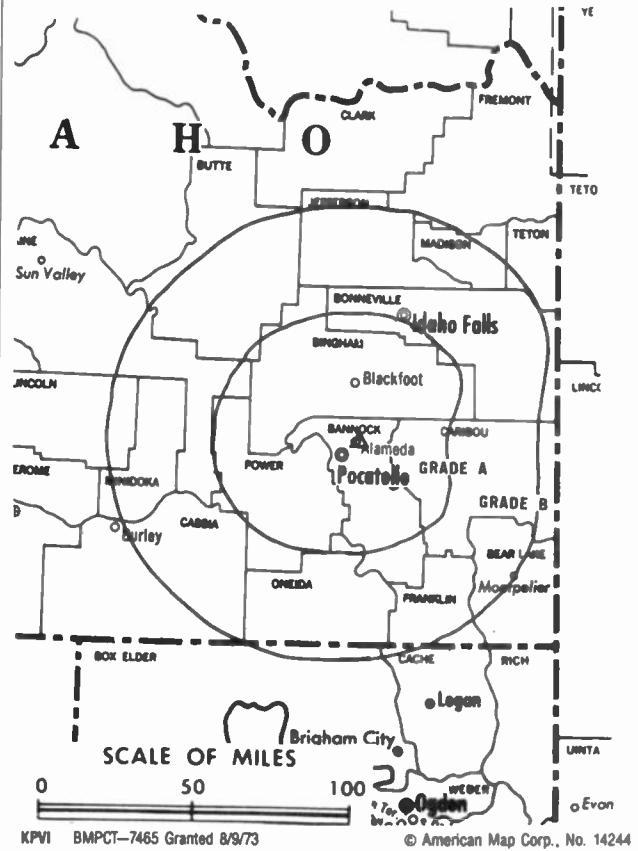
**Highest 30 Sec. Rate:** \$250.

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

**City of License:** Pocatello. **ADI:** Idaho Falls-Pocatello. **Rank:** 159.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>IDAHO</b>			
	Bannock	24,200	23,700	98
	Bingham	11,700	11,600	99
	Blaine	5,400	5,200	96
	Bonneville	23,000	22,700	99
	Butte	1,100	1,100	100
	Cassia	6,500	6,400	98
	Clark	300	300	100



Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	Custer	2,200	2,100	95
	Fremont	3,700	3,600	97
	Jefferson	5,000	5,000	100
	Madison	5,600	5,500	98
	Minidoka	6,700	6,500	97
	Power	2,600	2,500	96
	Teton	900	900	100
<b>Between 25-49%</b>	<b>WYOMING</b>			
	Lincoln	5,300	5,100	95
<b>Between 5-24%</b>	<b>IDAHO</b>			
	Bear Lake	2,500	2,400	96
	Caribou	3,100	3,000	97
	Jerome	5,600	5,500	98
	Lincoln	1,200	1,200	100
	Oneida	1,100	1,100	100
	<b>MONTANA</b>			
Beaverhead	3,200	3,000	94	
<b>WYOMING</b>				
Teton	5,000	4,800	96	
<b>Station Totals</b>		<b>125,900</b>	<b>123,200</b>	<b>98</b>
<b>Net Weekly Circulation (1988)</b>				<b>81,300</b>
<b>Average Daily Circulation (1988)</b>				<b>43,500</b>

# Idaho—Twin Falls

**KMVT**

Ch. 11

**Network Service:** CBS.

**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%. 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.  
BOB THOMAS, general sales manager.  
GEORGE BROWN, program director.  
DENNIS LOWE, chief engineer.  
DOUG MAUGHAN, news director.  
BARBARA L. KEIHLE, promotion director.

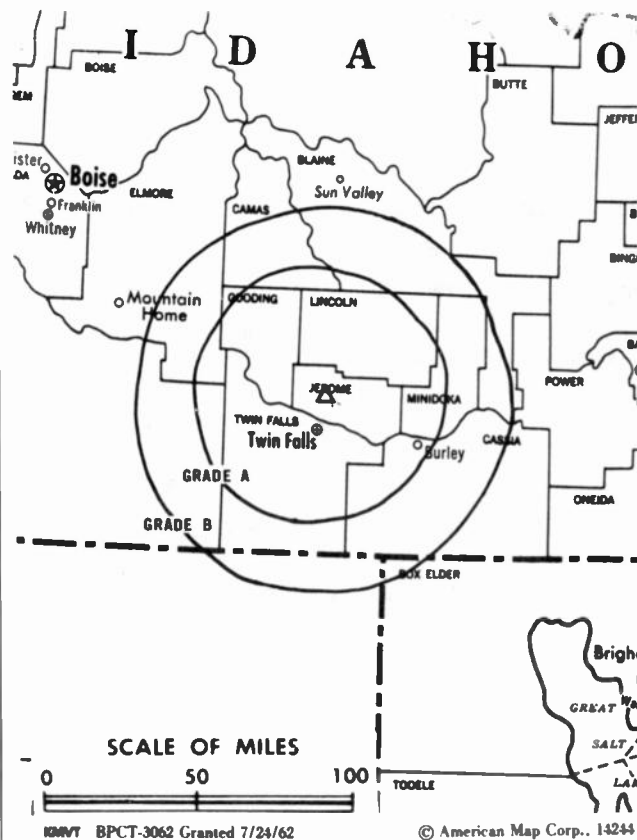
**Highest One Hour Rate:** \$1600.

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

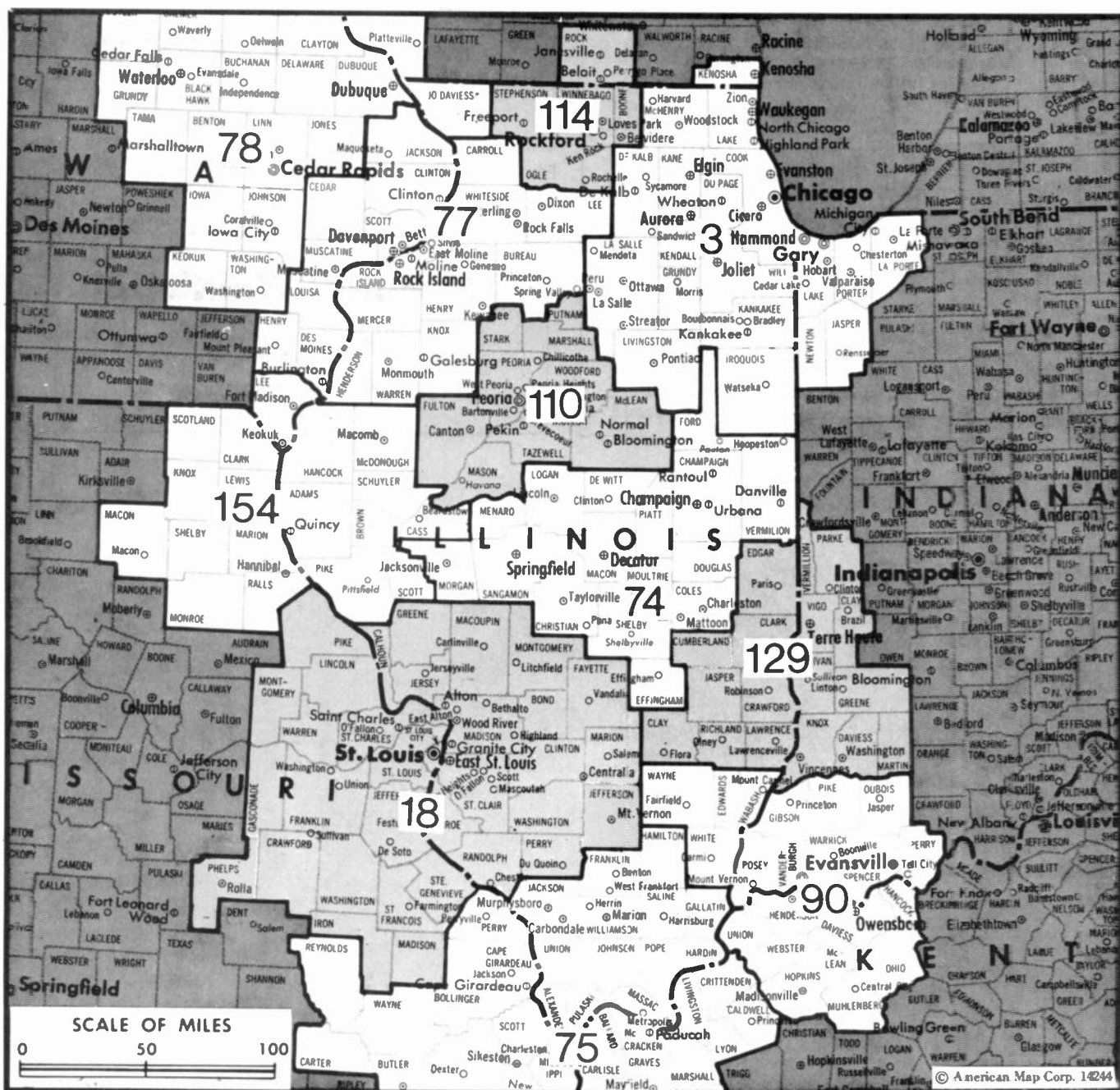
**NETWORK BASE HOURLY RATE:** \$650.

**City of License:** Twin Falls. **AOI:** Twin Falls. **Rank:** 202.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>IDAHO</b>			
	Blaine	5,400	5,200	96
	Camas	300	300	100
	Cassia	6,500	6,400	98
	Gooding	4,500	4,400	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 5-24%</b>	<b>IDAHO</b>			
	Elmore	6,900	6,800	99
<b>Station Totals</b>		<b>56,800</b>	<b>55,700</b>	<b>98</b>
<b>Net Weekly Circulation (1988)</b>				<b>42,200</b>
<b>Average Daily Circulation (1988)</b>				<b>28,400</b>



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Chicago, IL	3,084,400	3	WBBM-TV (2), WCFC-TV (38), WCIU-TV (26), WEHS (60), WFLD (32), WGBO-TV (66), WGN-TV (9), WHKE (55), WLS-TV (7), WMAQ-TV (5), WPWR-TV (50), WSNB-TV (44), WWTO-TV (35)
St. Louis, MO	1,084,200	18	KDNL-TV (30), KMOV (4), KNLC (24), KPLR-TV (11), KSDK (5), KTVI (2), WCEE (13)
Springfield-Decatur-Champaign, IL	333,200	74	WAND (17), WCCU (27), WCFN (49), WCIA (3), WFHL (23), WICD (15), WICS (20), WRSP-TV (55)
Paducah, KY-Cape Girardeau, MO-Harrisburg-Marion, IL	332,800	75	KBSI (23), KFVS-TV (12), KPOB-TV (15), WPSD-TV (6), WSIL-TV (3), WTCT (27)
Davenport, IA-Rock Island-Moline, IL	325,000	77	KJMH (26), KLJB-TV (18), KWQC-TV (6), WHBF-TV (4), WQAD-TV (8)
Cedar Rapids-Waterloo-Dubuque, IA	322,200	78	KCRG-TV (9), KDUB-TV (40), KGAN (2), KWLL (7)
Evansville, IN	260,500	90	WEHT (25), WEVV (44), WFIE-TV (14), WLGN (19), WTVW (7)
Peoria, IL	211,000	110	WEEK-TV (25), WHOI (19), WMBD-TV (31), WYZZ-TV (43)
Rockford, IL	192,200	114	WIFR-TV (23), WQRF-TV (39), WREX-TV (13), WTVO (17)
Terre Haute, IN	161,200	129	WBAK-TV (38), WTHI-TV (10), WTWO (2)
Quincy, IL-Hannibal, MO	122,200	154	KHQV-TV (7), WGMV-TV (10), WTJR (16)

# Illinois

## State Cross Reference List

Communities That Receive Programs of  
Stations That are Located Elsewhere

WEHS, Aurora .....	See Chicago, IL
WICS, Champaign .....	See Springfield, IL
WAND & WFHL, Champaign .....	See Decatur, IL
WGBO-TV, Chicago .....	See Joliet, IL
WCIA, Decatur .....	See Champaign, IL
WICS, Decatur .....	See Springfield, IL
WIFR-TV, Freeport .....	See Rockford, IL
KFVS-TV & KBSI, Harrisburg .....	See Cape Girardeau, MO
WPSD-TV, Harrisburg .....	See Paducah, KY
WHBF-TV, Moline .....	See Rock Island, IL
WYZZ-TV, Peoria .....	See Bloomington-Normal, IL
KHQA-TV, Quincy .....	See Hannibal, MO
WOC-TV, Rock Island .....	See Davenport, IA
WOAD-TV, Rock Island .....	See Moline, IL
WAND & WFHL, Springfield .....	See Decatur, IL
WCIA, Springfield .....	See Champaign, IL
WCIA, Urbana .....	See Champaign, IL

## Illinois Station Totals as of October 1, 1988

	VHF	UHF	TOTAL
Commercial Television Stations	11	24	35
Educational Television Stations	3	8	11
	14	32	46

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# Illinois—Bloomington-Normal-Peoria

## WYZZ-TV

Ch. 43

Network Service: Fox.

Licensee: Bloomington ComCo Inc., 2714 E. Lincoln St., Bloomington, IL 61701.

Studios: 2714 E. Lincoln St., Bloomington, IL 61701; 6901 N. Knoxville, Suite 203, Peoria, IL 61614.

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 TV Stations.

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 & Everist, P.C.

### Personnel:

RICHARD PLOTKIN, general manager.  
LARRY HALCOMB, national sales manager.  
BOB BOLTON, local sales manager.  
JOHN WAMSLEY, chief engineer.  
MITCH ROBINSON, continuity, production & promotion director.

Highest 30 Sec. Rate: \$250.

City of License: Bloomington. AOI: Peoria-Bloomington. Rank: 110.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>ILLINOIS</b>			
	Livingston	15,000	14,600	97
	Mc Lean	46,200	45,100	98
	Marshall	5,300	5,200	98
	Mason	7,200	7,100	99
	Peoria	75,600	74,300	98
	Tazewell	49,200	48,400	98
	Woodford	12,200	11,900	98



Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>Between 25-49%</b>	<b>ILLINOIS</b>			
	De Witt	7,400	7,300	99
	Fulton	16,000	15,600	98
	Logan	11,000	10,800	98
	Putnam	2,400	2,300	96
<b>Between 5-24%</b>	<b>ILLINOIS</b>			
	Bureau	14,800	14,500	98
	Cass	5,500	5,400	98
	Ford	5,800	5,700	98
	Knox	23,100	22,800	99
	La Salle	43,200	42,300	98
	Menard	4,800	4,700	98
	Piatt	6,500	6,400	98
Schuyler	3,200	3,100	97	
	Stark	2,800	2,800	100
<b>Station Totals</b>		<b>357,200</b>	<b>350,300</b>	<b>98</b>
<b>Net Weekly Circulation (1988)</b>			<b>149,900</b>	
<b>Average Daily Circulation (1988)</b>			<b>58,300</b>	



# Illinois—Champaign

**WCIA**

Ch. 3

(Also operates satellite WCFN, Springfield, IL)

**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, P.C.

**Personnel:**

- AUGUST C. MEYER JR., president.
- AUGUST C. MEYER SR., chairman of the board.
- JACK B. EVERETTE, executive 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 SHAJL, news director.
- KAREN REIFSTECK, promotion director.

**Rates:** Not available.

**Arbitron Data:** Includes coverage of WFCN, Springfield, IL

**City of License:** Champaign. **ADI:** Springfield-Decatur-Champaign. **Rank:** 74.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 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	61,800	60,500	98
	Christian	14,300	14,000	98
	Coles	19,700	19,300	98
	De Witt	7,400	7,300	99
	Douglas	7,600	7,500	98
	Edgar	8,400	8,200	98
	Effingham	12,300	11,800	96
	Ford	5,800	5,700	98
	Iroquois	12,500	12,200	98
	Livingston	15,000	14,600	97
	Mc Lean	46,200	45,100	98
	Macon	49,900	49,000	98



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>INDIANA</b>			
	Menard	4,800	4,700	98
	Moultrie	5,500	5,300	96
	Piatt	6,500	6,400	98
	Sangamon	74,900	73,200	98
	Shelby	9,300	9,000	97
<b>INDIANA</b>	Vermillion	36,200	35,500	98
	Warren	3,000	2,900	97
<b>Between 25-49%</b>	<b>ILLINOIS</b>			
	Cumberland	4,500	4,400	98
<b>Between 5-24%</b>	Logan	11,000	10,800	98
	<b>INDIANA</b>			
	Fountain	6,700	6,600	99
	<b>ILLINOIS</b>			
	Cass	5,500	5,400	98
	Clark	6,700	6,500	97
	Crawford	8,400	8,200	98
	Fayette	8,500	8,200	96
	Jasper	4,400	4,200	97
	Kankakee	37,200	36,600	98
	La Salle	43,200	42,300	98
	Macoupin	19,900	19,500	98
	Montgomery	12,400	12,100	98
Morgan	14,500	14,100	97	
Richland	7,200	7,000	97	
<b>INDIANA</b>				
Newton	5,300	5,200	98	
Parke	5,900	5,800	98	
Vermillion	7,300	7,200	99	
<b>Station Totals</b>		<b>609,700</b>	<b>596,300</b>	<b>98</b>
<b>Net Weekly Circulation (1988)</b>			<b>353,100</b>	
<b>Average Daily Circulation (1988)</b>			<b>215,000</b>	

# Illinois—Champaign

**WICD**

**Ch. 15**

**Network Service:** NBC.

**Licensee:** Plains Television Partnership, 645 N. Michigan Ave., Suite 530, Chicago, IL 60611.

**Studio:** 250 Country Fair Dr., Champaign, IL 61821.

**Telephone:** 217-351-8500.

**Technical Facilities:** Channel No. 15 (476-482 MHz). Authorized power: 355-kw max. visual, 34.7-kw max. 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; Elmer Balaban; Harry Balaban Estate.

**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, P.C.

**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.
- VESNA TYRREL, promotion director.
- BILL KING, business manager.

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

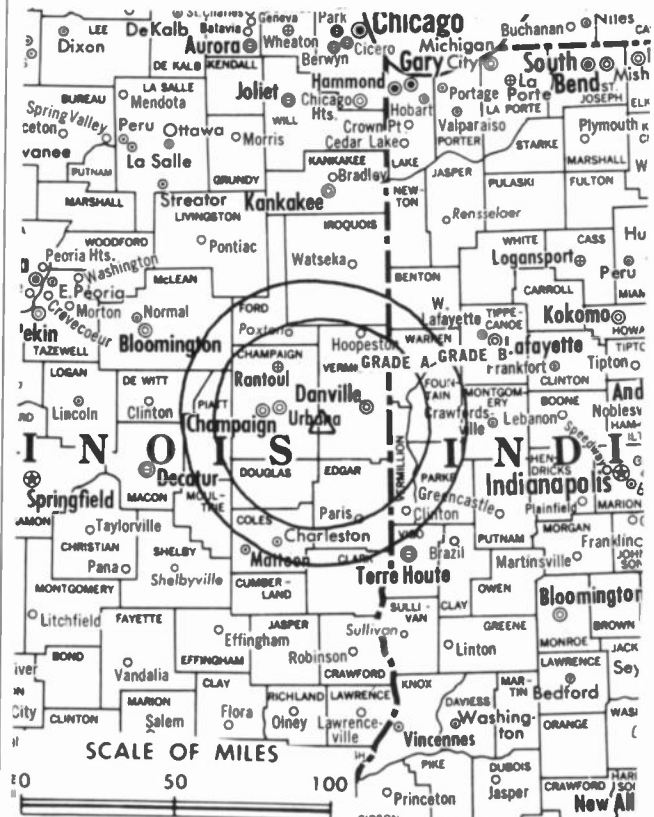
**Highest 30 Sec. Rate:** (September 1, 1987) \$1500.

**NETWORK BASE HOURLY RATE:** \$325.

**City of License:** Champaign. ADI: Springfield-Decatur-Champaign. Rank: 74.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>ILLINOIS</b>				
<b>50% &amp; Over</b>	Champaign	61,800	60,500	98
	Coles	19,700	19,300	98
	Douglas	7,600	7,500	98
	Edgar	8,400	8,200	98
	Ford	5,800	5,700	98
	Piatt	6,500	6,400	98
	Vermilion	36,200	35,500	98



WICD BPCT-820604KF Granted 6/30/82 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>INDIANA</b>			
	Fountain	6,700	6,600	99
	Warren	3,000	2,900	97
<b>Between 25-49%</b>	<b>ILLINOIS</b>			
	Iroquois	12,500	12,200	98
<b>Between 5-24%</b>	<b>INDIANA</b>			
	Benton	3,600	3,500	97
<b>Between 5-24%</b>	<b>ILLINOIS</b>			
	Cumberland	4,500	4,400	98
	De Witt	7,400	7,300	99
	Livingston	15,000	14,600	97
	Mc Lean	46,200	45,100	98
	Moultrie	5,500	5,300	96
	<b>INDIANA</b>			
Clay	9,400	9,300	98	
Montgomery	13,300	13,100	98	
Parke	5,900	5,800	98	
Vermillion	7,300	7,200	99	
<b>Station Totals</b>		<b>286,300</b>	<b>280,400</b>	<b>98</b>
<b>Net Weekly Circulation (1988)</b>			<b>141,100</b>	
<b>Average Daily Circulation (1988)</b>			<b>78,900</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' 55.50"  
Longitude 87° 37' 23.00"

**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 Hall News.

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

**Began Operation:** August 1, 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.  
COLLEEN DUDGEON, news director.  
SAM STALLWORTH, director, sales.  
JOHN LEE, general sales manager.  
MARK TUPPER, national sales manager.  
JOHN H. BYRNE JR., 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.

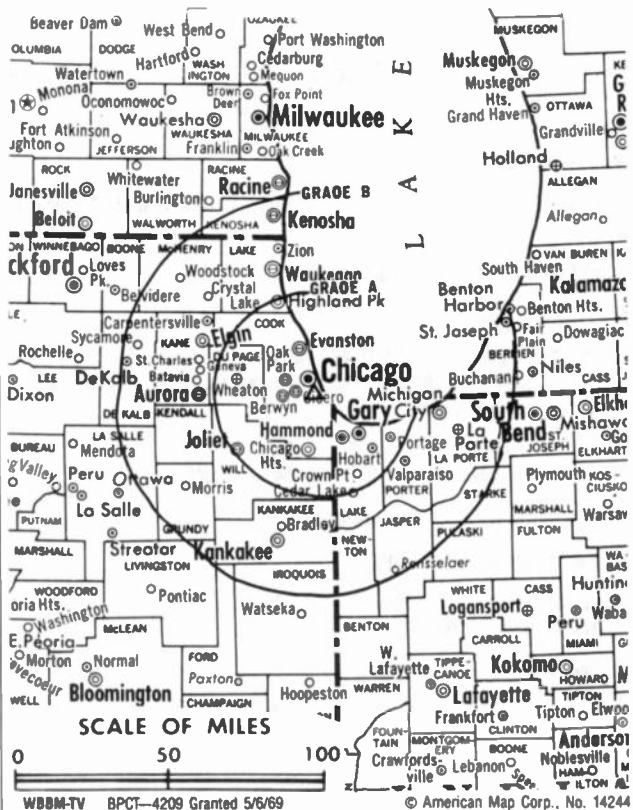
**Rates:** On request.

**NETWORK BASE HOURLY RATE:** \$4750.

**City of License:** Chicago. **AOI:** Chicago. **Rank:** 3.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 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	1,931,600	1,900,800	98
	Dekalb	25,300	24,900	98
	Dupage	269,700	267,700	99
	Grundy	12,300	12,200	99
	Kane	110,600	109,000	99
	Kankakee	37,200	36,600	98
	Kendall	14,300	14,200	99
	Lake	159,900	158,600	99
	La Salle	43,200	42,300	98
	Mchenry	59,000	58,600	99
	Will	114,800	113,400	99
	<b>INOIANA</b>			
Jasper	9,200	9,000	98	
Lake	174,800	172,500	99	
La Porte	37,400	37,000	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Newton	5,300	5,200	98
	Porter	44,200	43,600	99
<b>WISCONSIN</b>				
	Kenosha	44,100	43,600	99
<b>Between 25-49%</b>	<b>ILLINOIS</b>			
	Iroquois	12,500	12,200	98
	<b>INOIANA</b>			
Starke	7,900	7,700	97	
<b>MICHIGAN</b>	Berrien	61,000	59,900	98
	<b>Between 5-24%</b>	<b>ILLINOIS</b>		
Bureau		14,800	14,500	98
Lee		12,900	12,700	98
Livingston		15,000	14,600	97
Ogle		17,700	17,400	98
<b>INOIANA</b>	Pulaski	5,100	4,900	96
<b>MISSISSIPPI</b>	Jefferson Davis	4,600	4,500	98
<b>NORTH CAROLINA</b>	Alleghany	3,900	3,800	97
<b>TENNESSEE</b>	Decatur	4,500	4,400	98
<b>WISCONSIN</b>	Racine	63,300	62,800	99
Walworth	27,200	26,800	99	
<b>Station Totals</b>		<b>3,343,300</b>	<b>3,295,400</b>	<b>99</b>
<b>Net Weekly Circulation (1988)</b>			<b>2,657,100</b>	
<b>Average Daily Circulation (1988)</b>			<b>1,393,700</b>	

# Illinois—Chicago

## WCFC-TV

Ch. 38

**Network Service:** None, independent.

**Licensee:** Christian Communications of Chicagoland Inc., One N. Wacker Dr., Suite 1100, Chicago, IL 60606.

**Studio:** 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' 55.00"  
Longitude 87° 37' 23.00"

**Transmitter:** John Hancock Center.

**News Service:** CNN Headline News.

**Ownership:** Christian Communications of Chicagoland Inc. 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 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	ILLINOIS			
	Cook	1,931,600	1,900,800	98
	Dekalb	25,300	24,900	98
	Grundyl	12,300	12,200	99



WCFC-TV BPCT-3439 Granted 1/2/68

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	INDIANA			
	Will	114,800	113,400	99
	Jasper	9,200	9,000	98
	Lake	174,800	172,500	99
	La Porte	37,400	37,000	99
	Newton	5,300	5,200	98
<b>Station Totals</b>		<b>2,310,700</b>	<b>2,275,000</b>	<b>98</b>
<b>Net Weekly Circulation (1988)</b>			<b>151,000</b>	
<b>Average Daily Circulation (1988)</b>			<b>42,000</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 Hall News, Reuters.

**Ownership:** Weigel Broadcasting Co., 100% Howard Shapiro, pres.-dir., 67.56%; James V. Pellegrino, secy.-dir.; Norman H. Shapiro, dir.

**Began Operation:** February 6, 1964.

**Represented (sales):** Telemundo.

**Represented (engineering):** David Steel & Associates.

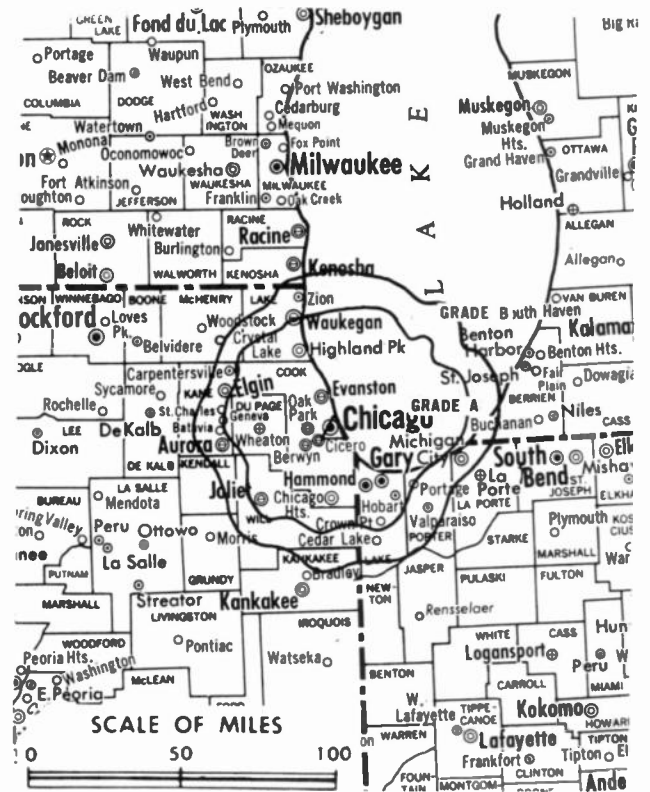
### Personnel:

HOWARD SHAPIRO, president.  
PETER ZOMAYA, assistant general manager & 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 1/1/88. TV Homes, TV% and Circulation © 1988 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	Households %
Between 5-24%	<b>ILLINOIS</b>			
	Cook	1,931,600	1,900,800	98
	Grundy	12,300	12,200	99
	<b>INDIANA</b>			
	Jasper	9,200	9,000	98
	Newton	5,300	5,200	98
<b>Station Totals</b>		<b>1,958,400</b>	<b>1,927,200</b>	<b>98</b>
<b>Net Weekly Circulation (1988)</b>			<b>174,400</b>	
<b>Average Daily Circulation (1988)</b>			<b>48,000</b>	

# Illinois—Aurora-Chicago

## WEHS

Ch. 60

**Network Service:** Home Shopping Network.

**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, vice president & station manager.  
 DANA BAIFUS, chief engineer.  
 MONICA NETTLES GARY, program & promotion director.  
 SALLY BITTNER, traffic manager.

**Rates:** On request.

**Arbitron Data:** Not available.



City of License: Aurora. ADI: Chicago. Rank: 3.

# 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' 55.50"  
Longitude 87° 37' 23.00"

**Transmitter:** John Hancock Bldg., 875 N. Michigan, Chicago, IL 60611.

**Satellite Earth Stations:** Scientific-Atlanta, 11-meter C-band; Scientific-Atlanta, 4.6-meter Ku-band; Scientific-Atlanta, M/A-Com 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:**

- CARY D. JONES, vice president & general manager.
- MARTY MILLER, vice president & general sales manager.
- PATRICIA SKLAR, local sales manager.
- STEVE GALLEN, local sales manager.
- THOMAS MacARTHUR, national sales manager.
- ROBERT SIMONE, vice president & program manager.
- DOONNA HARRIS, vice president & director of creative services.
- VYTAS PASKUS, vice president, finance & administration.
- GREG CAPUTO, vice president & 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. **AOI:** Chicago. **Rank:** 3.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>ILLINOIS</b>			
	Cook	1,931,600	1,900,800	98
	Grund	12,300	12,200	99
	Kane	110,600	109,000	99
	Kankakee	37,200	36,600	98
	Kendall	14,300	14,200	99
	Lake	159,900	158,600	99
	La Salle	43,200	42,300	98
	Mchenry	59,000	58,600	99
	Will	114,800	113,400	99
	<b>INDIANA</b>			
	Lake	174,800	172,500	99
	La Porte	37,400	37,000	99
	Porter	44,200	43,600	99
<b>Between 25-49%</b>	<b>IOWA</b>			
	Des Moines	18,200	18,000	99
	<b>ILLINOIS</b>			
Boone	10,800	10,600	98	
Bureau	14,800	14,500	98	



WFLD BMPCT-810925KF Granted 10/9/81

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>Between 25-49%</b>	<b>ILLINOIS</b>			
	Dekalb	25,300	24,900	98
	Dupage	269,700	267,700	99
	Ford	5,800	5,700	98
	Iroquois	12,500	12,200	98
	Livingston	15,000	14,600	97
	<b>INDIANA</b>			
	Howard	32,300	31,800	98
	Jasper	9,200	9,000	98
	Miami	13,700	13,400	98
	Newton	5,300	5,200	98
	Pulaski	5,100	4,900	96
	St Joseph	88,800	87,600	99
	Starke	7,900	7,700	97
<b>MICHIGAN</b>				
Berrien	61,000	59,900	98	
<b>WISCONSIN</b>				
Kenosha	44,100	43,600	99	
Racine	63,300	62,800	99	
<b>Between 5-24%</b>	<b>IOWA</b>			
	Clinton	21,100	20,900	99
	<b>ILLINOIS</b>			
	Knox	23,100	22,800	99
	Lee	12,900	12,700	98
	Logan	11,000	10,800	98
	Mc Donough	12,800	12,600	98
	Ogle	17,700	17,400	98
	Stephenson	19,400	19,000	98
	Warren	8,100	8,000	99
	Whiteside	24,300	23,900	98
	<b>INDIANA</b>			
	Carroll	7,200	7,100	99
	Cass	14,800	14,500	98
<b>(Continued on page A-403)</b>				
<b>Station Totals</b>		<b>4,235,200</b>	<b>4,175,300</b>	<b>99</b>
<b>Net Weekly Circulation (1988)</b>			<b>1,922,400</b>	
<b>Average Daily Circulation (1988)</b>			<b>823,600</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.

**Fax:** 312-528-6857.

**Technical Facilities:** Channel No. 9 (186-192 MHz). Authorized power: 112-kw visual, 4.34-kw aural. Antenna: 1360-ft. above av. terrain, 1359-ft. above ground, 1952-ft. above sea level.

Latitude 41° 53' 55.50"  
Longitude 87° 37' 23.00"

**Transmitter:** John Hancock Center, 875 N. Michigan Ave.

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

**Satellite Earth Stations:** RCA, 5-meter Ku-band; Scientific-Atlanta, 10-meter C-band; M/A-Com, Scientific-Atlanta receivers.

**AM Affiliate:** WGN, 50-kw, 720 kHz.

**News Services:** AP, UPI, INN, City Hall News, CNN.

**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:

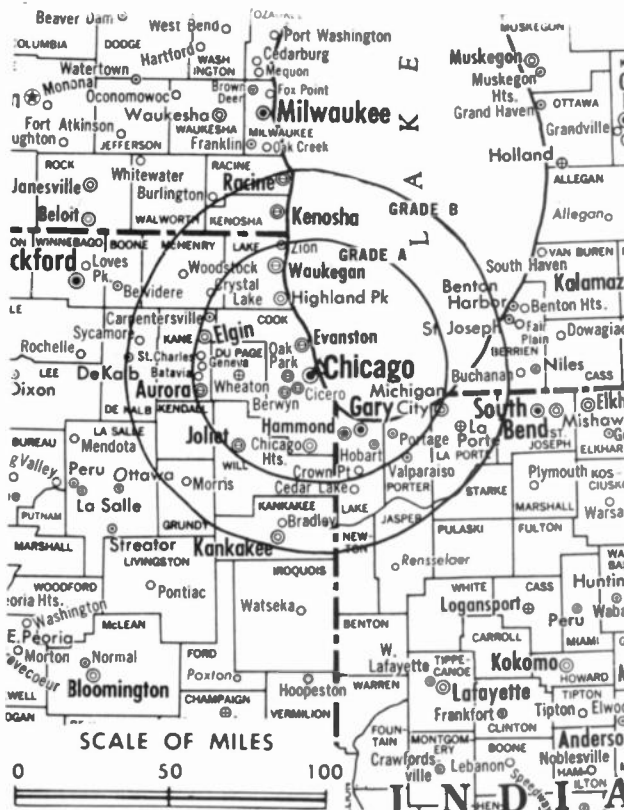
DENNIS FITZSIMONS, vice president & general manager.  
PETER WALKER, general sales manager.  
WILLIAM BRADLEY, local sales manager.  
JOHN REARDON, local sales manager.  
JOHN P. FENDLEY, sports sales manager.  
DAVID TYNAN, national sales manager.  
JOHN VITANOVEC, controller.  
MARC SCHACHER, program director.  
WILLIAM J. LOTZER, production manager.  
ROBERT STRUTZEL, engineering director.  
CHARLOTTE O'BRIEN, community affairs manager.  
PAUL DAVIS, director of news.  
PAM PEARSON, promotion director.

**Rates:** On request.

**City of License:** Chicago. **AOI:** Chicago. **Rank:** 3.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ARIZONA</b>			
	Greenlee	3,500	3,400	97
	<b>CALIFORNIA</b>			
	Del Norte	7,600	7,100	93
	<b>COLORADO</b>			
	Summit	4,900	4,700	96
	<b>IOWA</b>			
	Dickinson	6,600	6,500	98
	<b>IDAHO</b>			
	Shoshone	6,100	6,000	98
	<b>ILLINOIS</b>			
	Coles	19,700	19,300	98
	Cook	1,931,600	1,900,800	98
	Dekalb	25,300	24,900	98
Dupage	269,700	267,700	99	
Grundy	12,300	12,200	99	
Iroquois	12,500	12,200	98	



WGN-TV BPC-4179 Granted 3/26/69

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Kane	110,600	109,000	99
	Kankakee	37,200	36,600	98
	Kendall	14,300	14,200	99
	Lake	159,900	158,600	99
	La Salle	43,200	42,300	98
	Livingston	15,000	14,600	97
	Mchenry	59,000	58,600	99
	Will	114,800	113,400	99
	<b>INDIANA</b>			
	Jasper	9,200	9,000	98
	Lake	174,800	172,500	99
	La Porte	37,400	37,000	99
	Newton	5,300	5,200	98
	Porter	44,200	43,600	99
Pulaski	5,100	4,900	96	
Starke	7,900	7,700	97	
White	9,300	9,100	98	
<b>KANSAS</b>				
Ellsworth	2,900	2,800	97	
Greeley	700	700	100	
Norton	2,700	2,700	100	
<b>KENTUCKY</b>				
Whitley	13,500	13,300	99	
<b>MICHIGAN</b>				
Berrien	61,000	59,900	98	
Dickinson	10,400	10,200	98	
<b>MINNESOTA</b>				
Kittson	2,400	2,300	96	
<b>MONTANA</b>				
Granite	1,200	1,200	100	
<b>NORTH DAKOTA</b>				
Nelson	2,000	2,000	100	
Oliver	800	800	100	

(Continued on page A-388)

<b>Station Totals</b>	<b>47,379,700</b>	<b>46,695,500</b>	<b>99</b>
<b>Net Weekly Circulation (1988)</b>		<b>10,426,300</b>	
<b>Average Daily Circulation (1988)</b>		<b>3,807,700</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 TV Sales.

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

**Personnel:**

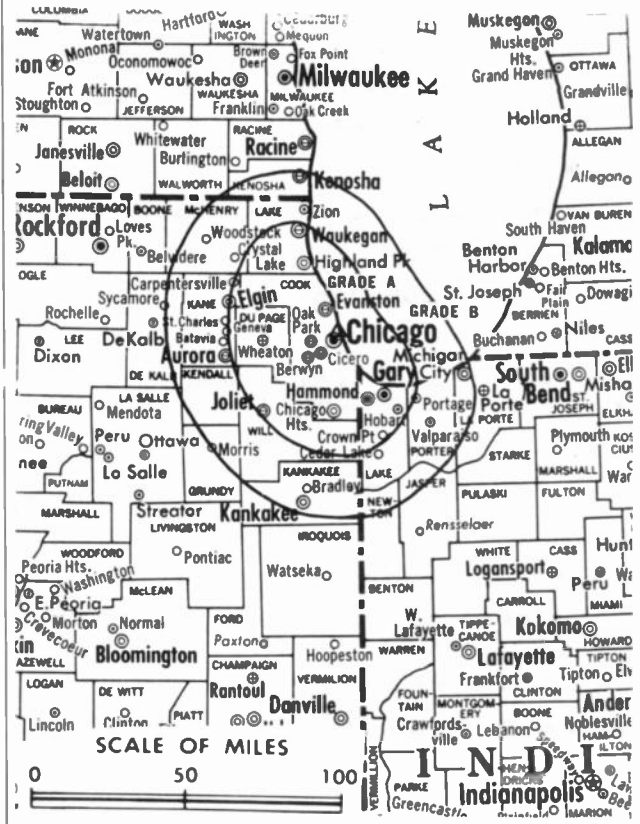
- JOSEPH J. AHERN, president & general manager.
- MARK GRANT, general sales manager.
- GORDON PEPPARS, national sales manager.
- LARRY WERT, local sales manager.
- CLAR W. HEIDER, assistant to president.
- TIM BENNETT, director of programming.
- ERNST LEDEBUHR, controller.
- JEANNE FISHER, business manager.
- 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. **Rank:** 3.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 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	1,931,600	1,900,800	98
	Dekalb	25,300	24,900	98
	Dupage	269,700	267,700	99
	Grundey	12,300	12,200	99
	Iroquois	12,500	12,200	98
	Kane	110,600	109,000	99
	Kankakee	37,200	36,600	98
	Kendall	14,300	14,200	99
	Lake	159,900	158,600	99
	La Salle	43,200	42,300	98
	Mchenry	59,000	58,600	99
	Will	114,800	113,400	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>	<b>INDIANA</b>			
	Jasper	9,200	9,000	98
	Lake	174,800	172,500	99
	La Porte	37,400	37,000	99
	Newton	5,300	5,200	98
	Porter	44,200	43,600	99
	Pulaski	5,100	4,900	96
	Starke	7,900	7,700	97
	<b>WISCONSIN</b>			
	Kenosha	44,100	43,600	99
<b>Between 25-49%</b>	<b>ILLINOIS</b>			
	Livingston	15,000	14,600	97
	<b>INDIANA</b>			
	White	9,300	9,100	98
<b>Between 5-24%</b>	<b>MICHIGAN</b>			
	Berrien	61,000	59,900	98
	<b>WISCONSIN</b>			
	Racine	63,300	62,800	99
<b>Between 5-24%</b>	<b>ILLINOIS</b>			
	Bureau	14,800	14,500	98
	Lee	12,900	12,700	98
	Ogle	17,700	17,400	98
	<b>INDIANA</b>			
	St Joseph	88,800	87,600	99
	<b>MICHIGAN</b>			
	Cass	18,100	17,800	98
	Van Buren	25,400	25,100	99
	<b>WISCONSIN</b>			
Walworth	27,200	26,800	99	
<b>Station Totals</b>		<b>3,471,900</b>	<b>3,422,300</b>	<b>99</b>
<b>Net Weekly Circulation (1988)</b>			<b>2,894,900</b>	
<b>Average Daily Circulation (1988)</b>			<b>1,881,100</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-kw aural. Antenna: 1307-ft. above av. terrain, 1317-ft. above ground, 1909-ft. above sea level.

Latitude 41° 53' 55.50"  
Longitude 87° 37' 23.00"

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.

FM Affiliate: WKQX, 6-kw, 101.1 MHz (No. 266), 1170-ft.

News Services: AP, UPI, City Hall News, Nexus.

Ownership: National Broadcasting Co., 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:

ROBERT MORSE, vice president & general manager.  
KEN HALL, director, sales.  
DAVID MAYBER, sales manager.  
LISA CHURCHVILLE, sales manager.  
DAVID M. YEARWOOD JR., director, finance & administration.  
DAVID FINNEY, program director.  
JAMES POWELL, director, broadcast operations & engineering.  
RICHARD REINGOLD, news director.  
DELORIS M. E. 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. AOI: Chicago. Rank: 3.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 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	1,931,600	1,900,800	98
	DeKalb	25,300	24,900	98
	Dupage	269,700	267,700	99
	Grundy	12,300	12,200	99
	Iroquois	12,500	12,200	98
	Kane	110,600	109,000	99
	Kankakee	37,200	36,600	98
	Kendall	14,300	14,200	99
	Lake	159,900	158,600	99



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>	<b>ILLINOIS</b>			
	La Salle	43,200	42,300	98
	Livingston	15,000	14,600	97
	Mchenry	59,000	58,600	99
	Will	114,800	113,400	99
	<b>INDIANA</b>			
	Jasper	9,200	9,000	98
	Lake	174,800	172,500	99
	La Porte	37,400	37,000	99
	Porter	44,200	43,600	99
<b>WISCONSIN</b>				
Kenosha	44,100	43,600	99	
<b>Between 25-49%</b>	<b>INDIANA</b>			
	Starke	7,900	7,700	97
	<b>MICHIGAN</b>			
Berrien	61,000	59,900	98	
<b>Between 5-24%</b>	<b>ILLINOIS</b>			
	Boone	10,800	10,600	98
	Bureau	14,800	14,500	98
	Ford	5,800	5,700	98
	Ogle	17,700	17,400	98
	<b>INDIANA</b>			
Pulaski	5,100	4,900	96	
<b>WISCONSIN</b>				
Racine	63,300	62,800	99	
Wauworth	27,200	26,800	99	
<b>Station Totals</b>		<b>3,334,000</b>	<b>3,286,300</b>	<b>99</b>
<b>Net Weekly Circulation (1988)</b>			<b>2,787,400</b>	
<b>Average Daily Circulation (1988)</b>			<b>1,617,000</b>	

# Illinois—Chicago-Gary, Indiana

## WPWR-TV

Ch. 50

**Network Service:** None, independent.

**Licensee:** Channel 50 TV Corp., 3505 N. Ashland Ave., Chicago, IL 60657.

**Studio:** 2151 N. Elston Ave., Chicago, IL 60614.

**Telephone:** 312-276-5050.

**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:** Comtech, 5-meter Ku & C-band; Comtech, 7.3-meter C-band.

**News Service:** CNN.

**Ownership:** Metrowest Corp., 90.0%; Great Lakes Bcstg. Inc., 10.0%. Metrowest Corp. Ownership: Fred Eychaner, 100%. Great Lakes Bcstg. Inc. Ownership: Earman J. Irons, pres., 5.30%; Lloyd B. Fisher, secy., 7.60%; Gilbert King Jr., treas., 0.80%; Aurelius W. Douglas, 12.80%; Franklin Gentry, 12.30%; Harry F. Douglas, 9.50%; Solomon Cameron, 7.60%; Rayfield Fisher, 7.40%; Joseph C. Knox Jr., 7.40%; Gerald D. Irons Jr., 6.40%; Thaddeus Parker, 5.80%; Ivory Brown, 5.80%; Claude Taliatferro, 5.30%; James Beard, 5.30%; Imogene Harris, 2.10%; William Brewer, 0.80%. 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, P.C.

### Personnel:

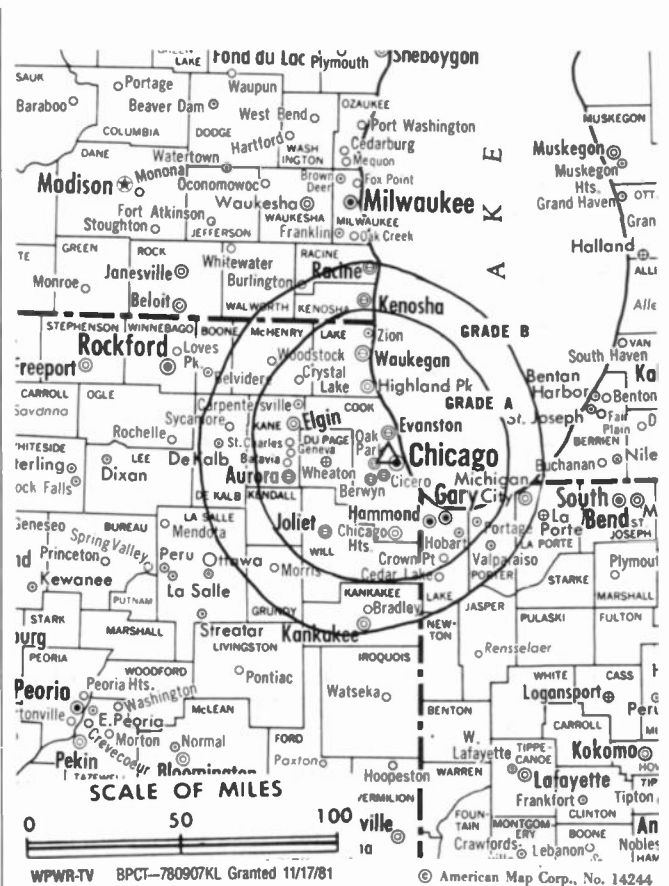
AL DEVANEY, senior vice president & general manager.  
RICHARD L. ENGBERG, vice president, sales.  
BRENT STEPHENSON, station manager.  
JACK DONOVAN, national sales manager.  
DAVID J. FORD, local sales manager.  
NEAL SABIN, program director.  
RICH GREENE, promotion director.  
BOB FIELDS, production director.  
ELIZABETH HERTEL, public service manager.  
JULIE FREDRICKSON, traffic manager.  
BOB BREWER, business manager.

**Rates:** Not available.

**City of License:** Gary. **ADI:** Chicago. **Rank:** 3.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ILLINOIS Kendall	14,300	14,200	99
	ILLINOIS Cook	1,931,600	1,900,800	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	269,700	267,700	99
	Grundy	12,300	12,200	99
	Kane	110,600	109,000	99
	Mchenry	59,000	58,600	99
	Will	114,800	113,400	99
Between 5-24%	INDIANA Lake	174,800	172,500	99
	La Porte	37,400	37,000	99
	Porter	44,200	43,600	99
Between 5-24%	ILLINOIS Boone	10,800	10,600	98
	Iroquois	12,500	12,200	98
	Kankakee	37,200	36,600	98
	Lake	159,900	158,600	99
	La Salle	43,200	42,300	98
Between 5-24%	INDIANA Jasper	9,200	9,000	98
	Newton	5,300	5,200	98
	Pulaski	5,100	4,900	96
	Starke	7,900	7,700	97
Between 5-24%	MICHIGAN Berrien	61,000	59,900	98
	WISCONSIN Kenosha	44,100	43,600	99
<b>Station Totals</b>		<b>3,164,900</b>	<b>3,119,600</b>	<b>99</b>
<b>Net Weekly Circulation (1988)</b>			<b>978,100</b>	
<b>Average Daily Circulation (1988)</b>			<b>332,900</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. **Telex:** 206-887.

**Fax:** 206-929-8153.

**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'	55.50''
Longitude	87°	37'	23.00''

**Transmitter:** Hancock Bldg., 875 N. Michigan Ave.

**News Service:** UPI.

**Ownership:** Harriscope of Chicago Inc., 50.0%; Essaness Theatres Corp. of Illinois, 25.5%; 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.

**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.  
 DAVID CORDOVA, news director.  
 ARMANDO TRIANA, general sales manager.  
 WILLIAM S. HOPKINS, local sales manager.



WSNS-TV BPCT-3681 Granted 5/28/74

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CARL ROSZCZYBIUK, chief engineer.  
 MARISSA QUILES, program director.  
 BERT GAGAS, business manager.

**Highest One Hour Rate:** \$1400.

**Highest 30 Sec. Rate:** \$750.

**Arbitron Data:** Not available.

**City of License:** Chicago. **ADI:** Chicago. **Rank:** 3.

# Illinois—Decatur

## 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:

DOUGLAS ADAMS, 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.  
JAMES SHERLOCK, news director.  
WAYNE SEMPLE, chief engineer.  
JANET JONES, traffic manager.  
MIKE MASTRULLO, promotion manager.

**Rates:** Not available.

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

**City of License:** Decatur. ADI: Springfield-Decatur-Champaign. Rank: 74.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 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	61,800	60,500	98
	Christian	14,300	14,000	98
	Coles	19,700	19,300	98
	De Witt	7,400	7,300	99
	Douglas	7,600	7,500	98
	Effingham	12,300	11,800	96
	Ford	5,800	5,700	98
	Logan	11,000	10,800	98
	Macon	49,900	49,000	98
Menard	4,800	4,700	98	



WAND BPCT-780914KL Granted 3/13/79

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Morgan	14,500	14,100	97
	Moultrie	5,500	5,300	96
	Piatt	6,500	6,400	98
	Sangamon	74,900	73,200	98
	Shelby	9,300	9,000	97
	Vermilion	36,200	35,500	98
<b>Between 25-49%</b>	<b>ILLINOIS</b>			
	Cumberland	4,500	4,400	98
	Fayette	8,500	8,200	96
	Mc Lean	46,200	45,100	98
Montgomery	12,400	12,100	98	
<b>INDIANA</b>	Warren	3,000	2,900	97
	<b>ILLINOIS</b>			
<b>Between 5-24%</b>	Cass	5,500	5,400	98
	Edgar	8,400	8,200	98
	Iroquois	12,500	12,200	98
	Jasper	4,400	4,200	97
	Livingston	15,000	14,600	97
	Macoupin	19,900	19,500	98
	Mason	7,200	7,100	99
	<b>INDIANA</b>			
Vermillion	7,300	7,200	99	
<b>Station Totals</b>		<b>496,300</b>	<b>485,200</b>	<b>98</b>
<b>Net Weekly Circulation (1988)</b>				<b>304,100</b>
<b>Average Daily Circulation (1988)</b>				<b>160,200</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-Corn, Scientific-Atlanta receivers.

**Ownership:** Decatur Foursquare Bcstg. Inc. Non-stock corp. Dr. Charles Duarte, pres.; Timothy J. Peterson, v.p.; Ray Jones, secy.; Betty Crackel, treas. Decatur Foursquare Bcstg. Inc. Ownership: 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 (sales):** Hugh Wallace Inc.

**Represented (legal):** Farrand, Cooper, Metzler & Bruiniers.

**Represented (engineering):** D. C. Williams & Associates Inc.

**Personnel:**

- MARK DRIESTADT, general manager.
- MARK SIEGAL, station manager.
- GREG DANAHA, chief engineer.
- MINYONNE RHOADES, traffic manager.
- MONICA STUART, business manager.
- RITA GRAY, local sales manager.

**Highest One Hour Rate:** \$425.

**Highest 30 Sec. Rate:** \$40.

**City of License:** Decatur. **ADI:** Springfield-Decatur-Champaign. **Rank:** 74.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	<b>ILLINOIS</b>			
	Christian	14,300	14,000	98
	De Witt	7,400	7,300	99
	Douglas	7,600	7,500	98
	Logan	11,000	10,800	98
	Macon	49,900	49,000	98
	Mason	7,200	7,100	99
	Piatt	6,500	6,400	98
Shelby	9,300	9,000	97	
<b>Station Totals</b>		<b>113,200</b>	<b>111,100</b>	<b>98</b>
<b>Net Weekly Circulation (1988)</b>			<b>17,100</b>	
<b>Average Daily Circulation (1988)</b>			<b>5,900</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 Inc. Ownership: Mel Wheeler, 70.0%; Herman L. Reavis, exec. v.p.; Stephen Clark, v.p., 10.0%; Leonard Wheeler, v.p., 10.0%; Clark Wheeler, 10.0%; Vinny Wheeler, secy-treas. Mel Wheeler Inc.: Stations: KPOB-TV, Poplar Bluff, MO; WSLC & WSLQ(FM), Roanoke, VA; KLTE(FM), Oklahoma City, OK; is buying KRCC(TV), Jefferson City, MO.

**Began 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

**City of License:** Harrisburg. ADI: Paducah, KY-Cape Girardeau, MO-Harrisburg-Marion, IL. Rank: 75.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>ILLINOIS</b>			
	Franklin	18,000	17,500	97
	Gallatin	3,000	2,900	97
	Hamilton	3,900	3,700	95
	Hardin	2,200	2,100	95
	Jackson	24,100	23,400	97
	Jefferson	16,000	15,500	97
	Johnson	4,100	4,000	98
	Massac	6,300	6,100	97
	Perry	9,100	8,800	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	25,100	24,400	97
	<b>KENTUCKY</b>			
	Ballard	3,300	3,300	100
	Carlisle	2,100	2,100	100
	Crittenden	3,400	3,400	100
	Hickman	2,100	2,100	100
Livingston	3,700	3,700	100	
Lyon	2,500	2,500	100	
Mc Cracken	24,300	24,200	100	
<b>MISSOURI</b>				
Butler	15,000	14,600	97	
Cape Girardeau	22,600	22,300	99	



WSIL-TV BPCT-840221KG Granted 7/17/84

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Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	Mississippi	5,300	5,200	98
	Scott	14,700	14,500	99
	Stoddard	11,100	10,900	98
<b>BETWEEN 25-49%</b>	<b>ILLINOIS</b>			
	Alexander	4,900	4,700	96
	<b>KENTUCKY</b>			
	Calloway	12,300	12,200	99
	Fulton	3,200	3,200	100
Graves	13,200	13,100	99	
Marshall	10,400	10,300	99	
<b>MISSOURI</b>	Bollinger	4,100	4,000	98
	New Madrid	7,900	7,700	97
<b>BETWEEN 5-24%</b>	<b>ILLINOIS</b>			
	Clay	6,200	5,900	95
	Edwards	3,700	3,500	95
	Marion	17,900	17,500	98
	White	7,500	7,100	95
	<b>KENTUCKY</b>			
	Caldwell	5,000	4,900	98
Trigg	3,600	3,600	100	
Union	5,700	5,700	99	
<b>MISSOURI</b>	Carter	2,100	2,000	95
	Dunklin	13,300	13,000	98
	Perry	6,100	6,000	98
	Reynolds	2,900	2,800	96
	Ripley	5,100	4,800	94
	Ste Genevieve	5,500	5,400	98
Wayne	4,800	4,700	98	
<b>Station Totals</b>		<b>400,200</b>	<b>390,900</b>	<b>98</b>
<b>Net Weekly Circulation (1988)</b>			<b>217,800</b>	
<b>Average Daily Circulation (1988)</b>			<b>107,400</b>	

# Illinois—Joliet

## WGBO-TV

Ch. 66

**Network Service:** None, independent.

**Licensee:** Combined Broadcasting Inc., 420 N. 20th St., Philadelphia, PA 19130.

**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: 1308-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 Station:** Scientific-Atlanta, 5-meter.

**News Service:** CNN Headline News.

**Ownership:** Combined Broadcasting Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** September 18, 1981. Sale to Grant Bcstg. approved by FCC Oct. 30, 1985. Transfer to current owners approved by FCC June 8, 1988.

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

**Represented (legal):** Goldberg & Spector.

### Personnel:

STEVEN FRIEDHEIM, general manager & general sales manager.  
TIM GRENIER, local sales manager.  
LISA KRUGLOV, national sales manager.  
CHUCK JENNINGS, chief engineer.  
GEORGE LEH, program director.  
RANDY SWANSON, business manager.

**Rates:** Not available.

**City of License:** Joliet. **ADI:** Chicago. **Rank:** 3.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>ILLINOIS</b>			
	Kankakee	37,200	36,600	98
<b>Between 25-49%</b>	<b>ILLINOIS</b>			
	Cook	1,931,600	1,900,800	98
	Grundy	12,300	12,200	99
	Kendall	14,300	14,200	99
	Will	114,800	113,400	99
	<b>INDIANA</b>			
	Lake	174,800	172,500	99



WGBO-TV BMPCT-801222KG Granted 2/5/81

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Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>Between 5-24%</b>	<b>ILLINOIS</b>			
	Dekalb	25,300	24,900	98
	Dupage	269,700	267,700	99
	Iroquois	12,500	12,200	98
	Kane	110,600	109,000	99
	Lake	159,900	158,600	99
	Mchenry	59,000	58,600	99
	Whiteside	24,300	23,900	98
	<b>INDIANA</b>			
	Jasper	9,200	9,000	98
Newton	5,300	5,200	98	
Porter	44,200	43,600	99	
Pulaski	5,100	4,900	96	
<b>WISCONSIN</b>				
Kenosha	44,100	43,600	99	
<b>Station Totals</b>		<b>3,054,200</b>	<b>3,010,900</b>	<b>99</b>
<b>Net Weekly Circulation (1988)</b>			<b>792,800</b>	
<b>Average Daily Circulation (1988)</b>			<b>257,400</b>	



# Illinois—La Salle

## WWTO-TV

Ch. 35

**Network Service:** Trinity Bcstg. Network.

**Licensee:** All America TV Inc., 454 Coberta Ave., La Puente, CA 91746.

**Studio:** East 1251 Rd., Ottawa, IL 61350.

**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, Chartered.

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

**Personnel:**

GLEN DINGLEY, general manager.  
 JOHN BIGGS, assistant chief engineer.  
 MARIANA CLAPP, promotion director.

**Highest One Hour Rate:** \$1060.



**Highest 30 Sec. Rate:** \$105.

**Arbitron Data:** Not available.

**City of License:** La Salle. **AOI:** Chicago. **Rank:** 3.

# Illinois—Marion

**WTCT**

**Ch. 27**

**Network Service:** Trinity Bcstg. Network.

**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, 257.7-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"

Requests CP for change to 2917-kw max. visual, 764-ft. above av. terrain, 466-ft. above ground, 1306-ft. above sea level. BPCT-880711K1.

**Transmitter:** 2.2-mi. W of Goreville.

**Satellite Earth Stations:** Scientific-Atlanta, 4.6-meter C-band; RCA, 3.66-meter U-band; Scientific-Atlanta receivers.

**Ownership:** Tri-State Christian TV, non-profit, non-stock corp. 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:**

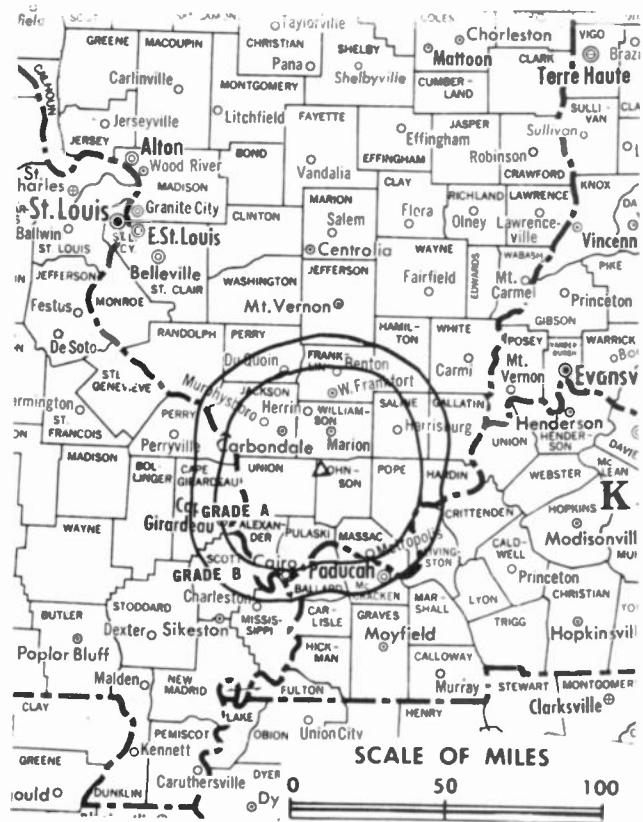
GARTH W. COONCE, president & general manager.  
TIM DETERDING, chief engineer.  
THOMAS C. NOLAN, business manager.

**Rates:** Not available.

**City of License:** Marion. **AOI:** Paducah, KY-Cape Girardeau, MO-Harrisburg-Marion, IL. **Rank:** 75.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	ILLINOIS Pope	1,800	1,700	94



WTCT BPCT—7807201C Granted 6/25/80

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>ILLINOIS</b>				
Between 5-24%	Alexander	4,900	4,700	96
	Franklin	18,000	17,500	97
	Pulaski	3,500	3,300	94
	Saline	12,200	11,800	97
	Union	7,700	7,500	97
	Williamson	25,100	24,400	97
<b>KENTUCKY</b>				
	Carlisle	2,100	2,100	100
<b>Station Totals</b>		<b>75,300</b>	<b>73,000</b>	<b>97</b>
<b>Net Weekly Circulation (1988)</b>			<b>9,900</b>	
<b>Average Daily Circulation (1988)</b>			<b>3,800</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. **Fax:** 309-764-5763.

**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:** AFC, 3-meter Ku-band; Andrew, 4.5-meter C-band; Andrew, 7-meter C-band; 2 Comtech, 3-meter C-band; Andrew, Avantek, M/A-Corn receivers.

**News Service:** AP.

**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.  
JOHN RICHES, news director.  
JULIE KIRKPATRICK, promotion director.

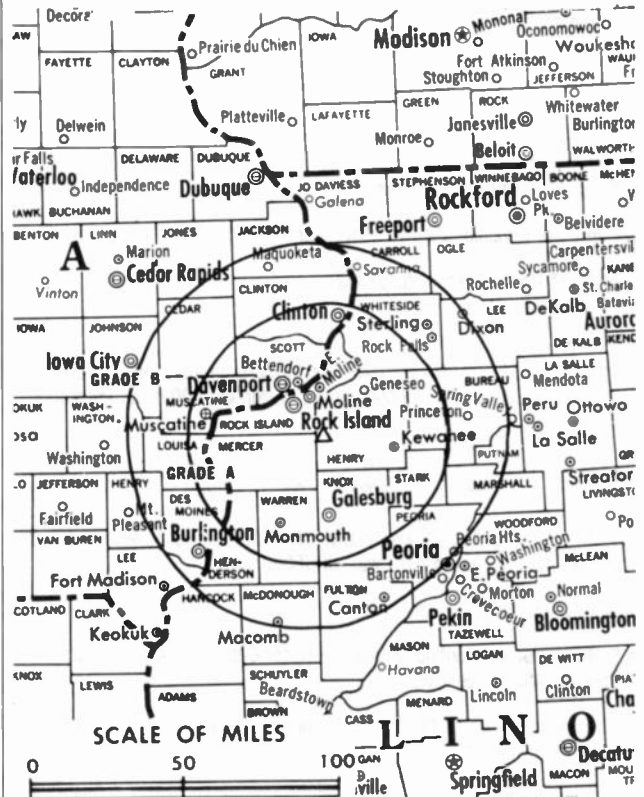
**Highest 30 Sec. Rate:** \$1700.

**NETWORK BASE HOURLY RATE:** \$950.

**City of License:** Moline. **AOI:** Davenport, IA-Rock Island-Moline, IL. **Rank:** 77.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households Households %	
<b>50% &amp; Over</b>	<b>IOWA</b>			
	Cedar	7,400	7,300	99
	Clinton	21,100	20,900	99
	Des Moines	18,200	18,000	99
	Henry	7,100	7,000	99
	Lee	16,600	16,400	99
	Louisa	4,600	4,500	98
	Muscatine	15,500	15,400	99
	Scott	63,200	62,700	99
	<b>ILLINOIS</b>			
	Bureau	14,800	14,500	98
	Carroll	6,900	6,800	99
	Henderson	3,500	3,400	97
	Henry	20,800	20,500	99



WQAD-TV BPCT-2440 Granted 5/16/62

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Net Weekly Circulation	State County	Total Households	TV Households Households %
<b>50% &amp; Over</b>	Knox	23,100	22,800 99
	Mc Donough	12,800	12,600 98
	Mercer	7,400	7,300 99
	Rock Island	63,200	62,600 99
	Warren	8,100	8,000 99
	Whiteside	24,300	23,900 98
<b>Between 25-49%</b>	<b>IOWA</b>		
	Jackson	8,500	8,400 99
	<b>ILLINOIS</b>		
	Hancock	9,400	9,200 98
	Jo Daviess	9,100	8,800 97
	Lee	12,900	12,700 98
	Stark	2,800	2,800 100
<b>Between 5-24%</b>	<b>IOWA</b>		
	Jefferson	6,400	6,300 98
	Washington	7,900	7,800 99
	<b>ILLINOIS</b>		
	La Salle	43,200	42,300 98
	Ogle	17,700	17,400 98
	Putnam	2,400	2,300 96
<b>Station Totals</b>		<b>458,900</b>	<b>452,600 99</b>
<b>Net Weekly Circulation (1988)</b>			<b>308,000</b>
<b>Average Daily Circulation (1988)</b>			<b>167,100</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.

**Sales:** 4110 Broadway, Mt. Vernon, IL 62864.

**Telephones:** 618-822-6900; 618-242-8813.

**Fax:** 618-242-8643.

**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 Consulting Engineers.

**Personnel:**

- HAROLD J. PONTIOUS, general manager.
- MICHAEL GOSS, station manager.
- KAREN SHUTE, national sales manager.
- STEVE EPSTEIN, chief engineer.
- PAMELA MUNDY, news director.
- CAROL SINCLAIR, program director.
- PAM FULLER, promotion director.
- KAREN WHITE, business manager.

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

**Highest 30 Sec. Rate:** \$300.

**City of License:** Mount Vernon. **ADI:** St. Louis. **Rank:** 18.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>				
	ILLINOIS			
	Clay	6,200	5,900	95
	Clinton	12,000	11,800	98
	Effingham	12,300	11,800	96
	Fayette	8,500	8,200	96
	Hamilton	3,900	3,700	95
	Marion	17,900	17,500	98
	Richland	7,200	7,000	97
	Washington	6,000	5,800	97
	Wayne	7,700	7,300	95



WCEE BMPCT—840305KH Granted 4/26/84

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Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>Between 25-49%</b>				
<b>ILLINOIS</b>				
	Bond	6,200	6,000	97
	Edwards	3,700	3,500	95
	Franklin	18,000	17,500	97
	Jasper	4,400	4,200	97
	Jefferson	16,000	15,500	97
	White	7,500	7,100	95
<b>Between 5-24%</b>				
<b>ILLINOIS</b>				
	Crawford	8,400	8,200	98
	Cumberland	4,500	4,400	98
	Gallatin	3,000	2,900	97
	Jackson	24,100	23,400	97
	Montgomery	12,400	12,100	98
	Perry	9,100	8,800	97
	Randolph	12,800	12,500	98
	Saline	12,200	11,800	97
	Shelby	9,300	9,000	97
	Williamson	25,100	24,400	97
<b>Station Totals</b>		<b>258,400</b>	<b>250,300</b>	<b>97</b>
<b>Net Weekly Circulation (1988)</b>				<b>92,500</b>
<b>Average Daily Circulation (1988)</b>				<b>36,300</b>

# Illinois—Peoria

## WEEK-TV

Ch. 25

Network Service: NBC.

Licensee: Granite 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"  
Longitude 89° 32' 51.20"

Transmitter: 2907 Springfield Rd.

Satellite Earth Stations: 3 in operation; Harris, Microdyne receivers.

News Services: AP, NBC, CNN, NIWS.

Ownership: Granite Broadcasting Corp. W. Don Cornwell, pres., 55%; Stuart J. Beck, secy., 45%.

Began Operation: February 1, 1953. Sale to Price Communications approved Aug. 26, 1988 (Television Digest, Vol. 28:22, 26). Sale to Price Communications by LDX Broadcast Inc. approved by FCC Nov. 15, 1984 (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). Sale to current owners approved Aug. 26, 1988 (Vol. 28:22, 26).

Represented (sales): Katz Television.

Represented (legal): Cohn & Marks.

Represented (engineering): Lohnes & Culver.

### Personnel:

PATRICK J. DEVLIN, vice president & general manager.  
DENNIS UPAH, station manager & program director.  
GWEN DAILY, local sales manager.  
CHRISTOPHER DIERKER, national sales manager.  
PHIL SUPPLE, news director.  
KEN TOFANELLI, chief engineer.  
AMY J. PAGE, promotion director.  
DONALD STEWART, business manager.

Highest 30 Sec. Rate: \$1000.

NETWORK BASE HOURLY RATE: \$1000.

City of License: Peoria. AOI: Peoria-Bloomington. Rank: 110.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households Households %
<b>ILLINOIS</b>			
<b>50% &amp; Over</b>	Fulton	16,000	15,600 98
	Logan	11,000	10,800 98
	Mc Lean	46,200	45,100 98
	Marshall	5,300	5,200 98
	Mason	7,200	7,100 99



WEEK-TV BPC-5060 Granted 12/15/77

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Net Weekly Circulation	State County	Total Households	TV Households Households %
<b>50% &amp; Over</b>	Peoria	75,600	74,300 98
	Putnam	2,400	2,300 96
	Stark	2,800	2,800 100
	Tazewell	49,200	48,400 98
	Woodford	12,200	11,900 98
<b>ILLINOIS</b>			
<b>Between 25-49%</b>	Bureau	14,800	14,500 98
	Knox	23,100	22,800 99
	La Salle	43,200	42,300 98
	Livingston	15,000	14,600 97
	Mc Donough	12,800	12,600 98
<b>ILLINOIS</b>			
<b>Between 5-24%</b>	Cass	5,500	5,400 98
	De Witt	7,400	7,300 99
	Henry	20,800	20,500 99
	Menard	4,800	4,700 98
	Schuyler	3,200	3,100 97
	Warren	8,100	8,000 99
<b>Station Totals</b>		<b>386,600</b>	<b>379,300 98</b>
<b>Net Weekly Circulation (1988)</b>			<b>248,500</b>
<b>Average Daily Circulation (1988)</b>			<b>151,800</b>

# Illinois—Peoria

**WHOI**

Ch. 19

**Network Service:** ABC.

**Licensee:** Adams TV of Peoria 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. BPC-860613KF.

**Transmitter:** 500 N. Stewart St., Creve Coeur.

**Satellite Earth Stations:** 3 in operation; Andrew, 7.2-meter; Andrew, 4.6-meter; Andrew, M/A-Com receivers.

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

**Ownership:** Adams Communications Corp., 100%. See Group Ownership of Television Stations.

**Began Operation:** October 20, 1953. Sale to Peoria Journal Star by Hugh R. Norman group approved by FCC April 28, 1954 (*Television Digest*, Vol. 10:13, 15, 18) Sale to Metropolitan Bcstg. (Metromedia Inc.) by Peoria Journal Star approved Dec. 29, 1959 (Vol. 15:43, 16:1). Sale to Mid America by Metromedia approved July 21, 1965 (Vol. 5:14). Sale to Forward Communications by Mid America Media Inc. approved March 24, 1971. (Vol. 10:13, 11:13). Sale to Wesray Corp. approved by FCC Aug. 16, 1984. FCC approved sale to Adams Communications Dec. 23, 1987.

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

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

**Personnel:**

JOHN HYSLER, president & general manager  
GLORIA TOWLES, vice president, finance, business manager.  
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.  
BEVERLY AVERY, program director.

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

**Highest 30 Sec. Rate:** \$750.

**NETWORK BASE HOURLY RATE:** \$800.

**City of License:** Peoria. **AOI:** Peoria-Bloomington. **Rank:** 110.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



WHOI BPC-860613KF Granted 7/29/86

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ILLINOIS</b>			
	Cass	5,500	5,400	98
	Fulton	16,000	15,600	98
	Knox	23,100	22,800	99
	Livingston	15,000	14,600	97
	Logan	11,000	10,800	98
	Mc Lean	46,200	45,100	98
	Marshall	5,300	5,200	98
	Mason	7,200	7,100	99
<b>Between 25-49%</b>	Peoria	75,600	74,300	98
	Putnam	2,400	2,300	96
	Stark	2,800	2,800	100
	Tazewell	49,200	48,400	98
	Woodford	12,200	11,900	98
<b>Between 5-24%</b>	<b>ILLINOIS</b>			
	La Salle	43,200	42,300	98
	Mc Donough	12,800	12,600	98
	Menard	4,800	4,700	98
	Schuyler	3,200	3,100	97
<b>Station Totals</b>		<b>388,800</b>	<b>381,400</b>	<b>98</b>
	<b>Net Weekly Circulation (1988)</b>			<b>244,700</b>
	<b>Average Daily Circulation (1988)</b>			<b>144,100</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.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** 5-meter C-band; 5-meter 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, 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):** Petry Television Inc.

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

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

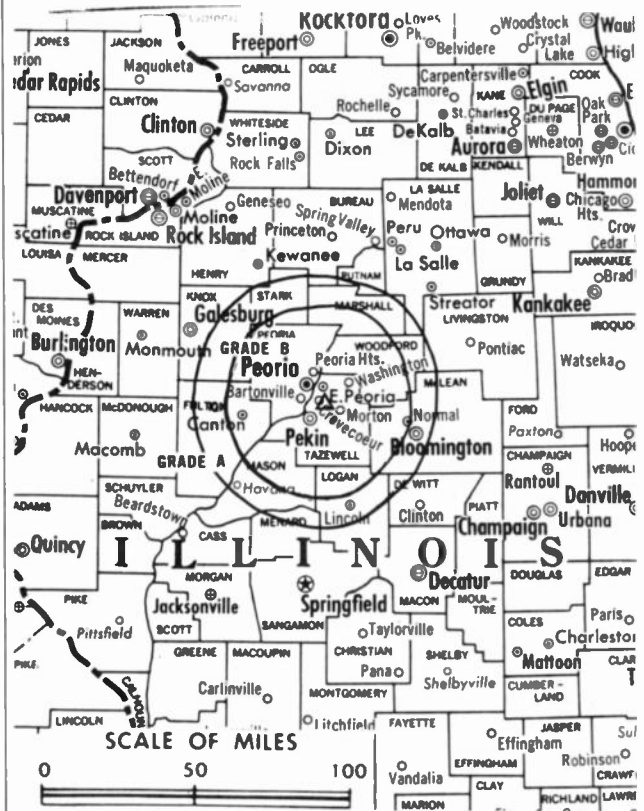
**Personnel:**

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.  
DUANE WALLACE, news director.  
JOHN BIRKS, promotion director.  
M. JOYCE CARLISLE-BLAHNIK, business manager.

**Rates:** Not available.

**City of License:** Peoria. **ADI:** Peoria-Bloomington. **Rank:** 110.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



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>	<b>ILLINOIS</b>			
	Fulton	16,000	15,600	98
	Livingston	15,000	14,600	97
	Logan	11,000	10,800	98
	Mc Lean	46,200	45,100	98
	Marshall	5,300	5,200	98
	Mason	7,200	7,100	99
	Peoria	75,600	74,300	98
	Putnam	2,400	2,300	96
<b>Between 25-49%</b>	Stark	2,800	2,800	100
	Tazewell	49,200	48,400	98
	Woodford	12,200	11,900	98
	<b>ILLINOIS</b>			
	Cass	5,500	5,400	98
<b>Between 5-24%</b>	Knox	23,100	22,800	99
	La Salle	43,200	42,300	98
	Mc Donough	12,800	12,600	98
	Menard	4,800	4,700	98
<b>Between 5-24%</b>	<b>ILLINOIS</b>			
	Bureau	14,800	14,500	98
	Henry	20,800	20,500	99
	Morgan	14,500	14,100	97
	Schuyler	3,200	3,100	97
Warren	8,100	8,000	99	
<b>Station Totals</b>		<b>393,700</b>	<b>386,100</b>	<b>98</b>
<b>Net Weekly Circulation (1988)</b>			<b>229,500</b>	
<b>Average Daily Circulation (1988)</b>			<b>120,300</b>	

# Illinois—Quincy-Hannibal, Missouri

## WGEM-TV

Ch. 10

Network Service: NBC.

Licensee: Quincy Broadcasting Co., 513 Hampshire St., Box 80, Quincy, IL 62306.

Studio: 513 Hampshire St., Quincy, IL 62306.

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; RCA Americom Ku-band; Comtech, Gardiner, Harris, Cyclesat 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:

RALPH M. OAKLEY, vice president & general manager.  
J. BEN STEWART, vice president, sales.  
JIM MARTENS, chief engineer.  
BRENDA WISKIRCHEN, business manager.  
LES SACHS, news director.  
JIM LAWRENCE, promotion director.

Highest One Hour Rate: \$3000.

Highest 30 Sec. Rate: \$1200.

NETWORK BASE HOURLY RATE: \$1100.

City of License: Quincy. ADI: Quincy, IL-Hannibal, MO. Rank: 154.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households 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	27,300	26,900 99
	Brown	2,200	2,100 95
	Cass	5,500	5,400 98
	Hancock	9,400	9,200 98



WGEM-TV BMPCT-1254 Granted 7/24/53

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Net Weekly Circulation	State County	Total Households	TV Households Households %
<b>50% &amp; Over</b>	Mc Donough	12,800	12,600 98
	Pike	7,500	7,300 97
	Schuyler	3,200	3,100 97
	Scott	2,300	2,300 100
	<b>MISSOURI</b>		
	Adair	9,300	9,200 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	5,900	5,800 98
	Ralls	3,500	3,500 100
	Schuyler	2,000	1,900 95
	Scotland	2,100	2,100 100
	Shelby	3,000	3,000 98
<b>Between 25-49%</b>	<b>IOWA</b>		
	Jefferson	6,400	6,300 98
<b>ILLINOIS</b>	Morgan	14,500	14,100 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	3,400	3,400 100
	Des Moines	18,200	18,000 99
	Henry	7,100	7,000 99
	<b>MISSOURI</b>		
Putnam	2,200	2,200 100	
Randolph	9,800	9,600 98	
<b>Station Totals</b>		<b>219,500</b>	<b>216,100 98</b>
<b>Net Weekly Circulation (1988)</b>			<b>136,100</b>
<b>Average Daily Circulation (1988)</b>			<b>87,700</b>



# Illinois—Quincy

**WTJR**

**Ch. 16**

**Network Service:** Trinity Bcstg. Network.

**Licensee:** Believer's Bcstg. Corp., Box 3112, Quincy, IL 62305.

**Studio:** Old Cannon Ball Rd., 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.

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

**Ownership:** Believer's Bcstg. Corp, non-stock corp. Carl Geisendorfer, pres.; Mary Geisendorfer, v.p.; Harley Smith, secy.

**Began Operation:** January 1, 1986.

**Represented (legal):** Thomas L. Root, P.C.

**Represented (engineering):** John R. Powley.

**Personnel:**

CARL GEISENDORFER, president & general manager.  
 SUSAN FOSTER, local & national sales manager.  
 JOSEPH CAPRONI, chief engineer.  
 HENRY GEISENDORFER, news & program director.

**Rates:** Not available.

**City of License:** Quincy. **ADI:** Quincy, IL-Hannibal, MO. **Rank:** 154.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



WTJR BNPCT-840724KF Granted 11/2/84

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>ILLINOIS</b>				
Between 5-24%	Brown	2,200	2,100	95
<b>Station Totals</b>		<b>2,200</b>	<b>2,100</b>	<b>95</b>
<b>Net Weekly Circulation (1988)</b>				<b>1,200</b>
<b>Average Daily Circulation (1988)</b>				<b>400</b>

# Illinois—Rockford

## WQRF-TV

Ch. 39

**Network Service:** None, independent.

**Licensee:** Family Group Ltd. IV, 5401 W. Kennedy Blvd., Tampa, FL 33609.

**Studio:** 401 S. Main St., Rockford, IL 61101.

**Telephone:** 815-967-3950. TWX: 910-631-3390.

**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, 600-ft. above ground, 1097-ft. above sea level.

Latitude 42° 17' 26"  
Longitude 89° 09' 51"

**Transmitter:** 6528 Auburn Rd., Rockford.

**Satellite Earth Stations:** RF Systems, 10-meter C-band; Fort Worth Tower, 5-meter C-band; RCA, 3.7-meter Ku-band; DH Satellite, 3-meter C-band; M/A-Com, Microdyne, Standard Communications, Chapparral receivers.

**Ownership:** Henry A. Ash, pres., 8.33%; John A. Grant, secy.-treas., 8.33%; Glenn Hooper, 8.33%; Huey Johnson, 8.33%; Jack Sahlman, 8.33%; T. Terrell Sessums, 8.33%; James P. Gillis, 8.33%; Frank Morsani, 8.33%; Ralph E. Rydell, 8.33%; Vincent Tedone, 8.33%; Carey A. Williams, 8.33%. 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, P.C.

### Personnel:

ROBB GRAY JR., vice president & general manager.  
DEAN TURMAN, chief engineer.  
PAT BAUERLEIN, program manager.  
KEMP NICHOL, general & national sales manager.  
JIM PRESTWOOD, local sales manager.  
JAN BACINO, promotion director.  
IRENE MEYERS, traffic manager.  
BRIAN ERICKSON, production manager.

**Rates:** On request.

**City of License:** Rockford. ADI: Rockford. Rank: 114.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>ILLINOIS</b>			
	Boone	10,800	10,600	98
	Lee	12,900	12,700	98
	Ogle	17,700	17,400	98



WQRF-TV BPCT-820827KE. Granted 9/24/82

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Winnebago	94,800	93,500	99
	<b>ILLINOIS</b>			
Between 25-49%	Dekalb	25,300	24,900	98
	Stephenson	19,400	19,000	98
	<b>WISCONSIN</b>			
	Green	12,300	12,100	98
Between 5-24%	Rock	51,900	51,300	99
	<b>ILLINOIS</b>			
	Carroll	6,900	6,800	99
	Jo Daviess	9,100	8,800	97
	Kendall	14,300	14,200	99
	Mchenry	59,000	58,600	99
	<b>WISCONSIN</b>			
Lafayette	6,200	6,100	98	
Walworth	27,200	26,800	99	
<b>Station Totals</b>		<b>367,800</b>	<b>362,800</b>	<b>99</b>
<b>Net Weekly Circulation (1988)</b>			<b>130,100</b>	
<b>Average Daily Circulation (1988)</b>			<b>48,600</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 Roads.

**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 present owners by Gilmore Bcstg. approved by FCC July 9, 1987 (Vol. 27:26). 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.

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

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

**Personnel:**

RAY CHUMLEY, general manager.  
JEANNE FOSTER, program director.  
GENE HINES, promotion director.  
DICK HARBISON, director of sales.  
GERRY MEINDERS, chief engineer.

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

**NETWORK BASE HOURLY RATE:** \$750.

**City of License:** Rockford. **AOI:** Rockford. **Rank:** 114.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



WREX-TV BPC-3263 Granted 1/3/64

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ILLINOIS</b>			
	Beaune	12,900	12,900	98
	Ogle	17,700	17,400	98
	Stephenson	19,400	19,000	98
	Winnebago	94,800	93,500	99
<b>Between 25-49%</b>	<b>WISCONSIN</b>			
	Rock	51,900	51,300	99
	<b>ILLINOIS</b>			
<b>Between 5-24%</b>	Carroll	6,900	6,800	99
	Dekalb	25,300	24,900	98
	Jo Daviess	9,100	8,800	97
	<b>WISCONSIN</b>			
	Green	12,300	12,100	98
<b>Station Totals</b>	<b>ILLINOIS</b>			
	Kendall	14,300	14,200	99
	Mchenry	59,000	58,600	99
	Whiteside	24,300	23,900	98
	<b>WISCONSIN</b>			
Jefferson	24,300	24,000	99	
Lafayette	6,200	6,100	98	
Walworth	27,200	26,800	99	
<b>Station Totals</b>		<b>416,400</b>	<b>410,700</b>	<b>99</b>
<b>Net Weekly Circulation (1988)</b>			<b>201,700</b>	
<b>Average Daily Circulation (1988)</b>			<b>100,700</b>	

# Illinois—Rockford

**WTVO**

Ch. 17

**Network Service:** NBC.

**Licensee:** Young Broadcasting Inc., 3 E. 54th St., New York, NY 10022.

**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:** Young Broadcasting Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** May 3, 1953. Sale to present owner by Winnebago TV Corp. approved July 27, 1988.

**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.  
JOHN BAUMGARTNER, news director.  
AL PETZKE, chief engineer.

**Highest One Hour Rate:** \$700.

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

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

**City of License:** Rockford. **AOI:** Rockford. **Rank:** 114.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 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	10,800	10,600	98
	Lee	12,900	12,700	98
	Ogle	17,700	17,400	98
	Stephenson	19,400	19,000	98
	Winnebago	94,800	93,500	99



WTVO BPCT-820604KH Granted 6/30/82

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>ILLINOIS</b>			
	Dekalb	25,300	24,900	98
	<b>WISCONSIN</b>			
	Green	12,300	12,100	98
	Rock	51,900	51,300	99
<b>Between 5-24%</b>	<b>ILLINOIS</b>			
	Carroll	6,900	6,800	99
	Jo Daviess	9,100	8,800	97
	Kendall	14,300	14,200	99
	Mchenry	59,000	58,600	99
	Whiteside	24,300	23,900	98
	<b>WISCONSIN</b>			
	Lafayette	6,200	6,100	98
	Walworth	27,200	26,800	99
<b>Station Totals</b>		<b>392,100</b>	<b>386,700</b>	<b>99</b>
<b>Net Weekly Circulation (1988)</b>			<b>198,400</b>	
<b>Average Daily Circulation (1988)</b>			<b>115,200</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:

JIM GRIMES, general manager.  
ARLES HENDERSHOTT, news director.  
KEITH BLAND, sales manager.  
BARB SCHDBINGER, program director.  
RDGER TOPPING, chief engineer.  
SCOTT DURAND, promotion director.

**Highest One Hour Rate:** \$2400.

**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 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	ILLINOIS			
	Boone	10,800	10,600	98
	Lee	12,900	12,700	98
	Dgle	17,700	17,400	98
	Stephenson	19,400	19,000	98



WIFR-TV BPCT—3995 Granted 10/12/64

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Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	WISCONSIN			
	Winnebago	94,800	93,500	99
<b>Between 25-49%</b>	ILLINOIS			
	Dekalb	25,300	24,900	98
	WISCONSIN			
<b>Between 5-24%</b>	ILLINOIS			
	Carroll	6,900	6,800	99
	Jo Daviess	9,100	8,800	97
	Kendall	14,300	14,200	99
	La Salle	43,200	42,300	98
	Mchenry	59,000	58,600	99
	WISCONSIN			
	Lafayette	6,200	6,100	98
	Walworth	27,200	26,800	99
	<b>Station Totals</b>		<b>411,000</b>	<b>405,100</b>
<b>Net Weekly Circulation (1988)</b>			<b>195,300</b>	
<b>Average Daily Circulation (1988)</b>			<b>102,700</b>	

# Illinois—Rock Island

## WHBF-TV

Ch. 4

Network Service: CBS.

Licensee: Coronet Communications Co., 231 18th St., Rock Island, IL 61201.

Studio: 231 18th St., Rock Island, IL 61201.

Telephone: 309-786-5441. Fax: 309-788-4975.

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: Paracclipse, 4.8-meter C-band; Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.6-meter C-band; AFC, 3-meter Ku-band; Winegard, 3-meter C-band; Cyclesat, Pinzone, Scientific-Atlanta, Standard Communications, Winegard receivers.

News Services: AP, CBS, MediaLink.

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): TeleRep Inc.

Represented (legal): Latham & Watkins.

Represented (engineering): A. D. Ring & Associates, P.C.

### Personnel:

PHILIP J. LOMBARDO, vice president & general manager.  
BOB HOFFMAN, station manager.  
JAMES WAREHAM, general sales manager.  
RONALD BORMASTER, national sales manager.  
DAVE McLAUGHLIN, local sales manager.  
AL UZZELL, program manager.  
JIM LE TOURNEAU, news director.  
WES HOOTS, TV chief engineer.  
JEFF LYLE, promotion director.  
JOYCE MERRITT, business manager.

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: 77.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>IOWA</b>			
	Cedar	7,400	7,300	99
	Clinton	21,100	20,900	99
	Des Moines	18,200	18,000	99
	Henry	7,100	7,000	99
	Jackson	8,500	8,400	99
	Louisa	4,600	4,500	98
	Muscatine	15,500	15,400	99
	Scott	63,200	62,700	99
	<b>ILLINOIS</b>			
	Bureau	14,800	14,500	98
	Carroll	6,900	6,800	99



WHBF-TV BMPCT-810415KE Granted 7/10/81

© American Map Corp., 14241

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	Henderson	3,500	3,400	97
	Henry	20,800	20,500	99
	Jo Daviess	9,100	8,800	97
	Knox	23,100	22,800	99
	Mercer	7,400	7,300	99
	Rock Island	63,200	62,600	99
	Warren	8,100	8,000	99
	Whiteside	24,300	23,900	98
<b>Between 25-49%</b>	<b>IOWA</b>			
	Lee	16,600	16,400	99
	<b>ILLINOIS</b>			
Stark	2,800	2,800	100	
<b>Between 5-24%</b>	<b>IOWA</b>			
	Dubuque	31,200	30,800	99
	Jefferson	6,400	6,300	98
	Johnson	33,800	33,200	98
	Jones	7,300	7,200	99
	Keokuk	5,000	4,900	98
	Washington	7,900	7,800	99
	<b>ILLINOIS</b>			
	Hancock	9,400	9,200	98
	La Salle	43,200	42,300	98
	Lee	12,900	12,700	98
	Mc Donough	12,800	12,600	98
	Ogle	17,700	17,400	98
	Putnam	2,400	2,300	96
<b>WISCONSIN</b>				
Grant	17,900	17,300	97	
Lafayette	6,200	6,100	98	
<b>Station Totals</b>		<b>560,300</b>	<b>552,100</b>	<b>99</b>
<b>Net Weekly Circulation (1988)</b>			<b>308,100</b>	
<b>Average Daily Circulation (1988)</b>			<b>162,800</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:** See WCIA, Champaign.

**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.

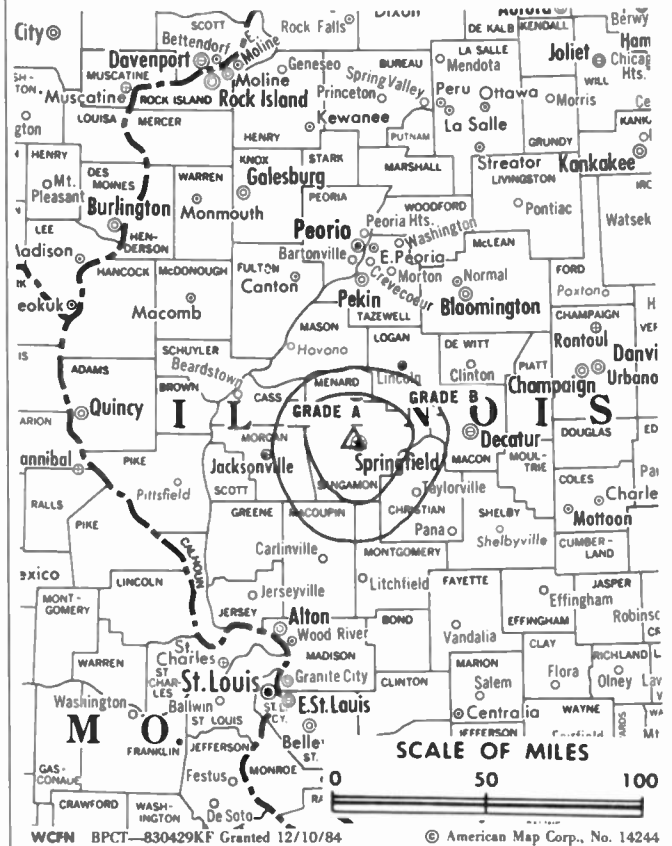
**Represented (sales):** Petry Television Inc.

**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.  
 DAVE SHAUL, news director.  
 DALE FLEMING, chief engineer.



**Rates:** Not available.

**Arbitron Data:** Included with WCIA, Champaign, IL

**City of License:** Springfield. **ADI:** Springfield-Decatur-Champaign. **Rank:** 74.

# Illinois—Springfield

**WRSP-TV**

**Ch. 55**

(Operates satellite WCCU, Urbana, IL)

**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. TWX: 910-242-0516.

**Fax:** 217-523-4410.

**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.  
MICHAEL BURNS, 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: 74.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	ILLINOIS			
	De Witt	7,400	7,300	99
	Menard	4,800	4,700	98



WRSP-TV BMPCT—821206KE Granted 10/7/83 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	Households %
Between 25-49%	ILLINOIS			
	Brown	2,200	2,100	95
	Cass	5,500	5,400	98
	Christian	14,300	14,000	98
	Douglas	7,600	7,500	98
	Logan	11,000	10,800	98
	Macon	49,900	49,000	98
	Mason	7,200	7,100	99
	Montgomery	12,400	12,100	98
	Morgan	14,500	14,100	97
	Moultrie	5,500	5,300	96
	Piatt	6,500	6,400	98
	Sangamon	74,900	73,200	98
Shelby	9,300	9,000	97	
Between 5-24%	ILLINOIS			
	Champaign	61,800	60,500	98
	Coles	19,700	19,300	98
	Cumberland	4,500	4,400	98
	Effingham	12,300	11,800	96
	Fayette	8,500	8,200	96
	Ford	5,800	5,700	98
	Fulton	16,000	15,600	98
	Greene	6,200	6,100	98
	Mc Donough	12,800	12,600	98
Mc Lean	46,200	45,100	98	
Macoupin	19,900	19,500	98	
Schuyler	3,200	3,100	97	
Scott	2,300	2,300	100	
<b>Station Totals</b>		<b>452,200</b>	<b>442,200</b>	<b>98</b>
<b>Net Weekly Circulation (1988)</b>			<b>132,800</b>	
<b>Average Daily Circulation (1988)</b>			<b>48,400</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:** 74.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



WICS BPCT-4487 Granted 7/12/72

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Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>ILLINOIS</b>			
	Cass	5,500	5,400	98
	Christian	14,300	14,000	98
	De Witt	7,400	7,300	99
	Effingham	12,300	11,800	96
	Logan	11,000	10,800	98
	Macon	49,900	49,000	98
	Menard	4,800	4,700	98
	Montgomery	12,400	12,100	98
	Morgan	14,500	14,100	97
Moultrie	5,500	5,300	96	
Sangamon	74,900	73,200	98	
Shelby	9,300	9,000	97	
<b>Between 25-49%</b>	<b>ILLINOIS</b>			
	Fayette	8,500	8,200	96
	Macoupin	19,900	19,500	98
	Mason	7,200	7,100	99
	Piatt	6,500	6,400	98
Schuyler	3,200	3,100	97	
<b>Between 5-24%</b>	<b>ILLINOIS</b>			
	Brown	2,200	2,100	95
	Douglas	7,600	7,500	98
	Fulton	16,000	15,600	98
	Mc Lean	46,200	45,100	98
	Pike	7,500	7,300	97
Scott	2,300	2,300	100	
<b>Station Totals</b>		<b>348,900</b>	<b>340,900</b>	<b>98</b>
<b>Net Weekly Circulation (1988)</b>				<b>213,200</b>
<b>Average Daily Circulation (1988)</b>				<b>135,900</b>

# Illinois—Urbana

**WCCU**

**Ch. 27**

(Satellite of WRSP-TV, Springfield, IL)

**Network Service:** Fox.

**Licensee:** Urbana-Champaign Television Inc., 712 Killamey, Urbana, IL 61801.

**Studio:** See WRSP-TV, Springfield, IL.

**Telephone:** 217-367-8827.

**Fax:** 217-367-8839.

**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:** RR 1, Penfield.

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

**Began Operation:** April 25, 1987. Sale to present owner by Gerald Fitzgerald approved by FCC Feb. 25, 1988.

**Represented (legal):** Southmayd, Powell & Taylor.

**Personnel:**

TOM MOCHEL, general manager.  
MICHAEL BURNS, sales manager.  
FRED KOVELL, chief engineer.  
BYRON KINE, operations manager.

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

**City of License:** Urbana. ADI: Springfield-Decatur-Champaign. Rank: 74.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households Households	%		
Between 25-49%	ILLINOIS Vermilion	36,200	35,500	98		
	INDIANA Warren				2,900	97
	ILLINOIS Champaign				61,800	60,500



Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	COLES	19,700	19,300	98
	DOUGLAS	7,600	7,500	98
	EDGAR	8,400	8,200	98
	FORD	5,800	5,700	98
	IROQUOIS	12,500	12,200	98
	PIATT	6,500	6,400	98
INDIANA	Fountain	6,700	6,600	99
	Vermilion	7,300	7,200	99
<b>Station Totals</b>		<b>175,500</b>	<b>172,000</b>	<b>98</b>
<b>Net Weekly Circulation (1988)</b>			<b>32,400</b>	
<b>Average Daily Circulation (1988)</b>			<b>12,300</b>	

**WGN-TV, Chicago**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>50% &amp; Over</b>	<b>NEBRASKA</b>			
	Sheridan	2,900	2,900	98
	<b>NEVADA</b>			
	Humboldt	4,400	4,300	97
	Nye North	2,900	2,700	93
	<b>SOUTH DAKOTA</b>			
	Bennett	1,000	1,000	100
	Potter	1,300	1,300	100
	Stanley	900	900	100
	<b>TEXAS</b>			
	Crockett	1,600	1,600	100
	Gaines	4,900	4,900	100
	Hansford	2,500	2,500	100
	Hemphill	2,300	2,300	100
	Hutchinson	10,700	10,600	99
	Upton	1,800	1,800	100
	Val Verde	12,800	12,400	97
	<b>VIRGINIA</b>			
	Bath	2,000	2,000	100
<b>WISCONSIN</b>				
Kenosha	44,100	43,600	99	
<b>Between 25-49%</b>	<b>ALABAMA</b>			
	Autauga	12,400	12,200	98
	Covington	14,700	14,500	99
	Madison	83,200	82,400	99
	Monroe	7,800	7,600	97
	Montgomery	79,400	78,700	99
	<b>ARKANSAS</b>			
	Ashley	9,400	9,200	98
	Baxter	13,800	13,500	98
	Boone	11,500	11,300	98
	Bradley	5,200	5,100	98
	Chicot	5,700	5,500	96
	Crawford	15,000	14,700	98
	Dallas	4,000	3,900	98
	Desha	6,600	6,400	97
	Independence	12,000	11,800	98
	Izard	4,700	4,500	96
	Jackson	7,800	7,600	98
	Lee	5,200	5,000	96
	Little River	5,100	5,000	98
	Pulaski	134,800	133,400	99
	Randolph	6,400	6,200	97
	Saline	19,700	19,500	99
	Sebastian	39,600	39,200	99
	Sharp	6,600	6,300	96
	<b>ARIZONA</b>			
	Apache North	11,300	10,100	89
	Apache South	4,100	3,600	89
	Gila	14,700	14,100	96
	Graham	7,700	7,300	95
	Navajo	22,500	20,500	91
	Yavapai	39,000	37,100	95
	<b>CALIFORNIA</b>			
	Siskiyou	17,500	16,300	93
	<b>COLORADO</b>			
	Jackson	700	700	100
	Kit Carson	2,900	2,700	93
	Lincoln	1,800	1,700	94
	Moffat	5,800	5,500	94
	San Juan	400	400	100
	Weld	51,700	50,800	98
	<b>FLORIDA</b>			
	Brevard	147,300	146,000	99
	Charlotte	38,800	38,300	99
	Duval	249,000	247,100	99
	Escambia	101,500	100,800	99
	Monroe	32,400	31,700	98
	Okaloosa	52,000	51,600	99

**WGN-TV—(Continued)**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>Between 25-49%</b>	Sarasota	118,000	117,000	99
	<b>GEORGIA</b>			
	Chattahoochee	3,100	3,100	100
	Clarke	29,500	29,100	99
	Dougherty	35,100	34,600	99
	Echols	800	800	100
	Lanier	2,100	2,100	100
	Lowndes	25,800	25,300	98
	Muscogee	63,600	63,000	99
	Wayne	7,300	7,200	99
	<b>IOWA</b>			
	Allamakee	5,500	5,400	98
	Appanoose	6,200	6,100	98
	Black Hawk	48,400	48,100	99
	Buena Vista	8,100	8,000	99
	Carroll	8,400	8,300	99
	Cass	7,000	6,900	99
	Cedar	7,400	7,300	99
	Cerro Gordo	19,800	19,600	99
	Clarke	3,500	3,500	100
	Clay	8,000	7,900	99
	Clayton	8,300	8,200	99
	Clinton	21,100	20,900	99
	Des Moines	18,200	18,000	99
	Dubuque	31,200	30,800	99
	Emmet	5,100	5,000	98
	Floyd	7,300	7,200	99
	Grundy	5,500	5,500	100
	Henry	7,100	7,000	99
	Humboldt	5,100	5,000	98
	Johnson	33,800	33,200	98
	Kossuth	8,100	8,000	99
	Lee	16,600	16,400	99
	Linn	67,100	66,600	99
	Louisa	4,600	4,500	98
	Mahaska	9,200	9,100	99
	Marshall	16,100	16,000	99
	Muscatine	15,500	15,400	99
	O'Brien	6,400	6,300	99
	Palo Alto	4,700	4,600	98
	Polk	129,100	128,000	99
	Pottawattamie	33,300	33,000	99
	Scott	63,200	62,700	99
Union	5,500	5,400	98	
Wapello	15,800	15,600	99	
Washington	7,900	7,800	99	
Webster	17,000	16,800	99	
Woodbury	38,300	38,000	99	
<b>IDAHO</b>				
Adams	1,300	1,200	96	
Elmore	6,900	6,800	99	
<b>ILLINOIS</b>				
Adams	27,300	26,900	99	
Alexander	4,900	4,700	96	
Boone	10,800	10,600	98	
Bureau	14,800	14,500	98	
Carroll	6,900	6,800	99	
Cass	5,500	5,400	98	
Champaign	61,800	60,500	98	
Christian	14,300	14,000	98	
Clay	6,200	5,900	95	
Crawford	8,400	8,200	98	
De Witt	7,400	7,300	99	
Douglas	7,600	7,500	98	
Edgar	8,400	8,200	98	
Effingham	12,300	11,800	96	
Fayette	8,500	8,200	96	
Ford	5,800	5,700	98	
Fulton	16,000	15,600	98	

# Illinois

## WGN-TV—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households %	%
Between 25-49%	<b>ILLINOIS</b>			
	Henderson	3,500	3,400	97
	Henry	20,800	20,500	99
	Jo Daviess	9,100	8,800	97
	Knox	23,100	22,800	99
	Lawrence	6,800	6,600	97
	Lee	12,900	12,700	98
	Logan	11,000	10,800	98
	Mc Donough	12,800	12,600	98
	Mc Lean	46,200	45,100	98
	Macon	49,900	49,000	98
	Macoupin	19,900	19,500	98
	Marshall	5,300	5,200	98
	Mercer	7,400	7,300	99
	Montgomery	12,400	12,100	98
	Morgan	14,500	14,100	97
	Ogle	17,700	17,400	98
	Peoria	75,600	74,300	98
	Pulaski	3,500	3,300	94
	Putnam	2,400	2,300	96
	Richland	7,200	7,000	97
	Rock Island	63,200	62,600	99
	Sangamon	74,900	73,200	98
	Shelby	9,300	9,000	97
	Stephenson	19,400	19,000	98
	Tazewell	49,200	48,400	98
	Union	7,700	7,500	97
	Vermilion	36,200	35,500	98
	Wabash	5,500	5,300	96
	Warren	8,100	8,000	99
	White	7,500	7,100	95
	Whiteside	24,300	23,900	98
	Winnebago	94,800	93,500	99
	Woodford	12,200	11,900	98
	<b>INDIANA</b>			
Allen	107,800	106,200	98	
Bartholomew	24,400	24,000	98	
Benton	3,600	3,500	97	
Blackford	5,700	5,600	98	
Cass	14,800	14,500	98	
Clay	9,400	9,300	98	
Daviess	10,500	10,200	97	
De Kalb	11,800	11,700	99	
Delaware	44,200	43,600	99	
Eikhart	53,400	52,200	98	
Fountain	6,700	6,600	99	
Grant	27,600	27,100	98	
Howard	32,300	31,800	98	
Jackson	13,700	13,500	99	
Knox	16,000	15,700	98	
Madison	48,500	47,900	99	
Marion	299,900	295,700	99	
Marshall	15,300	15,000	98	
Miami	13,700	13,400	98	
Montgomery	13,300	13,100	98	
St Joseph	88,800	87,600	99	
Tippecanoe	43,100	42,000	97	
Vanderburgh	66,300	64,900	98	
Vermillion	7,300	7,200	99	
Vigo	39,700	39,000	98	
Wabash	12,400	12,100	98	
<b>KANSAS</b>				
Allen	6,400	6,300	98	
Brown	4,800	4,700	98	
Clay	3,900	3,800	97	
Cloud	4,700	4,600	98	
Cowley	14,600	14,400	99	
Dickinson	8,000	7,900	99	
Douglas	25,800	25,400	98	

## WGN-TV—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households %	%
Between 25-49%	<b>ILLINOIS</b>			
	Edwards	1,700	1,700	100
	Elk	1,600	1,600	100
	Geary	10,500	10,400	99
	Grant	2,600	2,600	100
	Haskell	1,400	1,400	100
	Kearny	1,200	1,200	100
	Leavenworth	18,900	18,700	99
	Logan	1,400	1,400	100
	Marshall	5,200	5,100	98
	Mitchell	3,400	3,300	97
	Osborne	2,300	2,200	96
	Ottawa	2,300	2,200	96
	Phillips	2,900	2,800	97
	Pratt	4,300	4,200	98
	Rawlins	1,500	1,500	100
	Riley	20,600	20,200	98
	Saline	20,100	19,900	99
	Scott	2,200	2,200	100
	Sedgwick	151,100	149,800	99
	Seward	6,700	6,600	98
	Sherman	2,900	2,900	100
	Smith	2,300	2,300	100
	Stanton	800	800	100
	Stevens	1,700	1,700	97
	Sumner	9,800	9,700	99
	Trego	1,700	1,700	100
	Wallace	700	700	100
	Wichita	1,000	1,000	100
	<b>KENTUCKY</b>			
	Bourbon	7,000	6,900	99
	Christian	21,000	20,800	99
	Cumberland	2,800	2,800	98
	Fayette	83,200	82,700	99
	Floyd	18,200	18,000	99
Hardin	26,900	26,800	99	
Harlan	14,500	14,300	99	
Hopkins	17,900	17,700	99	
Jefferson	258,000	257,000	100	
Johnson	9,000	8,900	99	
Knott	6,100	5,900	98	
Laurel	15,100	14,900	98	
Letcher	11,000	10,800	98	
Mc Cracken	24,300	24,200	100	
Martin	4,700	4,600	98	
Perry	11,900	11,700	98	
Pike	29,900	29,500	99	
Powell	4,000	3,900	97	
Trigg	3,600	3,600	100	
Warren	29,500	29,300	99	
<b>LOUISIANA</b>				
Assumption	6,900	6,700	98	
Caddo	105,100	103,900	99	
East Baton Rouge	144,600	143,300	99	
Iberville	10,400	10,200	98	
Jackson	6,800	6,700	99	
Madison	5,800	5,600	97	
Natchitoches	14,300	13,800	97	
Ouachita	51,800	51,200	99	
Pointe Coupee	8,500	8,300	98	
Rapides	50,600	50,100	99	
St Charles	14,500	14,300	99	
Tensas	3,000	2,900	97	
Terrebonne	34,300	33,900	99	
Vernon	18,600	18,200	98	
<b>MICHIGAN</b>				
Alger	3,200	3,100	97	
Calhoun	51,600	51,000	99	
Delta	13,900	13,600	98	
Gogebic	7,300	7,100	97	

**WGN-TV—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>Between 25-49%</b>	<b>MICHIGAN</b>			
	Houghton	13,300	12,900	97
	Iron	5,600	5,500	98
	Kalamazoo	80,900	79,800	99
	Manistee	9,400	9,200	98
	Marquette	25,300	25,000	99
	Mason	10,500	10,100	96
	Muskegon	56,400	55,600	99
	Schoolcraft	3,000	2,900	97
	Van Buren	25,400	25,100	99
	Wexford	10,200	10,000	98
	<b>MINNESOTA</b>			
	Big Stone	2,900	2,900	100
	Houston	6,400	6,300	98
	Jackson	4,900	4,800	98
	Koochiching	6,200	6,000	97
	Murray	3,900	3,900	100
	Norman	3,300	3,200	97
	Swift	4,700	4,600	98
	<b>MISSOURI</b>			
	Adair	9,300	9,200	99
	Atchison	3,200	3,200	100
	Dunklin	13,300	13,000	98
	Gentry	3,100	3,000	97
	Monroe	3,500	3,500	100
	Pulaski	11,000	10,800	98
	Scotland	2,100	2,100	100
	Scott	14,700	14,500	99
	<b>MISSISSIPPI</b>			
	Attala	7,100	7,000	99
	Coahoma	12,100	11,800	98
	Forrest	26,000	25,800	99
	Hinds	98,800	98,100	99
	Holmes	7,500	7,400	98
	Humphreys	4,600	4,500	98
	Lafayette	11,600	11,400	99
	Lauderdale	30,100	29,900	99
	Lee	23,900	23,600	99
	Montgomery	4,500	4,400	98
	Sharkey	2,300	2,300	98
	Warren	19,200	19,000	99
	Washington	23,700	23,300	98
	<b>MONTANA</b>			
	Big Horn	3,600	3,400	94
	Carbon	3,800	3,700	97
	Daniels	1,000	1,000	100
	Fallon	1,400	1,300	93
	Hill	6,900	6,700	97
	Lewis + Clark	19,500	18,800	96
	Lincoln	6,700	6,400	96
	Musselshell	2,000	1,900	95
	Pondera	2,500	2,400	96
	Roosevelt	3,800	3,700	97
	Sweet Grass	1,300	1,200	92
	<b>NORTH CAROLINA</b>			
	Carteret	19,700	19,500	99
	Currituck	5,300	5,200	98
	New Hanover	44,600	44,200	99
	Onslow	36,200	36,000	99
	Wilson	23,800	23,500	99
	<b>NORTH DAKOTA</b>			
	Adams	1,300	1,300	100
	Benson	2,500	2,400	96
	Bowman	1,600	1,600	100
	Burke	1,400	1,400	100
	Burleigh	23,400	23,100	99
	Cass	38,400	38,100	99
	Dunn	1,600	1,600	100
	Grand Forks	24,000	23,800	99

**WGN-TV—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>Between 25-49%</b>	<b>Hettinger</b>	1,500	1,500	100
	Mc Intosh	1,900	1,900	97
	Mercer	5,400	5,300	98
	Morton	10,000	9,900	99
	Pembina	3,700	3,600	97
	Ramsey	5,000	4,900	98
	Rolette	3,800	3,700	96
	Stark	9,200	9,100	99
	Stutsman	9,200	9,100	99
	Towner	1,600	1,600	100
	Walsh	5,700	5,600	98
	<b>NEBRASKA</b>			
	Adams	12,200	12,100	99
	Boone	2,600	2,600	100
	Brown	1,700	1,700	97
	Chase	1,900	1,900	100
	Clay	3,000	3,000	100
	Dakota	6,700	6,700	100
	Dawson	8,900	8,800	99
	Gage	9,000	8,900	99
	Garfield	1,000	1,000	100
	Hall	19,200	19,000	99
	Hitchcock	1,500	1,500	100
	Holt	5,200	5,000	96
	Hooker	400	400	100
	Keith	3,800	3,800	100
	Knox	4,000	3,900	98
	Lancaster	81,400	80,600	99
	Madison	12,800	12,600	98
	Phelps	3,600	3,600	100
	Pierce	3,100	3,100	100
	Platte	11,000	10,900	99
	Red Willow	5,100	5,000	98
	Saline	5,000	4,900	98
	Sarpy	31,700	31,600	100
	Thayer	2,800	2,800	100
	Valley	2,300	2,200	96
	York	5,800	5,700	98
	<b>NEW MEXICO</b>			
	Colfax	5,200	4,900	94
	De Baca	1,100	1,100	100
	Grant	9,200	8,700	95
	Hidalgo	2,200	2,100	95
	Lea South	2,500	2,400	98
	Lincoln	6,100	5,800	95
	Luna	6,400	6,200	97
	Mc Kinley	19,700	18,200	93
	Otero	17,200	16,800	98
	Quay	4,300	4,100	95
	San Miguel	8,500	7,900	93
	<b>NEVADA</b>			
	Mineral	2,600	2,500	96
	Pershing	1,500	1,500	100
	<b>OHIO</b>			
	Miami	33,700	33,300	99
	<b>OKLAHOMA</b>			
	Harmon	1,700	1,700	100
	Jackson	11,100	11,000	99
	Latimer	3,700	3,600	97
	Okmulgee	15,300	15,100	99
	Tulsa	209,600	208,000	99
	<b>OREGON</b>			
	Curry	7,000	6,500	93
	Grant	3,200	2,800	88
	Harney	2,900	2,700	93
	Lake	3,000	2,800	93
	Tillamook	8,600	8,000	93
	Wheeler	700	700	100

**WGN-TV—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households %	
Between 25-49%	<b>PENNSYLVANIA</b>			
	Cameron	2,700	2,700	100
	Potter	6,900	6,700	97
	<b>SOUTH DAKOTA</b>			
	Beadle	7,300	7,200	99
	Brown	14,400	14,300	99
	Charles Mix	3,400	3,300	97
	Davison	7,100	6,900	98
	Fall River	3,400	3,300	97
	Gregory	2,100	2,100	100
	Hamlin	1,900	1,900	100
	Hand	1,800	1,800	100
	Hughes	6,100	6,000	98
	Kingsbury	2,600	2,600	100
	Lawrence	7,800	7,700	99
	Mc Cook	2,300	2,300	100
	Miner	1,400	1,400	100
	Minnehaha	49,100	48,800	99
	Perkins	1,800	1,700	94
	Spink	3,300	3,300	100
	Todd	2,000	1,900	95
	Walworth	2,700	2,600	96
	<b>TENNESSEE</b>			
	Anderson	27,300	27,100	99
	Bradley	26,600	26,400	99
	Campbell	13,600	13,400	99
	Carroll	10,800	10,700	99
	Decatur	4,500	4,400	98
	Lake	2,600	2,600	100
	Mcminn	16,100	16,000	99
	Marion	9,300	9,200	99
	Meigs	2,800	2,800	100
	Montgomery	31,200	31,000	99
	Roane	18,700	18,600	99
	Sequatchie	3,300	3,300	100
	Sullivan	57,500	57,200	99
	Warren	13,100	12,900	99
	Weakley	12,400	12,300	99
	<b>TEXAS</b>			
	Andrews	5,300	5,200	98
	Bailey	2,700	2,700	100
	Baylor	1,900	1,900	100
	Bexar	386,800	382,400	99
	Brazos	43,900	43,300	99
	Cameron	72,200	71,200	99
	Coke	1,300	1,300	100
	Cottle	1,100	1,100	100
	Crane	1,700	1,700	100
	Culberson	1,000	1,000	100
	Dawson	5,600	5,500	98
	Deaf Smith	6,800	6,700	99
	Dimmit	3,500	3,300	96
	Edwards	700	700	100
	Fannin	10,100	9,900	98
	Foard	900	900	100
	Frio	4,500	4,400	98
	Gray	10,400	10,300	99
	Hardeman	2,400	2,400	100
	Haskell	2,900	2,900	100
	Hockley	8,500	8,500	99
	Jackson	4,900	4,800	98
	Kinney	900	900	100
	Kleberg	10,900	10,700	99
	Lamar	17,200	16,700	97
	Martin	1,600	1,600	100
	Midland	43,400	43,100	99
	Mitchell	3,300	3,300	100
	Moore	6,100	6,100	100
	Nueces	101,700	100,500	99

**WGN-TV—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households %	
Between 25-49%	<b>UTAH</b>			
	Ochiltree	3,800	3,800	100
	Pecos	4,900	4,800	98
	Potter	42,000	41,700	99
	Presidio	1,800	1,700	94
	Randall	34,800	34,700	100
	Roberts	400	400	100
	San Augustine	3,300	3,200	97
	Schleicher	1,000	1,000	100
	Shackelford	1,600	1,600	100
	Sutton	2,000	1,900	95
	Swisher	3,300	3,300	100
	Terry	5,300	5,200	98
	Uvalde	7,900	7,700	97
	Ward	5,200	5,100	98
	Wichita	45,900	45,600	99
	Winkler	3,500	3,500	100
	Yoakum	3,500	3,500	100
	Zavala	3,200	3,100	97
	<b>VIRGINIA</b>			
	Carbon	8,600	8,400	98
	Emery	3,800	3,700	97
	Grand	3,000	2,800	93
	<b>VIRGINIA</b>			
	Pittsylvania	40,500	40,000	99
	<b>WASHINGTON</b>			
	Adams	5,100	4,900	96
	<b>WISCONSIN</b>			
	Ashland	6,400	6,300	98
	Crawford	6,100	6,000	98
	Dane	135,900	132,900	98
	Eau Claire	31,600	31,000	98
	Forest	3,500	3,400	97
	Green Lake	7,500	7,300	97
	Juneau	8,600	8,300	96
	La Crosse	35,300	34,800	99
	Marinette	15,800	15,600	99
	Racine	63,300	62,800	99
	Rock	51,900	51,300	99
	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	11,800	11,300	96
	Carbon	7,300	7,000	96
	Hot Springs	2,100	2,000	95
	Lincoln	5,300	5,100	95
	Teton	5,000	4,800	96
	Washakie	3,500	3,400	97
	Weston	3,000	2,800	95
Between 5-24%	<b>ALABAMA</b>			
	Baldwin	33,900	33,700	99
	Blount	14,700	14,600	99
	Bullock	3,700	3,600	97
	Butler	7,700	7,600	99
	Chambers	14,500	14,300	99
	Chilton	12,700	12,500	98
	Choctaw	5,800	5,700	98
	Clarke	9,500	9,300	98
	Clay	4,800	4,700	98
	Conecuh	5,500	5,400	98
	De Kalb	21,700	21,500	99
	Elmore	16,600	16,400	99
	Escambia	12,800	12,600	98
	Fayette	7,200	7,100	99
	Franklin	11,300	11,100	99
	Geneva	9,200	9,100	99
	Hale	5,000	4,900	98

**WGN-TV—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households %	%	
<b>Between 5-24%</b>	<b>ALABAMA</b>				
	Henry	5,700	5,600	98	
	Jackson	20,000	19,800	99	
	Jefferson	263,700	262,200	99	
	Lamar	6,200	6,100	98	
	Lawrence	11,100	10,900	98	
	Limestone	17,500	17,300	99	
	Marengo	8,500	8,300	98	
	Marion	12,300	12,200	99	
	Mobile	138,700	137,900	99	
	Morgan	36,600	36,300	99	
	Pike	10,200	10,000	98	
	Randolph	7,400	7,300	99	
	Russell	17,900	17,700	99	
	St Clair	16,800	16,600	99	
	Shelby	29,100	28,900	99	
	Sumter	5,400	5,300	98	
	Talladega	26,700	26,400	99	
	Tallapoosa	14,700	14,500	99	
	Walker	26,400	26,200	99	
	Wilcox	4,600	4,500	98	
	Winston	8,800	8,700	99	
	<b>ARKANSAS</b>				
	Arkansas	8,600	8,500	99	
	Benton	35,300	34,600	98	
	Carroll	7,600	7,500	98	
	Clark	8,100	8,000	98	
	Clay	7,900	7,800	98	
	Cleburne	8,000	7,800	98	
	Columbia	9,700	9,500	98	
	Conway	7,200	7,100	99	
	Craighead	24,000	23,700	99	
Crittenden	16,700	16,300	98		
Cross	6,800	6,700	99		
Drew	6,500	6,300	97		
Faulkner	19,100	18,800	98		
Franklin	6,000	5,900	98		
Garland	32,000	31,500	98		
Grant	5,000	4,900	98		
Greene	12,200	12,000	98		
Hempstead	8,700	8,500	98		
Hot Spring	10,600	10,400	98		
Howard	5,200	5,100	98		
Jefferson	30,600	30,100	98		
Johnson	7,100	6,900	97		
Lawrence	7,200	7,000	97		
Lincoln	3,700	3,600	97		
Logan	7,700	7,500	97		
Lonoke	13,400	13,200	99		
Marion	5,200	5,100	98		
Miller	14,300	14,100	99		
Mississippi	19,500	19,200	98		
Monroe	4,500	4,400	98		
Nevada	3,800	3,700	97		
Ouachita	12,600	12,300	98		
Pike	4,200	4,100	98		
Polk	6,700	6,500	97		
Pope	16,300	16,000	98		
Prairie	3,700	3,600	97		
St Francis	9,900	9,700	98		
Scott	4,000	3,900	98		
Searcy	3,600	3,500	97		
Stone	3,600	3,500	97		
Van Buren	6,300	6,200	98		
Washington	40,600	39,800	98		
White	19,300	19,000	98		
Woodruff	3,800	3,700	97		
Yell	6,800	6,700	99		

**WGN-TV—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households %	%	
<b>Between 5-24%</b>	<b>ARIZONA</b>				
	Cochise	35,900	34,600	96	
	Coconino	29,500	27,400	93	
	Maricopa	760,400	745,500	98	
	Mohave	31,900	30,400	95	
	Pima	256,100	251,000	98	
	Pinal	35,800	34,600	97	
	Santa Cruz	8,100	7,900	97	
	<b>CALIFORNIA</b>				
	El Dorado East	12,600	12,200	96	
	Kern East	28,100	27,100	96	
	Kings	27,600	26,300	95	
	Mendocino	29,600	27,400	93	
	Modoc	3,700	3,400	92	
	Nevada	28,100	26,600	94	
	Orange	777,200	763,400	98	
	Riverside West	251,200	241,800	96	
	San Bernardino	404,200	391,400	97	
	Trinity	5,700	5,300	93	
	<b>COLORADO</b>				
	Adams	105,700	104,900	99	
	Alamosa	4,600	4,400	96	
	Arapahoe	157,600	155,900	99	
	Baca	1,900	1,700	89	
	Bent	2,100	2,000	95	
	Boulder	87,400	85,200	98	
	Chaffee	5,000	4,800	96	
	Cheyenne	1,000	900	90	
	Custer	700	700	100	
	Delta	9,500	9,100	96	
	Denver	232,200	227,600	98	
	Douglas	13,000	12,900	99	
El Paso	138,600	136,600	99		
Garfield	10,400	9,900	95		
Gilpin	1,300	1,300	100		
Grand	3,900	3,700	95		
Huerfano	2,800	2,700	96		
Jefferson	167,700	166,200	99		
Kiowa	700	700	100		
Lake	2,600	2,500	96		
La Plata	12,200	11,600	95		
Larimer	70,900	69,400	98		
Las Animas	5,600	5,300	95		
Mineral	300	300	100		
Montezuma	7,000	6,700	96		
Montrose	9,800	9,400	96		
Morgan	8,700	8,600	99		
Otero	8,100	7,900	98		
Phillips	1,800	1,800	100		
Pitkin	5,200	4,700	91		
Prowers	5,500	5,200	94		
Rio Blanco	2,400	2,300	96		
Rio Grande	3,700	3,500	95		
Routt	6,000	5,600	93		
Sedgwick	1,400	1,400	100		
Teller	4,500	4,400	98		
Washington	2,000	1,900	95		
Yuma	4,000	3,800	95		
<b>FLORIDA</b>					
Bradford	7,700	7,600	99		
Clay	29,800	29,400	99		
Collier	52,800	51,700	98		
Columbia	15,100	14,800	98		
Dade	678,000	672,500	99		
Dixie	3,300	3,200	97		
Franklin	3,100	3,000	97		
Gadsden	13,900	13,600	98		
Glades	2,800	2,700	96		

**WGN-TV—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households	%	
<b>Between 5-24%</b>	<b>FLORIDA</b>				
	Gulf	3,900	3,800	97	
	Hamilton	3,400	3,300	97	
	Hardee	7,200	7,100	99	
	Hendry	7,800	7,600	97	
	Hernando	33,000	32,500	98	
	Highlands	25,600	25,200	98	
	Hillsborough	299,200	296,500	99	
	Holmes	6,200	6,000	97	
	Jefferson	3,900	3,800	97	
	Lake	55,700	55,200	99	
	Lee	120,000	118,600	99	
	Levy	9,700	9,400	97	
	Madison	5,200	5,000	97	
	Manatee	78,700	78,000	99	
	Marion	69,400	68,200	98	
	Nassau	14,700	14,500	99	
	Orange	220,400	218,700	99	
	Osceola	33,200	32,800	99	
	Pasco	106,300	105,100	99	
	Pinellas	380,700	377,700	99	
	Polk	140,800	139,400	99	
	Putnam	23,300	23,000	99	
	St Johns	28,600	28,300	99	
	Santa Rosa	24,700	24,500	99	
	Seminole	90,700	89,900	99	
	Suwannee	9,600	9,400	97	
	Volusia	140,100	138,800	99	
	Wakulla	5,000	4,900	98	
	Walton	10,700	10,500	98	
	Washington	6,400	6,300	98	
	<b>GEORGIA</b>				
	Bacon	3,600	3,500	97	
Banks	3,700	3,600	97		
Bartow	16,400	16,300	99		
Ben Hill	6,400	6,200	98		
Berrien	5,200	5,100	98		
Bleckley	3,700	3,600	97		
Brantley	3,700	3,600	97		
Brooks	5,200	5,100	98		
Bulloch	12,300	12,100	98		
Camden	5,600	5,500	98		
Carroll	22,300	22,100	99		
Catoosa	14,400	14,300	99		
Charlton	2,800	2,700	98		
Chattooga	7,800	7,700	99		
Cherokee	24,000	23,800	99		
Clayton	61,700	61,400	100		
Cobb	149,500	148,800	100		
Coffee	10,100	9,900	98		
Colquitt	13,100	12,900	98		
Cook	4,900	4,800	98		
Coweta	16,200	16,000	99		
Crawford	2,500	2,400	96		
Crisp	7,300	7,100	98		
Dade	4,200	4,200	100		
Dawson	2,300	2,300	100		
Decatur	9,200	9,000	98		
De Kalb	198,600	197,900	100		
Dodge	6,000	5,900	98		
Douglas	23,300	23,100	99		
Early	4,700	4,600	98		
Elbert	7,000	6,900	99		
Emanuel	7,500	7,300	98		
Evans	3,100	3,100	100		
Fannin	6,100	6,000	98		
Fayette	16,100	15,900	99		
Floyd	30,000	29,700	99		
Franklin	6,100	6,000	98		

**WGN-TV—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>Between 5-24%</b>	Fulton	247,400	245,600	99
	Glascocock	800	800	100
	Greene	4,100	4,000	98
	Gwinnett	93,200	92,500	99
	Habersham	9,600	9,500	99
	Hall	31,400	31,100	99
	Hancock	3,000	2,900	97
	Haralson	7,500	7,400	99
	Irwin	3,400	3,300	97
	Jackson	10,000	9,900	99
	Jeff Davis	4,400	4,300	98
	Jefferson	6,700	6,600	98
	Jenkins	2,900	2,900	98
	Johnson	3,200	3,100	98
	Lee	5,000	4,900	98
	Liberty	12,500	12,300	98
	Lincoln	2,200	2,200	100
	Lumpkin	4,100	4,100	100
	Mc Duffie	7,300	7,200	99
	Macon	5,000	4,900	98
	Miller	2,600	2,500	96
	Mitchell	6,900	6,800	99
	Montgomery	2,300	2,200	96
	Murray	8,200	8,100	99
	Newton	13,600	13,400	99
	Oconee	5,600	5,600	100
	Polk	12,100	12,000	99
	Randolph	3,300	3,200	97
	Rockdale	16,200	16,000	99
	Seminole	3,300	3,200	97
	Spalding	18,200	18,000	99
	Stephens	8,300	8,200	99
	Stewart	1,900	1,800	95
	Sumter	10,300	10,100	98
	Talbot	2,100	2,000	95
	Tattnall	6,300	6,200	98
	Telfair	4,000	3,900	98
	Terrell	4,100	4,000	98
	Thomas	13,300	13,100	98
	Tift	11,900	11,700	98
	Treutlen	2,100	2,100	98
	Turner	3,200	3,100	97
	Union	4,200	4,100	98
	Walker	20,200	20,000	99
	Ware	13,300	13,100	98
Washington	6,500	6,300	97	
Wheeler	2,000	1,900	95	
Whitfield	25,200	25,000	99	
<b>IOWA</b>				
Adair	3,800	3,800	100	
Adams	2,200	2,200	100	
Audubon	3,200	3,200	100	
Benton	9,100	9,000	99	
Boone	10,200	10,100	99	
Bremer	9,000	8,900	99	
Buchanan	8,200	8,100	99	
Butler	6,500	6,400	98	
Calhoun	4,900	4,800	98	
Cherokee	6,100	6,000	98	
Chickasaw	5,500	5,400	98	
Crawford	7,000	6,900	99	
Dallas	12,100	12,000	99	
Davis	3,400	3,400	100	
Decatur	3,500	3,400	97	
Delaware	6,800	6,700	99	
Fayette	9,400	9,300	99	
Franklin	5,300	5,300	100	
Fremont	3,800	3,800	100	
Greene	4,700	4,700	100	



**WGN-TV—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households	%	
<b>Between 5-24%</b>	<b>IOWA</b>				
	Guthrie	4,700	4,600	98	
	Hamilton	6,900	6,800	99	
	Hancock	5,600	5,500	98	
	Hardin	8,300	8,200	99	
	Harrison	6,100	6,000	98	
	Howard	4,200	4,100	98	
	Ida	3,500	3,500	100	
	Iowa	6,100	6,000	98	
	Jackson	8,500	8,400	99	
	Jasper	14,200	14,100	99	
	Jefferson	6,400	6,300	98	
	Jones	7,300	7,200	99	
	Keokuk	5,000	4,900	98	
	Lucas	4,300	4,200	98	
	Lyon	4,600	4,500	98	
	Madison	4,600	4,600	100	
	Marion	11,200	11,100	99	
	Mills	4,900	4,900	100	
	Mitchell	4,600	4,500	99	
	Monona	4,500	4,400	98	
	Monroe	3,500	3,500	100	
	Montgomery	5,600	5,500	98	
	Osceola	3,200	3,200	100	
	Page	7,700	7,600	99	
	Plymouth	9,100	9,000	99	
	Pocahontas	4,200	4,100	98	
	Poweshiek	7,200	7,100	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	7,000	6,900	99	
	Taylor	3,300	3,200	97	
	Van Buren	3,300	3,200	97	
	Warren	13,500	13,400	99	
	Wayne	3,400	3,300	97	
	Winnebago	5,300	5,200	98	
	Winneshiek	7,700	7,600	99	
	Worth	3,600	3,600	100	
	Wright	6,400	6,300	98	
	<b>IDAHO</b>				
	Ada	75,500	74,100	98	
	Bingham	11,700	11,600	99	
	Blaine	5,400	5,200	96	
Bonner	10,500	10,200	97		
Butte	1,100	1,100	100		
Canyon	30,200	29,500	98		
Caribou	3,100	3,000	97		
Clearwater	3,600	3,500	97		
Custer	2,200	2,100	95		
Gem	4,300	4,200	98		
Idaho	5,300	5,100	95		
Payette	6,000	5,900	98		
Power	2,600	2,500	96		
Washington	3,100	3,000	97		
<b>ILLINOIS</b>					
Brown	2,200	2,100	95		
Clark	6,700	6,500	97		
Clinton	12,000	11,800	98		
Cumberland	4,500	4,400	98		
Edwards	3,700	3,500	95		
Franklin	18,000	17,500	97		
Hancock	9,400	9,200	98		
Hardin	2,200	2,100	95		
Jackson	24,100	23,400	97		
Jefferson	16,000	15,500	97		
Jersey	7,300	7,100	97		

**WGN-TV—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households	%	
<b>Between 5-24%</b>	Johnson	4,100	4,000	98	
	Madison	93,900	92,600	99	
	Marion	17,900	17,500	98	
	Mason	7,200	7,100	99	
	Massac	6,300	6,100	97	
	Menard	4,800	4,700	98	
	Monroe	7,700	7,500	97	
	Moultrie	5,500	5,300	96	
	Perry	9,100	8,800	97	
	Piatt	6,500	6,400	98	
	Pike	7,500	7,300	97	
	St Clair	95,200	93,400	98	
	Saline	12,200	11,800	97	
	Schuyler	3,200	3,100	97	
	Scott	2,300	2,300	100	
	Stark	2,800	2,800	100	
	Washington	6,000	5,800	97	
	Wayne	7,700	7,300	95	
	Williamson	25,100	24,400	97	
	<b>INDIANA</b>				
	Adams	10,500	10,300	98	
	Boone	14,000	13,800	99	
	Carroll	7,200	7,100	99	
	Clark	33,100	32,600	98	
	Clinton	11,400	11,200	98	
	Dearborn	13,200	13,000	98	
	Decatur	8,300	8,100	98	
	Dubois	12,900	12,500	97	
	Fayette	9,900	9,700	98	
	Floyd	22,700	22,400	99	
	Franklin	6,600	6,400	97	
	Fulton	7,500	7,400	99	
	Gibson	13,100	12,800	98	
	Greene	12,200	11,900	98	
	Hamilton	33,800	33,400	99	
	Hancock	16,200	16,000	99	
	Hendricks	25,300	25,000	99	
Henry	18,500	18,200	98		
Huntington	13,600	13,400	99		
Jay	8,300	8,100	98		
Jefferson	10,600	10,400	98		
Jennings	7,900	7,700	97		
Johnson	29,000	28,700	99		
Kosciusko	23,800	23,300	98		
Lawrence	16,400	16,100	98		
Martin	3,900	3,800	97		
Monroe	36,400	35,300	97		
Morgan	19,200	18,900	98		
Noble	13,700	13,400	98		
Ohio	2,000	2,000	100		
Orange	7,000	6,800	97		
Owen	6,500	6,400	98		
Parke	5,900	5,800	98		
Perry	6,700	6,500	97		
Pike	5,300	5,100	96		
Posey	9,600	9,300	97		
Randolph	10,900	10,700	98		
Ripley	8,600	8,400	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	10,100	9,900	98		
Sullivan	8,200	8,000	98		
Tipton	6,300	6,200	98		
Warren	3,000	2,900	97		
Warrick	16,600	16,200	98		
Washington	8,200	7,900	96		
Wayne	27,100	26,600	98		

# Illinois

## WGN-TV—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	<b>INDIANA</b>			
	Wells	9,200	9,000	98
	Whitley	9,500	9,400	99
	<b>KANSAS</b>			
	Atchison	6,500	6,400	98
	Barber	2,900	2,800	97
	Barton	12,800	12,700	99
	Bourbon	6,600	6,500	98
	Butler	17,600	17,400	99
	Chautauqua	2,300	2,300	100
	Cherokee	9,100	9,000	99
	Cheyenne	1,500	1,500	100
	Clark	1,000	1,000	100
	Coffey	3,900	3,800	97
	Comanche	1,000	1,000	100
	Crawford	15,600	15,400	99
	Doniphan	3,400	3,300	97
	Ellis	10,600	10,500	99
	Gove	1,400	1,400	100
	Graham	1,500	1,500	100
	Gray	1,900	1,900	100
	Greenwood	3,600	3,500	97
	Harper	3,200	3,200	100
	Hodgeman	900	900	100
	Jefferson	5,800	5,700	98
	Jewell	2,000	1,900	95
	Johnson	120,400	119,800	100
	Kiowa	1,500	1,500	100
	Labette	9,800	9,600	98
	Lane	1,000	1,000	100
	Lincoln	1,600	1,600	100
	Lyon	14,500	14,200	98
	Mc Pherson	10,500	10,300	98
	Marion	5,200	5,100	98
	Meade	1,800	1,800	100
	Miami	8,400	8,300	99
	Montgomery	16,600	16,300	98
	Morris	2,600	2,500	96
	Morton	1,200	1,200	100
	Ness	1,800	1,800	100
	Pawnee	3,200	3,200	100
	Pottawatomie	6,000	5,900	98
	Rice	4,800	4,800	99
	Rooks	2,600	2,600	100
Rush	1,700	1,700	100	
Russell	3,600	3,500	97	
Sheridan	1,300	1,300	100	
Thomas	3,300	3,200	97	
Wabauunsee	2,500	2,400	96	
Washington	3,100	3,000	97	
Wilson	4,800	4,700	98	
Wyandotte	64,600	64,000	99	
<b>KENTUCKY</b>				
Adair	5,800	5,700	98	
Allen	5,800	5,700	98	
Anderson	4,900	4,900	100	
Bell	12,000	11,800	98	
Boone	17,600	17,600	100	
Boyd	20,600	20,500	100	
Bullitt	15,400	15,300	99	
Caldwell	5,000	4,900	98	
Calloway	12,300	12,200	99	
Campbell	28,800	28,700	100	
Carlisle	2,100	2,100	100	
Carroll	3,500	3,500	100	
Carter	9,000	8,900	99	
Casey	5,800	5,700	98	
Clay	7,700	7,500	97	
Clinton	3,500	3,400	97	

## WGN-TV—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	Crittenden	3,400	3,400	100
	Edmonson	3,700	3,600	97
	Estill	5,300	5,200	98
	Fleming	4,700	4,600	98
	Fulton	3,200	3,200	100
	Graves	13,200	13,100	99
	Green	4,100	4,000	98
	Hancock	2,900	2,900	100
	Hart	6,200	6,100	98
	Henderson	16,400	16,300	99
	Jessamine	10,200	10,000	99
	Kenton	50,700	50,600	100
	Knox	10,900	10,700	98
	Larue	4,500	4,500	100
	Lawrence	5,400	5,300	99
	Lee	2,900	2,800	97
	Leslie	5,100	4,900	97
	Lewis	5,000	4,900	98
	Lincoln	6,800	6,700	99
	Livingston	3,700	3,700	100
	Logan	9,900	9,800	99
	Lyon	2,500	2,500	100
	Mc Creary	5,700	5,600	98
	Madison	18,500	18,200	98
	Magoffin	4,900	4,800	98
	Marshall	10,400	10,300	99
	Mason	6,400	6,300	98
	Menifee	1,600	1,600	100
	Mercer	7,500	7,400	99
	Metcalfe	3,900	3,800	99
	Montgomery	7,800	7,700	99
	Morgan	4,300	4,200	98
	Nelson	9,900	9,800	99
	Ohio	8,500	8,400	99
	Oldham	10,200	10,100	99
	Pendleton	3,900	3,900	100
	Pulaski	18,500	18,200	98
	Rockcastle	5,300	5,200	98
	Rowan	6,300	6,200	98
	Russell	5,700	5,600	98
	Scott	8,100	8,000	99
	Simpson	5,500	5,500	99
	Taylor	8,700	8,600	99
	Union	5,700	5,700	99
Wayne	6,600	6,400	97	
Webster	5,700	5,600	98	
Woodford	6,600	6,500	98	
<b>LOUISIANA</b>				
Acadia	20,300	20,000	99	
Ascension	20,100	19,700	98	
Avoyelles	15,200	14,900	98	
Beauregard	11,500	11,200	97	
Bienville	6,300	6,200	98	
Caldwell	4,700	4,600	98	
Catahoula	4,600	4,400	97	
Claiborne	6,500	6,300	98	
Concordia	8,200	8,000	98	
De Soto	10,000	9,800	98	
East Carroll	3,700	3,600	97	
East Feliciana	5,900	5,700	97	
Evangeline	12,300	12,000	98	
Franklin	8,400	8,200	98	
Grant	6,600	6,500	98	
Iberia	22,400	22,100	99	
Jefferson	177,800	176,700	99	
Jefferson Davis	11,100	10,900	98	
Lafourche	29,300	29,000	99	
La Salle	6,700	6,600	98	
Lincoln	14,100	13,900	99	

**WGN-TV—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households %		
<b>Between 5-24%</b>	<b>LOUISIANA</b>				
	Livingston	24,700	24,200	98	
	Orleans	218,700	216,400	99	
	Plaquemines	8,200	8,100	99	
	Red River	3,800	3,700	97	
	Richland	7,700	7,500	97	
	Sabine	10,700	10,300	97	
	St Bernard	24,000	23,900	100	
	St James	6,800	6,700	99	
	St John The Baptist	13,400	13,200	99	
	St Mary	21,000	20,700	99	
	St Tammany	52,500	51,900	99	
	Tangipahoa	32,000	31,400	98	
	Union	8,300	8,200	99	
	Washington	16,700	16,400	98	
	Webster	17,100	16,800	98	
	West Baton Rouge	6,700	6,600	99	
	West Carroll	4,700	4,600	98	
	West Feliciana	2,700	2,600	96	
	Winn	6,400	6,200	98	
	<b>MARYLAND</b>				
	Allegany	29,200	29,000	99	
	Charles	27,800	27,500	99	
	Garrett	10,000	9,900	99	
	<b>MAINE</b>				
	Aroostook	29,600	28,900	97	
	Knox	13,700	13,300	97	
	Lincoln	11,000	10,800	98	
	Piscataquis	6,700	6,600	99	
Somerset	16,600	16,300	98		
Washington	13,300	12,900	97		
<b>MICHIGAN</b>					
Allegan	30,700	30,300	99		
Antrim	6,600	6,500	98		
Baraga	3,000	2,900	97		
Barry	17,000	16,800	99		
Benzie	4,500	4,400	98		
Cass	18,100	17,800	98		
Cheboygan	8,100	7,800	96		
Clare	10,300	10,100	98		
Crawford	3,700	3,600	97		
Eaton	34,400	34,000	99		
Genesee	159,000	157,300	99		
Grand Traverse	22,100	21,600	98		
Gratiot	13,800	13,600	98		
Huron	13,400	13,100	98		
Ingham	99,300	97,900	99		
Ionia	17,100	16,900	99		
Iosco	11,500	11,300	98		
Isabella	17,800	17,400	98		
Jackson	51,300	50,700	99		
Kalkaska	4,900	4,800	98		
Kent	174,200	171,400	98		
Keweenaw	700	700	100		
Lake	3,600	3,500	97		
Lapeer	23,600	23,300	99		
Leelanau	5,800	5,700	98		
Lenawee	31,100	30,700	99		
Livingston	36,100	35,700	99		
Mackinac	3,700	3,600	97		
Macomb	247,000	245,600	99		
Mecosta	12,300	12,000	98		
Menominee	9,600	9,400	98		
Missaukee	3,900	3,800	97		
Monroe	45,500	45,000	99		
Montcalm	18,100	17,800	98		
Montmorency	3,200	3,100	97		
Newaygo	14,000	13,700	98		
Oakland	382,100	379,500	99		

**WGN-TV—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households %		
<b>Between 5-24%</b>	Oceana	8,200	7,900	96	
	Ogemaw	7,000	6,800	98	
	Ontonagon	3,500	3,400	97	
	Osceola	7,500	7,300	97	
	Oscoda	2,900	2,800	97	
	Ottawa	57,800	56,900	99	
	Roscommon	8,200	8,100	99	
	Saginaw	77,200	76,300	99	
	St Clair	50,000	49,300	99	
	St Joseph	21,600	21,300	99	
	Sanilac	15,000	14,700	98	
	Shiawassee	23,900	23,600	99	
	Tuscola	19,100	18,800	98	
	Washtenaw	99,200	97,000	98	
	Wayne	810,300	801,000	99	
	<b>MINNESOTA</b>				
	Anoka	73,000	72,800	100	
	Becker	11,000	10,800	98	
	Beltrami	11,600	11,100	96	
	Benton	9,600	9,500	99	
	Blue Earth	18,600	18,300	98	
	Carlton	10,500	10,400	99	
	Cass	8,500	8,100	96	
	Chisago	10,100	10,000	99	
	Clay	17,200	17,100	99	
	Cook	1,800	1,800	100	
	Cottonwood	5,300	5,100	96	
	Crow Wing	17,400	17,000	98	
	Dakota	80,900	80,400	99	
	Dodge	5,500	5,400	98	
	Douglas	11,500	11,300	98	
	Faribault	7,400	7,300	99	
	Fillmore	7,900	7,800	99	
Goodhue	14,700	14,500	99		
Grant	2,700	2,700	100		
Hennepin	402,900	399,300	99		
Hubbard	5,700	5,500	96		
Isanti	9,100	9,000	99		
Itasca	16,500	16,200	98		
Kandiyohi	14,100	13,800	98		
Lac Qui Parle	3,800	3,700	97		
Lake	4,400	4,400	100		
Le Sueur	8,700	8,600	99		
Lincoln	2,900	2,900	98		
Lyon	9,000	8,800	98		
Mc Leod	11,200	11,100	99		
Mahnomen	1,700	1,700	100		
Martin	9,700	9,600	99		
Meeker	7,800	7,700	99		
Mower	15,100	15,000	99		
Nicollet	9,800	9,700	99		
Nobles	7,800	7,700	99		
Olmsted	36,500	36,200	99		
Otter Tail	19,900	19,500	98		
Pennington	5,700	5,600	97		
Pine	7,600	7,400	97		
Pipestone	4,200	4,100	98		
Polk	12,500	12,300	98		
Pope	4,600	4,500	98		
Ramsey	183,900	182,400	99		
Red Lake	1,800	1,800	100		
Renville	7,400	7,200	97		
Rice	16,000	15,800	99		
Roseau	4,800	4,500	94		
St Louis	80,400	79,500	99		
Sherburne	11,300	11,200	99		
Sibley	5,500	5,400	98		
Stearns	36,200	35,700	98		
Steele	11,000	10,900	99		

**WGN-TV—(Continued)  
(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>Between 5-24%</b>	<b>MINNESOTA</b>			
	Stevens	3,700	3,600	97
	Traverse	1,800	1,800	100
	Wabasha	7,500	7,400	99
	Wadena	5,000	4,800	96
	Waseca	6,900	6,800	99
	Washington	42,700	42,400	99
	Watsonwan	4,800	4,700	98
	Winona	16,200	15,900	98
	Wright	21,800	21,500	99
	<b>MISSOURI</b>			
Andrew	5,300	5,200	98	
Barry	10,100	9,900	98	
Barton	4,700	4,600	98	
Bates	6,100	6,000	98	
Benton	5,300	5,100	96	
Bollinger	4,100	4,000	98	
Cape Girardeau	22,600	22,300	99	
Cass	19,600	19,400	99	
Cedar	5,100	5,000	98	
Chariton	4,000	3,900	98	
Christian	9,700	9,500	98	
Clark	3,000	2,900	97	
Clay	54,500	54,100	99	
Clinton	6,100	6,000	98	
Cole	21,900	21,700	99	
Cooper	5,400	5,300	98	
Crawford	7,300	7,100	97	
Dade	3,100	3,100	100	
De Kalb	3,100	3,000	97	
Douglas	4,800	4,700	98	
Franklin	26,500	26,200	99	
Gasconade	5,400	5,300	98	
Greene	76,700	75,900	99	
Grundy	4,700	4,600	98	
Henry	8,000	7,900	99	
Holt	2,700	2,600	96	
Howard	3,600	3,500	97	
Jackson	248,100	245,100	99	
Jasper	34,500	34,000	99	
Jefferson	54,300	53,900	99	
Johnson	12,800	12,600	98	
Laclede	10,000	9,800	98	
Lafayette	11,500	11,400	99	
Lawrence	11,900	11,700	98	
Lewis	3,900	3,800	97	
Lincoln	8,500	8,400	99	
Livingston	6,000	5,900	98	
Mc Donald	6,000	5,900	98	
Macon	6,300	6,200	98	
Madison	4,500	4,400	98	
Maries	3,000	2,900	97	
Marion	10,700	10,600	99	
Mercer	1,700	1,700	100	
Mississippi	5,300	5,200	98	
Moniteau	4,400	4,300	98	
Montgomery	4,200	4,100	98	
Morgan	5,800	5,700	98	
New Madrid	7,900	7,700	97	
Newton	16,300	16,100	99	
Nodaway	7,700	7,600	99	
Oregon	4,000	3,800	95	
Pemiscot	8,500	8,300	98	
Perry	6,100	6,000	98	
Pettis	13,900	13,600	98	
Phelps	11,900	11,600	97	
Platte	19,100	18,900	99	
Polk	7,300	7,100	97	
Putnam	2,200	2,200	100	

**WGN-TV—(Continued)  
(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>Between 5-24%</b>	<b>Ralls</b>	3,500	3,500	100
	Randolph	9,800	9,600	98
	Ray	8,200	8,100	99
	Reynolds	2,900	2,800	96
	Ripley	5,100	4,800	94
	St Charles	59,000	58,500	99
	St Francois	16,400	16,200	99
	St Louis	360,800	357,000	99
	Saline	9,400	9,200	98
	Schuyler	2,000	1,900	95
Shelby	3,000	3,000	98	
Sullivan	2,900	2,900	100	
Taney	10,000	9,800	98	
Texas	8,400	8,100	96	
Vernon	7,700	7,500	97	
Washington	6,600	6,500	98	
Wayne	4,800	4,700	98	
Webster	7,700	7,500	97	
Worth	1,100	1,100	100	
St Louis City	170,000	168,200	99	
	<b>MISSISSIPPI</b>			
Alcorn	13,200	13,000	98	
Amite	4,600	4,500	98	
Bolivar	14,300	14,000	98	
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	
Covington	5,800	5,700	98	
De Soto	20,900	20,600	98	
Hancock	11,200	11,100	99	
Itawamba	7,900	7,800	99	
Jasper	6,200	6,100	98	
Jones	23,100	22,900	99	
Lamar	9,600	9,500	99	
Lawrence	4,500	4,400	98	
Leake	6,900	6,800	99	
Leflore	13,500	13,300	98	
Madison	16,900	16,600	98	
Marion	9,300	9,200	98	
Marshall	10,300	10,100	98	
Monroe	12,900	12,800	99	
Neshoba	9,200	9,100	99	
Newton	7,500	7,400	99	
Noxubee	4,100	4,000	98	
Oktibbeha	12,400	12,200	98	
Panola	9,800	9,700	99	
Pearl River	13,500	13,400	99	
Perry	3,600	3,600	99	
Pontotoc	8,400	8,300	99	
Prentiss	9,200	9,100	99	
Rankin	28,100	27,800	99	
Scott	9,300	9,200	99	
Simpson	8,600	8,500	99	
Smith	5,600	5,500	98	
Tallahatchie	5,400	5,300	98	
Tippah	7,300	7,200	99	
Tishomingo	7,200	7,100	99	
Tunica	3,000	2,900	97	
Union	8,900	8,800	99	
Walthall	4,800	4,700	98	
Wayne	6,900	6,800	99	
Webster	3,700	3,600	97	
Wilkinson	3,300	3,200	97	
Winston	6,900	6,800	99	
Yazoo	9,400	9,200	98	

# Illinois

## WGN-TV—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>Between 5-24%</b>	<b>MONTANA</b>			
	Blaine	2,800	2,600	93
	Broadwater	1,600	1,500	94
	Carter	600	600	100
	Chouteau	2,200	2,100	95
	Deer Lodge	4,200	4,100	98
	Garfield	600	500	83
	Golden Valley	400	400	100
	Jefferson	3,100	3,000	97
	Judith Basin	1,000	1,000	95
	Liberty	1,100	1,100	100
	Madison	2,200	2,200	100
	Meagher	800	800	100
	Mineral	1,700	1,700	100
	Missoula	31,500	30,400	97
	Park	5,800	5,600	97
	Phillips	2,200	2,000	91
	Powder River	900	800	89
	Prairie	700	600	86
	Richland	5,100	4,900	96
	Rosebud	4,500	4,200	93
	Sanders	3,800	3,600	93
	Sheridan	2,100	2,000	95
	Stillwater	2,500	2,500	100
	Teton	2,500	2,400	96
	Valley	3,800	3,600	95
	Wheatland	900	900	100
	Wibaux	500	500	100
	<b>NORTH CAROLINA</b>			
	Alleghany	3,900	3,800	97
	Beaufort	16,200	16,000	99
	Bertie	7,500	7,300	97
	Bladen	11,300	11,000	98
	Brunswick	17,900	17,600	98
	Buncombe	67,600	66,800	99
	Cabarrus	35,100	34,900	99
	Camden	2,000	2,000	100
	Caswell	7,300	7,200	99
	Chatham	14,000	13,800	99
	Cherokee	7,900	7,700	98
	Chowan	5,200	5,100	98
	Craven	28,500	28,300	99
	Davidson	45,800	45,400	99
	Davie	10,300	10,100	98
	Duplin	15,200	15,000	98
	Edgecombe	20,400	20,100	99
	Forsyth	103,300	102,400	99
	Franklin	11,800	11,600	98
	Gates	3,200	3,100	97
	Greene	5,500	5,400	98
	Guilford	126,800	126,000	99
	Haywood	19,000	18,700	98
	Henderson	28,600	28,200	99
	Hertford	8,100	8,000	99
	Hoke	6,900	6,800	99
	Iredell	33,200	32,900	99
	Jackson	9,600	9,400	98
	Johnston	29,700	29,300	99
	Jones	3,200	3,200	100
	Lee	15,300	15,100	99
	Lenoir	22,500	22,200	99
	Mc Dowell	13,400	13,200	99
	Martin	9,600	9,500	99
	Mecklenburg	174,100	172,900	99
	Montgomery	8,700	8,600	99
	Orange	32,500	32,000	98
	Pender	9,100	8,900	98
	Person	11,000	10,900	99
	Randolph	38,200	37,800	99

## WGN-TV—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>Between 5-24%</b>	<b>Rockingham</b>	33,000	32,700	99
	Rowan	39,900	39,600	99
	Rutherford	21,500	21,300	99
	Sampson	18,700	18,400	98
	Stanly	19,700	19,500	99
	Surry	23,800	23,500	99
	Transylvania	9,800	9,700	99
	Tyrrell	1,400	1,400	100
	Wake	139,900	138,700	99
	Washington	5,200	5,100	98
	Wayne	36,000	35,500	99
	<b>NORTH DAKOTA</b>			
	Barnes	5,100	5,100	100
	Bottineau	3,200	3,100	97
	Cavalier	2,600	2,500	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
	Grant	1,600	1,600	100
	Kidder	1,400	1,400	100
	Logan	1,200	1,200	100
	Mc Henry	2,800	2,800	100
	Mc Kenzie	2,800	2,800	100
	Mc Lean	4,700	4,600	98
	Mountrail	2,900	2,900	100
	Pierce	2,000	2,000	100
	Ransom	2,400	2,400	100
	Renville	1,300	1,300	100
	Richland	7,100	7,000	99
	Sargent	2,000	2,000	100
	Trail	3,400	3,400	100
	Ward	21,700	21,400	99
	Wells	2,700	2,700	100
	Williams	10,200	10,100	99
	<b>NEBRASKA</b>			
	Antelope	3,200	3,100	97
	Boyd	1,300	1,300	100
	Buffalo	14,000	13,900	99
	Burt	3,600	3,600	100
	Cass	8,200	8,100	99
	Cedar	4,000	4,000	100
	Cherry	2,600	2,600	100
	Coffax	3,700	3,600	97
	Custer	5,200	5,100	98
	Deuel	1,000	1,000	100
	Dixon	2,700	2,700	100
	Dodge	14,000	13,900	99
	Douglas	161,000	159,600	99
	Dundy	1,200	1,200	100
	Fillmore	3,000	3,000	100
	Frontier	1,400	1,400	100
	Furnas	2,600	2,500	96
	Gosper	800	800	100
	Grant	300	300	100
	Greeley	1,200	1,200	100
	Hamilton	3,400	3,400	100
	Howard	2,400	2,400	100
	Jefferson	3,700	3,600	97
	Johnson	2,000	2,000	100
	Keya Paha	500	500	100
	Loup	300	300	100
	Mc Pherson	200	200	100
	Merrick	3,200	3,200	100
	Nance	1,700	1,700	100
	Nemaha	3,300	3,200	97
	Nuckolls	2,600	2,600	100

**WGN-TV—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households %
<b>Between 5-24%</b>	<b>NEBRASKA</b>		
	Otoe	6,000	5,900 98
	Pawnee	1,500	1,500 100
	Polk	2,300	2,300 100
	Richardson	4,300	4,200 98
	Rock	900	900 100
	Saunders	7,000	6,900 99
	Seward	5,900	5,800 98
	Sherman	1,500	1,500 100
	Stanton	2,400	2,400 100
	Washington	5,800	5,800 100
	Wayne	3,400	3,400 100
Webster	1,900	1,900 100	
	<b>NEW HAMPSHIRE</b>		
	Cheshire	24,300	23,700 97
	<b>NEW JERSEY</b>		
	Mercer	114,300	112,600 99
	<b>NEW MEXICO</b>		
	Bernalillo	184,000	181,000 98
	Cibola	9,700	9,500 98
	Dona Ana	41,500	40,100 97
	Guadalupe	1,500	1,400 93
	Lea North	20,900	20,300 97
	Los Alamos	7,300	7,200 99
	Rio Arriba	10,700	10,000 93
	Sandoval	14,900	14,100 94
	San Juan	33,300	31,400 94
	Santa Fe	33,300	32,300 97
	Sierra	4,100	3,900 94
	Socorro	4,600	4,500 98
	Taos	7,600	7,000 91
	Union	1,800	1,700 94
	<b>NEVADA</b>		
	Churchill	6,200	6,100 98
	Clark	233,400	229,300 98
	Douglas	10,000	9,600 96
	Elko	8,900	8,300 93
	Esmeralda	300	300 100
	Lander	1,900	1,800 95
	Lyon	7,000	6,700 96
	Nye South	3,500	3,200 91
	White Pine	3,200	3,100 97
	<b>NEW YORK</b>		
	Allegany	18,100	17,600 97
	Cattaraugus	31,200	30,500 98
	Chautauqua	55,300	54,300 98
	Clinton	26,800	26,500 99
	Jefferson	33,400	32,900 99
	Lewis	8,800	8,600 98
	Madison	22,700	22,400 98
	Schoharie	11,000	10,700 97
	<b>OHIO</b>		
	Adams	9,200	8,800 96
	Ashland	16,700	16,500 99
	Ashtabula	37,500	36,900 98
	Athens	19,600	19,000 97
	Butler	98,400	97,200 99
	Champaign	12,900	12,700 98
	Clermont	49,300	48,700 99
	Clinton	13,500	13,300 99
	Columbiana	41,400	40,800 99
	Darke	20,500	20,200 99
	Defiance	14,000	13,800 99
	Fairfield	35,300	34,900 99
	Fulton	14,200	13,900 98
	Gallia	11,100	10,800 97
	Geauga	25,300	24,900 98
	Hamilton	332,600	327,700 99
	Henry	10,400	10,300 99

**WGN-TV—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households %
<b>Between 5-24%</b>	Hocking	9,900	9,700 98
	Jackson	11,200	10,900 97
	Licking	46,600	46,100 99
	Logan	15,500	15,300 98
	Lorain	95,800	94,800 99
	Madison	11,500	11,200 98
	Marion	23,900	23,600 99
	Mercer	13,200	13,000 98
	Noble	4,300	4,100 95
	Paulding	7,400	7,300 99
	Perry	11,700	11,500 98
	Pickaway	15,000	14,800 99
Portage	48,500	48,000 99	
Preble	14,600	14,400 99	
Putnam	11,000	10,800 98	
Ross	24,400	23,900 98	
Shelby	15,400	15,200 99	
Union	11,100	10,900 98	
Van Wert	11,500	11,300 98	
Wayne	35,700	34,800 97	
Wood	39,200	38,700 99	
	<b>OKLAHOMA</b>		
	Adair	7,000	6,800 97
	Atoka	4,900	4,800 98
	Beaver	3,000	3,000 100
	Blaine	5,300	5,200 98
	Bryan	13,000	12,700 98
	Canadian	26,300	26,100 99
	Cherokee	12,500	12,300 98
	Cimarron	1,600	1,600 100
	Cleveland	60,500	59,800 99
	Coal	2,200	2,200 100
	Comanche	38,500	38,200 99
	Cotton	3,000	3,000 100
	Craig	5,700	5,600 98
	Creek	27,100	26,700 99
	Custer	12,700	12,500 98
	Dewey	2,200	2,200 100
	Garfield	25,900	25,700 99
	Garvin	11,700	11,600 99
	Grady	17,000	16,800 99
	Grant	2,600	2,600 100
	Greer	3,100	3,000 97
	Harper	1,800	1,800 100
	Haskell	4,800	4,700 98
	Jefferson	3,500	3,500 100
	Johnston	4,100	4,000 98
	Kingfisher	5,800	5,800 100
	Kiowa	5,400	5,300 98
	Le Flore	17,100	16,800 98
	Mc Curtin	13,200	12,900 98
	Major	3,400	3,300 97
	Marshall	5,100	5,000 98
	Mayes	13,500	13,300 99
	Muskogee	27,400	27,000 99
	Noble	4,900	4,900 100
	Nowata	4,500	4,500 100
	Oklahoma	256,100	254,200 99
	Osage	16,500	16,400 99
	Ottawa	13,200	13,100 99
	Pawnee	7,000	6,900 99
	Payne	25,200	24,900 99
	Pittsburg	16,900	16,600 98
	Pontotoc	13,500	13,400 99
	Pottawatomie	24,400	24,100 99
	Rogers	20,600	20,400 99
	Seminole	11,000	10,900 99
	Sequoyah	12,600	12,300 98
	Texas	6,700	6,600 98

**WGN-TV—(Continued)**  
**(Arbltron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>Between 5-24%</b>	<b>OKLAHOMA</b>			
	Tillman	4,400	4,300	99
	Wagoner	18,900	18,700	99
	Washington	20,000	19,900	100
	Washita	5,700	5,600	98
	Woods	4,100	4,000	98
	Woodward	8,400	8,200	98
	<b>OREGON</b>			
	Clackamas	92,000	89,000	97
	Columbia	13,400	12,900	96
	Coos	23,300	21,600	92
	Douglas	35,400	33,700	95
	Hood River	6,200	5,800	94
	Lincoln	15,700	14,500	92
Morrow	3,000	2,800	93	
Multnomah	237,300	228,500	96	
Umatilla	22,100	20,700	94	
Wallowa	3,000	2,800	93	
Washington	106,900	104,500	98	
<b>PENNSYLVANIA</b>				
Bedford	17,600	17,100	97	
Blair	51,200	50,400	98	
Cambria	64,600	63,700	99	
Centre	39,400	38,400	97	
Clearfield	30,900	30,300	98	
Elk	13,800	13,500	98	
Erie	103,600	102,300	99	
Forest	1,900	1,900	100	
Huntingdon	15,300	14,900	97	
Jefferson	19,200	18,800	98	
Juniata	7,600	7,300	96	
Lycoming	44,100	42,800	97	
Mc Kean	18,500	18,100	98	
Mifflin	17,900	17,300	97	
Sullivan	2,300	2,200	96	
Susquehanna	14,900	14,600	98	
Tioga	14,800	14,300	97	
Venango	24,000	23,300	97	
<b>SOUTH CAROLINA</b>				
Abbeville	8,700	8,600	98	
Anderson	55,500	54,900	99	
Bamberg	6,200	6,100	98	
Barnwell	7,500	7,400	99	
Berkeley	43,000	42,200	98	
Calhoun	4,500	4,400	98	
Charleston	101,000	100,000	99	
Cherokee	15,200	15,000	99	
Clarendon	9,800	9,500	97	
Colleton	12,400	12,100	98	
Fairfield	6,800	6,700	98	
Greenville	119,300	118,300	99	
Greenwood	23,100	22,900	99	
Hampton	6,900	6,700	97	
Horry	50,400	49,600	98	
Jasper	5,600	5,500	98	
Lancaster	20,600	20,400	99	
Lee	6,000	5,900	98	
Lexington	61,900	61,100	99	
Marlboro	10,700	10,500	98	
Newberry	12,400	12,200	98	
Oconee	20,800	20,600	99	
Orangeburg	30,800	30,100	98	
Pickens	31,000	30,600	99	
Richland	100,300	99,100	99	
Spartanburg	81,200	80,500	99	
Williamsburg	13,000	12,700	97	
<b>SOUTH OAKOTA</b>				
Aurora	1,100	1,100	100	
Bon Homme	3,100	3,000	97	

**WGN-TV—(Continued)**  
**(Arbltron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>Between 5-24%</b>	Brookings	8,900	8,800	99
	Brule	2,100	2,100	100
	Butte	3,300	3,200	97
	Campbell	800	800	100
	Clark	1,900	1,900	100
	Clay	4,900	4,800	98
	Corson	1,500	1,400	93
	Custer	2,700	2,600	96
	Day	3,000	3,000	100
	Dewey	1,600	1,500	94
	Douglas	1,400	1,400	100
	Edmunds	1,800	1,800	100
	Faulk	1,200	1,200	100
	Grant	3,300	3,200	97
	Haakon	1,000	1,000	100
	Hanson	1,100	1,100	100
	Hutchinson	3,400	3,300	97
	Hyde	800	800	100
	Jackson	1,200	1,200	100
	Jerauld	1,100	1,100	100
	Lake	4,200	4,200	100
	Lincoln	5,200	5,100	98
	Lyman	1,300	1,300	100
	Mc Pherson	1,500	1,500	100
	Marshall	2,000	2,000	98
	Meade	7,800	7,700	99
	Moody	2,400	2,400	100
	Roberts	3,900	3,800	97
	Sanborn	1,200	1,200	100
	Sully	700	700	100
	Tripp	2,800	2,800	100
	Turner	3,500	3,500	100
	Union	4,300	4,300	100
	Yankton	7,100	7,000	99
Ziebach	600	600	100	
<b>TENNESSEE</b>				
Bedford	10,900	10,800	99	
Benton	6,200	6,100	98	
Bledsoe	3,400	3,300	99	
Blount	31,900	31,700	99	
Cannon	4,100	4,100	100	
Carter	19,800	19,600	99	
Cheatham	9,100	9,000	99	
Chester	4,800	4,800	99	
Claiborne	9,600	9,400	98	
Cocke	11,300	11,100	99	
Coffee	15,500	15,400	99	
Cumberland	12,300	12,100	98	
Davidson	194,300	193,400	100	
De Kalb	5,700	5,600	98	
Dyer	13,300	13,200	99	
Franklin	12,000	11,900	99	
Gibson	18,900	18,700	99	
Grainger	6,300	6,200	98	
Greene	21,100	20,900	99	
Grundy	5,000	4,900	98	
Hamblen	21,500	21,300	99	
Hamilton	110,900	110,400	100	
Hardin	8,600	8,500	98	
Hawkins	17,300	17,100	99	
Haywood	6,900	6,800	99	
Henderson	8,900	8,800	99	
Henry	11,700	11,500	99	
Humphreys	6,200	6,200	100	
Johnson	5,400	5,300	98	
Knox	131,700	130,900	99	
Lauderdale	9,200	9,100	99	
Lawrence	13,200	13,000	99	
Lincoln	10,300	10,200	99	

# Illinois

## WGN-TV—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%	
Between 5-24%	<b>TENNESSEE</b>				
	Loudon	11,700	11,600	99	
	Mc Nairy	9,400	9,300	99	
	Marshall	7,900	7,800	99	
	Maury	20,300	20,100	99	
	Monroe	10,900	10,800	99	
	Morgan	5,700	5,600	98	
	Obion	13,100	13,000	99	
	Overton	6,600	6,500	98	
	Perry	2,500	2,500	100	
	Pickett	1,600	1,600	100	
	Polk	4,900	4,900	99	
	Putnam	18,900	18,700	99	
	Rhea	9,300	9,200	99	
	Rutherford	36,000	35,800	99	
	Scott	7,400	7,300	99	
	Sevier	18,800	18,600	99	
	Shelby	290,300	288,500	99	
	Sumner	33,900	33,700	99	
	Tipton	12,100	12,000	99	
	Trousdale	2,500	2,500	100	
	Unicoi	6,500	6,400	98	
	Union	4,800	4,700	98	
	Van Buren	1,500	1,500	100	
	Washington	34,700	34,500	99	
	Wayne	5,300	5,200	98	
	White	7,800	7,700	99	
	Williamson	24,900	24,700	99	
	Wilson	23,500	23,300	99	
	<b>TEXAS</b>				
	Anderson	15,100	14,800	98	
	Aransas	7,100	7,000	99	
	Archer	3,100	3,100	100	
	Armstrong	800	800	100	
	Atascosa	10,200	10,000	98	
	Bee	9,100	8,900	98	
	Bell	60,600	60,000	99	
	Bowie	30,800	30,400	99	
	Brazoria	68,900	68,300	99	
	Brewster	2,900	2,800	97	
	Briscoe	1,000	1,000	100	
	Brooks	2,900	2,800	96	
	Burleson	5,300	5,100	96	
	Burnet	10,300	10,200	99	
	Caldwell	8,900	8,700	98	
	Calhoun	7,500	7,400	99	
	Callahan	5,000	4,900	98	
	Carson	2,400	2,400	100	
	Cass	11,500	11,300	98	
Castro	3,300	3,300	98		
Cherokee	15,500	15,100	98		
Childress	2,700	2,700	100		
Clay	4,100	4,100	100		
Cochran	1,600	1,600	100		
Collin	69,800	69,000	99		
Collingsworth	1,700	1,600	94		
Comal	17,900	17,700	99		
Comanche	5,100	5,000	98		
Concho	1,100	1,100	100		
Coryell	17,200	17,000	99		
Crosby	2,800	2,800	100		
Dallas	706,100	700,900	99		
Denton	72,600	71,900	99		
De Witt	7,200	7,000	97		
Dickens	1,300	1,300	100		
Eastland	8,100	7,900	98		
Ector	51,800	51,400	99		
Fisher	2,100	2,100	100		
Floyd	3,200	3,200	100		

## WGN-TV—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Fort Bend	66,300	65,300	99
	Galveston	80,600	79,800	99
	Garza	1,800	1,800	100
	Gillespie	6,500	6,300	97
	Grayson	37,900	37,400	99
	Gregg	42,800	42,300	99
	Guadalupe	20,400	20,000	98
	Hall	2,100	2,000	95
	Hardin	16,000	15,700	98
	Harris	1,052,200	1,042,900	99
	Harrison	20,400	20,100	98
	Hidalgo	99,600	97,900	98
	Houston	8,700	8,500	97
	Hunt	25,200	24,800	98
	Jeff Davis	600	600	100
	Jim Wells	12,600	12,400	98
	Johnson	33,100	32,800	99
	Jones	6,800	6,700	99
	Karnes	4,600	4,500	98
	Kent	400	400	100
	Kerr	14,800	14,500	98
	Kimble	1,600	1,500	94
	King	200	200	100
	Lamb	6,200	6,100	98
	Lampasas	5,500	5,400	98
	La Salle	1,900	1,800	95
	Lavaca	7,600	7,300	96
	Lee	4,900	4,800	98
	Lipscomb	1,400	1,400	100
	Llano	5,500	5,400	98
	Lubbock	79,300	78,600	99
	Lynn	2,700	2,700	100
	Mc Culloch	3,600	3,500	97
	McMullen	300	300	100
	Maverick	10,000	9,500	95
	Medina	8,900	8,700	98
	Milam	9,100	8,900	98
	Montgomery	61,100	60,000	98
	Morris	5,500	5,400	98
	Motley	800	800	100
	Navarro	15,500	15,200	98
	Newton	5,200	5,000	97
	Nolan	6,500	6,400	98
	Orange	31,200	30,900	99
	Parmer	3,400	3,400	100
	Reagan	1,500	1,500	100
	Red River	6,500	6,300	97
	Reeves	4,800	4,700	98
	Refugio	3,200	3,200	100
	Robertson	6,200	6,100	98
Rusk	17,100	16,800	98	
San Patricio	20,200	19,800	98	
Shelby	9,500	9,300	98	
Sherman	1,100	1,100	100	
Smith	58,000	57,300	99	
Starr	9,400	9,100	97	
Stonewall	1,000	1,000	100	
Tarrant	403,000	400,000	99	
Terrell	600	600	100	
Throckmorton	900	900	100	
Titus	8,900	8,700	98	
Travis	225,400	222,900	99	
Upshur	12,300	12,100	98	
Washington	9,100	8,800	97	
Wheeler	3,300	3,200	97	
Wilbarger	6,200	6,200	100	
Willacy	4,900	4,800	98	
Williamson	38,900	38,300	98	
Wood	11,500	11,300	98	



**WGN-TV—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>Between 5-24%</b>	<b>TEXAS</b>			
	Zapata	2,600	2,500	96
	<b>UTAH</b>			
	Beaver	1,700	1,700	100
	Box Elder	11,300	11,200	99
	Cache	20,600	20,100	98
	Davis	51,300	50,800	99
	Iron	6,700	6,300	94
	Juab	1,800	1,800	100
	Kane	1,600	1,500	94
	Salt Lake	238,600	235,300	99
	San Juan	3,200	3,000	92
	Sanpete	5,300	5,200	98
	Sevier	5,200	5,100	98
	Summit	4,800	4,700	98
	Tooele	9,100	9,000	99
	Utah	70,000	68,700	98
	Wasatch	3,300	3,200	97
	Washington	11,200	10,600	95
	Weber	55,300	54,600	99
	<b>VIRGINIA</b>			
	Accomack	11,600	11,400	98
	Amherst	9,900	9,700	98
	Bedford	15,100	14,900	99
	Bland	2,200	2,100	95
	Botetourt	8,800	8,700	99
	Buchanan	12,300	12,000	98
	Campbell	40,700	40,300	99
	Chesterfield	62,800	62,500	100
	Fairfax	266,400	265,500	100
	Giles	6,200	6,100	98
	Gloucester	9,800	9,700	99
	Greensville	5,000	4,900	98
	Halifax	12,100	11,900	98
	Henry	27,500	27,200	99
	Isle Of Wight	8,200	8,100	99
	James City	12,500	12,300	99
	King William	3,500	3,500	100
	Lee	9,500	9,300	98
Northampton	5,500	5,400	98	
Prince Edward	5,100	5,000	98	
Prince George	15,000	14,900	99	
Russell	11,900	11,700	98	
Scott	8,800	8,600	98	
Shenandoah	11,300	11,200	99	
Smyth	11,800	11,700	99	
Sussex	3,400	3,300	97	
Washington	24,000	23,700	99	
York	16,300	16,200	99	
Chesapeake City	44,700	44,300	99	
<b>VERMONT</b>				
Lamoille	6,900	6,800	99	
Orleans	8,900	8,800	99	
<b>WASHINGTON</b>				
Benton	38,200	37,000	97	
Chelan	20,600	19,700	96	
Clark	80,500	78,500	97	
Columbia	1,600	1,500	94	
Douglas	9,600	9,300	97	
Franklin	13,000	12,600	97	
Grant	19,900	19,100	96	
Kittitas West	2,000	1,900	95	
Klickitat	6,300	5,900	94	
Lewis	22,200	21,100	95	
Skamania	3,000	2,800	93	
Yakima	68,600	65,600	96	
<b>WISCONSIN</b>				
Adams	5,300	5,100	96	
Barron	15,700	15,200	97	

**WGN-TV—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>Between 5-24%</b>	Bayfield	5,600	5,500	98
	Brown	68,800	68,300	99
	Buffalo	5,400	5,300	98
	Calumet	11,700	11,500	98
	Chippewa	18,700	18,400	98
	Clark	12,300	11,900	97
	Columbia	18,000	17,600	98
	Dodge	26,700	26,200	98
	Door	10,600	10,500	99
	Douglas	16,500	16,300	99
	Dunn	12,100	11,800	98
	Florence	1,400	1,400	100
	Fond Du Lac	31,800	31,300	98
	Grant	17,900	17,300	97
	Green	12,300	12,100	98
	Iowa	7,600	7,400	97
	Iron	2,700	2,700	100
	Jackson	6,300	6,100	97
	Jefferson	24,300	24,000	99
	Kewaunee	6,900	6,800	99
	Lafayette	6,200	6,100	98
	Langlade	7,600	7,400	97
	Lincoln	11,000	10,800	98
	Manitowoc	30,000	29,700	99
	Marathon	41,600	41,100	99
	Milwaukee	374,100	369,400	99
	Monroe	13,100	12,800	98
	Oconto	11,600	11,400	98
	Oneida	12,900	12,600	98
	Outagamie	48,200	47,900	99
	Ozaukee	24,700	24,400	99
	Portage	20,800	20,400	98
	Price	6,400	6,200	97
	Richland	6,600	6,400	97
	Rusk	5,900	5,700	97
	St Croix	16,300	16,100	99
	Sauk	17,400	16,900	97
	Sawyer	5,500	5,300	96
	Shawano	14,000	13,800	99
	Sheboygan	37,700	37,300	99
	Taylor	6,500	6,300	97
	Trempealeau	9,700	9,400	97
	Vernon	10,000	9,800	98
	Vilas	7,500	7,300	97
	Washburn	5,700	5,600	98
	Washington	30,900	30,600	99
	Waukesha	100,400	99,400	99
	Waupaca	16,500	16,300	99
	Waushara	8,300	8,100	98
	Winnebago	51,800	51,300	99
	Wood	29,600	29,200	99
	<b>WEST VIRGINIA</b>			
	Fayette	21,300	21,100	99
	Grant	3,700	3,600	97
	Greenbrier	14,300	14,100	98
	Harrison	29,700	29,500	99
	Jackson	9,700	9,600	99
Kanawha	89,900	89,300	99	
Mc Dowell	16,200	15,900	98	
Mason	10,000	9,900	99	
Mineral	10,300	10,200	99	
Mingo	12,900	12,700	98	
Nicholas	10,500	10,400	99	
Pleasants	2,900	2,900	100	
Putnam	16,100	16,000	99	
Ritchie	4,500	4,400	98	
Summers	5,500	5,400	97	
Taylor	6,300	6,200	98	
Wayne	16,900	16,700	99	

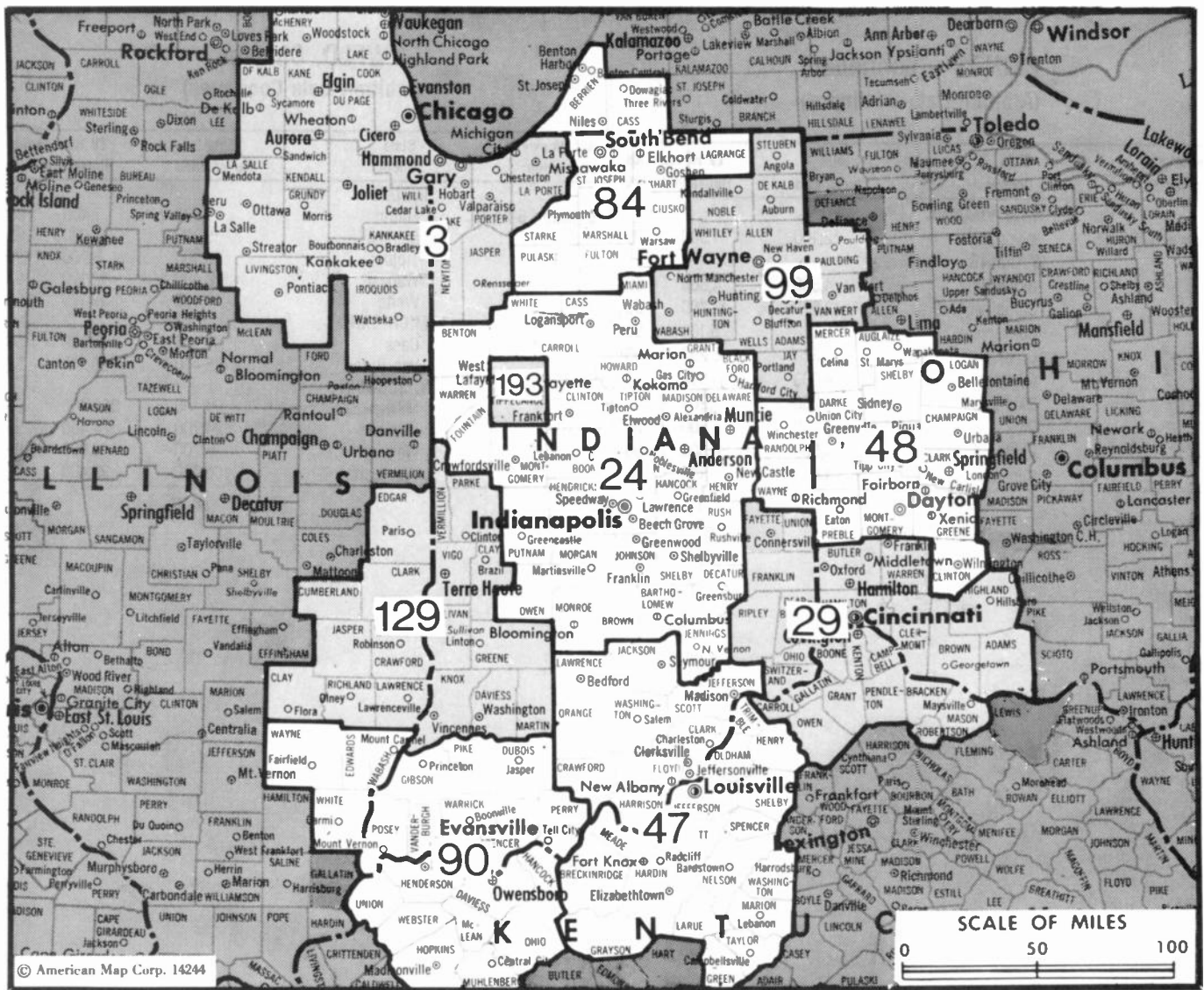
# Illinois

## WGN-TV—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	<b>WEST VIRGINIA</b>			
	Wyoming	12,100	11,900	98
	<b>WYOMING</b>			
	Big Horn	4,500	4,300	96
	Campbell	12,800	12,100	95
	Converse	5,300	5,100	96
	Crook	2,300	2,200	96
	Goshen	4,900	4,800	98
	Niobrara	1,200	1,200	100
	Park	9,200	8,800	96
	Platte	4,500	4,300	96
	Sublette	1,900	1,800	95

## WFLD, Chicago (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	<b>INDIANA</b>			
	Fulton	7,500	7,400	99
	Marshall	15,300	15,000	98
	Tipton	6,300	6,200	98
	Wabash	12,400	12,100	98
	White	9,300	9,100	98
	<b>MICHIGAN</b>			
	Cass	18,100	17,800	98
	Van Buren	25,400	25,100	99
	<b>WISCONSIN</b>			
	Milwaukee	374,100	369,400	99
	Ozaukee	24,700	24,400	99
	Walworth	27,200	26,800	99
	Waukesha	100,400	99,400	99



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Chicago, IL	3,084,400	3	WBWB-TV (2), WCFC-TV (38), WCIU-TV (26), WEHS (60), WFLD (32), WGBO-TV (66), WGN-TV (9), WHKE (55), WLS-TV (7), WMAQ-TV (5), WPWR-TV (50), WSNS-TV (44), WWTO-TV (35) WCLJ (42), WHMB-TV (40), WISH-TV (8), WMCC (23), WRTV (6), WTHR (13), WTTK (29), WTTV (4), WXIN (59)
Indianapolis, IN	813,000	24	WCPO-TV (9), WIII (64), WKRC-TV (12), WLWT (5), WXIX-TV (19)
Cincinnati, OH	716,000	29	WAVE (3), WBNA (21), WDRB-TV (41), WGRB (34), WHAS-TV (11), WLKY-TV (32)
Louisville, KY	514,700	47	WDTN (2), WHIO-TV (7), WKEF (22), WKOI (43), WRGT-TV (45), WTJC (26)
Dayton, OH	510,700	48	WHME-TV (46), WNDU-TV (16), WSBFTV (22), WSJV (28)
South Bend-Elkhart, IN	285,700	84	WEHT (25), WEVV (44), WFIE-TV (14), WLCN (19), WTVW (7)
Evansville, IN	260,500	90	WANE-TV (15), WFFT-TV (55), WINM (63), WKJG-TV (33), WPTA (21)
Fort Wayne, IN	221,800	99	WBAK-TV (38), WTHI-TV (10), WTTW (2)
Terre Haute, IN	161,200	129	WLFI-TV (18)
Lafayette, IN	42,000	193	

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

WCLJ & WTTV, Bloomington	See Indianapolis, IN
WSJV, Elkhart	See South Bend, IN
WLCN, Evansville	See Madisonville, KY
WPWR-TV, Gary	See Chicago, IL

**Indiana Station Totals as of October 1, 1988**

	VHF	UHF	TOTAL
Commercial Television Stations	7	19	26
Educational Television Stations	1	7	8
	8	26	34

# Indiana—Angola

**WINM**

Ch. 63

**Network Service:** None, independent.

**Licensee:** Manna for Modern Man Ministries Inc., 2901 N. Clinton St., Fort Wayne, IN 46805.

**Studio:** 2901 N. Clinton, Fort Wayne, IN 46805.

**Telephone:** 219-484-0630.

**Technical Facilities:** Channel No. 63 (764-770 MHz). Authorized power: 5000-kw max. visual. Antenna: 476-ft. above av. terrain, 476-ft. above ground, 1325-ft. above sea level.

Latitude	41°	27'	15"
Longitude	84°	48'	10"

**Transmitter:** State Line Rd., 1-mi. N of US 6, 2-mi. of Edgerton, OH.

**Ownership:** Non-profit corp. Dr. Paul E. Pains, chmn.; Rev. Paul C. Paino, pres.; Dale Romey, v.p.; Constance McDaniel, secy.; Rev. Dennis Kutzner, treas.

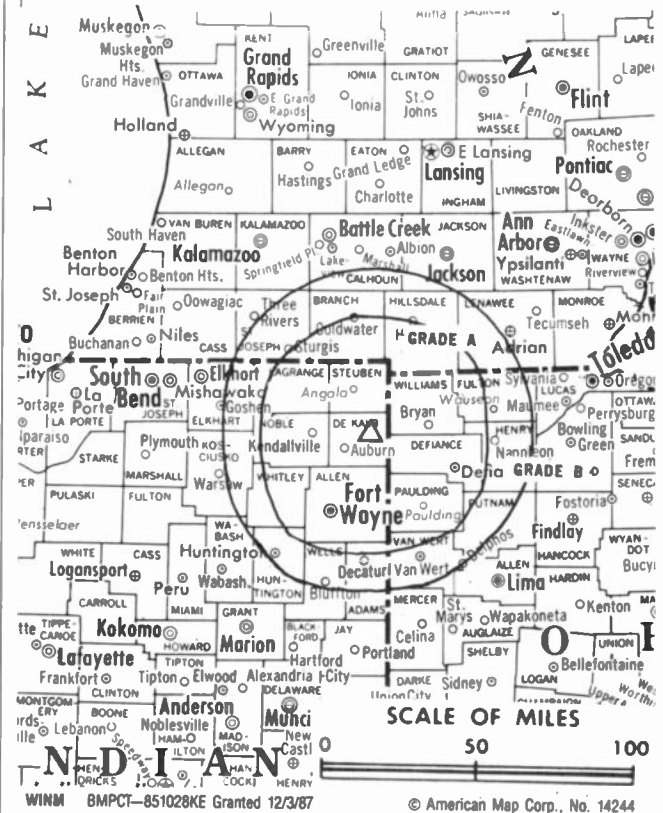
**Began Operation:** April 22, 1983. Sale to present owner by James A. Chase approved by FCC Oct. 1, 1985. Left air Jan. 1985. Returned to air June 11, 1988.

**Represented (legal):** Lauren A. Colby.

**Represented (engineering):** E. Harold Munn Jr. & Associates Inc.

**Personnel:**

WAYNE H. PARADISE, general manager.  
 STEPHEN CANNADAY, vice president, operations.  
 ROGER RHODES, vice president, programming.  
 STEPHEN BUZZY, chief engineer.  
 JERRY CLARK, general sales manager.  
 RICHARD FOUST, administrative assistant.



**Rates:** Not available.

**Arbitron Data:** Not available

**City of License:** Angola. **ADI:** Fort Wayne. **Rank:** 99.

# Indiana—Bloomington-Indianapolis

**WCLJ**

**Ch. 42**

**Network Service:** Trinity Bcstg. Network.

**Licensee:** Trinity Bcstg. of Indiana, 2528 US 31 South, Greenwood, IN 46143.

**Studio:** 2528 US 31 S, Greenwood, IN 46143.

**Telephones:** 317-535-5542, Greenwood; 800-227-5714, Bloomington.

**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.

**Satellite Earth Station:** Vertex, 6.1-meter; Wegener receivers.

**Ownership:** Trinity Broadcasting Network Inc. See Group Ownership of Television Stations.

**Began Operation:** August 27, 1987.

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

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

**Personnel:**

ROBERT HIGLEY, general manager.  
 RICHARD BEMILLER, sales manager.  
 IRVIN THOMAS, chief engineer.  
 CINDY TATUM, program director.

**Rates:** Not available.



**Arbitron Data:** Not available.

**City of License:** Bloomington. **ADI:** Indianapolis. **Rank:** 24.

# Indiana—Evansville

**WEHT**

Ch. 25

**Network Service:** CBS.

**Licensee:** Gilmore Broadcasting Corp., Box 25, Evansville, IN 47701.

**Studio:** 800 Marywood Dr., Henderson County, KY 42420.

**Mailing Address:** Box 25, Evansville, IN 47701.

**Telephone:** 812-424-9215. **TWX:** 510-545-7434.

**Fax:** 502-826-6823.

**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 & Everist, P.C.

**Personnel:**

- DOUGLAS A. PADGETT, vice president & general manager.
- MIKE RILEY, general sales manager.
- BROD SEYMOUR, program director.
- MIKE PECKENPAUGH, chief engineer.
- JOHN MUROVICH, news director.
- CRAIG BURDICK, promotion director.
- JENNY GAGER, business manager/controller.

**Highest One Hour Rate:** \$3200.

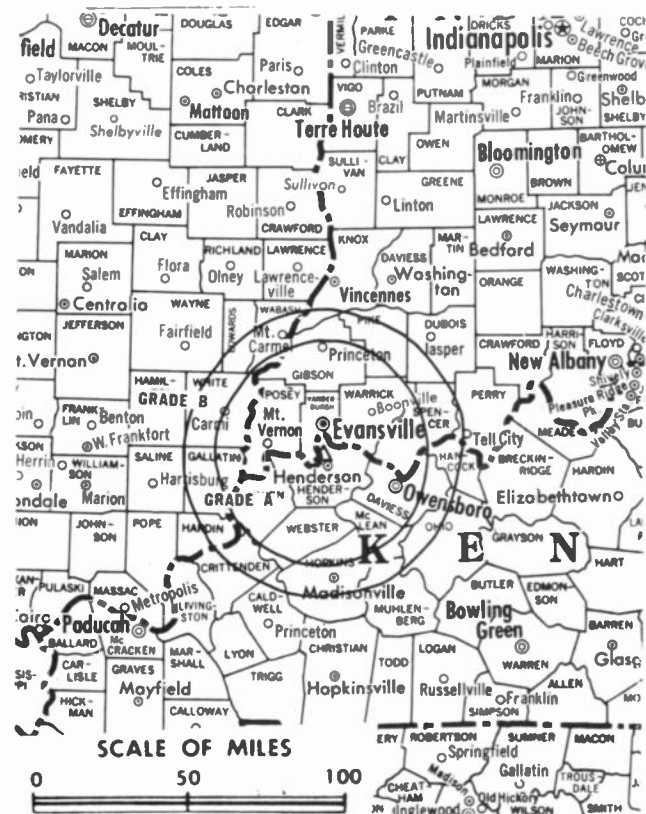
**Highest 30 Sec. Rate:** \$580.

**NETWORK BASE HOURLY RATE:** \$715.

**City of License:** Evansville. **ADI:** Evansville. **Rank:** 90.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 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	3,700	3,500	95
	Gallatin	3,000	2,900	97
	Wabash	5,500	5,300	96
	Wayne	7,700	7,300	95
	White	7,500	7,100	95
<b>INDIANA</b>	Dubois	12,900	12,500	97
	Gibson	13,100	12,800	98
	Perry	6,700	6,500	97
	Pike	5,300	5,100	96
	Posey	9,600	9,300	97
	Spencer	6,900	6,700	97
	Vanderburgh	66,300	64,900	98
	Warrick	16,600	16,200	98



WEHT BPCT-4924 Granted 5/29/76

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>KENTUCKY</b>			
	Caldwell	5,000	4,900	98
	Daviess	32,700	32,500	99
	Hancock	2,900	2,900	100
	Henderson	16,400	16,300	99
	Hopkins	17,900	17,700	99
	Mc Lean	3,500	3,500	100
	Muhlenberg	11,700	11,600	99
	Union	5,700	5,700	99
	Webster	5,700	5,600	98
<b>Between 25-49%</b>	<b>ILLINOIS</b>			
	Hardin	2,200	2,100	95
	Lawrence	6,800	6,600	97
<b>INDIANA</b>	Daviess	10,500	10,200	97
	Knox	16,000	15,700	98
	<b>KENTUCKY</b>			
	Ohio	8,500	8,400	99
	Trigg	3,600	3,600	100
<b>Between 5-24%</b>	<b>ILLINOIS</b>			
	Hamilton	3,900	3,700	95
	Pope	1,800	1,700	94
	Saline	12,200	11,800	97
	<b>INDIANA</b>			
Martin	3,900	3,800	97	
<b>KENTUCKY</b>	Christian	21,000	20,800	99
	Crittenden	3,400	3,400	100
	Grayson	8,300	8,200	99
	<b>Station Totals</b>		<b>368,400</b>	<b>360,800</b>
<b>Net Weekly Circulation (1988)</b>				<b>244,100</b>
<b>Average Daily Circulation (1988)</b>				<b>139,100</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 Station:** 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.
- JOHN SANDWELL, sales manager.
- BILL HIGHT, regional sales manager.
- TIM JONES, local sales manager.
- MICHAEL BROOKS, national sales manager.
- DON HOLLINGSWORTH, chief engineer.
- BETH-ANN KATZ, news director.
- ALICE LOVELL, program director.
- JUDY DAGES, promotion director.
- LOIS HOUSER, business manager.

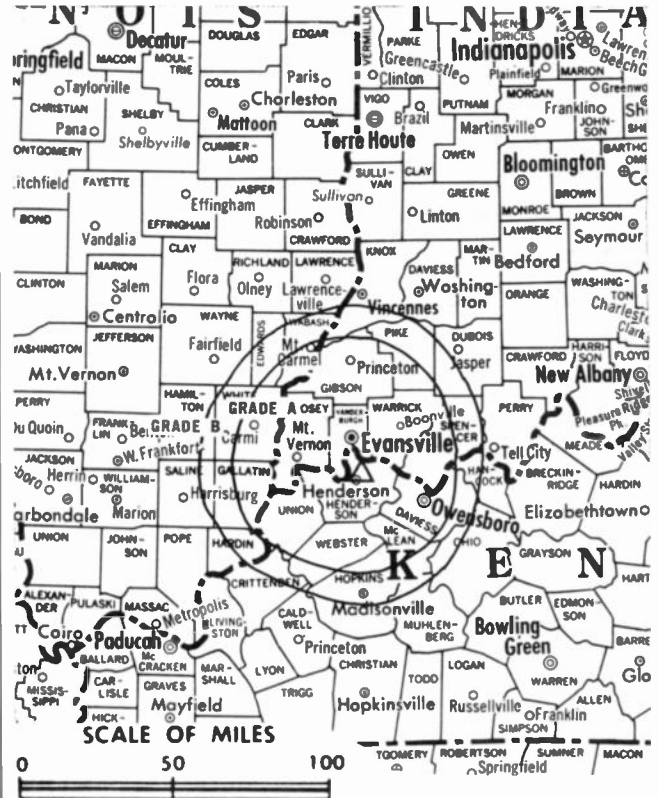
**Highest One Hour Rate:** \$2000.

**Highest 30 Sec. Rate:** (June 1, 1987) \$350.

**City of License:** Evansville. **ADI:** Evansville. **Rank:** 90.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 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	3,700	3,500	95
	Hardin	2,200	2,100	95
	Wabash	5,500	5,300	96
	White	7,500	7,100	95
	<b>INDIANA</b>			
	Dubois	12,900	12,500	97
	Gibson	13,100	12,800	98
	Pike	5,300	5,100	96
	Posey	9,600	9,300	97
Spencer	6,900	6,700	97	
Vanderburgh	66,300	64,900	98	
Warrick	16,600	16,200	98	



WEVV BMPCT—821101KI Granted 12/15/82

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>KENTUCKY</b>			
	Daviess	32,700	32,500	99
	Henderson	16,400	16,300	99
	Hopkins	17,900	17,700	99
	Mc Lean	3,500	3,500	100
	Union	5,700	5,700	99
	Webster	5,700	5,600	98
<b>Between 25-49%</b>	<b>ILLINOIS</b>			
	Gallatin	3,000	2,900	97
	Wayne	7,700	7,300	95
	<b>INDIANA</b>			
	Perry	6,700	6,500	97
<b>Between 5-24%</b>	<b>KENTUCKY</b>			
	Caldwell	5,000	4,900	98
	Hancock	2,900	2,900	100
	Muhlenberg	11,700	11,600	99
	Ohio	8,500	8,400	99
	<b>ILLINOIS</b>			
	Hamilton	3,900	3,700	95
	Lawrence	6,800	6,600	97
	Saline	12,200	11,800	97
	<b>INDIANA</b>			
Daviess	10,500	10,200	97	
Knox	16,000	15,700	98	
Martin	3,900	3,800	97	
<b>KENTUCKY</b>				
Crittenden	3,400	3,400	100	
Grayson	8,300	8,200	99	
Lyon	2,500	2,500	100	
<b>Station Totals</b>		<b>344,500</b>	<b>337,200</b>	<b>98</b>
<b>Net Weekly Circulation (1988)</b>			<b>165,300</b>	
<b>Average Daily Circulation (1988)</b>			<b>72,100</b>	

# Indiana—Evansville

**WFIE-TV**

Ch. 14

**Network Service:** NBC.

**Licensee:** Cosmos Broadcasting Co., 1115 Mount Auburn Rd., Box 1414, Evansville, IN 47712.

**Studio:** 1115 Mount Auburn Rd., Evansville, IN 47712.

**Telephone:** 812-426-1414. **TWX:** 810-353-0507. **Telex:** 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.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** ADM, 3-meter; Harris, 6-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.

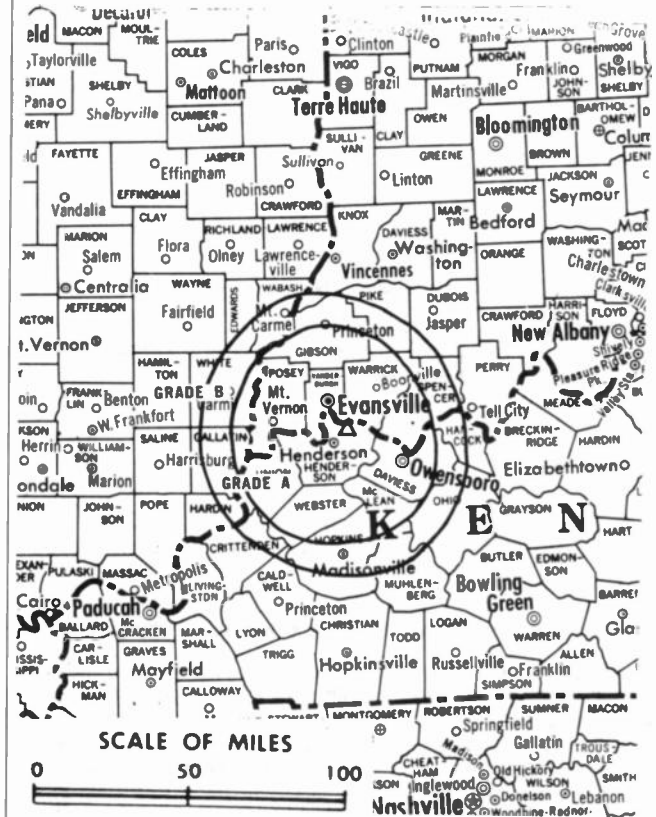
**Highest 30 Sec. Rate:** \$1800.

**NETWORK BASE HOURLY RATE:** \$870.

**City of License:** Evansville. **ADI:** Evansville. **Rank:** 90.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>ILLINOIS</b>			
	Edwards	3,700	3,500	95
	Gallatin	3,000	2,900	97
	Hardin	2,200	2,100	95
	Wabash	5,500	5,300	96
	Wayne	7,700	7,300	95
	White	7,500	7,100	95
	<b>INDIANA</b>			
	Dubois	12,900	12,500	97
	Gibson	13,100	12,800	98
	Perry	6,700	6,500	97
	Pike	5,300	5,100	96
	Posey	9,600	9,300	97
	Spencer	6,900	6,700	97
Vanderburgh	66,300	64,900	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	Households %
<b>50% &amp; Over</b>	<b>KENTUCKY</b>			
	Daviess	32,700	32,500	99
	Hancock	2,900	2,900	100
	Henderson	16,400	16,300	99
	Hopkins	17,900	17,700	99
	Mc Lean	3,500	3,500	100
	Muhlenberg	11,700	11,600	99
	Ohio	8,500	8,400	99
	Union	5,700	5,700	99
	Webster	5,700	5,600	98
<b>Between 25-49%</b>	<b>ILLINOIS</b>			
	Clay	6,200	5,900	95
	Hamilton	3,900	3,700	95
	Lawrence	6,800	6,600	97
	Richland	7,200	7,000	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	10,500	10,200	97
	<b>KENTUCKY</b>			
	Butler	4,300	4,300	99
Crittenden	3,400	3,400	100	
Grayson	8,300	8,200	99	
Lyon	2,500	2,500	100	
<b>Station Totals</b>		<b>358,300</b>	<b>350,600</b>	<b>98</b>
<b>Net Weekly Circulation (1988)</b>				<b>246,300</b>
<b>Average Daily Circulation (1988)</b>				<b>148,100</b>



# Indiana—Evansville

**WTVW**

Ch. 7

**Network Service:** ABC.

**Licensee:** Broad Street Television Corp., 37 Tower Rd., Box 151, Riverside, CT 06878.

**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%. See Group Ownership of Television Stations.

**Began Operation:** August 21, 1956. Sale to Broad Street TV granted Aug. 17, 1988 (*Television Digest*, Vol. 28:25). Sale to Charles Woods by Fuqua Communications approved by FCC Nov. 17, 1980. Sale of control to Fuqua by Polaris Corp. approved by FCC Sept. 26, 1966 (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.

**Personnel:**

- RICHARD L. GEISMAR, president.
- KEN SCHREIBER, general manager.
- DAVID CASTRALE, production manager.
- JOHN SCHUTA, chief engineer.
- JOHN STERNE, news director.
- DEBBIE BOSLEY, program director.
- JAN EVRAS, promotion director.
- ROSE WILLIAMS, business manager.

**Highest One Hour Rate:** \$4000.

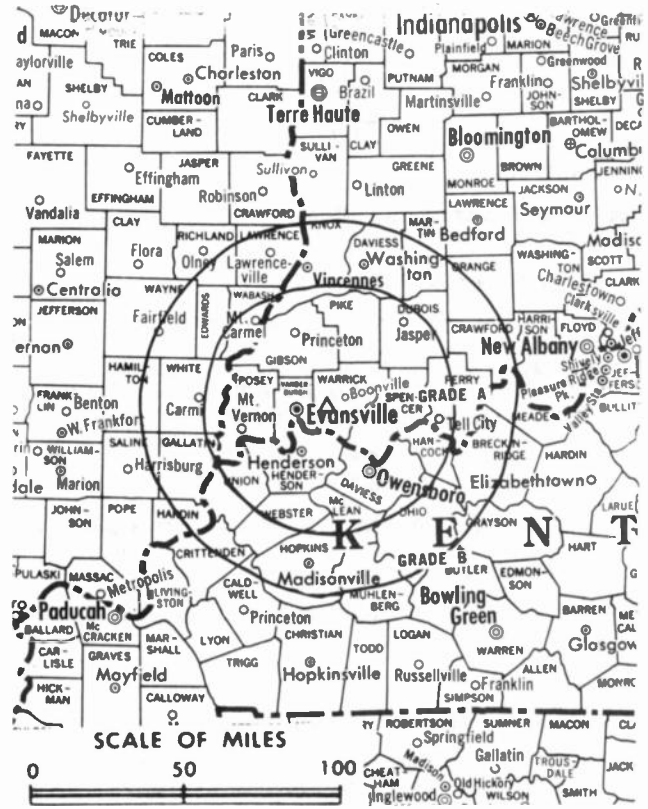
**Highest 30 Sec. Rate:** (August 1, 1987) \$650.

**NETWORK BASE HOURLY RATE:** \$1300.

**City of License:** Evansville. **ADI:** Evansville. **Rank:** 90.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>ILLINOIS</b>			
	Clay	6,200	5,900	95
	Edwards	3,700	3,500	95
	Hardin	2,200	2,100	95
	Lawrence	6,800	6,600	97
	Richland	7,200	7,000	97
	Wabash	5,500	5,300	96
	Wayne	7,700	7,300	95
	White	7,500	7,100	95
	<b>INDIANA</b>			
	Daviess	10,500	10,200	97
	Dubois	12,900	12,500	97
	Gibson	13,100	12,800	98
Knox	16,000	15,700	98	
Martin	3,900	3,800	97	
Perry	6,700	6,500	97	
Pike	5,300	5,100	96	
Posey	9,600	9,300	97	
Spencer	6,900	6,700	97	
Vanderburgh	66,300	64,900	98	



WTVW BPCT-810427KE Granted 6/22/81

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Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>KENTUCKY</b>			
	Warrick	16,600	16,200	98
	Daviess	32,700	32,500	99
	Hancock	2,900	2,900	100
	Henderson	16,400	16,300	99
	Hopkins	17,900	17,700	99
	Mc Lean	3,500	3,500	100
	Muhlenberg	11,700	11,600	99
	Ohio	8,500	8,400	99
	Union	5,700	5,700	99
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
	Hamilton	3,900	3,700	95
<b>Between 5-24%</b>	<b>KENTUCKY</b>			
	Breckinridge	6,100	6,000	98
	Caldwell	5,000	4,900	98
	Crittenden	3,400	3,400	100
	<b>ILLINOIS</b>			
Jasper	4,400	4,200	97	
Pope	1,800	1,700	94	
Saline	12,200	11,800	97	
<b>INDIANA</b>				
Crawford	3,600	3,400	94	
Greene	12,200	11,900	98	
Lawrence	16,400	16,100	98	
Orange	7,000	6,800	97	
<b>KENTUCKY</b>				
Butler	4,300	4,300	99	
Christian	21,000	20,800	99	
Grayson	8,300	8,200	99	
Meade	7,900	7,900	100	
<b>Station Totals</b>		<b>448,500</b>	<b>438,900</b>	<b>98</b>
<b>Net Weekly Circulation (1988)</b>			<b>289,400</b>	
<b>Average Daily Circulation (1988)</b>			<b>163,600</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.

Easylink: 62-577480.

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 to 1114-kw max. visual, 830-ft. above av. terrain, 807-ft. above ground, 1617-ft. above sea level, lat. 41° 05' 38'', long. 85° 10' 48''. BPC1-860710KE.

Transmitter: 2915 West State Blvd.

Satellite Earth Stations: 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. Sale to present owner by Corinthian Bcstg. approved by FCC Nov. 28, 1983 (Television Digest, Vol. 23:36). Sale to Corinthian by Universal Bcstg. (McConnell) approved Oct. 10, 1956 by FCC. Previous sale as WINT by R. Morris Pierce group approved June 13, 1956 (Vol. 12:24, 34, 41).

Represented (sales): Petry Television Inc.

Represented (legal): Covington & Burling.

Represented (engineering): Moffet, Larson & Johnson Inc.

### 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: \$2500.

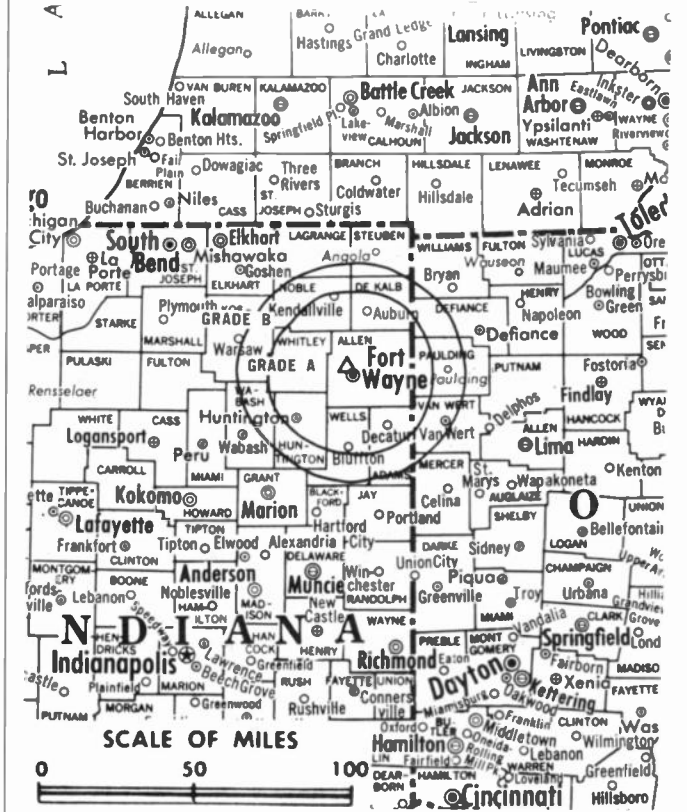
Highest 30 Sec. Rate: \$800.

NETWORK BASE HOURLY RATE: \$950.

City of License: Fort Wayne. AOI: Fort Wayne. Rank: 99.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	INDIANA Adams	10,500	10,300	98
	Allen	107,800	106,200	98
	Blackford	5,700	5,600	98



WANE-TV BPC1-2515 Granted 7/30/58 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	De Kalb	11,800	11,700	99
	Huntington	13,600	13,400	99
	Jay	8,300	8,100	98
	Noble	13,700	13,400	98
	Steuben	10,100	9,900	98
	Wabash	12,400	12,100	98
Between 25-49%	Wells	9,200	9,000	98
	Whitley	9,500	9,400	99
	OHIO Defiance	14,000	13,800	99
	Paulding	7,400	7,300	99
	Van Wert	11,500	11,300	98
	Williams	14,000	13,700	98
Between 5-24%	INDIANA Kosciusko	23,800	23,300	98
	OHIO Mercer	13,200	13,000	98
	Putnam	11,000	10,800	98
	INDIANA Grant	27,600	27,100	98
Station Totals	Lagrange	9,000	8,600	96
	Miami	13,700	13,400	98
	OHIO Allen	40,800	40,100	98
	Auglaize	16,000	15,700	98
Station Totals		414,600	407,200	98
Net Weekly Circulation (1988)			252,000	
Average Daily Circulation (1988)			139,300	

# 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. TWX: 810-332-1528.

**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; RCA Ku-band; M/A-Com, Scientific-Atlanta receivers.

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

**Ownership:** Great Trails Broadcasting Corp. See Group Ownership of Television Stations.

**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, vice president & general manager.  
STEVE POZEANAC, director of operations & program manager.  
FRANK HAWKINS, general sales manager.  
JIM GLENDENING, national sales manager.  
BDB SMITHHART, regional sales manager.  
GLENN SHICK, chief engineer.  
AL CRAIN, production manager.  
STEVE SHINE, news director.  
DDUG BIEBERICH, promotion director.  
BURL RAWLINS, business manager.  
LDS DINKEL, co-op director.

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

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

**City of License:** Fort Wayne. AOI: Fort Wayne. Rank: 99.

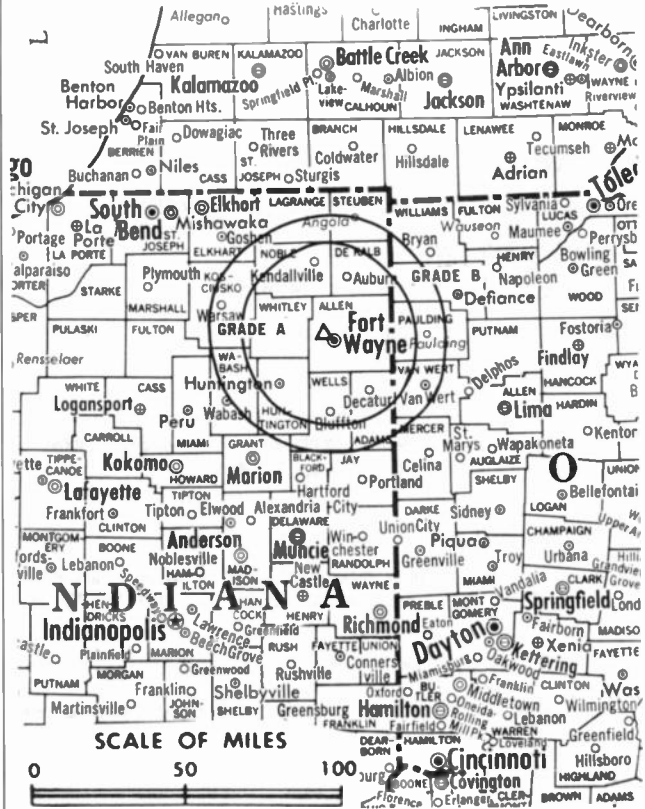
Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	INDIANA Adams	10,500	10,300	98
	Allen	107,800	106,200	98
	De Kalb	11,800	11,700	99
	Huntington	13,600	13,400	99
	Jay	8,300	8,100	98
	Noble	13,700	13,400	98

**THE TED HEPBURN COMPANY**

Our firm acted as financial advisor and broker in the 1982 sale of WFFT-TV

Ted Hepburn, President Todd Hepburn, Vice-President  
325 Garden Road, Palm Beach, Florida 33480 (407) 863-8995  
P.O. Box 42401, Cincinnati, Ohio 45242 (513) 791-8730



WFFT-TV BPCT-4975 Granted 5/20/77

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Steuben	10,100	9,900	98
	Wabash	12,400	12,100	98
	Wells	9,200	9,000	98
	Whitley	9,500	9,400	99
	<b>OHIO</b>			
	Defiance	14,000	13,800	99
	Mercer	13,200	13,000	98
	Paulding	7,400	7,300	99
	Van Wert	11,500	11,300	98
<b>Between 25-49%</b>	<b>INDIANA</b>			
	Blackford	5,700	5,600	98
	Grant	27,600	27,100	98
	Kosciusko	23,800	23,300	98
	Lagrange	9,000	8,600	96
	<b>OHIO</b>			
	Allen	40,800	40,100	98
	Auglaize	16,000	15,700	98
	Putnam	11,000	10,800	98
	Williams	14,000	13,700	98
<b>Between 5-24%</b>	<b>INDIANA</b>			
	Fulton	7,500	7,400	99
	Miami	13,700	13,400	98
	Randolph	10,900	10,700	98
	<b>MICHIGAN</b>			
	Branch	14,600	14,400	99
	St Joseph	21,600	21,300	99
	<b>OHIO</b>			
	Darke	20,500	20,200	99
	Henry	10,400	10,300	99
<b>Station Totals</b>		<b>500,100</b>	<b>491,500</b>	<b>98</b>
<b>Net Weekly Circulation (1988)</b>			<b>232,000</b>	
<b>Average Daily Circulation (1988)</b>			<b>96,800</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, 100%. 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.
- EUGENE YERGENS, local sales manager.
- WILLIAM NICHOLS, station manager.
- LARRY BOWER, promotion & operations director.
- JACK MAURER, news director.
- ED SCHMIDT, chief engineer.
- ROBERT LUCAS, business manager.

Highest One Hour Rate: \$1500.

Highest 30 Sec. Rate: \$900.

NETWORK BASE HOURLY RATE: \$575.

City of License: Fort Wayne. ADI: Fort Wayne. Rank: 99.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 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	10,500	10,300	98
	Allen	107,800	106,200	98
	Blackford	5,700	5,600	98
	De Kalb	11,800	11,700	99



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>	<b>INDIANA</b>			
	Huntington	13,600	13,400	99
	Jay	8,300	8,100	98
	Noble	13,700	13,400	98
	Steuben	10,100	9,900	98
	Wabash	12,400	12,100	98
	Wells	9,200	9,000	98
<b>OHIO</b>	Whitley	9,500	9,400	99
	Defiance	14,000	13,800	99
	Mercer	13,200	13,000	98
	Paulding	7,400	7,300	99
	Van Wert	11,500	11,300	98
<b>Between 25-49%</b>	<b>INDIANA</b>			
	Kosciusko	23,800	23,300	98
<b>OHIO</b>	Williams	14,000	13,700	98
	<b>Between 5-24%</b>			
<b>INDIANA</b>	Grant	27,600	27,100	98
	Lagrange	9,000	8,600	96
	Miami	13,700	13,400	98
	<b>OHIO</b>			
Allen	40,800	40,100	98	
Auglaize	16,000	15,700	98	
Putnam	11,000	10,800	98	
<b>Station Totals</b>		<b>414,600</b>	<b>407,200</b>	<b>98</b>
<b>Net Weekly Circulation (1988)</b>				<b>241,200</b>
<b>Average Daily Circulation (1988)</b>				<b>129,600</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 Station: 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.
- BARBARA WIGHAM, station manager & director of programming.
- MARVIN GOTTLIEB, general sales manager.
- BILL MacDONALD, sales manager.
- WAYNE LUDKEY, news director.
- RAY KRUEGER, chief engineer.
- MIRIAM SYMONDS, business manager.
- RAY SYLVESTER, marketing director.

Highest One Hour Rate: \$2000.

Highest 30 Sec. Rate: \$1000.

NETWORK BASE HOURLY RATE: \$825.

City of License: Fort Wayne. ADI: Fort Wayne. Rank: 99.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 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	10,500	10,300	98
	Allen	107,800	106,200	98
	Blackford	5,700	5,600	98
	De Kalb	11,800	11,700	99
	Huntington	13,600	13,400	99
	Jay	8,300	8,100	98



WPTA BPCT-790312LC Granted 6/8/79

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>OHIO</b>			
	Noble	13,700	13,400	98
	Steuben	10,100	9,900	98
	Wabash	12,400	12,100	98
	Wells	9,200	9,000	98
	Whitley	9,500	9,400	99
	<b>OHIO</b>			
Defiance	14,000	13,800	99	
Mercer	13,200	13,000	98	
Paulding	7,400	7,300	99	
Van Wert	11,500	11,300	98	
Williams	14,000	13,700	98	
<b>Between 25-49%</b>	<b>INDIANA</b>			
	Kosciusko	23,800	23,300	98
	Lagrange	9,000	8,600	96
<b>OHIO</b>	Auglaize	16,000	15,700	98
	Putnam	11,000	10,800	98
	<b>Between 5-24%</b>	<b>INDIANA</b>		
Grant		27,600	27,100	98
Miami		13,700	13,400	98
<b>OHIO</b>				
Allen	40,800	40,100	98	
Henry	10,400	10,300	99	
<b>Station Totals</b>		<b>425,000</b>	<b>417,500</b>	<b>98</b>
<b>Net Weekly Circulation (1988)</b>			<b>264,300</b>	
<b>Average Daily Circulation (1988)</b>			<b>154,600</b>	

# Indiana—Indianapolis

## WHMB-TV

Ch. 40

Network Service: None, independent.

Licensee: LeSea Broadcasting Co., Box 12, South Bend, IN 46624.

Studio: Box 50250, Indianapolis, IN 46250.

Mailing Address: Box 50250, Indianapolis, IN 46250.

Telephone: 317-773-5050.

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: Le Sea Broadcasting Co. 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.  
DAVE STRAIT, station manager.  
THOM EWING, local sales manager.  
DOUG GARLINGER, chief engineer.  
JIM SHAFFER, program director.

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 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
Between 25-49%	INDIANA Tipton	6,300	6,200	98
Between 5-24%	INDIANA Boone	14,000	13,800	99
	Brown	5,200	5,100	98
	Carroll	7,200	7,100	99
	Cass	14,800	14,500	98
	Clay	9,400	9,300	98



WHMB-TV BPCT-810722KH Granted 1/12/82

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	Households %
Between 5-24%	Clinton	11,400	11,200	98
	Fountain	6,700	6,600	99
	Hamilton	33,800	33,400	99
	Hancock	16,200	16,000	99
	Hendricks	25,300	25,000	99
	Henry	18,500	18,200	98
	Howard	32,300	31,800	98
	Johnson	29,000	28,700	99
	Madison	48,500	47,900	99
	Marion	299,900	295,700	99
	Miami	13,700	13,400	98
	Monroe	36,400	35,300	97
	Montgomery	13,300	13,100	98
	Morgan	19,200	18,900	98
	Owen	6,500	6,400	98
	Parke	5,900	5,800	98
	Putnam	9,900	9,700	98
	Rush	6,500	6,400	98
	Shelby	14,300	14,100	99
	White	9,300	9,100	98
Station Totals		713,500	702,700	98
Net Weekly Circulation (1988)			88,100	
Average Daily Circulation (1988)			26,200	

# 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. **TWX:** 810-341-3127.

**Fax:** 317-923-8888, ext. 360.

**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, P.C.

### Personnel:

PETER ORNE, president & general manager.  
SCOTT BLUMENTHAL, general sales manager.  
PETER NIKIEL, advertising & promotion manager.  
TERRY VAN BIBBER, chief engineer.  
LEE GILES, news director.  
TIM WARNER, local sales manager.  
MARC DUNLAP, national sales manager.  
DIANNE ADJAN, program director.  
JOE WERTENBERGER, business manager.

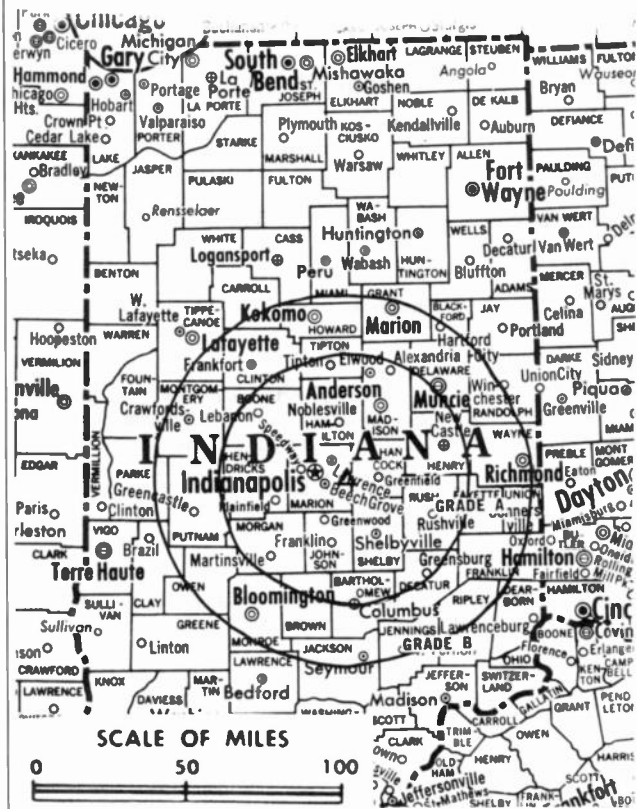
**Highest 30 Sec. Rate:** \$5000.

**NETWORK BASE HOURLY RATE:** \$2200.

**City of License:** Indianapolis. **ADI:** Indianapolis. **Rank:** 24.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>INDIANA</b>			
	Bartholomew	24,400	24,000	98
	Blackford	5,700	5,600	98
	Boone	14,000	13,800	99
	Brown	5,200	5,100	98
	Carroll	7,200	7,100	99
	Clinton	11,400	11,200	98
	Decatur	8,300	8,100	98
	Delaware	44,200	43,600	99
	Fayette	9,900	9,700	98
	Grant	27,600	27,100	98
	Hamilton	33,800	33,400	99
	Hancock	16,200	16,000	99
	Hendricks	25,300	25,000	99
	Henry	18,500	18,200	98
	Howard	32,300	31,800	98
	Jackson	13,700	13,500	99
	Jennings	7,900	7,700	97
	Johnson	29,000	28,700	99



WISH-TV BPCT-110 Granted 1/28/54

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>INDIANA</b>			
	Madison	48,500	47,900	99
	Marion	299,900	295,700	99
	Miami	13,700	13,400	98
	Monroe	36,400	35,300	97
	Montgomery	13,300	13,100	98
	Morgan	19,200	18,900	98
	Owen	6,500	6,400	98
	Putnam	9,900	9,700	98
	Randolph	10,900	10,700	98
	Rush	6,500	6,400	98
	Shelby	14,300	14,100	99
	Tippecanoe	43,100	42,000	97
	Tipton	6,300	6,200	98
Wayne	27,100	26,600	98	
White	9,300	9,100	98	

Between 25-49%	State County	Total Households	TV Households	Households %
<b>Between 25-49%</b>	<b>INDIANA</b>			
	Benton	3,600	3,500	97
	Cass	14,800	14,500	98
	Clay	9,400	9,300	98
	Jay	8,300	8,100	98
	Lawrence	16,400	16,100	98
	Union	2,400	2,300	96
Wabash	12,400	12,100	98	

Between 5-24%	State County	Total Households	TV Households	Households %
<b>Between 5-24%</b>	<b>INDIANA</b>			
	Fountain	6,700	6,600	99
	Franklin	6,600	6,400	97
	Greene	12,200	11,900	98
	Orange	7,000	6,800	97
	Parke	5,900	5,800	98
	Scott	7,400	7,200	97
	Vermillion	7,300	7,200	99
	Warren	3,000	2,900	97
Washington	8,200	7,900	96	

<b>Station Totals</b>		1,031,100	1,013,700	98
<b>Net Weekly Circulation (1988)</b>				781,000
<b>Average Daily Circulation (1988)</b>				447,400

# Indiana—Indianapolis

**WRTV**

Ch. 6

**Network Service:** ABC.

**Licensee:** McGraw-Hill Broadcasting Co. Inc., 1330 N. Meridian St., Indianapolis, IN 46202.

**Studio:** 1330 N. Meridian St., Indianapolis, IN 46202.

**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, 4.5-meter C-band; Andrew, 7.3-meter C-band; Microdyne, 3-meter Ku-band; Microdyne, 7.2-meter C-band; Satcom Technologies, 5.5-meter Ku-band; Avartek, 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 & general manager.
- SHARON CHALFIN, general sales manager.
- KEN LADAGE, director of program operations.
- SHARON MALMSTONE, director of advertising & sales promotion.
- MARTIN SIDDALL, director of business affairs.
- DICK PRATT, director of engineering.
- ARLIN STEVENS, director of news.
- ED SORENSEN, sports director.
- ROB McCONNELL, local sales manager.
- JEFF KLOPFENSTEIN, national sales manager.

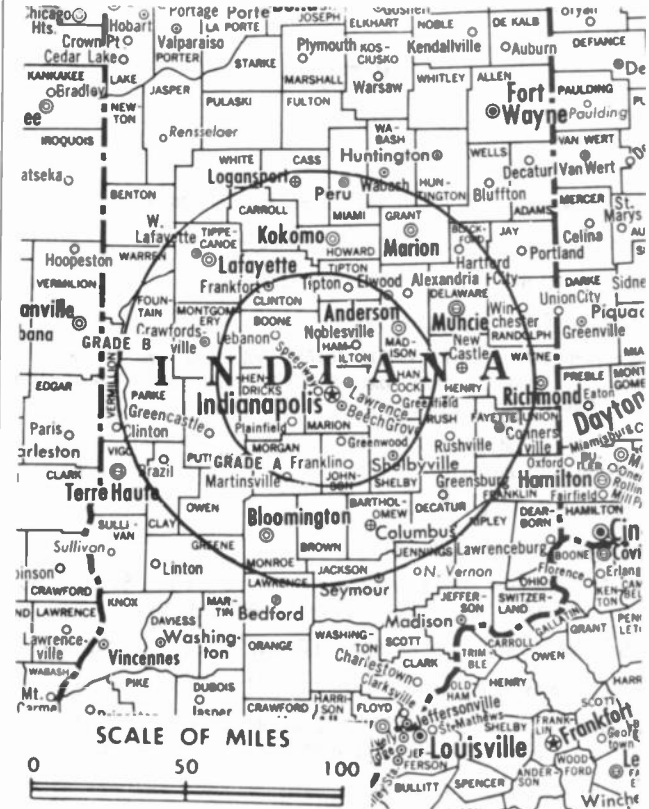
**Rates:** Not available.

**NETWORK BASE HOURLY RATE:** \$2300.

**City of License:** Indianapolis. **ADI:** Indianapolis. **Rank:** 24.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>INDIANA</b>				
<b>50% &amp; Over</b>	Bartholomew	24,400	24,000	98
	Benton	3,600	3,500	97
	Blackford	5,700	5,600	98
	Boone	14,000	13,800	99
	Brown	5,200	5,100	98
	Carroll	7,200	7,100	99
	Cass	14,800	14,500	98
	Clinton	11,400	11,200	98
	Decatur	8,300	8,100	98
	Delaware	44,200	43,600	99
	Fayette	9,900	9,700	98
	Fountain	6,700	6,600	99
	Grant	27,600	27,100	98
	Hamilton	33,800	33,400	99
	Hancock	16,200	16,000	99
	Hendricks	25,300	25,000	99
	Henry	18,500	18,200	98
	Howard	32,300	31,800	98
	Johnson	29,000	28,700	99



WRTV BMPCT-1529 Granted 12/29/53

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	Madison	48,500	47,900	99
	Marion	299,900	295,700	99
	Miami	13,700	13,400	98
	Monroe	36,400	35,300	97
	Montgomery	13,300	13,100	98
	Morgan	19,200	18,900	98
	Owen	6,500	6,400	98
	Putnam	9,900	9,700	98
	Randolph	10,900	10,700	98
	Rush	6,500	6,400	98
	Shelby	14,300	14,100	99
	Tippecanoe	43,100	42,000	97
	Tipton	6,300	6,200	98
	Warren	3,000	2,900	97
	White	9,300	9,100	98

<b>INDIANA</b>				
Between 25-49%	County	Total Households	TV Households	Households %
	Clay	9,400	9,300	98
	Jackson	13,700	13,500	99
	Jay	8,300	8,100	98
	Jennings	7,900	7,700	97
	Lawrence	16,400	16,100	98
	Parke	5,900	5,800	98
	Vermillion	7,300	7,200	99
	Wabash	12,400	12,100	98
	Wayne	27,100	26,600	98

<b>ILLINDIS</b>				
Between 5-24%	County	Total Households	TV Households	Households %
	Edgar	8,400	8,200	98
	Vermilion	36,200	35,500	98

<b>INDIANA</b>				
Between 5-24%	County	Total Households	TV Households	Households %
	Franklin	6,600	6,400	97
	Greene	12,200	11,900	98
	Sullivan	8,200	8,000	98
	Vigo	39,700	39,000	98

Station Totals	Total Households	TV Households	Households %
<b>Net Weekly Circulation (1988)</b>	1,098,600	1,080,200	98
<b>Average Daily Circulation (1988)</b>		795,300	
		447,300	



# Indiana—Indianapolis

**WTHR**

Ch. 13

**Network Service:** NBC.

**Licensee:** VideoIndiana Inc., 1000 N. Meridian St., Box 1313, Indianapolis, IN 46204.

**Studio:** 1000 N. Meridian St., Indianapolis, IN 46204.

**Mailing Address:** Box 1313, Indianapolis IN 46206.

**Telephone:** 317-636-1313. **Fax:** 317-636-3717.

**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:** ADM, 6.1-meter; Harris, 6.1-meter; Harris, 8.8-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 (Television Digest, Vol. 15:13, 21).

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

**Represented (legal):** Crowell & Moring.

**Represented (engineering):** David Steel & Associates Inc.

**Personnel:**

- GENE D'ANGELO, president.
- MICHAEL J. CORKEN, vice president & general manager.
- GERALD GARY, treasurer.
- WILLIAM ORR, vice president of engineering.
- WILLIAM C. HINEMAN, chief engineer.
- TOM ROSE, program director.
- MARLENE CAMPBELL, general sales manager.
- LARRY LEESE, national sales manager.
- BETTY CROCKETT, 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. **AOI:** Indianapolis. **Rank:** 24.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 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	24,400	24,000	98
	Benton	3,600	3,500	97
	Blackford	5,700	5,600	98
	Boone	14,000	13,800	99
	Brown	5,200	5,100	98
	Carroll	7,200	7,100	99
	Cass	14,800	14,500	98
	Clinton	11,400	11,200	98
	Decatur	8,300	8,100	98
	Delaware	44,200	43,600	99
	Fayette	9,900	9,700	98
	Fountain	6,700	6,600	99
	Grant	27,600	27,100	98
	Hamilton	33,800	33,400	99
	Hancock	16,200	16,000	99
	Hendricks	25,300	25,000	99
	Henry	18,500	18,200	98



WTHR BMPCT—831103KR Granted 12/21/83 ©American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Howard	32,300	31,800	98
	Jay	8,300	8,100	98
	Johnson	29,000	28,700	99
	Madison	48,500	47,900	99
	Marion	299,900	295,700	99
	Miami	13,700	13,400	98
	Monroe	36,400	35,300	97
	Montgomery	13,300	13,100	98
	Morgan	19,200	18,900	98
	Putnam	9,900	9,700	98
	Randolph	10,900	10,700	98
	Rush	6,500	6,400	98
	Shelby	14,300	14,100	99
	Tippecanoe	43,100	42,000	97
	Tipton	6,300	6,200	98
Warren	3,000	2,900	97	
Wayne	27,100	26,600	98	
White	9,300	9,100	98	

Between 25-49%	INDIANA	Total Households	TV Households	%
Greene	12,200	11,900	98	
Jackson	13,700	13,500	99	
Jennings	7,900	7,700	97	
Lawrence	16,400	16,100	98	
Owen	6,500	6,400	98	
Parke	5,900	5,800	98	
Wabash	12,400	12,100	98	

Between 5-24%	INDIANA	Total Households	TV Households	%
Clay	9,400	9,300	98	
Franklin	6,600	6,400	97	
Fulton	7,500	7,400	99	
Pulaski	5,100	4,900	96	
Sullivan	8,200	8,000	98	
Union	2,400	2,300	96	
Vermillion	7,300	7,200	99	

<b>Station Totals</b>	<b>1,029,300</b>	<b>1,012,100</b>	<b>98</b>
<b>Net Weekly Circulation (1988)</b>			<b>805,900</b>
<b>Average Daily Circulation (1988)</b>			<b>479,200</b>

# Indiana—Indianapolis

**WXIN**

**Ch. 59**

**Network Service:** Fox.

**Licensee:** Atin 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 owner by USA Communications Inc. approved by FCC Dec. 26, 1984.

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

**Represented (legal):** Sundlun, Scher & Singer.

**Personnel:**

JOSEPH YOUNG, vice president & general manager.  
RAY HUNT, general sales manager.  
DENNIS CHRISTINE JR., national sales manager.  
GEORGE BOGGS, program manager.  
SCOTT FARLEY, local sales manager.  
MIKE McKINNON, chief engineer.  
ANNA KOKAS, promotion director.  
SARAH BONNER, business manager.

**Highest One Hour Rate:** \$10,000.

**Highest 30 Sec. Rate:** \$1800.

**City of License:** Indianapolis. **ADI:** Indianapolis. **Rank:** 24.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>INDIANA</b>				
<b>50% &amp; Over</b>	Boone	14,000	13,800	99
	Cass	14,800	14,500	98
	Clinton	11,400	11,200	98
	Hamilton	33,800	33,400	99
	Hancock	16,200	16,000	99
	Hendricks	25,300	25,000	99
	Madison	48,500	47,900	99
	Marion	299,900	295,700	99
	Morgan	19,200	18,900	98
	Rush	6,500	6,400	98
	Tippecanoe	43,100	42,000	97



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>INDIANA</b>				
<b>Between 25-49%</b>	Bartholomew	24,400	24,000	98
	Carroll	7,200	7,100	99
	Delaware	44,200	43,600	99
	Grant	27,600	27,100	98
	Henry	18,500	18,200	98
	Howard	32,300	31,800	98
	Johnson	29,000	28,700	99
	Miami	13,700	13,400	98
	Monroe	36,400	35,300	97
	Montgomery	13,300	13,100	98
	Putnam	9,900	9,700	98
	Randolph	10,900	10,700	98
	Shelby	14,300	14,100	99
	Tipton	6,300	6,200	98
Warren	3,000	2,900	97	
White	9,300	9,100	98	
<b>INDIANA</b>				
<b>Between 5-24%</b>	Blackford	5,700	5,600	98
	Brown	5,200	5,100	98
	Clay	9,400	9,300	98
	Decatur	8,300	8,100	98
	Fayette	9,900	9,700	98
	Fountain	6,700	6,600	99
	Jackson	13,700	13,500	99
	Jay	8,300	8,100	98
	Jennings	7,900	7,700	97
	Lawrence	16,400	16,100	98
Owen	6,500	6,400	98	
Union	2,400	2,300	96	
<b>Station Totals</b>		<b>933,400</b>	<b>918,300</b>	<b>98</b>
<b>Net Weekly Circulation (1988)</b>			<b>438,300</b>	
<b>Average Daily Circulation (1988)</b>			<b>181,300</b>	

# Indiana—Bloomington-Indianapolis

**WTTV**

Ch. 4

(Operates satellite WTTK, Kokomo, IN)

**Network Service:** None, independent.

**Licensee:** Capitol Bcstg. Co. Inc., Box 12000, Raleigh, NC 27605-2000.

**Studios:** 3490 Bluff Rd., Indianapolis, IN 46217; 1020 S. Highland Ave., Bloomington, IN 47401.

**Telephone:** 317-787-2211. **TWX:** 810-341-3177.

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 55-kw visual, 10.2-kw aural. Antenna: 1200-ft. above av. terrain, 1170-ft. above ground, 2037-ft. above sea level.

Latitude 39° 24' 26.50"  
Longitude 86° 08' 52.00"

**Transmitter:** Trafalgar, IN.

**Satellite Earth Stations:** Transmit/receive Harris, 8.8-meter C-band & Scientific-Atlanta, 4.6-meter Ku-band; Microdyne, 3.6-meter Ku-band; Vertex, 6.1-meter C-band; Harris, Scientific-Atlanta, Standard Communications receivers.

**News Service:** UPI.

**Ownership:** Capitol Bcstg. Co. Inc. See Group Ownership of Television Stations.

**Began Operation:** November 11, 1949. Sale by Sarkes Tarzian Inc. approved by FCC May 9, 1978 (*Television Digest*, Vol. 17:29). Sale to Tel-Am Operations Inc. by Teleco Inc. approved by FCC Jan. 24, 1984. Sale to present owner approved June 7, 1988.

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

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

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

**Personnel:**

FREDERICK R. BARBER, vice president & general manager.  
CLYDE V. DUTTON, general sales manager.  
BERNARD J. SOUERS, local sales manager.  
MICHAEL S. DAVIS, program manager.  
TOM WEBER, director of engineering.  
JIM LOCKWOOD, news director.  
PEGGY McCLELLAND, production manager.  
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 1/1/88. TV Homes, TV% and Circulation © 1988 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	24,400	24,000	98
	Boone	14,000	13,800	99
	Brown	5,200	5,100	98
	Clay	9,400	9,300	98
	Delaware	44,200	43,600	99
	Fayette	9,900	9,700	98
	Fountain	6,700	6,600	99
	Greene	12,200	11,900	98
	Hamilton	33,800	33,400	99
	Hancock	16,200	16,000	99
	Hendricks	25,300	25,000	99
	Henry	18,500	18,200	98
	Howard	32,300	31,800	98
	Jackson	13,700	13,500	99
	Jefferson	10,600	10,400	98



WTTV BPC-T-5061 Granted 11/14/77

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>				
	Jennings	7,900	7,700	97
	Johnson	29,000	28,700	99
	Lawrence	16,400	16,100	98
	Madison	48,500	47,900	99
	Marion	299,900	295,700	99
	Martin	3,900	3,800	97
	Monroe	36,400	35,300	97
	Montgomery	13,300	13,100	98
	Morgan	19,200	18,900	98
	Owen	6,500	6,400	98
	Parke	5,900	5,800	98
	Putnam	9,900	9,700	98
	Rush	6,500	6,400	98
	Shelby	14,300	14,100	99
	Tipton	6,300	6,200	98
	Vermillion	7,300	7,200	99

<b>Between 25-49%</b>				
	<b>ILLINOIS</b>			
	Crawford	8,400	8,200	98
	Edgar	8,400	8,200	98
	Vermillion	36,200	35,500	98

	<b>INDIANA</b>			
	Benton	3,600	3,500	97
	Carroll	7,200	7,100	99
	Cass	14,800	14,500	98
	Clinton	11,400	11,200	98
	Daviess	10,500	10,200	97
	Decatur	8,300	8,100	98
	Dubois	12,900	12,500	97
	Grant	27,600	27,100	98
	Jay	8,300	8,100	98
	Knox	16,000	15,700	98

(Continued on page A-432)

<b>Station Totals</b>	<b>1,892,600</b>	<b>1,862,600</b>	<b>98</b>
<b>Net Weekly Circulation (1988)</b>		<b>797,500</b>	
<b>Average Daily Circulation (1988)</b>		<b>314,500</b>	

# Indiana—Kokomo

**WTTK**

**Ch. 29**

(Satellite of WTTV Bloomington-Indianapolis, IN)

**Network Service:** None, independent.

**Licensee:** WTTV Inc., Box 12000, Raleigh, NC 27605-2000.

**Studio:** See WTTV, Bloomington.

**Telephone:** 317-787-2211.

**Technical Facilities:** Channel No. 29 (560-566 MHz). Authorized power: 3090-kw max. visual, 309-kw max. aural. Antenna: 774-ft. above av. terrain, 755-ft. above ground, 1621-ft. above sea level.

Latitude	40°	20'	20"
Longitude	85°	57'	15"

**Transmitter:** Windfall, IN.

**Ownership:** Capitol Bcstg. Co. Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** May 1, 1988.

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

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

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

**Personnel:**

FREDERICK BARBER, vice president & general manager.  
 TOM WEBER, director of engineering.  
 CLYDE DUTTON, general sales manager.  
 BERNIE SOUERS, local sales manager.

**Arbitron Data:** Not available



WTTK BMPCT-880202KH Granted 3/29/88

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City of License: Kokomo. ADI: Indianapolis. Rank: 24.

# Indiana—Lafayette-Kokomo

**WLF1-TV**

Ch. 18

# TV 18 WLF1-TV LAFAYETTE

**Network Service:** CBS.

**Licensee:** WLF1-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. **Fax:** 317-463-9960.

**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.

**Multichannel TV Sound:** Planned.

**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, 100%. See Group Ownership of TV 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 Sarkes Tarzian as Ch. 59, but left the air May 15, 1959 while sale was pending. Sale to Sarkes Tarzian by Henry Rosenthal and associates approved June 17, 1959; resumed operation on Ch. 18 Nov. 15, 1959 (Vol. 15:19, 20, 25, 46). Sale to RJN Bcstg. Inc. (Richard F. Shively) by Sarkes Tarzian Inc. approved Nov. 3, 1967. Sale to Blade Communications Inc. by RJN Bcstg. approved by FCC Sept. 13, 1979.

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

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

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

**Personnel:**

ROBERT FORD, general manager.  
TOM COMBS, sales manager.  
MIKE PIGGOTT, news director.  
KEN GARDNER, director of operations & engineering.  
DICK LONG, local sales manager.  
KEN FITZGERALD, chief engineer.  
NINA HART, program director.  
JON HENDRICKSON, promotion director.  
ROGER TELFER, business manager.



WLF1 BmpCT—7447 Granted 3/15/73

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**Highest One Hour Rate:** \$900.

**Highest 30 Sec. Rate:** \$425.

**NETWORK BASE HOURLY RATE:** \$245.

**City of License:** Lafayette. **ADI:** Lafayette, IN. **Rank:** 193.

**Total Households:** © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 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	14,800	14,500	98
	Clinton	11,400	11,200	98
	Fountain	6,700	6,600	99
	Tippecanoe	43,100	42,000	97
<b>Between 25-49%</b>	Warren	3,000	2,900	97
	White	9,300	9,100	98
	<b>INDIANA</b>			
	Howard	32,300	31,800	98
	Jasper	9,200	9,000	98
<b>Between 5-24%</b>	Miami	13,700	13,400	98
	Montgomery	13,300	13,100	98
	Tipton	6,300	6,200	98
	<b>INDIANA</b>			
	Boone	14,000	13,800	99
Fulton	7,500	7,400	99	
Grant	27,600	27,100	98	
Newton	5,300	5,200	98	
Pulaski	5,100	4,900	96	
<b>Station Totals</b>		<b>233,400</b>	<b>228,800</b>	<b>98</b>
<b>Net Weekly Circulation (1988)</b>				<b>111,900</b>
<b>Average Daily Circulation (1988)</b>				<b>53,700</b>

# Indiana—Marion

**WMCC**

**Ch. 23**

**Network Service:** None, independent.

**Licensee:** Marion TV Inc., 2250 Seymour Ave., Cincinnati, OH 45212.

**Studio:** Rural Rte. 2, Box 97A, Noblesville, IN 46060.

**Telephone:** 317-552-0804.

**Technical Facilities:** Channel No. 23 (524-530 MHz). Authorized power: 5000-kw visual, 600-kw aural. Antenna: 964-ft. above av. terrain, 963-ft. above ground, 1825-ft. above sea level.

Latitude 40° 08' 57"  
Longitude 85° 56' 15"

**Transmitter:** NE corner of intersection of Hwy. 213 & 246th St., Strawtown.

**Ownership:** Gerald J. Robinson, 100%. See Group Ownership of Television Stations.

**Began Operation:** October 19, 1987.

**Personnel:**

JOE MAZZA, general manager.  
JEFF SCHROCK, chief engineer.  
JAY REYNOLDS, sales manager.

**City of License:** Marion. **ADI:** Indianapolis. **Rank:** 24.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	<b>INDIANA</b>			
	Boone	14,000	13,800	99
	Cass	14,800	14,500	98
	Clinton	11,400	11,200	98
	Delaware	44,200	43,600	99
	Grant	27,600	27,100	98
	Hamilton	33,800	33,400	99
	Hancock	16,200	16,000	99
	Hendricks	25,300	25,000	99
	Henry	18,500	18,200	98
	Howard	32,300	31,800	98
Johnson	29,000	28,700	99	
Madison	48,500	47,900	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	Marion	299,900	295,700	99
	Morgan	19,200	18,900	98
	Randolph	10,900	10,700	98
	Tipton	6,300	6,200	98
<b>Station Totals</b>		<b>651,900</b>	<b>642,700</b>	<b>99</b>
<b>Net Weekly Circulation (1988)</b>			<b>48,400</b>	
<b>Average Daily Circulation (1988)</b>			<b>17,000</b>	

# Indiana—Richmond

**WKOI**

**Ch. 43**

**Network Service:** None, independent.

**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: 1410-kw visual, 141-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, 2080 Trenton-Oxford Rd.

**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, Chartered.

**Personnel:**

MARY L. LAIRD, supervisor of station operations.  
JOE HOYER, production manager.  
CARL DOLE, chief engineer.

**Rates:** Not available.

**City of License:** Richmond. **ADI:** Dayton. **Rank:** 48.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	INDIANA			
	Henry	18,500	18,200	98
	Randolph	10,900	10,700	98



WKOI BPCT-5228 Granted 5/19/80

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	KENTUCKY			
	Grant	4,900	4,900	100
	OHIO			
	Preble	14,600	14,400	99
	Warren	36,100	35,600	99
<b>Station Totals</b>		<b>85,000</b>	<b>83,800</b>	<b>99</b>
<b>Net Weekly Circulation (1988)</b>				<b>26,100</b>
<b>Average Daily Circulation (1988)</b>				<b>10,400</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.

**Satellite Earth Stations:** Transmit/receive Harris, 9.2-meter; Microdyne, 9.2-meter; Harris, Microdyne receivers.

**News Service:** UPI.

**Ownership:** Le Sea Broadcasting Co. 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:**

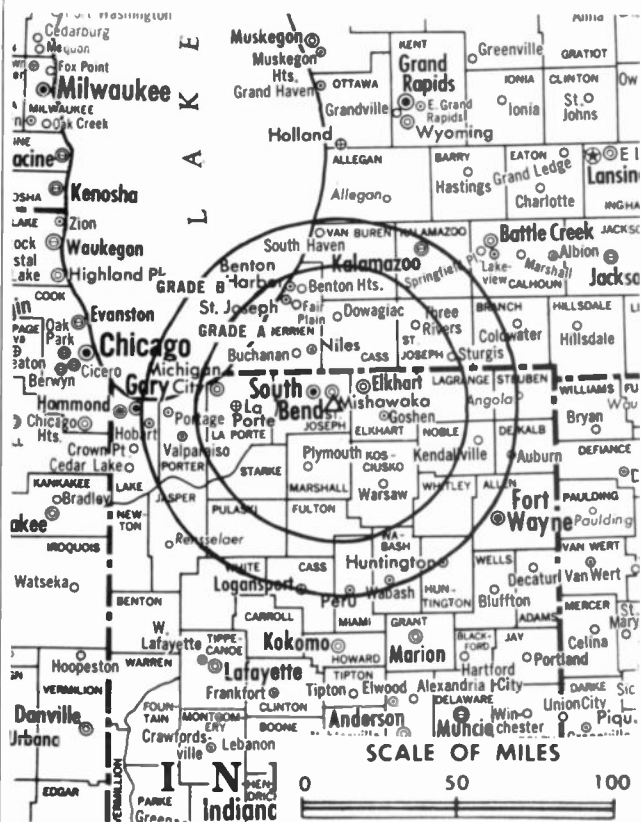
LESTER SUMRALL, president.  
PETE SUMRALL, general manager.

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

**City of License:** South Bend. ADI: South Bend-Elkhart. Rank: 84.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 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	53,400	52,200	98
	Fulton	7,500	7,400	99
	Kosciusko	23,800	23,300	98
	Lagrange	9,000	8,600	96
	Marshall	15,300	15,000	98
<b>Between 5-24%</b>	<b>INDIANA</b>			
	De Kalb	11,800	11,700	99
	Huntington	13,600	13,400	99
	Jasper	9,200	9,000	98
	La Porte	37,400	37,000	99



WHME-TV BMPCT-7479 Granted 7/25/73

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	Noble	13,700	13,400	98
	Pulaski	5,100	4,900	96
	St Joseph	88,800	87,600	99
	Starke	7,900	7,700	97
	Steuben	10,100	9,900	98
	Wabash	12,400	12,100	98
	Whitley	9,500	9,400	99
	<b>MICHIGAN</b>			
	Berrien	61,000	59,900	98
	Cass	18,100	17,800	98
<b>Station Totals</b>	St Joseph	21,600	21,300	99
	Van Buren	25,400	25,100	99
	<b>Total</b>	<b>454,600</b>	<b>446,700</b>	<b>98</b>
<b>Net Weekly Circulation (1988)</b>			<b>93,000</b>	
<b>Average Daily Circulation (1988)</b>			<b>31,800</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. TWX: 810-299-2594.

Fax: 219-282-2916.

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' 20.00"  
Longitude 86° 12' 44.50"

Transmitter: Ironwood & Kern Rds.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive 2 Satcom Technologies, 9.2-meter C-band & Andrew, 2.4-meter Ku-band; ADM, 7-meter C-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): Peper, Martin, Jensen, Maichel & Hetlage.

Represented (engineering): A. D. Ring & Associates, P.C.

### 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 HEILMAN, promotion manager.  
GARY SIEBER, director of news & sports.  
RUSS SUMMERVILLE, chief engineer.  
JOHN G. HOOVER, business manager.

Highest One Hour Rate: \$3400.

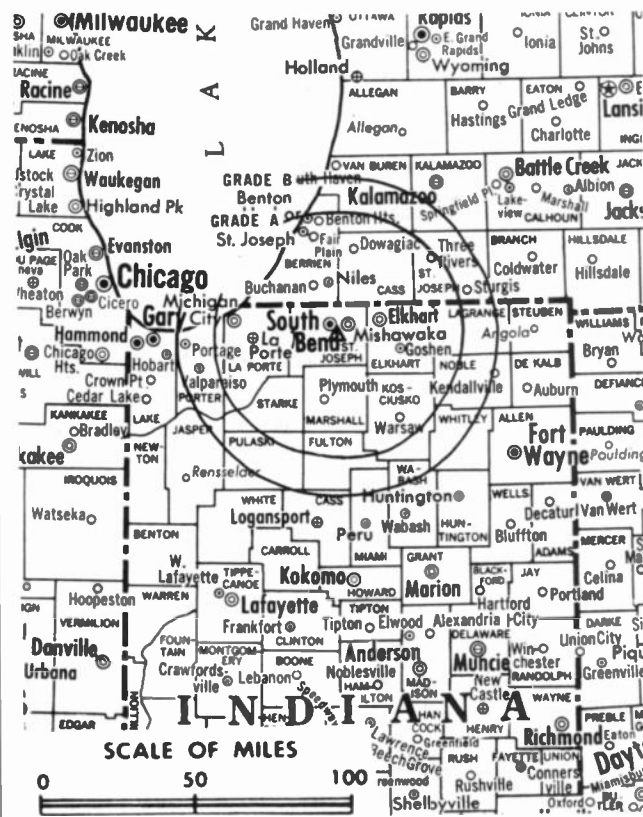
Highest 30 Sec. Rate: \$1400.

NETWORK BASE HOURLY RATE: \$1000.

City of License: South Bend. ADI: South Bend-Elkhart. Rank: 84.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	INDIANA			
	Cass	14,800	14,500	98
	Elkhart	53,400	52,200	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	23,800	23,300	98
	Lagrange	9,000	8,600	96
	La Porte	37,400	37,000	99
	Marshall	15,300	15,000	98
	Pulaski	5,100	4,900	96
	St Joseph	88,800	87,600	99
	Starke	7,900	7,700	97
	MICHIGAN			
	Berrien	61,000	59,900	98
	Cass	18,100	17,800	98
St Joseph	21,600	21,300	99	
Between 25-49%	INDIANA			
	Jasper	9,200	9,000	98
	Miami	13,700	13,400	98
	Noble	13,700	13,400	98
	Stauben	10,100	9,900	98
	Wabash	12,400	12,100	98
White	9,300	9,100	98	
MICHIGAN				
Branch	14,600	14,400	99	
Between 5-24%	INDIANA			
	Carroll	7,200	7,100	99
	De Kalb	11,800	11,700	99
	Porter	44,200	43,600	99
	Whitley	9,500	9,400	99
MICHIGAN				
Van Buren	25,400	25,100	99	
Station Totals		544,800	535,400	98
Net Weekly Circulation (1988)			344,500	
Average Daily Circulation (1988)			201,200	

# 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: 4790-kw max. visual, 479-kw max. aural. Antenna: 1070-ft. above av. terrain, 1048-ft. above ground, 1918-ft. above sea level.

Latitude 41° 37' 00"  
Longitude 86° 13' 01"

Transmitter: 60351 Ironwood Rd.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Satcom, 2.4-meter Ku-band; AFC, 3.65-meter C-band; Harris, 6.1-meter C-band; RCA Americom, 3.65-meter Ku-band; SatCom, 5-meter C-band; AFC, Harris, Scientific-Atlanta receivers.

AM Affiliate: WSBT, 5-kw, 960 kHz (CBS).

FM Affiliate: WNSN, 13.0-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 Inc.

### Personnel:

E. BERRY SMITH, president & general manager.  
JAMES D. FREEMAN, vice president & station manager.  
NORBERT J. GASSESMITH, vice president, program director & film buyer.  
JERRY BLECK, vice president, research.  
TOM LABUZIENSKI, local sales manager.  
SARAH FLYNN, national sales manager.  
KENNETH BIGGINS, business manager.  
RODERICK S. JOHNSON, community affairs director.  
ROBERT W. BELL, chief engineer.  
ROBERT B. WILLIAMS, promotion manager.  
BILL CRAFTON, news director.  
JULIUS DECOCCQ, production manager.

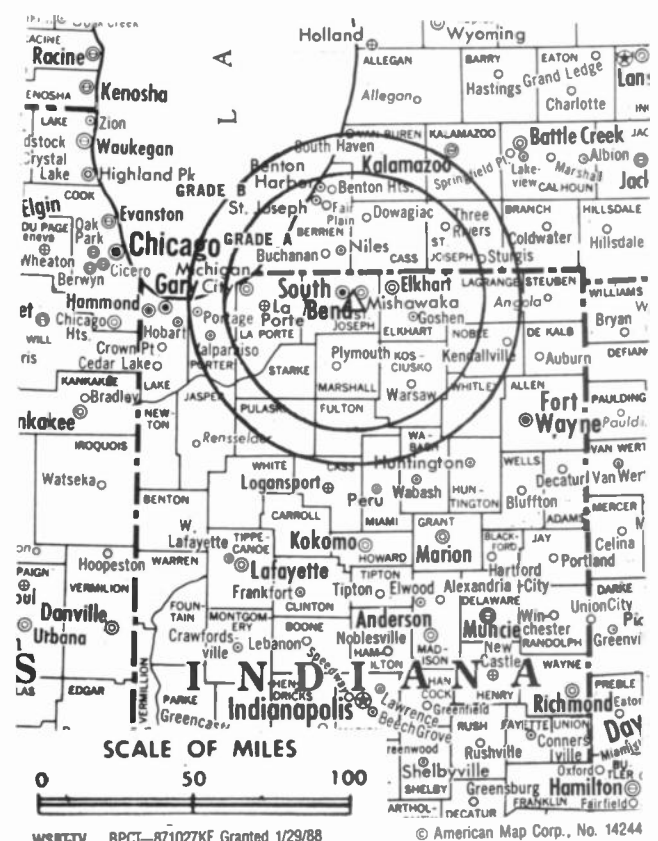
Highest One Hour Rate: \$3000.

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 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	La Porte	37,400	37,000	99
	Marshall	15,300	15,000	98
	Pulaski	5,100	4,900	96
	St Joseph	88,800	87,600	99
	Starke	7,900	7,700	97
	<b>MICHIGAN</b>			
	Berrien	61,000	59,900	98
	Cass	18,100	17,800	98
	St Joseph	21,600	21,300	99
	<b>Between 25-49%</b>	<b>INDIANA</b>		
Newton		5,300	5,200	98
Noble		13,700	13,400	98
<b>Between 5-24%</b>	<b>MICHIGAN</b>			
	Van Buren	25,400	25,100	99
	<b>INDIANA</b>			
	Cass	14,800	14,500	98
	Jasper	9,200	9,000	98
	Miami	13,700	13,400	98
	Porter	44,200	43,600	99
	Steuben	10,100	9,900	98
	Wabash	12,400	12,100	98
	White	9,300	9,100	98
<b>MICHIGAN</b>	Branch	14,600	14,400	99
	Kalamazoo	80,900	79,800	99
	<b>Station Totals</b>	<b>602,500</b>	<b>592,200</b>	<b>98</b>
<b>Net Weekly Circulation (1988)</b>				<b>322,500</b>
<b>Average Daily Circulation (1988)</b>				<b>176,700</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: 3020-kw max. visual 410-kw max. 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.

**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, public affairs director.
- JAMES SMITH, promotion director.

**Highest One Hour Rate:** \$3600.

**Highest 30 Sec. Rate:** \$1400.

**NETWORK BASE HOURLY RATE:** \$700.

**City of License:** Elkhart. **ADI:** South Bend-Elkhart. **Rank:** 84.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	INDIANA			
	Elkhart	53,400	52,200	98
	Fulton	7,500	7,400	99
	Kosciusko	23,800	23,300	98
	Lagrange	9,000	8,600	96
Marshall	15,300	15,000	98	



WSJV BPTC-870623KJ Granted 7/28/87

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Pulaski	5,100	4,900	96
	St Joseph	88,800	87,600	99
	Starke	7,900	7,700	97
	<b>MICHIGAN</b>			
<b>Between 25-49%</b>	Berrien	61,000	59,900	98
	Cass	18,100	17,800	98
	St Joseph	21,600	21,300	99
	<b>INDIANA</b>			
<b>Between 25-49%</b>	La Porte	37,400	37,000	99
	Noble	13,700	13,400	98
<b>Between 5-24%</b>	<b>INDIANA</b>			
	Cass	14,800	14,500	98
	De Kalb	11,800	11,700	99
	Jasper	9,200	9,000	98
	Miami	13,700	13,400	98
	Porter	44,200	43,600	99
	Steuben	10,100	9,900	98
	Wabash	12,400	12,100	98
	White	9,300	9,100	98
	<b>MICHIGAN</b>			
Branch	14,600	14,400	99	
Van Buren	25,400	25,100	99	
<b>Station Totals</b>		<b>528,100</b>	<b>518,900</b>	<b>98</b>
<b>Net Weekly Circulation (1988)</b>				<b>288,100</b>
<b>Average Daily Circulation (1988)</b>				<b>151,000</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.

Represented (sales): Adam Young Inc.

**Personnel:**

CY N. BAHAKEL, president.  
TOM LAWRENCE, general manager.  
DAVID PIERCE, chief engineer.

Highest One Hour Rate: \$2000.

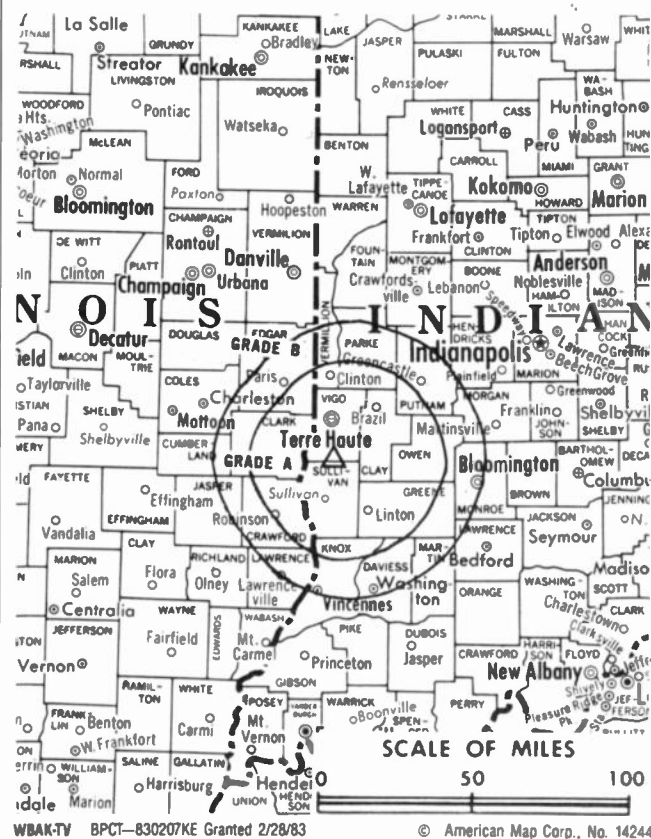
Highest 30 Sec. Rate: \$365.

NETWORK BASE HOURLY RATE: \$175.

City of License: Terre Haute. ADI: Terre Haute. Rank: 129.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 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	8,400	8,200	98
	Jasper	4,400	4,200	97
<b>INDIANA</b>	Clay	9,400	9,300	98
	Greene	12,200	11,900	98



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	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
	Cumberland	4,500	4,400	98
	Lawrence	6,800	6,600	97
	<b>INDIANA</b>			
Daviess	10,500	10,200	97	
Knox	16,000	15,700	98	
Parke	5,900	5,800	98	
<b>Between 5-24%</b>	<b>ILLINOIS</b>			
	Effingham	12,300	11,800	96
	Richland	7,200	7,000	97
	<b>INDIANA</b>			
	Fountain	6,700	6,600	99
	Lawrence	16,400	16,100	98
Martin	3,900	3,800	97	
Monroe	36,400	35,300	97	
Owen	6,500	6,400	98	
Pike	5,300	5,100	96	
Putnam	9,900	9,700	98	
<b>Station Totals</b>		<b>272,700</b>	<b>266,300</b>	<b>98</b>
<b>Net Weekly Circulation (1988)</b>				<b>103,100</b>
<b>Average Daily Circulation (1988)</b>				<b>42,300</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 Station:** 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):** Dow, Lohnes & Albertson.

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

**Personnel:**

- DAVID BAILEY, vice president & general manager.
- PHIL JOHNSON, general sales manager.
- LOU FROEB, personnel & public relations director.
- ROD GARVIN, program director.
- BILL KAUFFMAN, local sales manager.
- JEFF TUCKER, chief engineer.
- KURT SWEENEY, news director.
- STEVE RIFKIN, promotion director.
- GARY CROWDER, business manager.
- AL DOWBNIA, marketing director.

**Highest One Hour Rate:** \$2200.

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

**NETWORK BASE HOURLY RATE:** \$1574.

**City of License:** Terre Haute. **AOI:** Terre Haute. **Rank:** 129.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 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	6,200	5,900	95
	Crawford	8,400	8,200	98
	Cumberland	4,500	4,400	98
	Edgar	8,400	8,200	98
	Effingham	12,300	11,800	96
	Jasper	4,400	4,200	97
	Lawrence	6,800	6,600	97
	Richland	7,200	7,000	97



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>				
	<b>INDIANA</b>			
	Clay	9,400	9,300	98
	Daviess	10,500	10,200	97
	Greene	12,200	11,900	98
	Knox	16,000	15,700	98
	Martin	3,900	3,800	97
	Owen	6,500	6,400	98
	Parke	5,900	5,800	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>			
	Fountain	6,700	6,600	99
	Monroe	36,400	35,300	97
	Pike	5,300	5,100	96
	Putnam	9,900	9,700	98
<b>Between 5-24%</b>				
	<b>ILLINOIS</b>			
	Edwards	3,700	3,500	95
	Piatt	6,500	6,400	98
	Shelby	9,300	9,000	97
	Vermillion	36,200	35,500	98
	Wayne	7,700	7,300	95
	<b>INDIANA</b>			
	Dubois	12,900	12,500	97
	Gibson	13,100	12,800	98
	Lawrence	16,400	16,100	98
	Montgomery	13,300	13,100	98
	Orange	7,000	6,800	97
	Warren	3,000	2,900	97
<b>Station Totals</b>		<b>391,600</b>	<b>382,000</b>	<b>98</b>
<b>Net Weekly Circulation (1988)</b>			<b>205,700</b>	
<b>Average Daily Circulation (1988)</b>			<b>119,200</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.

**Telephones:** 812-232-9504; 812-696-2121. TWX: 810-350-2470.

**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, AP.

**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.
- KATHY TRYON, promotion director.
- ARDEN RAMSEY, chief engineer.
- RICH LARSEN, news director.

**Highest One Hour Rate:** \$3500.

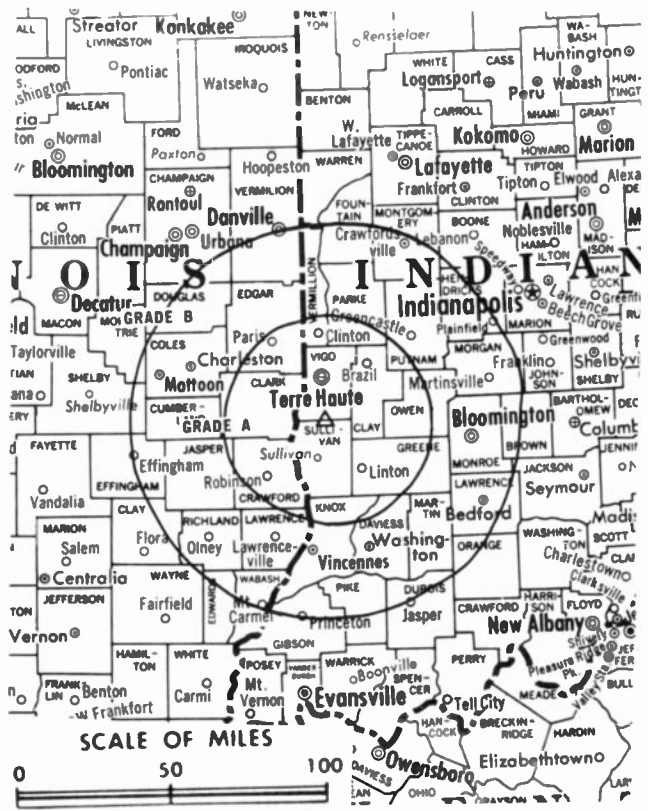
**Highest 30 Sec. Rate:** \$1100.

**NETWORK BASE HOURLY RATE:** \$2100.

**City of License:** Terre Haute. ADI: Terre Haute. Rank: 129.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 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
	Coles	19,700	19,300	98
	Crawford	8,400	8,200	98
	Cumberland	4,500	4,400	98
	Edgar	8,400	8,200	98
	Effingham	12,300	11,800	96
	Jasper	4,400	4,200	97
	Lawrence	6,800	6,600	97
	Richland	7,200	7,000	97
	<b>INDIANA</b>			
	Clay	9,400	9,300	98
Daviess	10,500	10,200	97	



WTWO BMPCT-6077 Granted 4/2/65 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Greene	12,200	11,900	98
	Knox	16,000	15,700	98
	Martin	3,900	3,800	97
	Owen	6,500	6,400	98
	Parke	5,900	5,800	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>			
	Clay	6,200	5,900	95
	Vermilion	36,200	35,500	98
<b>Between 5-24%</b>	<b>INDIANA</b>			
	Fountain	6,700	6,600	99
	Lawrence	16,400	16,100	98
	Monroe	36,400	35,300	97
	Montgomery	13,300	13,100	98
Putnam	9,900	9,700	98	
<b>Between 5-24%</b>	<b>ILLINOIS</b>			
	Edwards	3,700	3,500	95
	Fayette	8,500	8,200	96
	Shelby	9,300	9,000	97
	Wayne	7,700	7,300	95
<b>INDIANA</b>	Dubois	12,900	12,500	97
	Pike	5,300	5,100	96
	Warren	3,000	2,900	97
<b>Station Totals</b>		<b>373,500</b>	<b>364,200</b>	<b>98</b>
<b>Net Weekly Circulation (1988)</b>			<b>211,100</b>	
<b>Average Daily Circulation (1988)</b>			<b>130,200</b>	

# Indiana

## WTTV, Bloomington-Indianapolis (Arbltron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>Between 25-49%</b>	<b>INDIANA</b>			
	Miami	13,700	13,400	98
	Orange	7,000	6,800	97
	Randolph	10,900	10,700	98
	Ripley	8,600	8,400	98
	Scott	7,400	7,200	97
	Sullivan	8,200	8,000	98
	Switzerland	2,900	2,800	96
	Tippecanoe	43,100	42,000	97
	Vigo	39,700	39,000	98
	Washington	8,200	7,900	96
	Wayne	27,100	26,600	98
	<b>Between 5-24%</b>	<b>ILLINOIS</b>		
Clark		6,700	6,500	97
Lawrence		6,800	6,600	97
Wabash		5,500	5,300	96
<b>INDIANA</b>				
Adams		10,500	10,300	98
Allen		107,800	106,200	98
Blackford	5,700	5,600	98	
Clark	33,100	32,600	98	
Crawford	3,600	3,400	94	

## WTTV—(Continued) (Arbltron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>Between 5-24%</b>	<b>Dearborn</b>	13,200	13,000	98
	Franklin	6,600	6,400	97
	Gibson	13,100	12,800	98
	Harrison	10,200	10,000	98
	Pike	5,300	5,100	96
	Union	2,400	2,300	96
	Wabash	12,400	12,100	98
	Warren	3,000	2,900	97
	White	9,300	9,100	98
	<b>KENTUCKY</b>			
	Boone	17,600	17,600	100
	Carroll	3,500	3,500	100
	Trimble	2,200	2,200	100
<b>OHIO</b>				
Butler	98,400	97,200	99	
Clark	54,600	54,000	99	
Greene	45,400	44,900	99	
Montgomery	221,600	219,400	99	
Warren	36,100	35,600	99	