

Market	Arbitron ADI TV Households	Rank
Oklahoma City, OK	616,200	37
Tulsa, OK	461,600	54
Wichita-Hutchinson, KS	427,400	60
Shreveport, LA-Texarkana, TX	407,600	64
Amarillo, TX	181,900	117
Joplin, MO-Pittsburg, KS	176,300	119
Wichita Falls, TX-Lawton, OK	159,800	130
Fort Smith, AR	140,600	148
Ardmore-Ada, OK	74,500	172

Market Area Commercial TV Stations
KAUT (43), KGMC (34), KOCO-TV (5), KOKH-TV (25), KTBO-TV (14), KTVY (4), KWTV (9), KDOR (17), KGCTV (41), KJRH (2), KOKI-TV (23), KOTV (6), KTUL-TV (8), KWHB (47), KAAS-TV (18), KAKE-TV (10), KAYS-TV (7), KLBY (4), KLOE-TV (10), KSAS-TV (24), KSNC (2), KSNG (11), KSNK (8), KSNW (3), KTVG (6), KUPK-TV (13), KWCH-TV (12)
KMSS-TV (33), KSLA-TV (12), KTAL-TV (6), KTBS-TV (3), KAMR-TV (4), KCIT (14), KFDA-TV (10), KVII-TV (7), KVIJ-TV (8), KOAM-TV (7), KODE-TV (12), KSNF (16), KAUZ-TV (6), KFDX-TV (3), KJTL (18), KSWO-TV (7), KFSM-TV (5), KHBS (40), KHOG-TV (29), KPOM-TV (24), KTEN (10), KXII (12)

State Cross Reference List	
Communities That Receive Programs of Stations That are Located Elsewhere	
KAUZ-TV, Lawton	See Wichita Falls, TX
KFDX-TV, Lawton	See Wichita Falls, TX

Oklahoma Station Totals as of October 1, 1988			
	VHF	UHF	TOTAL
Commercial Television Stations	10	8	18
Educational Television Stations	4	1	5
	14	9	23

Oklahoma—Ada-Ardmore

KTEN

Ch. 10

Network Service: ABC, NBC.

Licensee: Eastern Oklahoma Television Co. Inc., Ada, OK 74820.

Studio: 1600 Arlington St., Ada, OK 74820.

Mailing Address: Box 1425, Durant, OK 74702.

Telephones: 405-332-3311; 405-924-6340. TWX: 910-830-6740.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1460-ft. above av. terrain, 1458-ft. above ground, 2338-ft. above sea level.

Latitude 34° 21' 34''
Longitude 96° 33' 34''

Transmitter: 6-mi., 225° SSW, near Bromide, OK.

Satellite Earth Station: Prodelin, 5-meter; Prodelin receivers.

News Services: ABC, AP.

Ownership: TV 10 Inc., gen. partner, 23%; Lloyd A. Wheeler, John C. Massey, David E. Webb, Philip Stumpff, ltd. partners, 18% each; Tom L. Johnson, ltd. partner, 1%. T. Johnson & Webb have interest in K08KK, Paris, TX.

Began Operation: April 28, 1954. Sale to present owner by Bill Hoover, et al., approved by FCC Jan. 25, 1985.

Represented (sales): Katz Television.

Represented (legal): Wilner & Scheiner.

Personnel:

TOM L. JOHNSON, president & general manager.

Highest 30 Sec. Rate: \$200.

NETWORK BASE HOURLY RATE: \$700.

City of License: Ada. AOI: Ardmore-Ada. Rank: 172.

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				
OKLAHOMA				
	Atoka	4,900	4,800	98
	Bryan	13,000	12,700	98
	Carter	18,200	18,000	99
	Choctaw	6,200	6,000	97
	Coal	2,200	2,200	100
	Hughes	5,900	5,800	98
	Johnston	4,100	4,000	98
	Love	3,400	3,300	97
	Marshall	5,100	5,000	98
	Murray	5,100	5,100	100
	Pontotoc	13,500	13,400	99
	Pushmataha	5,300	5,100	97
	Seminole	11,000	10,900	99



KTEN BPCT-3560 Granted 5/28/65

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%				
OKLAHOMA				
	Garvin	11,700	11,600	99
	Mc Curtain	13,200	12,900	98
	Pittsburg	16,900	16,600	98
TEXAS				
	Cooke	11,500	11,400	99
	Fannin	10,100	9,900	98
	Grayson	37,900	37,400	99
	Lamar	17,200	16,700	97
Between 5-24%				
OKLAHOMA				
	Jefferson	3,500	3,500	100
	Latimer	3,700	3,600	97
	Mc Clain	9,200	9,100	99
TEXAS				
	Delta	1,900	1,900	100
	Red River	6,500	6,300	97
Station Totals		241,200	237,200	98
Net Weekly Circulation (1988)			121,400	
Average Daily Circulation (1988)			64,300	

Oklahoma—Ardmore & Sherman-Denison, Texas

KXII

Ch. 12

Network Service: CBS, NBC.

Licensee: K. Twelve Ltd., Box 2636, Waco, TX 76702.

Studios: 4201 Texoma Parkway, Sherman, TX 75090; 2624 S. Commerce, Ardmore, OK.

Mailing Address: Box 1175, Sherman, TX 75091.

Telephone: 214-892-8123; 405-223-0946. TWX: 510-874-3402.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 222-kw visual, 22.2-kw aural. Antenna: 1777-ft. above av. terrain, 1694-ft. above ground, 2584-ft. above sea level.

Latitude 34° 01' 58"
Longitude 96° 48' 00"

Transmitter: 5-mi. SSW of Madill.

Satellite Earth Stations: AFC, 3.6-meter Ku-band; Comtech, 5-meter C-band; Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.6-meter C-band; Scientific-Atlanta, 4.5-meter C-band; M/A-Com, Pinzone, Scientific-Atlanta receivers.

News Services: CBS, NBC, UPI.

Ownership: M. N. Bostick, 100%. See Group Ownership of Television Stations.

Began Operation: August 12, 1956. Sale to present owner by Texoma Bcstrs. Inc. approved by FCC Oct. 30, 1986. Sale to Texoma by John E. Riesen, executor for estate of founder John F. Easley approved June 17, 1959 by FCC (*Television Digest*, Vol. 15:17, 23, 25).

Represented (sales): Seitel Inc.

Represented (legal): Cordon & Kelly.

Personnel:

- M. N. BOSTICK, president.
- RICHARD D. ADAMS, general manager.
- LANNY POGUE, general sales manager.
- BRUCE STIDHAM, production manager.
- DENNIS KITE, chief engineer.
- LOREN FARR, news director.
- SHELLY PRICE, promotion director.
- OPAL MOORE, business manager.

Highest 30 Sec. Rate: \$475.

NETWORK BASE HOURLY RATE: \$1074.

City of License: Ardmore. ADI: Ardmore-Ada. Rank: 172.

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	OKLAHOMA			
	Atoka	4,900	4,800	98
	Bryan	13,000	12,700	98
	Carter	18,200	18,000	99
	Choctaw	6,200	6,000	97
	Coal	2,200	2,200	100



KXII BPCT-830217KF Granted 6/10/83 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OKLAHOMA			
	Johnston	4,100	4,000	98
	Love	3,400	3,300	97
	Marshall	5,100	5,000	98
	Murray	5,100	5,100	100
	PUSHMATAHA	5,300	5,100	97
BETWEEN 25-49%	TEXAS			
	Fannin	10,100	9,900	98
	Grayson	37,900	37,400	99
	OKLAHOMA			
	OKLAHOMA			
BETWEEN 25-49%	OKLAHOMA			
	Hughes	5,900	5,800	98
	Pontotoc	13,500	13,400	99
	TEXAS			
	Cooke	11,500	11,400	99
Lamar	17,200	16,700	97	
BETWEEN 5-24%	OKLAHOMA			
	OKLAHOMA			
	Garvin	11,700	11,600	99
	Jefferson	3,500	3,500	100
	Latimer	3,700	3,600	97
	Mc Curtain	13,200	12,900	98
	TEXAS			
	TEXAS			
	Pittsburg	16,900	16,600	98
	Stephens	17,600	17,400	99
	TEXAS			
	Delta	1,900	1,900	100
Station Totals		232,100	228,300	98
Net Weekly Circulation (1988)			116,400	
Average Daily Circulation (1988)			68,700	

Oklahoma—Bartlesville

KDOR

Ch. 17

Network Service: Trinity Bcstg. Network.

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

Studio: Rte. 1, Talala, OK 74080.

Telephones: 918-275-4219; 918-275-4210.

Technical Facilities: Channel No. 17 (488-494 MHz). Authorized power: 3981-kw max. visual, 398-kw max. aural. Antenna: 1036-ft. above av. terrain, 1056-ft. above ground, 1716-ft. above sea level.

Latitude 36° 30' 59"
Longitude 95° 46' 10"

Transmitter: 4.2-mi. WSW of Talala.

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

Ownership: All America TV Inc., non-profit corp., 100%. See Group Ownership of Television Stations.

Began Operation: January 10, 1987.

Represented (legal): May & Dunne.

Personnel:

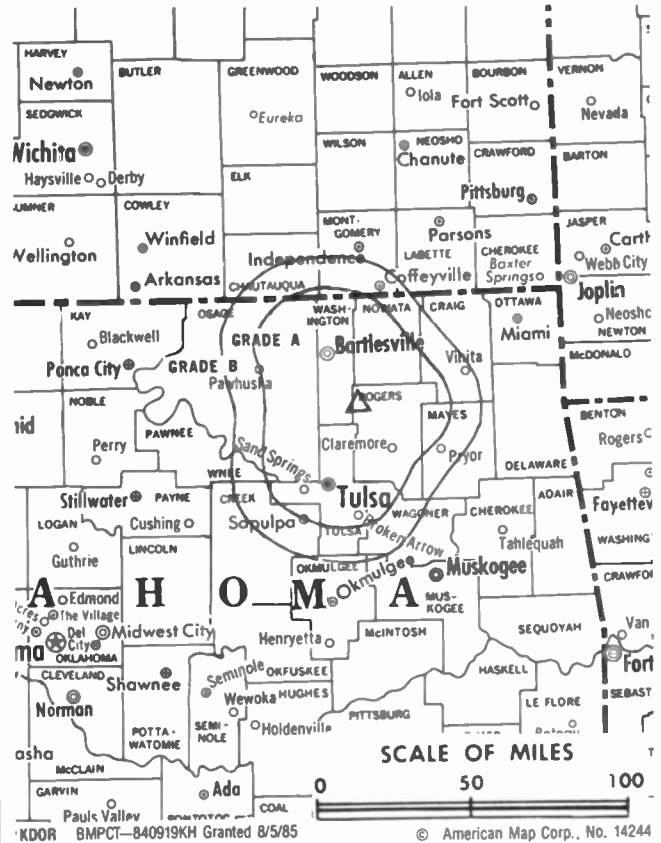
LEONARD WALLACE, general manager & chief engineer.

Highest One Hour Rate: \$400.

Highest 30 Sec. Rate: \$60.

City of License: Bartlesville. AOI: Tulsa. Rank: 54.

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 %
KANSAS				
Between 5-24%	Chautauqua	2,300	2,300	100
Station Totals		2,300	2,300	100
Net Weekly Circulation (1988)			5,300	
Average Daily Circulation (1988)			2,500	

Oklahoma—Lawton

KSWO-TV

Ch. 7

(Also serves Wichita Falls, TX)

Network Service: ABC.

Licensee: KSWO-TV Co. Inc., Box 708, Lawton, OK 73502.

Studio: 4-mi. E of Lawton, Hwy. 7, Lawton, OK 73502.

Mailing Address: Box 708, Hwy. 7 East, Lawton, OK 73502.

Telephone: 405-355-7000. TWX: 910-836-3600.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 63.1-kw aural. Antenna: 1050-ft. above av. terrain, 1059-ft. above ground, 2199-ft. above sea level.

Latitude 34° 12' 55"
Longitude 98° 43' 13"

Transmitter: Grandfield, OK, near Wichita Falls, TX.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: 4.5-meter C-band; 7.5-meter C-band; RCA, 4-meter.

AM Affiliate: KSWO, 1-kw, 1380 kHz (ABC).

News Services: ABC, AP, CNN.

Ownership: R. H. Drewry, 69%; T. R. Warkentin Estate, 15.5%; Edith Scott, 15.5%.
See R. H. Drewry Group in Group Ownership of Television Stations.

Began Operation: March 8, 1953.

Represented (sales): Petry Television Inc.

Personnel:

R. H. DREWRY, president.
LARRY PATTON, general manager.
JERRY PURSLEY, general sales manager.
CINDY COLEMAN, national sales manager.
JIMMY LOCKERD, chief engineer.
MIKE TAYLOR, operations director.
JAN STRATTON, news director.
TOM TUELL, news director.
PAT PITTS, promotion director.

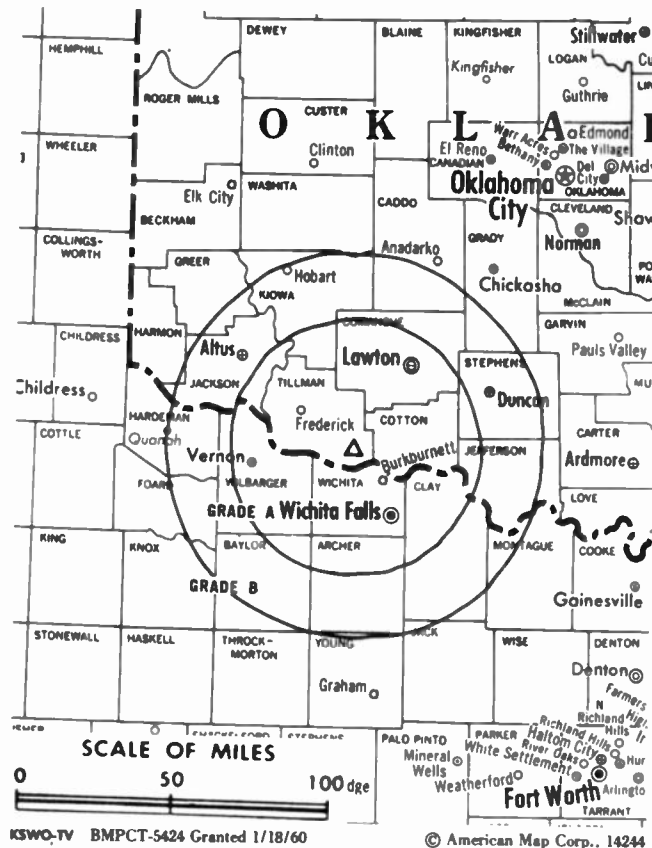
Highest 30 Sec. Rate: \$300.

NETWORK BASE HOURLY RATE: \$425.

City of License: Lawton. AOI: Wichita Falls, TX-Lawton, OK. Rank: 130.

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	%
OKLAHOMA				
50% & Over	Cornmanche	38,500	38,200	99
	Cotton	3,000	3,000	100
	Greer	3,100	3,000	97
	Jackson	11,100	11,000	99
	Jefferson	3,500	3,500	100
	Kiowa	5,400	5,300	98
	Stephens	17,600	17,400	99
	Tillman	4,400	4,300	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
TEXAS				
	Archer	3,100	3,100	100
	Baylor	1,900	1,900	100
	Clay	4,100	4,100	100
	Foard	900	900	100
	Hardeman	2,400	2,400	100
	Knox	1,900	1,900	100
	Throckmorton	900	900	100
	Wichita	45,900	45,600	99
	Wilbarger	6,200	6,200	100
	Young	8,500	8,400	99
Between 25-49%				
TEXAS				
	Cottle	1,100	1,100	100
	Montague	7,400	7,300	99
Between 5-24%				
OKLAHOMA				
	Caddo	12,800	12,600	98
	Carter	18,200	18,000	99
	Harmon	1,700	1,700	100
	Washita	5,700	5,600	98
TEXAS				
	Jack	3,100	3,100	100
Station Totals		212,400	210,500	99
Net Weekly Circulation (1988)				143,900
Average Daily Circulation (1988)				83,400

Oklahoma—Oklahoma City

KAUT

Ch. 43

Network Service: Fox.

Licensee: Rollins Telecasting Inc., Box 14843, Oklahoma City, OK 73113.

Studio: 11901 N. Eastern Ave., Oklahoma City, OK 73113.

Mailing Address: Box 14843, Oklahoma City, OK 73113.

Telephone: 405-478-4300. TWX: 910-831-4072.

Technical Facilities: Channel No. 43 (644-650 MHz). Authorized power: 1950-kw max. & 1070-kw horizontal visual, 195-kw max. & 107-kw horizontal aural. Antenna: 1560-ft. above av. terrain, 1596-ft. above ground, 2704-ft. above sea level.

Latitude 35° 35' 22"
Longitude 97° 29' 03"

Transmitter: 11901 N. Eastern Ave., Oklahoma City.

Satellite Earth Stations: Transmit/receive Scientific-Atlanta, 10-meter C-band; RCA, 3-meter Ku-band; Scientific-Atlanta, 7-meter C-band; Zenith, 3-meter C-band; Zenith, 3.6-meter C-band; M/A-Com, Scientific-Atlanta, Zenith receivers.

News Services: CNN, Fox News, NOAA.

Ownership: Heritage Media Corp., 100%. See Group Ownership of Television Stations.

Began Operation: September 24, 1980. Sale to Rollins Telecasting by Ina S. Autry Estate, Gene Autry & Stanley B. Schneider, co-executors was approved by FCC April 10, 1985. Sale to present owner approved Sept. 18, 1986 (Television Digest, Vol. 27:23).

Represented (sales): Petry Television Inc.

Represented (legal): Sidley & Austin.

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

Personnel:

DON RICHARDS, president & general manager.
RUSTY HOYLE, general sales manager.
MOIRA MATTHIS, public affairs director.
ELDON BROWN, chief engineer.
DON WILLIS, production manager.
BILL FINCH, promotion manager.

Highest One Hour Rate: \$4000.

Highest 30 Sec. Rate: \$1500.

City of License: Oklahoma City. **ADI:** Oklahoma City. **Rank:** 37.

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	OKLAHOMA			
	Alfalfa	2,600	2,600	100
	Canadian	26,300	26,100	99
	Grady	17,000	16,800	99
	Logan	11,400	11,300	99
	McClain	9,200	9,100	99
	Murray	5,100	5,100	100
	Oklahoma	256,100	254,200	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	OKLAHOMA			
	Caddo	12,800	12,600	98
	Cleveland	60,500	59,800	99
	Dewey	2,200	2,200	100
	Garfield	25,900	25,700	99
	Garvin	11,700	11,600	99
	Grant	2,600	2,600	100
	Kingfisher	5,800	5,800	100
	Lincoln	12,500	12,400	99
	Major	3,400	3,300	97
	Noble	4,900	4,900	100
	Okfuskee	4,600	4,500	98
	Payne	25,200	24,900	99
	Pontotoc	13,500	13,400	99
	Pottawatomie	24,400	24,100	99
Seminole	11,000	10,900	99	
Between 5-24%	OKLAHOMA			
	Blaine	5,300	5,200	98
	Creek	27,100	26,700	99
	Custer	12,700	12,500	98
	Hughes	5,900	5,800	98
	Kay	20,900	20,700	99
	Stephens	17,600	17,400	99
Washita	5,700	5,600	98	
Station Totals		643,900	637,800	99
Net Weekly Circulation (1988)				267,700
Average Daily Circulation (1988)				99,800

Oklahoma—Oklahoma City

KGMC

Ch. 34

Network Service: None, independent.

Licensee: Oklahoma City Bcstg. Co., 1501 N.E. 85th St., Oklahoma City, OK 73131.

Studio: 1501 N. E. 85th St., Oklahoma City, OK 73131.

Mailing Address: Box 14587, Oklahoma City, OK 73113.

Telephone: 405-478-3434.

Technical Facilities: Channel No. 34 (590-596 MHz). Authorized power: 1167-kw max. & 785-kw horizontal visual, 116.7-kw max. & 78.5-kw horizontal aural. Antenna: 1209-ft. above av. terrain, 1257-ft. above ground, 2397-ft. above sea level.

Latitude 35° 33' 36"
Longitude 97° 29' 07"

Transmitter: N.E. 85th St. at Ridgeway.

Satellite Earth Stations: Prodelin, 4.5-meter C-band; 3-meter Ku-band; Scientific-Atlanta receivers.

Ownership: Beverly Hills Liquidating Partnership, 85%; Ted F. Baze, 15%. Beverly Hills Liquidating Partnership ownership: Burton Slatkin, pres.-treas., 11.62%; Edward Slatkin, secy., 6.35%; Seema S. Boesky, 39%; Muriel Slatkin, 18.65%; Greydale Corp., 12.5%; Thomas Slatkin, 6.35%; Donald Korotkin, 1.56%.

Began Operation: November 1, 1979. Purchase of remaining 80% by Oklahoma City Bcstg. Inc. from General Media Corp. approved by FCC Feb. 16, 1983. Transfer of control to Beverly Hills Hotel Corp., et al., approved Oct. 21, 1983.

Represented (sales): Seitel Inc.

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

Represented (engineering): Charles Gallagher, P.E.

Personnel:

TED BAZE, president & general manager.
KENNY BELFORD, general sales manager.
GREG MILLER, vice president & director of engineering.
JUDY LISENBY, program director.

Highest 30 Sec. Rate: \$300.

City of License: Oklahoma City. **ADI:** Oklahoma City. **Rank:** 37.

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	OKLAHOMA			
	Caddo	12,800	12,600	98
	Custer	12,700	12,500	98
	Dewey	2,200	2,200	100
	Grady	17,000	16,800	99
	Kingfisher	5,800	5,800	100
	Logan	11,400	11,300	99
	Major	3,400	3,300	97
Between 25-49%	OKLAHOMA			
	Alfalfa	2,600	2,600	100
	Blaine	5,300	5,200	98



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Canadian	26,300	26,100	99
	Cleveland	60,500	59,800	99
	Garfield	25,900	25,700	99
	Garvin	11,700	11,600	99
	Harmon	1,700	1,700	100
	Kay	20,900	20,700	99
	Lincoln	12,500	12,400	99
	McClain	9,200	9,100	99
	Noble	4,900	4,900	100
	Okfuskee	4,600	4,500	98
	Oklahoma	256,100	254,200	99
	Payne	25,200	24,900	99
	Pottawatomie	24,400	24,100	99
	Roger Mills	2,200	2,200	98
Seminole	11,000	10,900	99	
Washita	5,700	5,600	98	
Between 5-24%	OKLAHOMA			
	Beckham	9,500	9,300	98
	Creek	27,100	26,700	99
	Grant	2,600	2,600	100
	Greer	3,100	3,000	97
	Hughes	5,900	5,800	98
	Murray	5,100	5,100	100
	Pontotoc	13,500	13,400	99
Stephens	17,600	17,400	99	
Station Totals		660,400	654,000	99
Net Weekly Circulation (1988)			276,300	
Average Daily Circulation (1988)			106,400	

Oklahoma—Oklahoma City

KOCO-TV

Ch. 5

Network Service: ABC.

Licensee: Combined Communications Corp. of Oklahoma Inc, 1300 E. Britton Rd., Box 14555, Oklahoma City, OK 73113.

Studio: 1300 E. Britton Rd., Oklahoma City, OK 73113.

Mailing Address: Box 14555, Oklahoma City, OK 73113.

Telephone: 405-478-3000. **TWX:** 405-842-3252.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 14.5-kw aural. Antenna: 1520-ft. above av. terrain, 1563-ft. above ground, 2726-ft. above sea level.

Latitude 35° 33' 45"
Longitude 97° 29' 24"

Transmitter: 0.33-mi. E of N. Kelly Ave. on Britton Rd.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Andrew, 4.5-meter C-band; Andrew, 5.6-meter Ku-band; Andrew, 7.3-meter C-band; Scientific-Atlanta, 7-meter C-band; Andrew, AvanteK, Scientific-Atlanta receivers.

News Services: AP, ESDI, Gannett News Service, National Weather Service, UPI.

Ownership: Gannett Co. Inc., 100%. See Group Ownership of Television Stations.

Began Operation: June 19, 1954. Sale to L. E. Caster (75%) and Ashley L. Robinson (25%) by Streets Electronics Inc. approved by FCC Dec. 11, 1957 (*Television Digest*, Vol. 13:41, 45, 50). Transfer to Caster Estate, et al., approved March 5, 1958 (Vol. 14:7, 8, 10). Sale to Capital City Investment Co. (Cimarron Television Corp.) approved 1961 (Vol. 17:23; 1:4). Transfer to Combined Communications approved July 17, 1970 (Vol. 10:30). Merger of Combined with Gannett Co. approved June 7, 1979 (Vol. 18:20, 38; 19:24).

Represented (sales): Blair Television.

Represented (legal): Pierson, Ball & Dowd.

Personnel:

- THOMAS KIRBY, vice president & general manager.
- LOU MORLINO, general sales manager.
- BRENT HENSLEY, national sales manager.
- TED NEWCOMB, vice president & chief engineer.
- MIKE PALMER, vice president & program director.
- SHEILA PHIPPS, promotion manager.
- MARIE CURKAN, news director.
- DICK KELLY, local sales manager.
- JERRY HART, production manager.
- LYNETTE RODRIGUEZ, business manager.

Highest 30 Sec. Rate: \$1500.

NETWORK BASE HOURLY RATE: \$1600.

City of License: Oklahoma City. **AOI:** Oklahoma City. **Rank:** 37.

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	OKLAHOMA			
	Alfalfa	2,600	2,600	100
	Beckham	9,500	9,300	98
	Blaine	5,300	5,200	98
	Caddo	12,800	12,600	98
	Canadian	26,300	26,100	99
	Cleveland	60,500	59,800	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
	Harper	1,800	1,800	100
	Kay	20,900	20,700	99
	Kingfisher	5,800	5,800	100
	Lincoln	12,500	12,400	99
Logan	11,400	11,300	99	



KOCO-TV BPCT-2794 Granted 8/2/60

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Mc Clain	9,200	9,100	99
	Major	3,400	3,300	97
	Murray	5,100	5,100	100
	Noble	4,900	4,900	100
	Okfuskee	4,600	4,500	98
	Oklahoma	256,100	254,200	99
	Payne	25,200	24,900	99
	Pontotoc	13,500	13,400	99
	Pottawatomie	24,400	24,100	99
	Seminole	11,000	10,900	99
	Washita	5,700	5,600	98
	Woods	4,100	4,000	98
	Woodward	8,400	8,200	98
Between 25-49%	KANSAS			
	Cowley	14,600	14,400	99
	OKLAHOMA			
	Ellis	2,200	2,100	95
	Hughes	5,900	5,800	98
	Kiowa	5,400	5,300	98
Roger Mills	2,200	2,200	98	
Stephens	17,600	17,400	99	
Between 5-24%	OKLAHOMA			
	Atoka	4,900	4,800	98
	Carter	18,200	18,000	99
	Coal	2,200	2,200	100
	Comanche	38,500	38,200	99
	Creek	27,100	26,700	99
	Greer	3,100	3,000	97
	Jackson	11,100	11,000	99
	Jefferson	3,500	3,500	100
	Okmulgee	15,300	15,100	99
Pittsburg	16,900	16,600	98	
Tillman	4,400	4,300	99	
Station Totals		810,200	801,800	99
Net Weekly Circulation (1988)				559,200
Average Daily Circulation (1988)				320,200

Oklahoma—Oklahoma City

KOKH-TV

Ch. 25

Network Service: None, independent.

Licensee: KOLN Inc., 1228 E. Wilshire Blvd., Oklahoma City, OK 73111.

Studio: 1228 E. Wilshire Blvd., Oklahoma City, OK 73111.

Telephone: 405-843-2525.

Technical Facilities: Channel No. 25 (536-542 MHz). Authorized power: 1410-kw visual, 141-kw aural. Antenna: 1540-ft. above av. terrain, 1619-ft. above ground, 2749-ft. above sea level.

Latitude 35° 32' 58"
Longitude 97° 29' 18"

Transmitter: 1228 E. Wilshire Blvd.

Satellite Earth Stations: Pinzone, 5-meter C-band; RCA, 3.7-meter Ku-band; Scientific-Atlanta, 7-meter C-band; Pinzone, Scientific-Atlanta receivers.

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

Began Operation: February 2, 1959 as a non-commercial, educational station. Sale to John Blair & Co. approved by FCC June 6, 1979 (*Television Digest*, Vol. 19:25). Resumed operation as commercial station Oct. 1, 1979. FCC approved sale by Blair to Gillett Bcstg. Dec. 30, 1986. Assignment to present owner granted July 31, 1987.

Represented (sales): MMT Sales Inc.

Represented (legal): Pepper & Corazzini.

Personnel:

JAMES HARMEYER, president & general manager.
CRAIG BACHMAN, general sales manager.
GARY W. ROBBINS, controller.
PATRICIA WALLACE, director, program services.
D. K. HART, chief engineer.

Rates: Not available.

City of License: Oklahoma City. **AOI:** Oklahoma City. **Rank:** 37.

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				
	OKLAHOMA			
	Beckham	9,500	9,300	98
	Caddo	12,800	12,600	98
	Canadian	26,300	26,100	99
	Cleveland	60,500	59,800	99
	Dewey	2,200	2,200	100
	Grady	17,000	16,800	99
	Grant	2,600	2,600	100
	Harmon	1,700	1,700	100
	Kingfisher	5,800	5,800	100
	Logan	11,400	11,300	99
	McClain	9,200	9,100	99
	Murray	5,100	5,100	100
	Noble	4,900	4,900	100
	Okfuskee	4,600	4,500	98
	Oklahoma	256,100	254,200	99
	Pottawatomie	24,400	24,100	99



Net Weekly Circulation	State County	Total Households	TV Households	Households %
Between 25-49%				
	OKLAHOMA			
	Alfalfa	2,600	2,600	100
	Blaine	5,300	5,200	98
	Carter	18,200	18,000	99
	Custer	12,700	12,500	98
	Garfield	25,900	25,700	99
	Garvin	11,700	11,600	99
	Hughes	5,900	5,800	98
	Kay	20,900	20,700	99
	Lincoln	12,500	12,400	99
	Major	3,400	3,300	97
	Payne	25,200	24,900	99
	Pontotoc	13,500	13,400	99
	Seminole	11,000	10,900	99
	Stephens	17,600	17,400	99
	Washita	5,700	5,600	98
Between 5-24%				
	OKLAHOMA			
	Comanche	38,500	38,200	99
	Creek	27,100	26,700	99
	Greer	3,100	3,000	97
	Kiowa	5,400	5,300	98
	Roger Mills	2,200	2,200	98
	Tillman	4,400	4,300	99
	Woods	4,100	4,000	98
	TEXAS			
	Lipscomb	1,400	1,400	100
Station Totals		732,400	725,200	99
Net Weekly Circulation (1988)			327,300	
Average Daily Circulation (1988)			126,900	

Oklahoma—Oklahoma City

KTBO-TV

Ch. 14

Network Service: Trinity Bcstg. Network.

Licensee: Trinity Broadcasting of Oklahoma City, 3705 N.W. 63rd, Oklahoma City, OK 73116.

Studio: 3705 N.W. 63rd, Oklahoma City, OK 73116.

Telephone: 405-848-1414.

Technical Facilities: Channel No. 14 (470-476 MHz). Authorized power: 575-kw max. visual, 372-kw horizontal aural. Antenna: 1130-ft. above av. terrain, 1185-ft. above ground, 2355-ft. above sea level.

Latitude	35°	34'	30"
Longitude	97°	29'	04"

Holds CP for change to 1216-kw max. visual, 243-kw max. aural, 1137-ft. above av. terrain. BPCT-860721KF.

Transmitter: 1300 N.E. 108th St., Oklahoma City.

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

News Service: UPI.

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

Began Operation: March 6, 1981.

Represented (legal): May & Dunne.

Represented (engineering): Smith & Powstenko.

Personnel:

AL BROWN, general manager.
JOHN GORDON, chief engineer.



KTBO-TV BPCT-860721KF Granted 8/7/86

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Highest 30 Sec. Rate: \$50.

Arbitron Data: Not available.

City of License: Oklahoma City. **ADI:** Oklahoma City. **Rank:** 37.

Oklahoma—Oklahoma City

KTVY

Ch. 4

Network Service: NBC.

Licensee: Knight-Ridder Bcstg. Inc., Box 14068, Oklahoma City, OK 73113.

Studio: 500 E. Britton Rd., Oklahoma City, OK 73114.

Mailing Address: Box 14068, Oklahoma City, OK 73113.

Telephone: 405-478-1212. **TWX:** 910-830-6866.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 97.7-kw visual, 19.5-kw aural. Antenna: 1540-ft. above av. terrain, 1602-ft. above ground, 2749-ft. above sea level.

Latitude 35° 34' 07"
Longitude 97° 29' 20"

Transmitter: 1401 E. Britton Rd.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive 2.7-meter Ku-band; Harris, 3.7-meter Ku-band; Harris, 6.2-meter C-band; Harris, 8.1-meter Ku-band; RCA Americom Ku-band; Harris, M/A-Corn receivers.

News Services: AP, NBC, UPI.

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

Began Operation: June 6, 1949. Sale to present owner approved by FCC Jan. 13, 1986. Previous sale to Evening News Assn. by Gaylord Bcstg. Co. approved by FCC Oct. 29, 1975 (Television Digest, Vol. 15:29).

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

Represented (legal): Wilmer, Cutler & Pickering.

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

Personnel:

- ROBERT F. FINK, president & general manager.
- PAUL WISE, general sales manager.
- LESLIE ANDERSON SPELLER, national sales manager.
- RICK GROSSMAN, marketing manager.
- BOB ABLAH, chief engineer.
- HAROLD PATTERSON, national sales manager.
- STU KELLOGG, news director.
- MIKE SUECK, business manager.

Highest 30 Sec. Rate: \$3000.

NETWORK BASE HOURLY RATE: \$2075.

City of License: Oklahoma City. **ADI:** Oklahoma City. **Rank:** 37.

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	OKLAHOMA			
	Alfalfa	2,600	2,600	100
	Beckham	9,500	9,300	98
	Blaine	5,300	5,200	98
	Caddo	12,800	12,600	98
	Canadian	26,300	26,100	99
	Cleveland	60,500	59,800	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
	Harmon	1,700	1,700	100
	Harper	1,800	1,800	100
	Hughes	5,900	5,800	98
	Jackson	11,100	11,000	99



KTVY BMPCT-5994 Granted 8/13/64 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	OKLAHOMA			
	Kay	20,900	20,700	99
	Kingfisher	5,800	5,800	100
	Kiowa	5,400	5,300	98
	Lincoln	12,500	12,400	99
	Logan	11,400	11,300	99
	Mc Clain	9,200	9,100	99
	Major	3,400	3,300	97
	Murray	5,100	5,100	100
	Noble	4,900	4,900	100
	Okfuskee	4,600	4,500	98
	Oklahoma	256,100	254,200	99
	Payne	25,200	24,900	99
	Pontotoc	13,500	13,400	99
	Pottawatomie	24,400	24,100	99
	Roger Mills	2,200	2,200	98
	Seminole	11,000	10,900	99
	Tillman	4,400	4,300	99
	Washita	5,700	5,600	98
Woods	4,100	4,000	98	
Woodward	8,400	8,200	98	
Between 25-49%	OKLAHOMA			
	Carter	18,200	18,000	99
	Comanche	38,500	38,200	99
	Cotton	3,000	3,000	100
	Ellis	2,200	2,100	95
	Pittsburg	16,900	16,600	98
Stephens	17,600	17,400	99	
Between 5-24%	OKLAHOMA			
	Atoka	4,900	4,800	98
	Coal	2,200	2,200	100
	Creek	27,100	26,700	99
	Jefferson	3,500	3,500	100
	Johnston	4,100	4,000	98
	Pawnee	7,000	6,900	99
Station Totals		796,100	787,900	99
Net Weekly Circulation (1988)			620,300	
Average Daily Circulation (1988)			381,400	

Oklahoma—Oklahoma City

KWTV

Ch. 9

Network Service: CBS.

Licensee: Griffin Television Inc., Box 14159, Oklahoma City, OK 73113.

Studio: 7401 N. Kelley Blvd., Oklahoma City, OK 73113.

Telephone: 405-843-6641. **TWX:** 910-830-6852. **Telex:** 405-840-4368.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1525-ft. above av. terrain, 1537-ft. above ground, 2690-ft. above sea level.

Latitude 35° 32' 58"
Longitude 97° 29' 50"

Transmitter: 7401 N. Kelley Blvd.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Stations: Transmit/receive Scientific-Atlanta & Harris, 7-meter, 4.6-meter, 3.5-meter & 3-meter; Harris, M/A-Corn receivers.

News Services: AP, UPI, CBS, Conus.

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

Began Operation: December 20, 1953.

Represented (sales): TeleRep Inc.

Represented (legal): Fletcher, Heald & Hildreth.

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

Personnel:

- DUANE HARM, president & chief executive officer, Griffin Companies.
- JERRY DALRYMPLE, vice president, operations.
- A. R. SANDUBRAE, station manager & program director.
- FRANCIS H. CONWAY, general sales manager.
- ROB KRIER, national sales manager.
- RUSS ELKIN, chief engineer.
- PAUL STUEBER, news director.
- RICHARD DUTTON, operations manager.
- RICK BUCHANAN, promotion & marketing director.
- BETTYE FERGESON, business manager.

Highest 30 Sec. Rate: \$2000.

NETWORK BASE HOURLY RATE: \$1870.

City of License: Oklahoma City. **AOI:** Oklahoma City. **Rank:** 37.

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 %
OKLAHOMA				
50% & Over	Alfalfa	2,600	2,600	100
	Beckham	9,500	9,300	98
	Blaine	5,300	5,200	98
	Caddo	12,800	12,600	98
	Canadian	26,300	26,100	99
	Carter	18,200	18,000	99
	Cleveland	60,500	59,800	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
	Harmon	1,700	1,700	100
	Harper	1,800	1,800	100
	Hughes	5,900	5,800	98
	Jackson	11,100	11,000	99
	Kay	20,900	20,700	99
	Kingfisher	5,800	5,800	100



KWTV BPCT-860520KJ Granted 7/29/86

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over				
	Kiowa	5,400	5,300	98
	Lincoln	12,500	12,400	99
	Logan	11,400	11,300	99
	Mc Clain	9,200	9,100	99
	Major	3,400	3,300	97
	Murray	5,100	5,100	100
	Noble	4,900	4,900	100
	Okfuskee	4,600	4,500	98
	Oklahoma	256,100	254,200	99
	Payne	25,200	24,900	99
	Pontotoc	13,500	13,400	99
	Pottawatomie	24,400	24,100	99
	Roger Mills	2,200	2,200	98
	Seminole	11,000	10,900	99
	Stephens	17,600	17,400	99
	Washita	5,700	5,600	98
	Woods	4,100	4,000	98
	Woodward	8,400	8,200	98
Between 25-49%				
	Comanche	38,500	38,200	99
	Cotton	3,000	3,000	100
	Ellis	2,200	2,100	95
	Tillman	4,400	4,300	99
Between 5-24%				
	Creek	27,100	26,700	99
	Jefferson	3,500	3,500	100
	Marshall	5,100	5,000	98
	Okmulgee	15,300	15,100	99
	Pawnee	7,000	6,900	99
	Pittsburg	16,900	16,600	98
Station Totals		805,300	797,000	99
Net Weekly Circulation (1988)			622,900	
Average Daily Circulation (1988)			393,000	

Oklahoma—Sayre

KVIJ-TV

Ch. 8

(Satellite of KVII-TV, Amarillo, TX)

Network Service: ABC.

Licensee: Marsh Media Inc., One Broadcast Center, Amarillo, TX 79101-4328.

Studio: See KVII-TV, Amarillo.

Telephones: 405-928-3233; 806-373-1787.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 131.5-kw visual, 26.3-kw aural. Antenna: 580-ft. above av. terrain, 629-ft. above ground, 2749-ft. above sea level.

Latitude	35°	25'	25"
Longitude	99°	50'	30"

Transmitter: NW corner of junction of Hwys. 6 & 152.

Multichannel TV Sound: Stereo only.

Ownership: Marsh Media Inc., 100%. See Group Ownership of Television Stations.

Began Operation: August 7, 1961. Left air Aug. 11, 1965. Sale to Bass Bcstg. by Lonnie J. and Alice H. Preston approved Nov. 17, 1965 by FCC (*Television Digest*, Vol. 5:33). Resumed operation May 17, 1966. Sale to present owner by Bass Bcstg. approved by FCC Dec. 19, 1975.

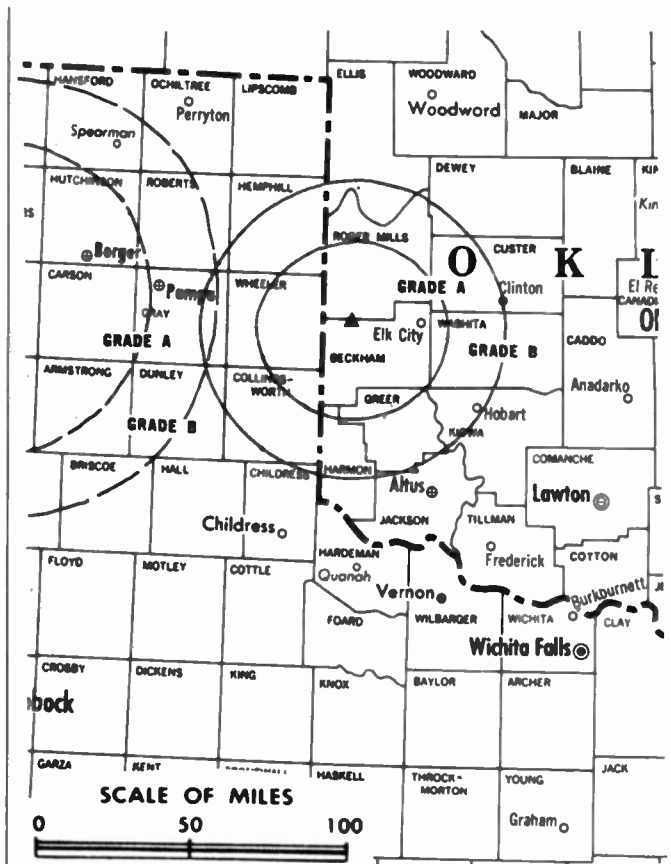
Represented (sales): Katz Television.

Represented (legal): Wiley, Rein & Fielding.

Represented (engineering): Smith & Powstenko.

Personnel:

GLEN NEAL, resident engineering supervisor.



KVIJ-TV BPCT-861007KI Granted 12/11/86

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Rates: See KVII-TV, Amarillo, TX.

Arbitron Data: Figures included with KVII-TV, Amarillo, TX

City of License: Sayre. ADI: Amarillo. Rank: 117.

Oklahoma—Tulsa

KGCT-TV

Ch. 41

Network Service: None, independent.

Licensee: Tulsa TV 41, 5807 S. Garnett Rd., Suite E, Tulsa, OK 74146.

Studio: 5807 S. Garnett Rd., Suite E, Tulsa, OK 74146.

Telephone: 918-252-9589.

Technical Facilities: Channel No. 41 (632-638 MHz). Authorized power: 1350-kw max. & 295-kw horizontal visual, 58.9-kw max. aural. Antenna: 1510-ft. above av. terrain, 1368-ft. above ground, 2168-ft. above sea level.

Latitude 36° 02' 28"
Longitude 95° 39' 24"

Transmitter: 2.67-mi. NE of State Rte. 51, on 101st St., near Oneta.

Satellite Earth Stations: Astron, 3-meter; Harris, 5-meter; Microdyne, 5-meter; Automation Techniques, Gardiner receivers.

News Services: INN, CBS.

Ownership: Joint venture of Green County Associates Ltd. & Satellite Television Systems, Ltd. Partnership. GC ownership: Ray L. Beindorf, 85%; Armstrong Investment Co., 7.5%; Western Area Bureau, 7.5%. STS ownership: Tempo Enterprises Inc. Edward L. Taylor, 48.59%; Norman Tregenza, 6.43%; SSS Employee Stock Ownership Plan, 5.3%; Fred Blencowe, 4.1%; George Paidas, 2.05%; Suzanne Taylor, 1.83%; Thomas S. Paduck, 1.46%; Neale F. Hooley, 1.22%; Selman Kremer, 1%; Albert Merson, 0.83%.

Began Operation: March 18, 1981.

Represented (legal): Ward & Mendelsohn, P.C.

Personnel:

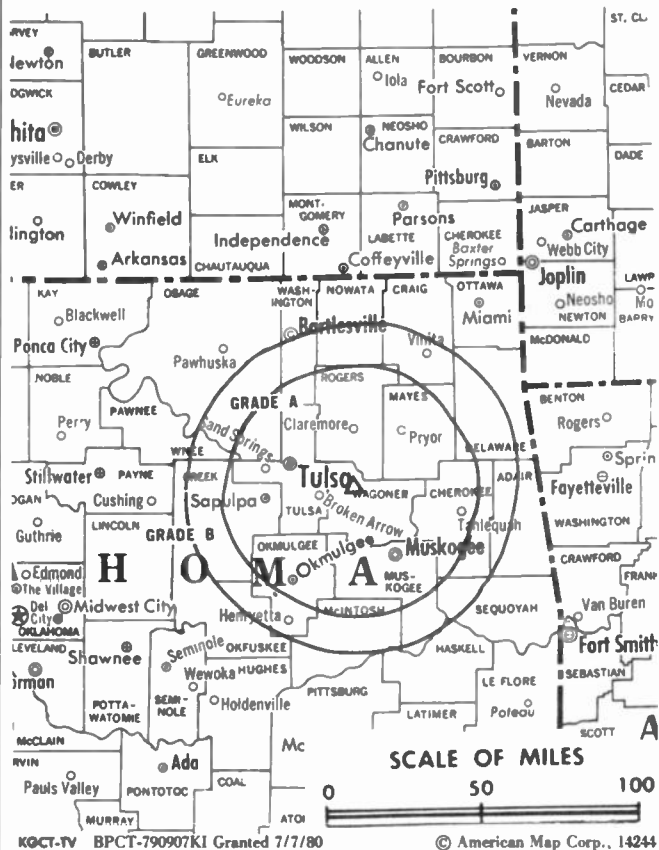
WILLIAM (DAN) HARLEY, general manager.
MARTY MARTIN, chief engineer & station manager.
KAY BACCUS, traffic.
PEGGY MARSH, administrative assistant to general manager.

Highest 30 Sec. Rate: \$41.

City of License: Tulsa. AOI: Tulsa. Rank: 54.

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%	OKLAHOMA Mayes	13,500	13,300	99
	Wagoner	18,900	18,700	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	OKLAHOMA Cherokee	12,500	12,300	98
	Craig	5,700	5,600	98
	Creek	27,100	26,700	99
	Muskogee	27,400	27,000	99
	Okmulgee	15,300	15,100	99
	Osage	16,500	16,400	99
	Pawnee	7,000	6,900	99
	Rogers	20,600	20,400	99
	Tulsa	209,600	208,000	99
	Washington	20,000	19,900	100
Station Totals		394,100	390,300	99
Net Weekly Circulation (1988)			51,200	
Average Daily Circulation (1988)			13,000	

Oklahoma—Tulsa

KJRH

Ch. 2

Network Service: NBC.

Licensee: Scripps Broadcasting Co., 3701 S. Peoria Ave., Tulsa, OK 74105.

Studio: 3701 S. Peoria Ave., Tulsa, OK 74105.

Mailing Address: Box 2, Tulsa, OK 74101.

Telephone: 918-743-2222. TWX: 910-845-2134.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 15-kw aural. Antenna: Circularly polarized, 1828-ft. above av. terrain, 1775-ft. above ground, 2465-ft. above sea level.

Latitude 36° 01' 15"
Longitude 95° 40' 32"

Transmitter: N of Muskogee Toll Rd. & S. 101st St., approx. 1.8-mi. E of Oneta.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Microwave General, 5-meter C-band; 3-meter Ku-band; Scientific-Atlanta receivers.

News Services: AP, UPI, CNN, CNN Headline News, Oklahoma News Network, South-west Newswire, NBC, NIWS.

Ownership: Scripps Howard Broadcasting Co., 100%. See Group Ownership of Television Stations.

Began Operation: December 5, 1954. Sale to present owner by Central Plains Enterprises Inc. approved by FCC Nov. 25, 1970 (Television Digest, Vol. 10:24, 48).

Represented (sales): Blair Television.

Represented (legal): Baker & Hostetler.

Personnel:

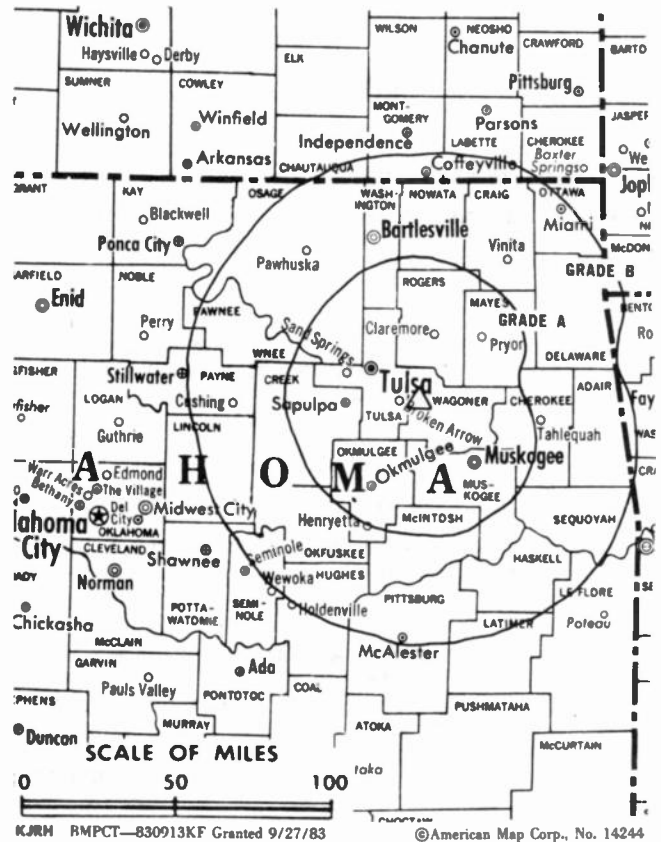
- F. BEN HEVEL, vice president & general manager.
- WILLIAM J. DONAHUE, assistant general manager.
- MICHAEL VRABAC, general sales manager.
- DICK NELSON, production manager.
- JOHN HILL, promotion manager.
- CRAIG ALLISON, local sales manager.
- TOM ALLEN, news director.
- VIC TURNER, director of engineering.

Rates: Not available.

City of License: Tulsa. ADI: Tulsa. Rank: 54.

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	KANSAS			
	Chautauqua	2,300	2,300	100
	Montgomery	16,600	16,300	98
	OKLAHOMA			
	Adair	7,000	6,800	97
	Cherokee	12,500	12,300	98
	Craig	5,700	5,600	98
	Creek	27,100	26,700	99
	Delaware	11,100	10,800	97
	Haskell	4,800	4,700	98
	Latimer	3,700	3,600	97
	Mc Intosh	7,200	7,100	99
	Mayer	13,500	13,300	99
	Muskogee	27,400	27,000	99
	Nowata	4,500	4,500	100



KJRH RMPCT—830913KF Granted 9/27/83 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Okmulgee	15,300	15,100	99
	Osage	16,500	16,400	99
	Pawnee	7,000	6,900	99
	Pittsburg	16,900	16,600	98
	Rogers	20,600	20,400	99
	Tulsa	209,600	208,000	99
	Washington	20,000	19,900	100
Between 25-49%	OKLAHOMA			
	Kay	20,900	20,700	99
	Okfuskee	4,600	4,500	98
	Ottawa	13,200	13,100	99
Sequoyah	12,600	12,300	98	
Between 5-24%	ARKANSAS			
	Benton	35,300	34,600	98
	Madison	4,600	4,400	96
	Polk	6,700	6,500	97
	Washington	40,600	39,800	98
KANSAS				
Labette	9,800	9,600	98	
Neosho	7,200	7,100	99	
Wilson	4,800	4,700	98	
MISSOURI				
Mc Donald	6,000	5,900	98	
OKLAHOMA				
Hughes	5,900	5,800	98	
La Flore	17,100	16,800	98	
Payne	25,200	24,900	99	
Station Totals		682,700	673,700	99
Net Weekly Circulation (1988)			451,000	
Average Daily Circulation (1988)			281,600	

Oklahoma—Tulsa

KOKI-TV

Ch. 23

Network Service: Fox.

Licensee: Tulsa 23, Limited Partnership, 7422 E. 46th Pl., Tulsa, OK 74153.

Studio: 7422 E. 46th Pl., Tulsa, OK 74153.

Mailing Address: Box 33223, Tulsa, OK 74153.

Telephone: 918-622-2300. TWX: 910-845-3036.

Technical Facilities: Channel No. 23 (524-530 MHz). Authorized power: 3310-kw max. & 1480-kw horizontal visual, 331-kw max. & 148-kw horizontal aural. Antenna: 1310-ft. above av. terrain, 1274-ft. above ground, 1994-ft. above sea level.

Latitude 36° 01' 35.80"
Longitude 95° 40' 43.70"

Transmitter: SW 1/4 of NE 1/4, Sec. 23, Twp. 18N, Range 15 East, near Coweta.

Satellite Earth Stations: Odorn, 3-meter C-band; RCA, 3-meter Ku-band; Scientific-Atlanta, 5-meter C-band; Automation Techniques, Microdyne, Scientific-Atlanta receivers.

News Service: AP.

Ownership: James U. Lavenstein, gen. partner, 10%; Benjamin F. Boddie, gen. partner, 3.5%; John H. Williams, ltd. partner, 10%; Joanne S. Williams, ltd. partner, 10%; Robert E. Thomas, ltd. partner, 10%; Paribus Co., ltd. partner, 10%; Avitrol Corp., ltd. partner, 10%; Walter H. Helmerich III, ltd. partner, 7.5%; C. W. Flint Jr., ltd. partner, 7.5%; 6 other ltd. partners, none with more than 5.5%.

Began Operation: October 26, 1980.

Represented (sales): Katz Independent TV Sales.

Represented (legal): Wilner & Scheiner.

Represented (engineering): Silliman & Silliman.

Personnel:

JAMES LAVENSTEIN, general manager.
MIKE BRAKER, general sales manager.
DAVID FLING, director of operations.
EUGENE WILKIN, program & film buyer.
ROBERT G. HARDIE, chief engineer.
WES BUTLER, production manager.
LIBBY PARRISH, traffic manager.
BEN FRIZZELL, creative services manager.
DENNIS MOORE, business manager.

Highest One Hour Rate: \$5000.

Highest 30 Sec. Rate: \$350.

City of License: Tulsa. ADI: Tulsa. Rank: 54.

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	OKLAHOMA			
	Mc Intosh	7,200	7,100	99
	Mayes	13,500	13,300	99
	Okmulgee	15,300	15,100	99
	Rogers	20,600	20,400	99
	Wagoner	18,900	18,700	99
Between 25-49%	KANSAS			
	Elk	1,600	1,600	100



KOKI-TV BNPCT-800421KE Granted 7/28/80

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	OKLAHOMA			
	Adair	7,000	6,800	97
	Cherokee	12,500	12,300	98
	Craig	5,700	5,600	98
	Creek	27,100	26,700	99
	Delaware	11,100	10,800	97
	Latimer	3,700	3,600	97
	Muskogee	27,400	27,000	99
	Nowata	4,500	4,500	100
	Okfuskee	4,600	4,500	98
	Osage	16,500	16,400	99
	Ottawa	13,200	13,100	99
Pawnee	7,000	6,900	99	
Pittsburg	16,900	16,600	98	
Tulsa	209,600	208,000	99	
Washington	20,000	19,900	100	
Between 5-24%	KANSAS			
	Chautauqua	2,300	2,300	100
	Cherokee	9,100	9,000	99
	Labette	9,800	9,600	98
	Montgomery	16,600	16,300	98
OKLAHOMA	Haskell	4,800	4,700	98
	Hughes	5,900	5,800	98
	Kay	20,900	20,700	99
	Le Flore	17,100	16,800	98
	Sequoyah	12,600	12,300	98
Station Totals		563,000	556,400	99
Net Weekly Circulation (1988)				230,000
Average Daily Circulation (1988)				93,300

Oklahoma—Tulsa

KOTV

Ch. 6

Network Service: CBS.

Licensee: KOTV Inc., Box 6, Tulsa, OK 74101.

Studio: 302 S. Frankfort St., Box 6, Tulsa, OK 74101.

Telephone: 918-582-6666. **Fax:** 918-582-9585.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1885-ft. above av. terrain, 1839-ft. above ground, 2549-ft. above sea level.

Latitude 36° 01' 15"
Longitude 95° 40' 32"

Transmitter: Approx. 1.8-mi. E of Oneta, N of intersection of Muskogee Toll Rd. & S. 101st St.

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

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

Ownership: A. H. Belo Corp. See Group Ownership of Television Stations.

Began Operation: October 22, 1949. Sale to General Television Co. (Jack D. Wrather and mother, 50%; Maria Helen Alvarez, 50%) approved by FCC July 13, 1952 (Television Digest, Vol. 8:19, 31). Sale to Corinthian Bcstg. approved May 13, 1954 (Vol. 10:20). Merger of Corinthian Bcstg. with Dun & Bradstreet approved by FCC April 14, 1971 (Vol. 11:16, 21). Sale to present owner by Corinthian approved Nov. 22, 1983 (Vol. 23:20).

Represented (sales): TeleRep Inc.

Represented (legal): Covington & Burling.

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

Personnel:

- WARD HUEY, vice chmn., A.H. Belo Corp. & president, broadcast division.
- LEE SALZBERGER, president & general manager.
- JIM MORONEY III, general sales manager.
- MARY ANN SKINNER, national sales manager.
- NICK NICHOLSON, local sales manager.
- JAN WILSON, program director.
- CYNTHIA GRIFFIN, news director.
- DON STAFFORD, chief engineer.
- STEVE KENNETT, business manager.
- BUD BROWN, creative services director.
- DILENE PRUITT, marketing director.

Highest 30 Sec. Rate: \$1800.

NETWORK BASE HOURLY RATE: \$1345.

City of License: Tulsa. **ADI:** Tulsa. **Rank:** 54.

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	KANSAS			
	Chautauqua	2,300	2,300	100
	Montgomery	16,600	16,300	98
	OKLAHOMA			
	Adair	7,000	6,800	97
	Cherokee	12,500	12,300	98
	Craig	5,700	5,600	98
	Creek	27,100	26,700	99
	Delaware	11,100	10,800	97
	Haskell	4,800	4,700	98
	Latimer	3,700	3,600	97
	Mc Intosh	7,200	7,100	99



KOTV BMPCT—830906KE Granted 9/27/83 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	Mayes	13,500	13,300	99
	Muskogee	27,400	27,000	99
	Nowata	4,500	4,500	100
	Okfuskee	4,600	4,500	98
	Okmulgee	15,300	15,100	99
	Osage	16,500	16,400	99
	Pawnee	7,000	6,900	99
	Pittsburg	16,900	16,600	98
	Rogers	20,600	20,400	99
	Tulsa	209,600	208,000	99
Wagoner	18,900	18,700	99	
Washington	20,000	19,900	100	
Between 25-49%	OKLAHOMA			
	Hughes	5,900	5,800	98
	Kay	20,900	20,700	99
	Ottawa	13,200	13,100	99
	Payne	25,200	24,900	99
Sequoyah	12,600	12,300	98	
Between 5-24%	ARKANSAS			
	Benton	35,300	34,600	98
	Madison	4,600	4,400	96
	Washington	40,600	39,800	98
	KANSAS			
Labette	9,800	9,600	98	
MISSOURI				
Mc Donald	6,000	5,900	98	
OKLAHOMA				
Le Flore	17,100	16,800	98	
Lincoln	12,500	12,400	99	
Seminole	11,000	10,900	99	
Station Totals		687,500	678,700	99
Net Weekly Circulation (1988)			468,600	
Average Daily Circulation (1988)			274,500	

Oklahoma—Tulsa

KTUL-TV

Ch. 8

Network Service: ABC.

Licensee: KTUL Television Inc., Box 8, Tulsa, OK 74101.

Studio: Lookout Mountain, Tulsa, OK 74107.

Mailing Address: Box 8, Tulsa, OK 74101.

Telephone: 918-446-3351. **TWX:** 910-845-2181.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1880-ft. above av. terrain, 1909-ft. above ground, 2549-ft. above sea level.

Latitude 35° 58' 08"
Longitude 95° 36' 55"

Transmitter: 13455 S. 321st St. E, 2.3-mi. NE of Coweta, OK.

Satellite Earth Station: Andrew, 7.3-meter; Avantek receivers.

News Services: UPI, NIWS, Conus, Washington News Bureau.

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

Began Operation: September 18, 1954. Sale to present owner by Leake TV Inc. approved by FCC Feb. 14, 1983 (Television Digest, Vol. 22:45).

Represented (sales): Petry Television Inc.

Represented (legal): Hogan & Hartson.

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

Personnel:

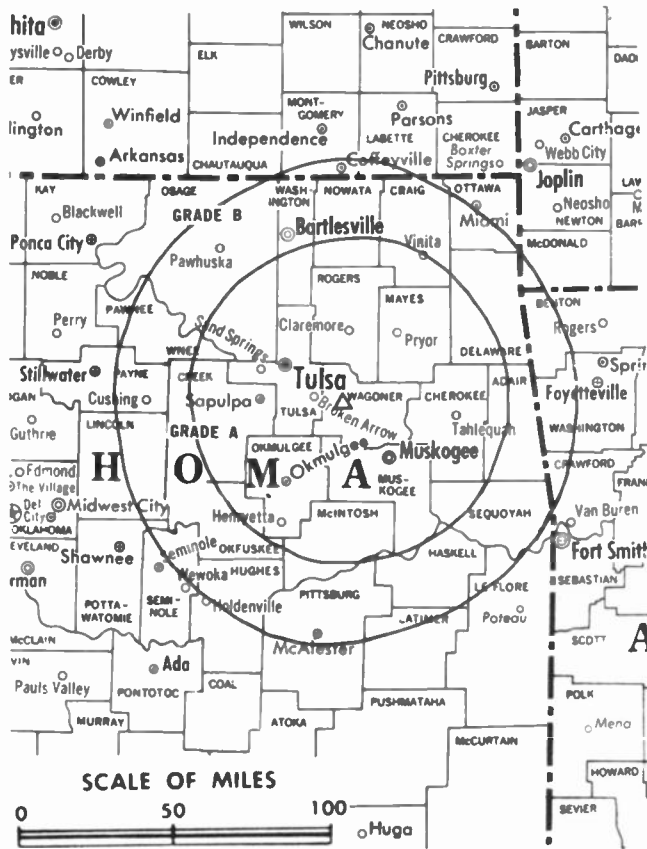
ALAN S. FEUER, president & general manager.
RANDY PRATT, vice president & general sales manager.
JENNIFER PENDERGRAFT, director of business affairs.
CHARLIE RAY, promotion manager.
ROMAN HLOHOWSKYJ, chief engineer.
BILL PAYER, news director.
DICK VAN DERA, production manager.
TERRY WILSON, programming director.
CAROL RITTER, community affairs director.
ELSPETH BLOODGOOD, marketing director.
BYRAN HEALY, research.

Highest 30 Sec. Rate: \$5000.

NETWORK BASE HOURLY RATE: \$1300.

City of License: Tulsa. **ADI:** Tulsa. **Rank:** 54.

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



KTUL-TV BPCT-2941 Granted 2/19/64

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Rogers	20,600	20,400	99
	Sequoyah	12,600	12,300	98
	Tulsa	209,600	208,000	99
	Wagoner	18,900	18,700	99
	Washington	20,000	19,900	100
Between 25-49%	ARKANSAS			
	Benton	35,300	34,600	98
	Sebastian	39,600	39,200	99
	KANSAS			
	Elk	1,600	1,600	100
Wilson	4,800	4,700	98	
Between 5-24%	OKLAHOMA			
	Le Flore	17,100	16,800	98
	Seminole	11,000	10,900	99
	ARKANSAS			
	Crawford	15,000	14,700	98
Franklin	6,000	5,900	98	
Polk	6,700	6,500	97	
Scott	4,000	3,900	98	
KANSAS				
Cherokee	9,100	9,000	99	
Labette	9,800	9,600	98	
MISSOURI				
Mc Donald	6,000	5,900	98	
Newton	16,300	16,100	99	
OKLAHOMA				
Atoka	4,900	4,800	98	
Coal	2,200	2,200	100	
Kay	20,900	20,700	99	
Lincoln	12,500	12,400	99	
Mc Curtain	13,200	12,900	98	
Payne	25,200	24,900	99	
Pushmataha	5,300	5,100	97	
Station Totals		811,600	800,900	99
Net Weekly Circulation (1988)			514,300	
Average Daily Circulation (1988)			313,400	

Oklahoma—Tulsa

KWHB

Ch. 47

Network Service: None, independent.

Licensee: Le Sea Inc., Box 12, South Bend, IN 46624.

Studio: 11414 East 58th Street, Tulsa, OK 74146.

Mailing Address: Box 470047, Tulsa, OK 74147.

Telephone: 918-250-9402. **Fax:** 918-254-5614.

Technical Facilities: Channel No. 47 (668-674 MHz). Authorized power: 1660-kw visual, 166-kw aural. Antenna: 1510-ft. above av. terrain, 1425-ft. above ground, 1839-ft. above sea level.

Latitude 36° 01' 15"
Longitude 95° 40' 32"

Transmitter: Oneta, OK.

Satellite Earth Stations: Cyclesat, 3.6-meter Ku-band; Paraclipse, 4.8-meter; RCA Americom, 3.6-meter Ku-band; United Satellite Systems, 4.2-meter C-band; M/A-Com receivers.

Ownership: Le Sea Broadcasting Co., 100%. See Group Ownership of Television Stations.

Began Operation: July 20, 1985. Sale to present owner by Kern family approved by FCC May 14, 1986.

Represented (legal): Pepper & Corazzini.

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

Personnel:

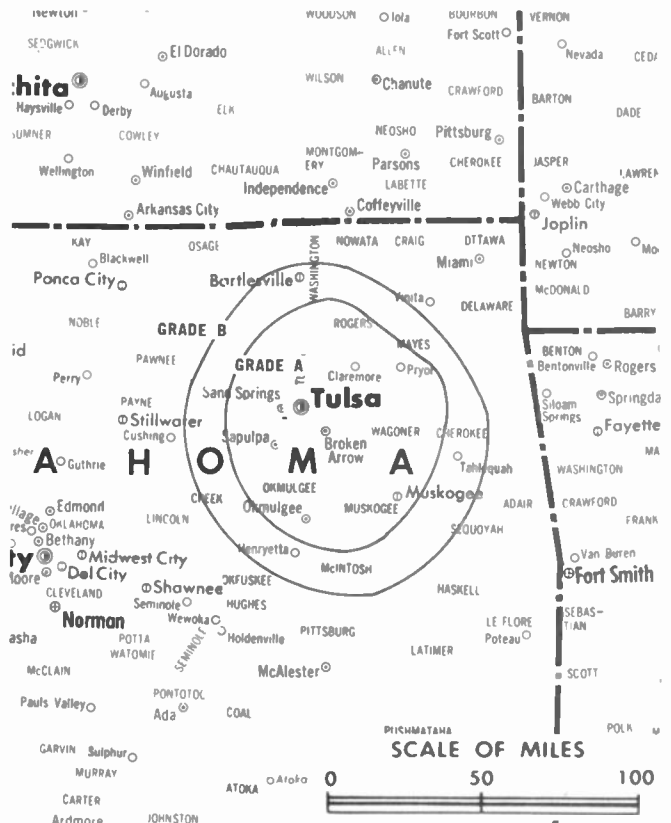
- STEVE MORGAN, operations manager.
- DARRYL FERGUSON, chief engineer.
- JIM SHAFFER, general sales manager & program director.
- GARY MURPHY, local sales manager.

Highest One Hour Rate: \$600.

Highest 30 Sec. Rate: \$50.

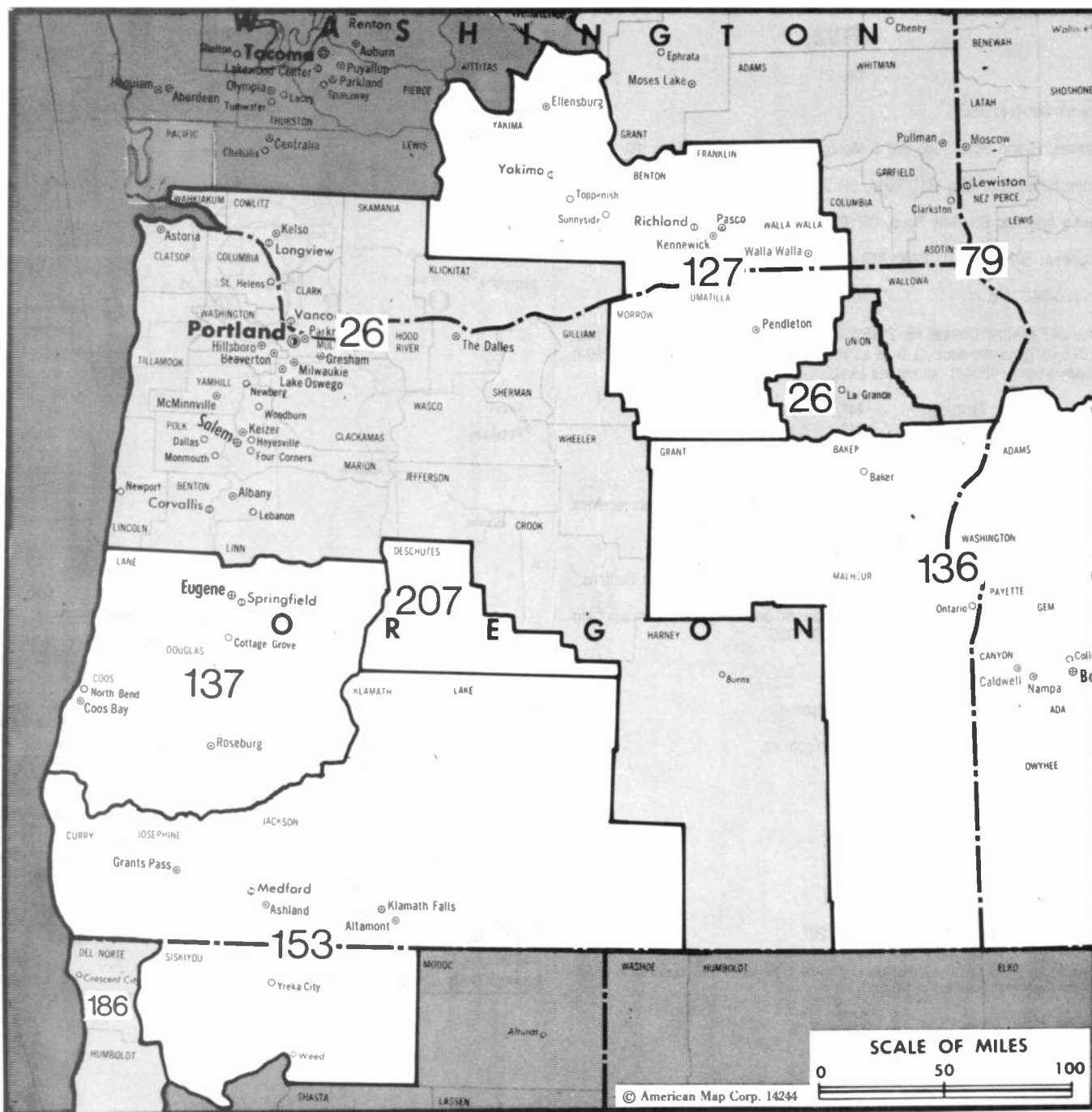
City of License: Tulsa. **ADI:** Tulsa. **Rank:** 54.

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



KWHB BNPCT-840622KM Granted 11/16/84 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%				
	OKLAHOMA			
	Craig	5,700	5,600	98
	Creek	27,100	26,700	99
	Okfuskee	4,600	4,500	98
	Okmulgee	15,300	15,100	99
	Rogers	20,600	20,400	99
	Tulsa	209,600	208,000	99
	Wagoner	18,900	18,700	99
	Washington	20,000	19,900	100
Station Totals		321,800	318,900	99
Net Weekly Circulation (1988)				25,300
Average Daily Circulation (1988)				9,100



Market	Arbitron ADI TV Households	Rank
Portland, OR	795,100	26
Spokane, WA	320,100	79
Yakima, WA	163,300	127
Boise, ID	156,100	136
Eugene, OR	155,900	137
Medford, OR	125,500	153
Eureka, CA	51,400	186
Bend, OR	25,200	207

Market Area Commercial TV Stations
KATU (2), KBSP-TV (22), KGW-TV (8), KOIN-TV (6), KPDX (49), KPTV (12) KAYU-TV (28), KCWT (27), KHQ-TV (6), KREM-TV (2), KSKN (22), KXLY-TV (4) KAPP (35), KEPR-TV (19), KIMA-TV (29), KLEW-TV (3), KNDO (23), KNDU (25), KVEW (42) KBCI-TV (2), KIVI (6), KTRV (12), KTVB (7) KCBY-TV (11), KEZI (9), KMTR-TV (16), KPIC (4), KVAL-TV (13) KDRV (12), KOBI (5), KOTI (2), KTVL (10) KIEM-TV (3), KREQ (23), KVIQ-TV (6) KTVZ (21)

State Cross Reference List Communities That Receive Programs of Stations That are Located Elsewhere	
KHSP, Portland	See Salem, OR
KPDX, Portland	See Vancouver, WA

Oregon Station Totals as of October 1, 1988			
	VHF	UHF	TOTAL
Commercial Television Stations	12	3	15
Educational Television Stations	5	0	5
	17	3	20

Oregon—Bend

KTVZ

Ch. 21

Network Service: NBC.

Licensee: Resort Bcstg. Co., 3rd & Montgomery Sts., North Wales, PA 19454.

Studio: 62990 O.B. Riley Rd., Bend, OR 97701.

Mailing Address: Box 149, Bend, OR 97709.

Telephone: 503-389-6511. **TWX:** 910-459-6838.

Fax: 503-382-1616.

Technical Facilities: Channel No. 21 (512-518 MHz). Authorized power: 77.9-kw max. & 31.6-kw horizontal visual, 3.16-kw aural. Antenna: 640-ft. above av. terrain, 169-ft. above ground, 4384-ft. above sea level.

Latitude 44° 04' 40"
Longitude 121° 19' 49"

Transmitter: Atop Awbrey Butte, 1-mi. NW of Bend.

Satellite Earth Stations: Scientific-Atlanta, 5-meter; Harris, Scientific-Atlanta receivers.

News Services: AP, NBC.

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

Began Operation: November 6, 1977. Sale to present owners by Sierra Cascade Communications Inc. approved by FCC Oct. 30, 1986.

Represented (sales): Katz Television.

Represented (legal): Dow, Lohnes & Albertson.

Represented (engineering): Hammett & Edison Inc.

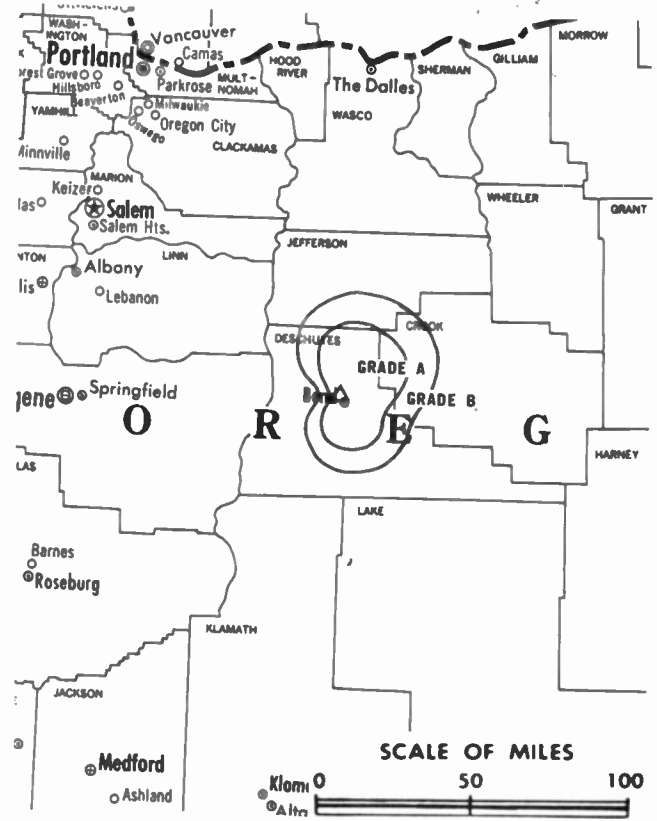
Personnel:

JOHN LARKIN, general manager.
DUNCAN LAING, sales manager.
NATALIE FORWOOD, program director.
ERNIE PENDERGRAFT, chief engineer.

Highest 30 Sec. Rate: \$150.

City of License: Bend. **AOI:** Bend. **Rank:** 207.

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



KTVZ BPCT-4971 Granted 4/22/77

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OREGON Crook	5,200	4,900	94
	Deschutes	26,500	25,000	94
Between 25-49%	OREGON Jefferson	4,600	4,400	96
	OREGON Harney	2,900	2,700	93
Station Totals		39,200	37,000	94
Net Weekly Circulation (1988)			26,000	
Average Daily Circulation (1988)			15,300	

Oregon—Coos Bay-North Bend

KCBY-TV

Ch. 11

(Satellite of KVAL-TV, Eugene, OR)

Network Service: CBS.

Licensee: Eugene Television Inc., Box 1156, Coos Bay, OR 97420.

Studio: 611 Coal Bank Slough Rd., Coos Bay, OR 97420.

Telephone: 503-269-1111.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 11.5-kw visual, 1.15-kw aural. Antenna: 680-ft. above av. terrain, 200-ft. above ground, 1115-ft. above sea level.

Latitude	43°	23'	26.00"
Longitude	124°	07'	46.30"

Transmitter: 5-mi. ENE of city center.

Satellite Earth Stations: Tractor, 3-meter M/A-Com receivers.

News Service: AP.

Ownership: Northwest Television Inc. See Group Ownership of Television Stations.

Began Operation: October 1, 1960.

Represented (sales): Katz Television; Art Moore Inc.

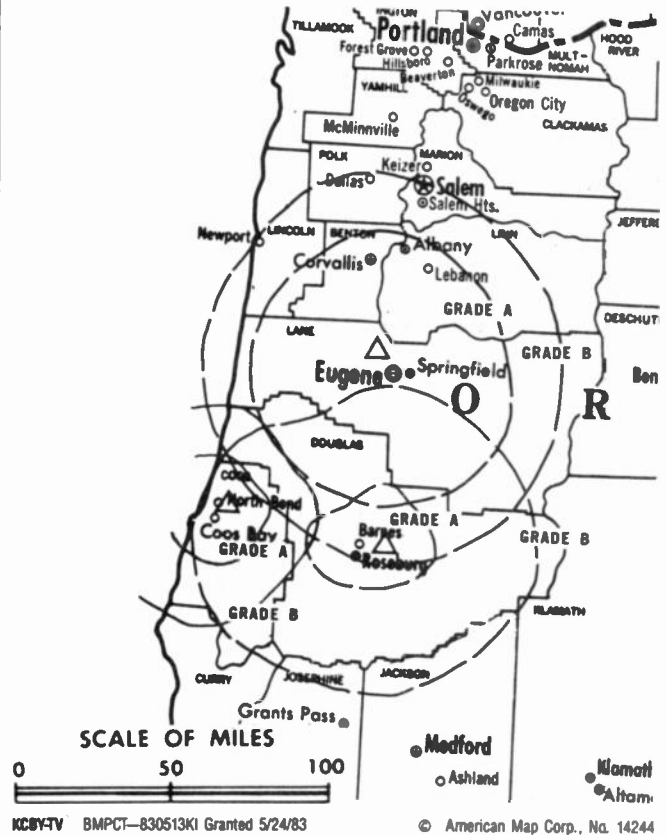
Represented (legal): Dow, Lohnes & Albertson.

Represented (engineering): McClanathan & Associates.

Personnel:

JAMES W. PUTNEY, vice president & general manager.
 BRUCE BENNETT, station manager.
 TIM HERSHISER, chief engineer.

Highest 30 Sec. Rate: \$85.



KCBY-TV BMPCT-830513K1 Granted 5/24/83 © American Map Corp., No. 14244

NETWORK BASE HOURLY RATE: Bonus to KVAL-TV, Eugene.

Arbitron Data: Included with KVAL-TV, Eugene, OR

City of License: Coos Bay. **ADI:** Eugene. **Rank:** 137.

Oregon—Eugene

KEZI

Ch. 9

Network Service: ABC.

Licensee: KEZI, Box 7009, Eugene, OR 97401.

Studio: 2225 Coburg Rd., Eugene, OR 97401.

Mailing Address: Box 7009, Eugene, OR 97401.

Telephone: 503-485-5611. **TWX:** 910-459-2028.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 47.4-kw aural. Antenna: 1769-ft. above av. terrain, 496-ft. above ground, 2604-ft. above sea level.

Latitude 44° 06' 57"
Longitude 122° 59' 57"

Transmitter: Coburg Ridge, approx. 7-mi. NE of Eugene.

Satellite Earth Stations: Andrew, 7.3-meter C-band; Andrew, 4.5-meter C-band; Harris, 6.1-meter C-band; Harris, 3-meter C-band; Vertex, 4.5-meter Ku-band; Avantek, Drake, Harris, M/A-Corn receivers.

News Services: ABC, AP, Southern Oregon News Service.

Ownership: Carolyn S. Chambers, pres.-treas., 100%; Phil Cass Jr., secy. Chambers is a multiple cable system operator.

Began Operation: December 19, 1960. Sale to present owner approved by FCC Aug. 10, 1983.

Represented (sales): Blair Television; Tacher Co. (Seattle & Portland).

Represented (engineering): Hammett & Edison Inc.

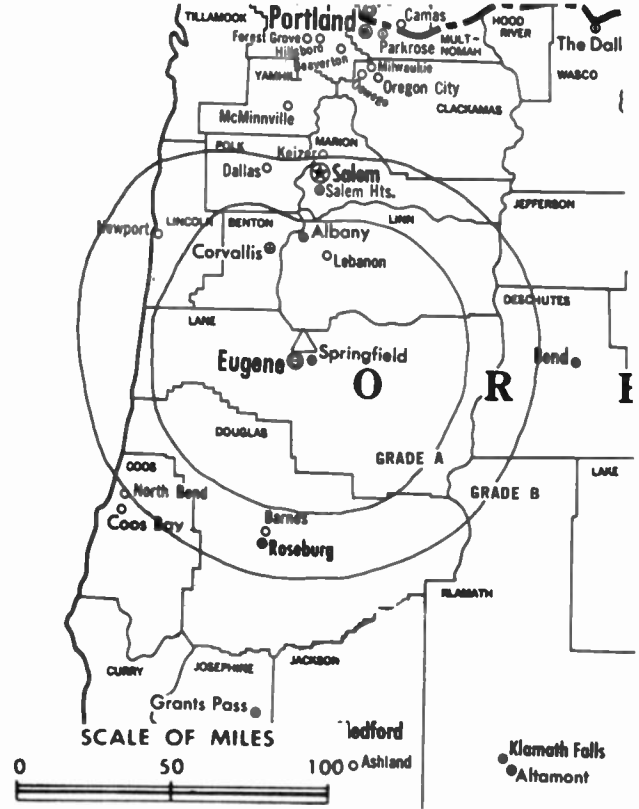
Personnel:

- CAROLYN S. CHAMBERS, president.
- BRUCE R. LILJEGREN, general manager.
- DAVE LARSON, director of operations.
- BRUCE A. BARRETT, general sales manager.
- SANDRA TEISING, local sales manager.
- BETH COOKSON, national & regional sales manager.
- JOE SMELSER, production manager.
- REBECCA FORCE, news director.
- DENNIS HUNT, chief engineer.
- SALLIE KNOWLTON, promotion director.
- JIM PLUMMER, controller.

Highest 30 Sec. Rate: \$650.

City of License: Eugene. **ADI:** Eugene. **Rank:** 137.

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



KEZI BPCT-820721KJ Granted 9/29/82

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OREGON			
	Benton	23,800	22,300	93
	Coos	23,300	21,600	92
	Douglas	35,400	33,700	95
	Lane	104,200	100,400	96
	Linn	33,500	32,200	96
Between 25-49%	OREGON			
	Deschutes	26,500	25,000	94
Between 5-24%	OREGON			
	Crook	5,200	4,900	94
	Jefferson	4,600	4,400	96
	Lincoln	15,700	14,500	92
	Marion	79,400	76,200	96
	Polk	17,200	16,600	97
	Yamhill	21,100	20,100	95
Station Totals		389,900	371,900	95
Net Weekly Circulation (1988)				188,500
Average Daily Circulation (1988)				101,600

Oregon—Eugene-Springfield

KMTR-TV

Ch. 16

Network Service: NBC.

Licensee: KMTR Inc., Box 7308, Eugene, OR 97401.

Studio: 3825 International Court, Springfield, OR 97477.

Mailing Address: Box 7308, Eugene, OR 97401.

Telephone: 503-746-1600. TWX: 510-597-0366.

Technical Facilities: Channel No. 16 (482-488 MHz). Authorized power: 1910-kw max. & 871-kw horizontal visual, 381.6-kw max. & 174-kw horizontal aural. Antenna: 1685-ft. above av. terrain, 496-ft. above ground, 2606-ft. above sea level.

Latitude 44° 06' 58"
Longitude 122° 59' 55"

Transmitter: Coburg Ridge, near Eugene.

Satellite Earth Stations: Harris, 6.1-meter Ku-band; Harris, 6.1-meter C-band; Harris, 3-meter Ku-band.

News Services: AP, Group W Newsfeed, NBC.

Ownership: Hugh E. Davis, chmn., 15.85%; Robert W. Davis, pres., 8.43%; Campbell T. Wilson, v.p., 2.86%; Richard G. Picatti, secy-treas., 5.25%; Robert A Paisley, 17.28%; Lorraine W. Davis Trust, 14.6%; Robert W. Strauz, 7.24%; Lee Semon Jr., 7.21%; Eugene L. Shields, 5.40%; C. Keith Riffe, 2.78%; Sperry A. McNaughton, 2.64%; Lori D. Campbell, 2.31%; 4 others with less than 1% each.

Began Operation: October 4, 1982. Transfer of control to present owners approved by FCC Jan. 16, 1984.

Represented (sales): Seitel Inc.; Northwest Television Sales (Seattle, Portland).

Represented (legal): Haley, Bader & Potts.

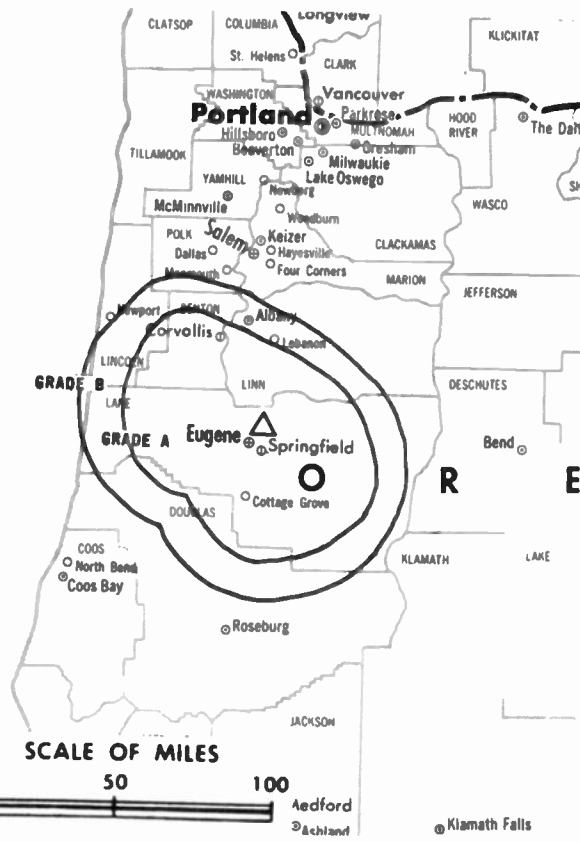
Represented (engineering): Hatfield & Dawson.

Personnel:

ROBERT W. DAVIS, president & general manager.
CAM WILSON, vice president & general sales manager.
JONATHAN WARD, local sales manager.
JULIE STRANDLIEN, program director.
JERRY MADSEN, chief engineer.
PAUL C. RIESS, news director.
TIM K. LAY, production manager.
GRETCHEN HOWELL, controller.
CAMBRA WARD, promotion director.

Highest One Hour Rate: \$3000.

Highest 30 Sec. Rate: \$855.



KMTR-TV BPCT-790507KJ Granted 10/19/81

© American Map Corp., 14244

NETWORK BASE HOURLY RATE: \$375.

City of License: Eugene. **ADI:** Eugene. **Rank:** 137.

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	OREGON			
	Benton	23,800	22,300	93
	Lane	104,200	100,400	96
	Linn	33,500	32,200	96
Between 5-24%	OREGON			
	Coos	23,300	21,600	92
	Douglas	35,400	33,700	95
Station Totals		220,200	210,200	95
Net Weekly Circulation (1988)				119,400
Average Daily Circulation (1988)				62,100

Oregon—Eugene

KVAL-TV

Ch. 13

(Also operates satellites KPIC, Roseburg, OR and KCBY-TV, Coos Bay, OR)

Network Service: CBS.

Licensee: Eugene Television Inc., Blanton Heights Rd., Eugene, OR 97405.

Studio: 4575 Blanton Heights Rd., Eugene, OR 97405.

Mailing Address: Box 1313, Eugene, OR 97440.

Telephone: 503-342-4961. TWX: 910-459-2033.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 63-kw aural. Antenna: 1476-ft. above av. terrain, 848-ft. above ground, 2142-ft. above sea level.

Latitude 44° 00' 07"
Longitude 123° 06' 53"

Transmitter: Blanton Heights.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; Harris, 6.1-meter C-band; Harris, 4.6-meter Ku-band; Scientific-Atlanta, 4.6-meter C-band; Harris, M/A-Com, Scientific-Atlanta receivers.

News Service: AP.

Ownership: Northwest Television Inc. See Group Ownership of Television Stations.

Began Operation: April 15, 1954.

Represented (sales): Katz Television; Art Moore Inc.

Represented (legal): Dow, Lohnes & Albertson.

Represented (engineering): McClanathan & Associates Inc.

Personnel:

JAMES W. PUTNEY, vice president & general manager.
DAVID WEINKAUF, general sales manager.
JOHN DOYLE, news director.
JAMES BOWEN, director of engineering.
GREG RASCHIO, local sales manager.
PAUL GREENE, program director.
R. WADE HUGHES, promotion director.
GARY E. LIVESAY, business manager.

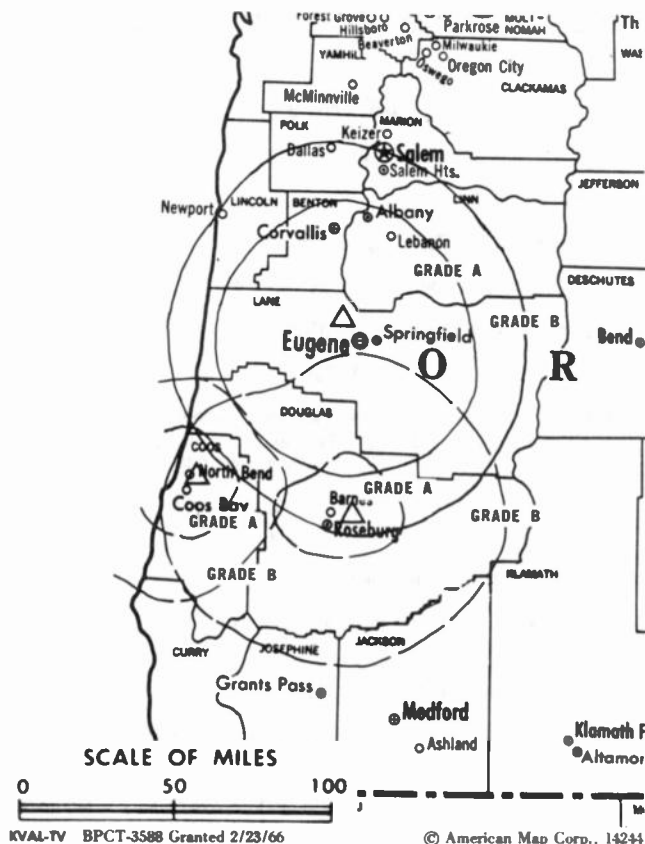
Highest 30 Sec. Rate: \$750.

NETWORK BASE HOURLY RATE: \$1430.

Arbitron Data: Includes satellites KPIC, Roseburg & KCBY-TV, Coos Bay, OR.

City of License: Eugene. AOI: Eugene. Rank: 137.

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	OREGON			
	Benton	23,800	22,300	93
	Coos	23,300	21,600	92
	Douglas	35,400	33,700	95
	Lane	104,200	100,400	96
	Linn	33,500	32,200	96
Between 25-49%	OREGON			
	Curry	7,000	6,500	93
	Polk	17,200	16,600	97
Between 5-24%	OREGON			
	Deschutes	26,500	25,000	94
	Jefferson	4,600	4,400	96
	Lincoln	15,700	14,500	92
	Marion	79,400	76,200	96
Station Totals		370,600	353,400	95
Net Weekly Circulation (1988)				201,900
Average Daily Circulation (1988)				115,700

Oregon—Klamath Falls

KOTI

Ch. 2

Network Service: NBC.

Licensee: California Oregon Broadcasting Inc., Box 5M, Medford, OR 97501.

Studio: 222 7th St., Box 2K, Klamath Falls, OR 97601.

Telephone: 503-882-2222.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 35.5-kw visual, 3.55-kw aural. Antenna: 1050-ft. above av. terrain, 180-ft. above ground, 6500-ft. above sea level.

Latitude 42° 05' 48"
Longitude 121° 37' 57"

Transmitter: 4-mi. ESE of city.

Satellite Earth Stations: Scientific-Atlanta, 4.5-meter.

News Service: UPI.

Ownership: California-Oregon Broadcasting Inc., 100%. See Group Ownership of Television Stations.

Began Operation: August 13, 1956.

Represented (sales): Blair Television; Creative Broadcast Representatives Inc. (Canada).

Represented (engineering): Lohnes & Culver.

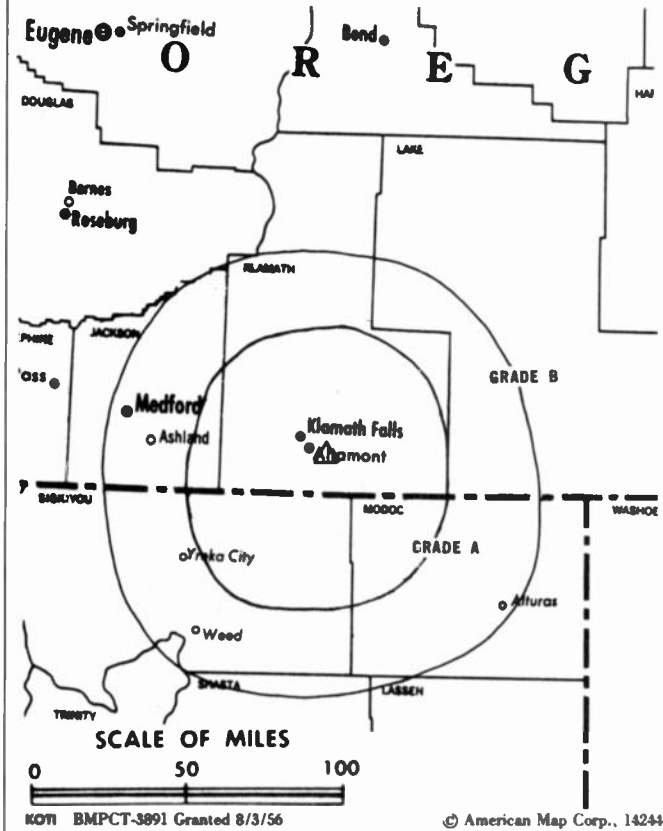
Personnel:
PATRICIA C. SMULLIN, president.
WILLIAM B. SMULLIN, secretary/founder.
EDWARD ZANDER, general manager.

Rates: See KOBI, Medford, OR.

NETWORK BASE HOURLY RATE: \$50.

City of License: Klamath Falls. **ADI:** Medford. **Rank:** 153.

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		
	Modoc	3,700	3,400 92
	OREGON		
	Klamath	22,100	21,300 96
	Lake	3,000	2,800 93
Between 5-24%	CALIFORNIA		
	Lassen	8,200	7,700 94
	Siskiyou	17,500	16,300 93
	OREGON		
	Harney	2,900	2,700 93
Station Totals		57,400	54,200 94
Net Weekly Circulation (1988)			27,800
Average Daily Circulation (1988)			17,600

Oregon—Medford

KDRV

Ch. 12

Network Service: ABC.

Licensee: Sunshine Television Inc., Box 728, Medford, OR 97501.

Studio: 1090 Knutson Dr., Medford, OR 97504.

Telephone: 503-773-1212.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 191-kw max. visual, 38.1-kw max. aural. Antenna: 2701-ft. above av. terrain, 171-ft. above ground, 5434-ft. above sea level.

Latitude 42° 41' 30''
Longitude 123° 13' 44''

Transmitter: King Mountain, 31.4-mi. from Medford.

Satellite Earth Stations: Andrew, 7.3-meter C-band; Andrew, 4.5-meter C-band; United Satellite Systems, 4.5-meter C-band; Andrew, Avantek, Scientific-Atlanta receivers.

News Services: ABC, Group W Newsfeed.

Ownership: Love Broadcasting Co. James S. Love III, chmn., 28.3%; John F. Hash, pres., 5.15%; Aubrey L. Collum, v.p.-treas., 5.15%; Jo Love Little, v.p.-secy., 28.3%; Mary E. McMillan, v.p., 28.27%; L. J. Smith, 1%; 5 others, with 0.5% each. For other interests, see WLOX-TV, Biloxi, MS.

Began Operation: February 26, 1984. Sale to present owners by Dunbar, Carpenter, et al., approved by FCC July 16, 1987.

Represented (sales): Seltel Inc.; Northwest Television Sales.

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

Represented (engineering): McClanathan & Associates Inc.

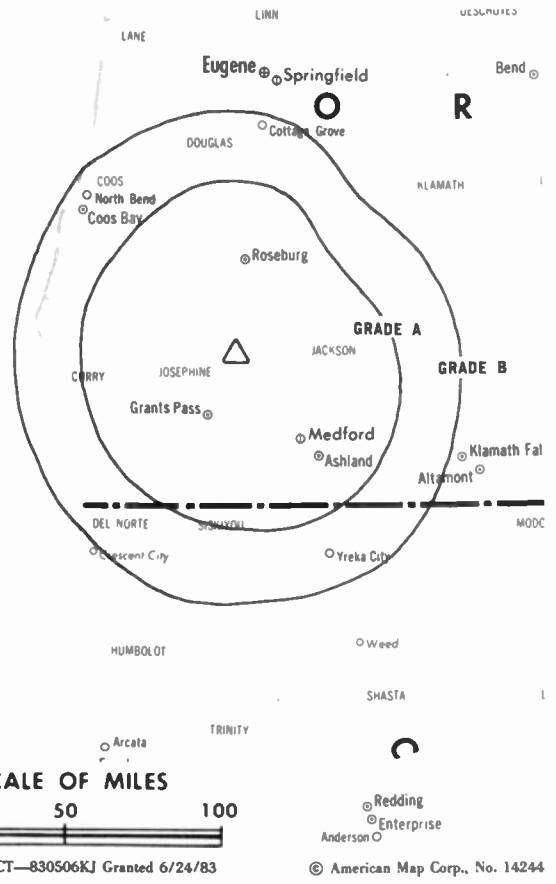
Personnel:

KEITH LOLLIS, general manager.
ROGER BIRD, general sales manager.
TOM LONG, local sales manager.
CAROLYN ROBERTS, promotion manager.
RICK CARRARA, chief operator.
RENARD MAIURI, news director.
DOUG LA FEVE, business manager.

Rates: Not available.

City of License: Medford. **ADI:** Medford. **Rank:** 153.

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



KDRV BNPCT—830506KJ Granted 6/24/83 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	OREGON			
	Curry	7,000	6,500	93
	Jackson	53,500	51,700	97
	Josephine	27,400	25,800	94
Between 25-49%	OREGON			
	Douglas	35,400	33,700	95
	Klamath	22,100	21,300	96
Between 5-24%	CALIFORNIA			
	Del Norte	7,600	7,100	93
	Siskiyou	17,500	16,300	93
	OREGON			
	Coos	23,300	21,600	92
Station Totals		193,800	184,000	95
Net Weekly Circulation (1988)				92,300
Average Daily Circulation (1988)				51,000

Oregon—Medford

KOB1

Ch. 5

Network Service: NBC.

Licensee: California-Oregon Broadcasting Inc., Box 5M, Medford, OR 97501.

Studio: 125 S. Fir St., Medford, OR 97501.

Telephone: 503-779-5555. TWX: 510-757-0607.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 60.3-kw visual, 8.13-kw aural. Antenna: 2700-ft. above av. terrain, 228-ft. above ground, 5358-ft. above sea level.

Latitude 42° 41' 49"
Longitude 123° 13' 39"

Transmitter: King Mountain, approx. 28-mi. NW of Medford.

Satellite Earth Stations: Andrew, 6.3-meter; Harris, 3-meter; Paradigm, 4.5-meter; Andrew, Harris, Scientific-Atlanta receivers.

AM Affiliate: KAGI (Grants Pass), 5-kw day (1-kw night), 930 kHz.

News Service: UPI.

Ownership: California-Oregon Broadcasting Inc., 100%. See Group Ownership of Television Stations.

Began Operation: August 1, 1953.

Represented (sales): Blair Television.

Represented (legal): Pierson, Ball & Dowd.

Represented (engineering): Lohnes & Culver.

Personnel:

PATRICIA C. SMULLIN, president.
WILLIAM B. SMULLIN, secretary/founder.
ED ZANDER, manager.
BILL KIRK, chief engineer.

Rates: Not available.

NETWORK BASE HOURLY RATE: \$671.

City of License: Medford. ADI: Medford. Rank: 153.

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



KOB1 BPCT—830601KG Granted 6/24/83

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CALIFORNIA			
	Del Norte	7,600	7,100	93
	Siskiyou	17,500	16,300	93
	OREGON			
	Coos	23,300	21,600	92
Curry	7,000	6,500	93	
Douglas	35,400	33,700	95	
Jackson	53,500	51,700	97	
Josephine	27,400	25,800	94	
Between 5-24%	OREGON			
	Klamath	22,100	21,300	96
	Lake	3,000	2,800	93
Station Totals		196,800	186,300	95
Net Weekly Circulation (1988)				133,400
Average Daily Circulation (1988)				79,300

Oregon—Medford

KTVL

Ch. 10

Network Service: CBS.

Licensee: Freedom Communications Inc., Box 10, Medford, OR 97501.

Studio: 1440 Rossanley Dr., Medford, OR 97501.

Mailing Address: Box 10, Medford, OR 97501.

Telephone: 503-773-7373. TWX: 510-757-0606.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 132-kw visual, 19.1-kw aural. Antenna: 3309-ft. above av. terrain, 154-ft. above ground, 7626-ft. above sea level.

Latitude 42° 04' 55"
Longitude 122° 43' 07"

Transmitter: Mt. Ashland, 8-mi. S of Ashland, OR.

Satellite Earth Stations: Scientific-Atlanta, 3.65-meter; Scientific-Atlanta, 4.6-meter; Scientific-Atlanta, 7-meter; Scientific-Atlanta receivers.

News Service: AP.

Ownership: Freedom Newspapers Inc., 100%. See Group Ownership of Television Stations.

Began Operation: October 3, 1961. Sale to present owner by Sierra/Cascade Communications Inc. approved by FCC July 7, 1981.

Represented (sales): Katz Television.

Represented (legal): Dow, Lohnes & Albertson.

Represented (engineering): Carl T. Jones Corp.

Personnel:

ED IVEY, vice president & general manager.
CLIFF WILLIAMS, general sales manager.
JOHN SOUZA, operations manager.
JESS ORTEGA, chief engineer.

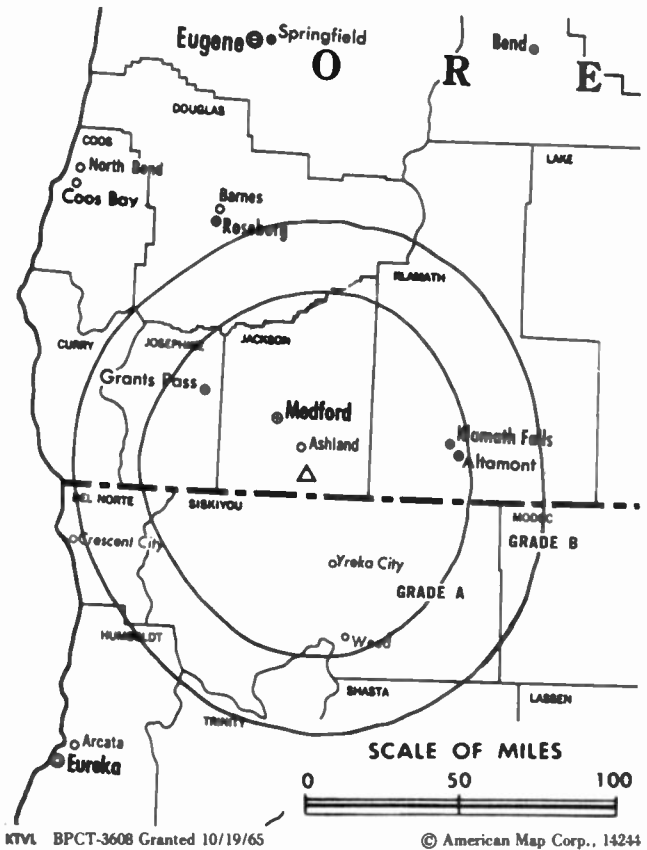
Highest One Hour Rate: \$6000.

Highest 30 Sec. Rate: \$600.

NETWORK BASE HOURLY RATE: \$1200.

City of License: Medford. **ADI:** Medford. **Rank:** 153.

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			
	Modoc	3,700	3,400	92
	Siskiyou	17,500	16,300	93
	OREGON			
	Jackson	53,500	51,700	97
	Josephine	27,400	25,800	94
Klamath	22,100	21,300	96	
Lake	3,000	2,800	93	
Between 25-49%	OREGON Curry	7,000	6,500	93
Station Totals		134,200	127,800	95
Net Weekly Circulation (1988)				103,200
Average Daily Circulation (1988)				59,700

Oregon—Portland

KATU

Ch. 2

Network Service: ABC.

Licensee: Fisher Broadcasting Inc., Portland, OR.

Studio: 2153 N.E. Sandy Blvd., Portland, OR 97232.

Mailing Address: Box 2, Portland, OR 97207.

Telephone: 503-231-4222. TWX: 910-464-4700.

Fax: 503-236-0952.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1560-ft. above av. terrain, 918-ft. above ground, 1873-ft. above sea level.

Latitude 45° 31' 15.00"
Longitude 122° 44' 37.50"

Transmitter: 225 NW Skyline Blvd.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Scientific-Atlanta, 10-meter C-band & Andrew, 9.1-meter C-band; Andrew, 7-meter C-band; Andrew, 5.6-meter Ku-band; Andrew, 4.6-meter Ku-band; Avantek, M/A-Com, Scientific-Atlanta receivers.

News Services: ABC, AP, UPI, PR Newswire, Medialink, Business Wire.

Ownership: Fisher Broadcasting Inc. See Group Ownership of Television Stations.

Began Operation: March 15, 1962.

Represented (sales): TeleRep Inc.

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

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

Personnel:

- SHERWOOD (SKIP) HINMAN, vice president & general manager.
- ROBERT D. KALSTAD, vice president & station manager.
- TOM OBERG, general sales manager.
- JIM ROGERS, national sales manager.
- STAN HUBERT, local sales manager.
- LEE PETRIK, program director.
- ROBERT MOORE, chief engineer.
- JOELLA WERLIN, public affairs director.
- RON MILLER, news director.

Highest One Hour Rate: \$12,000.

Highest 30 Sec. Rate: \$5000.

NETWORK BASE HOURLY RATE: \$1500.

City of License: Portland. ADI: Portland, OR. Rank: 26.

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	OREGON			
	Clackamas	92,000	89,000	97
	Clatsop	12,600	11,900	94
	Columbia	13,400	12,900	96
	Crook	5,200	4,900	94
	Deschutes	26,500	25,000	94
	Gilliam	800	700	88
	Harney	2,900	2,700	93
	Hood River	6,200	5,800	94
	Jefferson	4,600	4,400	96
	Lincoln	15,700	14,500	92
	Linn	33,500	32,200	96
	Marion	79,400	76,200	96
	Multnomah	237,300	228,500	96
	Polk	17,200	16,600	97



KATU BPCT-3063 Granted 6/26/63 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WASHINGTON			
	Sherman	800	800	100
	Tillamook	8,600	8,000	93
	Wasco	8,500	8,000	94
	Washington	106,900	104,500	98
	Wheeler	700	700	100
	Yamhill	21,100	20,100	95
	OREGON			
	Clark	80,500	78,500	97
	Cowlitz	30,600	29,600	97
	Klickitat	6,300	5,900	94
	Pacific	7,500	7,000	93
	Skamania	3,000	2,800	93
	Wahkiakum	1,400	1,300	93
	Between 25-49%	OREGON		
Baker		6,200	5,900	94
Benton		23,800	22,300	93
Lake		3,000	2,800	93
Morrow		3,000	2,800	93
Umatilla		22,100	20,700	94
WASHINGTON	Union	8,800	8,200	93
	Lewis	22,200	21,100	95
Between 5-24%	OREGON			
	Douglas	35,400	33,700	95
	Grant	3,200	2,800	88
	Jackson	53,500	51,700	97
	Josephine	27,400	25,800	94
	Klamath	22,100	21,300	96
	Lane	104,200	100,400	96
	Malheur	10,000	9,600	96
Station Totals		1,168,100	1,121,600	96
Net Weekly Circulation (1988)			713,800	
Average Daily Circulation (1988)			395,000	

Oregon—Portland

KGW-TV

Ch. 8

Network Service: NBC.

Licensee: King Broadcasting Co., 1501 S.W. Jefferson St., Portland, OR 97201.

Studio: 1501 S.W. Jefferson St., Portland, OR 97201.

Telephone: 503-226-5000. TWX: 503-224-1901.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 302-kw visual, 60.3-kw aural. Antenna: 1770-ft. above av. terrain, 926-ft. above ground, 2049-ft. above sea level.

Latitude 45° 31' 21"
Longitude 122° 44' 46"

Transmitter: 299 N.W. Skyline Dr.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Scientific-Atlanta, 7-meter; RCA Americom, 4.5-meter Ku-band; Harris, Scientific-Atlanta receivers.

AM Affiliate: KGW, 5-kw, 620 kHz.

FM Affiliate: KINK, 100-kw, 101.9 MHz (No. 270), 1610-ft.

News Services: AP, King Bcstg. Washington Bureau, NBC, UPI.

Ownership: King Broadcasting Co. See Group Ownership of Television Stations.

Began Operation: December 15, 1956.

Represented (sales): Blair Television.

Represented (legal): Fletcher, Heald & Hildreth.

Personnel:

DENNIS WILLIAMSON, vice president & general manager.
STEVE NEWMAN, general sales manager.
HOWARD NOLTE, national sales manager.
ROBERT RECTOR, local sales manager.
CRAIG SMITH, program director.
LYNN KURTH, chief engineer.
BARBARA SOBOCINSKI, promotion & marketing manager.
REAGAN RAMSEY, news director.
BOYD LEVET, public affairs director.
MARY WARNER, traffic manager.
MAUREEN DAVIS, business manager.

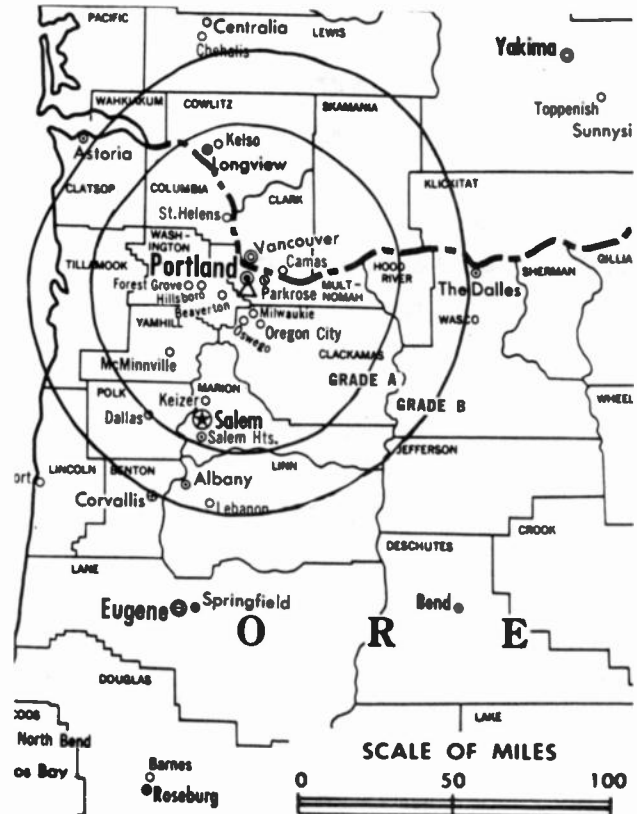
Highest 30 Sec. Rate: \$6000.

NETWORK BASE HOURLY RATE: \$1400.

City of License: Portland. ADI: Portland, OR. Rank: 26.

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	%
OREGON				
50% & Over	Clackamas	92,000	89,000	97
	Clatsop	12,600	11,900	94
	Columbia	13,400	12,900	96
	Crook	5,200	4,900	94
	Deschutes	26,500	25,000	94
	Gilliam	800	700	88
	Harney	2,900	2,700	93
	Hood River	6,200	5,800	94
	Jefferson	4,600	4,400	96
	Lincoln	15,700	14,500	92
	Linn	33,500	32,200	96



KGW-TV BMPCT-5919 Granted 11/21/63

© American Map Corp., 14234

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
	Marion	79,400	76,200	96
	Multnomah	237,300	228,500	96
	Polk	17,200	16,600	97
	Sherman	800	800	100
	Tillamook	8,600	8,000	93
	Union	8,800	8,200	93
	Wasco	8,500	8,000	94
	Washington	106,900	104,500	98
	Wheeler	700	700	100
	Yamhill	21,100	20,100	95
WASHINGTON				
	Clark	80,500	78,500	97
	Cowlitz	30,600	29,600	97
	Klickitat	6,300	5,900	94
	Skamania	3,000	2,800	93
	Wahkiakum	1,400	1,300	93
Between 25-49%				
OREGON				
	Baker	6,200	5,900	94
	Benton	23,800	22,300	93
	Coos	23,300	21,600	92
	Grant	3,200	2,800	88
	Morrow	3,000	2,800	93
	Umatilla	22,100	20,700	94
WASHINGTON				
	Lewis	22,200	21,100	95
	Pacific	7,500	7,000	93
Between 5-24%				
OREGON				
	Lake	3,000	2,800	93
	Malheur	10,000	9,600	96
Station Totals		948,800	910,300	96
Net Weekly Circulation (1988)			725,300	
Average Daily Circulation (1988)			420,600	

Oregon—Portland

KOIN-TV

Ch. 6

Network Service: CBS.

Licensee: KOIN-TV Inc., 222 S.W. Columbia St., Portland, OR 97201.

Studio: 222 S.W. Columbia St., Portland, OR 97201.

Telephone: 503-464-0600. TWX: 910-464-1520.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 15-kw aural. Antenna: 1750-ft. above av. terrain, 984-ft. above ground, 2049-ft. above sea level.

Latitude 45° 30' 58"
Longitude 122° 43' 59"

Transmitter: 5516 S.W. Barnes Rd.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Stations: Harris, 9-meter; Microdyne, 7-meter; Scientific-Atlanta, 7-meter; Scientific-Atlanta, 4.6-meter; RCA, 4.6-meter Ku-band; Harris, Microdyne, RCA, Scientific-Atlanta, M/A-Corn receivers.

News Services: AP, CBS, CNN, NIWS, UPI.

Ownership: Lee Enterprises Inc., 100%. See Group Ownership of Television Stations.

Began Operation: October 15, 1953. Sale to present owner by Newhouse Bcstg. Corp. and M. M. Tonkon & Harvey Benson, trustees, approved by FCC Aug. 26, 1977 (Television Digest, Vol. 17:21).

Represented (sales): Harrington, Righter & Parsons Inc.; Art Moore Inc. (Pacific Northwest).

Represented (legal): Pierson, Ball & Dowd.

Represented (engineering): David Steel & Associates.

Personnel:

RICHARD M. (MICK) SCHAFFBUCH, vice president & general manager.
BRIAN HOLMES, general sales manager.
STEVE CURRIE, manager, broadcast operations.
FRANK TAYLOR, production manager.
KAREN LEE RICE, manager, creative services.
LEE WOOD, director of engineering.
LINDA SOUTH, traffic manager.
CRAIG KUHLMAN, news director.
MIKE SAVAGE, manager, human resources.
ANN HUNTER MEYER, business manager.

Highest One Hour Rate: \$12,000.

Highest 30 Sec. Rate: \$4500.

City of License: Portland. ADI: Portland, OR. Rank: 26.

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	OREGON			
	Benton	23,800	22,300	93
	Clackamas	92,000	89,000	97
	Clatsop	12,600	11,900	94
	Columbia	13,400	12,900	96
	Crook	5,200	4,900	94
	Deschutes	26,500	25,000	94
	Gilliam	800	700	88
	Hamey	2,900	2,700	93
	Hood River	6,200	5,800	94
	Jefferson	4,600	4,400	96
	Lincoln	15,700	14,500	92
	Linn	33,500	32,200	96



KOIN-TV BMPCT-5941 Granted 3/19/64

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Marion	79,400	76,200	96
	Multnomah	237,300	228,500	96
	Polk	17,200	16,600	97
	Sherman	800	800	100
	Tillamook	8,600	8,000	93
	Wasco	8,500	8,000	94
	Washington	106,900	104,500	98
	Wheeler	700	700	100
	Yamhill	21,100	20,100	95
	WASHINGTON			
	Clark	80,500	78,500	97
	Cowlitz	30,600	29,600	97
	Klickitat	6,300	5,900	94
	Pacific	7,500	7,000	93
Skamania	3,000	2,800	93	
Wahkiakum	1,400	1,300	93	
Between 25-49%	OREGON			
	Baker	6,200	5,900	94
	Lake	3,000	2,800	93
	Morrow	3,000	2,800	93
	Umatilla	22,100	20,700	94
Union	8,800	8,200	93	
WASHINGTON				
Lewis	22,200	21,100	95	
Between 5-24%	OREGON			
	Lane	104,200	100,400	96
	Malheur	10,000	9,600	96
	Wallowa	3,000	2,800	93
WASHINGTON				
Grays Harbor	25,600	24,000	94	
Station Totals		1,055,100	1,013,100	96
Net Weekly Circulation (1988)			752,200	
Average Daily Circulation (1988)			448,300	

Oregon—Portland

KPTV

Ch. 12

Network Service: Fox.

Licensee: Oregon Television Inc., Box 3401, Portland, OR 97208.

Studio: 735 S.W. 20th Place, Portland, OR 97205.

Telephone: 503-222-9921. **TWX:** 910-464-6136.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 61.7-kw aural. Antenna: 1780-ft. above av. terrain, 1049-ft. above ground, 2049-ft. above sea level.

Latitude 45° 31' 19"
Longitude 122° 44' 53"

Transmitter: 212 N.W. Miller Rd.

Satellite Earth Stations: Scientific-Atlanta, 10-meter C-band; Vertex, 7.2-meter C-band; Vertex, 4.6-meter Ku-band; Scientific-Atlanta receivers.

News Service: CNN.

Ownership: Chris-Craft Industries Inc., 100%. See Group Ownership of Television Stations.

Began Operation: September 20, 1952. George Haggarty's purchase of KLOR (Ch. 12) from Henry A. White-Stephen E. Thompson-Julius L. Meier Jr. group approved April 17, 1957 by FCC; at same time Haggarty purchased KPTV (Ch. 27) from Storer and took Ch. 27 off air (*Television Digest*, Vol. 13:10, 11, 16, 18). Transfer from George Haggarty to NAFI Corp. approved July 22, 1959 (NAFI Corp. name changed to Chris-Craft Industries Inc.). Transfer of stock of Chris-Craft Industries Inc. by shareholders to Baldwin-Montrose Chemical Co. Inc. bringing holdings to 35% approved Nov. 8, 1967 (Vol. 7:46). Later Baldwin-Montrose merged into Chris-Craft.

Represented (sales): Katz Independent TV Sales.

Represented (legal): Hogan & Hartson.

Personnel:

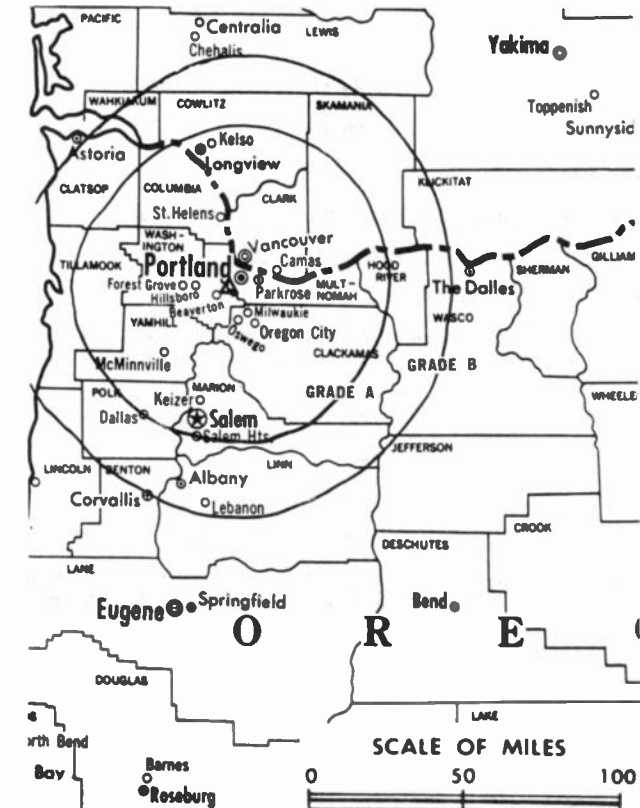
- L. MARTIN BRANTLEY, president & general manager.
- CONNIE MARTIN, general sales manager.
- COLLIN CHISHOLM, local sales manager.
- GREG SHELBY, national sales manager.
- GORDON WHITE, program manager & film buyer.
- BILL SWING, news director.
- BARBARA DEATON, promotion manager.
- ROBERT NELSON, chief engineer.
- HUMBERTO CARLOS, business manager.

Highest 30 Sec. Rate: \$2500.

City of License: Portland. **ADI:** Portland, OR. **Rank:** 26.

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				
	OREGON			
	Clackamas	92,000	89,000	97
	Clatsop	12,600	11,900	94
	Columbia	13,400	12,900	96
	Crook	5,200	4,900	94
	Deschutes	26,500	25,000	94
	Gilliam	800	700	88
	Harney	2,900	2,700	93
	Hood River	6,200	5,800	94
	Jefferson	4,600	4,400	96
	Lincoln	15,700	14,500	92
	Linn	33,500	32,200	96
	Marion	79,400	76,200	96
	Morrow	3,000	2,800	93
	Multnomah	237,300	228,500	96
	Polk	17,200	16,600	97
	Sherman	800	800	100
	Tillamook	8,600	8,000	93



KPTV BMPCT-5915 Granted 12/3/63 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
	Umatilla	22,100	20,700	94
	Union	8,800	8,200	93
	Wasco	8,500	8,000	94
	Washington	106,900	104,500	98
	Wheeler	700	700	100
	Yamhill	21,100	20,100	95
WASHINGTON				
	Clark	80,500	78,500	97
	Cowlitz	30,600	29,600	97
	Klickitat	6,300	5,900	94
	Skamania	3,000	2,800	93
	Wahkiakum	1,400	1,300	93
BETWEEN 25-49%				
	OREGON			
	Baker	6,200	5,900	94
	Benton	23,800	22,300	93
	Coos	23,300	21,600	92
	Klamath	22,100	21,300	96
	Lane	104,200	100,400	96
	Wallowa	3,000	2,800	93
	WASHINGTON			
	Grays Harbor	25,600	24,000	94
	Lewis	22,200	21,100	95
	Pacific	7,500	7,000	93
BETWEEN 5-24%				
	OREGON			
	Douglas	35,400	33,700	95
	Jackson	53,500	51,700	97
	Josephine	27,400	25,800	94
	Lake	3,000	2,800	93
	Malheur	10,000	9,600	96
	WASHINGTON			
	Walla Walla	17,800	16,700	94
Station Totals		1,234,600	1,183,900	96
Net Weekly Circulation (1988)			698,900	
Average Daily Circulation (1988)			319,300	

Oregon—Roseburg

KPIC

Ch. 4

Satellite of KVAL-TV, Eugene, OR

Network Service: CBS.

Licensee: South West Oregon Television Bcstg. Corp., 1850 NE Stephens St., Roseburg, OR 97470.

Studio: See KVAL-TV, Eugene.

Telephone: 503-672-4481.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 5.3-kw visual, 0.55-kw aural. Antenna: 1000-ft. above av. terrain, 173-ft. above ground, 1873-ft. above sea level.

Latitude	43°	14'	39.60''
Longitude	123°	18'	42.00''

Transmitter: 3.1-mi. NE of center of Roseburg.

Satellite Earth Stations: Tractor, 3-meter C-band; M/A-Com receivers.

News Service: AP.

Ownership: Northwest Television Inc., 50%; California-Oregon Broadcasting Inc., 50%. See each in Group Ownership of Television Stations.

Began Operation: April 1, 1956.

Represented (sales): Katz Television; Art Moore Inc.

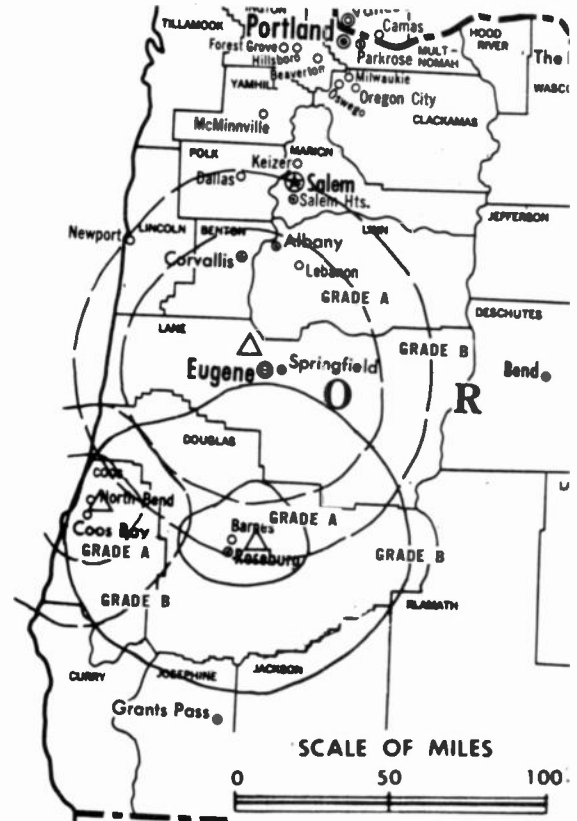
Represented (legal): Dow, Lohnes & Albertson.

Represented (engineering): McClanathan & Associates.

Personnel:

JAMES W. PUTNEY, vice president & general manager.
 DON CLITHERO, station manager.
 MICHAEL HILL, chief engineer.

Highest 30 Sec. Rate: \$85.



KPIC BMPCT-3395 Granted 10/26/55

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NETWORK BASE HOURLY RATE: Bonus to KVAL-TV, Eugene.

Arbitron Data: Included with KVAL-TV Eugene, OR.

City of License: Roseburg. ADI: Eugene. Rank: 137.

Oregon—Salem

KBSP-TV

(formerly KHSP)

Ch. 22

Network Service: Home Shopping Network.

Licensee: Blackstar Communications Inc., 1637 Madison St. NW, Washington, DC 20011.

Studio: 4923 Indian School Rd. NE, Salem, OR 97305.

Mailing Address: 4923 Indian School Rd., NE, Salem, OR 97305.

Telephones: 503-390-2202; 503-222-5324. **Telex:** 503-390-6829.

Technical Facilities: Channel No. 22 (518-524 MHz). Authorized power: 1700-kw max. & 759-kw horizontal visual, 170-kw aural. Antenna: 1190-ft. above av. terrain, 949-ft. above ground, 2049-ft. above sea level.

Latitude	45°	00'	00"
Longitude	122°	41'	37"

Transmitter: 3.1-mi. SW of Scotts Mills, OR.

Satellite Earth Station: RCA, 6-meter; RCA receivers.

Ownership: Blackstar Communications, 100%. See Group Ownership of Television Stations.

Began Operation: November 21, 1981. Transfer of control to Robert Finkelstein, et al., from Arnold Brustin & Christopher Desmond, et al., approved by FCC May 8, 1985. Sale to Home Shopping Network by Robert Finkelstein approved July 17, 1987. Sale to present owners approved by FCC Feb. 18, 1988 (*Television Digest*, Vol. 27:49).

Represented (legal): Dow, Lohnes & Albertson.

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

Personnel:

CHRIS DESMOND, general manager.
JUDY KONEIG, program director.



KBSP-TV BPCT-800715KE Granted 1/23/81

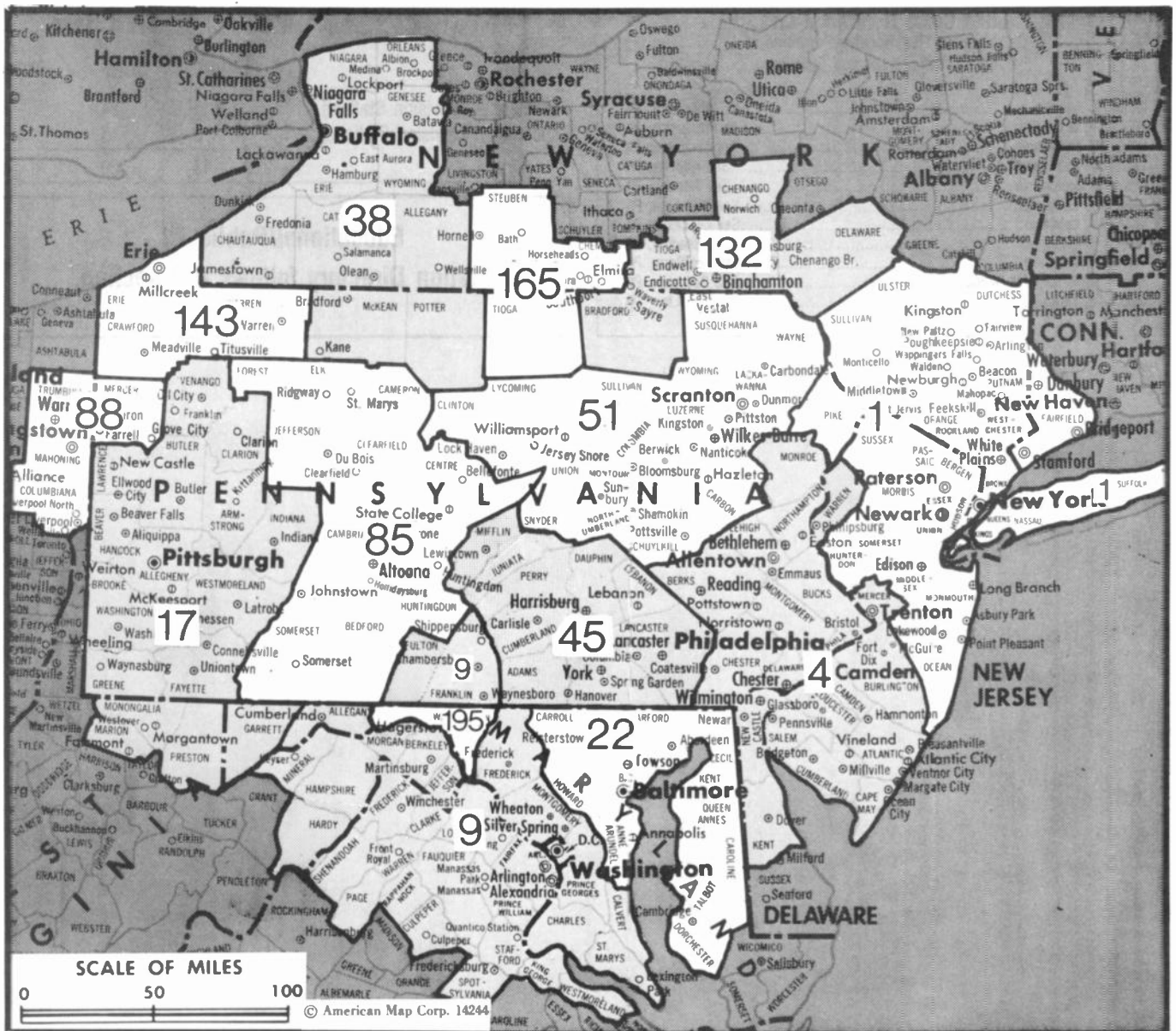
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TIM MANCE, chief engineer.
CLAUDIA GRAYSON, business manager.

Highest 30 Sec. Rate: \$150.

Arbitron Data: Not available

City of License: Salem. **ADI:** Portland, OR. **Rank:** 26.



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
New York, NY	6,876,000	1	WABC-TV (7), WBCT (43), WCBS-TV (2), WHSE (68), WHSI (67), WLIG (55), WMBC-TV (4), WNJU (47), WNYW (5), WPIX (11), WTBY (54), WTZA (62), WWOR-TV (9), WXTV (41), 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)
Philadelphia, PA	2,643,700	4	WDCA-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), WGRZ-TV (2), WIVB-TV (4), WKBW-TV (7), WNYB-TV (49), WUTV (29)
Washington, DC	1,592,800	9	WGAL-TV (8), WGCN-TV (49), WHP-TV (21), WHTM-TV (27), WLYH-TV (15), WPMT (43), WBRE-TV (28), WNEP-TV (16), WOLF-TV (38), WWLF-TV (56), WYOU (22)
Pittsburgh, PA	1,192,200	17	WATM-TV (23), WJAC-TV (6), WKBS-TV (47), WPTJ (19), WTAJ-TV (10), WWCP-TV (8)
Baltimore, MD	902,800	22	WFMJ-TV (21), WKBN-TV (27), WYTT (33)
Buffalo, NY	609,500	38	WBNG-TV (12), WICZ-TV (40), WMGC-TV (34)
Harrisburg-York-Lancaster-Lebanon, PA	531,300	45	WETG (66), WICU-TV (12), WJET-TV (24), WSEE (35)
Wilkes-Barre-Scranton, PA	483,800	51	WENY-TV (36), WETM-TV (18)
Johnstown-Altoona, PA	281,400	85	WHAG-TV (25), WJAL (68)
Youngstown, OH	276,700	88	
Binghamton, NY	156,800	132	
Erie, PA	150,600	143	
Elmira, NY	84,300	165	
Hagerstown, MD	40,900	195	

Pennsylvania

State Cross Reference List

Communities That Receive Programs of
Stations That are Located Elsewhere

WJAC-TV, Altoona	See Johnstown, PA
WPCB-TV, Greensburg	See Pittsburgh, PA
WGAL-TV, Harrisburg	See Lancaster, PA
WATM-TV, Johnstown	See Altoona, PA
WTAJ-TV, Johnstown	See Altoona, PA
WGCB-TV, Lancaster	See Red Lion, PA
WGAL-TV, Lebanon	See Lancaster, PA
WTVE, Philadelphia	See Reading, PA
WBRE-TV, Scranton	See Wilkes-Barre, PA
WNEP-TV, WOLF-TV & WYOU, Wilkes-Barre	See Scranton, PA
WGCB-TV, York	See Red Lion, PA

Pennsylvania Station Totals as of October 1, 1988

	VHF	UHF	TOTAL
Commercial Television Stations	11	24	35
Educational Television Stations	2	5	7
	13	29	42

Educational/Public TV
Station Directory follows this section.

Pennsylvania—Allentown

WFMZ-TV

Ch. 69

Network Service: None, independent.

Licensee: Maranatha Broadcasting Co. Inc., E. Rock Rd., Allentown, PA 18103.

Studio: E. Rock Rd., Allentown, PA 18103.

Telephone: 215-797-4530.

Technical Facilities: Channel No. 69 (800-806 MHz). Authorized power: 219-kw max. visual, 21.9-kw max. aural. Antenna: 900-ft. above av. terrain, 495-ft. above ground, 1425-ft. above sea level.

Latitude 40° 33' 54"
Longitude 75° 26' 26"

Transmitter: E. Rock Rd., Allentown.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: M/A-Com, 5-meter Ku-band; Microwave Assoc., 5-meter; M/A-Com, Microwave Assoc. receivers.

FM Affiliate: WFMZ, 17-kw, 100.7 MHz (No. 264), 868-ft.

News Service: UPI.

Ownership: Richard C. Dean, pres., 55.0%; Richard Reichard, 25.0%; Paul R. Britton, 7.00%; Richard Dean Sr., 7.00%; David G. Hinson, 5.00%.

Began Operation: November 25, 1976.

Represented (legal): Arter & Hadden.

Represented (engineering): James R. Audet.

Personnel:

RICHARD C. DEAN, president & general manager.
DAVID G. HINSON, assistant general manager & program manager.
DEAN DALLMANN, general sales manager.
BRAD RINEHART, news director.
RICH LERNER, sports director.
KATHY CRAINE, office manager.
BARRY FISHER, director of engineering.

Highest 30 Sec. Rate: \$300.

City of License: Allentown. ADI: Philadelphia. Rank: 4.

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 %
PENNSYLVANIA				
Between 25-49%	Carbon	21,500	21,100	98
	Lehigh	110,800	109,200	99
	Northampton	88,800	87,300	98
NEW JERSEY				
Between 5-24%	Warren	33,000	32,500	98
PENNSYLVANIA				
Station Totals	Berks	126,200	124,100	98
	Monroe	32,100	31,500	98
Net Weekly Circulation (1988)			142,300	
Average Daily Circulation (1988)			43,800	

Pennsylvania—Altoona

WATM-TV

(formerly WWPC-TV)

Ch. 23

Network Service: ABC.

Licensee: Evergreen Broadcasting Corp., 1450 Scalp Ave., Johnstown, PA 15904.

Studio: Wopsey Mountain, Altoona.

Telephone: 814-266-8088.

Mailing Address: RD 1, Box 901, Dysart, PA 16636.

Technical Facilities: Channel No. 23 (524-530 MHz). Authorized power: 182-kw max. visual, 9.1-kw max. aural. Antenna: 1062-ft. above av. terrain, 257-ft. above ground, 2787-ft. above sea level.

Latitude	40°	34'	06"
Longitude	78°	26'	38"

Transmitter: Wopsey Lookout, Wopsonnock Mountain.

Satellite Earth Stations: Prodelin, 3.6-meter C-band; Andrew, 4.5-meter C-band; M/A-Com, KLM, Drake receivers.

News Service: ABC.

Ownership: Smith Broadcasting Group Inc. See Group Ownership of Television Stations.

Began Operation: November 28, 1974. Sale to present owners by John R. Powley approved by FCC Oct. 25, 1985.

Represented (sales): Katz Television.

Represented (legal): Hogan & Hartson.

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

Personnel: See WWCP-TV, Johnston, PA.



Rates: Not available.

Arbitron Data: Included with WWCP-TV, Johnstown, PA.

City of License: Altoona. **ADI:** Johnstown-Altoona. **Rank:** 85.

Pennsylvania—Altoona

WKBS-TV

Ch. 47

(Satellite of WPCB-TV, Greensburg-Pittsburgh, PA)

Network Service: None, independent.

Licensee: Cornerstone Television Inc., Channel 40, Wall, PA 15148-1499.

Mailing Address: 1813 Valley View Blvd., Altoona, PA 16602.

Telephone: 814-942-3400.

Technical Facilities: Channel No. 47 (668-674 MHz). Authorized power: 1524.6-kw max. visual, 152.5-kw max. aural. Antenna: 1015-ft. above av. terrain, 172-ft. above ground, 2717-ft. above sea level.

Latitude	40°	34'	12"
Longitude	78°	26'	26"

Transmitter: Lookout Rd., Logan Twp.

Ownership: Cornerstone Television Inc., non-stock, non-profit corp. R. Russell Bixler, pres.; James Laine, dir.; Charles Turnbull, dir.; Olean Eagle, dir.; Ernest Frederick, dir.

Began Operation: October 1, 1985.

Represented (legal): Gammon & Grange.

Personnel:
DOROTHY HARRIS, manager.

Rates: Not available.

Arbitron Data: Included with WPCB-TV, Greensburg, PA.



City of License: Altoona. **ADI:** Johnstown-Altoona. **Rank:** 85.

Pennsylvania—Altoona

WTAJ-TV

Ch. 10

Network Service: CBS.

Licensee: Gateway Communications Inc., Executive Bldg., Suite 612, Cherry Hill, NJ 08034.

Studio: 5000 Sixth Ave., Altoona, PA 16602.

Telephone: 814-944-2031. **TWX:** 501-691-4841.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 214-kw visual, 21.9-kw aural. Antenna: 1110-ft. above av. terrain, 277-ft. above ground, 2830-ft. above sea level.

Latitude 40° 34' 01"
Longitude 78° 26' 31"

Transmitter: 3-mi. NW of Altoona.

Satellite Earth Stations: 5 in operation; Scientific-Atlanta, M/A-Com, Channel Master receivers.

News Services: UPI, CNN.

Ownership: Gateway Communications Inc. See Group Ownership of Television Stations.

Began Operation: March 1, 1953. Sale to present owner by Triangle Publications approved by FCC Sept. 20, 1972 (*Television Digest*, Vol. 11:50; 12:39). Previous sale by William F. Gable Co. dept. store approved Jan. 11, 1956 (Vol. 11:33, 39, 47; 12:2).

Represented (sales): Blair Television.

Represented (legal): Wilner & Scheiner.

Personnel:

- DONALD F. SNYDER, vice president & general manager.
- ROBERT EGER, national sales manager.
- MIKE FOROSISKY, local sales manager.
- DAN DILLIER, production manager.
- RICHARD KLINE, chief engineer.
- THOMAS F. MURPHY, business manager.
- DAVID HOPKINS, news director.
- DAVID METZ, program & marketing manager.

Highest One Hour Rate: \$6000.

Highest 30 Sec. Rate: \$2000.

NETWORK BASE HOURLY RATE: \$1175.

City of License: Altoona. **ADI:** Johnstown-Altoona. **Rank:** 85.

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 %
PENNSYLVANIA				
50% & Over	Bedford	17,600	17,100	97
	Blair	51,200	50,400	98
	Cambria	64,600	63,700	99
	Cameron	2,700	2,700	100
	Centre	39,400	38,400	97
	Clearfield	30,900	30,300	98
	Clinton	14,300	14,000	98
	Elk	13,800	13,500	98
Huntingdon	15,300	14,900	97	



WTAJ-TV BPCT-4443 Granted 8/16/71

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Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	Jefferson	19,200	18,800	98
	Mifflin	17,900	17,300	97
PENNSYLVANIA				
Between 25-49%	Fulton	5,400	5,100	95
	Indiana	32,800	32,100	98
	Juniata	7,600	7,300	96
	Somerset	30,900	30,200	98
PENNSYLVANIA				
Between 5-24%	Armstrong	31,800	31,300	98
	Clarion	15,100	14,800	98
	Forest	1,900	1,900	100
	Franklin	44,700	43,300	97
	Lycoming	44,100	42,800	97
	Mc Kean	18,500	18,100	98
	Potter	6,900	6,700	97
	Snyder	12,600	12,100	96
Sullivan	2,300	2,200	96	
Westmoreland	146,500	144,700	99	
WEST VIRGINIA				
Station Totals	Hampshire	5,900	5,800	98
	Mineral	10,300	10,200	99
	Morgan	4,500	4,400	98
Station Totals		708,700	694,100	98
Net Weekly Circulation (1988)			303,300	
Average Daily Circulation (1988)			180,100	

Pennsylvania—Erie

WETG

Ch. 66

Network Service: None, independent.

Licensee: Gannon University Bcstg. Inc., University Square, Erie, PA 16541.

Studio: Gannon U. Resource Center, 6th & Sassafras Sts., Erie, PA 16541.

Telephone: 814-871-7446. Fax: 814-459-0996.

Technical Facilities: Channel No. 66 (782-788 MHz). Authorized power: 25-kw max. visual, 2.5-kw max. aural. Antenna: 500-ft. above av. terrain, 350-ft. above ground, 1667-ft. above sea level.

Latitude 42° 01' 50"
Longitude 80° 02' 53"

Holds CP for change to 567-kw max. visual, 889-ft. above av. terrain, 695-ft. above ground, 1995-ft. above sea level; lat. 42° 02' 31", long. 80° 03' 57"; transmitter to 2.25-mi. SE of Kearsage on Waterford Pike near Erie. BMPCT-880129KV.

Transmitter: 1390 Townhall Rd. W., Summit Twp.

Satellite Earth Station: Comtech, 5-meter; Microdyne receivers.

Ownership: Gannon University Bcstg. Inc. M. Daniel Henry, pres. Gannon U. is licensee of WERG(FM), Erie, PA.

Began Operation: September 2, 1986.

Represented (legal): Haley, Bader & Potts.

Personnel:

- ANTHONY J. MICELI, general manager.
- DENNIS SPAGNOLO, chief engineer.
- LARRY A. LEWIS, station manager.
- ANNE-MARIE BRAULT, program manager.
- JEFF HONARD, production manager.
- BARBARA HEWITT WEBER, traffic manager.

Highest One Hour Rate: \$500.

Highest 30 Sec. Rate: \$80.

City of License: Erie. ADI: Erie. Rank: 143.



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 %
PENNSYLVANIA				
Between 5-24%	Erie	103,600	102,300	99
Station Totals		103,600	102,300	99
Net Weekly Circulation (1988)				22,800
Average Daily Circulation (1988)				6,100

Pennsylvania—Erie

WICU-TV

Ch. 12

Network Service: NBC.

Licensee: Great Lakes Communications Inc., 3514 State St., Erie, PA 16508.

Studio: 3514 State St., Erie, PA 16508.

Telephone: 814-454-5201. TWX: 510-696-6878.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1000-ft. above av. terrain, 789-ft. above ground, 2167-ft. above sea level.

Latitude 42° 03' 52"
Longitude 80° 00' 19"

Transmitter: Donation Rd.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 6-meter C-band; Harris, 6-meter Ku-band; General Instrument, Harris receivers.

News Services: AP, NBC.

Ownership: Lamb Enterprises Inc. Priscilla L. Schvier, 62.68%; Edward H. Lamb & Patricia Jo Lamb, 28.6% jointly. Schvier is applicant for Ch. 40, Toledo, OH; has LPTV interests.

Began Operation: March 15, 1949.

Represented (sales): Katz Television; Radio-Television Representatives Ltd. (Canada).

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

Personnel:

CLARENCE PAOLELLA, general manager & general sales manager.
MICHAEL CSOP, chief engineer.
JOHN IVAN TOMCHO, production & program director.
JOHN SPECIALE, news director.

Highest One Hour Rate: \$2600.

Highest 30 Sec. Rate: \$800.

NETWORK BASE HOURLY RATE: \$1400.

Station also received in Canadian markets.

BBM Weekly Reach (Spring 1988): 389,000.

City of License: Erie. ADI: Erie. Rank: 143.

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				
PENNSYLVANIA				
	Crawford	32,700	31,900	98
	Erie	103,600	102,300	99
	Forest	1,900	1,900	100
	Mc Kean	18,500	18,100	98
	Warren	17,600	17,000	97
Between 25-49%				
NEW YORK				
	Chautauqua	55,300	54,300	98
OHIO				
	Ashtabula	37,500	36,900	98
PENNSYLVANIA				
	Venango	24,000	23,300	97
Between 5-24%				
NEW YORK				
	Cattaraugus	31,200	30,500	98
PENNSYLVANIA				
	Elk	13,800	13,500	98
Station Totals		336,100	329,700	98
Net Weekly Circulation (1988)				205,200
Average Daily Circulation (1988)				127,800

Pennsylvania—Erie

WJET-TV

Ch. 24

Network Service: ABC.

Licensee: Jet Broadcasting Co. Inc., 1635 Ash St., Erie, PA 16503.

Studio: 8455 Peach St., Erie, PA 16509.

Telephones: 814-864-4902; 814-868-2424. **TWX:** 610-596-6877.

Technical Facilities: Channel No. 24 (530-536 MHz). Authorized power: 1120-kw max. visual, 112-kw max. aural. Antenna: 955-ft. above av. terrain, 780-ft. above ground, 2090-ft. above sea level.

Latitude 42° 02' 24"
Longitude 80° 04' 08"

Transmitter: 8455 Peach St.

Satellite Earth Stations: 3 in operation; Andrew receivers.

FM Affiliate: WJET, 3-kw, 102.3 MHz.

News Service: AP.

Ownership: Jet Broadcasting Co. Inc. Ownership: Myron Jones, pres., 53.50%; William Fleckenstein, v.p., secy.-treas., 36%; John Kanzius, exec. v.p. & gen. mgr., 10.00%. Myron Jones also controls WHOT(AM), Campbell, OH & WHOT-FM, Youngstown, OH.

Began Operation: April 3, 1966.

Represented (sales): Blair Television; Canadian Communications Co. Canada.

Represented (legal): Reddy, Begley & Martin.

Represented (engineering): du Treil, Lundin & Rackley.

Personnel:

- MYRON JONES, president.
- JOHN KANZIUS, executive vice president & general manager.
- STEVE DREXLER, news director.
- MICHAEL GEORGE, sales manager.
- JOAN VICARY, national sales.
- MARK HIMMLER, chief engineer.
- TOM NEW, promotion director.

Highest 30 Sec. Rate: \$500.

NETWORK BASE HOURLY RATE: \$850.

City of License: Erie. **AOI:** Erie. **Rank:** 143.

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



WJET-TV BMPCT—840503KH Granted 5/31/84 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
PENNSYLVANIA				
50% & Over	Crawford	32,700	31,900	98
	Erie	103,600	102,300	99
	Warren	17,600	17,000	97
OHIO				
Between 25-49%	Ashtabula	37,500	36,900	98
	Forest	1,900	1,900	100
	Venango	24,000	23,300	97
NEW YORK				
Between 5-24%	Chautauqua	55,300	54,300	98
Station Totals		272,600	267,600	98
Net Weekly Circulation (1988)			161,600	
Average Daily Circulation (1988)			94,600	

Pennsylvania—Erie

WSEE

Ch. 35

Network Service: CBS.

Licensee: Keystone Bcstg. Corp., 1220 Peach St., Erie, PA 16501.

Studio: 1220 Peach St., Erie, PA 16501.

Telephone: 814-455-7575. TWX: 814-453-6875.

Technical Facilities: Channel No. 35 (596-602 MHz). Authorized power: 1186-kw max. visual, 118.6-kw max. aural. Antenna: 938-ft. above av. terrain, 750-ft. above ground, 2090-ft. above sea level.

Latitude 42° 02' 20"
Longitude 80° 03' 45"

Transmitter: U.S. Hwy. 19, 7-mi. S of Erie.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.6-meter C-band; AFC, 3.6-meter Ku-band; M/A-Corn, Scientific-Atlanta receivers.

News Services: AP, Group W Newsfeed.

Ownership: Federal Broadcasting Corp., 100%. Robert Price, pres.-treas., 9.29%; Steven Price, v.p.; Ellen S. Fader, v.p.-secy., 0.086%; Kim E. Meltzer, treas.; Cede & Co., 55.28%; Citicorp Venture Capital, 15.18%. See Price Communications Corp. in Group Ownership of TV Stations.

Began Operation: April 25, 1954. Sale by MMT Sales Inc. approved by FCC Dec. 13, 1985. Sale to MMT by Gillett Bcstg. approved April 16, 1982. Sale to Gillett by Great Lakes Television Co. approved July 19, 1978. FCC approved sale to present owners Sept. 30, 1987 (*Television Digest*, Vol. 27:33).

Represented (sales): MMT Sales Inc.; Metrosport Television Ltd. (Canada).

Represented (legal): Cohn & Marks.

Represented (engineering): Smith & Powstenko.

Personnel:

JERRY MONTGOMERY, president & general manager.
F. BRADY LOUIS, general sales manager.
ROGER SCARLETT, local sales manager.
WILLIAM PODBIELSKI, chief engineer.
DON ROWE, production manager.
GEORGE STEPHENSON, news director.
EARL KNEISSLER, program director.
JIM LARKIN, promotion director.
RITA MASI, business manager.

Highest One Hour Rate: \$3000.

Highest 30 Sec. Rate: \$400.

NETWORK BASE HOURLY RATE: \$685.

Our firm acted as financial advisor
and broker in the 1982 & 1987 sales of
WSEE-TV

THE TED 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



Station also received in Canadian markets.

BBM Weekly Reach (Spring 1988): 295,000.

City of License: Erie. ADI: Erie. Rank: 143.

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	PENNSYLVANIA			
	Crawford	32,700	31,900	98
	Erie	103,600	102,300	99
Between 25-49%	PENNSYLVANIA			
	Venango	24,000	23,300	97
	Warren	17,600	17,000	97
Between 5-24%	NEW YORK			
	Cattaraugus	31,200	30,500	98
	Chautauqua	55,300	54,300	98
	OHIO			
	Ashtabula	37,500	36,900	98
	PENNSYLVANIA			
	Forest	1,900	1,900	100
	Mc Kean	18,500	18,100	98
Station Totals		322,300	316,200	98
Net Weekly Circulation (1988)			150,000	
Average Daily Circulation (1988)			74,600	

Pennsylvania—Harrisburg-York

WHP-TV

Ch. 21

Network Service: CBS.

Licensee: WHP Inc., Box 1507, Harrisburg, PA 17105.

Studio: 3300 N. Sixth St., Harrisburg, PA 17110.

Telephone: 717-238-2100. TWX: 510-650-4925.

Technical Facilities: Channel No. 21 (512-518 MHz). Authorized power: 1200-kw max. visual, 120-kw max. aural. Antenna: 1220-ft. above av. terrain, 500-ft. above ground, 1810-ft. above sea level.

Latitude 40° 20' 44"
Longitude 76° 52' 09"

Transmitter: Blue Mountain.

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

AM Affiliate: WHP, 5-kw, 580 kHz (CBS).

FM Affiliate: WHP-FM, 14-kw, 97.3 MHz (No. 247), 840-ft.

News Services: AP, UPI.

Ownership: Commonwealth Communications Services Inc.

Began Operation: April 15, 1953.

Represented (sales): Katz Television.

Represented (legal): Dow, Lohnes & Albertson.

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

Personnel:

THOMAS M. GIROCCO, president & chief executive officer.
DONALD C. YEISER, vice president & general manager.
THOMAS G. MILLER, national sales manager.
BILL KIRK, local sales manager.
MAURICE GANNAWAY, director of engineering.
CHRIS FICKES, news director.
M. E. HUGES, program director.
CAROL HAIGH, promotion director.
E. WROBLEWSKI, business manager.

Highest One Hour Rate: \$2500.

Highest 30 Sec. Rate: \$1500.

NETWORK BASE HOURLY RATE: \$550.

City of License: Harrisburg. ADI: Harrisburg-York-Lancaster-Lebanon. Rank: 45.

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	PENNSYLVANIA		
	Cumberland	71,800	70,500 98
	Dauphin	95,900	94,100 98



Net Weekly Circulation	State County	Total Households	TV Households Households %
50% & Over	Juniata	7,600	7,300 96
	Lebanon	41,800	40,900 98
	Perry	14,800	14,400 98
	York	126,100	123,800 98
Between 25-49%	PENNSYLVANIA		
	Adams	24,900	24,300 98
	Lancaster	141,800	137,100 97
	Mifflin	17,900	17,300 97
Between 5-24%	PENNSYLVANIA		
	Clinton	14,300	14,000 98
	Franklin	44,700	43,300 97
	Montour	6,000	5,800 97
	Northumberland	40,200	39,100 97
	Schuylkill	63,300	61,900 98
Union	11,100	10,600 95	
Station Totals		734,800	716,500 98
Net Weekly Circulation (1988)			353,400
Average Daily Circulation (1988)			179,200

Pennsylvania—Harrisburg-York-Lebanon

WHTM-TV

Ch. 27

Network Service: ABC.

Licensee: WHTM-TV Inc., 3235 Hoffman St., Harrisburg, PA 17105.

Studio: 3235 Hoffman St., Harrisburg, PA 17105.

Telephone: 717-236-2727. TWX: 510-650-0803.

Technical Facilities: Channel No. 27 (548-554 MHz). Authorized power: 2382-kw max. visual, 238.2-kw max. aural. Antenna: 1120-ft. above av. terrain, 609-ft. above ground, 1690-ft. above sea level.

Latitude 40° 18' 57.40"
Longitude 76° 57' 02.20"

Transmitter: W of U.S. Hwys. 11 & 15, N of State Hwy. 944.

Satellite Earth Stations: Andrew, 7.3-meter C-band; Andrew, 4.5-meter C-band; Avartek receivers.

News Services: AP, UPI.

Ownership: Smith Acquisition Corp. Robert N. Smith, pres.-treas.; William S. Reyner Jr., v.p.-secy., 7.20%; John Purcell, 5.00%; Smith Broadcasting Group Inc., 12.8%; venture capital investor group holds remainder. See Smith Bcstg. in Group in Group Ownership of Television Stations.

Began Operation: June 19, 1953, on Ch. 71; May 15, 1957 FCC authorized WTPA to purchase transmitter & tower of off-air WCMB-TV and to switch to Ch. 27, Ch. 71 being assigned to WCMB-TV (*Television Digest*, Vol. 13:15, 20). Sale to Times Mirror Co. by Newhouse Bcstg. approved by FCC March 27, 1980 (Vol. 18:50, 19:19). Sale to present owners approved April 17, 1986.

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

Represented (legal): Hogan & Hartson.

Represented (engineering): Lohnes & Culver.

Personnel:

- ROBERT N. SMITH, president.
- JOHN PURCELL, vice president & general manager.
- FRANK RATERMANN, general sales manager.
- PAUL O'DELL, station manager.
- JANICE DEXTER, promotion director.
- JOHN McCALL, news director.
- DONALD LANDIS, chief engineer.
- JOSEPH FRY, controller.

Rates: Not available.

City of License: Harrisburg. **ADI:** Harrisburg-York-Lancaster-Lebanon. **Rank:** 45.

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



WHTM-TV BPCT-3028 Granted 5/11/62 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Lebanon	41,800	40,900	98
	Mifflin	17,900	17,300	97
	Perry	14,800	14,400	98
	Snyder	12,600	12,100	96
	York	126,100	123,800	98
PENNSYLVANIA				
Between 25-49%	Adams	24,900	24,300	98
	Franklin	44,700	43,300	97
	Huntingdon	15,300	14,900	97
	Lancaster	141,800	137,100	97
PENNSYLVANIA				
Between 5-24%	Berks	126,200	124,100	98
	Centre	39,400	38,400	97
	Lycoming	44,100	42,800	97
	Montour	6,000	5,800	97
	Northumberland	40,200	39,100	97
	Schuylkill	63,300	61,900	98
	Union	11,100	10,600	95
Station Totals		945,500	922,700	98
Net Weekly Circulation (1988)				415,200
Average Daily Circulation (1988)				221,000

Pennsylvania—Hazleton

WWLF-TV

Ch. 56

(Satellite of WOLF-TV, Scranton, PA)

Network Service: Fox.

Licensee: Scranton TV Partners Ltd., 916 Oak Street, Scranton, PA 18508.

Studio: See WOLF-TV, Scranton, PA.

Telephone: 717-347-9653.

Technical Facilities: Channel No. 56 (722-728 MHz). Authorized power: 1000-kw max. visual. Antenna: 266-ft. above av. terrain, 174-ft. above ground, 1994-ft. above sea level.

Latitude	41°	02'	13''
Longitude	76°	05'	07''

Holds CP for change to 1079-ft. above av. terrain, 381-ft. above ground, 2201-ft. above sea level. BMPCT-880408KG.

Transmitter: Nescopeck Mountain, near State Rte. 93, Hollenback/Sugarloaf.

Multichannel TV Sound: Stereo only.

Ownership: WOLF-TV Assoc. Ltd. Partnership, 40.0%; itd. partners, 60%. See Craig Fox Group under Group Ownership of TV Stations.

Began Operation: June 3, 1985.

Represented (sales): Independent TV Sales.

Represented (legal): Latham & Watkins.

Personnel:

See WOLF-TV, Scranton, PA.



Rates: Sold in combination with WOLF-TV, Scranton-Wilkes-Barre.

Arbitron Data: Included with WOLF-TV, Scranton, PA.

City of License: Hazleton. **ADI:** Wilkes Barre-Scranton. **Rank:** 51.

Pennsylvania—Johnstown

WJAC-TV

Ch. 6

Network Service: NBC.

Licensee: WJAC Inc., 1949 Hickory Lane, Johnstown, PA 15905.

Studio: 1949 Hickory Lane, Johnstown, PA 15905.

Telephone: 814-255-7600. TWX: 310-284-059.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 70.8-kw visual, 10.5-kw aural. Antenna: 1119-ft. above av. terrain, 148-ft. above ground, 2848-ft. above sea level.

Latitude 40° 22' 17"
Longitude 78° 58' 58"

Transmitter: Laurel Hill, 4.5-mi. NW of Johnston.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Microdyne; Harris, 7-meter; ChannelMaster, 3.5-meter; Microdyne, Drake, Harris receivers.

News Services: NBC, AP, NIWS.

Ownership: A. W. Walters Estate, Richard H. Mayer, trustee, has controlling interest. WJAC Inc. officers: James M. Edwards Sr., pres. & gen. mgr.; Richard D. Schrott, v.p.; Michael Brosig, secy.-treas.

Began Operation: September 15, 1949.

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

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

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

Personnel:

JAMES M. EDWARDS SR., president & general manager.
RICHARD D. SCHROTT, vice president & general sales manager.
ROB ABELE, chief engineer.
RON MILLER, news director.
DINO TESSARI, production manager.
KEN DeGENNARO, promotion director.
PHILIP MARCINEK, program director.
ROBERT HITE, personnel manager.

Highest One Hour Rate: \$2100.

Highest 30 Sec. Rate: \$850.

NETWORK BASE HOURLY RATE: \$1300.

City of License: Johnstown. ADI: Johnstown-Altoona. Rank: 85.

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	MARYLAND			
	Garrett	10,000	9,900	99
	PENNSYLVANIA			
	Armstrong	31,800	31,300	98
	Bedford	17,600	17,100	97
	Blair	51,200	50,400	98
	Cambria	64,600	63,700	99
	Cameron	2,700	2,700	100
	Centre	39,400	38,400	97
	Clarion	15,100	14,800	98
	Clearfield	30,900	30,300	98
	Elk	13,800	13,500	98
	Forest	1,900	1,900	100



Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	Huntingdon	15,300	14,900	97
	Indiana	32,800	32,100	98
	Jefferson	19,200	18,800	98
	Somerset	30,900	30,200	98
	WEST VIRGINIA			
	Grant	3,700	3,600	97
Between 25-49%	PENNSYLVANIA			
	Mifflin	17,900	17,300	97
	Westmoreland	146,500	144,700	99
	WEST VIRGINIA			
	Hampshire	5,900	5,800	98
Between 5-24%	MARYLAND			
	Allegany	29,200	29,000	99
	PENNSYLVANIA			
	Butler	55,500	54,800	99
	Clinton	14,300	14,000	98
	Fayette	60,800	59,500	98
	Fulton	5,400	5,100	95
	Mc Kean	18,500	18,100	98
	Potter	6,900	6,700	97
	Venango	24,000	23,300	97
	Warren	17,600	17,000	97
	WEST VIRGINIA			
	Hardy	3,700	3,600	97
Mineral	10,300	10,200	99	
Station Totals		797,400	782,700	98
Net Weekly Circulation (1988)			434,900	
Average Daily Circulation (1988)			257,700	

Pennsylvania—Johnstown

WPTJ

(formerly WFAT-TV)

Ch. 19

Network Service: None, independent.

Licensee: WFAT Inc., Box 19, Johnstown, PA 15907.

Studio: 108 Allenbill Dr., Johnstown, PA 15904.

Telephone: 814-266-1919.

Technical Facilities: Channel No. 19 (500-506 MHz). Authorized power: 1661.5-kw max. visual, 166.15-kw max. aural. Antenna: 1194-ft. above av. terrain, 256-ft. above ground, 3165-ft. above sea level.

Latitude 40° 10' 50"
Longitude 79° 09' 08"

Requests CP for change to 421-ft. above av. terrain, 81-ft. above ground, 1005-ft. above sea level, lat. 40° 17' 29", long. 78° 33' 57", transmitter to Blue Knob Road, 2.4-mi. NE of Pavia. BPCT-860929KH.

Transmitter: Pea Vine Hill, 0.35-mi. S of Hwy. 30, 6-mi. SE of Ligonier.

Satellite Earth Station: Comtech, 5-meter; Microwave Assoc., Harris receivers.

News Service: INN.

Ownership: Leon A. Crosby, 100%.

Began Operation: October 15, 1953. Sale to present owner by John E. Gelormino approved by FCC Oct. 14, 1982. Sale to Gelormino by Benjamin C. Werk, et al., approved July 20, 1972 (*Television Digest*, Vol. 12:30). Previous sale by Rivoli Realty Co. approved by FCC March 17, 1971.

Represented (sales): Unirep Bcstg. Co.; Commercial Media Sales (Pittsburgh).

Represented (legal): Arent, Fox, Kintner, Plotkin & Kahn.

Represented (engineering): E. Harold Munn & Associates.

Personnel:

TIMOTHY LEE CROSBY, general manager.
GEORGE S. PLENDERLEITH, station manager.
BILL CARAMANA, chief engineer.

Highest 30 Sec. Rate: \$120.

City of License: Johnstown. ADI: Johnstown-Altoona. Rank: 85.

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



WPTJ BMPCT-840216KG Granted 3/30/84 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
PENNSYLVANIA				
Between 25-49%	Cambria	64,600	63,700	99
PENNSYLVANIA				
Between 5-24%	Bedford	17,600	17,100	97
	Blair	51,200	50,400	98
	Clarion	15,100	14,800	98
	Clearfield	30,900	30,300	98
	Indiana	32,800	32,100	98
	Somerset	30,900	30,200	98
Station Totals		243,100	238,600	98
Net Weekly Circulation (1988)				53,400
Average Daily Circulation (1988)				14,800

Pennsylvania—Johnstown

WWCP-TV

Ch. 8

Network Service: Fox.

Licensee: Evergreen Bcstg. Corp., 1450 Scalp Ave., Johnstown, PA 15904.

Studio: 1450 Scalp Ave., Johnstown, PA 15904.

Telephone: 814-266-8088.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 166-kw visual, 16.6-kw aural. Antenna: 1208-ft. above av. terrain, 270-ft. above ground, 3175-ft. above sea level.

Latitude 40° 10' 53"
Longitude 79° 09' 06"

Transmitter: Approx. 6-mi. SE of Ligonier, near Hwy. 30.

Satellite Earth Stations: ChannelMaster, 4.4-meter C-band; Microdyne, 7-meter C-band; RCA, 3-meter Ku-band; ChannelMaster, M/A-Corn, Microdyne receivers.

News Service: INN.

Ownership: Evergreen General Corp. For other interests, see Smith Bcstg. Group under Group Ownership of TV Stations.

Began Operation: October 13, 1986.

Represented (sales): Katz Independent TV Sales.

Represented (legal): Hogan & Hartson.

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

Personnel:

MARTIN H. OSTROW, general manager & general sales manager.
ROBERT ANDRADE, chief engineer.
CHRISTOPHER J. TAYLOR, director of operations.
RON KABO, local sales manager.

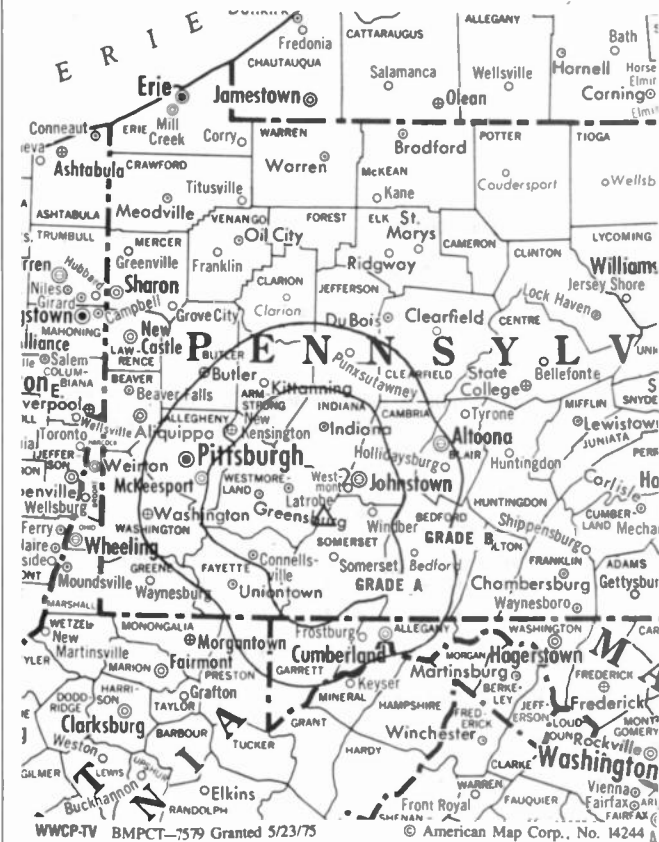
Rates: Not available.

Arbitron Data: Includes coverage of WATM-TV, Altoona, PA.

City of License: Johnstown. **ADI:** Johnstown-Altoona. **Rank:** 85.

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	PENNSYLVANIA			
	Cambria	64,600	63,700	99
	Somerset	30,900	30,200	98
Between 25-49%	MARYLAND			
	Garrett	10,000	9,900	99
	PENNSYLVANIA			
	Bedford	17,600	17,100	97
	Blair	51,200	50,400	98
	Centre	39,400	38,400	97



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Clarion	15,100	14,800	98
	Huntingdon	15,300	14,900	97
	Indiana	32,800	32,100	98
	Jefferson	19,200	18,800	98
Between 5-24%	PENNSYLVANIA			
	Armstrong	31,800	31,300	98
	Butler	55,500	54,800	99
	Clearfield	30,900	30,300	98
	Elk	13,800	13,500	98
	Fayette	60,800	59,500	98
	Forest	1,900	1,900	100
	Greene	15,500	15,100	98
	Mifflin	17,900	17,300	97
	Washington	81,500	80,300	98
Westmoreland	146,500	144,700	99	
WEST VIRGINIA	Preston	11,400	11,200	98
	Station Totals	763,600	750,200	98
Net Weekly Circulation (1988)				217,700
Average Daily Circulation (1988)				88,700

Pennsylvania—Lancaster

WGAL-TV

Ch. 8

Network Service: NBC.

Licensee: WGAL-TV Inc., Box 7127, Lancaster, PA 17604.

Studio: Lincoln Hwy. West, Lancaster, PA 17604.

Branch Office: 333 Market St., Harrisburg, PA 17100.

Mailing Address: Box 7127, Lancaster, PA 17604.

Telephone: 717-393-5851. TWX: 510-657-4437.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 112-kw visual, 22.4-kw aural. Antenna: 1360-ft. above av. terrain, 823-ft. above ground, 1849-ft. above sea level.

Latitude 40° 02' 04"
Longitude 76° 37' 08"

Transmitter: 2.25-mi. NE of Hallam, PA.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Stations: Harris, 8.8-meter; RCA Ku-band; Harris receivers.

News Services: AP, UPI.

Ownership: Pulitzer Publishing Co. See Group Ownership of Television Stations.

Began Operation: March 18, 1949. Sale to present owner by Steinman Stations approved by FCC Oct. 5, 1978 (Television Digest, Vol. 17:50).

Represented (sales): Blair Television.

Represented (legal): Verner, Lipfert, Bernhard, McPherson & Hand.

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

Personnel:

DAVID DODDS, vice president & general manager.
NELSON SEARS, program manager.
RIGBY WILSON, general sales manager.
JOHN FEESER, local sales manager.
MICHAEL TULLY, national sales manager.
ED WICKENHEISER, news director.
FRED WOSKOFF, marketing, promotion & creative services manager.
PAT SAAM, commercial operations manager.
ROBERT B. GOOD JR., chief engineer.
ROBERT SINGER, business manager.

Highest 30 Sec. Rate: \$2500.

NETWORK BASE HOURLY RATE: \$3350.

City of License: Lancaster. ADI: Harrisburg-York-Lancaster-Lebanon. Rank: 45.

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	%
PENNSYLVANIA				
50% & Over	Adams	24,900	24,300	98
	Cumberland	71,800	70,500	98
	Dauphin	95,900	94,100	98
	Franklin	44,700	43,300	97
	Juniata	7,600	7,300	96



WGAL-TV BPCT-910 Granted 2/3/54

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Lancaster	141,800	137,100	97
	Lebanon	41,800	40,900	98
	Mifflin	17,900	17,300	97
	Perry	14,800	14,400	98
	York	126,100	123,800	98
PENNSYLVANIA				
Between 25-49%	Berks	126,200	124,100	98
	Northumberland	40,200	39,100	97
	Schuylkill	63,300	61,900	96
	Snyder	12,600	12,100	96
MARYLAND				
Between 5-24%	Carroll	38,900	38,700	99
	Cecil	23,100	23,000	100
	Frederick	46,000	45,700	99
	Harford	54,400	54,100	99
PENNSYLVANIA				
	Chester	122,300	120,600	99
	Fulton	5,400	5,100	95
	Huntingdon	15,300	14,900	97
	Monroe	32,100	31,500	98
	Montour	6,000	5,800	97
	Union	11,100	10,600	95
WEST VIRGINIA				
	Berkeley	19,700	19,600	99
Station Totals		1,203,900	1,179,800	98
Net Weekly Circulation (1988)			659,900	
Average Daily Circulation (1988)			400,500	

Pennsylvania—Lancaster-Lebanon

WLYH-TV

Ch. 15

Network Service: CBS.

Licensee: Gateway Communications Inc., Executive Bldg., Suite 612, Cherry Hill, NJ 08034.

Studio: Park City Center, Lancaster, PA.

Mailing Address: Box 1283, Lebanon, PA 17042.

Telephone: 717-273-4551. TWX: 510-650-4953.

Technical Facilities: Channel No. 15 (476-482 MHz). Authorized power: 1050-kw max. & 676-kw horizontal visual, 68-kw aural. Antenna: 1364-ft. above av. terrain, 1062-ft. above ground, 1940-ft. above sea level.

Latitude 40° 15' 45"
Longitude 76° 27' 53"

Transmitter: Television Hill, RD 5.

Satellite Earth Stations: 5 in operation; Scientific-Atlanta receivers.

News Services: CBS, CNN, UPI.

Ownership: Gateway Communications Inc. See Group Ownership of Television Stations.

Began Operation: October 9, 1953 but left air Oct. 16, 1954. Sold to Triangle Publications by radio WLBR-Lebanon News interests and station resumed operation May 2, 1957 (*Television Digest*, Vol. 11:27, 13:18). Sale by Triangle to present owner approved by FCC Sept. 20, 1972 (Vol. 11:50; 12:39).

Represented (sales): Seltel Inc.

Represented (legal): Wilner & Scheiner.

Represented (engineering): Smith & Powstenko.

Personnel:

ROBERT EOLIN, vice president & general manager.
BOB PATTERSON, program director.
JUDI FISHER, national sales manager.
KATHY MORGAN, business manager.
CLIFF ESHBACH, news director.
JAN HRABOVSKY, promotion manager.
TIM COSTLEY, chief engineer.

Highest One Hour Rate: \$1750.

Highest 30 Sec. Rate: \$600.

NETWORK BASE HOURLY RATE: \$400.

City of License: Lancaster. **ADI:** Harrisburg-York-Lancaster-Lebanon. **Rank:** 45.

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



WLYH-TV BMPCT-790214KI Granted 6/29/79

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over				
PENNSYLVANIA				
	Lancaster	141,800	137,100	97
	Lebanon	41,800	40,900	98
Between 25-49%				
PENNSYLVANIA				
	Berks	126,200	124,100	98
	Dauphin	95,900	94,100	98
	Juniata	7,600	7,300	96
	Perry	14,800	14,400	98
	Schuylkill	63,300	61,900	98
	York	126,100	123,800	98
Between 5-24%				
PENNSYLVANIA				
	Adams	24,900	24,300	98
	Cumberland	71,800	70,500	98
	Franklin	44,700	43,300	97
	Huntingdon	15,300	14,900	97
	Mifflin	17,900	17,300	97
	Northumberland	40,200	39,100	97
Station Totals		832,300	813,000	98
Net Weekly Circulation (1988)				276,400
Average Daily Circulation (1988)				96,200

Pennsylvania—Philadelphia

KYW-TV

Ch. 3

Network Service: NBC.

Licensee: Group W Television Inc., Independence Mall East, Philadelphia, PA 19106.

Studio: Independence Mall East, Philadelphia, PA 19106.

Telephone: 215-238-4700.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 95.5-kw visual, 9.55-kw aural. Antenna: 1000-ft. above av. terrain, 1116-ft. above ground, 1369-ft. above sea level.

Latitude 40° 02' 38"
Longitude 75° 14' 26"

Transmitter: Roxborough, PA.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Vertex, 4.5-meter Ku-band; Scientific-Atlanta, 3-meter Ku-band; Scientific-Atlanta receivers.

AM Affiliate: KYW, 50-kw, 1060 kHz.

News Services: AP, Group W Newsfeed, UPI.

Ownership: Group W—Westinghouse Broadcasting. See Group Ownership of Television Stations.

Began Operation: September 1, 1941. Sold to Westinghouse Bcstg. by Philco Corp. in 1953 (*Television Digest*, Vol. 9:8, 22); then transferred to NBC in deal approved Dec. 21, 1955 (Vol. 11:2, 12:3). Transfer from NBC back to Westinghouse under order by FCC approved Feb. 17, 1965 (Vol. 5:7, 8, 25).

Represented (sales): Group W Television Sales.

Personnel:

JIM THOMPSON, vice president & general manager.
MARCELLUS ALEXANDER, station manager.
ALLEN MURPHY, general sales manager.
GLENN ROSMOS, director of broadcast operations & engineering.
JAMES EATON, program director.
JIM ZURATT, controller.
RANDY COVINGTON, news director.
ALLAN LAFFERTY, communications manager.
CHARLES THOMSON, editorial director.
LISA NEE, executive producer.
BRIAN O'NEILL, creative services director.
IONA HARPER, human resources manager.
JOANNE CALABRIA, director of public relations.

Rates: Not available.

City of License: Philadelphia. **ADI:** Philadelphia. **Rank:** 4.

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	DELAWARE			
	Kent	36,800	36,500	99
	New Castle	148,200	147,600	100
	NEW JERSEY			
	Atlantic	81,600	80,100	98
	Burlington	133,900	132,700	99
	Camden	178,900	177,200	99
	Cape May	40,500	39,800	98
	Cumberland	48,200	47,500	99
	Gloucester	76,100	75,400	99
	Mercer	114,300	112,600	99
Salem	25,000	24,600	98	
Warren	33,000	32,500	98	



KYW-TV BPCT-2214 Granted 3/20/57

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	PENNSYLVANIA			
	Berks	126,200	124,100	98
	Bucks	182,800	181,100	99
	Chester	122,300	120,600	99
	Delaware	203,900	202,200	99
	Lehigh	110,800	109,200	99
	Montgomery	247,600	245,000	99
	Northampton	88,800	87,300	98
	Philadelphia	632,000	620,900	98
	Between 25-49%	MARYLAND		
Cecil		23,100	23,000	100
NEW JERSEY				
Hunterdon	34,800	34,300	99	
Ocean	165,600	164,100	99	
Between 5-24%	PENNSYLVANIA			
	Carbon	21,500	21,100	98
	Lancaster	141,800	137,100	97
	Monroe	32,100	31,500	98
	Schuylkill	63,300	61,900	98
	DELAWARE			
Sussex	41,100	40,600	99	
Station Totals	MARYLAND			
	Kent	6,600	6,500	98
	NEW JERSEY			
	Middlesex	222,100	220,300	99
	Monmouth	199,500	197,300	99
	NEW YORK			
	Richmond	132,500	131,200	99
	PENNSYLVANIA			
	Columbia	23,300	22,800	98
	Lebanon	41,800	40,900	98
Luzerne	130,300	128,500	99	
Station Totals		3,910,300	3,858,000	99
Net Weekly Circulation (1988)			2,553,400	
Average Daily Circulation (1988)			1,487,500	

Pennsylvania—Philadelphia

WCAU-TV

Ch. 10

Network Service: CBS.

Licensee: CBS Inc., City Ave. & Monument Rd., Philadelphia, PA 19131.

Studio: City Ave. & Monument Rd., Philadelphia, PA 19131.

Telephone: 215-668-5510.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 191-kw visual, 19.1-kw aural. Antenna: 1160-ft. above av. terrain, 1139-ft. above ground, 1421-ft. above sea level.

Latitude 40° 02' 31"
Longitude 75° 14' 11"

Transmitter: Domino Lane & Fowler St., Roxborough, PA.

Multichannel TV Sound: Stereo only.

Satellite Earth Station: Microdyne, 7-meter; Microdyne receivers.

AM Affiliate: WCAU, 50-kw, 1210 kHz.

FM Affiliate: WCAU-FM, 8.9-kw, 98.1 MHz (No. 251), 1000-ft.

News Services: AP, UPI.

Ownership: CBS Inc. See Group Ownership of Television Stations.

Began Operation: March 15, 1948. Sale to present owner by Philadelphia Bulletin interests approved July 23, 1958 by FCC (Television Digest, Vol. 13:51; 14:1, 18, 27, 30).

Represented (sales): CBS Television Stations National Sales.

Personnel:

- STEPHEN J. COHEN, vice president & general manager.
- JAMES DIAZ, director of sales.
- ALAN EISENSTEIN, general sales manager.
- GORDON HUGHES, vice president & station manager.
- DAVE KENWORTHY, director of communications.
- DAVID HARVEY, director, operations & engineering.
- RICK HEBRON, manager, local-retail sales.
- JOSEPH R. CALIM, manager, national sales.
- JAY NEWMAN, news director.
- JOANNE WILDER, director, community affairs.

Rates: On request.

NETWORK BASE HOURLY RATE: \$4000.

City of License: Philadelphia. **ADI:** Philadelphia. **Rank:** 4.

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	DELAWARE			
	Kent	36,800	36,500	99
	New Castle	148,200	147,600	100
	NEW JERSEY			
	Atlantic	81,600	80,100	98
	Burlington	133,900	132,700	99
	Camden	178,900	177,200	99
	Cape May	40,500	39,800	98
	Cumberland	48,200	47,500	99
	Gloucester	76,100	75,400	99
	Mercer	114,300	112,600	99
	Salem	25,000	24,600	98
	PENNSYLVANIA			
	Berks	126,200	124,100	98



WCAU-TV BPCT-4403 Granted 2/25/71 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Bucks	182,800	181,100	99
	Carbon	21,500	21,100	98
	Chester	122,300	120,600	99
	Delaware	203,900	202,200	99
	Lehigh	110,800	109,200	99
	Montgomery	247,600	245,000	99
	Northampton	88,800	87,300	98
	Philadelphia	632,000	620,900	98
	Schuylkill	63,300	61,900	98
	Between 25-49%	MARYLAND		
Cecil		23,100	23,000	100
NEW JERSEY				
Hunterdon		34,800	34,300	99
Ocean		165,600	164,100	99
Warren	33,000	32,500	98	
Between 5-24%	PENNSYLVANIA			
	Lancaster	141,800	137,100	97
	Monroe	32,100	31,500	98
	DELAWARE			
	Sussex	41,100	40,600	99
	MARYLAND			
	Caroline	9,100	9,000	99
	NEW JERSEY			
	Middlesex	222,100	220,300	99
	PENNSYLVANIA			
	Columbia	23,300	22,800	98
	Lebanon	41,800	40,900	98
Northumberland	40,200	39,100	97	
Station Totals		3,490,700	3,442,600	99
Net Weekly Circulation (1988)			2,396,300	
Average Daily Circulation (1988)			1,228,300	

Pennsylvania—Philadelphia

WGBS-TV

Ch. 57

Network Service: None, independent.

Licensee: Combined Broadcasting Inc.

Studio: 420 North 20th, Philadelphia, PA 19130.

Telephone: 215-483-4550.

Technical Facilities: Channel No. 57 (728-734 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1159-ft. above av. terrain, 1134-ft. above ground, 1376-ft. above sea level.

Latitude 40° 02' 21"
Longitude 75° 14' 13"

Transmitter: Umbria & Paoli Ave., Roxborough.

Satellite Earth Stations: Microdyne, 7-meter; Prodelin, 4.5-meter.

Ownership: Combined Broadcasting Inc., 100%. See Group Ownership of Television Stations.

Began Operation: June 15, 1981. FCC approved sale to Grant Bcstg. by Leon S. Gross, et al., April 24, 1985. Transfer to present owners approved June 8, 1988.

Represented (sales): Katz Independent TV Sales.

Represented (legal): Loeb & Loeb.

Personnel:

ROBERT E. O'CONNOR, president.
CAROL C. HEALEY, station manager.
EDWARD SHAFFER, general sales manager.
RICHARD HAMMOND, local sales manager.
STEVE BERMAN, national sales manager.
RICHARD QUINTO, chief engineer.
MARK COOPER, promotion director.
KATHLEEN GORMAN, business manager.

Rates: Not available.

City of License: Philadelphia. ADI: Philadelphia. Rank: 4.

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%	DELAWARE			
	New Castle	148,200	147,600	100
	NEW JERSEY			
	Atlantic	81,600	80,100	98
	Burlington	133,900	132,700	99
	Camden	178,900	177,200	99
	Gloucester	76,100	75,400	99
	Salem	25,000	24,600	98
	PENNSYLVANIA			
	Bucks	182,800	181,100	99
Chester	122,300	120,600	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Delaware	203,900	202,200	99
	Montgomery	247,600	245,000	99
	Philadelphia	632,000	620,900	98
Between 5-24%	DELAWARE			
	Kent	36,800	36,500	99
	MARYLAND			
	Cecil	23,100	23,000	100
	NEW JERSEY			
	Cape May	40,500	39,800	98
	Cumberland	48,200	47,500	99
	Hunterdon	34,800	34,300	99
	Mercer	114,300	112,600	99
	Ocean	165,600	164,100	99
PENNSYLVANIA				
Berks	126,200	124,100	98	
Lancaster	141,800	137,100	97	
Lebanon	41,800	40,900	98	
Station Totals		2,805,400	2,767,300	99
Net Weekly Circulation (1988)			896,100	
Average Daily Circulation (1988)			305,700	

Pennsylvania—Philadelphia

WPHL-TV

Ch. 17

Network Service: None, independent.

Licensee: WPHL-TV Inc., 5001 Wynnefield Ave., Philadelphia, PA 19131.

Studio: 5001 Wynnefield Ave., Philadelphia, PA 19131.

Telephone: 215-878-1700. **Telex:** 497-6664.

Fax: 215-879-3665.

Technical Facilities: Channel No. 17 (488-494 MHz). Authorized power: 2340-kw max. & 1290-kw horizontal visual, 350-kw max. aural. Antenna: 1050-ft. above av. terrain, 1092-ft. above ground, 1313-ft. above sea level.

Latitude 40° 02' 30"
Longitude 75° 14' 24"

Transmitter: E. Domino Lane.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Andrew, 4.5-meter C-band; AFC, 3.7-meter Ku-band; M/A-Com, Scientific-Atlanta receivers.

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

Began Operation: July 17, 1960 but left air Aug. 1, 1962. Resumed operation Sept. 17, 1965. Assignment of license to U.S. Communications (AVC Corp.) approved by FCC Dec. 6, 1967. Sale to Providence Journal by AVC Corp. approved by FCC Nov. 16, 1978 (*Television Digest*, Vol. 18:20). Sale to present owners approved Oct. 22, 1987 (Vol. 27:30).

Represented (sales): TeleRep Inc.

Represented (legal): Koteen & Naftalin.

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

Personnel:

RANDALL SMITH, executive vice president & general manager.
STEPHEN MOSKO, vice president & station manager.
BRUCE WIETLISBACH, vice president, finance.
JAN DICKLER, general sales manager.
TIM CABREY, national sales manager.
KAREN CORBIN, director of marketing & programming.
WANDA FLETCHER, operations manager.
DAVID SMITH, engineering manager.

Highest One Hour Rate: \$18,000.

Highest 30 Sec. Rate: \$5000.

City of License: Philadelphia. **ADI:** Philadelphia. **Rank:** 4.

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	NEW JERSEY			
	Camden	178,900	177,200	99
	Cape May	40,500	39,800	98
	Cumberland	48,200	47,500	99
	PENNSYLVANIA			
	Philadelphia	632,000	620,900	98
Between 25-49%	DELAWARE			
	Kent	36,800	36,500	99
	New Castle	148,200	147,600	100
	NEW JERSEY			
	Atlantic	81,600	80,100	98
	Burlington	133,900	132,700	99
	Gloucester	76,100	75,400	99
	Mercer	114,300	112,600	99
	Salem	25,000	24,600	98
	Warren	33,000	32,500	98



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	PENNSYLVANIA			
	Berks	126,200	124,100	98
	Bucks	182,800	181,100	99
	Chester	122,300	120,600	99
	Dauphin	95,900	94,100	98
	Delaware	203,900	202,200	99
	Lancaster	141,800	137,100	97
	Lebanon	41,800	40,900	98
	Lehigh	110,800	109,200	99
	Montgomery	247,600	245,000	99
	Montour	6,000	5,800	97
	Northampton	88,800	87,300	98
	Northumberland	40,200	39,100	97
Schuylkill	63,300	61,900	98	
Between 5-24%	DELAWARE			
	Sussex	41,100	40,600	99
	MARYLAND			
	Cecil	23,100	23,000	100
	NEW JERSEY			
	Hunterdon	34,800	34,300	99
	Ocean	165,600	164,100	99
	Sussex	43,800	43,100	98
	PENNSYLVANIA			
	Carbon	21,500	21,100	98
	Columbia	23,300	22,800	98
	Cumberland	71,800	70,500	98
	Lycoming	44,100	42,800	97
	Monroe	32,100	31,500	98
	Perry	14,800	14,400	98
	Snyder	12,600	12,100	96
	Union	11,100	10,600	95
	York	126,100	123,800	98
Station Totals		3,685,700	3,630,500	99
Net Weekly Circulation (1988)			1,413,600	
Average Daily Circulation (1988)			470,000	

Pennsylvania—Philadelphia

WPVI-TV

Ch. 6

Network Service: ABC.

Licensee: Capital Cities/ABC Inc., 4100 City Line Ave., Philadelphia, PA 19131.

Studio: 4100 City Line Ave., Philadelphia, PA 19131.

Telephone: 215-878-9700. TWX: 710-670-9799.

Telex: 215-878-9700.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 74-kw visual, 14.8-kw aural. Antenna: 1094-ft. above av. terrain, 1111-ft. above ground, 1369-ft. above sea level.

Latitude 40° 02' 38"
Longitude 75° 14' 26"

Transmitter: Culp St., Roxborough, PA.

Satellite Earth Stations: Transmit/receive Andrew, 5.6-meter Ku-band; Scientific-Atlanta, 7-meter C-band; Andrew, Scientific-Atlanta receivers.

News Services: AP, UPI, ABC, CNN.

Ownership: Capital Cities/ABC Inc. See Group Ownership of Television Stations.

Began Operation: September 13, 1947. Sale to present owner by Triangle Publications approved by FCC Feb. 24, 1971 (Television Digest, Vol. 10:8, 9; 11:9).

Represented (sales): Capital Cities/ABC National TV Sales.

Represented (legal): Wilmer, Cutler & Pickering.

Personnel:

- RICHARD F. SPINNER, president & general manager.
- TODD WHEELER, director of sales.
- NED WARWICK, news director.
- VICTOR A. BRANCH, local sales manager.
- MICHAEL CASCIO, director of public affairs.
- CHARLES D. DUNN, national sales manager.
- IRWIN L. ROSS, chief engineer.
- ROBERT APFEL, business manager.
- ART MOORE, director of station promotion & advertising.
- CHARLES R. BRADLEY, director of programming & operations.

Rates: Not available.

City of License: Philadelphia. ADI: Philadelphia. Rank: 4.

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	DELAWARE			
	Kent	36,800	36,500	99
	New Castle	148,200	147,600	100
	NEW JERSEY			
	Atlantic	81,600	80,100	98
	Burlington	133,900	132,700	99
	Camden	178,900	177,200	99
	Cape May	40,500	39,800	98
	Cumberland	48,200	47,500	99
	Gloucester	76,100	75,400	99
	Mercer	114,300	112,600	99
	Salem	25,000	24,600	98
	Warren	33,000	32,500	98
PENNSYLVANIA				
Berks	126,200	124,100	98	



Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	Bucks	182,800	181,100	99
	Carbon	21,500	21,100	98
	Chester	122,300	120,600	99
	Delaware	203,900	202,200	99
	Lehigh	110,800	109,200	99
	Montgomery	247,600	245,000	99
	Northampton	88,800	87,300	98
	Philadelphia	632,000	620,900	98
	Schuylkill	63,300	61,900	98
	MARYLAND			
Cecil	23,100	23,000	100	
NEW JERSEY				
Hunterdon	34,800	34,300	99	
Ocean	165,600	164,100	99	
PENNSYLVANIA				
Lancaster	141,800	137,100	97	
Monroe	32,100	31,500	98	
DELAWARE				
Sussex	41,100	40,600	99	
MARYLAND				
Queen Annes	10,700	10,600	99	
NEW JERSEY				
Middlesex	222,100	220,300	99	
PENNSYLVANIA				
Columbia	23,300	22,800	98	
Dauphin	95,900	94,100	98	
Lebanon	41,800	40,900	98	
Northumberland	40,200	39,100	97	
Station Totals		3,588,200	3,538,300	99
Net Weekly Circulation (1988)			2,623,500	
Average Daily Circulation (1988)			1,730,200	

Pennsylvania—Philadelphia

WTXF-TV
(formerly WTAF-TV)
Ch. 29

Network Service: Fox.

Licensee: TVX of Philadelphia Inc., 330 Market St., Philadelphia, PA 19106.

Studio: 330 Market St., Philadelphia, PA 19106.

Telephone: 215-925-2929.

Technical Facilities: Channel No. 29 (560-566 MHz). Authorized power: 5000-kw max. & 3470-kw horizontal visual, 500-kw max. & 347-kw horizontal aural. Antenna: 1140-ft. above av. terrain, 1190-ft. above ground, 1415-ft. above sea level.

Latitude 40° 02' 26"
Longitude 75° 14' 20"

Transmitter: 340 Domino Lane.

Satellite Earth Stations: Harris, 8.8-meter C-band; Harris, 3-meter C-band; Microdyne, 3.6-meter Ku-band; Winegard, 3-meter Ku & C-band; Chapparral, Harris, M/A-Com receivers.

News Services: AP, CNN.

Ownership: TVX Broadcast Group. See Group Ownership of Television Stations.

Began Operation: May 16, 1965. Sale to Taft Bcstg. approved by FCC May 7, 1969 (Television Digest, Vol. 9.21). Sale by Taft to present owners approved by FCC Feb. 20, 1987 (Vol. 27:9, 14, 15).

Represented (sales): Seitel Inc.

Represented (legal): Koteen & Naftalin.

Personnel:

- JAMES D. BOAZ, general manager.
- MICHAEL CONWAY, general sales manager.
- WALTER DeHAVEN, local sales manager.
- BILL BALLARD, national sales manager.
- LaRHE VESTAL, program manager.
- DENISE ROLFE, promotion manager.
- KENT VON HERTSENBERG, business manager.
- DIANE KRACH, chief engineer.
- ROGER LAMAY, news director.

Rates: Not available.

City of License: Philadelphia. **ADI:** Philadelphia. **Rank:** 4.

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	DELAWARE			
	New Castle	148,200	147,600	100
	NEW JERSEY			
	Burlington	133,900	132,700	99
	Camden	178,900	177,200	99
	Cape May	40,500	39,800	98
	Cumberland	48,200	47,500	99
	Gloucester	76,100	75,400	99
	Salem	25,000	24,600	98
	PENNSYLVANIA			
	Bucks	182,800	181,100	99
	Chester	122,300	120,600	99
	Delaware	203,900	202,200	99
	Montgomery	247,600	245,000	99
Philadelphia	632,000	620,900	98	
Between 25-49%	DELAWARE			
	Kent	36,800	36,500	99
	Sussex	41,100	40,600	99
	MARYLAND			
Cecil	23,100	23,000	100	
NEW JERSEY				
Atlantic	81,600	80,100	98	



Net Weekly Circulation	State County	Total Households	TV Households	Households %	
Between 25-49%	Mercer	114,300	112,600	99	
	Ocean	165,600	164,100	99	
	Warren	33,000	32,500	98	
PENNSYLVANIA	Berks	126,200	124,100	98	
	Carbon	21,500	21,100	98	
	Dauphin	95,900	94,100	98	
	Lancaster	141,800	137,100	97	
	Lebanon	41,800	40,900	98	
	Lehigh	110,800	109,200	99	
	Luzerne	130,300	128,500	99	
	Monroe	32,100	31,500	98	
	Northampton	88,800	87,300	98	
	Northumberland	40,200	39,100	97	
	Schuylkill	63,300	61,900	98	
	MARYLAND	Caroline	9,100	9,000	99
		Dorchester	11,400	11,300	99
Harford		54,400	54,100	99	
Kent		6,600	6,500	98	
Queen Annes		10,700	10,600	99	
NEW JERSEY	Essex	307,400	303,100	99	
	Hudson	214,500	211,700	99	
	Hunterdon	34,800	34,300	99	
	Middlesex	222,100	220,300	99	
	Monmouth	199,500	197,300	99	
	Morris	147,900	146,800	99	
	Somerset	77,100	76,300	99	
	Sussex	43,800	43,100	98	
	Union	186,600	185,000	99	
	NEW YORK				
Orange	94,500	92,700	98		
(Continued on page A-944)					
Station Totals		5,476,400	5,400,500	99	
Net Weekly Circulation (1988)			1,989,600		
Average Daily Circulation (1988)			817,100		

Pennsylvania—Pittsburgh

KDKA-TV

Ch. 2

Network Service: CBS.

Licensee: Group W Television Inc., One Gateway Center, Pittsburgh, PA 15222.

Studio: One Gateway Center, Pittsburgh, PA 15222.

Telephone: 412-392-2200. **TWX:** 710-664-4380.

Telex: 62005478. **Fax:** 412-392-3207.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 990-ft. above av. terrain, 683-ft. above ground, 2049-ft. above sea level.

Latitude 40° 29' 38.22"
Longitude 80° 01' 9.40"

Transmitter: 4101 Grizzella St.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Scientific-Atlanta, 10-meter C-band; Vertex, 4.6-meter Ku-band; Scientific-Atlanta receivers.

AM Affiliate: KDKA, 50-kw, 1020 kHz.

News Services: AP, Group W Newsfeed.

Ownership: Group W—Westinghouse Broadcasting. See Group Ownership of Television Stations.

Began Operation: January 11, 1949 as WDTV. Sale to present owners by DuMont Laboratories approved by FCC Jan. 5, 1955 (*Television Digest*, Vol. 10:49; 11:2).

Represented (sales): Group W Television Sales.

Represented (legal): Wilkes, Artis, Hedrick & Lane, Chartered.

Personnel:

- JOSEPH BERWANGER, vice president & general manager.
- HAL WHACK, general sales manager.
- SHERRI SIEVING, local sales manager.
- CHARLES ROBINSON, national sales manager.
- JAYNE ADAIR, program manager.
- LORRAINE SNEBOLD, creative services director.
- BRUCE KAPLAN, marketing manager.
- CAROLYN S. McCLAIR, public relations director.
- SUE McINERNEY, news director.
- HOWARD MURPHY, controller.
- JOHN J. CVETIC, engineering manager.
- JACK LANDAU, human resources manager.
- JERRY KALKE, director, broadcast operations & engineering.

Highest 30 Sec. Rate: \$15,000.

NETWORK BASE HOURLY RATE: \$2800.

City of License: Pittsburgh. **ADI:** Pittsburgh. **Rank:** 17.

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	MARYLAND			
	Garrett	10,000	9,900	99
	OHIO			
	Jefferson	32,300	31,900	99
	PENNSYLVANIA			
	Allegheny	552,900	545,600	99
	Armstrong	31,800	31,300	98
	Beaver	72,600	71,700	99
	Butler	55,500	54,800	99
	Cambria	64,600	63,700	99
	Clarion	15,100	14,800	98
	Elk	13,800	13,500	98
	Fayette	60,800	59,500	98
	Forest	1,900	1,900	100
	Greene	15,500	15,100	98



Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	Indiana	32,800	32,100	98	
	Jefferson	19,200	18,800	98	
	Lawrence	38,700	38,100	98	
	Mercer	46,900	46,100	98	
	Somerset	30,900	30,200	98	
	Venango	24,000	23,300	97	
	Washington	81,500	80,300	98	
	Westmoreland	146,500	144,700	99	
	WEST VIRGINIA				
		Brooke	10,700	10,700	100
	Hancock	14,900	14,900	100	
	Monongalia	29,000	28,600	99	
	Preston	11,400	11,200	98	
Between 25-49%	OHIO				
	Belmont	31,500	31,000	98	
	Columbiana	41,400	40,800	99	
	Harrison	6,300	6,200	98	
PENNSYLVANIA					
	Blair	51,200	50,400	98	
	Clearfield	30,900	30,300	98	
	Crawford	32,700	31,900	98	
WEST VIRGINIA					
	Grant	3,700	3,600	97	
	Marion	25,200	25,000	99	
	Marshall	15,100	15,000	99	
	Ohio	23,200	23,100	100	
	Randolph	10,700	10,500	98	
	Taylor	6,300	6,200	98	
	Tucker	3,400	3,300	97	
	Tyler	4,100	4,000	98	
	Wetzel	8,000	7,900	99	

(Continued on page A-944)

Station Totals	1,825,000	1,798,400	99
Net Weekly Circulation (1988)		1,308,900	
Average Daily Circulation (1988)		823,200	

Pennsylvania—Greensburg-Pittsburgh

WPCB-TV

Ch. 40

Network Service: None, independent.

Licensee: Cornerstone Television Inc., Rte. 48, Signal Hill Dr., Wall, PA 15148-1499.

Studio: Rte. 48, Signal Hill Dr., Wall, PA 15148.

Telephone: 412-824-3930.

Technical Facilities: Channel No. 40 (626-632 MHz). Authorized power: 1170-kw max. & 490-kw horizontal visual, 49-kw horizontal aural. Antenna: 980-ft. above av. terrain, 839-ft. above ground, 2049-ft. above sea level.

Latitude 40° 23' 30.00"
Longitude 79° 46' 51.10"

Transmitter: Signal Hill Dr., Wall, PA.

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

Ownership: Cornerstone Television Inc., non-stock, non-profit corp. R. Russell Bixler, pres.; James Laine, Charles Turnbull, Oleen Eagle, Ernest Frederick, dirs. Cornerstone also owns WKBS-TV, Altoona, PA.

Began Operation: April 15, 1979.

Represented (legal): Gammon & Grange.

Personnel:

OLEEN EAGLE, vice president & general manager.
DAVID SKEBA, program manager.
TIM BURGAN, promotion director.
BLAKE RICHERT, chief engineer.

Highest One Hour Rate: \$600.

Highest 30 Sec. Rate: \$80.

City of License: Greensburg. **ADI:** Pittsburgh. **Rank:** 17.

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	%
PENNSYLVANIA				
Between 5-24%	Fayette	60,800	59,500	98
	Greene	15,500	15,100	98
	Indiana	32,800	32,100	98
Station Totals		109,100	106,700	98
Net Weekly Circulation (1988)			45,500	
Average Daily Circulation (1988)			15,500	

Pennsylvania—Pittsburgh

WPGH-TV

Ch. 53

Network Service: Fox.

Licensee: LTB (WPGH-TV) Corp., 3970 Overland Ave., Culver City, CA 90232.

Studio: 750 Ivory Ave., Pittsburgh, PA 15214.

Telephone: 412-931-5300. Telex: 710-664-2088.

Fax: 412-931-8029.

Technical Facilities: Channel No. 53 (704-710 MHz). Authorized power: 2340-kw max. & 1280-kw horizontal visual, 234-kw max. & 128-kw horizontal aural. Antenna: 1010-ft. above av. terrain, 736-ft. above ground, 2049-ft. above sea level.

Latitude 40° 29' 43"
Longitude 80° 00' 18"

Transmitter: 750 Ivory Ave., Pittsburgh.

Satellite Earth Stations: AFC, 4.7-meter C-band; AFC, 4.5-meter Ku-band; AFC, 3.7-meter Ku-band; Vertex, 6.1-meter; DX Antenna, Harris, M/A-Com, Microdyne receivers.

News Service: UPI.

Ownership: Lorimar-Telepictures Corp., 100%. See Group Ownership of Television Stations.

Began Operation: July 14, 1953 as WKJF-TV, left air July 2, 1954. Resumed operation under new ownership Feb. 1, 1969; left air Aug. 16, 1971. Transfer to Henry Posner Jr. from Receiver in Bankruptcy approved Dec. 12, 1973. Returned to air Jan. 14, 1974. Sale to Meredith Corp. by Henry Posner Jr. approved by FCC Sept. 8, 1978 (Television Digest, Vol. 18:17, 38). FCC approved sale by Meredith to present owner Nov. 12, 1986 (Vol. 26:29, 46, 52; 27:2).

Represented (sales): MMT Sales Inc.

Represented (legal): Akin, Gump, Strauss, Hauer & Feld.

Personnel:

MICHAEL A. LIFF, vice president & general manager.
KATHY SAUNDERS, general sales manager.
MIKE WOLFF, local sales manager.
DENNIS WELSH, national sales manager.
M. WILLIAM BUTLER, director of programming & promotion.
JOHN GETZ, director of engineering.
TOM PETERSON, news director.
PETER KOCHIS, business manager.

Rates: Not available.

City of License: Pittsburgh. ADI: Pittsburgh. Rank: 17.

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	OHIO			
	Jefferson	32,300	31,900	99
	PENNSYLVANIA			
	Allegheny	552,900	545,600	99
	Beaver	72,600	71,700	99
	Butler	55,500	54,800	99
	Fayette	60,800	59,500	98
	Washington	81,500	80,300	98
	WEST VIRGINIA			
	Hancock	14,900	14,900	100
Marion	25,200	25,000	99	
Marshall	15,100	15,000	99	
Monongalia	29,000	28,600	99	
Wetzel	8,000	7,900	99	
Between 25-49%	OHIO			
	Belmont	31,500	31,000	98
	Columbiana	41,400	40,800	99
	Monroe	6,100	5,900	97



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	PENNSYLVANIA			
	Armstrong	31,800	31,300	98
	Cambria	64,600	63,700	99
	Elk	13,800	13,500	98
	Forest	1,900	1,900	100
	Greene	15,500	15,100	98
	Indiana	32,800	32,100	98
	Jefferson	19,200	18,800	98
	Lawrence	38,700	38,100	98
	Somerset	30,900	30,200	98
	Venango	24,000	23,300	97
	Westmoreland	146,500	144,700	99
	WEST VIRGINIA			
	Brooke	10,700	10,700	100
	Harrison	29,700	29,500	99
Ohio	23,200	23,100	100	
Preston	11,400	11,200	98	
Randolph	10,700	10,500	98	
Taylor	6,300	6,200	98	
Tyler	4,100	4,000	98	
Between 5-24%	MARYLAND			
	Garrett	10,000	9,900	99
	OHIO			
	Carroll	9,900	9,800	99
	Harrison	6,300	6,200	98
	Mahoning	103,200	102,100	99
PENNSYLVANIA				
Blair	51,200	50,400	98	
Clarion	15,100	14,800	98	
Clearfield	30,900	30,300	98	
Crawford	32,700	31,900	98	
Mercer	46,900	46,100	98	
WEST VIRGINIA				
Barbour	6,200	6,100	98	
Upshur	9,000	8,900	99	
Station Totals		1,864,000	1,837,300	99
Net Weekly Circulation (1988)			783,600	
Average Daily Circulation (1988)			322,600	

Pennsylvania—Pittsburgh

WPTT-TV

Ch. 22

Network Service: None, independent.

Licensee: Commercial Radio Institute Inc. (CRI), 3500 Parkdale Ave., Baltimore, MD 21211.

Studio: 500 Seco Rd., Monroeville, PA 15146.

Telephone: 412-856-9010. TWX: 510-600-8950.

Fax: 412-856-4170.

Technical Facilities: Channel No. 22 (518-524 MHz). Authorized power: 5000-kw max. & 1950-kw horizontal visual, 500-kw max. & 195-kw horizontal aural. Antenna: 920-ft. above av. terrain, 829-ft. above ground, 2049-ft. above sea level.

Latitude 40° 26' 22.50"
Longitude 79° 43' 10.50"

Transmitter: Hawkeye Dr. Extended.

Satellite Earth Stations: AFC, 5-meter C-band; AFC, 3.7-meter C-band; AFC, 3.66-meter Ku-band; M/A-Com, Microdyne receivers.

Ownership: Commercial Radio Institute Inc. See Group Ownership of Television Stations.

Began Operation: September 29, 1978.

Represented (sales): Seltel Inc.

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

Represented (engineering): Carl T. Jones Corp.

Personnel:

JULIAN S. SMITH, chairman of the board.
CAROLYN SMITH, president.
CHUCK HOBBS, general manager.
JIM HOFFMAN, general sales manager.
KEITH KING, local sales manager.
EDDIE EDWARDS, operations manager.
RAYMOND LAU, production manager.
PAM RHODES, promotion manager.
MIKE SIMON, chief engineer.
MARY SIVAK, business manager.

Highest One Hour Rate: \$6000.

Highest 30 Sec. Rate: \$1200.

City of License: Pittsburgh. ADI: Pittsburgh. Rank: 17.

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%	OHIO			
	Jefferson	32,300	31,900	99
	PENNSYLVANIA			
	Allegheny	552,900	545,600	99
	Armstrong	31,800	31,300	98
	Beaver	72,600	71,700	99
	Butler	55,500	54,800	99
	Clarion	15,100	14,800	98
	Fayette	60,800	59,500	98
	Venango	24,000	23,300	97



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Washington	81,500	80,300	98
	Westmoreland	146,500	144,700	99
	WEST VIRGINIA			
	Hancock	14,900	14,900	100
	Ohio	23,200	23,100	100
Between 5-24%	Taylor	6,300	6,200	98
	OHIO			
	Belmont	31,500	31,000	98
	Columbiana	41,400	40,800	99
	PENNSYLVANIA			
	Forest	1,900	1,900	100
	Greene	15,500	15,100	98
	Indiana	32,800	32,100	98
	Jefferson	19,200	18,800	98
	Lawrence	38,700	38,100	98
Somerset	30,900	30,200	98	
WEST VIRGINIA	Brooke	10,700	10,700	100
	Marion	25,200	25,000	99
	Marshall	15,100	15,000	99
	Monongalia	29,000	28,600	99
	Preston	11,400	11,200	98
Station Totals		1,420,700	1,400,600	99
Net Weekly Circulation (1988)				459,700
Average Daily Circulation (1988)				153,400

Pennsylvania—Pittsburgh

WPXI

Ch. 11

Network Service: NBC.

Licensee: WPXI Inc., 11 Television Hill, Box 1100, Pittsburgh, PA 15230.

Studio: 11 Television Hill, Box 1100, Pittsburgh, PA 15230.

Telephone: 412-237-1100. TWX: 710-664-4340.

Fax: 412-323-8097.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 990-ft. above av. terrain, 848-ft. above ground, 2048-ft. above sea level.

Latitude 40° 27' 47"
Longitude 80° 00' 17"

Transmitter: 11 Television Hill.

Satellite Earth Stations: Transmit/receive Harris, 6-meter & Harris, 3-meter; Microdyne, 3-meter; Satcom Technologies, 2.8-meter; Scientific-Atlanta, 7-meter; CycloSat, DX Antenna, Harris, M/A-Corn, Scientific-Atlanta receivers.

News Services: AP, CNN Headline News, Mediawire, National Weather Wire, NBC, Nexus, UPI.

Ownership: Cox Enterprises Inc. See Group Ownership of Television Stations.

Began Operation: September 1, 1957. Sale to present owner by co-owners Pittsburgh Post-Gazette & Sun Telegraph and H. Kenneth Brennen & family approved Nov. 20, 1964 by FCC (Television Digest, Vol. 4:36, 47).

Represented (sales): TeleRep Inc.

Represented (legal): Reed, Smith, Shaw & McClay.

Personnel:

- JOHN HOWELL, vice president & general manager.
- BRUNO GRAZIANO, general sales manager.
- STEVE CUMMINGS, local sales manager.
- GARY BOGART, national sales manager.
- MARK BARASH, program director.
- BUD MOORE, controller.
- STEVE RILEY, promotion director.
- MICHAEL SECHRIST, news director.
- LINC REED-NICKERSON, chief engineer.

Highest 30 Sec. Rate: \$3000.

NETWORK BASE HOURLY RATE: \$2280.

City of License: Pittsburgh. ADI: Pittsburgh. Rank: 17.

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	OHIO			
	Jefferson	32,300	31,900	99
	PENNSYLVANIA			
	Allegheny	552,900	545,600	99
	Armstrong	31,800	31,300	98
	Beaver	72,600	71,700	99
	Butler	55,500	54,800	99
	Clarion	15,100	14,800	98
	Fayette	60,800	59,500	98
	Greene	15,500	15,100	98
	Indiana	32,800	32,100	98
	Lawrence	38,700	38,100	98
	Venango	24,000	23,300	97
	Washington	81,500	80,300	98
	Westmoreland	146,500	144,700	99
	WEST VIRGINIA			
	Hancock	14,900	14,900	100
	Marion	25,200	25,000	99
	Monongalia	29,000	28,600	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	OHIO			
	Belmont	31,500	31,000	98
	Columbiana	41,400	40,800	99
	PENNSYLVANIA			
	Cambria	64,600	63,700	99
	Elk	13,800	13,500	98
	Jefferson	19,200	18,800	98
	Mercer	46,900	46,100	98
	WEST VIRGINIA			
	Brooke	10,700	10,700	100
	Marshall	15,100	15,000	99
Between 5-24%	Ohio	23,200	23,100	100
	Preston	11,400	11,200	98
	Taylor	6,300	6,200	98
	Wetzel	8,000	7,900	99
	MARYLAND			
	Garrett	10,000	9,900	99
	OHIO			
	Carroll	9,900	9,800	99
	Harrison	6,300	6,200	98
	Monroe	6,100	5,900	97
	PENNSYLVANIA			
Blair	51,200	50,400	98	
Clearfield	30,900	30,300	98	
Forest	1,900	1,900	100	
Somerset	30,900	30,200	98	
WEST VIRGINIA				
Barbour	6,200	6,100	98	
Grant	3,700	3,600	97	
Harrison	29,700	29,500	99	
Tyler	4,100	4,000	98	
Station Totals		1,712,100	1,687,500	99
Net Weekly Circulation (1988)			1,138,700	
Average Daily Circulation (1988)			644,600	

Pennsylvania—Pittsburgh

WTAE-TV

Ch. 4

Network Service: ABC.

Licensee: The Hearst Corp., WTAE Division, 400 Ardmore Blvd., Pittsburgh, PA 15221.

Studio: 400 Ardmore Blvd., Pittsburgh, PA 15221.

Telephone: 412-242-4300. TWX: 710-664-4266.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 965-ft. above av. terrain, 1062-ft. above ground, 2049-ft. above sea level.

Latitude 40° 16' 49"
Longitude 79° 48' 11"

Transmitter: Elizabeth Township, PA.

Satellite Earth Stations: Andrew, 7-meter C-band; Andrew, 5-meter C-band; AFC, 3-meter Ku-band; Satcom Technologies, 5-meter Ku-band; Scientific-Atlanta, 7-meter C-band; Avantek, DX Antenna, M/A-Com, Scientific-Atlanta receivers.

AM Affiliate: WTAE, 5-kw, 1250 kHz.

FM Affiliate: WHTX, 50-kw, 96.1 MHz (No. 241), 500-ft.

News Services: AP, UPI.

Ownership: The Hearst Corp., 100%. See Group Ownership of Television Stations.

Began Operation: September 14, 1958. Hearst acquired 100% control after its purchase of 50% from Earl F. Reed and Irwin D. Wolf, as trustees for a stockholders group. Purchase approved by FCC Aug. 1, 1962 (Television Digest, Vol. 2:29, 32).

Represented (sales): Katz Television.

Represented (legal): Peper, Martin, Jensen, Maichel & Hetlage.

Personnel:

JAMES R. HEFNER III, vice president & general manager.
RICK HENRY, general sales manager.
STEVE CARLSTON, local sales manager.
RICK ROGALA, national sales manager.
LINDA GUILER, sales development manager.
GLORIA SPENCE, resident controller.
DAVID CRANTZ, director of public relations & special projects.
MARTY FAUBELL, director of engineering.
JOSEPH HESTON, program director.
JOSEPH ROVITTO, news director.
VIKI GEDRYS-REGAN, creative services director.
ESTELLE D. GOULD, director of community affairs.

Highest 30 Sec. Rate: \$12000.

City of License: Pittsburgh. ADI: Pittsburgh. Rank: 17.

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	MARYLAND			
	Garrett	10,000	9,900	99
	OHIO			
	Belmont	31,500	31,000	98
	Jefferson	32,300	31,900	99
	PENNSYLVANIA			
	Allegheny	552,900	545,600	99
	Armstrong	31,800	31,300	98
	Beaver	72,600	71,700	99
	Blair	51,200	50,400	98
Butler	55,500	54,800	99	
Cambria	64,600	63,700	99	
Clarion	15,100	14,800	99	
Clearfield	30,900	30,300	98	
Elk	13,800	13,500	98	
Fayette	60,800	59,500	98	
Greene	15,500	15,100	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Indiana	32,800	32,100	98
	Jefferson	19,200	18,800	98
	Lawrence	38,700	38,100	98
	Somerset	30,900	30,200	98
	Venango	24,000	23,300	97
	Washington	81,500	80,300	98
	Westmoreland	146,500	144,700	99
	WEST VIRGINIA			
	Barbour	6,200	6,100	98
	Brooke	10,700	10,700	100
Between 25-49%	Hancock	14,900	14,900	100
	Harrison	29,700	29,500	99
	Marion	25,200	25,000	99
	Marshall	15,100	15,000	99
	Monongalia	29,000	28,600	99
	Ohio	23,200	23,100	100
	Preston	11,400	11,200	98
	Randolph	10,700	10,500	98
	Taylor	6,300	6,200	98
	Tucker	3,400	3,300	97
PENNSYLVANIA	Tyler	4,100	4,000	98
	Wetzel	8,000	7,900	99
	OHIO			
	Columbiana	41,400	40,800	99
	Harrison	6,300	6,200	98
	Monroe	6,100	5,900	97
	PENNSYLVANIA			
	Bedford	17,600	17,100	97
	Forest	1,900	1,900	100
	WEST VIRGINIA			
Lewis	7,100	7,000	99	
Upshur	9,000	8,900	99	

(Continued on page A-944)

Station Totals	1,817,400	1,790,400	
Net Weekly Circulation (1988)			1,383,200
Average Daily Circulation (1988)			806,400

Pennsylvania—Reading

WTVE

Ch. 51

Network Service: None, independent.

Licensee: Reading Broadcasting Inc., 1729 N. 11th St., Reading, PA 19604.

Studio: 1729 N. 11th St., Reading, PA 19604.

Telephone: 215-921-9181.

Technical Facilities: Channel No. 51 (692-698 MHz). Authorized power: 1450-kw max. & 1100-kw horizontal visual, 145-kw max. & 110-kw horizontal aural. Antenna: 750-ft. above av. terrain, 148-ft. above ground, 1248-ft. above sea level.

Latitude	40°	21'	15''
Longitude	75°	53'	56''

Transmitter: Mt. Penn, 1.9-mi. NE of center of Reading.

Satellite Earth Stations: Microdyne, 7-meter; Andrew, 5-meter; Channel Master, 3-meter; Microdyne, Channel Master receivers.

Ownership: Henry N. Aurandt, pres., & Helen K. Aurandt, 36.00% jointly; Robert A. Denby, v.p., 10.00%; Irvin Cohen, 8.00%; Jack A. Linton, secy., & Nancy A. Linton, 2.00% jointly; 14 others, none with-as much as 5%.

Began Operation: May 4, 1980.

Represented (legal): Dow, Lohnes & Albertson.

Represented (engineering): Smith & Powstenko.

Personnel:

JEFFREY D. MILLER, general manager.
 ROBERT PRITCHARD, chief engineer.
 DANIEL BENEDETTI, production manager.
 RALPH TOBIAS, program director.



Highest 30 Sec. Rate: \$60.

Arbitron Data: Not available.

City of License: Reading. **ADI:** Philadelphia. **Rank:** 4.

Pennsylvania—Red Lion-Lancaster

WGCB-TV

Ch. 49

Network Service: None, independent.

Licensee: Red Lion Television Inc., Windsor Rd., Box 88, Red Lion, PA 17356.

Studio: Windsor Rd., Red Lion, PA 17356.

Telephone: 717-246-1681.

Technical Facilities: Channel No. 49 (680-686 MHz). Authorized power: 550-kw visual, 110-kw aural. Antenna: 580-ft. above av. terrain, 374-ft. above ground, 1234-ft. above sea level.

Latitude 39° 54' 18"
Longitude 76° 35' 00"

Transmitter: State Rte. 66141, 1.75-mi. E of Red Lion.

Satellite Earth Stations: Gardiner, 5.6-meter C-band; 4.3-meter C-band; 3.3-meter Ku-band; 3.3-meter C-band; Microdyne receivers.

AM Affiliate: WGCB, 1-kw, 1440 KHz.

FM Affiliate: WGCB-FM, 50-kw, 96.1MHz (No. 241).

News Service: INN.

Ownership: Red Lion Television Inc. John H. Norris, 77.50%; Dorothy C. Norris, 22.50%. Red Lion Television Inc. is licensee of WGCB-AM-FM, Red Lion, PA & owns World International Bcstrs. Inc., licensee of WINB (short wave), Red Lion, PA.

Began Operation: April 28, 1979.

Represented (sales): Unirep Bcstg. Co.

Represented (legal): Benedict P. Cottone.

Personnel:

JOHN H. NORRIS, president & general manager.
JOHN E. STOCKSTILL, station manager.
GORDON MAUL, general sales manager.
JERRY JACOBS, national sales manager.
DON HORST, chief engineer.
SALLY HORNE, program director.
CLYDE CAMPBELL, business manager.

Highest One Hour Rate: \$550.

Highest 30 Sec. Rate: \$77.

City of License: Red Lion. **AOI:** Harrisburg-York-Lancaster-Lebanon. **Rank:** 45.

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	%
PENNSYLVANIA				
Between 5-24%	Adams	24,900	24,300	98
	Dauphin	95,900	94,100	98
	Lancaster	141,800	137,100	97
	York	126,100	123,800	98
Station Totals		388,700	379,300	98
Net Weekly Circulation (1988)			33,500	
Average Daily Circulation (1988)			12,000	

Pennsylvania—Wilkes-Barre & Scranton

WBRE-TV

Ch. 28

Network Service: NBC.

Licensee: WBRE Associates, 7 W. 51st St., New York, NY 10019-6910.

Studio: 62 S. Franklin St., Wilkes-Barre, PA 18773.

Telephone: 717-823-2828. TWX: 510-658-3198.

Technical Facilities: Channel No. 28 (554-560 MHz). Authorized power: 4120-kw max. & 2290-kw horizontal visual, 470-kw max. & 230.1-kw horizontal aural. Antenna: 1645-ft. above av. terrain, 849-ft. above ground, 2949-ft. above sea level.

Latitude 41° 11' 01"
Longitude 75° 52' 02"

Transmitter: Penobscot Mountain, Hanover Twp.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Scientific-Atlanta, 7-meter; Harris; Scientific-Atlanta, Harris receivers.

News Services: AP, CNN, NBC.

Ownership: Northeastern Television Investors, 100%. NTI ownership: PBTv Inc., gen. partner; IRI TV Corp., gen. partner. PBTv ownership: Ralph E. Becker, pres., 40.00%; I. Martin Pompadur, v.p.-secy., 60.00%. IRI ownership: Integrated Resources Inc., 100%. Selig A. Zises, chmn.; Arthur H. Goldberg, pres. See Television Station Partners in Group Ownership of TV Stations.

Began Operation: January 1, 1953. Sale to present owners by David M. Baltimore & family approved by FCC May 24, 1984 (Television Digest, Vol. 24:9).

Represented (sales): Pety Television Inc.

Represented (legal): Wiley, Rein & Fielding.

Personnel:

- TERRY S. BALTIMORE, vice president & general manager.
- TOM ROSING, general sales manager.
- ART DAUBE, local sales manager.
- TOM WILSON, program manager.
- LARRY STIREWALT, news director.
- KAREN ROGOWICZ, promotion director.
- BEN JUSTUS, chief engineer.
- CHARLES SAKOSKI JR., CATV engineer.
- DAVID BAUM, business manager.

Highest One Hour Rate: \$6500.

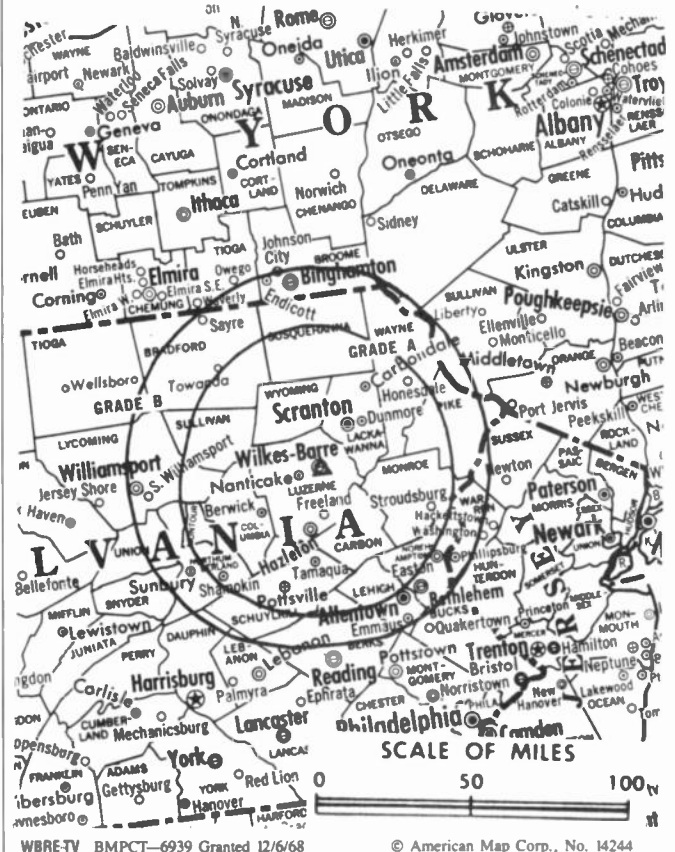
Highest 30 Sec. Rate: \$4000.

NETWORK BASE HOURLY RATE: \$1750.

City of License: Wilkes-Barre. ADI: Wilkes Barre-Scranton. Rank: 51.

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	PENNSYLVANIA			
	Carbon	21,500	21,100	98
	Clinton	14,300	14,000	98
	Columbia	23,300	22,800	98
	Lackawanna	85,000	84,000	99
	Luzerne	130,300	128,500	99
	Lycoming	44,100	42,800	97



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Montour	6,000	5,800	97
	Northumberland	40,200	39,100	97
	Pike	9,100	8,800	97
	Snyder	12,600	12,100	96
	Sullivan	2,300	2,200	96
	Susquehanna	14,900	14,600	98
	Union	11,100	10,600	95
	Wayne	15,000	14,500	97
	Wyoming	10,200	10,000	98
	PENNSYLVANIA			
Between 25-49%	Bradford	23,800	23,300	98
	Centre	39,400	38,400	97
	Monroe	32,100	31,500	98
	Schuylkill	63,300	61,900	98
NEW YORK				
Between 5-24%	Delaware	17,400	16,800	97
	PENNSYLVANIA			
	Juniata	7,600	7,300	96
	Lehigh	110,800	109,200	99
Mifflin	17,900	17,300	97	
Northampton	88,800	87,300	98	
Station Totals		841,000	823,900	98
Net Weekly Circulation (1988)				463,600
Average Daily Circulation (1988)				278,100

Pennsylvania—Scranton & Wilkes-Barre

WNEP-TV

Ch. 16

Network Service: ABC.

Licensee: The New York Times Co., 229 W. 43rd St., New York, NY 10036.

Studio: Wilkes-Barre-Scranton Airport, Avoca, PA 18641.

Telephones: 717-346-7474, Scranton; 717-826-1616, Wilkes-Barre.

TWX: 510-671-4532.

Technical Facilities: Channel No. 16 (482-488 MHz). Authorized power: 1150-kw max. & 525-kw horizontal visual, 115-kw max. & 52.50-kw horizontal aural. Antenna: 1670-ft. above av. terrain, 829-ft. above ground, 2949-ft. above sea level.

Latitude 41° 10' 58"
Longitude 75° 52' 21"

Transmitter: Penobscot Nob, Electronic Heights, Wilkes-Barre.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Stations: Transmit/receive Scientific-Atlanta, 11-meter; Scientific-Atlanta, 5-meter; 2.4-meter Ku-band; Scientific-Atlanta receivers.

News Services: AP, ABC, Group W Newsfeed.

Ownership: The New York Times Co. See Group Ownership of Television Stations.

Began Operation: February 9, 1954. Sale to present owner by NEP Communications approved by FCC Oct. 29, 1985 (Television Digest, Vol. 25:32). Sale to NEP by Taft Bcstg. approved by FCC Oct. 30, 1973. Sale to Taft by Transcontinent Television Corp.'s subsidiary Northeastern Pennsylvania Broadcasting Inc. approved Feb. 19, 1964 (Vol. 3:15, 16, 31; 4:8). Merger & transfer of WARM-TV, Scranton (Ch. 16) and WILK-TV, Wilkes-Barre, PA (Ch. 34) into Northeastern Pennsylvania Bcstg. Co. approved Feb. 12, 1958 by FCC (Vol. 13:46; 14:7).

Represented (sales): Katz Television.

Represented (legal): Koteen & Naftalin.

Personnel:

ELDEN A. HALE JR., president & general manager.
RONALD KUPERS, vice president & controller.
WARREN REED, vice president & general sales manager.
BERNIE HYZINSKI, chief engineer.
TIM MORRISSEY, news director.
JIM ZARODA, local sales manager.
MARY CORDARO, program director.

Highest One Hour Rate: \$10,400.

Highest 30 Sec. Rate: \$4000.

NETWORK BASE HOURLY RATE: \$3500.

City of License: Scranton. AOI: Wilkes Barre-Scranton. Rank: 51.

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	PENNSYLVANIA			
	Carbon	21,500	21,100	98
	Centre	39,400	38,400	97
	Clinton	14,300	14,000	98
	Columbia	23,300	22,800	98
	Lackawanna	85,000	84,000	99
Luzerne	130,300	128,500	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	LYCOMING	44,100	42,800	97
	MONTGOMERY	6,000	5,800	97
	NORTHUMBERLAND	40,200	39,100	97
	SCHUYLKILL	63,300	61,900	98
	SNYDER	12,600	12,100	96
	SULLIVAN	2,300	2,200	96
	SUSQUEHANNA	14,900	14,600	98
	UNION	11,100	10,600	95
	WAYNE	15,000	14,500	97
WYOMING	10,200	10,000	98	
Between 25-49%	PENNSYLVANIA			
	Bradford	23,800	23,300	98
	Monroe	32,100	31,500	98
Between 5-24%	NEW JERSEY			
	Warren	33,000	32,500	98
	NEW YORK			
	Delaware	17,400	16,800	97
	Sullivan	26,300	25,500	97
	Tioga	19,000	18,700	98
	PENNSYLVANIA			
	Juniata	7,600	7,300	96
	Lehigh	110,800	109,200	99
	Mifflin	17,900	17,300	97
Northampton	88,800	87,300	98	
Tioga	14,800	14,300	97	
Station Totals		934,100	914,900	98
Net Weekly Circulation (1988)			519,100	
Average Daily Circulation (1988)			335,200	

Pennsylvania—Scranton

WOLF-TV

Ch. 38

(Operates satellite WWLF-TV, Hazleton, PA)

Network Service: Fox.

Licensee: Scranton TV Partners Ltd., 916 Oak St., Scranton, PA 18508.

Studio: 916 Oak St., Scranton, PA 18508.

Telephone: 717-347-9653.

Technical Facilities: Channel No. 38 (614-620 MHz). Authorized power: 1280-kw max. visual, 128-kw max. aural. Antenna: 1164-ft. above av. terrain, 325-ft. above ground, 2227-ft. above sea level.

Latitude 41° 26' 09"
Longitude 75° 43' 45"

Transmitter: W. Mountain Rd., Ransom Twp.

Multichannel TV Sound: Stereo only.

Satellite Earth Station: Microdyne, 7-meter; Microdyne receivers.

Ownership: WOLF-TV Assoc. Ltd. Partnership, 40.0%; ltd. partners, 60.0%. See Craig Fox Group in Group Ownership of Television Stations.

Began Operation: June 6, 1985.

Represented (sales): Independent TV Sales.

Represented (legal): Latham & Watkins.

Personnel:

GUYON W. TURNER, chief executive officer & general manager.
GILBERT HOBAN, general sales manager.
PETER KILCULLEN, director of programming & promotion.
DAVID SWARTZ, chief engineer.
MIKE YANUZZI, local sales manager.

Highest One Hour Rate: \$4000.

Highest 30 Sec. Rate: \$1000.

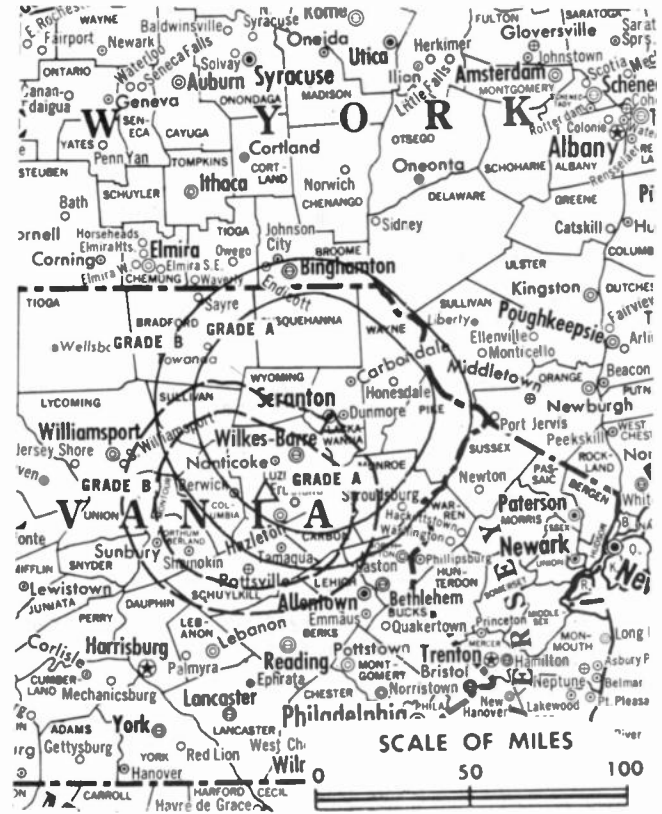
Rates: Include WWLF-TV, Hazleton, PA.

Arbitron Data: Includes coverage of WWLF-TV, Hazleton, PA.

City of License: Scranton. **ADI:** Wilkes Barre-Scranton. **Rank:** 51.

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	PENNSYLVANIA			
	Lackawanna	85,000	84,000	99
	Montour	6,000	5,800	97
	Wyoming	10,200	10,000	98



WOLF-TV BPCT-860624KF Granted 7/31/86

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	PENNSYLVANIA			
	Columbia	23,300	22,800	98
	Luzerne	130,300	128,500	99
	Pike	9,100	8,800	97
	Susquehanna	14,900	14,600	98
Between 5-24%	NEW YORK			
	Sullivan	26,300	25,500	97
	PENNSYLVANIA			
	Bradford	23,800	23,300	98
	Carbon	21,500	21,100	98
Station Totals	Lycoming	44,100	42,800	97
	Monroe	32,100	31,500	98
	Northumberland	40,200	39,100	97
	Schuylkill	63,300	61,900	98
	Sullivan	2,300	2,200	96
	Station Totals	558,500	547,000	98
	Net Weekly Circulation (1988)			178,900
Average Daily Circulation (1988)			64,600	

Pennsylvania—Scranton & Wilkes-Barre

WYOU

Ch. 22

Network Service: CBS.

Licensee: Diversified Communications, 5 Milk St., Portland, ME 04112.

Studio: 415 Lackawanna Ave., Scranton, PA 18503.

Telephone: 717-961-2222.

Fax: 717-821-0028.

Technical Facilities: Channel No. 22 (518-524 MHz). Authorized power: 2945-kw max. visual, 295-kw max. aural. Antenna: 1686-ft. above av. terrain, 842-ft. above ground, 2949-ft. above sea level.

Latitude 41° 10' 58"
Longitude 75° 52' 26"

Transmitter: Penobscot Mountain, Hanover Twp.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Stations: Transmit/receive Varian 2.37-meter Ku-band; 3.3-meter Ku-band; DX Engineering, Scientific-Atlanta receivers.

News Services: AP, CBS, Conus.

Ownership: Diversified Communications, 100%. See Group Ownership of Television Stations.

Began Operation: June 7, 1953. In 1959 Scranton Broadcasters reacquired control by purchasing stock held by WCAU Inc. (Philadelphia Evening Bulletin), which had held 75% control of station since 1956 (Television Digest, Vol. 12:31, 42; 15:16, 22). Sale to Southeastern Capital Corp. approved by FCC May 9, 1984. Sale to present owner approved July 18, 1986 (Vol. 26:23).

Represented (sales): Blair Television.

Represented (legal): Dow, Lohnes & Albertson.

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

Personnel:

GARRY H. RICHIE, vice president & general manager.
MARILYN JAFFE, general sales manager.
HARRY McCLINTOCK, operations manager.
JAMES DePURY, news director.
JOSEPH BALKAN, chief engineer.

Highest One Hour Rate: \$11,000.

Highest 30 Sec. Rate: \$3000.

NETWORK BASE HOURLY RATE: \$1141.

City of License: Scranton. **AOI:** Wilkes Barre-Scranton. **Rank:** 51.

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 %
PENNSYLVANIA				
50% & Over	Carbon	21,500	21,100	98
	Columbia	23,300	22,800	98
	Lackawanna	85,000	84,000	99



Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	Luzerne	130,300	128,500	99
	Lycoming	44,100	42,800	97
	Montour	6,000	5,800	97
	Northumberland	40,200	39,100	97
	Pike	9,100	8,800	97
	Snyder	12,600	12,100	96
	Sullivan	2,300	2,200	96
	Susquehanna	14,900	14,600	98
	Union	11,100	10,600	95
	Wayne	15,000	14,500	97
	Wyoming	10,200	10,000	98
PENNSYLVANIA				
Between 25-49%	Bradford	23,800	23,300	98
	Monroe	32,100	31,500	98
	Schuylkill	63,300	61,900	98
NEW YORK				
Between 5-24%	Delaware	17,400	16,800	97
	Sullivan	26,300	25,500	97
	Tioga	19,000	18,700	98
PENNSYLVANIA				
	Clinton	14,300	14,000	98
Station Totals		621,800	608,600	98
Net Weekly Circulation (1988)			416,500	
Average Daily Circulation (1988)			245,200	

Pennsylvania—York

WPMT

Ch. 43

Network Service: Fox.

Licensee: Westport-York Ltd. Partnership, 2005 S. Queen St., York, PA 17403-4806.

Studio: 2005 S. Queen St., York, PA 17403-4806.

Telephone: 717-843-0043.

Technical Facilities: Channel No. 43 (644-650 MHz). Authorized power: 2159-kw max. & 1795-kw horizontal visual, 215.9-kw max. & 179.5-kw horizontal aural. Antenna: 1360-ft. above av. terrain, 916-ft. above ground, 1816-ft. above sea level.

Latitude 40° 01' 38"
Longitude 76° 36' 00"

Transmitter: Hellam Twp., 0.5-mi. NE of Chimney Rock.

Satellite Earth Stations: M/A-Corn, 5-meter; Comtech, 5-meter; Comtech, M/A-Corn, General Instrument receivers.

Ownership: Westport-York Associates, 1%; Michael J. Rosenthal, ltd. partner, 99.0%.

Began Operation: December 22, 1952. Sale to Westport-York Assoc. Inc. approved by FCC Sept. 12, 1986. Previous sale to Kapuna Inc. by Susquehanna Bcstg. (Louis J. Appell) approved by FCC Dec. 30, 1982.

Represented (sales): Petry Television Inc.

Represented (legal): Nixon, Hargrave, Devans & Doyle.

Represented (engineering): John Fergie & Assoc.

Personnel:

- JONATHAN HAYES, president.
- JOHN RIGGLE, vice president & general manager.
- JON PAIVA, general sales manager.
- CYNTHIA HUNT, program & promotion director.
- JACK M. SCHUSTER, director of engineering.
- GEORGE CHIROGENE, director of sales & marketing.
- HELEN YOUNG, program coordinator.

Highest 30 Sec. Rate: \$1400.

City of License: York. ADI: Harrisburg-York-Lancaster-Lebanon. Rank: 45.

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	PENNSYLVANIA			
	Lebanon	41,800	40,900	98
	York	126,100	123,800	98
Between 25-49%	PENNSYLVANIA			
	Adams	24,900	24,300	98
	Cumberland	71,800	70,500	98
	Dauphin	95,900	94,100	98
	Juniata	7,600	7,300	96
	Lancaster	141,800	137,100	97
	Perry	14,800	14,400	98



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	MARYLAND			
	Carroll	38,900	38,700	99
	Cecil	23,100	23,000	100
	Harford	54,400	54,100	99
Station Totals	PENNSYLVANIA			
	Berks	126,200	124,100	98
	Franklin	44,700	43,300	97
	Mifflin	17,900	17,300	97
	Schuylkill	63,300	61,900	98
	Snyder	12,600	12,100	96
Net Weekly Circulation (1988)		905,800	886,900	98
Average Daily Circulation (1988)				304,700
				111,700

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Pennsylvania

WTXF-TV, Philadelphia (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	PENNSYLVANIA			
	Clinton	14,300	14,000	98
	Columbia	23,300	22,800	98
	Cumberland	71,800	70,500	98
	Lackawanna	85,000	84,000	99
	Lycoming	44,100	42,800	97
	Montour	6,000	5,800	97
	Perry	14,800	14,400	98
	Pike	9,100	8,800	97
	Snyder	12,600	12,100	96
	Union	11,100	10,600	95
	Wyoming	10,200	10,000	98
	York	126,100	123,800	98

WTAE-TV, Pittsburgh (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	OHIO			
	Carroll	9,900	9,800	99
	PENNSYLVANIA			
	Centre	39,400	38,400	97

WTAE-TV—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	HUNTINGDON			
	Huntingdon	15,300	14,900	97
	MERCER			
	Mercer	46,900	46,100	98
WEST VIRGINIA				
	Doddridge	2,800	2,800	100
	Grant	3,700	3,600	97

KDKA-TV, Pittsburgh (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%	
Between 5-24%	MARYLAND				
	Allegany		29,200	29,000	99
	OHIO				
	Carroll		9,900	9,800	99
	Monroe		6,100	5,900	97
	PENNSYLVANIA				
	Bedford		17,600	17,100	97
	WEST VIRGINIA				
	Barbour		6,200	6,100	98
	Harrison		29,700	29,500	99
Mineral		10,300	10,200	99	
Upshur		9,000	8,900	99	



Market	Arbitron ADI TV Households	Rank
Boston, MA	2,050,700	6
Hartford-New Haven, CT	868,100	23
Providence, RI-New Bedford, MA	542,300	44

Market Area Commercial TV Stations

WBZ-TV (4), WCVB-TV (5), WFXT (25), WGOT (60), WHLL (27), WHRC (46), WHSH (66), WLVI-TV (56), WMFP (62), WMUR-TV (9), WNDS (50), WNEV-TV (7), WNHT (21), WQT-TV (68), WSBK-TV (38)
 WFSB (3), WHCT-TV (18), WTIC-TV (61), WTNH-TV (8), WTWS (26), WTXN (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

Note: WLNE Listed under Providence is licensed to New Bedford, MA
WCVX, Providence See Vineyard Haven, MA

Rhode Island Station Totals as of October 1, 1988

	VHF	UHF	TOTAL
Commercial Television Stations	3	1	4
Educational Television Stations	0	1	1
	3	2	5

Rhode Island—Providence

WJAR

Ch. 10

Network Service: NBC.

Licensee: Outlet Communications Inc., 111 Dorrance St., Providence, RI 02903.

Studio: 111 Dorrance St., Providence, RI 02903.

Telephone: 401-751-5700. **TWX:** 710-381-1765.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 49-kw aural. Antenna: 1000-ft. above av. terrain, 940-ft. above ground, 1136-ft. above sea level.

Latitude 41° 51' 54"
Longitude 71° 17' 15"

Transmitter: Rehoboth, MA.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Harris, 6-meter Ku-band; Harris, 3-meter Ku-band; Scientific-Atlanta, 10-meter C-band; Harris, Scientific-Atlanta receivers.

News Service: UPI.

Ownership: Outlet Communications Inc. See Group Ownership of Television Stations.

Began Operation: July 10, 1949. Sale to present owner approved by FCC Nov. 23, 1983 (Television Digest, Vol. 23:19, 22; 24:6).

Represented (sales): Katz Television.

Represented (legal): Sundlun, Scher & Singer.

Represented (engineering): Lohnes & Culver.

Personnel:

BRUCE G. SUNDLUN, chairman & chief executive officer.
DAVID E. HENDERSON, president & chief operating officer.
JOHN SAWHILL, vice president & general manager.
LINDA SULLIVAN, general sales manager.
CHARLES NEWTON, local sales manager.
DAVID BAER, news director.
LESTER B. KEATS, production manager.
PETER LASSOTOVITCH, business manager.
FREDERICK WEISS, chief engineer.

Rates: Not available.

City of License: Providence. **ADI:** Providence, RI-New Bedford, MA. **Rank:** 44.

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	CONNECTICUT			
	New London	90,200	88,300	98
	Windham	35,300	34,600	98
	MASSACHUSETTS			
	Bristol	181,800	179,700	99
	Dukes	5,000	4,800	96
	Nantucket	2,600	2,500	96



WJAR BPCT—3270 Granted 1/19/65

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	RHODE ISLAND			
	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
Between 25-49%	MASSACHUSETTS			
	Barnstable	74,300	73,000	98
	Plymouth	151,300	149,400	99
	Worcester	244,400	241,100	99
Between 5-24%	CONNECTICUT			
	Tolland	40,900	40,200	98
	MASSACHUSETTS			
	Essex	248,100	245,400	99
	Middlesex	502,500	496,800	99
	Norfolk	222,300	220,300	99
	Suffolk	266,000	260,000	98
	NEW HAMPSHIRE			
	Hillsborough	115,100	113,600	99
Station Totals		2,538,500	2,504,200	99
Net Weekly Circulation (1988)			851,000	
Average Daily Circulation (1988)			461,100	

Rhode Island—Providence-New Bedford, Massachusetts

WLNE

Ch. 6

Network Service: CBS.

Licensee: Freedom WLNE-TV Inc., 430 County St., New Bedford, MA 02741.

Studio: 10 Orms St., Providence, RI 02904.

Telephones: 617-992-6666; 401-751-6666.

TWX: 710-344-6898.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 930-ft. above av. terrain, 1001-ft. above ground, 1049-ft. above sea level.

Latitude 41° 35' 48"
Longitude 71° 11' 24"

Requests CP for change to 1000-ft. above av. terrain, 978-ft. above ground, 1086-ft. above sea level, lat. 41° 51' 50", long. 71° 14' 02", transmitter to 2.7-mi. W of the intersection of Anawan St. & Perryville Rd., Rehoboth. BPCT-880114KL.

Transmitter: 1.8-mi. N of Tiverton, RI on Lafayette Rd.

Satellite Earth Stations: Vertex, 8.8-meter C-band; Vertex, 4.6-meter Ku-band; Harris receivers.

News Services: AP, CBS, UPI.

Ownership: Freedom Newspapers Inc., 100%. See Group Ownership of Television Stations.

Began Operation: January 1, 1963. Sale to present owner by Pulitzer Publishing Co. approved by FCC Dec. 14, 1982 (*Television Digest*, Vol. 22:35). Sale to Pulitzer by Steinman Stations approved Oct. 5, 1978 (Vol. 17:50). Sale to Steinman by WTEV Television Inc. was approved April 6, 1966 (Vol. 5:45; 6:7).

Represented (sales): Blair Television.

Represented (legal): Latham & Watkins.

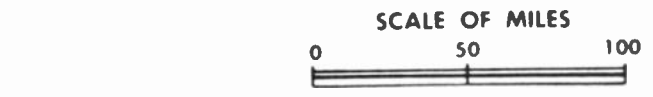
Represented (engineering): Carl T. Jones Corp.

Personnel:

- GARY R. CHAPMAN, senior vice president, Freedom Newspapers Inc., bcst.
- PAUL KARPOWICZ, general manager.
- TRUMAN B. TAYLOR, program manager & director of public affairs.
- SIMONNE COUTINHO, controller.
- C. ROBERT OGREN JR., director of engineering.
- PHILIP B. TAYLOR, chief engineer.
- ERNIE PICHE, assistant chief engineer.
- DAVE LAYMAN, news director.
- ROBERT RIESKE, special projects manager.
- SUE GIBBS, promotion director.
- JULIANA OKINE, film department manager.

City of License: New Bedford, MA. ADI: Providence, RI-New Bedford, MA. Rank: 44.

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



WLNE BPCT-3450 Granted 12/7/66 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CONNECTICUT			
	Windham	35,300	34,600	98
	MASSACHUSETTS			
	Barnstable	74,300	73,000	98
	Bristol	181,800	179,700	99
Between 25-49%	Dukes	5,000	4,800	96
	Nantucket	2,600	2,500	96
	RHODE ISLAND			
	Bristol	15,800	15,700	99
	Kent	58,700	58,200	99
	Newport	30,300	29,900	99
Between 5-24%	Providence	217,700	215,100	99
	Washington	36,200	35,600	98
	CONNECTICUT			
Station Totals	New London	90,200	88,300	98
	MASSACHUSETTS			
Net Weekly Circulation (1988)	Plymouth	151,300	149,400	99
	MASSACHUSETTS			
Average Daily Circulation (1988)	Norfolk	222,300	220,300	99
	Worcester	244,400	241,100	99
Station Totals		1,365,900	1,348,200	99
Net Weekly Circulation (1988)			659,200	
Average Daily Circulation (1988)			296,600	

Rhode Island—Providence

WPRI-TV

Ch. 12

Network Service: ABC.

Licensee: Knight-Ridder Broadcasting Inc., 25 Catamore Blvd., East Providence, RI 02914.

Studio: 25 Catamore Blvd., East Providence, RI 02914.

Telephone: 401-438-7200.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1000-ft. above av. terrain, 969-ft. above ground, 1099-ft. above sea level.

Latitude 41° 52' 37"
Longitude 71° 16' 56"

Transmitter: Homestead Ave., Rehoboth, MA.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Andrew; Harris, 6.1-meter; Microdyne, 7.0-meter; RCA Americom Ku-band; Avantek, Harris, Microdyne, Standard Components receivers.

News Services: AP, UPI.

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

Began Operation: March 27, 1955. Sale to present owner by Poole Bcstg. approved by FCC Dec. 21, 1977 (*Television Digest*, Vol. 16:26). Sale to Poole by Capital Cities Bcstg. approved June 15, 1967. Sale to Capital Cities by William S. Cherry and associates approved March 11, 1959 (Vol. 14:51; 15:11).

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

Represented (legal): Wilmer, Cutler & Pickering.

Personnel:

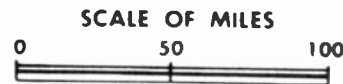
- ROBERT E. RICE, president & general manager.
- ARCHIE GOODBEE, general sales manager.
- SANDI MORVILLO, national sales manager.
- HERBERT MOLONEY, local sales manager.
- GRACELYN BROWN, director of marketing.
- STEVEN M. DAVIS, director of operations & chief engineer.
- DAVID GWIZDOWSKI, director of news.
- BRUCE CORRIS, assistant news director.
- RITA NEUSCHITZ, business manager.

Rates: On request.

City of License: Providence. **ADI:** Providence, RI-New Bedford, MA. **Rank:** 44.

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	CONNECTICUT			
	Windham	35,300	34,600	98
	MASSACHUSETTS			
	Bristol	181,800	179,700	99
	Dukes	5,000	4,800	96
	Nantucket	2,600	2,500	96



WPRI-TV BPCT-3943 Granted 7/6/67

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	RHODE ISLAND			
	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
Between 25-49%	CONNECTICUT			
	New London	90,200	88,300	98
	MASSACHUSETTS			
	Barnstable	74,300	73,000	98
	Plymouth	151,300	149,400	99
	Worcester	244,400	241,100	99
Between 5-24%	CONNECTICUT			
	Tolland	40,900	40,200	98
	MASSACHUSETTS			
	Essex	248,100	245,400	99
	Middlesex	502,500	496,800	99
	Norfolk	222,300	220,300	99
	Suffolk	266,000	260,000	98
Station Totals		2,423,400	2,390,600	99
Net Weekly Circulation (1988)				809,300
Average Daily Circulation (1988)				399,700

Rhode Island—Providence

WNAC-TV

Ch. 64

Network Service: Fox.

Licensee: Rhode Island Bcstg. Corp., 45 Rockefeller Plaza, Suite 3201, New York, NY 10020.

Studio: 33 Pine St., Rehoboth, MA 02769-1406.

Telephone: 508-252-9711.

Technical Facilities: Channel No. 64 (770-776 MHz). Authorized power: 3673-kw max. visual, 500-kw max. aural. Antenna: 1033-ft. above av. terrain, 951-ft. above ground, 1125-ft. above sea level.

Latitude 41° 52' 14"
Longitude 71° 17' 45"

Transmitter: 33 Pine St., Rehoboth, MA.

Satellite Earth Stations: Antenna Technology, 7-meter; Antenna Technology, 3.9-meter; M/A-Com, Microdyne receivers.

Ownership: Price Communications Corp., 100%. See Group Ownership of Television Stations.

Began Operation: December 1, 1981. Sale to Providence Television Ltd. Partnership by C. W. Murchison Jr. approved by FCC Dec. 9, 1983. Sale to Sudbrink Bcstg. approved by FCC July 14, 1986. Sale to present owner approved May 10, 1988 (Television Digest, Vol. 28:12).

Represented (sales): MMT Sales Inc.

Represented (legal): Cohn & Marks.

Personnel:

- RIC GORMAN, vice president & general manager.
- JOHN FIGNAR, general sales manager.
- JON BANELO, local sales manager.
- IRMA RICO, national sales manager.
- KEITH FOLZ, operations director.
- BRAD MORGAN, engineer.
- BILL ZUCKERMAN, promotion director.
- KIM KNODT, business manager.

Rates: Not available.

City of License: Providence. **ADI:** Providence, RI-New Bedford, MA. **Rank:** 44.

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%	MASSACHUSETTS	181,800	179,700	99
	Bristol			
	RHODE ISLAND			
	Bristol			
	Kent			
Newport	30,300	29,900	99	
Providence	217,700	215,100	99	

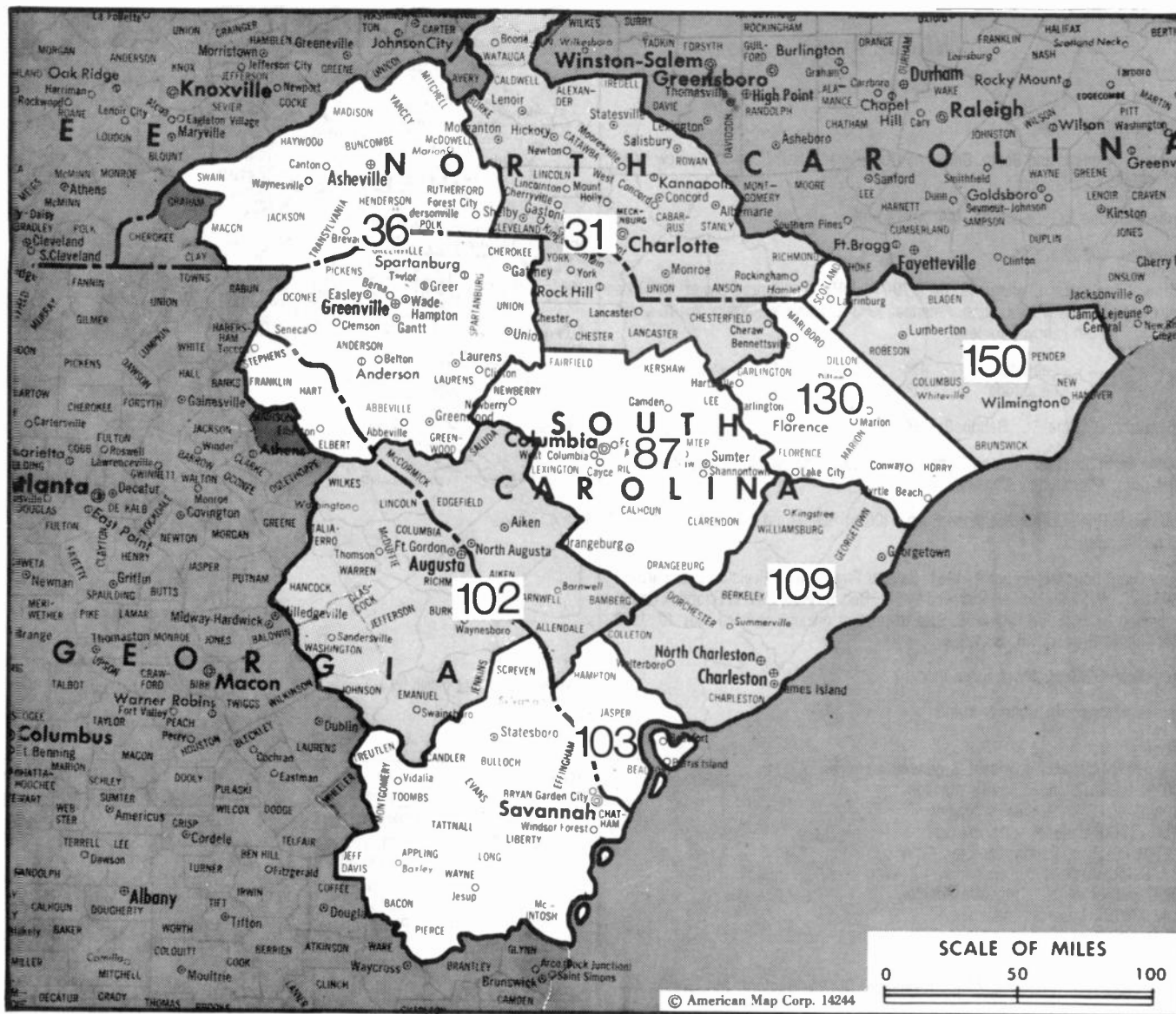


Net Weekly Circulation	State County	Total Households	TV Households	%			
Between 5-24%	CONNECTICUT	35,300	34,600	98			
	Windham						
	MASSACHUSETTS						
	Dukes				5,000	4,800	96
	Norfolk				222,300	220,300	99
	Plymouth				151,300	149,400	99
	Worcester				244,400	241,100	99
	RHODE ISLAND						
	Washington				36,200	35,600	98
	Station Totals					1,198,800	1,184,400
Net Weekly Circulation (1988)				277,100			
Average Daily Circulation (1988)				84,700			

Our firm acted as financial advisor and broker in the 1988 sale of **WNAC-TV**

THE TED HEPBURN COMPANY

Ted Hepburn, President Todd Hepburn, Vice-President
325 Garden Road Palm Beach, Florida 33480 (407) 853-8995
PO Box 42401 Cincinnati Ohio 45242 (513) 791-8730



Market	Arbitron A01 TV Households	Rank	Market Area Commercial TV Stations
Charlotte, NC	688,300	31	WBTV (3), WCCB (18), WHKY-TV (14), WJZY (46), WPCQ (36), WSOC-TV (9)
Greenville-Spartanburg, SC-Asheville, NC	616,700	36	WAXA (40), WGGG-TV (16), WHNS (21), WL0S (13), WNEG-TV (32), WSPA-TV (7), WYFF-TV (4)
Columbia, SC	278,900	87	WACH (57), WIS-TV (10), WLTX (19), WOLO-TV (25)
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)
Charleston, SC	212,000	109	WCBD-TV (2), WCIV (4), WCSC-TV (5), WTAI-TV (24)
Florence, SC	159,800	130	WBTV (13), WGSE (43), WPDE-TV (15)
Wilmington, NC	136,100	150	WECT (6), WJKA (26), WWAY (3)

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

WGSE, Florence	See Myrtle Beach, SC
WAXA, Greenville-Spartanburg	See Anderson, SC
WNEG-TV, Greenville-Spartanburg	See Toccoa, GA
WL0S, Spartanburg, SC-Asheville, NC	See Greenville, SC
WSPA-TV, Spartanburg	See Greenville, SC

South Carolina Station Totals as of October 1, 1988

	VHF	UHF	TOTAL
Commercial Television Stations	8	10	18
Educational Television Stations	1	10	11
	9	20	29

South Carolina—Anderson

WAXA

Ch. 40

Network Service: None, independent.

Licensee: Mark III Broadcasting Co. Inc., 300 Northcreek, Suite 700, Atlanta, GA 30327.

Studio: 520 U.S. Hwy. 29 North Bypass, Anderson, SC 29621.

Mailing Address: Box 40, Anderson, SC 29622.

Telephone: 803-226-9292.

Technical Facilities: Channel No. 40 (626-632 MHz). Authorized power: 2570-kw max. visual, 257-kw max. aural. Antenna: 1020-ft. above av. terrain, 1051-ft. above ground, 1849-ft. above sea level.

Latitude 34° 38' 51"
Longitude 82° 16' 13"

Transmitter: Woodside Rd., 0.9-mi. W of Fairview, Fork Shoals.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 6.1-meter C-band; M/A-Com, 3.6-meter Ku-band; Paracclipse, 10-meter C-band; Harris, M/A-Com receivers.

Ownership: Mary R. Kupris, 100%.

Began Operation: December 1, 1953. Sale to present owner by Frank Outlaw approved by FCC Dec. 28, 1982. Sale to Outlaw by Wilton E. Hall approved May 31, 1978 (Television Digest, Vol. 18:23). Left air 1983; resumed operation Oct. 1, 1984.

Represented (sales): Adam Young Inc.

Represented (legal): Bryan, Cave, McPheeters & McRoberts.

Represented (engineering): Jules Cohen & Associates.

Personnel:

- MARY R. KUPRIS, president.
- LES WATERS, chief engineer.
- JOHN WESLEY DRAWBY, local sales manager.
- JOAN MARTIN, program manager.
- DEBRA NURMI, promotion manager.
- PAT ROBINSON, office manager.

Rates: On request.

City of License: Anderson. 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	%
Between 25-49%	GEORGIA			
	Elbert	7,000	6,900	99
	SOUTH CAROLINA			
	Abbeville	8,700	8,600	98
	Anderson	55,500	54,900	99



WAXA BMPCT-821103KH Granted 6/29/83 © American Map Corp. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Cherokee	15,200	15,000	99
	Greenville	119,300	118,300	99
	Greenwood	23,100	22,900	99
	Laurens	18,700	18,500	99
	Pickens	31,000	30,600	99
	Spartanburg	81,200	80,500	99
Between 5-24%	GEORGIA			
	Franklin	6,100	6,000	98
	Hart	6,900	6,800	99
	Stephens	8,300	8,200	99
NORTH CAROLINA	Buncombe	67,600	66,800	99
	Polk	5,900	5,800	98
	Rutherford	21,500	21,300	99
	SOUTH CAROLINA			
	Newberry	12,400	12,200	98
	Oconee	20,800	20,600	99
	Saluda	6,100	6,000	98
	Union	11,300	11,200	99
Station Totals		526,600	521,100	99
Net Weekly Circulation (1988)			125,100	
Average Daily Circulation (1988)			36,500	

South Carolina—Charleston

WCBD-TV

Ch. 2

Network Service: ABC.

Licensee: Charleston Television Inc., Box 879, Charleston, SC 29402.

Studio: 210 W. Coleman Blvd., Mount Pleasant, SC 29464.

Mailing Address: Box 879, Charleston, SC 29402.

Telephone: 803-884-2222. **TWX:** 810-881-1891.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1950-ft. above av. terrain, 1940-ft. above ground, 1957-ft. above sea level.

Latitude 32° 56' 24"
Longitude 79° 41' 45"

Transmitter: Awendaw Section, Sewee Rd., 4-mi. NE of Ten Mile, Charleston County.

Satellite Earth Stations: Harris, 6.1-meter; Andrew, Avantek, Harris, Microdyne receivers.

News Services: AP, UPI.

Ownership: Media General Broadcasting Group. See Group Ownership of Television Stations.

Began Operation: September 25, 1954. Sale to present owner by State Record Co. approved by FCC Dec. 28, 1982 (*Television Digest*, Vol. 22:27). Sale to State Record by Reeves Telecom Corp. approved May 26, 1971 (Vol. 10:42). Transfer of control from J. Drayton Hastie family to Reeves approved July 14, 1960 (Vol. 16:29).

Represented (sales): MMT Sales Inc.

Represented (legal): Cohn & Marks.

Personnel:

JOSEPH W. (BILL) EVANS III, vice president & general manager.
ROBERT H. BACON, general & national sales manager.
STEPHEN GLEASON, programming director.
MICHAEL SULLIVAN, news director.
JERRY WALTHALL, chief engineer.
PAULINE DAWLEY, traffic & operations manager.

Highest 30 Sec. Rate: \$950.

NETWORK BASE HOURLY RATE: \$525.

City of License: Charleston. **ADI:** Charleston, SC. **Rank:** 109.

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	%
SOUTH CAROLINA				
50% & Over	Berkeley	43,000	42,200	98



WCBD-TV BMPCT-850723KF Granted 12/6/85 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
	Charleston	101,000	100,000	99
	Colleton	12,400	12,100	98
	Dorchester	27,200	26,800	99
	Georgetown	16,800	16,400	98
	Williamsburg	13,000	12,700	97
SOUTH CAROLINA				
Between 25-49%				
	Beaufort	28,300	27,900	99
	Clarendon	9,800	9,500	97
	Orangeburg	30,800	30,100	98
SOUTH CAROLINA				
Between 5-24%				
	Bamberg	6,200	6,100	98
	Florence	42,200	41,700	99
	Hampton	6,900	6,700	97
	Horry	50,400	49,600	98
	Jasper	5,600	5,500	98
Station Totals		393,600	387,300	98
Net Weekly Circulation (1988)				226,600
Average Daily Circulation (1988)				136,900

South Carolina—Charleston

WCIV

Ch. 4

Network Service: NBC.

Licensee: First Charleston Corp., Box 10866, Charleston, SC 29411.

Studio: 1558 Hwy. 703, Mount Pleasant, SC 29464.

Mailing Address: Box 10866, Charleston, SC 29411.

Telephone: 803-884-8513.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1960-ft. above av. terrain, 1956-ft. above ground, 1972-ft. above sea level.

Latitude 32° 55' 28"
Longitude 79° 41' 58.00"

Transmitter: 3.4-mi. NE of Ten Mile, E of Hwy. 17-701, SE of intersection with Sewee Rd.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 10-meter Ku-band; Microdyne, 7-meter C-band; Comtech, 5-meter C-band; Harris, 3.5-meter Ku-band; RCA, 3.5-meter Ku-band; M/A-Com, Microdyne, Microwave Assoc. receivers.

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

Ownership: Allbritton Communications Company. See Group Ownership of Television Stations.

Began Operation: October 23, 1962. Sale by Washington Star Communications to present owner was finalized in 1976. Sale by First Charleston Corp. approved Oct. 5, 1966 by FCC (*Television Digest*, Vol. 6:28, 41).

Represented (sales): Katz Television.

Represented (legal): Hogan & Hartson.

Represented (engineering): Jansky & Bailey.

Personnel:

STEPHEN G. BROCK, president & general manager.
CELIA SHAW, vice president & station manager.
KEN ADKINS, general sales manager.
CARL SHAW, chief engineer.

Highest One Hour Rate: \$3000.

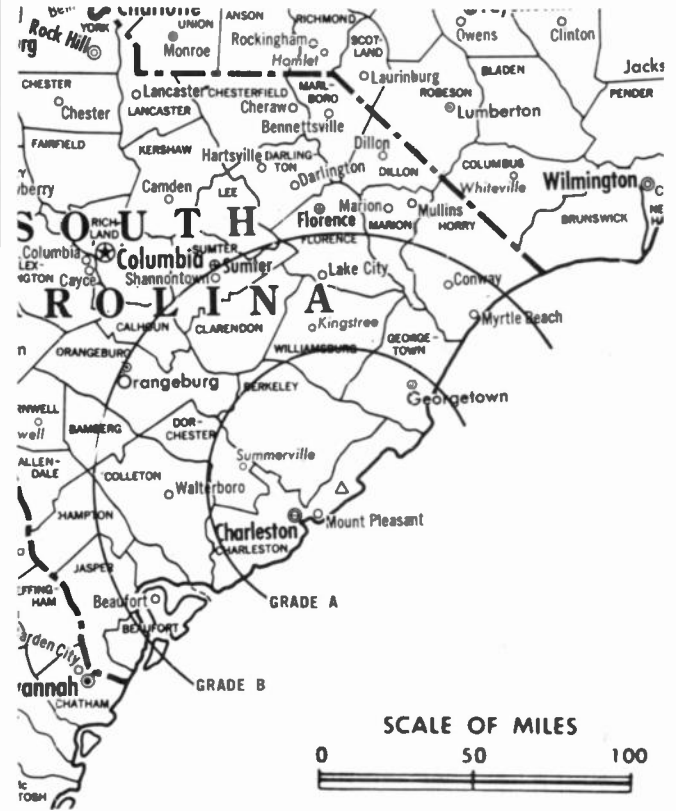
Highest 30 Sec. Rate: \$1000.

NETWORK BASE HOURLY RATE: \$550.

City of License: Charleston. **AOI:** Charleston, SC. **Rank:** 109.

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	%
SOUTH CAROLINA				
50% & Over	Berkeley	43,000	42,200	98



WCIV BMPCT—850912KU Granted 1/21/86

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Charleston	101,000	100,000	99
	Colleton	12,400	12,100	98
	Dorchester	27,200	26,800	99
	Georgetown	16,800	16,400	98
	SOUTH CAROLINA			
Between 25-49%	Beaufort	28,300	27,900	99
	Clarendon	9,800	9,500	97
	Hampton	6,900	6,700	97
	Orangeburg	30,800	30,100	98
	SOUTH CAROLINA			
Between 5-24%	Bamberg	6,200	6,100	98
	Florence	42,200	41,700	99
	Horry	50,400	49,600	98
	Jasper	5,600	5,500	98
	Sumter	32,200	31,700	98
Station Totals		425,800	419,000	98
Net Weekly Circulation (1988)				236,000
Average Daily Circulation (1988)				153,600

South Carolina—Charleston

WCSC-TV

Ch. 5

Network Service: CBS.

Licensee: WCSC Inc., 485 East Bay, Charleston, SC 29402.

Studio: 485 East Bay, Charleston, SC 29402.

Mailing Address: Box 186, Charleston, SC 29401.

Telephone: 803-723-8371. **TWX:** 803-881-1867.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1960-ft. above av. terrain, 1956-ft. above ground, 1972-ft. above sea level.

Latitude 32° 55' 28"
Longitude 79° 41' 58"

Transmitter: 3.4-mi. NE of Ten Mile, E of Hwy. 17-701, SE of intersection with Sewee Rd.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Satcom Technologies, 5.5-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, CBS, Conus, NIWS, UPI.

Ownership: Crump Communications Inc. Harold C. Crump, pres., 50%; David S. Allen, 50%.

Began Operation: June 19, 1953. Sale to present owners by John M. Rivers Sr., et al., approved by FCC Sept. 1, 1987 (*Television Digest*, Vol. 27: 29).

Represented (sales): Petry Television Inc.

Represented (legal): Tierney & Swift.

Represented (engineering): Lohnes & Culver.

Personnel:

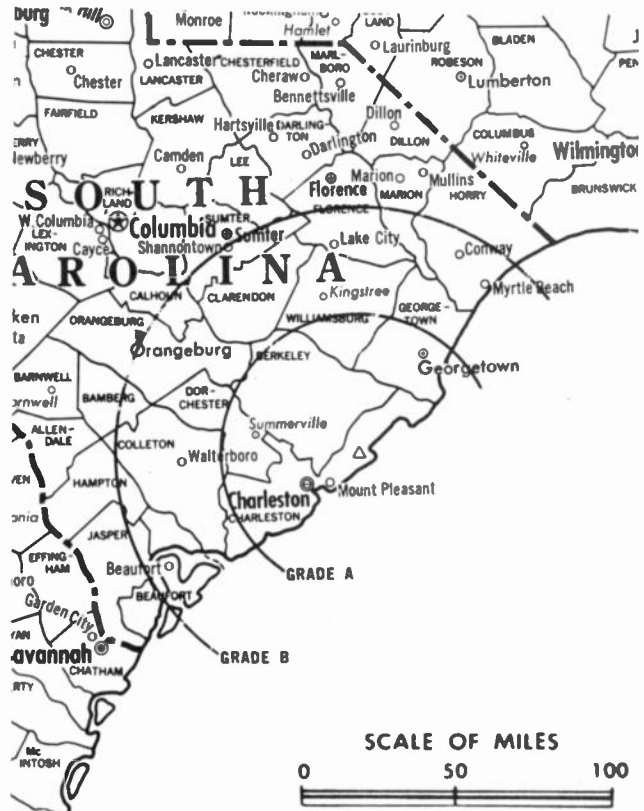
HAROLD C. CRUMP, president.
MARK PIERCE, executive vice president & general manager.
LARRY SHRUM, vice president & director of sales.
JACK R. BECKNELL JR., vice president & director of engineering.
ANDY HUNT, vice president & promotion director.
DON FELDMAN, vice president & director of news.
CHARLIE THOMPSON, vice president & operations/program manager.
MIRIAM McMANUS, vice president & business manager.
LOVELL WAUGH, local sales manager.
EDDIE BOLLING, regional sales manager.
SALLIE MOULTRIE, traffic director.

Rates: On request.

NETWORK BASE HOURLY RATE: \$1411.

City of License: Charleston. **AOI:** Charleston, SC. **Rank:** 109.

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



WCSC-TV BMPCT-850910KR Granted 12/20/85

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
SOUTH CAROLINA				
	Beaufort	28,300	27,900	99
	Berkeley	43,000	42,200	98
	Charleston	101,000	100,000	99
	Clarendon	9,800	9,500	97
	Colleton	12,400	12,100	98
	Dorchester	27,200	26,800	99
	Georgetown	16,800	16,400	98
	Hampton	6,900	6,700	97
	Orangeburg	30,800	30,100	98
	Williamsburg	13,000	12,700	97
Between 5-24%				
SOUTH CAROLINA				
	Allendale	3,800	3,700	97
	Bamberg	6,200	6,100	98
	Calhoun	4,500	4,400	98
	Florence	42,200	41,700	99
	Horry	50,400	49,600	98
	Jasper	5,600	5,500	98
Station Totals		401,900	395,400	98
Net Weekly Circulation (1988)				258,500
Average Daily Circulation (1988)				162,200

South Carolina—Charleston

WTAT-TV

Ch. 24

Network Service: Fox.

Licensee: Act III Broadcasting of Charleston Inc., One CNN Center, South Tower, Atlanta, GA 30305.

Studio: 4301 Arco Lane, Charleston, SC 29418.

Telephone: 803-744-2424.

Technical Facilities: Channel No. 24 (530-536 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1630-ft. above av. terrain, 1667-ft. above ground, 1682-ft. above sea level.

Latitude 32° 55' 43"
Longitude 79° 42' 39"

Transmitter: Approx. 0.3-mi. NE of intersection of Sewee Rd. & Ocean Hwy., 1-mi. E of Woodville.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Station: AFC, 7-meter; Microdyne receivers.

Ownership: Act III Bcstg. Inc., 100%. See Group Ownership of Television Stations.

Began Operation: September 7, 1985. Sale to present owner by Terry A. Trousdale, et al., approved by FCC Oct. 22, 1987.

Represented (sales): Blair Television.

Represented (legal): Shack, Buenzle & Hill.

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

Personnel:

- WILLIAM WHITE, vice president & general manager.
- MORRIS POLLOCK, chief engineer.
- JOHN FRIEND, general sales manager.
- BILL LITTLETON, program director.
- BARBARA PARSONS, business manager.

Rates: Not available.

City of License: Charleston. **ADI:** Charleston, SC. **Rank:** 109.

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	SOUTH CAROLINA Berkeley	43,000	42,200	98



Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	Charleston	101,000	100,000	99
	Dorchester	27,200	26,800	99
SOUTH CAROLINA				
Between 25-49%	Colleton	12,400	12,100	98
	Georgetown	16,800	16,400	98
	Williamsburg	13,000	12,700	97
SOUTH CAROLINA				
Between 5-24%	Bamberg	6,200	6,100	98
	Clarendon	9,800	9,500	97
	Florence	42,200	41,700	99
	Hampton	6,900	6,700	97
	Orangeburg	30,800	30,100	98
Station Totals		309,300	304,300	98
Net Weekly Circulation (1988)				123,200
Average Daily Circulation (1988)				55,100

South Carolina—Columbia

WACH
(formerly WCCT-TV)
Ch. 57

Network Service: Fox.

Licensee: FCV Communications Inc., 54 Hereford Rd., Bronxville, NY 10708.

Studio: 1221 Sunset Blvd., West Columbia, SC 29169.

Mailing Address: Box 5757, West Columbia, SC 29171.

Telephone: 803-796-7757.

Technical Facilities: Channel No. 57 (728-734 MHz). Authorized power: 637-kw max. visual, 63.7-kw max. aural. Antenna: 582-ft. above av. terrain, 645-ft. above ground, 935-ft. above sea level.

Latitude 34° 06' 45"
Longitude 80° 56' 11"

Holds CP for change to 5000-kw max. visual, 633-ft. above av. terrain, 522-ft. above ground, 902-ft. above sea level, lat. 34° 02' 39"; long. 80° 59' 52"; transmitter to 0.25-mi. W of Rte. 1 on Cushman Dr., near Columbia, Richland County. BPCT-880222KE.

Transmitter: 4.9-mi. NE of Columbia reference point.

Satellite Earth Station: Microdyne, 4-meter; M/A-Com, Microdyne receivers.

News Service: INN.

Ownership: Walter K. Flynn, pres., 25%; William J. Voute, v.p.-treas., 24%; E. Craig Coats Jr., v.p.-secy., 24%; Ronald M. Stuart, v.p., 24%; Murray Michaels, v.p., 3%.

Began Operation: October 2, 1981. FCC approved sale by Carolina Christian Bcstg. March 14, 1988.

Represented (sales): Seltel Inc.

Represented (legal): Cordon & Kelly.

Personnel:

WALTER K. FLYNN, president.
JOHN LIVOTI, general sales manager.
MIKE LEE, local sales manager.
JOE MAHAN, national sales manager.
PAUL GORMAN, chief engineer.
MURRAY MICHAELS, program director.
JIM MILLER, promotion director.
JACK COLEGROVE, traffic manager.
TERRI BECK, office manager.

Highest One Hour Rate: \$400.



Highest 30 Sec. Rate: \$50.

City of License: Columbia. **ADI:** Columbia, SC. **Rank:** 87.

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	%
SOUTH CAROLINA				
Between 5-24%	Calhoun	4,500	4,400	98
	Fairfield	6,800	6,700	98
	Kershaw	15,900	15,700	98
	Lee	6,000	5,900	98
	Lexington	61,900	61,100	99
	Richland	100,300	99,100	99
	Sumter	32,200	31,700	98
Station Totals		227,600	224,600	99
Net Weekly Circulation (1988)			25,200	
Average Daily Circulation (1988)			7,900	

South Carolina—Columbia

WIS-TV

Ch. 10

Network Service: NBC.

Licensee: Cosmos Broadcasting Corp., Box 789, Greenville, SC 29602.

Studio: 1111 Bull St., Columbia, SC 29201.

Telephone: 803-799-1010. **TWX:** 810-666-2636.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 1546-ft. above av. terrain, 1526-ft. above ground, 1877-ft. above sea level.

Latitude 37° 07' 27"
Longitude 80° 45' 25"

Transmitter: State Hwy. 12, 20-mi. NE of city.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Comsat, 8-meter Ku-band; AFC, 3.6-meter Ku-band; Comsat, 3-meter Ku-band; Scientific-Atlanta, 7-meter C-band; Harris, M/A-Com, Scientific-Atlanta receivers.

News Services: AP, NBC.

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

Began Operation: November 7, 1953.

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

Represented (legal): Dow, Lohnes & Albertson.

Personnel:

DIXON C. LOVVORN, senior vice president & general manager.
C. JOSEPH TONSING, general sales manager.
MARK JOHNSON, local sales manager.
RANDALL JUMP, national sales manager.
JOHN AUGUSTINE, chief engineer.
SCOTT PARKS, news director.
DIANE K. BAGWELL, program/promotion manager.
RICHARD M. STORA, production manager.
KAY PONDER, promotion director.
EVON A. TROTTER, business manager.

Rates: On request.

City of License: Columbia. **ADI:** Columbia, SC. **Rank:** 87.

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	%
SOUTH CAROLINA				
50% & Over	Bamberg	6,200	6,100	98
	Calhoun	4,500	4,400	98
	Chester	11,000	10,900	99
	Chesterfield	14,600	14,300	98
	Clarendon	9,800	9,500	97
	Darlington	23,100	22,800	99
	Fairfield	6,800	6,700	98
	Florence	42,200	41,700	99
	Kershaw	15,900	15,700	98
	Lancaster	20,600	20,400	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
	Lee	6,000	5,900	98
	Lexington	61,900	61,100	99
	Marlboro	10,700	10,500	98
	Newberry	12,400	12,200	98
	Orangeburg	30,800	30,100	98
	Richland	100,300	99,100	99
	Saluda	6,100	6,000	98
	Sumter	32,200	31,700	98
	Williamsburg	13,000	12,700	97
NORTH CAROLINA				
Between 25-49%	Anson	9,000	8,800	98
SOUTH CAROLINA				
	Aiken	44,900	44,500	99
	Allendale	3,800	3,700	97
	Barnwell	7,500	7,400	99
	Dillon	10,500	10,300	98
	Georgetown	16,800	16,400	98
	York	43,300	42,800	99
NORTH CAROLINA				
Between 5-24%	Richmond	17,500	17,300	99
	Scotland	11,800	11,600	98
SOUTH CAROLINA				
	Colleton	12,400	12,100	98
	Edgefield	6,100	6,000	98
	Greenwood	23,100	22,900	99
	Hampton	6,900	6,700	97
	Horry	50,400	49,600	98
	Marion	12,100	11,900	98
	Union	11,300	11,200	99
Station Totals		715,500	705,000	99
Net Weekly Circulation (1988)				431,400
Average Daily Circulation (1988)				276,700

South Carolina—Columbia

WLTX

Ch. 19

Network Service: CBS.

Licensee: Lewis Bcstg. Corp., Drawer M, Columbia, SC 29250.

Studio: 6027 Devine St., Columbia, SC 20209.

Mailing Address: Drawer M, Columbia, SC 29250.

Telephone: 803-776-3600. TWX: 810-666-2629.

Fax: 803-783-2971.

Technical Facilities: Channel No. 19 (500-506 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1749-ft. above av. terrain, 1664-ft. above ground, 2014-ft. above sea level.

Latitude 34° 05' 49"
Longitude 80° 45' 51"

Transmitter: Screaming Eagle Rd., 11-mi. NE of Columbia.

Satellite Earth Stations: 7-meter C-band; 4.6-meter C-band; 3.6-meter C-band; 3.6-meter Ku-band; ChannelMaster, Scientific-Atlanta receivers.

News Services: AP, CBS.

Ownership: Lewis Broadcasting Corp. See Group Ownership of Television Stations.

Began Operation: September 1, 1953 on Ch. 67. Shifted to Ch. 19 on June 30, 1961. Sale to present owner by Palmetto Radio Corp. approved by FCC Feb. 22, 1978 (Television Digest, Vol. 18:9).

Represented (sales): Petry Television Inc.

Represented (legal): Pierson, Ball & Dowd.

Represented (engineering): Communications Engineering Services.

Personnel:

- J. C. LEWIS JR., president.
- RICHARD T. LAUGHRIDGE, vice president & general manager.
- DEBBIE HOLLAND, local sales manager.
- GENE UPRIGHT, program manager & film buyer.
- WILLIAM F. AULL, director of technical operations.
- RICHARD HALL, news director.
- FRANCES COX, business manager.

Rates: On request.

City of License: Columbia. **AOI:** Columbia, SC. **Rank:** 87.

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	%
SOUTH CAROLINA				
50% & Over	Calhoun	4,500	4,400	98
	Fairfield	6,800	6,700	98
	Kershaw	15,900	15,700	98
	Lee	6,000	5,900	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Lexington	61,900	61,100	99
	Richland	100,300	99,100	99
	Sumter	32,200	31,700	98
SOUTH CAROLINA				
Between 25-49%	Clarendon	9,800	9,500	97
	Darlington	23,100	22,800	99
	Newberry	12,400	12,200	98
	Orangeburg	30,800	30,100	98
	Saluda	6,100	6,000	98
SOUTH CAROLINA				
Between 5-24%	Aiken	44,900	44,500	99
	Bamberg	6,200	6,100	98
	Barnwell	7,500	7,400	99
	Chester	11,000	10,900	99
	Chesterfield	14,600	14,300	98
	Florence	42,200	41,700	99
	Lancaster	20,600	20,400	99
	Marlboro	10,700	10,500	98
Williamsburg	13,000	12,700	97	
Station Totals		480,500	473,700	99
Net Weekly Circulation (1988)				251,700
Average Daily Circulation (1988)				135,000

South Carolina—Columbia

WOLO-TV

Ch. 25

Network Service: ABC.

Licensee: Columbia TV Broadcasters Inc., Box 4217, Columbia, SC 29240.

Studio: 5807 Shakespeare Rd., Columbia, SC 29204.

Mailing Address: Box 4217, Columbia, SC 29240.

Telephone: 803-754-7525. **TWX:** 810-666-2100.

Fax: 803-754-6147.

Technical Facilities: Channel No. 25 (536-542 MHz). Authorized power: 3589-kw max. & 2344-kw horizontal visual, 388-kw max. & 254-kw horizontal aural. Antenna: 688-ft. above av. terrain, 747-ft. above ground, 1149-ft. above sea level.

Latitude 34° 03' 23"
Longitude 80° 58' 49"

Transmitter: 5807 Shakespeare Rd.

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

News Services: ABC, AP, Group W Newsfeed, Sports News Satellite.

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

Began Operation: October 1, 1961. Sale to present owner by First Carolina Corp. approved May 5, 1964 by FCC (*Television Digest*, Vol. 4:14).

Represented (sales): Katz Television.

Represented (legal): Jeffrey Malickson.

Personnel:

DAVID AIKEN JR., general manager & program director.
LINDA PATTERSON, general sales manager.
JIM FOREST, operations manager.
REGGIE HALL, news director.
ANNE COBB, public affairs director.
RICK SPROTT, chief engineer.
WILLIE FULLER JR., production manager.
MARTY WHITE, business manager.

Highest One Hour Rate: \$4500.

Highest 30 Sec. Rate: \$1200.

NETWORK BASE HOURLY RATE: \$375.

City of License: Columbia. **AOI:** Columbia, SC. **Rank:** 87.

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	%
SOUTH CAROLINA				
50% & Over	Calhoun	4,500	4,400	98
	Fairfield	6,800	6,700	98
	Kershaw	15,900	15,700	98
	Lee	6,000	5,900	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Lexington	61,900	61,100	99
	Richland	100,300	99,100	99
	Sumter	32,200	31,700	98
SOUTH CAROLINA				
Between 25-49%	Clarendon	9,800	9,500	97
	Lancaster	20,600	20,400	99
	Newberry	12,400	12,200	98
	Orangeburg	30,800	30,100	98
	Saluda	6,100	6,000	98
SOUTH CAROLINA				
Between 5-24%	Aiken	44,900	44,500	99
	Bamberg	6,200	6,100	98
	Barnwell	7,500	7,400	99
	Chester	11,000	10,900	99
	Darlington	23,100	22,800	99
	Edgefield	6,100	6,000	98
	Florence	42,200	41,700	99
Station Totals		448,300	442,200	99
Net Weekly Circulation (1988)			226,400	
Average Daily Circulation (1988)			118,100	

South Carolina—Florence

WBTW

Ch. 13

Network Service: CBS.

Licensee: Spartan Radiocasting Co., 3430 TV Rd., Florence, SC 29501.

Studio: 3430 TV Rd., Florence, SC 29501.

Telephone: 803-662-1565. TWX: 803-622-2212.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: Circularly polarized, 1950-ft. above av. terrain, 2000-ft. above ground, 2115-ft. above sea level.

Latitude 34° 22' 02"
Longitude 79° 19' 22"

Transmitter: 3.1-mi. N of Floyd Dale, SC.

Satellite Earth Stations: 5 in operation; Harris, M/A-Corn, Scientific-Atlanta, Vertex receivers.

News Services: AP, UPI.

Ownership: Spartan Radiocasting Inc., 100%. See Group Ownership of Television Stations.

Began Operation: October 18, 1954. Sale to present owner by Daily Telegraph Printing Co. approved by FCC June 12, 1984 (*Television Digest*, Vol. 24:15). Sale by Jefferson Standard Life Insurance Co. approved Feb. 28, 1968 (Vol. 7:43; 8:10).

Represented (sales): Katz Television.

Represented (legal): Covington & Burling.

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

Personnel:

JOHN W. WEST, general manager.
TOM WALL, general sales manager.
JIM GRIFFIN, news director.
KEITH FOSTER, operations manager.
BERNARD E. MOORE, chief engineer.

Highest 30 Sec. Rate: \$1000.

NETWORK BASE HOURLY RATE: \$967.

City of License: Florence. **ADI:** Florence, SC. **Rank:** 130.

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	NORTH CAROLINA			
	Bladen	11,300	11,000	98
	Columbus	18,800	18,400	98
	Hoke	6,900	6,800	99
	Richmond	17,500	17,300	99
	Robeson	35,300	34,600	98
	Scotland	11,800	11,600	98
	SOUTH CAROLINA			
	Chesterfield	14,600	14,300	98
	Clarendon	9,800	9,500	97
	Darlington	23,100	22,800	99
	Dillon	10,500	10,300	98
	Florence	42,200	41,700	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Horry	50,400	49,600	98
	Lee	6,000	5,900	98
	Marion	12,100	11,900	98
	Marlboro	10,700	10,500	98
	Sumter	32,200	31,700	98
	Williamsburg	13,000	12,700	97
Between 25-49%	NORTH CAROLINA			
	Anson	9,000	8,800	98
Between 5-24%	SOUTH CAROLINA			
	Georgetown	16,800	16,400	98
Station Totals	NORTH CAROLINA			
	Brunswick	17,900	17,600	98
	Cumberland	85,400	84,400	99
	Harnett	22,700	22,400	99
	Montgomery	8,700	8,600	99
	Moore	23,000	22,700	98
	Pender	9,100	8,900	98
	Sampson	18,700	18,400	98
	SOUTH CAROLINA			
	Kershaw	15,900	15,700	98
	Net Weekly Circulation (1988)		553,400	544,500
Average Daily Circulation (1988)				296,000
				175,500

South Carolina—Florence

WPDE-TV

Ch. 15

Network Service: ABC.

Licensee: Diversified Communications, 5 Milk St., Portland, ME 04112.

Studio: 3215 South Cashua Dr., Florence, SC 29501.

Telephone: 803-665-1515.

Technical Facilities: Channel No. 15 (476-482 MHz). Authorized power: 1290-kw max. & 562-kw horizontal visual, 129-kw max. & 56.20-kw horizontal aural. Antenna: 1950-ft. above av. terrain, 1997-ft. above ground, 2100-ft. above sea level.

Latitude 34° 21' 53"
Longitude 79° 19' 49"

Transmitter: 2.7-mi. S of State Rte. 9 & 1.2-mi. E of Little Pee Dee River.

Satellite Earth Stations: 2 in operation; ADM, 4-meter; Avcom receivers.

News Services: ABC, AP.

Ownership: Diversified Communications. See Group Ownership of Television Stations.

Began Operation: November 22, 1980. Sale to present owner by Eastern Carolinas Bcstg. approved by FCC June 27, 1985 (*Television Digest*, Vol. 25:24).

Represented (sales): Blair Television.

Represented (legal): Dow, Lohnes & Albertson.

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

Personnel:

- WILLIAM CHRISTIAN, vice president & general manager.
- MIKE REED, general sales manager.
- LYNN YOUNG, national sales manager.
- MARSHALL LUCIUS, controller.
- LINDA McCASKILL, program manager.
- TIM KENNY, promotion manager.
- BOB HOWICK, news director.
- BILL ELKS, chief engineer.
- CARL JACKSON, operations manager.

Highest 30 Sec. Rate: \$550.

City of License: Florence. **ADI:** Florence, SC. **Rank:** 130.

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	NORTH CAROLINA			
	Scotland	11,800	11,600	98
	SOUTH CAROLINA			
	Darlington	23,100	22,800	99
	Dillon	10,500	10,300	98
	Florence	42,200	41,700	99
	Horry	50,400	49,600	98
	Marion	12,100	11,900	98



WPDE-TV BMPCT-800915KE Granted 11/24/80 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	Marlboro	10,700	10,500	98
Between 25-49%	NORTH CAROLINA			
	Anson	9,000	8,800	98
	Bladen	11,300	11,000	98
	Columbus	18,800	18,400	98
	Hoke	6,900	6,800	99
	Richmond	17,500	17,300	99
	Robeson	35,300	34,600	98
SOUTH CAROLINA	Chesterfield	14,600	14,300	98
	Lee	6,000	5,900	98
	Sumter	32,200	31,700	98
	Williamsburg	13,000	12,700	97
Between 5-24%	SOUTH CAROLINA			
Georgetown	16,800	16,400	98	
Station Totals		342,200	336,300	98
Net Weekly Circulation (1988)				173,700
Average Daily Circulation (1988)				87,800

South Carolina—Greenville

WGGG-TV

Ch. 16

Network Service: None, independent.

Licensee: Carolina Christian Broadcasting Inc., Box 1616, Greenville, SC 29602.

Studio: 3409 Rutherford Rd., Taylors, SC 29687.

Mailing Address: Box 1616, Greenville, SC 29602.

Telephone: 803-244-1616.

Technical Facilities: Channel No. 16 (482-488 MHz). Authorized power: 1150-kw max. & 717.9-kw horizontal visual, 115-kw max. & 71.79-kw horizontal aural. Antenna: 1149-ft. above av. terrain, 195-ft. above ground, 2185-ft. above sea level.

Latitude 34° 56' 26"
Longitude 82° 24' 41"

Transmitter: Ridge Rd. off Altamont Rd. on Paris Mtn. near Greenville.

Satellite Earth Stations: AFC, 3.8-meter Ku-band; Scientific-Atlanta, 5-meter C-band; M/A-Com, Scientific-Atlanta receivers.

News Service: INN.

Ownership: Carolina Christian Broadcasting Inc. See Group Ownership of Television Stations.

Began Operation: October 29, 1972.

Represented (sales): Spot Time Ltd.

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

Represented (engineering): Charles I. Gallagher, P.E., Consulting Radio Engineers.

Personnel:

JAMES H. THOMPSON, president & general manager.
NORVIN C. DUNCAN, assistant to the president.
TOM ABRAMS, production manager.
TED McCALL, chief engineer.
GENE GIBSON, director of engineering.

Highest 30 Sec. Rate: \$75.

City of License: Greenville. 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	Total Households	TV Households	%
Between 5-24%	GEORGIA			
	Elbert	7,000	6,900	99



Net Weekly Circulation	State	County	Total Households	TV Households	%
NORTH CAROLINA					
Between 5-24%		Polk	5,900	5,800	98
		Rutherford	21,500	21,300	99
SOUTH CAROLINA					
		Abbeville	8,700	8,600	98
		Anderson	55,500	54,900	99
		Cherokee	15,200	15,000	99
		Greenville	119,300	118,300	99
		Greenwood	23,100	22,900	99
		Laurens	18,700	18,500	99
		Oconee	20,800	20,600	99
		Pickens	31,000	30,600	99
		Spartanburg	81,200	80,500	99
		Union	11,300	11,200	99
Station Totals			419,200	415,100	99
Net Weekly Circulation (1988)				52,200	
Average Daily Circulation (1988)				17,800	

South Carolina—Greenville-Spartanburg & Asheville, North Carolina

WHNS

Ch. 21

Network Service: Fox.

Licensee: Pappas Telecasting of the Carolinas Inc., 21 Interstate Court, Greenville, SC 29615.

Studio: 21 Interstate Court, Greenville, SC 29615.

Sales Office & Studio: 521 College St., Asheville, NC 28801.

Telephones: 803-288-2100, Greenville; 704-258-2100, Asheville.

TWX: 810-281-2251. **Fax:** 803-297-0728.

Technical Facilities: Channel No. 21 (512-518 MHz). Authorized power: 3390-kw visual, 339-kw aural. Antenna: Circularly polarized, 2510-ft. above av. terrain, 1620-ft. above ground, 5049-ft. above sea level.

Latitude 35° 10' 56"
Longitude 82° 40' 56"

Transmitter: Slick Rock Mtn., Transylvania County.

Satellite Earth Stations: AFC, 3-meter Ku-band; Scientific-Atlanta, 7-meter C-band.

Ownership: Pappas Telecasting Inc. See Group Ownership of Television Stations.

Began Operation: July 5, 1953. Sale to present owner by Thomas Bcstg. approved by FCC July 27, 1979 (*Television Digest*, Vol. 19:25). Resumed operation April 1, 1984.

Represented (sales): TeleRep Inc.

Represented (engineering): Smith & Powstenko.

Personnel:

- HARRY J. PAPPAS, president.
- JOSEPH A. SHAFFER, vice president & general manager.
- LeBON G. ABERCROMBIE, vice president, planning & development.
- DENNIS J. DAVIS, vice president & chief financial officer.
- DALE P. KELLY, director of engineering.
- TONY THOMPSON, general marketing manager.
- KATHY BURKE, local marketing manager.
- FRANK SAVAGE, national marketing manager.
- HENRY BOYCE, program manager.
- RUTH BURNETTE, traffic systems coordinator/manager.
- STEPHEN C. CROOK, chief engineer.
- DAVID LUND, promotion director.

Rates: Not available.

City of License: Asheville, NC. **AOI:** 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			
	Elbert	7,000	6,900	99
	Hart	6,900	6,800	99
	NORTH CAROLINA			
	Transylvania	9,800	9,700	99
	SOUTH CAROLINA			
	Anderson	55,500	54,900	99
	Cherokee	15,200	15,000	99
	Greenville	119,300	118,300	99
	Laurens	18,700	18,500	99
	Oconee	20,800	20,600	99
Pickens	31,000	30,600	99	
Spartanburg	81,200	80,500	99	
Union	11,300	11,200	99	
Between 25-49%	GEORGIA			
	Banks	3,700	3,600	97
	Franklin	6,100	6,000	98



WHNS BMPCT—840207KE Granted 2/14/84 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Madison	7,400	7,300	99
	Wilkes	4,000	3,900	98
	NORTH CAROLINA			
	Buncombe	67,600	66,800	99
	Cleveland	31,600	31,300	99
	Haywood	19,000	18,700	98
	Henderson	28,600	28,200	99
	Polk	5,900	5,800	98
	Rutherford	21,500	21,300	99
	SOUTH CAROLINA			
Abbeville	8,700	8,600	98	
Greenwood	23,100	22,900	99	
Mc Cormick	2,500	2,500	98	
Saluda	6,100	6,000	98	
Between 5-24%	GEORGIA			
	Habersham	9,600	9,500	99
	Jackson	10,000	9,900	99
	Lincoln	2,200	2,200	100
	Oglethorpe	3,500	3,400	97
	Rabun	4,300	4,200	98
	Stephens	8,300	8,200	99
	NORTH CAROLINA			
	Lincoln	17,600	17,500	99
	Macon	9,700	9,400	97
Madison	6,400	6,200	97	
Yancey	5,700	5,500	97	
SOUTH CAROLINA				
Chester	11,000	10,900	99	
Edgefield	6,100	6,000	98	
Newberry	12,400	12,200	98	
York	43,300	42,800	99	
Station Totals		762,600	753,800	99
Net Weekly Circulation (1988)			344,800	
Average Daily Circulation (1988)			159,400	

South Carolina—Greenville-Spartanburg & Asheville, North Carolina

WLOS

Ch. 13

Network Service: ABC.

Licensee: WLOS Inc., Box 1300, Asheville, NC 28802.

Studios: 288 Macon Ave., Asheville, NC 28804; 105 N. Spring St., Greenville, SC 29601.

Mailing Address: Box 1300, Asheville, NC 28802.

Telephones: 704-255-0013, Asheville; 803-271-1313, Greenville.

TWX: 510-933-0166.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 178-kw visual, 19.6-kw aural. Antenna: 2804-ft. above av. terrain, 339-ft. above ground, 6056-ft. above sea level.

Latitude 35° 23' 32.21"
Longitude 82° 45' 25.06"

Transmitter: Mt. Pisgah.

Satellite Earth Stations: Harris, 3.1-meter; Avantek, Harris, M/A-Com receivers.

News Services: AP, Carolina News Network, UPI.

Ownership: Anchor Media Ltd. See Group Ownership of Television Stations.

Began Operation: September 18, 1954. Sale to present owners by Wometco Broadcasting Co. approved by FCC April 10, 1987.

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

Represented (legal): Arnold & Porter.

Represented (engineering): Smith & Powstenko.

Personnel:

- ALAN HENRY, president.
- MICHAEL FIORILE, vice president & general manager.
- DAVID BUNNELL, general sales manager.
- BOB BACON, national sales manager.
- JIM CARRIER, chief engineer.
- BILL WALSH, business manager.
- JOE LEONARD, production manager.

Highest 30 Sec. Rate: \$1300.

City of License: Asheville, NC. **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				
		Elbert	7,000	6,900	99
		Franklin	6,100	6,000	98
		Hart	6,900	6,800	99
		Madison	7,400	7,300	99
		Oglethorpe	3,500	3,400	97
		Stephens	8,300	8,200	99
	NORTH CAROLINA				
		Buncombe	67,600	66,800	99
		Cleveland	31,600	31,300	99
		Graham	2,500	2,500	98
		Haywood	19,000	18,700	98
		Henderson	28,600	28,200	99
		Jackson	9,600	9,400	98
		Mc Dowell	13,400	13,200	99
		Macon	9,700	9,400	97
		Madison	6,400	6,200	97
		Mitchell	5,400	5,300	98
		Polk	5,900	5,800	98
	Rutherford	21,500	21,300	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Swain	4,000	3,900	98
	Transylvania	9,800	9,700	99
	Yancey	5,700	5,500	97
BETWEEN 25-49%	SOUTH CAROLINA			
	Abbeville	8,700	8,600	98
	Anderson	55,500	54,900	99
	Cherokee	15,200	15,000	99
	Greenville	119,300	118,300	99
	Greenwood	23,100	22,900	99
	Laurens	18,700	18,500	99
	Oconee	20,800	20,600	99
	Pickens	31,000	30,600	99
	Spartanburg	81,200	80,500	99
Union	11,300	11,200	99	
BETWEEN 5-24%	GEORGIA			
	Jackson	10,000	9,900	99
	NORTH CAROLINA			
	Burke	28,500	28,200	99
	Caldwell	26,600	26,300	99
	Cherokee	7,900	7,700	98
	Clay	2,800	2,700	96
	SOUTH CAROLINA			
	Newberry	12,400	12,200	98
	TENNESSEE			
Claiborne	9,600	9,400	98	
Greene	21,100	20,900	99	
BETWEEN 5-24%	GEORGIA			
	Banks	3,700	3,600	97
	Habersham	9,600	9,500	99
	Lincoln	2,200	2,200	100
	Oconee	5,600	5,600	100
(Continued on page A-969)				
Station Totals		1,251,300	1,236,700	99
Net Weekly Circulation (1988)			627,000	
Average Daily Circulation (1988)			345,000	

South Carolina—Greenville-Spartanburg & Asheville, North Carolina

WSPA-TV

Ch. 7

Network Service: CBS.

Licensee: Spartan Radiocasting Co., Box 1717, Spartanburg, SC 29304.

Studio: Box 1717, Spartanburg, SC 29304.

Telephones: 803-576-7777, Spartanburg; 803-233-7777, Greenville; 803-242-0077, Greenville Office; 704-684-2377, Asheville.

TWX: 810-282-2591.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 44.5-kw aural. Antenna: 2000-ft. above av. terrain, 254-ft. above ground, 3465-ft. above sea level.

Latitude 35° 10' 12"
Longitude 82° 17' 27"

Transmitter: Hogback Mtn., 25-mi. NW of Spartanburg.

Satellite Earth Stations: ADM, 6.1-meter; Microdyne, 7-meter; Scientific-Atlanta, 7-meter; Scientific-Atlanta, 4.6-meter; Scientific-Atlanta, 3.7-meter Ku-band; ADM, AFC, Microdyne, Scientific-Atlanta receivers.

AM Affiliate: WSPA, 5-kw, 950-kHz (CBS).

FM Affiliate: WSPA-FM, 100-kw, 98.9 MHz (No. 255), 1910-ft.

News Services: AP, CBS, UPI.

Ownership: Spartan Radiocasting Inc. See Group Ownership of Television Stations.

Began Operation: April 29, 1956.

Represented (sales): Blair Television.

Represented (legal): Covington & Burling.

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

Personnel:

- WALTER J. BROWN, president.
- BOYD BUNTING, secretary-treasurer.
- TONY TWIBELL, general manager.
- JOHN DOWD, general sales manager.
- JIMMY SANDERS, program manager.
- JERRY SMITH, local sales manager.
- FRED TUCK, chief engineer.
- THOMAS AHNER, chief transmitter engineer.
- HARVEY COX, news director.
- BILL SHATTEN, advertising & promotion manager.
- ROLAN LITTLEFIELD, creative services director.
- BARBARA SPRAGUE, personnel director.
- BETTY FOSTER, traffic manager.

Highest One Hour Rate: \$4000.

Highest 30 Sec. Rate: \$1200.

NETWORK BASE HOURLY RATE: \$2271.

City of License: Spartanburg. 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			
	Elbert	7,000	6,900	99
	Franklin	6,100	6,000	98
	Hart	6,900	6,800	99
	Oglethorpe	3,500	3,400	97
	Rabun	4,300	4,200	98
	Stephens	8,300	8,200	99



Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	NORTH CAROLINA				
	Buncombe	67,600	66,800	99	
	Cleveland	31,600	31,300	99	
	Haywood	19,000	18,700	98	
	Henderson	28,600	28,200	99	
	Jackson	9,600	9,400	98	
	Mc Dowell	13,400	13,200	99	
	Macon	9,700	9,400	97	
	Mitchell	5,400	5,300	98	
	Polk	5,900	5,800	98	
	Rutherford	21,500	21,300	99	
	Transylvania	9,800	9,700	99	
	SOUTH CAROLINA	Abbeville	8,700	8,600	98
		Anderson	55,500	54,900	99
Cherokee		15,200	15,000	99	
Greenville		119,300	118,300	99	
Greenwood		23,100	22,900	99	
Laurens		18,700	18,500	99	
Newberry		12,400	12,200	98	
Oconee		20,800	20,600	99	
Pickens		31,000	30,600	99	
Spartanburg		81,200	80,500	99	
Union	11,300	11,200	99		
Between 25-49%	GEORGIA				
	Habersham	9,600	9,500	99	
	Madison	7,400	7,300	99	
NORTH CAROLINA	Avery	5,400	5,300	98	
	Burke	28,500	28,200	99	
	Caldwell	26,600	26,300	99	

(Continued on page A-969)

Station Totals	995,200	984,000	99
Net Weekly Circulation (1988)		608,400	
Average Daily Circulation (1988)		352,300	

South Carolina—Greenville-Spartanburg & Asheville, North Carolina

WYFF-TV

Ch. 4

Network Service: NBC.

Licensee: Pulitzer Broadcasting Co., One City Center, 515 N. Sixth St., Suite 2020, St. Louis, MO 63101.

Studio: Broadcast Pl., 505 Rutherford St, Greenville, SC 29602.

Mailing Address: Box TV 4, Greenville, SC 29602.

Telephone: 803-242-4404. TWX: 803-282-1008.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 12.7-kw aural. Antenna: 2000-ft. above av. terrain, 892-ft. above ground, 3978-ft. above sea level.

Latitude 35° 06' 40"
Longitude 82° 36' 17"

Transmitter: Caesar's Head.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: BMS, 6.1-meter C-band; Harris, 8-meter Ku-band; Harris, 3-meter Ku-band; DX Antenna, Harris, M/A-Com, Standard Communications receivers.

Ownership: Pulitzer Publishing Co., 100%. See Group Ownership of Television Stations.

Began Operation: December 31, 1953. Exchange (with WXII, Winston-Salem, NC) for KSDK, St. Louis, MO approved by FCC Feb. 17, 1983 (Television Digest, Vol. 21:12; 22:1; 23:8). Transfer to Multimedia Inc. from Southeastern Bcstg. Corp. approved Sept. 22, 1967 by FCC.

Represented (sales): Pety Television Inc.

Represented (legal): Verner, Liipfert, Bernhard, McPherson &

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

Personnel:

- DOUGLAS A. SMITH, vice president & general manager.
- WILLIAM WHELESS, station manager.
- JOHN SCOTT, general sales manager.
- JOHN MOORE, national sales manager.
- REBECCA WALKER, local sales manager.
- BOB KING, chief engineer.
- H. A. SCOTT JR., promotion manager.
- JAN HASWELL, news/promotion.
- BEN LEONARD, farm director.
- KEVIN RAGAN, news director.
- FRITZIE MUMFORD, program director.

Highest One Hour Rate: \$8000.

Highest 30 Sec. Rate: \$5000.

NETWORK BASE HOURLY RATE: \$2650.

City of License: Greenville. 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			
	Banks	3,700	3,600	97
	Elbert	7,000	6,900	99
	Franklin	6,100	6,000	98
	Habersham	9,600	9,500	99
	Hart	6,900	6,800	99
	Madison	7,400	7,300	99
	Oglethorpe	3,500	3,400	97
	Rabun	4,300	4,200	98
	Stephens	8,300	8,200	99
Wilkes	4,000	3,900	98	



WYFF-TV BPCT-2395 Granted 11/18/57 © American Map Corp. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	NORTH CAROLINA				
	Buncombe	67,600	66,800	99	
	Burke	28,500	28,200	99	
	Cleveland	31,600	31,300	99	
	Haywood	19,000	18,700	98	
	Henderson	28,600	28,200	99	
	Jackson	9,600	9,400	98	
	Mc Dowell	13,400	13,200	99	
	Macon	9,700	9,400	97	
	Madison	6,400	6,200	97	
	Mitchell	5,400	5,300	98	
	Polk	5,900	5,800	98	
	Rutherford	21,500	21,300	99	
	Swain	4,000	3,900	98	
	Transylvania	9,800	9,700	99	
	Between 25-49%	SOUTH CAROLINA			
		Abbeville	8,700	8,600	98
		Anderson	55,500	54,900	99
Cherokee		15,200	15,000	99	
Greenville		119,300	118,300	99	
Greenwood		23,100	22,900	99	
Laurens		18,700	18,500	99	
Mc Cormick		2,500	2,500	98	
Oconee		20,800	20,600	99	
Pickens		31,000	30,600	99	
Spartanburg	81,200	80,500	99		
Union	11,300	11,200	99		
Station Totals		889,800	879,100	99	
	Net Weekly Circulation (1988)		644,300		
	Average Daily Circulation (1988)		429,300		

(Continued on page A-969)

South Carolina—Hardeeville

WTGS

Ch. 28

Network Service: Fox.

Licensee: Hilton Head Television Inc., 28 Broadcast Way, Ridgeland, SC 29936.

Studio: 28 Broadcast Way, Ridgeland, SC 29936.

Telephone: 803-726-5244. **TWX:** 510-600-1811.

Technical Facilities: Channel No. 28 (554-560 MHz). Authorized power: 4920-kw max. visual, 492-kw max. aural. Antenna: 795-ft. above av. terrain, 785-ft. above ground, 803-ft. above sea level.

Latitude 32° 19' 50''
Longitude 80° 56' 19''

Holds CP for change to 5000-kw max. visual, 500-kw max. aural, 1500-ft. above av. terrain, 1498-ft. above ground, 1515-ft. above sea level, lat. 32° 02' 48''; long. 81° 20' 27''; transmitter to 2.5-mi. NNW of intersection of I-95 & SC 204, S of Bloomingdale, GA. BPCT-880120K0.

Transmitter: 1.5-mi. S of Intersection of Hwys. 278 & 170, 0.53-mi. W of Hwy. 278.

Satellite Earth Stations: AFC, 3.6-meter Ku-band; Paracclipse, 3.66-meter C-band; United Satellite Systems, 5-meter C-band; DX Antenna, M/A-Com, Scientific-Atlanta receivers.

Ownership: American Communications & Television Inc. See Group Ownership of Television Stations.

Began Operation: September 1, 1985.

Represented (sales): Independent TV Sales.

Represented (legal): Bechtel, Borsari, Cole & Paxson.

Represented (engineering): W. Lee Simmons & Associates Inc.

Personnel:

ROBERT H. STARK, general manager.
EDWARD YOUNG, station manager.
RON SCIABARASI, general sales manager.
GINNY LOVELACE, local sales manager.
BOB KEELE, program director.
AL ANDRES, traffic manager.
DAVE FLANDER, promotion director.
SUZANNE KELLY, business manager.

Highest 30 Sec. Rate: \$200.

City of License: Hardeeville. **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	%
50% & Over	SOUTH CAROLINA			
	Jasper	5,600	5,500	98
	GEORGIA			
	Bryan	4,400	4,300	98
Between 25-49%	Chatham	78,700	77,900	99
	Effingham	7,800	7,700	99
	Liberty	12,500	12,300	98
	SOUTH CAROLINA			
Between 5-24%	Beaufort	28,300	27,900	99
	Hampton	6,900	6,700	97
	GEORGIA			
	Screven	5,500	5,400	98
Station Totals	SOUTH CAROLINA			
	Allendale	3,800	3,700	97
	Colleton	12,400	12,100	98
Net Weekly Circulation (1988)		165,900	163,500	99
Average Daily Circulation (1988)				63,900
				22,900

South Carolina—Myrtle Beach

WGSE

Ch. 43

Network Service: Trinity Bcstg. Network.

Licensee: Carolina Christian Bcstg. Inc., Box 1243, Myrtle Beach, SC 29578.

Studio: 803-A Seaboard Industrial Park, Myrtle Beach, SC 29578.

Telephone: 803-626-4300.

Technical Facilities: Channel No. 43 (644-650 MHz). Authorized power: 156.4-kw visual, 15.64-kw aural. Antenna: 600-ft. above av. terrain, 609-ft. above ground, 649-ft. above sea level.

Latitude 33° 50' 10"
Longitude 89° 51' 08"

Transmitter: 0.6-mi. S of State Rte. 90, 1.8-mi. E of Nixonville.

Multichannel TV Sound: Separate audio program.

Satellite Earth Stations: RCA, 5-meter Ku-band; Trans-World, 5-meter C-band; M/A-Corn receivers.

News Service: INN.

Ownership: Carolina Christian Broadcasting Inc. See Group Ownership of Television Stations.

Began Operation: July 5, 1984.

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

Personnel:

JAMES RIZZUTI, resident manager.
GENE GIBSON, chief engineer.
PAUL GORMAN, sales.

Highest One Hour Rate: \$250.

Highest 30 Sec. Rate: \$30.



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WGSE BMPCT—830930KJ Granted 7/28/83

NETWORK BASE HOURLY RATE: \$250.

City of License: Myrtle Beach. ADI: Florence, SC. Rank: 130.

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	%
SOUTH CAROLINA				
Between 5-24%	Horry	50,400	49,600	98
Station Totals		50,400	49,600	98
Net Weekly Circulation (1988)				4,200
Average Daily Circulation (1988)				1,400

South Carolina

WLOS, Greenville-Spartanburg (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	GEORGIA			
	Rabun	4,300	4,200	98
	Union	4,200	4,100	98
	Wilkes	4,000	3,900	98
	KENTUCKY			
	Harlan	14,500	14,300	99
	Knott	6,100	5,900	98
	Letcher	11,000	10,800	98
	Whitley	13,500	13,300	99
	NORTH CAROLINA			
	Alexander	10,000	9,900	99
	Avery	5,400	5,300	98
	Catawba	43,100	42,800	99
	Gaston	62,600	62,100	99
	Lincoln	17,600	17,500	99
	SOUTH CAROLINA			
	Chester	11,000	10,900	99
	Mc Cormick	2,500	2,500	98
	Saluda	6,100	6,000	98
	York	43,300	42,800	99
	TENNESSEE			
	Cocke	11,300	11,100	99
	Hamblen	21,500	21,300	99
	Hancock	2,300	2,300	100
	Hawkins	17,300	17,100	99
	Jefferson	12,600	12,500	99
	Johnson	5,400	5,300	98
Sullivan	57,500	57,200	99	
VIRGINIA				
Lee	9,500	9,300	98	
Scott	8,800	8,600	98	
Washington	24,000	23,700	99	
Wise	17,200	16,900	98	

WSPA-TV, Greenville-Spartanburg (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%	NORTH CAROLINA			
	Madison	6,400	6,200	97
	Swain	4,000	3,900	98
	SOUTH CAROLINA			
	Chester	11,000	10,900	99
	Mc Cormick	2,500	2,500	98
York	43,300	42,800	99	

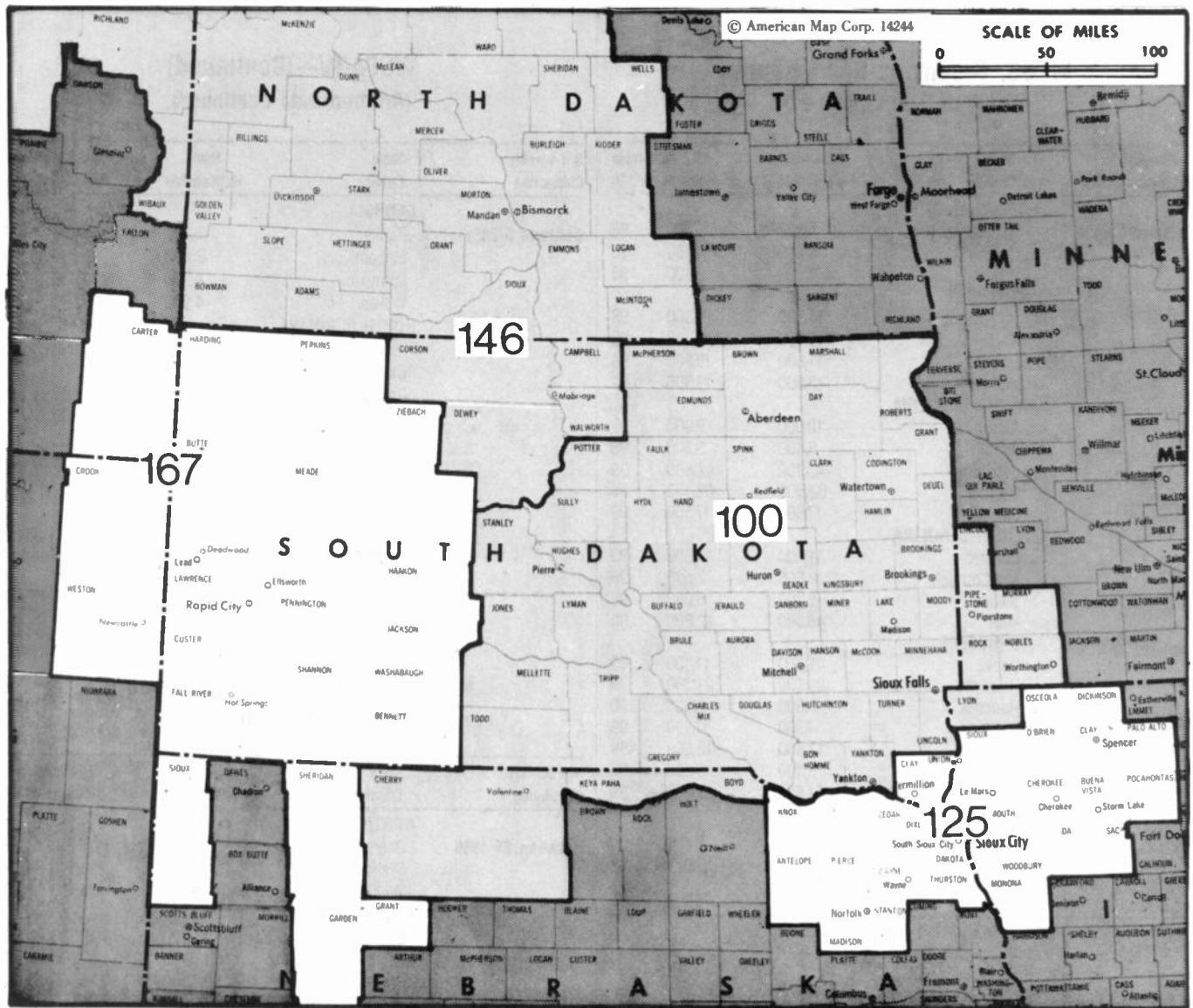
WSPA-TV—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	GEORGIA			
	Banks	3,700	3,600	97
	Lincoln	2,200	2,200	100
	Lumpkin	4,100	4,100	100
	Wilkes	4,000	3,900	98
	NORTH CAROLINA			
	Alexander	10,000	9,900	99
	Catawba	43,100	42,800	99
	Gaston	62,600	62,100	99
	Graham	2,500	2,500	98
	Lincoln	17,600	17,500	99
	Yancey	5,700	5,500	97
	SOUTH CAROLINA			
Edgefield	6,100	6,000	98	
Fairfield	6,800	6,700	98	
Lancaster	20,600	20,400	99	
Saluda	6,100	6,000	98	

WYFF-TV, Greenville-Spartanburg (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%	NORTH CAROLINA			
	Cherokee	7,900	7,700	98
	Graham	2,500	2,500	98
	Yancey	5,700	5,500	97
	SOUTH CAROLINA			
Chester	11,000	10,900	99	
Newberry	12,400	12,200	98	
Saluda	6,100	6,000	98	
Between 5-24%	GEORGIA			
	Greene	4,100	4,000	98
	Lumpkin	4,100	4,100	100
	Oconee	5,600	5,600	100
	White	4,300	4,200	98
	NORTH CAROLINA			
	Alexander	10,000	9,900	99
	Avery	5,400	5,300	98
	Caldwell	26,600	26,300	99
	Watauga	12,600	12,400	98
	SOUTH CAROLINA			
Edgefield	6,100	6,000	98	
York	43,300	42,800	99	

South Dakota



Market	Arbitron ADI TV Households	Rank
Sioux Falls-Mitchell, SD	217,900	100
Sioux City, IA	169,500	125
Minot-Bismarck-Dickinson, ND	145,100	146
Rapid City, SD	82,800	167

Market Area Commercial TV Stations

KABY-TV (9), KDLO-TV (3), KDLT (5), KELO-TV (11), KPLO-TV (6), KPRY-TV (4), KSFY-TV (13), KTTW (17)
 KCAU-TV (9), KMEG (14), KTIV (4)
 KBMY (17), KFVR-TV (5), KMCY (14), KMOT (10), KOCD-TV (7), KUMV (8), KXMA-TV (2), KXMB-TV (12), KXMC-TV (13), KXMD-TV (11)
 KCLO-TV (15), KEVN-TV (7), KHSO-TV (11), KIVV-TV (5), KOTA-TV (3), KSGW-TV (12)

State Cross Reference List	
Communities That Receive Programs of Stations That are Located Elsewhere	
KIVV-TV, Deadwood	See Lead, SD
KDLT, Mitchell	See Sioux Falls, SD
KDLO-TV, Watertown	See Florence, SD

South Dakota Station Totals as of October 1, 1988			
	VHF	UHF	TOTAL
Commercial Television Stations	11	2	13
Educational Television Stations	7	1	8
	18	3	21

South Dakota—Aberdeen

KABY-TV

Ch. 9

(Satellite of KSFY-TV, Sioux Falls, SD)

Network Service: ABC.

Licensee: SDTV Inc., 300 N. Dakota Ave., Sioux Falls, SD 57102.

Studio: See KSFY-TV, Sioux Falls.

Telephone: 605-225-9200.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 288-kw visual, 45.7-kw aural. Antenna: 1413-ft. above av. terrain, 1311-ft. above ground, 3071-ft. above sea level.

Latitude	45°	06'	32"
Longitude	97°	53'	30"

Transmitter: 3-mi. S and 3-mi. E of Crandall, SD.

Satellite Earth Station: 3.7-meter C-band.

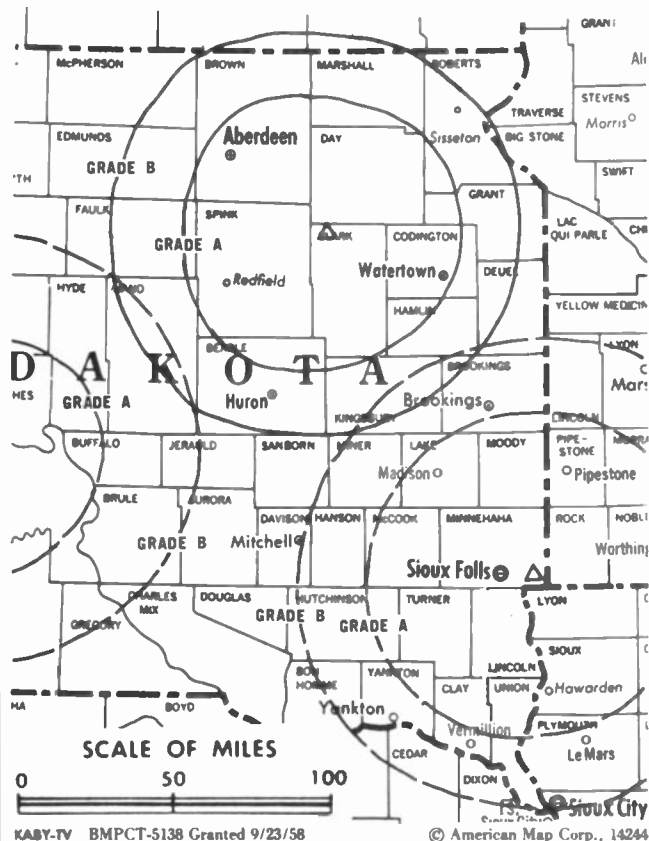
News Service: AP.

Ownership: News Press & Gazette Co. See Group Ownership of Television Stations.

Began Operation: November 27, 1958. Sale to present owner by Forum Publishing approved by FCC Nov. 15, 1985. Previous sale by Gordon H. Ritz, Wheelock Whitney, et al. approved Nov. 14, 1973. Sale by John Boler and others approved by FCC Dec. 23, 1969.

Represented (sales): Katz Television.

Personnel: See KSFY-TV, Sioux Falls, SD.



Rates: Sold in combination with KSFY-TV, Sioux Falls, SD.

Arbitron Data: Included with KSFY-TV, Sioux Falls, SD.

City of License: Aberdeen. **ADI:** Sioux Falls-Mitchell. **Rank:** 100.

South Dakota—Florence-Watertown

KDLO-TV

Ch. 3

(Satellite of KELO-TV, Sioux Falls, SD)

Network Service: CBS.

Licensee: Midcontinent Broadcasting Co., 501 South Phillips Ave., Sioux Falls, SD 57102.

Studio: See KELO-TV, Sioux Falls.

Telephone: 605-336-1100.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1684-ft. above av. terrain, 1705-ft. above ground, 3552-ft. above sea level.

Latitude	44°	57'	56.50"
Longitude	97°	35'	22.00"

Transmitter: 0.5-mi. N of Garden City, SD.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: 3 in operation; Scientific-Atlanta receivers.

News Services: AP, Group W Newsfeed, CBS.

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

Began Operation: September 24, 1955.

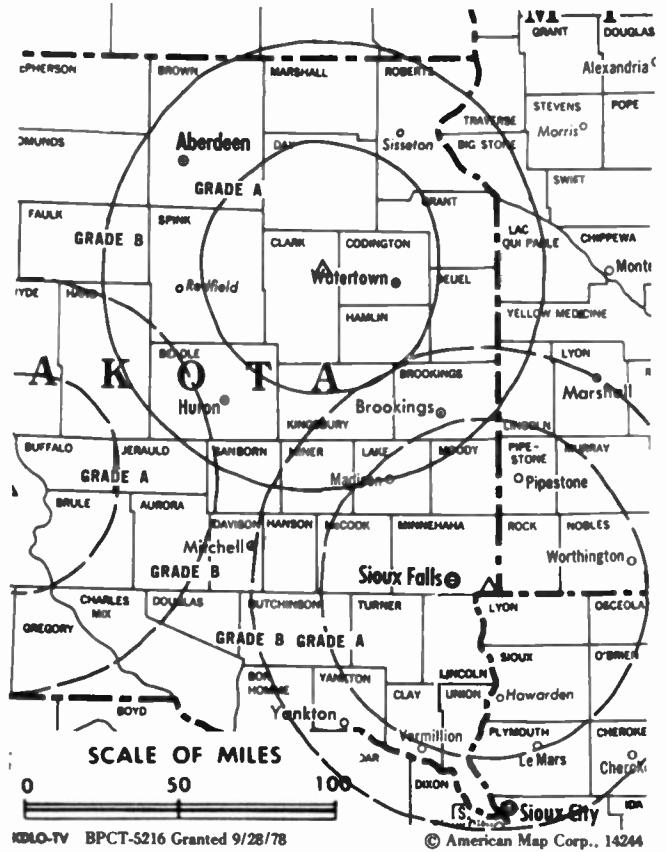
Represented (sales): Seltel Inc.

Represented (legal): Dow, Lohnes & Albertson.

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

Personnel:

JOE L. FLOYD, chairman.
 EVANS A. NORD, president.
 ROY THORSON, chief engineer & resident manager.
 LEE HEISEL, vice president, engineering.
 JOSEPH CARRIERE, general manager.



Rates: Sold in combination with KELO-TV, Sioux Falls & KPLO-TV, Reliance, with rates applying to simultaneous telecasts on all stations.

NETWORK BASE HOURLY RATE: Bonus to KELO-TV, Sioux Falls.

Arbitron Data: Included with parent KELO-TV, Sioux Falls, SD.

City of License: Florence. ADI: Sioux Falls-Mitchell. Rank: 100.

South Dakota—Lead

KHSD-TV

Ch. 11

(Satellite of KOTA-TV, Rapid City, SD)

Network Service: ABC.

Licensee: Duhamel Bcstg. Enterprises, Box 1760, Rapid City, SD 57709.

Studio: See KOTA-TV, Rapid City.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1890-ft. above av. terrain, 605-ft. above ground, 7579-ft. above sea level.

Latitude	44°	19'	36''
Longitude	103°	50'	12''

Transmitter: Terry Peak.

Satellite Earth Stations: In operation.

News Services: ABC, UPI.

Ownership: Duhamel Broadcasting Enterprises, 100%. See Group Ownership of Television Stations.

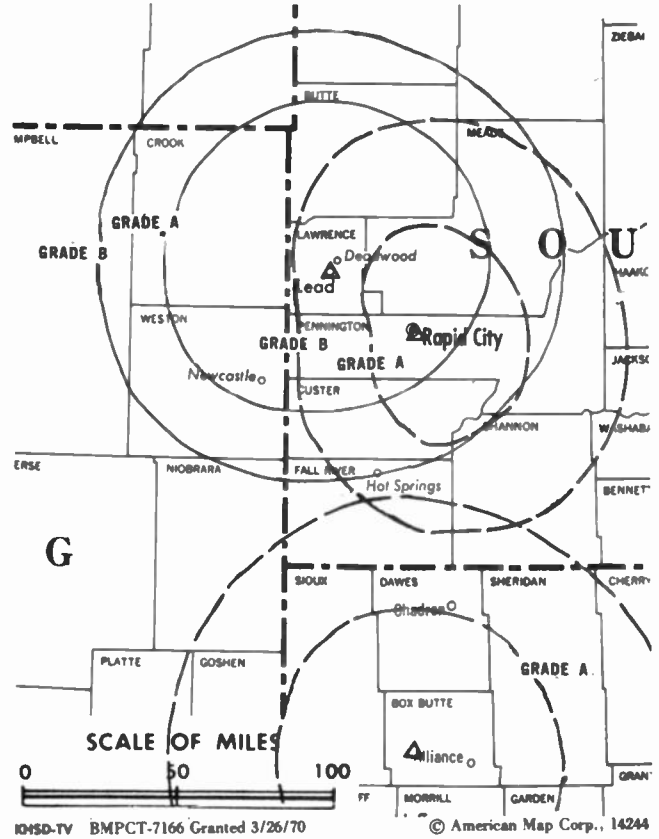
Began Operation: November 2, 1966.

Represented (sales): Katz Television; The Soderlund Co. (Omaha-Lincoln).

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

Personnel:

WILLIAM F. DUHAMEL, general manager.
 WES HAUGEN, general sales manager.
 FRANK ETHERINGTON, director of engineering.



Rates: Sold in combination with KOTA-TV, Rapid City.

Arbitron Data: Included with parent KOTA-TV, Rapid City, SD.

City of License: Lead. **ADI:** Rapid City. **Rank:** 167.

South Dakota—Lead-Deadwood

KIVV-TV

Ch. 5

(Satellite of KEVN-TV, Rapid City, SD)

Network Service: NBC.

Licensee: Heritage Media Inc., Box 677, Rapid City, SD 57709.

Studio: See KEVN-TV, Rapid City.

Telephone: 605-394-7777.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1851-ft. above av. terrain, 638-ft. above ground, 7531-ft. above sea level.

Latitude	44°	19'	30"
Longitude	103°	50'	14"

Transmitter: Terry Peak, 3.6-mi. SW of Lead.

News Services: UPI, NBC.

Ownership: Heritage Media Corp., 100%. See Group Ownership of Television Stations.

Began Operation: July 11, 1976.

Represented (sales): Petry Television Inc.

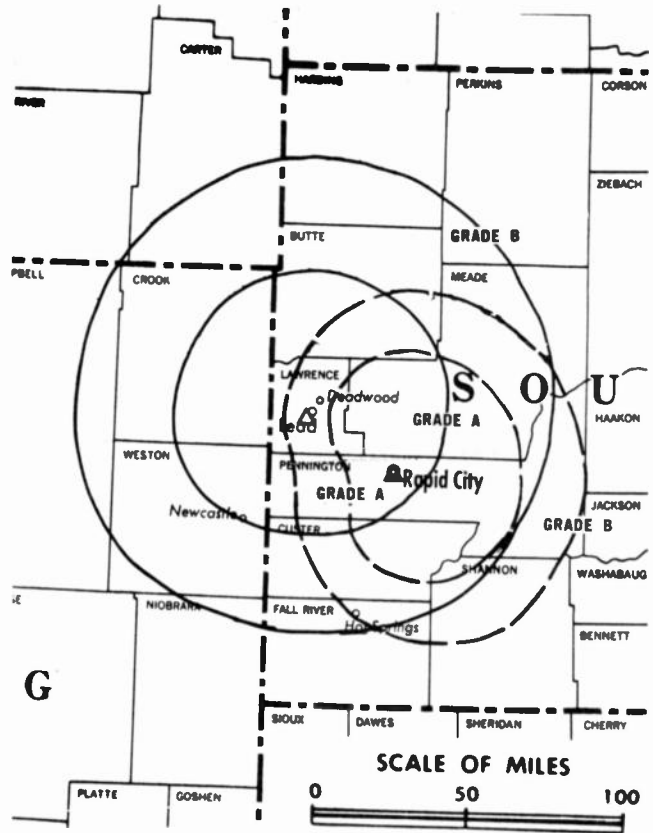
Represented (legal): Sidley & Austin.

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

Personnel:

See KEVN-TV, Rapid City, SD.

Rates: Sold in combination with KEVN-TV, Rapid City.



KIVV-TV BMPCT-7623 Granted 3/28/77

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Arbitron Data: Included with KEVN-TV, Rapid City, SD.

City of License: Lead. ADI: Rapid City. Rank: 167.

South Dakota—Pierre

KPRY-TV

Ch. 4

(Satellite of KSFY-TV, Sioux Falls, SD)

Network Service: ABC.

Licensee: SDTV Inc., 300 N. Dakota Ave., Sioux Falls, SD 57102.

Studio: See KSFY-TV, Sioux Falls.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 12.3-kw aural. Antenna: 1283-ft. above av. terrain, 1089-ft. above ground, 3129-ft. above sea level.

Latitude	44°	03'	07''
Longitude	100°	05'	03''

Transmitter: 10-mi. N of Presho, SD.

Satellite Earth Station: 3.7-meter C-band.

News Service: AP.

Ownership: News Press & Gazette Co. See Group Ownership of Television Stations.

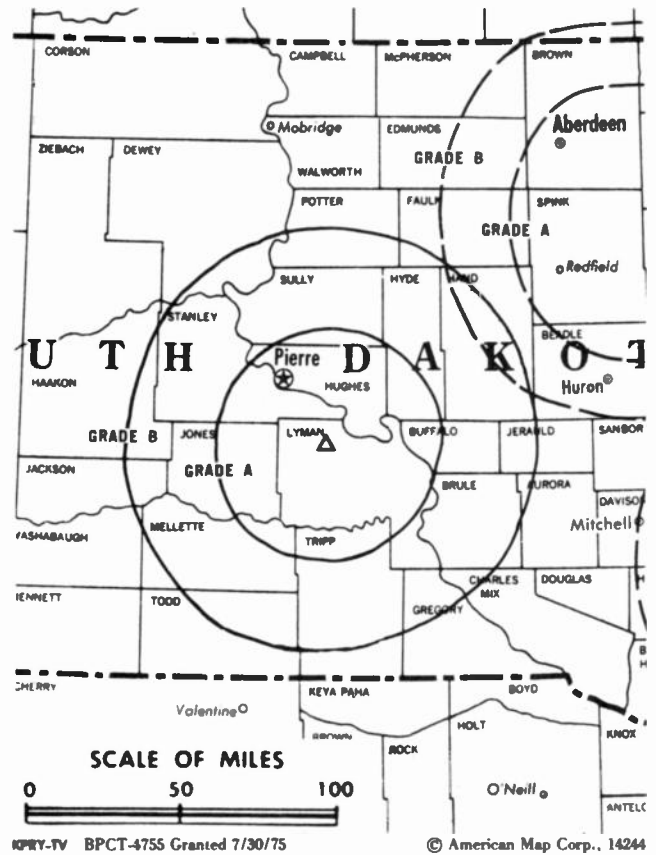
Began Operation: January 30, 1976. Sale to present owner approved by FCC Nov. 15, 1985.

Represented (sales): Katz Television.

Rates: Sold in combination with KSFY-TV, Sioux Falls, SD.

Arbitron Data: Included with KSFY-TV, Sioux Falls, SD.

City of License: Pierre. **ADI:** Sioux Falls-Mitchell. **Rank:** 100.



South Dakota—Rapid City

KCLO-TV

Ch. 15

Network Service: CBS.

Grantee: Midcontinent Bcstg. Co., 501 S. Phillips Ave., Sioux Falls, SD 57102.

Studio: Box 9428, 2497 W. Chicago, Rapid City, SD 57709.

Telephones: 605-336-1100; 605-341-1500.

Technical Facilities: Channel No. 15 (476-482 MHz). Authorized power: 690-kw max. visual, 69-kw max. aural. Antenna: 520-ft. above av. terrain, 421-ft. above ground, 4201-ft. above sea level.

Latitude	44°	04'	14''
Longitude	103°	15'	01''

Transmitter: Skyline Dr., approx. 0.8-mi. S of intersection of Rtes. 44 & 79, Rapid City.

Multichannel TV Sound: Stereo only.

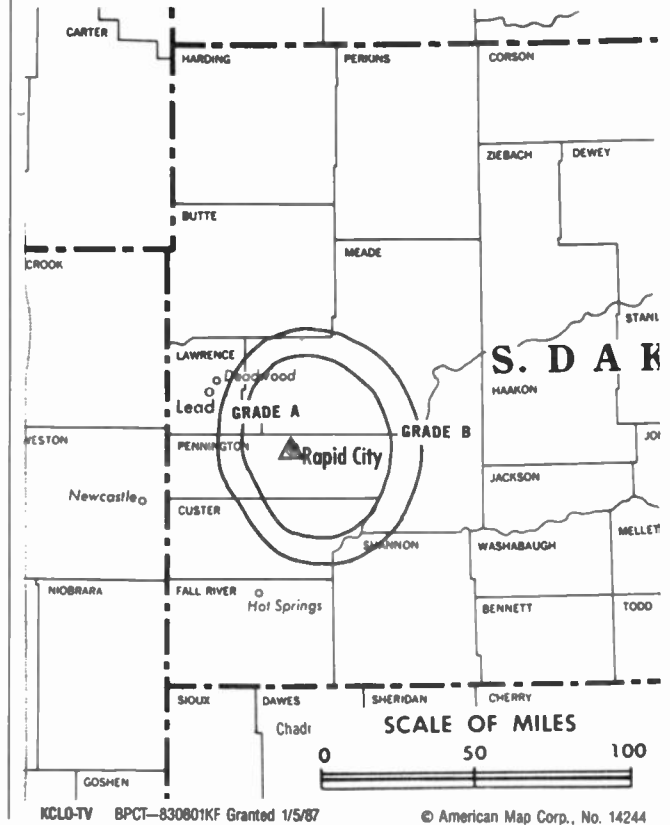
Ownership: Midcontinent Broadcasting Co., 100%. See Group Ownership of Television Stations.

Scheduled to Begin: October 1, 1988.

Represented (sales): Seltel Inc.

Represented (legal): Dow, Lohnes & Albertson.

Highest 30 Sec. Rate: \$175. **ADI:** Rapid City. **Rank:** 167.



South Dakota—Rapid City

KEVN-TV

Ch. 7

(Operates satellite KIVV-TV, Lead-Deadwood, SD)

Network Service: NBC.

Licensee: Heritage Broadcasting Group Inc., Box 677, Rapid City, SD 57709.

Studio: 7 Skyline Dr., Rapid City, SD 57701.

Mailing Address: Box 677, Rapid City, SD 57709.

Telephone: 605-394-7777. **Telex:** 510-366-8021.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 262-kw visual, 26-kw aural. Antenna: 670-ft. above av. terrain, 626-ft. above ground, 4342-ft. above sea level.

Latitude 44° 04' 06"
Longitude 103° 15' 03"

Transmitter: Skyline Dr., 1.6-mi. from center of Rapid City.

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

News Services: UPI, NBC.

Ownership: Heritage Media Corp., 100%. See Group Ownership of Television Stations.

Began Operation: July 11, 1976. Sale to present owner by Sherwood L. Corner & Gilbert D. Moyle approved by FCC Aug. 14, 1985.

Represented (sales): Petry Television Inc.

Represented (legal): Sidley & Austin.

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

Personnel:

RAY MOSER, president & general manager.
HARVEY SACHAU, chief engineer.
GERRY FENSKE, general sales manager.
JIM DIDIER, local sales manager.
LES HOFBLAND, production manager.
BOB SLOCUM, business manager & program director.
DAN SCHILLINGER, news director.
DON NEILSEN, promotion director.

Highest 30 Sec. Rate: \$500.

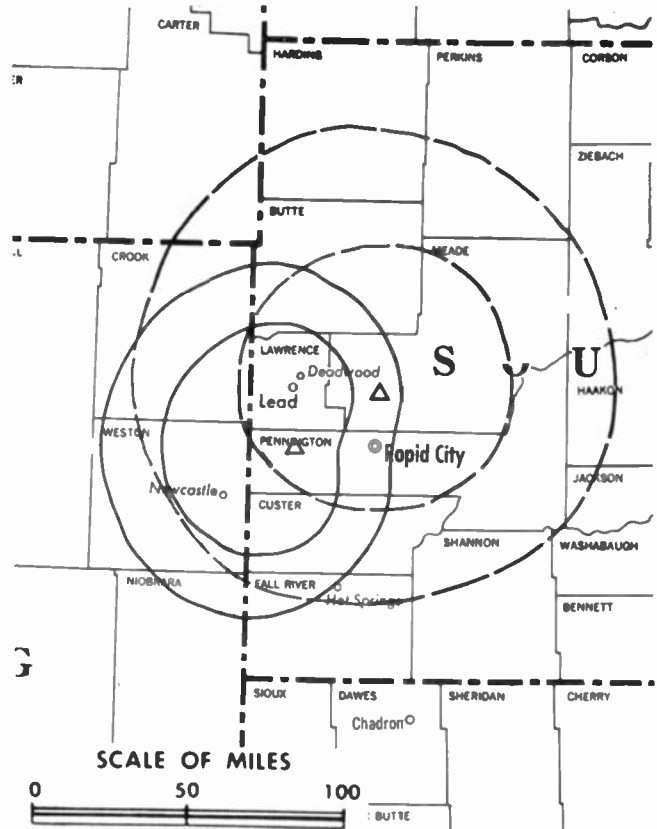
NETWORK BASE HOURLY RATE: \$600.

City of License: Rapid City. **ADI:** Rapid City. **Rank:** 167.

Arbitron Data: Figures include coverage of KIVV-TV, Lead-Deadwood, SD.

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	MONTANA			
	Carter	600	600	100
	Powder River	900	800	89
	NORTH DAKOTA			
	Bowman	1,600	1,600	100
	SOUTH DAKOTA			
	Bennett	1,000	1,000	100
Butte	3,300	3,200	97	



KEVN-TV BPCT-4627 Granted 6/20/75

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Custer	2,700	2,600	96
	Fall River	3,400	3,300	97
	Haakon	1,000	1,000	100
	Harding	600	600	100
	Jackson	1,200	1,200	100
	Lawrence	7,800	7,700	99
	Meade	7,800	7,700	99
	Pennington	29,500	29,200	99
	Shannon	2,500	2,300	92
	Ziebach	600	600	100
	WYOMING			
	Crook	2,300	2,200	96
	Weston	3,000	2,800	95
Between 25-49%	MONTANA			
	Fallon	1,400	1,300	93
	NORTH DAKOTA			
	Adams	1,300	1,300	100
	NEBRASKA			
Sheridan	2,900	2,900	98	
Sioux	700	700	100	
SOUTH DAKOTA				
Perkins	1,800	1,700	94	
WYOMING				
Campbell	12,800	12,100	95	
Station Totals		90,700	88,400	97
Net Weekly Circulation (1988)				68,500
Average Daily Circulation (1988)				43,500

South Dakota—Rapid City

KOTA-TV

Ch. 3

(Also operates affiliated KDUH-TV, Scottsbluff, NE;
KHSD-TV, Lead, SD & KGSW-TV, Sheridan, WY)

Network Service: ABC.

Licensee: Duhamel Broadcasting Enterprises, Box 1760, Rapid City, SD 57709.

Studio: Duhamel Bldg., 518-1/2 St. Joe St, Rapid City, SD 57701.

Mailing Address: Box 1760, Rapid City, SD 57709.

Telephone: 605-342-2000. TWX: 510-366-8012.

Fax: 605-342-7305.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 659-ft. above av. terrain, 604-ft. above ground, 4364-ft. above sea level.

Latitude 44° 04' 05"
Longitude 103° 15' 03"

Transmitter: Skyline Dr.

Satellite Earth Stations: Harris, 5.8-meter; Simulsat, 7-meter; Scientific-Atlanta, Simul-sat receivers.

AM Affiliate: KOTA, 5-kw, 1380 kHz (CBS).

News Services: ABC, UPI.

Ownership: Duhamel Broadcasting Enterprises, 100%. See Group Ownership of Television Stations.

Began Operation: May 29, 1955.

Represented (sales): Katz Television.

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

Personnel:

HELEN S. DUHAMEL, chairman of the board.
WILLIAM F. DUHAMEL, president & general manager.
PETER A. DUHAMEL, vice president.
WES HAUGEN, general sales manager.
MARCI CHRISTENSEN, news director.
FRANK ETHERINGTON, director of engineering.
RAY LINIES, sports director.
MONTE LOOS, program & operations manager.
MARY ANN HARRIS, women's programming director.

Highest 30 Sec. Rate: \$650.

Rates: Include affiliated KDUH-TV, Scottsbluff, NE; KHSD-TV, Lead, SD & KGSW-TV, Sheridan, WY

NETWORK BASE HOURLY RATE: \$550.

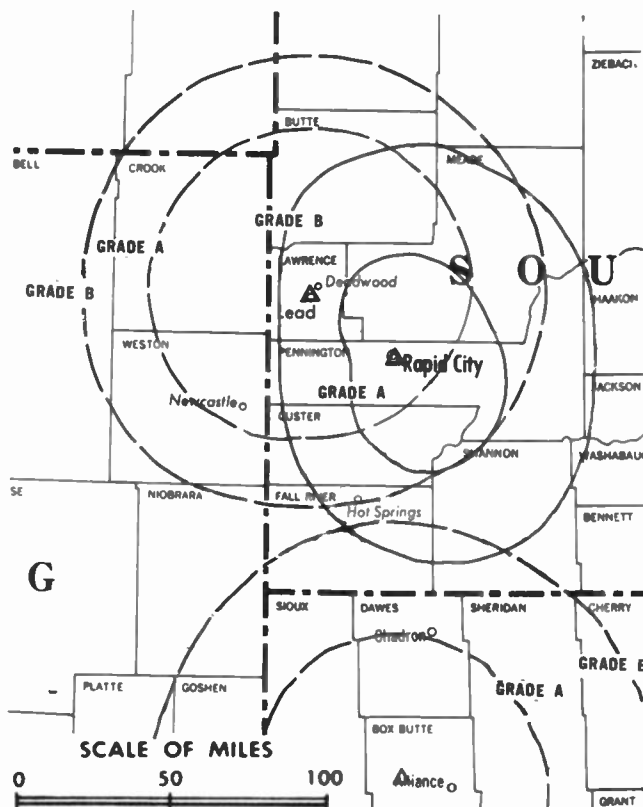
Arbitron Data: Figures include satellites KHSD-TV, Lead, SD & KGSW-TV, Sheridan, WY.

City of License: Rapid City. ADI: Rapid City. Rank: 167.

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	MONTANA			
	Carter	600	600	100
	Powder River	900	800	89
	NORTH DAKOTA			
	Bowman	1,600	1,600	100
	SOUTH DAKOTA			
	Bennett	1,000	1,000	100
Butte	3,300	3,200	97	

A-978



KOTA-TV BMPCT-5990 Granted 8/25/64

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Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	CUSTER			
	Custer	2,700	2,600	96
	FALL RIVER			
	Fall River	3,400	3,300	97
	HARDING			
	Harding	600	600	100
	JACKSON			
	Jackson	1,200	1,200	100
	LAWRENCE			
	Lawrence	7,800	7,700	99
	MEADE			
	Meade	7,800	7,700	99
	PENNINGTON			
Pennington	29,500	29,200	99	
PERKINS				
Perkins	1,800	1,700	94	
SHANNON				
Shannon	2,500	2,300	92	
ZIEBACH				
Ziebach	600	600	100	
Between 25-49%	WYOMING			
	CROOK			
	Crook	2,300	2,200	96
	SHERIDAN			
	Sheridan	10,700	10,200	95
	WESTON			
	Weston	3,000	2,800	95
	MONTANA			
	FALLON			
	Fallon	1,400	1,300	93
	NORTH DAKOTA			
	ADAMS			
	Adams	1,300	1,300	100
SOUTH DAKOTA				
HAAKON				
Haakon	1,000	1,000	100	
Between 5-24%	WYOMING			
	CAMPBELL			
	Campbell	12,800	12,100	95
	JOHNSON			
	Johnson	2,600	2,500	96
	MONTANA			
	BIG HORN			
	Big Horn	3,600	3,400	94
	ROSEBUD			
	Rosebud	4,500	4,200	93
	NORTH DAKOTA			
	SLOPE			
	Slope	400	400	100
NEBRASKA				
SHERIDAN				
Sheridan	2,900	2,900	98	
WYOMING				
CONVERSE				
Converse	5,300	5,100	96	
Station Totals		117,100	113,500	97
Net Weekly Circulation (1988)			77,300	
Average Daily Circulation (1988)			51,800	

TV & Cable Factbook No. 57

South Dakota—Reliance

KPLO-TV

Ch. 6

(Satellite of KELO-TV, Sioux Falls, SD)

Network Service: CBS.

Licensee: Midcontinent Broadcasting Co., 501 South Phillips Ave., Sioux Falls, SD 57102.

Studio: Medicine Butte, 6-mi. NE. Sioux Falls, SD 57102.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1112-ft. above av. terrain, 711-ft. above ground, 2877-ft. above sea level.

Latitude	43°	57'	55"
Longitude	99°	36'	11"

Transmitter: Medicine Butte, 6-mi. N of Reliance.

Multichannel TV Sound: Stereo only.

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

News Services: AP, Group W Newsfeed, Capitol News.

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

Began Operation: July 15, 1957.

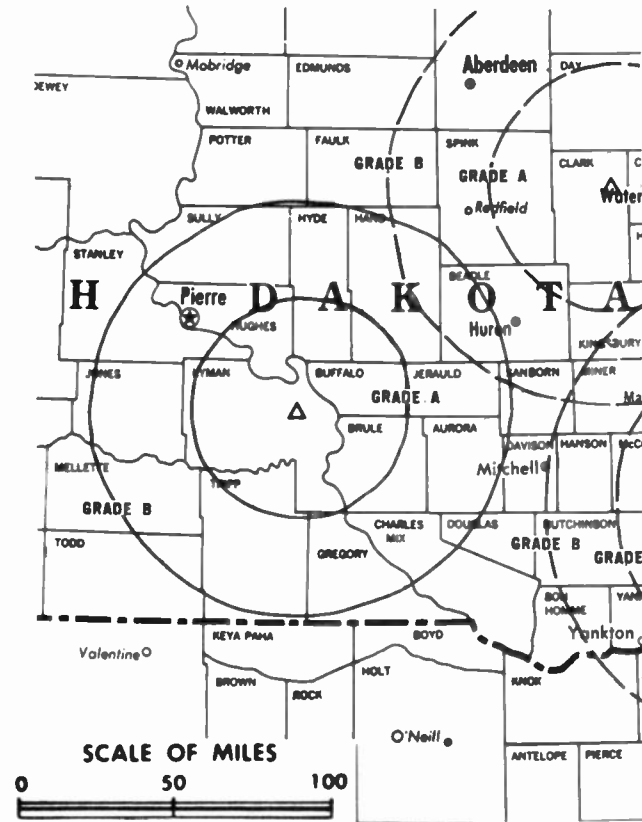
Represented (sales): Seltel Inc.

Represented (legal): Dow, Lohnes & Albertson.

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

Personnel:

JOE L. FLOYD, chairman.
 EVANS A. NORD, president.
 JOSEPH CARRIERE, general manager.
 LEE HEISEL, vice president, engineering.
 DARREL HOUSE, chief engineer.



KPLO-TV BPCT-2489 Granted 5/15/58

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Rates: Sold in combination with KELO-TV, Sioux Falls and other satellite KDLO-TV, Florence, SD.

Arbitron Data: Included with KELO-TV, Sioux Falls, SD.

City of License: Reliance. **ADI:** Sioux Falls-Mitchell. **Rank:** 100.

South Dakota—Sioux Falls

KELO-TV

Ch. 11

(Operates satellites KDLO-TV, Florence & KPLD-TV, Reliance, SD)

Network Service: CBS.

Licensee: Midcontinent Broadcasting Co., 501 South Phillips Ave., Sioux Falls, SD 57102.

Studio: 501 S. Phillips Ave., Sioux Falls, SD 57102.

Telephone: 605-336-1100. TWX: 910-660-0552.

Easylink: 62869880.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 28.8-kw aural. Antenna: 2000-ft. above av. terrain, 1985-ft. above ground, 3444-ft. above sea level.

Latitude 43° 31' 07"
Longitude 96° 32' 04"

Transmitter: 1.1-mi. E of Rowena, SD.

Multichannel TV Sound: Stereo only.

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

AM Affiliate: KELO, 5-kw, 1320 kHz.

FM Affiliate: KELO-FM, 100-kw, 92.5 MHz (No. 223), 1900-ft.

News Services: AP, Group W Newsfeed, CBS, Capitol News.

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

Began Operation: May 12, 1953.

Represented (sales): Seltel Inc.; Creative Broadcast Representatives Inc. (Canada).

Represented (legal): Dow, Lohnes & Albertson.

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

Personnel:

JOE L. FLOYD, chairman & chief executive officer.
EVANS A. NORD, president.
JOE H. FLOYD, exec. vice president in charge of operations.
JOSEPH A. CARRIERE, general manager.
DALE LARSON, programming.
LEE HEISEL, vice president, engineering.
SCOTT BURRI, production manager.
CRAIG KRUEGER, promotion manager.
JIM WOSTER, farm director.
STEVE HEMMINGSEN, news director.

Rates: Highest 30 Sec. Rate: \$850 (in combination with satellites).

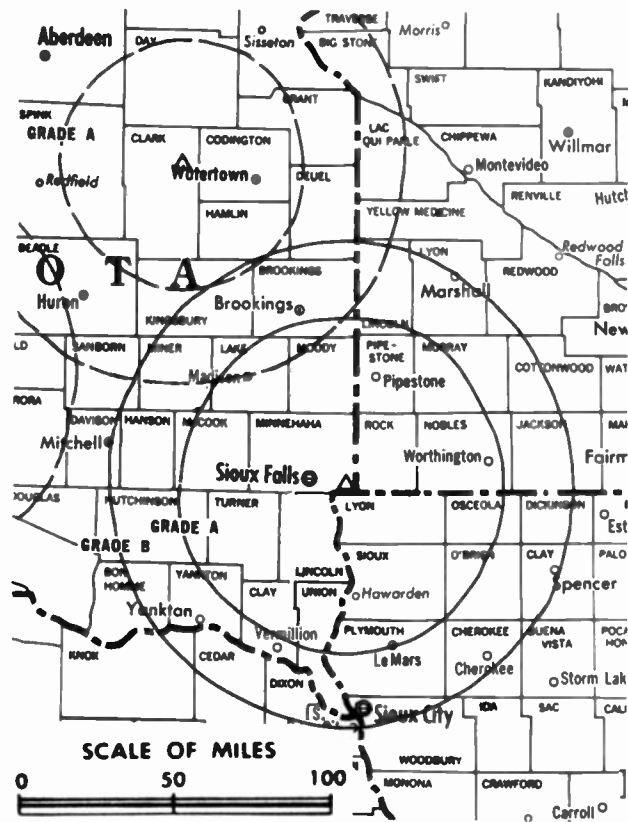
NETWORK BASE HOURLY RATE: \$2500.

Arbitron Data: Figures include KDLO-TV, Florence & KPLD-TV, Reliance, SD.

City of License: Sioux Falls. ADI: Sioux Falls-Mitchell. Rank: 100.

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	%
IOWA				
50% & Over	Clay	8,000	7,900	99
	Dickinson	6,600	6,500	98
	Lyon	4,600	4,500	98
	O'Brien	6,400	6,300	99
	Osceola	3,200	3,200	100
	Sioux	10,900	10,700	98
MINNESOTA				
	Big Stone	2,900	2,900	100
	Lincoln	2,900	2,900	98
	Murray	3,900	3,900	100



KELO-TV BPCT-3821 Granted 10/21/66

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Nobles	7,800	7,700	99
	Pipestone	4,200	4,100	98
	Rock	3,800	3,800	100
NEBRASKA				
	Cherry	2,600	2,600	100
	Keya Paha	500	500	100
	Knox	4,000	3,900	98
SOUTH DAKOTA				
	Aurora	1,100	1,100	100
	Beadle	7,300	7,200	99
	Bennett	1,000	1,000	100
	Bon Homme	3,100	3,000	97
	Brookings	8,900	8,800	99
	Brown	14,400	14,300	99
	Brule	2,100	2,100	100
	Buffalo	400	400	100
	Charles Mix	3,400	3,300	97
	Clark	1,900	1,900	100
	Clay	4,900	4,800	98
	Codington	8,600	8,500	99
	Davison	7,100	6,900	98
	Day	3,000	3,000	100
	Deuel	1,900	1,900	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
	Gregory	2,100	2,100	100
	Haakon	1,000	1,000	100
	Hamlin	1,900	1,900	100
	Hand	1,800	1,800	100

(Continued on page A-984)

Station Totals	412,200	406,900	99
Net Weekly Circulation (1988)			296,600
Average Daily Circulation (1988)			189,600

South Dakota—Sioux Falls

KSFY-TV

Ch. 13

(Operates satellites KABY-TV, Aberdeen & KPRY-TV, Pierre, SD)

Network Service: ABC.

Licensee: SDTV Inc., 300 N. Dakota Ave., Sioux Falls, SD 57102.

Studio: Suite 13, 300 N. Dakota Ave., Sioux Falls, SD 57102.

Telephone: 605-336-1300. TWX: 910-660-0569.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 285-kw visual, 39.5-kw aural. Antenna: 2000-ft. above av. terrain, 1985-ft. above ground, 3444-ft. above sea level.

Latitude 43° 31' 07"
Longitude 96° 32' 05"

Transmitter: Rowena, 9-mi. E of Sioux Falls.

Satellite Earth Stations: Andrew, 7.3-meter C-band; Andrew, 4.5-meter C-band; Microdyne, 3.7-meter Ku-band; Avantek, DX Antenna receivers.

News Service: AP.

Ownership: News Press & Gazette Co. See Group Ownership of Television Stations.

Began Operation: July 31, 1960. Sale to present owner by Forum Publishing Co. approved by FCC Nov. 15, 1985. Sale to Forum by Gordon H. Ritz, Wheelock Whitney, et al., approved Nov. 14, 1973. Sale of control to Ritz and Whitney by former owners approved Aug. 23, 1965 (*Television Digest*, Vol. 5:35).

Represented (sales): Katz Television.

Represented (legal): Arent, Fox, Kintner, Plotkin & Kahn.

Personnel:

- HARVEY LIBOW, general manager.
- GARY PIERONE, general sales manager.
- TOM JEANS, production director.
- CRAIG SPELLERBERG, promotion manager.
- MARGE HOKENSTAD, program director.
- KEN WALKER, news director.
- WAYNE GUDGEL, chief engineer.
- MARILYN BRINK, business manager.

Highest One Hour Rate: \$3500.

Highest 30 Sec. Rate: \$500.

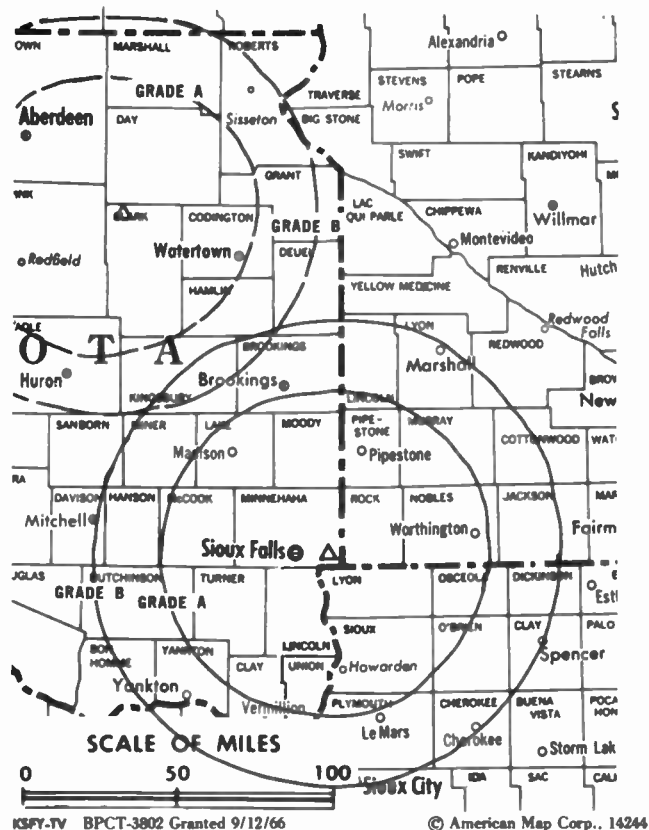
Rates: Sold in combination with KABY-TV, Aberdeen & KPRY-TV, Pierre, SD.

NETWORK BASE HOURLY RATE: \$1000.

City of License: Sioux Falls. **ADI:** Sioux Falls-Mitchell. **Rank:** 100.

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	IOWA			
	Clay	8,000	7,900	99
	Dickinson	6,600	6,500	98
	Lyon	4,600	4,500	98
	O'Brien	6,400	6,300	99
	Osceola	3,200	3,200	100
	Sioux	10,900	10,700	98
	MINNESOTA			
	Jackson	4,900	4,800	98
	Lincoln	2,900	2,900	98
	Murray	3,900	3,900	100
	Nobles	7,800	7,700	99
	Pipestone	4,200	4,100	98
Rock	3,800	3,800	100	
NORTH OAKOTA				
Dickey	2,500	2,400	96	
NEBRASKA				
Keya Paha	500	500	100	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	SOUTH DAKOTA			
	Aurora	1,100	1,100	100
	Beadle	7,300	7,200	99
	Bon Homme	3,100	3,000	97
	Brookings	8,900	8,800	99
	Brown	14,400	14,300	99
	Brule	2,100	2,100	100
	Buffalo	400	400	100
	Campbell	800	800	100
	Charles Mix	3,400	3,300	97
	Clark	1,900	1,900	100
	Clay	4,900	4,800	98
	Codington	8,600	8,500	99
	Davison	7,100	6,900	98
	Day	3,000	3,000	100
	Deuel	1,900	1,900	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
Gregory	2,100	2,100	100	
Hamlin	1,900	1,900	100	
Hand	1,800	1,800	100	
Hanson	1,100	1,100	100	
Hughes	6,100	6,000	98	
Hutchinson	3,400	3,300	97	
Hyde	800	800	100	
Jerauld	1,100	1,100	100	
Jones	600	600	100	
Kingsbury	2,600	2,600	100	
Lake	4,200	4,200	100	
Lincoln	5,200	5,100	98	

(Continued on page A-984)

Station Totals	372,200	367,500	99
Net Weekly Circulation (1988)		248,200	
Average Daily Circulation (1988)		150,700	

South Dakota—Sioux Falls

KTTW

Ch. 17

Network Service: Fox.

Licensee: Independent Communications Inc., 2000 W. 42nd St., Sioux Falls, SD 57105.

Studio: 2000 W. 42nd St., Sioux Falls, SD 57105.

Telephone: 605-338-0017.

Technical Facilities: Channel No. 17 (488-494 MHz). Authorized power: 20.5-kw max. visual, 2.06-kw max. aural. Antenna: 209-ft. above av. terrain, 155-ft. above ground, 1654-ft. above sea level.

Latitude 43° 29' 20"
Longitude 96° 45' 40"

Transmitter: 1-mi. S of Sioux Falls.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: In operation.

Ownership: Charles D. Poppen, pres., 23.37%; Richard T. DeVaney, v.p.; Thomas J. Whalen, secy.-treas.; Independent Bcstg. Inc., 29.89%; Family Bcstg. Co. Inc., 23.37%; Charles W. Bernard Jr., 14.67%; David & Marilyn K. Hoversten, 4.34% jointly; 3 others with less than 3%. Independent Bcstg. Inc. Ownership: Charles D. Poppen, pres.; Thomas J. Whalen, secy.-treas., 3%; RiBobb & ElJim Co., 22%; E. C. Strangland, 20%; Tele/Tech Inc., 20%; Prostollo Leasing Corp., 11%; Wenk Produce, 11%; 4 others with less than 5%. Family Bcstg. Co. Inc. ownership: Jerry D. Montgomery, pres., 48%; Donna Montgomery, secy., 48%; Betty J. Harris, v.p., 1%; Peggy Jo Kinden, 1%; Karla Schimdt, 1%; Opal Montgomery, 1%. FBCI is permittee of KTVG(TV) Grand Island, NE; new FM in Carlsbad, NM; has interest in permittee of Ch. 48 Cedar Rapids, IA; applicant for Ch. 20 Fort Scott, KS; new FM Brooklyn, IA.

Began Operation: May 25, 1987. Sale to present owners approved by FCC Jan. 15, 1988.

Represented (legal): Reddy, Begley & Martin.

Represented (engineering): Gary M. McGlathlen.

Personnel:

BOB MATSON, general manager & general sales manager.
DAVE GeBAUER, production manager.
DARCY HUNSAKER, program director.



KTTW 8MPCT-861009KH Granted 12/16/86

© American Map Corp., No. 14244

Rates: Not available.

City of License: Sioux Falls. **ADI:** Sioux Falls-Mitchell. **Rank:** 100.

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	%
SOUTH DAKOTA				
Between 5-24%	Minnehaha	49,100	48,800	99
Station Totals		49,100	48,800	99
Net Weekly Circulation (1988)			5,800	
Average Daily Circulation (1988)			2,100	

South Dakota—Mitchell-Sioux Falls

KDLT

Ch. 5

Network Service: NBC.

Licensee: Heritage Media Corp.

Studio: 3600 Westport Ave., Sioux Falls, SD 57116-0196.

Telephone: 605-361-5555. TWX: 910-668-0598.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1510-ft. above av. terrain, 1565-ft. above ground, 3049-ft. above sea level.

Latitude 43° 37' 56"
Longitude 97° 22' 21"

Transmitter: 6.5-mi. S of Salem, SD.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Comtech, 3-meter C-band; Harris, 6-meter Ku-band; Harris, 3.5-meter Ku-band; M/A-Com, 3-meter C-band; Harris, M/A-Com receivers.

News Services: AP, NBC, NIWS.

Ownership: Heritage Media Corp., 100%. See Group Ownership of Television Stations.

Began Operation: June 12, 1960. Sale to present owner approved by FCC Aug. 14, 1985. Sale to Sherwood L. Comer & Gilbert D. Moyle by Gillett Bcstg. approved by FCC May 12, 1982. Sale to Gillett by Buford TV approved Jan. 17, 1978 (*Television Digest*, Vol. 17:44). Sale to Buford by R. V. Eppel, et al., approved Oct. 4, 1972.

Represented (sales): Petry Television Inc.

Represented (legal): Sidley & Austin.

Represented (engineering): D. Sargeant Broadcast Services.

Personnel:

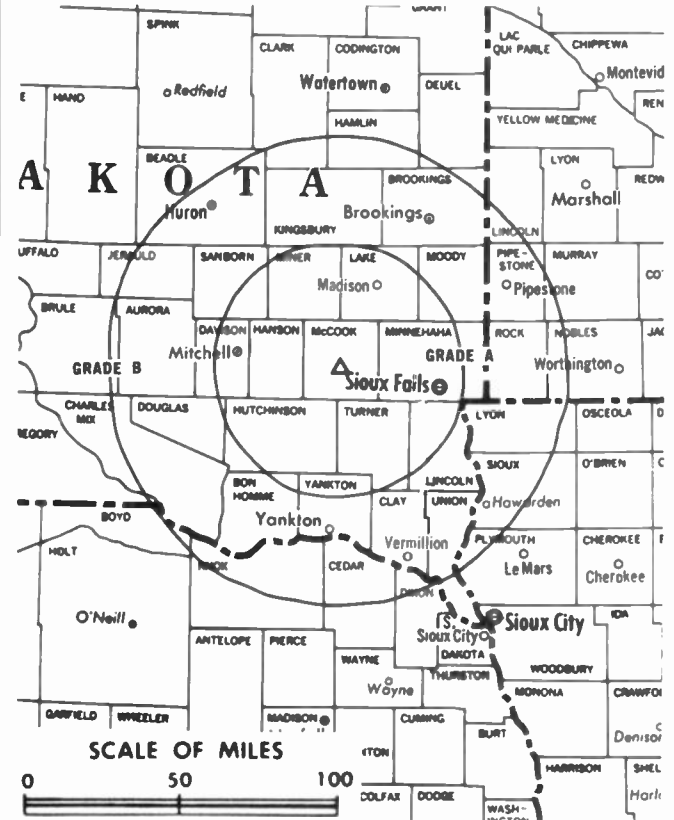
- STEVEN M. HERMAN, president & general manager.
- PEGGY HUSS, general sales manager.
- NANCY WEEDEN, programming coordinator.
- DON STURZENBECHER, chief engineer.
- STEVE SNYDER, news director.

Rates: Not available.

City of License: Mitchell. **ADI:** Sioux Falls-Mitchell. **Rank:** 100.

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	MINNESOTA			
	Lincoln	2,900	2,900	98
	Pipestone	4,200	4,100	98
	NEBRASKA			
	Boyd	1,300	1,300	100
	SOUTH DAKOTA			
	Aurora	1,100	1,100	100
	Beadle	7,300	7,200	99
	Bon Homme	3,100	3,000	97
	Brookings	8,900	8,800	99
	Brown	14,400	14,300	99
	Charles Mix	3,400	3,300	97
	Codington	8,600	8,500	99
	Davison	7,100	6,900	98
	Douglas	1,400	1,400	100
Gregory	2,100	2,100	100	
Hamlin	1,900	1,900	100	
Hand	1,800	1,800	100	
Hanson	1,100	1,100	100	
Hughes	6,100	6,000	98	
Hutchinson	3,400	3,300	97	
Jerauld	1,100	1,100	100	
Kingsbury	2,600	2,600	100	
Lake	4,200	4,200	100	
Lincoln	5,200	5,100	98	



KDLT BPCT-4928 Granted 8/12/76

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	Mc Cook	2,300	2,300	100	
	Miner	1,400	1,400	100	
	Minnehaha	49,100	48,800	99	
	Moody	2,400	2,400	100	
	Potter	1,300	1,300	100	
	Sanborn	1,200	1,200	100	
	Spink	3,300	3,300	100	
	Turner	3,500	3,500	100	
	Between 25-49%	MINNESOTA			
		Rock	3,800	3,800	100
NEBRASKA					
Antelope		3,200	3,100	97	
Knox		4,000	3,900	98	
Between 5-24%	SOUTH DAKOTA				
	Brule	2,100	2,100	100	
	Buffalo	400	400	100	
	Clark	1,900	1,900	100	
	Clay	4,900	4,800	98	
	Deuel	1,900	1,900	100	
	Edmunds	1,800	1,800	100	
	Faulk	1,200	1,200	100	
	Mc Pherson	1,500	1,500	100	
	Stanley	900	900	100	
Sully	700	700	100		
Tripp	2,800	2,800	100		
Yankton	7,100	7,000	99		
Between 5-24%	IOWA				
	Lyon	4,600	4,500	98	
	Sioux	10,900	10,700	98	
MINNESOTA					
	Lyon	9,000	8,800	98	
Murray	3,900	3,900	100		
(Continued on page A-985)					
Station Totals		262,700	259,700	99	
Net Weekly Circulation (1988)				147,000	
Average Daily Circulation (1988)				82,700	

South Dakota

KELO-TV, Sioux Falls (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	SOUTH DAKOTA			
	Hanson	1,100	1,100	100
	Hughes	6,100	6,000	98
	Hutchinson	3,400	3,300	97
	Hyde	800	800	100
	Jerauld	1,100	1,100	100
	Jones	600	600	100
	Kingsbury	2,600	2,600	100
	Lake	4,200	4,200	100
	Lawrence	7,800	7,700	99
	Lincoln	5,200	5,100	98
	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
	Mellette	700	700	100
	Miner	1,400	1,400	100
	Minnehaha	49,100	48,800	99
	Moody	2,400	2,400	100
	Pennington	29,500	29,200	99
	Potter	1,300	1,300	100
	Roberts	3,900	3,800	97
	Sanborn	1,200	1,200	100
	Spink	3,300	3,300	100
	Stanley	900	900	100
	Sully	700	700	100
Todd	2,000	1,900	95	
Tripp	2,800	2,800	100	
Turner	3,500	3,500	100	
Union	4,300	4,300	100	
Walworth	2,700	2,600	96	
Yankton	7,100	7,000	99	
Between 25-49%	IOWA			
	Plymouth	9,100	9,000	99
	MINNESOTA			
	Jackson	4,900	4,800	98
	Lac Qui Parle	3,800	3,700	97
	Lyon	9,000	8,800	98
	NORTH DAKOTA			
	Dickey	2,500	2,400	96
	NEBRASKA			
	Boyd	1,300	1,300	100
Brown	1,700	1,700	97	
Cedar	4,000	4,000	100	
Between 5-24%	SOUTH DAKOTA			
	Butte	3,300	3,200	97
	Campbell	800	800	100
	Custer	2,700	2,600	96
	Fall River	3,400	3,300	97
	Jackson	1,200	1,200	100
	Meade	7,800	7,700	99
	IOWA			
	Buena Vista	8,100	8,000	99
	Cherokee	6,100	6,000	98
MINNESOTA				
Cottonwood	5,300	5,100	96	
Traverse	1,800	1,800	100	
Yellow Medicine	4,600	4,400	96	
NEBRASKA				
Antelope	3,200	3,100	97	
Deuel	1,000	1,000	100	
Holt	5,200	5,000	96	
Pierce	3,100	3,100	100	
Wayne	3,400	3,400	100	

KELO-TV—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	SOUTH DAKOTA			
	Ziebach	600	600	100

KSFY-TV, Sioux Falls (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%	
50% & Over	SOUTH DAKOTA				
	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	
	Mellette	700	700	100	
	Miner	1,400	1,400	100	
	Minnehaha	49,100	48,800	99	
	Moody	2,400	2,400	100	
	Potter	1,300	1,300	100	
	Roberts	3,900	3,800	97	
	Sanborn	1,200	1,200	100	
	Spink	3,300	3,300	100	
	Stanley	900	900	100	
	Sully	700	700	100	
	Todd	2,000	1,900	95	
	Tripp	2,800	2,800	100	
	Turner	3,500	3,500	100	
	Union	4,300	4,300	100	
	Walworth	2,700	2,600	96	
	Yankton	7,100	7,000	99	
	Between 25-49%	MINNESOTA			
		Cottonwood	5,300	5,100	96
		Lac Qui Parle	3,800	3,700	97
		Lyon	9,000	8,800	98
		Redwood	6,700	6,500	97
Traverse		1,800	1,800	100	
NORTH DAKOTA					
Mc Intosh		1,900	1,900	97	
NEBRASKA					
Boyd		1,300	1,300	100	
Knox	4,000	3,900	98		
Rock	900	900	100		
Between 5-24%	IOWA				
	Buena Vista	8,100	8,000	99	
	Cherokee	6,100	6,000	98	
	Emmet	5,100	5,000	98	
	Plymouth	9,100	9,000	99	
	MINNESOTA				
	Big Stone	2,900	2,900	100	
	Watonwan	4,800	4,700	98	
	NORTH DAKOTA				
	Sargent	2,000	2,000	100	
	NEBRASKA				
	Antelope	3,200	3,100	97	
	Brown	1,700	1,700	97	
	Cedar	4,000	4,000	100	
	Cherry	2,600	2,600	100	
	Dixon	2,700	2,700	100	
	Holt	5,200	5,000	96	
	Pierce	3,100	3,100	100	
	SOUTH DAKOTA				
	Bennett	1,000	1,000	100	
	Haakon	1,000	1,000	100	
	Jackson	1,200	1,200	100	

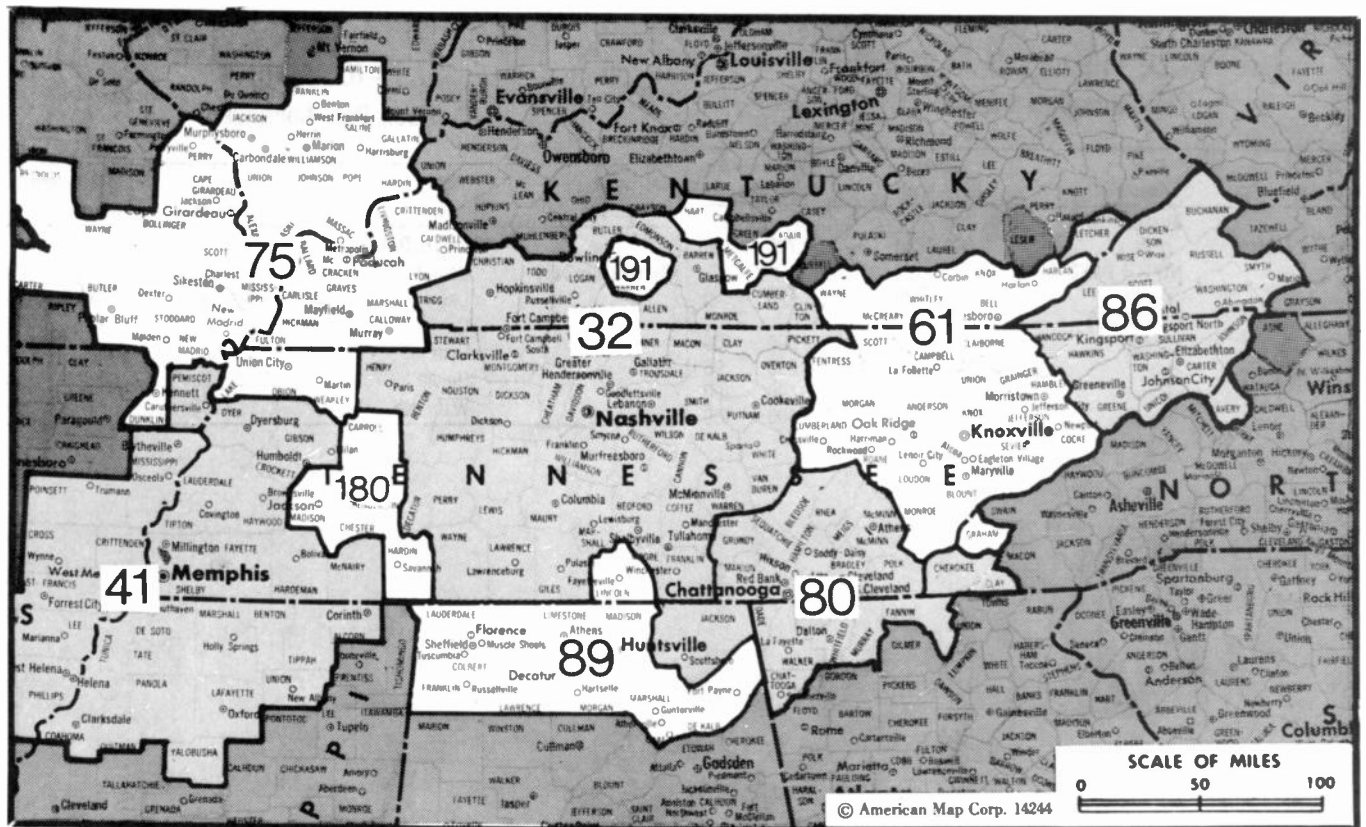
South Dakota

KDLT, Mitchell-Sioux Falls (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	MINNESOTA			
	Nobles	7,800	7,700	99
	NORTH DAKOTA			
	Dickey	2,500	2,400	96
	NEBRASKA			
	Cedar	4,000	4,000	100
	Holt	5,200	5,000	96
	Pierce	3,100	3,100	100
	Rock	900	900	100

KDLT—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	SOUTH DAKOTA			
	Campbell	800	800	100
	Day	3,000	3,000	100
	Grant	3,300	3,200	97
	Hyde	800	800	100
	Union	4,300	4,300	100
	Walworth	2,700	2,600	96



Market	Arbitron A01 TV Households	Rank	Market Area Commercial TV Stations
Nashville, TN	686,500	32	WCAY-TV (30), WHTN (39), WJFB (66), WKRN-TV (2), WSMV (4), WTVF (5), WZTV (17)
Memphis, TN	583,700	41	WHBQ-TV (13), WMC-TV (5), WMKW-TV (30), WPTY-TV (24), WREG-TV (3)
Knoxville, TN	423,000	61	WATE-TV (6), WBIR-TV (10), WINT-TV (20), WKCH-TV (43), WTVK (26)
Paducah, KY-Cape Girardeau, MO-Harrisburg-Marion, IL	332,800	75	KBSI (23), KFVS-TV (12), KPDB-TV (15), WPSD-TV (6), WSIL-TV (3), WTCT (27)
Chattanooga, TN	307,000	80	WDEF-TV (12), WDSI-TV (61), WFLI-TV (53), WRCB-TV (3), WTVG (9)
Bristol, VA-Kingsport-Johnson City, TN	281,000	86	WCYB-TV (5), WETD (39), WJHL-TV (11), WKPT-TV (19)
Huntsville-Decatur-Florence, AL	273,200	89	WAAY-TV (31), WAFF (48), WHNT-TV (19), WOWL-TV (15), WTRT (26), WZDX (54)
Jackson, TN	62,400	180	WBBJ-TV (7), WJWT (16)
Bowling Green, KY	45,500	191	WBKD (13)

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

WCYB-TV, Johnson City	See Bristol, VA
WJHL-TV, Bristol & Kingsport	See Johnson City, TN
WKPT-TV, Bristol	See Kingsport, TN
WKPT-TV, Johnson City	See Kingsport, TN
WHTN, Nashville	See Murfreesboro, TN

Tennessee Station Totals as of October 1, 1988

	VHF	UHF	TOTAL
Commercial Television Stations	13	14	17
Educational Television Stations	4	2	6
	17	16	23

Tennessee—Chattanooga

WDEF-TV

Ch. 12

Network Service: CBS.

Licensee: Roy H. Park Broadcasting of Tennessee Inc., 3300 Broad St., Chattanooga, TN 37408.

Studio: Broadcast Center, 3300 Broad St., Chattanooga, TN 37408.

Telephone: 615-267-3392. TWX: 810-573-5207.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 37.1-kw aural. Antenna: 1260-ft. above av. terrain, 641-ft. above ground, 2549-ft. above sea level.

Latitude 35° 08' 06"
Longitude 85° 19' 25"

Transmitter: Atop Signal Mtn.

Satellite Earth Stations: Scientific-Atlanta, 7-meter; Scientific-Atlanta, 4.6-meter; RCA, 3.6-meter Ku-band; United Products, 3.5-meter; United Products, 3-meter; United Products, 2.8-meter; Drake, M/A-Com, Microdyne, Regency, Scientific-Atlanta receivers.

AM Affiliate: WDEF, 5-kw, 1370 kHz (CBS).

FM Affiliate: WDEF-FM, 100-kw, 92.3 MHz (No. 222), 900-ft.

News Services: AP, CBS, NIWS.

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

Began Operation: April 25, 1954. Sale to present owner by Carter M. Parham Group approved by FCC Feb. 28, 1964 (Television Digest, Vol. 4:7).

Represented (sales): Blair Television.

Represented (legal): Wiley, Rein & Fielding.

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

Personnel:

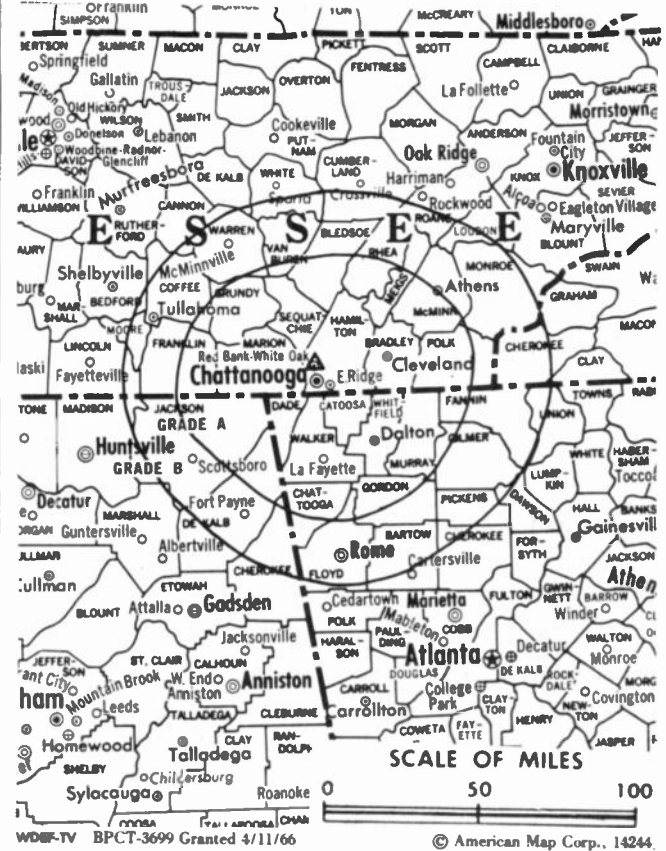
MARK KEOWN, vice president & general manager.
MICHAEL HOOD, general sales manager.
CAROL GARDNER, national sales manager.
WILLIAM CHRISTMAN, chief engineer.
TERRY HEATON, news director.
DORIS ELLIS, program director.
RONNIE MINTON, promotion director.
MIKE NEWBERRY, business manager.

Rates: Not available.

City of License: Chattanooga. A01: Chattanooga. Rank: 80.

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			
	Jackson	20,000	19,800	99
	GEORGIA			
	Catoosa	14,400	14,300	99
	Chattooga	7,800	7,700	99
	Dade	4,200	4,200	100
	Fannin	6,100	6,000	98
	Gordon	12,100	12,000	99
	Murray	8,200	8,100	99
	Walker	20,200	20,000	99
	Whitfield	25,200	25,000	99
	TENNESSEE			
	Bledsoe	3,400	3,300	99
	Bradley	26,600	26,400	99



Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	Grundy	5,000	4,900	98
	Hamilton	110,900	110,400	100
	Mcminn	16,100	16,000	99
	Marion	9,300	9,200	99
	Meigs	2,800	2,800	100
	Polk	4,900	4,900	99
	Rhea	9,300	9,200	99
Sequatchie	3,300	3,300	100	
Between 25-49%	ALABAMA			
	De Kalb	21,700	21,500	99
	NORTH CAROLINA			
	Cherokee	7,900	7,700	98
TENNESSEE				
Roane	18,700	18,600	99	
Van Buren	1,500	1,500	100	
Between 5-24%	GEORGIA			
	Bartow	16,400	16,300	99
	Floyd	30,000	29,700	99
	Gilmer	4,400	4,300	98
	Haralson	7,500	7,400	99
	Polk	12,100	12,000	99
	Union	4,200	4,100	98
	NORTH CAROLINA			
	Clay	2,800	2,700	96
	Graham	2,500	2,500	98
Jackson	9,600	9,400	98	
TENNESSEE				
Coffee	15,500	15,400	99	
Cumberland	12,300	12,100	98	
Franklin	12,000	11,900	99	
Monroe	10,900	10,800	99	
Morgan	5,700	5,600	98	
Station Totals		505,500	501,000	99
Net Weekly Circulation (1988)			295,900	
Average Daily Circulation (1988)			157,700	

Tennessee—Chattanooga

WRCB-TV

Ch. 3

Network Service: NBC.

Licensee: Sarkes Tarzian Inc., 205 N. College Ave., Bloomington, IN 47402.

Studio: 900 Whitehall Rd., Chattanooga, TN 37405.

Telephone: 615-267-5412. TWX: 810-573-5240.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1050-ft. above av. terrain, 251-ft. above ground, 2313-ft. above sea level.

Latitude 35° 09' 40"
Longitude 85° 18' 52"

Transmitter: Fairmont Rd., near Hwy. 8, near Chattanooga.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: 3-meter C-band; 3.7-meter Ku-band; Harris, M/A-Com receivers.

News Service: AP.

Ownership: Sarkes Tarzian Inc. See Group Ownership of Television Stations.

Began Operation: May 6, 1956. Sale of 70% to WSTV Inc. by Ramon G. & Helen Patterson approved Nov. 25, 1959 by FCC (*Television Digest*, Vol. 15:43, 48). Follansbee Steel (interlocking ownership with WSTV Inc.) acquired 30% from H-R Television Inc. early in 1959 for undisclosed amount. For transfer of WSTV Inc. properties to United Printers & Publishers Inc. (name changed to Rust Craft Greeting Cards Inc.) and later sale to Ziff-Davis, see WTOV-TV, Steubenville, OH. Sale to present owner by Ziff-Davis Bcstg. Co. approved by FCC Sept. 29, 1982.

Represented (sales): Katz Television.

Represented (legal): Cohn & Marks.

Represented (engineering): Jules Cohen & Associates.

Personnel:

TOM TOLAR, president & general manager.
DOUG SHORT, general sales manager.
STEVE SMITH, national sales manager.
EDWIN ASLINGER, chief engineer.
LEE MEREDITH, news director.
PATTI DUFFY, promotion director.
PAM TEAGUE, business manager.
LAWSON FOX, operations manager.

Rates: Not available.

NETWORK BASE HOURLY RATE: \$1100.

City of License: Chattanooga. ADI: Chattanooga. Rank: 80.

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			
	Jackson	20,000	19,800	99
	GEORGIA			
	Catoosa	14,400	14,300	99
	Chattooga	7,800	7,700	99
	Dade	4,200	4,200	100
	Fannin	6,100	6,000	98
	Gordon	12,100	12,000	99
	Murray	8,200	8,100	99
	Walker	20,200	20,000	99
	Whitfield	25,200	25,000	99
	NORTH CAROLINA			
	Cherokee	7,900	7,700	98
	TENNESSEE			
	Bledsoe	3,400	3,300	99
	Bradley	26,600	26,400	99
	Grundy	5,000	4,900	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Hamilton	110,900	110,400	100
	Mcminn	16,100	16,000	99
	Marion	9,300	9,200	99
	Meigs	2,800	2,800	100
	Polk	4,900	4,900	99
	Rhea	9,300	9,200	99
	Sequatchie	3,300	3,300	100
Van Buren	1,500	1,500	100	
Between 25-49%	ALABAMA			
	De Kalb	21,700	21,500	99
	GEORGIA			
	Floyd	30,000	29,700	99
	Gilmer	4,400	4,300	98
Towns	2,600	2,600	100	
Union	4,200	4,100	98	
NORTH CAROLINA	Clay	2,800	2,700	96
	Graham	2,500	2,500	98
	TENNESSEE			
Cumberland	12,300	12,100	98	
Monroe	10,900	10,800	99	
Between 5-24%	ALABAMA			
	Cherokee	7,200	7,100	99
	GEORGIA			
	Bartow	16,400	16,300	99
	Cherokee	24,000	23,800	99
	Pickens	5,000	4,900	98
	Polk	12,100	12,000	99
	NORTH CAROLINA			
	Macon	9,700	9,400	97
	TENNESSEE			
Coffee	15,500	15,400	99	
Franklin	12,000	11,900	99	
Morgan	5,700	5,600	98	
Roane	18,700	18,600	99	
Station Totals		536,900	532,000	99
Net Weekly Circulation (1988)			334,400	
Average Daily Circulation (1988)			207,000	

Tennessee—Chattanooga

WDSI-TV

Ch. 61

Network Service: Fox.

Licensee: Donatelli & Klein Inc., 2401 E. Main St., Chattanooga, TN 37404.

Studio: 2401 E. Main St., Chattanooga, TN 37404.

Telephone: 615-697-0661.

Technical Facilities: Channel No. 61 (752-758 MHz). Authorized power: 584-kw max. & 457-kw horizontal visual, 117-kw max. & 91.20-kw horizontal aural. Antenna: 980-ft. above av. terrain, 343-ft. above ground, 2313-ft. above sea level.

Latitude 35° 12' 34"
Longitude 85° 16' 39"

Holds CP for change to 2218-kw max. visual, 221.8-kw max. aural, 974-ft. above av. terrain, 340-ft. above ground, 2310-ft. above sea level.

Transmitter: Needleseye, Chattanooga.

Satellite Earth Stations: 4 in operation; Harris, Scientific-Atlanta receivers.

Ownership: Louis Donatelli, gen. partner, 91.5%; Michael Starr, gen. partner, 5.00%; Wilford Goodwyn, ltd. partner, 1.50%; Howard Tucker, ltd. partner, 1.00%; IFGA Ltd. Partnership, 0.005%; Donatelli & Klein Inc., 1.00%.

Began Operation: January 24, 1972. Sale to present owners by Roy L. Hess, et al., approved by FCC Jan. 30, 1985. Previous sale by Col. Jay Sadow approved Jan. 18, 1983 (Television Digest, Vol. 22:39).

Represented (sales): Independent TV Sales.

Represented (legal): Hardy, Popham & Wirpel.

Represented (engineering): John Fergie & Associates.

Personnel:

ALAN B. BARROWS, general manager.
ALAN GROSSMAN, general sales manager.
RICK JORDAN, chief engineer.
CHERYL MORGAN, program director.
ROD MCGEHEE, promotion manager.
JERRY BALES, operations manager.
CAROLYN IVESTOR, bookkeeper.

Highest One Hour Rate: \$1000.

Highest 30 Sec. Rate: \$200.

City of License: Chattanooga. ADI: Chattanooga. Rank: 80.

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%	GEORGIA			
	Catoosa	14,400	14,300	99
	Walker	20,200	20,000	99



WDSI-TV BPCT-830722KG Granted 7/29/83

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Whitfield	25,200	25,000	99
	TENNESSEE			
	Bradley	26,600	26,400	99
	Hamilton	110,900	110,400	100
	Marion	9,300	9,200	99
	Meigs	2,800	2,800	100
	Rhea	9,300	9,200	99
Sequatchie	3,300	3,300	100	
Between 5-24%	ALABAMA			
	Jackson	20,000	19,800	99
	GEORGIA			
	Chattooga	7,800	7,700	99
	Dade	4,200	4,200	100
TENNESSEE	Gordon	12,100	12,000	99
	Murray	8,200	8,100	99
	Bledsoe	3,400	3,300	99
	Grundy	5,000	4,900	98
	Mcminn	16,100	16,000	99
Polk	4,900	4,900	99	
Station Totals		303,700	301,500	99
Net Weekly Circulation (1988)			98,200	
Average Daily Circulation (1988)			36,300	

Tennessee—Chattanooga

WTV

Ch. 9

Network Service: ABC.

Licensee: Freedom-TV Sub Inc., Box 1150, Chattanooga, TN 37401.

Studio: 410 W. 6th St., Chattanooga, TN 37402.

Mailing Address: Box 1150, Chattanooga, TN 37401.

Telephone: 615-756-5500.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1040-ft. above av. terrain, 278-ft. above ground, 2353-ft. above sea level.

Latitude 35° 09' 41"
Longitude 85° 19' 03"

Requests CP for change to 1732-ft. above av. terrain, 928-ft. above ground, 2989-ft. above sea level, lat. 35° 09' 37.80", long. 85° 19' 07.70", transmitter to Taft Hwy., 1.3-mi. NNW of intersection with Fairmont Rd., Signal Mtn. BPC-851023KI.

Transmitter: Taft Hwy. & Anderson Pike, Signal Mtn., TN.

Satellite Earth Station: Microdyne, 7-meter; Microdyne receivers.

News Services: AP, ABC.

Ownership: Freedom Newspapers Inc. See Group Ownership of Television Stations.

Began Operation: June 15, 1953 as WROM-TV, Rome, GA but quit air Dec. 5, 1957. Moved to Chattanooga and resumed operation Feb. 11, 1958 after transfer to Martin Theatres of Georgia Inc. by Dean Covington and associates was approved Oct. 30, 1957 (Television Digest, Vol. 13:40, 44). Sale of Martin Theatres to Fuqua Industries approved Feb. 7, 1969. Sale to Belo Bcstg. approved June 13, 1980. Sale to present owner approved Dec. 13, 1983 (Vol. 23:42).

Represented (sales): Pety Television Inc.

Represented (legal): Dow, Lohnes & Albertson.

Represented (engineering): Carl T. Jones Associates.

Personnel:

F. LEWIS ROBERTSON, general manager.
ED GROVES, general sales manager.
BILL WALLACE, news director.

Highest 30 Sec. Rate: \$2000.

NETWORK BASE HOURLY RATE: \$725.

City of License: Chattanooga. AOI: Chattanooga. Rank: 80.

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			
	Jackson	20,000	19,800	99
	GEORGIA			
	Catoosa	14,400	14,300	99
	Chattooga	7,800	7,700	99
	Dade	4,200	4,200	100
	Gordon	12,100	12,000	99
	Murray	8,200	8,100	99
	Walker	20,200	20,000	99
	Whitfield	25,200	25,000	99
	TENNESSEE			
	Bledsoe	3,400	3,300	99
	Bradley	26,600	26,400	99
	Grundy	5,000	4,900	98
	Hamilton	110,900	110,400	100
Mcminn	16,100	16,000	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Marion	9,300	9,200	99
	Meigs	2,800	2,800	100
	Polk	4,900	4,900	99
	Rhea	9,300	9,200	99
	Sequatchie	3,300	3,300	100
Between 25-49%	ALABAMA			
	De Kalb	21,700	21,500	99
	GEORGIA			
	Fannin	6,100	6,000	98
	Floyd	30,000	29,700	99
Union	4,200	4,100	98	
NORTH CAROLINA	Cherokee	7,900	7,700	98
	Graham	2,500	2,500	98
	TENNESSEE			
	Van Buren	1,500	1,500	100
	Between 5-24%	ALABAMA		
Cherokee		7,200	7,100	99
Cleburne		5,000	4,900	98
GEORGIA				
Bartow		16,400	16,300	99
Gilmer	4,400	4,300	98	
Pickens	5,000	4,900	98	
Towns	2,600	2,600	100	
NORTH CAROLINA				
Clay	2,800	2,700	96	
TENNESSEE				
Coffee	15,500	15,400	99	
Cumberland	12,300	12,100	98	
Monroe	10,900	10,800	99	
Morgan	5,700	5,600	98	
Roane	18,700	18,600	99	
Station Totals		484,100	479,800	99
Net Weekly Circulation (1988)			300,300	
Average Daily Circulation (1988)			174,500	

Tennessee—Cleveland

WFLI-TV

Ch. 53

Network Service: None, independent.

Licensee: WFLI-TV Inc., Box 4285, Cleveland, TN 37320.

Studio: 4654 Cohutta-Varnell Rd., Cohutta, GA 30710.

Telephone: 404-694-3337.

Technical Facilities: Channel No. 53 (704-710 MHz). Authorized power: 1306-kw max. visual, 131-kw max. aural. Antenna: 1169-ft. above av. terrain, 1039-ft. above ground, 2023-ft. above sea level.

Latitude 34° 55' 57"
Longitude 84° 58' 32"

Transmitter: Cohutta Ridge, 2.1-mi. N of Varnell.

Satellite Earth Stations: 10-meter Ku & C-band; 3.8-meter Ku & C-band; DX Antenna, Uniden receivers.

AM Affiliate: WFLI (AM).

Ownership: William E. Bennis Jr., pres., 35.0%; Ying Hua Bennis, v.p., 21.7%; William E. Bennis III, v.p., 17.7%; Michael J. Bennis, secy., 17.7%; Robert A. Bennis, treas., 20.7%; Patricia Bennis Komorowski, 4.90%. WFLI Inc. is licensee of WFLI(AM), Lookout Mountain, TN. W. E. Bennis Jr., M. J. & R. A. Bennis have interest in Bennis Communications Inc., licensee of WHYW-FM, Braddock, PA. R. A. & M. J. Bennis have interest in Love Bcstg., licensee of WMYK(FM), Elizabeth City, NC. R. A. & M. J. Bennis & Komorowski have interest in James River Bcstg., licensee of WZAM(AM), Norfolk, VA.

Began Operation: May 25, 1987.

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

Represented (engineering): Peter V. Gureckis & Associates.

Personnel:

YING BENNIS, general manager.
PAUL WHITE, general sales manager.
JEFF GREGORY, engineering director.
THIA HATCHER, program & promotion director.
FRANK ROSE, production manager.

Highest One Hour Rate: \$400.

Highest 30 Sec. Rate: \$100.

City of License: Cleveland. **ADI:** Chattanooga. **Rank:** 80.

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



WFLI-TV BMPCT-851112KM Granted 10/15/86 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	GEORGIA			
	Catoosa	14,400	14,300	99
	Gordon	12,100	12,000	99
	Whitfield	25,200	25,000	99
	TENNESSEE			
	Bradley	26,600	26,400	99
Station Totals		78,300	77,700	99
Net Weekly Circulation (1988)				13,100
Average Daily Circulation (1988)				3,500



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Tennessee—Crossville

WINT-TV

Ch. 20

Network Service: None, independent.

Licensee: WINT-TV Inc., Box 608, Crossville, TN 38555.

Studio: Box 608, Crossville, TN 38555.

Technical Facilities: Channel No. 20 (506-512 MHz). Authorized power: 14.8-kw max. visual, 1.48-kw max. aural. Antenna: 159-ft. above av. terrain, 157-ft. above ground, 1949-ft. above sea level.

Latitude	35°	56'	12"
Longitude	85°	00'	46"

Transmitter: Wells Rd., Crossville.

Ownership: Helen L. Cunningham, pres., 51%; John A. Cunningham, v.p., 25%; Helen R. Cunningham, secy.-treas., 24%.

Began Operation: October 3, 1976 on Ch. 55; left air 1983. Sale to Larry D. Hudson, James C. Thompson & Cunningham by Calvin C. Smith & John A. Cunningham approved by FCC June 3, 1983. Previous sale by Edward M. Johnson approved Feb. 27, 1979.

Personnel:
HELEN L. CUNNINGHAM, president.

Arbitron Data: Not available.

City of License: Crossville. ADI: Knoxville. Rank: 61.



WINT-TV BMAPCT-870309KI Granted 3/30/87

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Tennessee—Greenville

WETO

Ch. 39

Network Service: Fox.

Licensee: East Tennessee's Own Inc., Box 1074, Greenville, TN 37744.

Studio: Industrial Rd., Greenville, TN 37743.

Telephone: 615-639-0181. **Easylink:** 62958328.

Technical Facilities: Channel No. 39 (620-626 MHz). Authorized power: 3000-kw max. visual, 300-kw max. aural. Antenna: 2628-ft. above av. terrain, 141-ft. above ground, 4981-ft. above sea level.

Latitude 36° 01' 24"
Longitude 82° 42' 56"

Transmitter: Camp Creek Bald, Bald Mountain.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: 3 in operation; Harris, M/A-Corn, Satellite Technology receivers.

Ownership: East Tennessee's Own Inc. Jay D. Austin, pres., 26.57%; Robert Lochte, secy.-treas., & Kate Lochte, 12.08% jointly; Henry & Roberta Lochte, 14.49% jointly; Tom N. Austin, 14.49%; Tom N. Austin Jr., 9.66%; Jurgen Rademacher, 9.66%; John H. Kilday III, 4.83%; Ben D. Russell, 4.83%; James F. Easterly Jr., 2.42%; Jerald K. Jaynes, 0.97%.

Began Operation: November 8, 1985.

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

Personnel:

JAY AUSTIN, president & general manager.
JERRY BRITTON, general sales manager.
DENNIS WILSON, chief engineer.
BOBBY RADER, program & promotion director.

Highest One Hour Rate: \$1000.

Highest 30 Sec. Rate: \$250.

City of License: Greenville. **ADI:** Bristol, VA-Kingsport-Johnson City, TN. **Rank:** 86.

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%	Jefferson	12,600	12,500	99
	Sullivan	57,500	57,200	99
	Unicoi	6,500	6,400	98
	Washington	34,700	34,500	99
	VIRGINIA			
	Washington	24,000	23,700	99
	Wise	17,200	16,900	98
Between 5-24%	KENTUCKY			
	Harlan	14,500	14,300	99
	Perry	11,900	11,700	98
NORTH CAROLINA	Avery	5,400	5,300	98
	TENNESSEE			
	Blount	31,900	31,700	99
	Claiborne	9,600	9,400	98
	Grainger	6,300	6,200	98
	Hancock	2,300	2,300	100
	Knox	131,700	130,900	99
	Sevier	18,800	18,600	99
	VIRGINIA			
	Lee	9,500	9,300	98
	Russell	11,900	11,700	98
	Scott	8,800	8,600	98
	Smyth	11,800	11,700	99
Station Totals		524,300	519,100	99
Net Weekly Circulation (1988)			125,300	
Average Daily Circulation (1988)			52,900	

Tennessee—Jackson

WBBJ-TV

Ch. 7

Network Service: ABC.

Licensee: Jackson Telecasters Inc., 346 Muse St., Box 2387, Jackson, TN 38301.

Studio: 346 Muse St., Jackson, TN 38301.

Mailing Address: Box 2387, Jackson, TN 38301.

Telephone: 901-424-4515. TWX: 810-592-7100.

Fax: 901-424-5448.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1060-ft. above av. terrain, 1065-ft. above ground, 1545-ft. above sea level.

Latitude 35° 38' 15"
Longitude 88° 41' 32"

Transmitter: 6-mi. E of Jackson.

Satellite Earth Stations: Harris, 6.1-meter C-band; AFC, 3.7-meter Ku-band; Harris, M/A-Com receivers.

News Service: AP.

Ownership: Bahakel Communications Ltd. See Group Ownership of Television Stations.

Began Operation: March 6, 1955. Sale to present owner by Dixie Bcstg. (estate of Aaron B. Robinson, majority owner) approved Aug. 17, 1966 by FCC (Television Digest, Vol. 6:17, 34).

Represented (sales): Katz Television.

Personnel:

AL MARRA, general manager.
HARVEY HUTCHINSON, sales manager.
ED WARD, director of engineering.
STEVE THOMAS, news director.
GAIL MIDDLETON, program director.

Highest One Hour Rate: \$3000.

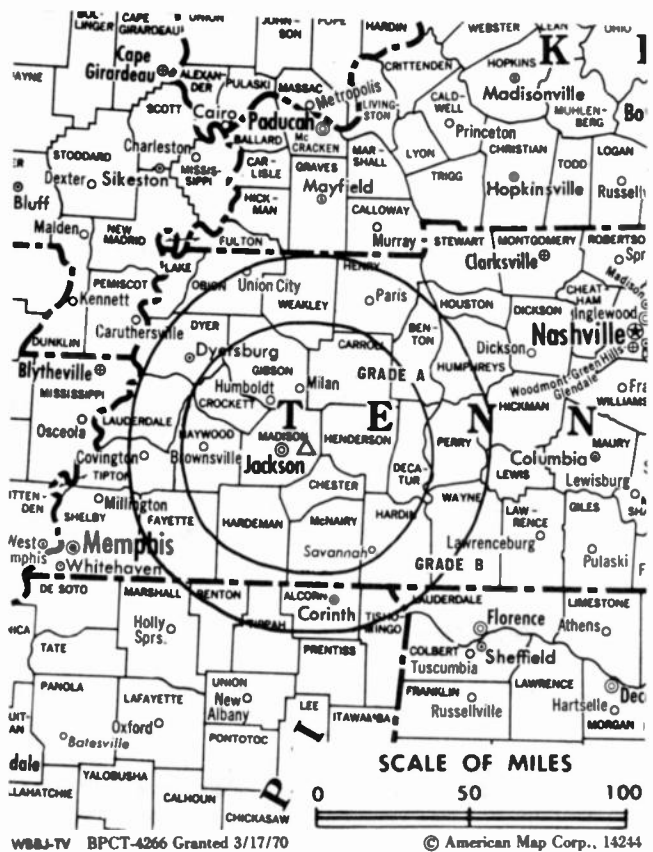
Highest 30 Sec. Rate: \$550.

NETWORK BASE HOURLY RATE: \$450.

City of License: Jackson. ADI: Jackson, TN. Rank: 180.

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	KENTUCKY			
	Fulton	3,200	3,200	100
	MISSISSIPPI			
	Alcorn	13,200	13,000	98
	TENNESSEE			
	Carroll	10,800	10,700	99
	Chester	4,800	4,800	99
	Crockett	5,200	5,100	98
	Decatur	4,500	4,400	98
	Dyer	13,300	13,200	99
Gibson	18,900	18,700	99	
Hardin	8,600	8,500	98	
Haywood	6,900	6,800	99	
Henderson	8,900	8,800	99	
Henry	11,700	11,500	99	



WBBJ-TV BPC2-4266 Granted 3/17/70

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Lake	2,600	2,600	100
	Mc Nairy	9,400	9,300	99
	Madison	29,500	29,200	99
	Obion	13,100	13,000	99
	Weakley	12,400	12,300	99
Between 25-49%	MISSISSIPPI			
	Tippah	7,300	7,200	99
	Tishomingo	7,200	7,100	99
	TENNESSEE			
	Benton	6,200	6,100	98
Hardeman	8,200	8,100	99	
Humphreys	6,200	6,200	100	
Lauderdale	9,200	9,100	99	
Perry	2,500	2,500	100	
Wayne	5,300	5,200	98	
Between 5-24%	KENTUCKY			
	Calloway	12,300	12,200	99
	Graves	13,200	13,100	99
	MISSOURI			
	Pemiscot	8,500	8,300	98
MISSISSIPPI				
Benton	2,700	2,700	100	
Prentiss	9,200	9,100	99	
TENNESSEE				
Fayette	8,100	8,000	98	
Tipton	12,100	12,000	99	
Station Totals		295,200	292,000	99
Net Weekly Circulation (1988)			164,200	
Average Daily Circulation (1988)			91,800	

Tennessee—Jackson

WJWT

Ch. 16

Network Service: Fox.

Licensee: Golden Circle Bcstg. Inc., 57 Conrad St., Suite 100, Jackson, TN 38302.

Studio: 57 Conrad St., Jackson, TN 38302.

Telephone: 901-664-1600.

Technical Facilities: Channel No. 16 (482-488 MHz). Authorized power: 588-kw max. visual, 58.8-kw max. aural. Antenna: 572-ft. above av. terrain, 486-ft. above ground, 1006-ft. above sea level.

Latitude 35° 31' 33"
Longitude 88° 47' 10"

Transmitter: Norton Hill, Jackson.

Ownership: Aztec Communications Inc. Kim Carlson, 16.71%; Lloyd American Corp., 56.06%; Prince & Co., 5%; Ulysses Herrington, 6.04%; remainder publicly held. Carlson has interest in KXRM-TV Colorado Springs, CO.

Began Operation: April 18, 1985.

Represented (sales): Adam Young Inc.

Represented (legal): John Midlen.

Represented (engineering): B. Scott Baxter & Associates.

Personnel:

BUD BORCHERT, general manager.
BILL KING, sales manager.

Highest 30 Sec. Rate: \$100.

City of License: Jackson. ADI: Jackson, TN. Rank: 180.

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	TENNESSEE Chester	4,800	4,800	99
	TENNESSEE Henderson Madison	8,900 29,500	8,800 29,200	99 99



Net Weekly Circulation	State County	Total Households	TV Households	%
TENNESSEE				
Between 5-24%	Carroll	10,800	10,700	99
	Crockett	5,200	5,100	98
	Decatur	4,500	4,400	98
	Gibson	18,900	18,700	99
	Hardeman	8,200	8,100	99
	Hardin	8,600	8,500	98
	Haywood	6,900	6,800	99
Mc Nairy	9,400	9,300	99	
Weakley	12,400	12,300	99	
Station Totals		128,100	126,700	99
Net Weekly Circulation (1988)			30,100	
Average Daily Circulation (1988)			11,100	

Tennessee—Johnson City-Bristol-Kingsport

WJHL-TV

Ch. 11

Network Service: CBS.

Licensee: Roy H. Park Bcstg. of Tri-Cities, 338 E. Main St., Johnson City, TN 37601.

Studio: 338 E. Main St., Johnson City, TN 37601.

Mailing Address: Box 1130, Johnson City, TN 37605-1130.

Telephone: 615-926-2151. TWX: 810-575-8551.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 245-kw max. visual, 30-kw max. aural. Antenna: 2320-ft. above av. terrain, 228-ft. above ground, 4398-ft. above sea level.

Latitude 36° 25' 55"
Longitude 82° 08' 15"

Transmitter: Holston Mountain.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.6-meter C-band; AFC, 3.664-meter Ku-band; Aristocom 3.053-meter C-band; Prodelin, 3.053-meter C-band; M/A-Com, Scientific-Atlanta receivers.

News Services: AP, CBS.

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

Began Operation: October 26, 1953. Sale to present owner by W. H. Lancaster Sr. & Jr. was approved June 8, 1964 by FCC (Television Digest, Vol. 4:11, 24).

Represented (sales): Blair Television.

Represented (legal): Wiley, Rein & Fielding.

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

Personnel:

W. H. LANCASTER JR., executive vice president & general manager.
JACK D. DEMPSEY, general sales manager.
ALFRED GREGORY, program director & film buyer.
CARL DICKENSON, chief engineer.

Highest One Hour Rate: \$4500.

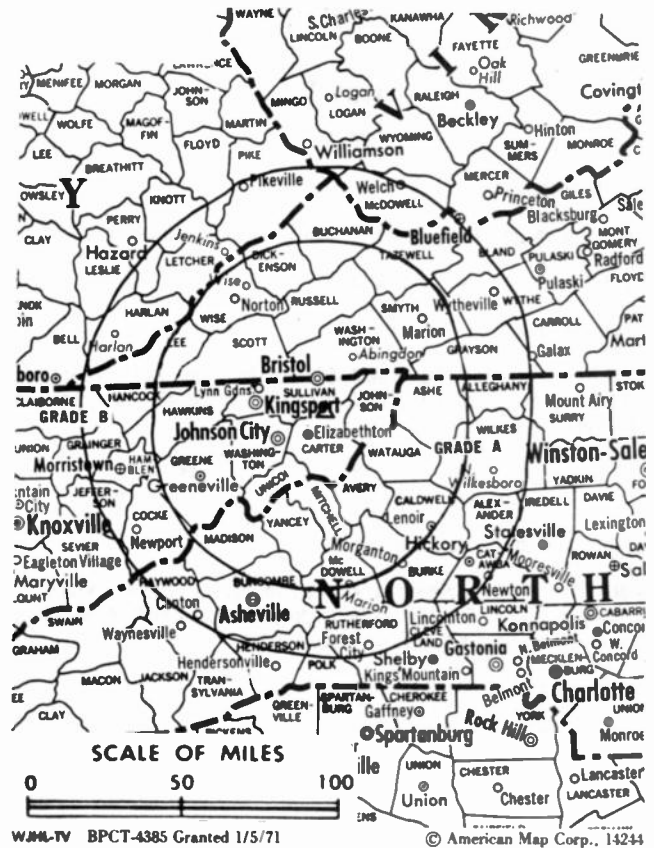
Highest 30 Sec. Rate: \$1000.

NETWORK BASE HOURLY RATE: \$936.

City of License: Johnson City. ADI: Bristol, VA-Kingsport-Johnson City, TN. Rank: 86.

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	TENNESSEE			
	Carter	19,800	19,600	99
	Greene	21,100	20,900	99
	Hawkins	17,300	17,100	99
	Johnson	5,400	5,300	98
	Sullivan	57,500	57,200	99
	Unicoi	6,500	6,400	98
	Washington	34,700	34,500	99
	VIRGINIA			
	Buchanan	12,300	12,000	98
	Dickenson	7,000	6,900	99
	Lee	9,500	9,300	98
	Russell	11,900	11,700	98
	Scott	8,800	8,600	98
	Smyth	11,800	11,700	99
	Washington	24,000	23,700	99
	Wise	17,200	16,900	98



WJHL-TV BPCT-4385 Granted 1/5/71

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Net Weekly Circulation	State County	Total Households	TV Households	Households %
Between 25-49%	KENTUCKY			
	Letcher	11,000	10,800	98
	NORTH CAROLINA			
	Avery	5,400	5,300	98
	Watauga	12,600	12,400	98
	Yancey	5,700	5,500	97
	TENNESSEE			
	Hancock	2,300	2,300	100
	VIRGINIA			
	Bland	2,200	2,100	95
Tazewell	17,600	17,400	99	
Between 5-24%	KENTUCKY			
	Breathitt	5,400	5,200	97
	Harlan	14,500	14,300	99
	Knott	6,100	5,900	98
	Leslie	5,100	4,900	97
	NORTH CAROLINA			
	Alleghany	3,900	3,800	97
	Ashe	9,200	9,000	98
	Haywood	19,000	18,700	98
	Madison	6,400	6,200	97
	Mitchell	5,400	5,300	98
	Swain	4,000	3,900	98
	TENNESSEE			
	Claiborne	9,600	9,400	98
	Cocke	11,300	11,100	99
	Grainger	6,300	6,200	98
	Hamblen	21,500	21,300	99
VIRGINIA				
Grayson	9,200	9,100	99	
WEST VIRGINIA				
Boone	11,000	10,900	99	
Mc Dowell	16,200	15,900	98	
Wyoming	12,100	11,900	98	
Station Totals		497,800	490,600	99
Net Weekly Circulation (1988)			258,100	
Average Daily Circulation (1988)			152,900	

Tennessee—Kingsport-Johnson City-Bristol

WKPT-TV

Ch. 19

Network Service: ABC.

Licensee: Holston Valley Bcstg. Corp., Box WKPT, Kingsport, TN 37662.

Studio: 222 Commerce St., Kingsport, TN 37660.

Telephone: 615-246-9578. **TWX:** 810-574-5180.

Technical Facilities: Channel No. 19 (500-506 MHz). Authorized power: 1255-kw max. & 447-kw horizontal visual, 251-kw max. & 89.10-kw horizontal aural. Antenna: 2320-ft. above av. terrain, 225-ft. above ground, 4398-ft. above sea level.

Latitude 36° 25' 54"
Longitude 82° 08' 15"

Transmitter: Holston Mountain, Cherokee National Forest.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Stations: AFC, 5-meter; AFC, 3-meter; AFC, 3-meter Ku-band; Av-com, M/A-Com, Microdyne, Scientific-Atlanta receivers.

News Services: ABC, AP, ESPN, Potomac News Service.

Ownership: The Home News Co. See Group Ownership of Television Stations.

Began Operation: August 20, 1969.

Represented (sales): Seltel Inc.

Represented (legal): Cordon & Kelly.

Represented (engineering): Jules Cohen & Associates.

Personnel:

GEORGE E. DEVAULT JR., president & general manager.
RAY WALKER, vice president, station & general sales manager.
JACK JETER, sales manager.
HAROLD T. DOUGHERTY, vice president, engineering.
FRED FALIN, program director.
BETTE BYRD, controller.
STEVE LYONS, production director.

Highest One Hour Rate: \$4000.

Highest 30 Sec. Rate: \$500.

NETWORK BASE HOURLY RATE: \$325.

City of License: Kingsport. **ADI:** Bristol, VA-Kingsport-Johnson City, TN. **Rank:** 86.

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	TENNESSEE			
	Carter	19,800	19,600	99
	Sullivan	57,500	57,200	99
	Washington	34,700	34,500	99
	VIRGINIA			
	Buchanan	12,300	12,000	98
	Russell	11,900	11,700	98
	Scott	8,800	8,600	98
	Smyth	11,800	11,700	99
	Washington	24,000	23,700	99
Wise	17,200	16,900	98	



WKPT-TV BPCT-3760 Granted 12/8/66

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	KENTUCKY			
	Letcher	11,000	10,800	98
	TENNESSEE			
	Greene	21,100	20,900	99
	Hawkins	17,300	17,100	99
VIRGINIA	Unicoi	6,500	6,400	98
	Dickenson	7,000	6,900	99
Between 5-24%	KENTUCKY			
	Bell	12,000	11,800	98
	Floyd	18,200	18,000	99
	Harlan	14,500	14,300	99
	Leslie	5,100	4,900	97
	Perry	11,900	11,700	98
	Pike	29,900	29,500	99
	NORTH CAROLINA			
	Avery	5,400	5,300	98
	Watauga	12,600	12,400	98
TENNESSEE				
Johnson	5,400	5,300	98	
VIRGINIA				
Lee	9,500	9,300	98	
Tazewell	17,600	17,400	99	
Wythe	9,500	9,300	98	
Station Totals		412,500	407,200	99
Net Weekly Circulation (1988)			179,000	
Average Daily Circulation (1988)			74,100	

Tennessee—Knoxville

WATE-TV

Ch. 6

Network Service: ABC.

Licensee: Nationwide Communications Inc., 1306 Broadway NE, Knoxville, TN 37917.

Studio: 1306 Broadway NE, Knoxville, TN 37917.

Telephones: 615-637-6666; 615-637-0711.

TWX: 810-583-0114. Fax: 615-525-4091.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1490-ft. above av. terrain, 1153-ft. above ground, 2549-ft. above sea level.

Latitude 36° 00' 13"
Longitude 83° 56' 35"

Transmitter: Sharp's Ridge Memorial Park Rd.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Andrew, 7.2-meter; Andrew, 4.5-meter; AFC, 3.7-meter Ku-band; Comtech, 5-meter; Avantek, M/A-Com, Pinzone, Scientific-Atlanta receivers.

News Service: AP.

Ownership: Nationwide Communications Inc. See Group Ownership of Television Stations.

Began Operation: October 1, 1953. Sale to present owner by Paul Montcastle and associates approved on April 8, 1965 by FCC (Television Digest, Vol. 5:9, 15).

Represented (sales): Blair Television.

Represented (legal): Fletcher, Heald & Hildreth.

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

Personnel:

JIM MIKELS, general manager.
JAMES ABBOTT, station manager.
RICK McCUE, general sales manager.
BOB WILLIAMS, chief engineer.
DAVID SMITH, news director.
TIMOTHY FRAME, assistant general sales manager.

Highest 30 Sec. Rate: \$2000.

NETWORK BASE HOURLY RATE: \$1600.

City of License: Knoxville. ADI: Knoxville. Rank: 61.

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	KENTUCKY			
	Bell	12,000	11,800	98
	Harlan	14,500	14,300	99
	McCreary	5,700	5,600	98
	Whitley	13,500	13,300	99
	TENNESSEE			
	Anderson	27,300	27,100	99
	Blount	31,900	31,700	99
	Campbell	13,600	13,400	99
	Claiborne	9,600	9,400	98
Cocke	11,300	11,100	99	
Cumberland	12,300	12,100	98	
Fentress	5,600	5,500	98	
Grainger	6,300	6,200	98	
Hamblen	21,500	21,300	99	
Hancock	2,300	2,300	100	
Jefferson	12,600	12,500	99	
Knox	131,700	130,900	99	
Loudon	11,700	11,600	99	
McMinn	16,100	16,000	99	
Monroe	10,900	10,800	99	
Morgan	5,700	5,600	98	
Roane	18,700	18,600	99	
Scott	7,400	7,300	99	



WATE-TV BPCT-4672 Granted 1/14/74

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Sevier	18,800	18,600	99
	Union	4,800	4,700	98
Between 25-49%	KENTUCKY			
	Clinton	3,500	3,400	97
	Knox	10,900	10,700	98
	TENNESSEE			
	Greene	21,100	20,900	99
	Hawkins	17,300	17,100	99
Between 5-24%	VIRGINIA			
	Lee	9,500	9,300	98
	GEORGIA			
	Fannin	6,100	6,000	98
	KENTUCKY			
	Clay	7,700	7,500	97
	Laurel	15,100	14,900	98
	Leslie	5,100	4,900	97
	Letcher	11,000	10,800	98
	Pulaski	18,500	18,200	98
	Russell	5,700	5,600	98
	Wayne	6,600	6,400	97
	NORTH CAROLINA			
	Cherokee	7,900	7,700	98
Graham	2,500	2,500	98	
Macon	9,700	9,400	97	
Madison	6,400	6,200	97	
Swain	4,000	3,900	98	
TENNESSEE				
Bledsoe	3,400	3,300	99	
Meigs	2,800	2,800	100	
Rhea	9,300	9,200	99	
Sullivan	57,500	57,200	99	
VIRGINIA				
Scott	8,800	8,600	98	
Wise	17,200	16,900	98	
Station Totals		693,400	685,100	99
Net Weekly Circulation (1988)			401,000	
Average Daily Circulation (1988)			234,600	

Tennessee—Knoxville

WBIR-TV

Ch. 10

Network Service: NBC.

Licensee: Multimedia WBIR Inc., Box 2760, Greenville, SC 29602.

Studio: 1513 Hutchinson Ave., Knoxville, TN 37917.

Telephone: 615-637-1010. **TWX:** 810-583-0172.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 35.5-kw aural. Antenna: 1790-ft. above av. terrain, 1504-ft. above ground, 2849-ft. above sea level.

Latitude 36° 00' 19"
Longitude 83° 56' 23"

Transmitter: Memorial Park Rd., Sharp's Ridge, Knoxville.

Satellite Earth Stations: Harris, 3-meter; Anixter-Mark, 5-meter; RCA Americom, 3.6-meter Ku-band; Scientific-Atlanta, 4.6-meter; Scientific-Atlanta, 7-meter; Harris, M/A-Com, Scientific-Atlanta receivers.

News Services: AP, CNN, NIWS.

Ownership: Multimedia Inc. See Group Ownership of Television Stations.

Began Operation: August 12, 1956. Transfer to Multimedia Inc. by Southeastern Bcstg. Co. approved Sept. 22, 1967 by FCC. Previous sale to WMRC Inc. by Taft Bcstg. Co. approved Nov. 16, 1960 (*Television Digest*, Vol. 16:39, 47). Sale of 70% by Gilmore N. Nunn, Mr. & Mrs. Robert L. Ashe & John P. Hart to Taft Bcstg., which previously had held other 30%, was approved Oct. 29, 1959 (Vol. 15:41, 44).

Represented (sales): Katz Television.

Represented (legal): Dow, Lohnes & Albertson.

Represented (engineering): Jules Cohen & Associates.

Personnel:

JAMES M. HART, vice president & general manager.
STEVE DEAN, creative services director.
ROBERT E. HORTON, chief engineer.
BOB W. FRANKLIN, news director.

Highest 30 Sec. Rate: \$1500.

NETWORK BASE HOURLY RATE: \$1225.

City of License: Knoxville. **ADI:** Knoxville. **Rank:** 61.

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	KENTUCKY			
	Bell	12,000	11,800	98
	Harlan	14,500	14,300	99
	Knox	10,900	10,700	98
	Mc Creary	5,700	5,600	98
	Pulaski	18,500	18,200	98
	Wayne	6,600	6,400	97
	Whitley	13,500	13,300	99
	NORTH CAROLINA			
	Graham	2,500	2,500	98
TENNESSEE	Anderson	27,300	27,100	99
	Blount	31,900	31,700	99
	Campbell	13,600	13,400	99
	Claiborne	9,600	9,400	98
	Cocke	11,300	11,100	99
	Cumberland	12,300	12,100	98
	Fentress	5,600	5,500	98
	Grainger	6,300	6,200	98
	Hamblen	21,500	21,300	99
	Hancock	2,300	2,300	100
	Jefferson	12,600	12,500	99
	Knox	131,700	130,900	99
	Loudon	11,700	11,600	99
	Mcminn	16,100	16,000	99
	Monroe	10,900	10,800	99
	Morgan	5,700	5,600	98
	Roane	18,700	18,600	99
	Scott	7,400	7,300	99



WBIR-TV BPCT-781006KH Granted 3/14/79 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Sevier	18,800	18,600	99
	Union	4,800	4,700	98
	VIRGINIA			
	Lee	9,500	9,300	98
Between 25-49%	KENTUCKY			
	Clinton	3,500	3,400	97
	Laurel	15,100	14,900	98
	Russell	5,700	5,600	98
	NORTH CAROLINA			
	Cherokee	7,900	7,700	98
TENNESSEE	Bledsoe	3,400	3,300	99
	Greene	21,100	20,900	99
	Hawkins	17,300	17,100	99
	Meigs	2,800	2,800	100
	Rhea	9,300	9,200	99
	GEORGIA			
	Fannin	6,100	6,000	98
	KENTUCKY			
	Clay	7,700	7,500	97
	Jackson	4,300	4,200	98
Leslie	5,100	4,900	97	
Letcher	11,000	10,800	98	
Rockcastle	5,300	5,200	98	
NORTH CAROLINA	Avery	5,400	5,300	98
	Madison	6,400	6,200	97
	Mitchell	5,400	5,300	98
	Swain	4,000	3,900	98
	TENNESSEE			
Polk	4,900	4,900	99	
Putnam	18,900	18,700	99	
Sullivan	57,500	57,200	99	
Unicoi	6,500	6,400	98	
Station Totals		708,400	700,200	99
Net Weekly Circulation (1988)				452,400
Average Daily Circulation (1988)				288,500

Tennessee—Knoxville

WKCH-TV

Ch. 43

Network Service: Fox.

Licensee: Knoxville Television Ltd., Debtor-in-Possession, 7401 Kingston Pike, Knoxville, TN 37919.

Studio: 109 E. Churchwell, Knoxville, TN 37917.

Mailing Address: Box 3809, Knoxville, TN 37927.

Telephone: 615-971-4343.

Technical Facilities: Channel No. 43 (644-650 MHz). Authorized power: 2210-kw max. visual, 221-kw max. aural. Antenna: 1150-ft. above av. terrain, 1079-ft. above ground, 2179-ft. above sea level.

Latitude 35° 59' 20"
Longitude 83° 57' 45"

Transmitter: 109 E. Churchwell, Knoxville.

Satellite Earth Stations: Scientific-Atlanta, 4.6-meter C-band; AFC, 3-meter Ku-band; Harris, Scientific-Atlanta receivers.

News Services: AP, CNN.

Ownership: Media Central Inc. See Group Ownership of Television Stations.

Began Operation: December 31, 1983. Sale to present owner by H. Bernard Dixon, et al., approved by FCC Oct. 1, 1985.

Represented (sales): Seitel Inc.

Represented (legal): Seymour M. Chase, P.C.

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

Personnel:

- LEON SERRUYS, general manager.
- JOHN MAYBIN, general sales manager.
- LAMAR GILBERT, chief engineer.
- PHIL RAINEY, news director.
- BRENDA PRICE, program director.
- CHERYL DAGES, promotion director.

Highest One Hour Rate: \$4000.

Highest 30 Sec. Rate: \$300.

City of License: Knoxville. ADI: Knoxville. Rank: 61.

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	TENNESSEE Loudon	11,700	11,600	99
	TENNESSEE Anderson	27,300	27,100	99
Between 25-49%	Blount	31,900	31,700	99
	Campbell	13,600	13,400	99
	Claiborne	9,600	9,400	98
	Grainger	6,300	6,200	98



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Hamblen	21,500	21,300	99
	Jefferson	12,600	12,500	99
	Knox	131,700	130,900	99
	Monroe	10,900	10,800	99
	Morgan	5,700	5,600	98
	Roane	18,700	18,600	99
	Sevier	18,800	18,600	99
Between 5-24%	KENTUCKY Bell	12,000	11,800	98
	Harlan	14,500	14,300	99
	Knox	10,900	10,700	98
	McCreary	5,700	5,600	98
	Whitley	13,500	13,300	99
TENNESSEE	Cumberland	12,300	12,100	98
	Meigs	2,800	2,800	100
	Rhea	9,300	9,200	99
Station Totals		406,100	402,200	99
Net Weekly Circulation (1988)				147,100
Average Daily Circulation (1988)				55,100

Tennessee—Knoxville

WTVK

Ch. 26

Network Service: CBS.

Licensee: South Central Communications Corp., Box 1388, Knoxville, TN 37901.

Studio: Sharp's Ridge Memorial Park Rd., Knoxville, TN 37917.

Mailing Address: Box 1388, Knoxville, TN 37901.

Telephone: 615-687-2312.

Technical Facilities: Channel No. 26 (542-548 MHz). Authorized power: 5000-kw max. & 1620-kw horizontal visual, 324-kw horizontal aural. Antenna: 1270-ft. above av. terrain, 1034-ft. above ground, 2292-ft. above sea level. Latitude 36° 00' 36" Longitude 83° 55' 57"

Latitude 36° 00' 36"
Longitude 83° 55' 57"

Note: Review Board Decision March 13, 1986 granted CP for change to Ch. No. 8 (180-186 MHz). 316-kw visual, 44.8-kw aural. Antenna: 1272-ft. above av. terrain, 1034-ft. above ground, 2292-ft. above sea level. Latitude 36° 00' 35.9" Longitude 83° 55' 56.5". Transmitter: 0.2-mi. NE of Sharp's Ridge Memorial Park Rd., Knoxville.

Transmitter: Sharp's Ridge Memorial Park Rd.

Satellite Earth Stations: 3 in operation; Standard Communications receivers.

FM Affiliate: WEZK, 100-kw, 97.5 MHz (No. 248), 1140-ft.

News Service: AP.

Ownership: John D. Engelbrecht, pres., 74.8%; Bettie A. Engelbrecht, secy., 24.7%; Leighman D. Groves, treas., 0.50%; South Central also operates WROZ(AM), Evansville, IN; owns WEZK(FM), Knoxville, TN; WZEZ(FM), Nashville, TN.

Began Operation: October 1, 1953. Sale to present owners approved by FCC July 28, 1954 (Television Digest, Vol. 10:23, 31).

Represented (sales): Petry Television Inc.

Represented (legal): Bryan, Cave, McPheeters & McRoberts.

Represented (engineering): Smith & Powstenko.

Personnel:

JOHN D. ENGELBRECHT, president.
DUANE V. EASTVOLD, vice president & general manager.
WILLIAM E. ECKSTEIN, program director.
JERRY WHITENER, national sales manager.
HAL WANZER, news director.
ROBERT GLENN, chief engineer.

Highest 30 Sec. Rate: \$350.

NETWORK BASE HOURLY RATE: \$600.

City of License: Knoxville. **ADI:** Knoxville. **Rank:** 61.

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	KENTUCKY			
	Bell	12,000	11,800	98
	Knox	10,900	10,700	98
	Whitley	13,500	13,300	99
	TENNESSEE			
	Anderson	27,300	27,100	99
	Blount	31,900	31,700	99
	Campbell	13,600	13,400	99
	Claiborne	9,600	9,400	98
Hamblen	21,500	21,300	99	



Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	KENTUCKY				
	Jefferson	12,600	12,500	99	
	Knox	131,700	130,900	99	
	Loudon	11,700	11,600	99	
	Monroe	10,900	10,800	99	
	Morgan	5,700	5,600	98	
	Roane	18,700	18,600	99	
	Sevier	18,800	18,600	99	
	Union	4,800	4,700	98	
	Between 25-49%	KENTUCKY			
Mc Creary		5,700	5,600	98	
Pulaski		18,500	18,200	98	
TENNESSEE					
Cocke		11,300	11,100	99	
Cumberland		12,300	12,100	98	
Grainger		6,300	6,200	98	
Scott		7,400	7,300	99	
Between 5-24%		KENTUCKY			
		Harlan	14,500	14,300	99
	Laurel	15,100	14,900	98	
	TENNESSEE				
	Fentress	5,600	5,500	98	
	Hancock	2,300	2,300	100	
	Hawkins	17,300	17,100	99	
	Mcminn	16,100	16,000	99	
	Rhea	9,300	9,200	99	
	VIRGINIA				
Lee	9,500	9,300	98		
Station Totals		506,400	501,100	99	
Net Weekly Circulation (1988)				307,300	
Average Daily Circulation (1988)				173,400	

Tennessee—Lebanon

WJFB

Ch. 66

Network Service: None, independent.

Licensee: Joe F. Bryant, 200 E. Spring St., Lebanon, TN 38087.

Studio: 200 E. Spring St., Lebanon, TN 38087.

Telephone: 615-244-5142.

Technical Facilities: Channel No. 66 (782-788 MHz). Authorized power: 100-kw max. visual, 10-kw max. aural. Antenna: 436-ft. above av. terrain, 315-ft. above ground, 1105-ft. above sea level.

Latitude	36°	08'	24"
Longitude	86°	18'	47"

Transmitter: 0.2-mi. E of State Rd. 2315; 4.6-mi. S of Lebanon Square.

Ownership: Joe F. Bryant, 100%. Bryant owns permittee of WMST(AM), Mount Juliet, TN.

Began Operation: July 8, 1987.

Represented (engineering): James H. Hayes.

Personnel:

JOE BRYANT, president & general manager.
 WAYNE RINKS, news director & general sales manager.
 PAT BRYANT, program director.
 DALE HOWARD, chief engineer.

Rates: Not available.

Arbitron Data: Not available.



City of License: Lebanon. **ADI:** Nashville. **Rank:** 32.

Tennessee—Memphis

WHBQ-TV

Ch. 13

Network Service: ABC.

Licensee: RKO General Inc., 485 S. Highland, Box 11407, Memphis, TN 38111.

Studio: 485 S. Highland, Box 11407, Memphis, TN 38111.

Telephone: 901-320-1313. TWX: 810-591-1877.

Fax: 901-323-0092.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 1013-ft. above av. terrain, 1076-ft. above ground, 1336-ft. above sea level.

Latitude 35° 10' 28"
Longitude 89° 50' 41"

Transmitter: 6555 Raleigh-La Grange Rd.

Satellite Earth Stations: Andrew, 7.3-meter; Andrew, 4.5-meter; Andrew, 7.3-meter; Avantek receivers.

News Services: AP, UPI.

Ownership: GenCorp.

Began Operation: September 27, 1953.

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

Represented (legal): Wilmer, Cutler & Pickering.

Personnel:

- ALEX BONNER, vice president & general manager.
- JACK BOLTON, general sales manager.
- DICK KVALE, national sales manager.
- JIMMIE MITCHELL, local sales manager.
- DON BRADLEY, news director.
- BOB LEWIS, program director.
- JANICE KNAPP, promotion director.
- JEAN PIERCY, controller.
- LARRY COUGHLAN, chief engineer.
- PAT BOREN, sales service director.

Highest One Hour Rate: \$10,000.

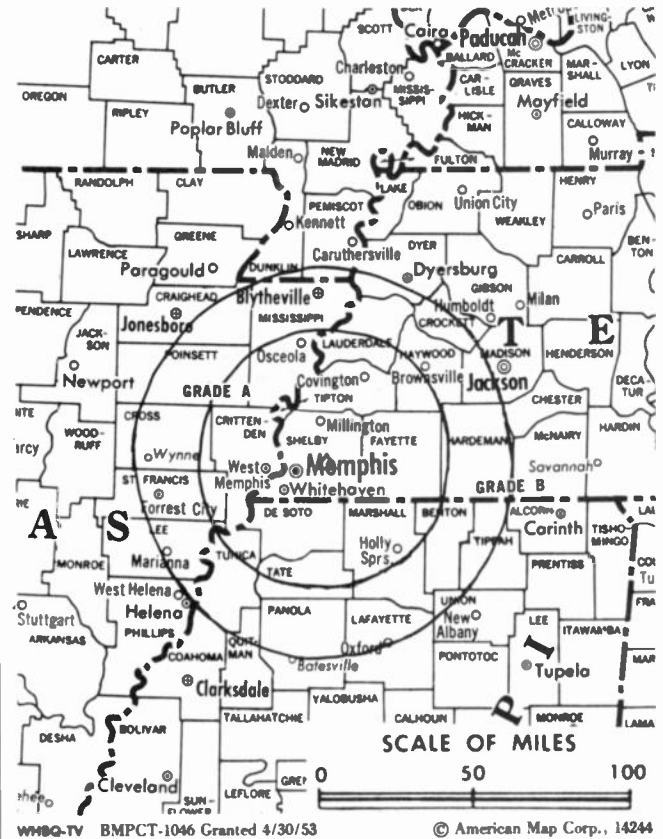
Highest 30 Sec. Rate: \$2000.

NETWORK BASE HOURLY RATE: \$1250.

City of License: Memphis. **ADI:** Memphis. **Rank:** 41.

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	ARKANSAS			
	Crittenden	16,700	16,300	98
	Cross	6,800	6,700	99
	Lee	5,200	5,000	96
	Mississippi	19,500	19,200	98
	Phillips	11,100	10,800	97
	Poinsett	9,200	9,100	99
	St Francis	9,900	9,700	98
	MISSOURI			
	Permisco	8,500	8,300	98
	MISSISSIPPI			
	Benton	2,700	2,700	100
	Coahoma	12,100	11,800	98
	De Soto	20,900	20,600	98
Lafayette	11,600	11,400	99	
Marshall	10,300	10,100	98	
Panola	9,800	9,700	99	
Quitman	4,000	3,900	97	
Tate	6,800	6,700	99	
Tunica	3,000	2,900	97	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TENNESSEE			
	Crockett	5,200	5,100	98
	Dyer	13,300	13,200	99
	Fayette	8,100	8,000	98
	Gibson	18,900	18,700	99
	Hardeman	8,200	8,100	99
	Haywood	6,900	6,800	99
	Lake	2,600	2,600	100
	Lauderdale	9,200	9,100	99
	Shelby	290,300	288,500	99
	Tipton	12,100	12,000	99
Between 25-49%	ARKANSAS			
	Clay	7,900	7,800	98
	Craighead	24,000	23,700	99
	Greene	12,200	12,000	98
	MISSISSIPPI			
	Alcorn	13,200	13,000	98
	Grenada	7,600	7,500	99
Lee	23,900	23,600	99	
Between 5-24%	TENNESSEE			
	Chester	4,800	4,800	99
	Mc Nairy	9,400	9,300	99
	Madison	29,500	29,200	99
	Weakley	12,400	12,300	99
	ARKANSAS			
	Jackson	7,800	7,600	98
Lawrence	7,200	7,000	97	
Monroe	4,500	4,400	98	

(Continued on page A-1014)

Station Totals	841,200	831,300	99
Net Weekly Circulation (1988)			519,000
Average Daily Circulation (1988)			275,100

Tennessee—Memphis

WMC-TV

Ch. 5

Network Service: NBC.

Licensee: Scripps Howard Inc., 1100 Central Trust Tower, Box 5380, Cincinnati, OH 45201.

Studio: 1960 Union Ave., Memphis, TN 38104.

Telephone: 901-726-0555.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1013-ft. above av. terrain, 1088-ft. above ground, 1335-ft. above sea level.

Latitude 35° 10' 09"
Longitude 89° 53' 12"

Transmitter: 5317 Crestview Dr., U.S. 70 & Macon Rd.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; GE, 5-meter Ku-band; Miralite, 3.9-meter Ku & C-band; Harris, M/A-Com, Scientific-Atlanta, Standard Components receivers.

AM Affiliate: WMC, 5-kw, 790 kHz (ABC).

FM Affiliate: WMC-FM, 300-kw, 99.7 MHz (No. 259), 910-ft (ABC).

News Services: AP, CNN, NBC, UPI.

Ownership: Scripps Howard Inc., 100%. See Group Ownership of Television Stations.

Began Operation: December 11, 1948.

Represented (sales): Blair Television.

Represented (legal): Baker & Hostetler.

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

Personnel:

RON KLAYMAN, vice president & general manager.
JOE COOPER, assistant general manager, sales.
EDWARD F. GREANEY JR., assistant general manager, news & public affairs.
CHARLOTTE ENGLISH, assistant general manager, programming.
WILLIAM FEE, national sales manager.
JAMES C. WRIGHT, local sales manager.
MICHAEL I. SCHWARTZ, engineering manager.
OLIVIA HOLMES, promotion director.
JAMES FROMMEL, business manager.
PHILIP SLAVICK, operations manager.
ROB MIZE, creative services manager.
BUDDY SANDERS, farm director.

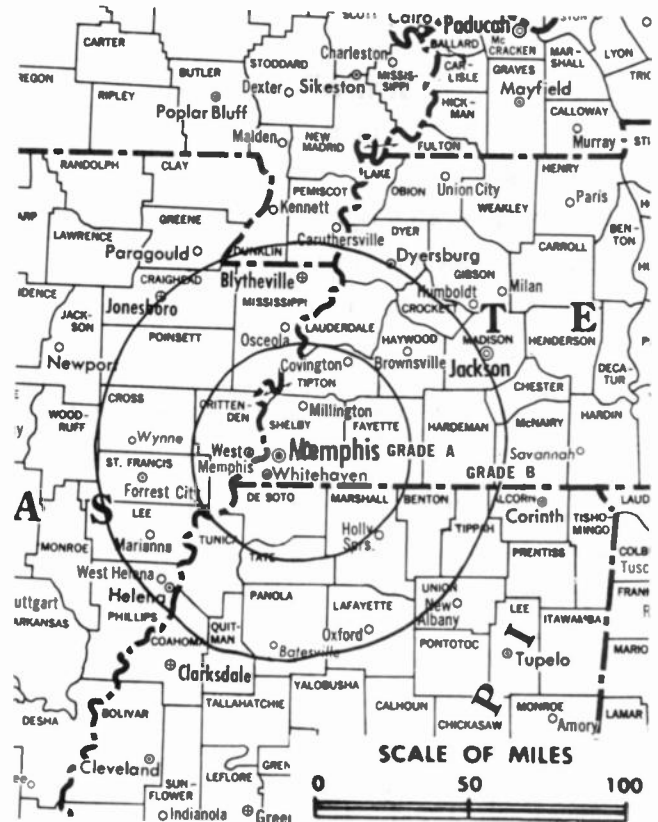
Highest 30 Sec. Rate: \$3500.

NETWORK BASE HOURLY RATE: \$2650.

City of License: Memphis. ADI: Memphis. Rank: 41.

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	ARKANSAS			
	Craighead	24,000	23,700	99
	Crittenden	16,700	16,300	98
	Cross	6,800	6,700	99
	Greene	12,200	12,000	98
	Jackson	7,800	7,600	98
	Lawrence	7,200	7,000	97
	Lee	5,200	5,000	96
	Mississippi	19,500	19,200	98
	Phillips	11,100	10,800	97
	Poinsett	9,200	9,100	99
	St Francis	9,900	9,700	98
	MISSOURI			
Pemiscot	8,500	8,300	98	
MISSISSIPPI				
Alcorn	13,200	13,000	98	



WMC-TV BMPCT-1450 Granted 10/30/53 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	TENNESSEE			
	Benton	2,700	2,700	100
	Coahoma	12,100	11,800	98
	De Soto	20,900	20,600	98
	Grenada	7,600	7,500	99
	Lafayette	11,600	11,400	99
	Marshall	10,300	10,100	98
	Panola	9,800	9,700	99
	Quitman	4,000	3,900	97
	Tate	6,800	6,700	99
	Tippah	7,300	7,200	99
	Tunica	3,000	2,900	97
	Union	8,900	8,800	99
Yalobusha	5,000	4,900	98	
Between 25-49%	TENNESSEE			
	Chester	4,800	4,800	99
	Crockett	5,200	5,100	98
	Dyer	13,300	13,200	99
	Fayette	8,100	8,000	98
	Gibson	18,900	18,700	99
	Hardeman	8,200	8,100	99
	Haywood	6,900	6,800	99
	Lake	2,600	2,600	100
	Lauderdale	9,200	9,100	99
Mc Nairy	9,400	9,300	99	
Madison	29,500	29,200	99	
Shelby	290,300	288,500	99	
Tipton	12,100	12,000	99	
Between 25-49%	ARKANSAS			
	Clay	7,900	7,800	98
	Randolph	6,400	6,200	97
MISSOURI	Dunkin	13,300	13,000	98

(Continued on page A-1014)

Station Totals	948,000	935,900	99
Net Weekly Circulation (1988)			674,400
Average Daily Circulation (1988)			-57,300

Tennessee—Memphis

WMKW-TV

Ch. 30

Network Service: Fox.

Licensee: The Television Corp. of Memphis, 2876 Directors Cove, Memphis, TN 38103.

Studio: 2876 Directors Cove, Memphis, TN 38131.

Mailing Address: Box 30030, Memphis, TN 38130.

Telephone: 901-346-3030.

Technical Facilities: Channel No. 30 (566-572 MHz). Authorized power: 2500-kw max. & 1010-kw horizontal visual, 250-kw max. & 101-kw horizontal aural. Antenna: 1002-ft. above av. terrain, 1114-ft. above ground, 1449-ft. above sea level.

Latitude 35° 09' 17"
Longitude 89° 49' 20"

Requests CP for change to 5000-kw max. visual. BPCT-880908KP.

Transmitter: WKNO-TV tower, 2.5-mi. NE of Memphis on L & N Railroad.

Satellite Earth Stations: Scientific-Atlanta, 4.6-meter; Automation Techniques, 3.8-meter; M/A-Com, 4.2-meter Ku-band; Scientific-Atlanta, Automation Techniques, M/A-Com receivers.

Ownership: TVX Broadcast Group, 100%. See Group Ownership of Television Stations.

Began Operation: April 18, 1983.

Represented (sales): Seltel Inc.

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

Represented (engineering): Lawrence Behr Associates.

Personnel:

MORRIE BEITCH, vice president & general manager.
DeSHON DARNELL, general sales manager.
TREY MURPHREE, local sales manager.
JIM MATTSON, chief engineer.
LIZ MULLEN, program director.
JEAN ANDERS, promotion director.
DENISE REBER, business manager.

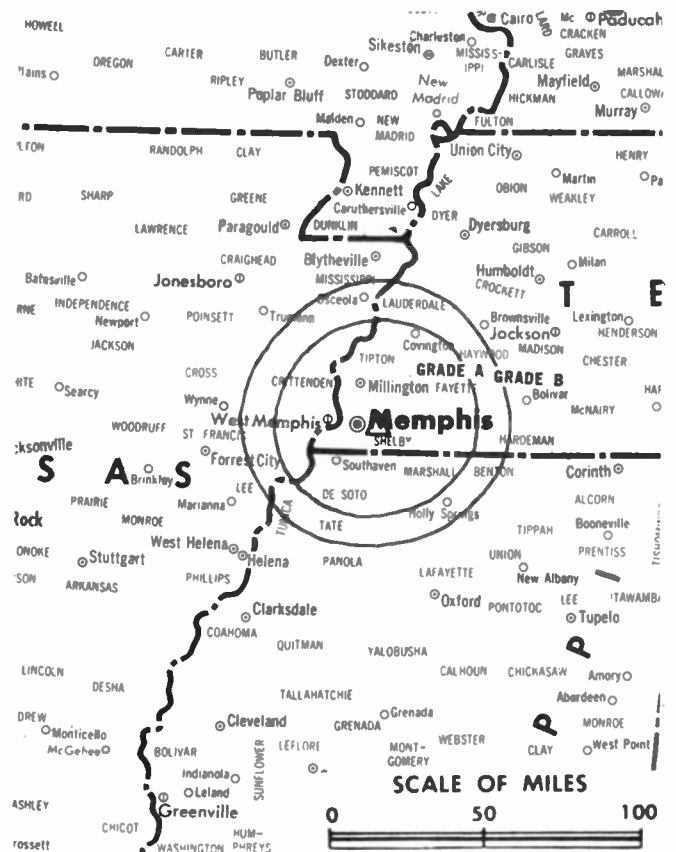
Highest One Hour Rate: \$3600.

Highest 30 Sec. Rate: \$2500.

City of License: Memphis. ADI: Memphis. Rank: 41.

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	MISSISSIPPI			
	De Soto	20,900	20,600	98
	Tunica	3,000	2,900	97
Between 25-49%	TENNESSEE			
	Shelby	290,300	288,500	99
	ARKANSAS			
	Crittenden	16,700	16,300	98
	Lee	5,200	5,000	96
	Mississippi	19,500	19,200	98
	St Francis	9,900	9,700	98



WMKW-TV BMPCT-820730KG Granted 8/24/82 © American Map Corp. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	MISSISSIPPI			
	Marshall	10,300	10,100	98
	Panola	9,800	9,700	99
	Quitman	4,000	3,900	97
	Tate	6,800	6,700	99
TENNESSEE	Fayette	8,100	8,000	98
	Haywood	6,900	6,800	99
	Lauderdale	9,200	9,100	99
	Tipton	12,100	12,000	99
	Between 5-24%	ARKANSAS		
Cross		6,800	6,700	99
Phillips		11,100	10,800	97
MISSOURI	Pointsett	9,200	9,100	99
	Dunklin	13,300	13,000	98
MISSISSIPPI	Benton	2,700	2,700	100
	Lafayette	11,600	11,400	99
	Tippah	7,300	7,200	99
TENNESSEE	Hardeman	8,200	8,100	99
	Station Totals	502,900	497,500	99
Net Weekly Circulation (1988)			232,000	
Average Daily Circulation (1988)			88,300	

Tennessee—Memphis

WPTY-TV

Ch. 24

Network Service: None, independent.

Licensee: Chase Bcstg. of Memphis Inc., One Commercial Plaza, Hartford, CT 06103.

Studio: 2225 Union Ave, Memphis, TN 38104.

Telephone: 901-278-2424. TWX: 810-591-1201.

Fax: 901-278-8924.

Technical Facilities: Channel No. 24 (530-536 MHz). Authorized power: 3003-kw max. visual, 600.6-kw max. aural. Antenna: 1011-ft. above av. terrain, 1043-ft. above ground, 1338-ft. above sea level.

Latitude 35° 12' 11"
Longitude 89° 48' 16"

Transmitter: Kate Bond Rd. & US Hwy. 64, Memphis.

Satellite Earth Stations: Scientific-Atlanta, 5-meter; United Satellite Systems, 5-meter; Scientific-Atlanta receivers.

Ownership: Chase Bcstg. of Memphis, gen. partner, 1.00%; Roger M. Freedman, ltd. partner, 99.0%. Chase Bcstg. of Memphis ownership: Chase Communications Corp.; Roger M. Freedman, chmn. & chief exec. officer, 10%; Perry S. Ury, pres. & chief operating officer; Edward T. Karlik, v.p., television; Arnold Chase, 30%; David T. Chase, 30%; Cheryl C. Freedman, 20%; Rhoda Chase, 10%. A. Chase & C. Freedman own D. T. Chase Enterprises Inc., which owns WTIC-TV-AM-FM, Hartford, CT; cable television systems; has interest in WSTC & WYRS(FM), Stamford, CT.

Began Operation: September 10, 1978. Sale to present owners by Precht Communications, et al., approved by FCC March 28, 1986. Previous sale by Martin F. Connelly, Arthur E. Muth, et al., to Precht Communications et al. approved by FCC July 23, 1984. Sale to Channel 24 Memphis Ltd. Partnership approved March 28, 1986. Sale to present owners approved by FCC May 31, 1988.

Represented (sales): Petry Television Inc.

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

Represented (engineering): Andrus & Associates.

Personnel:

KENT E. LILLIE, vice president & general manager.
STEVE BARRY, director of national sales.
HOWARD ROBERTSON, director of regional sales.
STEVE LITWER, director of local sales & marketing.
STEPHEN W. PICKELL, chief engineer.
RICKA RAIFORD, program director.
JON KECK, promotion director.
LINDA THREET, business manager.

Highest One Hour Rate: \$8000.

Highest 30 Sec. Rate: \$2000.

City of License: Memphis. ADI: Memphis. Rank: 41.

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	ARKANSAS		
	Crittenden	16,700	16,300 98
	Mississippi	19,500	19,200 98
	MISSISSIPPI		
	Benton	2,700	2,700 100
	De Soto	20,900	20,600 98
	Marshall	10,300	10,100 98
	Tate	6,800	6,700 99
	Tunica	3,000	2,900 97
	TENNESSEE		
Fayette	8,100	8,000 98	
Haywood	6,900	6,800 99	
Lake	2,600	2,600 100	



Net Weekly Circulation	State County	Total Households	TV Households Households %
50% & Over	Lauderdale	9,200	9,100 99
	Shelby	290,300	288,500 99
	Tipton	12,100	12,000 99
Between 25-49%	ARKANSAS		
	Craighead	24,000	23,700 99
	Cross	6,800	6,700 99
	Greene	12,200	12,000 98
	Lee	5,200	5,000 96
	Phillips	11,100	10,800 97
	Poinsett	9,200	9,100 99
	St Francis	9,900	9,700 98
	MISSOURI		
	Dunkin	13,300	13,000 98
Perniscot	8,500	8,300 98	
MISSISSIPPI			
Alcorn	13,200	13,000 98	
Coahoma	12,100	11,800 98	
Panola	9,800	9,700 99	
Quitman	4,000	3,900 97	
Tippah	7,300	7,200 99	
TENNESSEE			
Crockett	5,200	5,100 98	
Dyer	13,300	13,200 99	
Gibson	18,900	18,700 99	
Hardeman	8,200	8,100 99	
Madison	29,500	29,200 99	
Between 5-24%	ARKANSAS		
	Clay	7,900	7,800 98
	Lawrence	7,200	7,000 97
Monroe	4,500	4,400 98	

(Continued on page A-1014)

Station Totals	749,100	740,400	99
Net Weekly Circulation (1988)			348,400
Average Daily Circulation (1988)			148,700

Tennessee—Memphis

WREG-TV

Ch. 3

Network Service: CBS.

Licensee: The New York Times Broadcasting Service Inc, 803 Channel 3 Dr., Memphis, TN 38103.

Studio: 803 Channel 3 Drive, Memphis, TN 38103.

Telephone: 901-577-0100. TWX: 910-250-3814.

Fax: 901-523-1037.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1000-ft. above av. terrain, 1077-ft. above ground, 1349-ft. above sea level.

Latitude 35° 10' 52.19"
Longitude 89° 49' 56.11"

Transmitter: 2.75-mi. SE of Bartlett, 2105 Charles Bryan Rd.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Satcom Technologies, 5-meter Ku & C-band; 2 Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.7-meter C-band; DX Engineering, Scientific-Atlanta receivers.

News Services: AP, CBS, National Weather Service, UPI.

Ownership: The New York Times Co. See Group Ownership of Television Stations.

Began Operation: January 1, 1956. Sale to present owner by Cowles Bcstg. approved by FCC Aug. 18, 1971 (Television Digest, Vol. 10:44; 11:34). Sale to Cowles by Hoyt B. Wooten approved by FCC April 24, 1963 (Vol. 3:1, 17).

Represented (sales): Katz Television.

Represented (legal): Koteen & Naftain.

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

Personnel:

OLIN MORRIS, president & general manager.
BILL MILLER, vice president & business manager.
HUGH PULLEY, general sales manager.
JIM HAWKINS, national sales manager.
JOHN JACKSON, chief engineer.
RAY POHLMAN, news director.
STELLA L. FIELDS, program director.
CARL BAUMAN, manager of advertising & promotion.
RON WALTER, director of marketing, production & client services.
CAL CROWELL, production manager.
VIRGINIA FORD, traffic manager.

Highest 30 Sec. Rate: \$3500.

NETWORK BASE HOURLY RATE: \$2417.

City of License: Memphis. ADI: Memphis. Rank: 41.

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	ARKANSAS			
	Craighead	24,000	23,700	99
	Crittenden	16,700	16,300	98
	Cross	6,800	6,700	99
	Greene	12,200	12,000	98
	Lee	5,200	5,000	96
	Mississippi	19,500	19,200	98
	Phillips	11,100	10,800	97
	Poinsett	9,200	9,100	99
	St Francis	9,900	9,700	98
MISSOURI				
Pemiscot	8,500	8,300	98	
MISSISSIPPI				
Alcom	13,200	13,000	98	
Benton	2,700	2,700	100	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Coahoma	12,100	11,800	98
	De Soto	20,900	20,600	98
	Lafayette	11,600	11,400	99
	Marshall	10,300	10,100	98
	Panola	9,800	9,700	99
	Quitman	4,000	3,900	97
	Tate	6,800	6,700	99
	Tippah	7,300	7,200	99
	Tunica	3,000	2,900	97
	Union	8,900	8,800	99
	TENNESSEE			
	Chester	4,800	4,800	99
	Crockett	5,200	5,100	98
	Dyer	13,300	13,200	99
Fayette	8,100	8,000	98	
Gibson	18,900	18,700	99	
Hardeman	8,200	8,100	99	
Hardin	8,600	8,500	98	
Haywood	6,900	6,800	99	
Henderson	8,900	8,800	99	
Lauderdale	9,200	9,100	99	
Mc Nairy	9,400	9,300	99	
Madison	29,500	29,200	99	
Shelby	290,300	288,500	99	
Tipton	12,100	12,000	99	
Between 25-49%	ARKANSAS			
	Clay	7,900	7,800	98
	Jackson	7,800	7,600	98
	Lawrence	7,200	7,000	97
	Randolph	6,400	6,200	97
MISSOURI				
Dunklin	13,300	13,000	98	
(Continued on page A-1014)				
Station Totals		869,700	858,900	99
Net Weekly Circulation (1988)			635,500	
Average Daily Circulation (1988)			391,100	

Tennessee—Murfreesboro-Nashville

WHTN

Ch. 39

Network Service: None, independent.

Licensee: Tennessee Television Inc., 14 Public Square N., Murfreesboro, TN 37130.

Studio: 5202 Lebanon Rd., Old Hickory, TN 37138.

Telephone: 615-895-3240.

Technical Facilities: Channel No. 39 (620-626 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 821-ft. above av. terrain, 878-ft. above ground, 1449-ft. above sea level.

Latitude 36° 04' 54"
Longitude 86° 25' 57"

Transmitter: Lone Oak Rd., 2.36-mi. SW of Gladeville.

Satellite Earth Stations: 3 in operation.

Ownership: Christian Television Network, 100%. See Group Ownership of TV Stations.

Began Operation: December 30, 1983. Sale to Murfreesboro TV Corp by Channel 39 of Murfreesboro approved by FCC Aug. 2, 1985. Sale to present owners approved Aug. 21, 1986.

Personnel:

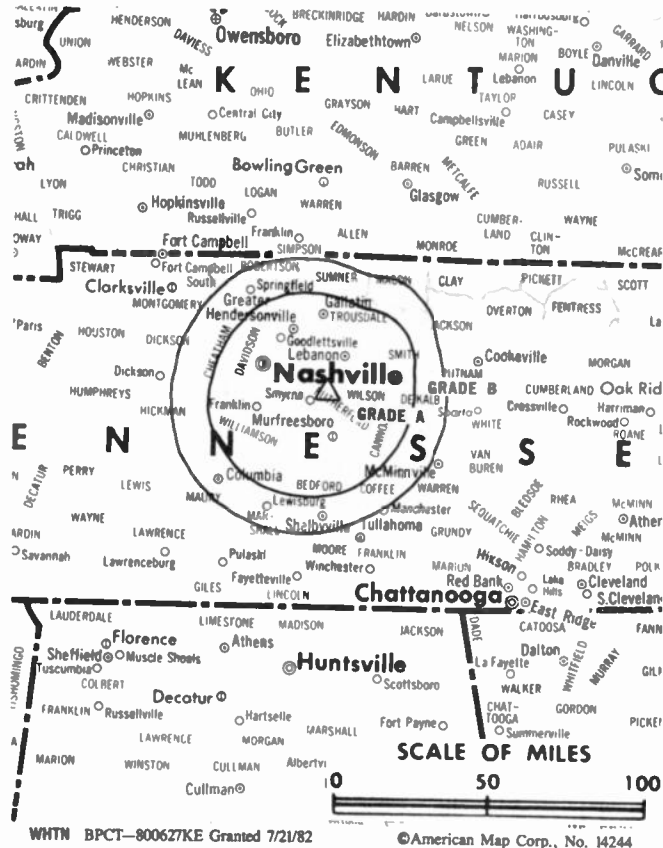
TERRY BOOKOUT, president & general manager.

Highest One Hour Rate: \$580.

Highest 30 Sec. Rate: \$70.

City of License: Murfreesboro. ADI: Nashville. Rank: 32.

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 %
TENNESSEE				
Between 5-24%	De Kalb	5,700	5,600	98
	Smith	5,700	5,700	99
Station Totals		11,400	11,300	99
Net Weekly Circulation (1988)			9,400	
Average Daily Circulation (1988)			2,100	

Tennessee—Nashville

WCAY-TV

Ch. 30

Network Service: Fox.

Licensee: TVX of Nashville Inc.

Studio: 300 Peabody St., Nashville, TN 37210.

Telephone: 615-256-3030.

Technical Facilities: Channel No. 30 (566-572 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1415-ft. above av. terrain, 1249-ft. above ground, 2017-ft. above sea level.

Latitude 36° 15' 50"
Longitude 86° 47' 38"

Transmitter: 1-mi. S of intersection of 124 & Old Hickory Blvd.

Satellite Earth Stations: 4 in operation.

Ownership: TVX Broadcast Group. See Group Ownership of Television Stations. **Note:** Sale to SouthWest MultiMedia pends (Television Digest, Vol. 28:20).

Began Operation: February 18, 1984.

Represented (sales): Seitel Inc.

Represented (engineering): Lawrence Behr Associates Inc.

Personnel:

- RICHARD WILLIAMS, vice president & general manager.
- DALE FOSHEE, general sales manager.
- DAMON FULTZ, local sales manager.
- BRUCE ELDER, director of engineering.
- KRISTEN BAILEY, director of operations.
- DEBORAH LITTLE, promotion manager.
- DEBORAH TAYLOR, business manager.

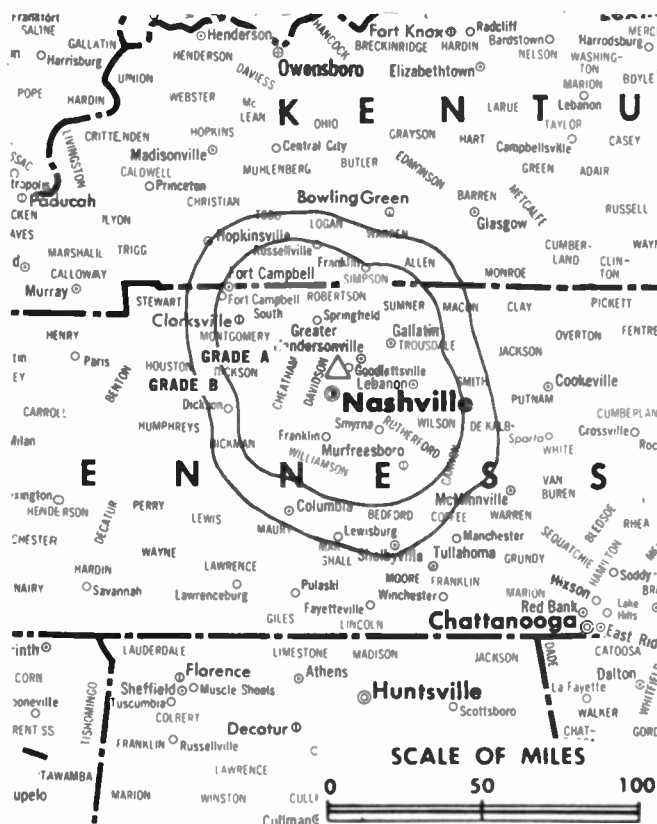
Highest One Hour Rate: \$3000.

Highest 30 Sec. Rate: \$500.

City of License: Nashville. **ADI:** Nashville. **Rank:** 32.

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	KENTUCKY			
	Allen	5,800	5,700	98
	Logan	9,900	9,800	99
	Simpson	5,500	5,500	99
Between 25-49%	KENTUCKY	21,000	20,800	99
	TENNESSEE			
	Cannon	4,100	4,100	100
	Cheatham	9,100	9,000	99
	Coffee	15,500	15,400	99
	Davidson	194,300	193,400	100
	Dickson	12,300	12,200	99
	Hickman	5,600	5,500	99
	Lewis	3,600	3,600	100
	Macon	6,100	6,000	98
	Maury	20,300	20,100	99
	Montgomery	31,200	31,000	99



WCAY-TV BNPCT-831026LA Granted 12/15/83 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	Households %
Between 25-49%	Robertson	14,400	14,300	99
	Rutherford	36,000	35,800	99
	Smith	5,700	5,700	99
	Stewart	3,700	3,700	100
	Sumner	33,900	33,700	99
	Trousdale	2,500	2,500	100
	Warren	13,100	12,900	99
	Williamson	24,900	24,700	99
	Wilson	23,500	23,300	99
	Between 5-24%	KENTUCKY		
Butler		4,300	4,300	99
Caldwell		5,000	4,900	98
Monroe		4,800	4,800	100
Todd		4,200	4,200	100
Warren		29,500	29,300	99
TENNESSEE				
Bedford		10,900	10,800	99
De Kalb		5,700	5,600	98
Houston		2,300	2,300	100
Jackson	3,300	3,300	98	
Overton	6,600	6,500	98	
Putnam	18,900	18,700	99	
Van Buren	1,500	1,500	100	
White	7,800	7,700	99	
Station Totals		606,800	602,600	99
Net Weekly Circulation (1988)			213,300	
Average Daily Circulation (1988)			79,200	

Tennessee—Nashville

WKRN-TV

Ch. 2

Network Service: ABC.

Licensee: Knight-Ridder Broadcasting Inc., 441 Murfreesboro Rd., Nashville, TN 37210.

Studio: 441 Murfreesboro Rd., Nashville, TN 37210.

Telephone: 615-259-2200.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1353-ft. above av. terrain, 942-ft. above ground, 2049-ft. above sea level.

Latitude 36° 02' 49"
Longitude 86° 49' 49"

Transmitter: 1406 Old Hickory Blvd., 8-mi. S of Nashville.

Satellite Earth Stations: Andrew, 9-meter C-band; Andrew, 4.5-meter C-band; Scientific-Atlanta, 7-meter C-band; Vertex, 4.5-meter Ku-band; Avantek, DX Engineering, Scientific-Atlanta, M/A-Com receivers.

News Services: AP, UPI.

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

Began Operation: November 28, 1953 on Ch. 8. Sale to present owner by General Electric Bcstg. Co. approved by FCC Sept. 28, 1983 (Television Digest, Vol. 22:48; 23:18). Sale to General Electric by Louis R. Draughton & Associates approved April 6, 1966 (Vol. 5:41; 6:15).

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

Represented (legal): Wilmer, Cutler & Pickering.

Personnel:

ARTHUR ELLIOT, president & general manager.
DEBORAH McDERMOTT, station manager.
EDMUND MAY, general sales manager.
KEVIN HARLAN, national sales manager.
GARY SHIPLEY, regional sales manager.
LYNDA MILLER, local sales manager.
GENE PARKER, chief engineer.
LARRY ROE, operations manager.
ROBERT BRENNAN, business manager.
JAN WADE, marketing director.
EVELYN KELLER, director of station affairs.

Highest One Hour Rate: \$15,000.

Highest 30 Sec. Rate: \$6000.

NETWORK BASE HOURLY RATE: \$1250.

City of License: Nashville. ADI: Nashville. Rank: 32.

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	KENTUCKY			
	Allen	5,800	5,700	98
	Christian	21,000	20,800	99
	Cumberland	2,800	2,800	98
	Monroe	4,800	4,800	100
	Trigg	3,600	3,600	100
	TENNESSEE			
	Bedford	10,900	10,800	99
	Benton	6,200	6,100	98
	Cannon	4,100	4,100	100
Cheatham	9,100	9,000	99	
Clay	3,200	3,100	98	
Coffee	15,500	15,400	99	
Davidson	194,300	193,400	100	
De Kalb	5,700	5,600	98	
Dickson	12,300	12,200	99	
Franklin	12,000	11,900	99	



WKRN-TV Doc—19617 Granted 8/23/73

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Giles	9,400	9,300	99
	Henry	11,700	11,500	99
	Hickman	5,600	5,500	99
	Houston	2,300	2,300	100
	Humphreys	6,200	6,200	100
	Jackson	3,300	3,300	98
	Lawrence	13,200	13,000	99
	Lewis	3,600	3,600	100
	Macon	6,100	6,000	98
	Marshall	7,900	7,800	99
	Maury	20,300	20,100	99
	Montgomery	31,200	31,000	99
	Moore	1,800	1,800	100
	Overton	6,600	6,500	98
	Perry	2,500	2,500	100
	Pickett	1,600	1,600	100
	Putnam	18,900	18,700	99
	Robertson	14,400	14,300	99
	Rutherford	36,000	35,800	99
	Smith	5,700	5,700	99
Stewart	3,700	3,700	100	
Sumner	33,900	33,700	99	
Trousdale	2,500	2,500	100	
Warren	13,100	12,900	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	
Between 25-49%	KENTUCKY			
	Calloway	12,300	12,200	99
	Logan	9,900	9,800	99
	Simpson	5,500	5,500	99
Todd	4,200	4,200	100	

(Continued on page A-1015)

Station Totals	791,900	785,500	99
Net Weekly Circulation (1988)			573,800
Average Daily Circulation (1988)			327,800

Tennessee—Nashville

WSMV

Ch. 4

Network Service: NBC.

Licensee: Gillett Bcstg. of Tennessee Inc., One Bellemeade Place, Suite 1001, 4400 Harding Rd., Nashville, TN 37205.

Studio: 5700 Knob Rd., Nashville, TN 37209.

Telephone: 615-749-2244. **TWX:** 810-371-1148.

Fax: 615-749-2364.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 200-kw & 100-kw horizontal visual, 20-kw & 10-kw horizontal aural. Antenna: 1425-ft. above av. terrain, 1368-ft. above ground, 2049-ft. above sea level.

Latitude 36° 08' 27.20"
Longitude 86° 51' 56.20"

Transmitter: 5700 Knob Rd.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 6.1-meter Ku-band; Harris, 3.5-meter Ku-band; Odom, 5-meter C-band; Harris, Microdyne receivers.

News Services: AP, UPI.

Ownership: Gillett Communications Co. See Group Ownership of Television Stations.

Began Operation: September 30, 1950. Sale to present owner by NLT Corp. approved by FCC Sept. 14, 1981 (*Television Digest*, Vol. 21:20).

Represented (sales): MMT Sales Inc.

Represented (legal): Pepper & Corazzini.

Personnel:

MIKE KETTENRING, president & general manager.
DAN AKENS, station manager.
BOB STETTNER, general sales manager.
JIM BANKSTON, national sales manager.
LARRY EMSWELLER, operations manager.
ALAN GRIGGS, news director.

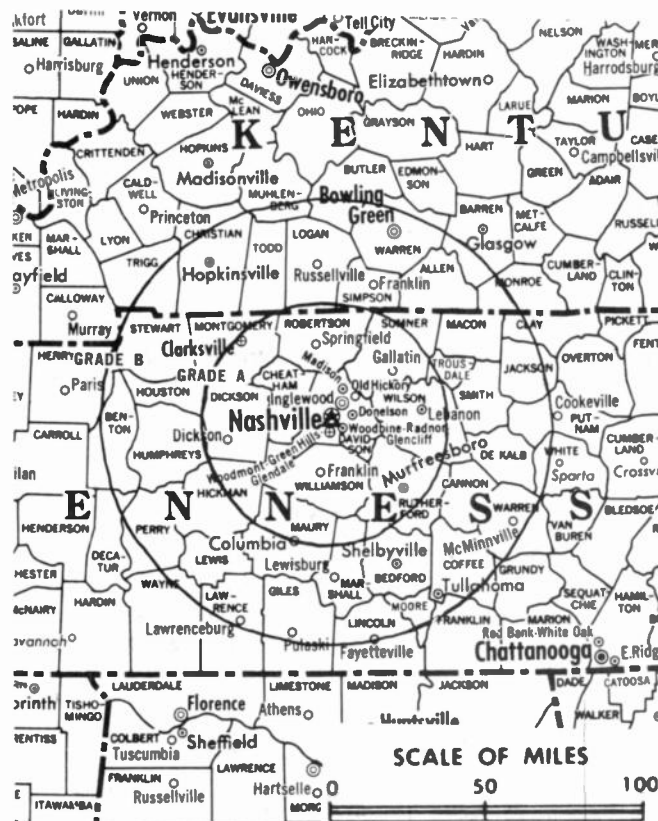
Rates: Not available.

NETWORK BASE HOURLY RATE: \$1800.

City of License: Nashville. **ADI:** Nashville. **Rank:** 32.

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	KENTUCKY			
	Allen	5,800	5,700	98
	Barren	13,000	12,900	99
	Butler	4,300	4,300	99
	Christian	21,000	20,800	99
	Clinton	3,500	3,400	97
	Cumberland	2,800	2,800	98
	Logan	9,900	9,800	99
	Metcalfe	3,900	3,800	99
	Monroe	4,800	4,800	100
	Simpson	5,500	5,500	99
	Todd	4,200	4,200	100
	Trigg	3,600	3,600	100
	Warren	29,500	29,300	99
	TENNESSEE			
	Bedford	10,900	10,800	99
	Benton	6,200	6,100	98
	Cannon	4,100	4,100	100
	Cheatham	9,100	9,000	99
	Clay	3,200	3,100	98
Coffee	15,500	15,400	99	
Davidson	194,300	193,400	100	
Decatur	4,500	4,400	98	



WSMV BPC-860206KE Granted 3/24/86

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	De Kalb	5,700	5,600	98
	Dickson	12,300	12,200	99
	Fentress	5,600	5,500	98
	Franklin	12,000	11,900	99
	Giles	9,400	9,300	99
	Henry	11,700	11,500	99
	Hickman	5,600	5,500	99
	Houston	2,300	2,300	100
	Humphreys	6,200	6,200	100
	Jackson	3,300	3,300	98
	Lawrence	13,200	13,000	99
	Lewis	3,600	3,600	100
	Macon	6,100	6,000	98
	Marshall	7,900	7,800	99
	Maury	20,300	20,100	99
	Montgomery	31,200	31,000	99
	Moore	1,800	1,800	100
	Overton	6,600	6,500	98
	Perry	2,500	2,500	100
	Pickett	1,600	1,600	100
Putnam	18,900	18,700	99	
Robertson	14,400	14,300	99	
Rutherford	36,000	35,800	99	
Smith	5,700	5,700	99	
Stewart	3,700	3,700	100	
Sumner	33,900	33,700	99	
Trousdale	2,500	2,500	100	
Van Buren	1,500	1,500	100	
Warren	13,100	12,900	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	

(Continued on page A-1015)

Station Totals	907,500	899,700	99
Net Weekly Circulation (1988)			697,900
Average Daily Circulation (1988)			473,800

Tennessee—Nashville

WTVF

Ch. 5

Network Service: CBS.

Licensee: H & C Communications Inc., 474 James Robertson Pkwy., Nashville, TN 37219.

Studio: 474 James Robertson Pkwy., Nashville, TN 37219.

Telephone: 615-244-5000. TWX: 810-371-1168.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 10-kw horizontal aural. Antenna: Circularly-polarized, 1394-ft. above av. terrain, 1179-ft. above ground, 2049-ft. above sea level.

Latitude 36° 16' 05"
Longitude 86° 47' 16"

Transmitter: Brick Church Pike & Old Hickory Blvd.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Hubcom, 2.4-meter Ku-band; Scientific-Atlanta, 5-meter C-band; Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.6-meter C-band; Harris, 6.1-meter Ku-band; DX Engineering, Microdyne, Scientific-Atlanta receivers.

News Services: AP, CNN.

Ownership: H & C Communications Inc. See Group Ownership of Television Stations.

Began Operation: August 6, 1954. Working control of Life & Casualty Insurance Co. was acquired in 1958 by John D. & Clint W. Murchinson Jr., but FCC didn't approve this transfer of control until July 29, 1959 (*Television Digest*, Vol. 14:35, 15:30). American General Insurance Co. acquired 100% of the stock of Life & Casualty Co. on Jan. 1, 1969. Sale to present owner approved by FCC Oct. 15, 1975.

Represented (sales): Petry Television Inc.

Represented (legal): Dow, Lohnes & Albertson.

Represented (engineering): Jules Cohen & Associates.

Personnel:

THOMAS E. ERVIN, president & general manager.
CARRIE L. BROOKS, vice president & treasurer.
CHRIS CLARK, vice president & director of news.
BILL JAY BUMPUS, vice president & director of programming.
BOB CLIFFT, national sales manager.
LAURA STILLMAN, local sales manager.
T. W. PATTERSON, chief engineer.
DAVID EARNHARDT, operations manager.
KELLY DONNELL, promotion director.

Rates: Not available.

City of License: Nashville. **ADI:** Nashville. **Rank:** 32.

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				
	KENTUCKY			
	Allen	5,800	5,700	98
	Barren	13,000	12,900	99
	Butler	4,300	4,300	99
	Caldwell	5,000	4,900	98
	Christian	21,000	20,800	99
	Cumberland	2,800	2,800	98
	Edmonson	3,700	3,600	97
	Logan	9,900	9,800	99
	Metcalfe	3,900	3,800	99
	Monroe	4,800	4,800	100
	Simpson	5,500	5,500	99
	Todd	4,200	4,200	100
	Trigg	3,600	3,600	100
	Warren	29,500	29,300	99
	TENNESSEE			
	Bedford	10,900	10,800	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
	Benton	6,200	6,100	98
	Cannon	4,100	4,100	100
	Cheatham	9,100	9,000	99
	Clay	3,200	3,100	98
	Coffee	15,500	15,400	99
	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
	Henry	11,700	11,500	99
	Hickman	5,600	5,500	99
	Houston	2,300	2,300	100
	Humphreys	6,200	6,200	100
	Jackson	3,300	3,300	98
	Lawrence	13,200	13,000	99
	Lewis	3,600	3,600	100
	Macon	6,100	6,000	98
	Marshall	7,900	7,800	99
	Maury	20,300	20,100	99
	Montgomery	31,200	31,000	99
	Moore	1,800	1,800	100
	Overton	6,600	6,500	98
	Perry	2,500	2,500	100
	Pickett	1,600	1,600	100
	Putnam	18,900	18,700	99
	Robertson	14,400	14,300	99
	Rutherford	36,000	35,800	99
	Smith	5,700	5,700	99
	Stewart	3,700	3,700	100
	Sumner	33,900	33,700	99

(Continued on page A-1015)

Station Totals	865,300	857,900	99
Net Weekly Circulation (1988)		673,800	
Average Daily Circulation (1988)		411,500	

Tennessee—Nashville

WZTV

Ch. 17

Network Service: None, independent.

Licensee: Act III Bcstg. Inc., One CNN Center, South Tower, Suite 800, Atlanta, GA 30303.

Studio: 631 Mainstream Dr., Nashville, TN 37228.

Telephone: 615-244-1717. **TWX:** 810-371-1280. **Telex:** 615-259-3962.

Technical Facilities: Channel No. 17 (488-494 MHz). Authorized power: 2340-kw max. & 1580-kw horizontal visual, 234-kw max. & 158-kw horizontal aural. Antenna: 1160-ft. above av. terrain, 1369-ft. above ground, 2049-ft. above sea level.

Latitude 36° 08' 27"
Longitude 86° 51' 56"

Transmitter: 5700 Knob Rd., Nashville.

Satellite Earth Station: Scientific-Atlanta, 5-meter; M/A-Corn, Scientific-Atlanta receivers.

News Service: AP.

Ownership: Act III Bcstg. Inc., 100%. See Group Ownership of Television Stations.

Began Operation: August 5, 1968 as WMCV; left air March 14, 1971. Sale to Hudson Bcstg. approved by FCC Aug. 1974. Sale to Robert Zelle approved Sept. 30, 1975. Resumed operation March 6, 1976. Sale to Multimedia by Robert K. Zelle, et al., approved by FCC Dec. 14, 1979 (*Television Digest*, Vol. 19:5; 20:10). Sale to Act III Bcstg. by Multimedia approved by FCC April 29, 1988 (Vol. 28:5, 12, 26).

Represented (sales): Katz Independent TV Sales.

Represented (legal): Dow, Lohnes & Albertson.

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

Personnel:

- GARY DREISPUL, vice president & general manager.
- ROBERT JAY, general sales manager.
- MICKEY SAMBOR, national sales manager.
- RAY McINTURFF, chief engineer.
- WENDY GOLDSTEIN, promotion director.
- ABBIE REISENAUER, business manager.

Highest 30 Sec. Rate: \$600.

City of License: Nashville. **ADI:** Nashville. **Rank:** 32.

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	KENTUCKY			
	Christian	21,000	20,800	99
	Logan	9,900	9,800	99
	Simpson	5,500	5,500	99
	TENNESSEE			
	Cannon	4,100	4,100	100
Cheatham	9,100	9,000	99	
Davidson	194,300	193,400	100	
Lewis	3,600	3,600	100	
Marshall	7,900	7,800	99	
Maury	20,300	20,100	99	
Montgomery	31,200	31,000	99	
Robertson	14,400	14,300	99	
Rutherford	36,000	35,800	99	
Trousdale	2,500	2,500	100	
Williamson	24,900	24,700	99	
Wilson	23,500	23,300	99	
Between 25-49%	KENTUCKY			
	Allen	5,800	5,700	98
	Cumberland	2,800	2,800	98
	Muhlenberg	11,700	11,600	99
	Todd	4,200	4,200	100
	Trigg	3,600	3,600	100
	Warren	29,500	29,300	99
	TENNESSEE			
	Bedford	10,900	10,800	99
	Coffee	15,500	15,400	99
Dickson	12,300	12,200	99	



Net Weekly Circulation	State County	Total Households	TV Households	Households %
Between 25-49%	Hickman	5,600	5,500	99
	Macon	6,100	6,000	98
	Overton	6,600	6,500	98
	Perry	2,500	2,500	100
	Pickett	1,600	1,600	100
	Putnam	18,900	18,700	99
	Smith	5,700	5,700	99
	Sumner	33,900	33,700	99
	Warren	13,100	12,900	99
	Between 5-24%	KENTUCKY		
Barren		13,000	12,900	99
Butler		4,300	4,300	99
Edmonson		3,700	3,600	97
Metcalfe		3,900	3,800	99
Monroe		4,800	4,800	100
TENNESSEE				
Benton		6,200	6,100	98
Carroll		10,800	10,700	99
Clay		3,200	3,100	98
De Kalb	5,700	5,600	98	
Franklin	12,000	11,900	99	
Giles	9,400	9,300	99	
Grundy	5,000	4,900	98	
Henry	11,700	11,500	99	
Houston	2,300	2,300	100	
Humphreys	6,200	6,200	100	
Lawrence	13,200	13,000	99	
Lincoln	10,300	10,200	99	
Moore	1,800	1,800	100	
Stewart	3,700	3,700	100	
Van Buren	1,500	1,500	100	
Wayne	5,300	5,200	98	
White	7,800	7,700	99	
Station Totals		744,300	738,500	99
Net Weekly Circulation (1988)				324,000
Average Daily Circulation (1988)				139,100

Tennessee

WHBQ-TV, Memphis (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	MISSOURI			
	Dunklin	13,300	13,000	98
	New Madrid	7,900	7,700	97
	MISSISSIPPI			
	Calhoun	5,700	5,600	98
	Lowndes	21,400	21,200	99
	Pontotoc	8,400	8,300	99
	Prentiss	9,200	9,100	99
	Yalobusha	5,000	4,900	98
	TENNESSEE			
	Carroll	10,800	10,700	99
	Hardin	8,600	8,500	98
	Henderson	8,900	8,800	99
Obion	13,100	13,000	99	

WMC-TV, Memphis (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%	MISSISSIPPI			
	Bolivar	14,300	14,000	98
	Lee	23,900	23,600	99
	Leflore	13,500	13,300	98
	Oktibbeha	12,400	12,200	98
	Pontotoc	8,400	8,300	99
	Prentiss	9,200	9,100	99
	Sunflower	10,800	10,500	97
	Tallahatchie	5,400	5,300	98
	Washington	23,700	23,300	98
	TENNESSEE			
	Hardin	8,600	8,500	98
	Henderson	8,900	8,800	99
Between 5-24%	ARKANSAS			
	Monroe	4,500	4,400	98
	Woodruff	3,800	3,700	97
	MISSOURI			
	Ripley	5,100	4,800	94
	MISSISSIPPI			
	Calhoun	5,700	5,600	98
	Chickasaw	6,200	6,100	98
	Clay	7,400	7,300	99
	Itawamba	7,900	7,800	99
	Monroe	12,900	12,800	99
	Tishomingo	7,200	7,100	99
	TENNESSEE			
Carroll	10,800	10,700	99	
Decatur	4,500	4,400	98	
Obion	13,100	13,000	99	
Weakley	12,400	12,300	99	

WPTY-TV, Memphis (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	MISSISSIPPI			
	Clay	7,400	7,300	99
	Lafayette	11,600	11,400	99
	Lee	23,900	23,600	99
	Prentiss	9,200	9,100	99
	Tallahatchie	5,400	5,300	98
	Union	8,900	8,800	99
	Yalobusha	5,000	4,900	98
	TENNESSEE			
	Chester	4,800	4,800	99
	Mc Nairy	9,400	9,300	99
	Obion	13,100	13,000	99

WREG-TV, Memphis (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%	
Between 25-49%	MISSISSIPPI				
	Grenada	7,600	7,500	99	
	Lee	23,900	23,600	99	
	Pontotoc	8,400	8,300	99	
	Prentiss	9,200	9,100	99	
	Yalobusha	5,000	4,900	98	
	TENNESSEE				
	Carroll	10,800	10,700	99	
	Between 5-24%	ARKANSAS			
		Monroe	4,500	4,400	98
		MISSISSIPPI			
		Bolivar	14,300	14,000	98
		Calhoun	5,700	5,600	98
Clay		7,400	7,300	99	
Itawamba		7,900	7,800	99	
Oktibbeha		12,400	12,200	98	
Sunflower		10,800	10,500	97	
Tallahatchie		5,400	5,300	98	
Tishomingo		7,200	7,100	99	
TENNESSEE					
Decatur		4,500	4,400	98	
Lake	2,600	2,600	100		
Weakley	12,400	12,300	99		

Tennessee

WKRN-TV, Nashville (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%	TENNESSEE			
	Carroll	10,800	10,700	99
	Decatur	4,500	4,400	98
	Lincoln	10,300	10,200	99
	Van Buren	1,500	1,500	100
Between 5-24%	KENTUCKY			
	Barren	13,000	12,900	99
	Butler	4,300	4,300	99
	Caldwell	5,000	4,900	98
	Clinton	3,500	3,400	97
	Edmonson	3,700	3,600	97
	Graves	13,200	13,100	99
	Metcalfe	3,900	3,800	99
	Warren	29,500	29,300	99
	TENNESSEE			
	Grund	5,000	4,900	98
Hardin	8,600	8,500	98	
Henderson	8,900	8,800	99	

WSMV, Nashville (Arbitron Data Continued)

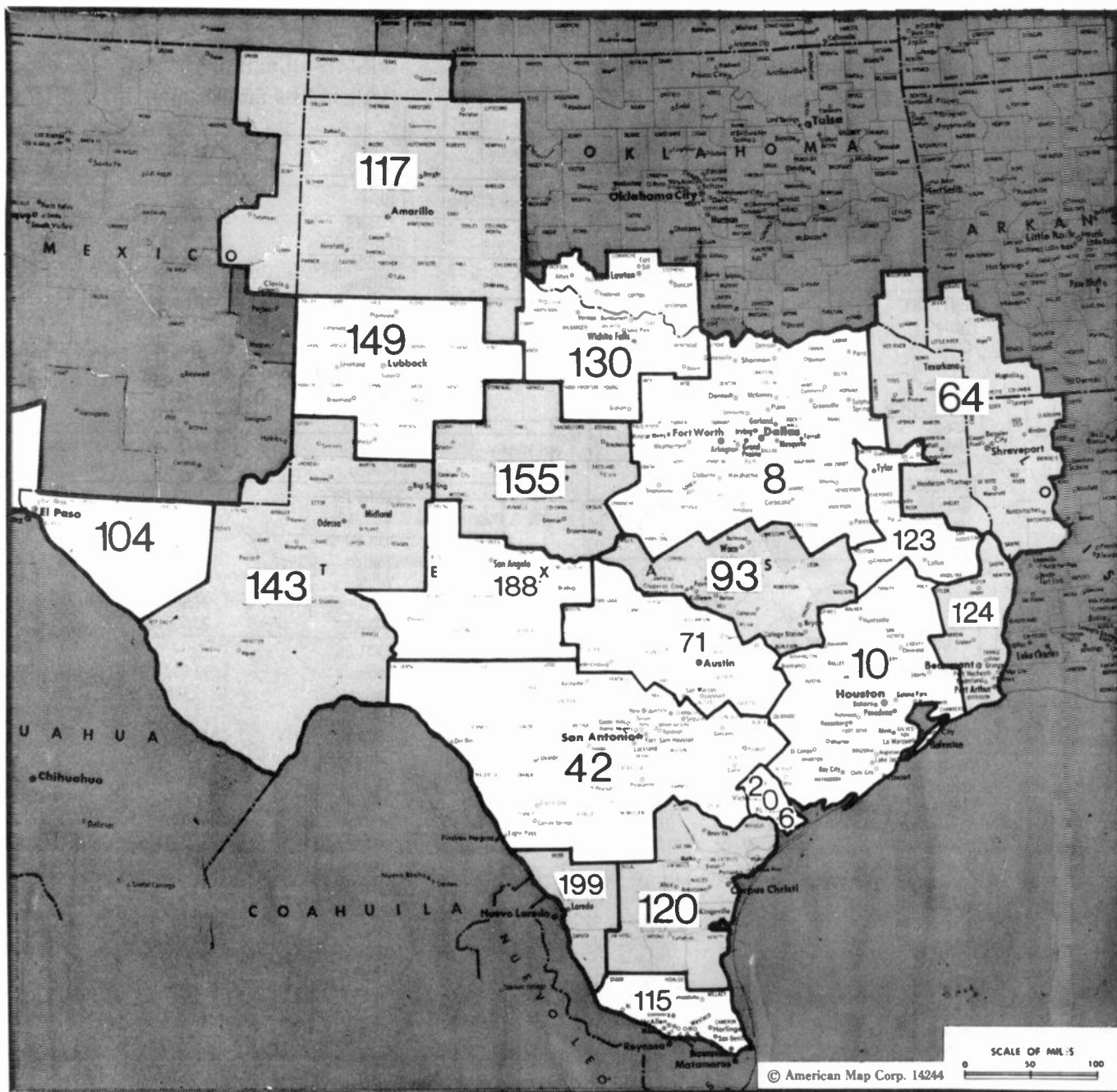
Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%	KENTUCKY			
	Caldwell	5,000	4,900	98
	Calloway	12,300	12,200	99
	Edmonson	3,700	3,600	97
	Muhlenberg	11,700	11,600	99
Between 5-24%	TENNESSEE			
	Carroll	10,800	10,700	99
	Grund	5,000	4,900	98
	Hardin	8,600	8,500	98
	Henderson	8,900	8,800	99
	Lincoln	10,300	10,200	99
	Madison	29,500	29,200	99
	KENTUCKY			
	Adair	5,800	5,700	98
Graves	13,200	13,100	99	
Hart	6,200	6,100	98	
Hopkins	17,900	17,700	99	

WSMV—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	Ohio	8,500	8,400	99
	Russell	5,700	5,600	98
	TENNESSEE			
	Cumberland	12,300	12,100	98
	Weakley	12,400	12,300	99

WTVF, Nashville (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	TENNESSEE			
	Trousdale	2,500	2,500	100
	Van Buren	1,500	1,500	100
	Warren	13,100	12,900	99
	White	7,800	7,700	99
	Williamson	24,900	24,700	99
	Wilson	23,500	23,300	99
Between 25-49%	KENTUCKY			
	Calloway	12,300	12,200	99
	Clinton	3,500	3,400	97
	Hart	6,200	6,100	98
	Muhlenberg	11,700	11,600	99
	TENNESSEE			
	Carroll	10,800	10,700	99
	Fentress	5,600	5,500	98
	Grund	5,000	4,900	98
	Lincoln	10,300	10,200	99
	Wayne	5,300	5,200	98
Between 5-24%	KENTUCKY			
	Adair	5,800	5,700	98
	Graves	13,200	13,100	99
	Grayson	8,300	8,200	99
	Hopkins	17,900	17,700	99
	Ohio	8,500	8,400	99
	Russell	5,700	5,600	98
	TENNESSEE			
	Cumberland	12,300	12,100	98
Henderson	8,900	8,800	99	



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Dallas-Fort Worth, TX	1,647,700	8	KDAF (33), KDFI-TV (27), KDFW-TV (4), KDTX-TV (58), KFWD (52), KHSX (49), KTVT (11), KTXA (21), KUVN (23), KXAS-TV (5), KXTX-TV (39), WFAA-TV (8)
Houston, TX	1,466,500	10	KHOU-TV (11), KHSB (67), KHTV (39), KLTJ (57), KPCC-TV (2), KRIV (26), KTMD (48), KTRK-TV (13), KTXH (20), KXLN-TV (45)
San Antonio, TX	549,300	42	KABB (29), KENS-TV (5), KMOL-TV (4), KRRT (35), KSAFTV (12), KWEX-TV (41)
Shreveport, LA-Texarkana, TX	407,600	64	KMSS-TV (33), KSLA-TV (12), KTAL-TV (6), KTBS-TV (3)
Austin, TX	349,800	71	KBVO-TV (42), KTBC-TV (7), KVUE-TV (24), KXAN-TV (36)
Waco-Temple, TX	245,600	93	KBTX-TV (3), KCEN-TV (6), KWKT (44), KWTV-TV (10), KXXV (25)
El Paso, TX	216,600	104	KASK-TV (48), KCIK (14), KDBC-TV (4), KINTV (26), KTSM-TV (9), KVIA-TV (7), XEJ-TV (5), XEPM-TV (2), XHJ-TV (44)
McAllen-Brownsville, TX	186,700	115	KGBT-TV (4), KRGV-TV (5), KVEO (23), XHRIO-TV (2)
Amarillo, TX	181,900	117	KAMR-TV (4), KCIT (14), KFDA-TV (10), KVII-TV (7), KVIJ-TV (8)
Corpus Christi, TX	175,100	120	KIII (3), KORO (28), KRIS-TV (6), KZTV (10)
Taylor-Longview, TX	170,900	123	KETK-TV (56), KLMG-TV (51), KLTV (7), KTRF-TV (9)
Beaumont-Port Arthur, TX	170,000	124	KBMT (12), KFDM-TV (6), KJAC-TV (4)
Wichita Falls, TX-Lawton, OK	159,800	130	KAUZ-TV (6), KFDX-TV (3), KJTL (18), KSWO-TV (7)
Odessa-Midland, TX	150,600	143	KMID-TV (2), KOSA-TV (7), KPEJ (24), KTPX (9), KWAB-TV (4)
Lubbock, TX	136,900	149	KAMC (28), KCBF-TV (11), KJTV (34), KLBK-TV (13), KVIH-TV (12)
Abilene-Sweetwater, TX	116,400	155	KRBC-TV (9), KTAB-TV (32), KTXS-TV (12)
San Angelo, TX	48,700	188	KACB-TV (3), KIDY (6), KLST (8)
Laredo, TX	34,500	199	KGNS-TV (8), KLDO-TV (27), KVTU (13), XEFE-TV (2)
Victoria, TX	26,800	206	KAVU-TV (25), KVCT (19)

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

KGFT-TV, Brownsville	See Harlingen, TX
KRGV-TV, Brownsville	See Weslaco, TX
KHSX, Dallas-Fort Worth	See Irving, TX
KXII, Denison	See Ardmore, OK
KTVT, KTXA, KXAS-TV, Fort Worth	See Dallas, TX
KRGV-TV, Harlingen	See Weslaco, TX
KHSH, Houston	See Alvin, TX
KETK-TV, Jacksonville	See Tyler, TX
KLTV, Longview	See Tyler, TX
KOSA-TV, Midland & Monahans	See Odessa, TX
KPTX, Monahans	See Odessa, TX
KTRE-TV, Nacogdoches	See Lufkin, TX
KMID-TV, Odessa	See Midland, TX
KBMT, KJAC-TV & KFDM-TV, Port Arthur	See Beaumont, TX
KRRT, San Antonio	See Kerrville, TX
KXII, Sherman	See Ardmore, OK
KTXS-TV, Sweetwater	See Abilene, TX
KWTX-TV & KCEN-TV, Temple	See Waco, TX
KTAL-TV, Texarkana	See Shreveport, LA
KLMG-TV, Tyler	See Longview, TX
KGFT-TV, Weslaco	See Harlingen, TX
KSWO-TV, Wichita Falls	See Lawton, OK

Texas Station Totals as of October 1, 1988

	VHF	UHF	TOTAL
Commercial Television Stations	45	38	83
Educational Television Stations	7	9	16
	52	47	99

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Texas—Abilene

KRBC-TV

Ch. 9

(Also operates satellite KACB-TV, San Angelo, TX)

Network Service: NBC.

Licensee: Abilene Radio & Television Co., 4510 S. 14th St., Abilene, TX 79605.

Studio: 4510 S. 14th St., Abilene, TX 79605.

Mailing Address: Box 178, Abilene, TX 79604.

Telephone: 915-692-4242. TWX: 710-372-7788.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 850-ft. above av. terrain, 543-ft. above ground, 2893-ft. above sea level.

Latitude 32° 17' 13"
Longitude 99° 44' 20"

Transmitter: Cedar Gap Mountain.

Multichannel TV Sound: Stereo only.

Satellite Earth Station: Transmit/receive.

News Service: AP.

Ownership: L. Dale Ackers, pres., 33.2%; Christine Ackers Cagle, v.p., 24.1%; Jack Andrews, secy.-treas., 29.1%; Florence A. Andrews, 4.17%. Abilene Radio & Television also owns satellite KACB-TV, San Angelo, TX.

Began Operation: August 24, 1953. Sale by Abilene Reporter News approved Sept. 16, 1953 (Television Digest, Vol. 9:35, 38).

Represented (sales): Blair Television.

Represented (legal): Kenkel, Bamard & Edmundson.

Personnel:

- DALE ACKERS, president.
- KEN KNOX, station & sales manager.
- JERRY SHACKELFORD, program director.
- BOB WRIGHT, news director.
- BOB LLOYD, chief engineer.
- KEVIN BROWN, promotion director.
- JOHN HUGHES, business manager.

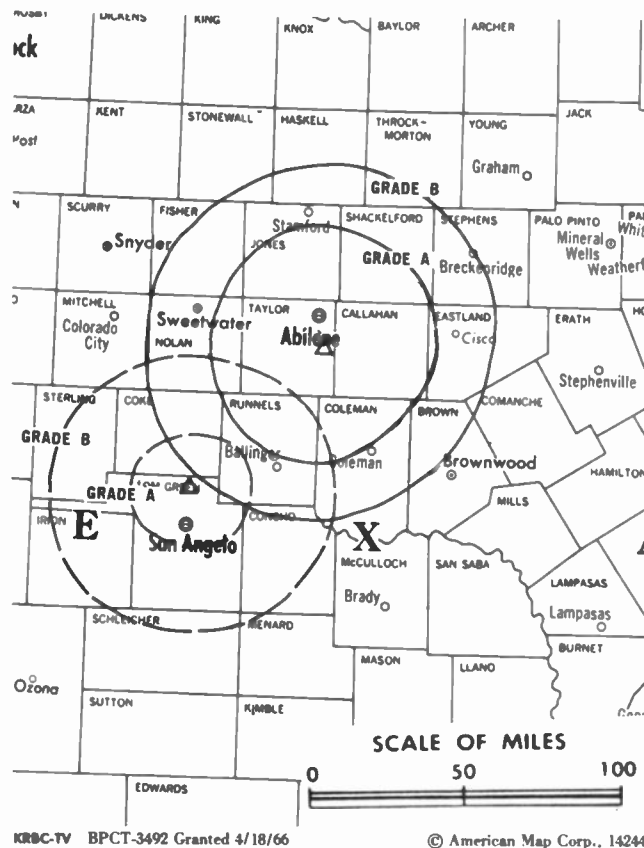
Rates: Not available.

NETWORK BASE HOURLY RATE: \$625.

City of License: Abilene. ADI: Abilene-Sweetwater. Rank: 155.

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	TEXAS			
	Brown	14,400	14,100	98
	Callahan	5,000	4,900	98
	Coke	1,300	1,300	100
	Coleman	4,300	4,200	98
	Concho	1,100	1,100	100
	Eastland	8,100	7,900	98
	Fisher	2,100	2,100	100
	Haskell	2,900	2,900	100
	Irion	600	600	100
	Jones	6,800	6,700	99



Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	Kimble	1,600	1,500	94
	Knox	1,900	1,900	100
	Mc Culloch	3,600	3,500	97
	Menard	900	900	100
	Mitchell	3,300	3,300	100
	Nolan	6,500	6,400	98
	Runnels	4,800	4,700	98
	San Saba	2,500	2,400	98
	Schleicher	1,000	1,000	100
	Scurry	7,200	7,100	99
	Shackelford	1,600	1,600	100
	Stephens	4,300	4,200	98
	Sterling	400	400	100
	Stonewall	1,000	1,000	100
	Sutton	2,000	1,900	95
	Taylor	44,400	44,100	99
Tom Green	36,300	35,900	99	
Between 25-49%	TEXAS			
	Comanche	5,100	5,000	98
	Crockett	1,600	1,600	100
	Mills	1,900	1,900	100
Reagan	1,500	1,500	100	
Between 5-24%	TEXAS			
Throckmorton	900	900	100	
Station Totals		180,900	178,500	99
Net Weekly Circulation (1988)			144,900	
Average Daily Circulation (1988)			88,000	

Texas—Abilene

KTAB-TV

Ch. 32

Network Service: CBS.

Licenses: Big Country TV of Abilene Inc., Abilene, TX 79608.

Studio: 5401 S. 14th St., Abilene, TX 79605.

Mailing Address: Box 5676, Abilene, TX 79608.

Telephone: 915-695-2777. **TWX:** 910-897-5439.

Technical Facilities: Channel No. 32 (578-584 MHz). Authorized power: 2051-kw max. & 1230-kw horizontal visual, 245-kw horizontal aural. Antenna: 920-ft. above av. terrain, 749-ft. above ground, 2949-ft. above sea level.

Latitude 32° 16' 35"
Longitude 99° 35' 39"

Transmitter: Near Hwy. 36, 15-mi. SE of Abilene.

Satellite Earth Stations: Transmit/receive Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.7-meter C-band; Vertex, 4.7-meter Ku-band; M/A-Com, Scientific-Atlanta receivers.

News Service: AP.

Ownership: Shamrock Broadcasting Inc., 100%. See Group Ownership of Television Stations.

Began Operation: October 6, 1979. Sale to present owners by Television Investors Ltd. Partnership approved by FCC Nov. 25, 1986 (*Television Digest*, Vol. 26:42). Previous sale by Big Country TV of Abilene Inc. approved by FCC Dec. 31, 1984. Sale to Big Country by William Terry, et al., approved by FCC May 25, 1984.

Represented (sales): Katz Television.

Represented (legal): Leventhal, Senter & Lerman.

Represented (engineering): Connelly Consulting Corp.

Personnel:

WAYNE M. ROY, general manager.
BRYAN MUNDY, operations manager.
JERRY MARSHALL, local sales manager.
BOB BARTLETT, news director.
LELAND OHLHAUSEN, chief engineer.
DAVID CALDWELL, promotion director.
DARLENE LOZA, business manager.

Highest One Hour Rate: \$1500.

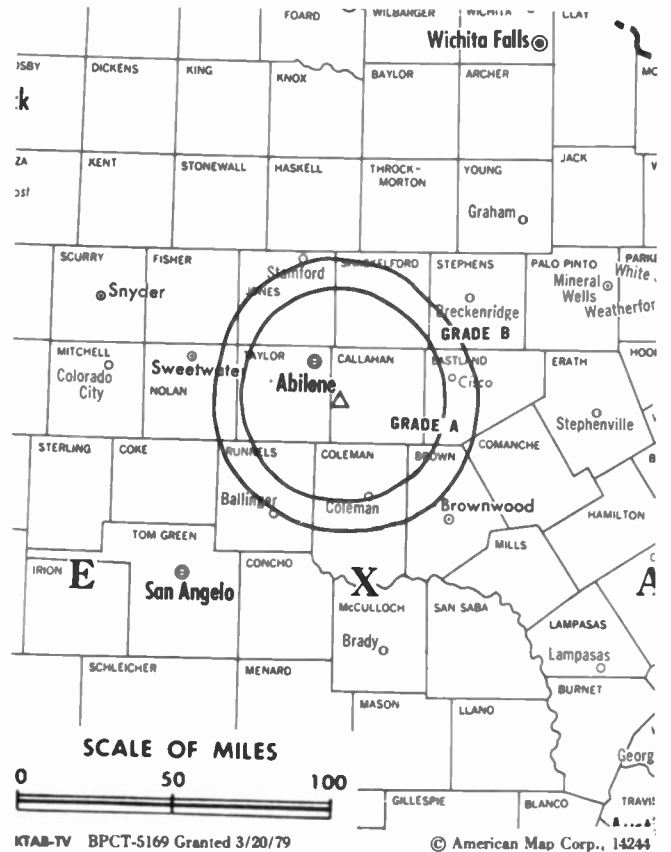
Highest 30 Sec. Rate: \$600.

NETWORK BASE HOURLY RATE: \$521.

City of License: Abilene. **ADI:** Abilene-Sweetwater. **Rank:** 155.

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	TEXAS Brown	14,400	14,100	98
	Callahan	5,000	4,900	98
	Coke	1,300	1,300	100
	Coleman	4,300	4,200	98
	Eastland	8,100	7,900	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Fisher	2,100	2,100	100
	Haskell	2,900	2,900	100
	Jones	6,800	6,700	99
	Knox	1,900	1,900	100
	Mitchell	3,300	3,300	100
	Nolan	6,500	6,400	98
	Scurry	7,200	7,100	99
	Shackelford	1,600	1,600	100
	Stephens	4,300	4,200	98
	Stonewall	1,000	1,000	100
Taylor	44,400	44,100	99	
TEXAS				
Between 25-49%	Comanche	5,100	5,000	98
	Runnels	4,800	4,700	98
TEXAS				
Between 5-24%	Mills	1,900	1,900	100
	San Saba	2,500	2,400	98
	Throckmorton	900	900	100
Station Totals		130,300	128,600	99
Net Weekly Circulation (1988)			102,200	
Average Daily Circulation (1988)			69,800	

Texas—Sweetwater-Abilene

KTXS-TV

Ch. 12

Network Service: ABC.

Licensee: Abilene-Sweetwater Bcstg. Co., Box 2997, Abilene, TX 79604.

Studio: U.S. Hwy. 83, Abilene, TX.

Mailing Address: Box 2997, Abilene, TX 79604.

Mailing Address: 4420 N. Clack, Abilene, TX 79603.

Telephones: 915-677-2281, Abilene; 915-235-1238, Sweetwater.

TWX: 910-897-5401.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 257-kw visual, 25.7-kw aural. Antenna: 1400-ft. above av. terrain, 1063-ft. above ground, 3543-ft. above sea level.

Latitude 32° 24' 47.70"
Longitude 100° 06' 24.80"

Transmitter: 6.8-mi. SW of Merkel off U.S. 80.

Satellite Earth Stations: ADM, 6.2-meter; ADM, 4.5-meter; Automation Techniques receivers.

News Service: AP.

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

Began Operation: January 30, 1956. Operation by former owners A. R. Elam and Associates as Texas Key Bcstrs. Inc. (to whom Grayson Enterprises leased equipment) was terminated when transfer of all Texas Key stock to Grayson Enterprises was approved June 15, 1966 by FCC (Television Digest, Vol. 6:25). For sale to Prima Inc., see KLBK-TV, Lubbock, TX. Sale to S. M. Moore Jr. by Prima approved by FCC July 25, 1983. Sale to SouthWest MultiMedia Corp. approved Oct. 30, 1985. FCC approved sale to Lamco Nov. 25, 1986.

Represented (sales): Seltel Inc.

Represented (legal): Koteen & Naftalin.

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

Personnel:

CLAY MILSTEAD, general manager.
JACKIE RUTLEDGE, local sales manager.
MONTE WILLIAMS, chief engineer.
JOHN HARROD, news director.
DANNY SNOOK, promotion director.
MARK YIELDING, business manager.

Highest One Hour Rate: \$1500.

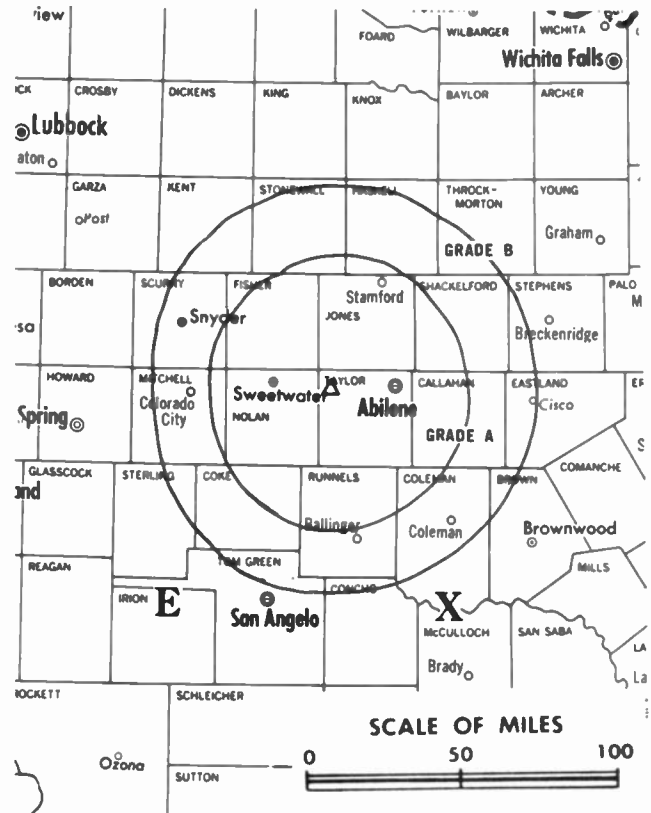
Highest 30 Sec. Rate: \$350.

NETWORK BASE HOURLY RATE: \$550.

City of License: Sweetwater. **ADI:** Abilene-Sweetwater. **Rank:** 155.

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	TEXAS			
	Callahan	5,000	4,900	98
	Coke	1,300	1,300	100
	Coleman	4,300	4,200	98



KTXS-TV BMPCT-5021 Granted 4/25/58

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Fisher	2,100	2,100	100
	Haskell	2,900	2,900	100
	Irion	600	600	100
	Jones	6,800	6,700	99
	King	200	200	100
	Mitchell	3,300	3,300	100
	Nolan	6,500	6,400	98
	Runnels	4,800	4,700	98
	Scurry	7,200	7,100	99
	Shackelford	1,600	1,600	100
	Sterling	400	400	100
	Stonewall	1,000	1,000	100
	Taylor	44,400	44,100	99
Between 25-49%	TEXAS			
	Brown	14,400	14,100	98
	Concho	1,100	1,100	100
	Eastland	8,100	7,900	98
	Kent	400	400	100
	Knox	1,900	1,900	100
	Stephens	4,300	4,200	98
Between 5-24%	TEXAS			
	Throckmorton	900	900	100
	Tom Green	36,300	35,900	99
	Borden	300	300	100
	Comanche	5,100	5,000	98
Station Totals	Mc Culloch	3,600	3,500	97
	Menard	900	900	100
	San Saba	2,500	2,400	98
	Station Totals	172,200	170,000	99
Net Weekly Circulation (1988)				105,700
Average Daily Circulation (1988)				57,000

Texas—Alvin

KHSH

Ch. 67

Network Service: Home Shopping Network.

Licensee: Silver King Bcstg. of Houston Inc., 2522 Highland Square Mall, Alvin, TX 77511.

Studio: 2522 Highland Square Mall, Alvin, TX 77511.

Telephone: 713-331-8867.

Technical Facilities: Channel No. 67 (788-794 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1783-ft. above av. terrain, 1769-ft. above ground, 1848-ft. above sea level.

Latitude 29° 34' 06"
Longitude 95° 29' 57"

Transmitter: 18.5-mi. NW of Alvin.

Ownership: Silver King Broadcasting Inc., 100%. See Group Ownership of Television Stations.

Began Operation: January 27, 1986. Sale to present owners by Four Star Bcstg. Inc. approved by FCC Nov. 30, 1986 (*Television Digest*, Vol. 26:39, 45).

Represented (sales): Independent TV Sales.

Represented (legal): Dow, Lohnes & Albertson.

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

Personnel:

JODIE TRIBBLE, vice president & station manager.
RAY CISNEROS, engineering director.
JACKSON COOPER JR., program administrator.

Rates: Not available.

City of License: Alvin. ADI: Houston. Rank: 10.

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



KHSH BMPCT-841221LB Granted 1/17/85

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
TEXAS				
Between 5-24%	Austin	8,100	7,900	98
	Waller	7,300	7,100	97
Station Totals		15,400	15,000	97
Net Weekly Circulation (1988)			19,200	
Average Daily Circulation (1988)			7,700	

Texas—Amarillo

KAMR-TV

Ch. 4

Network Service: NBC.

Licensee: Cannan Communications Inc., Box 1224, Wichita Falls, TX 76307.

Studio: 2000 N. Polk St., Amarillo, TX 79107.

Mailing Address: Box 751, Amarillo, TX 79189.

Telephones: 806-383-3321; 817-322-3252. **TWX:** 910-898-4146.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1420-ft. above av. terrain, 1444-ft. above ground, 4906-ft. above sea level.

Latitude 35° 18' 52"
Longitude 101° 50' 47"

Transmitter: N of Amarillo at Broadway & Mobley Dr.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 6.1-meter C-band; Kavouras, 3-meter C-band; RCA Americom, 3-meter Ku-band; Cyclesat, Harris, M/A-Com receivers.

News Service: AP.

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

Began Operation: March 18, 1953. Sale to present owners by Stauffer Publications approved by FCC July 1, 1974 (*Television Digest*, Vol. 13:43, 14:31). Sale to Stauffer by Globe News Publishing Co. approved Jan. 12, 1966 (Vol. 5:42; 6:3).

Represented (sales): Blair Television.

Represented (legal): Hogan & Hartson.

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

Personnel:

DARROLO A. CANNAN, president.
RAY POINDEXTER, vice president & general manager.
LARRY TAYLOR, general sales manager.
JOHN SCHNABEL, business manager.
KEN HIGH, chief engineer.
JOE SHERRILL, production manager.
LYNN WALKER, news director.

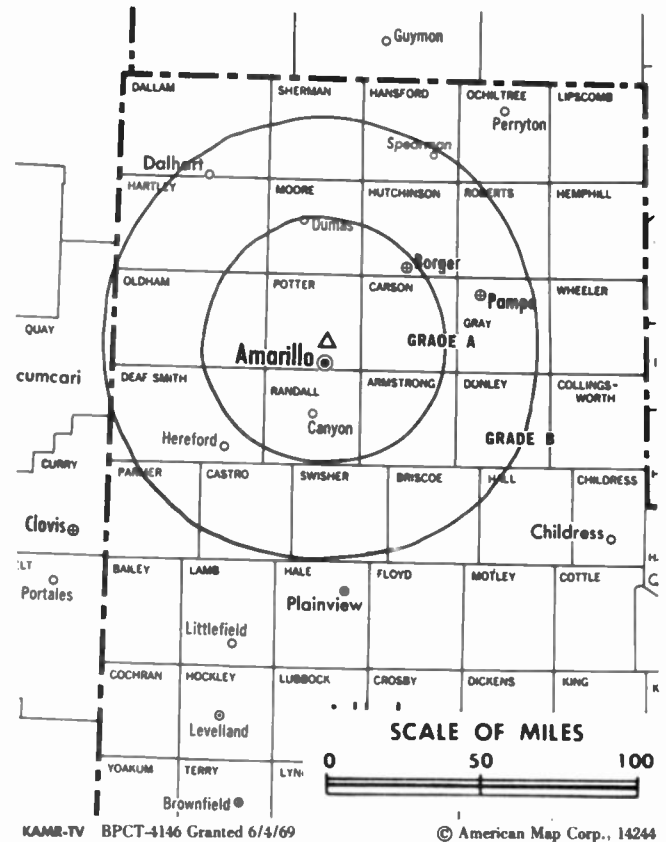
Highest 30 Sec. Rate: \$600.

NETWORK BASE HOURLY RATE: \$988.

City of License: Amarillo. **ADI:** Amarillo. **Rank:** 117.

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	KANSAS			
	Morton	1,200	1,200	100
	NEW MEXICO			
	Curry	16,000	15,600	97
	Quay	4,300	4,100	95
	Union	1,800	1,700	94
	OKLAHOMA			
	Cimarron	1,600	1,600	100
	Texas	6,700	6,600	98
	TEXAS			
Armstrong	800	800	100	
Briscoe	1,000	1,000	100	
Carson	2,400	2,400	100	
Castro	3,300	3,300	98	
Childress	2,700	2,700	100	
Collingsworth	1,700	1,600	94	
Cottle	1,100	1,100	100	
Dallam	2,600	2,600	100	
Deaf Smith	6,800	6,700	99	
Donley	1,600	1,600	100	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Gray	10,400	10,300	99
	Hall	2,100	2,000	95
	Hansford	2,500	2,500	100
	Hartley	1,400	1,400	100
	Hemphill	2,300	2,300	100
	Hutchinson	10,700	10,600	99
	Lipscomb	1,400	1,400	100
	Moore	6,100	6,100	100
	Ochiltree	3,800	3,800	100
	Oldham	700	700	100
	Parmer	3,400	3,400	100
	Potter	42,000	41,700	99
	Randall	34,800	34,700	100
Between 25-49%	Roberts	400	400	100
Sherman	1,100	1,100	100	
Swisher	3,300	3,300	100	
Wheeler	3,300	3,200	97	
Between 25-49%	KANSAS			
	Seward	6,700	6,600	98
	TEXAS			
Hale	12,500	12,400	99	
Hardeman	2,400	2,400	100	
Between 5-24%	NEW MEXICO			
	Harding	400	400	100
	OKLAHOMA			
	Beaver	3,000	3,000	100
	Ellis	2,200	2,100	95
	Harmon	1,700	1,700	100
	TEXAS			
Foard	900	900	100	
Station Totals		215,100	213,000	99
Net Weekly Circulation (1988)			168,600	
Average Daily Circulation (1988)			101,700	

Texas—Amarillo

KCIT

Ch. 14

Network Service: Fox.

Licensee: Ralph C. Wilson Industries Inc., 1585 Schallenger Rd., Box 36, San Jose, CA 95131.

Studio: 1015 S. Fillmore, Amarillo, TX 79105.

Mailing Address: Box 1414, Amarillo, TX 79105.

Telephone: 806-374-1414.

Technical Facilities: Channel No. 14 (470-476 MHz). Authorized power: 332-kw max. visual, 33.2-kw max. aural. Antenna: 812-ft. above av. terrain, 783-ft. above ground, 4246-ft. above sea level.

Latitude 35° 18' 55"
Longitude 101° 50' 03"

Requests CP for change to 1280-kw max. visual, 128-kw max. aural, 1521-ft. above av. terrain, 1463-ft. above ground, 1492-ft. above sea level, lat. 35° 20' 33.00", long. 101° 49' 20.50", transmitter to 1.5-mi. NNE of Hwy. 87 & Givens Ave., near Amarillo. BPCT-860908KX.

Transmitter: Hwy. 287, 5-mi. N of Amarillo.

Satellite Earth Stations: AFC, 3.6-meter Ku-band; Calsat, 5-meter Ku-band; M/A-Com, Scientific-Atlanta receivers.

Ownership: Ralph C. Wilson Jr., chmn.-pres., 100%. See Group Ownership of Television Stations.

Began Operation: October 29, 1982. Sale to present owner by Ray Moran approved by FCC Dec. 11, 1984.

Represented (sales): MMT Marketing.

Represented (legal): Leventhal, Senter & Lerman.

Represented (engineering): Smith & Powstenko.

Personnel:

FRED M. HUTCHING, vice president & general manager.
SCOTT McIVER, station manager.
BILL EMBRY, sales manager.
DICK STAFFORD, chief engineer.
MINKA ALLEN, business manager.

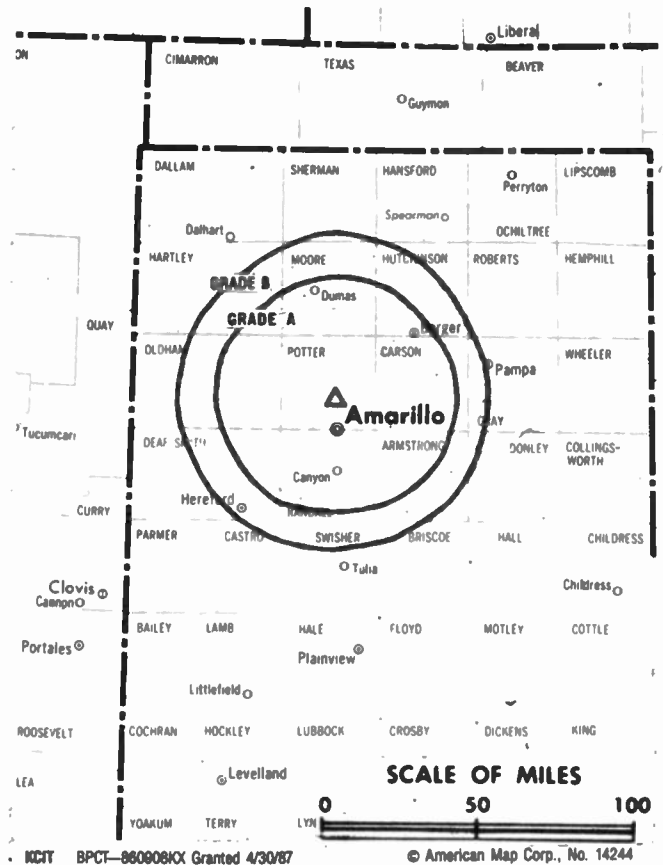
Highest One Hour Rate: \$1200.

Highest 30 Sec. Rate: \$75.

City of License: Amarillo. ADI: Amarillo. Rank: 117.

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 %
TEXAS				
50% & Over	Armstrong	800	800	100
	Carson	2,400	2,400	100



Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	Hutchinson	10,700	10,600	99
	Potter	42,000	41,700	99
	Randall	34,800	34,700	100
TEXAS				
Between 25-49%	Dallam	2,600	2,600	100
	Deaf Smith	6,800	6,700	99
	Gray	10,400	10,300	99
	Hansford	2,500	2,500	100
	Hartley	1,400	1,400	100
	Moore	6,100	6,100	100
	Oldham	700	700	100
TEXAS				
Between 5-24%	Castro	3,300	3,300	98
	Donley	1,600	1,600	100
	Parmer	3,400	3,400	100
	Sherman	1,100	1,100	100
	Swisher	3,300	3,300	100
Station Totals		133,900	133,200	99
Net Weekly Circulation (1988)				67,000
Average Daily Circulation (1988)				29,800

Texas—Amarillo

KFDA-TV

Ch. 10

Network Service: CBS.

Licensee: Panhandle Telecasting Co., Gen. Partnership, Box 1400, Amarillo, TX 79189-1400.

Studio: Broadway at Cherry Ave., Amarillo, TX 79108.

Mailing Address: Box 1400, Amarillo, TX 79189-1400.

Telephone: 806-383-2226. **TWX:** 910-898-4124.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1530-ft. above av. terrain, 1493-ft. above ground, 5047-ft. above sea level.

Latitude 35° 17' 34"
Longitude 101° 50' 42"

Transmitter: Broadway St. at Cherry Ave., Amarillo.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 5-meter; Scientific-Atlanta, 5-meter; Harris, Scientific-Atlanta receivers.

News Services: AP, CBS, NIWS, SWINS.

Ownership: Lawton Cablevision Inc., 50%; KSWO-TV Co. Inc., 45%; Oklahoma Quality Bcstg. Co. Inc., 2.5%; Duncan Bcstg. Co. Inc., 2.5%. KSWO-TV Inc. is licensee of KSWO-TV, Lawton, OK. Oklahoma Quality Bcstg. is licensee of KSWO(AM), Lawton, OK. Duncan Bcstg. is licensee of KRHD-AM-FM, Duncan, OK.

Began Operation: April 4, 1953. Sale of 61% by Sid W. Richardson Foundation to Bass Bcstg. and subsequent transfer of 19.6% by Gene L. Cagle was approved by FCC Feb. 2, 1966. Sale to Midessa Cablevision by Bass Bcstg. approved by FCC Aug. 20, 1976. Sale of 50% by Midessa Television Inc. to Lawton Cablevision Inc. approved Feb. 27, 1984.

Represented (sales): Petry Television Inc.

Represented (legal): Gardner, Carton & Douglas.

Personnel:

- MIKE LEE, station manager & program director.
- JOY SHERROP, local sales manager.
- JOYCE AUSTIN, national sales manager.
- TIM WINN, chief engineer.
- WALT HOWARD, news director.
- ERICH EINFALT, promotion director.
- J. P. GOODE, business manager.
- JENNIE AUSTIN, marketing director.

Highest One Hour Rate: \$2500.

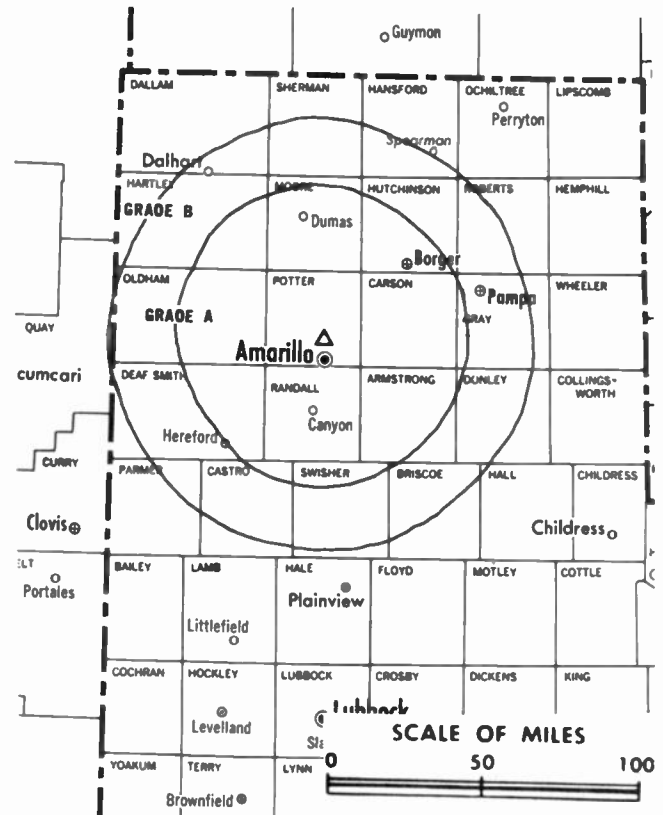
Highest 30 Sec. Rate: \$800.

NETWORK BASE HOURLY RATE: \$585.

City of License: Amarillo. **ADI:** Amarillo. **Rank:** 117.

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	NEW MEXICO			
	Curry	16,000	15,600	97
	Quay	4,300	4,100	95
	Union	1,800	1,700	94
	OKLAHOMA			
	Cimarron	1,600	1,600	100
	Texas	6,700	6,600	98
	TEXAS			
	Armstrong	800	800	100
	Briscoe	1,000	1,000	100



KFDA-TV BPCT-801024KF Granted 12/20/80

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Carson	2,400	2,400	100
	Castro	3,300	3,300	98
	Childress	2,700	2,700	100
	Collingsworth	1,700	1,600	94
	Cottle	1,100	1,100	100
	Dallam	2,600	2,600	100
	Deaf Smith	6,800	6,700	99
	Donley	1,600	1,600	100
	Gray	10,400	10,300	99
	Hall	2,100	2,000	95
	Hansford	2,500	2,500	100
	Hartley	1,400	1,400	100
	Hemphill	2,300	2,300	100
	Hutchinson	10,700	10,600	99
	Lipscomb	1,400	1,400	100
	Moore	6,100	6,100	100
	Ochiltree	3,800	3,800	100
	Oldham	700	700	100
	Parmer	3,400	3,400	100
Potter	42,000	41,700	99	
Randall	34,800	34,700	100	
Roberts	400	400	100	
Sherman	1,100	1,100	100	
Swisher	3,300	3,300	100	
Wheeler	3,300	3,200	97	
Between 25-49%	KANSAS			
	Morton	1,200	1,200	100
	Seward	6,700	6,600	98
TEXAS	Hardeman	2,400	2,400	100
	NEW MEXICO			
Between 5-24%	Harding	400	400	100
Station Totals		194,800	192,900	99
Net Weekly Circulation (1988)			155,800	
Average Daily Circulation (1988)			86,300	

Texas—Amarillo

KVII-TV

Ch. 7

(Operates satellites KVIJ-TV, Sayre, OK & KVIH-TV, Clovis, NM)

Network Service: ABC.

Licensee: Marsh Media Inc., One Broadcast Center, Amarillo, TX 79101 4328.

Studio: 1101 S. Pierce St., Amarillo, TX 79101-4328.

Telephone: 806-373-1787. TWX: 910-898-4136.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1703-ft. above av. terrain, 1626-ft. above ground, 5049-ft. above sea level.

Latitude 35° 22' 29"
Longitude 101° 52' 58"

Transmitter: 10.4-mi. N of Amarillo.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: 5 in operation; Scientific-Atlanta, 7-meter; Avantek, M/A-Com, Scientific-Atlanta receivers.

News Service: AP.

Ownership: Marsh Media Inc., 100%. See Group Ownership of Television Stations.

Began Operation: December 21, 1957. Sale to Marsh family by John B. Walton Jr. approved by FCC Jan. 31, 1968 (Television Digest, Vol. 7:43). Previous sale to Walton by Southwest States approved Nov. 12, 1963 (Vol. 3:46). Sale of control to TV Properties (Southwest States) approved July 16, 1958 (Vol. 14:24, 26, 29).

Represented (sales): Katz Television.

Represented (legal): Wiley, Rein & Fielding.

Represented (engineering): Smith & Powstenko.

Personnel:

JAMES R. McCORMICK, president & general manager.
JOHN W. PATRICK, general sales manager.
WILLIAM R. CANADY, director of engineering.
CHARLES M. DOUGLAS, operations manager.
JOHN McKISSACK, news director.
JACKIE SMITH, production manager.
JOHN JANEWAY, business manager.

Highest 30 Sec. Rate: \$550.

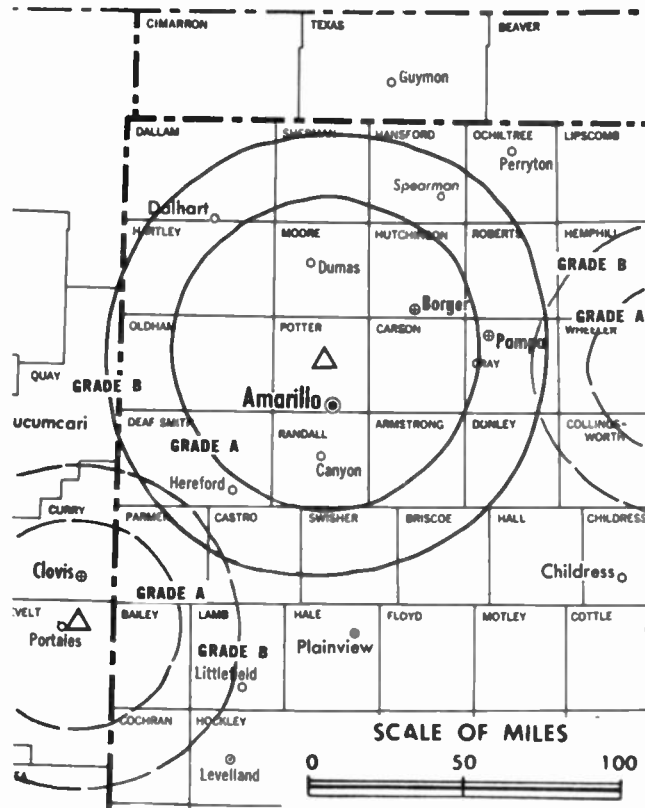
NETWORK BASE HOURLY RATE: \$600.

Arbitron Data: Figures include KVIJ-TV, Sayre, OK & KVIH-TV, Clovis, NM.

City of License: Amarillo. ADI: Amarillo. Rank: 117.

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	NEW MEXICO			
	Curry	16,000	15,600	97
	Quay	4,300	4,100	95
	Roosevelt	6,200	6,000	97
	Union	1,800	1,700	94
	OKLAHOMA			
	Beckham	9,500	9,300	98
	Cimarron	1,600	1,600	100
	Harmon	1,700	1,700	100
	Texas	6,700	6,600	98
	TEXAS			
	Armstrong	800	800	100
	Bailey	2,700	2,700	100
	Briscoe	1,000	1,000	100
	Carson	2,400	2,400	100
	Castro	3,300	3,300	98
	Childress	2,700	2,700	100
	Collingsworth	1,700	1,600	94



KVII-TV BPCT-4170 Granted 4/2/69 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Dallam	2,600	2,600	100
	Deaf Smith	6,800	6,700	99
	Donley	1,600	1,600	100
	Gray	10,400	10,300	99
	Hall	2,100	2,000	95
	Hansford	2,500	2,500	100
	Hartley	1,400	1,400	100
	Hemphill	2,300	2,300	100
	Hutchinson	10,700	10,600	99
	Lipscomb	1,400	1,400	100
	Moore	6,100	6,100	100
	Ochiltree	3,800	3,800	100
	Oldham	700	700	100
	Parmer	3,400	3,400	100
	Potter	42,000	41,700	99
	Randall	34,800	34,700	100
	Roberts	400	400	100
	Sherman	1,100	1,100	100
	Swisher	3,300	3,300	100
	Wheeler	3,300	3,200	97
Between 25-49%	KANSAS			
	Morton	1,200	1,200	100
	Seward	6,700	6,600	98
	NEW MEXICO			
	De Baca	1,100	1,100	100
OKLAHOMA				
Dewey	2,200	2,200	100	
Kiowa	5,400	5,300	98	
Roger Mills	2,200	2,200	98	
TEXAS				
Hale	12,500	12,400	99	

(Continued on page A-1105)

Station Totals	263,400	260,300	99
Net Weekly Circulation (1988)			196,700
Average Daily Circulation (1988)			130,200

Texas—Austin

KBVO-TV

Ch. 42

Network Service: Fox.

Licensee: Austin Television, c/o Darrold A. Cannan Jr., 503 City National Bank Bldg., Wichita Falls, TX 76301.

Studio: 10700 Metric Blvd., Austin, TX 78758.

Mailing Address: Box 2728, Austin, TX 78768-2728.

Telephone: 512-835-0042. **Telex:** 776437.

Technical Facilities: Channel No. 42 (638-644 MHz). Authorized power: 2510-kw max. & 720-kw horizontal visual, 251-kw max. & 72-kw horizontal aural. Antenna: 1290-ft. above av. terrain, 1311-ft. above ground, 2049-ft. above sea level.

Latitude 30° 19' 10"
Longitude 97° 48' 06"

Transmitter: 1.4-mi. W of Austin, 0.8-mi. NW of Mt. Larson.

Satellite Earth Stations: Harris, 6.1-meter C-band; Vertex, 4.6-meter Ku-band; Harris, M/A-Com receivers.

News Services: AP, CNN Headline News.

Ownership: Cannan Communications Inc., 41.83%; Channel 42 of Austin Inc., 41.83%; Beard Management Inc., 11%; Six Percent Inc., 5.34%. See Cannan Communications in Group Ownership of Television Stations. Channel 42 of Austin ownership: Michael D. McKinnon, pres., 20%; South Texas Telecasting Inc., 80%. See McKinnon Bcstg. in Group Ownership of TV Stations. Beard Management ownership: Steven F. Beard Jr., pres., 100%. Six Percent Inc. ownership: Joy Manning Scott, pres., 28.56%; Joe M. Kilgore, Ben T. Head, Henry M. Whittington, Dr. John Q. Taylor King & Mary Nell Garrison, 14.28% each.

Began Operation: December 4, 1983.

Represented (sales): Katz Independent TV Sales.

Represented (legal): Hogan & Hartson.

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

Personnel:

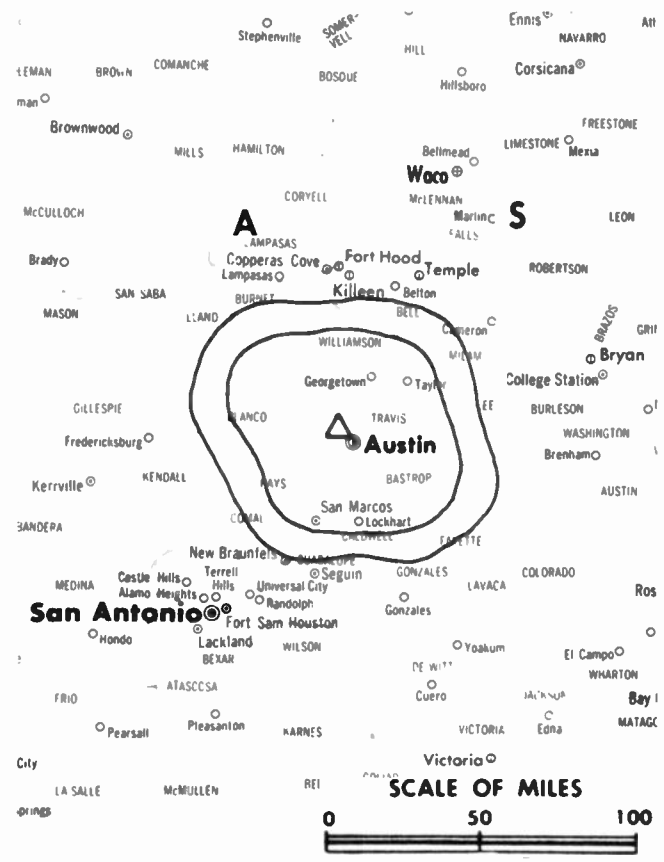
STEVE BEARD, general manager & general sales manager.
RAY McEACHERN, station manager & business manager.
CURT PRINCE, local sales manager.
GEORGE GOULD, national sales manager.
BILL ENLOE, chief engineer.
CINDIE BROOKS, news director.
GAIL VORSAS, promotion director.

Rates: On request.

City of License: Austin. **ADI:** Austin, TX. **Rank:** 71.

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	%
TEXAS				
50% & Over	Bastrop	12,700	12,400	98
	Burnet	10,300	10,200	99
	Caldwell	8,900	8,700	98
	Hays	17,900	17,600	98
	Lee	4,900	4,800	98
	Llano	5,500	5,400	98



KBVO-TV BMPCT-830425KG Granted 5/23/83 © American Map Corp. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Travis	225,400	222,900	99
	Williamson	38,900	38,300	98
TEXAS				
Between 25-49%	Bell	60,600	60,000	99
	Blanco	2,500	2,500	100
	Fayette	8,200	7,900	96
	Gillespie	6,500	6,300	97
	Lampasas	5,500	5,400	98
	Mason	1,600	1,500	94
	Milam	9,100	8,900	98
TEXAS				
Between 5-24%	Burleson	5,300	5,100	96
	Colorado	7,600	7,400	97
	Comal	17,900	17,700	99
	Coryell	17,200	17,000	99
	Falls	7,300	7,200	99
	Gonzales	6,200	6,100	98
	Guadalupe	20,400	20,000	98
	Lavaca	7,600	7,300	96
Robertson	6,200	6,100	98	
Station Totals		514,200	506,700	99
Net Weekly Circulation (1988)			251,600	
Average Daily Circulation (1988)			100,900	

Texas—Austin

KTBC-TV

Ch. 7

Network Service: CBS.

Licensee: KTBC-TV Inc., Subsidiary of Times Mirror Co., Times Mirror Square, Los Angeles, CA.

Studio: 119 E. 10th St., Austin, TX 78701.

Mailing Address: Box 2223, Austin, TX 78768.

Telephone: 512-476-7777. TWX: 910-874-1301.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1261-ft. above av. terrain, 1077-ft. above ground, 1977-ft. above sea level.

Latitude 30° 18' 36"
Longitude 97° 47' 33"

Transmitter: Mt. Larson, 4-mi. NW of State Capitol bldg.

Satellite Earth Stations: Prodelin, 3.8-meter; Scientific-Atlanta, 7-meter; Scientific-Atlanta, 3.6-meter.

News Services: AP, CBS, NIWS.

Ownership: Times Mirror Co. See Group Ownership of Television Stations.

Began Operation: November 27, 1952. Sale to present owner by Claudia Taylor Johnson, et al., approved by FCC Sept. 6, 1973 (*Television Digest*, Vol. 12:37; 13:37).

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

Represented (legal): Wilmer, Cutler & Pickering.

Represented (engineering): Lohnes & Culver.

Personnel:

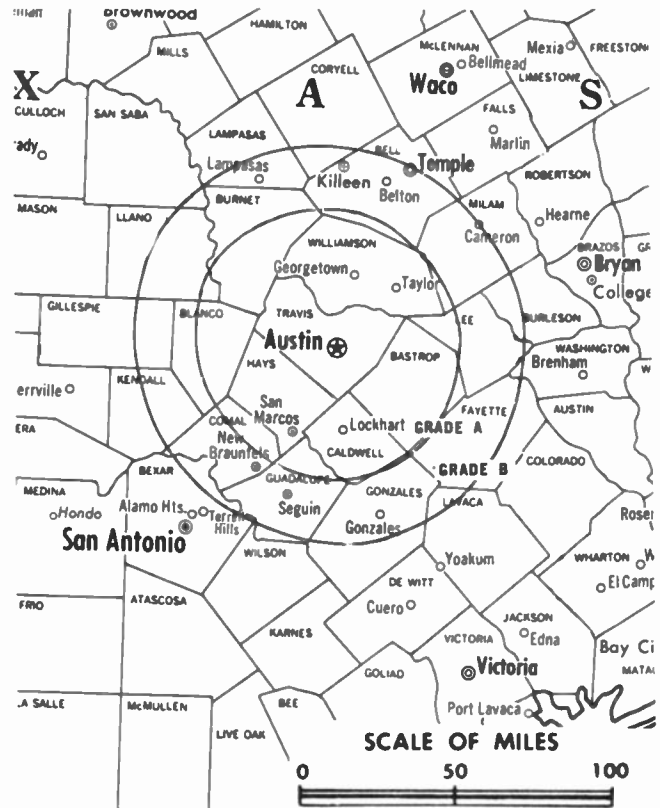
JACK HARRISON, vice president & general manager.
CHARLIE KING, general sales manager.
LONDA TRIAL, program director.
STAN TEATER, promotion director.
TIM GARDNER, news director.
TROY BROWN, chief engineer.

Rates: Not available.

City of License: Austin. ADI: Austin, TX. Rank: 71.

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	%
TEXAS				
50% & Over	Bastrop	12,700	12,400	98
	Bell	60,600	60,000	99
	Blanco	2,500	2,500	100
	Burnet	10,300	10,200	99
	Caldwell	8,900	8,700	98
	Fayette	8,200	7,900	96
	Gillespie	6,500	6,300	97
	Hays	17,900	17,600	98
	Lampasas	5,500	5,400	98



KTBC-TV BPCT-861029KW Granted 11/24/86

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Lee	4,900	4,800	98
	Llano	5,500	5,400	98
	Mason	1,600	1,500	94
	Milam	9,100	8,900	98
	Travis	225,400	222,900	99
	Williamson	38,900	38,300	98
TEXAS				
Between 25-49%	Burleson	5,300	5,100	96
	Coryell	17,200	17,000	99
	Lavaca	7,600	7,300	96
	San Saba	2,500	2,400	98
TEXAS				
Between 5-24%	Austin	8,100	7,900	98
	Colorado	7,600	7,400	97
	Cornal	17,900	17,700	99
	Falls	7,300	7,200	99
	Gonzales	6,200	6,100	98
	Grimes	5,700	5,500	97
	Guadalupe	20,400	20,000	98
	Mc Culloch	3,600	3,500	97
	Mills	1,900	1,900	100
	Robertson	6,200	6,100	98
Station Totals		536,000	527,900	98
Net Weekly Circulation (1988)			369,700	
Average Daily Circulation (1988)			213,800	

Texas—Austin

KVUE-TV

Ch. 24

Network Service: ABC.

Licensee: KVUE-TV Inc., Box 9927, Austin, TX 78766.

Studio: 3201 Steck Ave., Austin, TX 78758.

Telephone: 512-459-6521. **TWX:** 910-874-1346. **Telex:** 512-459-4023.

Technical Facilities: Channel No. 24 (530-536 MHz). Authorized power: 1950-kw max. & 711-kw horizontal visual, 327-kw max. & 145-kw horizontal aural. Antenna: 1290-ft. above av. terrain, 1184-ft. above ground, 2049-ft. above sea level.

Latitude 30° 19' 21"
Longitude 97° 48' 10"

Transmitter: On hill W of Trail of the Madrones Rd., near Austin.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Andrew, 7.3-meter C-band; Andrew, 4.6-meter Ku-band; Andrew, 4.5-meter C-band; Andrew, Avantek, Scientific-Atlanta receivers.

News Services: ABC, AP, CNN, UPI.

Ownership: Gannett Co. Inc., 100%. See Group Ownership of Television Stations.

Began Operation: September 12, 1971. Sale to present owner by Evening News Assn. approved by FCC Jan. 13, 1986 (*Television Digest*, Vol. 26:3). Sale to Evening News by Tolbert Foster, Allen Shivers, et al., approved Sept. 8, 1978 (Vol. 18:21, 38).

Represented (sales): Petry Television Inc.

Represented (legal): Pierson, Ball & Dowd.

Personnel:

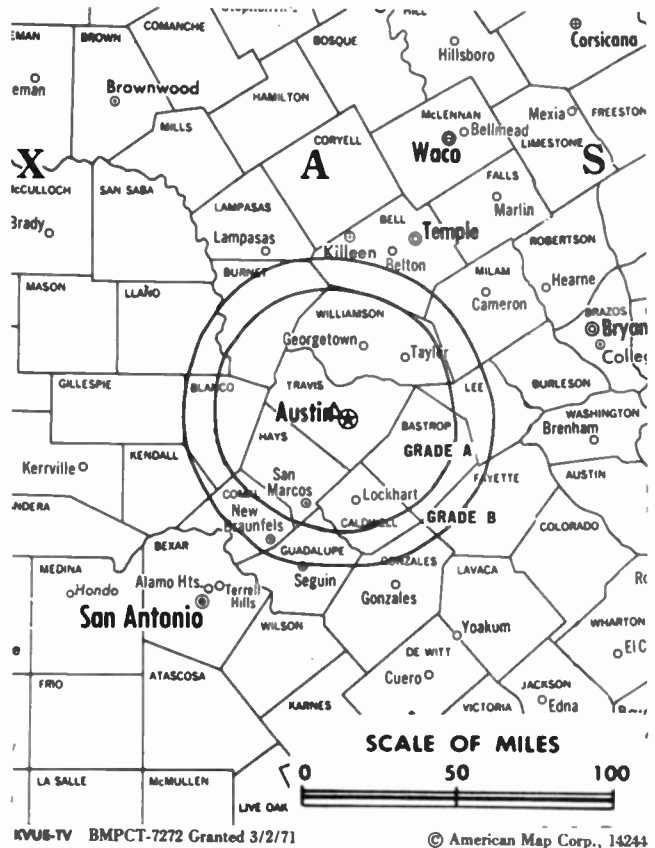
JOE T. JERKINS, president & general manager.
CRAIG DUBOW, vice president & station manager.
DEBBIE BRIZENDINE, local sales manager.
TONY NALDRETT, national sales manager.
AL HELTON, program director.
PAT MOLANDER, public affairs director.
BOB BUCKALEW, news director.
MICHAEL J. WENGLAR, chief engineer.
RAY GRANBERRY, production manager.
ROBERT KOBARG, promotion director.
EVE VICKERS, business manager.

Rates: Not available.

City of License: Austin. **ADI:** Austin, TX. **Rank:** 71.

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	TEXAS			
	Bastrop	12,700	12,400	98
	Burnet	10,300	10,200	99
	Caldwell	8,900	8,700	98
	Fayette	8,200	7,900	96



KVUE-TV BMPCT-7272 Granted 3/2/71

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Gillespie	6,500	6,300	97
	Hays	17,900	17,600	98
	Lampasas	5,500	5,400	98
	Lee	4,900	4,800	98
	Llano	5,500	5,400	98
	Mason	1,600	1,500	94
	Milam	9,100	8,900	98
	Travis	225,400	222,900	99
	Williamson	38,900	38,300	98
	TEXAS			
Between 25-49%	Blanco	2,500	2,500	100
	Burleson	5,300	5,100	96
TEXAS				
Between 5-24%	Austin	8,100	7,900	98
	Bell	60,600	60,000	99
	Colorado	7,600	7,400	97
	Coryell	17,200	17,000	99
	Falls	7,300	7,200	99
	Gonzales	6,200	6,100	98
	Mc Culloch	3,600	3,500	97
	Robertson	6,200	6,100	98
	Station Totals		480,000	473,100
Net Weekly Circulation (1988)			323,900	
Average Daily Circulation (1988)			189,600	

Texas—Austin

KXAN-TV

Ch. 36

Network Service: NBC.

Licensee: K.C.I. (Texas), Box 490, Austin, TX 78767.

Studio: 908 W. Martin L. King Jr. Blvd., Austin, TX 78701.

Mailing Address: Box 490, Austin, TX 78767.

Telephone: 512-476-3636. TWX: 910-874-1370.

Technical Facilities: Channel No. 36 (602-608 MHz). Authorized power: 5000-kw max. & 1380-kw horizontal visual, 500-kw max. & 138-kw horizontal aural. Antenna: Directional, 1290-ft. above av. terrain, 1199-ft. above ground, 2049-ft. above sea level.

Latitude 30° 19' 33"
Longitude 97° 47' 58"

Transmitter: Trail of Madrones Rd.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 8-meter; Microdyne, 5-meter; Microdyne, 3-meter; Harris, Microdyne receivers.

News Services: AP, UPI.

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

Began Operation: February 12, 1965 on Ch. 42. Changed to Ch. 36 Jan. 12, 1973. Sale to present owner by Kingstip Communications Inc. approved by FCC May 2, 1979 (Television Digest, Vol. 18:16, 17).

Represented (sales): Blair Television.

Represented (legal): Koteen & Naftalin.

Personnel:

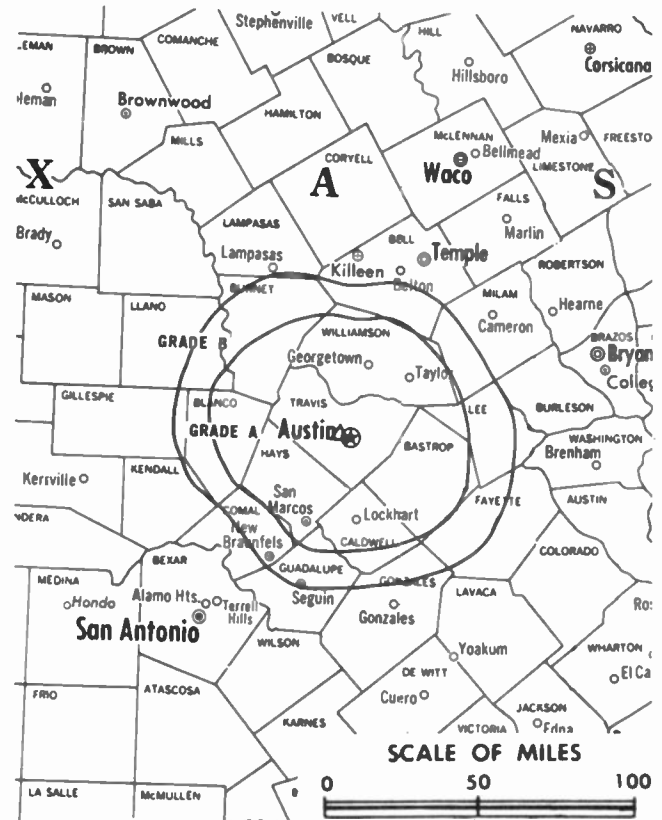
JANE WALLACE, general manager.
LYLE BANKS, general sales manager.
LARRY COLE, national sales manager.
JOHN KIMBALL, local sales manager.
GEORGE CSAHANIN, director of engineering.
HENRY CHU, news director.

Highest 30 Sec. Rate: \$2500.

City of License: Austin. ADI: Austin, TX. Rank: 71.

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	TEXAS			
	Bastrop	12,700	12,400	98
	Blanco	2,500	2,500	100
	Burnet	10,300	10,200	99
	Caldwell	8,900	8,700	98
Fayette	8,200	7,900	96	



KXAN-TV BPCT-4496 Granted 7/25/72

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Hays	17,900	17,600	98
	Lee	4,900	4,800	98
	Llano	5,500	5,400	98
	Mason	1,600	1,500	94
	Travis	225,400	222,900	99
Williamson	38,900	38,300	98	
Between 25-49%	TEXAS			
	Bell	60,600	60,000	99
	Brazos	43,900	43,300	99
	Burleson	5,300	5,100	96
	Gillespie	6,500	6,300	97
Milam	9,100	8,900	98	
Between 5-24%	TEXAS			
	Austin	8,100	7,900	98
	Coryell	17,200	17,000	99
	Falls	7,300	7,200	99
	Gonzales	6,200	6,100	98
	Lampasas	5,500	5,400	98
Robertson	6,200	6,100	98	
Station Totals		512,700	505,500	99
Net Weekly Circulation (1988)				324,100
Average Daily Circulation (1988)				165,500

Texas—Baytown

KLJ

Ch. 57

Network Service: None, independent.

Licensee: Pray Inc., 11063 Shady Trail, Dallas, TX 75229.

Studio: 3737 Red Bluff Rd., Pasadena, TX 77503.

Telephone: 713-473-5585.

Technical Facilities: Channel No. 57 (728-734 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1020-ft. above av. terrain, 1017-ft. above ground, 1024-ft. above sea level.

Latitude	29°	38'	47''
Longitude	94°	40'	33''

Transmitter: 0.5-mi. S of Oak Island, Chambers County.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Comtech, 5-meter C-band; Scientific-Atlanta receivers.

Ownership: Eldred Thomas, pres., 100%; Raynell Thomas, secy.

Began Operation: May 18, 1988.

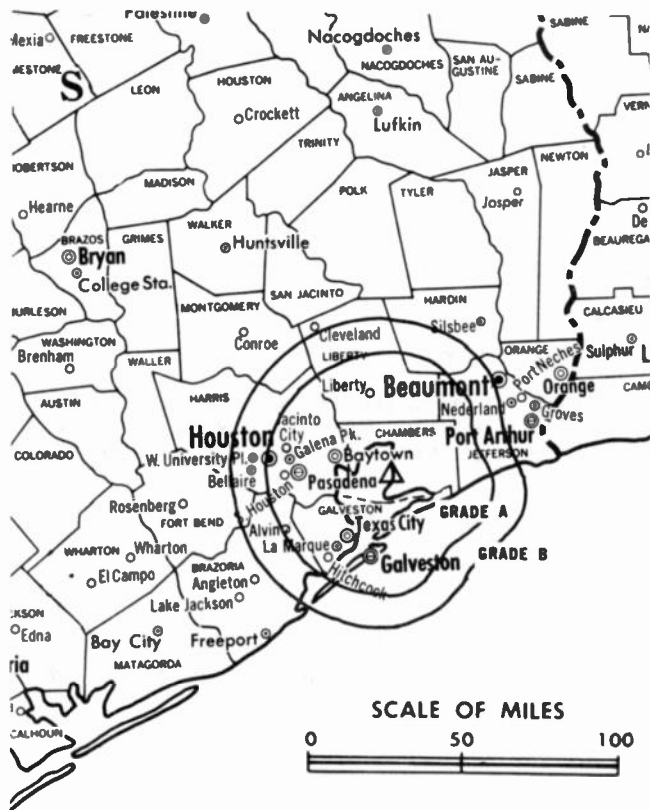
Represented (legal): Ward & Mendelsohn, P.C.

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

Personnel:

ELDRED THOMAS, general manager.
 RUBEN MENDEZ, station manager & general sales manager.
 RON BROWN, chief engineer.
 NATHAN WILLIAMS, program director.

Highest One Hour Rate: \$1500.



KLJ BMPCT—870821KK Granted 10/30/87

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Highest 30 Sec. Rate: \$150.

Arbitron Data: Not available.

City of License: Baytown. **ADI:** Houston. **Rank:** 10.

Texas—Beaumont-Port Arthur

KBMT

Ch. 12

Network Service: ABC.

Licensee: Texas Telecasting Inc., Box 1550, Beaumont, TX 77704.

Studio: 525 Interstate Hwy. 10 S, Beaumont, TX 77701.

Mailing Address: Box 1550, Beaumont, TX 77704.

Telephone: 409-833-7512.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 42.7-kw aural. Antenna: 1000-ft. above av. terrain, 1032-ft. above ground, 1059-ft. above sea level.

Latitude 30° 11' 26"
Longitude 93° 53' 08"

Transmitter: 2-mi. W of Mauriceville, TX.

Satellite Earth Stations: AFC, 3.7-meter; Andrew, 7.3-meter; Andrew, 4.5-meter; Harris, 4.5-meter; Avantek, Harris, M/A-Com receivers.

News Service: AP.

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

Began Operation: June 18, 1961. Transfer of control to Harbour TV Systems from A. O. Banning & William G. Hill Jr. approved by FCC Feb. 11, 1976. Sale to Banning & Hill by Devon Corp. approved by FCC Sept. 28, 1973. Sale to present owners by Liberty National Corp. approved by FCC Oct. 21, 1976 (*Television Digest*, Vol. 16:27).

Represented (sales): Katz Television.

Represented (legal): Cohn & Marks.

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

Personnel:

- MICHAEL D. MCKINNON, president.
- MAX SKLOWER, vice president & general manager.
- TOM MICHALK, general sales manager.
- ANNAMARIE CIRAMELLA, national sales.
- AUSTIN HODGES, chief engineer.
- DAVE PATTEN, news director.
- SHERRY JOHNSON, program director.
- VIRGINIA BOOKER, business manager.

Highest One Hour Rate: \$5000.

Highest 30 Sec. Rate: \$1000.

NETWORK BASE HOURLY RATE: \$425.

City of License: Beaumont. **AOI:** Beaumont-Port Arthur. **Rank:** 124.

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	LOUISIANA			
	Beauregard	11,500	11,200	97



KBMT BPCT-3266 Granted 1/6/65

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Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	Calcasieu	62,600	62,000	99	
	Cameron	3,400	3,300	97	
	TEXAS				
	Hardin	16,000	15,700	98	
	Jasper	12,600	12,400	98	
	Jefferson	94,900	94,300	99	
	Newton	5,200	5,000	97	
Between 25-49%	Orange	31,200	30,900	99	
	Tyler	8,200	8,000	98	
Between 5-24%	TEXAS				
	Chambers	8,000	7,900	99	
Station Totals	LOUISIANA				
	Vernon	18,600	18,200	98	
	TEXAS				
	Polk	12,500	12,200	98	
	Sabine	4,300	4,200	98	
	San Augustine	3,300	3,200	97	
	San Jacinto	6,000	5,800	97	
Station Totals		298,300	294,300	99	
Net Weekly Circulation (1988)				205,300	
Average Daily Circulation (1988)				108,300	

Texas—Beaumont-Port Arthur

KFDM-TV

Ch. 6

Network Service: CBS.

Licensee: Freedom-TV Sub Inc., Box 7128, Beaumont, TX 77706.

Studio: 2955 Interstate 10 East, Beaumont, TX 77702.

Mailing Address: Box 7128, Beaumont, TX 77706.

Telephone: 409-892-6622. TWX: 62771648.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 960-ft. above av. terrain, 1031-ft. above ground, 1049-ft. above sea level.

Latitude 30° 08' 24"
Longitude 93° 58' 44"

Transmitter: U.S. Hwy. 90, approx. 2.3-mi. ENE of Vidor, TX.

Satellite Earth Stations: Microdyne, 7-meter C-band; 2 RCA Americom, 4.6-meter Ku-band.

News Service: AP.

Ownership: Freedom Newspapers Inc. See Group Ownership of Television Stations.

Began Operation: April 24, 1955. Sale to present owner by Belo Bcstg. Corp. approved by FCC Dec. 13, 1983 (*Television Digest*, Vol. 23:42). Sale to Belo by Beaumont Bcstg. Corp. approved by FCC May, 1969 (Vol. 9:19).

Represented (sales): Petry Television Inc.

Represented (legal): Latham & Watkins.

Represented (engineering): Carl T. Jones Corp.

Personnel:

- LARRY BEAULIEU, general manager.
- C. RIX GAREY, general sales manager.
- RICHARD KIHN, chief engineer.
- JEFF PRYOR, operations manager.
- DAVID LOWELL, news director.
- GINA YOUNG, promotion director.
- JEANETTE GREER, business manager.

Rates: Not available.

City of License: Beaumont. **ADI:** Beaumont-Port Arthur. **Rank:** 124.

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	%
TEXAS				
50% & Over	Hardin	16,000	15,700	98
	Jasper	12,600	12,400	98



SCALE OF MILES
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KFDM-TV BPCT-3107 Granted 1/30/63 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Jefferson	94,900	94,300	99
	Newton	5,200	5,000	97
	Orange	31,200	30,900	99
	Tyler	8,200	8,000	98
LOUISIANA				
Between 25-49%	Calcasieu	62,600	62,000	99
	Cameron	3,400	3,300	97
TEXAS				
Between 5-24%	Chambers	8,000	7,900	99
	Polk	12,500	12,200	98
	Sabine	4,300	4,200	98
LOUISIANA				
Between 5-24%	Beauregard	11,500	11,200	97
	Vernon	18,600	18,200	98
TEXAS				
Between 5-24%	Angelina	25,000	24,600	99
	San Augustine	3,300	3,200	97
Station Totals		317,300	313,100	99
Net Weekly Circulation (1988)			207,900	
Average Daily Circulation (1988)			134,700	

Texas—Port Arthur-Beaumont

KJAC-TV

Ch. 4

Network Service: NBC.

Licensee: Southeast Texas Television Corp., Box 3257, Port Arthur, TX 77643.

Studio: 2900 17th St., Port Arthur, TX 77642.

Mailing Address: Box 3257, Port Arthur, TX 77643.

Telephone: 409-985-5557. TWX: 910-886-5307.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1180-ft. above av. terrain, 1225-ft. above ground, 1249-ft. above sea level.

Latitude 30° 09' 31"
Longitude 93° 59' 11"

Transmitter: NW of State Rte. 235, 2.8-mi. NE of Vidor.

Satellite Earth Station: ADM, 3.38-meter; Orake, Harris receivers.

News Services: AP, NBC, Texas State Network.

Ownership: Price Communications Corp., 100%. See Group Ownership of Television Stations.

Began Operation: October 22, 1957 equally owned by Port Arthur College & Jefferson Amusement Co. Sale of its 50% by Port Arthur College to Jefferson Amusement approved by FCC Nov. 15, 1965 (*Television Digest*, Vol. 5:43, 47). Transfer of control from Jefferson Amusement to Robert H. Park, Janet Gordon Jack, et al., approved by FCC May 1, 1969. Sale to Clay Communications approved May 31, 1973. Sale to present owner approved by FCC June 23, 1987 (Vol. 27:21).

Represented (sales): MMT Marketing.

Personnel:

- RUSH K. EVANS, vice president & general manager.
- LINDA BRUNO, general sales manager.
- CHARLES RAVELL, chief engineer.
- DAVE WILSON, news director.
- BOB SCHNARR, program director.
- FAYE COX, promotion director.

Highest One Hour Rate: \$5000.

Highest 30 Sec. Rate: \$1000.

NETWORK BASE HOURLY RATE: \$775.

City of License: Port Arthur. ADI: Beaumont-Port Arthur. Rank: 124.

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	TEXAS			
	Hardin	16,000	15,700	98
	Jasper	12,600	12,400	98
	Jefferson	94,900	94,300	99
	Newton	5,200	5,000	97
	Orange	31,200	30,900	99



KJAC-TV BPCT-4322 Granted 5/13/70

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Sabine	4,300	4,200	98
	Tyler	8,200	8,000	98
Between 25-49%	LOUISIANA			
	Beauregard	11,500	11,200	97
	Cameron	3,400	3,300	97
	TEXAS			
	Chambers	8,000	7,900	99
Between 5-24%	Polk	12,500	12,200	98
	San Augustine	3,300	3,200	97
	LOUISIANA			
	Calcasieu	62,600	62,000	99
	Vernon	18,600	18,200	98
Station Totals	TEXAS			
	Angelina	25,000	24,600	99
	Liberty	20,500	20,100	98
	San Jacinto	6,000	5,800	97
Net Weekly Circulation (1988)		343,800	339,000	99
Average Daily Circulation (1988)				197,100
				127,900

Texas—Big Spring

KWAB-TV

Ch. 4

(Satellite of KTPX, Odessa, TX)

Network Service: NBC.

Licensee: James T. Taylor, Receiver, c/o Harbor Acquisitions Inc., 14180 Dallas Pkwy., Suite 619, Dallas, TX 75246.

Studio: 2500 Kentucky Way, Big Spring, TX 79720.

Telephone: 915-263-4901.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 12.7-kw visual, 2.51-kw aural. Antenna: 380-ft. above av. terrain, 497-ft. above ground, 2957-ft. above sea level.

Latitude	32°	15'	14''
Longitude	101°	26'	44''

Transmitter: 2500 Kentucky Way, Big Spring.

Satellite Earth Stations: 4 in operation; Harris, M/A-Com, Scientific-Atlanta receivers.

News Services: NBC, UPI.

Ownership: First Capital Corp. of Chicago, 90%; Madison Dearborn Partners, 10%.

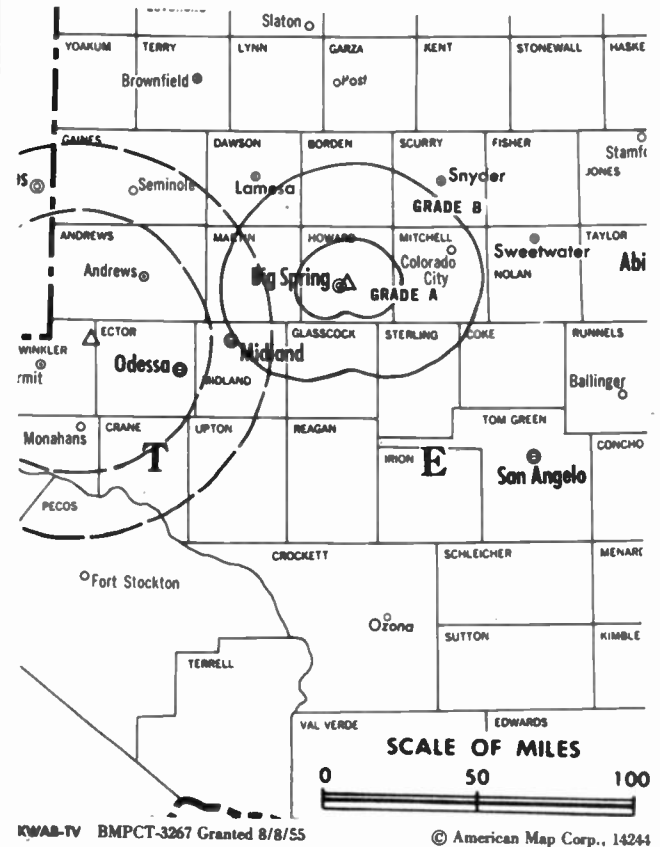
Began Operation: January 15, 1956.

Represented (sales): Petry Television Inc.

Represented (legal): Bryan, Cave, McPheeters & McRoberts.

Personnel:

See KTPX, Odessa, TX.



Rates: Sold in combination with KTPX, Odessa, TX.

Arbitron Data: Included with KTPX, Odessa, TX.

City of License: Big Spring. ADI: Odessa-Midland. Rank: 143.

Texas—Brownsville

KVEO

Ch. 23

Network Service: NBC.

Licensee: SouthWest MultiMedia Corp., 6100 Corporate Dr., Suite 500, Houston, TX 77036.

Studio: 394 North Expressway, Brownsville, TX 78521.

Telephone: 512-544-2323.

Technical Facilities: Channel No. 23 (524-530 MHz). Authorized power: 2600-kw max. & 735-kw horizontal visual, 41-kw aural. Antenna: 1487-ft. above av. terrain, 1489-ft. above ground, 1549-ft. above sea level.

Latitude 26° 06' 59"
Longitude 97° 50' 16"

Transmitter: 2-mi. S of La Feria, TX.

Satellite Earth Stations: Comtech, 3.5-meter C-band; Harris, 6.1-meter Ku-band; Vertex, 4.57-meter Ku-band; Harris, M/A-Com, Microwave Assoc. receivers.

News Services: AP, NBC.

Ownership: SouthWest MultiMedia Corp. See Group Ownership of Television Stations.

Began Operation: December 18, 1981. Sale to Valley Bcstg. Co. by Trustee-in-Bankruptcy approved by FCC August 31, 1984. Sale to present owner approved Nov. 29, 1985.

Represented (sales): Saitel Inc.

Represented (legal): Wilner & Scheiner.

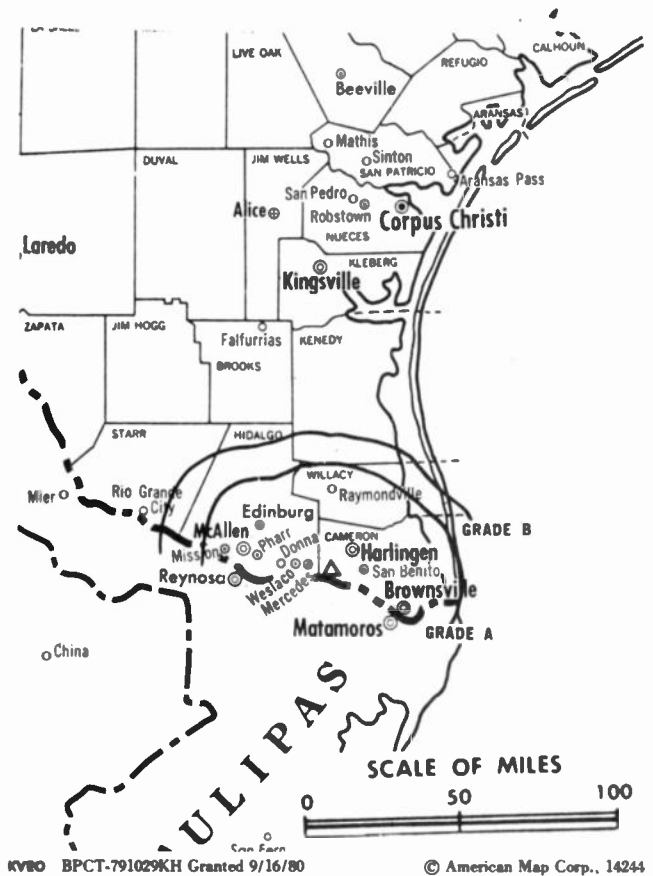
Personnel:

- L. WILLIAM HEYMAN JR., general manager.
- BRENT SKINNER, general sales manager.
- LALI RIVERA, national sales assistant.
- IGNACIO CANTU, chief engineer.
- BRAD LEVY, program & promotion director.
- NICOLE SMITH, marketing director.
- ROBERT GONZALEZ, business manager.
- MORELSA GARZA, traffic manager.

Highest One Hour Rate: \$2000.

Highest 30 Sec. Rate: \$750.

NETWORK BASE HOURLY RATE: \$200.



City of License: Brownsville. **ADI:** McAllen-Brownsville. **Rank:** 115.

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	%
TEXAS				
50% & Over	Cameron	72,200	71,200	99
	Hidalgo	99,600	97,900	98
	Starr	9,400	9,100	97
	Willacy	4,900	4,800	98
Station Totals		186,100	183,000	98
Net Weekly Circulation (1988)			137,900	
Average Daily Circulation (1988)			74,300	

Texas—McAllen-Brownsville-Matamoros,

Mexico

XHRIO-TV

Ch. 2

Network Service: Telemundo.

Licensee: Amerimex International Media Inc., 2100 Trawood, El Paso, TX 79935.

Studio: 2100 Trawood, El Paso, TX 79935.

Mailing Addresses: Box 9112, El Paso, TX 79982; Box 5074, McAllen, TX 78501.

Telephone: 915-595-6700. **Telex:** 749-413.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1096-ft. above av. terrain.

Began Operation: August 3, 1979.

Represented (sales): Telemundo Television Group.

Personnel:

JOHN W. DORAN, exec. vice president & national sales manager.

City of License: Matamoros. **ADI:** McAllen-Brownsville. **Rank:** 115.

TELEVISION DIGEST With Consumer Electronics

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For information, call (202) 872-9200.

Texas—Bryan

KBTX-TV

Ch. 3

(Affiliated with KWTX-TV, Waco, TX)

Network Service: CBS.

Licensee: Brazos Broadcasting Co., Box 3730, Bryan, TX 77805.

Studio: 4141 E. 29th St., Bryan, TX 77802.

Telephone: 409-846-7777. **Easylink:** 981046+.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 70-kw visual, 7.0-kw aural. Antenna: 1687-ft. above av. terrain, 1705-ft. above ground, 2036-ft. above sea level.

Latitude 30° 33' 10"
Longitude 96° 01' 50"

Transmitter: 4-mi. SE of Carlos, TX.

Satellite Earth Stations: AFC, 4-meter Ku-band; Scientific-Atlanta, 4.6-meter C-band; M/A-Corn, Scientific-Atlanta receivers.

News Service: UPI.

Ownership: KWTX Broadcasting Co., 50%; M. N. Bostick, pres. & gen. mgr., 10%; Estate of Harry L. Gillam, 5%; John M. Lawrence III, secy.-treas., 5%; Estate of Ann Mitchell, 10%; Estate of Brazos A. Varisco, 10%; Mrs. W. W. Callan Sr., 10%. See KWTX Bcstg. in Group Ownership of Television Stations.

Began Operation: May 22, 1957.

Represented (sales): Seltel Inc.

Represented (legal): Cordon & Kelly.

Personnel:

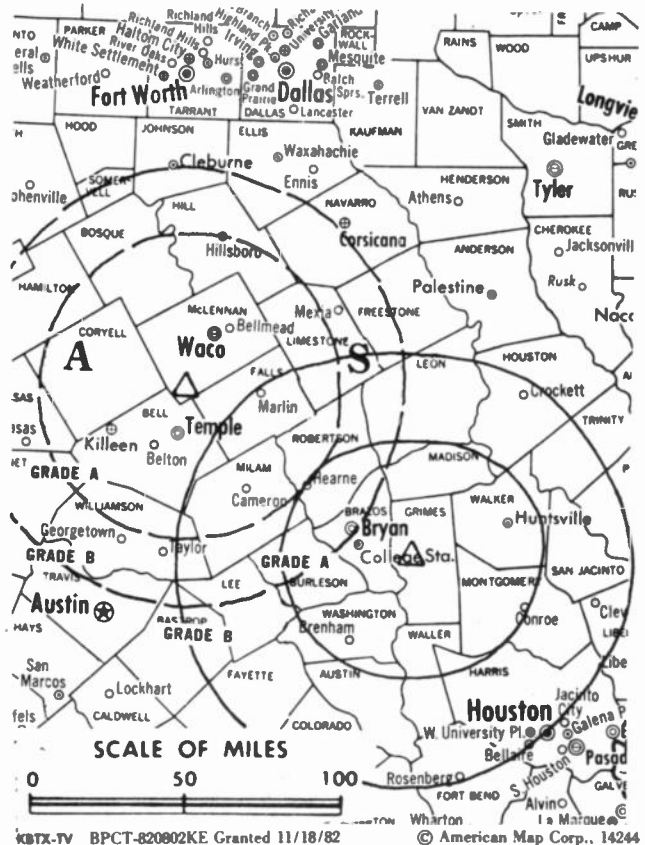
- M. N. BOSTICK, president.
- WAYNE KUBE, chief engineer.
- ULMAN McMULLEN, operations manager.
- JEFF BRAUN, news director.

Rates: Not available.

City of License: Bryan. **ADI:** Waco-Temple. **Rank:** 93.

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	TEXAS			
	Brazos	43,900	43,300	99
	Burleson	5,300	5,100	96
	Grimes	5,700	5,500	97
	Leon	5,400	5,200	96
	Madison	3,700	3,600	97
	Robertson	6,200	6,100	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	San Jacinto	6,000	5,800	97
	Walker	16,200	15,700	97
	Washington	9,100	8,800	97
TEXAS				
Between 25-49%	Houston	8,700	8,500	97
	Trinity	4,700	4,500	96
	Waller	7,300	7,100	97
TEXAS				
Between 5-24%	Anderson	15,100	14,800	98
	Colorado	7,600	7,400	97
	Fayette	8,200	7,900	96
	Milam	9,100	8,900	98
	Montgomery	61,100	60,000	98
Polk	12,500	12,200	98	
Station Totals		235,800	230,400	98
Net Weekly Circulation (1988)			112,400	
Average Daily Circulation (1988)			63,700	

Texas—Corpus Christi

KIII

Ch. 3

Network Service: ABC.

Licensee: Texas Television Inc., 4750 S. Padre Island Dr., Corpus Christi, TX 78411.

Studio: S. Padre Island Dr. & Everhart Rd, Corpus Christi, TX 78411.

Mailing Address: Box 6669, Corpus Christi, TX 78411.

Telephone: 512-854-4733.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 860-ft. above av. terrain, 899-ft. above ground, 949-ft. above sea level.

Latitude 27° 39' 29"
Longitude 97° 36' 04"

Transmitter: Near Petronilla, 15-mi. SW of Corpus Christi.

Satellite Earth Stations: Harris, 6.1-meter C-band; 2 Andrew C-band; Andrew, Harris receivers.

News Service: NIWS.

Ownership: Michael D. McKinnon, 66.65%; Dan McKinnon, 30.85%. See Group Ownership of Television Stations.

Began Operation: May 4, 1964 on Ch. 3. Prior to transfer of control to Clinton D. McKinnon, station operated as KVDO-TV on Channel 22 from June 9, 1954 until it left the air Aug. 19, 1957 and later was granted change to Ch. 3.

Represented (sales): Katz Television.

Represented (legal): Cohn & Marks.

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

Personnel:

MICHAEL D. MCKINNON, president.
BILLY BROTHERTON, vice president & station manager.
FRED HOFFMAN, chief engineer.

Highest One Hour Rate: \$3750.

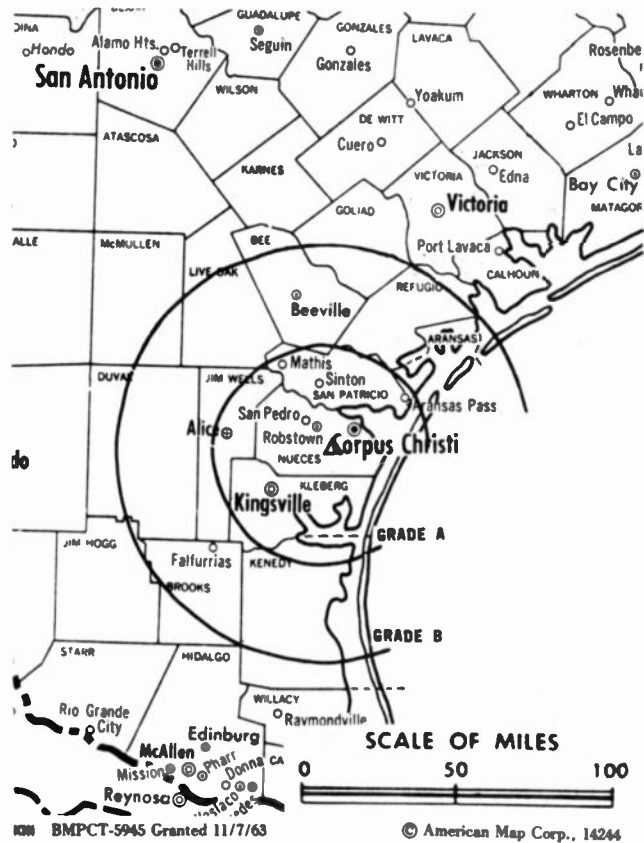
Highest 30 Sec. Rate: \$650.

NETWORK BASE HOURLY RATE: \$500.

City of License: Corpus Christi. **ADI:** Corpus Christi. **Rank:** 120.

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 %
TEXAS				
50% & Over	Aransas	7,100	7,000	99
	Bee	9,100	8,900	98



Net Weekly Circulation	State County	Total Households	TV Households	Households %
TEXAS				
50% & Over	Brooks	2,900	2,800	96
	Duval	4,300	4,200	98
	Jim Hogg	1,900	1,800	95
	Jim Wells	12,600	12,400	98
	Kenedy	200	200	100
	Kleberg	10,900	10,700	99
	Live Oak	3,700	3,600	97
	Nueces	101,700	100,500	99
	Refugio	3,200	3,200	100
	San Patricio	20,200	19,800	98

TEXAS				
Between 25-49%	Zapata	2,600	2,500	96
Station Totals		180,400	177,600	98
Net Weekly Circulation (1988)			164,500	
Average Daily Circulation (1988)			119,100	

Texas—Corpus Christi

KORO

Ch. 28

Network Service: Univision.

Licensee: Telecorpus Inc., 102 N. Mesquite, Corpus Christi, TX 78401.

Studio: 102 N. Mesquite, Corpus Christi, TX 78401.

Telephone: 512-883-2823.

Technical Facilities: Channel No. 28 (554-560 MHz). Authorized power: 1459-kw max. visual, 146-kw max. aural. Antenna: 762-ft. above av. terrain, 750-ft. above ground, 820-ft. above sea level.

Latitude 27° 45' 11"
Longitude 97° 38' 14"

Transmitter: 2-mi. S of Hwy. 44 on Ch. 10 Rd., 2-mi. SE of Robstown.

Satellite Earth Station: Comtech, 10-meter.

News Service: AP.

Ownership: Jose R. De Leon Jr., pres., 11.1%; Olivero Everett, v.p., 11.1%; C. G. Oliveira, secy.-treas., 11.1%; Tony Bonilla, 11.1%; Roberto Bosquez, 11.1%; Oscar Garcia, 11.1%; Ernesto Sierra, 11.1%; Humberto Garcia, 11.1%.

Began Operation: April 13, 1977.

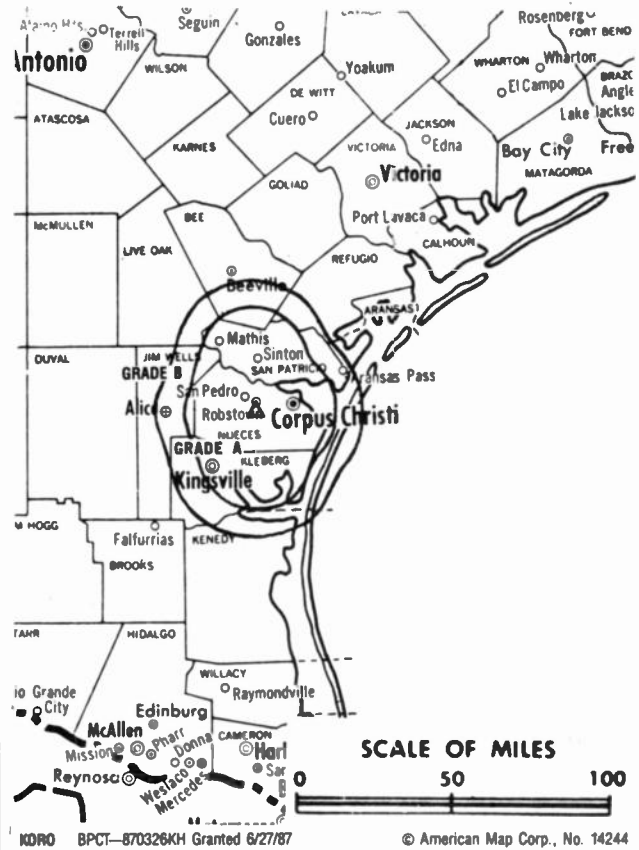
Represented (sales): Univision.

Personnel:
SERVANDO CABALLERO, general manager.
FELIPE FRANCO, chief engineer.

Highest 30 Sec. Rate: \$210.

City of License: Corpus Christi. **ADI:** Corpus Christi. **Rank:** 120.

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	%
TEXAS				
Between 5-24%	Jim Wells	12,600	12,400	98
	Kleberg	10,900	10,700	99
	Nueces	101,700	100,500	99
	San Patricio	20,200	19,800	98
Station Totals		145,400	143,400	99
Net Weekly Circulation (1988)			22,700	
Average Daily Circulation (1988)			13,200	

Texas—Corpus Christi

KRIS-TV

Ch. 6

Network Service: NBC.

Licensee: Gulf Coast Broadcasting Co., Box 840; Corpus Christi, TX 78403.

Studio: 409 S. Staples St., Corpus Christi, TX 78401.

Telephone: 512-883-6511. **TWX:** 910-876-1442.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 954-ft. above av. terrain, 945-ft. above ground, 1007-ft. above sea level.

Latitude 27° 44' 28"
Longitude 97° 36' 08"

Transmitter: Violet Rd., 2.94-mi. S of Violet community, SW of city limits.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Stations: Harris, 9.1-meter Ku-band; Harris, 6.1-meter C-band; 2 Harris, 4.1-meter Ku-band; Harris receivers.

News Service: AP.

Ownership: Frank T. Smith Jr., pres., 100%.

Began Operation: May 25, 1956.

Represented (sales): Petry Television Inc.

Represented (legal): Nixon, Hargrave, Devans & Doyle.

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

Personnel:

T. FRANK SMITH JR., president & general manager.
VAN JOHNSON, senior v.p., national spot sales & station manager.
CHARLIE BRITE, sales manager.
FRED JORDON, news director.
MARVIN BORN, director of engineering.
NORMA CAVAZOS, promotion director.
DORISE STEELE, business manager.

Highest One Hour Rate: \$3500.

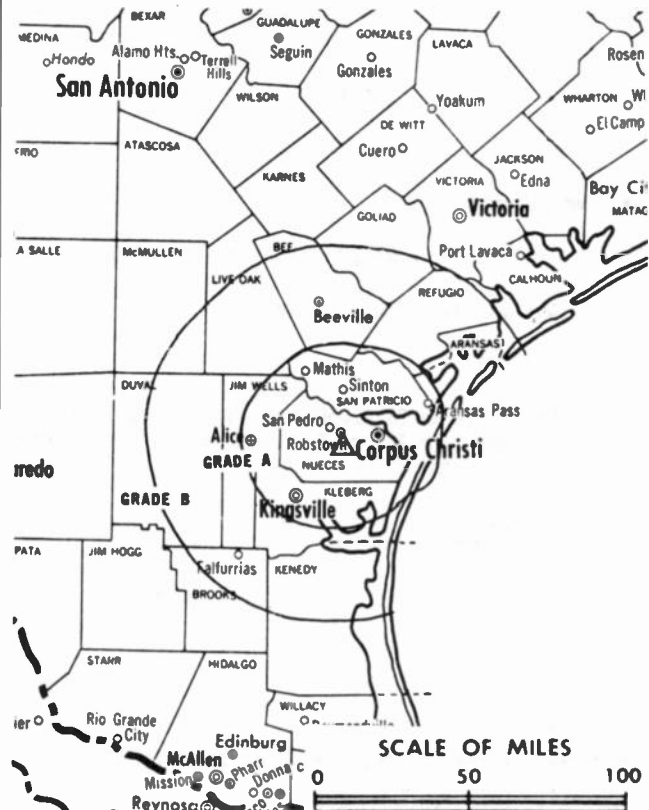
Highest 30 Sec. Rate: \$700.

NETWORK BASE HOURLY RATE: \$600.

City of License: Corpus Christi. **ADI:** Corpus Christi. **Rank:** 120.

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	TEXAS Aransas	7,100	7,000	99



KRIS-TV BPCT-860915KF Granted 11/19/86

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Bee	9,100	8,900	98
	Brooks	2,900	2,800	96
	Duval	4,300	4,200	98
	Jim Hogg	1,900	1,800	95
	Jim Wells	12,600	12,400	98
	Kenedy	200	200	100
	Kleberg	10,900	10,700	99
	Live Oak	3,700	3,600	97
	Nueces	101,700	100,500	99
	Refugio	3,200	3,200	100
San Patricio	20,200	19,800	98	
TEXAS				
Between 25-49%	Zapata	2,600	2,500	96
TEXAS				
Between 5-24%	Goliad	2,000	1,900	97
Station Totals		182,400	179,500	98
Net Weekly Circulation (1988)			157,700	
Average Daily Circulation (1988)			104,000	

Texas—Corpus Christi

KZTV

Ch. 10

(Operates satellite KVTM, Laredo, TX)

Network Service: CBS.

Licensee: K-SIX Television Inc., 301 Artesian St., Corpus Christi, TX 78401.

Studio: 301 Artesian St., Corpus Christi, TX 78401.

Mailing Address: Box TV-10, Corpus Christi, TX 78403.

Telephone: 512-883-7070. TWX: 910-876-1480.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 479-kw aural. Antenna: 940-ft. above av. terrain, 982-ft. above ground, 1049-ft. above sea level.

Latitude 27° 46' 50"
Longitude 97° 38' 03"

Transmitter: State Hwy. 44, 1.7-mi. E of Robstown, TX.

Satellite Earth Stations: 4 in operation; Pinzone, RCA, Scientific-Atlanta receivers.

AM Affiliate: KSIX, 1-kw, 1230 kHz (CBS).

News Services: AP, CBS.

Ownership: Corpus Christi Bcstg. Co. Inc. (K-SIX), 54.266%; Vann M. Kennedy, pres., 29%; Charles R. Manning, v.p., 0.66%; Cecil E. Burney, secy., 1.2%; Lillian R. Mahoney, treas.; 32 others, none with more than 3%. Kennedy owns 51% of K-SIX. K-SIX also owns KVTM, Laredo, TX.

Began Operation: September 30, 1956.

Represented (sales): Seltel Inc.

Personnel:

- VANN M. KENNEDY, president & general manager.
- BOB WHITE, station manager.
- GENE LOOPER, program director.
- JIM BIXLER, commercial manager.
- LESTER WATERS, chief engineer.
- WALTER FURLEY, news director.
- ALICE BENSON, promotion director.

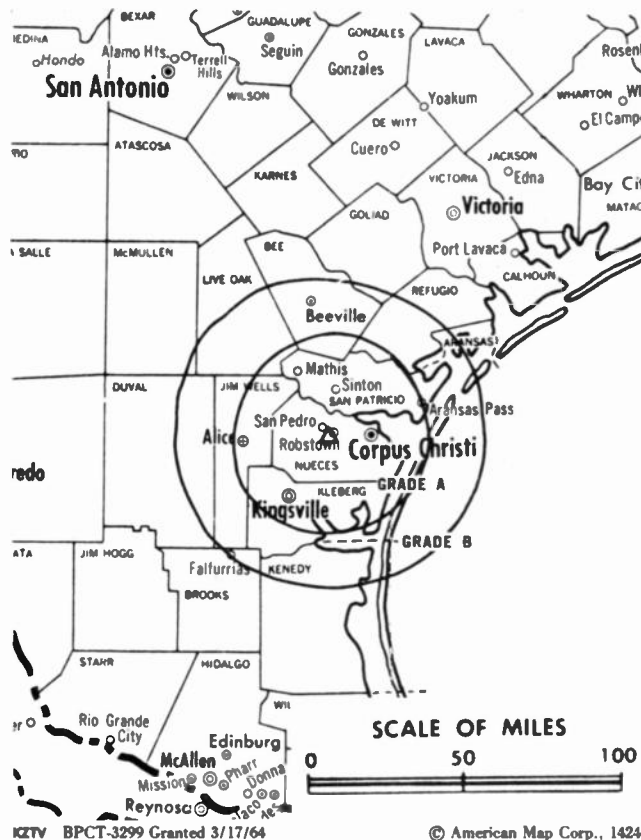
Highest 30 Sec. Rate: \$450.

NETWORK BASE HOURLY RATE: \$450.

City of License: Corpus Christi. **ADI:** Corpus Christi. **Rank:** 120.

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	TEXAS			
	Aransas	7,100	7,000	99
	Bee	9,100	8,900	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Brooks	2,900	2,800	96
	Duval	4,300	4,200	98
	Jim Hogg	1,900	1,800	95
	Jim Wells	12,600	12,400	98
	Kenedy	200	200	100
	Kleberg	10,900	10,700	99
	Live Oak	3,700	3,600	97
	Nueces	101,700	100,500	99
	Refugio	3,200	3,200	100
	San Patricio	20,200	19,800	98
Between 25-49%	TEXAS			
	Goliad	2,000	1,900	97
	Zapata	2,600	2,500	96
Between 5-24%	TEXAS			
	Calhoun	7,500	7,400	99
Station Totals		189,900	186,900	98
Net Weekly Circulation (1988)			155,300	
Average Daily Circulation (1988)			90,900	

Texas—Dallas

KDAF

Ch. 33

Network Service: Fox.

Licensee: News America Television Inc., 8001 John Carpenter Freeway, Dallas, TX 75247.

Studio: 8001 John Carpenter Freeway, Dallas, TX 75247.

Telephone: 214-634-8833.

Technical Facilities: Channel No. 33 (584-590 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1696-ft. above av. terrain, 1501-ft. above ground, 2321-ft. above sea level.

Latitude 32° 35' 22"
Longitude 96° 58' 10"

Transmitter: Belt Line Rd., 0.81-mi. W of Cedar Hill Rd., Cedar Hill.

Satellite Earth Stations: Harris, 6.1-meter; Harris, 4.57-meter; Harris, Scientific-Atlanta receivers.

Ownership: Fox Television Station Group. See Group Ownership of Television Stations.

Began Operation: September 29, 1980. Sale to present owner by Metromedia approved by FCC Nov. 14, 1985. Sale to Metromedia by Sheldon K. Turner and Nolanda Turner Hill approved by FCC Nov. 8, 1983.

Represented (sales): Petry Television Inc.

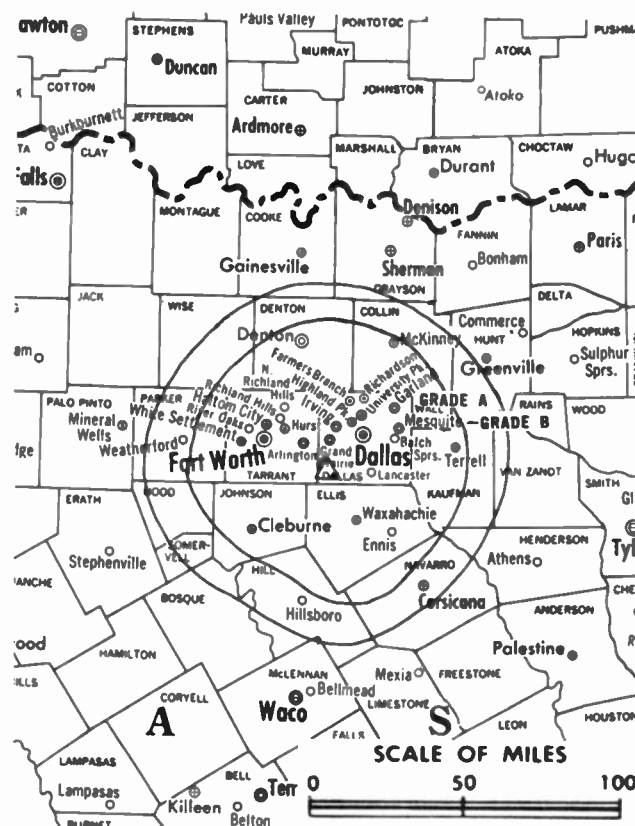
Personnel:

D. GAYLE BRAMMER, vice president & general manager.
KATY ELLIOT-ATTEBERY, vice president & general sales manager.
SHERI GERMAIN-STAMBAUGH, business manager.
JOE MAGGIO, chief engineer.
CRAIG A. MILLER, advertising & promotion manager.

City of License: Dallas. **ADI:** Dallas-Fort Worth. **Rank:** 8.

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	%
50% & Over	TEXAS			
	Ellis	25,400	25,100	99
	Kaufman	17,300	17,000	98
	Rockwall	8,600	8,500	99
Between 25-49%	TEXAS			
	Collin	69,800	69,000	99
	Dallas	706,100	700,900	99
	Denton	72,600	71,900	99
	Fannin	10,100	9,900	98
	Grayson	37,900	37,400	99
	Hill	10,800	10,600	98
	Johnson	33,100	32,800	99
	Navarro	15,500	15,200	98
	Parker	21,200	21,000	99
	Somervell	1,900	1,900	100
	Tarrant	403,000	400,000	99
	Van Zandt	15,500	15,200	98



KDAF BPCT-840330KE Granted 4/25/84 © American Map Corp., No. 14244

Net Weekly Circulation	State	County	Total Households	TV Households	%	
Between 25-49%	OKLAHOMA	Wise	12,400	12,300	99	
		TEXAS	Love	3,400	3,300	97
			Marshall	5,100	5,000	98
		Between 5-24%	Bosque	6,300	6,200	98
			Cooke	11,500	11,400	99
			Delta	1,900	1,900	100
			Erath	10,300	10,200	99
			Freestone	6,700	6,500	98
			Hamilton	3,800	3,700	97
			Henderson	23,300	22,900	98
			Hood	10,900	10,800	99
			Hopkins	11,300	11,100	98
			Hunt	25,200	24,800	98
			Jack	3,100	3,100	100
Limestone	8,700		8,500	98		
Montague	7,400		7,300	99		
Palo Pinto	10,100	10,000	99			
Rains	2,600	2,600	100			
Station Totals			1,612,800	1,598,000	99	
Net Weekly Circulation (1988)					647,100	
Average Daily Circulation (1988)					233,700	

Texas—Dallas-Fort Worth

KDFI-TV

Ch. 27

Network Service: None, independent.

Licensee: Dallas Media Investors Corp.

Studio: 433 Regal Row, Dallas, TX 75247.

Mailing Address: Box 561427, Dallas, TX 75356.

Telephone: 214-637-2727.

Technical Facilities: Channel No. 27 (548-554 MHz). Authorized power: 5000-kw max. & 1490-kw horizontal visual, 251-kw aural. Antenna: 1690-ft. above av. terrain, 1529-ft. above ground, 2349-ft. above sea level.

Latitude 32° 35' 22"
Longitude 96° 58' 10"

Transmitter: Belt Line Rd., 0.81-mi. W of Cedar Hill Rd.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: United Satellite Systems, 5-meter; M/A-Com receivers.

News Services: Southwest Newswire, UPI.

Ownership: John A. McKay, pres., 23.1%; Francis A. Green, secy.-treas.; Warburg, Pincus Capital Partners Ltd., 70.2%; James R. Grant, 5.7%; Brenda K. Meyer, 1.1%.

Began Operation: January 26, 1981.

Represented (sales): Independent TV Sales.

Represented (legal): Dow, Lohnes & Albertson.

Personnel:

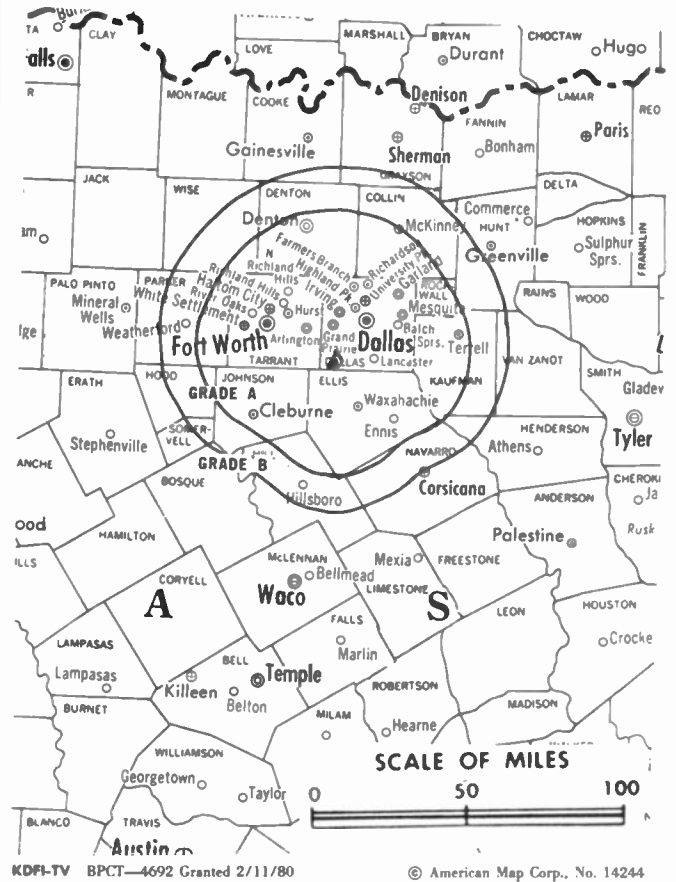
JOHN A. MCKAY, president & chief executive officer.
MARK LAMBERTI, director of broadcast operations.

Rates: On request.

City of License: Dallas. **ADI:** Dallas-Fort Worth. **Rank:** 8.

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%	TEXAS			
	Collin	69,800	69,000	99
	Dallas	706,100	700,900	99
	Denton	72,600	71,900	99
	Ellis	25,400	25,100	99
	Erath	10,300	10,200	99
	Johnson	33,100	32,800	99
	Kaufman	17,300	17,000	98
	Rains	2,600	2,600	100
	Rockwall	8,600	8,500	99
	Somervell	1,900	1,900	100
	Tarrant	403,000	400,000	99
	Van Zandt	15,500	15,200	98



Net Weekly Circulation	State County	Total Households	TV Households	%	
Between 25-49%	Wise	12,400	12,300	99	
	TEXAS				
	Between 5-24%	Bosque	6,300	6,200	98
	Cooke	11,500	11,400	99	
	Fannin	10,100	9,900	98	
	Freestone	6,700	6,500	98	
	Grayson	37,900	37,400	99	
	Hamilton	3,800	3,700	97	
	Henderson	23,300	22,900	98	
	Hill	10,800	10,600	98	
	Hood	10,900	10,800	99	
	Hopkins	11,300	11,100	98	
	Hunt	25,200	24,800	98	
Jack	3,100	3,100	100		
Limestone	8,700	8,500	98		
Montague	7,400	7,300	99		
Navarro	15,500	15,200	98		
Palo Pinto	10,100	10,000	99		
Parker	21,200	21,000	99		
Station Totals		1,602,400	1,587,800	99	
Net Weekly Circulation (1988)			493,500		
Average Daily Circulation (1988)			144,600		

Texas—Dallas-Fort Worth

KDFW-TV

Ch. 4

Network Service: CBS.

Licensee: KDFW-TV Inc., 400 N. Griffin St., Dallas, TX 75202.

Studio: 400 N. Griffin St., Dallas, TX 75202.

Telephone: 214-720-4444. TWX: 910-861-4111.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1685-ft. above av. terrain, 1521-ft. above ground, 2349-ft. above sea level.

Latitude 32° 35' 17"
Longitude 96° 58' 34"

Transmitter: 1570 W. Belt Line Rd., Cedar Hill.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.6-meter C-band; Vertex, 6.1-meter; Vertex, 4.6-meter C-band; Vertex, 4.6-meter Ku-band; M/A-Com, Scientific-Atlanta, Standard receivers.

News Services: AP, CBS, DataTime, HMS, NIWS, UPI.

Ownership: Times Mirror Co., 100%. See Group Ownership of Television Stations.

Began Operation: December 3, 1949. Sale to present owner by Times Herald Printing Co. along with Dallas-Times Herald, approved by FCC May 15, 1970 (Television Digest, Vol. 9:38; 10:20).

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

Represented (legal): Wilmer, Cutler & Pickering.

Represented (engineering): Lohnes & Culver.

Personnel:

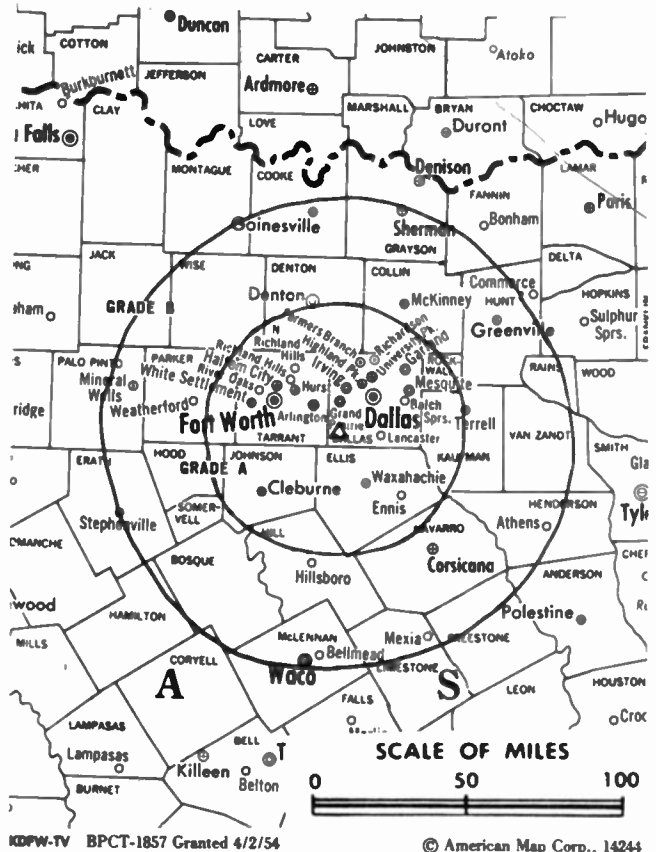
JOHN J. McCRORY, president.
I. W. (BILL) BAKER, vice president & general manager.
WENDELL HARRIS, vice president & news director.
TOM COLLIER, general sales manager.
BOB BROCK, local sales manager.
RICK THOMPSON, national sales manager.
JOE BELL, program director.
WARREN FARRAR, chief engineer.
ED DELANEY, promotion director.
ANN ROLLINS, business manager.

Rates: On request.

City of License: Dallas. ADI: Dallas-Fort Worth. Rank: 8.

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	%
TEXAS				
50% & Over	Anderson	15,100	14,800	98
	Bosque	6,300	6,200	98
	Collin	69,800	69,000	99
	Cooke	11,500	11,400	99
	Dallas	706,100	700,900	99
	Delta	1,900	1,900	100
	Denton	72,600	71,900	99
	Ellis	25,400	25,100	99
	Erath	10,300	10,200	99
	Fannin	10,100	9,900	98
	Freestone	6,700	6,500	98
	Grayson	37,900	37,400	99
	Henderson	23,300	22,900	98
	Hill	10,800	10,600	98
	Hood	10,900	10,800	99
	Hopkins	11,300	11,100	98
	Hunt	25,200	24,800	98
	Jack	3,100	3,100	100
	Johnson	33,100	32,800	99
	Kaufman	17,300	17,000	98
	Lamar	17,200	16,700	97



KDFW-TV BPCT-1857 Granted 4/2/54

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Limestone	8,700	8,500	98
	Navarro	15,500	15,200	98
	Palo Pinto	10,100	10,000	99
	Parker	21,200	21,000	99
	Rains	2,600	2,600	100
	Rockwall	8,600	8,500	99
	Smith	58,000	57,300	99
	Somervell	1,900	1,900	100
	Tarrant	403,000	400,000	99
	Van Zandt	15,500	15,200	98
	Wise	12,400	12,300	99
	Wood	11,500	11,300	98

Net Weekly Circulation	State County	Total Households	TV Households	%
OKLAHOMA				
Between 25-49%	Bryan	13,000	12,700	98
	Choctaw	6,200	6,000	97
	Mc Curtain	13,200	12,900	98
	Marshall	5,100	5,000	98
TEXAS				
	Cherokee	15,500	15,100	98
	Comanche	5,100	5,000	98
	Hamilton	3,800	3,700	97
	Mc Lennan	70,500	69,800	99
	Mills	1,900	1,900	100
	Montague	7,400	7,300	99
	Red River	6,500	6,300	97
	Young	8,500	8,400	99

Net Weekly Circulation	State County	Total Households	TV Households	%
OKLAHOMA				
Between 5-24%	Love	3,400	3,300	97
TEXAS				
	Brown	14,400	14,100	98
	Camp	4,000	3,900	97
	Clay	4,100	4,100	100

(Continued on page A-1105)

Station Totals	1,988,300	1,967,100	99
Net Weekly Circulation (1988)		1,529,200	
Average Daily Circulation (1988)		845,300	

Texas—Dallas

KDTX-TV

Ch. 58

Network Service: Trinity Bcstg. Network.

Licensee: Trinity Bcstg. of Texas Inc., 1360 W. Belt Line Rd., Cedar Hill, TX 75104.

Studio: 2823 W. Irving Blvd., Irving, TX 75061.

Telephone: 214-291-9900.

Technical Facilities: Channel No. 58 (734-740 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1437-ft. above av. terrain, 1241-ft. above ground, 2061-ft. above sea level.

Latitude	32°	35'	22"
Longitude	96°	58'	10"

Transmitter: Belt Line Rd., 0.8-mi. W of Cedar Hill.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Dalsat, 9.2-meter; Scientific-Atlanta, 7-meter; Wagner receivers.

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

Began Operation: February 9, 1987.

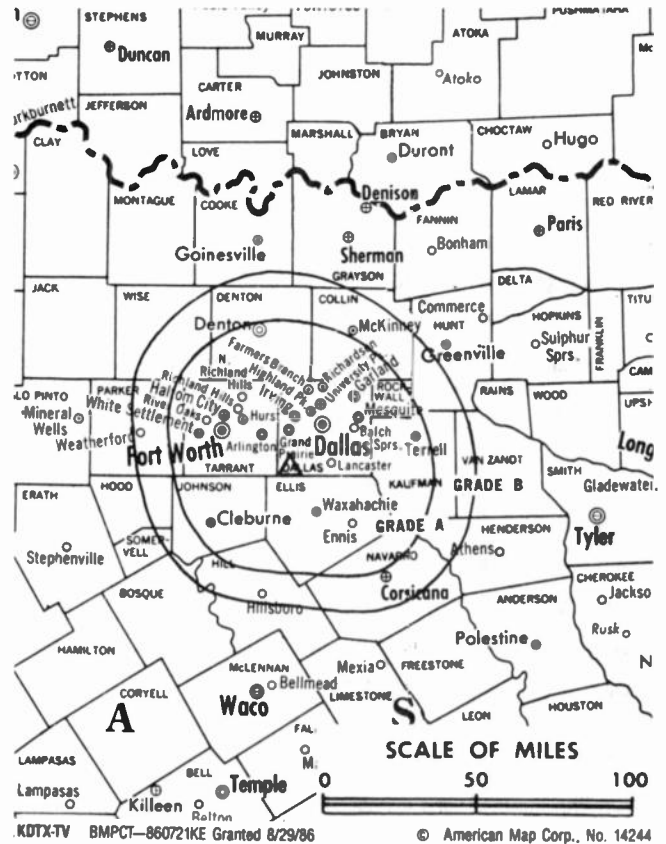
Represented (legal): May & Dunne, Chartered.

Represented (engineering): du Treil, Lundin & Rackley.

Personnel:

PAGE GRAHAM, station manager & chief engineer.
 STEVE FJORDBAK, production manager.
 DANA HOOPER, public affairs director.
 JAN IRBY, promotion director.

Highest One Hour Rate: \$120.



Highest 30 Sec. Rate: \$95.

Arbitron Data: Not available.

City of License: Dallas. ADI: Dallas-Fort Worth. Rank: 8.

Texas—Fort Worth

KFWD

Ch. 52

Network Service: Telemundo.

Grantee: Interspan Communications, 11783 Sunset Blvd., Apt. 26, Los Angeles, CA 90049.

Studio: 1720 Regal Row, Suite 240, Dallas, TX 75235.

Telephones: 213-476-8840; 213-263-8137.

Technical Facilities: Channel No. 52 (698-704 MHz). Authorized power: 2619-kw max. visual. Antenna: 1076-ft. above av. terrain, 1053-ft. above ground, 1680-ft. above sea level.

Latitude	32°	45'	01"
Longitude	97°	16'	07"

Transmitter: Near 3900 Barnett St., Fort Worth.

Ownership: Ronald Ulloa, 100%.

Began Operation: September 1, 1988.

Represented (legal): Paul, Hastings, Janofsky & Walker.

Represented (engineering): Silliman & Silliman.

Personnel:

RICHARD BOVE, general manager.
 LAURA HOOD, local sales manager.
 ARTHUR GRAY, national sales manager.
 BILL WISE, chief engineer.

ADI: Dallas-Fort Worth. **Rank:** 8.



Texas—Fort Worth-Dallas

KTVT

Ch. 11

Network Service: None, independent.

Licensee: Gaylord Broadcasting Co.

Studio: 5233 Bridge St., Fort Worth, TX 76103.

Mailing Address: Box 2495, Fort Worth, TX 76113.

Telephones: 817-451-1111, Fort Worth; 214-770-4411, Dallas.

TWX: 910-893-5051.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1669-ft. above av. terrain, 1553-ft. above ground, 2349-ft. above sea level.

Latitude 32° 34' 43"
Longitude 96° 57' 12"

Transmitter: Approx. 0.7-mi. S of Cedar Hill, TX.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 6.1-meter C-band; Harris, 4.7-meter C-band; Harris, 3-meter C-band; Vertex receivers.

News Service: AP.

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

Began Operation: September 11, 1955. Sale to present owner by NAFI Telecasting approved Aug. 1, 1962 (*Television Digest*, Vol. 2:11, 32). Sale to NAFI Telecasting by Texas State Network approved July 27, 1960 by FCC (Vol. 16:21, 31).

Represented (sales): MMT Sales Inc.

Represented (legal): Pierson, Bail & Dowd.

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

Personnel:

- CHARLES L. EDWARDS, exec. vice president & general manager.
- STEVE MAULDIN, vice president & station manager.
- RICK MILLS, general sales manager.
- GARY SCHNEIDER, local sales manager, Dallas.
- DONNA COOMER, local sales manager, Fort Worth.
- BRIAN JONES, regional sales manager, northeast.
- PAUL HASTABA, regional sales manager, southwest.
- OLNEY KELLY, chief engineer.
- PENNY PRESTON, news director.
- KEN FOOTE, program director.
- DALE PALECEK, promotion director.
- ED CUELLAR, business manager.

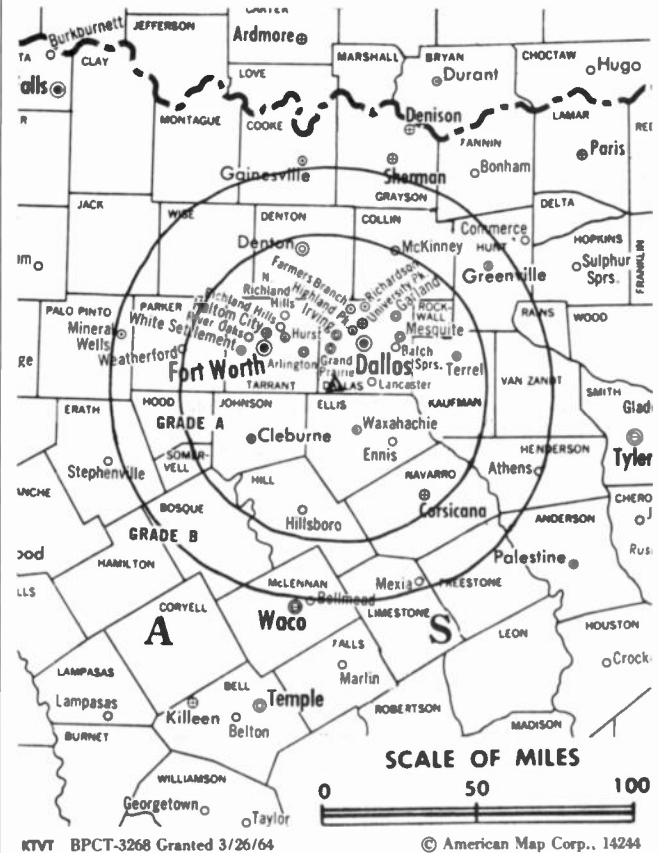
Highest One Hour Rate: \$20,000.

Highest 30 Sec. Rate: \$6000.

City of License: Fort Worth. ADI: Dallas-Fort Worth. Rank: 8.

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	%
TEXAS				
50% & Over	Bosque	6,300	6,200	98
	Collin	69,800	69,000	99
	Comanche	5,100	5,000	98
	Cooke	11,500	11,400	99
	Dallas	706,100	700,900	99
	Delta	1,900	1,900	100
	Denton	72,600	71,900	99
	Ellis	25,400	25,100	99
	Erath	10,300	10,200	99
	Freestone	6,700	6,500	98
	Grayson	37,900	37,400	99
	Hamilton	3,800	3,700	97



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Henderson	23,300	22,900	98
	Hill	10,800	10,600	98
	Hood	10,900	10,800	99
	Hopkins	11,300	11,100	98
	Hunt	25,200	24,800	98
	Johnson	33,100	32,800	99
	Kaufman	17,300	17,000	98
	Lamar	17,200	16,700	97
	Limestone	8,700	8,500	98
	Montague	7,400	7,300	99
	Navarro	15,500	15,200	98
	Palo Pinto	10,100	10,000	99
	Rains	2,600	2,600	100
	Rockwall	8,600	8,500	99
	Somervell	1,900	1,900	100
	Tarrant	403,000	400,000	99
	Van Zandt	15,500	15,200	98
	Wise	12,400	12,300	99

ARKANSAS				
Between 25-49%	Miller	14,300	14,100	99
	Sebastian	39,600	39,200	99
	Union	18,500	18,200	98

OKLAHOMA				
	Bryan	13,000	12,700	98
	Carter	18,200	18,000	99
	Choctaw	6,200	6,000	97
	Comanche	38,500	38,200	99
	Greer	3,100	3,000	97
	Jackson	11,100	11,000	99
	Love	3,400	3,300	97
	Marshall	5,100	5,000	98
	Murray	5,100	5,100	100

(Continued on page A-1106)

Station Totals	3,585,100	3,543,200	99
Net Weekly Circulation (1988)		1,437,700	
Average Daily Circulation (1988)		511,400	

Texas—Fort Worth-Dallas

KTXA

Ch. 21

Network Service: None, independent.

Licensee: TVX of Fort Worth-Dallas Inc., 1712 E. Randol Mill Rd., Arlington, TX 76011.

Studio: 1712 E. Randol Mill Rd., Arlington, TX 76011.

Telephone: 817-265-2100. TWX: 910-890-5151.

Fax: 817-265-5949.

Technical Facilities: Channel No. 21 (512-518 MHz). Authorized power: 5000-kw max. & 1740-kw horizontal visual, 500-kw max. & 174-kw horizontal aural. Antenna: 1690-ft. above av. terrain, 1529-ft. above ground, 2349-ft. above sea level.

Latitude 32° 35' 22"
Longitude 96° 58' 10"

Transmitter: 1465-A W. Belt Line Rd., Cedar Hill.

Satellite Earth Stations: Harris, 6.1-meter; Harris, 3-meter; Vertex, 4.6-meter Ku-band; Harris, Vertex receivers.

Ownership: TVX Broadcast Group, 100%. See Group Ownership of Television Stations.

Began Operation: January 4, 1981. Sale to present owners by Taft approved by FCC Feb. 20, 1987 (Television Digest, Vol. 27:9, 14, 15). Sale to Taft Television & Radio Co. Inc. by Gulf Broadcast Group approved by FCC May 30, 1985 (Vol. 25:5, 20, 22). Sale to Gulf by Sidney L. Schlenker, J. Livingston Kosberg, et al., approved Dec. 11, 1984 (Vol. 24:23, 53).

Represented (sales): Seltel Inc.

Represented (legal): Kenkel, Barnard & Edmundson.

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

Personnel:

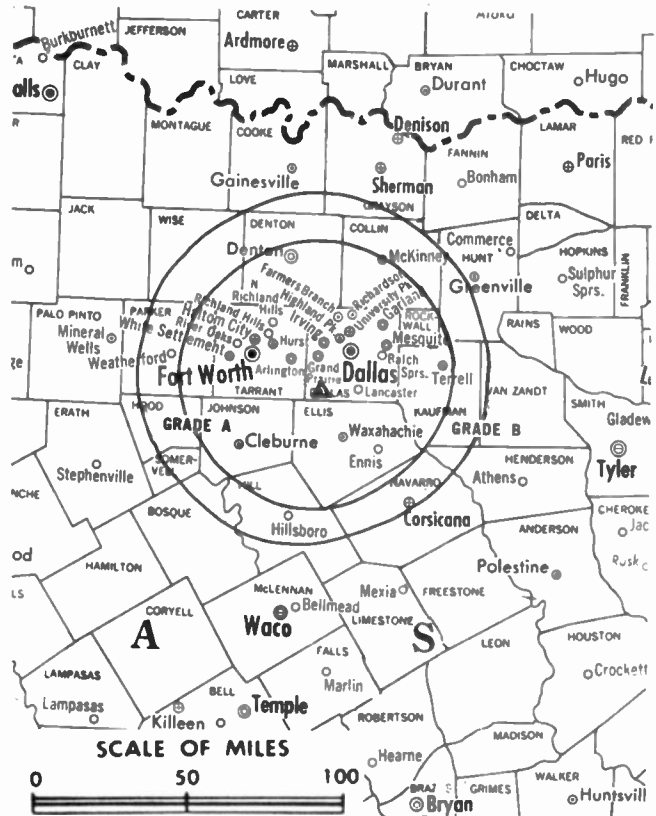
- DIRK M. BRINKERHOFF, vice president & general manager.
- KATHY DAUME, general sales manager.
- GREG PITTMAN, local sales manager.
- J. D. HUEY, national sales manager.
- TAMMY SALINAS, program manager.
- GEORGE DELACERDA, chief engineer.
- SUE STUECHELI, business manager.
- PAT O'CONNOR, traffic manager.
- RICK DAVEY, production/operations manager.

Highest 30 Sec. Rate: \$3000.

City of License: Arlington. ADI: Dallas-Fort Worth. Rank: 8.

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	%
TEXAS				
50% & Over	Collin	69,800	69,000	99
	Denton	72,600	71,900	99
	Ellis	25,400	25,100	99
	Johnson	33,100	32,800	99
	Kaufman	17,300	17,000	98
	Navarro	15,500	15,200	98
	Rockwall	8,600	8,500	99
	Somervell	1,900	1,900	100
	Tarrant	403,000	400,000	99
	Wise	12,400	12,300	99



KTXA BPCT-4962 Granted 3/31/80

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
TEXAS				
Between 25-49%	Bosque	6,300	6,200	98
	Cooke	11,500	11,400	99
	Dallas	706,100	700,900	99
	Delta	1,900	1,900	100
	Erath	10,300	10,200	99
	Fannin	10,100	9,900	98
	Henderson	23,300	22,900	98
	Hill	10,800	10,600	98
	Hood	10,900	10,800	99
	Hunt	25,200	24,800	98
	Jack	3,100	3,100	100
	Limestone	8,700	8,500	98
	Palo Pinto	10,100	10,000	99
	Parker	21,200	21,000	99
Rains	2,600	2,600	100	
Van Zandt	15,500	15,200	98	
OKLAHOMA				
Between 5-24%	Love	3,400	3,300	97
	Marshall	5,100	5,000	98
TEXAS				
	Freestone	6,700	6,500	98
	Grayson	37,900	37,400	99
	Hamilton	3,800	3,700	97
	Hopkins	11,300	11,100	98
	Montague	7,400	7,300	99
Station Totals		1,612,800	1,598,000	99
Net Weekly Circulation (1988)			787,600	
Average Daily Circulation (1988)			304,400	

Texas—Fort Worth-Dallas

KXAS-TV

Ch. 5

Network Service: NBC.

Licensee: North Texas Broadcasting Corp., 3900 Barnett St., Fort Worth, TX 76103.

Studio: 3900 Barnett St., Fort Worth, TX 76103.

Mailing Address: Box 1780, Fort Worth, TX 76101.

Telephone: 817-429-1550. TWX: 910-893-5070.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1685-ft. above av. terrain, 1521-ft. above ground, 2349-ft. above sea level.

Latitude 32° 35' 17"
Longitude 96° 58' 34"

Transmitter: Mansfield & Belt Line Rds., Cedar Hill, Dallas County.

Satellite Earth Station: Microdyne, 7-meter; Microdyne receivers.

News Services: AP, NBC, UPI.

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

Began Operation: September 29, 1948. Sale to present owner by Carter Publications Inc. (Fort Worth Star-Telegram) approved by FCC May 13, 1974 (Television Digest, Vol. 13:2; 14:19).

Represented (sales): Blair Television.

Represented (legal): Koteen & Naftalin.

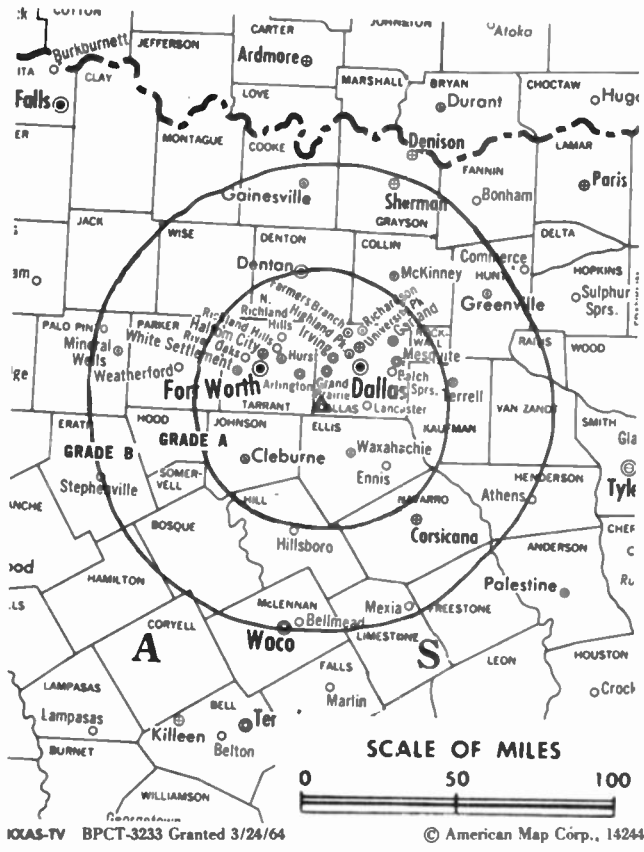
Personnel:

FRANK O'NEIL, president & general manager.
RUSS THORNTON, director, administration & programming.
PATTY PARKER, general sales manager.
KATHY WOOD, national sales manager.
LINDA SPEAR, national sales manager.
MEREDITH SMITH, business manager.
ANNETTE FANNING, director of advertising & promotion.
BILL SCHOCK, engineering director.
MIKE McDONALD, news director.
CHUCK BAKER, director of community affairs.
BILL KELLEY, operations director.

Rates: Not available.

City of License: Fort Worth. **AOI:** Dallas-Fort Worth. **Rank:** 8.

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	Limestone	8,700	8,500	98
	Navarro	15,500	15,200	98
	Palo Pinto	10,100	10,000	99
	Parker	21,200	21,000	99
	Rains	2,600	2,600	100
	Rockwall	8,600	8,500	99
	Somervell	1,900	1,900	100
	Tarrant	403,000	400,000	99
	Van Zandt	15,500	15,200	98
	Wise	12,400	12,300	99
	Wood	11,500	11,300	98

OKLAHOMA				
Between 25-49%	Bryan	13,000	12,700	98
	Choctaw	6,200	6,000	97
	Love	3,400	3,300	97
	Marshall	5,100	5,000	98

TEXAS				
Between 25-49%	Cherokee	15,500	15,100	98
	Franklin	3,200	3,100	97
	Mc Lennan	70,500	69,800	99
	Montague	7,400	7,300	99
	Red River	6,500	6,300	97
	Smith	58,000	57,300	99
	Stephens	4,300	4,200	98
	Young	8,500	8,400	99

TEXAS				
Between 5-24%	Camp	4,000	3,900	97
	Eastland	8,100	7,900	98
	Falls	7,300	7,200	99
	Gregg	42,800	42,300	99
	Houston	8,700	8,500	97
	Leon	5,400	5,200	96
	Titus	8,900	8,700	98
	Upshur	12,300	12,100	98

Station Totals	1,944,900	1,924,500	99
Net Weekly Circulation (1988)		1,540,000	
Average Daily Circulation (1988)		917,000	

Texas—Dallas-Fort Worth

KXTX-TV

Ch. 39

Network Service: None, independent.

Licensee: CBN Continental Broadcasting Network Inc., CBN Center, Virginia Beach, VA 23463.

Studio: 3900 Harry Hines Blvd., Dallas, TX 75219.

Telephone: 214-521-3900.

Technical Facilities: Channel No. 39 (620-626 MHz). Authorized power: 4508-kw max. & 2480-kw horizontal visual, 450.8-kw max. & 248-kw horizontal aural. Antenna: 1679-ft. above av. terrain, 1520-ft. above ground, 2334-ft. above sea level.

Latitude 32° 35' 07"
Longitude 96° 58' 06"

Transmitter: 1200 W. Belt Line Rd., Cedar Hill.

Satellite Earth Station: Scientific-Atlanta, 10-meter C-band; Scientific-Atlanta receivers.

News Service: UPI.

Ownership: CBN Continental Broadcasting Network Inc., 100%. See Group Ownership of Television Stations.

Began Operation: February 5, 1968 as KDTV. Donation to present owner by Double-day Bcstg. Co. approved by FCC Nov. 9, 1973. Following transfer Christian Bcstg. switched to Ch. 39 from Ch. 33 which went dark. Proposed sale to Family Group Bcstg. (Ian N. Wheeler, et al.) dismissed Nov. 24, 1986.

Represented (sales): Katz Independent TV Sales.

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

Personnel:

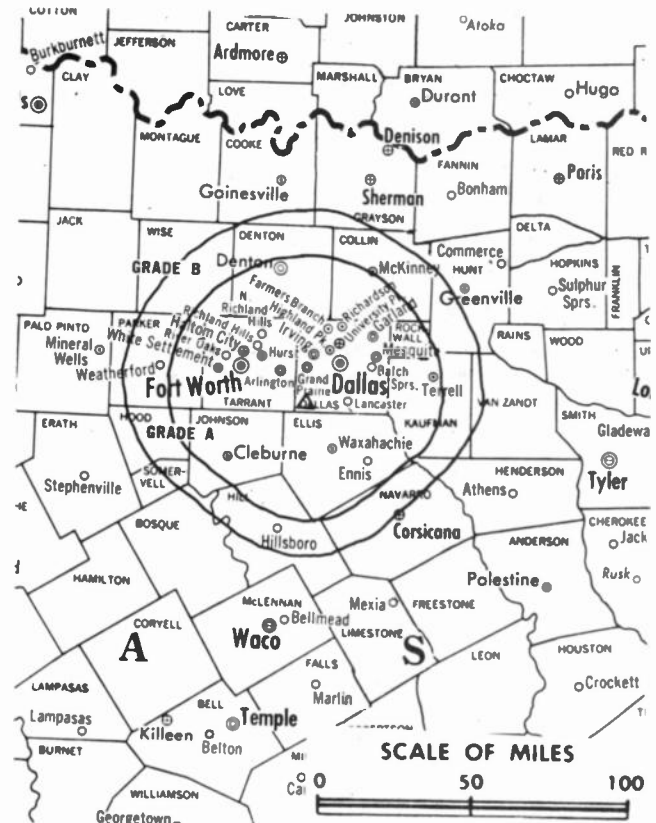
TED NORMAN, vice president & general manager.
MIKE CARTER, station manager.
PERRY SOOK, general sales manager.
JEFF SERIO, local sales manager.
JOANNE MAY, national sales manager.
HAROLD NASH, chief engineer.
DENNIS BRUNS, production manager.
KARIN HOYER, news director.
NELSON FLANAGAN, program & promotion director.
LARRY BROWN, business manager.

Highest 30 Sec. Rate: \$1800.

City of License: Dallas. **ADI:** Dallas-Fort Worth. **Rank:** 8.

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				
TEXAS				
	Ellis	25,400	25,100	99
	Kaufman	17,300	17,000	98
	Rockwall	8,600	8,500	99
	Somervell	1,900	1,900	100
	Wise	12,400	12,300	99
Between 25-49%				
ARKANSAS				
	Lee	5,200	5,000	96
LOUISIANA				
	Caddo	105,100	103,900	99
OKLAHOMA				
	Bryan	13,000	12,700	98
	Comanche	38,500	38,200	99
	Greer	3,100	3,000	97
	Jackson	11,100	11,000	99
	Love	3,400	3,300	97
	Marshall	5,100	5,000	98
	Murray	5,100	5,100	100
TEXAS				
	Collin	69,800	69,000	99
	Cooke	11,500	11,400	99
	Dallas	706,100	700,900	99



KXTX-TV BPCT-810616KF Granted 9/22/81

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%				
	Delta	1,900	1,900	100
	Denton	72,600	71,900	99
	Fannin	10,100	9,900	98
	Grayson	37,900	37,400	99
	Henderson	23,300	22,900	98
	Hopkins	11,300	11,100	98
	Hunt	25,200	24,800	98
	Jack	3,100	3,100	100
	Johnson	33,100	32,800	99
	Limestone	8,700	8,500	98
	Mc Lennan	70,500	69,800	99
	Nacogdoches	19,300	18,800	98
	Navarro	15,500	15,200	98
	Palo Pinto	10,100	10,000	99
	Panola	8,600	8,400	98
	Parker	21,200	21,000	99
	Rains	2,600	2,600	100
	Smith	58,000	57,300	99
	Stephens	4,300	4,200	98
	Tarrant	403,000	400,000	99
	Van Zandt	15,500	15,200	98
	Wood	11,500	11,300	98
	Young	8,500	8,400	99
Between 5-24%				
ARKANSAS				
	Arkansas	8,600	8,500	99
	Cross	6,800	6,700	99
	Garland	32,000	31,500	98
	Hempstead	8,700	8,500	98
	Jefferson	30,600	30,100	98
	Monroe	4,500	4,400	98
	Quachita	12,600	12,300	98
	St Francis	9,900	9,700	98

(Continued on page A-1105)

Station Totals	2,431,500	2,405,600	99
Net Weekly Circulation (1988)			796,700
Average Daily Circulation (1988)			286,300

Texas—Dallas

WFAA-TV

Ch. 8



Network Service: ABC.

Licensee: WFAA Television Inc., Communications Center, Dallas, TX 75202.

Studio: Communications Center, Dallas, TX 75202.

Telephone: 214-748-9631. **TWX:** 214-899-8413.

Fax: 214-977-6268.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1680-ft. above av. terrain, 1521-ft. above ground, 2349-ft. above sea level.

Latitude 32° 35' 17"
Longitude 96° 58' 34"

Transmitter: 1-mi. W of Cedar Hill, TX.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; 5.5-meter Ku-band; Scientific-Atlanta receivers.

News Services: ABC, AP, CNN, Group W Newsfeed, UPI.

Ownership: A. H. Belo Corp., 100%. See Group Ownership of Television Stations.

Began Operation: September 17, 1949 as KBTV. Sold to present owner February 1950 (*Television Digest*, Vol. 6:4, 11).

Represented (sales): TeleRep Inc.

Represented (legal): Dow, Lohnes & Albertson.

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

Personnel:

- DAVID T. LANE, president & general manager.
- BUFF PARHAM, general sales manager.
- JOHN RIZZUTI, local sales manager.
- KATHY CLEMENTS, national sales manager.
- BOB ROBINSON, operations manager.
- BEAVEN ELS, chief engineer.
- MARTY HAAG, news director.
- JOHN IRVIN, executive director of administration.
- MICHAEL GRANT, executive director, programming & promotion.
- RON CROWE, promotion manager.
- PAT OSWALD, business manager.

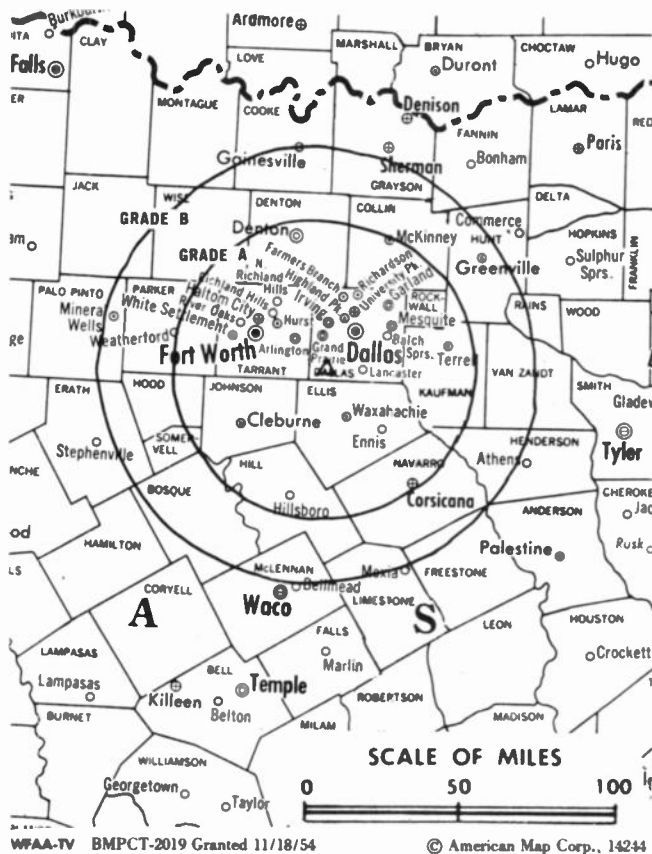
Highest One Hour Rate: \$25,000.

Highest 30 Sec. Rate: \$40,000.

NETWORK BASE HOURLY RATE: \$2650.

City of License: Dallas. **ADI:** Dallas-Fort Worth. **Rank:** 8.

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	%
TEXAS				
50% & Over	Anderson	15,100	14,800	98
	Bosque	6,300	6,200	98
	Brown	14,400	14,100	98
	Collin	69,800	69,000	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
	Delta	1,900	1,900	100
	Denton	72,600	71,900	99
	Ellis	25,400	25,100	99
	Erath	10,300	10,200	99
	Fannin	10,100	9,900	98
	Freestone	6,700	6,500	98
	Grayson	37,900	37,400	99
	Hamilton	3,800	3,700	97
	Henderson	23,300	22,900	98
	Hill	10,800	10,600	98
	Hood	10,900	10,800	99
	Hopkins	11,300	11,100	98
	Hunt	25,200	24,800	98
	Jack	3,100	3,100	100
	Johnson	33,100	32,800	99
	Kaufman	17,300	17,000	98
	Kimble	1,600	1,500	94
	Lamar	17,200	16,700	97
	Limestone	8,700	8,500	98
	Montague	7,400	7,300	99
	Navarro	15,500	15,200	98
	Palo Pinto	10,100	10,000	99
	Parker	21,200	21,000	99

(Continued on page A-1105)

Station Totals	2,149,600	2,126,900	99
Net Weekly Circulation (1988)			1,645,900
Average Daily Circulation (1988)			988,200

Texas—El Paso

KCIK

Ch. 14

Network Service: Fox.

Licensee: KCIK-TV Inc., 3100 N. Stanton St., El Paso, TX 79902.

Studio: 3100 N. Stanton St., El Paso, TX 79902.

Telephone: 915-533-1414.

Technical Facilities: Channel No. 14 (470-476 MHz). Authorized power: 402-kw max. & 214-kw horizontal visual, 21.4-kw horizontal aural. Antenna: 1980-ft. above av. terrain, 366-ft. above ground, 6114-ft. above sea level.

Latitude 31° 48' 55"
Longitude 106° 29' 20"

Transmitter: Approx 3.9-mi. NNW of County Courthouse, El Paso.

Satellite Earth Stations: Microdyne, 4.5-meter Ku-band; Prodelin, 4.5-meter C-band; Prodelin, 3.9-meter C-band; Weatherscan, 4-meter C-band; Gardiner, M/A-Com, Microdyne receivers.

Ownership: John Mulderrig, chmn., 100%; Scott H. Robb, pres.-secy. Mulderrig has interest in WXMC(AM) Parsippany-Troy Hills, N.J.

Began Operation: August 1, 1979. Sale to Santa Fe Communications & DeRance Foundation by Cristo Rey Corp. approved by FCC April 20, 1983. Sale to present owners granted June 17, 1988; consummated Aug. 1988.

Represented (sales): Independent TV Sales.

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

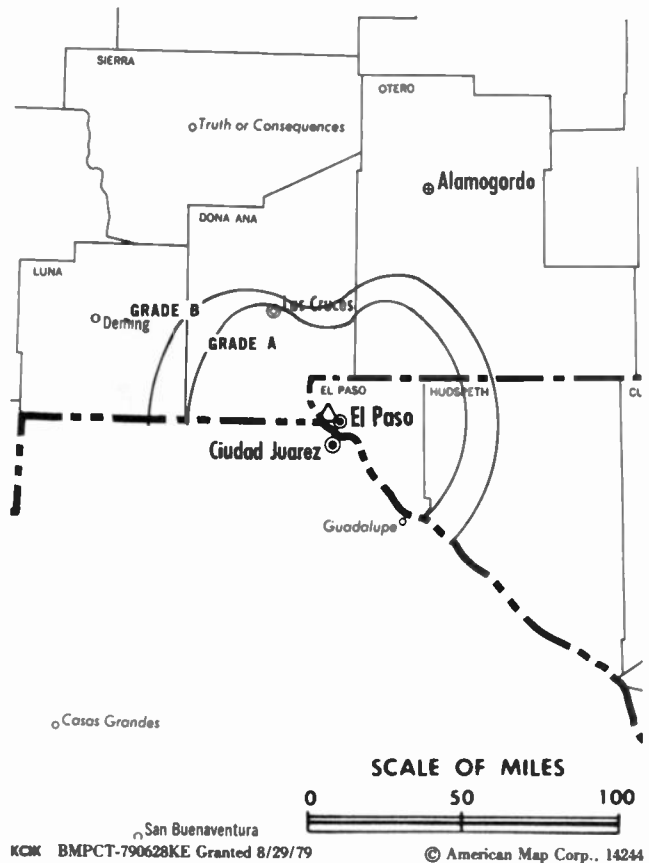
Personnel:

ROBERT MUNOZ, president & general manager.
LARRY PEPIN, station manager & business manager.
EDDIE VALDEZ, general sales manager.
KERRY COOPER, chief engineer.
JAY DUNCAN, program director.
GRACE RENDALL, promotion & marketing director.

Rates: Not available.

City of License: El Paso. **ADI:** El Paso. **Rank:** 104.

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	%
TEXAS				
50% & Over	El Paso	167,700	166,300	99
NEW MEXICO				
Between 25-49%	Dona Ana	41,500	40,100	97
NEW MEXICO				
Between 5-24%	Luna	6,400	6,200	97
	Otero	17,200	16,800	98
TEXAS				
	Hudspeth	800	800	100
Station Totals		233,600	230,200	99
Net Weekly Circulation (1988)			117,500	
Average Daily Circulation (1988)			51,200	

Texas—El Paso

KDBC-TV

Ch. 4

Network Service: CBS.

Licensee: KDBC-TV Ltd. Partnership, Box 1799, El Paso, TX 79999.

Studio: 2201 Wyoming Ave., El Paso, TX 79903.

Telephone: 915-532-6551. TWX: 910-964-1323.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1563-ft. above av. terrain, 410-ft. above ground, 5610-ft. above sea level.

Latitude 31° 47' 46"
Longitude 106° 28' 57"

Transmitter: Comanche Peak, El Paso.

Satellite Earth Stations: Scientific-Atlanta, 7-meter; Comtech, 5-meter; Scientific-Atlanta, 5-meter C-band; Comrex, 4.6-meter; Scientific-Atlanta, 3-meter; Harris, Microdyne, Pinzone, Scientific-Atlanta receivers.

News Service: AP.

Ownership: Imes Communications of El Paso Inc., gen. partner, 20%; Columbus Television Inc., ltd. partner, 20%; Commercial Dispatch Co. Inc., ltd. partner, 20%; WBOY-TV Inc., ltd. partner, 20%; WMUR-TV Inc., ltd. partner, 20%. See Birney Imes Jr. in Group Ownership of TV Stations.

Began Operation: December 14, 1952. Sale to present owners by United Broadcasting Corp. approved May 10, 1988. Sale to United Bcstg. Corp. by El Paso TV Co. approved by FCC April 21, 1986 (Television Digest, Vol. 26:14, 25). Sale to Evening Post Publishing Co. by Doubleday Bcstg. Co. approved Aug. 30, 1974. Previous sale of Trigg-Vaughn station group to Doubleday approved Feb. 1, 1967 (Vol. 6:44; 7:6). Sale as KRQD-TV-AM to Trigg-Vaughn interests by Dorrance Roderick and family, publisher of El Paso Times, approved Oct. 29, 1959 (Vol. 15:36, 44).

Represented (sales): Seltel Inc.

Represented (legal): Gammon & Grange.

Personnel:

SAM KOBREN, general manager.
CHARLES MALY, program manager.
RON McDANIEL, general sales manager.
HELEN BARRY, national sales manager.
WALTER W. WARD, chief engineer.

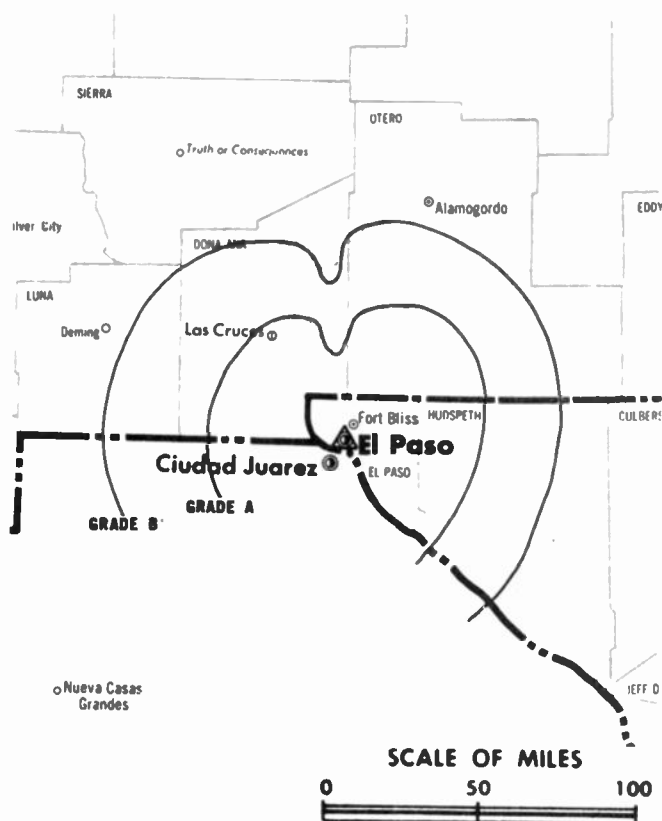
Highest One Hour Rate: \$2000.

Highest 30 Sec. Rate: \$500.

NETWORK BASE HOURLY RATE: \$493.

City of License: El Paso. ADI: El Paso. Rank: 104.

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



KDBC-TV BPCT—821013KE Granted 2/28/83

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW MEXICO			
	Dona Ana	41,500	40,100	97
	Hidalgo	2,200	2,100	95
	Luna	6,400	6,200	97
	Otero	17,200	16,800	98
	TEXAS			
	Culberson	1,000	1,000	100
	El Paso	167,700	166,300	99
Between 25-49%	NEW MEXICO			
	Grant	9,200	8,700	95
	TEXAS			
	Hudspeth	800	800	100
Station Totals		246,000	242,000	98
Net Weekly Circulation (1988)				194,500
Average Daily Circulation (1988)				112,900

Texas—El Paso

KINT-TV

Ch. 26

Network Service: Univision.

Licensee: Paso del Norte Bcstg. Corp., 5426 N. Mesa St., El Paso, TX 79912.

Studio: 5426 N. Mesa St., El Paso, TX 79912.

Telephone: 915-581-1126.

Technical Facilities: Channel No. 26 (542-548 MHz). Authorized power: 2250-kw max. visual, 225-kw max. aural. Antenna: 1500-ft. above av. terrain, 316-ft. above ground, 5516-ft. above sea level.

Latitude	31°	47'	46"
Longitude	106°	28'	56"

Transmitter: Comanche Peak, El Paso.

Satellite Earth Station: Harris, 6.1-meter; Harris receivers.

News Services: AP, Univision.

Ownership: Paso del Norte Bcstg. Corp. Richard A. Najera, chmn., 11.1%; Mary S. Ponce, pres., 11.1%; George Salom, v.p., 11.1%; Gus Rallis, secy., 11.1%; Angel Beltran, treas., 11.1%; Jose A. Silva Sr., 11.1%; Luz A. Candelaria, 11.1%; Jose A. Silva Jr., 11.1%.

Began Operation: May 5, 1984.

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

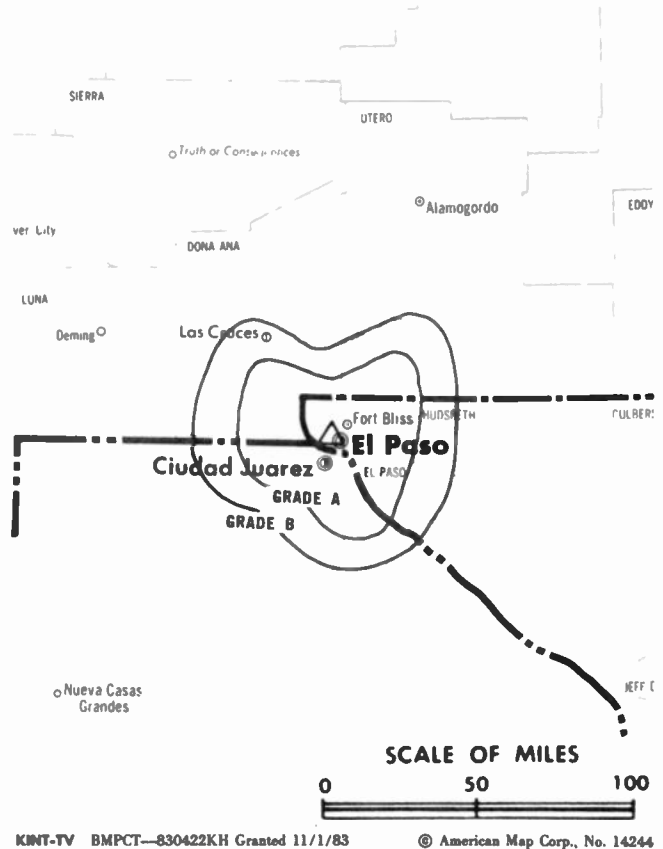
Personnel:

MARY S. PONCE, president.
WALT DALTON, local sales manager.
JOSE LUIS TORRES, news director.
ALFREDO DURAND, chief engineer.
KARL MORAN, comptroller.

Highest 30 Sec. Rate: \$300.

City of License: El Paso. **ADI:** El Paso. **Rank:** 104.

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	%
	NEW MEXICO			
Between 5-24%	Dona Ana	41,500	40,100	97
	TEXAS			
	El Paso	167,700	166,300	99
Station Totals		209,200	206,400	99
Net Weekly Circulation (1988)				44,500
Average Daily Circulation (1988)				26,600

Texas—El Paso

KTSM-TV

Ch. 9

Network Service: NBC.

Licensee: Tri-State Broadcasting Co. Inc., 801 N. Oregon St., El Paso, TX 79902.

Studio: 801 N. Oregon St., El Paso, TX 79902.

Telephone: 915-532-5423. TWX: 910-964-1329.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 42.7-kw aural. Antenna: 1910-ft. above av. terrain, 370-ft. above ground, 5993-ft. above sea level.

Latitude 31° 48' 18.50"
Longitude 106° 28' 57.00"

Transmitter: Ranger Peak, Franklin Mountains, 1-mi. NW of El Paso.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 6.1-meter; Harris, 3-meter; Harris, Scientific-Atlanta receivers.

AM Affiliate: KTSM, 5-kw (0.5-kw night), 1380 kHz (NBC).

FM Affiliate: KTSM-FM, 100-kw, 99.9 MHz (No. 260), 1820-ft.

News Services: AP, NBC.

Ownership: Karl O. Wyler, pres., 55%; Karl O. Wyler Jr., 30%; F. L. Koons, 10%; W. C. Bailey, 5%.

Began Operation: January 4, 1953.

Represented (sales): Blair Television.

Represented (legal): Bryan, Cave, McPheeters & McRoberts.

Personnel:

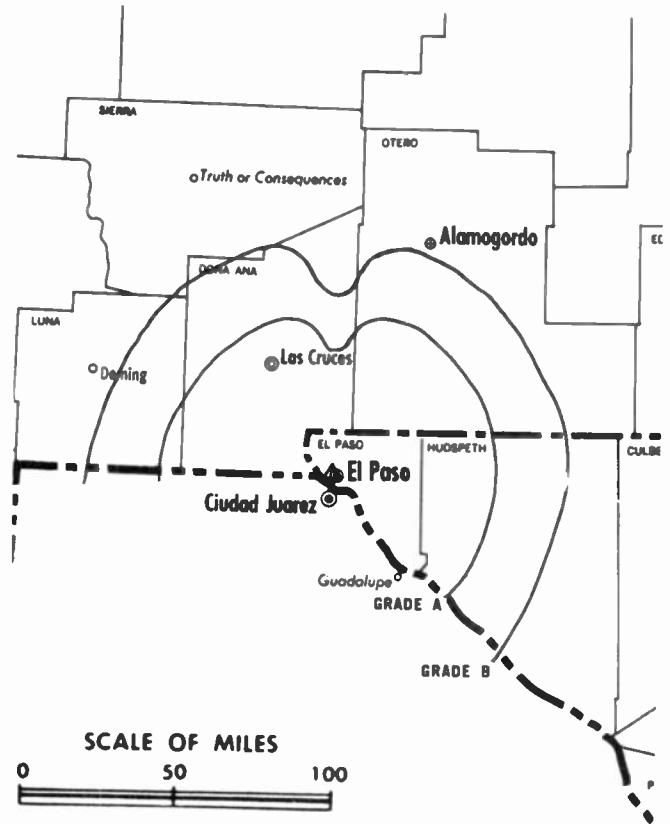
KARL O. WYLER, president & general manager.
JACK RYE, executive vice president & program director.
W. T. MCGILL, vice president & chief engineer.
JOHN PHELAN, vice president & sales manager.
JUNE ADKINS, secretary-treasurer.
JAY PILANT, production manager.
TED BENDER, director of public affairs.
RALPH WILSON GREEN, news director.

Highest 30 Sec. Rate: \$900.

NETWORK BASE HOURLY RATE: \$500.

City of License: El Paso. **ADI:** El Paso. **Rank:** 104.

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



KTSM-TV BPCT-4538 Granted 9/8/72

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW MEXICO			
	Dona Ana	41,500	40,100	97
	Hidalgo	2,200	2,100	95
	Luna	6,400	6,200	97
	Otero	17,200	16,800	98
	TEXAS			
	Culberson	1,000	1,000	100
	El Paso	167,700	166,300	99
	Hudspeth	800	800	100
Between 25-49%	NEW MEXICO			
	Grant	9,200	8,700	95
	Sierra	4,100	3,900	94
Station Totals		250,100	245,900	98
Net Weekly Circulation (1988)				204,400
Average Daily Circulation (1988)				126,000

Texas—El Paso

KVIA-TV

Ch. 7

(Operates satellite KVIO-TV, Carlsbad, NM)

Network Service: ABC.

Licensee: Marsh Media of El Paso.

Studio: 4140 Rio Bravo St., El Paso, TX 79902.

Telephone: 915-532-7777.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 820-ft. above av. terrain, 296-ft. above ground, 4916-ft. above sea level.

Latitude 31° 47' 17"
Longitude 106° 28' 46"

Transmitter: S slope of Comanche Peak, 0.4-mi. N of Scenic Dr., near El Paso.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Stations: Andrew, 4.5-meter; Andrew, 7.3-meter; RCA, 4.5-meter Ku-band; Scientific-Atlanta, 7-meter; Superior, 5-meter C- & Ku-band; Andrew, DX Engineering, M/A-Com, RCA, Scientific-Atlanta receivers.

News Services: AP, Conus, Sun World Satellite News.

Ownership: Marsh Media Inc. See Group Ownership of Television Stations.

Began Operation: September 1, 1956. Sale to present owners by John B. Walton Jr. approved by FCC Feb. 24, 1976. Sale to Walton by Joseph Harris & Norman Alexander approved Jan. 19, 1966 (*Television Digest*, Vol. 6:4). Sale to Harris & Alexander by McLendon Investment Corp. approved March 20, 1957 (Vol. 13:12).

Represented (sales): Katz Television.

Represented (legal): Wiley, Rein & Fielding.

Represented (engineering): Smith & Powstenko.

Personnel:

RICHARD E. PEARSON, general manager.
DAN KRIEGER, director of broadcasting.
STEVE GIUST, general sales manager.
JACK WILKINSON, chief engineer.
DAN OVERSTREET, national sales manager.
CATHY FRANCO, program & marketing director.
LISA LEM, promotion director.
BONNIE BARRON, business manager.

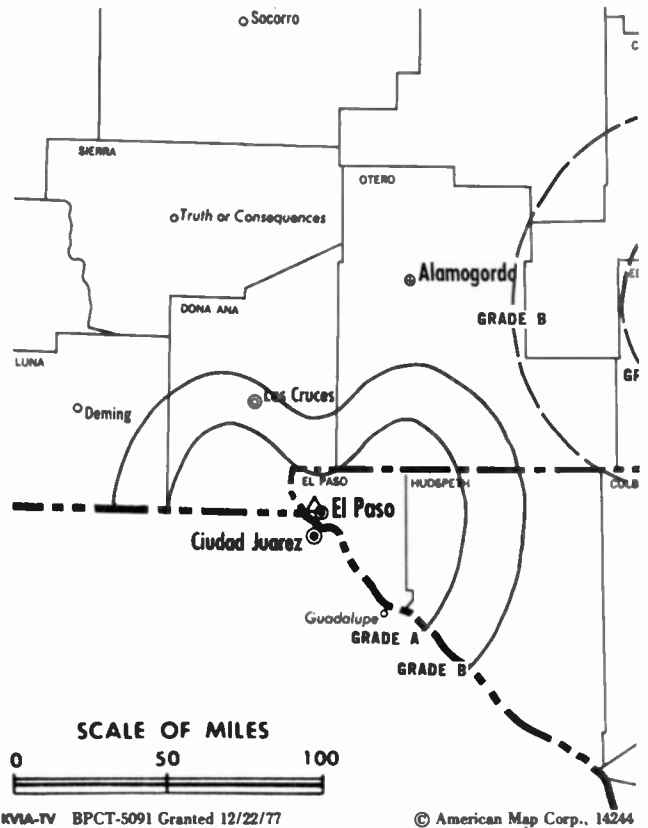
Highest 30 Sec. Rate: \$600.

NETWORK BASE HOURLY RATE: \$425.

Arbitron Data: Figures include KVIO-TV, Carlsbad, NM.

City of License: El Paso. **ADI:** El Paso. **Rank:** 104.

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	NEW MEXICO			
	Dona Ana	41,500	40,100	97
	Luna	6,400	6,200	97
	Otero	17,200	16,800	98
	TEXAS			
	Culberson	1,000	1,000	100
	El Paso	167,700	166,300	99
Between 25-49%	NEW MEXICO			
	Chaves	22,300	21,900	98
	Eddy	19,300	18,900	98
	TEXAS			
	Hudspeth	800	800	100
	Presidio	1,800	1,700	94
Between 5-24%	NEW MEXICO			
	Lea North	20,900	20,300	97
	Lea South	2,500	2,400	98
	Lincoln	6,100	5,800	95
	Roosevelt	6,200	6,000	97
	TEXAS			
	Gaines	4,900	4,900	100
Station Totals		318,600	313,100	98
Net Weekly Circulation (1988)				214,300
Average Daily Circulation (1988)				124,800

Texas—El Paso-Juarez, Mexico

XEJ-TV

Ch. 5

Network Service: Univision.

Licensee: Television de la Frontera, S. A., Box 9555, El Paso, TX 79985.

Studio: Edificio XEJ, Apartada 111, Juarez, Mexico

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 63-kw visual, 10-kw aural.

Transmitter: Penon Mountain.

Ownership: Pedro Meneses Hoyos.

Began Operation: May 17, 1954.

Represented (sales): Univision.

Personnel:

PEDRO MENESES HOYOS, general manager.
STEVE GUERRERO, chief engineer.

Highest 30 Sec. Rate: \$100. **ADI:** El Paso. **Rank:** 104.

XEPM-TV

Ch. 2

Network Service: None, independent.

Licensee: XEPM-TV Television Inc., Apdo. No. 271, Juarez, MX.

Business Office: Television de la Frontera, El Paso, TX 79985.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 6.3-kw visual, 3.15-kw aural. Antenna: 1150-ft. above av. terrain. Additional data unavailable.

Ownership: Pedro Meneses Hoyos. Also owns XEJ, XEPZ & XEJ-TV, Juarez-El Paso.

Began Operation: January 16, 1961.

Represented (sales): Univision.

Personnel:

M. D. HEREDIA, general manager.
SERGIO D. MOLINAR JR., sales manager.

City of License: Juarez. **ADI:** El Paso. **Rank:** 104.

Texas—El Paso-Juarez, Mexico

XHIJ-TV

Ch. 44

Network Service: Telemundo.

Licensee: Arnoldo Cabada de la O, Av. Vincente Guerrero Ote., Juarez, Chihuahua, Mexico.

Studio: Av. Vincente Guerrero, Juarez.

Mailing Address: B-100, 123 Pioneer Plaza, El Paso, TX 79901.

Telephone: 915-533-9143. **Telex:** XHIJ-ME 33869.

Fax: 915-533-8034.

Technical Facilities: Channel No. 44 (650-656 MHz). Authorized power: 240-kw visual.
Antenna: 1200-ft. above av. terrain, 150-ft. above ground, 5773-ft. above sea level.

Transmitter: Cerro Del 44, 2-mi. SW of Juarez.

Satellite Earth Stations: Morelos.

News Services: Noti-Mex, Televisa.

Ownership: Televisora Nacional S. A. de C. V., 100%.

Began Operation: October 16, 1980.

Represented (sales): XHIJ Channel 44 International Division; Telemundo.

Represented (legal): Marshall E. Yeager & Assoc.

Personnel:

ARNOLDO CABADA de la O, chief executive officer & general manager.

LUIS ARNOLDO CABADA, executive vice president.

SERGIO CABADA, vice president & director of marketing.

JESUS CABADA, vice president & comptroller.

CONSUELO de la O, program director.

GUADALUPE LEON, general manager, international division.

MARIA ELANA SOLORZANO, production manager.

GERMAN SANCHEZ TRUJILLO, director of public affairs.

ERNESTO JUAREZ, chief of advertising.

ARMANDO CHACON, news director.

GABRIEL RIOS, chief engineer.

Highest 30 Sec. Rate: \$375. **ADI:** El Paso. **Rank:** 104.

Texas—Garland

KUVN

(formerly KIAB-TV)

Ch. 23

Network Service: Univision.

Licensee: Univision Station Group Inc., 330 Madison Ave., New York, NY 10017-5002.

Studio: 3710 Marquis Dr., Garland, TX 75042.

Telephone: 214-272-0686.

Technical Facilities: Channel No. 23 (524-530 MHz). Authorized power: 5000-kw max. visual, 1000-kw max. aural. Antenna: 1142-ft. above av. terrain, 603-ft. above ground, 1215-ft. above sea level.

Latitude	32°	54'	04"
Longitude	96°	41'	14"

Transmitter: 3710 Marquis Dr., Garland.

Multichannel TV Sound: Planned.

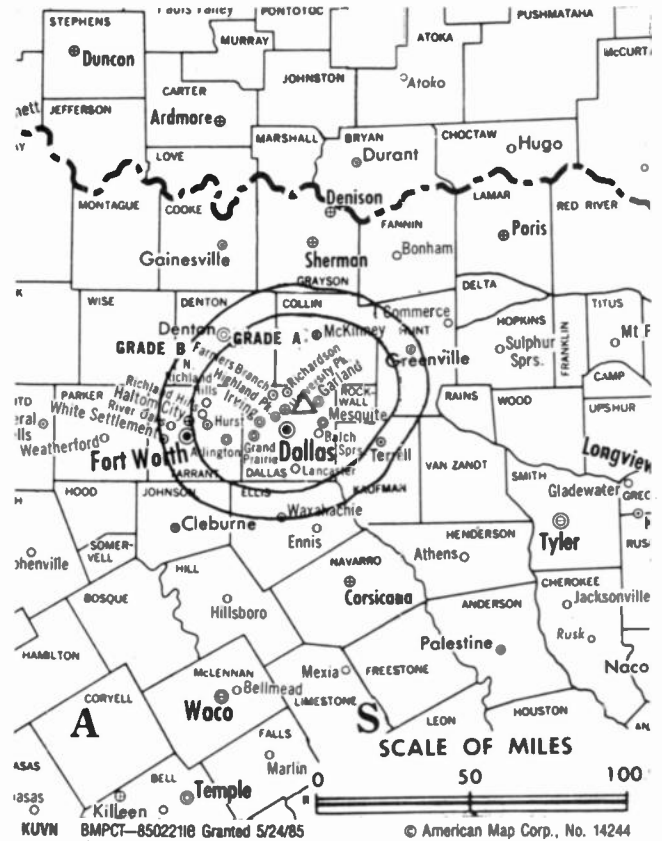
Satellite Earth Station: Harris, 6.1-meter C-band.

Ownership: Univision Holdings Inc., 100%. See Group Ownership of Television Stations.

Began Operation: September 25, 1986. Purchase by Univision from Elizabeth R. Vaughn approved by FCC June 28, 1988.

Represented (legal): Gammon & Grange.

Personnel:
 JACK BERNING, general manager.
 MIKE CARVER, chief engineer.



Rates: On request.

Arbitron Data: Not available.

City of License: Garland. **ADI:** Dallas-Fort Worth. **Rank:** 8.

Texas—Harlingen

KGBT-TV

Ch. 4

Network Service: CBS.

Licensee: KGBT-TV Ltd. Partnership, Box 2567, Harlingen, TX 78551.

Studio: 9201 W. Expressway 83, Harlingen, TX 78552.

Telephone: 512-421-4444.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1299-ft. above av. terrain, 1292-ft. above ground, 1347-ft. above sea level.

Latitude 26° 08' 55"
Longitude 97° 49' 17"

Transmitter: 0.125-mi. S of La Feria, TX.

Satellite Earth Stations: Harris, 4.6-meter Ku-band; Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.6-meter C-band; 4-meter C-band; M/A-Com, Scientific-Atlanta receivers.

News Services: AP, CBS, Sports News Satellite.

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

Began Operation: October 4, 1953. Sale to present owner by Tichenor Media System Inc. approved by FCC Feb. 7, 1986.

Represented (sales): Katz Television.

Represented (legal): Arent, Fox, Kintner, Plotkin & Kahn.

Represented (engineering): D. W. Sargent Broadcast Service.

Personnel:

DON LOCKE, vice president & general manager.
JOHN CLARK, sales manager.
JIM CHANCEY, program director & production manager.
FRANK OGDEN, chief engineer.
DIANA MALDONADO, news director.

Highest One Hour Rate: \$3000.

Highest 30 Sec. Rate: \$1500.

NETWORK BASE HOURLY RATE: \$1215.

City of License: Harlingen. ADI: McAllen-Brownsville. Rank: 115.

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



KGBT-TV BPCT-861104KK Granted 1/16/87

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	TEXAS			
	Cameron	72,200	71,200	99
	Hidalgo	99,600	97,900	98
	Starr	9,400	9,100	97
	Willacy	4,900	4,800	98
Between 5-24%	TEXAS			
	Brooks	2,900	2,800	96
Station Totals		189,000	185,800	98
Net Weekly Circulation (1988)				162,500
Average Daily Circulation (1988)				109,600

Texas—Houston

KHOU-TV

Ch. 11

Network Service: CBS.

Licensee: Gulf Television Corp., Box 11, Houston, TX 77001.

Studio: 1945 Allen Parkway, Houston, TX 77019.

Mailing Address: Box 11, Houston, TX 77001.

Telephone: 713-526-1111.

Fax: 713-521-4326.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 47.5-kw aural. Antenna: 1435-ft. above av. terrain, 1424-ft. above ground, 1500-ft. above sea level.

Latitude 29° 33' 25"
Longitude 95° 30' 04"

Requests CP for change to 1870-ft. above av. terrain, 1936-ft. above ground, 2008-ft. above sea level, lat. 29° 33' 40", long. 95° 30' 04", transmitter to 0.5-mi. N of Senior Rd., near Mustang Bayou, 6.9-mi. S of Houston boundary. BPCT-880216KE.

Transmitter: 3101 Senior Rd., 3-mi. E of De Walt, TX.

Satellite Earth Station: Scientific-Atlanta, 10-meter; Harris, M/A-Com, Scientific-Atlanta receivers.

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

Ownership: A. H. Belo Corp., 100%. See Group Ownership of Television Stations.

Began Operation: March 22, 1953. Transfer of control to Corinthian Bcstg. by Paul E. Taft, et al., approved July 11, 1956 by FCC (*Television Digest*, Vol. 12:19, 28). Sale to present owner by Corinthian Bcstg. approved by FCC Nov. 22, 1983.

Represented (sales): TeleRep Inc.

Represented (legal): Covington & Burling.

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

Personnel:

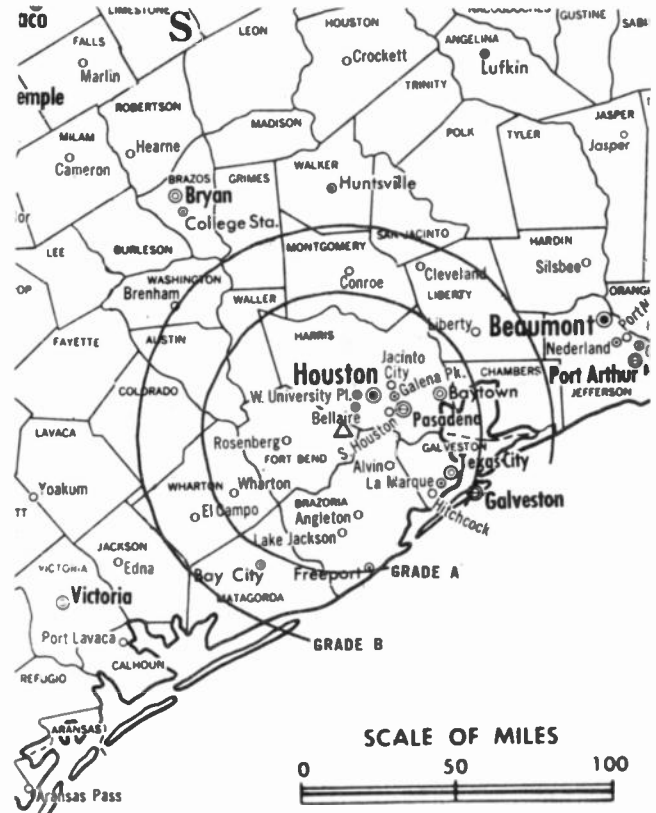
ALLAN HOWARD, president & general manager.
CRAIG BLAND, general sales manager.
PETER DIAZ, local sales manager.
KENLYN ZSCHUNKE, national sales manager.
TED GURLEY, national sales manager.
HAL KEMP, program director.
PAULA WALKER, news director.
ALAN SUHONEN, production manager.
JOHN DEMSHOCK, director of engineering.
RICK KEILTY, director of marketing & research.
PAUL LATHAM, business manager.

Rates: Not available.

City of License: Houston. **ADI:** Houston. **Rank:** 10.

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	TEXAS			
	Austin	8,100	7,900	98
	Brazoria	68,900	68,300	99
	Calhoun	7,500	7,400	99
	Chambers	8,000	7,900	99



KHOU-TV BPCT-3212 Granted 9/9/63

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Colorado	7,600	7,400	97
	Fort Bend	66,300	65,300	99
	Galveston	80,600	79,800	99
	Grimes	5,700	5,500	97
	Harris	1,052,200	1,042,900	99
	Jackson	4,900	4,800	98
	Liberty	20,500	20,100	98
	Matagorda	16,100	15,800	98
	Montgomery	61,100	60,000	98
	Polk	12,500	12,200	98
	San Jacinto	6,000	5,800	97
	Trinity	4,700	4,500	96
	Walker	16,200	15,700	97
	Waller	7,300	7,100	97
	Washington	9,100	8,800	97
Wharton	15,400	15,100	98	
Between 25-49%	TEXAS			
	Angelina	25,000	24,600	99
	Fayette	8,200	7,900	96
	Houston	8,700	8,500	97
Between 5-24%	TEXAS			
	Brazos	43,900	43,300	99
	Burleson	5,300	5,100	96
	Lavaca	7,600	7,300	96
Tyler	8,200	8,000	98	
Station Totals		1,589,300	1,570,600	99
Net Weekly Circulation (1988)			1,278,300	
Average Daily Circulation (1988)			729,300	

Texas—Houston

KHTV

Ch. 39

Network Service: None, independent.

Licensee: Gaylord Broadcasting Co., Box 1439, Houston, TX 77251.

Studio: 7700 Westpark Dr., Houston, TX 77063.

Mailing Address: Box 1439, Houston, TX 77251.

Telephone: 713-781-3939. TWX: 910-881-3664.

Technical Facilities: Channel No. 39 (620-626 MHz). Authorized power: 5000-kw max. visual, 501-kw max. aural. Antenna: 1950-ft. above av. terrain, 1970-ft. above ground, 2049-ft. above sea level.

Latitude 29° 34' 06"
Longitude 95° 29' 57"

Transmitter: 4126 McHard Rd., 0.8-mi. S of Rte 2234, 1.27-mi E of Missouri City boundary.

Satellite Earth Stations: Paraclype, 4.8-meter; Scientific-Atlanta, 7-meter; Microdyne, Scientific-Atlanta receivers.

News Service: AP.

Ownership: Gaylord Broadcasting Co. See Group Ownership of Television Stations.

Began Operation: October 10, 1953 as KNUZ-TV, but quit air June 25, 1954. Sale of 80% to WKY-TV by KNUZ Television Co. approved Oct. 13, 1965 by FCC (*Television Digest*, Vol. 5:21, 42). Transfer of remaining 20% approved June 17, 1966 (Vol. 6:26). Resumed operations Jan. 6, 1967.

Represented (sales): MMT Sales Inc.

Represented (legal): Pierson, Ball & Dowd.

Represented (engineering): David Steel & Associates Inc.

Personnel:

- E. D. TRIMBLE, vice president & general manager.
- JOHN De ROCHE, general sales manager.
- NANCY McNEIL, local sales manager.
- GARY CASPER, national sales manager.
- MIKE MURRAY, national sales manager.
- BOB CLARK, operations & program director.
- MIKE MALERNEE, production manager.
- JODIE SINCLAIR, news & public service director.
- JOHN R. SCHILBERG, director of engineering.
- JIM SKAGGS, business manager.
- TRISH NABER-SILVAS, promotion manager.

Rates: Not available.

City of License: Houston. **ADI:** Houston. **Rank:** 10.

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	%
TEXAS				
50% & Over	Brazoria	68,900	68,300	99
	Chambers	8,000	7,900	99
	Fort Bend	66,300	65,300	99
	Liberty	20,500	20,100	98
	Montgomery	61,100	60,000	98
	Washington	9,100	8,800	97



KHTV BLCT-850416KH Granted 6/27/85

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Net Weekly Circulation	State County	Total Households	TV Households	%
TEXAS				
Between 25-49%	Angelina	25,000	24,600	99
	Austin	8,100	7,900	98
	Brazos	43,900	43,300	99
	Calhoun	7,500	7,400	99
	Colorado	7,600	7,400	97
	Fayette	8,200	7,900	96
	Galveston	80,600	79,800	99
	Grimes	5,700	5,500	97
	Harris	1,052,200	1,042,900	99
	Houston	8,700	8,500	97
	Jackson	4,900	4,800	98
	Matagorda	16,100	15,800	98
	Polk	12,500	12,200	98
	San Jacinto	6,000	5,800	97
	Trinity	4,700	4,500	96
	Victoria	27,300	26,800	98
	Walker	16,200	15,700	97
	Waller	7,300	7,100	97
	Wharton	15,400	15,100	98
TEXAS				
Between 5-24%	Burleson	5,300	5,100	96
	Jasper	12,600	12,400	98
	Lavaca	7,600	7,300	96
	Madison	3,700	3,600	97
	Robertson	6,200	6,100	98
	Tyler	8,200	8,000	98
Station Totals		1,635,400	1,615,900	99
Net Weekly Circulation (1988)				745,800
Average Daily Circulation (1988)				272,400

Texas—Houston

KPRC-TV

Ch. 2

Network Service: NBC.

Licensee: Channel Two TV Co., Box 2222, Houston, TX 77252.

Studio: 8181 Southwest Freeway, Houston, TX 77074.

Mailing Address: Box 2222, Houston, TX 77252.

Telephone: 713-771-4631. TWX: 910-881-2587.

Fax: 713-995-4792.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1930-ft. above av. terrain, 1970-ft. above ground, 2049-ft. above sea level.

Latitude 29° 34' 06"
Longitude 95° 29' 57"

Transmitter: 0.8-mi. S of Rte. 2234, 1.27-mi. E of Missouri City line.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Harris, 8-meter Ku-band; Harris, 6.1-meter Ku-band; Scientific-Atlanta, 7-meter C-band; Harris, M/A-Com, Microdyne, Scientific-Atlanta receivers.

News Services: AP, UPI.

Ownership: H & C Communications Inc., 100%. See Group Ownership of Television Stations.

Began Operation: January 1, 1949 as KLEE-TV. Sold to present owner May 1950 (Television Digest, Vol. 6:13, 21).

Represented (sales): Petry Television Inc.

Represented (legal): Dow, Lohnes & Albertson.

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

Personnel:

THOMAS REIFF, president & general manager.
DICK DAGGETT, vice president, sales.
CHAS WILSON, national sales manager.
ART BIGGS, vice president, engineering.
RED KOCH, vice president, programming.
PAUL PAOLICELLI, news director.
BRUCE BRYANT, creative services director.
MARTHA HARVEY, vice president, administration.
NANCY BROWN, traffic manager.
ELSIE HAYWOOD, VTR/film scheduling supervisor.
VON JOHNSON, business manager.

Rates: On request.

NETWORK BASE HOURLY RATE: \$3150.

City of License: Houston. ADI: Houston. Rank: 10.

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	%
TEXAS				
50% & Over	Austin	8,100	7,900	98
	Brazoria	68,900	68,300	99
	Chambers	8,000	7,900	99
	Colorado	7,600	7,400	97
	Fort Bend	66,300	65,300	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Galveston	80,600	79,800	99
	Harris	1,052,200	1,042,900	99
	Jackson	4,900	4,800	98
	Liberty	20,500	20,100	98
	Matagorda	16,100	15,800	98
	Montgomery	61,100	60,000	98
	Polk	12,500	12,200	98
	San Jacinto	6,000	5,800	97
	Trinity	4,700	4,500	96
	Walker	16,200	15,700	97
	Waller	7,300	7,100	97
Washington	9,100	8,800	97	
Wharton	15,400	15,100	98	
TEXAS				
Between 25-49%	Angelina	25,000	24,600	99
	Calhoun	7,500	7,400	99
	Fayette	8,200	7,900	96
	Grimes	5,700	5,500	97
	Houston	8,700	8,500	97
	Madison	3,700	3,600	97
	Nacogdoches	19,300	18,800	98
TEXAS				
Between 5-24%	Brazos	43,900	43,300	99
	Burleson	5,300	5,100	96
	Lavaca	7,600	7,300	96
	Tyler	8,200	8,000	98
	Victoria	27,300	26,800	98
Station Totals		1,635,900	1,616,200	99
Net Weekly Circulation (1988)			1,317,700	
Average Daily Circulation (1988)			777,300	

Texas—Houston

KRIV

Ch. 26

Network Service: Fox.

Licensee: News America Television Inc.

Studio: 3935 Westheimer Rd., Houston, TX 77027.

Telephone: 713-626-2610. TWX: 910-881-6212.

Technical Facilities: Channel No. 26 (542-548 MHz). Authorized power: 5000-kw max. & 1303-kw horizontal visual, 500-kw max. & 130-kw horizontal aural. Antenna: 1950-ft. above av. terrain, 1970-ft. above ground, 2049-ft. above sea level.

Latitude 29° 34' 28"
Longitude 95° 29' 37"

Transmitter: 0.4-mi. S of Rte. 2234, 0.1-mi. W of intersection with Blue Ridge Rd., 4-mi. SE of Missouri City.

Satellite Earth Stations: Harris, 6.1-meter; Microdyne, 5-meter; Harris, Microdyne receivers.

News Services: AP, CNN, Fox News, Houston Metro News, National Weather Service, UPI.

Ownership: Fox Television Station Group. See Group Ownership of Television Stations.

Began Operation: August 15, 1971. Sale to present owner by Metromedia approved by FCC Nov. 14, 1985. Sale to Metromedia by Crest Bcstg. approved April 6, 1978 (Television Digest, Vol. 17:34).

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

Represented (engineering): Hammett & Edison Inc.

Personnel:

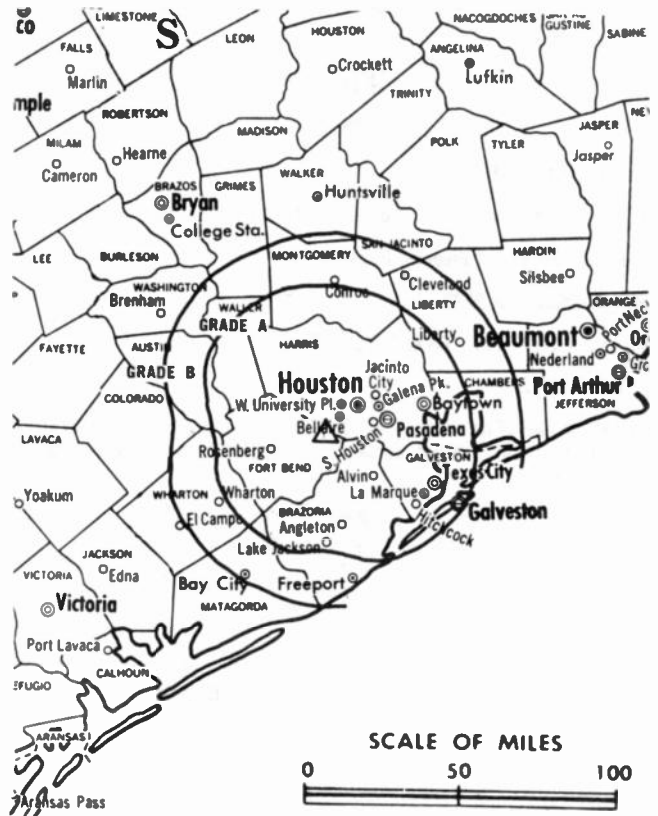
- M. JERRY MARCUS, vice president & general manager.
- MATT REIFF, vice president & general sales manager.
- ROZ BROWN, vice president & program director.
- WENDELL WYBORN, vice president & chief engineer.
- CRAIG BLAND, national sales manager.
- WILL WRIGHT, news director.
- MARY DELANEY, promotion director.
- KATHY FOUNTAIN, business manager.

Rates: Not available.

City of License: Houston. **ADI:** Houston. **Rank:** 10.

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 %
TEXAS			
50% & Over	Austin	8,100	7,900 98
	Brazoria	68,900	68,300 99
	Chambers	8,000	7,900 99
	Colorado	7,600	7,400 97
	Fort Bend	66,300	65,300 99
	Galveston	80,600	79,800 99
	Harris	1,052,200	1,042,900 99



KRIV BMPCT-81004KE Granted 11/15/81

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Net Weekly Circulation	State County	Total Households	TV Households Households %
50% & Over	Liberty	20,500	20,100 98
	Matagorda	16,100	15,800 98
	Montgomery	61,100	60,000 98
	Waller	7,300	7,100 97
	Wharton	15,400	15,100 98
TEXAS			
Between 25-49%	Fayette	8,200	7,900 96
	Grimes	5,700	5,500 97
	Jackson	4,900	4,800 98
	Jefferson	94,900	94,300 99
	Polk	12,500	12,200 98
	San Jacinto	6,000	5,800 97
	Trinity	4,700	4,500 96
	Walker	16,200	15,700 97
	Washington	9,100	8,800 97
TEXAS			
Between 5-24%	Burleson	5,300	5,100 96
	Hardin	16,000	15,700 98
	Jasper	12,600	12,400 98
	Madison	3,700	3,600 97
	Orange	31,200	30,900 99
Station Totals		1,643,100	1,624,800 99
Net Weekly Circulation (1988)			897,000
Average Daily Circulation (1988)			390,100

Texas—Galveston-Houston

KTMD

Ch. 48

Network Service: Telemundo.

Licenses: Telemundo Group, 1740 Broadway, 18th Floor, New York, NY 10019.

Studio: 3903 Stoney Brook, Houston, TX 77063.

Telephone: 713-974-4848. **Fax:** 713-974-5875.

Technical Facilities: Channel No. 48 (674-680 MHz). Authorized power: 4198-kw max. & 1062-kw horizontal visual, 323-kw max. & 212-kw horizontal aural. Antenna: 1176-ft. above av. terrain, 1199-ft. above ground, 1212-ft. above sea level.

Latitude	29°	27'	57"
Longitude	95°	13'	23"

Transmitter: Rte. 3, Box 32, Alvin.

Satellite Earth Stations: Comtech, 5-meter Ku & C-band; Vertex, 6.1-meter C-band; Pinzone receivers.

News Services: CNN, CNN Headline News, UPI.

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

Began Operation: February 1, 1988. Sale to present owner by Raymond G. Schindler, et al., approved by FCC March 9, 1988.

Represented (sales): Telemundo.

Represented (legal): Hogan & Hartson.

Represented (engineering): Hammett & Edison Inc.

Personnel:

- MAURICIO MENDEZ, vice president & general manager.
- BECKY MUNOZ, local & regional sales manager.
- BLANE HUHN, chief engineer.
- MARCELLO MARINI, news director.
- ANNA CARDONA, program director.
- PATRICIA TORRES, promotion director.
- P. J. GRIGGS, business manager.



KTMD BPCT-780907KF Granted 3/1/85

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Highest One Hour Rate: \$3000.

Highest 30 Sec. Rate: \$600.

Arbitron Data: Not available.

City of License: Galveston. **ADI:** Houston. **Rank:** 10.

Texas—Houston

KTRK-TV

Ch. 13

Network Service: ABC.

Licensee: KTRK Inc., 24 E. 51st St., New York, NY 10022.

Studio: 3310 Bissonnet St., Houston, TX 77005.

Telephone: 713-666-0713. TWX: 910-881-1511.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 39.8-kw aural. Antenna: 1930-ft. above av. terrain, 1970-ft. above ground, 2049-ft. above sea level.

Latitude 29° 34' 28"
Longitude 95° 29' 37"

Transmitter: 0.5-mi. E of S. Post Rd. & FM Rd. 2234 Intersection, near Houston.

Satellite Earth Stations: Andrew, 7-meter C-band; Vertex, 9-meter C-band; Vertex, 6-meter Ku-band; Avantek, Harris receivers.

News Services: AP, Sportsticker, UPI.

Ownership: Capital Cities/ABC Inc. See Group Ownership of Television Stations.

Began Operation: November 20, 1954. Sale to present owner by Houston Consolidated TV Co. approved by FCC June 15, 1967 (*Television Digest*, Vol. 6:48; 7:25).

Represented (sales): Capital Cities/ABC National TV Sales.

Represented (legal): Wilmer, Cutler & Pickering.

Personnel:

PAUL BURES, president & general manager.
JAMES MASUCCI, vice president & operations manager.
JIM KEELEY, general sales manager.
WINFRED FRAZIER, local & regional sales manager.
MARTHA McCURDY, national sales manager.
J. L. HAMILTON, chief engineer.
THOMAS DOERR, news director.
CHARLES E. WOLF, creative services manager.
JOHN JANCAR, business manager.

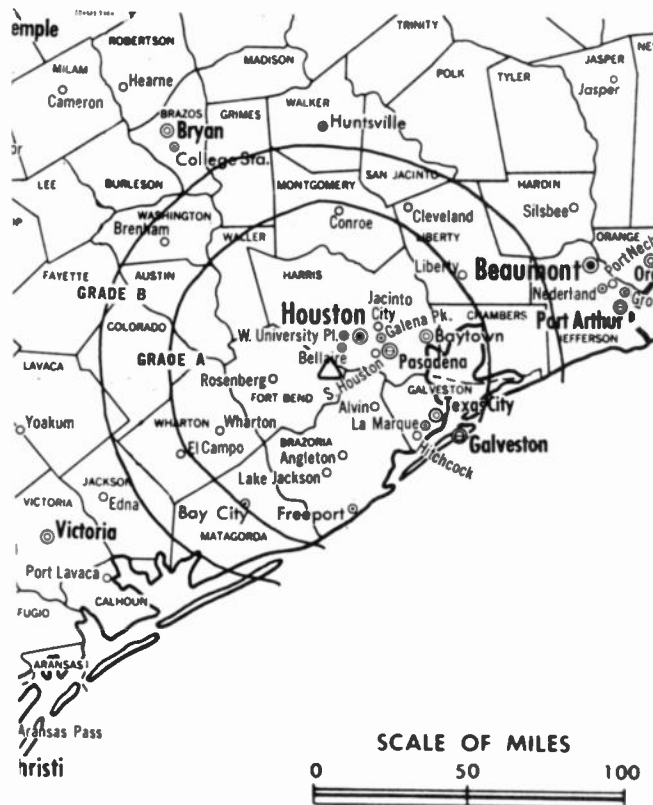
Highest 30 Sec. Rate: \$16,500.

NETWORK BASE HOURLY RATE: \$3200.

City of License: Houston. **ADI:** Houston. **Rank:** 10.

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	%
TEXAS				
50% & Over	Austin	8,100	7,900	98
	Brazoria	68,900	68,300	99
	Brazos	43,900	43,300	99
	Calhoun	7,500	7,400	99
	Chambers	8,000	7,900	99
	Colorado	7,600	7,400	97
	Fort Bend	66,300	65,300	99
	Galveston	80,600	79,800	99
	Grimes	5,700	5,500	97
	Harris	1,052,200	1,042,900	99



KTRK-TV BPCT-7808251B Granted 12/12/80

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Jackson	4,900	4,800	98
	Liberty	20,500	20,100	98
	Matagorda	16,100	15,800	98
	Montgomery	61,100	60,000	98
	San Jacinto	6,000	5,800	97
	Trinity	4,700	4,500	96
	Walker	16,200	15,700	97
	Waller	7,300	7,100	97
	Washington	9,100	8,800	97
	Wharton	15,400	15,100	98
TEXAS				
Between 25-49%	Angelina	25,000	24,600	99
	Burleson	5,300	5,100	96
	Fayette	8,200	7,900	96
	Houston	8,700	8,500	97
	Madison	3,700	3,600	97
	Polk	12,500	12,200	98
TEXAS				
Between 5-24%	Jasper	12,600	12,400	98
	Lavaca	7,600	7,300	96
	Robertson	6,200	6,100	98
Station Totals		1,599,900	1,581,100	99
Net Weekly Circulation (1988)			1,346,300	
Average Daily Circulation (1988)			820,700	

Texas—Houston

KTXH

Ch. 20

Network Service: None, independent.

Licensee: TVX of Houston Inc., 8950 Kirby Dr., Houston, TX 77054.

Studio: 8950 Kirby Dr., Houston, TX 77054.

Telephone: 713-661-2020.

Technical Facilities: Channel No. 20 (506-512 MHz). Authorized power: 5000-kw max. & 2275-kw horizontal visual, 500-kw max. & 228-kw horizontal aural. Antenna: 1807-ft. above av. terrain, 1971-ft. above ground, 2049-ft. above sea level.

Latitude 29° 34' 34"
Longitude 95° 30' 36"

Transmitter: 4120 McHard Rd., Missouri City.

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

News Service: AP.

Ownership: TVX Broadcast Group. See Group Ownership of Television Stations.

Began Operation: November 7, 1982, left air Dec. 7, 1982; resumed operation Feb. 13, 1983. Sale to present owner by Taft Television & Radio Co. approved by FCC Feb. 20, 1987 (*Television Digest*, Vol. 27:9, 14, 15). Previous sale to Taft by Gulf Broadcast Group approved by FCC May 30, 1985 (Vol. 25:5, 20, 22). Sale to Gulf by Peter S. McMullen, Sidney Schlenker, et al., approved Dec. 11, 1984 (Vol. 24:23, 53).

Represented (sales): Seitel Inc.

Represented (legal): Kenkel, Barnard & Edmundson.

Personnel:

- JULIO BERMUDEZ, vice president & general manager.
- SCOTT SANDERS, general sales manager.
- BENNY HERZOG, local sales manager.
- TED RUDOLPH, national sales manager.
- TOM DANIELS, chief engineer.
- KYM KING, news & public affairs director.
- PATRIA DUNCAN, program director.
- LENNIE PHILYAW, promotion director.
- JIM ALDENDORF, business manager.

Rates: Not available.

City of License: Houston. **ADI:** Houston. **Rank:** 10.

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	TEXAS	8,100	7,900	98
	Austin	68,900	68,300	99
	Brazoria	8,000	7,900	99
	Colorado	7,600	7,400	97
	Fort Bend	66,300	65,300	99
	Galveston	80,600	79,800	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Harris	1,052,200	1,042,900	99
	Montgomery	61,100	60,000	98
	San Jacinto	6,000	5,800	97
	Washington	9,100	8,800	97
	Wharton	15,400	15,100	98
Between 25-49%	TEXAS	43,900	43,300	99
	Brazos	5,700	5,500	97
	Grimes	4,900	4,800	98
	Jackson	20,500	20,100	98
	Liberty	3,700	3,600	97
	Madison	16,100	15,800	98
	Matagorda	12,500	12,200	98
	Polk	4,700	4,500	96
	Trinity	16,200	15,700	97
	Waller	7,300	7,100	97
Between 5-24%	TEXAS	5,300	5,100	96
	Burleson	8,200	7,900	96
	Fayette	94,900	94,300	99
	Orange	31,200	30,900	99
Station Totals		1,658,400	1,640,000	99
Net Weekly Circulation (1988)				902,900
Average Daily Circulation (1988)				369,400

Texas—Irving

KHSX

Ch. 49

Network Service: Home Shopping Network.

Grantee: Silver King Bcstg. Co. Inc. of Dallas, 1957 E. Irving Blvd., Irving, TX 75060.

Studio: 1957 E. Irving Blvd., Irving, TX 75060.

Telephone: 214-579-4900.

Technical Facilities: Channel No. 49 (680-686 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1171-ft. above av. terrain, 952-ft. above ground, 1784-ft. above sea level.

Latitude	32°	35'	24"
Longitude	96°	58'	21"

Transmitter: 1574 W. Belt Line Rd., Cedar Hill.

Multichannel TV Sound: Planned.

Satellite Earth Station: Pinzone, 6.1-meter C-band.

Ownership: Silver King Broadcasting Inc.. See Group Ownership of Television Stations.

Began Operation: April 17, 1984. Sale to present owner by Cela Inc. approved by FCC April 7, 1987.

Represented (legal): Dow, Lohnes & Albertson.

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

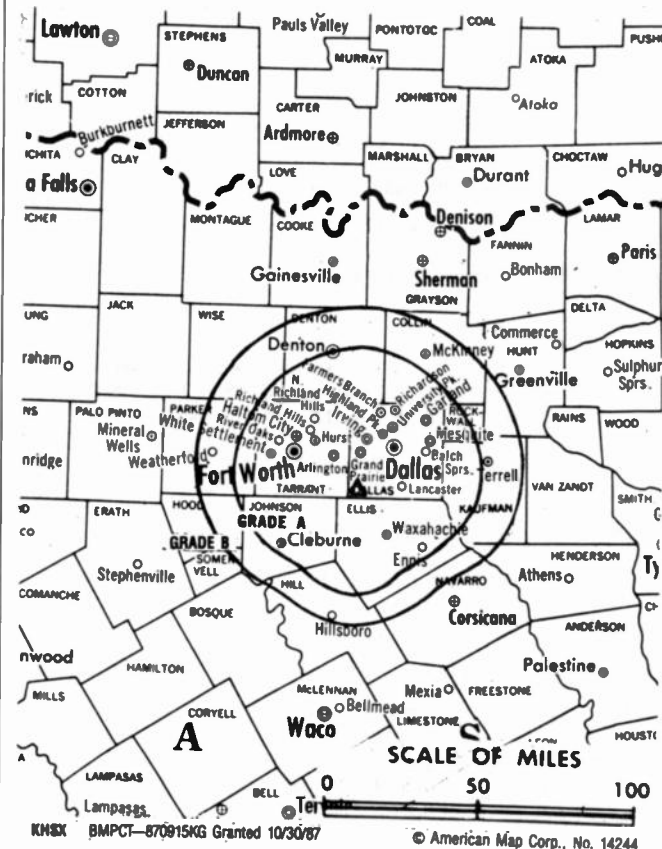
Personnel:

JO E. EDGELL, vice president & station manager.

ART RUNYON, chief engineer.

TONY MONTES, program manager.

Highest One Hour Rate: \$2000.



Highest 30 Sec. Rate: (June 1, 1988) \$200.

Arbitron Data: Not available.

City of License: Irving. ADI: Dallas-Fort Worth. Rank: 8.

Texas—Kerrville

KRRT

Ch. 35

Network Service: Fox.

Licensee: TVX of Kerrville/San Antonio.

Studio: 6218 N.W. Loop 410, San Antonio, TX 78238.

Telephone: 512-684-0035. **Telex:** 763-603.

Fax: 512-684-0035.

Technical Facilities: Channel No. 35 (596-602 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1763-ft. above av. terrain, 1520-ft. above ground, 3016-ft. above sea level.

Latitude 29° 36' 37"
Longitude 98° 53' 35"

Transmitter: 2.3-mi ENE of intersection of Hwys. 1283 & 37, Lake Hills.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: United Satellite Systems, 5-meter C-band; U.S. Tower, 2-meter Ku-band; Collins, Scientific-Atlanta receivers.

Ownership: Raul R. Tapia, 10.9%; Lawrence Behr, 4.2%; Richard J. Bela, 4.9%; TVX Broadcast Group, 80%. See TVX in Group Ownership of Television Stations.

Began Operation: November 6, 1985.

Represented (sales): Seitel Inc.

Represented (legal): Kenkel, Barnard & Edmundson.

Represented (engineering): Lawrence Behr & Associates Inc.

Personnel:

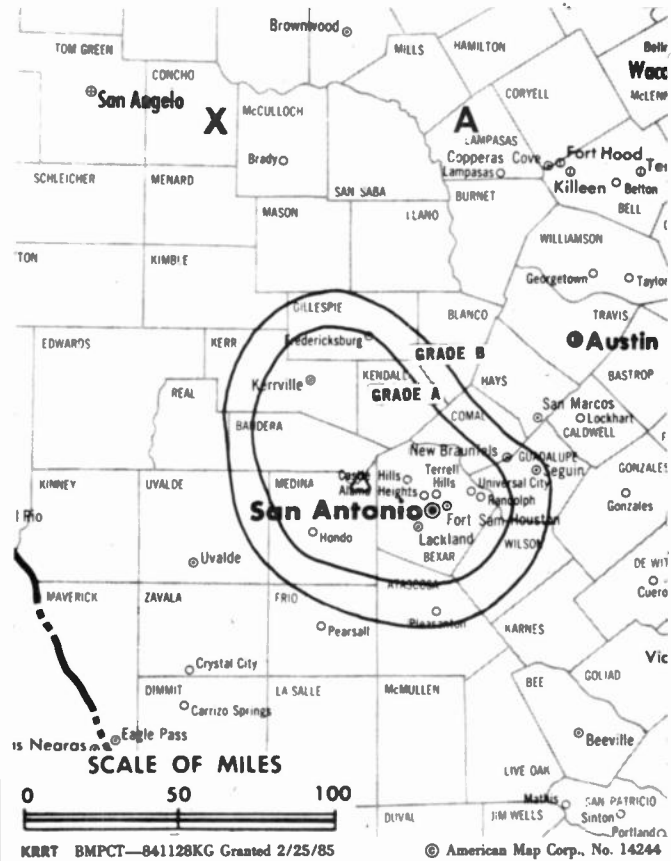
- RICHARD LOWE, vice president & general manager.
- TOM HURLEY, sales director.
- MARY PEISER, national sales manager.
- KEVIN BUSSELMAN, chief engineer.
- TOM BUMBERA, program director.
- ANDI FRAZIER, promotion director.
- MARTY SCHUH, business manager.

Highest 30 Sec. Rate: \$600.

City of License: Kerrville. **ADI:** San Antonio. **Rank:** 42.

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	TEXAS			
	Bandera	3,800	3,800	100
	Bexar	386,800	382,400	99
	Medina	8,900	8,700	98
	Uvalde	7,900	7,700	97



Net Weekly Circulation	State County	Total Households	TV Households	%
TEXAS				
Between 25-49%	Atascosa	10,200	10,000	98
	Comal	17,900	17,700	99
	Edwards	700	700	100
	Guadalupe	20,400	20,000	98
	Karnes	4,600	4,500	98
	Kendall	5,200	5,100	98
	Kerr	14,800	14,500	98
	Val Verde	12,800	12,400	97
	Wilson	6,600	6,400	97
TEXAS				
Between 5-24%	Blanco	2,500	2,500	100
	Caldwell	8,900	8,700	98
	De Witt	7,200	7,000	97
	Frio	4,500	4,400	98
	Gillespie	6,500	6,300	97
	Gonzales	6,200	6,100	98
	Hays	17,900	17,600	98
Station Totals		554,300	548,500	99
Net Weekly Circulation (1988)			274,400	
Average Daily Circulation (1988)			120,600	

Texas—Laredo

KGNS-TV

Ch. 8

Network Service: NBC.

Licensee: KGNS Laredo Inc., Box 2829, Laredo, TX 78041.

Studio: 102 West Del Mar Blvd., Laredo, TX 78041.

Mailing Address: Box 2829, Laredo, TX 78041.

Telephone: 512-727-8888.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 42.2-kw aural. Antenna: 1020-ft. above av. terrain, 1049-ft. above ground, 1549-ft. above sea level.

Latitude	27°	40'	22"
Longitude	99°	39'	23"

Transmitter: 0.8-mi. N of Islitas.

Satellite Earth Stations: 5 in operation; Harris, Scientific-Atlanta receivers.

News Service: AP.

Ownership: Malcolm I. Glazer, pres.-treas., 100%; Kevin Glazer, v.p.-secy. See Group Ownership of Television Stations.

Began Operation: January 5, 1956. Transfer from partners H. C. Avery Jr. & David H. Cole to Donald W. Reynolds approved July 30, 1958 by FCC (*Television Digest*, Vol. 14:28, 32). Sale to T. Frank Smith Jr., et al., approved by FCC Oct. 4, 1977. Sale to Burke Bcstg. approved by FCC Oct. 28, 1983. Rescinded Nov. 2, 1983. Granted Dec. 15, 1983. Federal court subsequently ordered that Burke sell station back to Gulf Coast Bcstg. Co., to be followed by sale to Century Development Co. (Malcolm I. Glazer).

Represented (sales): Katz Television.

Represented (legal): Dow, Lohnes & Albertson.

Personnel:

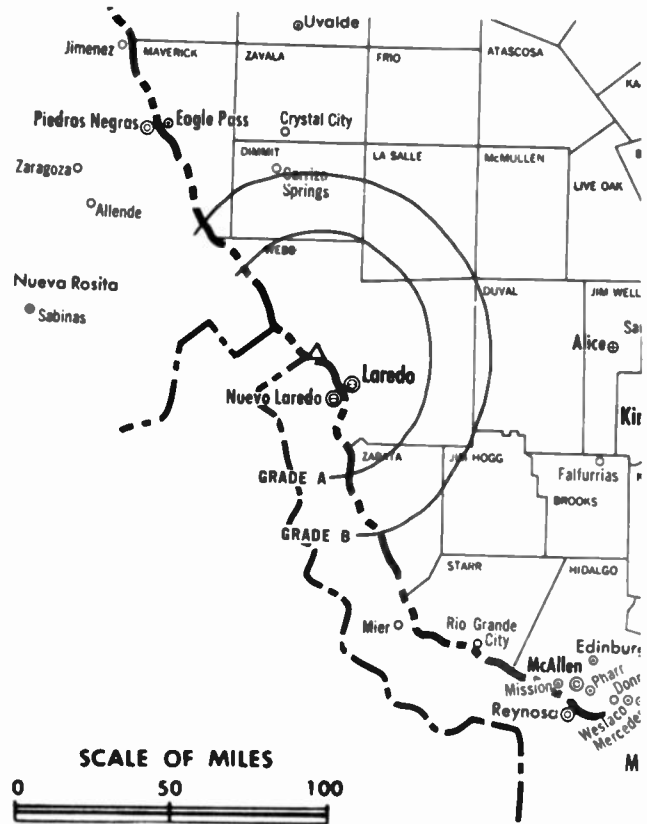
RAUL DAVILA, vice president & general manager.
VELIA HERRERA, office manager & national sales.
TOM SULLIVAN, sales manager.
DAVID YORK, chief engineer.

Rates: Not available.

NETWORK BASE HOURLY RATE: \$230.

City of License: Laredo. **ADI:** Laredo. **Rank:** 199.

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



KGNS-TV BMPCT-6319 Granted 9/30/66

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS Webb	32,500	31,900	98
	Zapata	2,600	2,500	96
Between 25-49%	TEXAS Jim Hogg	1,900	1,800	95
	La Salle	1,900	1,800	95
Between 5-24%	TEXAS Dimmit	3,500	3,300	96
	Duval	4,300	4,200	98
Station Totals		46,700	45,500	97
Net Weekly Circulation (1988)				29,700
Average Daily Circulation (1988)				16,700

Texas—Laredo

KLDO-TV

Ch. 27

Network Service: ABC.

Licensee: Panorama Broadcasting Co., 1600 Riverdrive Mall, Laredo, TX 78040.

Studio: Riverdrive Mall, 1600 Water St., Laredo, TX 78040.

Telephone: 512-727-0027. **Telex:** 910-380-5208.

Technical Facilities: Channel No. 27 (548-554 MHz). Authorized power: 3715-kw max. visual, 372-kw max. aural. Antenna: 221-ft. above av. terrain, 352-ft. above ground, 733-ft. above sea level.

Latitude 27° 30' 03.50"
Longitude 99° 30' 37.00"

Transmitter: 1600 Water St., Laredo.

Satellite Earth Stations: Scientific-Atlanta, 5-meter C-band; Avcom, Scientific-Atlanta receivers.

News Services: AP, UPI.

Ownership: Oscar M. Laurel Sr., pres., 18.3%; Hector H. Garcia, v.p., 18.3%; Eduardo Pena Jr., secy.-treas., 18.3%; Oscar M. Laurel Jr., 13.3%; Raymond Botello, 15.9%; Reynaldo S. Gonzalez, 15.9%.

Began Operation: December 18, 1984.

Represented (sales): Adam Young Inc.

Represented (legal): Sanford, Adams, McCullough & Beard.

Represented (engineering): John Fergie & Associates.

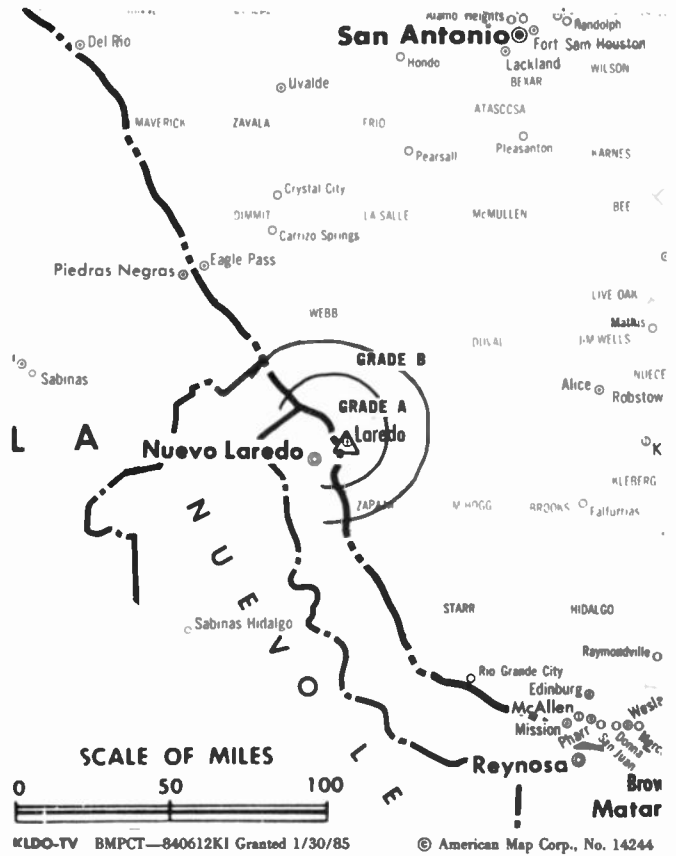
Personnel:

ELIA JOHNSTON, general manager.
CHARLIE VAN, local sales manager.
ELVA GONZALEZ, production manager.
RENE J. GONZALEZ, chief engineer.
RANDY KENT, news director.
DIANA CHAPA, program director.
CINDY RODRIGUEZ, promotion director.
ELSA NICHOLSEN, business manager.

Rates: Not available.

City of License: Laredo. **ADI:** Laredo. **Rank:** 199.

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	TEXAS Webb	32,500	31,900	98
	Zapata	2,600	2,500	96
Between 5-24%	TEXAS Dimmit	3,500	3,300	96
	La Salle	1,900	1,800	95
Station Totals		40,500	39,500	98
Net Weekly Circulation (1988)			27,200	
Average Daily Circulation (1988)			16,300	

Texas—Laredo

KVTV

Ch. 13

(Satellite of KZTV, Corpus Christi, TX)

Network Service: CBS.

Licenses: K-SIX Television Inc., 301 Artesian St., Corpus Christi, TX 78401.

Studio: Anna & Shea Sts., Laredo, TX 78041.

Mailing Address: Box 2039, Laredo, TX 78044.

Telephone: 512-723-2923.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 87.5-kw visual, 17.4-kw aural. Antenna: 920-ft. above av. terrain, 1035-ft. above ground, 1449-ft. above sea level.

Latitude 27° 31' 04"
Longitude 99° 31' 20"

Transmitter: Anna & Shea Sts.

Satellite Earth Stations: In operation; Pinzone, RCA, Scientific-Atlanta receivers.

News Services: CBS, Southwest Newswire, UPI.

Ownership: Corpus Christi Bcstg. Co. Inc. (K-SIX), 54.2%; Vann M. Kennedy, pres., 29%; Charles R. Manning, v.p., 0.66%; Cecil E. Burney, secy., 1.2%; Lillian R. Mahoney, treas.; 32 others, none with more than 3%. Kennedy owns 51% of K-SIX.

Began Operation: December 28, 1973.

Represented (sales): Seltel Inc.

Personnel:

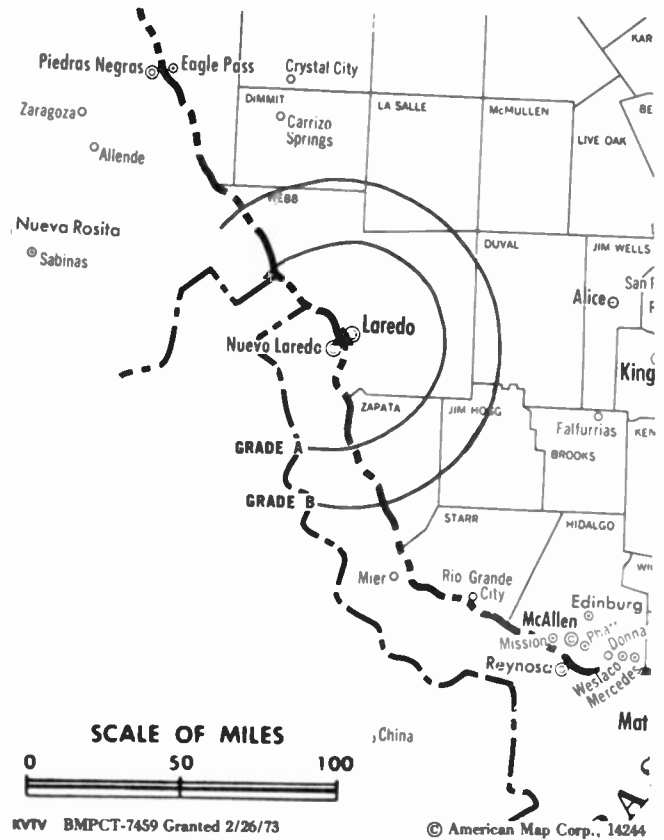
VANN M. KENNEDY, president & general manager.
JAY DICKEY, station manager.
DEBORAH SHOUP, news director.
RALPH QUIROZ, chief engineer.

Highest 30 Sec. Rate: \$250.

NETWORK BASE HOURLY RATE: \$140.

City of License: Laredo. **ADI:** Laredo. **Rank:** 199.

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	TEXAS Webb	32,500	31,900	98
	Zapata	2,600	2,500	96
Between 5-24%	TEXAS Dimmit	3,500	3,300	96
	La Salle	1,900	1,800	95
Station Totals		40,500	39,500	98
Net Weekly Circulation (1988)			24,900	
Average Daily Circulation (1988)			12,200	

Texas—Laredo-Nuevo Laredo, Mexico

XEFE-TV

Ch. 2

Network Service: Univision.

Licensee: Ramoncita Esparza G., 212 Oklahoma, Laredo, TX 78042.

Studio: 212 Oklahoma, Laredo, TX 78042.

Mailing Address: Box 1484, Laredo, TX 78040.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 105-kw max. visual, 15-kw max. aural. Antenna: 550-ft. above av. terrain.

Began Operation: Dec. 1, 1958.

Personnel:

RAMONCITA ESPARAZA, general manager.

ENRIQUE ESPARAZA, sales manager.

RUBEN LOPEZ, chief engineer.

ARTURO ESPARZA, chief engineer.

ANTONIO ESPARZA, program manager.

Rates: Not available.

City of License: Nuevo Laredo. **ADI:** Laredo. **Rank:** 199.

Texas—Lubbock

KAMC

Ch. 28

Network Service: ABC.

Licensee: McAlister TV Enterprises Inc., Box 2805, Lubbock, TX 79408.

Studio: 1201 84th St., Lubbock, TX 79423.

Mailing Address: Box 2805, Lubbock, TX 79408.

Telephone: 806-745-2828. **TWX:** 910-896-4357.

Technical Facilities: Channel No. 28 (554-560 MHz). Authorized power: 2000-kw max. & 788-kw horizontal visual, 374-kw max. & 153-kw horizontal aural. Antenna: 840-ft. above av. terrain, 875-ft. above ground, 4081-ft. above sea level.

Latitude 33° 30' 57"
Longitude 101° 50' 54"

Transmitter: 0.2-mi. SW of 84th St. & Ave. J, Lubbock.

Satellite Earth Stations: Harris, 3-meter C-band; Satcom Technologies, 9.2-meter C-band; Satcom Technologies, 5-meter C-band; Vertex, 4.57-meter Ku-band; Andrew, M/A-Com receivers.

News Service: AP.

Ownership: Bill B. McAlister Estate (Robert A. Nash, independent executor), 75%; Marjorie Thompson, 25%.

Began Operation: November 11, 1968. Transfer of control to present owners approved by FCC March 24, 1975.

Represented (sales): Pety Television Inc.

Represented (legal): Bryan, Cave, McPheeters & McRoberts.

Personnel:

ROBERT A. NASH, president & general manager.
A. C. WIMBERLY, executive vice president & station manager.
BILL MADDOX, vice president & general sales manager.
JEFF KLOTZMAN, news director.
BOB McCUISTON, promotion director.
DON GARTH, business manager.

Highest One Hour Rate: \$2000.

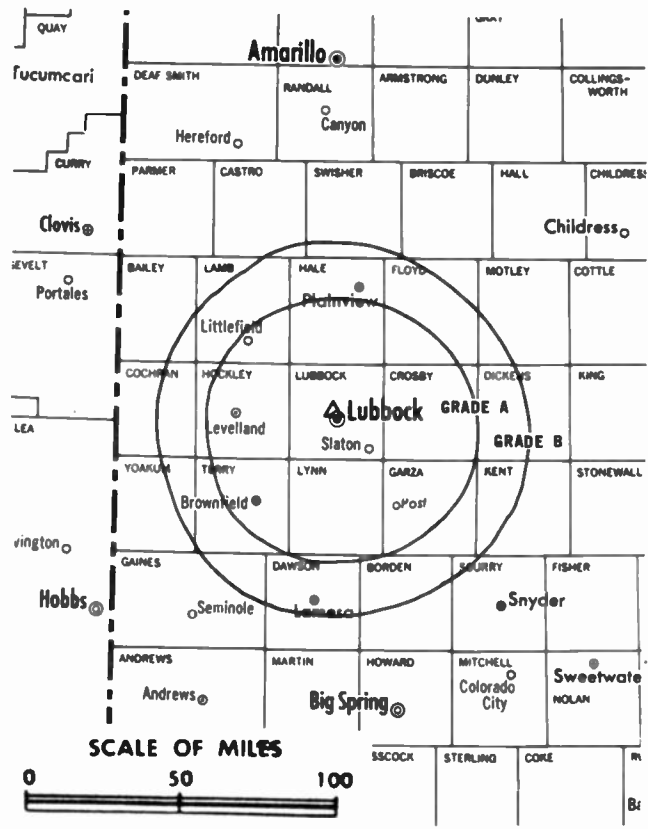
Highest 30 Sec. Rate: \$450.

NETWORK BASE HOURLY RATE: \$300.

City of License: Lubbock. **ADI:** Lubbock. **Rank:** 149.

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	TEXAS			
	Bailey	2,700	2,700	100
	Cochran	1,600	1,600	100
	Crosby	2,800	2,800	100
	Dawson	5,600	5,500	98



KAMC BIMPCT-6862 Granted 10/11/68 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	Dickens	1,300	1,300	100
	Floyd	3,200	3,200	100
	Garza	1,800	1,800	100
	Hale	12,500	12,400	99
	Hockley	8,500	8,500	99
	Lamb	6,200	6,100	98
	Lubbock	79,300	78,600	99
	Lynn	2,700	2,700	100
	Motley	800	800	100
	Terry	5,300	5,200	98
	Yoakum	3,500	3,500	100
Between 25-49%	TEXAS			
	Borden	300	300	100
Between 5-24%	TEXAS			
	Castro	3,300	3,300	98
	Gaines	4,900	4,900	100
	Kent	400	400	100
	Scurry	7,200	7,100	99
Swisher	3,300	3,300	100	
Station Totals		157,200	156,000	99
Net Weekly Circulation (1988)			114,800	
Average Daily Circulation (1988)			65,100	

Texas—Lubbock

KCBD-TV

Ch. 11

Network Service: NBC.

Licensee: Holsum Inc., 214 N. Main, Roswell, NM 88201.

Studio: 5600 Ave. A, Box 2190, Lubbock, TX 79408.

Telephone: 806-744-1414. TWX: 910-896-4306.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 57.5-kw aural. Antenna: 760-ft. above av. terrain, 814-ft. above ground, 4014-ft. above sea level.

Latitude 33° 32' 32"
Longitude 101° 50' 14"

Transmitter: U.S. Hwy. 87 between 50th & 66th Sts.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Scientific-Atlanta, 10-meter; Scientific-Atlanta, 6-meter; Scientific-Atlanta, 4.6-meter; Harris, M/A-Com, Scientific-Atlanta receivers.

News Services: AP, NBC, UPI.

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

Began Operation: May 10, 1953. Sale to State Record by Bryant Radio & Television Inc. approved by FCC May 26, 1971 (*Television Digest*, Vol. 11:4). Sale to present owner by State Record approved by FCC Aug. 12, 1983.

Represented (sales): Katz Television.

Represented (legal): Dow, Lohnes & Albertson.

Represented (engineering): Lohnes & Culver.

Personnel:

BILL DeTOURNILLON, general manager.
CRAIG WELLS, general sales manager.
SHERRELL LAMBERT, chief engineer.
SKIP WATSON, news director.
ROD McCLENDON, promotion director.
WAYNE CLARK, business manager.

Highest One Hour Rate: \$7000.

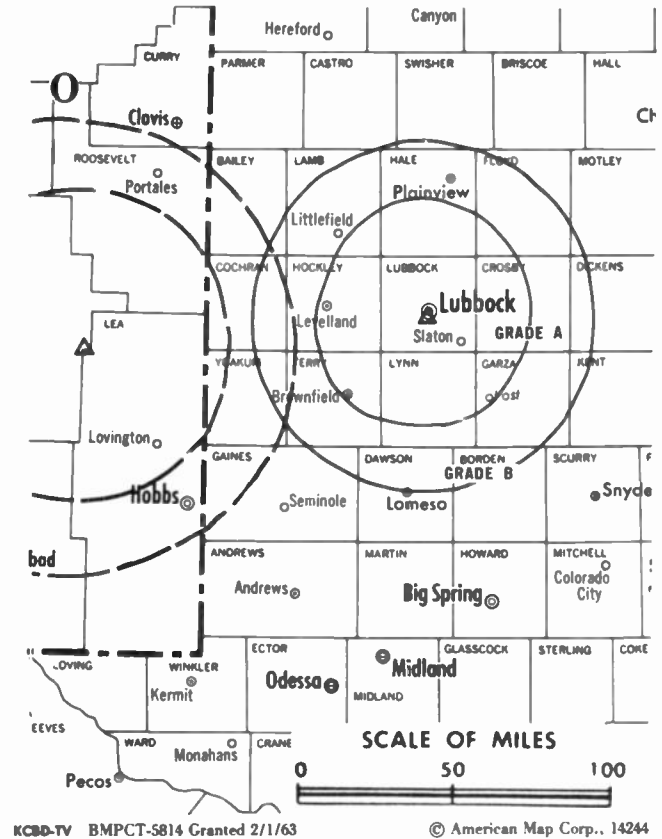
Highest 30 Sec. Rate: \$1000.

NETWORK BASE HOURLY RATE: \$1150.

City of License: Lubbock. **AOI:** Lubbock. **Rank:** 149.

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	TEXAS			
	Bailey	2,700	2,700	100
	Borden	300	300	100
	Cochran	1,600	1,600	100
	Crosby	2,800	2,800	100
	Dawson	5,600	5,500	98
	Dickens	1,300	1,300	100



KCBD-TV BMPCT-5814 Granted 2/1/63

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	Floyd	3,200	3,200	100
	Garza	1,800	1,800	100
	Hale	12,500	12,400	99
	Hockley	8,500	8,500	99
	Kent	400	400	100
	King	200	200	100
	Lamb	6,200	6,100	98
	Lubbock	79,300	78,600	99
	Lynn	2,700	2,700	100
	Motley	800	800	100
	Scurry	7,200	7,100	99
	Terry	5,300	5,200	98
	Yoakum	3,500	3,500	100
Between 5-24%	NEW MEXICO			
	Lea North	20,900	20,300	97
	TEXAS			
	Briscoe	1,000	1,000	100
Gaines	4,900	4,900	100	
Swisher	3,300	3,300	100	
Station Totals		176,000	174,200	99
Net Weekly Circulation (1988)				133,900
Average Daily Circulation (1988)				88,500

Texas—Lubbock

KJTV

Ch. 34

Network Service: Fox.

Licensee: Ramar Communications Inc., Box 3757, Lubbock, TX 79452.

Studio: 9800 University Ave., Lubbock, TX 79423.

Telephone: 806-745-3434. **TWX:** 910-896-4317.

Technical Facilities: Channel No. 34 (590-596 MHz). Authorized power: 3752-kw visual, 373.25-kw aural. Antenna: 915-ft. above av. terrain, 893-ft. above ground, 4100-ft. above sea level.

Latitude 33° 30' 08"
Longitude 101° 52' 20"

Transmitter: 100th & University, Lubbock.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Antenna Technology Ku & C-band; KJ Technologies, 5-meter C-band; Prodelin, 5-meter C-band; Vertex, 4.3-meter Ku-band; DX Engineering, M/A-Corn receivers.

News Service: INN.

Ownership: Troy Raymond Moran, 100%.

Began Operation: December 10, 1981.

Represented (sales): Seltel Inc.

Represented (legal): Eugene L. Burke.

Personnel:

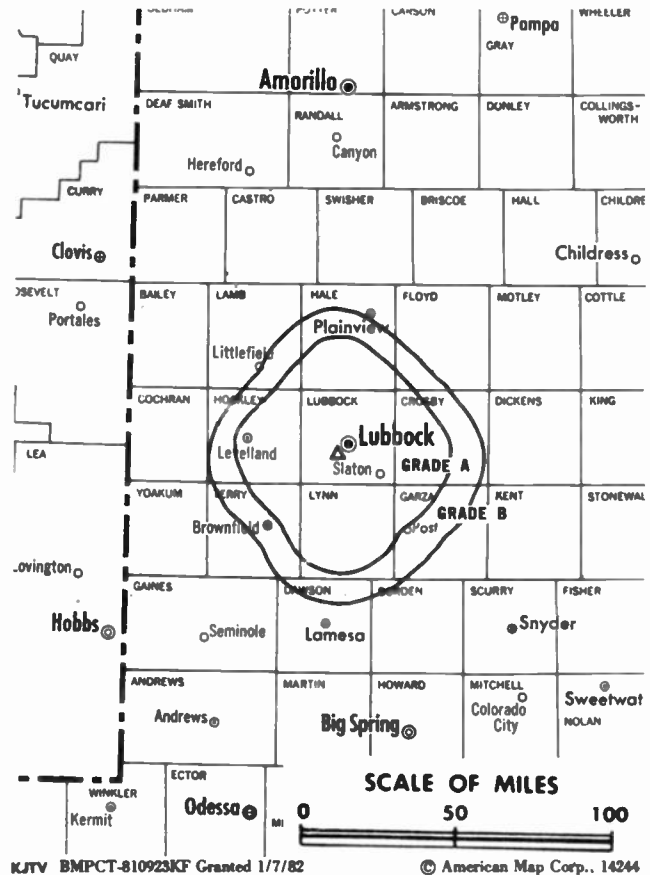
- RAY MORAN, president.
- BRAD MORAN, vice president & general manager.
- RANDY ROBERTS, general sales manager.
- GUY SMITH, chief engineer.
- BRIAN BENSCHOTER, operations manager & promotion director.

Rates: Not available.

City of License: Lubbock. **ADI:** Lubbock. **Rank:** 149.

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	%
TEXAS				
50% & Over	Cochran	1,600	1,600	100
	Crosby	2,800	2,800	100
	Dawson	5,600	5,500	98
	Garza	1,800	1,800	100
	Hale	12,500	12,400	99
	Hockley	8,500	8,500	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Lamb	6,200	6,100	98
	Lubbock	79,300	78,600	99
	Lynn	2,700	2,700	100
	Terry	5,300	5,200	98
TEXAS				
Between 25-49%	Bailey	2,700	2,700	100
	Borden	300	300	100
	Castro	3,300	3,300	98
	Floyd	3,200	3,200	100
	Motley	800	800	100
	Scurry	7,200	7,100	99
TEXAS				
Between 5-24%	Briscoe	1,000	1,000	100
	Dickens	1,300	1,300	100
	Hall	2,100	2,000	95
	Kent	400	400	100
	Mitchell	3,300	3,300	100
	Swisher	3,300	3,300	100
Yoakum	3,500	3,500	100	
Station Totals		158,700	157,400	99
Net Weekly Circulation (1988)			90,300	
Average Daily Circulation (1988)			40,700	

Texas—Lubbock

KLBK-TV

Ch. 13

Network Service: CBS.

Licensee: Charles Woods Television Corp.

Studio: 7400 University Ave., Lubbock, TX 79423.

Mailing Address: Box 1559, Lubbock, TX 79408.

Telephone: 806-745-2345. TWX: 910-896-4321.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 251-kw visual, 25.1-kw aural. Antenna: 880-ft. above av. terrain, 923-ft. above ground, 4143-ft. above sea level.

Latitude 33° 31' 33"
Longitude 101° 52' 07"

Transmitter: 7400 University Ave.

Satellite Earth Stations: Scientific-Atlanta, 7-meter; Scientific-Atlanta, 4.6-meter; Scientific-Atlanta, 4-meter; RCA, Scientific-Atlanta receivers.

News Service: AP.

Ownership: Charles Woods, 100%. See Group Ownership of Television Stations.
Note: Sale to Broad Street Television pending (Television Digest, Vol. 28:25).

Began Operation: November 13, 1952. Sale by W. D. (Dub) Rogers and associates to Grayson Enterprises approved by FCC Oct. 11, 1961 (Television Digest, Vol. 17:27; 1:5). Sale of control to Theodore Shanbaum, Ellis Carp, Lee Optical and associated companies pension plan trust approved March 25, 1964. Sale of 1/3 interest from Ellis Carp to Dal-Tex Optical Co. Inc. approved March 19, 1971. Sale of 1/3 interest back to Carp by Dal-Tex approved Dec. 24, 1974. Sale to Robert L. Dudley, et al., conditionally granted March 27, 1980; full grant by FCC May 23, 1980 (Vol. 20:13). Sale of 50% by Dudley to Charles Woods, giving him 100%, approved Oct. 14, 1983.

Represented (sales): Blair Television.

Represented (legal): Kenkel, Barnard & Edmundson.

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

Personnel:

CHARLES WOODS, president.
DAVID UNDERWOOD, general manager.
DON KING, chief engineer.
BILL BLANN, production manager.

Highest One Hour Rate: \$1500.

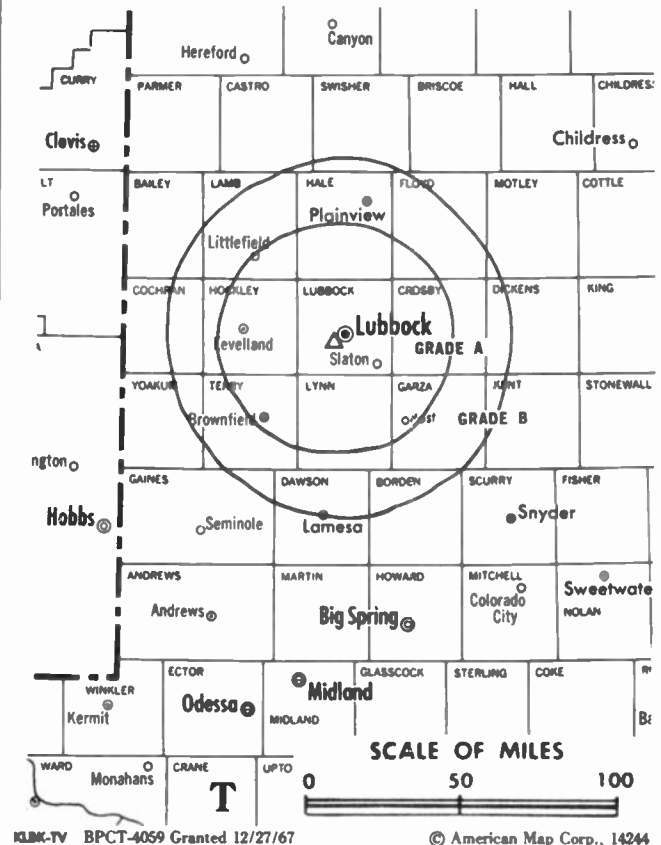
Highest 30 Sec. Rate: \$1000.

NETWORK BASE HOURLY RATE: \$900.

City of License: Lubbock. ADI: Lubbock. Rank: 149.

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	%
TEXAS				
50% & Over	Bailey	2,700	2,700	100
	Borden	300	300	100



KLBK-TV BPCT-4059 Granted 12/27/67

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
	Cochran	1,600	1,600	100
	Crosby	2,800	2,800	100
	Dawson	5,600	5,500	98
	Dickens	1,300	1,300	100
	Floyd	3,200	3,200	100
	Gaines	4,900	4,900	100
	Garza	1,800	1,800	100
	Hale	12,500	12,400	99
	Hockley	8,500	8,500	99
	Kent	400	400	100
	King	200	200	100
	Lamb	6,200	6,100	98
	Lubbock	79,300	78,600	99
	Lynn	2,700	2,700	100
	Motley	800	800	100
	Scurry	7,200	7,100	99
	Terry	5,300	5,200	98
	Yoakum	3,500	3,500	100
TEXAS				
Between 25-49%				
	Castro	3,300	3,300	98
TEXAS				
Between 5-24%				
	Briscoe	1,000	1,000	100
	Hall	2,100	2,000	95
	Parmer	3,400	3,400	100
	Swisher	3,300	3,300	100
Station Totals		163,900	162,600	99
Net Weekly Circulation (1988)			132,100	
Average Daily Circulation (1988)			79,100	

Texas—Lufkin-Nacogdoches

KTRE-TV

Ch. 9

(Satellite of KLTV, Tyler, TX)

Network Service: ABC.

Licensee: Buford Television Inc. of Lufkin, Box 729, Lufkin, TX 75901.

Studio: 1.4-mi. NW of Clawson.

Mailing Address: Box 729, Lufkin, TX 75901.

Telephone: 409-853-5873.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 158-kw visual, 31.6-kw aural. Antenna: 670-ft. above av. terrain, 522-ft. above ground, 932-ft. above sea level.

Latitude 31° 25' 09"
Longitude 94° 48' 02"

Transmitter: 1.4-mi. NW of Clawson.

Satellite Earth Stations: 3 in operation; Harris receivers.

News Services: AP, ABC.

Ownership: Buford Television. See Group Ownership of Television Stations.

Began Operation: August 17, 1955. Sale to present owners by R. W. Wortham Jr. and associates approved by FCC July 18, 1962 (*Television Digest*, Vol. 2:31).

Represented (sales): Katz Television.

Represented (engineering): Jules Cohen & Associates.

Personnel:

ROBERT P. BUFORD, president & chairman of the board.
ERROL KAPELLUSCH, general manager.
DUANE DARGIS, sales manager.

Highest 30 Sec. Rate: \$500.

Rates: Sold in combination with KLTV, Tyler-Longview, TX.

NETWORK BASE HOURLY RATE: \$510.

City of License: Lufkin. **ADI:** Tyler-Longview. **Rank:** 123.

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	%
TEXAS				
50% & Over	Angelina	25,000	24,600	99
	Houston	8,700	8,500	97
	Nacogdoches	19,300	18,800	98
	San Augustine	3,300	3,200	97



KTRE-TV BPCT-850313KH Granted 7/19/85

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Trinity	4,700	4,500	96
TEXAS				
Between 25-49%	Polk	12,500	12,200	98
	Sabine	4,300	4,200	98
	Shelby	9,500	9,300	98
	Walker	16,200	15,700	97
TEXAS				
Between 5-24%	Cherokee	15,500	15,100	98
	Jasper	12,600	12,400	98
	Madison	3,700	3,600	97
	San Jacinto	6,000	5,800	97
	Tyler	8,200	8,000	98
Station Totals		149,500	145,900	98
Net Weekly Circulation (1988)			73,100	
Average Daily Circulation (1988)			48,400	

Texas—Midland & Odessa

KMID-TV

Ch. 2

Network Service: ABC.

Licensee: Goltrin Communications Inc., 3750 Amesbury Rd., Los Angeles, CA 90027.

Studio: Midland-Odessa Air Terminal, Midland, TX 79711.

Mailing Address: Drawer B, Midland, TX 79711.

Telephone: 915-563-2222. TWX: 910-897-5682.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1052-ft. above av. terrain, 1137-ft. above ground, 4049-ft. above sea level.

Latitude 32° 05' 14"
Longitude 102° 17' 12"

Transmitter: 13.5-mi. NW of Midland.

Satellite Earth Stations: Harris, 6.1-meter; Prodelin, 5-meter; Scientific-Atlanta, 5-meter; Scientific-Atlanta, 7-meter; Harris, Scientific-Atlanta receivers.

News Services: ABC, CNN, NIWS.

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

Began Operation: December 18, 1953. Sale to Lorimar-Telepictures Corp. by Midesa TV Co. Inc. approved by FCC Jan. 4, 1984 (*Television Digest*, Vol. 23:38). FCC approved sale to present owners Feb. 12, 1988 (Vol. 28:7).

Represented (sales): Katz Television.

Personnel:

JOHN L. FOSTER, general manager.
DELORES STOKES, station manager.
JUDY K. DILLARD, general sales manager.
RICK WOOD, local sales manager.
DALE GORSUCH, chief engineer.
DOUG FALTUS, assistant chief engineer.
DEANN HOLCOMB, news director.
DOLORES WOODS, program director.
KATHY WILLIAMS, promotion director.
BRENDA McLEAN, business manager.

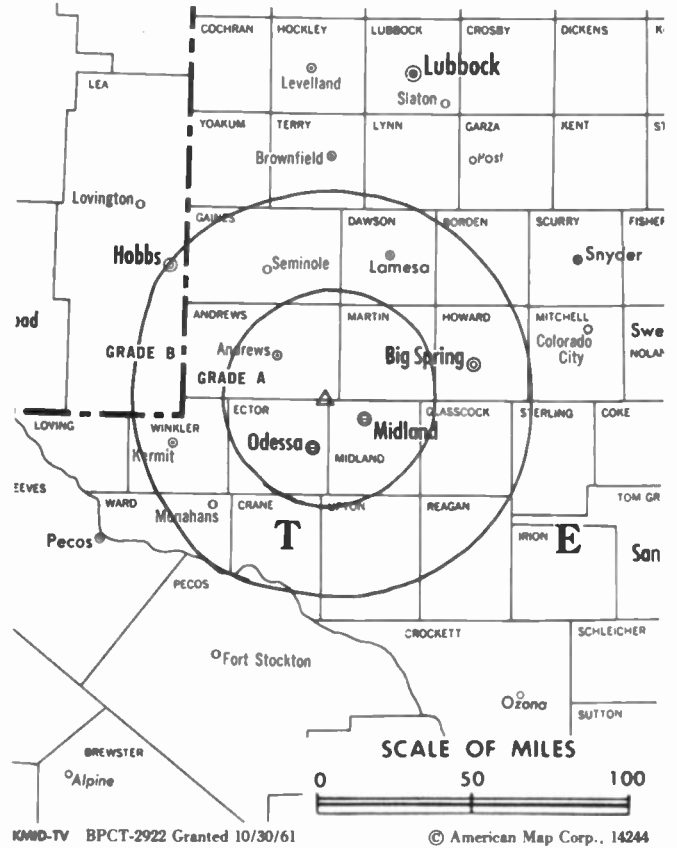
Highest 30 Sec. Rate: \$800.

NETWORK BASE HOURLY RATE: \$900.

City of License: Midland. **ADI:** Odessa-Midland. **Rank:** 143.

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	NEW MEXICO			
	Lea North	20,900	20,300	97
	Lea South	2,500	2,400	98
	TEXAS			
	Andrews	5,300	5,200	98
	Crane	1,700	1,700	100



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Crockett	1,600	1,600	100
	Dawson	5,600	5,500	98
	Ector	51,800	51,400	99
	Gaines	4,900	4,900	100
	Glasscock	400	400	100
	Howard	13,200	13,100	99
	Loving	100	100	100
	Martin	1,600	1,600	100
	Midland	43,400	43,100	99
	Pecos	4,900	4,800	98
	Reagan	1,500	1,500	100
	Terrell	600	600	100
	Upton	1,800	1,800	100
Ward	5,200	5,100	98	
Winkler	3,500	3,500	100	
	TEXAS			
Between 25-49%	Brewster	2,900	2,800	97
	Jeff Davis	600	600	100
	Reeves	4,800	4,700	98
	TEXAS			
Between 5-24%	Irion	600	600	100
	Mitchell	3,300	3,300	100
Station Totals		182,700	180,600	99
Net Weekly Circulation (1988)				145,300
Average Daily Circulation (1988)				95,000

Texas—Odessa

KOSA-TV

Ch. 7

Network Service: CBS.

Licensee: Adams TV of Odessa Inc., 1908 Royal Palm Way, Boca Raton, FL 33432.

Studio: 1211 N. Whitaker Ave., Odessa, TX 79763.

Telephone: 915-337-8301. TWX: 910-897-5504.

Fax: 915-337-0536.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 39.8-kw aural. Antenna: 740-ft. above av. terrain, 726-ft. above ground, 3856-ft. above sea level.

Latitude 31° 51' 50.50"
Longitude 102° 34' 41.00"

Transmitter: Farm Rd. No. 866, 11-mi. W of Odessa.

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

News Service: AP.

Ownership: Adams Communications Corp., 100%. See Group Ownership of Television Stations.

Began Operation: January 1, 1956. Transfer of control to Wesray Communications Corp. approved by FCC Aug. 16, 1984. Previous sale to Forward by Doubleday Bcstg. Co. approved by FCC Sept. 11, 1973. Sale to International Bcstg. Co. approved Feb. 27, 1986 but not consummated. FCC approved sale of Forward stations to Adams Communications Dec. 23, 1987.

Represented (sales): Blair Television.

Represented (legal): Wiley, Rein & Fielding.

Personnel:

VIC LUDINGTON, president & general manager.
ROBERT JACKSON, local sales manager.
AL HARRIS, chief engineer.
DON SCOTT, news director.

Highest One Hour Rate: \$2000.

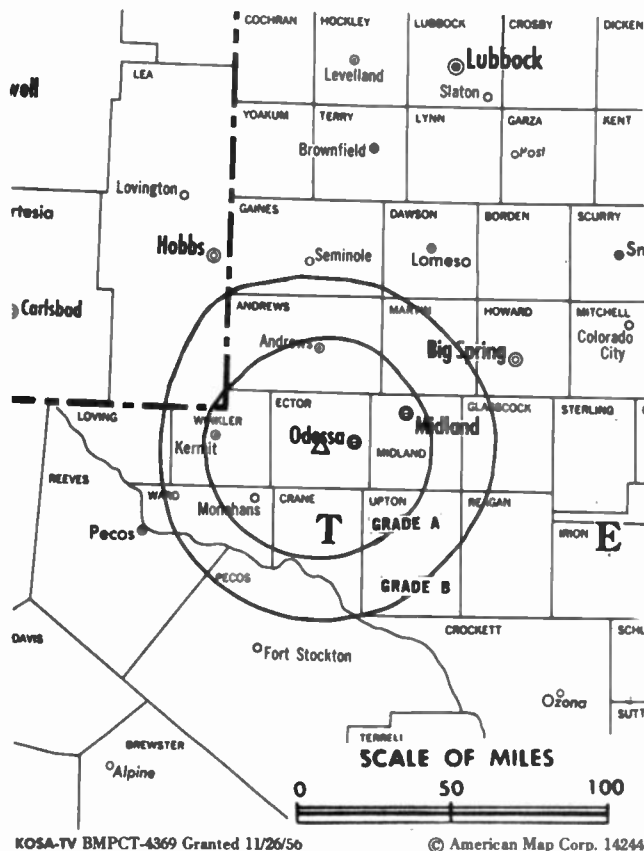
Highest 30 Sec. Rate: \$600.

NETWORK BASE HOURLY RATE: \$875.

City of License: Odessa. **ADI:** Odessa-Midland. **Rank:** 143.

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	NEW MEXICO			
	Lea North	20,900	20,300	97
	Lea South	2,500	2,400	98
	TEXAS			
	Andrews	5,300	5,200	98
Brewster	2,900	2,800	97	
Crane	1,700	1,700	100	
Culberson	1,000	1,000	100	
Ector	51,800	51,400	99	



KOSA-TV BMPCT-4369 Granted 11/26/50

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Glasscock	400	400	100
	Howard	13,200	13,100	99
	Jeff Davis	600	600	100
	Loving	100	100	100
	Martin	1,600	1,600	100
	Midland	43,400	43,100	99
	Pecos	4,900	4,800	98
	Presidio	1,800	1,700	94
	Reagan	1,500	1,500	100
	Reeves	4,800	4,700	98
	Terrell	600	600	100
	Upton	1,800	1,800	100
	Ward	5,200	5,100	98
Winkler	3,500	3,500	100	
TEXAS				
Between 25-49%	Crockett	1,600	1,600	100
	Gaines	4,900	4,900	100
TEXAS				
Between 5-24%	Dawson	5,600	5,500	98
	Mitchell	3,300	3,300	100
Station Totals		184,900	182,700	99
Net Weekly Circulation (1988)			138,600	
Average Daily Circulation (1988)			78,200	

Texas—Odessa

KPEJ

Ch. 24

Network Service: Fox.

Licensee: SWMM/Odessa-Midland Corp., 6100 Corporate Dr., Suite 500, Houston, TX 77036.

Studio: 1550 West Interstate 20, Odessa, TX 79763.

Mailing Address: Box 11009, Odessa, TX 79760.

Telephone: 915-563-2424. **TWX:** 910-881-0145.

Technical Facilities: Channel No. 24 (530-536 MHz). Authorized power: 4453.2-kw visual, 890.6-kw aural. Antenna: 1100-ft. above av. terrain, 1102-ft. above ground, 4014-ft. above sea level.

Latitude 32° 05' 51"
Longitude 102° 17' 21"

Transmitter: E of Hwy. 1788, 14-mi. NW of Midland.

Multichannel TV Sound: Stereo only.

Ownership: SouthWest MultiMedia Corp., 100%. See Group Ownership of Television Stations.

Began Operation: June 16, 1986.

Represented (sales): Independent TV Sales.

Represented (legal): Lackshin & Nathan.

Represented (engineering): William Thompson.

Personnel:

- JOSEPH SUGG, general manager.
- JAMES BEEGHLEY, general sales manager.
- GLEN EDWARDS, chief engineer.
- CHRISTY ELSWOOD, program director.
- BOB MACE, promotion director.
- DAWN BRENNER, business manager.

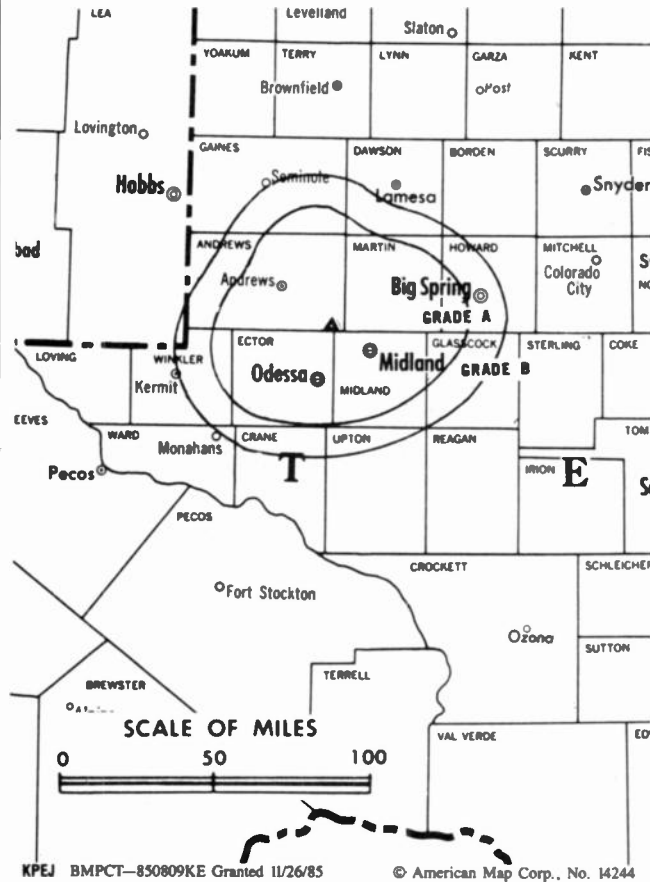
Highest One Hour Rate: \$2000.

Highest 30 Sec. Rate: \$300.

City of License: Odessa. **ADI:** Odessa-Midland. **Rank:** 143.

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	TEXAS			
	Andrews	5,300	5,200	98
	Crane	1,700	1,700	100



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Ector	51,800	51,400	99
	Martin	1,600	1,600	100
TEXAS				
Between 25-49%	Dawson	5,600	5,500	98
	Gaines	4,900	4,900	100
	Glasscock	400	400	100
	Midland	43,400	43,100	99
	Pecos	4,900	4,800	98
	Reagan	1,500	1,500	100
	Upton	1,800	1,800	100
	Ward	5,200	5,100	98
	Yoakum	3,500	3,500	100
TEXAS				
Between 5-24%	Howard	13,200	13,100	99
Station Totals		148,300	147,100	99
Net Weekly Circulation (1988)			63,300	
Average Daily Circulation (1988)			27,500	

Texas—Odessa

KTPX

Ch. 9

(Also operates satellite KWAB-TV, Big Spring, TX)

Network Service: NBC.

Licensee: James T. Taylor, Receiver, c/o Harbor Acquisitions Inc., 14180 Dallas Pkwy., Suite 619, Dallas, TX 75246.

Studio: 10900 County Rd. 125 W, Midland, TX 79711.

Mailing Address: Box 6699, Midland, TX 79711.

Telephone: 915-563-4210. TWX: 910-895-5346.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1270-ft. above av. terrain, 1080-ft. above ground, 4490-ft. above sea level.

Latitude 31° 59' 17"
Longitude 102° 51' 59"

Transmitter: 17-mi. ENE of Kermit, TX; 26-mi. NW of Odessa; 27-mi. NE of Monahans.

Satellite Earth Stations: In operation C-band; Harris, 3.5-meter Ku-band; Harris, 7.5-meter Ku-band; RCA, 4.5-meter Ku-band; Harris, M/A-Com, Scientific-Atlanta receivers.

News Services: Conus, NBC, UPI.

Ownership: MSP Television of Midland-Odessa Inc. Francis A. Martin III, chmn.; James H. Smith, pres.; Glen E. Pickell, exec. v.p.-treas.; Richard C. Spaulding, secy. MSP Television of Midland-Odessa Inc. ownership: First Capital Corp. of Chicago, 90%; Madison Dearborn Partners, 10%.

Began Operation: December 1, 1958. Moved to new site and higher power Feb. 1, 1963. Sale to Grayson Enterprises by Tri-Cities Bcstrs. (John B. Walton) approved by FCC Feb. 12, 1969. Distress sale to Permian Basin TV Corp. conditionally approved by FCC March 27, 1980; full grant April 22, 1980 (Television Digest, Vol. 20:13). Sale to present owners approved Nov. 19, 1985.

Represented (sales): Petry Television Inc.

Personnel:

DAN ROBBINS, general manager.
STAN KAYE, general sales manager.
GRADY WOODWARD, chief engineer.
MICHAEL J. GLEASON, news director.

Highest One Hour Rate: \$3000.

Highest 30 Sec. Rate: \$1000.

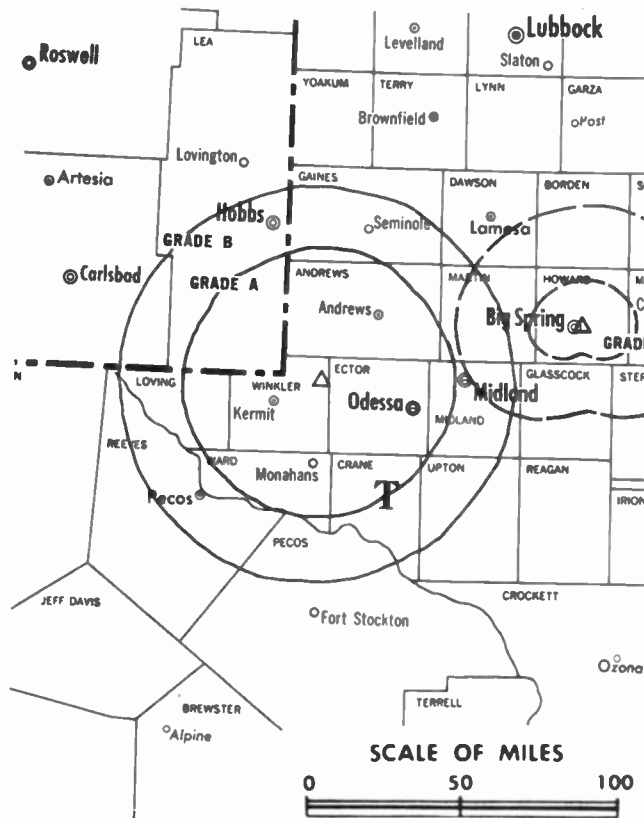
NETWORK BASE HOURLY RATE: \$700.

Arbitron Data: Includes KWAB-TV, Big Spring, TX.

City of License: Odessa. ADI: Odessa-Midland. Rank: 143.

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	NEW MEXICO			
	Lea North	20,900	20,300	97
	Lea South	2,500	2,400	98
	TEXAS			
	Andrews	5,300	5,200	98
	Brewster	2,900	2,800	97



KTPX BPCT-3000 Granted 7/25/62

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Crane	1,700	1,700	100
	Culberson	1,000	1,000	100
	Ector	51,800	51,400	99
	Gaines	4,900	4,900	100
	Glasscock	400	400	100
	Howard	13,200	13,100	99
	Jeff Davis	600	600	100
	Loving	100	100	100
	Martin	1,600	1,600	100
	Midland	43,400	43,100	99
	Pecos	4,900	4,800	98
	Presidio	1,800	1,700	94
	Reagan	1,500	1,500	100
	Reeves	4,800	4,700	98
	Terrell	600	600	100
Upton	1,800	1,800	100	
Ward	5,200	5,100	98	
Winkler	3,500	3,500	100	
	TEXAS			
Between 25-49%	Crockett	1,600	1,600	100
	Mitchell	3,300	3,300	100
	Yoakum	3,500	3,500	100
	TEXAS			
Between 5-24%	Dawson	5,600	5,500	98
Station Totals		188,400	186,200	99
Net Weekly Circulation (1988)			140,300	
Average Daily Circulation (1988)			80,800	

Texas—Rosenberg

KXLN-TV

Ch. 45

Network Service: Univision.

Licensee: Pueblo Bcstg. Corp., 9442 Kirby Dr., Houston, TX 77054.

Studio: 9442 Kirby Dr., Houston, TX 77054.

Telephone: 713-662-4545.

Technical Facilities: Channel No. 45 (656-662 MHz). Authorized power: 2500-kw max. visual, 250-kw max. aural. Antenna: 1440-ft. above av. terrain, 1429-ft. above ground, 1505-ft. above sea level.

Latitude 29° 33' 25"
Longitude 95° 30' 04"

Holds CP for change to 2173-kw max. visual. BMPCT-880314KE.

Transmitter: 3101 Senior Rd., 3-mi. E of Dewalt.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: SatCom, 5-meter; Scientific-Atlanta, 4.6-meter; Scientific-Atlanta receivers.

Ownership: Jose Adan Trevino & Alfonso C. Pena, voting co-trustees, 85.7%; Anthony Dickens-Lara, 12.2%; Elma Barrera, 2%.

Began Operation: September 1, 1986.

Represented (sales): Univision.

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

Represented (engineering): Jules Cohen & Associates.

Personnel:

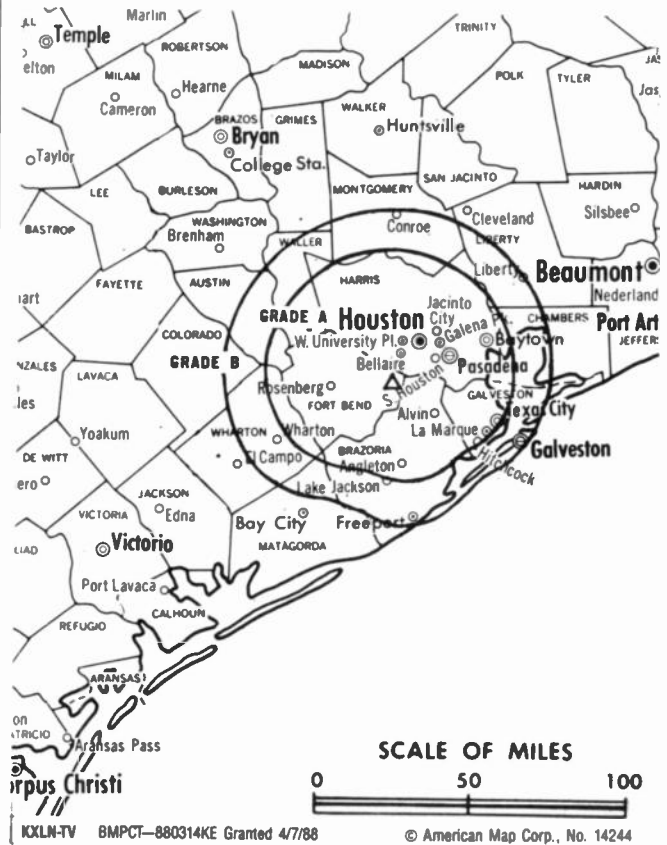
- ADAN TREVINO, president.
- A. C. PENA, general manager & general sales manager.
- CARLOS NAVA, national sales manager.
- STEVE LOONEY, engineering director.

Highest One Hour Rate: \$1500.

Highest 30 Sec. Rate: \$80.

City of License: Rosenberg. **AOI:** Houston. **Rank:** 10.

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



KXLN-TV BMPCT-880314KE Granted 4/7/88

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Net Weekly Circulation	State County	Total Households	TV Households	%
TEXAS				
Between 25-49%	Waller	7,300	7,100	97
Station Totals		7,300	7,100	97
Net Weekly Circulation (1988)			30,700	
Average Daily Circulation (1988)			19,680	

Texas—San Angelo

KACB-TV

Ch. 3

(Satellite of KRBC-TV, Abilene)

Network Service: NBC.

Licensee: Abilene Radio & TV Co., 4510 14th St., Abilene, TX 79605.

Studio: See KRBC-TV, Abilene.

Telephone: 915-692-4242. **TWX:** 915-492-9210.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 17.8-kw visual, 3.55-kw aural. Antenna: 600-ft. above av. terrain, 469-ft. above ground, 2719-ft. above sea level.

Latitude	31°	37'	22''
Longitude	100°	26'	14''

Transmitter: 7.7-mi. N of San Angelo, 0.4-mi. W of State Hwy. 208.

News Service: AP.

Ownership: L. Dale Ackers, pres., 33.2%; Christine Ackers Cagle, v.p., 24.1%; Jack Andrews, secy.-treas., 29.1%; Florence A. Andrews, 4.17%.

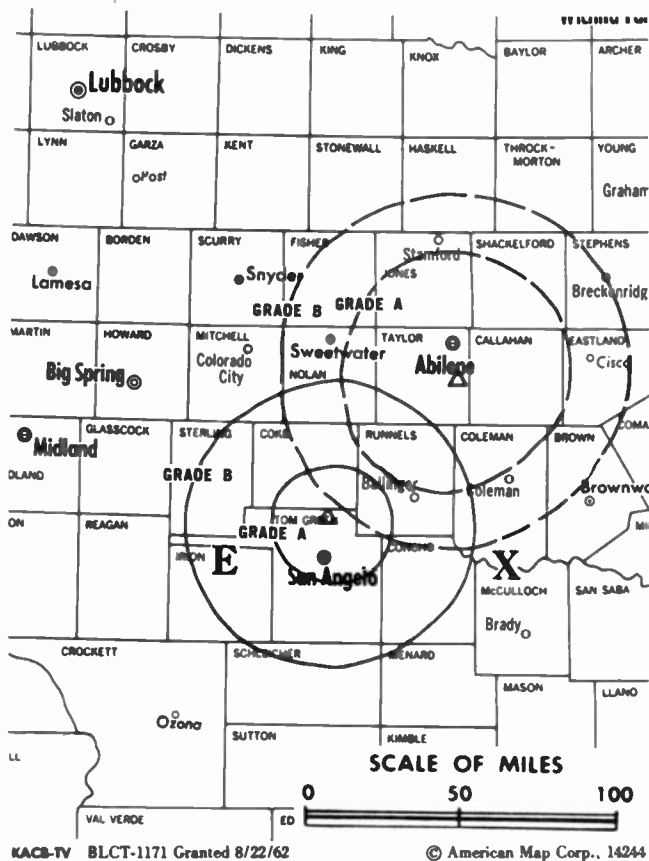
Began Operation: February 8, 1962.

Represented (sales): Blair Television.

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

Personnel:

DALE ACKERS, president.
 KEN KNOX, station manager & sales manager.
 JERRY SHACKELFORD, program director.
 BOB LLOYD, chief engineer.



Rates: Sold in combination with KRBC-TV, Abilene.

Arbitron Data: Included with KRBC-TV, Abilene, TX.

City of License: San Angelo. **ADI:** San Angelo. **Rank:** 188.

Texas—San Angelo

KIDY

Ch. 6

Network Service: Fox.

Licensee: Sage Bcstg. Corp., 406 S. Irving St., San Angelo, TX 76903.

Studio: 406 S. Irving St., San Angelo, TX 76903.

Telephone: 915-658-2666. **Easylink:** 62959264.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 910-ft. above av. terrain, 1000-ft. above ground, 3023-ft. above sea level.

Latitude 31° 35' 21"
Longitude 100° 31' 00"

Transmitter: 2.31-mi. N of intersection of U.S. 87 & March Rd., San Angelo.

Satellite Earth Stations: Harris, 6.1-meter C-band; Harris, 3.5-meter C-band; RCA, 4.5-meter Ku-band; Harris, RCA receivers.

Ownership: Raymond G. Schindler, pres., 86%; Paris R. Schindler, v.p., 5%; Timothy R. Brown, secy., 5%; Anne-Marie Barrabes Altamir, 3%; Oliver Bell & Rosetta Bell, 1%. Paris R. Schindler also has interest in KABB(TV), San Antonio, TX.

Began Operation: May 12, 1984.

Represented (sales): Independent TV Sales.

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

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

Personnel:

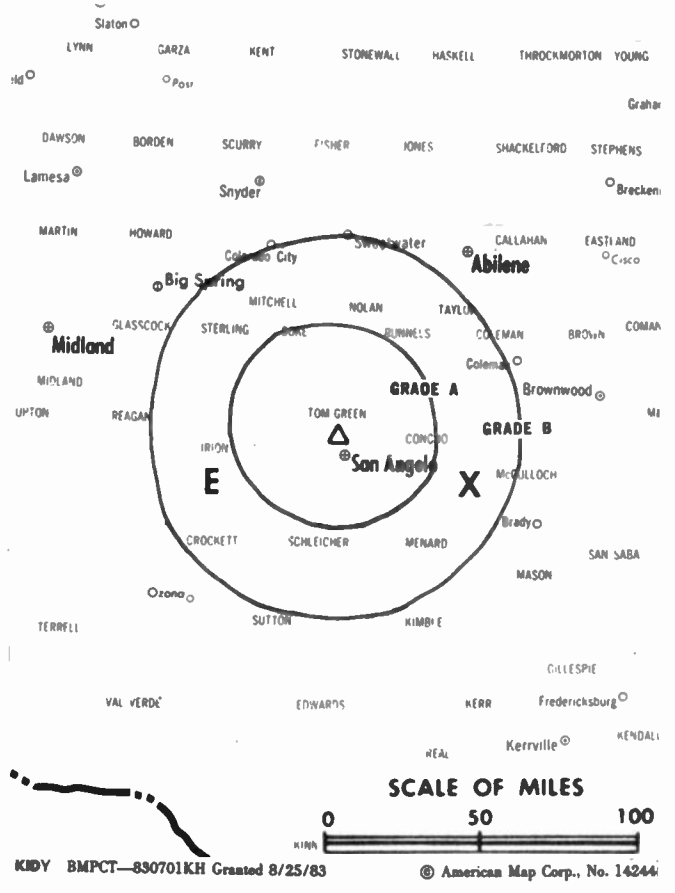
- RAYMOND G. SCHINDLER, president.
- BILL CARTER, vice president & secretary.
- JIM BATSON, general manager & general sales manager.
- C. D. ROPER, chief engineer.
- JACK MORGAN, news director.
- JOHN TALLEY, program director.
- JIM BADGER, promotion director.
- JAMIE GEORGE, business manager.

Highest One Hour Rate: \$900.

Highest 30 Sec. Rate: \$90.

City of License: San Angelo. **ADI:** San Angelo. **Rank:** 188.

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	TEXAS			
	Tom Green	36,300	35,900	99
Between 25-49%	TEXAS			
	Coke	1,300	1,300	100
	Irion	600	600	100
	Menard	900	900	100
	Sterling	400	400	100
Between 5-24%	TEXAS			
	Concho	1,100	1,100	100
	Kimble	1,600	1,500	94
	Mitchell	3,300	3,300	100
	Reagan	1,500	1,500	100
	Runnels	4,800	4,700	98
Schleicher	1,000	1,000	100	
Station Totals		52,800	52,200	99
Net Weekly Circulation (1988)				22,480
Average Daily Circulation (1988)				8,680

Texas—San Angelo

KLST

Ch. 8

Network Service: CBS.

Licensee: Jewell Television Corp., Box 1941, San Angelo, TX 76902.

Studio: 2800 Armstrong, San Angelo, TX 76903.

Mailing Address: Box 1941, San Angelo, TX 76902.

Telephone: 915-949-8800. TWX: 510-871-3805.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1450-ft. above av. terrain, 1500-ft. above ground, 3326-ft. above sea level.

Latitude 31° 22' 01"
Longitude 100° 02' 48"

Transmitter: 3.3-mi. SE of Eola.

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

News Service: AP.

Ownership: Estate of T. B. Lanford, 100%. See Group Ownership of Television Stations.

Began Operation: June 26, 1953. Transfer of 74% to KGKL and R. H. Simmons approved March 13, 1957 by FCC (*Television Digest*, Vol. 13:2, 11). Transfer of 49% from KGKL to Big Spring Bcstg. Co. effective March 25, 1959. Transfer to Westex TV Co. owners approved by FCC Dec. 4, 1962. Sale to present owner by Houston H. & Edward H. Harte & A. L. Hall approved Jan. 20, 1971.

Represented (sales): Katz Television.

Represented (legal): Wiley, Rein & Fielding.

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

Personnel:

- PHIL BRASSIE, general manager.
- LARRY WHITE, chief engineer.
- GORDON HAY, station & program manager.
- SCOTT UNDERWOOD, sales manager.
- DENISE MILLER, national sales assistant.
- KATHY RODD, administrative assistant.
- LOU KORDEK, news director.
- KEVIN SETTLE, promotion director.
- TOMMIE YORK, business manager.
- AL BUNF, marketing director.

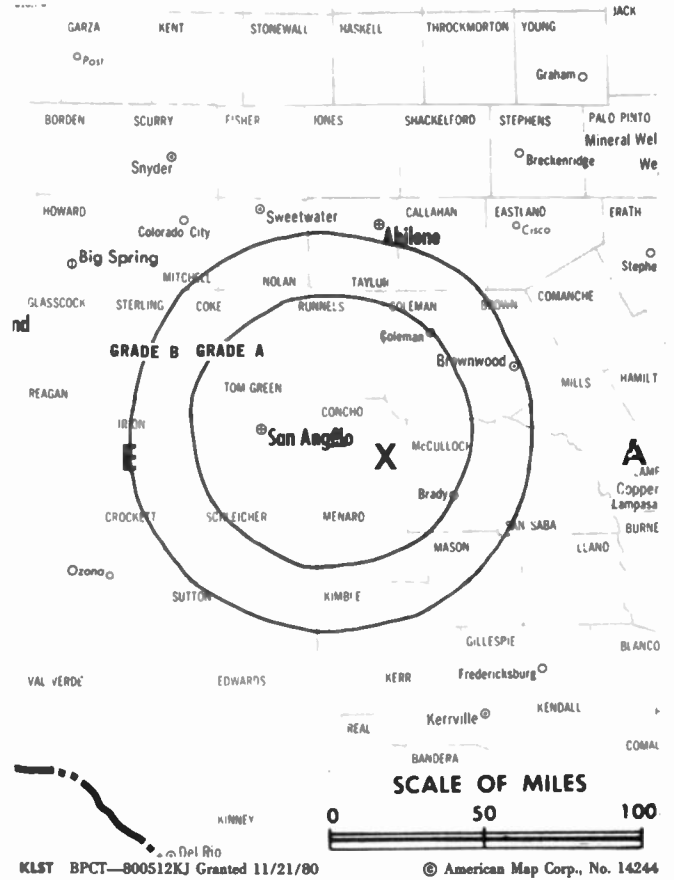
Highest One Hour Rate: \$4800.

Highest 30 Sec. Rate: \$750.

NETWORK BASE HOURLY RATE: \$371.

City of License: San Angelo. **ADI:** San Angelo. **Rank:** 188.

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	TEXAS			
	Coke	1,300	1,300	100
	Concho	1,100	1,100	100
	Crockett	1,600	1,600	100
	Irion	600	600	100
	Kimble	1,600	1,500	94
	Mc Culloch	3,600	3,500	97
	Mason	1,600	1,500	94
	Menard	900	900	100
	Runnels	4,800	4,700	98
	Schleicher	1,000	1,000	100
Between 25-49%	TEXAS			
	Reagan	1,500	1,500	100
	TEXAS			
	Brown	14,400	14,100	98
Between 5-24%	Coleman	4,300	4,200	98
	Mitchell	3,300	3,300	100
	San Saba	2,500	2,400	98
Station Totals		82,800	81,400	98
Net Weekly Circulation (1988)				56,300
Average Daily Circulation (1988)				39,900

Texas—San Antonio

KABB

Ch. 29

Network Service: None, independent.

Licensee: Alamo Bcstg. Corp., 520 N. Medina, San Antonio, TX 78207-3027.

Studio: 520 N. Medina, San Antonio, TX 78207.

Telephone: 512-299-1129.

Technical Facilities: Channel No. 29 (560-566 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1453-ft. above av. terrain, 1470-ft. above ground, 1982-ft. above sea level.

Latitude 29° 17' 27''
Longitude 98° 16' 12''

Transmitter: 12480-B Adkins-Elmendorf Rd.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: 6.1-meter Ku & C-band; 3.5-meter Ku-band; Pinzone, Standard Communications receivers.

Ownership: Paris R. Schindler, pres., 46%; Sherry L. Schindler-Hauk, 31%; Suzanne S. Brown-Schindler, 15%; Timothy R. Brown, 3%; 2 others with less than 5%. Paris Schindler also has interest in KIDY(TV), San Angelo, TX.

Began Operation: December 16, 1987.

Represented (sales): TeleRep Inc.

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

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

Personnel:

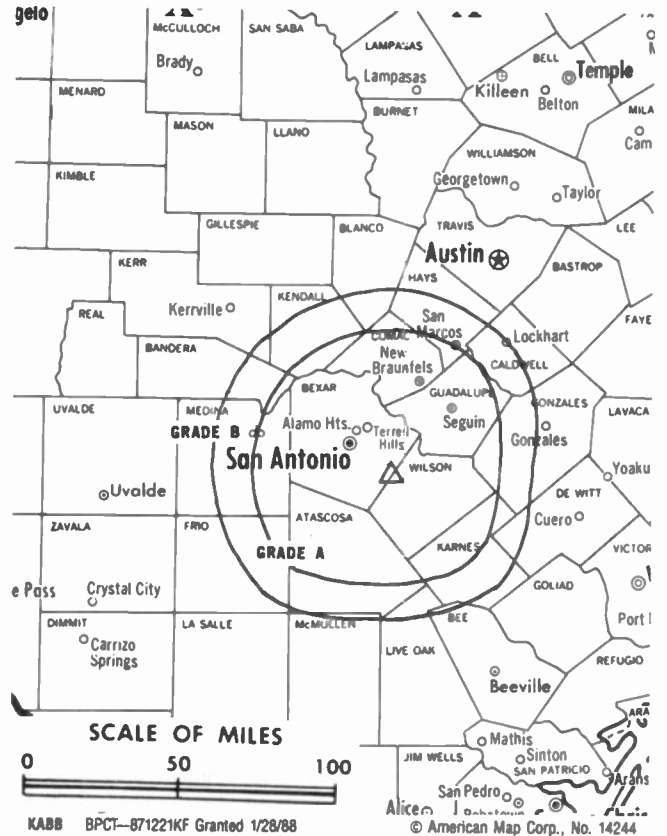
- PARIS SCHINDLER, president.
- BILL CARTER, general manager.
- KEVIN MIREK, general sales manager.
- TOM WATSON, national sales manager.
- DALE TAYLOR, chief engineer.
- SAM BICKEL, program director.
- SCOTT MACANINCH, promotion director.
- BILL DRIESSEIN, controller.

Highest One Hour Rate: \$4000.

Highest 30 Sec. Rate: \$450.

City of License: San Antonio. **ADI:** San Antonio. **Rank:** 42.

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	%
TEXAS				
Between 5-24%	Atascosa	10,200	10,000	98
	Bexar	386,800	382,400	99
	Comal	17,900	17,700	99
	Guadalupe	20,400	20,000	98
	Karnes	4,600	4,500	98
	Mcmullen	300	300	100
	Medina	8,900	8,700	98
	Wilson	6,600	6,400	97
Station Totals		455,700	450,000	99
Net Weekly Circulation (1988)			47,000	
Average Daily Circulation (1988)			18,400	

Texas—San Antonio

KENS-TV

Ch. 5

Network Service: CBS.

Licensee: Harte-Hanks Television Inc., Box TV 5, San Antonio, TX 78299.

Studio: 5400 Fredericksburg Rd., San Antonio, TX 78229.

Telephone: 512-366-5000. **TWX:** 910-871-1012.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1392-ft. above av. terrain, 1531-ft. above ground, 2049-ft. above sea level.

Latitude 29° 16' 07"
Longitude 98° 15' 55"

Transmitter: Tower Rd., 4-mi. NE of Elmendorf, TX.

Satellite Earth Stations: Transmit/receive Satcom Technologies, 9.2-meter & Satcom Technologies, 7-meter; Satcom Technologies, 5.5-meter Ku-band; Scientific-Atlanta receivers.

News Services: AP, NIWS.

Ownership: Harte-Hanks Communications Inc., 100%. Robert G. Marbut, pres. & chief exec. officer. For other interests, see Newspaper Ownership of TV Stations.

Began Operation: February 15, 1950. Transfer to present owners from owners of San Antonio Express and News approved by FCC July 3, 1962. Sale to San Antonio Express and News by Storer Bcstg. Co., which acquired it in Oct. 1951, approved by FCC Oct. 27, 1954 (Television Digest, Vol. 7:30, 41; 10:15, 22, 26, 44).

Represented (sales): Katz Television.

Represented (legal): Arnold & Porter.

Personnel:

MICHAEL J. CONLY, president & general manager.
JACK W. FOREHAND, vice president & station manager.
DAVID SANKOVICH, vice president & general sales manager.
BOB ROGERS, vice president & director of news & public affairs.
JERRY POLICOFF, national sales manager.
ARTHUR EMERSON, local sales manager.
JERRY NORDSIEK, chief engineer.
KATHLEEN COOPER, program coordinator.
BECKY DEWAN, director of finance.
MARCELINO RODRIGUEZ, business manager.
SUSAN KORBEL, marketing director.

Highest One Hour Rate: \$20,000.

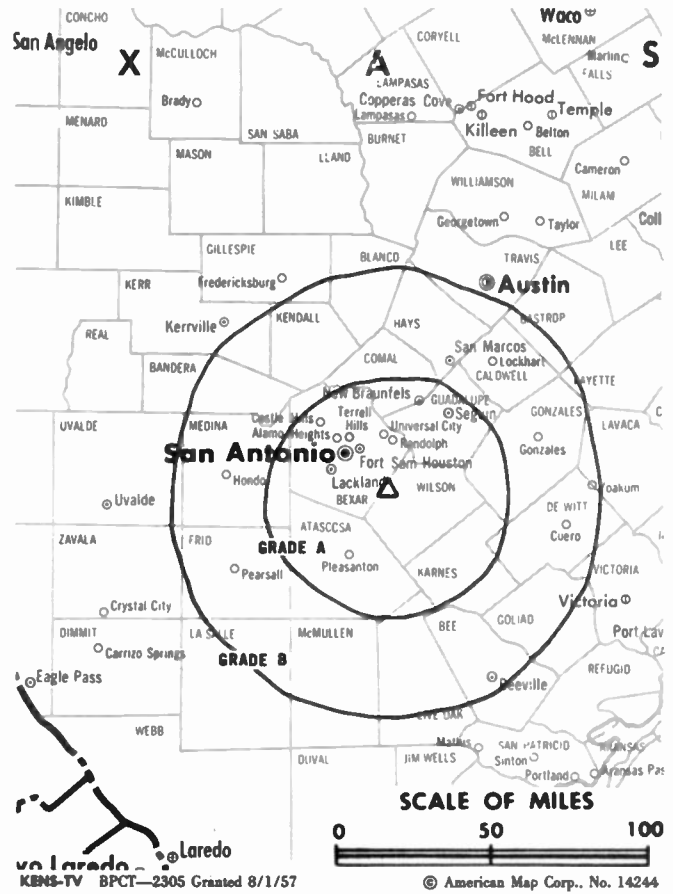
Highest 30 Sec. Rate: \$5000.

NETWORK BASE HOURLY RATE: \$1360.

City of License: San Antonio. **ADI:** San Antonio. **Rank:** 42.

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	TEXAS			
	Atascosa	10,200	10,000	98
	Bandera	3,800	3,800	100
	Bee	9,100	8,900	98
	Bexar	386,800	382,400	99
	Comal	17,900	17,700	99
	De Witt	7,200	7,000	97
	Dimmit	3,500	3,300	96
	Edwards	700	700	100
	Frio	4,500	4,400	98
	Gillespie	6,500	6,300	97
	Goliad	2,000	1,900	97



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Gonzales	6,200	6,100	98
	Guadalupe	20,400	20,000	98
	Karnes	4,600	4,500	98
	Kendall	5,200	5,100	98
	Kerr	14,800	14,500	98
	Kinney	900	900	100
	La Salle	1,900	1,800	95
	Lavaca	7,600	7,300	96
	Mcmullen	300	300	100
	Maverick	10,000	9,500	95
	Medina	8,900	8,700	98
	Real	1,000	1,000	100
	Uvalde	7,900	7,700	97
	Val Verde	12,800	12,400	97
Victoria	27,300	26,800	98	
Wilson	6,600	6,400	97	
Zavala	3,200	3,100	97	

Between 25-49%	TEXAS	Total Households	TV Households	%
	Blanco	2,500	2,500	100
	Caldwell	8,900	8,700	98
	Hays	17,900	17,600	98
	Live Oak	3,700	3,600	97
	Webb	32,500	31,900	98

Between 5-24%	TEXAS	Total Households	TV Households	%
	Colorado	7,600	7,400	97
	Fayette	8,200	7,900	96
	Kimble	1,600	1,500	94
	Mason	1,600	1,500	94
	Zapata	2,600	2,500	96

Station Totals	678,900	667,600	98
Net Weekly Circulation (1988)		540,300	
Average Daily Circulation (1988)		349,500	

Texas—San Antonio

KMOL-TV

Ch. 4

Network Service: NBC.

Licensee: United Television Inc., Box 2641, San Antonio, TX 78299.

Studio: 1031 Navarro St., San Antonio, TX 78205.

Mailing Address: Box 2641, San Antonio, TX 78299.

Telephone: 512-226-4251. TWX: 512-571-0920.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1476-ft. above av. terrain, 1531-ft. above ground, 2049-ft. above sea level.

Latitude 29° 16' 10"
Longitude 98° 15' 55"

Transmitter: 4-mi. from Elmendorf on bearing of N 79 E.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Harris, 8-meter Ku-band; Harris, 3-meter Ku-band; Satcom Technologies, 7-meter C-band; Comtech, Harris receivers.

News Services: AP, CNN.

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

Began Operation: December 11, 1949. Sale to present owner by Avco Bcstg. Corp. approved by FCC Sept. 18, 1975 (*Television Digest*, Vol. 14:48). Sale to Avco by Hugh Haff Jr. and associates approved Sept. 15, 1965 (Vol. 5:22, 38).

Represented (sales): MMT Sales Inc.

Represented (legal): Hogan & Hartson.

Personnel:

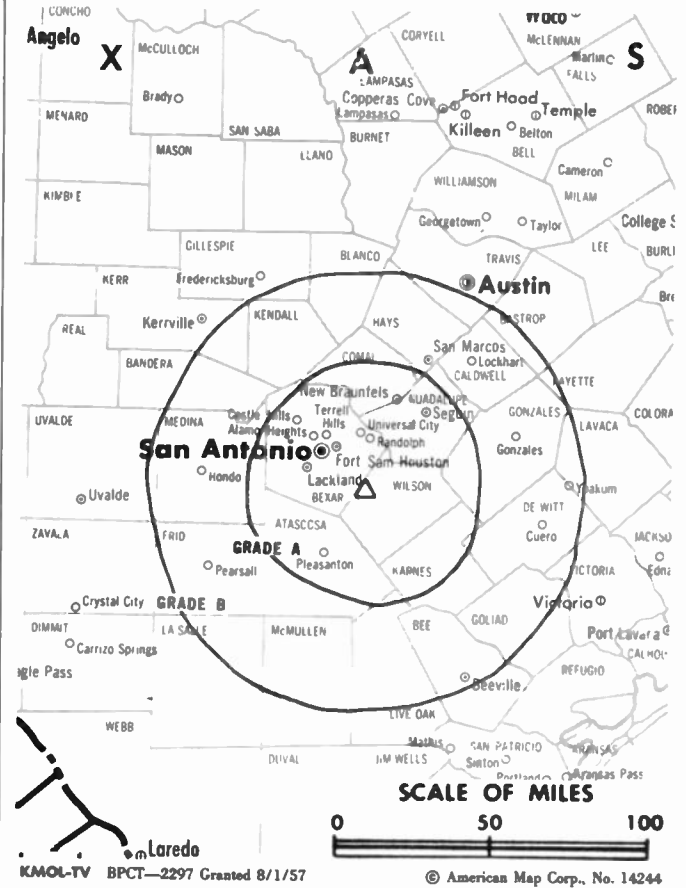
ROBERT DONOHUE, vice president & general manager.
KEVIN DONOHUE, general sales manager.
PHIL JOHNSON, local sales manager.
JOHN SEABERS, national sales manager.
JACK CARROLL, operations manager.
LINDA TAFOLLA, community services director.
DENNIS MARSHALL, promotion manager & creative services director.
RON HARIG, news director.
HAROLD FRIESENHAHN, chief engineer.
GENE HANSBAUER, business manager.

Rates: Not available.

City of License: San Antonio. **ADI:** San Antonio. **Rank:** 42.

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	%
TEXAS				
50% & Over	Atascosa	10,200	10,000	98
	Bandera	3,800	3,800	100
	Bee	9,100	8,900	98
	Bexar	386,800	382,400	99
	Caldwell	8,900	8,700	98
	Cornal	17,900	17,700	99
	De Witt	7,200	7,000	97
	Dimmit	3,500	3,300	96
	Edwards	700	700	100
	Frio	4,500	4,400	98
	Gillespie	6,500	6,300	97
	Gonzales	6,200	6,100	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Guadalupe	20,400	20,000	98
	Karnes	4,600	4,500	98
	Kendall	5,200	5,100	98
	Kerr	14,800	14,500	98
	Kinney	900	900	100
	La Salle	1,900	1,800	95
	Lavaca	7,600	7,300	96
	McMullen	300	300	100
	Maverick	10,000	9,500	95
	Medina	8,900	8,700	98
	Real	1,000	1,000	100
	Uvalde	7,900	7,700	97
	Val Verde	12,800	12,400	97
	Wilson	6,600	6,400	97
	Zavala	3,200	3,100	97
TEXAS				
Between 25-49%	Blanco	2,500	2,500	100
	Goliad	2,000	1,900	97
	Hays	17,900	17,600	98
	Live Oak	3,700	3,600	97
	Victoria	27,300	26,800	98
TEXAS				
Between 5-24%	Bastrop	12,700	12,400	98
	Fayette	8,200	7,900	96
	Mason	1,600	1,500	94
	Webb	32,500	31,900	98
Station Totals		679,800	668,600	98
Net Weekly Circulation (1988)			528,800	
Average Daily Circulation (1988)			330,300	

Texas—San Antonio

KSAT-TV

Ch. 12

Network Service: ABC.

Licensee: Channel 12 Television Co., Box 2478, San Antonio, TX 78298.

Studio: 1408 N. St. Mary's St., San Antonio, TX 78215.

Mailing Address: Box 2478, San Antonio, TX 78298.

Telephone: 512-228-1200. TWX: 910-871-1022.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1483-ft. above av. terrain, 1505-ft. above ground, 2049-ft. above sea level.

Latitude 29° 16' 11"
Longitude 98° 15' 31"

Transmitter: 4.5-mi. ENE of Elmendorf, TX.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Stations: Andrew, 7.3-meter C-band; Andrew, 4.5-meter C-band; Scientific-Atlanta, 10-meter C-band; Scientific-Atlanta, 4.5-meter Ku-band; M/A-Com, Microdyne, Scientific-Atlanta receivers.

News Services: ABC, AP, Conus, Texas State Network.

Ownership: H & C Communications Inc., 100%. See Group Ownership of Television Stations.

Began Operation: January 21, 1957. Sale to present owner by Rockefeller Group Inc. approved by FCC April 29, 1986 (*Television Digest*, Vol. 26:6, 12). Sale to Rockefeller Group approved by FCC Nov. 23, 1983 (Vol. 23:19, 22; 24:6). Sale to the Outlet Co. by Mission Telecasting Corp. approved Nov. 22, 1967.

Represented (sales): Petry Television Inc.

Represented (legal): Dow, Lohnes & Albertson.

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

Personnel:

- JAMES SCHIAVONE, president & general manager.
- RICHARD ANDRYCHA, program manager.
- JACK DIX, general sales manager.
- BARBARA MONTEMAYOR, local sales manager.
- RICHARD YZAGUIRRE, national sales manager.
- DAVID CARR, chief engineer.
- CHARLES B. CRAIG, business manager.
- JAMES BOYLE, news director.
- LYDIA ALEGRIA, community affairs director.
- CHERYL PORTER, advertising/promotion manager.

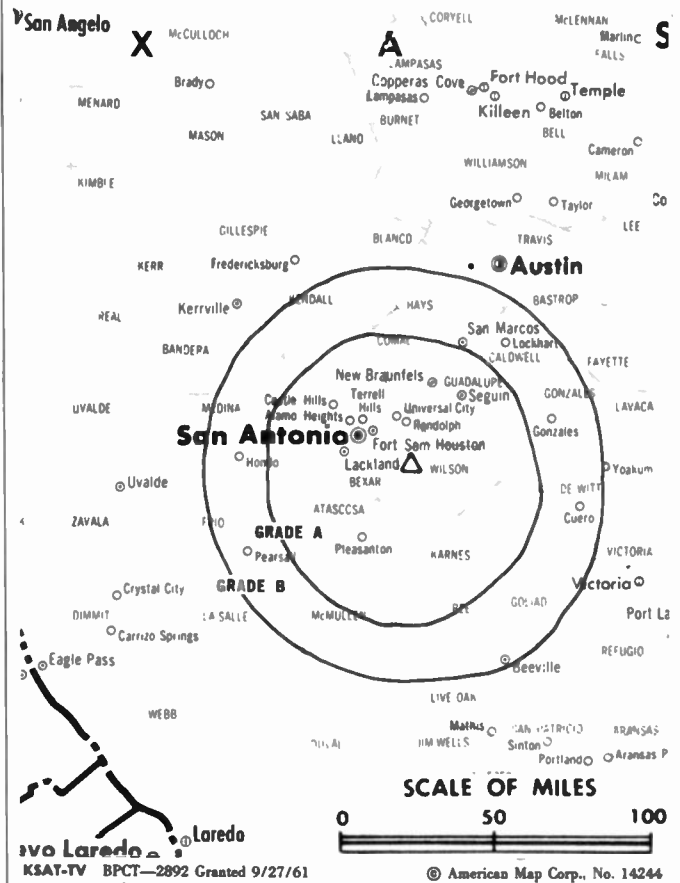
Highest 30 Sec. Rate: \$2900.

NETWORK BASE HOURLY RATE: \$1025.

City of License: San Antonio. **ADI:** San Antonio. **Rank:** 42.

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	%
TEXAS				
50% & Over	Atascosa	10,200	10,000	98
	Bandera	3,800	3,800	100
	Bexar	386,800	382,400	99
	Comal	17,900	17,700	99
	De Witt	7,200	7,000	97
	Dimmit	3,500	3,300	96
	Edwards	700	700	100



KSAT-TV BPCT-2892 Granted 9/27/61

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Frio	4,500	4,400	98
	Gillespie	6,500	6,300	97
	Gonzales	6,200	6,100	98
	Guadalupe	20,400	20,000	98
	Karnes	4,600	4,500	98
	Kendall	5,200	5,100	98
	Kerr	14,800	14,500	98
	Kinney	900	900	100
	La Salle	1,900	1,800	95
	Lavaca	7,600	7,300	96
	Live Oak	3,700	3,600	97
	McMullen	300	300	100
	Maverick	10,000	9,500	95
	Medina	8,900	8,700	98
	Real	1,000	1,000	100
	Uvalde	7,900	7,700	97
	Val Verde	12,800	12,400	97
	Wilson	6,600	6,400	97
	Zavala	3,200	3,100	97
TEXAS				
Between 25-49%	Bee	9,100	8,900	98
	Blanco	2,500	2,500	100
	Caldwell	8,900	8,700	98
	Fayette	8,200	7,900	96
	Goliad	2,000	1,900	97
	Hays	17,900	17,600	98
	Victoria	27,300	26,800	98
	Webb	32,500	31,900	98
TEXAS				
Between 5-24%	Jackson	4,900	4,800	98
	Mason	1,600	1,500	94
Station Totals		672,000	661,000	98
Net Weekly Circulation (1988)				515,100
Average Daily Circulation (1988)				299,500

Texas—San Antonio

KWEX-TV

Ch. 41

Network Service: Univision.

Licensee: Univision Holdings Inc., 303 Madison Ave., New York, NY 10017.

Studio: 411 E. Durango, San Antonio, TX 78204.

Telephone: 512-227-4141. **Telex:** 767430.

Fax: 512-227-0469.

Technical Facilities: Channel No. 41 (632-638 MHz). Authorized power: 1000-kw max. & 832-kw horizontal visual, 100-kw max. & 83.20-kw horizontal aural. Antenna: 500-ft. above av. terrain, 604-ft. above ground, 1224-ft. above sea level.

Latitude 29° 25' 03"
Longitude 98° 29' 26"

Transmitter: 411 E. Durango.

Satellite Earth Stations: Transmit/receive Scientific-Atlanta, 10-meter; Scientific-Atlanta, 7-meter; Scientific-Atlanta receivers.

News Services: AP, Televisa, Univision.

Ownership: Univision Holdings Inc., 100%. See Group Ownership of Television Stations.

Began Operation: June 10, 1955. Sale as KUAL-TV by Raul A. Cortez and associates approved by FCC Dec. 6, 1961 (*Television Digest*, Vol. 17:35; 2:1). Sale to Hallmark Cards (Univision Holdings) by Spanish International approved June 12, 1967.

Represented (sales): Univision.

Represented (legal): Wiley, Rein & Fielding.

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

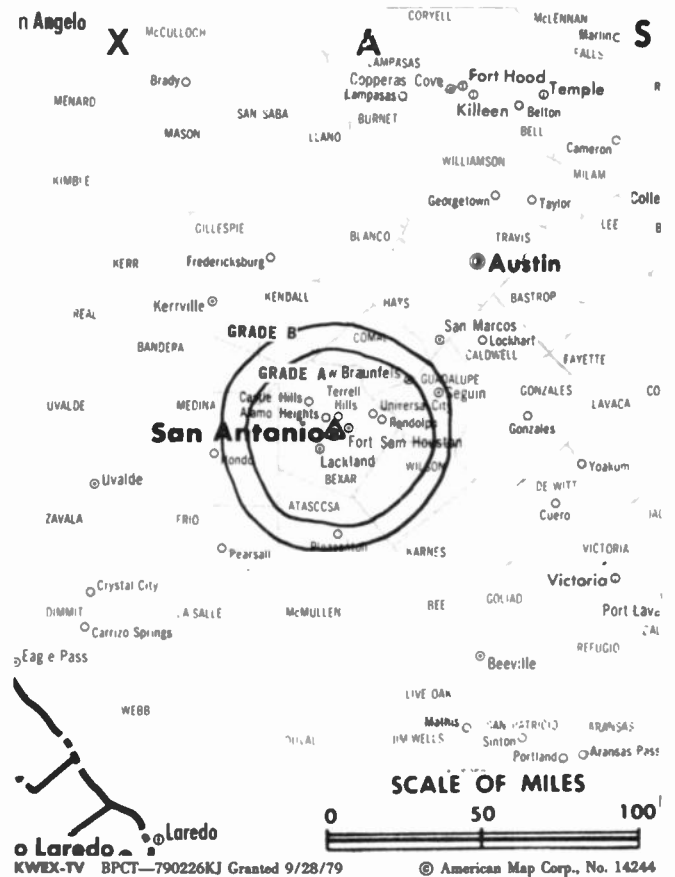
Personnel:

JOSE CANCELA, general manager.
JAMES R. MEEK, director of engineering.
ARMANDO SOLIS, comptroller.
HERBERTO GUTIERREZ, general sales manager.
MARGARET CASTRO, local sales manager.
JUAN GATTAS, operations manager.
ANTONIO GONZALEZ, chief engineer.
JOSIE GOYTISOLO, program director.
MARTHA TIJERINA, public service director.

Highest 30 Sec. Rate: \$1000.

City of License: San Antonio. **ADI:** San Antonio. **Rank:** 42.

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	TEXAS Maverick	10,000	9,500	95
	TEXAS Frio	4,500	4,400	98
	La Salle Zavala	1,900 3,200	1,800 3,100	95 97
Between 25-49%	TEXAS Bexar	386,800	382,400	99
	Comal	17,900	17,700	99
	Dimmit	3,500	3,300	96
	Guadalupe	20,400	20,000	98
	Karnes	4,600	4,500	98
	Medina	8,900	8,700	98
Station Totals		461,700	455,400	99
Net Weekly Circulation (1988)				82,200
Average Daily Circulation (1988)				47,700

Texas—Jacksonville-Tyler-Longview

KETK-TV

Ch. 56

Network Service: NBC.

Licensee: Texas American Bcstg. Ltd., 5656 N. Jackson St., Jacksonville, TX 75766.

Studio: 5656 N. Jackson St., Jacksonville, TX 75766.

Telephone: 214-586-5644.

Technical Facilities: Channel No. 56 (722-728 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1786-ft. above av. terrain, 1497-ft. above ground, 2222-ft. above sea level.

Latitude 32° 03' 40"
Longitude 95° 18' 50"

Transmitter: 1.8-mi. W of Mt. Selman.

Multichannel TV Sound: Stereo only.

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

News Service: AP.

Ownership: Texas American Investors Ltd., gen. partner, 80%; Philip Hurley, Ltd. partner, 6%; Oklahoma American Television Inc., Ltd. partner, 11%; John T. Gaston, Ltd. partner, 3%. Texas American Investors Ltd. ownership: Carl Westcott, chief exec. officer, 92.0%; Phil Hurley, pres., 3%.

Began Operation: March 9, 1987.

Represented (sales): Blair Television.

Represented (legal): Wilner & Scheiner.

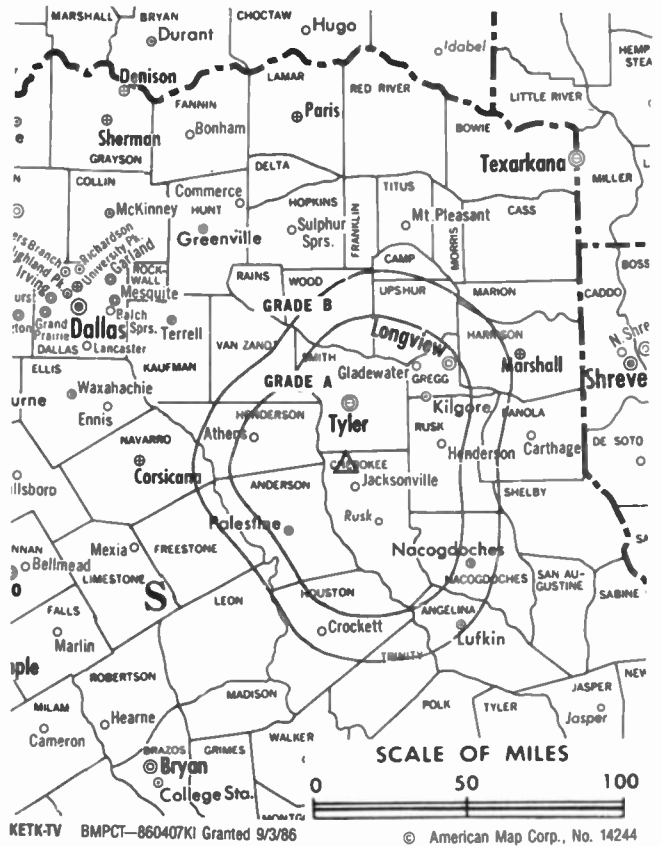
Represented (engineering): Andrus & Associates Inc.

Personnel:

- PHILIP H. HURLEY, general manager.
- JOHN T. GASTON, general & local sales manager.
- ANTHONY B. CRUZ, national sales manager.
- MIKE STANFORD, operations director.
- JEAN PAVELKA, traffic & program director.
- MAURICE STROUT, chief engineer.
- JOHN JENKINS, news director.
- REBECCA CANTU, promotion director.
- ROBY SOMERFORD, business manager.

City of License: Jacksonville. **ADI:** Tyler-Longview. **Rank:** 123.

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



KETK-TV BMPCT-860407K1 Granted 9/3/86 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
TEXAS				
50% & Over	Cherokee	15,500	15,100	98
	Smith	58,000	57,300	99
TEXAS				
Between 25-49%	Angelina	25,000	24,600	99
	Gregg	42,800	42,300	99
	Nacogdoches	19,300	18,800	98
	Rusk	17,100	16,800	98
TEXAS				
Between 5-24%	Anderson	15,100	14,800	98
	Franklin	3,200	3,100	97
	Henderson	23,300	22,900	98
	Houston	8,700	8,500	97
	Upshur	12,300	12,100	98
	Wood	11,500	11,300	98
Station Totals		251,800	247,600	98
Net Weekly Circulation (1988)				92,800
Average Daily Circulation (1988)				44,700

Texas—Longview-Tyler

KLMG-TV

Ch. 51

Network Service: CBS.

Licensee: KLMG-TV Inc., Debtor-in-Possession, 701 N. Access Rd., Longview, TX 75608.

Studio: 701 N. Access Rd., Longview.

Mailing Address: Box 5151, Longview, TX 75608.

Telephone: 214-753-5051.

Technical Facilities: Channel No. 51 (692-698 MHz). Authorized power: 3097-kw max. visual, 309.7-kw max. aural. Antenna: 1249-ft. above av. terrain, 1175-ft. above ground, 1695-ft. above sea level.

Latitude 32° 15' 35"
Longitude 94° 57' 02"

Transmitter: 1-mi. NW of intersection of Hwys. 42 & 1513, New London.

Satellite Earth Stations: RCA Ku-band; Harris, RCA, Scientific-Atlanta receivers.

News Services: AP, CBS.

Ownership: Clara J. McLaughlin, as trustee for Voting Trust, 36.5%; Barry Johnson, 20.4%; Robert Kemp, 6.8%; J. Wesley Ferns, 5.2%; Theodore Adams Jr., 5%; John Grayson, 5%; 14 others, each with less than 5%.

Began Operation: September 9, 1984.

Represented (sales): Seltel Inc.

Represented (legal): Akin, Gump, Strauss, Hauer & Feld.

Represented (engineering): Moffet, Larson & Johnson Inc.

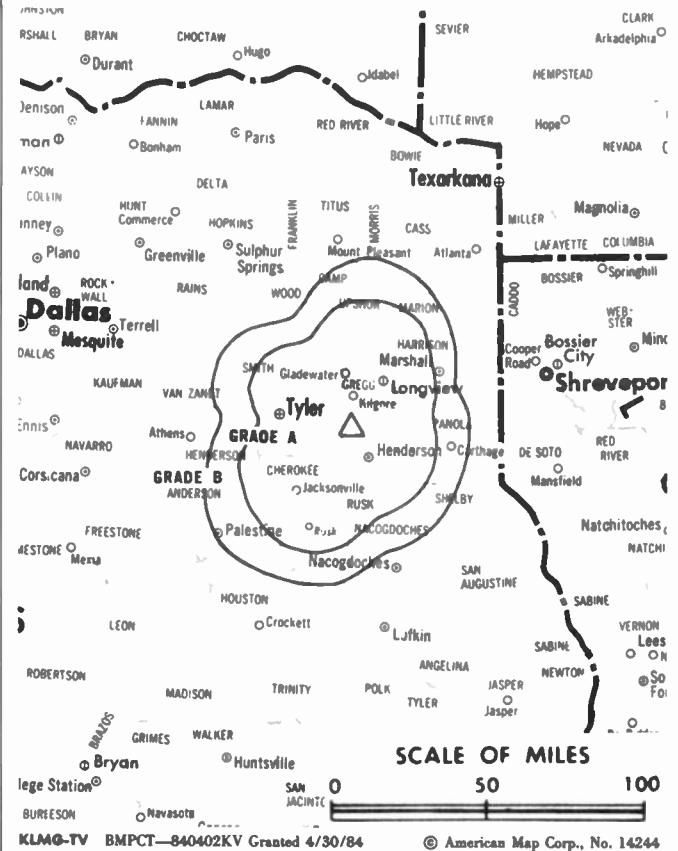
Personnel:

STAN DECK, president & general manager.
JOHN BLAKE, station manager.
TERRY JAMES, chief engineer.
VICKIE LAFOLLETT, news director.
LAURIE McANALLY, program director.
TED DECK, promotion director.
NANCY DENTON, business manager.

Highest 30 Sec. Rate: \$600.

City of License: Longview. **ADI:** Tyler-Longview. **Rank:** 123.

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



KLMG-TV BNPCT-840402KV Granted 4/30/84 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
TEXAS				
50% & Over	Cherokee	15,500	15,100	98
	Gregg	42,800	42,300	99
TEXAS				
Between 25-49%	Rusk	17,100	16,800	98
	Smith	58,000	57,300	99
	Upshur	12,300	12,100	98
TEXAS				
Between 5-24%	Anderson	15,100	14,800	98
	Camp	4,000	3,900	97
	Franklin	3,200	3,100	97
	Harrison	20,400	20,100	98
	Morris	5,500	5,400	98
	Panola	8,600	8,400	98
	Titus	8,900	8,700	98
Wood	11,500	11,300	98	
Station Totals		222,900	219,300	98
Net Weekly Circulation (1988)				77,100
Average Daily Circulation (1988)				32,900

Texas—Tyler-Longview

KLTV

Ch. 7

(Operates satellite KTRE-TV, Lufkin, TX)

Network Service: ABC.

Licensee: Buford Television Inc. of Tyler, Box 9090, Tyler, TX 75711.

Studio: Kilgore Hwy. at Loop 323, Tyler, TX 75705.

Mailing Address: Box 957, Tyler, TX 75710.

Telephone: 214-592-3871. TWX: 910-860-5810.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 990-ft. above av. terrain, 1038-ft. above ground, 1388-ft. above sea level.

Latitude 32° 32' 21"
Longitude 95° 13' 16"

Transmitter: 1.28-mi. SSW of intersection of Texas State Hwys. 14 & 2015, near Hawkins.

Satellite Earth Stations: Andrew, 7.3-meter; American Horizon, 6.1-meter; RCA, 4.5-meter; RCA, 3.7-meter; Avantek receivers.

News Service: AP.

Ownership: Buford Television, 80.9%. See Group Ownership of Television Stations.

Began Operation: October 14, 1954.

Represented (sales): Katz Television.

Represented (engineering): Jules Cohen & Associates.

Personnel:

- ROBERT BUFORD, chairman of the board & president.
- LARRY HARRIS, general manager.
- SHELLEY MARTIN, general sales manager.
- GAYLE HELMS, program director.
- PAT STACY, promotion director.
- BOB WAY, director of engineering.
- BOB LOVELADY, operations manager.
- MARCUS CROUCH, production coordinator.
- GLENDA LONDON, business manager.

Highest 30 Sec. Rate: \$500.

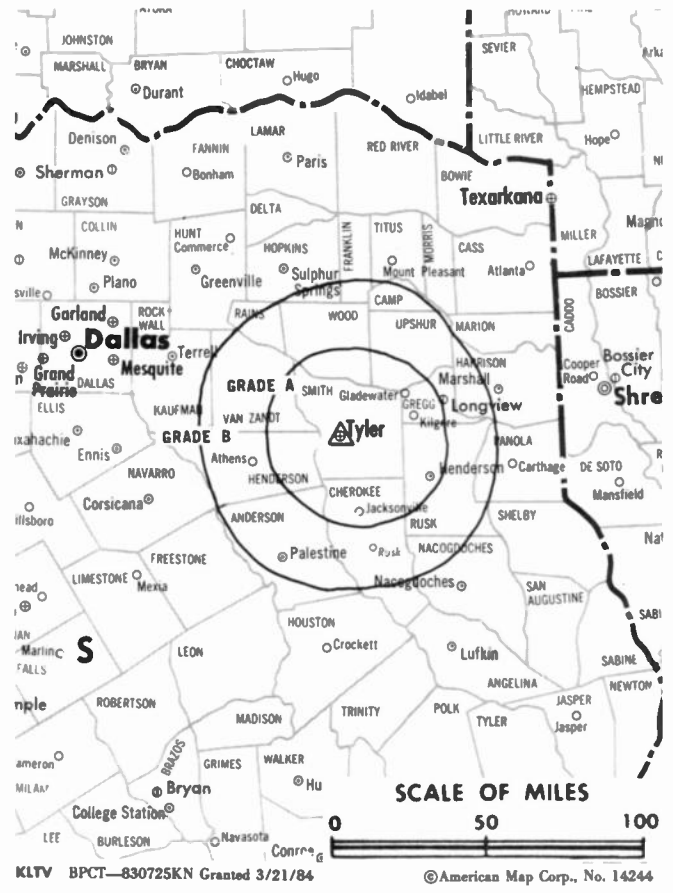
Rates: Spot rates include KTRE-TV, Lufkin, TX.

NETWORK BASE HOURLY RATE: \$600.

City of License: Tyler. ADI: Tyler-Longview. Rank: 123.

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	TEXAS			
	Anderson	15,100	14,800	98
	Camp	4,000	3,900	97
	Cherokee	15,500	15,100	98
	Franklin	3,200	3,100	97
	Gregg	42,800	42,300	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Hopkins	11,300	11,100	98
	Rains	2,600	2,600	100
	Rusk	17,100	16,800	98
	Smith	58,000	57,300	99
	Titus	8,900	8,700	98
	Upshur	12,300	12,100	98
	Wood	11,500	11,300	98
Between 25-49%	TEXAS			
	Henderson	23,300	22,900	98
	Morris	5,500	5,400	98
	Panola	8,600	8,400	98
Between 5-24%	TEXAS			
	Delta	1,900	1,900	100
	Freestone	6,700	6,500	98
	Harrison	20,400	20,100	98
	Houston	8,700	8,500	97
	Lamar	17,200	16,700	97
	Marion	4,300	4,200	98
Nacogdoches	19,300	18,800	98	
Red River	6,500	6,300	97	
Rockwall	8,600	8,500	99	
Station Totals		348,800	342,500	98
Net Weekly Circulation (1988)				195,900
Average Daily Circulation (1988)				119,900

Texas—Victoria

KAVU-TV

Ch. 25

Network Service: NBC.

Licensee: Community Broadcasting of Coastal Bend Inc., 2710 Hospital Dr., Suite 106, Victoria, TX 77901.

Studio: 3803 N. Navarro St., Victoria, TX 77901.

Mailing Address: Box 4929, Victoria, TX 77903.

Telephone: 512-576-5288.

Technical Facilities: Channel No. 25 (536-542 MHz). Authorized power: 2140-kw max. & 933-kw horizontal visual, 214-kw max. & 93-kw horizontal aural. Antenna: 1020-ft. above av. terrain, 1049-ft. above ground, 1079-ft. above sea level.

Latitude 28° 48' 06"
Longitude 96° 33' 09"

Transmitter: County Rd. 1639, 2.8-mi. S of Lolita.

Ownership: Visus Inc., 19.9%; Dudley B. McDougal, pres., 1.26%; Ruth L. Constant, exec. v.p., 18.7%; George Constant, 19.9%; Anthony Constant, 7.41%; 48 others, with less than 5% each. McDougal has interest in LPTV applications.

Began Operation: July 21, 1982.

Represented (sales): Katz Television.

Represented (legal): Hopkins, Sutter, Hamel & Park.

Represented (engineering): Jules Cohen & Associates.

Personnel:

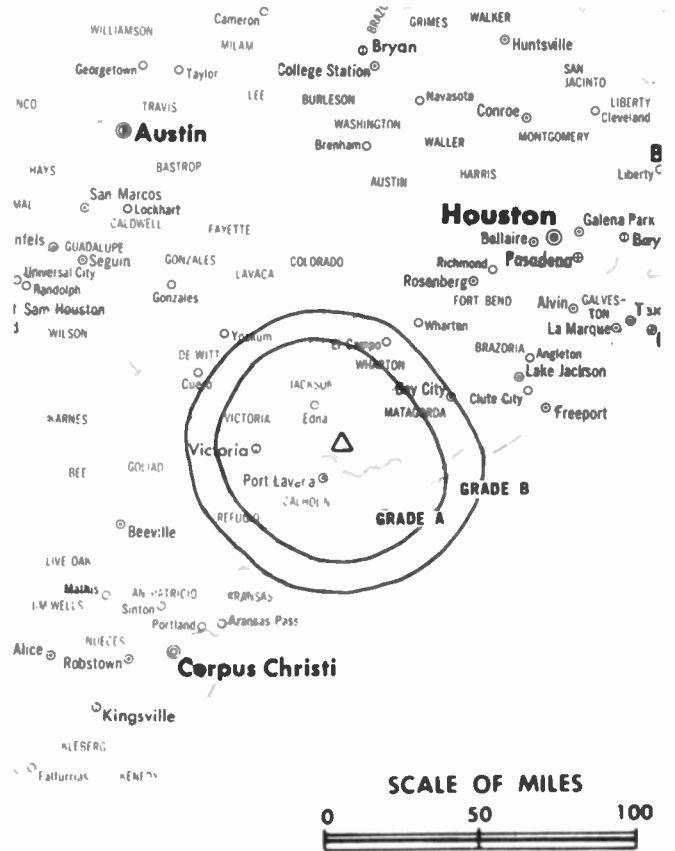
DOUG McDUGAL, general manager.
BOB HESSE, general sales manager.
PAUL ERDELT, program director.

Highest 30 Sec. Rate: \$160.

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

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	TEXAS Calhoun	7,500	7,400	99
	Goliad	2,000	1,900	97



KAVU-TV BPCT—801208KH Granted 9/22/81

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Jackson	4,900	4,800	98
	Victoria	27,300	26,800	98
Between 25-49%	TEXAS Lavaca	7,600	7,300	96
	TEXAS De Witt	7,200	7,000	97
Between 5-24%	Matagorda	16,100	15,800	98
	Wharton	15,400	15,100	98
Station Totals		88,000	86,100	98
Net Weekly Circulation (1988)				42,400
Average Daily Circulation (1988)				25,800

Texas—Victoria

KVCT

Ch. 19

Network Service: ABC.

Licensee: Victoria Communications Corp., Box 1879, Victoria, TX 77902.

Studio: One Eastgate Industrial Plaza, Victoria, TX 77902.

Telephone: 512-576-5131.

Technical Facilities: Channel No. 19 (500-506 MHz). Authorized power: 153.2-kw max. visual, 15.32-kw max. aural. Antenna: 490-ft. above av. terrain, 495-ft. above ground, 584-ft. above sea level.

Latitude 28° 46' 41"
Longitude 96° 57' 38"

Transmitter: SE corner of By-Pass Loop 175 & Port Lavaca Hwy.

Satellite Earth Station: Prostar, 4.8-meter; Comtech receivers.

News Services: ABC, AP.

Ownership: William M. Murphy, pres., 18.43%; Raymond Uherek, secy.-treas., 8.06%; Betty Grimsinger, v.p., 0.22%; O. F. Jones, 14.84%; Philip A. Sims, 4.79%.

Began Operation: October 1, 1969. Sale to present owners by South Texas Telecasting Co. Inc. (Michael D. & C. Dan McKinnon, et al.) approved by FCC March 4, 1976.

Represented (sales): Adam Young Inc.

Represented (legal): Cohn & Marks.

Personnel:

WILLIAM M. MURPHY, president.
BETTY GRIMSINGER, general manager.
DORIS LITTLES, program director.
FRED BERARD, director of engineering.
BRENDA SIMPSON, news director.
SANDRA WINGATE, business manager.

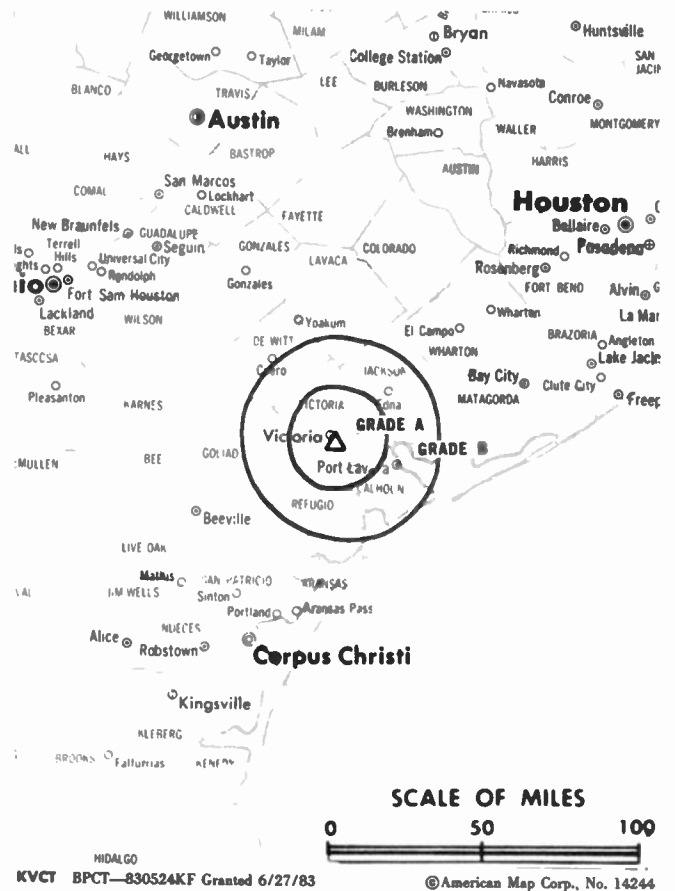
Highest One Hour Rate: \$1000.

Highest 30 Sec. Rate: \$300.

NETWORK BASE HOURLY RATE: \$75.

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

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	TEXAS Calhoun	7,500	7,400	99
	Victoria	27,300	26,800	98
Between 25-49%	TEXAS De Witt	7,200	7,000	97
	Goliad	2,000	1,900	97
	Jackson	4,900	4,800	98
Between 5-24%	TEXAS Lavaca	7,600	7,300	96
Station Totals		56,500	55,200	98
Net Weekly Circulation (1988)				33,700
Average Daily Circulation (1988)				17,200

Texas—Waco

KWKT

Ch. 44

Network Service: Fox.

Licensee: SWMM/Waco Corp., 6100 Corporate Dr., Suite 500, Houston, TX 77036.

Studio: 8803 Woodway Dr., Waco, TX 76712.

Mailing Address: Box 2544, Waco, TX 76702.

Telephone: 817-776-3844. **TWX:** 910-250-8769. **Easylink:** 62806618.

Technical Facilities: Channel No. 44 (650-656 MHz). Authorized power: 4207-kw max. visual, 420.7-kw max. aural. Antenna: 1811-ft. above av. terrain, 1673-ft. above ground, 2497-ft. above sea level.

Latitude	31°	18'	52"
Longitude	97°	19'	37"

Transmitter: 1.5-mi. NE of Moody.

Satellite Earth Stations: 2 C-band; 1 Ku-band.

Ownership: SouthWest MultiMedia Corp., 80%; Focus Bcstg. of Waco Inc., 20%. See SWMM in Group Ownership of Television Stations. Focus ownership: Richard R. Geissler, pres.; Jacqueline B. Franko, secy.-treas., 90%; Pablo Jacobo Sune-son, 1%.

Began Operation: March 13, 1988.

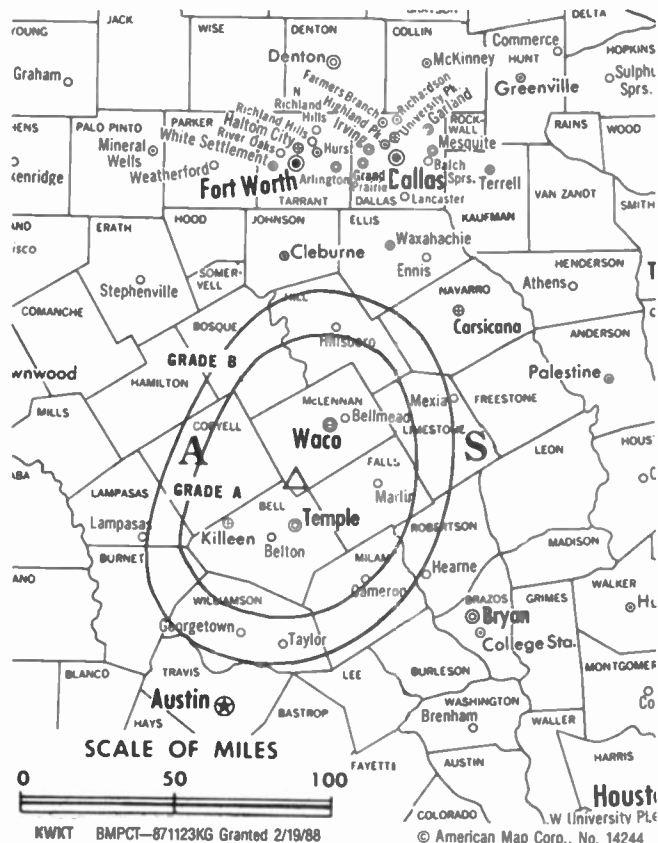
Represented (sales): Independent TV Sales.

Represented (legal): Wilner & Scheiner.

Represented (engineering): Marsand Inc.

Personnel:

MARK JOLLIE, general manager.
 RON COOKE, general sales manager.
 MIKE DeCLUE, operations manager.
 MARK McKAY, director, programming & promotion.



EDNA WILLIAMSON, business manager.

Arbitron Data: Not available.

City of License: Waco. **ADI:** Waco-Temple. **Rank:** 93.

Texas—Waco

KWTX-TV

Ch. 10

(Affiliated with KBTX-TV, Bryan, TX)

Network Service: CBS.

Licensee: KWTX Broadcasting Company, Box 2636, Waco, TX 76702-2636.

Studio: 6700 American Plaza, Waco, TX 76712.

Mailing Address: Box 2636, Waco, TX 76702-2636.

Telephone: 817-776-1330. TWX: 910-894-5206.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 209-kw max. visual, 19.1-kw aural. Antenna: 1810-ft. above av. terrain, 1679-ft. above ground, 2532-ft. above sea level.

Latitude 31° 19' 19"
Longitude 97° 18' 58"

Transmitter: 2.7-mi. ENE of Moody, TX.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: AFC, 4-meter Ku-band; Scientific-Atlanta, 7-meter C-band; M/A-Corn, Scientific-Atlanta receivers.

AM Affiliate: KWTX, 1-kw, 1230 KHz.

FM Affiliate: KWTX-FM, 100-kw, 97.5 MHz (No. 248), 1569-ft.

News Service: UPI.

Ownership: M. N. Bostick, chmn., 12.464%; Estate of Hilton E. Howell, 6.233%; L. L. Sams & Sons, 12.456%; Estate of W. W. Callan Sr., 4.878%; Robert Levy, 8.643%; W. Woody Callan Jr., 3.794%; Diana C. Braswell, 3.794%; Thomas D. Stribling, 7.972%; George Chase & E. S. Chase, 4.493%; Donna Howell, 3.116%; Donald Howell, 3.116%; LBJ Corp., 29.032%. See Group Ownership of Television Stations.

Began Operation: April 3, 1955.

Represented (sales): Seltel Inc.

Represented (legal): Cordon & Kelly.

Personnel:

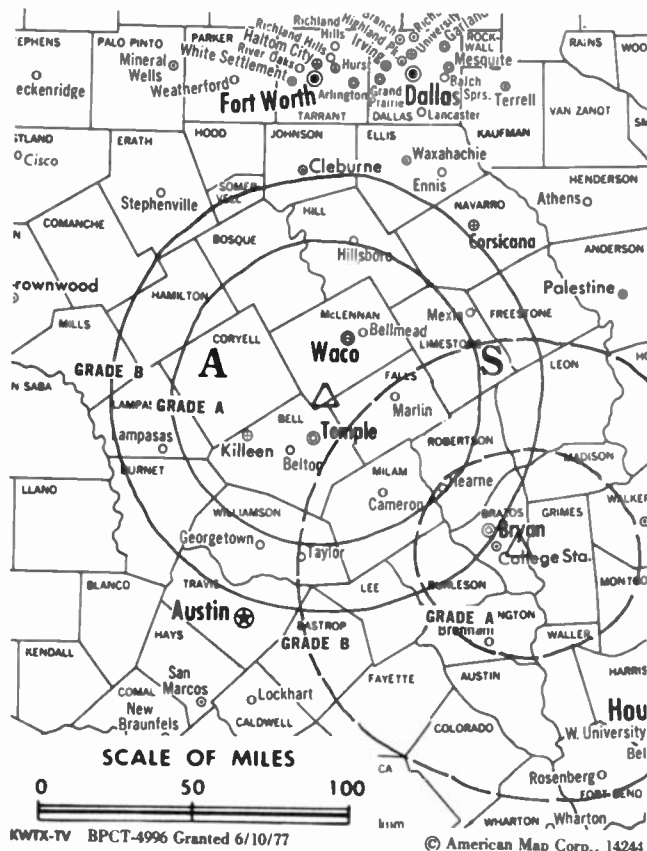
M. N. (BUDDY) BOSTICK, chairman.
THOMAS G. PEARS, president.
RAY DEAVER, vice president & station manager.
RALPH WEBB, program manager.
RICK BRADFIELD, news director.
CRAIG HARPER, engineering administrator.
KEN MUSGRAVE, chief engineer.
LORI LUCAS, promotion director.

Rates: On request.

City of License: Waco. ADI: Waco-Temple. Rank: 93.

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	%
TEXAS				
50% & Over	Bell	60,600	60,000	99
	Bosque	6,300	6,200	98
	Coryell	17,200	17,000	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
	Falls	7,300	7,200	99
	Hamilton	3,800	3,700	97
	Lampasas	5,500	5,400	98
	Limestone	8,700	8,500	98
	Mc Lennan	70,500	69,800	99
	Milam	9,100	8,900	98
	Mills	1,900	1,900	100
	Robertson	6,200	6,100	98
Between 25-49%				
TEXAS				
	Erath	10,300	10,200	99
	Freestone	6,700	6,500	98
	Hill	10,800	10,600	98
	Leon	5,400	5,200	96
	San Saba	2,500	2,400	98
Between 5-24%				
TEXAS				
	Burleson	5,300	5,100	96
	Burnet	10,300	10,200	99
	Comanche	5,100	5,000	98
	Grimes	5,700	5,500	97
	Lee	4,900	4,800	98
	Llano	5,500	5,400	98
	Navarro	15,500	15,200	98
	Williamson	38,900	38,300	98
Station Totals		324,000	319,100	98
Net Weekly Circulation (1988)			179,300	
Average Daily Circulation (1988)			107,200	

Texas—Waco

KXXV

Ch. 25

Network Service: ABC.

Licensee: Shamrock Bcstg. Co. Inc., 1909 S. New Rd., Waco, TX 76701.

Studio: 1909 S. New Rd., Waco, TX 76711.

Mailing Address: Box 2522, Waco, TX 76702.

Telephone: 817-754-2525. **TWX:** 910-380-3983.

Technical Facilities: Channel No. 25 (536-542 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1828-ft. above av. terrain, 1732-ft. above ground, 2532-ft. above sea level.

Latitude 31° 20' 15.00"
Longitude 97° 18' 36.90"

Transmitter: 3.1-mi. NE of Moody.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Andrew, 7.2-meter; Andrew, 4-meter; Harris, 6.2-meter; Harris, 3-meter; Avantek, Harris receivers.

News Service: UPI.

Ownership: Shamrock Broadcasting Inc., 100%. See Group Ownership of Television Stations.

Began Operation: March 22, 1985. Sale to present owners by Robert Mann, et al., approved by FCC Oct. 1, 1987 (*Television Digest*, Vol. 27:20).

Represented (sales): Katz Television.

Personnel:

- BOB GOOD, general manager.
- DON SHORES, sales manager.
- RANDY RICH, local sales manager.
- LOU STROWGER, chief engineer.
- DON MARION, news director.
- JINX DENNIS, program director.
- MARK PUCKETT, promotion director.
- ROY BESSIRE, business manager.

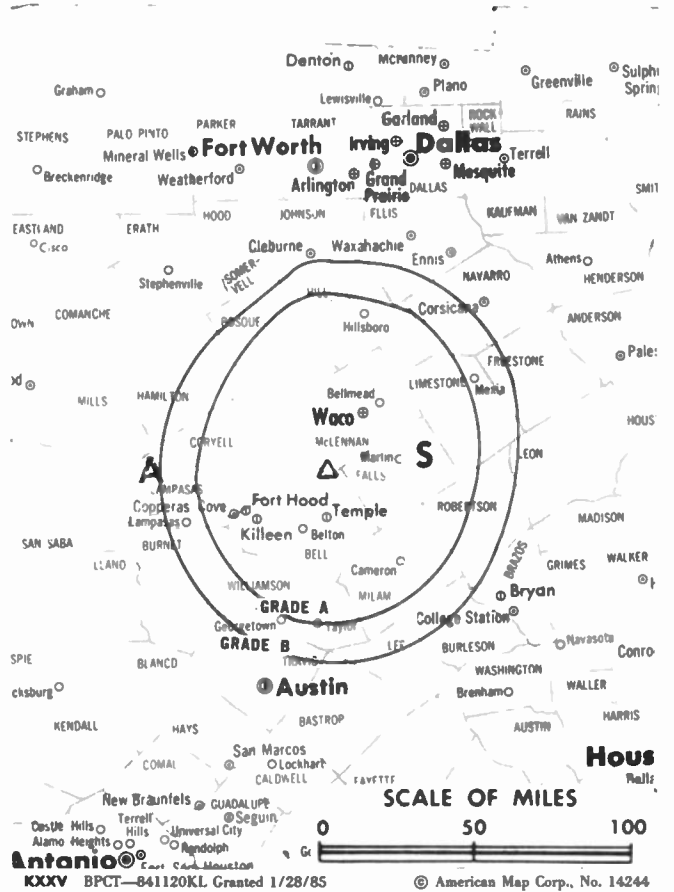
Highest 30 Sec. Rate: \$500.

NETWORK BASE HOURLY RATE: \$600.

City of License: Waco. **ADI:** Waco-Temple. **Rank:** 93.

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	TEXAS			
	Bell	60,600	60,000	99
	Coryell	17,200	17,000	99
	Falls	7,300	7,200	99
	Hamilton	3,800	3,700	97
	Mc Lennan	70,500	69,800	99
Robertson	6,200	6,100	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
TEXAS				
Between 25-49%	Brazos	43,900	43,300	99
	Hill	10,800	10,600	98
	Lampasas	5,500	5,400	98
	Limestone	8,700	8,500	98
	Milam	9,100	8,900	98
	Mills	1,900	1,900	100
San Saba	2,500	2,400	98	
TEXAS				
Between 5-24%	Bosque	6,300	6,200	98
	Comanche	5,100	5,000	98
	Leon	5,400	5,200	96
	Madison	3,700	3,600	97
Station Totals		268,500	264,800	99
Net Weekly Circulation (1988)				146,400
Average Daily Circulation (1988)				69,100

Our firm acted as financial advisor and broker in the 1987 sale of **KXXV-TV**

THE TED HEPBURN COMPANY

Ted Hepburn, President Todd Hepburn, Vice-President
325 Condam Road, Palm Beach, Florida 33480 (407) 853-8995
P.O. Box 42801, Cincinnati, Ohio 45242 (513) 791-8730

Texas—Temple-Waco

KCEN-TV

Ch. 6

Network Service: NBC.

Licensee: Channel 6 Inc., 17 S. Third St., Box 6103, Temple, TX 76503 6103.

Studio: 314 S. Interstate 35, Eddy, TX 76524.

Waco Office: 4716 W. Waco Dr., Waco, TX 76710-7016.

Telephone: 817-859-5481. TWX: 910-890-4870.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1866-ft. above av. terrain, 1924-ft. above ground, 2549-ft. above sea level.

Latitude 31° 16' 24"
Longitude 97° 13' 14"

Transmitter: 2.4-mi. SE of I-35, on Old Blevins Rd., near Eddy, TX.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Andrew, 7.3-meter; Andrew, 4.5-meter; Fort Worth Tower, 3.9-meter; Harris, 7.5-meter Ku-band; RCA, 3.5-meter Ku-band; Harris, 3.6-meter Ku-band; Andrew, Avantek, M/A-Com, Microdyne receivers.

News Service: AP.

Ownership: Ansy Sue Mayborn, 100%. Mayborn owns Bell Publishing Co. (Temple Daily Telegram); Killeen Publishing Co. (Killeen Herald).

Began Operation: November 1, 1953.

Represented (sales): Blair Television.

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

Represented (engineering): Silliman & Silliman.

Personnel:

ANYSE SUE MAYBORN, president.
DANIEL C. LESMEISTER, vice president & general manager.
JOHN TALLERICO JR., assistant general manager.
BILL FELKNER, local & national sales manager.
KEN SMITH, chief engineer.
PAUL LARA, news director.
RAYMOND BRITTON, program manager.
MICHELE FRAZIER, promotion director.

Highest One Hour Rate: \$3000.

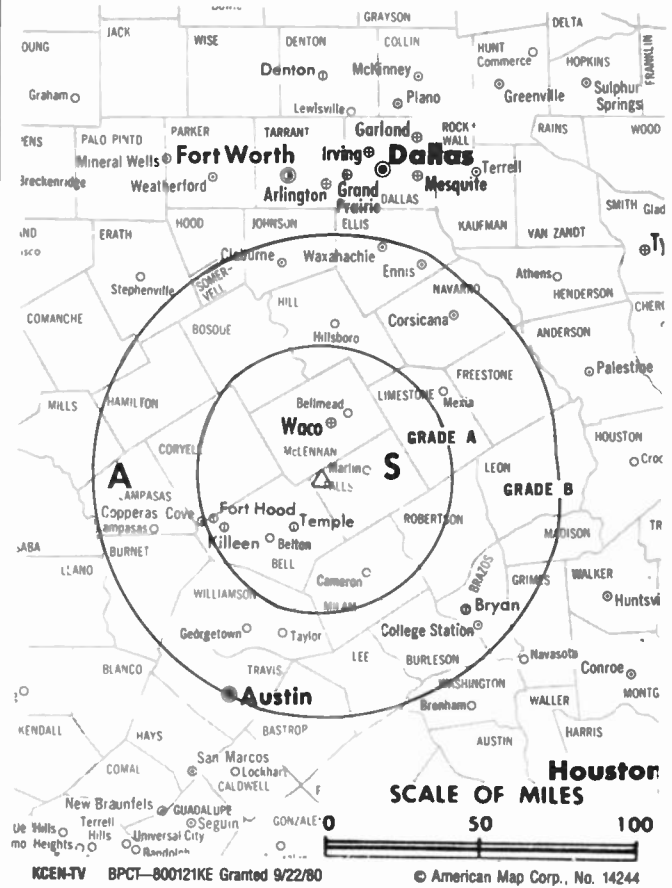
Highest 30 Sec. Rate: \$550.

NETWORK BASE HOURLY RATE: \$2350.

City of License: Temple. ADI: Waco-Temple. Rank: 93.

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	TEXAS			
	Bell	60,600	60,000	99
	Brazos	43,900	43,300	99
	Burleson	5,300	5,100	96
	Coryell	17,200	17,000	99



Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	Falls	7,300	7,200	99	
	Hamilton	3,800	3,700	97	
	Lampasas	5,500	5,400	98	
	Leon	5,400	5,200	96	
	Limestone	8,700	8,500	98	
	Mc Lennan	70,500	69,800	99	
	Milam	9,100	8,900	98	
	Mills	1,900	1,900	100	
	Robertson	6,200	6,100	98	
	TEXAS				
	Between 25-49%	Bosque	6,300	6,200	98
Freestone		6,700	6,500	98	
Madison		3,700	3,600	97	
TEXAS					
Between 5-24%	Anderson	15,100	14,800	98	
	Burnet	10,300	10,200	99	
	Comanche	5,100	5,000	98	
	Grimes	5,700	5,500	97	
	Hill	10,800	10,600	98	
	Houston	8,700	8,500	97	
	Lee	4,900	4,800	98	
	San Saba	2,500	2,400	98	
Station Totals		325,200	320,200	98	
Net Weekly Circulation (1988)			218,900		
Average Daily Circulation (1988)			126,700		

Texas—Weslaco

KRGV-TV

Ch. 5

Network Service: ABC.

Licensee: Mobile Video Tapes Inc., Box 5, Weslaco, TX 78596.

Studio: 900 E. Expressway, Weslaco, TX 78596.

Mailing Address: Box 5, Weslaco, TX 78596.

Telephone: 512-968-5555. **TWX:** 910-870-1850.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 19.1-kw aural. Antenna: 950-ft. above av. terrain, 995-ft. above ground, 1049-ft. above sea level.

Latitude 26° 09' 54"
Longitude 97° 48' 45"

Transmitter: La Feria, 7-mi. SW of Harlingen, TX.

Satellite Earth Stations: Andrew, 7.3-meter; Andrew, 4.5-meter; Scientific-Atlanta, 7-meter; Vertex, 4.8-meter; Avartek, M/A-Com, Scientific-Atlanta receivers.

News Services: AP, ABC, NIWS.

Ownership: Douglas L. Manship, 49.2%; Charles P. Manship Jr., 49.2%; KRGV-TV Employee Stock Option Plan, 1.44%. For other interests, see Manship Stations in Group Ownership of TV Stations.

Began Operation: April 10, 1954. Sale to present owners by Kenco Enterprises approved by FCC Jan. 28, 1964 (*Television Digest*, Vol. 4:5). Sale to Kenco Enterprises by LBJ Co. approved Oct. 18, 1961 (Vol. 17:35). LBJ Co. acquired full control of TV and radio when FCC approved sale of 50% by O. L. Taylor (Vol. 14:12, 14). Original 50% of TV acquired by LBJ from Taylor after FCC approved transfer April 4, 1956 (Vol. 12:11, 14), with LBJ exercising option April 1, 1957 on 50% of radio.

Represented (sales): Blair Television.

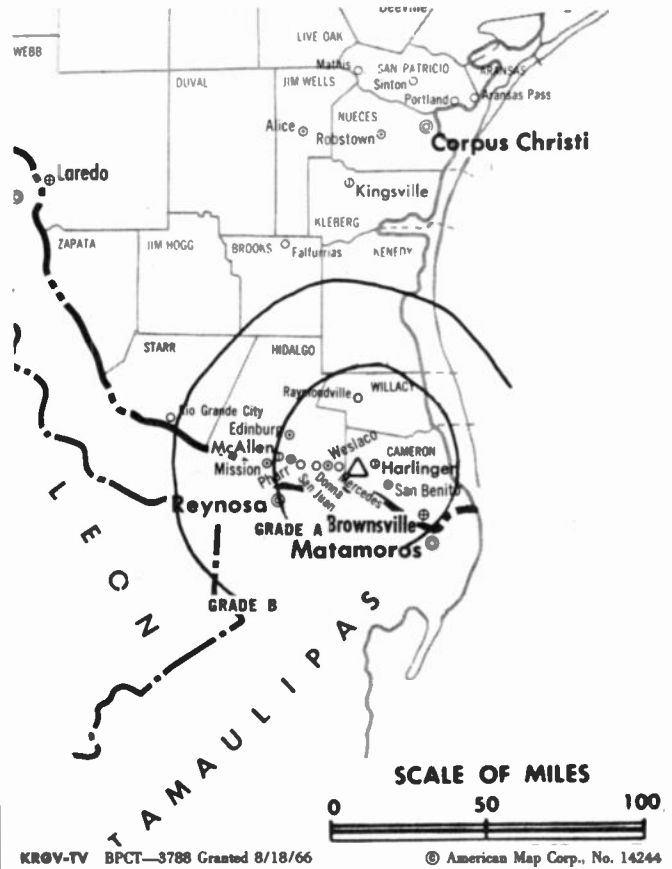
Represented (legal): Cohn & Marks.

Personnel:

RAY ALEXANDER, general manager.
TOM HAGNER, general sales manager.
JIM COOK, local sales manager.
BERT WALLING, chief engineer.
RICK DIAZ, news director.
JULIAN ADAME, program director.
MARY GRACE LANDSBERG, promotion director.
FRANKIE HARTWIG, business manager.

Highest 30 Sec. Rate: \$700.

NETWORK BASE HOURLY RATE: \$700.



City of License: Weslaco. **ADI:** McAllen-Brownsville. **Rank:** 115.

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	TEXAS			
	Cameron	72,200	71,200	99
	Hidalgo	99,600	97,900	98
	Starr	9,400	9,100	97
	Willacy	4,900	4,800	98
Between 5-24%	TEXAS			
	Brooks	2,900	2,800	96
Station Totals		189,000	185,800	98
Net Weekly Circulation (1988)			156,400	
Average Daily Circulation (1988)			106,800	

Texas—Wichita Falls

KAUZ-TV

Ch. 6

Network Service: CBS.

Licensee: Adams TV of Wichita Falls Inc., Box 2130, Wichita Falls, TX 76307.

Studio: 3601 Seymour Hwy., 2.5-mi. W of center of Wichita Falls.

Mailing Address: Box 2130, Wichita Falls, TX 76307.

Telephone: 817-322-6957. TWX: 910-890-5836.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1021-ft. above av. terrain, 1028-ft. above ground, 2046-ft. above sea level.

Latitude 33° 54' 04"
Longitude 98° 32' 21"

Transmitter: Seymour Hwy., 2.5-mi. W of center of Wichita Falls.

Satellite Earth Stations: Houston Tracker, 4.27-meter C-band; RCA, 3.7-meter Ku-band; Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.7-meter C-band; DX Antenna, Scientific-Atlanta receivers.

News Services: CBS, UPI.

Ownership: Adams Television Corp. I, 100%. See Group Ownership of Television Stations.

Began Operation: March 1, 1953 as KWFT-TV. Sale to present owner by Ray Clymer & W. E. White approved Jan. 5, 1984 (*Television Digest*, Vol. 23:31). Sale to Clymer & White approved by FCC May 30, 1978 (Vol. 18:23). Previous sale by Bass Bros. approved Sept. 19, 1974. Sale to Bass Bros. by Mid-New York Bcstg. (Paul F. Harron) approved April 10, 1968. Sale by Sidney A. Grayson and associates approved March 13, 1963 (Vol. 3:11). Transfer to Sidney A. Grayson group by E. H. Rowley theatre chain family and Kenyon Brown approved Jan. 11, 1956 (Vol. 11:46, 48; 12:2).

Represented (sales): Blair Television.

Represented (legal): Wiley, Rein & Fielding.

Personnel:

MARK CUMMINGS, vice president & general manager.
NINA JACKSON, general sales manager.
LINDA HILDEN, program manager.
LEON HOEFFNER, chief engineer.
BILL JACKSON, news director.
BRUCE MONTGOMERY, production manager.
BRAD SMITH, promotion director.
GARY LUCUS, business manager.

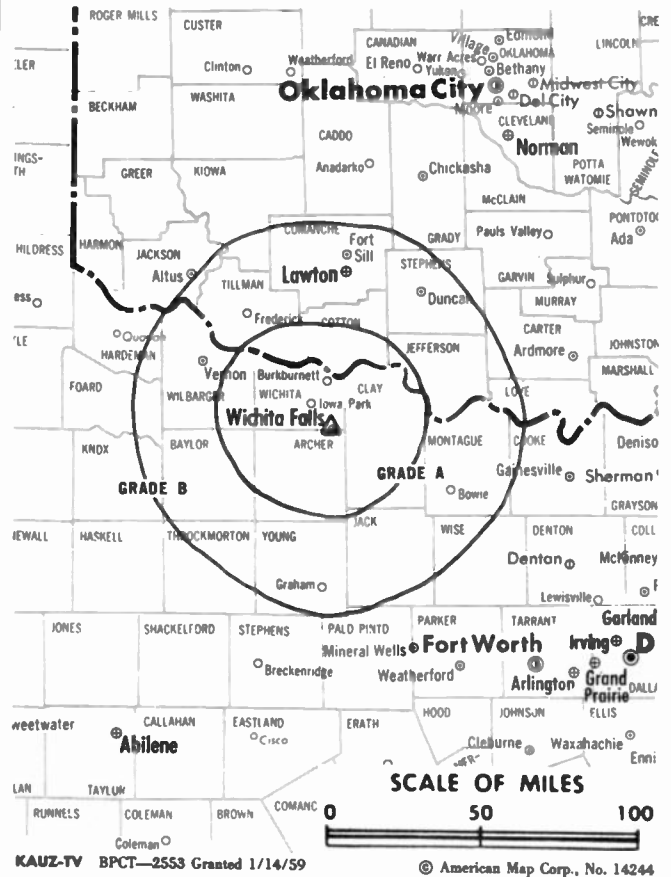
Highest 30 Sec. Rate: \$1000.

NETWORK BASE HOURLY RATE: \$591.

City of License: Wichita Falls. A01: Wichita Falls, TX-Lawton, OK. Rank: 130.

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	OKLAHOMA		
	Comanche	38,500	38,200 99
	Cotton	3,000	3,000 100
	Jackson	11,100	11,000 99
	Jefferson	3,500	3,500 100
	Stephens	17,600	17,400 99
	Tillman	4,400	4,300 99



Net Weekly Circulation	State County	Total Households	TV Households Households %
50% & Over	TEXAS		
	Archer	3,100	3,100 100
	Baylor	1,900	1,900 100
	Clay	4,100	4,100 100
	Foard	900	900 100
	Hardeman	2,400	2,400 100
	Jack	3,100	3,100 100
	Montague	7,400	7,300 99
	Wichita	45,900	45,600 99
	Wilbarger	6,200	6,200 100
Young	8,500	8,400 99	
Between 25-49%	OKLAHOMA		
	Greer	3,100	3,000 97
	Kiowa	5,400	5,300 98
Between 5-24%	TEXAS		
	Knox	1,900	1,900 100
	Throckmorton	900	900 100
Station Totals	OKLAHOMA		
	Carter	18,200	18,000 99
	Love	3,400	3,300 97
Net Weekly Circulation (1988)	TEXAS		
	Cottle	1,100	1,100 100
Net Weekly Circulation (1988)		195,600	193,900 99
Average Daily Circulation (1988)			136,300
			79,400

Texas—Wichita Falls

KFDX-TV

Ch. 3

Network Service: NBC.

Licensee: Texoma Bcstg. Corp.

Studio: 4500 Seymour Hwy., Wichita Falls, TX 76309.

Mailing Address: Box 4000, Wichita Falls, TX 76308.

Telephone: 817-692-4530. TWX: 910-890-5825.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1000-ft. above av. terrain, 1045-ft. above ground, 2049-ft. above sea level.

Latitude 33° 53' 23"
Longitude 98° 33' 20"

Transmitter: 4500 Seymour Rd.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: AFC, 3.66-meter Ku-band; Comtech, 5-meter C-band; Harris, 6-meter Ku-band; Harris, 3-meter Ku-band; Paracclipse, 3.66-meter C-band; Drake, Harris, M/A-Corn, Pinzone receivers.

News Service: AP.

Ownership: Price Communications Corp., 100%. See Group Ownership of Television Stations.

Began Operation: March 13, 1953. Sale to Clay Communications by Darrold A. Canan, et al., approved by FCC Jan. 27, 1971 (Television Digest, Vol. 11:5). Sale to present owners by Clay Communications approved by FCC June 23, 1987 (Vol. 27:21).

Represented (sales): Katz Television.

Represented (legal): Cohn & Marks.

Personnel:

JACK WEST, vice president & general manager.
JACK YOUNG, local sales manager.
MIKE MUIRHEAD, national sales manager.
JIM SMITH, chief engineer.
CINDY BRADFORD, news director.
JESSIE CASSITY, promotion director.
MAXINE COLLINS, business manager.

Highest One Hour Rate: \$2200.

Highest 30 Sec. Rate: \$650.

NETWORK BASE HOURLY RATE: \$625.

City of License: Wichita Falls. **ADI:** Wichita Falls, TX-Lawton, OK. **Rank:** 130.

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	%
OKLAHOMA				
50% & Over	Cornache	38,500	38,200	99
	Cotton	3,000	3,000	100
	Jackson	11,100	11,000	99
	Jefferson	3,500	3,500	100



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
	Kiowa	5,400	5,300	98
	Stephens	17,600	17,400	99
	Tillman	4,400	4,300	99
TEXAS				
	Archer	3,100	3,100	100
	Baylor	1,900	1,900	100
	Clay	4,100	4,100	100
	Foard	900	900	100
	Hardeman	2,400	2,400	100
	Jack	3,100	3,100	100
	Montague	7,400	7,300	99
	Throckmorton	900	900	100
	Wichita	45,900	45,600	99
	Wilbarger	6,200	6,200	100
	Young	8,500	8,400	99
Between 25-49%				
	TEXAS			
	Knox	1,900	1,900	100
Between 5-24%				
	OKLAHOMA			
	Carter	18,200	18,000	99
	Greer	3,100	3,000	97
	Marshall	5,100	5,000	98
	TEXAS			
	Cottle	1,100	1,100	100
Station Totals		197,300	195,600	99
Net Weekly Circulation (1988)			148,100	
Average Daily Circulation (1988)			94,700	

Texas—Wichita Falls

KJTL

Ch. 18

Network Service: Fox.

Licensee: Wichita Falls Television Ltd., 2245 Perimeter Park, Suite 3, Atlanta, GA 30341.

Studio: 3800 Calfield Rd., Wichita Falls, TX 76308.

Mailing Address: Box 4865, Wichita Falls, TX 76308.

Telephone: 817-691-1808.

Technical Facilities: Channel No. 18 (494-500 MHz). Authorized power: 2820-kw visual, 282-kw aural. Antenna: 1080-ft. above av. terrain, 1034-ft. above ground, 2146-ft. above sea level.

Latitude 34° 12' 06"
Longitude 98° 43' 44"

Transmitter: Approx. 2.8-mi. SW of Grandfield, 2-mi. S of Hwy. 70.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 6.1-meter C-band; AFC, 3.7-meter Ku-band; Harris, M/A-Corn receivers.

Ownership: Peter L. D'Acosta, gen. partner, 9.8536%; Wichita Falls Bcstg. Inc., gen. partner, 1.064%; Wichita Falls TV 18 Ltd., ltd. partner, 60%; Broadcast Equities Corp., ltd. partner, 10%; William F. Gibbons, ltd. partner, 10%; Kaissar S. Ibrahim Money Purchase Pension Plan & Trust, Kaissar S. Ibrahim, trustee, ltd. partner, 4.8%; J. Darrell Shea, ltd. partner, 2%; John J. Parker, ltd. partner, 2%; Henry D. McLain, 0.3%.

Began Operation: May 14, 1985. Sold to present owners by Janet T. Lee, et al., Aug. 1986.

Represented (sales): Seltel Inc.

Represented (legal): Goldberg & Spector.

Personnel:

PETE D'ACOSTA, general manager.
KYLE WILLIAMS, sales manager.
KEN THOMASON, chief engineer.

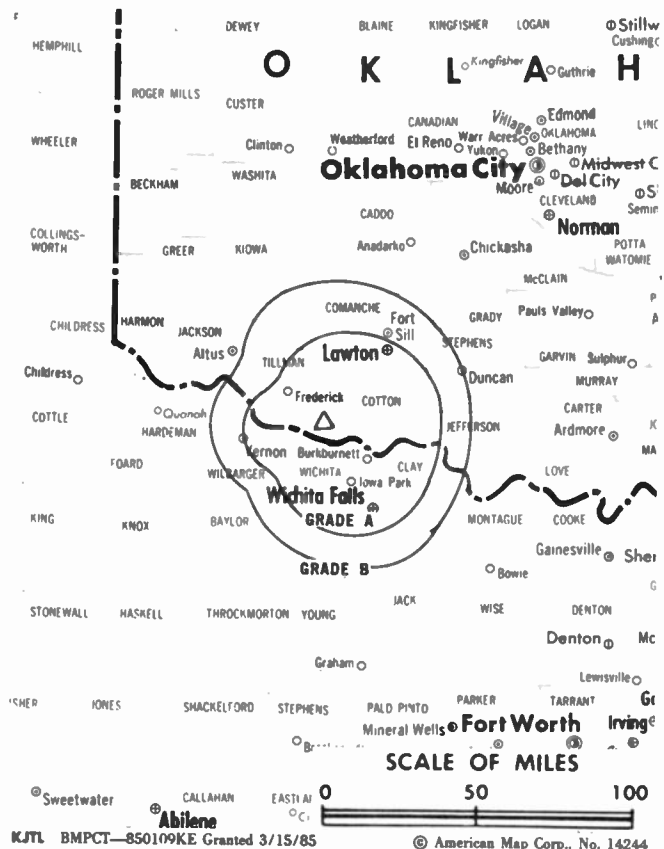
Highest One Hour Rate: \$1500.

Highest 30 Sec. Rate: \$200.

City of License: Wichita Falls. **ADI:** Wichita Falls, TX-Lawton, OK. **Rank:** 130.

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	OKLAHOMA			
	Comanche	38,500	38,200	99
	TEXAS			
	Archer	3,100	3,100	100



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Clay	4,100	4,100	100
	Foard	900	900	100
	Wichita	45,900	45,600	99
	Wilbarger	6,200	6,200	100
Between 25-49%	OKLAHOMA			
	Cotton	3,000	3,000	100
	Jefferson	3,500	3,500	100
	Stephens	17,600	17,400	99
	Tillman	4,400	4,300	99
Between 5-24%	TEXAS			
	Baylor	1,900	1,900	100
	OKLAHOMA			
Between 5-24%	Jackson	11,100	11,000	99
	Kiowa	5,400	5,300	98
	TEXAS			
	Knox	1,900	1,900	100
Montague	7,400	7,300	99	
Young	8,500	8,400	99	
Station Totals		163,400	162,100	99
Net Weekly Circulation (1988)				73,300
Average Daily Circulation (1988)				28,600

Texas

KVII-TV, Amarillo (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	NEW MEXICO			
	Guadalupe	1,500	1,400	93
	OKLAHOMA			
	Beaver	3,000	3,000	100
	Custer	12,700	12,500	98
	Ellis	2,200	2,100	95
	Greer	3,100	3,000	97
	Washita	5,700	5,600	98
	TEXAS			
	Motley	800	800	100

KDFW-TV, Dallas-Fort Worth (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	TEXAS			
	Coleman	4,300	4,200	98
	Eastland	8,100	7,900	98
	Falls	7,300	7,200	99
	Franklin	3,200	3,100	97
	Gregg	42,800	42,300	99
	Houston	8,700	8,500	97
	Leon	5,400	5,200	96
	Morris	5,500	5,400	98
	Stephens	4,300	4,200	98
	Titus	8,900	8,700	98
	Upshur	12,300	12,100	98

KXTX-TV, Dallas-Fort Worth (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	OKLAHOMA			
	Canadian	26,300	26,100	99
	Carter	18,200	18,000	99
	Cleveland	60,500	59,800	99
	Garvin	11,700	11,600	99
	Johnston	4,100	4,000	98
	Kiowa	5,400	5,300	98
	Okmulgee	15,300	15,100	99
	TEXAS			
	Anderson	15,100	14,800	98
	Bosque	6,300	6,200	98
	Cherokee	15,500	15,100	98
	Coryell	17,200	17,000	99
	Eastland	8,100	7,900	98
	Erath	10,300	10,200	99
	Falls	7,300	7,200	99
	Freestone	6,700	6,500	98
	Gregg	42,800	42,300	99
	Hamilton	3,800	3,700	97
	Harrison	20,400	20,100	98
	Hill	10,800	10,600	98

KXTX-TV—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	Hood	10,900	10,800	99
	Montague	7,400	7,300	99
	Rusk	17,100	16,800	98
	Upshur	12,300	12,100	98
	Wichita	45,900	45,600	99

WFAA-TV, Dallas (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%	
50% & Over	TEXAS				
	Rains	2,600	2,600	100	
	Rockwall	8,600	8,500	99	
	Schleicher	1,000	1,000	100	
	Scurry	7,200	7,100	99	
	Shackelford	1,600	1,600	100	
	Somervell	1,900	1,900	100	
	Stephens	4,300	4,200	98	
	Sutton	2,000	1,900	95	
	Tarrant	403,000	400,000	99	
	Tom Green	36,300	35,900	99	
	Van Zandt	15,500	15,200	98	
	Wise	12,400	12,300	99	
	Wood	11,500	11,300	98	
	Between 25-49%	OKLAHOMA			
		Bryan	13,000	12,700	98
		Carter	18,200	18,000	99
		Choctaw	6,200	6,000	97
		Love	3,400	3,300	97
		Marshall	5,100	5,000	98
TEXAS					
Bell		60,600	60,000	99	
Coryell		17,200	17,000	99	
Crockett		1,600	1,600	100	
Eastland	8,100	7,900	98		
Falls	7,300	7,200	99		
Howard	13,200	13,100	99		
Mc Culloch	3,600	3,500	97		
Mc Lennan	70,500	69,800	99		
Menard	900	900	100		
Mills	1,900	1,900	100		
Morris	5,500	5,400	98		
Noian	6,500	6,400	98		
Red River	6,500	6,300	97		
Smith	58,000	57,300	99		
Taylor	44,400	44,100	99		
Young	8,500	8,400	99		
Between 5-24%	TEXAS				
	Callahan	5,000	4,900	98	
	Camp	4,000	3,900	97	
	Cherokee	15,500	15,100	98	
	Coleman	4,300	4,200	98	
	Franklin	3,200	3,100	97	
	Leon	5,400	5,200	96	
	Mitchell	3,300	3,300	100	
	Runnels	4,800	4,700	98	
	Titus	8,900	8,700	98	
Upshur	12,300	12,100	98		

Texas

KTVT, Fort Worth-Dallas (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%	OKLAHOMA			
	Tillman	4,400	4,300	99
	Washington	20,000	19,900	100
	TEXAS			
	Anderson	15,100	14,800	98
	Bell	60,600	60,000	99
	Bowie	30,800	30,400	99
	Brazos	43,900	43,300	99
	Brown	14,400	14,100	98
	Cherokee	15,500	15,100	98
	Childress	2,700	2,700	100
	Coryell	17,200	17,000	99
	Crockett	1,600	1,600	100
	Falls	7,300	7,200	99
	Fannin	10,100	9,900	98
	Franklin	3,200	3,100	97
	Gaines	4,900	4,900	100
	Gregg	42,800	42,300	99
	Jack	3,100	3,100	100
	Mc Lennan	70,500	69,800	99
	Mills	1,900	1,900	100
	Mitchell	3,300	3,300	100
	Nacogdoches	19,300	18,800	98
	Nolan	6,500	6,400	98
	Parker	21,200	21,000	99
	Pecos	4,900	4,800	98
	Red River	6,500	6,300	97
	Smith	58,000	57,300	99
	Stephens	4,300	4,200	98
	Taylor	44,400	44,100	99
	Terry	5,300	5,200	98
	Upshur	12,300	12,100	98
	Wood	11,500	11,300	98
	Young	8,500	8,400	99
Between 5-24%	ARKANSAS			
	Arkansas	8,600	8,500	99
	Clark	8,100	8,000	98
	Dallas	4,000	3,900	98
	Hempstead	8,700	8,500	98
	Hot Spring	10,600	10,400	98
	Howard	5,200	5,100	98
	Izard	4,700	4,500	96
	Lawrence	7,200	7,000	97
	Little River	5,100	5,000	98
	Lonoke	13,400	13,200	99
	Ouachita	12,600	12,300	98
	Polk	6,700	6,500	97
	Pulaski	134,800	133,400	99
	Sharp	6,600	6,300	96
	Van Buren	6,300	6,200	98
	GEORGIA			
	Irwin	3,400	3,300	97
	Wheeler	2,000	1,900	95
	IOWA			
	Lee	16,600	16,400	99
	IDAHO			
	Payette	6,000	5,900	98
	ILLINOIS			
	Clinton	12,000	11,800	98
	Jersey	7,300	7,100	97
	INDIANA			
	Wells	9,200	9,000	98
	KANSAS			
	Stevens	1,700	1,700	97
	Wichita	1,000	1,000	100
	KENTUCKY			
	Casey	5,800	5,700	98
	Martin	4,700	4,600	98

KTVT—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	LOUISIANA			
	Bossier	32,200	31,900	99
	MONTANA			
	Judith Basin	1,000	1,000	95
	Sheridan	2,100	2,000	95
	NORTH CAROLINA			
	Alleghany	3,900	3,800	97
	NORTH DAKOTA			
	Mercer	5,400	5,300	98
	NEW MEXICO			
	De Baca	1,100	1,100	100
	Sierra	4,100	3,900	94
	NEVADA			
	Churchill	6,200	6,100	98
	Douglas	10,000	9,600	96
	Humboldt	4,400	4,300	97
	OKLAHOMA			
	Creek	27,100	26,700	99
	Harmon	1,700	1,700	100
	Jefferson	3,500	3,500	100
	Johnston	4,100	4,000	98
	Kiowa	5,400	5,300	98
	Le Flore	17,100	16,800	98
	Mc Curtin	13,200	12,900	98
	Muskogee	27,400	27,000	99
	Okfuskee	4,600	4,500	98
	Okmulgee	15,300	15,100	99
	Osage	16,500	16,400	99
	Pushmataha	5,300	5,100	97
	Roger Mills	2,200	2,200	98
	Rogers	20,600	20,400	99
	Sequoyah	12,600	12,300	98
	Tulsa	209,600	208,000	99
	Wagoner	18,900	18,700	99
	TEXAS			
	Andrews	5,300	5,200	98
	Aransas	7,100	7,000	99
	Callahan	5,000	4,900	98
	Coleman	4,300	4,200	98
	Collingsworth	1,700	1,600	94
	Crane	1,700	1,700	100
	Dallam	2,600	2,600	100
	Eastland	8,100	7,900	98
	Hall	2,100	2,000	95
	Hardeman	2,400	2,400	100
	Hardin	16,000	15,700	98
	Harrison	20,400	20,100	98
	Hartley	1,400	1,400	100
	Hockley	8,500	8,500	99
	Houston	8,700	8,500	97
	Jones	6,800	6,700	99
	Lamb	6,200	6,100	98
	Lampasas	5,500	5,400	98
	Leon	5,400	5,200	96
	McMullen	300	300	100
	Martin	1,600	1,600	100
	Nueces	101,700	100,500	99
	Ochiltree	3,800	3,800	100
	Panola	8,600	8,400	98
	Potter	42,000	41,700	99
	Randall	34,800	34,700	100
	Reeves	4,800	4,700	98
	Rusk	17,100	16,800	98
	San Patricio	20,200	19,800	98
	Shackelford	1,600	1,600	100
	Sherman	1,100	1,100	100

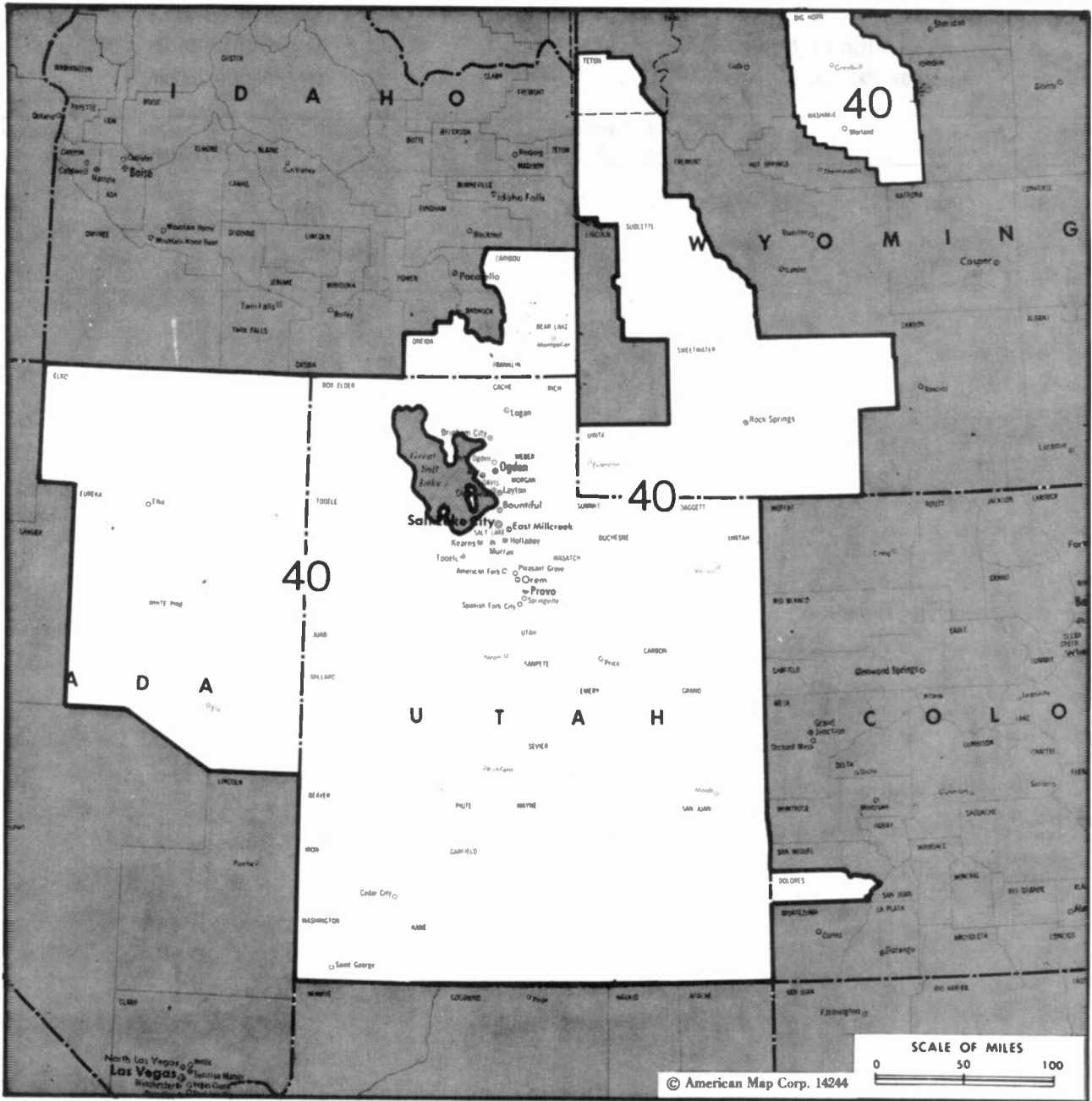
Texas

KTVT—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	TEXAS			
	Titus	8,900	8,700	98
	Ward	5,200	5,100	98
	Wheeler	3,300	3,200	97
	Wichita	45,900	45,600	99
	Winkler	3,500	3,500	100

KTVT—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	Yoakum	3,500	3,500	100
	WISCONSIN			
	Monroe	13,100	12,800	98
	WYOMING			
	Campbell	12,800	12,100	95



Market	Arbitron ADI TV Households	Rank
Salt Lake City, UT.....	589,800	40

Market Area Commercial TV Stations
 KOOG-TV (30), KSL-TV (5), KSTU (13), KTVX (4), KUTV (2)

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Utah Station Totals as of October 1, 1988

	VHF	UHF	TOTAL
Commercial Television Stations	4	1	5
Educational Television Stations	3	0	3
	7	1	8

Utah—Ogden

KOOG-TV

Ch. 30

Network Service: None, independent.

Licensee: Ogden Television Inc., 1309 16th St., Ogden, UT 84404.

Studio: 1309 16th St., Ogden, UT 84404.

Telephone: 801-621-3030.

Technical Facilities: Channel No. 30 (566-572 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 776-ft. above av. terrain, 349-ft. above ground, 5001-ft. above sea level.

Latitude 41° 15' 17"
Longitude 112° 14' 13"

Transmitter: Little Mountain, 14.5-mi. W of Ogden.

Satellite Earth Stations: AFC, 3.66-meter Ku-band; Birdview, 1.82-meter C-band; United Satellite Systems, 4.57-meter C-band; Birdview, M/A-Corn, Scientific-Atlanta receivers.

News Service: INN.

Ownership: Trivest Financial Services Corp., 56.5%; American Communications & Television Inc., 43.4%. See Group Ownership of Television Stations.

Began Operation: November 1, 1985.

Represented (sales): Mutual Telesales Inc.

Personnel:

CURT WESTPHAL, station manager & program director.
DALE BRADSHAW, promotion director.
BECKY SMITH, business manager.

Highest One Hour Rate: \$1200.

Highest 30 Sec. Rate: \$90.

City of License: Ogden. ADI: Salt Lake City. Rank: 40.

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



KOOG-TV BMPCT—850912KS Granted 1/15/86 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	Households %
UTAH				
Between 5-24%	Box Elder	11,300	11,200	99
	Davis	51,300	50,800	99
	Salt Lake	238,600	235,300	99
	Tooele	9,100	9,000	99
	Weber	55,300	54,600	99
Station Totals		365,600	360,900	99
Net Weekly Circulation (1988)			46,400	
Average Daily Circulation (1988)			13,200	

Utah—Salt Lake City

KSL-TV

Ch. 5

Network Service: CBS.

Licensee: Bonneville Holding Co., 5 Triad Center, Broadcast House, Salt Lake City, UT 84180-1160.

Studio: Broadcast House, 5 Triad Center, Salt Lake City, UT 84180-1160.

Telephone: 801-575-5555. **TWX:** 910-925-5822.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 34-kw visual, 6.76-kw aural. Antenna: 3780-ft. above av. terrain, 219-ft. above ground, 9258-ft. above sea level.

Latitude 40° 39' 35"
Longitude 112° 12' 05"

Transmitter: Farnsworth Peak, Oquirrh Range.

Multichannel TV Sound: Stereo only.

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

AM Affiliate: KSL, 50-kw, 1160 kHz (CBS).

News Services: AP, UPI.

Ownership: Bonneville International Corp., 100%. See Group Ownership of Television Stations.

Began Operation: June 1, 1949.

Represented (sales): Petry Television Inc.; Art Moore Co. (Pacific Northwest).

Personnel:

- JACK ADAMSON, president.
- WILLIAM R. MURDOCH, vice president & general manager.
- SPENCE KINARD, vice president & news director.
- CLIFF SNYDER, general sales manager.
- JIM MONROE, marketing director.
- PAT SHOEMAKER, national sales manager.
- DAVE MANOOKIN, director of programming.
- RANDY LOVOI, director of research.
- J. TALMAGE BALL, chief engineer, studio.
- CLOYDE ANDERTON, chief engineer, mountain.

Highest 30 Sec. Rate: \$2500.

NETWORK BASE HOURLY RATE: \$925.

City of License: Salt Lake City. **ADI:** Salt Lake City. **Rank:** 40.

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	COLORADO			
	Dolores	600	500	83
	IOAHO			
	Bear Lake	2,500	2,400	96
	Caribou	3,100	3,000	97
	Franklin	2,800	2,700	96
	Oneida	1,100	1,100	100
	NEVADA			
	Elko	8,900	8,300	93
	White Pine	3,200	3,100	97
	UTAH			
	Beaver	1,700	1,700	100
	Box Elder	11,300	11,200	99
	Cache	20,600	20,100	98
	Carbon	8,600	8,400	98
Daggett	200	200	100	
Davis	51,300	50,800	99	
Duchesne	4,600	4,400	96	
Emery	3,800	3,700	97	
Garfield	1,200	1,100	92	
Grand	3,000	2,800	93	
Iron	6,700	6,300	94	



KSL-TV BPCT-4754 Granted 3/10/76

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Juab	1,800	1,800	100
	Kane	1,600	1,500	94
	Millard	4,600	4,500	98
	Morgan	1,500	1,500	100
	Piute	400	400	100
	Rich	700	700	100
	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
	Uintah	8,300	8,000	96
	Utah	70,000	68,700	98
	Wasatch	3,300	3,200	97
	Washington	11,200	10,600	95
	Wayne	600	600	100
	Weber	55,300	54,600	99
Between 25-49%	WYOMING			
	Big Horn	4,500	4,300	96
	Sublette	1,900	1,800	95
	Sweetwater	16,500	15,900	96
	Uinta	7,900	7,600	96
	Washakie	3,500	3,400	97
	COLORADO			
	Rio Blanco	2,400	2,300	96
	IOAHO			
	Bonneville	23,000	22,700	99
	Minidoka	6,700	6,500	97
	MONTANA			
Custer	5,500	5,200	95	
Deer Lodge	4,200	4,100	98	
(Continued on page A-1114)				
Station Totals		863,200	844,500	98
Net Weekly Circulation (1988)				591,900
Average Daily Circulation (1988)				357,800

Utah—Salt Lake City

KSTU

Ch. 13

Network Service: Fox.

Licensee: MWT Ltd., 2257 Texas St., Salt Lake City, UT 84109.

Studio: 5020 W. Amelia Earhart Dr., Salt Lake City, UT 84116.

Telephone: 801-532-1300. TWX: 910-925-5178.

Fax: 801-537-5335.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 112-kw max. visual, 11.2-kw aural. Antenna: 3661-ft. above av. terrain, 157-ft. above ground, 9114-ft. above sea level.

Latitude 40° 39' 33"
Longitude 112° 12' 08"

Transmitter: Farnsworth Peak, Oquirrh Range.

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

Ownership: Northstar Communications Inc., 25.316%; Sidney W. Foulger, 1.07%; George L. Gonzales, 1.26%; JoAnn Wong, 1.51%; Joseph C. Lee, 2.78%; David B. Lee & Marilyn D. Lee 2.78% jointly; Clayton F. Foulger, 1.07%; Bryant F. Foulger, 1.07%; Brent K. Pratt, 1.07%; Farragut Communications, ltd. partners, 62.025%. Farragut Communications Inc. ownership: Charles H. Kadlec, chmn., 10%; William MacDonald Lincoln, pres., 23.8%; Katherine T. Glakas, v.p., 14.3%; Sandra B. Freschi, 9.5%; Timothy S. Picaro, 2.4%; Frazier, Gross & Kadlec Inc., 50%.

Began Operation: October 24, 1978 on Channel 20. Began operation on Channel 13 Nov. 2, 1987. Sale to present owner approved by FCC Feb. 29, 1988. Sale to MWT Corp. et al. approved by FCC Sept. 9, 1987. Sale to Adams Communications by Springfield Television Corp. approved by FCC Jan. 9, 1984 (Television Digest, Vol. 23:35).

Represented (sales): TeleRep Inc.

Personnel:

MILT JOUFLAS, general manager & general sales manager.
SUSAN ADAMS, national sales manager.
JOEL MORRIS, local sales manager.
JOE LEE, station manager.
AL SCHULTZ, chief engineer.
DEVI FOURNIER, promotion director.
BARRY EVANS, business manager.

Highest One Hour Rate: \$5000.

Highest 30 Sec. Rate: \$500.

City of License: Salt Lake City. **ADI:** Salt Lake City. **Rank:** 40.

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	COLORADO			
	Dolores	600	500	83
	IOAHO			
	Franklin	2,800	2,700	96
	Oneida	1,100	1,100	100
	UTAH			
	Box Elder	11,300	11,200	99
	Cache	20,600	20,100	98
	Davis	51,300	50,800	99
	Duchesne	4,600	4,400	96



KSTU BNPCT-870603KF Granted 11/2/87 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Emery	3,800	3,700	97
	Iron	6,700	6,300	94
	Millard	4,600	4,500	98
	Rich	700	700	100
	Salt Lake	238,600	235,300	99
	Tooele	9,100	9,000	99
	Utah	70,000	68,700	98
	Weber	55,300	54,600	99
Between 25-49%	UTAH			
	Beaver	1,700	1,700	100
	Carbon	8,600	8,400	98
	Garfield	1,200	1,100	92
	Juab	1,800	1,800	100
	Kane	1,600	1,500	94
	Morgan	1,500	1,500	100
	Piute	400	400	100
	San Juan	3,200	3,000	92
	Sanpete	5,300	5,200	98
	Sevier	5,200	5,100	98
Between 5-24%	Summit	4,800	4,700	98
	Uintah	8,300	8,000	96
	Wasatch	3,300	3,200	97
	Wayne	600	600	100
	IOAHO			
	Bear Lake	2,500	2,400	96
	UTAH			
Washington	11,200	10,600	95	
Station Totals		542,300	532,800	98
Net Weekly Circulation (1988)				310,100
Average Daily Circulation (1988)				142,000

Utah—Salt Lake City

KTVX

Ch. 4

Network Service: ABC.

Licensee: United Television Inc., 8501 Wilshire Blvd., Suite 340, Beverly Hills, CA 90211.

Studio: 1760 Fremont Dr., Salt Lake City, UT 84104.

Telephone: 801-972-1776. Fax: 801-972-9341.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 32.4-kw visual, 4.9-kw aural. Antenna: 3870-ft. above av. terrain, 131-ft. above ground, 9470-ft. above sea level.

Latitude 40° 36' 50"
Longitude 112° 11' 05"

Transmitter: Nelson Peak, 18-mi. SW of Salt Lake City.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: 7.5-meter C-band; 2 Ku-band.

News Services: ABC, Alden Electronic, AP, WSI, UPI.

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

Began Operation: July 1, 1948. Sale to present owner by Screen Gems Stations Inc., subsidiary of Columbia Pictures Industries Inc., approved by FCC Aug. 12, 1975 (Television Digest, Vol. 15:18). Sale to Screen Gems by TLF Bcstrs. Inc. (Time Inc.) approved Nov. 5, 1959 (Vol. 15:30, 45). Sale to Time Inc. by Inter-mountain Bcstg. & Television Corp. (S. S. Fox, et al.) approved June 24, 1953 (Vol. 9:14, 26).

Represented (sales): MMT Sales Inc.

Represented (legal): Hogan & Hartson.

Represented (engineering): Hammett & Edison Inc.

Personnel:

- DAVID J. WOODCOCK, vice president & general manager.
- ROBERT A. GALLE, general sales manager.
- KIRT BURTON, national sales manager.
- RON FESSENDEN, local sales manager.
- K. RANDALL KIMBALL, business manager.
- RANDY HOFFMAN, promotion manager.
- DENNIS SHINER, production manager.
- GORDON ACKER, operations manager.
- JOHN EDWARDS, news director.
- JIM McDERMAID, chief engineer.
- MICHELE STRATTON, director of public affairs.
- DIANE McCALL, marketing director.

Highest 30 Sec. Rate: \$3000.

NETWORK BASE HOURLY RATE: \$1050.

City of License: Salt Lake City. ADI: Salt Lake City. Rank: 40.

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			
	Dolores	600	500	83
	IDAHO			
	Bear Lake	2,500	2,400	96
	Caribou	3,100	3,000	97
	Franklin	2,800	2,700	96
	Oneida	1,100	1,100	100
	MONTANA			
	Deer Lodge	4,200	4,100	98
	Fallon	1,400	1,300	93
	Silver Bow	14,400	14,100	98
	NEVADA			
	Elko	8,900	8,300	93
	White Pine	3,200	3,100	97



KTVX BMPCT-790616KG Granted 10/15/79

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	UTAH			
	Beaver	1,700	1,700	100
	Box Elder	11,300	11,200	99
	Cache	20,600	20,100	98
	Carbon	8,600	8,400	98
	Daggett	200	200	100
	Davis	51,300	50,800	99
	Duchesne	4,600	4,400	96
	Emery	3,800	3,700	97
	Garfield	1,200	1,100	92
	Grand	3,000	2,800	93
	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
	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
	Uintah	8,300	8,000	96
	Utah	70,000	68,700	98
	Wasatch	3,300	3,200	97
	Washington	11,200	10,600	95
	Wayne	600	600	100
	Weber	55,300	54,600	99
	WYOMING			
	Big Horn	4,500	4,300	96
	Hot Springs	2,100	2,000	95

(Continued on page A-1114)

Station Totals	856,700	837,700	98
Net Weekly Circulation (1988)			595,800
Average Daily Circulation (1988)			343,600

Utah—Salt Lake City

KUTV

Ch. 2

Network Service: NBC.

Licensee: KUTV Inc., 2185 South 3600 West, Salt Lake City, UT 84119.

Studio: 2185 South 3600 West, Salt Lake City, UT 84119.

Telephone: 801-973-3000.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 45.7-kw visual, 9.12-kw aural. Antenna: 3060-ft. above av. terrain, 233-ft. above ground, 8736-ft. above sea level.

Latitude 40° 36' 23"
Longitude 112° 09' 47"

Transmitter: Pix Peak.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive RCA Ku-band; Satcom Technologies, 7-meter; Scientific-Atlanta, 5-meter; Harris, Microdyne, Scientific-Atlanta receivers.

AM Affiliate: KALL, 5-kw (1-kw night), 910 kHz (ABC).

FM Affiliate: KLCY-FM, 40kw, 94.1 MHz.

News Services: AP, Conus, NBC.

Ownership: Standard Corp., 80.0%; Communications Investment Corp., 20.0%. The Standard Group is owned by the Glasman & Hatch families. CIC is owned by George C. & Wilda G. Hatch who also own KALL(AM) & KLCY-FM, Salt Lake City; KUPI & KQPI-FM, Idaho Falls, ID; KVEL-AM-FM, Vernal, UT.

Began Operation: September 10, 1954. Sale to present owners by Frank C. Carman, Grant R. Wrathall & Keams-Tribune Corp., approved March 7, 1956 (*Television Digest*, Vol. 11:31, 38; 12:10). Acquisition of Keams-Tribune Corp. minority interest approved Jan. 29, 1972.

Represented (sales): Katz Television.

Represented (legal): Haley, Bader & Potts.

Personnel:

- JEFFREY HATCH, president.
- AL SEETHALER, vice president & general manager.
- PAT KIRK, national sales manager.
- JOHN BAILEY, general sales manager.
- MARIA SMITH, director of programming & community affairs.
- REID CARPENTER, vice president & director of engineering.
- DEBORAH HAMBERLIN, promotion director.
- ASHER ATKINSON, film.
- RAY MILIUS, director of operations & technical services.
- MIKE YOUNGREN, news director.

Highest One Hour Rate: \$6000.

Highest 30 Sec. Rate: \$1500.

NETWORK BASE HOURLY RATE: \$1000.

City of License: Salt Lake City. ADI: Salt Lake City. Rank: 40.

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	COLORADO			
	Dolores	600	500	83
	IDAHO			
	Bear Lake	2,500	2,400	96
	Caribou	3,100	3,000	97
	Franklin	2,800	2,700	96
	Oneida	1,100	1,100	100
	MONTANA			
	Fallon	1,400	1,300	93
	NEVADA			
	Eureka	500	500	90
	White Pine	3,200	3,100	97



KUTV BMPCT-2149 Granted 6/18/54 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	UTAH				
	Beaver	1,700	1,700	100	
	Box Elder	11,300	11,200	99	
	Cache	20,600	20,100	98	
	Carbon	8,600	8,400	98	
	Daggett	200	200	100	
	Davis	51,300	50,800	99	
	Duchesne	4,600	4,400	96	
	Emery	3,800	3,700	97	
	Garfield	1,200	1,100	92	
	Grand	3,000	2,800	93	
	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	
	Piute	400	400	100	
	Rich	700	700	100	
	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	
	Uintah	8,300	8,000	96	
	Utah	70,000	68,700	98	
	Wasatch	3,300	3,200	97	
	Washington	11,200	10,600	95	
	Wayne	600	600	100	
	Weber	55,300	54,600	99	
	WYOMING				
	Big Horn	4,500	4,300	96	
	Hot Springs	2,100	2,000	95	
	(Continued on page A-1114)				
	Station Totals		870,700	851,700	98
Net Weekly Circulation (1988)			588,900		
Average Daily Circulation (1988)			359,300		

Utah

KSL-TV, Salt Lake City (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%	MONTANA			
	Fergus	5,200	4,900	95
	Lewis + Clark	19,500	18,800	96
	Park	5,800	5,600	97
	Silver Bow	14,400	14,100	98
	NEVADA			
	Eureka	500	500	90
	WYOMING			
	Hot Springs	2,100	2,000	95
	Lincoln	5,300	5,100	95
Park	9,200	8,800	96	
Teton	5,000	4,800	96	
Between 5-24%	IDAHO			
	Bannock	24,200	23,700	98
	Cassia	6,500	6,400	98
	Gooding	4,500	4,400	98
	Jefferson	5,000	5,000	100
	Jerome	5,600	5,500	98
	Madison	5,600	5,500	98
	Twin Falls	19,700	19,400	98
	MONTANA			
	Beaverhead	3,200	3,000	94
	Gallatin	19,100	18,400	96
	Powell	2,400	2,300	96
	Yellowstone	49,300	48,500	98
	NEVADA			
	Lincoln	1,400	1,300	93
WYOMING				
Fremont	12,900	12,500	97	

KTVX, Salt Lake City (Arbitron Data Continued)

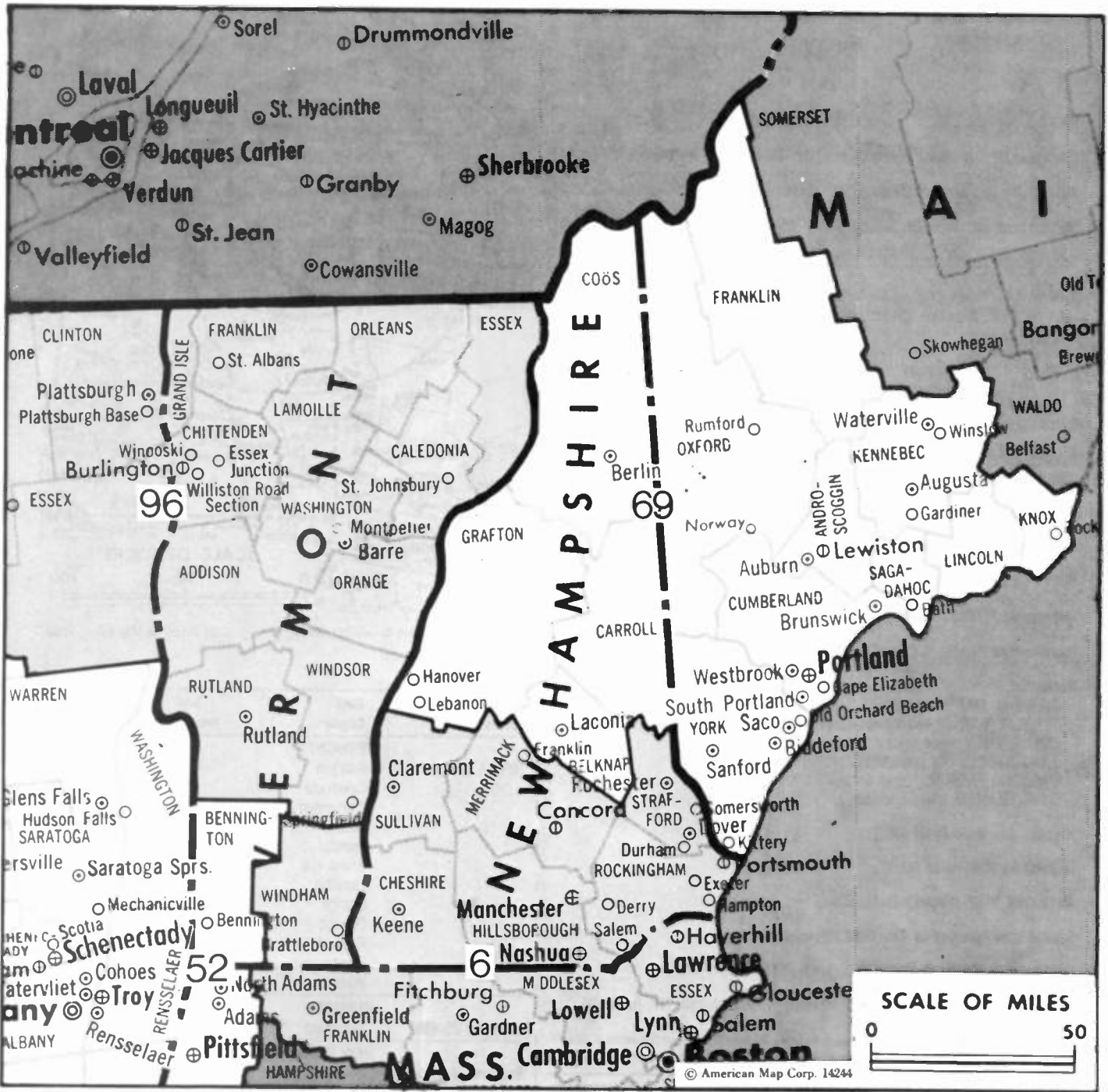
Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	WYOMING			
	Sublette	1,900	1,800	95
	Sweetwater	16,500	15,900	96
	Uinta	7,900	7,600	96
	Washakie	3,500	3,400	97
Between 25-49%	IDAHO			
	Bonneville	23,000	22,700	99
	Cassia	6,500	6,400	98
	Minidoka	6,700	6,500	97
	MONTANA			
	Beaverhead	3,200	3,000	94
	Custer	5,500	5,200	95
	Dawson	4,800	4,600	96
	Fergus	5,200	4,900	95
	Gallatin	19,100	18,400	96
	Lewis + Clark	19,500	18,800	96
	Park	5,800	5,600	97
	Powell	2,400	2,300	96
	Richland	5,100	4,900	96
	NORTH DAKOTA			
	Williams	10,200	10,100	99
	NEVADA			
	Eureka	500	500	90

KTVX—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%	UTAH			
	Piute	400	400	100
	WYOMING			
	Fremont	12,900	12,500	97
	Lincoln	5,300	5,100	95
	Park	9,200	8,800	96
Teton	5,000	4,800	96	
Between 5-24%	COLORADO			
	Montrose	9,800	9,400	96
	IDAHO			
	Bannock	24,200	23,700	98
	Jefferson	5,000	5,000	100
MONTANA				
Yellowstone	49,300	48,500	98	
NEVADA				
Lincoln	1,400	1,300	93	

KUTV, Salt Lake City (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	WYOMING			
	Sublette	1,900	1,800	95
	Sweetwater	16,500	15,900	96
	Uinta	7,900	7,600	96
	Washakie	3,500	3,400	97
Between 25-49%	IDAHO			
	Bonneville	23,000	22,700	99
	Cassia	6,500	6,400	98
	Minidoka	6,700	6,500	97
	MONTANA			
	Beaverhead	3,200	3,000	94
	Custer	5,500	5,200	95
	Dawson	4,800	4,600	96
	Deer Lodge	4,200	4,100	98
	Fergus	5,200	4,900	95
	Gallatin	19,100	18,400	96
	Park	5,800	5,600	97
	Powell	2,400	2,300	96
	Silver Bow	14,400	14,100	98
	NEVADA			
Elko	8,900	8,300	93	
WYOMING				
Fremont	12,900	12,500	97	
Lincoln	5,300	5,100	95	
Park	9,200	8,800	96	
Teton	5,000	4,800	96	
Between 5-24%	IDAHO			
	Bannock	24,200	23,700	98
	Gooding	4,500	4,400	98
	Jefferson	5,000	5,000	100
	Jerome	5,600	5,500	98
	Madison	5,600	5,500	98
	Twin Falls	19,700	19,400	98
	MONTANA			
	Lewis + Clark	19,500	18,800	96
	Richland	5,100	4,900	96
Yellowstone	49,300	48,500	98	



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Boston, MA	2,050,700	6	WBZ-TV (4), WCVB-TV (5), WFXT (25), WGOT (60), WHLL (27), WHRC (46), WHSH (66), WLVI-TV (56), WMFP (62), WMUR-TV (9), WNDS (50), WNEV-TV (7), WNHT (21), WQTV (68), WSBK-TV (38)
Albany-Schenectady-Troy, NY	481,600	52	WCDC (19), WNYT (13), WOOD (55), WRGB (6), WTEN (10), WXXA-TV (23)
Portland-Poland Spring, ME	362,100	69	WCSH-TV (6), WGME-TV (13), WMTW-TV (8), WPXT (51)
Burlington, VT-Plattsburgh, NY	227,300	96	WCAX-TV (3), WNNE-TV (31), WPTZ (5), WVNY (22)

WPTZ, Burlington	See Plattsburgh, NY
WNNE-TV, White River Junction	See Hartford, VT

	VHF	UHF	TOTAL
Commercial Television Stations	1	2	3
Educational Television Stations	0	4	4
	1	6	7

Vermont—Burlington

WCAX-TV

Ch. 3

Network Service: CBS.

Licensee: Mt. Mansfield Television Inc., Joy Drive, South Burlington, VT 05401.

Studio: Joy Dr., South Burlington, VT 05401.

Mailing Address: Box 608, Burlington, VT 05402.

Telephone: 802-658-6300. TWX: 510-299-0026.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 37.6-kw visual, 7.4-kw aural. Antenna: 2740-ft. above av. terrain, 116-ft. above ground, 4176-ft. above sea level.

Latitude 44° 31' 36"
Longitude 72° 48' 57"

Transmitter: Atop Mt. Mansfield.

Satellite Earth Stations: Harris, 9-meter; RCA Americom Ku-band; Harris, Scientific-Atlanta receivers.

News Services: AP, UPI.

Ownership: S. T. Martin, pres. & dir., 61.7%; remainder undisclosed.

Began Operation: September 3, 1954.

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

Represented (legal): Wilmer, Cutler & Pickering.

Personnel:

STUART T. MARTIN, president & general manager.
PETER R. MARTIN, executive vice-president.
KEN JARVIS, general sales manager.
STUART HALL, vice president & production manager.
MARSELIS PARSONS, news director.
CHARLES LIESE, chief engineer.

Highest One Hour Rate: \$2000.

Highest 30 Sec. Rate: \$1200.

NETWORK BASE HOURLY RATE: \$1135.

Station also received in Canadian markets.

BBM Weekly Reach (Spring 1988): 1,166,000.

City of License: Burlington. ADI: Burlington, VT-Plattsburgh, NY. Rank: 96.

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	NEW HAMPSHIRE			
	Coos	13,100	12,900	98
	Grafton	25,700	24,900	97
	Sullivan	14,800	14,400	97
	NEW YORK			
	Clinton	26,800	26,500	99
	Essex	14,200	13,900	98
	Franklin	16,100	15,700	98



WCAX-TV BPCT-3188 Granted 11/20/64 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	VERMONT			
	Addison	11,000	10,700	97
	Caledonia	10,300	10,100	98
	Chittenden	44,900	44,200	98
	Essex	2,500	2,500	100
	Franklin	13,000	12,900	99
	Grand Isle	1,700	1,700	100
	Lamoille	6,900	6,800	99
	Orange	9,100	8,900	98
	Orleans	8,900	8,800	99
Between 25-49%	Rutland	23,100	22,500	98
	Washington	20,400	20,000	98
Between 5-24%	Windsor	21,400	20,800	97
	VERMONT			
	Windham	16,000	15,300	96
	NEW HAMPSHIRE			
	Cheshire	24,300	23,700	97
	NEW YORK			
	St Lawrence	38,600	37,900	98
	Warren	20,700	20,200	98
	Washington	19,900	19,600	98
	VERMONT			
Bennington	13,600	13,300	98	
Station Totals		417,000	408,200	98
Net Weekly Circulation (1988)			257,500	
Average Daily Circulation (1988)			168,600	

Vermont—Burlington-Plattsburgh, New York

WVNY

Ch. 22

Network Service: ABC.

Licensee: Citadel Communications Co. Ltd., 100 Market Square, Burlington, VT 05401.

Studio: 100 Market Square, Burlington, VT 05401.

Telephone: 802-658-8022. TWX: 510-299-0022.

Technical Facilities: Channel No. 22 (518-524 MHz). Authorized power: 1000-kw max. & 589-kw horizontal visual, 100-kw max. & 58.90-kw horizontal aural. Antenna: 2740-ft. above av. terrain, 309-ft. above ground, 4172-ft. above sea level.

Latitude 44° 31' 40"
Longitude 72° 48' 58"

Transmitter: Mt. Mansfield.

Satellite Earth Stations: 2 in operation; Andrew receivers.

News Service: AP.

Ownership: Citadel Communications Co. Ltd., 100%. See Group Ownership of Television Stations.

Began Operation: April 19, 1968. Left air April 2, 1971; resumed operation Sept. 17, 1971. Sale to International TV Corp. (Donald G. Martin, et al.) by Vermont-New York TV Inc. approved by FCC April 17, 1974. Sale to present owner approved Oct. 18, 1982 (*Television Digest*, Vol. 22:34).

Represented (sales): Katz Television.

Represented (legal): Arent, Fox, Kintner, Plotkin & Kahn.

Personnel:

- PHILIP J. LOMBARDO, chairman & president.
- WILLIAM BRADLEY, vice president & general manager.
- BRAD WORTHEN, general sales manager.
- CHARLIE CUSIMANO, national sales manager.
- MARYANN JOHNSON, comptroller.
- LINDA WEAVER, promotion director.
- GARY WHEELOCK, news director.
- RICH MEGER, chief engineer.
- TOM HANSEN, operations director.

Highest One Hour Rate: \$8500.

Highest 30 Sec. Rate: \$2000.

NETWORK BASE HOURLY RATE: \$225.

Station also received in Canadian markets.

BBM Weekly Reach (Spring 1988): 954,000.

City of License: Burlington. **ADI:** Burlington, VT-Plattsburgh, NY. **Rank:** 96.

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	NEW YORK			
	Clinton	26,800	26,500	99
	Essex	14,200	13,900	98



WVNY BPCT-791219KE Granted 2/11/80

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	VERMONT			
	Addison	11,000	10,700	97
	Chittenden	44,900	44,200	98
	Franklin	13,000	12,900	99
	Grand Isle	1,700	1,700	100
	Lamoille	6,900	6,800	99
Between 25-49%	NEW YORK			
	Franklin	16,100	15,700	98
	VERMONT			
	Caledonia	10,300	10,100	98
	Essex	2,500	2,500	100
Between 5-24%	VERMONT			
	Orleans	8,900	8,800	99
	Rutland	23,100	22,500	98
	NEW HAMPSHIRE			
	Grafton	25,700	24,900	97
Station Totals	VERMONT			
	Orange	9,100	8,900	98
	Windsor	21,400	20,800	97
Net Weekly Circulation (1988)		256,000	250,900	98
Average Daily Circulation (1988)				114,000
				50,500

Vermont—Hartford-Hanover, New Hampshire

WNNE-TV

Ch. 31

Network Service: NBC.

Licensee: WNNE-TV Inc., Box 1310, White River Junction, VT 05001.

Studio: Holiday Inn Dr., White River Junction, VT 05001.

Telephones: 802-295-3100; 800-451-0031.

TWX: 710-227-1301. **Fax:** 802-295-9056.

Technical Facilities: Channel No. 31 (572-578 MHz). Authorized power: 2240-kw max. visual, 224-kw max. aural. Antenna: 2220-ft. above av. terrain, 149-ft. above ground, 3299-ft. above sea level.

Latitude 43° 26' 38"
Longitude 72° 27' 17"

Transmitter: Mt. Ascutney, Windsor, VT.

Satellite Earth Stations: Transmit/receive Harris, 6.1-meter Ku-band; Harris, 3-meter Ku-band; Scientific-Atlanta, 7.0-meter C-band; Vertex, 4.5-meter Ku-band; Harris, Scientific-Atlanta receivers.

News Services: AP, Group W Newfeed, NBC, Skycorn, Potomac News Service.

Ownership: Taft Communications Inc., 84.5%; Northern New England Television, 15.5%. Taft Communications Inc. ownership: Paul E. Taft, 56%; Phillip D. Taft, 17.1%; Jerry G. Bridges, 9.3%; Paul E. Milling, 4.1%; 13 others, none with as much as 1%. Taft Communications Inc. has multiple MDS interests.

Began Operation: September 27, 1978.

Represented (legal): Steptoe & Johnson, Chartered.

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

Personnel:

- KAREN CREIGHTON, president & general manager.
- STEVE ROZOV, vice president & general sales manager.
- GARY ELFSTROM, national sales manager.
- JOE ALVIN, vice president & chief engineer.
- ALAN LaGARDE, news director.
- GINNY DOYLE, program director.
- KATHY ARCHER, promotion director.
- PATTY COMSTOCK WILSON, business manager.

Highest One Hour Rate: \$1200.

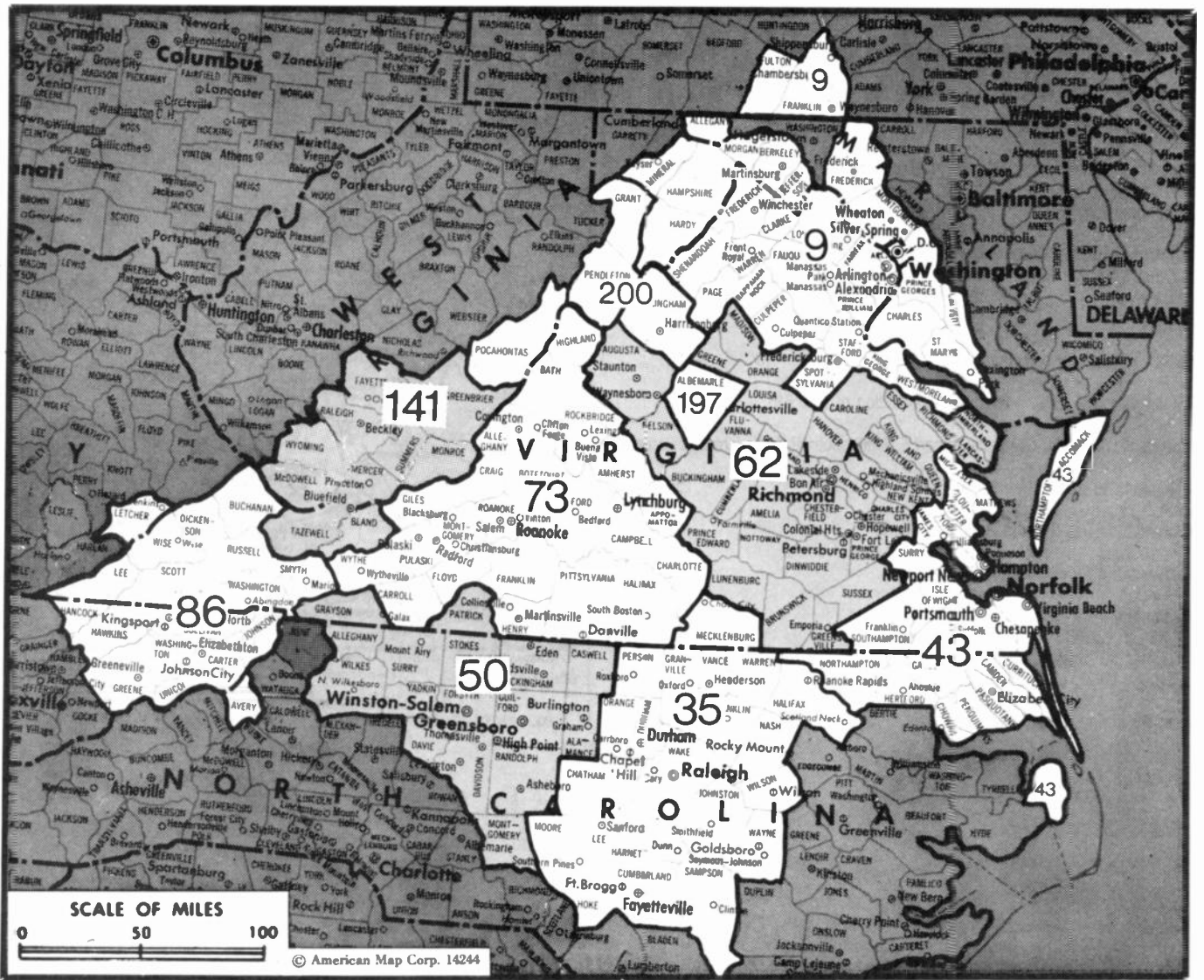
Highest 30 Sec. Rate: \$375.

City of License: Hartford. **ADI:** Burlington, VT-Plattsburgh, NY. **Rank:** 96.

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	NEW HAMPSHIRE			
	Sullivan	14,800	14,400	97
	VERMONT			
	Windham	16,000	15,300	96
	Windsor	21,400	20,800	97
Between 25-49%	NEW HAMPSHIRE			
	Cheshire	24,300	23,700	97
	Grafton	25,700	24,900	97
	VERMONT			
	Orange	9,100	8,900	98
Between 5-24%	NEW HAMPSHIRE			
	Merrimack	39,900	39,100	98
	VERMONT			
	Lamoille	6,900	6,800	99
	Rutland	23,100	22,500	98
	Washington	20,400	20,000	98
Station Totals		201,600	196,400	97
Net Weekly Circulation (1988)			76,000	
Average Daily Circulation (1988)			41,300	



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Washington, DC	1,592,800	9	WDCA-TV (20), WFTY (50), WJLA-TV (7), WRC-TV (4), WTKK (66), WTTG (5), WUSA (9), WFCT (62), WKFT (40), WLFL-TV (22), WPTF-TV (28), WRAL-TV (5), WTVN (11), WYED (17)
Raleigh-Durham, NC	621,000	35	WAVY-TV (10), WTKR-TV (3), WTVZ (33), WVEC-TV (13), WYAH (27)
Norfolk-Portsmouth-Newport News-Hampton, VA	544,100	43	WEJC (20), WFMY-TV (2), WGGT (48), WGHP-TV (8), WLXI-TV (61), WNRW (45), WRDG (16), WXII (12)
Greensboro-Winston Salem-High Point, NC	502,600	50	WRLH-TV (35), WTVR-TV (6), WVRN-TV (63), WWBT (12), WXEX-TV (8), WZXC (65)
Richmond, VA	419,100	62	WDBJ (7), WFEC (38), WJPR (21), WSET-TV (13), WLSL-TV (10), WVFT (27)
Roanoke-Lynchburg, VA	347,700	73	WCYB-TV (5), WETO (39), WJHL-TV (11), WKPT-TV (19)
Bristol, VA-Kingsport-Johnson City, TN	281,000	86	WOAY-TV (4), WVVA (6)
Bluefield-Beckley-Oak Hill, WV	151,400	141	WVIR-TV (29)
Charlottesville, VA	39,100	197	WHSV-TV (3)
Harrisonburg, VA	33,900	200	

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

WJHL-TV, Bristol	See Johnson City, TN
WKPT-TV, Bristol	See Kingsport, TN
WVEC-TV, Hampton	See Norfolk, VA
WDBJ & WLSL-TV, Lynchburg	See Roanoke, VA
WAVY-TV & WYAH, Norfolk	See Portsmouth, VA
WXEX-TV, Petersburg	See Richmond, VA
WJPR & WSET-TV, Roanoke	See Lynchburg, VA

Virginia Station Totals as of October 1, 1988

	VHF	UHF	TOTAL
Commercial Television Stations	11	10	21
Educational Television Stations	0	9	9
	11	19	30

Virginia—Ashland

WZXX

Ch. 65

Network Service: None, independent.

Grantee: Christel Bcstg. Inc., 10211 Staples Mill Rd., Glen Allen, VA 23060.

Telephone: 804-266-2966.

Technical Facilities: Channel No. 65 (776-782 MHz). Authorized power: 824-kw max. visual. Antenna: 860-ft. above av. terrain, 869-ft. above ground, 968-ft. above sea level.

Latitude	37°	44'	32"
Longitude	77°	15'	18"

Transmitter: Rte. 652, 1-mi. from intersection of Rte. 615.

Ownership: Sherry L. Campana; Robert E. Smith; John R. Hall; James E. Campana.

Scheduled to begin: October 31, 1988.

Represented (legal): May & Dunne, Chartered.

Represented (engineering): Serge Bergen.

Personnel:

JAMES ROBERT HALL, general manager.
TERRY COY, news director.
SUSAN CARY, program director.

ADI: Richmond. **Rank:** 62.



Virginia—Bristol-Kingsport-Johnson City,

Tennessee

WCYB-TV

Ch. 5

WCYB-TV 5

The News Station

Network Service: NBC.

Licensee: Appalachian Bcstg. Corp., Cumberland & Lee Sts., Bristol, VA 24201.

Studio: 101 Lee St., Bristol, VA.

Mailing Address: Box 2069, Bristol, VA 24203.

Telephone: 703-669-4161. TWX: 510-580-2019.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 83.2-kw visual, 11.5-kw aural. Antenna: 2230-ft. above av. terrain, 140-ft. above ground, 4380-ft. above sea level.

Latitude 36° 26' 57"
Longitude 82° 06' 31"

Transmitter: Rye Patch Knob, Cherokee National Forest.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Comtech, 3.8-meter Ku & C-band; Harris, 6.1-meter C-band; Harris, 6.1-meter Ku-band; Harris, 3-meter Ku-band; Harris, Standard Communications receivers.

News Services: AP, NBC, NIWS, Sports News Satellite.

Ownership: The DGH Co., 100% The DGH Co. ownership: Lamco Communications Inc., 100%. See Group Ownership of TV Stations.

Began Operation: August 13, 1956. Sale to present owner by Starr Bcstg. Group approved by FCC March 17, 1977 (Television Digest, Vol. 16:33). Sale to Starr by Robert H. Smith, J. Fey Rogers, Charles M. Gore & Harry M. Daniel approved Nov. 12, 1970 (Vol. 10:6, 46).

Represented (sales): Petry Television Inc.

Represented (legal): Koteen & Naftalin.

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

Personnel:

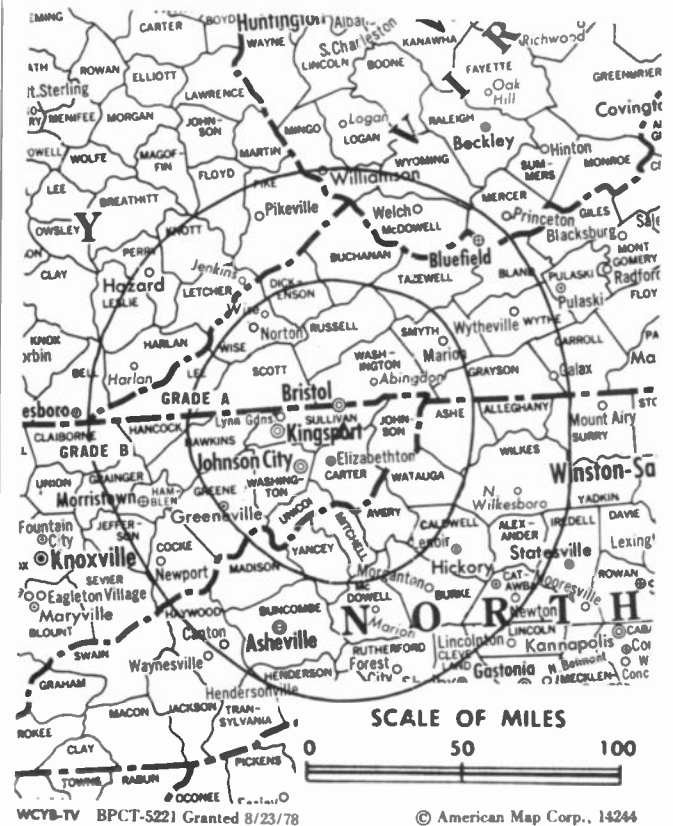
ROBERT H. SMITH JR., exec. vice president & general manager.
JACK SHAVER, vice president, sales & promotion.
RICHARD TORBETT, local sales manager.
STEVE HAWKINS, news & public service director.
ECHEL EDENS, chief engineer.
CHARLES LINEBERGER, program manager.
RICK McVEY, director, creative services & promotion.
LISA KELECHAVA, promotion director.

Rates: Not available.

City of License: Bristol. ADI: Bristol, VA-Kingsport-Johnson City, TN. Rank: 86.

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	KENTUCKY			
	Harlan	14,500	14,300	99
	Knott	6,100	5,900	98
	Letcher	11,000	10,800	98
	NORTH CAROLINA			
Ashe	9,200	9,000	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Avery	5,400	5,300	98
	Watauga	12,600	12,400	98
	Yancey	5,700	5,500	97
TENNESSEE				
	Carter	19,800	19,600	99
	Greene	21,100	20,900	99
	Hamblen	21,500	21,300	99
	Hancock	2,300	2,300	100
	Hawkins	17,300	17,100	99
	Johnson	5,400	5,300	98
	Sullivan	57,500	57,200	99
	Unicoi	6,500	6,400	98
	Washington	34,700	34,500	99
VIRGINIA				
	Buchanan	12,300	12,000	98
	Dickenson	7,000	6,900	99
	Lee	9,500	9,300	98
	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
	Wise	17,200	16,900	98
Between 25-49%	KENTUCKY			
	Leslie	5,100	4,900	97
Between 5-24%	NORTH CAROLINA			
	Mitchell	5,400	5,300	98
Between 5-24%	TENNESSEE			
	Coke	11,300	11,100	99
Between 5-24%	KENTUCKY			
	Bell	12,000	11,800	98
Clay	7,700	7,500	97	
(Continued on page A-1141)				
Station Totals		526,400	518,900	99
Net Weekly Circulation (1988)			340,600	
Average Daily Circulation (1988)			230,600	

Virginia—Charlottesville

WVIR-TV

Ch. 29

Network Service: NBC.

Licensee: Virginia Broadcasting Corp., Box 769, Charlottesville, VA 22902.

Studio: 503 E. Market St., Charlottesville, VA 22901.

Telephone: 804-977-7082.

Technical Facilities: Channel No. 29 (560-566 MHz). Authorized power: 1290-kw max. & 427-kw horizontal visual, 129-kw max. & 42.70-kw horizontal aural. Antenna: 1200-ft. above av. terrain, 301-ft. above ground, 1765-ft. above sea level.

Latitude 37° 59' 00"
Longitude 78° 28' 54"

Transmitter: Carter Mountain, 3.5-mi S of Charlottesville.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: 3 in operation.

News Service: UPI.

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

Began Operation: March 11, 1973. Sale to present owner by Harold B. Wright Jr. et al., approved by FCC Oct. 30, 1986.

Represented (sales): Katz Television.

Represented (legal): Cohn & Marks.

Personnel:

HAROLD B. WRIGHT JR., vice president & general manager.
JIM FERNALD, general sales manager.
SID SHUMATE, chief engineer.

Highest One Hour Rate: \$1000.

Highest 30 Sec. Rate: \$200.

NETWORK BASE HOURLY RATE: \$50.

City of License: Charlottesville. **ADI:** Charlottesville. **Rank:** 197.

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	VIRGINIA			
	Albemarle	39,600	38,900	98
	Fluvanna	4,000	3,900	98
	Greene	3,100	3,000	97
	Madison	3,900	3,800	97



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	VIRGINIA			
	Augusta	33,100	32,700	99
	Buckingham	3,900	3,800	97
	Nelson	4,300	4,200	98
	Orange	7,300	7,200	98
Between 5-24%	VIRGINIA			
	Culpeper	8,500	8,400	99
	Cumberland	2,800	2,700	96
	Louisa	6,800	6,800	98
	Page	7,600	7,600	100
WEST VIRGINIA	Prince Edward	5,100	5,000	98
	Shenandoah	11,300	11,200	99
Station Totals		172,600	169,900	98
	Net Weekly Circulation (1988)			77,100
	Average Daily Circulation (1988)			41,900

Virginia—Harrisonburg

WHSV-TV

Ch. 3

Network Service: ABC.

Licensee: Benedek Bcstg. of Virginia Inc., Box TV3, Harrisonburg, VA 22801-0030.

Studio: Rte. 33 West, Harrisonburg, VA 22801.

Mailing Address: Box TV3, Harrisonburg, VA 22801-0030.

Telephone: 703-433-9191. **TWX:** 710-839-1394.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 8.3-kw visual, 0.83-kw aural (maximum power permitted by FCC, 100-kw equivalent for antenna height). Antenna: 2130-ft. above av. terrain, 332-ft. above ground, 3287-ft. above sea level.

Latitude 38° 36' 05"
Longitude 78° 37' 57"

Transmitter: Big Mountain, New Market, VA.

Satellite Earth Stations: ADM, 6.1-meter C-band; AFC, 3.6-meter Ku-band; Andrew, 4.7-meter C-band; ChannelMaster, 3.7-meter C-band; Avantek, M/A-Corn receivers.

News Services: AP, ABC.

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

Began Operation: October 9, 1953. Sale to present owner by Worrell Bcstg. approved by FCC Nov. 5, 1986. Sale to Worrell Bcstg. by Gilmore Bcstg. approved by FCC Jan. 15, 1976; transfer completed June 3, 1976. Sale to Gilmore Bcstg. by Evening Star and Hamilton Shea approved Aug. 9, 1965 (Television Digest, Vol. 5:23, 33). Previous sale of 50% by Transcontinent Corp. and 1% by Hamilton Shea to the Evening Star Broadcasting Co. approved Sept. 23, 1959 (Vol. 15:30, 32, 39). Sale to Transcontinent Corp. & Hamilton Shea as co-equal owners by Frederick L. Allman approved May 29, 1956 (Vol. 12:15, 22).

Represented (sales): Katz Television.

Represented (legal): Wilner & Scheiner.

Personnel:

ROBERT GANZER, general manager.
BOB BOLYARD, local sales manager.
CHRISTOPHER JONES, operations manager.
JIM BRADLEY, news director.
RICHARD HIETT, chief engineer.

Highest One Hour Rate: \$2000.

NETWORK BASE HOURLY RATE: \$850.

City of License: Harrisonburg. **ADI:** Harrisonburg. **Rank:** 200.

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	VIRGINIA			
	Augusta	33,100	32,700	99
	Page	7,600	7,600	100
	Rockingham	27,600	27,300	99
	Shenandoah	11,300	11,200	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WEST VIRGINIA			
	Grant	3,700	3,600	97
	Hardy	3,700	3,600	97
	Pendleton	3,100	3,000	97
Between 25-49%	VIRGINIA			
	Albemarle	39,600	38,900	98
	Frederick	20,600	20,400	99
	Greene	3,100	3,000	97
	Rappahannock	2,500	2,500	100
	Warren	8,900	8,800	99
Between 5-24%	VIRGINIA			
	Bath	2,000	2,000	100
	Clarke	3,900	3,900	100
	Highland	1,100	1,100	100
	Madison	3,900	3,800	97
	Orange	7,300	7,200	98
	Rockbridge	10,400	10,300	99
WEST VIRGINIA				
Berkeley	19,700	19,600	99	
Jefferson	12,300	12,200	99	
Mineral	10,300	10,200	99	
Pocahontas	3,900	3,700	96	
Station Totals		239,600	236,600	99
Net Weekly Circulation (1988)			106,900	
Average Daily Circulation (1988)			58,300	

Virginia—Lynchburg

WJPR

Ch. 21

Network Service: Fox.

Licensee: Lynchburg-Roanoke Television Corp.

Studio: 2820 Linkhome Dr., Lynchburg, VA 24503.

Telephone: 804-384-0021.

Technical Facilities: Channel No. 21 (512-518 MHz). Authorized power: 4207-kw max. visual, 421-kw max. aural. Antenna: 1638-ft. above av. terrain, 964-ft. above ground, 2744-ft. above sea level.

Latitude 37° 19' 14"
Longitude 79° 37' 57"

Transmitter: Flat Top Mountain, Bedford County.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: 3 in operation; Comtech, 5-meter; M/A-Com, Pinzone receivers.

Ownership: Thomas F. Carney, gen. partner, 60%; Rinaldo (Rye B.) Page, gen. partner, 20%; Martin J. O'Meara, gen. partner, 10%; Ralph Renick, ltd. partner, 5%; I. Paul Arcuri, ltd. partner, 2%; Jonathan A. Samen, ltd. partner, 3%. Carney & O'Meara have interest in WJTC(TV), Pensacola, FL.

Began Operation: March 23, 1986.

Represented (sales): MMT Marketing.

Represented (legal): Arter & Hadden.

Represented (engineering): Broadcast Engineering Systems.

Personnel:

LON MIROLLI, general manager.

Highest 30 Sec. Rate: \$120.

City of License: Lynchburg. **ADI:** Roanoke-Lynchburg. **Rank:** 73.

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	VIRGINIA			
	Bedford	15,100	14,900	99
Between 25-49%	VIRGINIA			
	Amherst	9,900	9,700	98
	Campbell	40,700	40,300	99
	Roanoke	76,700	76,100	99



WJPR BMPCT—851101K1 Granted 12/5/85

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	VIRGINIA			
	Alleghany	9,400	9,300	99
	Appomattox	4,500	4,400	98
	Charlotte	4,000	3,900	98
	Franklin	12,800	12,600	98
	Halifax	12,100	11,900	98
	Mecklenburg	10,500	10,300	98
	Montgomery	26,200	25,900	99
Prince Edward	5,100	5,000	98	
Rockbridge	10,400	10,300	99	
Station Totals		237,400	234,600	99
Net Weekly Circulation (1988)			61,100	
Average Daily Circulation (1988)			22,000	

Virginia—Lynchburg

WSET-TV

Ch. 13

Network Service: ABC.

Licensee: WSET Inc., Box 11588, Lynchburg, VA 24506.

Studio: 2320 Langhorne Rd., Lynchburg, VA 24501.

Mailing Address: Box 11588, Lynchburg, VA 24506.

Telephone: 804-528-1313.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 300-kw visual, 45.3-kw aural. Antenna: 2040-ft. above av. terrain, 1230-ft. above ground, 3149-ft. above sea level.

Latitude 37° 18' 54"
Longitude 79° 38' 06"

Transmitter: Thaxton Mountain, 15-mi. E of Roanoke.

Satellite Earth Stations: Microdyne, 7-meter; Avantek, MJA-Corn, Microdyne receivers.

News Services: ABC, AP, UPI.

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

Began Operation: February 8, 1953. Sale to present owner by Evening Star Bcstg. Co. approved May 5, 1976. Sale to Evening Star by Lynchburg Bcstg. Co. approved Aug. 23, 1965 by FCC (Television Digest, Vol. 5:25, 35).

Represented (sales): Katz Television.

Represented (legal): Hogan & Hartson.

Represented (engineering): Jansky & Bailey.

Personnel:

- DAVID McATEE, president & general manager.
- JACK TACKETT, general sales manager.
- DOROTHY BALLAGH, manager, operations.
- DOUGLAS DANIEL, chief engineer.
- BEVE LUTZ, manager, business services.
- WILLIAM BOUYER, news director.
- MONIQUE BUTLER, community services director.

Rates: Not available.

City of License: Lynchburg. ADI: Roanoke-Lynchburg. Rank: 73.

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	VIRGINIA			
	Alleghany	9,400	9,300	99
	Amherst	9,900	9,700	98
	Appomattox	4,500	4,400	98
	Bath	2,000	2,000	100
	Bedford	15,100	14,900	99
	Botetourt	8,800	8,700	99
	Campbell	40,700	40,300	99
	Charlotte	4,000	3,900	98
	Franklin	12,800	12,600	98
	Halifax	12,100	11,900	98
	Mecklenburg	10,500	10,300	98
	Montgomery	26,200	25,900	99
	Pittsylvania	40,500	40,000	99
	Pulaski	12,900	12,800	99
Roanoke	76,700	76,100	99	
Rockbridge	10,400	10,300	99	



Net Weekly Circulation	State County	Total Households	TV Households	Households %
Between 25-49%	NORTH CAROLINA			
	Caswell	7,300	7,200	99
	Person	11,000	10,900	99
	VIRGINIA			
	Craig	1,600	1,600	100
	Floyd	4,500	4,400	98
	Giles	6,200	6,100	98
	Henry	27,500	27,200	99
	Nelson	4,300	4,200	98
	Prince Edward	5,100	5,000	98
Wythe	9,500	9,300	98	
Between 5-24%	NORTH CAROLINA			
	Granville	12,100	11,900	98
	Rockingham	33,000	32,700	99
	VIRGINIA			
	Augusta	33,100	32,700	99
	Bland	2,200	2,100	95
	Buckingham	3,900	3,800	97
	Carroll	9,700	9,500	98
	Highland	1,100	1,100	100
	Lunenburg	4,100	4,000	98
Patrick	6,500	6,400	98	
Tazewell	17,600	17,400	99	
WEST VIRGINIA				
Greenbrier	14,300	14,100	98	
Mercer	27,700	27,400	99	
Monroe	4,800	4,600	97	
Pocahontas	3,900	3,700	96	
Station Totals		547,500	540,400	99
Net Weekly Circulation (1988)			280,300	
Average Daily Circulation (1988)			148,000	

Virginia—Manassas

WTKK

Ch. 66

Network Service: None, independent.

Licensee: National Capital Christian Broadcasting Inc., Manassas, VA 22110.

Studio: 9008 Center St., Manassas, VA 22110.

Telephone: 703-369-3400. **Telex:** 62576490.

Technical Facilities: Channel No. 66 (782-788 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 550-ft. above av. terrain, 459-ft. above ground, 897-ft. above sea level.

Latitude 38° 47' 16"
Longitude 77° 19' 48"

Transmitter: 6110 Ox Rd., Fairfax Station.

Satellite Earth Stations: Weatherscan, 10-meter; Weatherscan, 3-meter; Weatherscan, 2.3-meter Ku-band.

Ownership: National Capital Christian Broadcasting Inc., non-stock corp. Lester R. Raker, pres.; K. L. Raker, v.p.; T. L. Foltz, secy.-treas.

Began Operation: March 26, 1978.

Represented (sales): Unirep Bcstg. Co.

Represented (legal): John H. Midlen Jr.

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

Personnel:

LESTER R. RAKER, president & general manager.
THOMAS L. FOLTZ, station manager & general sales manager.

Highest One Hour Rate: \$1500.

Highest 30 Sec. Rate: \$64.

City of License: Manassas. **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.



WTKK BMPCT-820128KE Granted 3/5/82 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
VIRGINIA				
Between 5-24%	Culpeper	8,500	8,400	99
Station Totals		8,500	8,400	99
Net Weekly Circulation (1988)			16,100	
Average Daily Circulation (1988)			4,200	

Virginia—Norfolk

WTKR-TV

Ch. 3

Network Service: CBS.

Licensee: Knight-Ridder Bcstg. Inc., 720 Boush St., Norfolk, VA 23510.

Studio: 720 Boush St., Norfolk, VA 23510.

Telephone: 804-446-1000.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 980-ft. above av. terrain, 1029-ft. above ground, 1049-ft. above sea level.

Latitude 36° 48' 56''
Longitude 76° 28' 00''

Transmitter: 5277 Nansemond Pkwy., Suffolk, VA 23434.

Satellite Earth Stations: 5 in operation 3 C-band; 2 Ku-band; Harris, Scientific-Atlanta receivers.

News Services: AP, CBS, Conus, NIWS, UPI.

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

Began Operation: April 2, 1950. Sale to present owner by Landmark Television approved by FCC Jan. 16, 1981 (Television Digest, Vol. 20:33; 21:4).

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

Represented (legal): Hopkins, Sutter, Hamel & Park.

Personnel:

- WILLIAM B. PETERSON, president & general manager.
- MARJORIE NELOWET, general sales manager.
- JOSEPH C. PERKINS, director of operations.
- JULIE McCOLLUM, director of personnel & community relations.
- GENE GILDOW, chief engineer.
- DALE GAUDING, editorial director.
- DAVID TRESSEL, director of marketing.
- JACK WELSBY, business manager.
- CHARLOTTE HARWOOD, local sales manager.
- CAROL RUEPPEL, news director.

Highest One Hour Rate: \$5500.

Highest 30 Sec. Rate: \$2000.

NETWORK BASE HOURLY RATE: \$1600.

City of License: Norfolk. **ADI:** Norfolk-Portsmouth-Newport News-Hampton. **Rank:** 43.

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	NORTH CAROLINA			
	Camden	2,000	2,000	100
	Chowan	5,200	5,100	98
	Currituck	5,300	5,200	98
	Dare	7,700	7,500	97
	Gates	3,200	3,100	97
	Hertford	8,100	8,000	99
	Northampton	7,600	7,500	98
	Pasquotank	11,400	11,200	99
	Perquimans	3,900	3,900	100
	VIRGINIA			
	Accomack	11,600	11,400	98
	Gloucester	9,800	9,700	99



Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	Greenville	5,000	4,900	98
	Isle Of Wight	8,200	8,100	99
	James City	12,500	12,300	99
	Lancaster	4,200	4,100	98
	Mathews	3,600	3,500	97
	Middlesex	3,300	3,200	97
	Northampton	5,500	5,400	98
	Southampton	7,900	7,800	99
	Surry	2,000	2,000	100
	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
	Norfolk City	93,900	93,200	99
Portsmouth City	38,200	37,900	99	
Suffolk City	16,900	16,600	98	
Va Beach City	112,900	112,300	99	
Between 25-49%	NORTH CAROLINA			
	Bertie	7,500	7,300	97
	VIRGINIA			
Northumberland	4,000	4,000	99	
Sussex	3,400	3,300	97	
Between 5-24%	NORTH CAROLINA			
	Halifax	19,600	19,200	98
	Tyrrell	1,400	1,400	100
	Washington	5,200	5,100	98
	VIRGINIA			
New Kent	3,800	3,700	97	
Prince George	15,000	14,900	99	
Station Totals		611,400	605,300	99
Net Weekly Circulation (1988)			482,000	
Average Daily Circulation (1988)			274,600	

Virginia—Norfolk

WTVZ

Ch. 33

(Also serves Virginia Beach, Hampton, Newport News, Portsmouth & Chesapeake, VA)

Network Service: Fox.

Licensee: TVX Broadcast Group Inc., 5501 Greenwich Rd., Suite 275, Virginia Beach, VA 23462.

Studio: 900 Granby St., Norfolk, VA 23510.

Telephone: 804-622-3333.

Technical Facilities: Channel No. 33 (584-590 MHz). Authorized power: 5000-kw max. & 1320-kw horizontal visual, 204-kw horizontal aural. Antenna: 910-ft. above av. terrain, 1027-ft. above ground, 1049-ft. above sea level.

Latitude 36° 48' 32"
Longitude 76° 30' 13"

Transmitter: 1-mi. S of Driver, VA.

Satellite Earth Stations: AFC, 3.7-meter Ku-band; Andrew, 5-meter C-band; Continental, 4.9-meter C-band; DX Engineering, M/A-Corn, Scientific-Atlanta receivers.

Ownership: TVX Broadcast Group, 100%. See Group Ownership of Television Stations.

Began Operation: September 24, 1979.

Represented (sales): Seltel Inc.

Represented (legal): Kenkel, Barnard & Edmundson.

Personnel:

- JOHN S. TRINDER, president.
- CHARLES McFADDEN, vice president & general manager.
- ELISE TUCKER, general sales manager.
- JEFF ARMSTRONG, national sales manager.
- ED CUTHEROLL, chief engineer.
- MARK HUDGINS, program director.
- SHELLEY STILES, promotion director.

Rates: Not available.

City of License: Norfolk. **ADI:** Norfolk-Portsmouth-Newport News-Hampton. **Rank:** 43.

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	NORTH CAROLINA			
	Gates	3,200	3,100	97
	Pasquotank	11,400	11,200	99
	VIRGINIA			
	Isle Of Wight	8,200	8,100	99
	Northampton	5,500	5,400	98
	Surry	2,000	2,000	100
	York	16,300	16,200	99
	Portsmouth City	38,200	37,900	99
	Suffolk City	16,900	16,600	98
Between 25-49%	NORTH CAROLINA			
	Camden	2,000	2,000	100



WTVZ BMPCT-790416KL Granted 9/28/79

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	VIRGINIA			
	Accomack	11,600	11,400	98
	Gloucester	9,800	9,700	99
	Southampton	7,900	7,800	99
	Chesapeake City	44,700	44,300	99
	Hampton City	44,200	43,900	99
	Newport News City	56,400	56,100	99
	Norfolk City	93,900	93,200	99
	Va Beach City	112,900	112,300	99
	Between 5-24%	NORTH CAROLINA		
Bertie		7,500	7,300	97
Chowan		5,200	5,100	98
Northampton		7,600	7,500	98
Tyrrell		1,400	1,400	100
Washington		5,200	5,100	98
VIRGINIA				
James City		12,500	12,300	99
Lancaster		4,200	4,100	98
Mathews		3,600	3,500	97
Middlesex	3,300	3,200	97	
Northumberland	4,000	4,000	99	
Sussex	3,400	3,300	97	
Station Totals		560,300	555,100	99
Net Weekly Circulation (1988)			246,300	
Average Daily Circulation (1988)			91,800	

Virginia—Hampton-Norfolk

WVEC-TV

Ch. 13

Network Service: ABC.

Licensee: WVEC Television Inc., 613 Woodis Ave., Norfolk, VA 23510.

Studio: 613 Woodis Ave., Norfolk, VA 23510.

Hampton Bureau: 1932 Pembroke Ave., Hampton, VA 23663.

Telephones: 804-625-1313, Hampton; 804-722-6331, Norfolk.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 234-kw visual, 23.4-kw aural. Antenna: 980-ft. above av. terrain, 1028-ft. above ground, 1049-ft. above sea level.

Latitude 36° 49' 00"
Longitude 76° 28' 05"

Transmitter: Shoulders Hill Rd., 2.0-mi. E of Driver, VA.

Satellite Earth Stations: Andrew, 7.3-meter C-band; Andrew, 4.5-meter C-band; RCA, 3.7-meter Ku-band; Scientific-Atlanta, 10-meter C-band; Andrew, RCA, Scientific-Atlanta receivers.

News Services: AP, UPI.

Ownership: A. H. Belo Corp. See Group Ownership of Television Stations.

Began Operation: September 19, 1953 on Ch. 15. Nov. 13, 1959 it switched to Ch. 13. Sale to Corinthian Bcstg. by Thomas P. Chisman, et al., approved by FCC Feb. 12, 1980 (*Television Digest*, Vol. 19:21). Sale to present owner approved Nov. 29, 1983 (Vol. 23:20).

Represented (sales): TeleRep Inc.

Represented (legal): Dow, Lohnes & Albertson.

Personnel:

J. WILLIAM BEINDORF, president & general manager.
MARK YOUNG, general sales manager.
HARROL A. BRAUER III, national sales manager.
PETE McELVEEN, production manager.
SHERRI BRENNEN, community affairs director.
MEYER DAVIS, director of programming & operations.
CIL FRAZIER, advertising & promotion director.
DICK CANNON, chief engineer.
LARRY GIELE, business manager.
CHRIS DALEY, marketing director.

Rates: Not available.

City of License: Hampton. **ADI:** Norfolk-Portsmouth-Newport News-Hampton. **Rank:** 43.

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	NORTH CAROLINA			
	Camden	2,000	2,000	100
	Chowan	5,200	5,100	98
	Currituck	5,300	5,200	98
	Dare	7,700	7,500	97
	Gates	3,200	3,100	97
	Hertford	8,100	8,000	99
	Pasquotank	11,400	11,200	99
	Perquimans	3,900	3,900	100
	VIRGINIA			
	Accomack	11,600	11,400	98
	Gloucester	9,800	9,700	99



WVEC-TV BPCT-3279 Granted 7/29/64

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Isle Of Wight	8,200	8,100	99
	James City	12,500	12,300	99
	Mathews	3,600	3,500	97
	Northampton	5,500	5,400	98
	Southampton	7,900	7,800	99
	Surry	2,000	2,000	100
	Sussex	3,400	3,300	97
	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
	Norfolk City	93,900	93,200	99
	Portsmouth City	38,200	37,900	99
Suffolk City	16,900	16,600	98	
Va Beach City	112,900	112,300	99	
Between 25-49%	NORTH CAROLINA			
	Bertie	7,500	7,300	97
	Northampton	7,600	7,500	98
VIRGINIA	Lancaster	4,200	4,100	98
	Northumberland	4,000	4,000	99
	VIRGINIA			
Between 5-24%	Greensville	5,000	4,900	98
	King And Queen	2,200	2,200	100
	Middlesex	3,300	3,200	97
	Nottoway	5,300	5,200	98
	Prince Edward	5,100	5,000	98
	Station Totals		579,000	573,400
Net Weekly Circulation (1988)			481,100	
Average Daily Circulation (1988)			300,200	

Virginia—Portsmouth-Norfolk-Newport News

WAVY-TV

Ch. 10

Network Service: NBC.

Licensee: WAVY TV Inc., 801 Wavy St., Portsmouth, VA 23704.

Studio: 801 Wavy St., Portsmouth, VA 23704.

Telephone: 804-393-1010. **TWX:** 710-882-3271.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 38.9-kw aural. Antenna: 990-ft. above av. terrain, 1026-ft. above ground, 1050-ft. above sea level.

Latitude 36° 49' 14"
Longitude 76° 30' 41"

Transmitter: 2865 Kings Hwy., Driver, VA.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Harris, 6.1-meter Ku-band; Andrew, 4.5-meter Ku & C-band; Harris, 3.5-meter Ku-band; Harris, 3.1-meter C-band; Andrew, DX Engineering, Harris, Microdyne receivers.

News Services: AP, UPI.

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

Began Operation: September 1, 1957. Sale to LIN Bcstg. by Tidewater Teleradio Inc. approved by FCC March 27, 1968.

Represented (sales): Blair Television.

Represented (legal): Covington & Burling.

Personnel:

- MICHAEL McGREW, general manager.
- JACK PARIS, general sales manager.
- GARY B. SMART, national sales manager.
- JOE BOWMAN, local sales manager.
- BILL LOGAN, station manager.
- HAL LEVENSON, news director.
- TED HAND, chief engineer.
- MANNY MUNOZ, business manager.

Highest 30 Sec. Rate: \$2000.

NETWORK BASE HOURLY RATE: \$1000.

City of License: Portsmouth. **ADI:** Norfolk-Portsmouth-Newport News-Hampton. **Rank:** 43.

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	NORTH CAROLINA			
	Camden	2,000	2,000	100
	Chowan	5,200	5,100	98
	Currituck	5,300	5,200	98
	Dare	7,700	7,500	97
	Gates	3,200	3,100	97
	Hertford	8,100	8,000	99
	Pasquotank	11,400	11,200	99
	Perquimans	3,900	3,900	100
	VIRGINIA			
	Accomack	11,600	11,400	98
	Gloucester	9,800	9,700	99
	Isle Of Wight	8,200	8,100	99
	James City	12,500	12,300	99
Lancaster	4,200	4,100	98	



WAVY-TV BPCT-1750 Granted 5/29/56 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Mathews	3,600	3,500	97
	Northampton	5,500	5,400	98
	Southampton	7,900	7,800	99
	Surry	2,000	2,000	100
	Sussex	3,400	3,300	97
	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
	Norfolk City	93,900	93,200	99
	Portsmouth City	38,200	37,900	99
Suffolk City	16,900	16,600	98	
Va Beach City	112,900	112,300	99	
Between 25-49%	NORTH CAROLINA			
	Bertie	7,500	7,300	97
	Northampton	7,600	7,500	98
	VIRGINIA			
Charles City	2,000	2,000	100	
Greensville	5,000	4,900	98	
Middlesex	3,300	3,200	97	
Northumberland	4,000	4,000	99	
Between 5-24%	MARYLAND			
	Somerset	6,800	6,700	99
	NORTH CAROLINA			
Halifax	19,600	19,200	98	
Washington	5,200	5,100	98	
VIRGINIA				
King And Queen	2,200	2,200	100	
King William	3,500	3,500	100	
New Kent	3,800	3,700	97	
Station Totals		609,500	603,400	99
Net Weekly Circulation (1988)			490,300	
Average Daily Circulation (1988)			300,500	

Virginia—Portsmouth-Norfolk-Newport News

WYAH

Ch. 27

Network Service: None, independent.

Licensee: CBN Continental Bcstg. Network Inc., CBN Center, Virginia Beach, VA 23463.

Studio: 1318 Spratley St., Portsmouth, VA 23704.

Telephone: 804-393-2501.

Technical Facilities: Channel No. 27 (548-554 MHz). Authorized power: 2341-kw max. & 1440-kw horizontal visual, 478-kw max. & 288-kw horizontal aural. Antenna: 970-ft. above av. terrain, 1025-ft. above ground, 1045-ft. above sea level.

Latitude 36° 48' 47"
Longitude 76° 27' 45"

Transmitter: State Rte. 337, 0.4-mi. E of Junction of Rtes. 337 & 626, near Shoulters Hill.

Satellite Earth Stations: AFC, 3.7-meter; M/A-Corn, 3.6-meter Ku-band; M/A-Corn receivers.

FM Affiliate: WXRI, Norfolk, 50-kw, 105.3 MHz (No. 287), 340-ft.

Ownership: CBN Continental Broadcasting Network Inc., 100%. See Group Ownership of Television Stations.

Began Operation: October 1, 1961, as a non-commercial religious station. Began commercial operation July 1967.

Represented (sales): Katz Television.

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

Personnel:

- TIM ROBERTSON, president.
- JIM REID, vice president & chief operating officer.
- THOMAS W. SMITH, vice president & general manager.
- BRYAN RHODES, general sales manager.
- MICHAEL STRICKLAND, national sales manager.
- DAVE WHITENER, program director.
- CINDY BONNER, data services manager.
- KEN REICHENBACH, chief engineer.

Highest One Hour Rate: \$3000.

Highest 30 Sec. Rate: \$270.

City of License: Portsmouth. **ADI:** Norfolk-Portsmouth-Newport News-Hampton. **Rank:** 43.

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	NORTH CAROLINA			
	Currituck	5,300	5,200	98
	Gates	3,200	3,100	97
	Pasquotank	11,400	11,200	99
	Perquimans	3,900	3,900	100
	VIRGINIA			
	Isle Of Wight	8,200	8,100	99
	Mathews	3,600	3,500	97
	Northampton	5,500	5,400	98
	Southampton	7,900	7,800	99
	York	16,300	16,200	99
	Chesapeake City	44,700	44,300	99
	Portsmouth City	38,200	37,900	99
	Suffolk City	16,900	16,600	98



WYAH BPCT-4187 Granted 9/18/69 © American Map Corp. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	NORTH CAROLINA			
	Camden	2,000	2,000	100
	Chowan	5,200	5,100	98
	Dare	7,700	7,500	97
	Hertford	8,100	8,000	99
	VIRGINIA			
	Accomack	11,600	11,400	98
	Gloucester	9,800	9,700	99
	Greensville	5,000	4,900	98
	James City	12,500	12,300	99
	Lancaster	4,200	4,100	98
	Middlesex	3,300	3,200	97
	Prince George	15,000	14,900	99
	Surry	2,000	2,000	100
Sussex	3,400	3,300	97	
Hampton City	44,200	43,900	99	
Newport News City	56,400	56,100	99	
Norfolk City	93,900	93,200	99	
Va Beach City	112,900	112,300	99	
Between 5-24%	NORTH CAROLINA			
	Bertie	7,500	7,300	97
	Halifax	19,600	19,200	98
	Northampton	7,600	7,500	98
	VIRGINIA			
	Charles City	2,000	2,000	100
	King And Queen	2,200	2,200	100
	New Kent	3,800	3,700	97
	Northumberland	4,000	4,000	99
	Station Totals		609,000	603,000
Net Weekly Circulation (1988)			287,300	
Average Daily Circulation (1988)			108,700	

Virginia—Richmond

WRLH-TV

Ch. 35

Network Service: Fox.

Licensee: Act III Bcstg. of Richmond Inc., One CNN Center, Suite 800, South Tower, Atlanta, GA 30303.

Studio: 1925 Westmoreland St., Richmond, VA 23230.

Mailing Address: Box 11169, Richmond, VA 23230.

Telephone: 804-358-3535.

Technical Facilities: Channel No. 35 (596-602 MHz). Authorized power: 2588-kw max. visual, 259-kw max. aural. Antenna: 1259-ft. above av. terrain, 1212-ft. above ground, 1514-ft. above sea level.

Latitude 37° 30' 22"
Longitude 77° 42' 03"

Transmitter: 15703 Midlothian Turnpike, Chesterfield.

Ownership: Act III Bcstg. Inc., 100%. See Group Ownership of Television Stations.

Began Operation: February 20, 1982. Sale to Gillett Group by Times Mirror Co. following merger with A. S. Abell Co. approved by FCC Sept. 4, 1986 (*Television Digest*, Vol. 26:28). Sale to A. S. Abell Co. by Television Corp. of Richmond approved by FCC April 24, 1985. Transfer to Busse Bcstg. approved 1987. Sale to present owner approved Sept. 9, 1988.

Represented (sales): MMT Sales Inc.

Represented (legal): Pepper & Corazzini.

Personnel:

GREG GRABER, general manager.
PAUL WACHSMITH, general sales manager.
LARRY COLE, chief engineer.
JOHN TALBOT, operations & production supervisor.
VICKY COSIO, business manager.

Rates: Not available.

City of License: Richmond. **ADI:** Richmond. **Rank:** 62.

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	Households %
50% & Over	VIRGINIA			
	Chesterfield	62,800	62,500	100
	Dinwiddie	21,400	21,100	99
	King And Queen	2,200	2,200	100
	Nottoway	5,300	5,200	98
	Prince Edward	5,100	5,000	98
Between 25-49%	VIRGINIA			
	Amelia	2,800	2,700	96
	Brunswick	5,000	4,900	98
	Caroline	6,400	6,300	98
	Charles City	2,000	2,000	100
	Goochland	4,200	4,100	98
	Hanover	18,700	18,400	98



Net Weekly Circulation	State	Total Households	TV Households	Households %
Between 25-49%	VIRGINIA			
	Henrico	75,900	75,200	99
	King William	3,500	3,500	100
	Louisa	6,800	6,600	98
	New Kent	3,800	3,700	97
	Powhatan	4,000	3,900	98
	Prince George	15,000	14,900	99
	Richmond	2,500	2,500	100
	Sussex	3,400	3,300	97
	Richmond City	87,900	87,200	99
Between 5-24%	VIRGINIA			
	Buckingham	3,900	3,800	97
	Cumberland	2,800	2,700	96
	Essex	3,200	3,100	97
	Fluvanna	4,000	3,900	98
	Greensville	5,000	4,900	98
	James City	12,500	12,300	99
	Lunenburg	4,100	4,000	98
	Middlesex	3,300	3,200	97
Nelson	4,300	4,200	98	
Northumberland	4,000	4,000	99	
Orange	7,300	7,200	98	
Surry	2,000	2,000	100	
Station Totals		395,100	390,500	99
Net Weekly Circulation (1988)			168,800	
Average Daily Circulation (1988)			65,600	

Virginia—Richmond

WVRN-TV

Ch. 63

Network Service: None, independent.

Licensee: Sudbrink Bcstg. Co. of Richmond, a General Partnership, 100 Australian Ave., West Palm Beach, FL 33406.

Studio: 458 Southlake Blvd., Richmond, VA 23236.

Telephone: 804-794-7777. **Telex:** 710-833-0068.

Technical Facilities: Channel No. 63 (764-770 MHz). Authorized power: 2600-kw max. visual, 260-kw max. aural. Antenna: 1280-ft. above av. terrain, 1229-ft. above ground, 1524-ft. above sea level.

Latitude 37° 30' 14"
Longitude 77° 41' 53"

Transmitter: 15711 Midlothian Turnpike, Midlothian, VA.

Satellite Earth Stations: In operation; Weatherscan receivers.

Ownership: Sudbrink Broadcasting, 100%. See Group Ownership of Television Stations.

Began Operation: November 24, 1984. FCC approved sale to present owner by National Capital Christian Bcstg. Feb. 20, 1986.

Represented (sales): Saitel Inc.

Represented (legal): Haley, Bader & Potts.

Represented (engineering): Silliman & Silliman.

Personnel:

DAN PELTIER, general manager.
HAROLD J. PONTIOUS, vice president of corporate programming.
JOHN W. PRICE JR., chief operator.

City of License: Richmond. **ADI:** Richmond. **Rank:** 62.

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	VIRGINIA			
	Amelia	2,800	2,700	96
	Cumberland	2,800	2,700	96
	Powhatan	4,000	3,900	98
Between 25-49%	VIRGINIA			
	Buckingham	3,900	3,800	97
	Caroline	6,400	6,300	98
	Charles City	2,000	2,000	100
	Chesterfield	62,800	62,500	100
	Dinwiddie	21,400	21,100	99
	Goochland	4,200	4,100	98
Hanover	18,700	18,400	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Henrico	75,900	75,200	99
	King William	3,500	3,500	100
	Prince Edward	5,100	5,000	98
	Richmond City	87,900	87,200	99
Between 5-24%	VIRGINIA			
	Brunswick	5,000	4,900	98
	Fluvanna	4,000	3,900	98
	King And Queen	2,200	2,200	100
	Louisa	6,800	6,600	98
	Lunenburg	4,100	4,000	98
	New Kent	3,800	3,700	97
	Nottoway	5,300	5,200	98
	Orange	7,300	7,200	98
	Page	7,600	7,600	100
Prince George	15,000	14,900	99	
Surry	2,000	2,000	100	
Station Totals		364,500	360,600	99
Net Weekly Circulation (1988)			132,600	
Average Daily Circulation (1988)			51,800	

Virginia—Richmond

WTVR-TV

Ch. 6

Network Service: CBS.

Licensee: Roy H. Park Bcstg. of Virginia Inc., Box 11064, Richmond, VA 23230.

Studio: 3301 W. Broad St., Richmond, VA 23230.

Telephone: 804-254-3600. TWX: 710-956-0178.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 15.1-kw aural. Antenna: 840-ft. above av. terrain, 844-ft. above ground, 1049-ft. above sea level.

Latitude 37° 34' 00"
Longitude 77° 28' 36"

Transmitter: Tilden St. & Cutshaw Ave.

Satellite Earth Stations: In operation.

AM Affiliate: WTVR, 5-kw, 1380 kHz (CBS).

FM Affiliate: WTVR-FM, 50-kw, 98.1 MHz (No. 251), 844-ft.

News Services: AP, Group W Newsfeed, UPI.

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

Began Operation: April 15, 1948. Sale to present owner by Wilbur M. Havens approved Oct. 13, 1965 by FCC (Television Digest, Vol. 5:42).

Represented (sales): Blair Television.

Represented (legal): Wiley, Rein & Fielding.

Personnel:

RICHARD PEGRAM, exec. vice president & general manager.
WANDA LEWIS, vice president, sales.
BAILEY DWIGGINS, program manager.
CHARLES FISHBURNE, news director.
FRANK LAWRENCE, chief engineer.

Highest 30 Sec. Rate: \$2000.

NETWORK BASE HOURLY RATE: \$1045.

City of License: Richmond. **ADI:** Richmond. **Rank:** 62.

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	VIRGINIA		
	Albemarle	39,600	38,900 98
	Amelia	2,800	2,700 96
	Augusta	33,100	32,700 99
	Brunswick	5,000	4,900 98
	Buckingham	3,900	3,800 97
	Caroline	6,400	6,300 98
	Charles City	2,000	2,000 100
	Chesterfield	62,800	62,500 100
	Cumberland	2,800	2,700 96
	Dinwiddie	21,400	21,100 99
	Essex	3,200	3,100 97
	Fluvanna	4,000	3,900 98
	Goochland	4,200	4,100 98
	Greene	3,100	3,000 97
	Greensville	5,000	4,900 98
	Hanover	18,700	18,400 98
	Henrico	75,900	75,200 99
	King And Queen	2,200	2,200 100
	King William	3,500	3,500 100
Lancaster	4,200	4,100 98	
Louisa	6,800	6,600 98	
Lunenburg	4,100	4,000 98	
Madison	3,900	3,800 97	
Middlesex	3,300	3,200 97	



Net Weekly Circulation	State County	Total Households	TV Households Households %	
50% & Over	VIRGINIA			
	Nelson	4,300	4,200 98	
	New Kent	3,800	3,700 97	
	Northumberland	4,000	4,000 99	
	Nottoway	5,300	5,200 98	
	Orange	7,300	7,200 98	
	Powhatan	4,000	3,900 98	
	Prince Edward	5,100	5,000 98	
	Prince George	15,000	14,900 99	
	Richmond	2,500	2,500 100	
Between 25-49%	VIRGINIA			
	Gloucester	9,800	9,700 99	
	James City	12,500	12,300 99	
	Rockingham	27,600	27,300 99	
	Surry	2,000	2,000 100	
	Westmoreland	5,800	5,700 98	
	Between 5-24%	VIRGINIA		
		Amherst	9,900	9,700 98
		Charlotte	4,000	3,900 98
		Culpeper	8,500	8,400 99
Mathews		3,600	3,500 97	
Mecklenburg		10,500	10,300 98	
Page		7,600	7,600 100	
Southampton		7,900	7,800 99	
Stafford		16,200	16,000 99	
Warren		8,900	8,800 99	
Station Totals		736,400	727,900 99	
	Net Weekly Circulation (1988)		449,300	
	Average Daily Circulation (1988)		262,600	

Virginia—Richmond

WWBT

Ch. 12

Network Service: NBC.

Licensee: Jefferson-Pilot Communications Co. of VA, 5710 Midlothian Pike, Richmond, VA 23225.

Studio: 5710 Midlothian Pike, Richmond, VA 23225.

Mailing Address: Box 12, Richmond, VA 23201.

Telephone: 804-233-5461. TWX: 710-956-0196.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 790-ft. above av. terrain, 790-ft. above ground, 1000-ft. above sea level.

Latitude 37° 30' 22.50"
Longitude 77° 30' 11.95"

Transmitter: 5710 Midlothian Pike.

Multichannel TV Sound: Stereo only.

Satellite Earth Station: Satcom Technologies, 9.2-meter; Harris, Microwave Assoc. receivers.

News Services: AP, UPI.

Ownership: Jefferson-Pilot Communications Co., 100%. See Group Ownership of Television Stations.

Began Operation: April 29, 1956. Sale to Jefferson Standard Bcstg. by Richmond Television Corp. approved Oct. 16, 1968 (Television Digest, Vol. 8:43).

Represented (sales): Petry Television Inc.

Represented (legal): Wiley, Rein & Fielding.

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

Personnel:

JOHN HUTCHINSON, vice president & managing director.
DAVID G. FRASIER, broadcast operations manager.
ELLEN SHULER, general sales manager.
JOHN SHREVES, program operations manager.
HARVEY POWERS, news manager.
MICHAEL MOSS, local sales manager.

Highest 30 Sec. Rate: \$2500.

NETWORK BASE HOURLY RATE: \$925.

City of License: Richmond. **ADI:** Richmond. **Rank:** 62.

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	VIRGINIA			
	Albemarle	39,600	38,900	98
	Amelia	2,800	2,700	96
	Augusta	33,100	32,700	99
	Brunswick	5,000	4,900	98
	Buckingham	3,900	3,800	97
	Caroline	6,400	6,300	98
	Charles City	2,000	2,000	100
	Chesterfield	62,800	62,500	100
	Cumberland	2,800	2,700	96
	Dirwiddie	21,400	21,100	99
	Essex	3,200	3,100	97
	Fluvanna	4,000	3,900	98
	Goochland	4,200	4,100	98
	Greene	3,100	3,000	97
	Greensville	5,000	4,900	98
	Hanover	18,700	18,400	98
	Henrico	75,900	75,200	99
	James City	12,500	12,300	99
	King And Queen	2,200	2,200	100
	King William	3,500	3,500	100



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Lancaster	4,200	4,100	98
	Louisa	6,800	6,600	98
	Lunenburg	4,100	4,000	98
	Middlesex	3,300	3,200	97
	New Kent	3,800	3,700	97
	Nottoway	5,300	5,200	98
	Orange	7,300	7,200	98
	Powhatan	4,000	3,900	98
	Prince Edward	5,100	5,000	98
	Prince George	15,000	14,900	99
	Richmond	2,500	2,500	100
	Sussex	3,400	3,300	97
Richmond City	87,900	87,200	99	

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	VIRGINIA			
	Madison	3,900	3,800	97
	Mecklenburg	10,500	10,300	98
	Nelson	4,300	4,200	98
	Northumberland	4,000	4,000	99
	Rockingham	27,600	27,300	99
Spotsylvania	20,200	20,000	99	
Surry	2,000	2,000	100	

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	VIRGINIA			
	Accomack	11,600	11,400	98
	Amherst	9,900	9,700	98
	Gloucester	9,800	9,700	99
	King George	4,000	4,000	100
	Page	7,600	7,600	100
	Stafford	16,200	16,000	99
	Westmoreland	5,800	5,700	98
York	16,300	16,200	99	

Station Totals		618,500	610,900	99
Net Weekly Circulation (1988)				420,600
Average Daily Circulation (1988)				245,700

Virginia—Richmond-Petersburg

WXEX-TV

Ch. 8

Network Service: ABC.

Licensee: Nationwide Communications Inc., One Nationwide Plaza, Columbus, OH 43216.

Studio: 230 S. Crater Rd., Petersburg, VA 23803.

Business Office: 21 Buford Rd., Richmond, VA 23235.

Telephones: 804-733-8888, Petersburg; 804-320-3201, Richmond.

TWX: 710-956-0249.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 269-kw visual, 26.9-kw aural. Antenna: 1052-ft. above av. terrain, 999-ft. above ground, 1356-ft. above sea level.

Latitude 37° 30' 46"
Longitude 77° 36' 06"

Transmitter: 23 Sesame St., Midlothian District.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: 6 in operation; Comtech, 5.3-meter; Avantek, M/A-Com, Scientific-Atlanta receivers.

News Services: ABC, AP, CNN, NIWS.

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

Began Operation: August 15, 1955. Sold to Nationwide Communications Inc. by Thomas G. Tinsley Jr. & Assoc. in 1968 (Television Digest, Vol. 7:45).

Represented (sales): Katz Television.

Represented (legal): Fletcher, Heald & Hildreth.

Personnel:

- JOSEPH LEWIN, general manager.
- JACK PORRAY, general sales manager.
- CLAUDIA BROOKS, local sales manager.
- TOM BEAUCHAMP, chief engineer.
- SANDHI KOZSUCH, director of operations & promotion.
- WAYNE LYNCH, news director.
- JANET SOUTH, business manager.

Highest 30 Sec. Rate: \$2000.

NETWORK BASE HOURLY RATE: \$950.

City of License: Petersburg. ADI: Richmond. Rank: 62.

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	VIRGINIA			
	Albemarle	39,600	38,900	98
	Amelia	2,800	2,700	96
	Brunswick	5,000	4,900	98
	Buckingham	3,900	3,800	97
	Caroline	6,400	6,300	98
	Charles City	2,000	2,000	100
	Chesterfield	62,800	62,500	100
	Cumberland	2,800	2,700	96
	Dinwiddie	21,400	21,100	99
	Essex	3,200	3,100	97
	Fluvanna	4,000	3,900	98
	Goochland	4,200	4,100	98
	Greene	3,100	3,000	97
	Greensville	5,000	4,900	98
	Hanover	18,700	18,400	98
	Henrico	75,900	75,200	99
	King And Queen	2,200	2,200	100
	King William	3,500	3,500	100
Lancaster	4,200	4,100	98	



Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	Louisa	6,800	6,600	98
	Lunenburg	4,100	4,000	98
	Madison	3,900	3,800	97
	Middlesex	3,300	3,200	97
	New Kent	3,800	3,700	97
	Northumberland	4,000	4,000	99
	Nottoway	5,300	5,200	98
	Orange	7,300	7,200	98
	Powhatan	4,000	3,900	98
	Prince Edward	5,100	5,000	98
	Prince George	15,000	14,900	99
	Richmond	2,500	2,500	100
	Sussex	3,400	3,300	97
Richmond City	87,900	87,200	99	
Between 25-49%	VIRGINIA			
	Augusta	33,100	32,700	99
	Gloucester	9,800	9,700	99
	James City	12,500	12,300	99
	Nelson	4,300	4,200	98
Between 5-24%	NORTH CAROLINA			
	Northampton	7,600	7,500	98
	VIRGINIA			
Mathews	3,600	3,500	97	
Mecklenburg	10,500	10,300	98	
Page	7,600	7,600	100	
Rockingham	27,600	27,300	99	
Stafford	16,200	16,000	99	
Westmoreland	5,800	5,700	98	
York	16,300	16,200	99	
Station Totals		604,200	596,800	99
Net Weekly Circulation (1988)			399,300	
Average Daily Circulation (1988)			233,300	

Virginia—Roanoke

WDBJ

Ch. 7

Network Service: CBS.

Licensee: WDBJ Television Inc., Box 7, Roanoke, VA 24022-0007.

Studio: 2001 Colonial Ave. SW, Roanoke, VA 24015.

Mailing Address: Box 7, Roanoke, VA 24022-0007.

Telephone: 703-344-7000. TWX: 710-870-0437.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 62.5-kw aural. Antenna: 2000-ft. above av. terrain, 146-ft. above ground, 3936-ft. above sea level.

Latitude 37° 11' 42"
Longitude 80° 09' 22"

Transmitter: On Poor Mountain, 13-mi. SW of city.

Multichannel TV Sound: Planned.

Satellite Earth Stations: AFC, 3.7-meter Ku-band; Harris, 6.1-meter C-band; Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.6-meter C-band; Harris, M/A-Corn, Scientific-Atlanta receivers.

News Services: AP, CBS, Conus, UPI, WSI.

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

Began Operation: October 3, 1955. Sale to present owner by Times World Corp. approved by FCC Oct. 29, 1969 (Television Digest, Vol. 9:44).

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

Represented (legal): Brown, Finn & Nietert.

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

Personnel:

- CHARLES H. McKEEVER, president & general manager.
- GEORGE BASSETT, director, sales & marketing.
- JAN BLIWAS, national sales manager.
- KAY HALL, director, programming & promotion.
- CARL GUFFEY, director of operations.
- JAMES N. SHAVER, news director.
- L. A. DYSON, chief engineer.
- MEL MAYFIELD, director of research & development.
- MARY SELLARS, traffic manager.
- ROGER FOWLER, director of public affairs.
- EDWARD ALLEN, business manager.

City of License: Roanoke. **ADI:** Roanoke-Lynchburg. **Rank:** 73.

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	VIRGINIA			
	Alleghany	9,400	9,300	99
	Amherst	9,900	9,700	98
	Appomattox	4,500	4,400	98
	Bath	2,000	2,000	100
	Bedford	15,100	14,900	99
	Bland	2,200	2,100	95
	Botetourt	8,800	8,700	99
	Campbell	40,700	40,300	99
	Carroll	9,700	9,500	98
	Charlotte	4,000	3,900	98
	Craig	1,600	1,600	100
	Floyd	4,500	4,400	98
	Franklin	12,800	12,600	98
	Giles	6,200	6,100	98
	Grayson	9,200	9,100	99
	Halifax	12,100	11,900	98
	Henry	27,500	27,200	99
	Highland	1,100	1,100	100
Montgomery	26,200	25,900	99	
Pittsylvania	40,500	40,000	99	
Pulaski	12,900	12,800	99	
Roanoke	76,700	76,100	99	
Rockbridge	10,400	10,300	99	



WDBJ BMPCT—3023 Granted 4/14/56

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Tazewell	17,600	17,400	99
	Wythe	9,500	9,300	98
	WEST VIRGINIA			
	Greenbrier	14,300	14,100	98
	Mercer	27,700	27,400	99
	Monroe	4,800	4,600	97
Summers	5,500	5,400	97	
Between 25-49%	NORTH CAROLINA			
	Caswell	7,300	7,200	99
	Rockingham	33,000	32,700	99
	VIRGINIA			
	Mecklenburg	10,500	10,300	98
	Patrick	6,500	6,400	98
Prince Edward	5,100	5,000	98	
Smyth	11,800	11,700	99	
WEST VIRGINIA				
Pocahontas	3,900	3,700	96	
Between 5-24%	NORTH CAROLINA			
	Person	11,000	10,900	99
	VIRGINIA			
	Augusta	33,100	32,700	99
	Buchanan	12,300	12,000	98
	Buckingham	3,900	3,800	97
	Lunenburg	4,100	4,000	98
	Nelson	4,300	4,200	98
	Russell	11,900	11,700	98
	Washington	24,000	23,700	99
	Wise	17,200	16,900	98
	WEST VIRGINIA			
Fayette	21,300	21,100	99	
Pendleton	3,100	3,000	97	
Raleigh	32,700	32,300	99	
Wyoming	12,100	11,900	98	
Station Totals		696,500	687,300	99
Net Weekly Circulation (1988)				409,400
Average Daily Circulation (1988)				259,500

Virginia—Roanoke

WEFC

Ch. 38

Network Service: None, independent.

Licensee: Vine & Branch Inc., 612 Bullitt Ave. SE, Roanoke, VA 24013.

Studio: 612 Bullitt Ave. SE, Roanoke, VA 24013.

Telephone: 703-982-3694.

Technical Facilities: Channel No. 38 (614-620 MHz). Authorized power: 1334-kw max. visual, 66.7-kw max. aural. Antenna: 2022-ft. above av. terrain, 166-ft. above ground, 3926-ft. above sea level.

Latitude	37°	11'	35"
Longitude	80°	09'	29"

Transmitter: 3-mi. NW of Bent Mtn.

Satellite Earth Stations: Scientific-Atlanta, 4.6-meter C-band; M/A-Com, 3.2-meter Ku-band; M/A-Com, Microdyne, Scientific-Atlanta receivers.

Ownership: Evangel Four Square Church, 100%. C. Kenneth Wright, pres.; Elizabeth A. Dowdy, secy.; Betty S. Wright, treas.

Began Operation: January 3, 1986.

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

Represented (engineering): Lechman & Johnson Inc.

Personnel:

C. KENNETH WRIGHT, president & general manager.
 ED GRIFFIS, station manager.
 ANDY WRIGHT, chief engineer.

Highest One Hour Rate: \$500.



Highest 30 Sec. Rate: \$65.

Arbitron data: Not available.

City of License: Roanoke. **AOI:** Roanoke-Lynchburg. **Rank:** 73.

Virginia—Roanoke

WLSL-TV

Ch. 10

Network Service: NBC.

Licensee: Park Communications Inc., Church Ave at Third St., Roanoke, VA 24011.

Studio: Church Ave. at Third St., Roanoke, VA 24011.

Mailing Address: Box 2161, Roanoke, VA 24009.

Telephone: 703-981-9110. TWX: 710-870-0428.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 47-kw aural. Antenna: 2000-ft. above av. terrain, 268-ft. above ground, 3988-ft. above sea level.

Latitude 37° 12' 02"
Longitude 80° 08' 55"

Transmitter: Poor Mountain, approx. 13-mi. SW of Roanoke.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: 4 in operation; Harris, M/A-Com receivers.

News Services: AP, Business Day, NBC, NIWS.

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

Began Operation: December 11, 1952. Sale to present owner by Shenandoah Life Insurance Co. approved by FCC Sept. 10, 1969 (Television Digest, Vol. 9:36, 37).

Represented (sales): Blair Television.

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

Personnel:

JAMES L. DeSCHEPPER, vice president & general manager.
PIERRE (PETE) WATKINS, general sales manager.
MIKE BERKEY, manager for engineering.
MARU WARREN, program director.
MARK LESLIE, promotion director.

Highest One Hour Rate: \$2000.

Highest 30 Sec. Rate: \$550.

NETWORK BASE HOURLY RATE: \$850.

City of License: Roanoke. ADI: Roanoke-Lynchburg. Rank: 73.

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	VIRGINIA			
	Alleghany	9,400	9,300	99
	Amherst	9,900	9,700	98
	Appomattox	4,500	4,400	98
	Bath	2,000	2,000	100
	Bedford	15,100	14,900	99
	Botetourt	8,800	8,700	99
	Campbell	40,700	40,300	99
	Carroll	9,700	9,500	98
	Charlotte	4,000	3,900	98
	Craig	1,600	1,600	100
	Floyd	4,500	4,400	98
	Franklin	12,800	12,600	98
	Giles	6,200	6,100	98
	Grayson	9,200	9,100	99
	Halifax	12,100	11,900	98
	Henry	27,500	27,200	99
Highland	1,100	1,100	100	
Montgomery	26,200	25,900	99	
Pittsylvania	40,500	40,000	99	
Pulaski	12,900	12,800	99	



WLSL-TV BPCT-5093 Granted 7/14/78

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	Roanoke	76,700	76,100	99
	Rockbridge	10,400	10,300	99
	Wythe	9,500	9,300	98
Between 25-49%	WEST VIRGINIA			
	Pocahontas	3,900	3,700	96
	NORTH CAROLINA			
	Caswell	7,300	7,200	99
	VIRGINIA			
	Bland	2,200	2,100	95
	Mecklenburg	10,500	10,300	98
	Prince Edward	5,100	5,000	98
	WEST VIRGINIA			
	Greenbrier	14,300	14,100	98
Monroe	4,800	4,600	97	
Summers	5,500	5,400	97	
Between 5-24%	NORTH CAROLINA			
	Alamance	39,100	38,800	99
	Alleghany	3,900	3,800	97
	Granville	12,100	11,900	98
	Person	11,000	10,900	99
	Rockingham	33,000	32,700	99
	VIRGINIA			
	Augusta	33,100	32,700	99
	Buckingham	3,900	3,800	97
	Lunenburg	4,100	4,000	98
	Patrick	6,500	6,400	98
	Smyth	11,800	11,700	99
	Washington	24,000	23,700	99
WEST VIRGINIA				
Mercer	27,700	27,400	99	
Pendleton	3,100	3,000	97	
Tucker	3,400	3,300	97	
Station Totals		625,600	617,600	99
Net Weekly Circulation (1988)			348,000	
Average Daily Circulation (1988)			204,100	

Virginia—Roanoke

WVFT

Ch. 27

Network Service: None, independent.

Grantee: Family Group Ltd. V, 5401 W Kennedy Blvd., Tampa, FL 33609.

Studio: 2618 Colonial Avenue, Roanoke, VA 24015.

Telephone: 703-345-7227.

Technical Facilities: Channel No. 27 (548-554 MHz). Authorized power: 1242-kw visual, 124.2-kw aural. Antenna: 2049-ft. above av. terrain, 249-ft. above ground, 3988-ft. above sea level.

Latitude 37° 11' 46"
Longitude 80° 09' 16"

Holds CP for change to 1230-kw max. visual, 2000-ft. above av. terrain, 157-ft. above ground, 3892-ft. above sea level. BMPCT-880115KF.

Transmitter: Poor Mountain, S of Roanoke.

Multichannel TV Sound: Stereo only.

Satellite Earth Station: Comtech, 3.5-meter.

Ownership: Ian N. Wheeler, gen. partner, 25%; Roanoke Christian Bcstg. Inc., gen. partner, 5%; Henry A. Ash, Ltd. partner, 70%. See Family Group Ltd. in Group Ownership of Television Stations. RCB ownership: Non-stock, non-profit corp. L.L. Fisher, chmn. & pres.

Began Operation: November 11, 1986.

Represented (sales): Independent TV Sales.

Represented (legal): Nixon, Hargrave, Devans & Doyle.

Represented (engineering): Broadcast Media Services Inc.

Personnel:

LLEW FISCHER, general manager.
BRUCE STAMO, general sales manager.
BRUCE OSBORNE, chief engineer.
WENDELL PRESTON, program director.
MICKEY GROSS, business manager.

Highest One Hour Rate: \$500.

Highest 30 Sec. Rate: \$100.

City of License: Roanoke. ADI: Roanoke-Lynchburg. Rank: 73.

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	%
Between 5-24%	NORTH CAROLINA			
	Rockingham	33,000	32,700	99
	VIRGINIA			
	Amherst	9,900	9,700	98
	Appomattox	4,500	4,400	98
	Bedford	15,100	14,900	99
	Botetourt	8,800	8,700	99
	Campbell	40,700	40,300	99
	Carroll	9,700	9,500	98
	Charlotte	4,000	3,900	98
	Craig	1,600	1,600	100
	Floyd	4,500	4,400	98
	Franklin	12,800	12,600	98
	Giles	6,200	6,100	98
	Highland	1,100	1,100	100
Montgomery	26,200	25,900	99	
Pulaski	12,900	12,800	99	
Roanoke	76,700	76,100	99	
Wythe	9,500	9,300	98	
Station Totals		277,200	274,000	99
Net Weekly Circulation (1988)			48,700	
Average Daily Circulation (1988)			18,000	

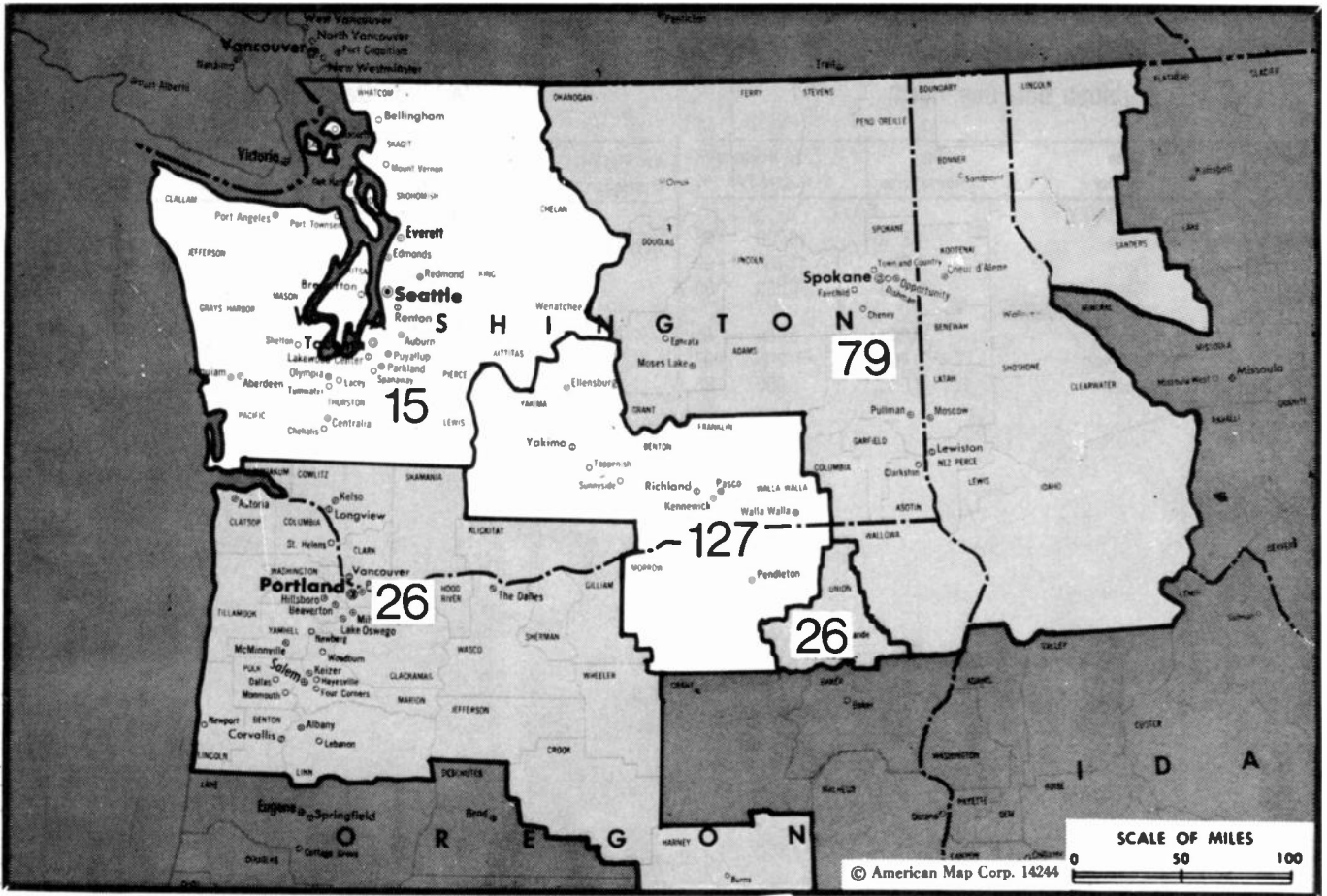
Virginia

WCYB-TV, Bristol-Kingsport-Johnson City (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	KENTUCKY			
	Knox	10,900	10,700	98
	Perry	11,900	11,700	98
	Pike	29,900	29,500	99
	NORTH CAROLINA			
	Alleghany	3,900	3,800	97
Madison	6,400	6,200	97	
Swain	4,000	3,900	98	

WCYB-TV—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	TENNESSEE			
	Claiborne	9,600	9,400	98
	Grainger	6,300	6,200	98
	Jefferson	12,600	12,500	99
	VIRGINIA			
	Grayson	9,200	9,100	99
Wythe	9,500	9,300	98	



Market	Arbitron ADI TV Households	Rank
Seattle-Tacoma, WA.....	1,224,200	15
Portland, OR.....	795,100	26
Spokane, WA.....	320,100	79
Yakima, WA.....	163,300	127

Market Area Commercial TV Stations
KCPQ (13), KING-TV (5), KIRO-TV (7), KOMO-TV (4), KONG-TV (16), KSTW (11), KTBW-TV (20), KTZZ-TV (22), KVOS-TV (12)
KATU (2), KBSP-TV (22), KGW-TV (8), KOIN-TV (6), KPDX (49), KPVT (12)
KAYU-TV (28), KCWT (27), KHQ-TV (6), KREM-TV (2), KSKN (22), KXLY-TV (4)
KAPP (35), KEPR-TV (19), KIMA-TV (29), KLEW-TV (3), KNDO (23), KNDU (25), KVEW (42)

State Cross Reference List	
Communities That Receive Programs of Stations That are Located Elsewhere	
KEPR-TV, Kennewick.....	See Pasco, WA
KNDU, Kennewick.....	See Richland, WA
KNDU, Pasco.....	See Richland, WA
KVEW, Pasco.....	See Kennewick, WA
KEPR-TV, Richland.....	See Pasco, WA

Washington Station Totals as of October 1, 1988			
	VHF	UHF	TOTAL
Commercial Television Stations	9	12	21
Educational Television Stations	3	4	7
	12	16	28

Washington—Bellingham

KVOS-TV

Ch. 12

Network Service: CBS.

Licensee: ACKO Inc., 1151 Ellis St., Bellingham, WA 98225.

Studio: 1151 Ellis St., Bellingham, WA 98225.

Telephones: 206-671-1212; 604-681-1212. TWX: 152113.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 229-kw visual, 45.7-kw aural. Antenna: 2370-ft. above av. terrain, 141-ft. above ground, 2550-ft. above sea level.

Latitude 48° 40' 40''
Longitude 122° 49' 48''

Transmitter: Mt. Constitution, Orcas Island, WA.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 7-meter; Microdyne, 7-meter; Microdyne receivers.

News Services: AP, Canadian Press, CBS, CNN, UPI.

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

Began Operation: May 23, 1953. Sale to present owner approved by FCC June 5, 1985. Sale to Wometco Enterprises Inc. by Rogan Jones and associates approved March 29, 1961 by the FCC (*Television Digest*, Vol. 16:48; 17:14).

Represented (sales): Seltel Inc.; Radio-Television Representatives Ltd. (Toronto-Montreal).

Represented (legal): Rubin, Winston & Diercks.

Personnel:

DAVID P. REID, vice president & general manager.
JOHN GIBSON, general sales manager.
JOYCE LORENZ, traffic manager.
DONALD LUCHSINGER, chief engineer.
JOAN MALEN, controller.
BRIAN FARR, local sales manager.
DUANE LEE, national sales manager.
LYNN ROSEN, news director.
BERNADETTE HOLSWORTH, marketing director.

Highest 30 Sec. Rate: \$850.

NETWORK BASE HOURLY RATE: \$125.

Station also received in Canadian markets.

BBM Weekly Reach (Spring 1988): 1,118,000.

City of License: Bellingham. **ADI:** Seattle-Tacoma. **Rank:** 15.



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WASHINGTON			
	Clallam	21,700	20,800	96
	Whatcom	45,100	43,200	96
Between 25-49%	WASHINGTON			
	Island	19,300	18,900	98
	Jefferson	7,800	7,500	96
	San Juan	4,000	3,800	95
	Skagit	27,900	26,800	96
	Snohomish	147,600	143,600	97
Between 5-24%	WASHINGTON			
	King	559,600	540,000	96
	Kitsap	64,500	62,900	98
Station Totals		897,500	867,500	97
Net Weekly Circulation (1988)			224,200	
Average Daily Circulation (1988)			75,600	

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

Washington—Everett

KONG-TV

Ch. 16

Network Service: None, independent.

Grantee: KONG Television Inc., 660 Sacramento St., Suite 303, San Francisco, CA 94111.

Studio: 1420 75th St. SW, Everett, WA 98203-6256.

Executive Offices: 404 Watermark Tower, Seattle, WA 98101-2909.

Telephone: 206-292-1616.

Technical Facilities: Channel No. 16 (482-488 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1275-ft. above av. terrain, 300-ft. above ground, 1725-ft. above sea level.

Latitude	47°	32'	34''
Longitude	122°	06'	25''

Transmitter: On Cougar Mountain, 4-mi. W of Issaquah.

Ownership: Carl D. Washington, chmn.-pres., 77%; Samuel Schulman, 11%; Carl C. Gipson, v.p., 2%; Samuel E. Washington, secy., 5%; Thomas Arnold, 2%; Morris Lucas, 2%; Sharon R. Silverstone, 1%.

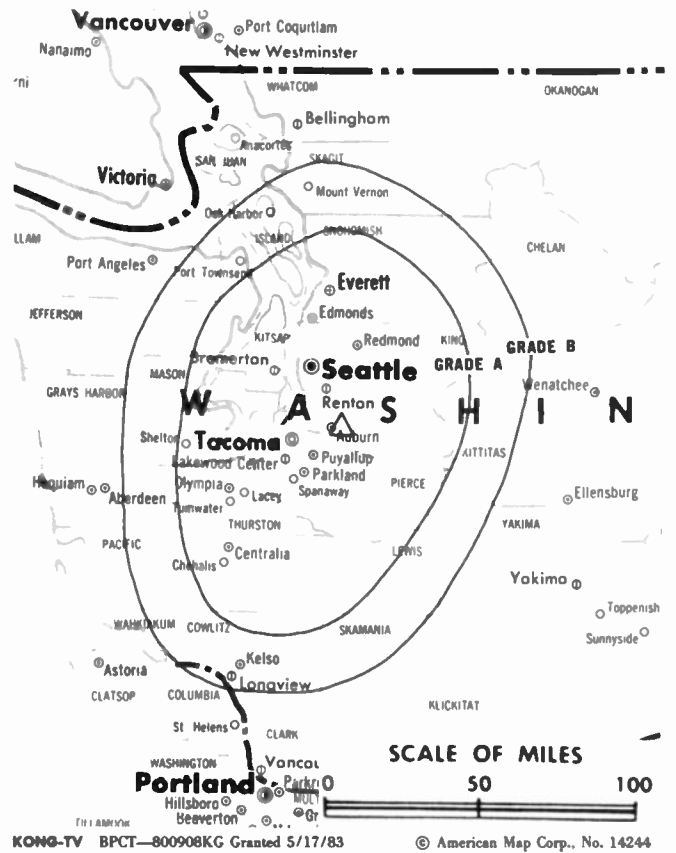
Scheduled to begin operation: January 1, 1989.

Represented (legal): Hunton & Williams.

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

Personnel:

DAN O'BRIEN, general manager.
BILL ACHATZ, chief engineer.



Rates: Not available.

ADI: Seattle-Tacoma. Rank: 15.

Washington—Kennewick-Pasco-Richland

KVEW

Ch. 42

(Satellite of KAPP, Yakima, WA)

Network Service: ABC.

Licensee: Apple Valley Broadcasting Inc., 1610 S. 24th Ave., Yakima, WA 98902.

Studio: 601 Edison, Kennewick, WA 99336.

Telephone: 509-735-8369.

Technical Facilities: Channel No. 42 (638-644 MHz). Authorized power: 501-kw max. & 200-kw horizontal visual, 100-kw max. & 39.80-kw horizontal aural. Antenna: 1280-ft. above av. terrain, 208-ft. above ground, 2328-ft. above sea level.

Latitude 46° 06' 11"
Longitude 119° 07' 54"

Transmitter: Jump Off Joe Butte, near Kennewick.

Satellite Earth Stations: 3 in operation; M/A-Corn, 5-meter; Avantek, M/A-Corn receivers.

News Service: UPI.

Ownership: Evening Telegram Co., 100%. See Morgan Murphy Stations in Group Ownership of TV Stations.

Began Operation: October 29, 1970.

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

Represented (legal): Brown, Finn & Nietert, Chartered.

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

Personnel:

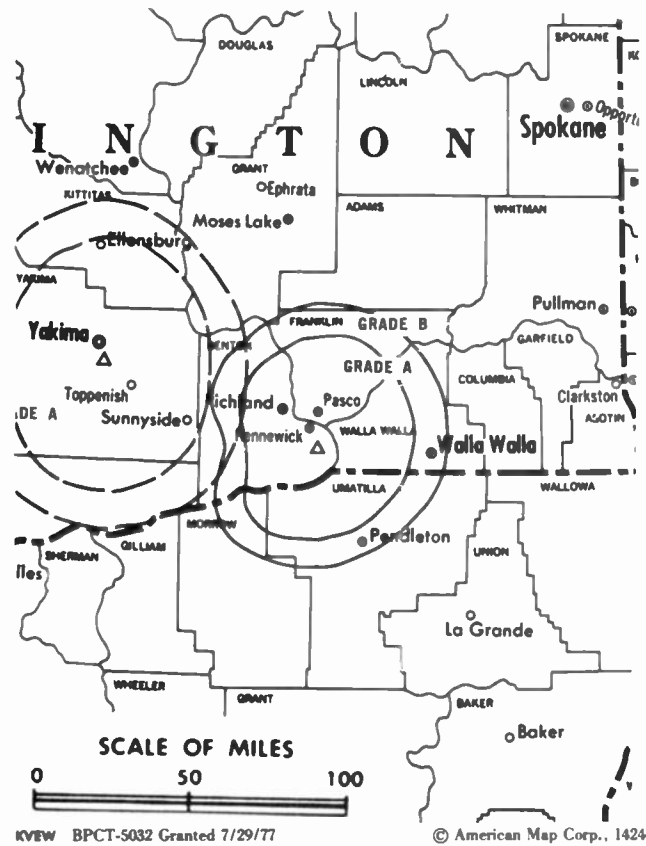
- ELIZABETH MURPHY BURNS, president.
- DARRELL BLUE, vice president & general manager.
- MARCUS WOOD, station manager.
- NEIL BENNETT, chief engineer.
- THOM SPENCER, news director.
- DAVE WILLIAMS, production manager.

Rates: Sold in combination with KAPP, Yakima.

City of License: Kennewick. **ADI:** 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	OREGON			
	Morrow	3,000	2,800	93
	Umatilla	22,100	20,700	94



Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	WASHINGTON			
	Benton	38,200	37,000	97
	Franklin	13,000	12,600	97
Between 25-49%	WASHINGTON			
	Adams	5,100	4,900	96
	Walla Walla	17,800	16,700	94
Between 5-24%	OREGON			
	Gilliam	800	700	88
	Sherman	800	800	100
	Wheeler	700	700	100
Station Totals		101,500	96,900	95
Net Weekly Circulation (1988)			70,800	
Average Daily Circulation (1988)			36,500	

Washington—Pasco-Kennewick-Richland

KEPR-TV

Ch. 19

(Associated with KIMA-TV, Yakima)

Network Service: CBS.

Licensee: Retlaw Enterprises Inc., Box 702, Yakima, WA 98907.

Studio: 2807 W. Lewis, Pasco, WA 99301.

Telephone: 509-547-0547.

Technical Facilities: Channel No. 19 (500-506 MHz). Authorized power: 490-kw max. & 380-kw horizontal visual, 88.3-kw max. & 69.2-kw horizontal aural. Antenna: 1250-ft. above av. terrain, 351-ft. above ground, 2394-ft. above sea level.

Latitude 46° 05' 48"
Longitude 119° 11' 36"

Transmitter: Johnson Butte, Horse Heaven Hills, 8-mi. SW of Kennewick.

Satellite Earth Stations: 3 in operation; 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 28, 1954.

Represented (sales): Katz Television.

Represented (legal): Wiley, Rein & Fielding.

Represented (engineering): Hammett & Edison Inc.

Personnel:

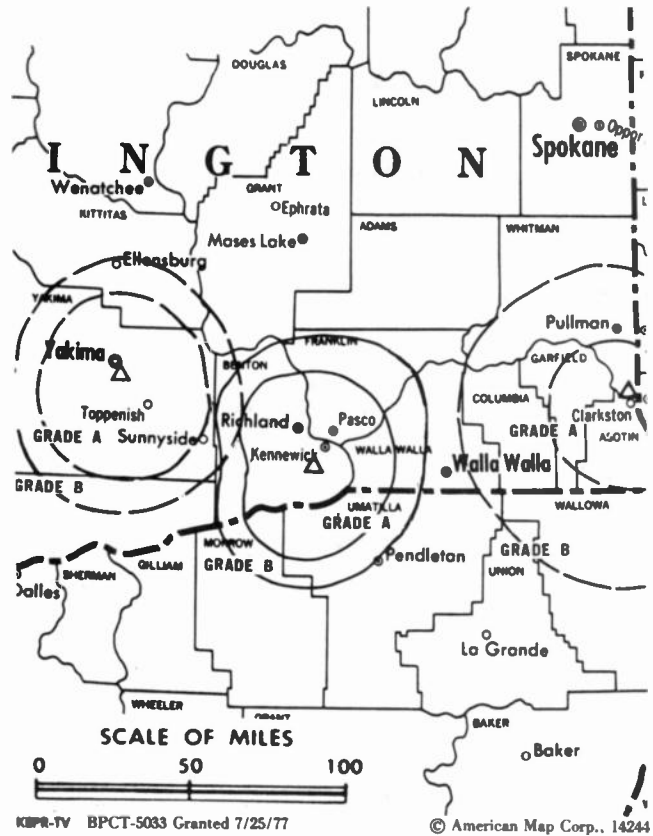
STEVE CROW, station manager.
RICK OLSEN, news director.
DON ECKIS, chief engineer.

Rates: Sold in combination with KIMA-TV, Yakima.

City of License: Pasco. **ADI:** 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	OREGON			
	Morrow	3,000	2,800	93
	Umatilla	22,100	20,700	94



Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	WASHINGTON			
	Adams	5,100	4,900	96
	Benton	38,200	37,000	97
	Franklin	13,000	12,600	97
	Walla Walla	17,800	16,700	94
Between 25-49%	OREGON			
	Gilliam	800	700	88
Between 5-24%	OREGON			
	Sherman	800	800	100
	Wheeler	700	700	100
	WASHINGTON			
	Grant	19,900	19,100	96
Station Totals		121,400	116,000	96
Net Weekly Circulation (1988)				77,500
Average Daily Circulation (1988)				44,200

Washington—Richland-Pasco-Kennewick

KNDU

Ch. 25

(Associated with KNOO, Yakima, WA)

Network Service: NBC.

Licensee: Columbia Empire Bcstg. Corp., a Delaware Corp, 1608 S. 24th Ave., Yakima, WA 98902.

Studio: 3312 W. Kennewick Ave., Kennewick, WA 99336-2916.

Telephone: 509-783-6151.

Technical Facilities: Channel No. 25 (536-542 MHz). Authorized power: 677-kw max. & 550-kw horizontal visual, 67.7-kw max. & 55-kw horizontal aural. Antenna: 1351-ft. above av. terrain, 228-ft. above ground, 2415-ft. above sea level.

Latitude 46° 06' 11"
Longitude 119° 07' 47"

Transmitter: Jump Off Joe Butte, S of Kennewick, WA.

Satellite Earth Stations: Microdyne, 3.7-meter; Microdyne, 5.1-meter; M/A-Com, Microdyne receivers.

News Services: AP, NBC.

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

Began Operation: October 10, 1961. Sale to present owners by Hugh Davis et al. approved by FCC Jan. 29, 1988.

Represented (sales): Seltel Inc.; Art Moore Inc. (WA & OR).

Represented (legal): Wiley, Rein & Fielding.

Personnel:

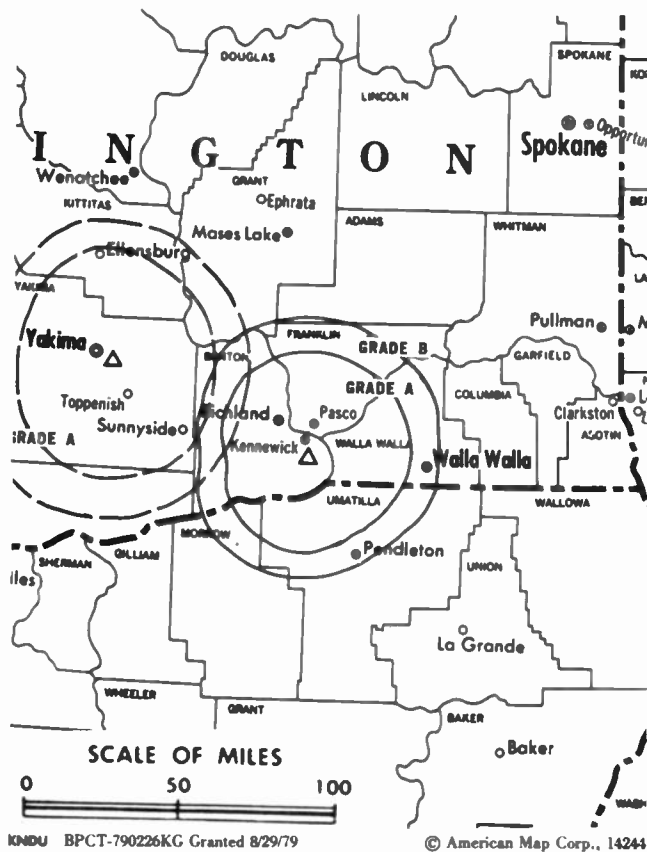
ELLIOT KLEEMAN, general manager.
JERRY ROGERS, station & sales manager.
RON RUTHERFORD, news director.
ED LYON, chief engineer.

Rates: Sold separately or in combination with KNDO, Yakima.

City of License: Richland. **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	%
50% & Over	OREGON			
	Morrow	3,000	2,800	93
	Umatilla	22,100	20,700	94



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WASHINGTON			
	Benton	38,200	37,000	97
	Franklin	13,000	12,600	97
	Walla Walla	17,800	16,700	94
Between 25-49%	OREGON			
	Gilliam	800	700	88
Between 5-24%	WASHINGTON			
	Adams	5,100	4,900	96
Station Totals	OREGON			
	Wheeler	700	700	100
Net Weekly Circulation (1988)	WASHINGTON			
	Kittitas East	7,700	7,200	94
Station Totals		108,400	103,300	95
Net Weekly Circulation (1988)				76,300
Average Daily Circulation (1988)				41,200

Washington—Seattle

KING-TV

Ch. 5

Network Service: NBC.

Licensee: KING Broadcasting Co., 333 Dexter N., Seattle, WA 98109.

Studio: TV Center, 333 Dexter Ave. N., Seattle, WA 98109.

Mailing Address: Box 24525, Seattle, WA 98124.

Telephone: 206-448-5555. TWX: 910-444-2010.

Fax: 206-448-6351.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 15.1-kw aural. Antenna: 820-ft. above av. terrain, 570-ft. above ground, 1000-ft. above sea level.

Latitude 47° 37' 55"
Longitude 122° 20' 59"

Requests CP for change to 1142-ft. above av. terrain, 896-ft. above ground, 1290-ft. above sea level. BPCT-870811KG.

Transmitter: 301 Galer St.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Scientific-Atlanta, 7-meter; Scientific-Atlanta, 5-meter; Harris, Scientific-Atlanta receivers.

AM Affiliate: KING, 50-kw, 1090 kHz.

FM Affiliate: KING-FM, 100-kw, 98.1 MHz (No. 251), 700-ft.

News Services: AP, NBC, UPI.

Ownership: King Broadcasting Co. See Group Ownership of Television Stations.

Began Operation: November 25, 1948 as KRSC-TV. Sold to present licensee August 1949 (Television Digest, Vol. 5:20, 23, 30).

Represented (sales): Blair Television.

Represented (legal): Fletcher, Heald & Hildreth.

Represented (engineering): Hammett & Edison Inc.

Personnel:

- STEVEN CLIFFORD, president.
- SUZANNE SORKNES, vice president, corporate & legal, secretary.
- ERIC S. BREMNER, president, broadcasting.
- STURGES DORRANCE, vice president & general manager.
- ROBERT GLOVER, general sales manager.
- ARNOLD GOODER, local sales manager.
- PAT CHAPPELL, program director.
- BARBARA KERSEY, director of marketing.
- DONALD VARYU, news director.
- TYRONE MORTENSEN, chief engineer.
- CRAIG JOHNSTON, production manager.
- JAMES HEACOCK, operations manager.

Highest One Hour Rate: \$10000.

Highest 30 Sec. Rate: \$9000.

NETWORK BASE HOURLY RATE: \$1700.

City of License: Seattle. ADI: Seattle-Tacoma. Rank: 15.

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	WASHINGTON			
	Chelan	20,600	19,700	96
	Clallam	21,700	20,800	96
	Grays Harbor	25,600	24,000	94
	Island	19,300	18,900	98
	Jefferson	7,800	7,500	96
	King	559,600	540,000	96
	Kitsap	64,500	62,900	98
	Kittitas West	2,000	1,900	95
	Lewis	22,200	21,100	95
	Mason	14,200	13,800	97
Pierce	203,800	198,500	97	
San Juan	4,000	3,800	95	
Skagit	27,900	26,800	96	
Snohomish	147,600	143,600	97	
Thurston	57,900	56,300	97	
Whatcom	45,100	43,200	96	
Between 25-49%	OREGON			
	Clatsop	12,600	11,900	94
	WASHINGTON			
	Adams	5,100	4,900	96
	Cowlitz	30,600	29,600	97
	Douglas	9,600	9,300	97
Grant	19,900	19,100	96	
Kittitas East	7,700	7,200	94	
Pacific	7,500	7,000	93	
Station Totals		1,336,800	1,291,800	97
Net Weekly Circulation (1988)			1,092,800	
Average Daily Circulation (1988)			631,200	

Washington—Seattle

KIRO-TV

Ch. 7

Network Service: CBS.

Licensee: KIRO Inc., 2807 Third Ave., Broadcast House, Seattle, WA 98111 7777.

Studio: 2807 Third Ave., Seattle, WA 98111-7777.

Telephone: 206-728-7777. **TWX:** 910-444-2233.

Fax: 206-441-7905.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 820-ft. above av. terrain, 599-ft. above ground, 1013-ft. above sea level.

Latitude 47° 38' 01"
Longitude 122° 21' 20"

Transmitter: 1518 Queen Anne Ave. N.

Multichannel TV Sound: Stereo only.

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

AM Affiliate: KIRO, 50-kw, 710 kHz.

FM Affiliate: KSEA, 100-kw, 100.7 MHz (No. 264), 730-ft.

News Services: AP, UPI.

Ownership: Bonneville International Corp., 99.9%. See Group Ownership of Television Stations.

Began Operation: February 8, 1958. Sale of control to present owner by Saul Haas and associates approved Dec. 17, 1963 by FCC (*Television Digest*, Vol. 3:51).

Represented (sales): Petry Television Inc.

Represented (legal): Wilkinson, Barker, Knauer & Quinn; Preston, Thorgrimson, Ellis & Holman, (Seattle).

Represented (engineering): Hammett & Edison Inc.

Personnel:

KENNETH L. HATCH, president & chairman of board, KIRO Inc.
A. F. MLADENICH, senior vice president.
GLENN C. WRIGHT, executive vice president & general manager.
JOHN NORDEN, vice president & general sales manager.
MICHAEL POTH, vice president & director of sales operations.
NICK FREEMAN, v.p., program dir., video & technical operations & production services.
CHARLES MORRIS, engineering director.
RICHARD JACOBY, production manager.
SHERRI CONWAY, operations/traffic director.
TIM GARRIGAN, public affairs director.
MARIA MARGARIS, assistant program director.

Rates: Not available.

NETWORK BASE HOURLY RATE: \$1549.

City of License: Seattle. **ADI:** Seattle-Tacoma. **Rank:** 15.

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	%
WASHINGTON				
50% & Over	Chelan	20,600	19,700	96



Net Weekly Circulation	State County	Total Households	TV Households	%
WASHINGTON				
50% & Over	Clallam	21,700	20,800	96
	Grays Harbor	25,600	24,000	94
	Island	19,300	18,900	98
	Jefferson	7,800	7,500	96
	King	559,600	540,000	96
	Kitsap	64,500	62,900	98
	Kittitas West	2,000	1,900	95
	Lewis	22,200	21,100	95
	Mason	14,200	13,800	97
	Pierce	203,800	198,500	97
	San Juan	4,000	3,800	95
Skagit	27,900	26,800	96	
Snohomish	147,600	143,600	97	
Thurston	57,900	56,300	97	
Whatcom	45,100	43,200	96	
WASHINGTON				
Between 25-49%	Adams	5,100	4,900	96
	Douglas	9,600	9,300	97
	Kittitas East	7,700	7,200	94
	Pacific	7,500	7,000	93
WASHINGTON				
Between 5-24%	Cowlitz	30,600	29,600	97
	Grant	19,900	19,100	96
Station Totals		1,324,200	1,279,900	97
Net Weekly Circulation (1988)			1,036,200	
Average Daily Circulation (1988)			557,100	

Washington—Seattle

KOMO-TV

Ch. 4

Network Service: ABC.

Licensee: Fisher Broadcasting Inc., 100 4th Ave. N., Seattle, WA 98109.

Studio: 100 4th Ave. N., Seattle, WA 98109.

Telephone: 206-443-4000. **TWX:** 910-444-2251.

Fax: 206-443-8272.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 16.2-kw aural. Antenna: 810-ft. above av. terrain, 550-ft. above ground, 1006-ft. above sea level.

Latitude 47° 37' 55"
Longitude 122° 21' 09"

Requests CP for change to 1126-ft. above av. terrain, 834-ft. above ground, 1276-ft. above sea level, lat. 47° 37' 56", long. 122° 21' 11". BPCT-870206KF.

Transmitter: 157 Galer St.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive 2 Scientific-Atlanta, 10-meter C-band; Andrew, 7.3-meter C-band; Andrew, 5.6-meter Ku-band; Andrew, 4.5-meter C-band; Vertex, 4.5-meter Ku-band; Avantek, Scientific-Atlanta receivers.

AM Affiliate: KOMO, 50-kw, 1000 kHz.

News Services: AP, UPI.

Ownership: Fisher Broadcasting Inc. See Group Ownership of Television Stations.

Began Operation: December 10, 1953. Sale of 1/3 to Fisher's Blend Station (making it 100% owner) by Theodore Gamble & C. Howard Lane consummated in April 1959 (Television Digest, Vol. 15:16).

Represented (sales): Katz Television.

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

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

Personnel:

JOHN BEHNKE, president & chief executive officer.
JAY W. GIESA, exec. vice president, administration & secretary.
ED LACKNER, vice president, corporate affairs.
PATRICK SCOTT, vice president & general manager.
PHELPS FISHER, vice president, director of marketing.
SCOTT HAYNER, general sales manager.
TYRONE NOBLE, local sales manager.
DAN JOHNSON, local sales manager.
MIKE EGUCHI, national sales manager.
RICHARD WARSINSKE, program manager.
JAMES BOYER, director of television news.
DON WILKINSON, vice president & director of engineering.
DEBORAH JOHNSON, promotion manager.
JACK BARNES, chief engineer.
JOHN ULMAN, business manager.
CAROLE AARON, marketing research director.

Highest One Hour Rate: \$10000.

Highest 30 Sec. Rate: \$4800.

NETWORK BASE HOURLY RATE: \$2000.

City of License: Seattle. **ADI:** Seattle-Tacoma. **Rank:** 15.

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	WASHINGTON				
		Chelan	20,600	19,700	96
		Clallam	21,700	20,800	96
		Grays Harbor	25,600	24,000	94
		Island	19,300	18,900	98
		Jefferson	7,800	7,500	96
		King	559,600	540,000	96
		Kitsap	64,500	62,900	98
		Kittitas West	2,000	1,900	95
		Lewis	22,200	21,100	95
		Mason	14,200	13,800	97
		Pierce	203,800	198,500	97
Between 25-49%	OREGON				
		Clatsop	12,600	11,900	94
	WASHINGTON				
		Cowlitz	30,600	29,600	97
		Douglas	9,600	9,300	97
Between 5-24%	WASHINGTON				
		Grant	19,900	19,100	96
		Yakima	68,600	65,600	96
Station Totals		1,400,300	1,352,500	97	
Net Weekly Circulation (1988)				1,066,100	
Average Daily Circulation (1988)				607,600	

Washington—Seattle

KTZZ-TV

Ch. 22

Network Service: None, independent.

Licensee: United States Television Seattle Ltd. Partnership.

Studio: 945 Dexter Ave. N, Seattle, WA 98109.

Mailing Address: Box 2022, Seattle, WA 98111.

Telephone: 206-282-2202. **Telex:** 152-546.

Technical Facilities: Channel No. 22 (518-524 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 894-ft. above av. terrain, 637-ft. above ground, 1049-ft. above sea level.

Latitude 47° 36' 57"
Longitude 122° 18' 26"

Transmitter: 1618 18th Ave., Seattle.

Multichannel TV Sound: Stereo only.

Satellite Earth Station: Harris, 6.1-meter Ku-band; Harris receivers.

News Services: AP, INN.

Ownership: Channel 22 Management Co., gen. partner; Seattle TV Ltd. Partnership, U. S. Television Network, Alden Television Inc. ltd. partners. Channel 22 Management ownership: Alden TV Inc. Alden ownership: Michael R. Forman, 100%. Forman has interest in KRLR(TV), Las Vegas, NV & application for Ch. 46, Green Valley, AZ.

Began Operation: June 22, 1985.

Represented (sales): Independent TV Sales.

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

Personnel:

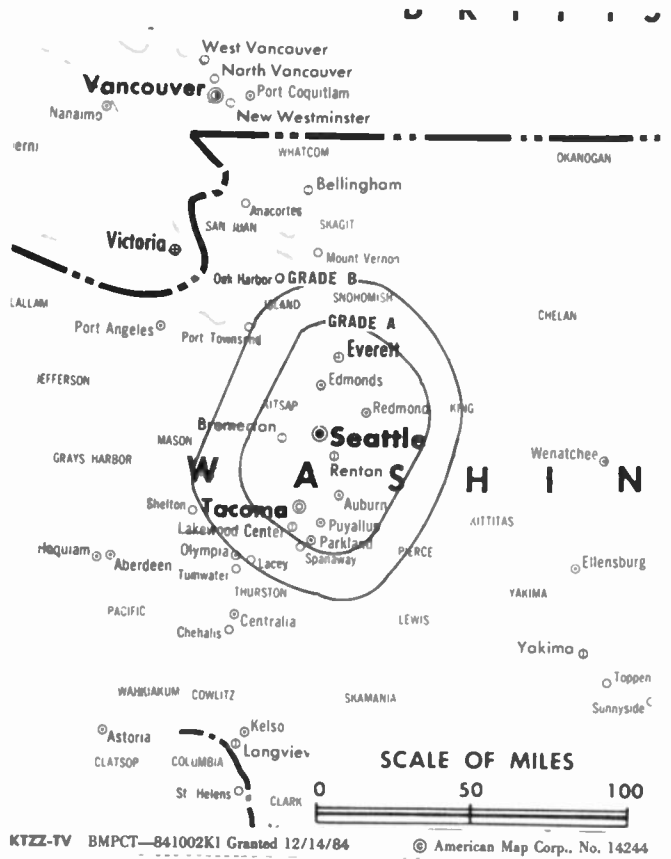
DANIEL LUTGEN, general manager.
WILLIE WAGONER, national sales manager.
SUSAN BALLMAN, program coordinator.
LEANNE BUNAS, sales marketing director.
KARL PAULSEN, engineering director.
COLLEEN MORGAN, local sales manager.
KATIE GORDON, promotion director.
GINA HAGGERTY, business manager.

Highest One Hour Rate: \$10,000.

Highest 30 Sec. Rate: \$2000.

City of License: Seattle. **ADI:** Seattle-Tacoma. **Rank:** 15.

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



KTZZ-TV BMPCT—841002K1 Granted 12/14/84 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	WASHINGTON			
	King	559,600	540,000	96
	Kitsap	64,500	62,900	98
	Pierce	203,800	198,500	97
	San Juan	4,000	3,800	95
	Snohomish	147,600	143,600	97
Between 5-24%	WASHINGTON			
	Jefferson	7,800	7,500	96
	Mason	14,200	13,800	97
	Thurston	57,900	56,300	97
Station Totals		1,059,400	1,026,400	97
Net Weekly Circulation (1988)			318,800	
Average Daily Circulation (1988)			102,900	

Washington—Seattle-Tacoma

KSTW

Ch. 11

Network Service: None, independent.

Licensee: Gaylord Broadcasting Co., Box 11411, Tacoma, WA 98411.

Studio: 2320 S. 19th St., Tacoma, WA 98405.

Office: United Airlines Bldg., Seattle, WA 98121.

Telephones: 206-572-5789, Tacoma; 206-441-1111, Seattle.

TWX: 910-441-2622.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 43.7-kw aural. Antenna: 900-ft. above av. terrain, 637-ft. above ground, 1049-ft. above sea level.

Latitude 47° 36' 56"
Longitude 122° 18' 29"

Transmitter: 1715 E. Madison St., Seattle.

Satellite Earth Stations: Andrew, 10-meter; Vertex, 4.5-meter Ku-band; M/A-Corn, Scientific-Atlanta receivers.

News Services: AP, CNN.

Ownership: Gaylord Broadcasting Co. See Group Ownership of Television Stations.

Began Operation: February 22, 1953. Sale to present owner by Tribune Publishing Co. approved by FCC Jan. 30, 1974 (*Television Digest*, Vol. 13:13; 14:5).

Represented (sales): MMT Sales Inc.

Represented (legal): Pierson, Ball & Dowd.

Personnel:

- KEVIN T. HALE, vice president & general manager.
- SCOTT BAUER, general sales manager.
- JON RAND, Seattle sales manager.
- CURTIS M. HOLMAN, business manager.
- JOE AGOSTINO, production manager.
- PAUL CRITTENDEN, chief engineer.
- JACK EDDY, news director.
- JIM CUMMINGS, national sales manager.
- GREG BILTE, national sales manager.

Highest One Hour Rate: \$25,000.

Highest 30 Sec. Rate: \$3000.

City of License: Tacoma. **ADI:** Seattle-Tacoma. **Rank:** 15.

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	WASHINGTON			
	Grays Harbor	25,600	24,000	94
	Island	19,300	18,900	98
	Jefferson	7,800	7,500	96
	King	559,600	540,000	96
	Kitsap	64,500	62,900	98
	Kittitas West	2,000	1,900	95
Mason	14,200	13,800	97	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Pierce	203,800	198,500	97
	Skagit	27,900	26,800	96
	Snohomish	147,600	143,600	97
	Thurston	57,900	56,300	97
	Whatcom	45,100	43,200	96
Between 25-49%	IDAHO			
	Kootenai	25,700	25,300	98
	Latah	10,600	10,300	97
Between 5-24%	OREGON			
	Clatsop	12,600	11,900	94
	WASHINGTON			
	Benton	38,200	37,000	97
	Chelan	20,600	19,700	96
	Ciallam	21,700	20,800	96
	Cowlitz	30,600	29,600	97
	Douglas	9,600	9,300	97
	Franklin	13,000	12,600	97
	Lewis	22,200	21,100	95
	Pacific	7,500	7,000	93
	San Juan	4,000	3,800	95
	Walla Walla	17,800	16,700	94
	Whitman	15,300	14,700	96
Station Totals		1,648,300	1,592,500	97
Net Weekly Circulation (1988)			892,400	
Average Daily Circulation (1988)			376,400	

Washington—Tacoma—Seattle

KCPQ

Ch. 13

Network Service: Fox.

Licensee: Kelly Television Co., Box 98828, Tacoma, WA 98499.

Studio: 4400 Steilacoom Blvd., Tacoma, WA 98499.

Sales Office: 100 S. King, Seattle, WA 98104.

Telephone: 206-582-8613. **TWX:** 910-441-1606.

Fax: 206-383-9551.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: Circularly polarized, 2000-ft. above av. terrain, 708-ft. above ground, 2395-ft. above sea level.

Latitude 47° 32' 53"
Longitude 122° 48' 22"

Transmitter: Gold Mountain, 6.5-mi. W of Bremerton.

Satellite Earth Stations: Scientific-Atlanta, 11-meter C-band; Scientific-Atlanta, 10-meter C-band; Vertex, 4.6-meter Ku-band; DX Antenna, M/A-Corn, Scientific-Atlanta receivers.

News Service: CNN.

Ownership: Jon S. Kelly, gen. partner, 45.0%; Robert E. Kelly, gen. partner, 45.0%; Jon S. Kelly, ltd. partner, 5.00%; Robert E. Kelly, ltd. partner, 5.00% See Kelly Bcstg. in Group Ownership of TV Stations.

Began Operation: August 2, 1953 as a commercial station. Left air Dec. 13, 1974. Sale to Clover Park School District No. 400 approved by FCC Sept. 9, 1975. Resumed operation as an educational station Jan. 4, 1976. Sale to present owners approved by FCC Dec. 4, 1979. Resumed operation as a commercial station Nov. 4, 1980.

Represented (sales): TeleRep Inc.

Represented (legal): Koteen & Naftalin.

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

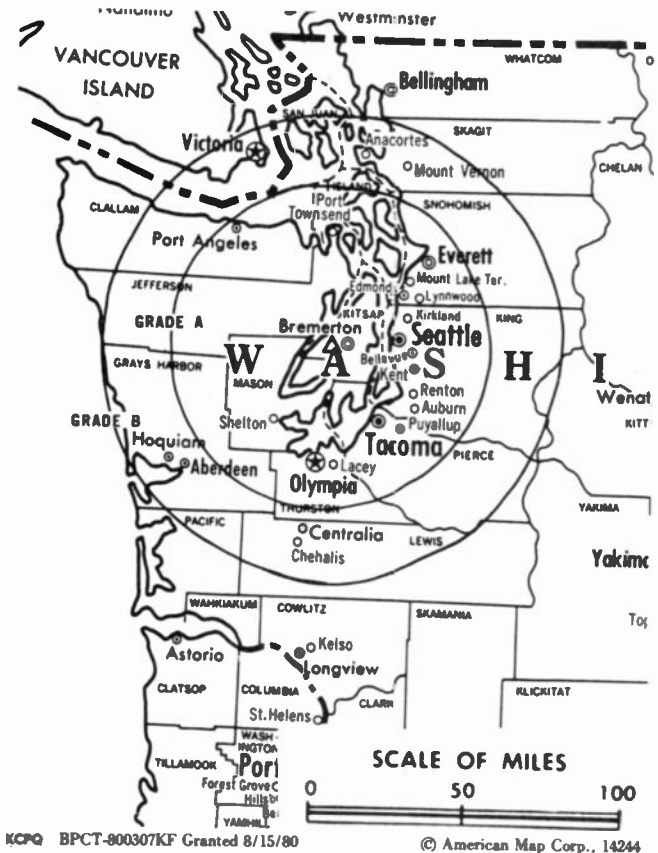
Personnel:

ROBERT KELLY, partner/program director.
ROGER OTTENBACH, general manager.
DAN JENSEN, station manager.
JAY MAXEY, general sales manager.
LLOYD LOW, western regional sales manager.
DENNIS McCORMICK, national sales manager.
KARLA BARTON, local sales manager.
BOB GALVIN, promotion director.
MARLENE GOTTFRIED, accounting supervisor.
LARRY BRANDT, chief engineer.
DIANE SIMMONS, marketing director.

Rates: On request.

City of License: Tacoma. **ADI:** Seattle-Tacoma. **Rank:** 15.

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



KCPQ BPCT-800307KF Granted 8/15/80 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	WASHINGTON			
	Grays Harbor	25,600	24,000	94
	Island	19,300	18,900	98
	Jefferson	7,800	7,500	96
	King	559,600	540,000	96
	Kitsap	64,500	62,900	98
	Mason	14,200	13,800	97
	Pierce	203,800	198,500	97
	Skagit	27,900	26,800	96
Between 25-49%	WASHINGTON			
	Cowlitz	30,600	29,600	97
	Lewis	22,200	21,100	95
Between 5-24%	WASHINGTON			
	San Juan	4,000	3,800	95
	Chelan	20,600	19,700	96
	Clallam	21,700	20,800	96
	Douglas	9,600	9,300	97
Station Totals		1,291,500	1,248,700	97
	Net Weekly Circulation (1988)			646,100
Average Daily Circulation (1988)				250,400

Washington—Tacoma-Seattle

KTBW-TV

Ch. 20

Network Service: Trinity Bcstg. Network.

Licensee: Trinity Broadcasting of Washington, Box A, Santa Ana, CA 92711.

Studio: 1909 S. 341st Place, Federal Way, WA 98003.

Telephones: 206-927-7720, Tacoma; 206-874-7420, Seattle.

Technical Facilities: Channel No. 20 (506-512 MHz). Authorized power: 3550-kw max. visual, 355-kw max. aural. Antenna: 1610-ft. above av. terrain, 330-ft. above ground, 2000-ft. above sea level.

Latitude	47°	32'	50''
Longitude	122°	47'	39''

Transmitter: Gold Mountain, 4-mi. W of Bremerton.

Satellite Earth Station: Harris, 7-meter C-band; Scientific-Atlanta receivers.

News Service: TBN.

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

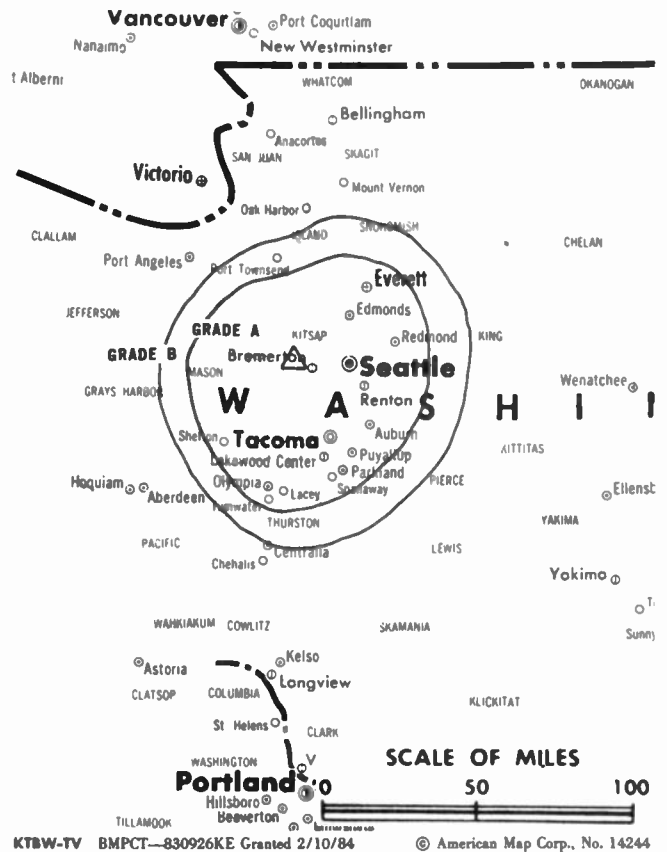
Began Operation: March 30, 1984. Sale to present owner by Family Bcstg. Co. approved by FCC Oct. 25, 1984.

Represented (legal): May & Dunne, Chartered.

Personnel:

JIM FULLER, station manager.
DICK ENGH, chief engineer.
DOUG CLARK, news director.

Highest One Hour Rate: \$530.



Highest 30 Sec. Rate: \$70.

Arbitron Data: Not available.

City of License: Tacoma. ADI: Seattle-Tacoma. Rank: 15.

Washington—Spokane

KAYU-TV

Ch. 28

Network Service: Fox.

Licensee: KAYU-TV Partners Ltd.

Studio: S. 4600 Regal St., Spokane, WA 99223.

Mailing Address: Box 8115, Spokane, WA 99203.

Telephone: 509-448-2828.

Technical Facilities: Channel No. 28 (554-560 MHz). Authorized power: 2400-kw max. visual, 120-kw max. aural. Antenna: 2000-ft. above av. terrain, 823-ft. above ground, 4399-ft. above sea level.

Latitude 47° 34' 44"
Longitude 117° 17' 46"

Holds CP for change to 1998-ft. above av. terrain, 794-ft. above ground, 4469-ft. above sea level. BPC-880111KF.

Transmitter: 3-mi. SE of Spokane on Krell Hill.

Satellite Earth Stations: Microdyne, 5-meter C-band; 2 Prodelin, 5-meter C-band; Vertex, 4.5-meter Ku-band; M/A-Corn, Microdyne, Pinzone receivers.

Ownership: Robert J. Hamacher, gen. partner.

Began Operation: October 31, 1982. Sale to Bingham Communications by Robert J. Hamacher, et al., approved by FCC Jan. 29, 1988 (*Television Digest*, Vol. 27:42) but never consummated.

Represented (sales): Petry Television Inc.

Represented (legal): Heron, Burchette, Ruckert & Rothwell.

Personnel:

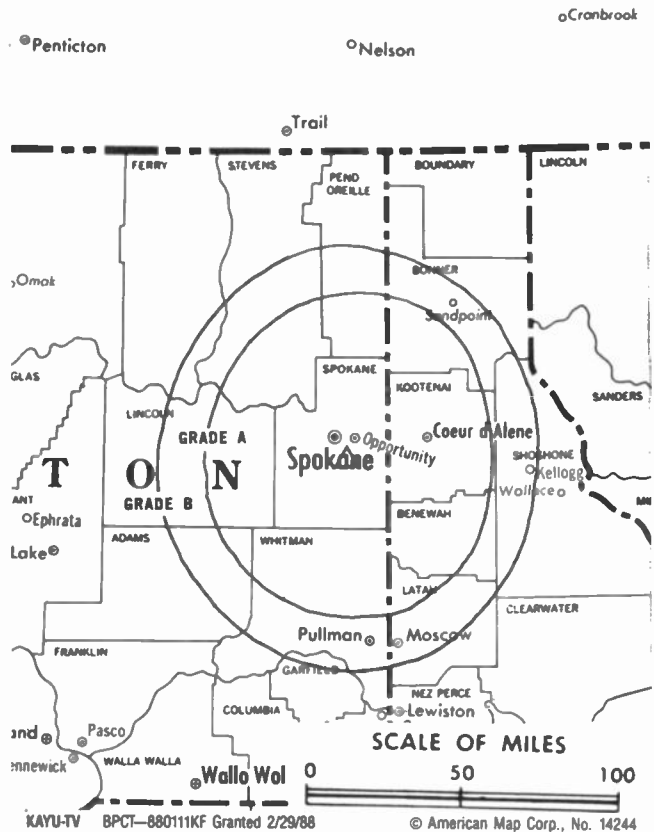
ROBERT J. HAMACHER, president & general manager.
TIM BURROWS, programming.
ROBERTA FOX, business manager.
D. LANE GUIN, general sales manager.
RONALD VALLEY, director of engineering.
JUDY SUNDERLAND, national sales manager.
KELLY BUNDY, director of promotion.

Highest 30 Sec. Rate: \$150.

City of License: Spokane. **AOI:** Spokane. **Rank:** 79.

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	IOAHO			
	Shoshone	6,100	6,000	98
	WASHINGTON			
	Columbia	1,600	1,500	94
	Lincoln	3,800	3,700	97
	Spokane	142,000	137,500	97



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	IOAHO			
	Bonner	10,500	10,200	97
	Kootenai	25,700	25,300	98
	Latah	10,600	10,300	97
Between 5-24%	WASHINGTON			
	Adams	5,100	4,900	96
	Chelan	20,600	19,700	96
	Douglas	9,600	9,300	97
	Garfield	1,000	900	90
	Stevens	11,200	10,600	95
	Whitman	15,300	14,700	96
	IOAHO			
	Benewah	3,100	3,000	97
	Boundary	2,600	2,500	96
	OREGON			
	Umatilla	22,100	20,700	94
	WASHINGTON			
	Benton	38,200	37,000	97
	Ferry	2,100	2,000	95
	Franklin	13,000	12,600	97
	Grant	19,900	19,100	96
	Okanogan	13,000	12,200	94
	Pend Oreille	3,400	3,300	97
	Walla Walla	17,800	16,700	94
Station Totals		398,300	383,700	96
Net Weekly Circulation (1988)				138,700
Average Daily Circulation (1988)				55,800

Washington—Spokane

KHQ-TV

Ch. 6

Network Service: NBC.

Licensee: KHQ Inc., 4202 S. Regal St., Spokane, WA 99223.

Studio: 4202 S. Regal St., Spokane, WA 99223.

Mailing Address: Box 8088, Spokane, WA 99203.

Telephone: 509-448-6000.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 87.1-kw visual, 17.4-kw aural. Antenna: 2150-ft. above av. terrain, 904-ft. above ground, 4549-ft. above sea level.

Latitude 47° 34' 53.40"
Longitude 117° 17' 46.60"

Transmitter: Tower Mountain, 3.25-mi. SE of Spokane.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 8-meter Ku-band; Harris, 3-meter Ku-band; Scientific-Atlanta, 7-meter C-band; Vertex, 4.57-meter Ku-band; Harris, M/A-Corn, Scientific-Atlanta receivers.

News Service: AP.

Ownership: Cowles Publishing Co. J. Birney Blair, pres.; Michael K. Nielsen, secy-treas.

Began Operation: December 20, 1952.

Represented (sales): Katz Television.

Represented (legal): Wiley, Rein & Fielding.

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

Personnel:

- JACK REBER, president & general manager.
- DON CARMICHAEL, operations manager.
- LARRY GANTS, program director.
- WILLIAM ISBELL, chief engineer.
- DEAN MELL, news director.
- MIKE GEE, general sales manager.
- LOUISE HANSEN, promotion director.
- BOB BUSSE, business manager.

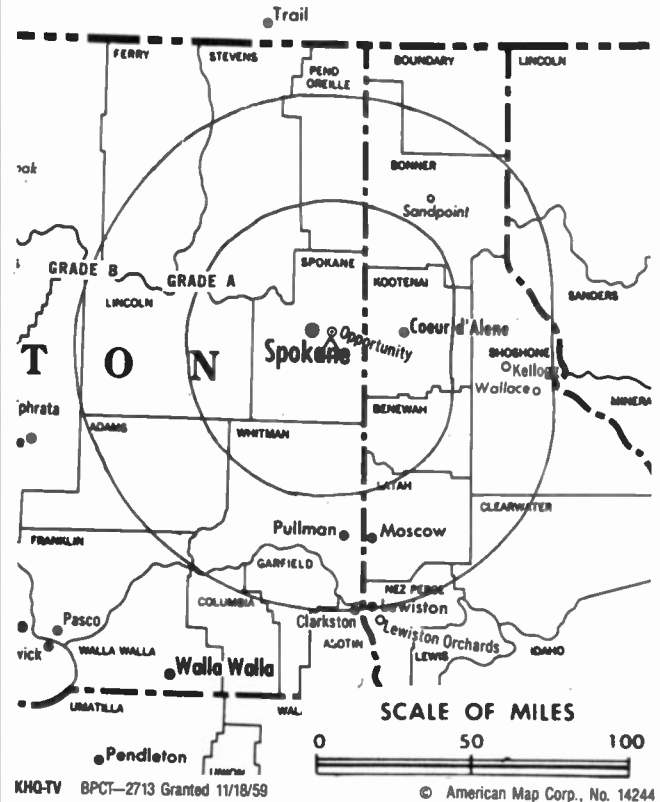
Highest 30 Sec. Rate: \$800.

NETWORK BASE HOURLY RATE: \$1100.

City of License: Spokane. **ADI:** Spokane. **Rank:** 79.

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	IDAHO			
	Benewah	3,100	3,000	97
	Bonner	10,500	10,200	97
	Boundary	2,600	2,500	96
	Clearwater	3,600	3,500	97
	Idaho	5,300	5,100	95
	Kootenai	25,700	25,300	98
	Latah	10,600	10,300	97
	Lewis	1,400	1,400	100
	Nez Perce	12,700	12,400	98
	Shoshone	6,100	6,000	98
	MONTANA			
	Hill	6,900	6,700	97
	Lincoln	6,700	6,400	96
OREGON				
Wallowa	3,000	2,800	93	
WASHINGTON				
Adams	5,100	4,900	96	



Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	Asotin	7,200	7,000	97	
	Columbia	1,600	1,500	94	
	Ferry	2,100	2,000	95	
	Garfield	1,000	900	90	
	Grant	19,900	19,100	96	
	Lincoln	3,800	3,700	97	
	Okanogan	13,000	12,200	94	
	Pend Oreille	3,400	3,300	97	
	Spokane	142,000	137,500	97	
	Stevens	11,200	10,600	95	
	Walla Walla	17,800	16,700	94	
	Whitman	15,300	14,700	96	
	BETWEEN 25-49%	MONTANA			
		Cascade	31,400	30,900	98
Flathead		23,000	22,300	97	
Glacier		3,800	3,600	95	
Mineral		1,700	1,700	100	
Missoula		31,500	30,400	97	
Toole	2,300	2,200	96		
WASHINGTON	Benton	38,200	37,000	97	
	Douglas	9,600	9,300	97	
BETWEEN 5-24%	MONTANA				
	Lake	8,300	8,000	96	
	Ravalli	10,500	10,200	97	
	Sanders	3,800	3,600	93	
	OREGON				
Baker	6,200	5,900	94		
Umatilla	22,100	20,700	94		
Union	8,800	8,200	93		
WASHINGTON	Chelan	20,600	19,700	96	
	Franklin	13,000	12,600	97	
Station Totals		576,400	556,000	96	
Net Weekly Circulation (1988)				343,300	
Average Daily Circulation (1988)				202,200	

Washington—Spokane

KREM-TV

Ch. 2

Network Service: CBS.

Licensee: KING Broadcasting Co., 4103 S. Regal St., Spokane, WA 99203.

Studio: 4103 S. Regal St., Spokane, WA 99203.

Telephone: 509-448-2000. TWX: 510-773-1833.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 84.7-kw visual, 15.5-kw aural. Antenna: 2203-ft. above av. terrain, 969-ft. above ground, 4549-ft. above sea level.

Latitude 47° 35' 42"
Longitude 117° 17' 53"

Transmitter: 7-mi. SE of center of Spokane.

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

News Services: AP, CBS, UPI.

Ownership: King Broadcasting Co. See Group Ownership of Television Stations.

Began Operation: October 29, 1954. Sale to present owners by founder Louis Wasmmer approved Sept. 25, 1957 (Television Digest, Vol. 13:28, 39, 51).

Represented (sales): Blair Television.

Represented (legal): Fletcher, Heald & Hildreth.

Represented (engineering): Hammett & Edison Inc.

Personnel:

STEVE CLIFFORD, president & chief executive officer (Seattle).
ERIC BREMNER, president, broadcasting (Seattle).
JOHN ROWLAND, general sales manager.
DEBBIE LESLIE, local sales manager.
MEG ANTONIUS, program director.
PHIL WENSTRAND, news director.
SCOTT BLAIR, operations manager.
JESS ORTEGA, chief engineer.
BARBARA NARGANG, business manager.
LINDA KUHN, community relations manager.
JOAN KINSEY, promotion manager.

Highest 30 Sec. Rate: \$1000.

NETWORK BASE HOURLY RATE: \$875.

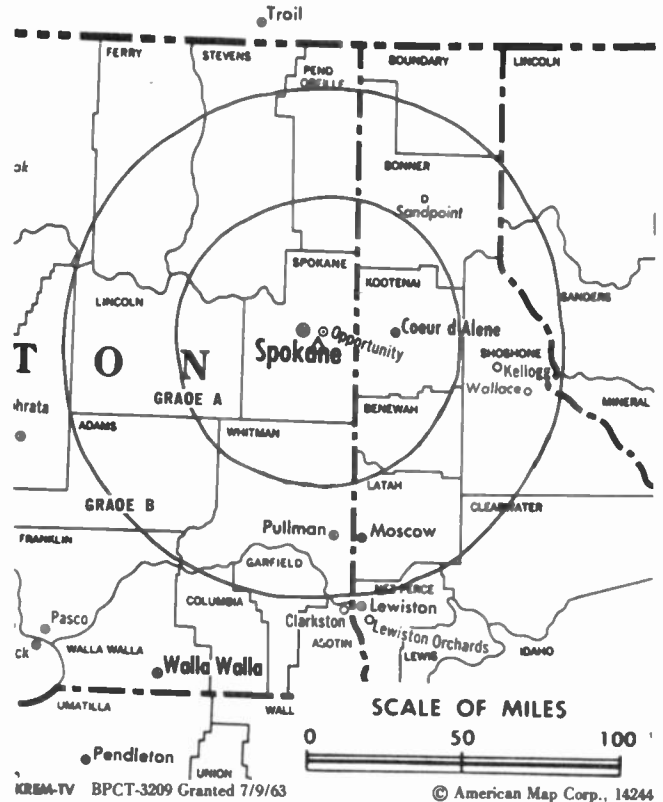
Station also received in Canadian markets.

BBM Weekly Reach (Spring 1988): 916,000.

City of License: Spokane. AOI: Spokane. Rank: 79.

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	IDAHO			
	Benewah	3,100	3,000	97
	Bonner	10,500	10,200	97
	Boundary	2,600	2,500	96
	Clearwater	3,600	3,500	97
	Idaho	5,300	5,100	95
	Kootenai	25,700	25,300	98
	Latah	10,600	10,300	97
	Lewis	1,400	1,400	100
	Nez Perce	12,700	12,400	98
	Shoshone	6,100	6,000	98
	MONTANA			
	Hill	6,900	6,700	97
	Lincoln	6,700	6,400	96
OREGON				
Wallowa	3,000	2,800	93	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WASHINGTON			
	Adams	5,100	4,900	96
	Asotin	7,200	7,000	97
	Columbia	1,600	1,500	94
	Ferry	2,100	2,000	95
	Garfield	1,000	900	90
	Grant	19,900	19,100	96
	Lincoln	3,800	3,700	97
	Okanogan	13,000	12,200	94
	Pend Oreille	3,400	3,300	97
	Spokane	142,000	137,500	97
	Stevens	11,200	10,600	95
	Walla Walla	17,800	16,700	94
	Whitman	15,300	14,700	96
Between 25-49%	MONTANA			
	Cascade	31,400	30,900	98
	Flathead	23,000	22,300	97
	Missoula	31,500	30,400	97
	Sanders	3,800	3,600	93
OREGON				
Union	8,800	8,200	93	
Between 5-24%	WASHINGTON			
	Benton	38,200	37,000	97
	Douglas	9,600	9,300	97
	Franklin	13,000	12,600	97
Between 5-24%	MONTANA			
	Glacier	3,800	3,600	95
	Lake	8,300	8,000	96
	Mineral	1,700	1,700	100
	Ravalli	10,500	10,200	97
OREGON				
Baker	6,200	5,900	94	
Umatilla	22,100	20,700	94	
WASHINGTON				
Chelan	20,600	19,700	96	
Station Totals		574,100	553,800	96
Net Weekly Circulation (1988)				330,100
Average Daily Circulation (1988)				174,900

Washington—Spokane

KXLY-TV

Ch. 4

Network Service: ABC.

Licensee: Spokane TV Inc., West 500 Boone Ave., Spokane, WA 99201.

Studio: West 500 Boone Ave., Spokane, WA 99201.

Telephone: 509-328-9084. TWX: 628-99-618.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 48-kw visual, 9.55-kw aural. Antenna: 3060-ft. above av. terrain, 153-ft. above ground, 6030-ft. above sea level.

Latitude 47° 55' 18"
Longitude 117° 06' 48"

Transmitter: Top of Mount Spokane.

Satellite Earth Stations: Andrew, 73-meter C-band; Andrew, 4.5-meter C-band; Vertex, 4.6-meter Ku-band; Avantek, M/A-Corn receivers.

AM Affiliate: KXLY, 5-kw, 920 kHz.

FM Affiliate: KXLY-FM, 37-kw, 99.9 MHz (No. 260), 2998-ft.

News Services: AP, CNN, NIWS.

Ownership: Evening Telegram Co., 100%. See Morgan Murphy Stations in Group Ownership of Television Stations.

Began Operation: January 16, 1953. Sale to present owners by Joseph Harris and Norman E. Alexander approved by FCC Jan. 17, 1962 (*Television Digest*, Vol. 17:34; 2:4, 6, 7). Sale to Harris and Alexander by Symons Bcstg. Co. (E. B. Craney) and Bing Crosby approved Jan. 6, 1954 (Vol. 9:49; 10:2).

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

Represented (legal): Brown, Finn & Nietert, Chartered.

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

Personnel:

STEPHEN R. HERLING, vice president & general manager.
TEDDIE GIBBON, general sales manager.
DONALD POPE, director of engineering.
EILEEN MCKINNON, program director.
BOB BRAUKMANN, promotion manager.
DEBBIE SIEVERDING, local sales manager.
STEVE JOHNSON, news director.
ED WALSH, business manager.

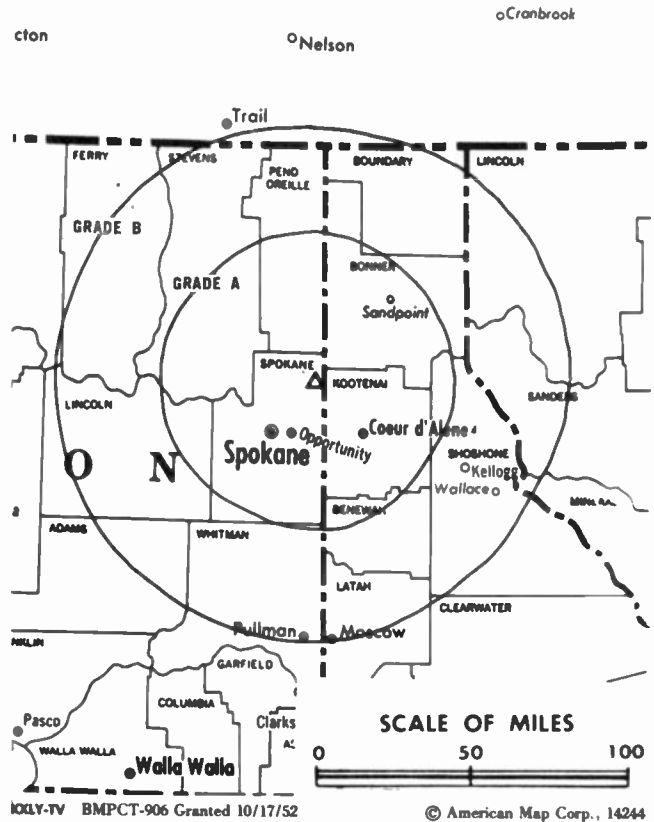
Highest 30 Sec. Rate: \$600.

NETWORK BASE HOURLY RATE: \$675.

City of License: Spokane. ADI: Spokane. Rank: 79.

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	IOAHO			
	Benewah	3,100	3,000	97
	Bonner	10,500	10,200	97
	Boundary	2,600	2,500	96
	Clearwater	3,600	3,500	97
	Idaho	5,300	5,100	95
	Kootenai	25,700	25,300	98
	Latah	10,600	10,300	97
	Lewis	1,400	1,400	100
	Nez Perce	12,700	12,400	98
	Shoshone	6,100	6,000	98
	MONTANA			
	Hill	6,900	6,700	97
	Lincoln	6,700	6,400	96
	OREGON			
	Wallowa	3,000	2,800	93



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WASHINGTON			
	Adams	5,100	4,900	96
	Asotin	7,200	7,000	97
	Columbia	1,600	1,500	94
	Douglas	9,600	9,300	97
	Ferry	2,100	2,000	95
	Garfield	1,000	900	90
	Grant	19,900	19,100	96
	Lincoln	3,800	3,700	97
	Okanogan	13,000	12,200	94
	Pend Oreille	3,400	3,300	97
	Spokane	142,000	137,500	97
	Stevens	11,200	10,600	95
Whitman	15,300	14,700	96	
Between 25-49%	MONTANA			
	Cascade	31,400	30,900	98
	Flathead	23,000	22,300	97
	Lake	8,300	8,000	96
	Mineral	1,700	1,700	100
	Missoula	31,500	30,400	97
	Sanders	3,800	3,600	93
	Toole	2,300	2,200	96
OREGON				
Union	8,800	8,200	93	
Between 5-24%	WASHINGTON			
	Chelan	20,600	19,700	96
	Walla Walla	17,800	16,700	94
Station Totals	MONTANA			
	Glacier	3,800	3,600	95
	Ravalli	10,500	10,200	97
	OREGON			
	Baker	6,200	5,900	94
WASHINGTON				
Benton	38,200	37,000	97	
Franklin	13,000	12,600	97	
Station Totals		554,300	535,300	97
Net Weekly Circulation (1988)				341,300
Average Daily Circulation (1988)				182,600

Washington—Vancouver

KPDX

Ch. 49

Network Service: None, independent.

Licensee: Columbia River Television Inc., Debtor-in-Possession, One Columbia River, Vancouver, WA 98660.

Studio: One Columbia River, Vancouver, WA 98660.

Business Office: 910 N.E. Union, Portland, OR 97232.

Telephones: 206-254-4949; 503-239-4949. **Telex:** 151021.

Technical Facilities: Channel No. 49 (680-686 MHz). Authorized power: 2630-kw max. visual, 263-kw max. aural. Antenna: 1780-ft. above av. terrain, 1081-ft. above ground, 2021-ft. above sea level.

Latitude 45° 31' 22"
Longitude 122° 45' 07"

Transmitter: 211 N.W. Miller Rd., Portland, OR.

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

News Service: INN.

Ownership: Jack F. Matranga, pres., 85%; Dennis J. Updegraff, v.p., 15%.

Began Operation: October 1, 1983.

Represented (sales): MMT Sales Inc.

Represented (legal): Arent, Fox, Kintner, Plotkin & Kahn.

Represented (engineering): Hammett & Edison Inc.

Personnel:

JACK F. MATRANGA, general manager.
WALT ADLER, general sales manager.
DALE COLOMA, local sales manager.
DENNIS BEAUCHAMP, chief engineer.
DENNIS UPDEGRAFF, program director.
ANDREA ALVARADO, promotion director.
STEVEN CRONBAUGH, business manager.
SANDY MERRIN, marketing director.

City of License: Vancouver. **ADI:** Portland, OR. **Rank:** 26.

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	OREGON			
	Washington	106,900	104,500	98
	WASHINGTON			
	Clark	80,500	78,500	97



KPDX BMPCT—830915KH Granted 10/29/83 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	OREGON			
	Clackamas	92,000	89,000	97
	Hood River	6,200	5,800	94
	Marion	79,400	76,200	96
	Multnomah	237,300	228,500	96
	Polk	17,200	16,600	97
	Wasco	8,500	8,000	94
WASHINGTON	Cowlitz	30,600	29,600	97
	OREGON			
Between 5-24%	Columbia	13,400	12,900	96
	Lincoln	15,700	14,500	92
	Yamhill	21,100	20,100	95
WASHINGTON	Klickitat	6,300	5,900	94
	Station Totals	715,100	690,100	97
Net Weekly Circulation (1988)			307,200	
Average Daily Circulation (1988)			118,200	

Washington—Wenatchee

KCWT

Ch. 27

Network Service: None, independent.

Licensee: Bingham Communications Group, 32 N. Mission St., Wenatchee, WA 98801.

Studio: 32-B N. Mission St., Wenatchee, WA 98801.

Mailing Address: Box 2809, Wenatchee, WA 98807-2809.

Telephone: 509-622-5298.

Technical Facilities: Channel No. 27 (548-554 MHz). Authorized power: 266.5-kw max. visual, 26.65-kw max. aural. Antenna: 1393-ft. above av. terrain, 174-ft. above ground, 3894-ft. above sea level.

Latitude 47° 19' 26"
Longitude 120° 13' 55"

Transmitter: Jump Off Ridge, 7-mi. SSW of Wenatchee.

Satellite Earth Stations: M/A-Corn, 4-meter C-band; RCA, 8-meter Ku-band; M/A-Corn receivers.

News Services: CNN, INN, UPI.

Ownership: Bingham Communications Group Ltd. Partnership. Robert R. Bingham & BCG Management Inc., gen. partners, 1% each; Michael D. Barry, ltd. partner, 34.7%; Robert R. Bingham, ltd. partner, 51.7%; Jerry Martin, 5.1%; Jerry Knoll & Kent Carlson, ltd. partners, 1% each. BCGM Inc. also owns KBRO(AM), Bremerton, WA. BCG Management Inc. ownership: Robert R. Bingham, chmn.-pres., 76%; Michael O. Barry, secy., 20%; Jerome C. Knoll, exec. v.p., 2%; C. Kent Carlson, 2%.

Began Operation: April 9, 1984. Transfer of 51% to Jerry R. Martin by Fred Alan Ross approved by FCC Dec. 11, 1984. Sale to present owners approved by FCC Oct. 20, 1986.

Represented (sales): Adam Young Inc.; Tacher Television.

Represented (legal): Miller & Young.

Personnel:

MIKE BARRY, general manager.
WES OLINGER, general sales manager.
ROBERT WIKSTROM, station manager.
ROBERT WYATT, chief engineer.
CASI SMITH, news director.
MELANIE DAHL, program director.
TERI MOSER, national sales coordinator.

Highest 30 Sec. Rate: \$150.



City of License: Wenatchee. **ADI:** Spokane. **Rank:** 79.

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	%
WASHINGTON				
Between 25-49%	Chelan	20,600	19,700	96
	Douglas	9,600	9,300	97
	Grant	19,900	19,100	96
WASHINGTON				
Between 5-24%	Okanogan	13,000	12,200	94
Station Totals		63,100	60,300	96
Net Weekly Circulation (1988)			17,300	
Average Daily Circulation (1988)			6,800	

Washington—Yakima

KAPP

Ch. 35

(Operates satellite KVEW, Kennewick, WA)

Network Service: ABC.

Licensee: Apple Valley Broadcasting Co., 1610 S. 24th Ave., Yakima, WA 98902.

Studio: 1610 S. 24th Ave., Yakima, WA 98902.

Telephone: 509-453-0351.

Technical Facilities: Channel No. 35 (596-602 MHz). Authorized power: 646-kw max. & 257-kw horizontal visual, 64.6-kw max. & 25.7-kw horizontal aural. Antenna: 960-ft. above av. terrain, 175-ft. above ground, 2150-ft. above sea level.

Latitude 46° 31' 57"
Longitude 120° 30' 37"

Transmitter: Ahtanum Ridge.

Satellite Earth Stations: 3 in operation.

News Service: UPI.

Ownership: Evening Telegram Co., 100%. See Morgan Murphy Stations in Group Ownership of TV Stations.

Began Operation: September 21, 1970.

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

Represented (legal): Brown, Finn & Nietert, Chartered.

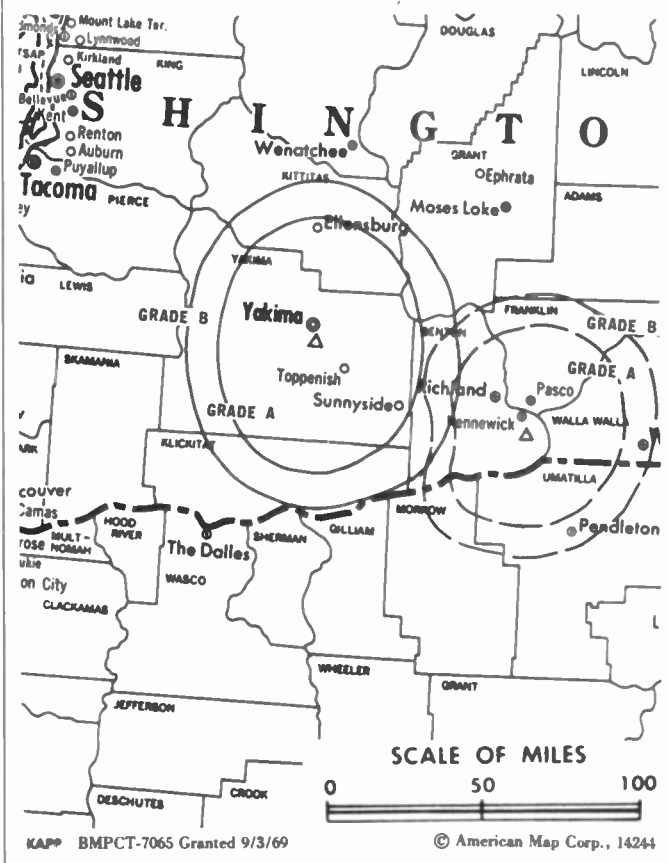
Represented (engineering): Jules Cohen & Associates, P.C.

Personnel:

- ELIZABETH MURPHY BURNS, president.
- DARRELL BLUE, vice president & general manager.
- RON SIMMONS, director, programming & operations.
- BOB COUCHMAN, chief engineer.
- JUDY ERNESTI, national/regional sales manager.
- D. W. CLARK, production manager.
- JULIA CLARK, promotion director.
- DAVE Ettl, news director.
- SHANE PIERONE, local sales manager.

Rates: Not available.

NETWORK BASE HOURLY RATE: \$350.



City of License: Yakima. **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	%
50% & Over	WASHINGTON			
	Kittitas East	7,700	7,200	94
	Yakima	68,600	65,600	96
Between 5-24%	WASHINGTON			
	Benton	38,200	37,000	97
Station Totals		114,500	109,800	96
Net Weekly Circulation (1988)			67,900	
Average Daily Circulation (1988)			41,600	

Washington—Yakima

KIMA-TV

Ch. 29

(Also operates associated stations KEPR-TV, Pasco, WA; KLEW-TV, Lewiston, ID)

Network Service: CBS.

Licensee: Retlaw Enterprises Inc., 4880 N. 1st St., Fresno, CA 93755.

Studio: 2801 Terrace Heights Dr., Yakima, WA 98907.

Mailing Address: Box 702, Yakima, WA 98907.

Telephone: 509-575-0029. TWX: 510-777-5356.

Technical Facilities: Channel No. 29 (560-566 MHz). Authorized power: 490-kw max. & 380-kw horizontal visual, 87-kw max. & 6.76-kw horizontal aural. Antenna: 970-ft. above av. terrain, 166-ft. above ground, 2166-ft. above sea level.

Latitude 46° 31' 58"
Longitude 120° 30' 33"

Transmitter: Ahtanum Ridge.

Satellite Earth Stations: Harris, 6.3-meter C-band; RCA Ku-band; 2 Scientific-Atlanta C-band; Harris, Scientific-Atlanta receivers.

News Services: AP, CBS, Group W Newsfeed.

Ownership: Retlaw Enterprises Inc. See Group Ownership of Television Stations.

Began Operation: July 19, 1953. Sale to present owner by NWG Bcstg. Co. approved by FCC Nov. 25, 1986 (Television Digest, Vol. 26:45). Sale to NWG Bcstg. by Filmways Inc. approved by FCC Aug. 30, 1972 (Vol. 12:4). Previously, merger of Filmways Inc. & Cascade Bcstg. approved by FCC July 23, 1969. Sale to Cascade Bcstg. by A. W. Talbot and Ralph Sundquist, et al., approved Feb. 21, 1962 (Vol. 1:14).

Represented (sales): Katz Television.

Represented (legal): Wiley, Rein & Fielding.

Represented (engineering): Hammett & Edison Inc.

Personnel:

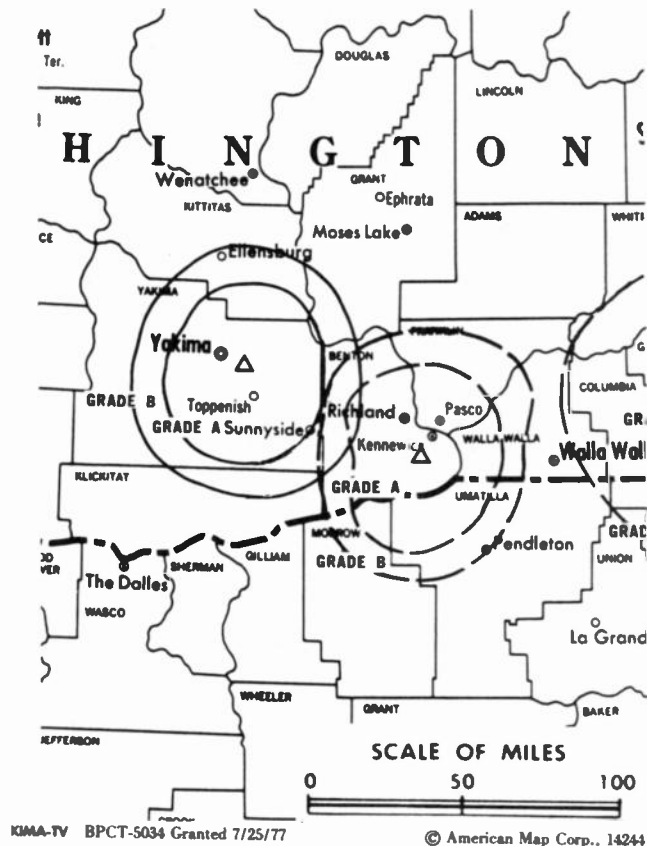
DALE HAZEN, vice president & general manager.
STU SEIBEL, program director.
KEN MESSER, station manager.
T. J. CLOSE, news director.
DOW LAMBERT, chief engineer.

Highest One Hour Rate: \$2500.

Highest 30 Sec. Rate: \$650.

Rates: Include KEPR-TV, Pasco, WA & KLEW-TV, Lewiston, ID.

NETWORK BASE HOURLY RATE: \$810.



City of License: Yakima. ADI: 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	%
50% & Over	WASHINGTON			
	Kittitas East	7,700	7,200	94
	Yakima	68,600	65,600	96
Between 5-24%	WASHINGTON			
	Benton	38,200	37,000	97
	Kittitas West	2,000	1,900	95
Station Totals		116,500	111,700	96
Net Weekly Circulation (1988)			69,900	
Average Daily Circulation (1988)			46,300	

Washington—Yakima

KNDO

Ch. 23

(Also operates associated station KNDU, Richland-Pasco-Kennewick, WA)

Network Service: NBC.

Licensee: Columbia Empire Bcstg. Corp., a Delaware Corp., 1608 S. 24th Ave., Yakima, WA 98901.

Studio: 1608 S. 24th Ave., Yakima, WA 98901.

Telephone: 509-248-2300. Fax: 509-575-0265.

Technical Facilities: Channel No. 23 (524-530 MHz). Authorized power: 500-kw max. & 389-kw horizontal visual, 63-kw max. & 38-kw horizontal aural. Antenna: 960-ft. above av. terrain, 159-ft. above ground, 2155-ft. above sea level.

Latitude 46° 31' 59''
Longitude 120° 30' 26''

Transmitter: Ahtanum Ridge, S of Yakima.

Satellite Earth Stations: Harris, 6.1-meter; Harris, 3.1-meter; Microdyne, 3.7-meter; Harris, M/A-Com receivers.

News Services: NBC, AP.

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

Began Operation: October 15, 1959. Sale to Hugh E. Davis, et al., by Ralph Tronsrud approved by FCC Feb. 1, 1961 (Television Digest, Vol. 16:34; 17:6) FCC approved sale to Farragut Communications Jan. 29, 1988 (Vol. 27:51).

Represented (sales): Seitel Inc.; Art Moore Inc. (Northwest).

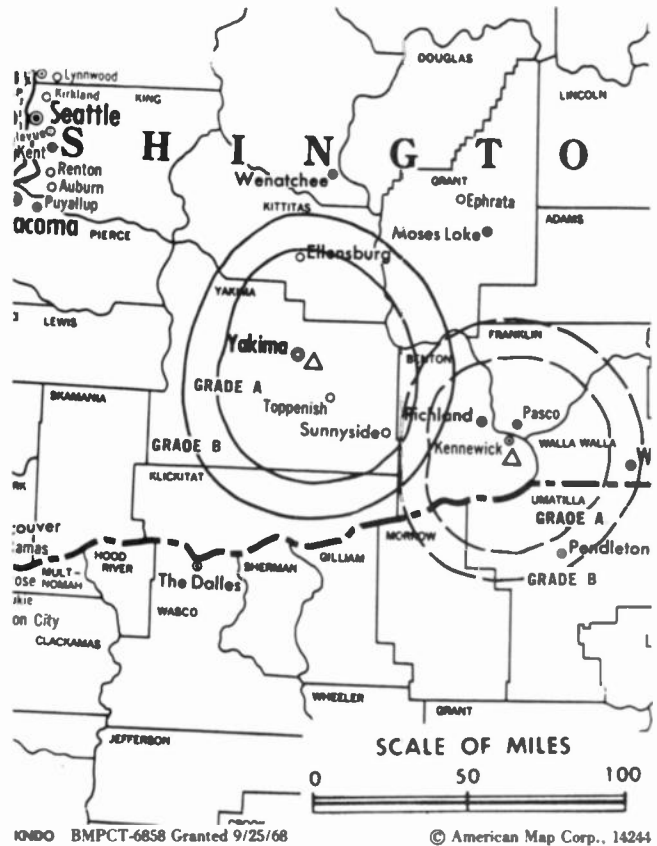
Represented (legal): Wiley, Rein & Fielding.

Personnel:

ELLIOT KLEEMAN, general manager.
ROBERTA MACOMBER, business manager.
WAYNE WHITAKER, director of engineering.
ROGER GADLEY, news director.
DALE CHANEY, general sales manager.
RITA LOCKHART, program director.
JIM LEWIS, promotion & marketing director.

Rates: Sold separately or in combination with KNDU, Kennewick.

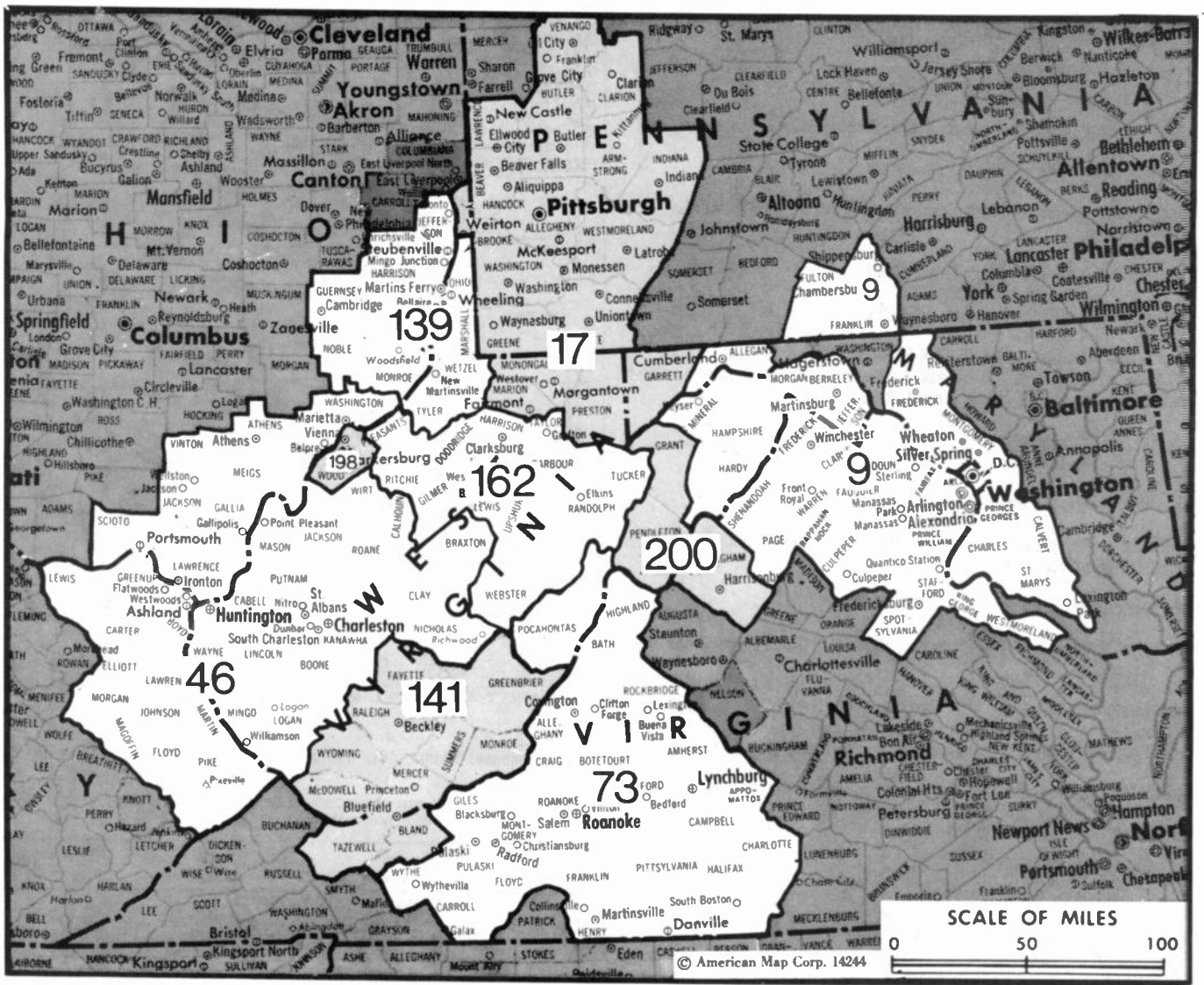
NETWORK BASE HOURLY RATE: \$600.



City of License: Yakima. ADI: 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	%
50% & Over	WASHINGTON			
	Kittitas East	7,700	7,200	94
	Yakima	68,600	65,600	96
Between 5-24%	WASHINGTON			
	Benton	38,200	37,000	97
	Kittitas West	2,000	1,900	95
Station Totals		116,500	111,700	96
Net Weekly Circulation (1988)			70,200	
Average Daily Circulation (1988)			42,500	



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Washington, DC	1,592,800	9	WDCa-TV (20), WFTY (50), WJLA-TV (7), WRC-TV (4), WTKK (66), WTTG (5), WUSA (9)
Pittsburgh, PA	1,192,200	17	KDKA-TV (2), WPCB-TV (40), WPGH-TV (53), WPTT-TV (22), WPXI (11), WTAE-TV (4)
Charleston-Huntington, WV	517,700	46	WCHS-TV (8), WOWK-TV (13), WSAZ-TV (3), WTSF (61), WUXA (30), WVAH-TV (11)
Roanoke-Lynchburg, VA	347,700	73	WDBJ (7), WEFC (38), WJPR (21), WSET-TV (13), WSLV-TV (10), WVFV (27)
Wheeling, WV-Stuebenville, OH	154,000	139	WTOV-TV (9), WTRF-TV (7)
Bluefield-Beckley-Oak Hill, WV	151,400	141	WOAY-TV (4), WVVA (6)
Clarksburg-Weston, WV	88,300	162	WBOY-TV (12), WDTV (5), WLYJ (46)
Parkersburg, WV	35,600	198	WTAP-TV (15)
Harrisonburg, VA	33,900	200	WHSV-TV (3)

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

WTSF, Charleston	See Ashland, KY
WBOY-TV, Fairmont	See Clarksburg, WV
WOAY-TV, Beckley	See Oak Hill, WV
WOWK-TV, Huntington	See Charleston, WV
WSAZ-TV, Huntington	See Charleston, WV
WCHS-TV, Huntington	See Charleston, WV
WTSF, Huntington	See Ashland, KY
WVAH-TV, Huntington	See Charleston, WV
WDTV, Weston	See Clarksburg, WV
WTOV-TV, Wheeling	See Steubenville, OH

West Virginia Station Totals as of October 1, 1988

	VHF	UHF	TOTAL
Commercial Television Stations	9	2	11
Educational Television Stations	1	2	3
	10	4	14

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West Virginia—Bluefield

WVVA

Ch. 6

Network Service: NBC.

Licensee: WVVA Television Inc., 130-138 S. Fifth St., Quincy, IL 62301.

Studio: Route 460 Bypass, Box 1930, Bluefield, WV 24701.

Telephone: 304-325-5487. TWX: 710-938-8380.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 50-kw max. visual, 6.03-kw max. aural. Antenna: 1220-ft. above av. terrain, 185-ft. above ground, 3837-ft. above sea level.

Latitude 37° 15' 21.31"
Longitude 81° 10' 55.43"

Transmitter: Top of East River Mountain.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: ADM, 5-meter; Gardiner, 6-meter; Harris, 6-meter; Gardiner, Harris receivers.

News Services: AP, NBC.

Ownership: Quincy Broadcasting Co. See Group Ownership of Television Stations.

Began Operation: July 31, 1955. Sale to present owner by Daily Telegraph Printing Co. approved by FCC April 9, 1979.

Represented (sales): Seltel Inc.

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

Represented (engineering): Lohnes & Culver.

Personnel:

CHARLES WEBB, vice president & general manager.
TODD ANDRICK, operations manager.
RICKIE ELLIS, general sales manager.
GREG BROWN, local sales manager.
KENNETH DICK, chief engineer.
BILL HUFFMAN, news director.
DAN KURTZ, promotion director.
LOU STRONG, business manager.

Highest 30 Sec. Rate: \$600.

NETWORK BASE HOURLY RATE: \$850.

City of License: Bluefield. ADI: Bluefield-Beckley-Oak Hill. Rank: 141.

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	VIRGINIA			
	Bland	2,200	2,100	95
	Tazewell	17,600	17,400	99
	WEST VIRGINIA			
	Greenbrier	14,300	14,100	98
	Mc Dowell	16,200	15,900	98
	Mercer	27,700	27,400	99
	Monroe	4,800	4,600	97
	Raleigh	32,700	32,300	99
	Summers	5,500	5,400	97
Wyoming	12,100	11,900	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	VIRGINIA			
	Bath	2,000	2,000	100
	Buchanan	12,300	12,000	98
	Giles	6,200	6,100	98
	Wythe	9,500	9,300	98
	WEST VIRGINIA			
	Fayette	21,300	21,100	99
Mingo	12,900	12,700	98	
Pocahontas	3,900	3,700	96	
Between 5-24%	NORTH CAROLINA			
	Alleghany	3,900	3,800	97
	VIRGINIA			
	Carroll	9,700	9,500	98
	Grayson	9,200	9,100	99
	Highland	1,100	1,100	100
	Pulaski	12,900	12,800	99
	Russell	11,900	11,700	98
	Smyth	11,800	11,700	99
	WEST VIRGINIA			
Boone	11,000	10,900	99	
Clay	4,200	4,100	98	
Logan	17,700	17,500	99	
Nicholas	10,500	10,400	99	
Station Totals		305,100	300,600	99
Net Weekly Circulation (1988)				151,800
Average Daily Circulation (1988)				94,900

West Virginia—Charleston

WCBS-TV

Ch. 8

Network Service: ABC.

Licensee: Rollins Telecasting Inc., One Galleria Tower, 13355 Noel Rd., Suite 1500, Dallas, TX 75240.

Studio: 1301 Piedmont Rd., Charleston, WV 25301.

Mailing Address: Box 11138, Charleston, WV 25339.

Telephone: 304-346-5358. TWX: 710-930-8720.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 158-kw visual, 19.1-kw aural. Antenna: 1236-ft. above av. terrain, 996-ft. above ground, 2046-ft. above sea level.

Latitude 38° 24' 27.90"
Longitude 81° 54' 13.30"

Transmitter: Coal Mountain, 3.5-mi. W of St. Albans, WV.

Satellite Earth Stations: AFC, 3.6-meter Ku-band; Andrew, 7-meter C-band; Andrew, 4.6-meter C-band; Scientific-Atlanta, 7-meter C-band; Avartek, M/A-Com, Scientific-Atlanta receivers.

News Service: AP.

Ownership: Heritage Media Corp. See Group Ownership of Television Stations.

Began Operation: August 16, 1954. Sale to present owner by Rollins Communications approved by FCC Sept. 19, 1986. Sale to Robbins by Tierney Co. approved Sept. 28, 1960 (Television Digest, Vol. 16:29, 40).

Represented (sales): Petry Television Inc.

Represented (legal): Sidley & Austin.

Personnel:

- DENNIS ADKINS, president & general manager.
- ROBERT S. KNOWLES, general sales manager.
- JO COREY, operations manager.
- TIMOTHY A. SHARP, news director.
- MICHAEL J. HOOPER, promotion manager.
- ROBERT W. ROUSH, chief engineer.

Highest One Hour Rate: \$4200.

Highest 30 Sec. Rate: \$2000.

City of License: Charleston. **ADI:** Charleston-Huntington. **Rank:** 46.

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	%
KENTUCKY				
50% & Over	Boyd	20,600	20,500	100
	Carter	9,000	8,900	99
	Elliott	2,600	2,600	100
	Floyd	18,200	18,000	99
	Greenup	13,700	13,600	99
	Johnson	9,000	8,900	99
	Lawrence	5,400	5,300	99
	Magoffin	4,900	4,800	98
	Martin	4,700	4,600	98
	Pike	29,900	29,500	99
OHIO				
	Athens	19,600	19,000	97
	Gallia	11,100	10,800	97
	Jackson	11,200	10,900	97
	Lawrence	23,600	23,200	98
	Meigs	9,000	8,800	98
	Scioto	30,700	30,100	98
	Vinton	4,400	4,300	98
	Washington	23,800	23,100	97
WEST VIRGINIA				
	Boone	11,000	10,900	99
	Braxton	5,600	5,500	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Cabell	42,100	41,800	99
	Clay	4,200	4,100	98
	Fayette	21,300	21,100	99
	Jackson	9,700	9,600	99
	Kanawha	89,900	89,300	99
	Lincoln	7,900	7,800	99
	Logan	17,700	17,500	99
	Mc Dowell	16,200	15,900	98
	Mason	10,000	9,900	99
	Mingo	12,900	12,700	98
	Nicholas	10,500	10,400	99
	Pleasant	2,900	2,900	100
	Putnam	16,100	16,000	99
	Raleigh	32,700	32,300	99
	Roane	5,500	5,400	98
	Wayne	16,900	16,700	99
	Webster	4,500	4,400	98
	Wirt	1,900	1,900	100
	Wood	35,800	35,500	99
	Wyoming	12,100	11,900	98
Between 25-49%	KENTUCKY			
	Lewis	5,000	4,900	98
	Morgan	4,300	4,200	98
	OHIO			
	Pike	9,100	8,800	97
	WEST VIRGINIA			
	Calhoun	3,400	3,300	97
	Gilmer	3,000	2,900	97
	Greenbrier	14,300	14,100	98
	Ritchie	4,500	4,400	98
Between 5-24%	KENTUCKY			
	Rowan	6,300	6,200	98

(Continued on page A-1176)

Station Totals	779,400	768,000	99
Net Weekly Circulation (1988)			508,600
Average Daily Circulation (1988)			278,700

West Virginia—Huntington-Charleston

WOWK-TV

Ch. 13

Network Service: CBS.

Licensee: Gateway Communications Co.

Studio: WOWK-TV Center, 555 5th Ave., Huntington, WV 25701.

Mailing Address: Box 13, Huntington, WV 25706-0013.

Telephone: 304-525-7661. TWX: 710-931-8078.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 132-kw visual, 26.3-kw aural. Antenna: 1270-ft. above av. terrain, 1109-ft. above ground, 2049-ft. above sea level.

Latitude 38° 30' 21"
Longitude 82° 12' 30"

Transmitter: Barker's Ridge Rd., Huntington.

Satellite Earth Stations: Comtech, 3.8-meter Ku-band; 2 ChannelMaster, 3.5-meter C-band; RCA, 3.5-meter Ku-band; Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.6-meter C-band; ChannelMaster, M/A-Com, Scientific-Atlanta, Standard Communications receivers.

News Services: CBS, CNN, UPI.

Ownership: Gateway Communications Inc. See Group Ownership of Television Stations.

Began Operation: October 2, 1955. Sale to present owner by Reeves Telecom approved by FCC Sept. 13, 1974. Sale to Reeves by Cowles Bcstg. Co. approved Dec. 21, 1960 (Television Digest, Vol. 16:43, 52). Sale to Cowles by S. J. Hyman theatre interests approved June 20, 1956 (Vol. 12:18, 25).

Represented (sales): Blair Television.

Represented (legal): Wilner & Scheiner.

Represented (engineering): Smith & Powstenko.

Personnel:

LEO M. MacCOURTNEY, vice president & general manager.
MICHAEL J. FERKO, general & local sales manager.
ANDREW FOOTO, national & regional sales manager.
PAUL DICKER, program director.
ROBERT WILLIS, promotion director.
AL GROSSNIKLAUS, chief engineer.
BRIAN PETERSON, news director.

Highest One Hour Rate: \$6000.

Highest 30 Sec. Rate: \$1200.

NETWORK BASE HOURLY RATE: \$1450.

City of License: Huntington. ADI: Charleston-Huntington. Rank: 46.

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	KENTUCKY			
	Boyd	20,600	20,500	100
	Carter	9,000	8,900	99
	Elliott	2,600	2,600	100
	Floyd	18,200	18,000	99
	Greenup	13,700	13,600	99
	Johnson	9,000	8,900	99
	Lawrence	5,400	5,300	99
	Magoffin	4,900	4,800	98
	Martin	4,700	4,600	98
	Pike	29,900	29,500	99
	OHIO			
	Athens	19,600	19,000	97
	Gallia	11,100	10,800	97
Jackson	11,200	10,900	97	
Lawrence	23,600	23,200	98	
Meigs	9,000	8,800	98	
Pike	9,100	8,800	97	



WOWK-TV BMPCT-7566 Granted 2/3/75

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Scioto	30,700	30,100	98
	Vinton	4,400	4,300	98
	Washington	23,800	23,100	97
	WEST VIRGINIA			
	Boone	11,000	10,900	99
	Cabell	42,100	41,800	99
	Fayette	21,300	21,100	99
	Jackson	9,700	9,600	99
	Kanawha	89,900	89,300	99
	Lincoln	7,900	7,800	99
	Logan	17,700	17,500	99
	Mc Dowell	16,200	15,900	98
	Mason	10,000	9,900	99
	Mingo	12,900	12,700	98
Nicholas	10,500	10,400	99	
Putnam	16,100	16,000	99	
Raleigh	32,700	32,300	99	
Roane	5,500	5,400	98	
Wayne	16,900	16,700	99	
Wirt	1,900	1,900	100	
Wood	35,800	35,500	99	
Wyoming	12,100	11,900	98	
Between 25-49%	KENTUCKY			
	Lewis	5,000	4,900	98
	Morgan	4,300	4,200	98
	WEST VIRGINIA			
Braxton	5,600	5,500	98	
Calhoun	3,400	3,300	97	
Clay	4,200	4,100	98	
Pleasants	2,900	2,900	100	

(Continued on page A-1176)

Station Totals	722,400	712,100	99
Net Weekly Circulation (1988)		495,000	
Average Daily Circulation (1988)		274,300	

West Virginia—Huntington-Charleston

WSAZ-TV

Ch. 3

Network Service: NBC.

Licensee: Lee Enterprises Inc., 645 Fifth Ave., WSAZ Bldg., Huntington, WV 25701.

Studios: 645 5th Ave., Huntington, WV 25701; Columbia Ave. & Virginia St., Charleston, WV.

Telephones: 304-697-4780, Huntington; 304-344-3521, Charleston.

TWX: 710-931-8034.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 46.8-kw visual, 6.92-kw aural. Antenna: 1253-ft. above av. terrain, 1069-ft. above ground, 2049-ft. above sea level.

Latitude 38° 30' 34"
Longitude 82° 13' 09"

Transmitter: Barker's Ridge, WV.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive SatCom, 5.5-meter C-band; Pinzone, 5-meter C-band; 5-meter Ku-band; DX Engineering, Harris, M/A-Com, Pinzone receivers.

News Services: AP, NBC.

Ownership: Lee Enterprises Inc. See Group Ownership of Television Stations.

Began Operation: October 14, 1949. Sale to present owner by Capital Cities Bcstg. approved by FCC Feb. 1971. Previous sale by Goodwill Stations Inc. approved July 29, 1964 (*Television Digest*, Vol. 4:9, 18, 19, 31). Sale to Goodwill Stations by Huntington Publishing Co. & Mrs. Eugene Katz approved March 20, 1961 (Vol. 17:6, 14).

Represented (sales): Katz Television.

Represented (legal): Pierson, Ball & Dowd.

Personnel:

- GARY SCHMEDDING, general manager.
- GEORGE M. CURRY, program manager.
- DON RAY, general sales manager.
- BILL ALLEN, business manager.
- GARY McNAIR, creative services manager.
- ROBERT HARRIS, Charleston operations manager.
- BILL CUMMINGS, news manager.
- HELEN BOWE, traffic manager.
- BOB DEAN, manager of engineering.

Highest 30 Sec. Rate: \$3500.

NETWORK BASE HDURLY RATE: \$1700.

City of License: Huntington. **ADI:** Charleston-Huntington. **Rank:** 46.

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				
KENTUCKY				
	Boyd	20,600	20,500	100
	Carter	9,000	8,900	99
	Elliott	2,600	2,600	100
	Floyd	18,200	18,000	99
	Greenup	13,700	13,600	99
	Johnson	9,000	8,900	99
	Lawrence	5,400	5,300	99
	Lewis	5,000	4,900	98
	Magoffin	4,900	4,800	98
	Martin	4,700	4,600	98
	Morgan	4,300	4,200	98
	Pike	29,900	29,500	99
	Rowan	6,300	6,200	98
OHIO				
	Athens	19,600	19,000	97
	Gallia	11,100	10,800	97



WSAZ-TV BMPCT-1056 Granted 1/11/54

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
	Jackson	11,200	10,900	97
	Lawrence	23,600	23,200	98
	Meigs	9,000	8,800	98
	Pike	9,100	8,800	97
	Scioto	30,700	30,100	98
	Vinton	4,400	4,300	98
	Washington	23,800	23,100	97
WEST VIRGINIA				
	Boone	11,000	10,900	99
	Braxton	5,600	5,500	98
	Cabell	42,100	41,800	99
	Calhoun	3,400	3,300	97
	Clay	4,200	4,100	98
	Fayette	21,300	21,100	99
	Jackson	9,700	9,600	99
	Kanawha	89,900	89,300	99
	Lincoln	7,900	7,800	99
	Logan	17,700	17,500	99
	Mason	10,000	9,900	99
	Mingo	12,900	12,700	98
	Nicholas	10,500	10,400	99
	Putnam	16,100	16,000	99
	Raleigh	32,700	32,300	99
	Roane	5,500	5,400	98
	Wayne	16,900	16,700	99
	Webster	4,500	4,400	98
	Wirt	1,900	1,900	100
	Wood	35,800	35,500	99
	Wyoming	12,100	11,900	98
Between 25-49%				
WEST VIRGINIA				
	Gilmer	3,000	2,900	97
	Mc Dowell	16,200	15,900	98
(Continued on page A-1176)				
Station Totals		795,800	783,900	99
Net Weekly Circulation (1988)				555,700
Average Daily Circulation (1988)				369,700

West Virginia—Charleston-Huntington

WVAH-TV

Ch. 11

Network Service: Fox.

Licensee: Act III Bcstg. Inc., One CNN Center, S. Tower, Suite 800, Atlanta, GA 30303.

Studio: 11 Broadcast Plaza, Hurricane, WV 25526.

Telephone: 304-757-0011. TWX: 710-938-8211.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 51-kw max. visual. Antenna: 1722-ft. above av. terrain, 1539-ft. above ground, 2510-ft. above sea level.

Latitude 38° 25' 15"
Longitude 81° 55' 27"

Transmitter: S side of Poplar Fork Rd., 1.53-mi. N of US Rte. 60.

Satellite Earth Stations: AFC, 3.7-meter Ku-band; Automation Techniques, 3.7-meter C-band; Vidare, 5.6-meter C-band; Automation Techniques, M/A-Corn receivers.

Ownership: Act III Bcstg. Inc., 100%. See Group Ownership of Television Stations.

Began Operation: September 19, 1982 on Ch. 23. Began operation on Ch. 11 April 1988. Sale to Act III Bcstg. approved by FCC Dec. 17, 1987.

Represented (sales): Seltel Inc.

Represented (legal): Wiley, Rein & Fielding; Goldberg & Spector.

Represented (engineering): Charles I. Gallagher, P. E.

Personnel:

- DONALD WILBURN, general manager.
- STEPHEN RABB, general sales manager.
- GEORGE PARNICZA, chief engineer.
- P. J. RYAL, local & regional sales manager.
- KEVIN KOROTEV, promotion director.
- GLORIA STERNS, business manager.

Highest One Hour Rate: \$2500.

Highest 30 Sec. Rate: (June 1, 1987) \$350.

City of License: Charleston. AOI: Charleston-Huntington. Rank: 46.

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	KENTUCKY			
	Boyd	20,600	20,500	100
	Floyd	18,200	18,000	99
	Greenup	13,700	13,600	99
	Magoffin	4,900	4,800	98
	Pike	29,900	29,500	99
	OHIO			
	Lawrence	23,600	23,200	98
	Meigs	9,000	8,800	98
	VIRGINIA			
	Buchanan	12,300	12,000	98
	WEST VIRGINIA			
	Boone	11,000	10,900	99
	Cabell	42,100	41,800	99
	Fayette	21,300	21,100	99
Jackson	9,700	9,600	99	
Kanawha	89,900	89,300	99	
Lincoln	7,900	7,800	99	
Logan	17,700	17,500	99	
Mc Dowell	16,200	15,900	98	
Mingo	12,900	12,700	98	
Putnam	16,100	16,000	99	
Wayne	16,900	16,700	99	
Between 25-49%	KENTUCKY			
	Carter	9,000	8,900	99
	Elliott	2,600	2,600	100
	Johnson	9,000	8,900	99
	Lawrence	5,400	5,300	99
	Lewis	5,000	4,900	98
Martin	4,700	4,600	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	ROWAN	6,300	6,200	98
	OHIO			
	Athens	19,600	19,000	97
	Gallia	11,100	10,800	97
	Jackson	11,200	10,900	97
	Pike	9,100	8,800	97
	Scioto	30,700	30,100	98
	Vinton	4,400	4,300	98
	Washington	23,800	23,100	97
	WEST VIRGINIA			
	Calhoun	3,400	3,300	97
	Clay	4,200	4,100	98
	Greenbrier	14,300	14,100	98
	Mason	10,000	9,900	99
	Nicholas	10,500	10,400	99
Raleigh	32,700	32,300	99	
Roane	5,500	5,400	98	
Wirt	1,900	1,900	100	
Wood	35,800	35,500	99	
Wyoming	12,100	11,900	98	
Between 5-24%	KENTUCKY			
	Knott	6,100	5,900	98
	Morgan	4,300	4,200	98
	OHIO			
	Morgan	5,300	5,100	96
	WEST VIRGINIA			
	Braxton	5,600	5,500	98
	Gilmer	3,000	2,900	97
	Pocahontas	3,900	3,700	96
	Ritchie	4,500	4,400	98
Summers	5,500	5,400	97	
Tyler	4,100	4,000	98	
Webster	4,500	4,400	98	
Station Totals		723,000	712,400	99
Net Weekly Circulation (1988)				348,100
Average Daily Circulation (1988)				157,000

West Virginia—Clarksburg-Fairmont

WBOY-TV

Ch. 12

Network Service: NBC.

Licensee: WBOY-TV Inc., 912 W. Pike St., Clarksburg, WV 26301.

Studio: 912 W. Pike St., Clarksburg, WV 26301.

Telephone: 304-623-3311. **TWX:** 710-939-6813.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 265-kw visual, 26.2-kw aural. Antenna: 860-ft. above av. terrain, 572-ft. above ground, 2024-ft. above sea level.

Latitude 39° 17' 06"
Longitude 80° 19' 47"

Transmitter: Pinnickinnick Mountain.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: 4 in operation; Microdyne, 5-meter; Microdyne, Harris receivers.

News Service: AP.

Ownership: Birney Imes Jr., 56%; Nancy T. Imes, 36%; Stan Siegal, 8%. See Birney Imes in Group Ownership of Television Stations.

Began Operation: November 17, 1957. Sale to present owners by Marion R. Ascoli. Max Ascoli & Nathan W. Levin approved by FCC Nov. 5, 1976. Previous sale by Rust Craft Bcstg. Co. was granted March 11, 1964 by FCC (*Television Digest*, Vol. 3:12, 46; 4:11). For transfer of all WSTV Inc. properties to Rust Craft Broadcasting Co. Inc., see WTDV, Steubenville, OH.

Represented (sales): Seltel Inc.

Represented (legal): Latham & Watkins.

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

Personnel:

STAN SIEGAL, vice president & general manager.
FRANCES BASILE, program director.
RANDY THOMAS, news director.
JOE WRIGHT, chief engineer.
MIKE SIMONS, promotion director.

Highest One Hour Rate: \$1500.

Highest 30 Sec. Rate: 450.

NETWORK BASE HOURLY RATE: \$750.

City of License: Clarksburg. **ADI:** Clarksburg-Weston. **Rank:** 162.

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	%
WEST VIRGINIA				
50% & Over	Barbour	6,200	6,100	98
	Braxton	5,600	5,500	98
	Doddridge	2,800	2,800	100
	Gilmer	3,000	2,900	97
	Harrison	29,700	29,500	99
	Lewis	7,100	7,000	99
	Marion	25,200	25,000	99



WBOY-TV BPCT-850906KH Granted 12/11/85

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Monongalia	29,000	28,600	99
	Preston	11,400	11,200	98
	Randolph	10,700	10,500	98
	Ritchie	4,500	4,400	98
	Taylor	6,300	6,200	98
	Tucker	3,400	3,300	97
	Tyler	4,100	4,000	98
	Upshur	9,000	8,900	99
WEST VIRGINIA				
Between 25-49%	Calhoun	3,400	3,300	97
	Pleasants	2,900	2,900	100
	Webster	4,500	4,400	98
	Wetzel	8,000	7,900	99
MARYLAND				
Between 5-24%	Garrett	10,000	9,900	99
OHIO				
	Monroe	6,100	5,900	97
	Noble	4,300	4,100	95
WEST VIRGINIA				
	Grant	3,700	3,600	97
	Nicholas	10,500	10,400	99
	Pocahontas	3,900	3,700	96
	Wirt	1,900	1,900	100
Station Totals		217,200	213,900	98
Net Weekly Circulation (1988)				142,500
Average Daily Circulation (1988)				90,000

West Virginia—Clarksburg-Weston

WDTV

Ch. 5

Network Service: CBS.

Licensee: W. Russell Withers Jr., Box 480, Bridgeport, WV 26330.

Studio: 5 Television Dr., Bridgeport, WV 26330.

Mailing Address: Box 480, Bridgeport, WV 26330.

Telephones: 304-623-5555, Bridgeport; 304-269-2498, Weston.

TWX: 710-935-1142.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 884-ft. above av. terrain, 505-ft. above ground, 2165-ft. above sea level.

Latitude 39° 04' 27"
Longitude 80° 25' 28"

Transmitter: Television Park, Fisher Mountain, U.S. Rte. 19, Weston, WV.

Satellite Earth Stations: ADM, 6-meter C-band; AFC, 3.3-meter Ku-band; Scientific-Atlanta, 4.6-meter C-band; Scientific-Atlanta, 7-meter C-band; Automation Techniques, General Instrument, M/A-Com, Scientific-Atlanta receivers.

News Service: AP.

Ownership: W. Russell Withers Jr., 100%. See Group Ownership of Television Stations.

Began Operation: June 22, 1960. Sale to present owner by Broadcasting Industries of WV approved by FCC April 5, 1973. Transfer of control to William A. Meehan, Receiver, from Broadcast Industries of WV, approved by FCC June 30, 1971. Sale to Broadcast Industries (formerly Medallion Pictures) by J. Patrick Beacom, Thomas P. Johnson & George W. Eby approved Aug. 24, 1966 (Television Digest, Vol. 6:34, 35).

Represented (sales): Katz Television.

Represented (legal): Gardner, Carton & Douglas.

Personnel:

- W. RUSSELL WITHERS JR., owner.
- MELVIN KOFOD, general manager & general sales manager.
- MIKE SMITH, local sales manager.
- NICK PELLEGRIN, program director.
- KEN SELVAGGI, news director.
- MAURICE E. HESKETT, chief engineer.

Highest One Hour Rate: \$1300.

Highest 30 Sec. Rate: \$500.

NETWORK BASE HOURLY RATE: \$1300.

City of License: Weston. ADI: Clarksburg-Weston. Rank: 162.

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	%
WEST VIRGINIA				
50% & Over	Barbour	6,200	6,100	98
	Braxton	5,600	5,500	98
	Calhoun	3,400	3,300	97
	Doddridge	2,800	2,800	100
	Gilmer	3,000	2,900	97
	Harrison	29,700	29,500	99
	Lewis	7,100	7,000	99



WDTV BPCT-2310 Granted 11/4/59

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Marion	25,200	25,000	99
	Monongalia	29,000	28,600	99
	Preston	11,400	11,200	98
	Randolph	10,700	10,500	98
	Ritchie	4,500	4,400	98
	Taylor	6,300	6,200	98
	Tucker	3,400	3,300	97
	Upshur	9,000	8,900	99
Webster	4,500	4,400	98	
Between 25-49%	OHIO			
	Washington	23,800	23,100	97
	WEST VIRGINIA			
	Clay	4,200	4,100	98
	Nicholas	10,500	10,400	99
Pleasants	2,900	2,900	100	
Tyler	4,100	4,000	98	
Between 5-24%	MARYLAND			
	Garrett	10,000	9,900	99
	OHIO			
	Monroe	6,100	5,900	97
	Noble	4,300	4,100	95
	WEST VIRGINIA			
	Grant	3,700	3,600	97
	Marshall	15,100	15,000	99
	Ohio	23,200	23,100	100
	Pendleton	3,100	3,000	97
Pocahontas	3,900	3,700	96	
Wetzel	8,000	7,900	99	
Wirt	1,900	1,900	100	
Wood	35,800	35,500	99	
Station Totals		322,400	317,700	99
Net Weekly Circulation (1988)			166,400	
Average Daily Circulation (1988)			90,600	

West Virginia—Clarksburg

WLYJ

Ch. 46

Network Service: None, independent.

Licensee: Christian Communication Center Inc., 775 W. Pike St., Clarksburg, WV 26301.

Studio: 775 W. Pike St., Clarksburg, WV 26301.

Mailing Address: Box 2544, Clarksburg, WV 26302-2544.

Telephone: 304-623-5782.

Technical Facilities: Channel No. 46 (662-668 MHz). Authorized power: 156-kw max. visual, 15.6-kw max. aural. Antenna: 796-ft. above av. terrain, 632-ft. above ground, 1992-ft. above sea level.

Latitude 39° 18' 02"
Longitude 80° 20' 37"

Transmitter: N. 16th Extended, Clarksburg.

Satellite Earth Stations: Paradigm, 3.7-meter; Scientific-Atlanta, 5-meter; DX Antenna receivers.

Ownership: Joseph Rose, pres.; Lucien Sammons Jr., v.p.; A. M. Roberts, treas.; Jack L. Kincaid, secy.

Began Operation: February 8, 1981.

Represented (legal): Gammon & Grange.

Represented (engineering): Serge Bergen.

Personnel:

JACK L. KINCAID, general manager.
WAYNE L. FAST, chief engineer.
MARILYN HUFF, program & promotion director & business manager.

Highest One Hour Rate: \$300.

Highest 30 Sec. Rate: \$60.

City of License: Clarksburg. **ADI:** Clarksburg-Weston. **Rank:** 162.

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 %
WEST VIRGINIA				
Between 5-24%	Barbour	6,200	6,100	98
	Calhoun	3,400	3,300	97
	Doddridge	2,800	2,800	100
	Harrison	29,700	29,500	99
	Marion	25,200	25,000	99
	Randolph	10,700	10,500	98
	Upshur	9,000	8,900	99
Station Totals		87,000	86,100	99
Net Weekly Circulation (1988)			8,800	
Average Daily Circulation (1988)			2,700	

West Virginia—Beckley-Bluefield-Oak Hill

WOAY-TV

Ch. 4

Network Service: ABC.

Licensee: Thomas Broadcasting Co., Box 251, Oak Hill, WV 25901.

Studio: Rte. 16 S, Oak Hill, WV 25901.

Mailing Address: Box 251, Oak Hill, WV 25901.

Telephones: 304-469-3361; 304-255-5224. **TWX:** 710-938-1633.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 740-ft. above av. terrain, 688-ft. above ground, 2683-ft. above sea level.

Latitude 37° 57' 30"
Longitude 81° 09' 03"

Transmitter: U.S. Hwy. 16, 0.7-mi. S of Oak Hill city limits.

Satellite Earth Stations: In operation.

AM Affiliate: WOAY, 10-kw, 860 kHz.

FM Affiliate: WOAY-FM, 26-kw, 94.1 MHz (No. 231), 660-ft.

News Services: ABC, UPI.

Ownership: Thomas Broadcasting Co. Helen G. Thomas, 42.7%; Robert R. Thomas III, 11.46%; Helen L. Thomas, 11.46%; John G. Thomas, 11.46%; Barbara L. T. Canterbury, 11.46%; Sarah A. Thomas, 11.46%.

Began Operation: December 3, 1954.

Represented (sales): Katz Television.

Represented (legal): Fletcher, Heald & Hildreth.

Represented (engineering): Silliman & Silliman.

Personnel:

ROBERT R. THOMAS III, president.
CURTIS W. BUTLER, vice president & general manager.
STEVE BAIR, local sales manager.
JIM MARTIN, chief engineer.
MIKE JACKSON, news director.
DON WATKINS, production manager.
FAYE FORD, business manager.

Highest One Hour Rate: \$3500.

Highest 30 Sec. Rate: \$400.

NETWORK BASE HOURLY RATE: \$375.

City of License: Oak Hill. **ADI:** Bluefield-Beckley-Oak Hill. **Rank:** 141.

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	VIRGINIA			
	Tazewell	17,600	17,400	99
	WEST VIRGINIA			
	Clay	4,200	4,100	98
	Fayette	21,300	21,100	99
	Greenbrier	14,300	14,100	98
	Mc Dowell	16,200	15,900	98



WOAY-TV BMPCT-2280 Granted 8/3/54

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MERCER	27,700	27,400	99
	Monroe	4,800	4,600	97
	Nicholas	10,500	10,400	99
	Raleigh	32,700	32,300	99
	Summers	5,500	5,400	97
	Webster	4,500	4,400	98
	Wyoming	12,100	11,900	98
Between 25-49%	WEST VIRGINIA			
	Boone	11,000	10,900	99
	Calhoun	3,400	3,300	97
	Pocahontas	3,900	3,700	96
Between 5-24%	VIRGINIA			
	Bland	2,200	2,100	95
	Buchanan	12,300	12,000	98
	Carroll	9,700	9,500	98
	Highland	1,100	1,100	100
	WEST VIRGINIA			
	Braxton	5,600	5,500	98
	Gilmer	3,000	2,900	97
	Kanawha	89,900	89,300	99
	Lincoln	7,900	7,800	99
Logan	17,700	17,500	99	
Mingo	12,900	12,700	98	
	Ritchie	4,500	4,400	98
	Roane	5,500	5,400	98
Station Totals		362,000	357,100	99
Net Weekly Circulation (1988)			168,900	
Average Daily Circulation (1988)			90,400	

West Virginia—Parkersburg-Marietta, Ohio

WTAP-TV

Ch. 15

Network Service: NBC.

Licenses: Benedek Broadcasting Corp., 121 W. 7th St., Parkersburg, WV 26102.

Studio: 121 W. 7th St., Parkersburg, WV 26102.

Telephone: 304-485-4588.

Technical Facilities: Channel No. 15 (476-482 MHz). Authorized power: 236-kw max. & 208-kw horizontal visual, 46.6-kw max. & 41.4-kw horizontal aural. Antenna: 620-ft. above av. terrain, 435-ft. above ground, 1395-ft. above sea level.

Latitude 39° 20' 59"
Longitude 81° 33' 56"

Transmitter: Dole's Knob, Constitution, OH.

Satellite Earth Station: ADM, 3.9-meter; Drake, Harris receivers.

News Services: NPS, UPI.

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

Began Operation: October 8, 1953. Sale to present owner by Robert E. Richardson, et al., approved by FCC Oct. 3, 1979 (Television Digest, Vol. 19:44). Previous sale by R. L. Drake Co. approved Nov. 1974. Sale by T/R Inc. (Zanesville Publishing) approved Nov. 2, 1967. Sale by Frank Baer-Howard Chernoff group approved March 30, 1955 (Vol. 11:10, 14).

Represented (sales): MMT Sales Inc.; Dome & Assoc.; Regional Reps.

Represented (legal): Wilner & Scheiner.

Personnel:

SHERMAN A. GRIMM, general manager.
CHARLES HELMICK, chief engineer.

Highest 30 Sec. Rate: \$250.

NETWORK BASE HOURLY RATE: \$125.

City of License: Parkersburg. ADI: Parkersburg. Rank: 198.

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	OHIO			
	Washington	23,800	23,100	97
	WEST VIRGINIA			
	Pleasants	2,900	2,900	100
Wood	35,800	35,500	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	OHIO			
	Noble	4,300	4,100	95
	WEST VIRGINIA			
Between 5-24%	Calhoun	3,400	3,300	97
	Ritchie	4,500	4,400	98
	OHIO			
Station Totals	Athens	19,600	19,000	97
	Meigs	9,000	8,800	98
	Morgan	5,300	5,100	96
	WEST VIRGINIA			
	Tyler	4,100	4,000	98
Wirt	1,900	1,900	100	
Net Weekly Circulation (1988)		114,600	112,100	98
Average Daily Circulation (1988)				59,100
				38,400

West Virginia—Wheeling

WTRF-TV

Ch. 7

Network Service: CBS, ABC.

Licensee: Adams TV of Wheeling Inc., 1908 Royal Palm Way, Boca Raton, FL 33432.

Studio: 96 16th St., Wheeling, WV 26003.

Telephone: 304-232-7777. TWX: 710-932-8241.

Fax: 304-232-7777-178.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 30.9-kw aural. Antenna: 962-ft. above av. terrain, 740-ft. above ground, 2025-ft. above sea level.

Latitude 40° 03' 41"
Longitude 80° 45' 08"

Transmitter: RD 1, Kirkwood Heights, Bridgeport, OH.

Satellite Earth Stations: Chapparral Ku & C-band; M/A-Com Ku-band; Microdyne, 7-meter C-band; Scientific-Atlanta, 7-meter C-band; Uniden, 3.5-meter; Chapparral, M/A-Com, Microdyne, Scientific-Atlanta, Uniden receivers.

News Services: NIWS, UPI.

Ownership: Adams Communications Corp., 100%. See Group Ownership of Television Stations.

Began Operation: October 24, 1953. Sale to Wesray Corp. approved by FCC Aug. 16, 1984. FCC approved transfer of control to Forward Communications from Albert V. Dix family Feb. 28, 1969. Forward assumed control April 8, 1969. Previously, Dix family increased holdings from 30% to 90% by stock purchases from Wheeling Intelligencer and News Register (30%) and Thomas Bloch family and estate after FCC approved transfer of control Dec. 17, 1958 (Television Digest, Vol. 14:46, 48, 52). Sale to present owners approved Dec. 23, 1987.

Represented (sales): Blair Television.

Represented (legal): Wiley, Rein & Fielding.

Personnel:

- JAMES G. SQUIBB JR., president & general manager, programming & national sales.
- JIM DAVIS, local sales manager.
- GEORGE CARROLL, promotion & production manager.
- MARK DAVIS, managing editor & public affairs director.
- SANDRA HAMM, news director.
- KAREN MAXWELL, assignments editor.
- JOE DUMAS, chief engineer.
- DAVID FRABERT, business manager.

Highest One Hour Rate: \$2400.

Highest 30 Sec. Rate: \$600.

NETWORK BASE HOURLY RATE: \$2297.

City of License: Wheeling. ADI: Wheeling, WV-Steubenville, OH. Rank: 139.

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	OHIO			
	Belmont	31,500	31,000	98
	Carroll	9,900	9,800	99
	Guemsey	15,600	15,200	97
	Harrison	6,300	6,200	98
	Jefferson	32,300	31,900	99
	Monroe	6,100	5,900	97
	Noble	4,300	4,100	95
	WEST VIRGINIA			
	Brooke	10,700	10,700	100
	Hancock	14,900	14,900	100
	Marshall	15,100	15,000	99
	Ohio	23,200	23,100	100
	Pleasants	2,900	2,900	100
Tyler	4,100	4,000	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Wetzel	8,000	7,900	99
Between 25-49%	OHIO			
	Coshocton	14,000	13,600	97
	Tuscarawas	33,100	32,400	98
	Washington	23,800	23,100	97
	PENNSYLVANIA			
	Greene	15,500	15,100	98
	Washington	81,500	80,300	98
	WEST VIRGINIA			
	Marion	25,200	25,000	99
	Monongalia	29,000	28,600	99
Preston	11,400	11,200	98	
Taylor	6,300	6,200	98	
Tucker	3,400	3,300	97	
Between 5-24%	MARYLAND			
	Garrett	10,000	9,900	99
	OHIO			
	Columbiana	41,400	40,800	99
	Morgan	5,300	5,100	96
	Muskingum	31,700	31,100	98
	Perry	11,700	11,500	98
	PENNSYLVANIA			
	Beaver	72,600	71,700	99
	Fayette	60,800	59,500	98
Lawrence	38,700	38,100	98	
WEST VIRGINIA				
Barbour	6,200	6,100	98	
Calhoun	3,400	3,300	97	
Doddridge	2,800	2,800	100	
Harrison	29,700	29,500	99	
Lewis	7,100	7,000	99	
Randolph	10,700	10,500	98	
Ritchie	4,500	4,400	98	
Upshur	9,000	8,900	99	
Wirt	1,900	1,900	100	
Station Totals		775,600	763,500	98
Net Weekly Circulation (1988)				318,200
Average Daily Circulation (1988)				166,800

West Virginia

WCHS-TV, Charleston (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	OHIO			
	Adams	9,200	8,800	96
	Morgan	5,300	5,100	96
	VIRGINIA			
	Buchanan	12,300	12,000	98
	WEST VIRGINIA			
	Lewis	7,100	7,000	99
	Mercer	27,700	27,400	99
	Pocahontas	3,900	3,700	96
	Randolph	10,700	10,500	98
	Summers	5,500	5,400	97
	Upshur	9,000	8,900	99

WOWK-TV, Huntington-Charleston (Arbitron Data Continued)

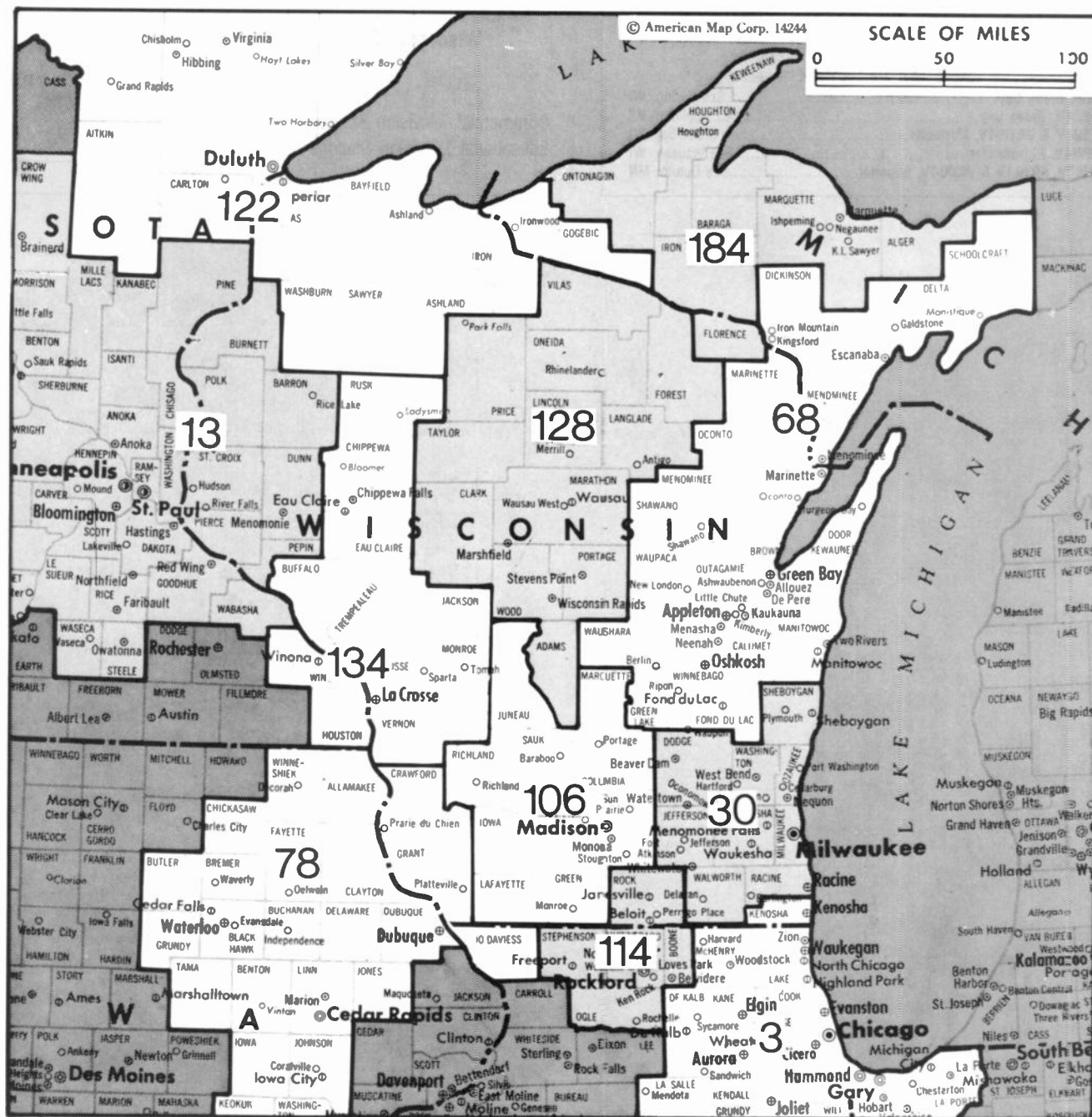
Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	KENTUCKY			
	Bath	3,600	3,500	97
	Rowan	6,300	6,200	98
	OHIO			
	Morgan	5,300	5,100	96
	VIRGINIA			
	Buchanan	12,300	12,000	98
	Dickenson	7,000	6,900	99

WOWK-TV—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	WEST VIRGINIA			
	Gilmer	3,000	2,900	97
	Greenbrier	14,300	14,100	98
	Ritchie	4,500	4,400	98
	Summers	5,500	5,400	97
	Webster	4,500	4,400	98

WSAZ-TV, Huntington-Charleston (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%	WEST VIRGINIA			
	Pleasants	2,900	2,900	100
Between 5-24%	KENTUCKY			
	Bath	3,600	3,500	97
	Breathitt	5,400	5,200	97
	Knott	6,100	5,900	98
	Menifee	1,600	1,600	100
	OHIO			
	Adams	9,200	8,800	96
	Noble	4,300	4,100	95
	Ross	24,400	23,900	98
	VIRGINIA			
	Buchanan	12,300	12,000	98
	Dickenson	7,000	6,900	99
	WEST VIRGINIA			
Greenbrier	14,300	14,100	98	
Mercer	27,700	27,400	99	
Ritchie	4,500	4,400	98	
Summers	5,500	5,400	97	



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), WSNS-TV (44), WWTO-TV (35)
Minneapolis-St. Paul, MN	1,238,300	13	KARE (11), KITN (29), KMSP-TV (9), KRWF (43), KSTP-TV (5), KTMA-TV (23), KXLI (41), WCCO-TV (4)
Milwaukee, WI	701,900	30	WCGV-TV (24), WISN-TV (12), WITI-TV (6), WTMJ-TV (4), WVCY-TV (30), WVTV (18)
Green Bay-Appleton, WI	369,600	68	WBAV-TV (2), WFRV-TV (5), WGBA (26), WJMN-TV (3), WLUK-TV (11), WXGZ-TV (32)
Cedar Rapids-Waterloo-Dubuque, IA	322,200	78	KCRG-TV (9), KDUB-TV (40), KGAN (2), KWWL (7)
Madison, WI	214,800	106	WISC-TV (3), WKOW-TV (27), WMSN-TV (47), WMTV (15)
Rockford, IL	192,200	114	WIFR-TV (23), WQRF-TV (39), WREX-TV (13), WTVO (17)
Duluth, MN-Superior, WI	171,100	122	KBJR-TV (6), KDHL-TV (3), WDIO-TV (10), WIPT (13)
Wausau-Rhineland, WI	161,900	128	WAOW-TV (9), WJFW-TV (12), WSAW-TV (7)
La Crosse-Eau Claire, WI	156,200	134	WEAU-TV (13), WKBT (8), WLAX (25), WQOW-TV (18), WXOW-TV (19)
Marquette, MI	54,600	184	WLUC-TV (6)

Wisconsin

State Cross Reference List

Communities That Receive Programs of
stations That are Located Elsewhere

WSCO, Green Bay	See Suring, WI
WXGZ-TV, Green Bay	See Appleton, WI
WFRV-TV & WLUK-TV, Marinette	See Green Bay, WI
WJFW-TV, Rhinelander	See Wausau, WI
KDLH-TV, KBJR-TV & WDIO-TV, Superior	See Duluth, MN

Wisconsin Station Totals as of October 1, 1988

	VHF	UHF	TOTAL
Commercial Television Stations	12	12	24
Educational Television Stations	1	7	8
	13	19	32

Wisconsin—Appleton

WXGZ-TV

Ch. 32

Network Service: Fox.

Licensee: Appleton Midwest Television, a Partnership, Two Ravinia Dr., Suite 1550, Atlanta, GA 30346.

Studio: 3025 N. Marshall Rd., Appleton, WI 54915.

Mailing Address: Box 995, Appleton, WI 54912.

Telephone: 414-731-3232.

Technical Facilities: Channel No. 32 (578-584 MHz). Authorized power: 1070-kw max. visual, 107-kw max. aural. Antenna: 1190-ft. above av. terrain, 1025-ft. above ground, 1971-ft. above sea level.

Latitude 44° 21' 32"
Longitude 87° 58' 58"

Transmitter: N side of Shirley Rd. between Ridgeview & Morrison Rd.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Fiberdome, 4-meter C-band; 2 Harris, 3-meter C-band; Vertex, 4.57-meter Ku-band; DX Antenna, Harris, M/A-Corn receivers.

News Service: AP.

Ownership: Appleton Midwest Television Ltd. David R. Vaughan, gen. partner, 53.0%; Appleton-Green Bay TV Ltd., ltd. partner, 47%. Vaughan has interest in Media Central Inc., see Group Ownership of TV Stations.

Began Operation: January 15, 1984. Transfer of control to present owners approved by FCC April 9, 1985.

Represented (sales): Adam Young Inc.

Represented (legal): Goldberg & Spector.

Personnel:

- RAY SMITH, general manager.
- JONI PAYE, general sales manager.
- JOHN KREMER, program manager.
- RANDY MOREAU, promotion manager.
- JOHN RYSSO, chief engineer.
- REBECCA RAINFORD, traffic manager.
- CAROL BUSEY, local sales manager.
- DEBRA DeSIMONE-SCHMIDT, business manager.

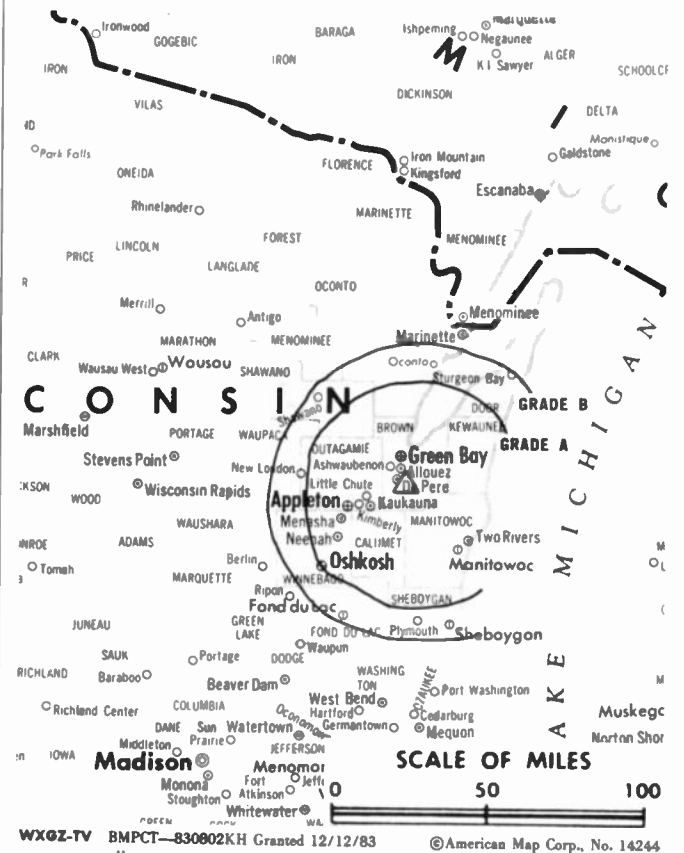
Highest One Hour Rate: \$1200.

Highest 30 Sec. Rate: \$175.

City of License: Appleton. **ADI:** Green Bay-Appleton. **Rank:** 68.

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	WISCONSIN			
	Calumet	11,700	11,500	98
	Door	10,600	10,500	99



Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	WISCONSIN				
	Outagamie	48,200	47,900	99	
	Between 25-49%	WISCONSIN			
		Brown	68,800	68,300	99
		Fond Du Lac	31,800	31,300	98
		Green Lake	7,500	7,300	97
		Kewaunee	6,900	6,800	99
		Manitowoc	30,000	29,700	99
		Marinette	15,800	15,600	99
		Menominee	800	800	100
Oconto		11,600	11,400	98	
Shawano		14,000	13,800	99	
Waupaca	16,500	16,300	99		
Winnebago	51,800	51,300	99		
Between 5-24%	MICHIGAN				
	Menominee	9,600	9,400	98	
	WISCONSIN				
	Portage	20,800	20,400	98	
Sheboygan	37,700	37,300	99		
Waushara	8,300	8,100	98		
Station Totals		402,400	397,700	99	
Net Weekly Circulation (1988)			157,500		
Average Daily Circulation (1988)			57,700		

Wisconsin—Eau Claire

WEAU-TV

Ch. 13



Network Service: NBC.

Licensee: WRLH Inc., 590 W. Maple St., Kalamazoo, MI 49008.

Studio: 1907 S. Hastings Way, Eau Claire, WI 54702-0047.

Mailing Address: Box 47, Eau Claire, WI 54702-0047.

Telephones: 715-832-3474; 715-835-1313. TWX: 910-282-1633.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1990-ft. above av. terrain, 1997-ft. above ground, 3077-ft. above sea level.

Latitude 44° 39' 51"
Longitude 90° 57' 41"

Transmitter: 4.4-mi. N of Fairchild, WI on County Rd. H.

Multichannel TV Sound: Stereo only.

Satellite Earth Station: Harris, 6-meter; DX Antenna, Harris, Microdyne, Wegener receivers.

News Services: AP, NBC, Potomac News Service.

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

Began Operation: December 17, 1953. Sale to Post Corp. by Morgan Murphy interests approved by FCC May 16, 1962 (*Television Digest*, Vol. 2:4, 21). Sale to Gillett Bcstg. by Post Corp. approved by FCC June 19, 1984. Sale to present owner approved July 31, 1987.

Represented (sales): MMT Marketing.

Represented (legal): Pepper & Corazzini.

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

Personnel:

- ALVIN LEITL, president & general manager.
- DICK NELSON, general sales manager.
- DENISE NOONAN, national sales manager.
- NANCY YULE, program director.
- KRISTEN LORENTZ, promotion manager.
- DICK DIONNE, operations manager.
- LINDA MUELLER, traffic manager.
- RON WIEDEMEIER, chief engineer.
- JOHN HOFFLAND, news director.
- CHERI WEINKE, business manager.

Highest One Hour Rate: \$2500.

Highest 30 Sec. Rate: \$1000.

NETWORK BASE HOURLY RATE: \$875.

City of License: Eau Claire. ADI: La Crosse-Eau Claire. 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	%
50% & Over	MINNESOTA	16,200	15,900	98
	Winona			
	WISCONSIN			
	Adams	5,300	5,100	96



Net Weekly Circulation	State County	Total Households	TV Households	%			
50% & Over	Buffalo	5,400	5,300	98			
	Chippewa	18,700	18,400	98			
	Clark	12,300	11,900	97			
	Dunn	12,100	11,800	98			
	Eau Claire	31,600	31,000	98			
	Jackson	6,300	6,100	97			
	Juneau	8,600	8,300	96			
	La Crosse	35,300	34,800	99			
	Monroe	13,100	12,800	98			
	Pepin	2,800	2,700	96			
	Price	6,400	6,200	97			
	Rusk	5,900	5,700	97			
	Taylor	6,500	6,300	97			
	Trempealeau	9,700	9,400	97			
	Vernon	10,000	9,800	98			
Wood	29,600	29,200	99				
Between 25-49%	MINNESOTA	6,400	6,300	98			
	Houston						
	WISCONSIN						
	Barron				15,700	15,200	97
	Marathon				41,600	41,100	99
Between 5-24%	Portage	20,800	20,400	98			
	Sawyer	5,500	5,300	96			
	MINNESOTA	7,900	7,800	99			
	Fillmore						
	Wabasha				7,500	7,400	99
	WISCONSIN						
	Langlade				7,600	7,400	97
	Lincoln				11,000	10,800	98
	Pierce				11,300	11,100	98
	Polk				13,200	13,000	98
Richland	6,600				6,400	97	
St Croix	16,300				16,100	99	
Station Totals	Washburn	5,700	5,600	98			
	Waushara	8,300	8,100	98			
Station Totals		421,200	412,700	98			
Net Weekly Circulation (1988)				228,000			
Average Daily Circulation (1988)				133,700			

Wisconsin—Eau Claire

WQOW-TV

Ch. 18

(Satellite of WXOW-TV, La Crosse, WI)

Network Service: ABC.

Licensee: Tak Communications Inc.

Studio: 2881 S. Hastings Way, Eau Claire, WI 54701.

Telephone: 715-835-1881. TWX: 510-101-1565.

Technical Facilities: Channel No. 18 (494-500 MHz). Authorized power: 1150-kw max. & 407-kw horizontal visual, 115-kw max. & 40.70-kw horizontal aural. Antenna: 740-ft. above av. terrain, 506-ft. above ground, 1776-ft. above sea level.

Latitude 44° 57' 39"
Longitude 91° 40' 05"

Transmitter: 3.9-mi. SE of Colfax.

Satellite Earth Station: United Satellite Systems, 5-meter; M/A-Com, Scientific-Atlanta, Uniden receivers.

News Service: UPI.

Ownership: Tak Communications Inc. See Group Ownership of Television Stations.

Began Operation: September 22, 1980. Sale to present owner by Liberty Bcstg. approved by FCC Jan. 7, 1985 (Television Digest, Vol. 24:43).

Represented (sales): Katz Television.

Represented (legal): Dow, Lohnes & Albertson.

Personnel:

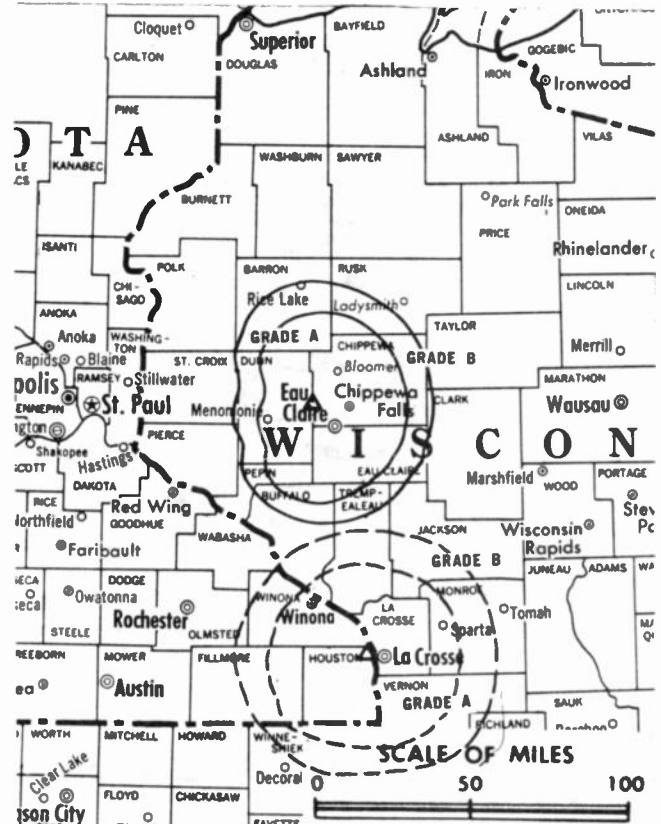
CHUCK ROTH, station manager.
BOB BRAUN, local sales manager.
DAVE WHITE, chief engineer.
JOHN HARDMAN, promotion manager.
LARRY WENTZ, news director.

Highest 30 Sec. Rate: \$200.

City of License: Eau Claire. ADI: La Crosse-Eau Claire. 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	%
50% & Over	WISCONSIN			
	Chippewa	18,700	18,400	98
	Eau Claire	31,600	31,000	98
	Rusk	5,900	5,700	97



WQOW-TV BMPCT-800222KF Granted 5/29/80 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
WISCONSIN				
Between 25-49%	Dunn	12,100	11,800	98
	Pepin	2,800	2,700	96
WISCONSIN				
Between 5-24%	Barron	15,700	15,200	97
	Buffalo	5,400	5,300	98
	Clark	12,300	11,900	97
	Jackson	6,300	6,100	97
	St Croix	16,300	16,100	99
	Sawyer	5,500	5,300	96
	Trempealeau	9,700	9,400	97
	Washburn	5,700	5,600	98
Station Totals		148,000	144,500	98
Net Weekly Circulation (1988)			57,800	
Average Daily Circulation (1988)			27,900	

Wisconsin—Green Bay

WBAY-TV

Ch. 2



Network Service: CBS.

Licensee: Nationwide Communications Inc., 115 S. Jefferson St., Green Bay, WI 54301.

Studio: 115 S. Jefferson St., Green Bay, WI 54301.

Telephone: 414-432-3331. TWX: 910-263-1260.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1205-ft. above av. terrain, 1149-ft. above ground, 2049-ft. above sea level.

Latitude 44° 24' 35"
Longitude 88° 00' 05"

Transmitter: Town of DePere, WI.

Satellite Earth Stations: Comtech, 5-meter C-band; Scientific-Atlanta, 4.7-meter C-band; Scientific-Atlanta, 7-meter C-band; Pinzone, Scientific-Atlanta receivers.

News Services: AP, CBS.

Ownership: Nationwide Communications Inc. See Group Ownership of Television Stations.

Began Operation: March 17, 1953. Sale to present owner by Norbertine Fathers approved by FCC Dec. 30, 1974 (*Television Digest*, Vol. 15:3).

Represented (sales): Katz Television.

Represented (legal): Fletcher, Heald & Hildreth.

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

Personnel:

- TED KOHL, general manager.
- ROB KRIEGHOFF, general sales manager.
- RICHARD D. MILLHISER, program/promotion director.
- JOSEPH A. TAYLOR, chief engineer.
- STEVE VAN VLIET, news director.
- KATHLEEN BEAUCHAMP, business manager.

Highest One Hour Rate: \$4500.

Highest 30 Sec. Rate: \$3000.

NETWORK BASE HOURLY RATE: \$1000.

City of License: Green Bay. ADI: Green Bay-Appleton. Rank: 68.

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	MICHIGAN			
	Menominee	9,600	9,400	98
	WISCONSIN			
	Brown	68,800	68,300	99
	Calumet	11,700	11,500	98



WBAY-TV BPCT-2851 Granted 8/8/61

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Door	10,600	10,500	99
	Fond Du Lac	31,800	31,300	98
	Green Lake	7,500	7,300	97
	Kewaunee	6,900	6,800	99
	Manitowoc	30,000	29,700	99
	Marinette	15,800	15,600	99
	Menominee	800	800	100
	Oconto	11,600	11,400	98
	Outagamie	48,200	47,900	99
	Shawano	14,000	13,800	99
	Waupaca	16,500	16,300	99
Waushara	8,300	8,100	98	
Winnebago	51,800	51,300	99	
Between 25-49%	MICHIGAN			
	Mason	10,500	10,100	96
	WISCONSIN			
	Forest	3,500	3,400	97
Portage	20,800	20,400	98	
Sheboygan	37,700	37,300	99	
Between 5-24%	MICHIGAN			
	Benzie	4,500	4,400	98
	Dickinson	10,400	10,200	98
	Grand Traverse	22,100	21,600	98
	Manistee	9,400	9,200	98
	WISCONSIN			
	Florence	1,400	1,400	100
	Langlade	7,600	7,400	97
	Marathon	41,600	41,100	99
	Marquette	5,500	5,300	96
Wood	29,600	29,200	99	
Station Totals		548,500	541,000	99
Net Weekly Circulation (1988)			340,700	
Average Daily Circulation (1988)			203,900	

Wisconsin—Green Bay

WFRV-TV

Ch. 5

(Operates satellite WJMN-TV, Escanaba, MI)

Network Service: ABC.

Licensee: WFRV Television Inc., Box 19055, Green Bay, WI 54307-9055.

Studio: 1181 E. Mason St., Green Bay, WI 54301.

Telephone: 414-437-5411. TWX: 910-263-1258.

Fax: 414-437-4576.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 93.3-kw visual, 18.6-kw aural. Antenna: 1120-ft. above av. terrain, 999-ft. above ground, 1916-ft. above sea level.

Latitude 44° 24' 21"
Longitude 88° 00' 19"

Transmitter: 3-mi. SE of DePere.

Satellite Earth Stations: Andrew, 4.5-meter; Andrew, 7.3-meter; Comtech, 5-meter; Vertex, 4.6-meter Ku-band; Avantek, Microdyne, M/A-Corn receivers.

News Services: AP, UPI.

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

Began Operation: May 21, 1955. Sale to present owner by Orion Bcstg. approved by FCC Aug. 14, 1981 (Television Digest, Vol. 21:4). Sale to Orion by S. N. Pickard group approved Jan. 4, 1961 (Vol. 16:49; 17:2).

Represented (sales): TeleRep Inc.

Represented (legal): Koteen & Naftalin.

Personnel:

ROBERT B. FARROW, vice president & general manager.
MITCH LAMBERT, general sales manager.
RAY WILCK, news director.
NORM KOELBL, chief engineer.
ALAN EATON, director of broadcast operations & marketing.

Highest 30 Sec. Rate: \$650.

NETWORK BASE HOURLY RATE: \$1050.

Arbitron Data: Figures include WJMN-TV, Escanaba, MI.

City of License: Green Bay. ADI: Green Bay-Appleton. Rank: 68.

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	MICHIGAN			
	Alger	3,200	3,100	97
	Delta	13,900	13,600	98
	Dickinson	10,400	10,200	98
	Gogebic	7,300	7,100	97
	Houghton	13,300	12,900	97
	Iron	5,600	5,500	98
	Keweenaw	700	700	100
	Luce	2,100	2,000	95
	Marquette	25,300	25,000	99
	Menominee	9,600	9,400	98
	Schoolcraft	3,000	2,900	97
	WISCONSIN			
	Brown	68,800	68,300	99
	Calumet	11,700	11,500	98
	Door	10,600	10,500	99
	Florence	1,400	1,400	100
	Fond Du Lac	31,800	31,300	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Green Lake	7,500	7,300	97
	Kewaunee	6,900	6,800	99
	Manitowoc	30,000	29,700	99
	Marinette	15,800	15,600	99
	Menominee	800	800	100
	Oconto	11,600	11,400	98
	Outagamie	48,200	47,900	99
	Shawano	14,000	13,800	99
	Waupaca	16,500	16,300	99
	Waushara	8,300	8,100	98
	Winnebago	51,800	51,300	99
Between 25-49%	MICHIGAN			
	Baraga	3,000	2,900	97
	WISCONSIN			
	Forest	3,500	3,400	97
	Iron	2,700	2,700	100
	Langlade	7,600	7,400	97
	Marquette	5,500	5,300	96
Portage	20,800	20,400	98	
Sheboygan	37,700	37,300	99	
Between 5-24%	MICHIGAN			
	Benzie	4,500	4,400	98
	Mackinac	3,700	3,600	97
	Mason	10,500	10,100	96
	Ontonagon	3,500	3,400	97
	WISCONSIN			
	Ashland	6,400	6,300	98
Marathon	41,600	41,100	99	
Wood	29,600	29,200	99	
Station Totals		610,700	601,900	99
Net Weekly Circulation (1988)			410,500	
Average Daily Circulation (1988)			245,300	

Wisconsin—Green Bay

WGBA

Ch. 26

Network Service: None, independent.

Licensee: Family Group Ltd. III, 5401 W. Kennedy Blvd., Tampa, FL 33609.

Studio: Shirley Rd. at Ridgeview Rd., Glenmore Twp.

Mailing Address: Box 19099, 1391 North Rd., Green Bay, WI 54307.

Telephone: 414-494-2626. **TWX:** 510-600-6937.

Fax: 414-494-9550.

Technical Facilities: Channel No. 26 (542-548 MHz). Authorized power: 2510-kw max. visual, 250-kw max. aural. Antenna: 1180-ft. above av. terrain, 980-ft. above ground, 2000-ft. above sea level.

Latitude 44° 21' 30"
Longitude 87° 58' 48"

Transmitter: Shirley Rd. at Ridgeview Rd., Glenmore Twp.

Satellite Earth Stations: Comtech, 5-meter; Pinzone receivers.

Ownership: Family Group Ltd. III, 100%. See Group Ownership of Television Stations.

Began Operation: December 31, 1980. Sale to present owner by TV-26 Inc., Debtor-in-Possession, approved by FCC Sept. 27, 1985.

Represented (sales): Blair Television.

Represented (legal): Arter & Hadden.

Represented (engineering): L. R. Evans Engineering.

Personnel:

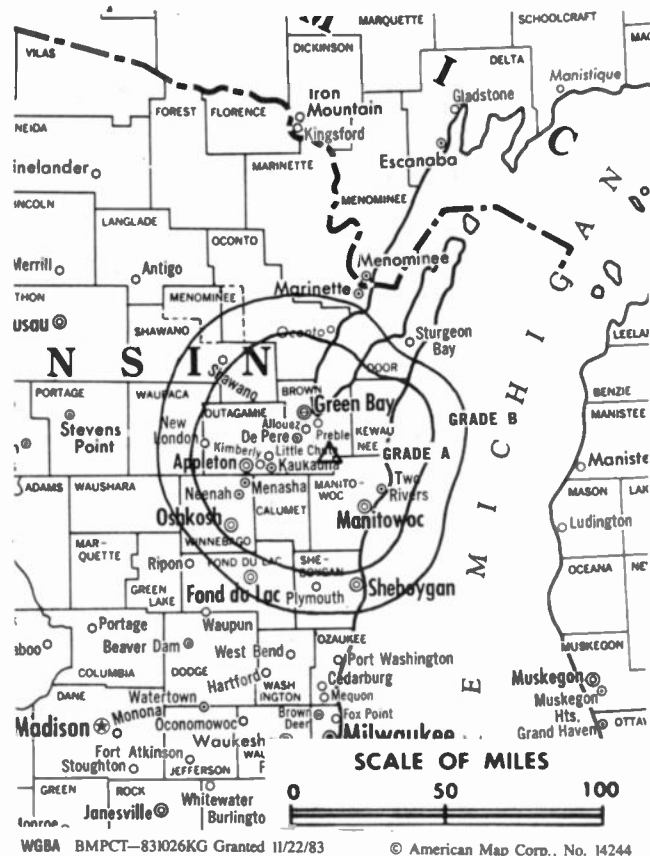
- IAN N. WHEELER, president.
- JAMES TOMLIN, general manager.
- NANCY MARTINSON, general sales manager.
- BOB DEBONVILLE, local sales manager.
- MIKE SCHUSTER, national sales manager.
- MARK CRAMER, chief engineer.
- DONNA KILEY, program director.
- KIM GULSETH, promotion director.
- DAVID LENT, business manager.

Rates: Not available.

City of License: Green Bay. **AOI:** Green Bay-Appleton. **Rank:** 68.

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	WISCONSIN			
	Brown	68,800	68,300	99
	Calumet	11,700	11,500	98
	Door	10,600	10,500	99
	Kewaunee	6,900	6,800	99
	Manitowoc	30,000	29,700	99
	Menominee	800	800	100
	Oconto	11,600	11,400	98
	Outagamie	48,200	47,900	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Shawano	14,000	13,800	99
	Waupaca	16,500	16,300	99
	Winnebago	51,800	51,300	99
Between 25-49%	MICHIGAN			
	Dickinson	10,400	10,200	98
	Iron	5,600	5,500	98
	WISCONSIN			
	Florence	1,400	1,400	100
	Fond Du Lac	31,800	31,300	98
	Green Lake	7,500	7,300	97
	Marinette	15,800	15,600	99
Sheboygan	37,700	37,300	99	
Waushara	8,300	8,100	98	
Between 5-24%	MICHIGAN			
	Menominee	9,600	9,400	98
	WISCONSIN			
	Langlade	7,600	7,400	97
	Marquette	5,500	5,300	96
Portage	20,800	20,400	98	
Station Totals		432,900	427,500	99
Net Weekly Circulation (1988)			206,200	
Average Daily Circulation (1988)			82,000	

Wisconsin—Green Bay

WLUK-TV

Ch. 11

Network Service: NBC.

Licensee: Bumham Broadcasting Co., Box 19011, Green Bay, WI 54307-9011.

Studio: 787 Lombardi Ave., Green Bay, WI 54303.

Telephone: 414-494-8711. Easylink: 62930444.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 47.9-kw aural. Antenna: 1260-ft. above av. terrain, 1160-ft. above ground, 2046-ft. above sea level.

Latitude 44° 24' 31.40"
Longitude 87° 59' 29.00"

Transmitter: Glenmore Rd., DePere Township.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 3.5-meter; Harris, 6.1-meter; KLM, 5-meter; Microdyne; Harris, Microdyne receivers.

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

Began Operation: August 9, 1954. Sale to present owner approved by FCC June 19, 1984. Sale to Post Corp. by M & M Broadcasting Co. Inc. approved Jan. 6, 1965 by FCC (Television Digest, Vol. 4:41; 5:2). Sale to M & M Bcstg. by W. E. Walker (50%), J. D. Mackin (23.3%) and associates approved March 19, 1958 by FCC (Vol. 13:52; 14:2, 12).

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

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

Personnel:

WILLIAM C. FYFFE, president & general manager.
RICK MOREIN, director of sales.
JAY ZOLLAR, general sales manager.
AL VOLKER, news director.
JIM STEFFEY, chief engineer.
DAVE CAMPBELL, director of production.
SAM HUTCHISON, program & promotion director.

Highest One Hour Rate: \$12,000.

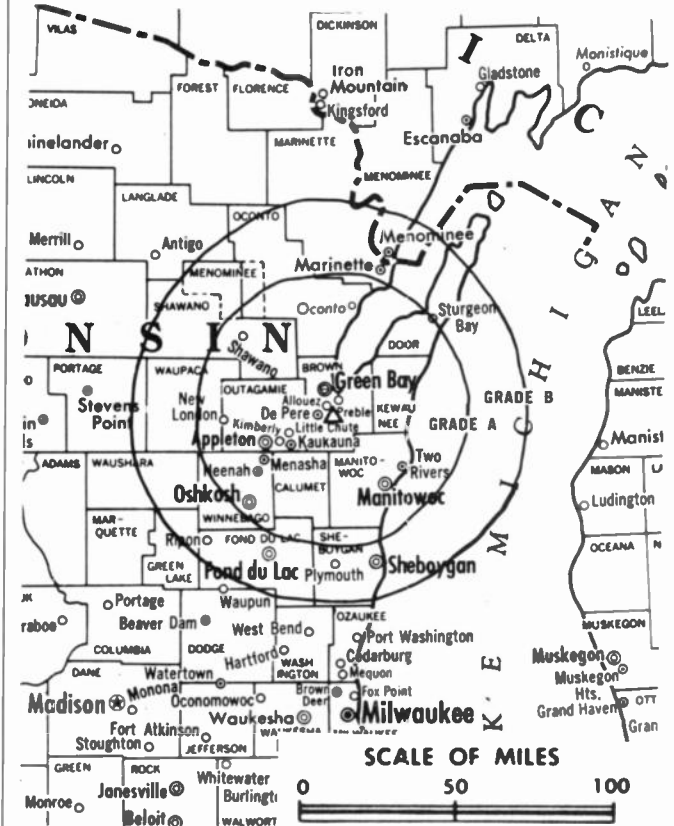
Highest 30 Sec. Rate: \$1700.

NETWORK BASE HOURLY RATE: \$1100.

City of License: Green Bay. ADI: Green Bay-Appleton. Rank: 68.

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	MICHIGAN			
	Delta	13,900	13,600	98
	Dickinson	10,400	10,200	98
	Houghton	13,300	12,900	97
	Keweenaw	700	700	100
	Marquette	25,300	25,000	99
	Menominee	9,600	9,400	98
	Schoolcraft	3,000	2,900	97
	WISCONSIN			
	Brown	68,800	68,300	99
	Calumet	11,700	11,500	98
	Door	10,600	10,500	99
	Fond Du Lac	31,800	31,300	98
Green Lake	7,500	7,300	97	



WLUK-TV BMPCT-5591 Granted 8/7/62

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WISCONSIN			
	Kewaunee	6,900	6,800	99
	Manitowoc	30,000	29,700	99
	Marinette	15,800	15,600	99
	Menominee	800	800	100
	Oconto	11,600	11,400	98
	Outagamie	48,200	47,900	99
	Shawano	14,000	13,800	99
	Waupaca	16,500	16,300	99
	Waushara	8,300	8,100	98
Winnebago	51,800	51,300	99	
Between 25-49%	MICHIGAN			
	Alger	3,200	3,100	97
	Luce	2,100	2,000	95
	Manistee	9,400	9,200	98
Between 5-24%	WISCONSIN			
	Marquette	5,500	5,300	96
	Portage	20,800	20,400	98
	Sheboygan	37,700	37,300	99
Between 5-24%	MICHIGAN			
	Baraga	3,000	2,900	97
	Iron	5,600	5,500	98
	Ontonagon	3,500	3,400	97
	WISCONSIN			
	Adams	5,300	5,100	96
	Florence	1,400	1,400	100
	Langlade	7,600	7,400	97
	Marathon	41,600	41,100	99
	Wood	29,600	29,200	99
Station Totals		586,800	578,600	99
Net Weekly Circulation (1988)			388,400	
Average Daily Circulation (1988)			228,000	

Wisconsin—Kenosha

WHKE

Ch. 55

Network Service: None, independent.

Grantee: LeSea Bcstg. Corp., Box 1455, Kenosha, IN 53141.

Studio: 4300 43rd Ave., Kenosha, IN 53142.

Telephone: 414-657-9453. **Fax:** 414-656-7664.

Technical Facilities: Channel No. 55 (716-722 MHz). Authorized power: 741-kw max. visual, 18.84-kw max. aural. Antenna: 449-ft. above av. terrain, 413-ft. above ground, 1142-ft. above sea level.

Latitude	42°	30'	36"
Longitude	87°	53'	11"

Transmitter: 700-ft. NE of Hwy. 31 & Tobin Rd., Kenosha.

Ownership: Le Sea Broadcasting Co. See Group Ownership of Television Stations.

Began Operation: June 1, 1988.

Represented (sales): Cummings Media.

Represented (legal): Heron, Burchette, Ruckert & Rothwell.

Personnel:

PETER SUMRALL, general manager.
 JIM SHAFFER, general sales manager.
 EDWARD BIERMAN, chief engineer.

Arbitron Data: Not available.

ADI: Chicago. **Rank:** 3.



Wisconsin—La Crosse

WKBT

Ch. 8

Network Service: CBS.

Licensee: Young Bcstg. of La Crosse Inc., 3 E. 54th St., New York, NY 10022.

Studio: 141 S. 6th St., La Crosse, WI 54601.

Telephone: 608-782-4678. **TWX:** 910-287-2572.

Fax: 608-782-4674.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 57.5-kw aural. Antenna: 1540-ft. above av. terrain, 1625-ft. above ground, 2449-ft. above sea level.

Latitude 44° 05' 28"
Longitude 91° 20' 15"

Transmitter: Galesville, WI.

Satellite Earth Stations: Scientific-Atlanta, 4.6-meter; Scientific-Atlanta, 7-meter; Scientific-Atlanta receivers.

News Service: AP.

Ownership: Young Broadcasting Inc. See Group Ownership of Television Stations.

Began Operation: August 1, 1954. Sale to present owner by Backe Communications approved by FCC May 14, 1986 (*Television Digest*, Vol. 25:15). Sale to Backe by Gross Telecasting approved April 26, 1984 (Vol. 24:12). Sale to Gross by *La Crosse Tribune*, Dahl family & others approved by FCC Dec. 10, 1969 (Vol. 9:24, 50).

Represented (sales): Adam Young Inc.

Represented (legal): Wiley, Rein & Fielding.

Personnel:

- DAVID F. PESCHAU, general manager.
- ARTHUR FAHEY, general sales manager.
- MARK QUADE, news director.
- DICK KONRAD, operations manager.
- HUGH McDOWELL, chief engineer.
- LARRY JOHNSON, promotion/public service director.
- TOM BEST, traffic/business manager.

Highest One Hour Rate: \$2350.

Highest 30 Sec. Rate: \$650.

NETWORK BASE HOURLY RATE: \$760.

City of License: La Crosse. **AOI:** La Crosse-Eau Claire. **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	%
50% & Over	MINNESOTA			
	Fillmore	7,900	7,800	99
	Houston	6,400	6,300	98
	Wabasha	7,500	7,400	99
	Winona	16,200	15,900	98
	WISCONSIN			
	Buffalo	5,400	5,300	98
	Chippewa	18,700	18,400	98
	Crawford	6,100	6,000	98
	Eau Claire	31,600	31,000	98
	Jackson	6,300	6,100	97
	La Crosse	35,300	34,800	99
	Monroe	13,100	12,800	98



Ne: Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Trempealeau	9,700	9,400	97
	Vernon	10,000	9,800	98
Between 25-49%	IOWA			
	Allamakee	5,500	5,400	98
	Winneshiek	7,700	7,600	99
	WISCONSIN			
	Adams	5,300	5,100	96
	Clark	12,300	11,900	97
	Dunn	12,100	11,800	98
	Juneau	8,600	8,300	96
	Pepin	2,800	2,700	96
	Between 5-24%	IOWA		
Clayton		8,300	8,200	99
Dubuque		31,200	30,800	99
Howard		4,200	4,100	98
MINNESOTA				
Dodge		5,500	5,400	98
Olmsted		36,500	36,200	99
WISCONSIN				
Barron		15,700	15,200	97
Grant		17,900	17,300	97
Pierce	11,300	11,100	98	
Richland	6,600	6,400	97	
Rusk	5,900	5,700	97	
St Croix	16,300	16,100	99	
Taylor	6,500	6,300	97	
Wood	29,600	29,200	99	
Station Totals		424,000	415,800	98
Net Weekly Circulation (1988)			173,200	
Average Daily Circulation (1988)			93,800	

Wisconsin—La Crosse

WLAX

Ch. 25

Network Service: None, independent.

Licensee: Family Group Ltd. III, 5401 W. Kennedy Blvd., Suite 1031, Tampa, FL 33609.

Studio: 1305 Interchange Place, La Crosse, WI 54603.

Telephone: 608-781-0025. **Telex:** 910-240-3351.

Technical Facilities: Channel No. 25 (536-542 MHz). Authorized power: 501-kw max. visual, 50.1-kw max. aural. Antenna: 995-ft. above av. terrain, 677-ft. above ground, 1872-ft. above sea level.

Latitude 43° 48' 15.70"
Longitude 91° 22' 18.00"

Transmitter: 1000 Tschumper Rd., La Crescent, MN.

Satellite Earth Stations: Comtech, 5-meter C-band; Microdyne, 3.7-meter Ku-band; United Satellite Systems, 4-meter C-band; Pinzone receivers.

Ownership: Family Group Ltd. III. See Group Ownership of Television Stations.

Began Operation: November 10, 1986.

Represented (sales): Blair Television.

Represented (legal): Nixon, Hargrave, Devans & Doyle.

Represented (engineering): Lyle R. Evans.

Personnel:

- JIM TOMLIN, general manager.
- NANCY MARTINSON, general sales manager.
- WES MICHAELSON, local sales manager.
- BARB QUILLIN, program director.
- SHERRY NIEBUHR, traffic director.
- MARK BURG, engineering director.
- DALE RABAS, production director.
- BILL WIESJAHN, business manager.

Highest One Hour Rate: \$1000.

Highest 30 Sec. Rate: \$150.

City of License: La Crosse. **ADI:** La Crosse-Eau Claire. **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	%
50% & Over	WISCONSIN La Crosse	35,300	34,800	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	MINNESOTA			
	Houston	6,400	6,300	98
	Winona	16,200	15,900	98
Between 5-24%	WISCONSIN			
	Crawford	6,100	6,000	98
	Jackson	6,300	6,100	97
	Monroe	13,100	12,800	98
	Trempealeau	9,700	9,400	97
	Vernon	10,000	9,800	98
	IOWA			
	Allamakee	5,500	5,400	98
	MINNESOTA			
	Fillmore	7,900	7,800	99
	WISCONSIN			
	Buffalo	5,400	5,300	98
	Richland	6,600	6,400	97
Station Totals		128,500	126,000	98
Net Weekly Circulation (1988)				47,900
Average Daily Circulation (1988)				20,800

Wisconsin—La Crosse

WXOW-TV

Ch. 19

Network Service: ABC.

Licensee: Tak Communications Inc.

Studio: 3705 County Hwy. 25, La Crescent, MN 55947.

Mailing Address: Box C-4019, La Crosse, WI 54602.

Telephone: 507-895-9969. **TWX:** 510-100-9511.

Technical Facilities: Channel No. 19 (500-506 MHz). Authorized power: 625-kw max. visual, 62.5-kw max. aural. Antenna: 1140-ft. above av. terrain, 814-ft. above ground, 2049-ft. above sea level.

Latitude 43° 48' 23"
Longitude 91° 22' 04"

Transmitter: 3705 County Hwy. 25, La Crescent, MN.

Satellite Earth Stations: 3 in operation; ChannelMaster, Cyclesat, M/A-Com, Scientific-Atlanta receivers.

News Service: AP.

Ownership: Tak Communications Inc. See Group Ownership of Television Stations.

Began Operation: March 7, 1970. Sale to present owner by Liberty Bcstg. approved by FCC Jan. 7, 1985 (*Television Digest*, Vol. 24:43).

Represented (sales): Katz Television.

Represented (legal): Dow, Lohnes & Albertson.

Represented (engineering): Lohnes & Culver.

Personnel:

- DAVE MOLLDREM, general manager.
- BRIAN SCHUMACHER, general sales manager.
- ALAN LANCASTER, national sales manager.
- BARB BENNETT, program director.
- SUZANNE GRETHEN, promotion director.
- BILL HOEL, news director.
- DALE SCHERBRING, chief engineer.

Highest 30 Sec. Rate: \$600.

NETWORK BASE HOURLY RATE: \$225.

City of License: La Crosse. **ADI:** La Crosse-Eau Claire. **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	%
50% & Over	MINNESOTA			
	Houston	6,400	6,300	98
	Winona	16,200	15,900	98
	WISCONSIN			
	Jackson	6,300	6,100	97



WXOW-TV BPCT-820617KE Granted 7/27/82 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	La Crosse	35,300	34,800	99
	Monroe	13,100	12,800	98
	Trempealeau	9,700	9,400	97
	Vernon	10,000	9,800	98
Between 25-49%	MINNESOTA			
	Fillmore	7,900	7,800	99
	WISCONSIN			
	Crawford	6,100	6,000	98
Between 5-24%	IOWA			
	Allamakee	5,500	5,400	98
	Winneshiok	7,700	7,600	99
	MINNESOTA			
	Wabasha	7,500	7,400	99
	WISCONSIN			
	Buffalo	5,400	5,300	98
	Richland	6,600	6,400	97
Station Totals		143,700	141,000	98
Net Weekly Circulation (1988)			79,200	
Average Daily Circulation (1988)			43,900	

Wisconsin—Madison

WISC-TV

Ch. 3

Network Service: CBS.

Licensee: Television Wisconsin Inc., 7025 Raymond Rd., Madison, WI 53719.

Studio: 7025 Raymond Rd., Madison, WI 53719.

Telephone: 608-271-4321. TWX: 910-286-2720.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 56.2-kw visual, 11-kw aural. Antenna: 1190-ft. above av. terrain, 1107-ft. above ground, 2227-ft. above sea level.

Latitude 43° 01' 52''
Longitude 89° 30' 18''

Transmitter: Raymond Rd., 6-mi. WSW of Madison.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 6.1-meter; Scientific-Atlanta, 7-meter C-band; 3.7-meter Ku-band; 3-meter C-band; Harris, M/A-Com, Scientific-Atlanta receivers.

News Services: AP, UPI, NIWS.

Ownership: Morgan Murphy Stations. See Group Ownership of Television Stations.

Began Operation: June 24, 1956.

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

Represented (legal): Brown, Finn & Nietert, Chartered.

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

Personnel:

ELIZABETH MURPHY BURNS, president.
GARY DeHAVEN, vice president & general manager.
DONNA KIRNER, national sales manager.
MARK FRIESCH, local sales manager.
DAVID SANKS, station manager.
CHRIS CAIN, chief engineer.
JILL KOEHN, program director.
TOM BIER, news director.
JENIFER WINIGER, promotion director.

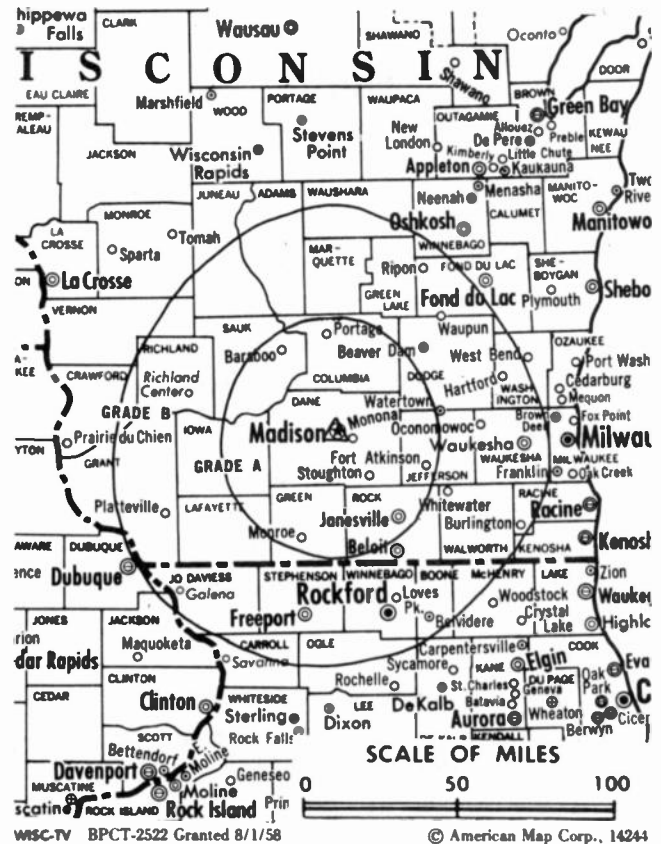
Highest 30 Sec. Rate: \$1300.

NETWORK BASE HOURLY RATE: \$1226.

City of License: Madison. ADI: Madison. Rank: 106.

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	WISCONSIN			
	Columbia	18,000	17,600	98
	Dane	135,900	132,900	98
	Grant	17,900	17,300	97
	Green	12,300	12,100	98
	Iowa	7,600	7,400	97
	Jefferson	24,300	24,000	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WISCONSIN			
	Juneau	8,600	8,300	96
	Lafayette	6,200	6,100	98
	Marquette	5,500	5,300	96
	Richland	6,600	6,400	97
	Rock	51,900	51,300	99
	Sauk	17,400	16,900	97
Between 25-49%	ILLINOIS			
	Jo Daviess	9,100	8,800	97
	Stephenson	19,400	19,000	98
Between 5-24%	WISCONSIN			
	Adams	5,300	5,100	96
	Dodge	26,700	26,200	98
	IOWA			
	Dubuque	31,200	30,800	99
	ILLINOIS			
	Winnebago	94,800	93,500	99
	WISCONSIN			
	Fond Du Lac	31,800	31,300	98
	Green Lake	7,500	7,300	97
Portage	20,800	20,400	98	
Vernon	10,000	9,800	98	
Walworth	27,200	26,800	99	
Waushara	8,300	8,100	98	
Station Totals		604,300	592,700	98
Net Weekly Circulation (1988)			309,500	
Average Daily Circulation (1988)			177,000	

Wisconsin—Madison

WKOW-TV

Ch. 27

(Also operates WAOV-TV, Wausau; WXOW-TV, La Crosse & WQOW-TV, Eau Claire, WI)

Network Service: ABC.

Licensee: Tak Communications Inc., 5727 Tokay Blvd., Madison, WI 53719.

Studio: 5727 Tokay Blvd., Madison, WI 53719.

Mailing Address: Box 100, Madison, WI 53701.

Telephone: 608-274-1234. TWX: 910-262-0018.

Technical Facilities: Channel No. 27 (548-554 MHz). Authorized power: 1000-kw max. & 879-kw horizontal visual, 100-kw max. & 8790-kw horizontal aural. Antenna: 1250-ft. above av. terrain, 1182-ft. above ground, 2245-ft. above sea level.

Latitude 43° 03' 09"
Longitude 89° 28' 41.60"

Transmitter: 5727 Tokay Blvd.

Satellite Earth Stations: ADM, 6.1-meter C-band; Andrew, 4.5-meter C-band; Andrew, 7.3-meter C-band; RCA, 5-meter Ku-band; ADM, Andrew, Avantek, Avcom, RCA receivers.

News Service: AP.

Ownership: Tak Communications Inc. See Group Ownership of Television Stations.

Began Operation: June 30, 1953. Sale to present owner by Liberty Broadcasting approved by FCC Jan. 7, 1985 (Television Digest, Vol. 24:43). Sale to Liberty by Horizons Communications approved by FCC Sept. 20, 1978 (Vol. 18:24). Sale to Horizons by Midcontinent Bcstg. Co. (Joseph L. Floyd, N. L. Bentson & Edmund R. Ruben) approved Sept. 9, 1970 (Vol. 10:37). Previous sale to Midcontinent by Monona Bcstg. Co. approved July 20, 1960 (Vol. 16:24, 26, 30).

Represented (sales): Katz Television.

Represented (legal): Dow, Lohnes & Albertson.

Personnel:

THOMAS HARTMAN, president.
BOB McCALL, general manager.
ERIC PRICE, national sales manager.
KEN SIMMONS, local sales manager.
RANDY ALLEN, news director.
ELLEN BUSS, program director.
STEVE ZIMMERMAN, chief engineer.
STEVE KNUTESON, promotion director.
JIM HOETGER, business manager.
ROSANNE HEPNER, marketing director.

Highest 30 Sec. Rate: \$1000.

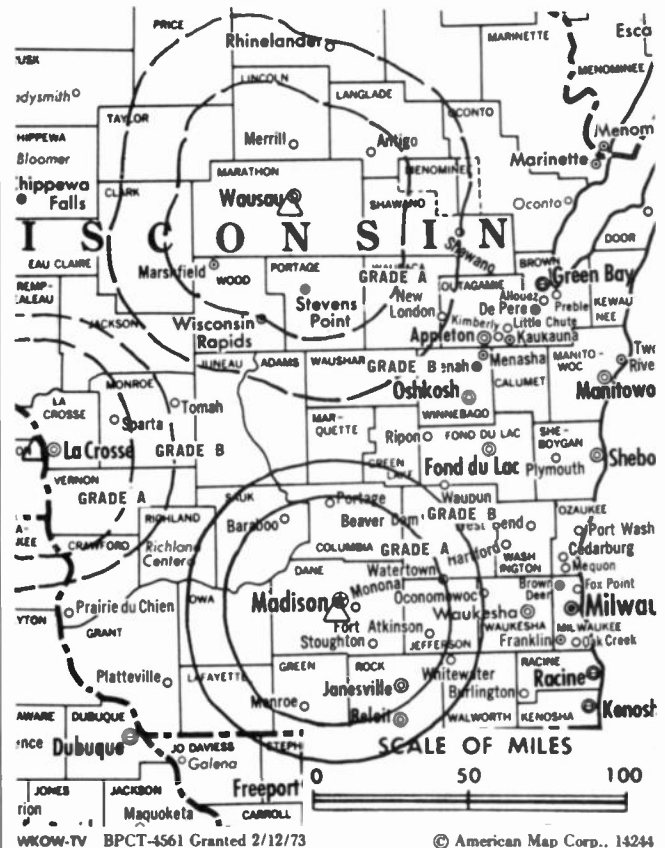
Rates: Combination rates on request.

NETWORK BASE HOURLY RATE: \$500.

City of License: Madison. ADI: Madison. Rank: 106.

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	WISCONSIN Columbia	18,000	17,600	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Dane	135,900	132,900	98
	Green	12,300	12,100	98
	Iowa	7,600	7,400	97
	Juneau	8,600	8,300	96
	Lafayette	6,200	6,100	98
	Marquette	5,500	5,300	96
	Richland	6,600	6,400	97
	Rock	51,900	51,300	99
	Sauk	17,400	16,900	97
	Between 25-49%	ILLINOIS Stephenson	19,400	19,000
WISCONSIN Adams		5,300	5,100	96
Crawford		6,100	6,000	98
Dodge		26,700	26,200	98
Grant		17,900	17,300	97
Jefferson	24,300	24,000	99	
Between 5-24%	ILLINOIS Jo Daviess	9,100	8,800	97
	Ogle	17,700	17,400	98
	WISCONSIN Green Lake	7,500	7,300	97
	Monroe	13,100	12,800	98
	Vernon	10,000	9,800	98
	Walworth	27,200	26,800	99
Waushara	8,300	8,100	98	
Station Totals		462,600	452,900	98
Net Weekly Circulation (1988)			260,700	
Average Daily Circulation (1988)			139,400	

Wisconsin—Madison

WMSN-TV

Ch. 47

Network Service: Fox.

Licensee: Channel 47 Ltd. Partnership, 7847 Big Sky Drive, Madison, WI 53719.

Studio: 7847 Big Sky Drive, Madison, WI 53719.

Telephone: 608-833-0047.

Technical Facilities: Channel No. 47 (668-674 MHz). Authorized power: 1007-kw max. visual, 100-kw max. aural. Antenna: 1167-ft. above av. terrain, 1024-ft. above ground, 2151-ft. above sea level.

Latitude 43° 03' 22"
Longitude 89° 32' 07"

Transmitter: Intersection of Hwy. S & Hwy. M, Madison.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Comtech, 5-meter C-band; Microdyne, 3-meter Ku-band; M/A-Corn, Pinzone receivers.

Ownership: Channel 47 Inc., gen. partner, 40%; Madison TV 47 Ltd. Partnership, ltd. partner, 60%. Madison TV 47 ownership: Nathan F. Brandt, Channel 47 Inc. ownership: P. A. Lovrien, pres., 25.5%; Nathan F. Brandt, treas., 12.25%; Paula Baird, v.p., 50%; Fred Mohs, secy., 12.25%. Paula S. Baird Pruett owns KJTM-TV, Pine Bluff, AR.

Began Operation: June 8, 1986.

Represented (sales): MMT Marketing.

Represented (legal): Bechtel, Borsari, Cole & Paxson.

Represented (engineering): Media Management Corp.

Personnel:

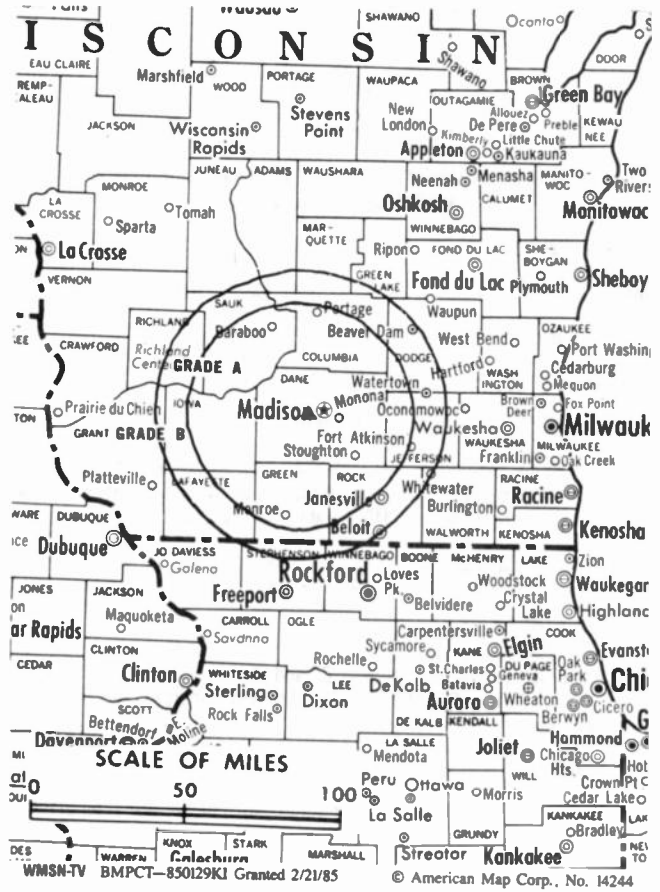
- BILL SCHERECK, general manager.
- J. CORKEY CUSTER, general sales manager.
- KEITH TRILLER, local sales manager.
- JOHN NOONAN, program director.
- LEON SAINDON, business manager.
- GORDON YOUNG, promotion manager.
- ANDY MURPHY, chief engineer.

Rates: Not available.

City of License: Madison. **ADI:** Madison. **Rank:** 106.

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	WISCONSIN			
	Columbia	18,000	17,600	98
	Dane	135,900	132,900	98
	Green	12,300	12,100	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Iowa	7,600	7,400	97
	Lafayette	6,200	6,100	98
	Richland	6,600	6,400	97
	Sauk	17,400	16,900	97
Between 25-49%	WISCONSIN			
	Grant	17,900	17,300	97
	Jefferson	24,300	24,000	99
	Juneau	8,600	8,300	96
	Marquette	5,500	5,300	96
Between 5-24%	ILLINOIS			
	Boone	10,800	10,600	98
	Jo Daviess	9,100	8,800	97
	Stephenson	19,400	19,000	98
	WISCONSIN			
	Adams	5,300	5,100	96
	Crawford	6,100	6,000	98
Dodge	26,700	26,200	98	
Green Lake	7,500	7,300	97	
Monroe	13,100	12,800	98	
Station Totals		410,200	401,400	98
Net Weekly Circulation (1988)			170,900	
Average Daily Circulation (1988)			71,800	

Wisconsin—Madison

WMTV

Ch. 15

Network Service: NBC.

Licensee: Adams TV of Madison Inc., 615 Forward Dr., Madison, WI 53711.

Studio: 615 Forward Dr., Madison, WI 53711.

Telephone: 608-274-1515. **TWX:** 910-286-2729.

Technical Facilities: Channel No. 15 (476-482 MHz). Authorized power: 1050-kw max. & 794-kw horizontal visual, 105-kw max. & 79.40-kw horizontal aural. Antenna: 1160-ft. above av. terrain, 1099-ft. above ground, 2157-ft. above sea level.

Latitude 43° 03' 01"
Longitude 89° 29' 15"

Transmitter: W. Beltline Hwy.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: 2 Harris Ku-band; Microdyne, 7-meter C-band; United Satellite Systems, 3.8-meter C-band; United Satellite Systems, 5-meter C-band; 3.8-meter Ku-band; M/A-Corn, Microdyne, Scientific-Atlanta receivers.

News Services: AP, NBC.

Ownership: Adams Communications Corp., 100%. See Group Ownership of Television Stations.

Began Operation: July 8, 1953. Sale by Forward Communications Corp. approved by FCC Aug. 16, 1984. Previous sale to Forward by Lee P. Loomis approved May 15, 1963 by FCC (*Television Digest*, Vol. 3:20). Sale to Loomis by WTVJ interests (Mitchell Wolfson) approved April 2, 1958 (Vol. 14:10, 14). Previous sale to WTVJ interests by founding Gerald A. Bartell family approved July 25, 1957 (Vol. 13:26, 30). Sale to present owner approved Dec. 23, 1987.

Represented (sales): Blair Television.

Represented (legal): Wiley, Rein & Fielding.

Personnel:

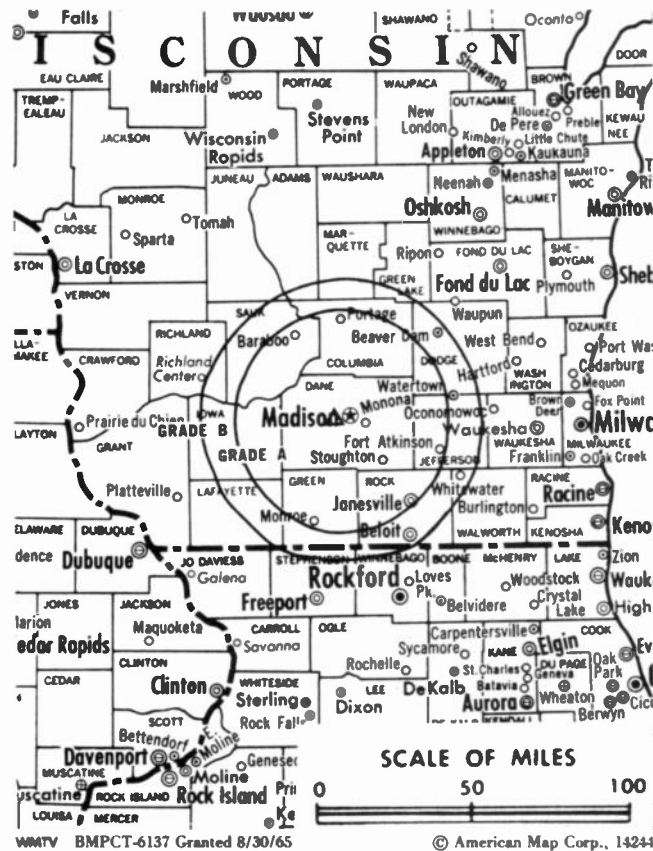
- VICKIE STREET, president & general manager.
- BRUCE PFEIFFER, local sales manager.
- FRED SOLE, operations & program director.
- BRYAN BROSAMLE, news director.
- DAVID GERISCH, chief engineer.
- GREGG BURMEISTER, promotion director.

Highest 30 Sec. Rate: \$1200.

City of License: Madison. **ADI:** Madison. **Rank:** 106.

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	WISCONSIN			
	Columbia	18,000	17,600	98
	Dane	135,900	132,900	98
	Green	12,300	12,100	98
	Iowa	7,600	7,400	97



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	JEFFERSON	24,300	24,000	99
	Juneau	8,600	8,300	96
	Lafayette	6,200	6,100	98
	Marquette	5,500	5,300	96
	Richland	6,600	6,400	97
	Sauk	51,900	51,300	99
Between 25-49%	WISCONSIN			
	Adams	5,300	5,100	96
	Dodge	26,700	26,200	98
Between 5-24%	Grant	17,900	17,300	97
	ILLINOIS			
	Jo Daviess	9,100	8,800	97
	Stephenson	19,400	19,000	98
	WISCONSIN			
Crawford	6,100	6,000	98	
Green Lake	7,500	7,300	97	
Vernon	10,000	9,800	98	
Walworth	27,200	26,800	99	
Waushara	8,300	8,100	98	
Station Totals		431,800	422,700	98
Net Weekly Circulation (1988)				279,100
Average Daily Circulation (1988)				150,200

Wisconsin—Milwaukee

WCGV-TV

Ch. 24

Network Service: Fox.

Licensee: HR Broadcasting Corp. of Milwaukee Inc., 5445 N. 27th St., Milwaukee, WI 53209.

Studio: 5445 N. 27th St., Milwaukee, WI 53209.

Telephone: 414-527-2424.

Technical Facilities: Channel No. 24 (530-536 MHz). Authorized power: 3000-kw max. visual, 300-kw max. aural. Antenna: 1028-ft. above av. terrain, 1089-ft. above ground, 1747-ft. above sea level.

Latitude 43° 05' 15"
Longitude 87° 54' 12"

Transmitter: 3950 N. Holton St.

Satellite Earth Stations: Microwave Specialties, 5-meter; Scientific-Atlanta, 4.6-meter; Scientific-Atlanta receivers.

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

Began Operation: March 19, 1980. Sale to present owner by Byron Lasky, Howard Heckel, et al., approved by FCC July 14, 1986 (*Television Digest*, Vol. 26:26).

Represented (sales): Katz Independent TV Sales.

Personnel:

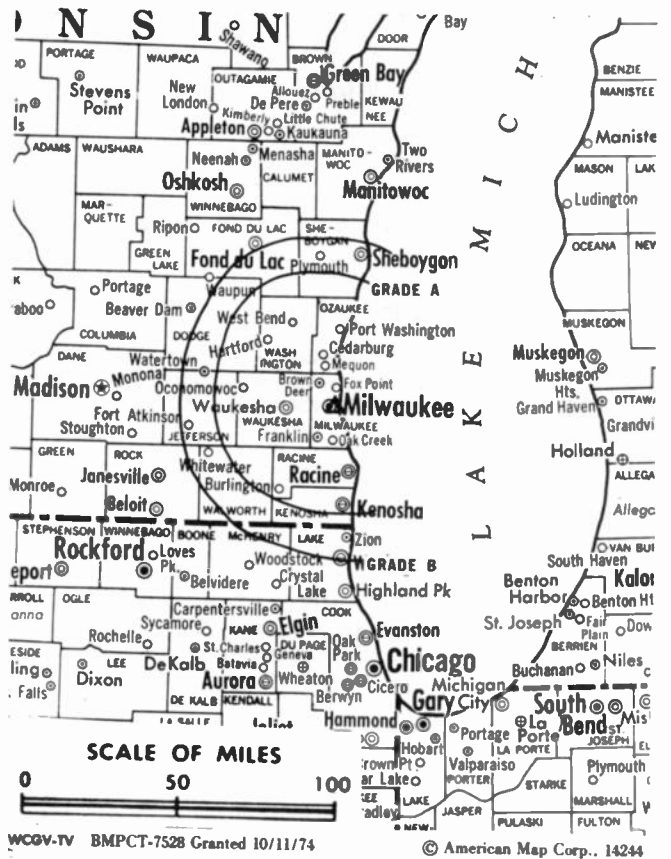
- ROBERT J. FURLONG, vice president & general manager.
- MITCHELL NYE, vice president & general sales manager.
- BETTY HERTZ, vice president, programming.
- WALLY WHITE, chief engineer.
- DAN KENDALL, promotion director.

Rates: Not available.

City of License: Milwaukee. **ADI:** Milwaukee. **Rank:** 30.

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	WISCONSIN		
	Milwaukee	374,100	369,400 99
	Ozaukee	24,700	24,400 99
	Racine	63,300	62,800 99
	Washington	30,900	30,600 99
	Waukesha	100,400	99,400 99



Net Weekly Circulation	State County	Total Households	TV Households Households %
Between 25-49%	WISCONSIN		
	Dodge	26,700	26,200 98
	Jefferson	24,300	24,000 99
	Kenosha	44,100	43,600 99
	Sheboygan	37,700	37,300 99
Between 5-24%	Walworth	27,200	26,800 99
	WISCONSIN		
	Fond Du Lac	31,800	31,300 98
Station Totals		785,200	775,800 99
Net Weekly Circulation (1988)			413,300
Average Daily Circulation (1988)			176,100

Wisconsin—Milwaukee

WISN-TV

Ch. 12

Network Service: ABC.

Licensee: The Hearst Corp., Box 402, Milwaukee, WI 53201.

Studio: 19th & Wells Sts., Milwaukee, WI 53201.

Mailing Address: Box 402, Milwaukee, WI 53201.

Telephone: 414-342-8812. **TWX:** 910-262-3417.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1000-ft. above av. terrain, 1105-ft. above ground, 1735-ft. above sea level.

Latitude 43° 06' 41"
Longitude 87° 55' 38"

Transmitter: 5201 N. Milwaukee River Pkwy.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Vertex, 4.5-meter Ku-band; Andrew, 5-meter; Andrew, 4.5-meter; Andrew, 7.3-meter; SatCom, 5.6-meter; Scientific-Atlanta, AvanteK receivers.

AM Affiliate: WISN, 50-kw, 1130 kHz.

FM Affiliate: WLTO, 11.5-kw, 97.3 MHz (No. 247), 910-ft.

News Services: ABC, AP, UPI, Group W Newsfeed, Conus.

Ownership: The Hearst Corp. See Group Ownership of Television Stations.

Began Operation: October 27, 1954 as WTVW; sale to present owners by group headed by L. F. Gran, Paul A. Pratt & Loron Thurwachter approved by FCC March 2, 1955 (*Television Digest*, Vol. 11:2, 5, 10).

Represented (sales): Blair Television.

Represented (legal): Dempsey & Koplovitz.

Represented (engineering): Quarles & Brady.

Personnel:

HOWARD RITCHIE JR., vice president & general manager.
JOHN STEWART, general sales manager.
JIM KILLORAN, national sales manager.
TERRY W. DOLAN, director of broadcast services.
STEPHEN OLSZYK, news director.
BILL LOWERY, production manager.
JIM WAGNER, director of promotion.
RANDY PRICE, chief engineer.
MARY ALICE TIERNEY DUNN, director of community services/public affairs.

Highest 30 Sec. Rate: \$8000.

NETWORK BASE HOURLY RATE: \$1850.

City of License: Milwaukee. **ADI:** Milwaukee. **Rank:** 30.

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	WISCONSIN Dodge	26,700	26,200	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Jefferson	24,300	24,000	99
	Kenosha	44,100	43,600	99
	Milwaukee	374,100	369,400	99
	Ozaukee	24,700	24,400	99
	Racine	63,300	62,800	99
	Sheboygan	37,700	37,300	99
	Walworth	27,200	26,800	99
	Washington	30,900	30,600	99
	Waukesha	100,400	99,400	99
Between 25-49%	WISCONSIN Fond Du Lac	31,800	31,300	98
Between 5-24%	ILLINOIS Mchenry	59,000	58,600	99
	WISCONSIN Calumet	11,700	11,500	98
	Columbia	18,000	17,600	98
	Green Lake	7,500	7,300	97
	Manitowoc	30,000	29,700	99
	Marquette	5,500	5,300	96
	Waushara	8,300	8,100	98
	Winnebago	51,800	51,300	99
Station Totals		977,000	965,200	99
Net Weekly Circulation (1988)			690,300	
Average Daily Circulation (1988)			386,900	

Wisconsin—Milwaukee

WITI-TV

Ch. 6

Network Service: CBS.

Licensee: Gillett Communications of Milwaukee Inc.

Studio: 9001 N. Green Bay Rd., Milwaukee, WI 53217.

Mailing Address: Box 17600, Milwaukee, WI 53217.

Telephone: 414-355-6666. TWX: 910-262-3425. Telex: 355-3263 (414).

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1000-ft. above av. terrain, 1078-ft. above ground, 1720-ft. above sea level.

Latitude 43° 05' 24"
Longitude 87° 53' 47"

Transmitter: NE corner of Capitol Dr. & Estabrook Pkwy., Shorewood, WI.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Scientific-Atlanta, 7-meter; Scientific-Atlanta, 4.5-meter Ku-band; M/A-Com, Scientific-Atlanta receivers.

News Services: AP, UPI.

Ownership: Gillett Communications Co. See Group Ownership of Television Stations.

Began Operation: May 21, 1956.

Represented (sales): TeleRep Inc.

Represented (legal): Pepper & Corazzini.

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

Personnel:

ANDREW P. POTOS, president & general manager.
RAYMOND H. ENGELHART, director of programming.
MARIA TULLY, general sales manager.
ANNE CLAUSEN, director of creative services.
JILL GEISLER, news & community services manager.
DONALD ROERING, chief engineer.
JAMES KURZ, controller.

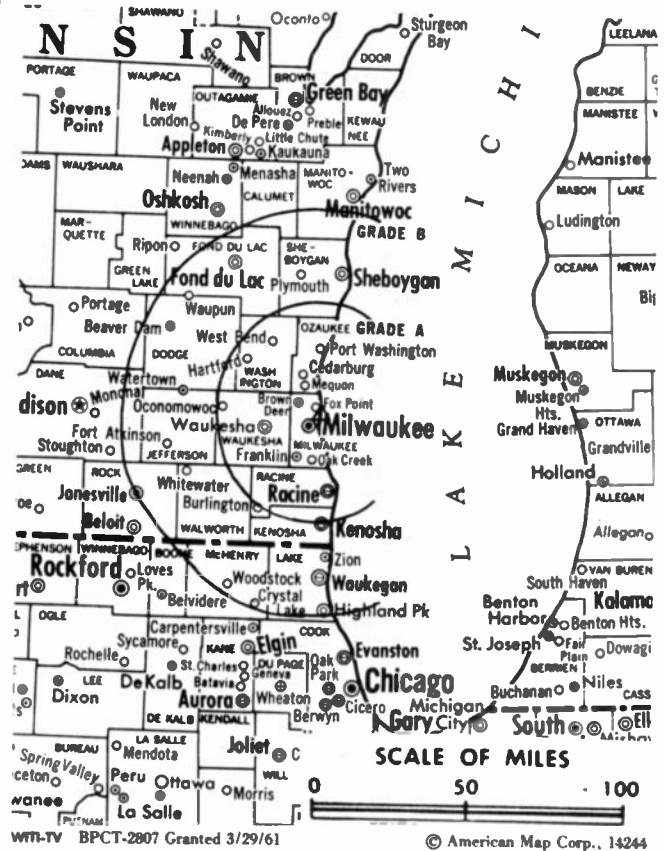
Rates: Not available.

NETWORK BASE HOURLY RATE: \$1838.

City of License: Milwaukee. ADI: Milwaukee. Rank: 30.

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	WISCONSIN			
	Dodge	26,700	26,200	98
	Jefferson	24,300	24,000	99
	Kenosha	44,100	43,600	99



Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	Milwaukee	374,100	369,400	99
	Ozaukee	24,700	24,400	99
	Racine	63,300	62,800	99
	Sheboygan	37,700	37,300	99
	Walworth	27,200	26,800	99
	Washington	30,900	30,600	99
	Waukesha	100,400	99,400	99
Between 25-49%	WISCONSIN			
	Fond Du Lac	31,800	31,300	98
	ILLINOIS			
Between 5-24%	Lake	159,900	158,600	99
	Mchenry	59,000	58,600	99
	MICHIGAN			
	Mason	10,500	10,100	96
	WISCONSIN			
	Cajumet	11,700	11,500	98
	Green Lake	7,500	7,300	97
	Manitowoc	30,000	29,700	99
Station Totals		1,063,800	1,051,600	99
Net Weekly Circulation (1988)			684,900	
Average Daily Circulation (1988)			385,500	

Wisconsin—Milwaukee

WTMJ-TV

Ch. 4

Network Service: NBC.

Licensee: WTMJ Inc., 720 E. Capitol Dr., Milwaukee, WI 53201.

Studio: 720 E. Capitol Dr., Milwaukee, WI 53201.

Telephone: 414-332-9611. TWX: 910-262-3141.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1000-ft. above av. terrain, 1096-ft. above ground, 1728-ft. above sea level.

Latitude 43° 05' 29"
Longitude 87° 54' 07"

Transmitter: 720 E. Capitol Dr.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Harris, 5-meter C-band; Andrew, 4.6-meter Ku- & C-band; Harris, 5-meter Ku-band; M/A-Com, 5-meter C-band; Andrew, Harris, M/A-Com, Scientific-Atlanta receivers.

AM Affiliate: WTMJ, 5-kw, 620 kHz.

FM Affiliate: WKTJ, 15.5-kw, 94.5 MHz (No. 233), 910-ft.

News Services: CNN, NBC, NIWS, NPS, SNS.

Ownership: WTMJ Inc. See Group Ownership of Television Stations.

Began Operation: December 3, 1947.

Represented (sales): MMT Sales Inc.

Represented (legal): Hogan & Hartson.

Represented (engineering): Jansky & Bailey.

Personnel:

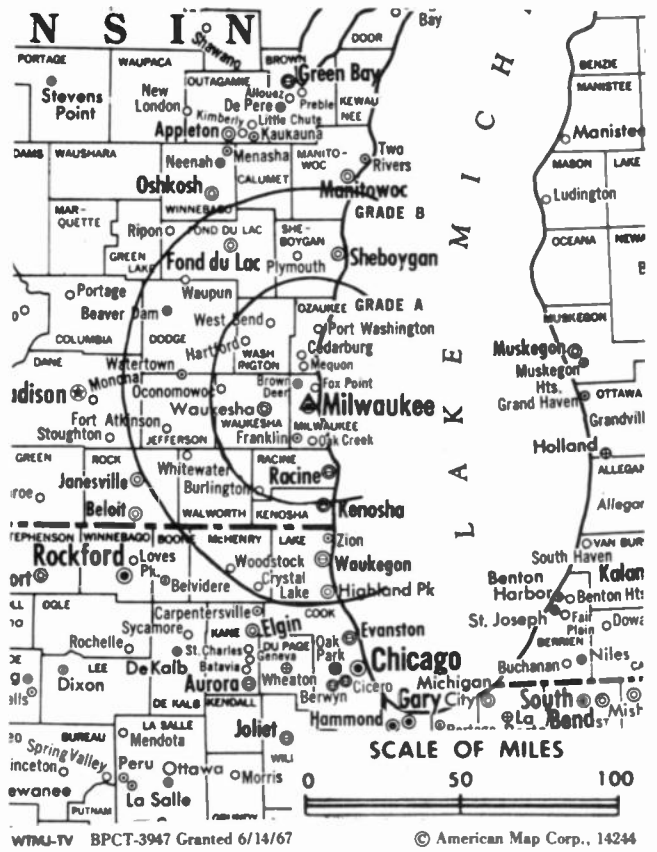
- STEVEN SMITH, president.
- WAYNE BARNETT, vice president & general manager.
- NORB RYAN, general sales manager.
- MARK LEGRAND, local sales manager.
- MARK STRACHOTA, national sales manager.
- GERALD McGRATH, program manager.
- TOM MIKKELSON, director of engineering.
- LIA ALCALAY RIGER, promotion director.
- TOM LULJAK, news director.
- GLENN KLIEMAN, managing editor.
- ED HINSHAW, manager of editorial affairs.
- MARY ALICE TIERNEY, community affairs manager.
- DAVID ORESHACK, production manager.
- ROD SYNNE, community relations director.
- HANK STODDARD, sports director.
- RON KURTIS, business manager.

Highest 30 Sec. Rate: \$4000.

NETWORK BASE HOURLY RATE: \$1850.

City of License: Milwaukee. ADI: Milwaukee. Rank: 30.

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	WISCONSIN			
	Dodge	26,700	26,200	98
	Jefferson	24,300	24,000	99
	Kenosha	44,100	43,600	99
	Milwaukee	374,100	369,400	99
	Ozaukee	24,700	24,400	99
	Racine	63,300	62,800	99
	Sheboygan	37,700	37,300	99
	Walworth	27,200	26,800	99
Between 25-49%	Washington	30,900	30,600	99
	Waukesha	100,400	99,400	99
Between 5-24%	WISCONSIN			
	Fond Du Lac	31,800	31,300	98
	Green Lake	7,500	7,300	97
Between 5-24%	ILLINOIS			
	Lake	159,900	158,600	99
	WISCONSIN			
	Calumet	11,700	11,500	98
	Columbia	18,000	17,600	98
	Manitowoc	30,000	29,700	99
Rock	51,900	51,300	99	
Winnebago	51,800	51,300	99	
Station Totals		1,116,000	1,103,100	99
Net Weekly Circulation (1988)			741,300	
Average Daily Circulation (1988)			478,500	

Wisconsin—Milwaukee

WVCY-TV

Ch. 30

Network Service: None, independent.

Grantee: Wisconsin Voice of Christian Youth, 2712 W. Vliet St., Milwaukee, WI 53208.

Studio: 2712 W. Vliet St., Milwaukee, WI 53208.

Telephone: 414-935-3000.

Technical Facilities: Channel No. 30 (566-572 MHz). Authorized power: 1070-kw max. & 550-kw horizontal visual, 107-kw max. & 55-kw horizontal aural. Antenna: 960-ft. above av. terrain, 1089-ft. above ground, 1747-ft. above sea level.

Latitude 43° 05' 15"
Longitude 87° 54' 12"

Transmitter: 3950 N. Holton St.

Satellite Earth Stations: ChannelMaster, 3-meter C-band; Kaultronics, 4-meter C-band.

News Service: CNN:

Ownership: Wisconsin Voice of Christian Youth Inc. Dr. Randall Melchert, pres.; Victor C. Eliason, v.p.; Walter Lecocq, secy.; Annie Olsen, treas. Also operates WSCO(TV), Suring, WI.

Began Operation: January 1, 1983.

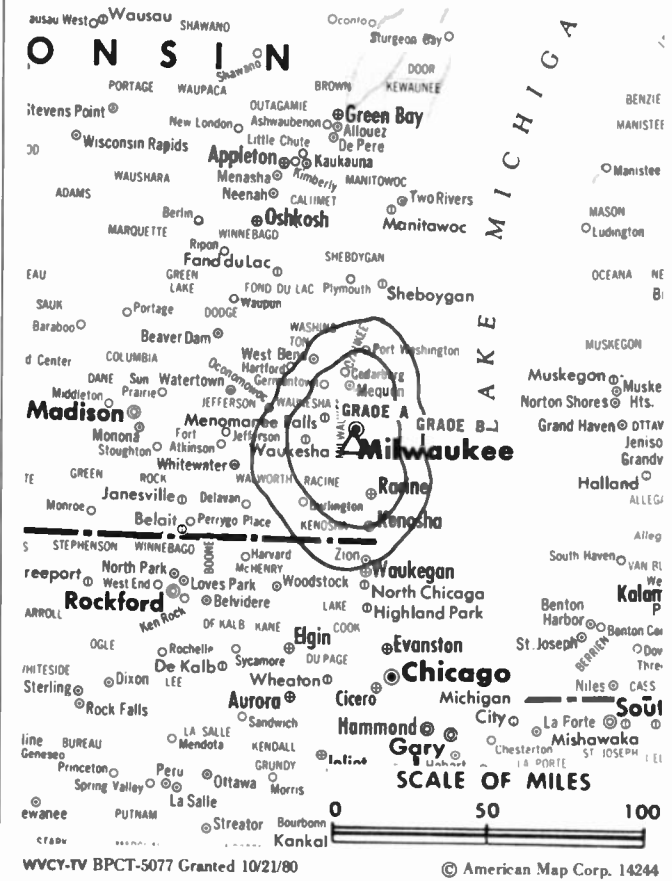
Represented (legal): Wiley, Rein & Fielding.

Personnel:
VIC ELIASON, general manager.

Rates: Not available.

City of License: Milwaukee. **ADI:** Milwaukee. **Rank:** 30.

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	%
WISCONSIN				
Between 5-24%	Sheboygan	37,700	37,300	99
	Washington	30,900	30,600	99
Station Totals		68,600	67,900	99
Net Weekly Circulation (1988)			19,800	
Average Daily Circulation (1988)			5,900	

Wisconsin—Milwaukee

WVTV

Ch. 18

Network Service: None, independent.

Licensee: Gaylord Broadcasting Co., Box 1818, Milwaukee, WI 53201-1818.

Studio: 4041 N. 35th St., Milwaukee, WI 53201.

Telephone: 414-442-7050. **TWX:** 910-262-3466.

Fax: 414-874-1899. **Easylink:** 62018179.

Technical Facilities: Channel No. 18 (494-500 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 986-ft. above av. terrain, 1040-ft. above ground, 1655-ft. above sea level.

Latitude 43° 05' 48"
Longitude 87° 54' 19"

Transmitter: 0.5-mi. N of E. Capitol Dr. on N. Humboldt Ave., Milwaukee.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Comtech, 4.6-meter Ku-band; Comtech, 5-meter; Scientific-Atlanta, 7-meter; M/A-Corn, Microwave Assoc., Pinzone, Scientific-Atlanta receivers.

News Service: AP.

Ownership: Gaylord Broadcasting Co. See Group Ownership of Television Stations.

Began Operation: July 20, 1959. Sale to present owner by Harold & Bernard Sampson approved by FCC March 24, 1966 (*Television Digest*, Vol. 5:45; 6:13). Previous sale of 51% by Gene Posner to Harold & Bernard Sampson approved Aug. 9, 1962 (Vol. 2:26).

Represented (sales): Petry Television Inc.

Represented (legal): Pierson, Ball & Dowd.

Personnel:

- HAROLD PROTTER, vice president & general manager.
- TOM GAERTNER, sales director.
- DEANNE HAVILAND, national sales manager.
- STEVE KOLB, local sales manager.
- ALISON GRAF, business manager.
- LYLE SCHULZE, program director.
- JIM HALL, director of engineering.
- PAULA BRUCE, promotion director.

Rates: On request.

City of License: Milwaukee. **ADI:** Milwaukee. **Rank:** 30.

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				
WISCONSIN				
	Dodge	26,700	26,200	98
	Milwaukee	374,100	369,400	99
	Ozaukee	24,700	24,400	99
	Racine	63,300	62,800	99
	Sheboygan	37,700	37,300	99
	Walworth	27,200	26,800	99
	Washington	30,900	30,600	99
	Waukesha	100,400	99,400	99



Net Weekly Circulation	State County	Total Households	TV Households	%
WISCONSIN				
Between 25-49%	Fond Du Lac	31,800	31,300	98
	Jefferson	24,300	24,000	99
	Kenosha	44,100	43,600	99
	Rock	51,900	51,300	99
	Wood	29,600	29,200	99
ILLINOIS				
Between 5-24%	Lake	159,900	158,600	99
	Mchenry	59,000	58,600	99
WISCONSIN				
	Calumet	11,700	11,500	98
	Columbia	18,000	17,600	98
	Green Lake	7,500	7,300	97
	Manitowoc	30,000	29,700	99
	Marathon	41,600	41,100	99
	Portage	20,800	20,400	98
	Sauk	17,400	16,900	97
	Winnebago	51,800	51,300	99
Station Totals		1,284,400	1,269,300	99
Net Weekly Circulation (1988)				606,100
Average Daily Circulation (1988)				237,000

Wisconsin—Suring

WSCO

Ch. 14

Network Service: None, independent.

Licensee: Wisconsin Voice of Christian Youth, 2712 W. Vliet St., Milwaukee, WI 53208.

Studio: Hwy. 32, Box 414, Suring, WI 54174.

Telephone: 414-842-4014.

Technical Facilities: Channel No. 14 (470-476 MHz). Authorized power: 200-kw visual, 40-kw aural. Antenna: 622-ft. above av. terrain, 557-ft. above ground, 1497-ft. above sea level.

Latitude	44°	59'	30"
Longitude	88°	23'	55"

Transmitter: On Hwy. 32, 1.7-mi. NW of Suring.

Ownership: Wisconsin Voice of Christian Youth Inc. See WVCY-TV, Milwaukee, WI.

Began Operation: February 22, 1984. Left air July 28, 1987 due to extensive damage to transmitter. Scheduled to resume operation Nov. 1, 1988.

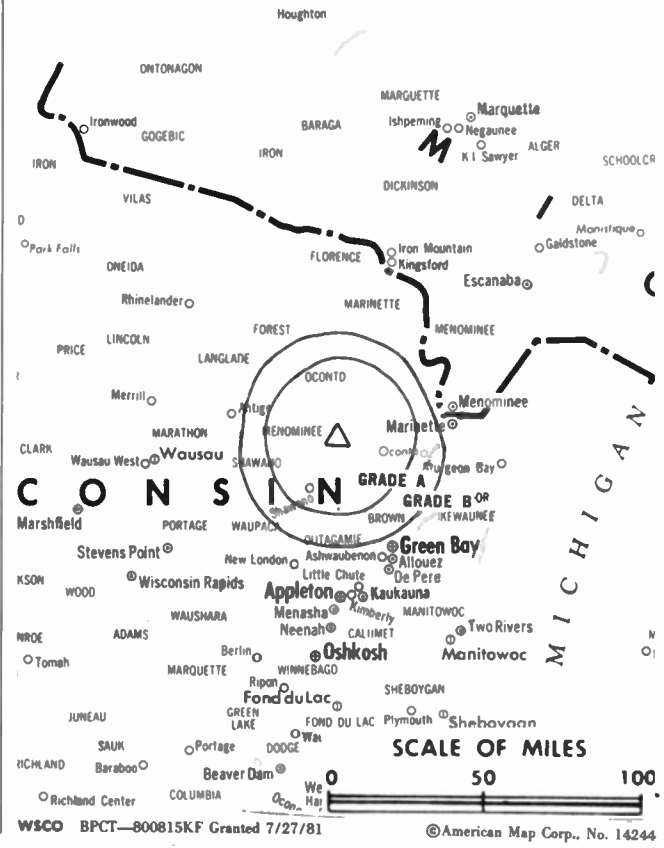
Represented (engineering): Lyle R. Evans.

Personnel:
TOM COOK, general manager.

Rates: Not available.

Arbitron Data: Not available.

City of License: Suring. **ADI:** Green Bay-Appleton. **Rank:** 68.



Wisconsin—Wausau-Rhineland

WJFW-TV

Ch. 12

Network Service: NBC.

Licensee: Northland TV Inc., Box 858, Rhineland, WI 54501.

Studio: S. Oneida Ave., Rhineland, WI 54501.

Telephone: 715-369-4700.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 57.6-kw aural. Antenna: 1662-ft. above av. terrain, 1679-ft. above ground, 3323-ft. above sea level.

Latitude 45° 40' 02"
Longitude 89° 12' 27"

Transmitter: County Hwy. C at Starks.

Satellite Earth Stations: 3 in operation; Channel Master, Harris receivers.

News Services: NBC, UPI.

Ownership: Seaway-Communications Inc. See Group Ownership of Television Stations.

Began Operation: October 20, 1966. Left air Nov. 17, 1968 following destruction of transmitter by plane crash. Resumed operation Sept. 10, 1969 (*Television Digest*, Vol. 9:37). Distress sale to present minority-owned company by Alvin E. O'Konski approved by FCC April 20, 1979 (Vol. 19:16).

Represented (sales): Seitel Inc.

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

Personnel:

MARIE PLATTETER, general manager.
JULIE SWAN, traffic director.
BRIAN HENNING, chief engineer.
MICHAEL MICHALAK, news director.

Highest 30 Sec. Rate: \$400.

NETWORK BASE HOURLY RATE: \$275.

City of License: Rhineland. **ADI:** Wausau-Rhineland. **Rank:** 128.

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	MICHIGAN			
	Iron	5,600	5,500	98
	Ontonagon	3,500	3,400	97
	WISCONSIN			
	Florence	1,400	1,400	100
	Forest	3,500	3,400	97
	Iron	2,700	2,700	100
	Langlade	7,600	7,400	97
	Lincoln	11,000	10,800	98
	Marathon	41,600	41,100	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Oneida	12,900	12,600	98
	Price	6,400	6,200	97
	Vilas	7,500	7,300	97
Between 25-49%	MICHIGAN			
	Dickinson	10,400	10,200	98
	Gogebic	7,300	7,100	97
WISCONSIN	Taylor	6,500	6,300	97
	Between 5-24%	MICHIGAN		
Baraga		3,000	2,900	97
Menominee		9,600	9,400	98
WISCONSIN				
Ashland	6,400	6,300	98	
Marinette	15,800	15,600	99	
Menominee	800	800	100	
Station Totals		163,500	160,400	98
Net Weekly Circulation (1988)				86,300
Average Daily Circulation (1988)				44,000

Wisconsin—Wausau

WAOW-TV

Ch. 9

Network Service: ABC.

Licensee: Tak Communications Inc.

Studio: 1908 Grand Ave., Wausau, WI 54401.

Telephone: 715-842-2251. **TWX:** 510-601-0101.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 63-kw aural. Antenna: 1210-ft. above av. terrain, 647-ft. above ground, 2549-ft. above sea level.

Latitude 44° 55' 14.30"
Longitude 89° 41' 30.60"

Transmitter: Rib Mountain.

Satellite Earth Station: United Satellite Systems, 5-meter; United Satellite Systems receivers.

News Services: AP, CNN.

Ownership: Tak Communications Inc. See Group Ownership of Television Stations.

Began Operation: May 7, 1965. Sale to present owner by Liberty Broadcasting approved by FCC Jan. 7, 1985 (*Television Digest*, Vol. 24:43).

Represented (sales): Katz Television.

Represented (legal): Dow, Lohnes & Albertson.

Personnel:

Laurin Jorstad, general manager.
Jim Graham, station manager.
Ron Montezon, general sales manager.
Bruce Pfeiffer, local sales manager.
Sharon Reyer, promotion director.
Tom Robinson, news director.
Russ Crass, chief engineer.

Highest 30 Sec. Rate: \$350.

NETWORK BASE HOURLY RATE: \$450.

City of License: Wausau. **ADI:** Wausau-Rhineland. **Rank:** 128.

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	%
WISCONSIN				
50% & Over	Adams	5,300	5,100	96
	Clark	12,300	11,900	97
	Forest	3,500	3,400	97
	Langlade	7,600	7,400	97
	Lincoln	11,000	10,800	98
	Marathon	41,600	41,100	99
	Oneida	12,900	12,600	98
	Portage	20,800	20,400	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Price	6,400	6,200	97
	Taylor	6,500	6,300	97
	Vilas	7,500	7,300	97
	Wood	29,600	29,200	99
WISCONSIN				
Between 25-49%	Juneau	8,600	8,300	96
	Menominee	800	800	100
	Waupaca	16,500	16,300	99
WISCONSIN				
Between 5-24%	Eau Claire	31,600	31,000	98
	Florence	1,400	1,400	100
	Iron	2,700	2,700	100
	Jackson	6,300	6,100	97
	Marquette	5,500	5,300	96
	Monroe	13,100	12,800	98
	Rusk	5,900	5,700	97
	Shawano	14,000	13,800	99
Waushara	8,300	8,100	98	
Station Totals		279,700	274,000	98
Net Weekly Circulation (1988)			166,300	
Average Daily Circulation (1988)			109,100	

Wisconsin—Wausau

WSAW-TV

Ch. 7

Network Service: CBS.

Licensee: Adams TV of Wausau Inc., Box 8088, Wausau, WI 54402.

Studio: 1114 Grand Ave., Wausau, WI 54401.

Telephone: 715-845-4211.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 1209-ft. above av. terrain, 645-ft. above ground, 2547-ft. above sea level.

Latitude 44° 55' 14.30"
Longitude 89° 41' 30.60"

Transmitter: Rib Mountain.

Satellite Earth Stations: Comtech, 5-meter C-band; Scientific-Atlanta, 4.6-meter C-band; Scientific-Atlanta, 7-meter C-band; Vertex, 4.6-meter Ku-band; RCA, Scientific-Atlanta, M/A-Corn receivers.

News Services: AP, UPI, CBS, CNN.

Ownership: Adams Communications Corp., 100%. See Group Ownership of Television Stations.

Began Operation: October 24, 1954. Sale by Forward Communications Corp. approved by FCC August 16, 1984 (*Television Digest*, Vol. 23:44). Sale to present owner approved Dec. 23, 1987.

Represented (sales): Blair Television.

Represented (engineering): Silliman & Silliman.

Personnel:

JOHN D. DUDLEY, executive vice president & general manager.
SHIRLEY A. BICKFORD, executive assistant to the president.
CHRIS J. EIGENBERGER, general sales manager.
DONALD COCHART, vice president, operations.
MARK ZELICH, vice president, news & sports director.
MIKE RUESCH, vice president, finance.
JOE KAMENICK, chief engineer.

Highest One Hour Rate: \$1400.

Highest 30 Sec. Rate: \$540.

City of License: Wausau. ADI: Wausau-Rhineland. Rank: 128.

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	WISCONSIN			
	Adams	5,300	5,100	96
	Clark	12,300	11,900	97
	Forest	3,500	3,400	97
	Langlade	7,600	7,400	97
	Lincoln	11,000	10,800	98
	Marathon	41,600	41,100	99
Oneida	12,900	12,600	98	

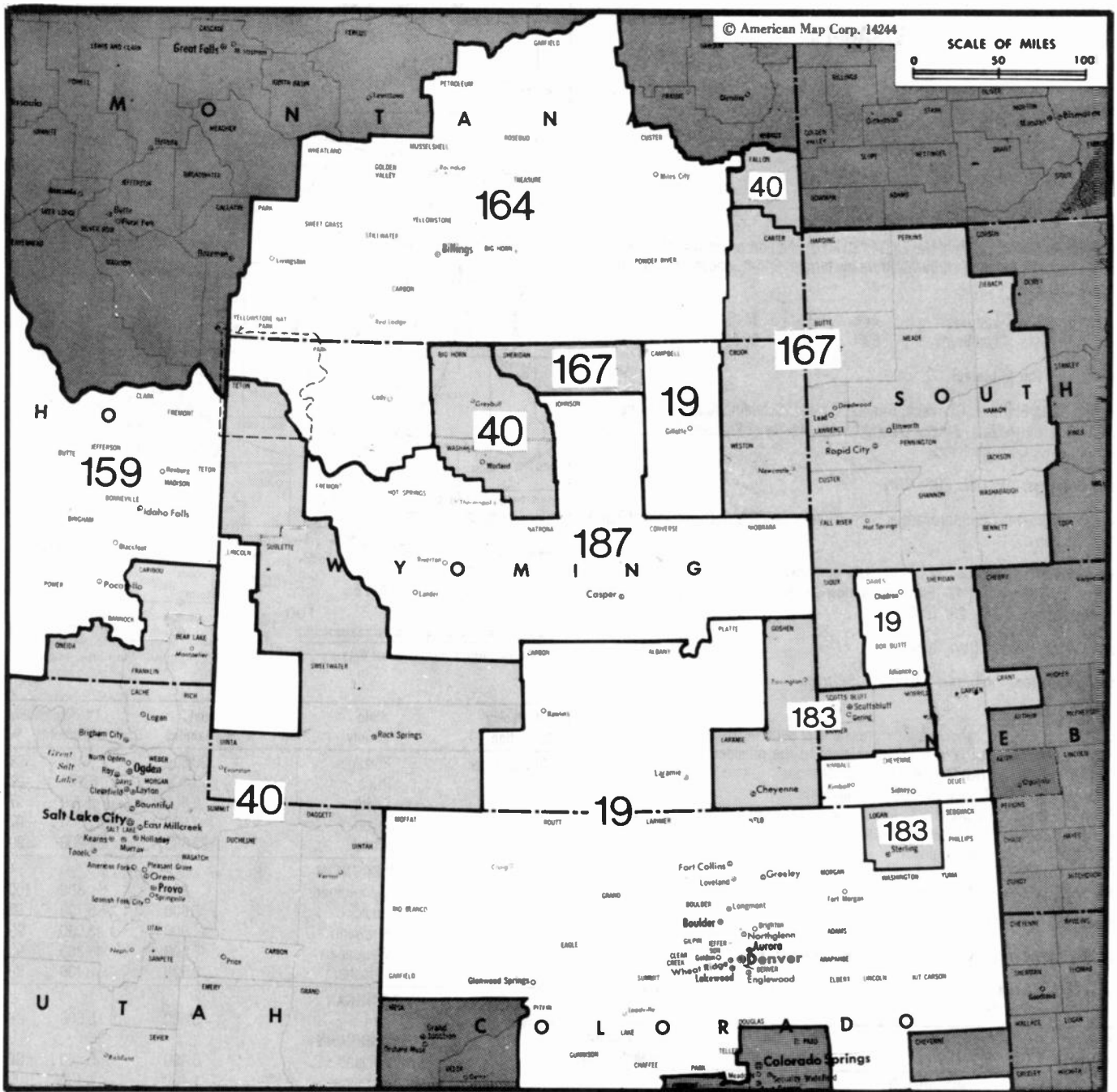


WSAW-TV BPCT-2289 Granted 9/13/57

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Portage	20,800	20,400	98
	Price	6,400	6,200	97
	Taylor	6,500	6,300	97
	Vilas	7,500	7,300	97
	Wood	29,600	29,200	99
Between 25-49%	WISCONSIN			
	Menominee	800	800	100
	Rusk	5,900	5,700	97
	Shawano	14,000	13,800	99
	Waupaca	16,500	16,300	99
Waushara	8,300	8,100	98	
Between 5-24%	MICHIGAN			
	Iron	5,600	5,500	98
	WISCONSIN			
	Ashland	6,400	6,300	98
	Florence	1,400	1,400	100
Iron	2,700	2,700	100	
Juneau	8,600	8,300	96	
Monroe	13,100	12,800	98	
Station Totals		248,300	243,400	98
Net Weekly Circulation (1988)				171,800
Average Daily Circulation (1988)				113,600

Wyoming



Market	Arbitron ADI TV Households	Rank
Denver, CO.....	1,021,600	19
Salt Lake City, UT.....	589,800	40
Idaho Falls-Pocatello, ID.....	99,800	159
Billings-Hardin, MT.....	87,600	164
Rapid City, SD.....	82,800	167
Cheyenne, WY-Scottsbluff, NE, Sterling, CO.....	57,400	183
Casper-Riverton, WY.....	49,800	187

Market Area Commercial TV Stations
KCNC-TV (4), KDVR (31), KFNR (11), KMGH-TV (7), KREG-TV (3), KSB5-TV (24), KUBD (59), KUSA-TV (9), KWGN-TV (2)
KOOG-TV (30), KSL-TV (5), KSTU (13), KTVX (4), KUTV (2)
KIDK (3), KIFI-TV (8), KPVI (6)
KOUS-TV (4), KTVQ (2), KULR-TV (8), KYUS-TV (3)
KCLO-TV (15), KEVN-TV (7), KHSD-TV (11), KIVV-TV (5), KOTA-TV (3), KSGW-TV (12)
KDUH-TV (4), KGWN-TV (5), KKTU (33), KSTF (10), KTVS (3)
KFNB (20), KFNE (10), KGWC-TV (14), KGWL-TV (5), KGWR-TV (13), KTWQ-TV (2)

State Cross Reference List	
Communities That Receive Programs of Stations That are Located Elsewhere	
KOWY, Riverton.....	See Lander, WY
KFNE, Riverton.....	See Lander, WY

Wyoming Station Totals as of October 1, 1988	VHF	UHF	TOTAL
Commercial Television Stations	7	3	10
Educational Television Stations	1	0	1
	8	3	11

Wyoming—Casper

KFNB

Ch. 20

(Operates satellites KFNE, Riverton & KFNR, Rawlins, WY)

Network Service: ABC.

Licensee: Casper Channel 20 Inc.

Studio: 7075 Salt Creek Rd., Box 1, Casper, WY 82601.

Telephone: 307-237-2020.

Technical Facilities: Channel No. 20 (506-512 MHz). Authorized power: 68-kw max. visual, 6.8-kw max. aural. Antenna: 1744-ft. above av. terrain, 150-ft. above ground, 8170-ft. above sea level.

Latitude 42° 44' 37"
Longitude 106° 18' 26"

Holds CP for change to 1557-kw max. visual, 155-kw max. aural, 1750-ft. above av. terrain, 150-ft. above ground, 8190-ft. above sea level; lat. 42° 44' 37", long. 106° 18' 31". BPCT-860523KF.

Transmitter: Casper Mountain, 8-mi. SSW of Casper.

Satellite Earth Stations: In operation.

Ownership: A. J. Stanton Jr., pres., 50%; Catherine L. Malatesta, v.p.-secy.-treas., 50%. Malatesta has interest in KFNE(TV), Lander-Riverton, WY.

Began Operation: November 1, 1984.

Represented (sales): Adam Young Inc.

Represented (legal): Cordon & Kelly.

Represented (engineering): Arthur K. Peters Consulting Engineers.

Personnel:

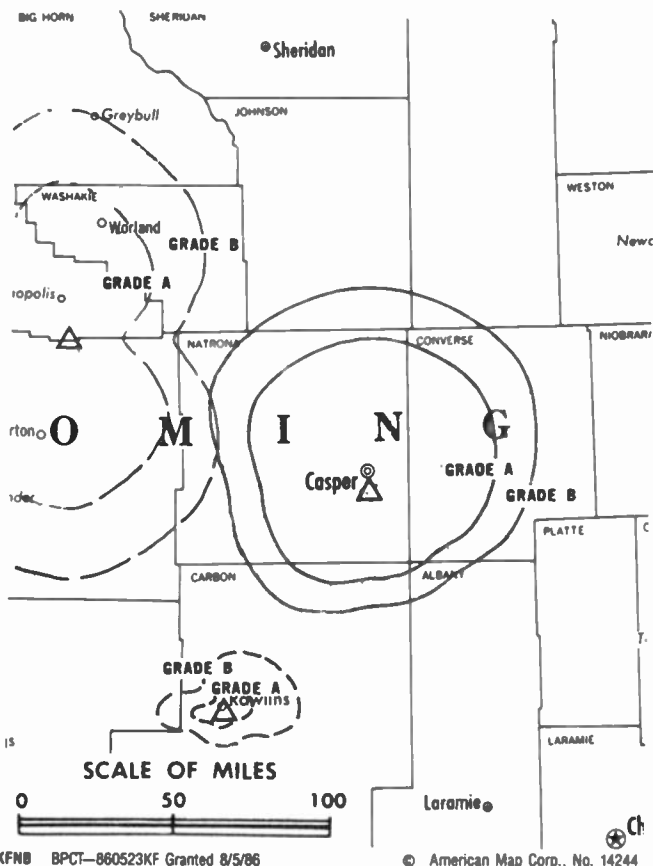
- MARK NALBONE, general manager & general sales manager.
- ANDY CHRISTENSON, national sales manager.
- CHARLES VICK, chief engineer.
- LORI SHELTON, program director.
- GREG MULJIHILL, promotion director.
- GREG FLADAGER, production manager.

Highest 30 Sec. Rate: \$225.

Arbitron Data: Figures include KFNE, Riverton & KFNR, Rawlins, WY.

City of License: Casper. ADI: Casper-Riverton. Rank: 187.

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	WYOMING			
	Natrona	28,300	27,700	98
	WYOMING			
Between 25-49%	Carbon	7,300	7,000	96
	Fremont	12,900	12,500	97
	Washakie	3,500	3,400	97
Between 5-24%	WYOMING			
	Converse	5,300	5,100	96
	Hot Springs	2,100	2,000	95
Station Totals		59,400	57,700	97
Net Weekly Circulation (1988)				30,200
Average Daily Circulation (1988)				13,100

Wyoming—Casper

KGWC-TV

Ch. 14

Network Service: CBS.

Licensee: Stauffer Communications Inc., Box 119, Topeka, KS 66601.

Studio: 304 N. Center St., Casper, WY 82601.

Telephone: 307-234-1111.

Technical Facilities: Channel No. 14 (470-476 MHz). Authorized power: 1380-kw max. & 759-kw horizontal visual, 140-kw max. & 79.40-kw horizontal aural. Antenna: 1880-ft. above av. terrain, 235-ft. above ground, 8255-ft. above sea level.

Latitude 42° 44' 26"
Longitude 106° 21' 34"

Transmitter: R79W, T32N, Section 18, Natrona County.

Satellite Earth Stations: Magnatech, 5-meter C-band; Magnatech, 3-meter C-band; AEL, 4-meter Ku-band; M/A-Com; Microdyne, M/A-Com receivers.

News Services: Accu-Weather, AP, CBS.

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

Began Operation: August 12, 1980. Sale to present owner by Rocky Mountain Communications Network approved by FCC August 25, 1986 (*Television Digest*, Vol. 26:23).

Represented (sales): Blair Television.

Represented (legal): Dow, Lohnes & Albertson.

Personnel:

CARL OCCHIPINTI, general manager.
ALAN NICKSIC, station manager.
TIM SWANSON, general sales manager.
ROB FLYGARE, news director.
JEREMY PATEY, program director.
ROBERT SPAIN, chief engineer.

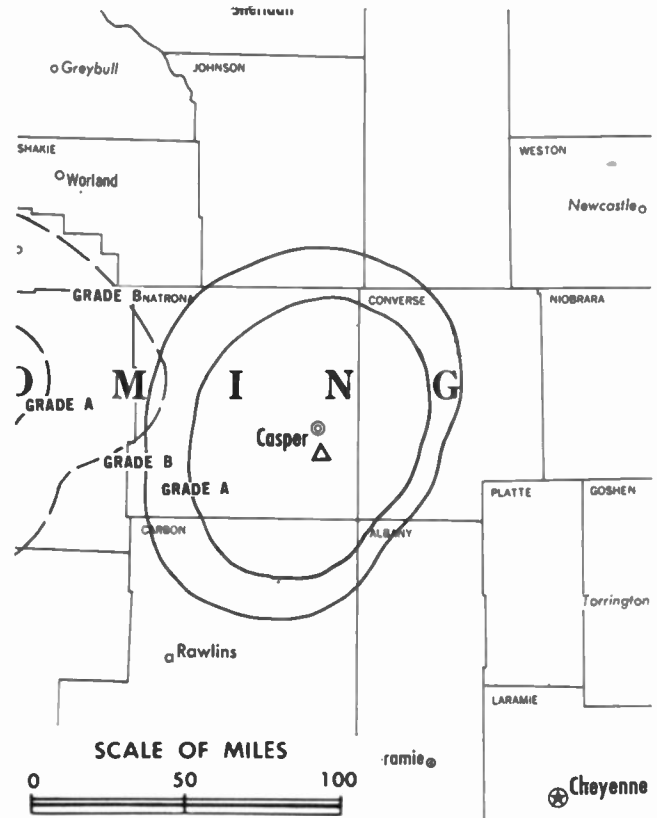
Highest 30 Sec. Rate: \$300.

NETWORK BASE HOURLY RATE: \$375.

Arbitron Data: Figures include satellites KGWL-TV, Lander & KGWR-TV, Rock Springs, WY.

City of License: Casper. **ADI:** Casper-Riverton. **Rank:** 187.

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



KGWC-TV BMPCT-800519KH Granted 6/27/80

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Net Weekly Circulation	State County	Total Households	TV Households	%
WYOMING				
50% & Over	Converse	5,300	5,100	96
	Fremont	12,900	12,500	97
	Johnson	2,600	2,500	96
	Natrona	28,300	27,700	98
WYOMING				
Between 25-49%	Weston	3,000	2,800	95
WYOMING				
Between 5-24%	Campbell	12,800	12,100	95
	Carbon	7,300	7,000	96
	Crook	2,300	2,200	96
	Hot Springs	2,100	2,000	95
	Sweetwater	16,500	15,900	96
	Washakie	3,500	3,400	97
Station Totals		96,600	93,200	96
Net Weekly Circulation (1988)			40,700	
Average Daily Circulation (1988)			18,900	

Wyoming—Casper

KTWO-TV

Ch. 2

(Operates satellite KKTU, Cheyenne, WY)

Network Service: NBC.

Licensee: KTWO Corp., 212 E. Liberty St., Wooster, OH 44691.

Studio: 4200 E. 2nd St., Casper, WY 82609.

Telephone: 307-237-3711. TWX: 910-949-4462.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 22-kw aural. Antenna: 2000-ft. above av. terrain, 375-ft. above ground, 8485-ft. above sea level.

Latitude 42° 44' 03"
Longitude 106° 20' 00"

Transmitter: 8-mi. S of Casper.

Satellite Earth Stations: 6.1-meter; 4.5-meter; 3.5-meter.

News Service: AP.

Ownership: Wooster Republican Printing Co., 100%. See Group Ownership of Television Stations.

Began Operation: March 8, 1957. Sale of station by Harriscope Bcstg. Corp. to present owner approved by FCC Dec. 12, 1986 (Television Digest, Vol. 26:45).

Represented (sales): Katz Television.

Represented (legal): Baker & Hostetler.

Represented (engineering): Hammett & Edison Inc.

Personnel:

STAN WHITMAN, president & general manager.
BRUCE CUMMINGS, local sales manager.
DEBBIE HALES-McLEMORE, national sales manager.
SUSAN ANDERSON, news director.
DAVE BORINO, program director.
BOB DAVIS, director of engineering.
MICHELLE FERGUSON, business manager.
JANE BARRY, promotion director.

Highest One Hour Rate: \$3100.

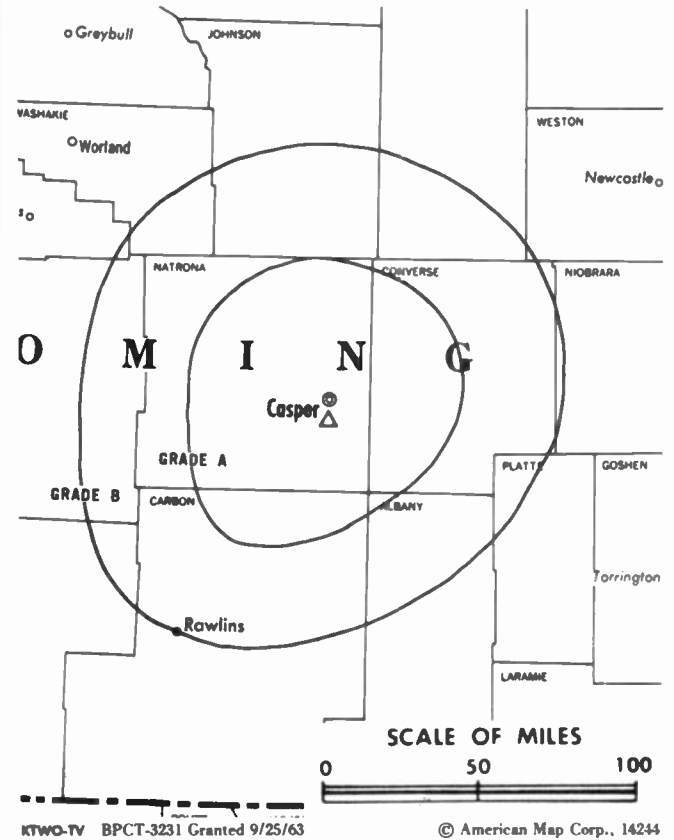
Highest 30 Sec. Rate: \$425.

Arbitron Data: Includes KKTU, Cheyenne, WY.

City of License: Casper. ADI: Casper-Riverton. Rank: 187.

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	WYOMING Campbell	12,800	12,100	95
	Carbon	7,300	7,000	96



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Converse	5,300	5,100	96
	Fremont	12,900	12,500	97
	Hot Springs	2,100	2,000	95
	Johnson	2,600	2,500	96
	Natrona	28,300	27,700	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
Between 25-49%	Washakie	3,500	3,400	97
	Weston	3,000	2,800	95
	WYOMING Albany	11,800	11,300	96
	Big Horn	4,500	4,300	96
	Crook	2,300	2,200	96
	Sheridan	10,700	10,200	95
	Sweetwater	16,500	15,900	96
Between 5-24%	Uinta	7,900	7,600	96
	WYOMING Goshen	4,900	4,800	98
	Laramie	28,900	28,400	98
	Lincoln	5,300	5,100	95
Teton	5,000	4,800	96	
Station Totals		192,400	185,800	97
Net Weekly Circulation (1988)				97,900
Average Daily Circulation (1988)				50,600

Wyoming—Cheyenne

KGWN-TV

Ch. 5

(Operates satellites KSTF, Scottsbluff, NE and KTVS, Sterling, CO)

Network Service: CBS, ABC.

Licensee: Stauffer Communications Inc., 2923 E. Lincolnway, Cheyenne, WY 82001.

Studio: 2923 E. Lincolnway, Cheyenne, WY 82001.

Telephone: 307-634-7755. TWX: 910-949-4067.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 620-ft. above av. terrain, 483-ft. above ground, 7260-ft. above sea level.

Latitude 41° 06' 03"
Longitude 105° 00' 16"

Transmitter: Borie, WY, 10.2-mi. WSW of Cheyenne.

Satellite Earth Stations: Scientific-Atlanta, 7-meter; Scientific-Atlanta, 3.5-meter; RCA, Scientific-Atlanta receivers.

News Service: AP.

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

Began Operation: March 22, 1954. Sale to Lamb Enterprises by Frontier Bcstg. Co. (McCraken) approved by FCC July 6, 1972 (*Television Digest*, Vol. 11:47; 12:28). Sale to Burke Bcstg. approved Oct. 14, 1983. Sale to present owner approved July 8, 1986 (Vol. 26:13).

Represented (sales): Katz Television.

Represented (legal): Dow, Lohnes & Albertson.

Personnel:

CARL J. OCCHIPINTI, general manager.
DUSTY THEIN, general sales manager.
BARBARA PARENTI, program director.
BRIAN OLSON, news director.
STEVE VANCOURT, promotion director.
TONY SCHAEFER, chief engineer.
BERT GRANT, business manager.

Highest One Hour Rate: \$2100.

Highest 30 Sec. Rate: \$550.

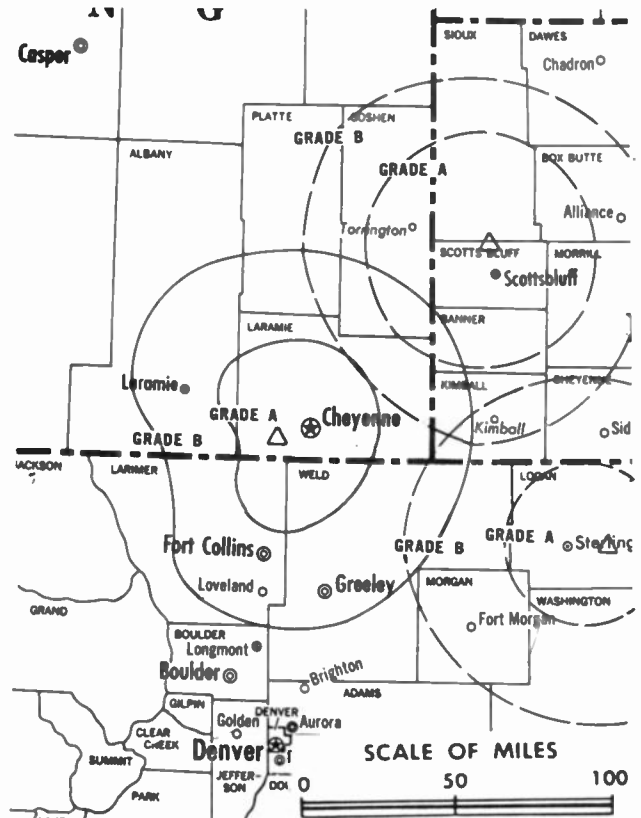
Rates: KSTF & KTVS sold in combination with KGWN-TV; separate rates are also available.

NETWORK BASE HOURLY RATE: \$715.

Arbitron Data: Figures do not include KSTF Scottsbluff, NE & KTVS Sterling, CO.

City of License: Cheyenne. **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.



KGWN-TV BMPCT-1399 Granted 10/2/53

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Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	WYOMING			
	Laramie	28,900	28,400	98
	Platte	4,500	4,300	96
Between 25-49%	COLORADO			
	Larimer	70,900	69,400	98
	Weld	51,700	50,800	98
	WYOMING			
	Albany	11,800	11,300	96
Between 5-24%	COLORADO			
	Jackson	700	700	100
	WYOMING			
	Carbon	7,300	7,000	96
	Converse	5,300	5,100	96
	Goshen	4,900	4,800	98
Niobrara	1,200	1,200	100	
Station Totals		187,200	183,000	98
Net Weekly Circulation (1988)				77,100
Average Daily Circulation (1988)				34,500

Wyoming—Cheyenne

KKTU

Ch. 33

(Satellite of KWTO-TV Casper, WY)

Network Service: NBC.

Licensee: KTWO Corp., 4200 E. 2nd St., Casper, WY 82609.

Studio: See KWTO-TV, Casper.

Telephone: 307-237-3711. TWX: 910-949-4462.

Technical Facilities: 253-kw max. visual, 485-ft. above av. terrain, 482-ft. above ground, 6940-ft. above sea level; lat. 41° 8' 55"; long. 104° 57' 22"

Transmitter: 6.25-mi. W of Cheyenne.

Ownership: The Wooster Republican Printing Co., 100%. See Group Ownership of TV Stations.

Began Operation: August 28, 1967.

Represented (sales): Katz Television.

Represented (legal): Baker & Hostetler.

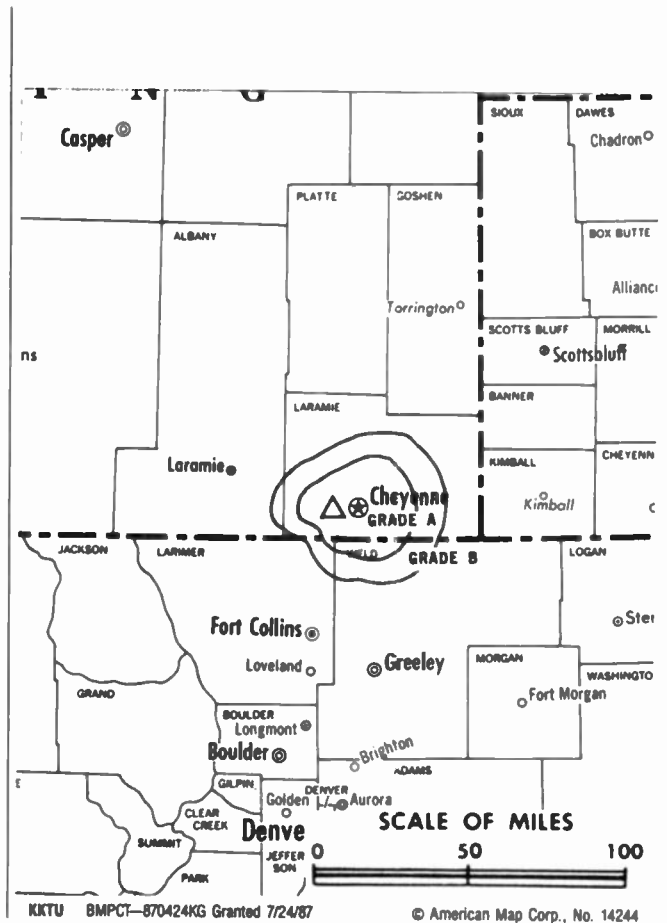
Represented (engineering): Hammett & Edison Inc.

Personnel:

See KTWO-TV, Casper, WY.

Arbitron Data: Included with KTWO-TV, Casper, WY.

City of License: Cheyenne. ADI: Cheyenne, WY-Scottsbluff, NE-Sterling, CO. Rank: 183.



Wyoming—Lander-Riverton-Thermopolis-

Worland

KFNE

Ch. 10

(Satellite of KFNB, Casper, WY)

Network Service: ABC.

Licensee: Hi Ho Broadcasting Corp. of Wyoming, 206 S. Broadway, Riverton, WY 82601.

Studio: See KFNB, Casper.

Telephone: 307-237-2020.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 169-kw visual, 17-kw aural. Antenna: 1725-ft. above av. terrain, 62-ft. above ground, 7482-ft. above sea level.

Latitude	43°	27'	26''
Longitude	108°	12'	02''

Transmitter: Boysen Peak.

Satellite Earth Station: Bogner, 12-meter; RCA receivers.

News Service: UPI.

Ownership: David M. Antoniak, pres., 49%; Catherine L. Malatesta, 5%; Jerome Kurtz, treas., 26%; Robert Kramer, 5%. Malatesta has interest in KFNB(TV), Casper. Kurtz has interest in KFNR(TV), Rawlins, WY.

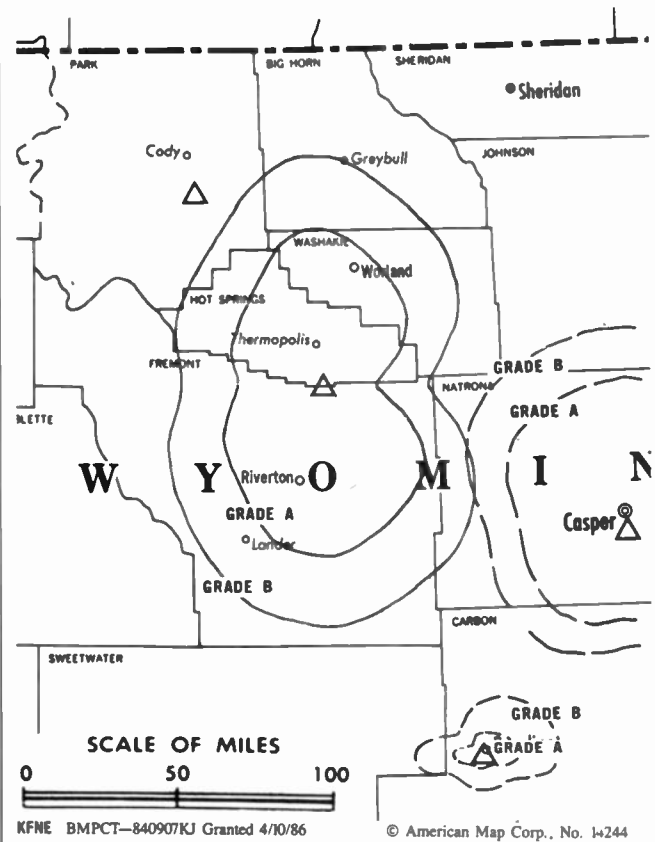
Began Operation: December 22, 1957. Sale to Francis D'Addario, et al., by Joseph P. & Mildred V. Ernst approved by FCC Feb. 28, 1980 (*Television Digest*, Vol. 19:26). Sale to David Antoniak, et al., approved June 27, 1984.

Represented (sales): Adam Young Inc.; Bob Hix Co. (regional).

Represented (legal): Cordon & Kelly.

Represented (engineering): Arthur K. Peters.

Personnel: See KFNB, Casper, WY.



Highest 30 Sec. Rate: \$75.

Arbitron Data: Included with KFNB, Casper, WY.

City of License: Riverton. **ADI:** Casper-Riverton. **Rank:** 187.

Wyoming—Lander-Riverton

KGWL-TV

Ch. 5

(Satellite of KGWC-TV, Casper, WY)

Network Service: CBS.

Licensee: Stauffer Communications Inc., Topeka, KS.

Studio: See KGWC-TV, Casper.

Telephone: 307-234-1111.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 15-kw aural. Antenna: 272-ft. above av. terrain, 183-ft. above ground, 6003-ft. above sea level.

Latitude	42°	53'	41.50"
Longitude	108°	43'	34.00"

Transmitter: 3.6-mi. N of Lander on Sand Hills.

News Services: CBS, AP.

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

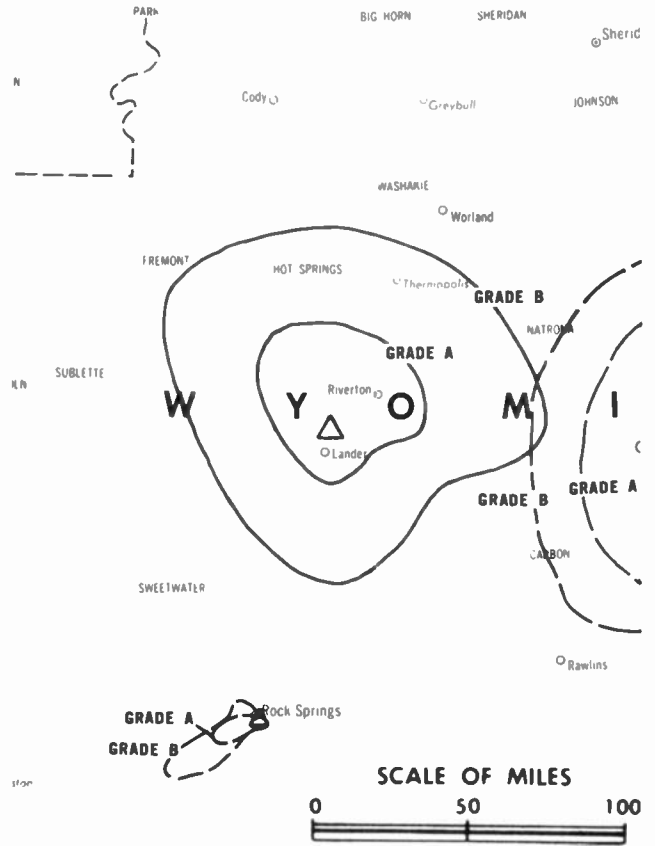
Began Operation: September 12, 1982. Sale to present owner by Rocky Mountain Communications Network approved by FCC Aug. 25, 1986 (*Television Digest*, Vol. 26:23).

Represented (sales): Blair Television.

Represented (legal): Dow, Lohnes & Albertson.

Personnel: See KGWC-TV, Casper, WY.

Arbitron Data: Included with KGWC-TV, Casper, WY.



KGWL-TV BPCT-810428KG Granted 1/6/82

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City of License: Lander. **ADI:** Casper-Riverton. **Rank:** 187.

Wyoming—Rawlins

KFNR

Ch. 11

(Satellite of KFNB, Casper, WY)

Network Service: ABC.

Licensee: Rawlins Bcstg. Corp.

Studio: See KFNB, Casper.

Telephone: 307-237-2020.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 1.6-kw visual, 0.17-kw aural. Antenna: 230-ft. above av. terrain, 49-ft. above ground, 7249-ft. above sea level.

Latitude	41°	46'	15"
Longitude	107°	14'	25"

Transmitter: KIZQ(FM) transmitter site.

News Service: UPI.

Ownership: Manuel A. Cantu, pres., 50.5%; Jerome Kurtz, secy.-treas., 49.5%. Kurtz has interest in KFNE(TV), Lander-Riverton, WY.

Began Operation: April 16, 1986.

Represented (sales): Adam Young Inc.

Represented (legal): Cordon & Kelly.

Represented (engineering): Arthur K. Peters.

Personnel:

PETE SIELER, general manager.
CHARLES D. VICK, engineering director.

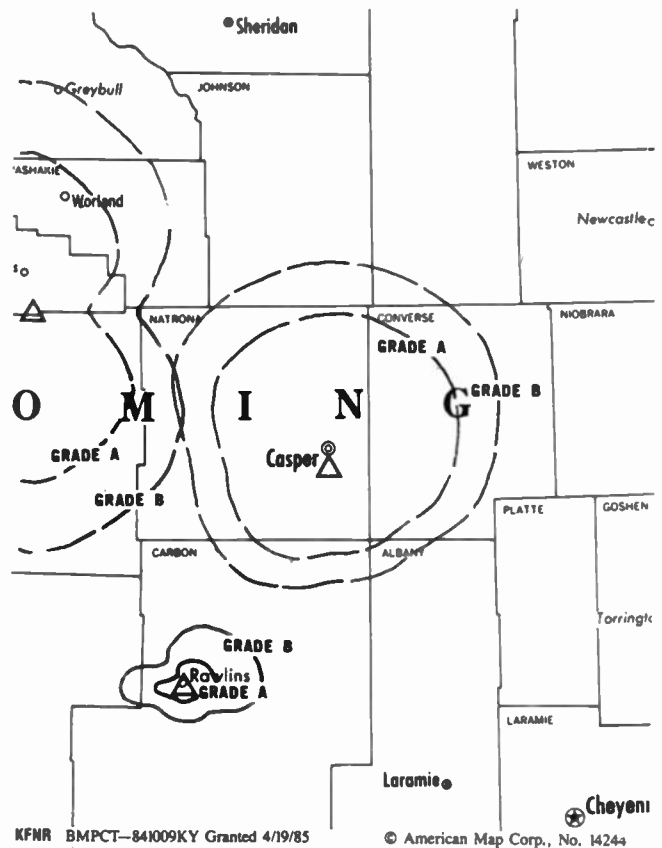


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KFNR BMPCT-841009KY Granted 4/19/85

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Highest One Hour Rate: \$400.

Highest 30 Sec. Rate: \$75.

Arbitron Data: Included with KFNB, Casper, WY.

City of License: Rawlins. **ADI:** Denver. **Rank:** 19.

Wyoming—Rock Springs

KGWR-TV

Ch. 13

(Satellite of KGWC-TV, Casper, WY)

Network Service: CBS.

Licensee: Stauffer Communications Inc., Topeka, KS.

Studio: See KGWC-TV, Casper.

Telephone: 307-234-1111.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 14-kw visual, 1.4-kw aural. Antenna: 1708-ft. above av. terrain, 50-ft. above ground, 8792-ft. above sea level.

Latitude	41°	26'	33''
Longitude	109°	06'	28''

Holds CP for change to 210-kw max. visual, 21-kw max. aural. BPCT-860418KG.

Transmitter: Aspen Mountain, Rock Springs.

News Services: CBS, AP.

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

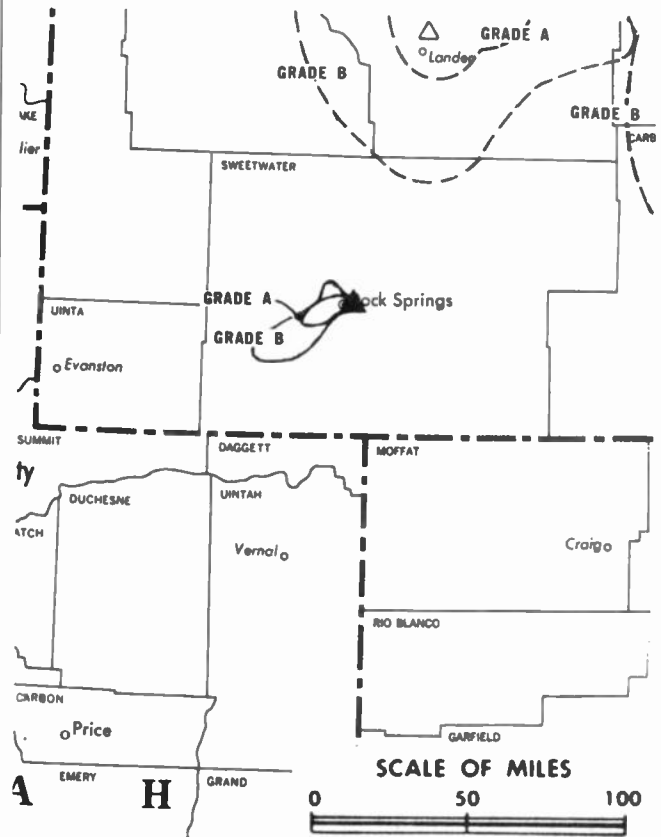
Began Operation: October 21, 1977. Sale to Rocky Mountain Communications by Gerald E. & Linda K. Devine approved by FCC July 13, 1982. Resumed operation Jan. 27, 1983. Sale to present owners approved Aug. 25, 1986 (*Television Digest*, Vol. 26:23).

Represented (sales): Blair Television.

Represented (legal): Dow, Lohnes & Albertson.

Represented (engineering): Kenneth Williams.

Personnel: See KGWC-TV, Casper, WY.



KGWR-TV BPCT-4939 Granted 3/18/77

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Rates: Sold in combination with KGWC-TV, Casper & KGWL-TV, Lander-Riverton, WY.

Arbitron Data: Included with KGWC-TV, Casper, WY.

City of License: Rock Springs. ADI: Casper-Riverton. Rank: 187.

Wyoming—Sheridan

KSGW-TV

Ch. 12

(Satellite of KOTA-TV, Rapid City, SD)

Network Service: ABC.

Licensee: Duhamel Broadcasting Enterprises, Box 1760, Rapid City, SD 57709.

Studio: See KOTA-TV, Rapid City.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 18-kw aural. Antenna: 1220-ft. above av. terrain, 144-ft. above ground, 7824-ft. above sea level.

Latitude	44°	37'	20"
Longitude	107°	06'	57"

Transmitter: 12-mi. S & 8-mi. W of Sheridan.

Satellite Earth Stations: In operation; Simulsat receivers.

News Services: UPI, ABC.

Ownership: Duhamel Broadcasting Enterprises, 100%. See Group Ownership of Television Stations.

Began Operation: October 28, 1977.

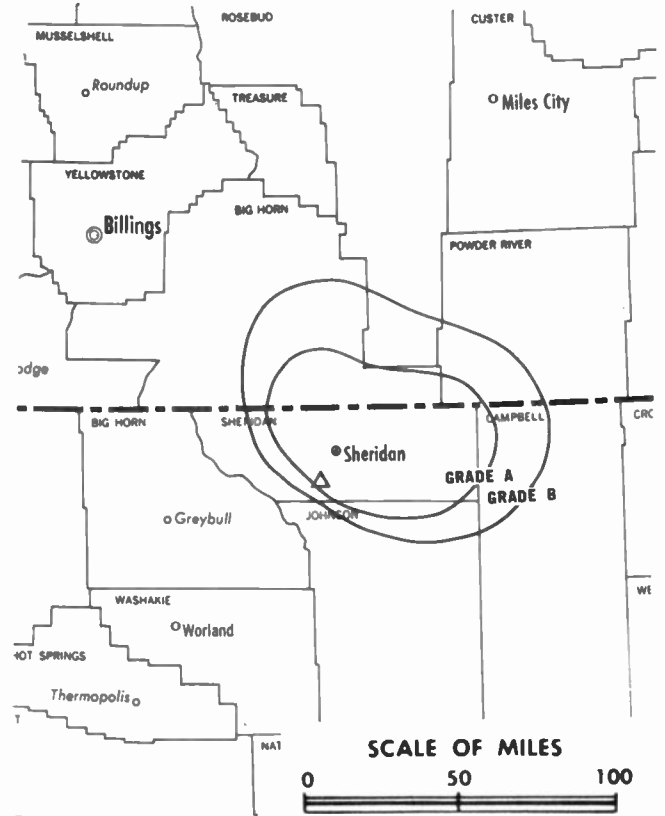
Represented (sales): Katz Television.

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

Personnel: See KOTA-TV, Rapid City, SD.

Rates: Sold in combination with KOTA-TV.

Arbitron Data: Included with KOTA-TV, Rapid City, SD.



City of License: Sheridan. ADI: Rapid City. Rank: 167.

Guam—Agana

KUAM-TV

Ch. 8

Network Service: CBS, NBC, ABC.

Licensee: Pacific Telestations Inc., Debtor-in-Possession, Box 368, Agana, GU 96910.

Studio: 1.9-mi. SE of Agana.

Mailing Address: Box 368, Agana, GU 96910.

Cable: KUAM.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 21.9-kw visual, 3.8-kw aural. Antenna: 936-ft. above av. terrain, 121-ft. above ground, 1139-ft. above sea level.

Latitude	13°	25'	53''
Longitude	144°	42'	36''

Transmitter: Mt. Alutom.

AM Affiliate: KUAM, 10-kw, 610 khz.

FM Affiliate: KUAM-FM, 2.5-kw, 93.9 MHz (No. 230), 77-ft.

News Services: UPI, ABC, CBS, NBC.

Ownership: Pacific Telestations Inc. Lawrence S. Berger, pres., 51%; Marcus Loew

II, v.p., 9%; William C. Williams, secy.; Ronald E. Pritchard, treas., 17%; Elliott Cushman, dir., 14%; Peter E. Reid Jr., dir., 9%. Berger & Loew own KHVH(AM), Honolulu, HI. Berger, Loew, Pritchard & Reid own WVUV(AM), American Samoa. Cushman owns **Arizona Farmer**.

Began Operation: August 5, 1956. Sale to present owners by H. S. Killgore approved by FCC Sept. 15, 1977 (**Television Digest**, Vol. 17:38). Sale to Killgore by Phil Berg approved April 9, 1964 (Vol. 3:48; 4:16). Previously, 5% sold by John P. Hearne to Berg, raising Berg's holdings from 45.5% to 54.5% (Vol. 2:34).

Represented (sales): Intercontinental Services Ltd.

Represented (legal): Pierson, Ball & Dowd.

Represented (engineering): Hammitt & Edison Inc.

Personnel:

LAWRENCE S. BERGER, president.
ROBERT S. BERGER, general manager.
JANICE MALONEY, director, news & public affairs.
WILLIAM McBRIDE, chief engineer.
ANNA LORENZO, sales manager.

Highest One Hour Rate: \$700.

Highest 30 Sec. Rate: \$100.

NETWORK BASE HOURLY RATE: \$100.

City of License: Agana.

Guam—Tamuning

KTGM

Ch. 14

Network Service: None, independent.

Licensee: Guahan Airwaves Corp., 692 N. Marine Dr., Tamuning, GU 96911.

Studio: 692 N. Marine Dr., Tamuning, GU 96911.

Telephone: 671-646-4873.

Technical Facilities: Channel No. 14 (470-476 MHz). Authorized power: 12.8-kw max. visual. Antenna: Minus 52-ft. above av. terrain, 66-ft. above ground, 230-ft. above sea level.

Latitude	13°	30'	09''
Longitude	144°	48'	17''

Transmitter: Atlantica Guam Corp. Bldg., Marine Dr., Upper Tumon.

Ownership: Guahan Airwaves Corp. Edmund Y. Lee, pres., 23.00%; David M. Larson, v.p., 54.00%; Gary Hull, secy., 4.00%; Marie Martin, treas., 1.00%; Tsugio Mitsuji, 10.00%; Thomas Salisbury, 5.00%; William R. Phillips, 2.00%.

Began Operation: October 19, 1987.

Represented (legal): Davis, Graham & Stubbs.

Represented (engineering): Moffet, Larson & Johnson.

Personnel:

DAVID M. LARSON, general manager & chief engineer.
SHARON ALDRIDGE, sales manager.

City of License: Tamuning.

Puerto Rico—Aguadilla-Mayaguez

WOLE-TV

Ch. 12

Network Service: None, independent.

Licensee: Western Broadcasting Corp. of Puerto Rico, Box 1200, Mayaguez, PR 00709-1200.

Studio: 17 Marina St., Aguadilla, PR 00603.

Telephone: 809-833-1200. **Telex:** 385-4414.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1250-ft. above av. terrain, 362-ft. above ground, 1549-ft. above sea level.

Latitude	18°	18'	51''
Longitude	67°	11'	30''

Transmitter: Pico Atalaya, 4.5-mi. SE of Rincon, PR.

Ownership: Du Art Film Labs Inc., 61.2%; Jose Bechara, 30.6%; A. Gimenez-Aguayo, 8.2%. A. Gimenez-Aguayo is president & 41.4% owner of WPAB, Ponce. Bechara owns WKJB-AM-FM, Mayaguez.

Began Operation: May 10, 1960.

Represented (legal): Dempsey & Koplovitz.

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



WOLE-TV

© American Map Corp., 14244

Personnel:

IRWIN YOUNG, president.
LUIS A. MORALES, general manager.
DOEL ORIOL, chief engineer.

Highest One Hour Rate: \$250.

Highest 30 Sec. Rate: \$160.

City of License: Aguadilla.

Puerto Rico—Aguadilla

WVEO

Ch. 44

(Satellite of WPRV-TV, Fajardo, PR)

Network Service: None, independent.

Licenses: James C. Leake, Barrio Cocos, Buzon C-339, Quebradillas, PR 00742.

Studio: Road 411, km 77, Aguada.

Telephone: 809-895-3033.

Technical Facilities: Channel No. 44 (650-656 MHz). Authorized power: 993-kw max. & 948-kw horizontal visual, 198-kw max. aural. Antenna: 1220-ft. above av. terrain, 235-ft. above ground, 1448-ft. above sea level.

Latitude	18°	19'	06''
Longitude	67°	10'	42''

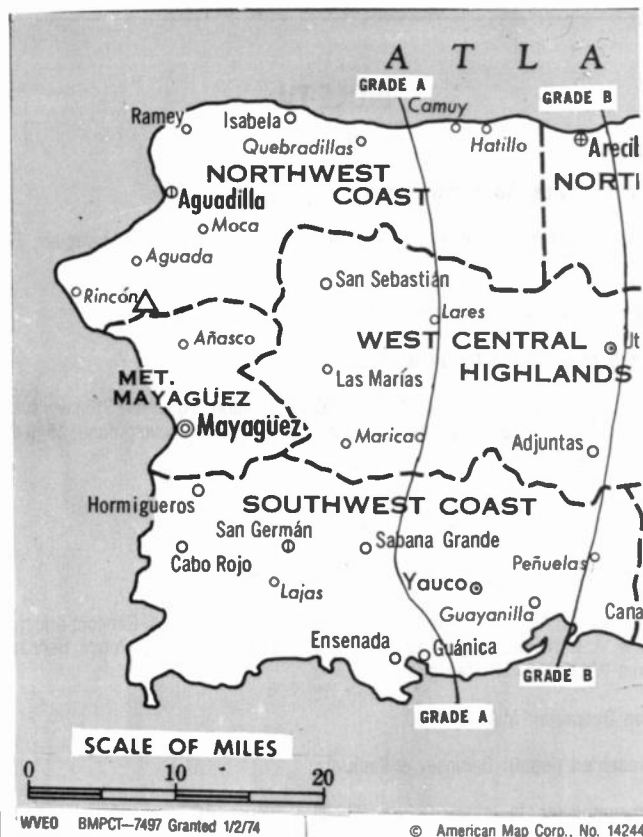
Transmitter: Barrio Atalaya, Aguada, PR.

Ownership: James C. Leake, 100%. Leake has controlling interest in WPRV-TV, Fajardo, PR.

Began Operation: October 7, 1974. Sale to Seglares Iglesia Catolica Inc. by Video Empresas Del Oeste approved by FCC March 7, 1985. Sale to present owner granted April 20, 1987.

Represented (sales): Contemporary Media.

Represented (legal): Hopkins, Sutter, Hamel & Park.



City of License: Aguadilla.

Puerto Rico—Arecibo

WATX-TV

Ch. 54

Network Service: Univision.

Licensee: Arecibo Video Corp., 62 Luis Gandia Santos St., Arecibo, PR 00612.

Studio: 62 Luis Gandia Santos St., Arecibo, PR 00612.

Mailing Address: Box 398, Arecibo, PR 00613.

Technical Facilities: Channel No. 54 (710-716 MHz). Authorized power: 11.7-kw max. visual, 2.34-kw max. aural. Antenna: Minus 219-ft. above av. terrain, 127-ft. above ground, 157-ft. above sea level.

Latitude	18°	28'	28"
Longitude	66°	43'	36"

Transmitter: Luis Gandia Santos St., No. 62, Arecibo.

Satellite Earth Stations: In operation; Drake receivers.

Ownership: Francisco Velazquez, pres., 65.0%; Juana Roman-Feliciano, v.p.-treas., 2.50%; P. R. Fermaintt, secy., 25.0%; others, 7.50%

Began Operation: April 9, 1982.

Represented (legal): Abe L. Stein.

Represented (engineering): Robert L. Purcell.



WATX-TV BPCT-801021KH Granted 6/22/81

© American Map Corp., 14244

Personnel:

FRANCISCO VELAZQUEZ, president.
JENNY R. VELAZQUEZ, general manager.
WILLIAM ARCE, chief engineer.

Highest One Hour Rate: \$400.

Highest 30 Sec. Rate: \$30.

City of License: Arecibo.

Puerto Rico—Fajardo

WPRV-TV

Ch. 13

(Operates satellite WVEO, Aguadilla, PR)

Network Service: Fox.

Licensee: WPRV-TV Inc., Debtor-in-Possession, Box 1887, Muskogee, OK 74401.

Business: No. 10 Simon Madera, Rio Piedras, PR 00929.

Mailing Address: Box 31313, Rio Piedras, PR 00929.

Telephone: 809-758-0013.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 170-kw visual, 17-kw aural. Antenna: 2825-ft. above av. terrain, 259-ft. above ground, 3506-ft. above sea level.

Latitude	18°	18'	36''
Longitude	65°	47'	41''

Transmitter: El Yunque Peak, 9-mi. W of Fajardo.

Satellite Earth Stations: 2 Harris, 13-meter C-band; Harris receivers.

News Services: AP, ABC.

Ownership: James C. Leake, pres., 54.4%; Carmina Mendez de Miller, asst.-secy., 20.0%; Jean Leake, 12.8%; Nancy L. Sevenoaks, 12.8%. James C. Leake owns WVEO(TV), Aguadilla, PR.

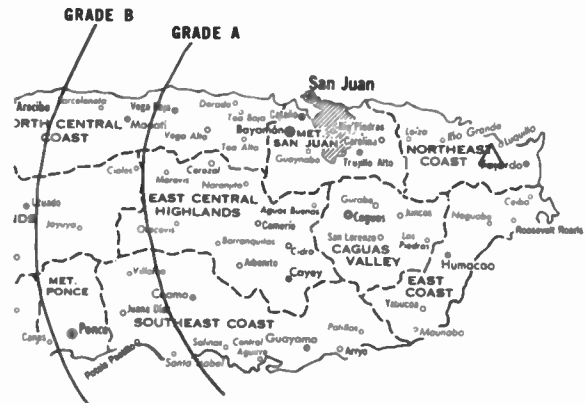
Began Operation: December 22, 1984.

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

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

Personnel:

JAMES C. LEAKE, chairman.
CARMINA MENDEZ MILLER, president.



WPRV-TV BMPCT—820630KG Granted 11/10/82

© American Map Corp., No. 14244

RICHARD SEVENOAKS, station manager.
DANNY GARCIA, sales manager.
MARIO LAZZARI, chief engineer.
JORGE MIRANDA, promotion director.

Highest One Hour Rate: \$4500.

Highest 30 Sec. Rate: \$385.

City of License: Fajardo.

Puerto Rico—Mayaguez

WNJX-TV

Ch. 22

Network Service: None, independent.

Licensee: WNJX-TV Inc., Box 1030, Mayaguez, PR 00709.

Studio: 22 Guanajibo Shopping Center, Mayaguez, PR 00708.

Telephone: 809-834-2222.

Fax: 809-831-2222.

Technical Facilities: Channel No. 22 (518-524 MHz). Authorized power: 200-kw max. visual, 20-kw max. aural. Antenna: 1137-ft. above av. terrain, 130-ft. above ground, 1344-ft. above sea level.

Latitude	18°	19'	06''
Longitude	67°	10'	42''

Transmitter: Atalaya Mountain, Aguada.

Satellite Earth Station: In operation; C-band.

Ownership: Ana J. Plaza, pres. & Glenn Tryon, v.p., 33.33% jointly; T. Michael Whitney, v.p., 22.22%; David A. Peterson, v.p., 22.22%; Michael L. Carter, secy-treas., 22.22%.

Began Operation: April 27, 1986.

Represented (legal): Latham & Watkins.

Represented (engineering): D.B. Communications.

Personnel:

ANA P. TRYON, president & office manager.
GLENN A. TRYON, general manager.
RAMON RIVERA PEREZ, chief engineer.



WNJX-TV BMPCT-860109KG Granted 6/24/86

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FRANCES IRIZARRY, general sales manager.
PEDRO CARABALLO, production director.
NYDIA PLAZA, traffic director.

Highest 30 Sec. Rate: \$100.

City of license: Mayaguez.

Puerto Rico—Mayaguez-Aguadilla

WORA-TV

Ch. 5

Network Service: None, independent.

Licensee: Telecinco Inc., Box 43, Mayaguez, PR 00708.

Studio: Darlington Bldg., Box 43, Mayaguez, PR 00708.

Telephones: 809-834-5500; 809-721-4054. **Cable:** RACO.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 95.5-kw visual, 19.1-kw aural. Antenna: 2000-ft. above av. terrain, 240-ft. above ground, 3060-ft. above sea level.

Latitude	18°	09'	02''
Longitude	66°	59'	20''

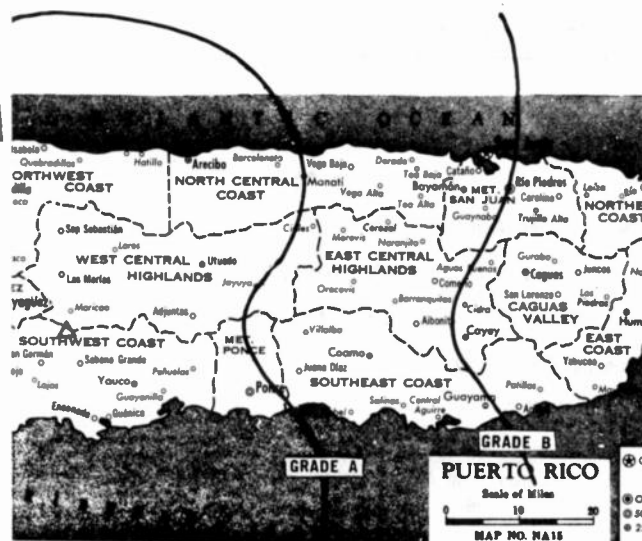
Transmitter: 2.2-mi. S of Maricao on Road No. 120.

News Service: UPI.

Ownership: Telecinco Inc. Alfredo R. de Arellano, pres.; Alfredo R. de Arellano Jr., exec. v.p.; Esther V. de Arellano, v.p.; Gloria R. de Arellano, secy.; Josefina R. de Arellano, treas.; Amado M. Reyes, v.p.-asst. treas. Stockholders of Telecinco also have radio holdings.

Began Operation: October 1, 1955.

Represented (legal): Bryan, Cave, McPheeters & McRoberts.



WORA-TV

© American Map Corp., 14244

Personnel:

ALFREDO R. de ARELLANO JR., president.
EDUARDO BADO, general manager.
JESUS ECHEVARRIA, chief engineer.
ELEUTERIO VEGA, director of operations.
G. A. BONET, director of engineering.

Highest 30 Sec. Rate: \$200.

City of License: Mayaguez.

Puerto Rico—Mayaguez

WTRA

Ch. 16

Network Service: None, independent.

Granted: Bay Bcstg. Inc., 5915 Ponce de Leon Blvd., Suite 500, Coral Gables, FL 33146.

Studio: Calle Rio No. 3, 2nd Floor, Mayaguez, PR 00709.

Telephone: 809-832-9271.

Technical Facilities: Channel No. 16 (482-488 MHz). Authorized power: 219-kw max. visual, 22-kw max. aural. Antenna: 1137-ft. above av. terrain, 130-ft. above ground, 1344-ft. above sea level.

Latitude	18°	19'	06"
Longitude	67°	10'	42"

Transmitter: Rd. 711 km 07 on Mt. Atalaya, Aguada.

Ownership: Bay Broadcasting Inc. Linda Estevez, pres.-treas. & Anthony Estevez, secy., 41.67% jointly; Narcisio Hernandez, 43.75%; Eva Kosobucki, 8.33%; Santiago Morales & Eloisa Ferro, 6.25% jointly. Bay Broadcasting Inc. also owns WRWR-TV, San Juan, PR.

Began Operation: December 1, 1986.

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

Represented (engineering): Hector Nicolau.

Personnel:
EDELINDA CAMARA, general manager.

Rates: Not available.



WTRA BMPCT—860129KF Granted 6/24/86

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City of License: Mayaguez.

Puerto Rico—Naranjito

WECN

Ch. 64

Network Service: None, independent.

Grantee: Encuentro Christian Network Corp., Box 663, Bayamon, PR 00621.

Telephones: 809-799-6400; 809-797-3447.

Technical Facilities: Channel No. 64 (770-776 MHz). Authorized power: 1000-kw max. visual, 15.8-kw max. aural. Antenna: 467-ft. above av. terrain, 117-ft. above ground, 1724-ft. above sea level.

Latitude	18°	17'	34''
Longitude	66°	16'	02''

Transmitter: Barrio Cedro Abajo.

Ownership: Raphael Torres Ortega, pres., 11.1%; Ramon Luis Acevedo, v.p., 11.1%; Iris Padilla, 11.1%; Ricardo Cruz, 11.1%; Daramid Ayala, 11.1%; Joffre Ayala, 11.1%; Samuel Acevedo, 11.1%; Frank Lauzau, 11.1%; Victor Sotomayor Clavel, 11.1%.

Scheduled to Begin Operation: January 1, 1989.

Represented (legal): Mitchell, Fielstra & Associates, P.C.

Represented (engineering): Satellite Technology for Christ.

Personnel:

JOFRE AYALA TORRES, general manager.
 YAMIL AYALA TORRES, local sales manager.
 JORGE FIGUEROA, chief engineer.
 JOSE A. AYALA, program director.



WECN BPCT-860926KH Granted 11/7/86

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Puerto Rico—Ponce

WKPV

Ch. 20

Network Service: None, independent.

Licensee: Multi-Media Television, Box 2556, San Juan, PR 00936-2556.

Studio: Vayas Torres, Mercedita, Ponce.

Telephones: 809-725-3305; 809-840-2017.

Technical Facilities: Channel No. 20 (506-512 MHz). Authorized power: 100-kw max. visual, 10-kw max. aural. Antenna: 849-ft. above av. terrain, 105-ft. above ground, 2073-ft. above sea level.

Latitude	18°	04'	46''
Longitude	66°	44'	43''

Transmitter: 2-mi. N 315°T E of Penuelas.

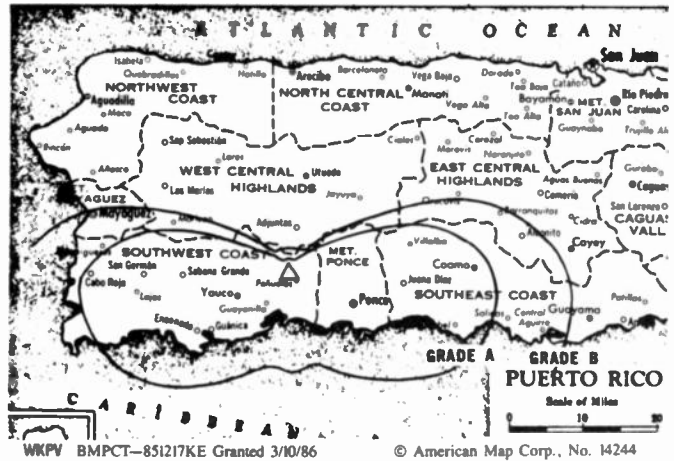
Satellite Earth Station: 6-meter; Scientific Atlanta receivers.

News Service: AP.

Ownership: Multi-Media Television. Maria E. Rivera, chmn., 100%; Franklin D. Lopez, pres.; Vilma Diaz, v.p.; Mary O'Reilly-Lopez, secy.-treas. Multi-Media Television also owns WSJN-TV, San Juan. F. D. Lopez has interest in permittee of WFNN(TV), Fajardo, PR.

Began Operation: August 6, 1985.

Represented (legal): Dow, Lohnes & Albertson.



Represented (engineering): Kessler & Gehman Associates.

Personnel:

FRANKLIN D. LOPEZ, general manager.
DESIREE ORTIZ, sales manager.
RICARDO L. ALFARO, engineering director.
MANOLO PURCELL, news director.
ANNETTE URRUTIA, promotion director.

Highest 30 Sec. Rate: \$160.

City of License: Ponce.

Puerto Rico—Ponce

WSTE

Ch. 7

Network Service: None, independent.

Licensee: Ponce Television Corp., Isabel Esq. Montaner, Ponce, PR 00731.

Studios: Isabel No. 15, Ponce, PR 00731; Stop 8, San Juan, PR 00902.

Mailing Address: Box A, Old San Juan Station, San Juan, PR 00902.

Telephones: 809-844-7575, Ponce; 809-724-7575, San Juan.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 186-kw max. & 166-kw horizontal visual, 22.4-kw aural. Antenna: 2710-ft. above av. terrain, 440-ft. above ground, 4377-ft. above sea level.

Latitude	18°	09'	17''
Longitude	66°	33'	16''

Transmitter: Cerro Maravilla, 5-mi. SE of Jayuya, PR.

Satellite Earth Stations: Avantek, 13-meter; Gardiner, 13-meter; Gardiner, Avcom receivers.

News Service: UPI.

Ownership: Channel 7 Inc. Malrite Communications Group Inc., 80%; Lucas Tomas Muniz, 20%. See Malrite in Group Ownership of Television Stations.

Began Operation: February 2, 1958. Sale of 80% to Malrite by Lucas Tomas Muniz approved by FCC Sept. 27, 1985 (*Television Digest*, Vol. 25:23). Previous sale by United Artists Bcstg. approved by FCC Dec. 21, 1978. Sale to United Artists approved March 11, 1970 (Vol. 9:31). Sale of 36.67% to Alfredo C. Ramirez, giving him control, approved Dec. 23, 1964 (Vol. 5:1).



WSTE BMAPCT-861223KN Granted 1/29/87

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Represented (legal): Verner, Liipfert, Bemhard, McPherson & Hand.

Personnel:

WAYNE CASA, general manager.
JOSE L. PEREZ, marketing director.
MARIO RODRIGUEZ, controller.

Highest One Hour Rate: \$4500.

Highest 30 Sec. Rate: \$750.

City of License: Ponce.

Puerto Rico—Ponce

WSUR-TV

Ch. 9

Network Service: None, independent.

Licensee: American Colonial Bcstg. Corp., Box S-4189, San Juan, PR 00905.

Studio: La Rambla, Ponce

Sales Office: 657 Ave. Condado, Santurce, PR.

Telephone: 809-842-4178.

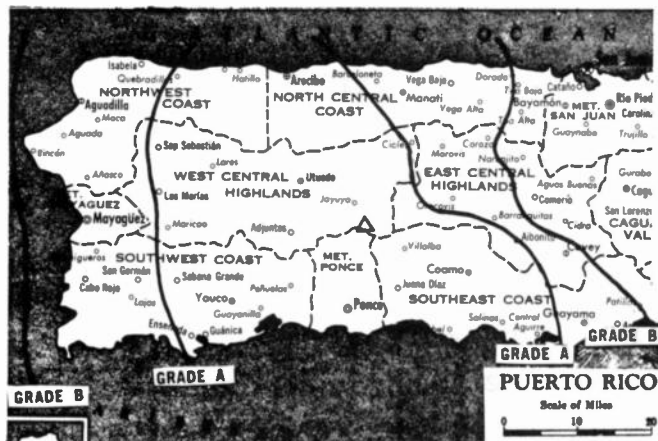
Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 57.5-kw visual, 7.24-kw aural. Antenna: 2775-ft. above av. terrain, 276-ft. above ground, 4466-ft. above sea level.

Latitude	18°	10'	17''
Longitude	66°	34'	30''

Transmitter: Mt. Jayuya.

News Service: AP.

Ownership: Joaquin A. Villamil, 21.15%; John Semack, 9.62%; Lorimar-Telepictures Corp., 50.96%; Video Tape Systems Inc., 20.19%. See Lorimar-Telepictures in Group Ownership of Television Stations.



WSUR-TV

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Began Operation: February 20, 1958. Sale to present owners by American Colonial Bcstg. Corp. approved by FCC July 22, 1985 (*Television Digest*, Vol. 23:52).

Personnel:

LUIS FELIPE RODRIGUEZ, production manager.
ROBERT L. BEURKET, chief engineer.

Rates: Not available.

City of License: Ponce.

Puerto Rico—Ponce

WTIN

Ch. 14

Satellite of WPRV-TV, Fajardo, PR

Network Service: None, independent.

Licensee: Hector Nicolau, Valle Verde Urbanizacion, AS-15 Rio Orocovis, Bayamon, PR 00619.

Studio: See WPRV-TV, Fajardo, PR.

Telephone: 809-848-5250.

Technical Facilities: Channel No. 14 (470-476 MHz). Authorized power: 1513.6-kw max. visual. Antenna: 1834-ft. above av. terrain, 174-ft. above ground, 3281-ft. above sea level.

Latitude	18°	09'	00''
Longitude	66°	52'	50''

Requests CP for change to 3630-kw max. visual, 1188-ft. above av. terrain, 322-ft. above ground, 1309-ft. above sea level, lat. 18° 00' 08'', long. 67° 06' 41'', transmitter to 4.8-mi. from Lajas at a bearing of N 45° E. BPCT-871208KF.

Transmitter: El Cerro Penuelas, PR.

Ownership: Hector Nicolau, 100%. Nicolau has interest in permittee of WFNN(TV), Fajardo, PR. Nicolau is consulting engineer.

Began Operation: December 27, 1985.

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

Personnel:

HECTOR NICOLAU, general manager & chief engineer.

City of License: Ponce.

Puerto Rico—San Juan

WAPA-TV

Ch. 4

Network Service: None, independent.

Licensee: Pegasus Bcstg. of San Juan, PR Inc., Box 2050, San Juan, PR 00936.

Studio: State Rd. 19, km 0.5, Guaynabo, PR.

Telephone: 809-792-4444. **Telex:** 345-0245.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 53.7-kw visual, 8.1-kw aural. Antenna: 2863-ft. above av. terrain, 1046-ft. above ground, 4002-ft. above sea level.

Latitude	18°	06'	42''
Longitude	66°	03'	05''

Transmitter: Cerro La Santa, 21-mi. S of San Juan.

Satellite Earth Station: Harris, 13-meter; Harris receivers.

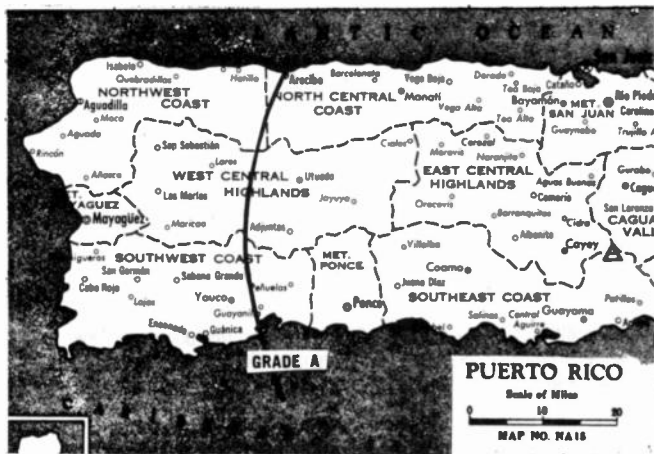
News Service: CNN.

Ownership: Pegasus Broadcasting, 100%. See Group Ownership of Television Stations.

Began Operation: March 5, 1954. Sale of 80% to Winston-Salem Bcstg. by Jose R. Quinones interests was approved May 1, 1957 (*Television Digest*, Vol. 13:13, 14, 18). Sale to Columbia Pictures Industries by Winston-Salem Bcstg. & Jose R. Quinones approved April 25, 1962. Sale to Western Bcstg. Co. by Columbia approved May 26, 1976. Sale to SFN Communications by Western Bcstg. approved June 15, 1984. Sale to present owner by SFN approved Oct. 2, 1986.

Represented (legal): Cohn & Marks.

Represented (engineering): John F. X. Browne & Associates, P.C.



WAPA-TV BMPCT-870709KF Granted 8/31/87

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Personnel:

GARY L. ANDERSON, president & general manager.
CANDIDO VALCARCEL, vice president, production.
HECTAR MARTINEZ, vice president, sales.
JAMES NUGENT, national sales manager.
JUAN ABEL GONZALEZ, chief engineer.
ENRIQUE CRUZ, news director.
ALICIA ALCALA, program director.
MARIA GONZALEZ, promotion director.
MARIA RODRIGUEZ, business manager.

Highest 30 Sec. Rate: \$1700.

City of License: San Juan.

Puerto Rico—San Juan

WKAQ-TV

Ch. 2

Network Service: Telemundo.

Licensee: Telemundo of Puerto Rico, Box 6222, San Juan, PR 00936.

Studio: 383 Franklin D. Roosevelt Ave., Hato Rey

Telephone: 809-758-2222.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 53.7-kw visual, 10.5-kw aural. Antenna: 2830-ft. above av. terrain, 1105-ft. above ground, 4049-ft. above sea level.

Latitude	18°	06'	54''
Longitude	66°	03'	10''

Transmitter: Cerro La Santa, 21-mi. S of San Juan.

News Services: AP, UPI, CBS.

Ownership: Telemundo Group Inc. See Group Ownership of Television Stations.

Began Operation: March 28, 1954. Sale to present owner by Angel Ramos estate, et al., approved by FCC Aug. 9, 1983.

Represented (sales): Blair Television.

Represented (legal): Covington & Burling.

Personnel:

DAVID MURPHY, president & general manager.
JOE RAMOS, general sales manager.



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MARGARITA MILLAN, program director.
MANUEL COLLAZO, chief engineer.
JOE PAGAN, local sales manager.
ANTONIO MUJENA, promotion director.
HECTOR VALDES, business manager.

Highest One Hour Rate: \$8000.

Highest 30 Sec. Rate: \$1350.

City of License: San Juan.

Puerto Rico—Caguas-San Juan

WLII

Ch. 11

Network Service: None, independent.

Licensee: Teleonce Corp., Santurce Station, Call Box 10000, Santurce, PR 00908.

Studio: 657 Condado Ave., Santurce, PR 00907.

Mailing Address: Call Box 10000, Santurce Station, Santurce, PR 00908.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 200-kw visual, 39.8-kw aural. Antenna: 1635-ft. above av. terrain, 240-ft. above ground, 1180-ft. above sea level.

Latitude	18°	16'	54''
Longitude	66°	06'	46''

Transmitter: Cerro Marquessa Mountain, 6-mi. NW of Caguas.

Satellite Earth Station: Vertex, 13-meter C-band; Harris receivers.

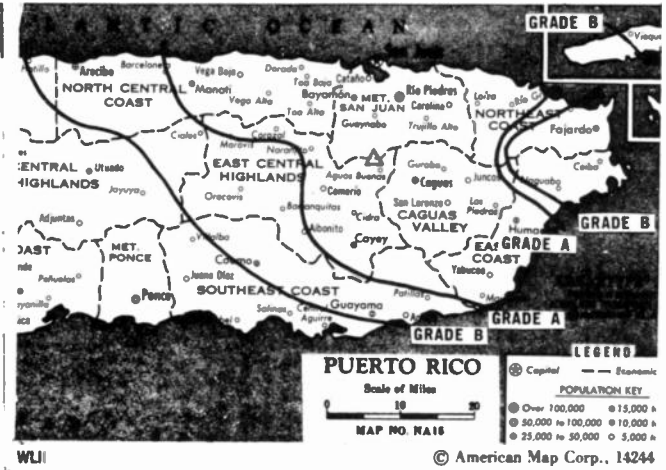
News Services: AP, UPI, NBC, WSI, NIWS.

Ownership: Television Bcstg. Corp., 100%. See Lorimar-Telepictures in Group Ownership of Television Stations.

Scheduled to begin Operation: April 22, 1960. Sale to present owners by American Colonial Bcstg. Corp. approved by FCC July 22, 1985 (*Television Digest*, Vol. 23:52).

Represented (sales): Katz Television.

Represented (legal): Arnaldo Villamil.



Personnel:

RAFAEL RUIZ, executive vice president.
EDUARDO PENEDO, vice president & general manager.
ALEXIS TORRES, vice president & comptroller.
HILARY HATTLER, vice president & sales manager.
MAGGY ALONSO, promotional director.
LINDA HERNANDEZ, news director.
JOSE A. MEDINA, chief engineer.

Highest One Hour Rate: \$10,000.

Highest 30 Sec. Rate: \$1600.

City of License: Caguas.

Puerto Rico—San Juan

WRWR-TV

Ch. 30

Network Service: None, independent.

Grantee: Bay Bcstg. Inc., 5915 Ponce de Leon Blvd., Suite 500, Coral Gables, FL 33146.

Studio: RD 2, km-9.2, Bayamon, PR 00918.

Telephone: 809-724-3030.

Technical Facilities: Channel No. 30 (566-572 MHz). Authorized power: 2630-kw max. & 288-kw horizontal visual, 263-kw max. & 28.80-kw horizontal aural. Antenna: 942-ft. above av. terrain, 196-ft. above ground, 1672-ft. above sea level.

Latitude	18°	16'	30''
Longitude	66°	05'	36''

Transmitter: 1.4-mi. N, 30° E directly from Aguas Buenas.

Ownership: Bay Broadcasting Inc., 100%. See WTRA(TV), Mayaguez, PR.

Began Operation: January 1, 1987.

Represented (legal): Gammon & Grange.

Personnel:

RAMON RODRIGUEZ NIEVES, general manager.

Rates: Not available.

City of License: San Juan.

Puerto Rico—San Juan

WSJN-TV

Ch. 24

Network Service: None, independent.

Licensee: Multi-Media Television Inc., Box 2556, San Juan, PR 00936-2556.

Studio: 171 Quisqueya St., Hato Rey, PR 00917.

Telephones: 809-766-0024; 809-766-4115.

Technical Facilities: Channel No. 24 (530-536 MHz). Authorized power: 537-kw max. visual, 53.7-kw max. aural. Antenna: 1963-ft. above av. terrain, 276-ft. above ground, 2703-ft. above sea level.

Latitude	18°	16'	47"
Longitude	65°	51'	14"

Transmitter: 0.5-mi. E of State Rd. 186 in Cubuy Barrio.

Satellite Earth Stations: 2 7.3-meter C-band; Drake, DX Antenna, M/A-Corn, Scientific-Atlanta receivers.

News Services: AP, Group W Newsfeed.

Ownership: Multi-Media Television Inc. Maria E. Rivera, chmn., 100%; Franklin D. Lopez, pres.; Vilma Diaz, v.p.; Mary O'Reilly-Lopez, secy.-treas. MMTI is licensee of WKPV(TV), Ponce. F. D. Lopez has interest in permittee of WFNN(TV), Fajardo, PR.

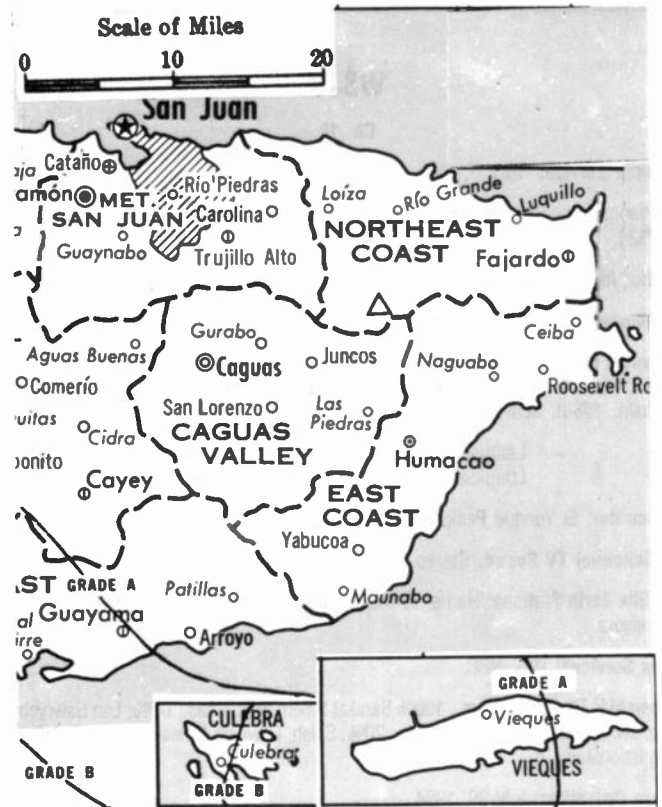
Began Operation: February 15, 1987.

Represented (legal): Dow, Lohnes & Albertson.

Represented (engineering): Kessler & Gehman Associates.

Personnel:

FRANKLIN D. LOPEZ, general manager.
DESIREE ORTIZ, sales manager.
RICARDO L. ALFARO, engineering director.
RICARDO MEDINA, news director.
CLARAINES VALENZUELA, program director.
ANNETTE URRUTIA, promotion director.



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VILMA DIAZ, business manager/controller.
ENRIQUE MELENDEZ, marketing director.

Rates: Not available.

City of License: San Juan.

Puerto Rico—San Juan

WSJU

Ch. 18

Network Service: NBC.

Licensee: Three Star Telecast Inc., Debtor-in-Possession, Call Box 18, Carolina, PR 00628.

Studio: Iturregui Ave. at Baldoriotte de Castro Marginal, Carolina, PR.

Telephone: 809-752-1800. **Telex:** 385-9518.

Technical Facilities: Channel No. 18 (494-500 MHz). Authorized power: 1518-kw max. visual, 75-kw max. aural. Antenna: Circularly polarized, 2783-ft. above av. terrain, 168-ft. above ground, 3464-ft. above sea level.

Latitude	18°	18'	36''
Longitude	65°	47'	41''

Transmitter: El Yunque Peak, 9-mi. W of Fajardo.

Multichannel TV Sound: Stereo and separate audio program.

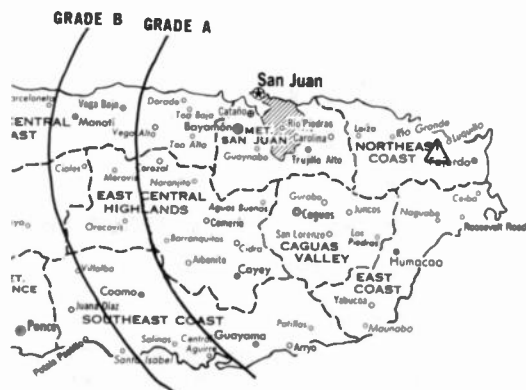
Satellite Earth Stations: Harris, 11-meter; Harris, 9-meter; Harris, 6-meter; Harris receivers.

News Services: INN, NBC.

Ownership: Three Star Corp., 100% Barakat Saleh, pres.-treas., 60%; Len Gawrych, v.p.-secy., 20%; Walter Beaver, v.p., 20%. Saleh, Gawrych & Beaver own WSVI(TV), Christiansted, VI.

Began Operation: July 29, 1984.

Represented (sales): Intercontinental Services Ltd.



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Represented (legal): Marmet & McCombs, P.C.

Represented (engineering): Raymond E. Rohrer.

Personnel:

BARAKAT SALEH, president & general manager.
JORGE L. ALVAREZ, assistant manager & comptroller.
RAFAEL CRUZ, chief engineer.

Highest 30 Sec. Rate: \$750.

City of License: San Juan.

Puerto Rico—San Sebastian

WJWN-TV

Ch. 38

Network Service: None, independent.

Grantee: Tele 38 Inc., Box 4522, San Juan, PR 00936.

Studio: Military Road, San Sebastian, PR 00901.

Telephone: 809-765-1810.

Technical Facilities: Channel No. 38 (614-620 MHz). Authorized power: 85.9-kw max. visual, 8.6-kw max. aural. Antenna: 1088-ft. above av. terrain, 81-ft. above ground, 1295-ft. above sea level.

Latitude	18°	19'	06''
Longitude	67°	10'	42''

Transmitter: WVED(TV) transmitter site, Atalaya Peak, 3.2-mi NW of Anasco, Aguada.

Ownership: Haydee Diaz, pres., 66.5%; Jose Cordero, secy.-treas., 33.5%; Mary O'Reilly Diaz, asst. secy.-treas.

Began Operation: January 1, 1987.

Represented (legal): James L. Oyster.

Represented (engineering): Hector Nicolau.

Personnel:
HAYDEE DIAZ, president.

Rates: Not available.



Virgin Islands—Charlotte Amalie

WBNB-TV

Ch. 10

Network Service: CBS.

Licensee: Benedek Broadcasting of Virgin Islands Inc., Box 1947, St. Thomas, VI 00801.

Studio: 158 Haypiece Hill, St. Thomas, VI 00801.

Telephone: 809-774-0300. **Cable:** 347-0150.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 113-kw visual, 1.13-kw aural. Antenna: 1709-ft. above av. terrain, 203-ft. above ground, 1709-ft. above sea level.

Latitude	18°	21'	23''
Longitude	64°	56'	43''

Holds CP for change to 316-kw max. visual, 31.6-kw max. aural, 1830-ft. above av. terrain, 400-ft. above ground, 1906-ft. above sea level. BPCT-860918KN.

Transmitter: Signal Hill, Mountain Top Estates.

Satellite Earth Stations: 2 in operation; DX Antenna, Scientific-Atlanta receivers.

News Service: AP.

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

Began Operation: July 1, 1961. Sale to present owner by Worrell Bcstg. approved by FCC Nov. 5, 1986. Sale to Worrell by District Communications Inc. approved by FCC June 6, 1980. Previous sale by Federated Media Inc. approved Sept. 6, 1974 (*Television Digest*, Vol. 13:48). Sale to Federated Media by Robert Moss, Robert E. Noble Jr., Kenneth H. Granger & Faye R. Russell approved May 1970 (Vol. 9:16).

Represented (sales): Katz Television.

Represented (legal): Wilner & Scheiner.

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

Personnel:

JOE POTTER, senior vice president.
PAGE STULL, vice president & station manager.
MARI MDRSE, general sales manager.
LUCETTE MERCER, local sales manager.
SAM JAMES, chief engineer.
JOAN NEWHART, production manager.
YVONNE WRIGHT, news director.
JOAN SIBILLY, business manager.

Highest One Hour Rate: \$1500.

Highest 30 Sec. Rate: \$325.

NETWORK BASE HOURLY RATE: \$50.

City of License: Charlotte Amalie.

Virgin Islands—Christiansted

WSVI

Ch. 8

Network Service: ABC.

Licensee: Antilles Bcstg. Corp., Sunny Isle Shopping Center, Box 8 ABC, St. Croix, VI 00820.

Studio: Sunny Isle Shopping Center, St. Croix, VI 00820.

Telephone: 809-778-5008.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 200-kw visual, 20-kw aural. Antenna: 1141-ft. above av. terrain, 265-ft. above ground, 1341-ft. above sea level.

Latitude	17°	45'	25''
Longitude	67°	47'	59''

Transmitter: Blue Mtn., 6-mi. W of Christiansted.

Satellite Earth Stations: Harris, 3-meter C-band; Harris, 6-meter C-band; Harris, 9-meter C-band; Harris, 11-meter C-band; Harris, Pinzone receivers.

News Services: AP, CNN, ABC.

Ownership: Barakat Saleh, 57%; Len Gawrych, 43%. Saleh & Gawrych have interest in WSJU(TV), San Juan, PR.

Began Operation: November 10, 1965. Sale to Peoples Bcstg. by Quality Telecasting approved by FCC Nov. 19, 1973. Left air Nov. 14, 1975. Sale to Antilles Bcstg. Corp. approved Jan. 31, 1978. Resumed operations Nov. 1978.

Represented (sales): Intercontinental Services Ltd.; Schellenberg & Kirwan Inc.

Represented (legal): Marmet & McCombs, P.C.

Personnel:

BARAKAT SALEH, president.

LEN GAWRYCH, vice president & general manager.

Highest One Hour Rate: \$1250.

Highest 30 Sec. Rate: \$200.

City of License: Christiansted.