

Market	Arbitron AOI TV Households	Rank	Market Area Commercial TV Stations
Des Moines, IA	380,100	66	KCCI-TV (8), KDSM-TV (17), WHO-TV (13), WOI-TV (5)
Omaha, NE	349,700	72	KETV (7), KMTV (3), KPTM (42), WOWT (6)
Cedar Rapids-Waterloo-Dubuque, IA	313,300	78	KCRG-TV (9), KDUB-TV (40), KGAN (2), KWWL (7)
Davenport, IA-Rock Island-Moline, IL	306,800	79	KJMH (26), KLJB-TV (18), KWQC-TV (6), WHBF-TV (4), WQAD-TV (8)
Sioux Falls-Mitchell, SD	227,800	100	KABY-TV (9), KDLO-TV (3), KDLT (5), KELO-TV (11), KPLO-TV (6), KPRY-TV (4), KSFY-TV (13), KTTW (17)
Sioux City, IA	164,200	128	KCAU-TV (9), KMEG (14), KTIV (4)
Rochester, MN-Mason City, IA-Austin, MN	142,600	147	KAAL (6), KIMT (3), KTTC (10)
Quincy, IL-Hannibal, MO	121,600	154	KHQA-TV (7), WGEM-TV (10), WTJR (16)
Ottumwa, IA-Kirksville, MO	28,900	204	KOIA-TV (15), KTVO (3)
Mankato, MN	23,000	208	KEYC-TV (12)

**State Cross Reference List**

Communities that receive programs of stations that are located elsewhere.

WOI-TV, Ames .....	See Des Moines, IA
WHBF-TV, Davenport .....	See Rock Island, IL
WQAD-TV, Davenport .....	See Moline, IL
KAAL, Mason City .....	See Austin, MN
KTTC, Mason City .....	See Rochester, MN
KCRG-TV, KGAN & KWVL, Waterloo .....	See Cedar Rapids, IA

**Iowa Station Totals as of October 1, 1989**

	VHF	UHF	TOTAL
<b>Commercial Television Stations</b>	11	7	18
<b>Educational Television Stations</b>	2	6	8
	<hr/>	<hr/>	<hr/>
	13	13	26

# Iowa—Burlington

**KJMH**

**Ch. 26**

**Network Service:** None, independent.

**Licensee:** Burlington Bcstg. Co. Ltd., 200 Jefferson St., Box 982, Burlington, IA 52601.

**Studio:** 200 Jefferson St., 4th Floor, Burlington, IA 52601.

**Telephone:** 319-752-0026.

**Technical Facilities:** Channel No. 26 (542-548 MHz). Authorized power: 200-kw max. visual. Antenna: 315-ft. above av. terrain, 230-ft. above ground, 925-ft. above sea level.

Latitude 40° 49' 25"  
Longitude 91° 08' 22"

**Transmitter:** Winegard Dr. & Roosevelt St., Burlington.

**Ownership:** Steven S. Hoth, 100%.

**Began Operation:** January 5, 1988.

**Personnel:**

- GEORGE VAN HAGEN, general manager.
- VICKI LIND, news & promotion director.
- ROCHELLE KOBRIN, program director.
- HEATHE POOLE, business manager.
- JIM YARD, chief engineer.

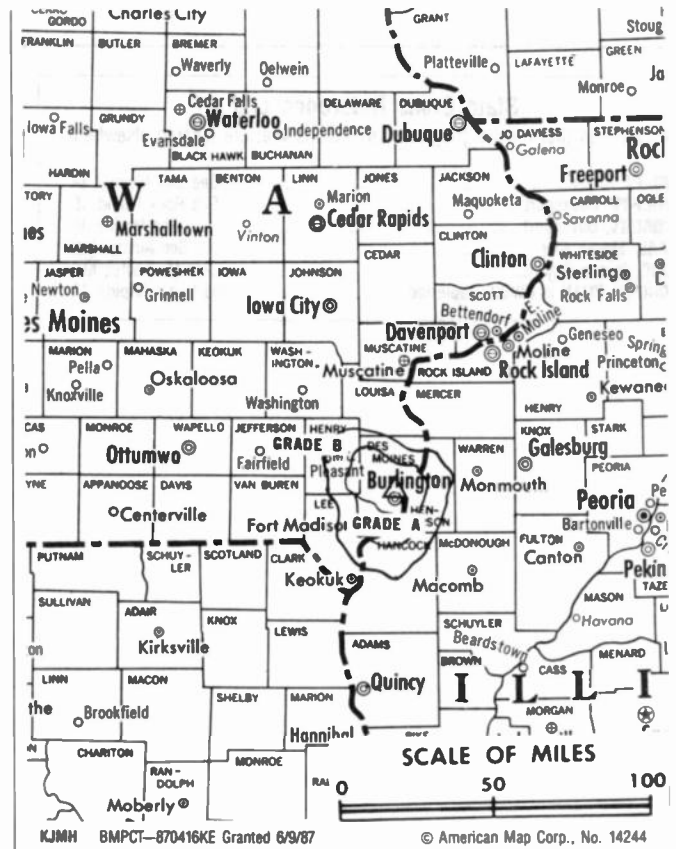
**Highest One Hour Rate:** \$500.

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

**City of License:** Burlington. **ADI:** Davenport, IA-Rock Island-Moline, IL. **Rank:** 79.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households Households	%
	<b>IOWA</b>			
<b>Between 25-49%</b>	Des Moines	18,100	17,900	99
	<b>IOWA</b>			
<b>Between 5-24%</b>	Lee	16,500	16,300	99



Net Weekly Circulation	State County	Total Households	TV Households Households	%
	<b>ILLINOIS</b>			
<b>Between 5-24%</b>	Hancock	9,300	9,200	98
<b>Station Totals</b>		<b>43,900</b>	<b>43,400</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>9,500</b>	
<b>Average Daily Circulation (1989)</b>			<b>2,900</b>	

# Iowa—Cedar Rapids-Waterloo

## KCRG-TV

Ch. 9

Network Service: ABC.

Licensee: Cedar Rapids Television Co., 2nd Ave. at 5th St. SE, Box 816, Cedar Rapids, IA 52401.

Studio: 2nd Ave. at 5th St. SE, Cedar Rapids, IA 52401.

Telephone: 319-398-8422. TWX: 910-525-1341.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 2000-ft. above av. terrain, 1926-ft. above ground, 2943-ft. above sea level.

Latitude 42° 18' 59"  
Longitude 91° 51' 31"

Transmitter: 4.5-mi. NW of Walker.

Satellite Earth Stations: Andrew, 7.3-meter C-band; Andrew, 4.5-meter C-band; Miralite, 3.8-meter Ku & C-band; Prodelin, 3.7-meter C-band; AvanteK, M/A-Com, Standard Communications receivers.

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

News Service: AP.

Ownership: Cedar Rapids Television Co., wholly-owned subsidiary of the Gazette Co., publisher of Cedar Rapids Gazette.

Began Operation: October 15, 1953.

Represented (sales): Petry Television Inc.

Represented (legal): Wiley, Rein & Fielding.

Represented (engineering): Lohnes & Culver.

### Personnel:

- JOSEPH F. HLADKY JR., chairman of the board.
- JOSEPH F. HLADKY III, president.
- BOB ALLEN, vice president & general manager.
- KEVIN LE ROUX, general sales manager.
- MIKE MORAN, local sales manager.
- BRUCE A. KRUSE, chief engineer.
- DEAN BUNTING, news director.
- BILL ANDERSON, program director.
- DAVID MARSHALL, promotion director.
- JIM LAYMON, business manager.

Highest One Hour Rate: \$10,000.

Highest 30 Sec. Rate: \$2500.

NETWORK BASE HOURLY RATE: \$975.

City of License: Cedar Rapids. ADI: Cedar Rapids-Waterloo-Dubuque. Rank: 78.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>IOWA</b>			
	Benton	9,000	8,900	99
	Black Hawk	47,500	47,200	99
	Bremer	8,900	8,800	99
	Buchanan	8,100	8,000	99
	Butler	6,400	6,300	98
	Cedar	7,400	7,300	99
	Chickasaw	5,400	5,300	98
	Clayton	8,200	8,100	99
	Delaware	6,800	6,700	99
	Dubuque	31,200	30,800	99
	Fayette	9,200	9,100	99
	Franklin	5,200	5,200	100



KCRG-TV BMPCT-6432 Granted 1/11/67 © American Map Corp. 14244

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	Grundy	5,400	5,400	100
	Howard	4,100	4,000	98
	Iowa	6,000	5,900	98
	Johnson	33,600	33,100	98
	Jones	7,200	7,100	99
	Keokuk	4,900	4,800	98
	Linn	66,800	66,300	99
	Tama	6,900	6,800	99
	Washington	7,900	7,800	99
	Winneshek	7,600	7,500	99
	<b>WISCONSIN</b>			
Crawford	6,100	6,000	98	
<b>Between 25-49%</b>	<b>IOWA</b>			
	Allamakee	5,400	5,300	98
	Floyd	7,200	7,100	99
	Hardin	8,200	8,100	99
	Jackson	8,300	8,200	99
	Jefferson	6,500	6,400	98
	Poweshiek	7,100	7,000	99
	<b>WISCONSIN</b>			
Grant	17,700	17,200	97	
<b>Between 5-24%</b>	<b>IOWA</b>			
	Clinton	20,700	20,600	100
	Henry	7,200	7,100	99
	Louisa	4,600	4,500	98
	Mahaska	9,200	9,100	99
	Marshall	16,000	15,900	99
	Mitchell	4,500	4,500	100
	Muscatine	15,500	15,400	99
	<b>ILLINOIS</b>			
	Jo Daviess	9,100	8,800	97
<b>Station Totals</b>		<b>457,000</b>	<b>451,600</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>280,100</b>	
<b>Average Daily Circulation (1989)</b>			<b>146,900</b>	

# Iowa—Cedar Rapids-Waterloo

**KGAN**

Ch. 2

**Network Service:** CBS.

**Licensee:** Guy Gannett Publishing Co., Box 3131, Cedar Rapids, IA 52406.

**Studio:** 600 Old Marion Rd. NE, Cedar Rapids, IA 52402.

**Mailing Address:** Box 3131, Cedar Rapids, IA 52406.

**Telephone:** 319-395-9060. **TWX:** 910-525-1326. **Fax:** 319-395-0987.

**Technical Facilities:** Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1430-ft. above av. terrain, 1336-ft. above ground, 2385-ft. above sea level.

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

**Transmitter:** 4.75-mi. N of Urbana.

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

**News Services:** AP, CBS.

**Ownership:** Guy Gannett Publishing Co., 100%. See Group Ownership of Television Stations.

**Began Operation:** September 30, 1953. Sale to present owner by Orion Bcstg. approved by FCC Aug. 14, 1981 (*Television Digest*, Vol. 21:11). Sale to Orion by American Bcstg. Stations Inc., William B. Quarton & others, approved by FCC June 12, 1968 (Vol. 8:25).

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

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

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

**Personnel:**

- RICHARD HERBST, vice president & general manager.
- DEE NOONAN, national sales manager.
- MIKE COSTANGO, local sales manager.
- JOHN ALTENBERN, director of news.
- BOB BURNS, chief engineer.
- JOHN GANAHL, program manager & public affairs director.
- ROD CASZATT, promotion manager.
- JOHN STOCK, business manager.
- MIKE SMITH, production manager.

**Highest One Hour Rate:** \$2600.

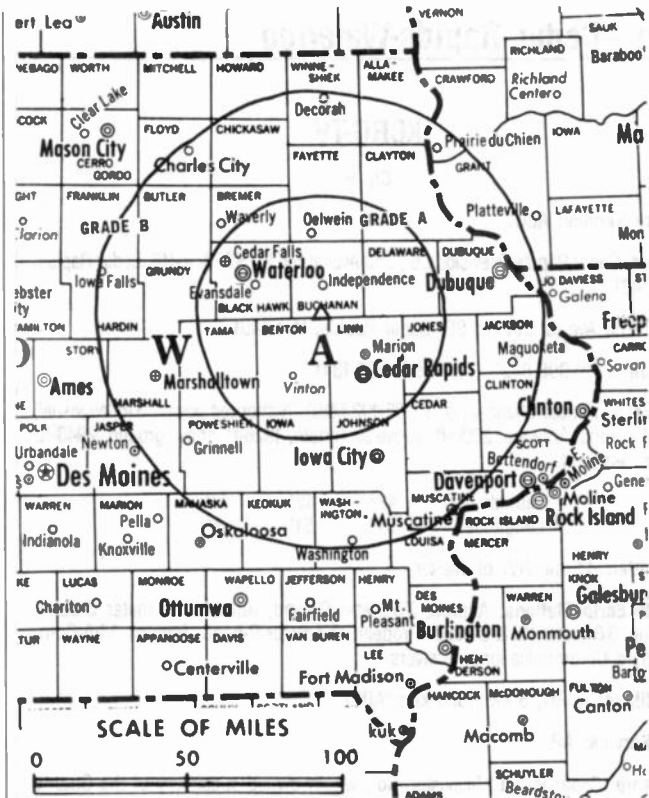
**Highest 30 Sec. Rate:** \$1200.

**NETWORK BASE HOURLY RATE:** \$1047.

**City of License:** Cedar Rapids. **AOI:** Cedar Rapids-Waterloo-Dubuque. **Rank:** 78.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	IOWA			
	Allamakee	5,400	5,300	98
	Benton	9,000	8,900	99
	Black Hawk	47,500	47,200	99
	Bremer	8,900	8,800	99
	Buchanan	8,100	8,000	99
	Butler	6,400	6,300	98
	Cedar	7,400	7,300	99
	Chickasaw	5,400	5,300	98
	Clayton	8,200	8,100	99
Delaware	6,800	6,700	99	



KGAN BPCT—2102 Granted 5/29/56

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Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>50% &amp; Over</b>	Dubuque	31,200	30,800	99	
	Fayette	9,200	9,100	99	
	Grundy	5,400	5,400	100	
	Iowa	6,000	5,900	98	
	Jefferson	6,500	6,400	98	
	Johnson	33,600	33,100	98	
	Jones	7,200	7,100	99	
	Keokuk	4,900	4,800	98	
	Linn	66,800	66,300	99	
	Poweshiek	7,100	7,000	99	
<b>Between 25-49%</b>	Tama	6,900	6,800	99	
	Washington	7,900	7,800	99	
	<b>IOWA</b>				
	Floyd	7,200	7,100	99	
	Franklin	5,200	5,200	100	
	Jackson	8,300	8,200	99	
	Marshall	16,000	15,900	99	
	Winneshiek	7,600	7,500	99	
	<b>WISCONSIN</b>				
	Crawford	6,100	6,000	98	
Grant	17,700	17,200	97		
<b>Between 5-24%</b>	<b>IOWA</b>				
	Clinton	20,700	20,600	100	
	Hardin	8,200	8,100	99	
	Howard	4,100	4,000	98	
	Jasper	14,200	14,100	99	
	Muscatine	15,500	15,400	99	
	<b>ILLINOIS</b>				
	Jo Daviess	9,100	8,800	97	
	<b>Station Totals</b>		<b>445,700</b>	<b>440,500</b>	<b>99</b>
	<b>Net Weekly Circulation (1989)</b>			<b>290,100</b>	
<b>Average Daily Circulation (1989)</b>			<b>169,100</b>		

# Iowa—Cedar Rapids

**KOCR**

**Ch. 28**

**Network Service:** None, independent.

**Licensee:** Metro Program Network Inc., 605 Boyson Rd. NE, Cedar Rapids, IA 52402.

**Studio:** 605 Boyson Rd. NE, Cedar Rapids, IA 52402.

**Telephone:** 319-378-1696.

**Technical Facilities:** Channel No. 28 (554-560 MHz). Authorized power: 1461-kw max. visual. Antenna: 672-ft. above av. terrain, 670-ft. above ground, 1500-ft. above sea level.

Latitude 42° 02' 46"  
 Longitude 91° 38' 42"

**Transmitter:** 605 Boyson Rd. NE, Cedar Rapids.

**Ownership:** Gerald Fitzgerald, 58%; remainder undisclosed.

**Began Operation:** February 1, 1988.

**Represented (engineering):** George E. Gunter (Jacksonville, TX).

**Personnel:**

JERRY FITZGERALD, general manager.  
 LARRY EDWARDS, general sales manager.  
 STEVE LUDLEY, chief engineer.

**Rates:** On request.

**City of License:** Cedar Rapids. **ADI:** Cedar Rapids-Waterloo-Dubuque. **Rank:** 78.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	IOWA			
	Benton	9,000	8,900	99
	Buchanan	8,100	8,000	99
	Delaware	6,800	6,700	99
	Iowa	6,000	5,900	98
	Johnson	33,600	33,100	98



KOCR BMPCT-880329KL Granted 1/23/89

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Jones	7,200	7,100	99
	Linn	66,800	66,300	99
<b>Station Totals</b>		<b>137,500</b>	<b>136,000</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>25,000</b>	
<b>Average Daily Circulation (1989)</b>			<b>7,700</b>	

# Iowa—Waterloo-Cedar Rapids

**KWWL**

Ch. 7

Network Service: NBC.

Licensee: American Family Broadcast Group Inc., E. Fourth & Franklin Sts., Waterloo, IA 50703.

Studio: 500 E. 4th St., Waterloo, IA 50703.

Telephone: 319-291-1200. TWX: 910-525-1271. Fax: 319-291-1233.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 44-kw aural. Antenna: 1980-ft. above av. terrain, 1930-ft. above ground, 2910-ft. above sea level.

Latitude 42° 24' 04"  
Longitude 91° 50' 43"

Transmitter: 2-mi. N of Rowley, IA.

Multichannel TV Sound: Stereo only.

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

News Services: AP, NBC, NIWS, UPI.

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

Began Operation: November 25, 1953. Merger of Black Hawk Bcstg. with American Family Corp. approved by FCC Sept. 17, 1980 (Television Digest, Vol. 19:41).

Represented (sales): Blair Television.

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

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

**Personnel:**

- MICHAEL SMITH, vice president & general manager.
- MARK MATHIS, vice president, operations & programming.
- GRANT PRICE, vice president, news & public affairs.
- MIKE WEEKS, vice president & general sales manager.
- JIM OHMSTEDE, vice president & chief engineer.
- JOHN SAMPSON, national sales manager.
- SHERREE NEWSUM, marketing & promotion director.
- BONNIE WURTZEL, business manager.
- JANICE MURPHY, marketing director.

Highest 30 Sec. Rate: \$2500.

City of License: Waterloo. ADI: Cedar Rapids-Waterloo-Dubuque. Rank: 78.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes. TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>IOWA</b>				
50% & Over	Allamakee	5,400	5,300	98
	Benton	9,000	8,900	99
	Black Hawk	47,500	47,200	99
	Bremer	8,900	8,800	99
	Buchanan	8,100	8,000	99
	Butler	6,400	6,300	98
	Cedar	7,400	7,300	99
	Chickasaw	5,400	5,300	98
	Clayton	8,200	8,100	99
	Delaware	6,800	6,700	99
	Dubuque	31,200	30,800	99
	Fayette	9,200	9,100	99
	Floyd	7,200	7,100	99
	Grundy	5,400	5,400	100



KWWL BIMPCT-6729 Granted 1/4/68

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Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>				
	Hardin	8,200	8,100	99
	Howard	4,100	4,000	98
	Iowa	6,000	5,900	98
	Johnson	33,600	33,100	98
	Jones	7,200	7,100	99
	Keokuk	4,900	4,800	98
	Linn	66,800	66,300	99
	Tama	6,900	6,800	99
	Washington	7,900	7,800	99
	Winneshiek	7,600	7,500	99
<b>WISCONSIN</b>				
	Crawford	6,100	6,000	98
	Grant	17,700	17,200	97
<b>IOWA</b>				
<b>Between 25-49%</b>				
	Franklin	5,200	5,200	100
	Jackson	8,300	8,200	99
	Marshall	16,000	15,900	99
	Mitchell	4,500	4,500	100
	Poweshiek	7,100	7,000	99
<b>ILLINOIS</b>				
	Jo Daviess	9,100	8,800	97
<b>WISCONSIN</b>				
	Lafayette	6,200	6,100	98
<b>IOWA</b>				
<b>Between 5-24%</b>				
	Clinton	20,700	20,600	100
	Jefferson	6,500	6,400	98
	Mahaska	9,200	9,100	99
	Muscatine	15,500	15,400	99
	Worth	3,600	3,600	100
<b>Station Totals</b>		<b>455,000</b>	<b>449,700</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>				<b>323,400</b>
<b>Average Daily Circulation (1989)</b>				<b>209,600</b>

# Iowa—Davenport

**KLJB-TV**

Ch. 18

Network Service: Fox.

Licensee: Davenport Communications L.P., Debtor-in-Possession, 937 E. 53rd St., Suite D, Davenport, IA 52807.

Studio: 937 E. 53rd St., Suite D, Davenport, IA 52807.

Telephone: 319-386-1818. TWX: 510-600-1729. Fax: 319-386-2543.

Technical Facilities: Channel No. 18 (494-500 MHz). Authorized power: 2950-kw max. visual, 295-kw max. aural. Antenna: 990-ft. above av. terrain, 942-ft. above ground, 1722-ft. above sea level.

Latitude 41° 19' 17"  
Longitude 90° 22' 47"

Transmitter: W side of Hwy. 150, 1.75-mi. S of Orion, IL.

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

Ownership: Davenport Bcstg. Co., gen. partner, 12%; Gary Brandt, pres., 17.7%; Richard Greenblatt, v.p.-secy., 28.6%; Kathy Nixon De Boeuf, treas., 8.7%; Lee Hanna, 12.2%; Joseph Canty, 8.2%; James R. Davis, 8.2%; Simon O. Roberts, 8.2%; Robert L. Smith, 8.2%; George Gimpel, Herbert Somekh, Allan Greenblatt, Joel Greenblatt, Edward Hanna & Lee Hanna, ltd. partners. Lee Hanna has interest in KSAS-TV, Wichita, KS.

Began Operation: July 28, 1985.

Represented (sales): Seltel Inc.

Represented (legal): Wilner & Scheiner.

**Personnel:**

- GARY L. BRANDT, general manager.
- BRIDGET B. BOWEN, general sales manager.
- DON BARGMANN, chief engineer.
- RANDY BELK, program manager.
- JENNIFER LEVI, public service director.
- LAURIE SNELL, promotion manager.
- KATHLEEN S. DeBOEUF, business manager.
- SUE PASSE, production director.
- PENNY FOY, traffic manager.

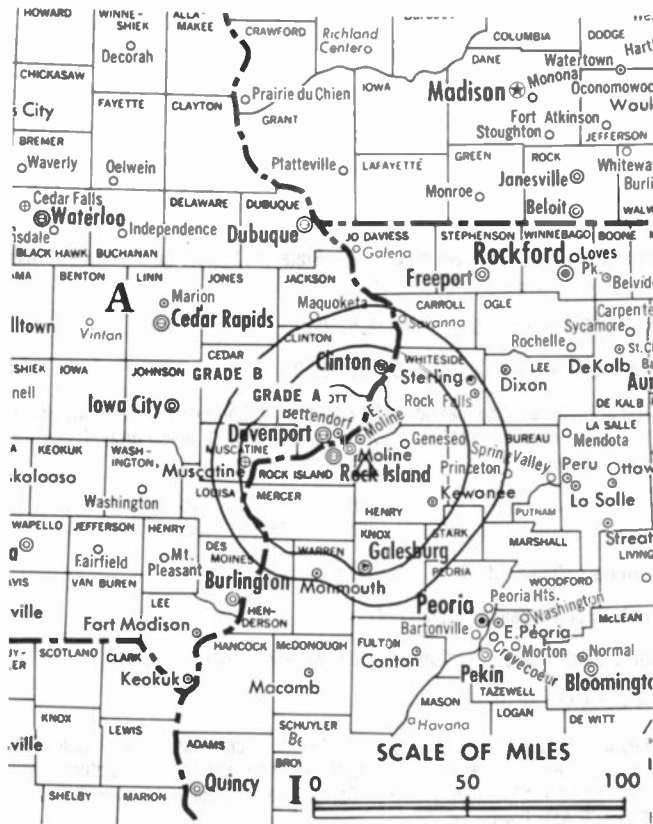
Highest One Hour Rate: \$3000.

Highest 30 Sec. Rate: \$900.

City of License: Davenport. ADI: Davenport, IA-Rock Island-Moline, IL. Rank: 79.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	IOWA Scott	61,800	61,300	99
	ILLINOIS Henry	20,600	20,300	99
	IOWA Clinton	20,700	20,600	100
Between 25-49%	Muscatine	15,500	15,400	99
	Carroll	7,000	6,900	99
	Knox	22,800	22,500	99
	Mercer	7,200	7,100	99
	Rock Island	62,300	61,700	99



KLJB-TV BNPCT—850412KE Granted 6/21/85 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	Households %
Between 25-49%	Whiteside	24,000	23,600	98
<b>IOWA</b>				
Between 5-24%	Cedar	7,400	7,300	99
	Des Moines	18,100	17,900	99
	Henry	7,200	7,100	99
	Jackson	8,300	8,200	99
	Lee	16,500	16,300	99
	Louisa	4,600	4,500	98
<b>ILLINOIS</b>				
	Bureau	14,600	14,300	98
	Fulton	15,500	15,200	98
	Henderson	3,500	3,400	97
	Jo Daviess	9,100	8,800	97
	Lee	12,900	12,700	98
	Putnam	2,300	2,200	96
	Stark	2,800	2,800	100
	Warren	8,100	8,000	99
<b>Station Totals</b>		<b>372,800</b>	<b>368,100</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>122,000</b>	
<b>Average Daily Circulation (1989)</b>			<b>51,900</b>	

**Need Broadcast TV or Cable TV Mail Labels From the Factbook?**

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703-560-0710



# Iowa—Davenport

**KWQC-TV**

Ch. 6

**Network Service:** NBC.

**Licensee:** Broad Street Television L.P., 250 State St., Sturbridge Commons, Ethan House, New Haven, CT 06473-2135.

**Studio:** 805 Brady St., Davenport, IA 52808.

**Telephone:** 319-383-7000. TWX: 910-525-1189.

**Technical Facilities:** Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1342-ft. above av. terrain, 1383-ft. above ground, 2049-ft. above sea level.

Latitude 41° 32' 49"  
Longitude 90° 28' 35"

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

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Station:** SatCom, 7-meter; M/A-Com, Harris receivers.

**News Services:** AP, UPI.

**Ownership:** Richard L. Geismar, chmn.-chief exec. officer-treas.; Allen R. Adler, vice chmn.-chief exec. officer-secy.; Fred E. Walker, pres.-chief operating officer, 30% each; Peter F. McSpadden, v.p., 9%. Geismar has interest in WWFX(FM) Belfast, ME; WICE(AM) Pawtucket, RI.

**Began Operation:** October 31, 1949.

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

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

**Personnel:**

JOHN SLOAN, president & general manager.  
MIKE ZANDRON, general sales manager.  
JOHN HAGEMAN, chief engineer.  
RICK TREADWELL, program director.  
STEVE TUTTLE, news director.  
CATHIE WHITESIDE, business manager.

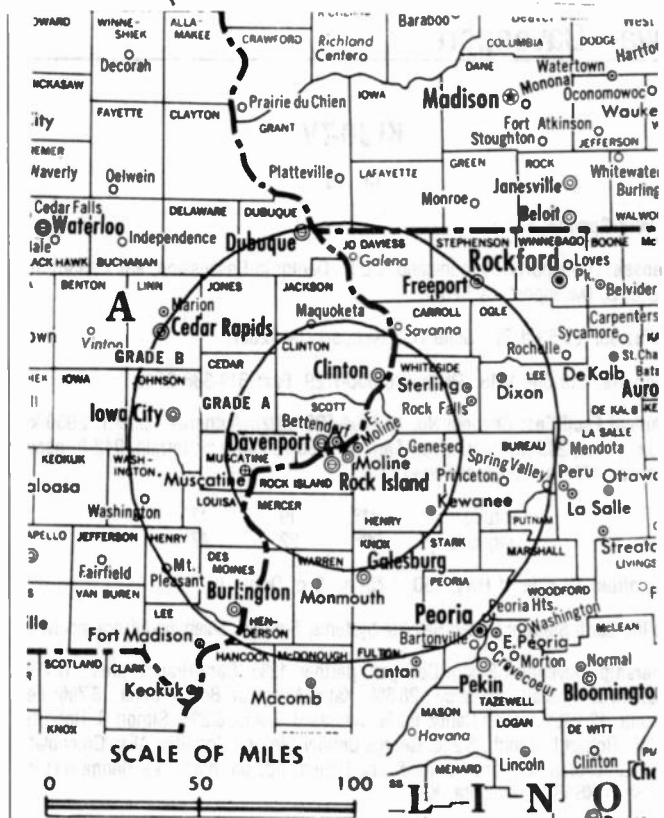
**Highest 30 Sec. Rate:** \$3000.

**NETWORK BASE HOURLY RATE:** \$1900.

**City of License:** Davenport. **ADI:** Davenport, IA-Rock Island-Moline, IL. **Rank:** 79.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>IOWA</b>			
	Cedar	7,400	7,300	99
	Clinton	20,700	20,600	100
	Des Moines	18,100	17,900	99
	Henry	7,200	7,100	99
	Jackson	8,300	8,200	99
	Louisa	4,600	4,500	98
	Muscatine	15,500	15,400	99
	Scott	61,800	61,300	99
	<b>ILLINOIS</b>			
	Bureau	14,600	14,300	98
	Carroll	7,000	6,900	99
	Henderson	3,500	3,400	97



KWQC-TV BPCT-810430KG Granted 7/6/81

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Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>HENRY</b>	20,600	20,300	99
	Jo Daviess	9,100	8,800	97
	Knox	22,800	22,500	99
	Lee	12,900	12,700	98
	Mercer	7,200	7,100	99
	Rock Island	62,300	61,700	99
	Stark	2,800	2,800	100
	Warren	8,100	8,000	99
	Whiteside	24,000	23,600	98
	<b>Between 25-49%</b>	<b>IOWA</b>		
Lee		16,500	16,300	99
<b>ILLINOIS</b>				
Putnam	2,300	2,200	96	
<b>Between 5-24%</b>	<b>IOWA</b>			
	Dubuque	31,200	30,800	99
	Jefferson	6,500	6,400	98
	Johnson	33,600	33,100	98
	Jones	7,200	7,100	99
	Washington	7,900	7,800	99
	<b>ILLINOIS</b>			
	Fulton	15,500	15,200	98
	Hancock	9,300	9,200	98
	La Salle	43,100	42,200	98
Mc Donough	12,700	12,500	98	
Ogle	17,500	17,200	98	
<b>Station Totals</b>		<b>541,800</b>	<b>534,400</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>323,600</b>	
<b>Average Daily Circulation (1989)</b>			<b>213,100</b>	

# Iowa—Des Moines

## KCCI-TV

Ch. 8

Network Service: CBS.

Licensee: H & C Communications Inc., 3050 Post Oak Blvd., Suite 1330, Houston, TX 77056.

Studio: 888 9th St., Des Moines, IA 50309.

Mailing Address: Box 10305, Des Moines, IA 50306.

Telephone: 515-247-8888. TWX: 910-520-2618. Fax: 515-243-4931.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 1953-ft. above av. terrain, 1997-ft. above ground, 2967-ft. above sea level.

Latitude 41° 48' 35"  
Longitude 93° 37' 16"

Transmitter: 1-mi. SW of Alleman, IA.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; KLM, 5-meter C-band; Microdyne, 5-meter C & Ku-band; Prodelin, 5-meter C-band; Scientific-Atlanta, 4.6-meter C-band; RCA Americom, 3.6-meter Ku-band; M/A-Com, Scientific-Atlanta, Microdyne receivers.

News Services: AP, CBS.

Ownership: H & C Communications Inc., 100%. See Group Ownership of Television Stations.

Began Operation: July 31, 1955. Merger of Cowles Bcstg. into H & C Communications approved by FCC Oct. 24, 1984 (Television Digest, Vol. 24:26, 35).

Represented (sales): Petry Television Inc.

Represented (legal): Dow, Lohnes & Albertson.

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

### Personnel:

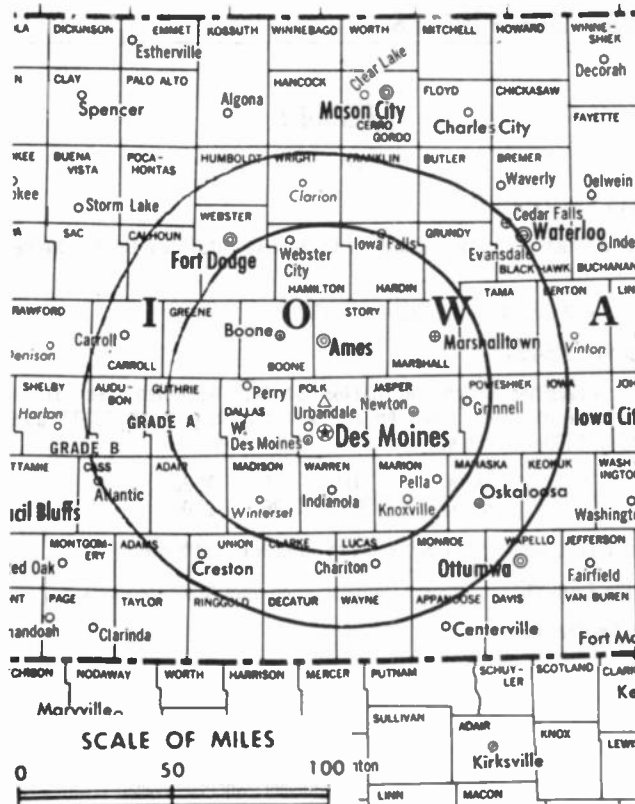
PAUL FREDERICKSEN, president & general manager.  
GUY KOENIGSBERGER, vice president, programs & community affairs.  
JOHN PASCUZZI, vice president, operations.  
PAUL RHOADES, vice president, news & public affairs.  
BILL HUEY, vice president & chief engineer.  
DAVE POREPP, general sales manager.  
ANNE MARIE CAUDRON, national account executive.  
ROBERT DAY, programming director.  
PAM KULIK, director, promotion & community affairs.  
IRMA DAVIS, business manager.

Rates: On request.

City of License: Des Moines. ADI: Des Moines. Rank: 66.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>IOWA</b>			
	Adair	3,700	3,700	100
	Adams	2,100	2,100	100
	Appanoose	6,100	6,000	98
	Audubon	3,100	3,100	100
	Boone	10,000	9,900	99
	Calhoun	4,800	4,700	98
	Carroll	8,300	8,200	99
	Cass	6,800	6,700	99
	Clarke	3,500	3,500	100
	Dallas	12,000	11,900	99
	Davis	3,300	3,300	100
	Decatur	3,400	3,300	97
	Greene	4,600	4,600	100
	Guthrie	4,600	4,500	98
	Hamilton	6,800	6,700	99
	Hardin	8,200	8,100	99
	Humboldt	5,000	4,900	98



KCCI-TV BMPCT-7477 Granted 7/31/73

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Jasper	14,200	14,100	99
	Lucas	4,300	4,200	98
	Madison	4,600	4,600	100
	Mahaska	9,200	9,100	99
	Marion	11,100	11,000	99
	Marshall	16,000	15,900	99
	Monroe	3,500	3,500	100
	Pocahontas	4,100	4,000	98
	Polk	130,400	129,400	99
	Poweshiek	7,100	7,000	99
	Ringgold	2,400	2,400	100
	Sac	5,300	5,200	98
	Story	25,600	25,300	99
	Taylor	3,300	3,200	97
	Union	5,400	5,300	98
	Wapello	15,700	15,500	99
	Warren	13,400	13,300	99
	Wayne	3,300	3,200	97
	Webster	17,000	16,800	99
	Wright	6,300	6,200	98
<b>MISSOURI</b>	Mercer	1,700	1,700	100
	Putnam	2,100	2,100	100
	<b>IOWA</b>			
<b>Between 25-49%</b>	Buena Vista	7,900	7,800	99
	Franklin	5,200	5,200	100
	Grundy	5,400	5,400	100
	Kossuth	7,900	7,800	99
	Montgomery	5,500	5,400	98
	Page	7,500	7,400	99
	Palo Alto	4,600	4,500	98
Tama	6,900	6,800	99	

(Continued on page A-466)

<b>Station Totals</b>	<b>514,200</b>	<b>508,600</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>375,300</b>
<b>Average Daily Circulation (1989)</b>			<b>245,700</b>

# Iowa—Des Moines

## KDSM-TV

Ch. 17

Network Service: Fox.

Licensee: Duchossois Communications Co. of Iowa, 4023 Fleur Dr., Des Moines, IA 50321.

Studio: 4023 Fleur Dr., Des Moines, IA 50321.

Telephone: 515-284-1717.

Technical Facilities: Channel No. 17 (488-494 MHz). Authorized power: 3110-kw max. visual, 311-kw max. aural. Antenna: 1516-ft. above av. terrain, 1539-ft. above ground, 2509-ft. above sea level.

Latitude 41° 48' 01.20"  
Longitude 93° 36' 27.00"

Transmitter: 0.4-mi. W of U.S. 69, 0.4-mi. S of N.E. 134th Ave.

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

News Service: INN.

Ownership: Duchossois Industries Inc., 100%. Duchossois Industries Inc. Ownership: Richard L. Duchossois, controlling shareholder. DII also owns WASK-AM-FM Lafayette, IN; KDAL(FM), Duluth, MN; KAIR & KJYK(FM), Tucson, AZ; WNAV & WHFS(FM), Annapolis, MD; KQPT(FM), Sacramento, CA.

Began Operation: March 14, 1983. Sale to present owners by William J. Trout, Raymond J. Gazzo & Carl G. Goldsberry, approved by FCC April 19, 1985 (Television Digest, Vol. 25:8).

Represented (sales): Seltel Inc.

Represented (legal): Tierney & Swift.

### Personnel:

TOMMY THOMPSON, vice president & general manager.  
TED STEPHENS, general sales manager.  
DAVE WILFAHRT, local sales manager.  
KEN CARRINGTON, promotion manager.  
MARTIN MOHRFIELD, chief engineer.  
CANDY FREEMAN, business manager.  
PERRY GARNER, production manager.

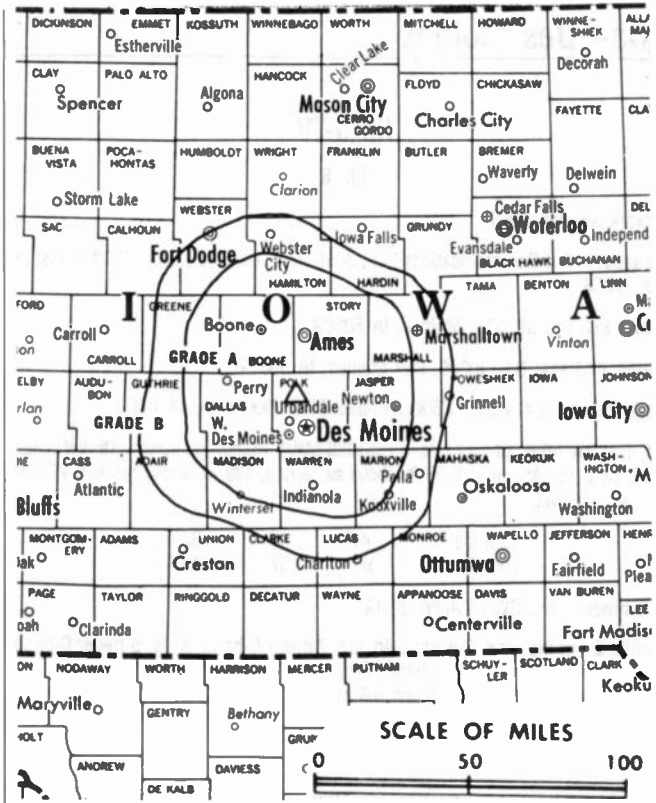
Highest One Hour Rate: \$4000.

Highest 30 Sec. Rate: \$1300.

City of License: Des Moines. ADI: Des Moines. Rank: 66.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>IOWA</b>			
	Boone	10,000	9,900	99
	Dallas	12,000	11,900	99
	Greene	4,600	4,600	100
	Jasper	14,200	14,100	99
	Lucas	4,300	4,200	98
	Madison	4,600	4,600	100
	Marion	11,100	11,000	99
	Polk	130,400	129,400	99
	Story	25,600	25,300	99
	Union	5,400	5,300	98
	Warren	13,400	13,300	99
	Wayne	3,300	3,200	97
	<b>Between 25-49%</b>	<b>IOWA</b>		
Adair		3,700	3,700	100
Calhoun		4,800	4,700	98
Carroll		8,300	8,200	99
Clarke		3,500	3,500	100
Franklin		5,200	5,200	100
Grundy		5,400	5,400	100
Guthrie		4,600	4,500	98



KDSM-TV BMPCT-82I006KE Granted 10/29/82 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	Hamilton	6,800	6,700	99
	Hardin	8,200	8,100	99
	Humboldt	5,000	4,900	98
	Mahaska	9,200	9,100	99
	Marshall	16,000	15,900	99
	Monroe	3,500	3,500	100
	Page	7,500	7,400	99
	Pocahontas	4,100	4,000	98
	Poweshiek	7,100	7,000	99
	Ringgold	2,400	2,400	100
	Webster	17,000	16,800	99
	Wright	6,300	6,200	98
	<b>IOWA</b>	Adams	2,100	2,100
Appanoose		6,100	6,000	98
Audubon		3,100	3,100	100
Buena Vista		7,900	7,800	99
Butler		6,400	6,300	98
Cass		6,800	6,700	99
Crawford		6,800	6,700	99
Davis		3,300	3,300	100
Decatur		3,400	3,300	97
Keokuk		4,900	4,800	98
Mills		4,700	4,700	100
Montgomery		5,500	5,400	98
Palo Alto		4,600	4,500	98
Pottawattamie		33,400	33,100	99
Sac	5,300	5,200	98	
Shelby	5,400	5,400	100	
Tama	6,900	6,800	99	
Taylor	3,300	3,200	97	
Wapello	15,700	15,500	99	
<b>Station Totals</b>		<b>503,100</b>	<b>497,900</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>218,600</b>	
<b>Average Daily Circulation (1989)</b>			<b>90,800</b>	

# Iowa—Des Moines

## WHO-TV

Ch. 13

Network Service: NBC.

Licensee: Palmer Communications Inc., 1801 Grand Ave., Des Moines, IA 50308.

Studio: 1801 Grand Ave., Des Moines, IA 50308.

Telephone: 515-242-3500. TWX: 910-520-2549. Fax: 515-242-3797.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw max. & 224-kw horizontal visual, 47.4-kw max. & 33.5-kw horizontal aural. Antenna: 1970-ft. above av. terrain, 1955-ft. above ground, 2988-ft. above sea level.

Latitude 41° 48' 33"  
Longitude 93° 36' 53"

Transmitter: 1-mi. S of Alleman.

Multichannel TV Sound: Stereo only.

Satellite Earth Station: Transmit/receive SatCom, 7-meter; Microwave Assoc., Scientific-Atlanta receivers.

AM Affiliate: WHO, 50-kw, 1040 kHz.

FM Affiliate: KLYF, 100-kw, 100.3 MHz (No. 262), 1700-ft.

News Service: AP.

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

Began Operation: April 15, 1954.

Represented (sales): Blair Television.

Represented (legal): Dow, Lohnes & Albertson.

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

### Personnel:

JOSEPH LENTZ, general manager.

TOM HESTON, general sales manager.

KEN ERICKSON, director of engineering.

JON JANES, news director.

MARY BRACKEN, program manager.

DEMETRIOS HADJIS, promotion manager.

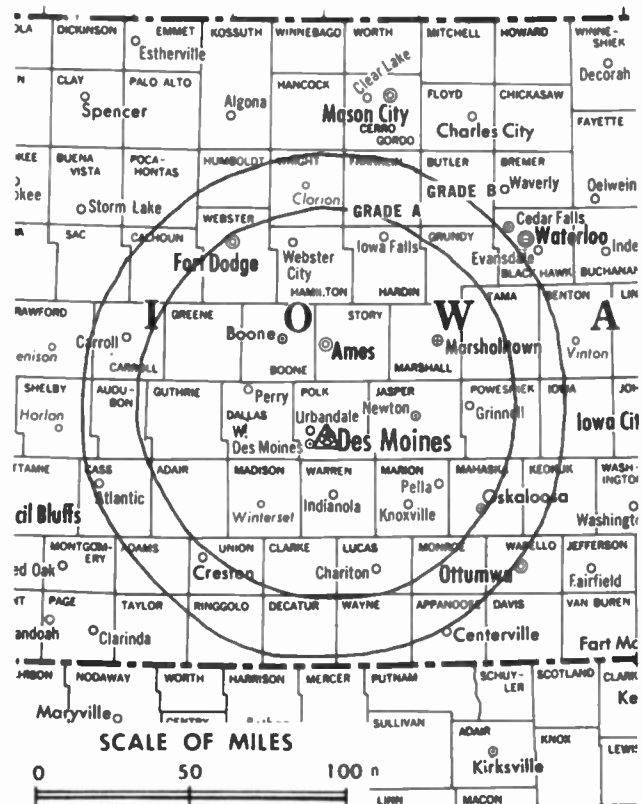
DAN ADAMS, controller.

Rates: On request.

City of License: Des Moines. AOI: Des Moines. Rank: 66.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>IOWA</b>			
	Adair	3,700	3,700	100
	Adams	2,100	2,100	100
	Appanoose	6,100	6,000	98
	Audubon	3,100	3,100	100
	Boone	10,000	9,900	99
	Calhoun	4,800	4,700	98
	Carroll	8,300	8,200	99
	Clarke	3,500	3,500	100
	Dallas	12,000	11,900	99
	Davis	3,300	3,300	100
	Decatur	3,400	3,300	97
	Greene	4,600	4,600	100
	Guthrie	4,600	4,500	98
	Hamilton	6,800	6,700	99
	Hardin	8,200	8,100	99
	Humboldt	5,000	4,900	98
	Jasper	14,200	14,100	99
	Lucas	4,300	4,200	98
	Madison	4,600	4,600	100
	Mahaska	9,200	9,100	99
Marion	11,100	11,000	99	
Marshall	16,000	15,900	99	
Monroe	3,500	3,500	100	
Pocahontas	4,100	4,000	98	
Polk	130,400	129,400	99	
Poweshiek	7,100	7,000	99	
Ringgold	2,400	2,400	100	



WHO-TV BPCT-5011 Granted 7/27/77

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Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>50% &amp; Over</b>	<b>MISSOURI</b>				
	Mercer	1,700	1,700	100	
	Putnam	2,100	2,100	100	
	<b>Between 25-49%</b>	<b>IOWA</b>			
		Cass	6,800	6,700	99
		Franklin	5,200	5,200	100
		Grundy	5,400	5,400	100
		Hancock	5,600	5,500	98
		Jefferson	6,500	6,400	98
		Keokuk	4,900	4,800	98
Kossuth		7,900	7,800	99	
Sac		5,300	5,200	98	
Tama		6,900	6,800	99	
Taylor	3,300	3,200	97		
<b>MISSOURI</b>	Worth	1,100	1,100	100	
	<b>Between 5-24%</b>	<b>IOWA</b>			
Crawford		6,800	6,700	99	
Emmet		4,900	4,800	98	
Page		7,500	7,400	99	
Palo Alto		4,600	4,500	98	
Shelby		5,400	5,400	100	
<b>MISSOURI</b>	Harrison	4,200	4,100	98	
	Schuyler	2,000	2,000	98	
<b>Station Totals</b>		<b>481,200</b>	<b>476,100</b>	<b>99</b>	
<b>Net Weekly Circulation (1989)</b>			<b>365,000</b>		
<b>Average Daily Circulation (1989)</b>			<b>226,300</b>		

# Iowa—Ames-Des Moines

## WOI-TV

Ch. 5

**Network Service:** ABC.

**Licensee:** Iowa State University Bcstg. Corp., Ames, IA 50011.

**Studio:** Iowa State U. of Science, Ames, IA 50011.

**Telephone:** 515-294-5555. TWX: 910-520-1152.

**Technical Facilities:** Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1850-ft. above av. terrain, 1995-ft. above ground, 2980-ft. above sea level.

Latitude 41° 48' 33"  
Longitude 93° 36' 53"

**Transmitter:** 1-mi. S of Alleman.

**Satellite Earth Stations:** Transmit/receive Harris, 9-meter C-band; Microdyne, 3.7-meter Ku-band; Andrew, 7.3-meter; Scientific-Atlanta, 7-meter; Andrew, 4.5-meter; Avantek, Harris, Scientific-Atlanta, M/A-Corn receivers.

**News Services:** AP, ABC.

**Ownership:** Iowa State University Bcstg. Corp., 100%. Robert G. Helmers, pres.; John D. Shors, secy.; Margaret S. Pickett, treas.

**Began Operation:** February 21, 1950.

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

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

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

**Personnel:**

ROBERT G. HELMERS, president & general manager.  
RAY JOHNSON, general sales manager.  
ED A. POWERS, chief engineer.  
DIANA LAMM, news director.  
JANIS MARVIN, programming coordinator.  
BETTY LOU VARNUM, public affairs coordinator.  
TERRY McFARLANE, promotion director.  
DON WIRTH, business manager.  
MEL CRIPPEN, marketing director.

**Highest One Hour Rate:** \$4000.

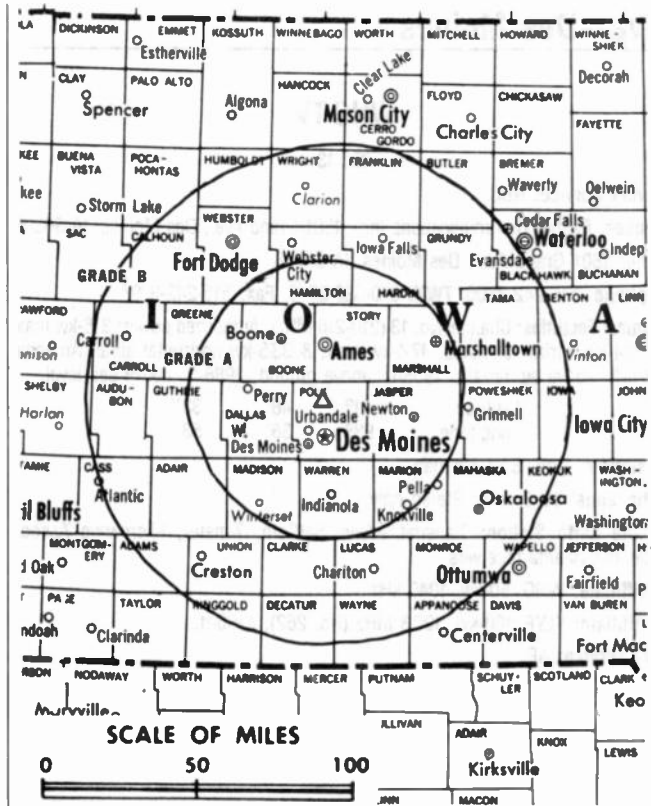
**Highest 30 Sec. Rate:** \$850.

**NETWORK BASE HOURLY RATE:** \$1000.

**City of License:** Ames. ADI: Des Moines. Rank: 66.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>IOWA</b>			
	Adair	3,700	3,700	100
	Adams	2,100	2,100	100
	Appanoose	6,100	6,000	98
	Audubon	3,100	3,100	100
	Boone	10,000	9,900	99
	Calhoun	4,800	4,700	98
	Carroll	8,300	8,200	99
	Clarke	3,500	3,500	100
	Dallas	12,000	11,900	99
	Decatur	3,400	3,300	97
	Franklin	5,200	5,200	100
	Greene	4,600	4,600	100
	Grundy	5,400	5,400	100
	Guthrie	4,600	4,500	98
	Hamilton	6,800	6,700	99
	Hardin	8,200	8,100	99
	Humboldt	5,000	4,900	98
	Jasper	14,200	14,100	99
	Lucas	4,300	4,200	98
Madison	4,600	4,600	100	
Mahaska	9,200	9,100	99	
Marion	11,100	11,000	99	
Marshall	16,000	15,900	99	
Monroe	3,500	3,500	100	
Pocahontas	4,100	4,000	98	
Polk	130,400	129,400	99	



WOI-TV BMPCT-7324 Granted 12/20/71

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MISSOURI</b>			
	Poweshiek	7,100	7,000	99
	Ringgold	2,400	2,400	100
	Story	25,600	25,300	99
	Union	5,400	5,300	98
	Warren	13,400	13,300	99
	Wayne	3,300	3,200	97
	Webster	17,000	16,800	99
	Wright	6,300	6,200	98
	Mercer	1,700	1,700	100
<b>Between 25-49%</b>	<b>IOWA</b>			
	Cass	6,800	6,700	99
	Hancock	5,600	5,500	98
	Kossuth	7,900	7,800	99
	Palo Alto	4,600	4,500	98
	Sac	5,300	5,200	98
	Tama	6,900	6,800	99
	Wapello	15,700	15,500	99
	<b>MISSOURI</b>			
	Putnam	2,100	2,100	100
<b>Between 5-24%</b>	<b>IOWA</b>			
	Benton	9,000	8,900	99
	Buena Vista	7,900	7,800	99
	Crawford	6,800	6,700	99
	Davis	3,300	3,300	100
	Keokuk	4,900	4,800	98
	Montgomery	5,500	5,400	98
	Page	7,500	7,400	99
	Shelby	5,400	5,400	100
	Taylor	3,300	3,200	97
<b>MISSOURI</b>				
Harrison	4,200	4,100	98	
<b>Station Totals</b>		<b>489,100</b>	<b>483,900</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>339,600</b>	
<b>Average Daily Circulation (1989)</b>			<b>187,800</b>	

# Iowa—Dubuque

## KDUB-TV

Ch. 40

Network Service: ABC.

Licensee: Dubuque TV Ltd. Partnership, One Cycare Plaza, Dubuque, IA 52001.

Studio: 9th Floor, One Cycare Plaza, Dubuque, IA 52001.

Telephone: 319-556-4040.

Technical Facilities: Channel No. 40 (626-632 MHz). Authorized power: 537-kw visual, 53.7-kw aural. Antenna: 841-ft. above av. terrain, 837-ft. above ground, 1661-ft. above sea level.

Latitude 42° 31' 05''  
Longitude 90° 37' 16''

Transmitter: 0.7-mi. N of Illinois state line, 0.75-mi. W of Hwy. 35, Grant County, WI.

Satellite Earth Stations: Calstar, 4.6-meter; Prodelin, 4.2-meter; AvanteK, Scientific-Atlanta receivers.

News Services: ABC, UPI.

Ownership: Thomas G. Bond, gen. partner & ltd. partner; William M. Abernathy, Guy E. Moman Jr., Thomas J. Joiner, John Hall Nelson, Scott G. Davis & Fred H. Davis, ltd. partners.

Began Operation: June 1, 1970. Left air Oct. 3, 1974. Sale to Lloyd Hearing Aid Corp. approved by FCC June 29, 1976. Resumed operation Sept. 12, 1976. Sale to The Commercial Dispatch Publishing Co. approved by FCC Sept. 13, 1979. Sale to Dubuque TV Ltd. Partnership approved Feb. 8, 1985. FCC approved sale to Sage Bcstg. Corp. of Dubuque March 25, 1988 but sale was not consummated.

Represented (sales): Seltel Inc.

### Personnel:

THOMAS G. BOND, general manager & general sales manager.  
JOE DENK, news director & program director.  
GARY HAVERLAND, chief engineer.

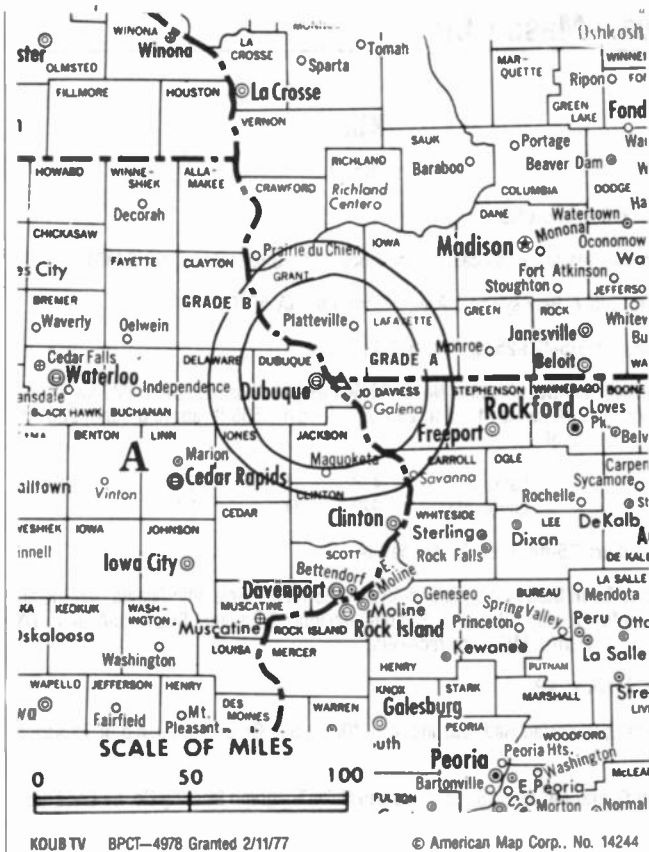
Highest 30 Sec. Rate: \$135.

NETWORK BASE HOURLY RATE: \$75.

City of License: Dubuque. ADI: Cedar Rapids-Waterloo-Dubuque. Rank: 78.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>50% &amp; Over</b>	IOWA Dubuque	31,200	30,800	99
	ILLINOIS Jo Daviess	9,100	8,800	97
<b>Between 25-49%</b>	IOWA Jackson	8,300	8,200	99
	WISCONSIN Grant	17,700	17,200	97



KDUB-TV BPCT-4978 Granted 2/11/77

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Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>Between 25-49%</b>	Lafayette	6,200	6,100	98
<b>Between 5-24%</b>	IOWA Clayton	8,200	8,100	99
	Delaware	6,800	6,700	99
	Jones	7,200	7,100	99
	WISCONSIN Iowa	7,600	7,400	97
<b>Station Totals</b>		<b>102,300</b>	<b>100,400</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>				<b>42,200</b>
<b>Average Daily Circulation (1989)</b>				<b>21,800</b>

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# Iowa—Mason City

**KIMT**

Ch. 3

**Network Service:** CBS.

**Licensee:** Spartan Radiocasting Inc., Box 1717, Spartanburg, SC 29304.

**Studio:** 2nd & Pennsylvania Ave., Mason City, IA 50401.

**Telephone:** 515-423-2540. Fax: 515-423-7960.

**Technical Facilities:** Channel No. 3 (60-66 MHz). Authorized power: 97.7-kw visual, 20-kw aural. Antenna: 1550-ft. above av. terrain, 1565-ft. above ground, 2801-ft. above sea level.

Latitude 43° 22' 25"  
Longitude 92° 50' 00"

**Transmitter:** 3.5-mi. E of St. Ansgar, IA.

**Satellite Earth Stations:** Scientific-Atlanta, 7.5-meter; Scientific-Atlanta, 4.5-meter; Scientific-Atlanta, 3.9-meter; Scientific-Atlanta, 3.7-meter; Scientific-Atlanta, DX Antenna, Harris, M/A-Com receivers.

**News Service:** AP.

**Ownership:** Spartan Radiocasting Inc., 100%. See Group Ownership of Television Stations.

**Begin Operation:** May 15, 1954. Sale to Daily Telegraph Printing Co. by Lee Enterprises approved by FCC April 22, 1980 (*Television Digest*, Vol. 20:1). Sale to present owner approved by FCC June 12, 1984 (Vol. 24:15).

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

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

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

**Personnel:**

- JOHN SHINE, general manager.
- DICK AUNE, general sales manager.
- DAVE PRESSLER, local & regional sales manager.
- BART CURRAN, program director.
- MARY ELLEN SCHULTZ, promotions manager.
- LARRY HUEGLI, news director.
- DALE BYRE, chief engineer.
- KAREN BIRD, business manager.

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

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

**NETWORK BASE HOURLY RATE:** \$615.

**City of License:** Mason City. **AOI:** Rochester, MN-Mason City, IA-Austin, MN. Rank: 147.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>IOWA</b>			
	Cerro Gordo	20,100	19,900	99
	Chickasaw	5,400	5,300	98
	Floyd	7,200	7,100	99
	Franklin	5,200	5,200	100
	Hancock	5,600	5,500	98
	Howard	4,100	4,000	98
	Kossuth	7,900	7,800	99
	Mitchell	4,500	4,500	100
	Winnebago	5,300	5,200	98
	Worth	3,600	3,600	100



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MINNESOTA</b>			
	Dodge	5,500	5,400	98
	Fillmore	7,900	7,800	99
	Freeborn	13,600	13,500	99
<b>Between 25-49%</b>	<b>IOWA</b>			
	Butler	6,400	6,300	98
	Winneshiek	7,600	7,500	99
<b>Between 5-24%</b>	<b>MINNESOTA</b>			
	Olmsted	37,000	36,700	99
	<b>IOWA</b>			
	Allamakee	5,400	5,300	98
	Bremer	8,900	8,800	99
	Emmet	4,900	4,800	98
	Hardin	8,200	8,100	99
	Humboldt	5,000	4,900	98
	<b>MINNESOTA</b>			
	Faribault	7,400	7,300	99
	Goodhue	14,800	14,600	99
Houston	6,400	6,300	98	
Rice	16,200	16,000	99	
Steele	11,100	11,000	99	
Wabasha	7,500	7,400	99	
Waseca	6,900	6,800	99	
Winona	16,200	15,900	98	
<b>WISCONSIN</b>				
Buffalo	5,500	5,400	98	
<b>Station Totals</b>		<b>292,800</b>	<b>289,200</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>132,400</b>	
<b>Average Daily Circulation (1989)</b>			<b>73,400</b>	

# Iowa—Ottumwa

**KOIA-TV**

**Ch. 15**

**Network Service:** Fox.

**Licensee:** Public Interest Broadcast Group Inc., 12334 Summerport Lane, Windermere, FL 32786.

**Studio:** 820 W. Second St., Ottumwa, IA 52501.

**Telephone:** 515-684-5415.

**Technical Facilities:** Channel No. 15 (476-482 MHz). Authorized power: 166-kw max. visual, 16.6-kw max. aural. Antenna: 410-ft. above av. terrain, 417-ft. above ground, 1157-ft. above sea level.

Latitude 40° 57' 50"  
Longitude 92° 23' 50"

**Transmitter:** 3.4-mi. SSE of intersection of Hwys. 63 & 34, Keokuk Twp.

**Satellite Earth Stations:** KLM, 4.8-meter C-band; KLM, 3.9-meter C-band; AFC Ku-band; ADM Ku & C-band; KLM, M/A-Com, General Instrument receivers.

**Ownership:** Dean C. Engstrom, chmn.; Dirk Engstrom, v.p.; Charles Engstrom, Todd Engstrom, Brett Engstrom. Dean Engstrom also owns KDIR-TV, permittee of Ch. 25, Carlsbad, NM.

**Began Operation:** June 2, 1986. Left air 1986; resumed operation June 29, 1987.

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

**Personnel:**

- DIRK ENGSTROM, vice president & general manager.
- SHERI LOCKE-WARD, sales manager.
- PHIL BENJAMIN, chief engineer.
- PETER OWENS, news director.
- JIM CONLON, program director.
- A. J. COFFIN, business manager.
- BONNIE JOHNSON, traffic manager.

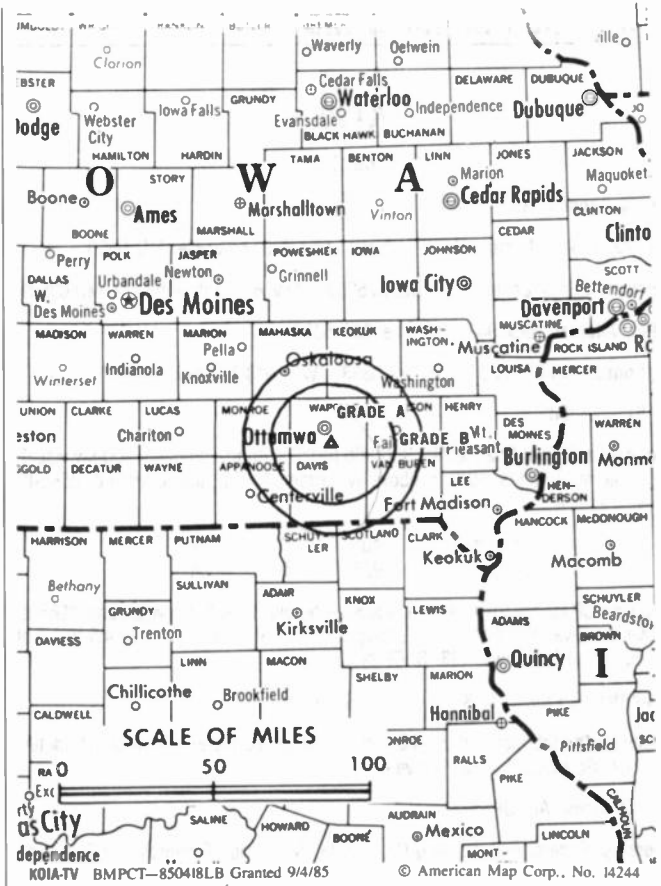
**Highest One Hour Rate:** \$500.

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

**City of License:** Ottumwa. **ADI:** Ottumwa, IA-Kirksville, MO. **Rank:** 204.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	IOWA Davis	3,300	3,300	100
<b>Between 25-49%</b>	IOWA Appanoose	6,100	6,000	98



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	Jefferson	6,500	6,400	98
	Wapello	15,700	15,500	99
<b>Between 5-24%</b>	<b>IOWA</b>			
	Keokuk	4,900	4,800	98
	Mahaska	9,200	9,100	99
	Monroe	3,500	3,500	100
	Taylor	3,300	3,200	97
	Van Buren	3,300	3,200	97
	<b>MISSOURI</b>			
	Putnam	2,100	2,100	100
<b>Station Totals</b>		<b>57,900</b>	<b>57,100</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>				<b>16,800</b>
<b>Average Daily Circulation (1989)</b>				<b>6,500</b>



# Iowa—Ottumwa-Kirksville, MO

**KTVO**

Ch. 3

Network Service: ABC.

Licensee: Federal Bcstg., Hwy. 63 North, Box 949, Kirksville, MO 63501.

Studios: Broadcast Center, Ottumwa, IA 52501; Hwy. 63 North, Kirksville, MO 63501.

Mailing Address: Box 949, Kirksville, MO 63501.

Telephones: 816-627-3333; 515-682-3333. TWX: 910-777-7950.

Fax: 816-627-1885.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1973-ft. above av. terrain, 1937-ft. above ground, 2685-ft. above sea level.

Latitude 40° 13' 32"  
Longitude 92° 00' 54"

Requests CP for change to 1112-ft. above av. terrain, 1050-ft. above ground, 1965-ft. above sea level, lat. 40° 31' 47", long. 92° 26' 29", transmitter to 4.5-mi. E of Lancaster on U.S. Hwy. 136. BPCT-890607KJ.

Transmitter: 5.5-mi. N of Knox City on State Rte. V.

Satellite Earth Stations: Andrew, 4.5-meter; Andrew, 7.3-meter; Simulsat, 5.5-meter; Avantek, Scientific-Atlanta receivers.

News Services: AP, UPI.

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

Began Operation: November 21, 1955. Sale to Gillett Group Inc. by Post Corp. approved by FCC June 19, 1984. Sale to Post by James J. Conroy & Raymond E. Russell approved Jan. 6, 1964 by FCC (Television Digest, Vol. 4:2). Sale to present owner by Gillett Group Inc. approved by FCC July 17, 1987 (Vol. 27:20).

Represented (sales): MMT Marketing.

Represented (legal): Hogan & Hartson.

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

**Personnel:**

- GREG WITTLAND, president & general manager.
- DAN HAVENS, general sales manager.
- KEITH REYNOLDS, chief engineer.
- ROY CLEM, news director.
- PAM SMALL, program & promotion director.
- KAY SANDNER, business manager.

Highest One Hour Rate: \$4000.

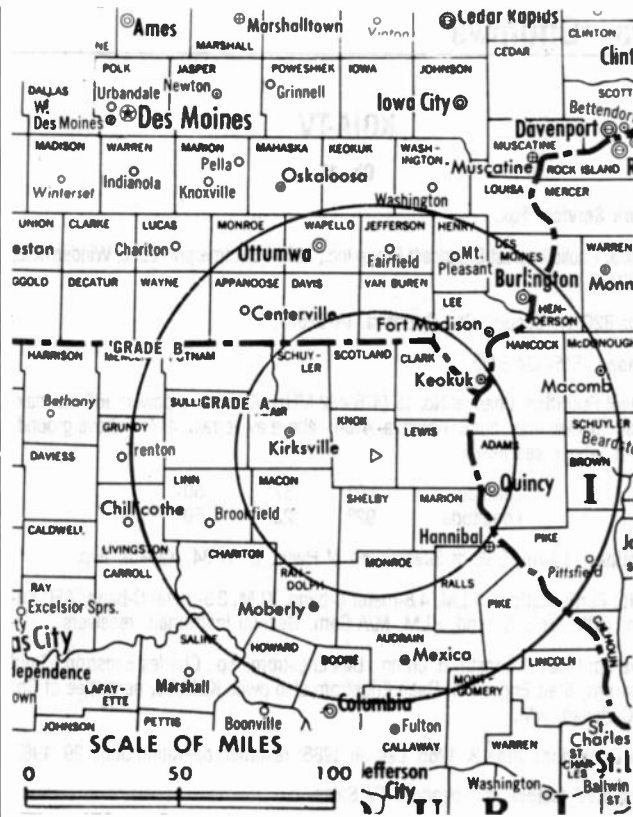
Highest 30 Sec. Rate: \$450.

NETWORK BASE HOURLY RATE: \$637.

City of License: Kirksville, MO. ADI: Ottumwa, IA-Kirksville, MO. Rank: 204.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>IOWA</b>				
<b>50% &amp; Over</b>	Appanoose	6,100	6,000	98
	Davis	3,300	3,300	100
	Jefferson	6,500	6,400	98
	Lee	16,500	16,300	99
	Van Buren	3,300	3,200	97
	Wapello	15,700	15,500	99
<b>ILLINOIS</b>				
	Adams	26,800	26,400	99
<b>MISSOURI</b>				
	Adair	9,200	9,100	99
	Clark	3,000	2,900	97
	Knox	2,100	2,100	100
	Lewis	3,900	3,800	97



KTVO BMPCT-86041IKF Granted 5/7/86

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Macon	6,400	6,300	98
	Mercer	1,700	1,700	100
	Putnam	2,100	2,100	100
	Schuyler	2,000	2,000	98
	Scotland	2,100	2,100	100
	Shelby	3,000	3,000	100
	Sullivan	2,900	2,900	100
<b>Between 25-49%</b>	<b>IOWA</b>			
	Henry	7,200	7,100	99
	Washington	7,900	7,800	99
	Wayne	3,300	3,200	97
<b>ILLINOIS</b>	Hancock	9,300	9,200	98
	<b>MISSOURI</b>			
<b>Between 5-24%</b>	Grundy	4,700	4,600	98
	Linn	6,200	6,100	98
	Ralls	3,400	3,400	100
	<b>IOWA</b>			
	Des Moines	18,100	17,900	99
Keokuk	4,900	4,800	98	
Lucas	4,300	4,200	98	
Mahaska	9,200	9,100	99	
Monroe	3,500	3,500	100	
<b>ILLINOIS</b>				
Henderson	3,500	3,400	97	
Mc Donough	12,700	12,500	98	
Schuyler	3,100	3,000	97	
<b>MISSOURI</b>				
Chariton	4,000	3,900	98	
Harrison	4,200	4,100	98	
Marion	10,700	10,600	99	
Monroe	3,600	3,600	100	
Randolph	9,800	9,700	99	
<b>Station Totals</b>		<b>250,200</b>	<b>246,800</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>				<b>112,200</b>
<b>Average Daily Circulation (1989)</b>				<b>61,000</b>

# Iowa—Sioux City

## KCAU-TV

Ch. 9

(Operates satellite KCAN, Albion, NE)

**Network Service:** ABC.

**Licensee:** Citadel Communications Co. Ltd., 7th & Douglas Sts., Sioux City, IA 51101.

**Studio:** 7th & Douglas Sts., Sioux City, IA 51101.

**Telephone:** 712-277-2345. **Fax:** 712-277-3733.

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

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

**Transmitter:** 4-mi. E, 0.75-mi. N of James, IA.

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

**News Service:** AP.

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

**Began Operation:** March 29, 1953. Sale to Wesray Corp. by Forward Communications Corp. approved by FCC August 16, 1984. Previous sale to Forward by People's Bcstg. Corp. approved Oct. 27, 1965 by FCC (*Television Digest*, Vol. 5:30). Sale to People's by Cowles Bcstg. Co. approved Nov. 27, 1957 (Vol. 13:41, 44, 49). Sale to Citadel Communications approved Oct. 1, 1985 (Vol. 25:30).

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

**Represented (legal):** Latham & Watkins.

**Personnel:**

- PHILIP J. LOMBARDO, president.
- RAY COLE, vice president & general manager.
- DON HALE, general sales manager.
- GARY SEABERG, local sales manager.
- ROLLIN BALL, chief engineer.
- KEN GULLETTE, news director.
- JIM HUGHES, business manager.
- JOEL WALLS, operations manager.

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

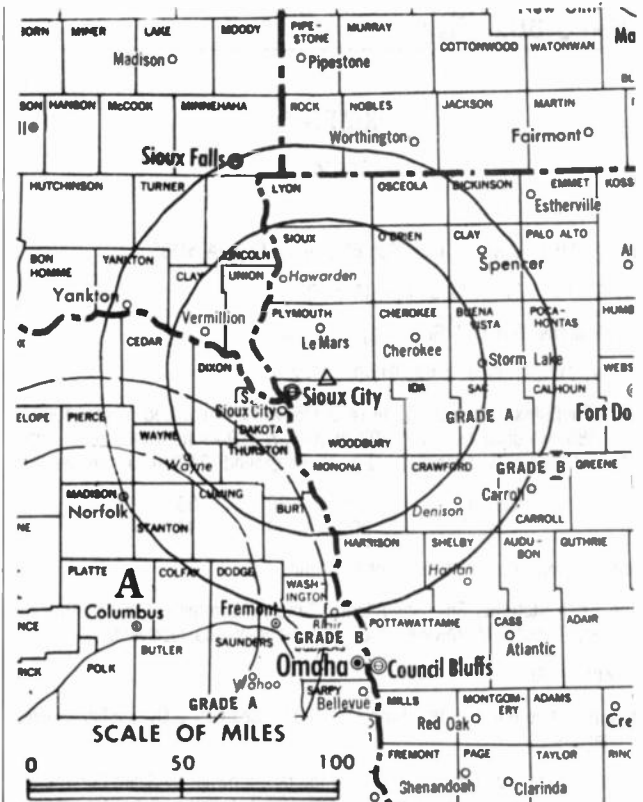
**Highest 30 Sec. Rate:** \$700.

**NETWORK BASE HOURLY RATE:** \$1050.

**City of License:** Sioux City. **ADI:** Sioux City. **Rank:** 128.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>IOWA</b>			
	Buena Vista	7,900	7,800	99
	Cherokee	6,000	5,900	98
	Clay	7,700	7,600	99
	Crawford	6,800	6,700	99
	Dickinson	6,300	6,200	98
	Emmet	4,900	4,800	98
	Ida	3,500	3,500	100
	Lyon	4,500	4,400	98
	Monona	4,500	4,400	98
	O'Brien	6,300	6,300	100
	Osceola	3,200	3,200	100
	Palo Alto	4,600	4,500	98
	Plymouth	9,000	8,900	99
	Pocahontas	4,100	4,000	98
	Sac	5,300	5,200	98
	Sioux	10,800	10,600	98
Woodbury	38,200	37,900	99	



KCAU-TV BPCT-3128 Granted 1/19/65

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>NEBRASKA</b>			
	Cedar	4,000	4,000	100
	Dakota	6,700	6,700	100
	Dixon	2,700	2,700	100
	Knox	4,000	3,900	98
	Madison	12,900	12,700	98
	Pierce	3,100	3,100	100
	Stanton	2,400	2,400	100
	Thurston	2,400	2,400	100
	Wayne	3,400	3,400	100
	<b>SOUTH DAKOTA</b>			
	Clay	4,800	4,700	98
	Union	4,200	4,200	100
Yankton	7,200	7,100	99	

<b>Between 25-49%</b>	<b>IOWA</b>			
	Carroll	8,300	8,200	99
	<b>MINNESOTA</b>			
Rock	3,800	3,800	100	
<b>NEBRASKA</b>	Antelope	3,200	3,100	97
	Burt	3,500	3,500	100
	Cuming	4,100	4,000	98
	Holt	5,100	4,900	96

<b>Between 5-24%</b>	<b>IOWA</b>			
	Audubon	3,100	3,100	100
	Calhoun	4,800	4,700	98
	Harrison	6,000	5,900	98
Humboldt	5,000	4,900	98	

(Continued on page A-466)

<b>Station Totals</b>	<b>290,000</b>	<b>286,300</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>173,600</b>
<b>Average Daily Circulation (1989)</b>			<b>95,500</b>

# Iowa—Sioux City

**KMEG**

Ch. 14

Network Service: CBS.

Licensee: KMEG Television Inc., Box 657, Sioux City, IA 51105.

Studio: 700 Floyd Blvd., Sioux City, IA 51102.

Mailing Address: Box 657, Sioux City, IA 51102.

Telephone: 712-277-3554. TWX: 910-968-1742.

Technical Facilities: Channel No. 14 (470-476 MHz). Authorized power: 1000-kw max. & 380-kw horizontal visual, 200-kw max. & 75.9-kw horizontal aural. Antenna: 1152-ft. above av. terrain, 1000-ft. above ground, 2420-ft. above sea level.

Latitude 42° 30' 53"  
Longitude 96° 18' 14"

Transmitter: Rural Rte. 2, 1-mi. E of city limits.

Satellite Earth Stations: Scientific-Atlanta, 7-meter; Comtech, 5-meter; Prodelin, 4.5-meter; Pinzone, Microwave Assoc., Scientific-Atlanta receivers.

News Service: AP.

Ownership: Maine Radio & Television Co., 100%. See Group Ownership of Television Stations.

Began Operation: September 5, 1967. Sale to present owner by Gillett Communications Group approved by FCC Sept. 23, 1986. Sale to Gillett by Fetzer Communications approved by FCC Oct. 29, 1985. Sale to Fetzer by Medallion Bcstrs. (Robert B. Donovan, Edgar F. Pechacek, et al.) approved by FCC Aug. 13, 1969 (Television Digest, Vol. 9:33).

Represented (sales): MMT Marketing.

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

**Personnel:**

- BRUCE LEWIS, general manager.
- LYLE JOHNSON, chief engineer.
- BRENDA WANKUM, promotion manager.
- GREG FUNK, business manager.
- LISA McMULLEN, community service director.

Highest One Hour Rate: \$1200.

Highest 30 Sec. Rate: \$220.

NETWORK BASE HOURLY RATE: \$200.

City of License: Sioux City. AOI: Sioux City. Rank: 128.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>IOWA</b>			
	Buena Vista	7,900	7,800	99
	Cherokee	6,000	5,900	98
	Ida	3,500	3,500	100
	Monona	4,500	4,400	98
	Plymouth	9,000	8,900	99
	Woodbury	38,200	37,900	99
	<b>NEBRASKA</b>			
	Dakota	6,700	6,700	100
	Dixon	2,700	2,700	100
	Thurston	2,400	2,400	100
Wayne	3,400	3,400	100	



KMBO BPCT-3871 Granted 2/13/67

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>IOWA</b>			
	O'Brien	6,300	6,300	100
	Sioux	10,800	10,600	98
	<b>NEBRASKA</b>			
	Burt	3,500	3,500	100
	Cedar	4,000	4,000	100
	Cuming	4,100	4,000	98
	Madison	12,900	12,700	98
	Pierce	3,100	3,100	100
	Stanton	2,400	2,400	100
	<b>SOUTH DAKOTA</b>			
	Clay	4,800	4,700	98
	Union	4,200	4,200	100
<b>Between 5-24%</b>	<b>IOWA</b>			
	Clay	7,700	7,600	99
	Crawford	6,800	6,700	99
	Lyon	4,500	4,400	98
	Osceola	3,200	3,200	100
	Sac	5,300	5,200	98
	<b>NEBRASKA</b>			
	Washington	5,900	5,900	100
	<b>SOUTH DAKOTA</b>			
	Lincoln	5,300	5,200	98
Yankton	7,200	7,100	99	
<b>Station Totals</b>		<b>186,300</b>	<b>184,400</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>94,500</b>	
<b>Average Daily Circulation (1989)</b>			<b>50,000</b>	

# Iowa—Sioux City

**KTIV**

Ch. 4

Network Service: NBC.

Licensee: American Family Broadcast Group Inc., 3135 Floyd Blvd., Sioux City, IA 51105.

Studio: 3135 Floyd Blvd., Sioux City, IA 51105.

Telephone: 712-239-4100. Fax: 712-239-2621.

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

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

Transmitter: 4-mi. E, 0.75-mi. N of James, IA.

Multichannel TV Sound: Stereo only.

Satellite Earth Station: ADM, 6.2-meter; Avcom, Harris receivers.

News Service: NBC.

Ownership: American Family Corp., 100%. See Group Ownership of Television Stations. Note: Sale to Quincy Newspapers pending (Television Digest, Vol. 29:35).

Began Operation: October 9, 1954. Merger of Black Hawk Bcstg. with American Family Corp. approved by FCC Sept. 17, 1980. Sale by Perkins Bros. Co. approved March 28, 1974. Sale of 50%, giving Perkins Bros. 100% control, approved May 26, 1965 by FCC (Television Digest, Vol. 5:24).

Represented (sales): Blair Television.

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

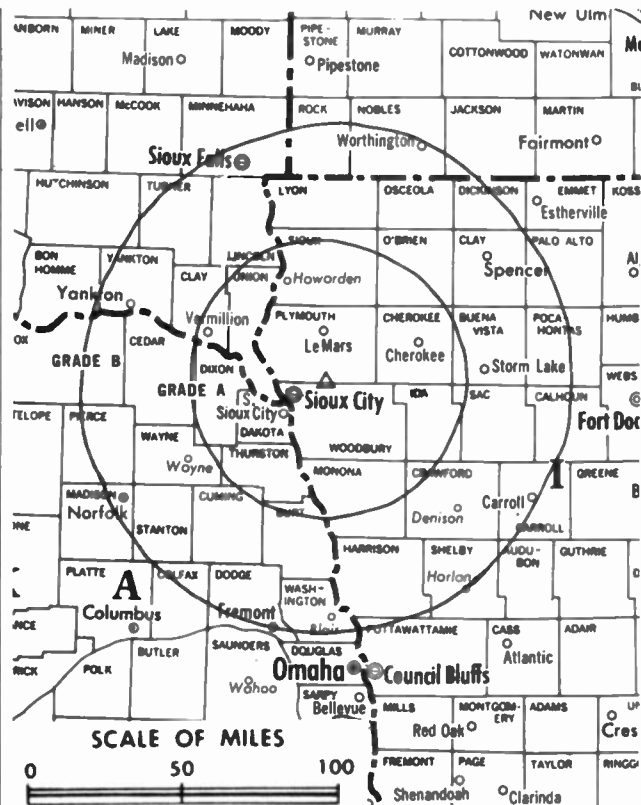
**Personnel:**

- RON JOHNSON, vice president & general manager.
- PAUL O'BRYAN, vice president & national sales manager.
- DAVE MADSEN, vice president, program & operations manager.
- DALE RUSSELL, vice president & chief engineer.
- VAN CARTER, vice president & news director.
- KIM CLEAVER, local sales manager.
- JERRY L. JOHNSON, promotion director.
- KATHY CLAYTON, business manager.
- EDDIE DUNN, production manager.

City of License: Sioux City. ADI: Sioux City. Rank: 128.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>IOWA</b>			
	Buena Vista	7,900	7,800	99
	Cherokee	6,000	5,900	98
	Clay	7,700	7,600	99
	Crawford	6,800	6,700	99
	Dickinson	6,300	6,200	98
	Emmet	4,900	4,800	98
	Ida	3,500	3,500	100
	Lyon	4,500	4,400	98
	Monona	4,500	4,400	98
	O'Brien	6,300	6,300	100
	Osceola	3,200	3,200	100
	Palo Alto	4,600	4,500	98
	Plymouth	9,000	8,900	99
	Pocahontas	4,100	4,000	98
	Sac	5,300	5,200	98
	Sioux	10,800	10,600	98
	Woodbury	38,200	37,900	99
	<b>MINNESOTA</b>			
	Nobles	7,700	7,600	99



KTIV BPCT-3127 Granted 1/19/65

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>NEBRASKA</b>			
	Antelope	3,200	3,100	97
	Cedar	4,000	4,000	100
	Dakota	6,700	6,700	100
	Dixon	2,700	2,700	100
	Holt	5,100	4,900	96
	Knox	4,000	3,900	98
	Madison	12,900	12,700	98
	Pierce	3,100	3,100	100
	Stanton	2,400	2,400	100
	Thurston	2,400	2,400	100
	Wayne	3,400	3,400	100
	<b>SOUTH DAKOTA</b>			
	Clay	4,800	4,700	98
Union	4,200	4,200	100	
Yankton	7,200	7,100	99	
<b>Between 25-49%</b>	<b>NEBRASKA</b>			
	Burt	3,500	3,500	100
Cuming	4,100	4,000	98	
<b>Between 5-24%</b>	<b>IOWA</b>			
	Calhoun	4,800	4,700	98
	Carroll	8,300	8,200	99
	Harrison	6,000	5,900	98
	<b>MINNESOTA</b>			
	Jackson	4,900	4,800	98
Rock	3,800	3,800	100	
<b>NEBRASKA</b>				
Colfax	3,700	3,600	97	
Washington	5,900	5,900	100	
<b>SOUTH DAKOTA</b>				
Bon Homme	3,000	2,900	97	
Hutchinson	3,300	3,200	97	
Lincoln	5,300	5,200	98	
Turner	3,500	3,500	100	
<b>Station Totals</b>		<b>267,500</b>	<b>264,000</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>183,300</b>	
<b>Average Daily Circulation (1989)</b>			<b>121,200</b>	

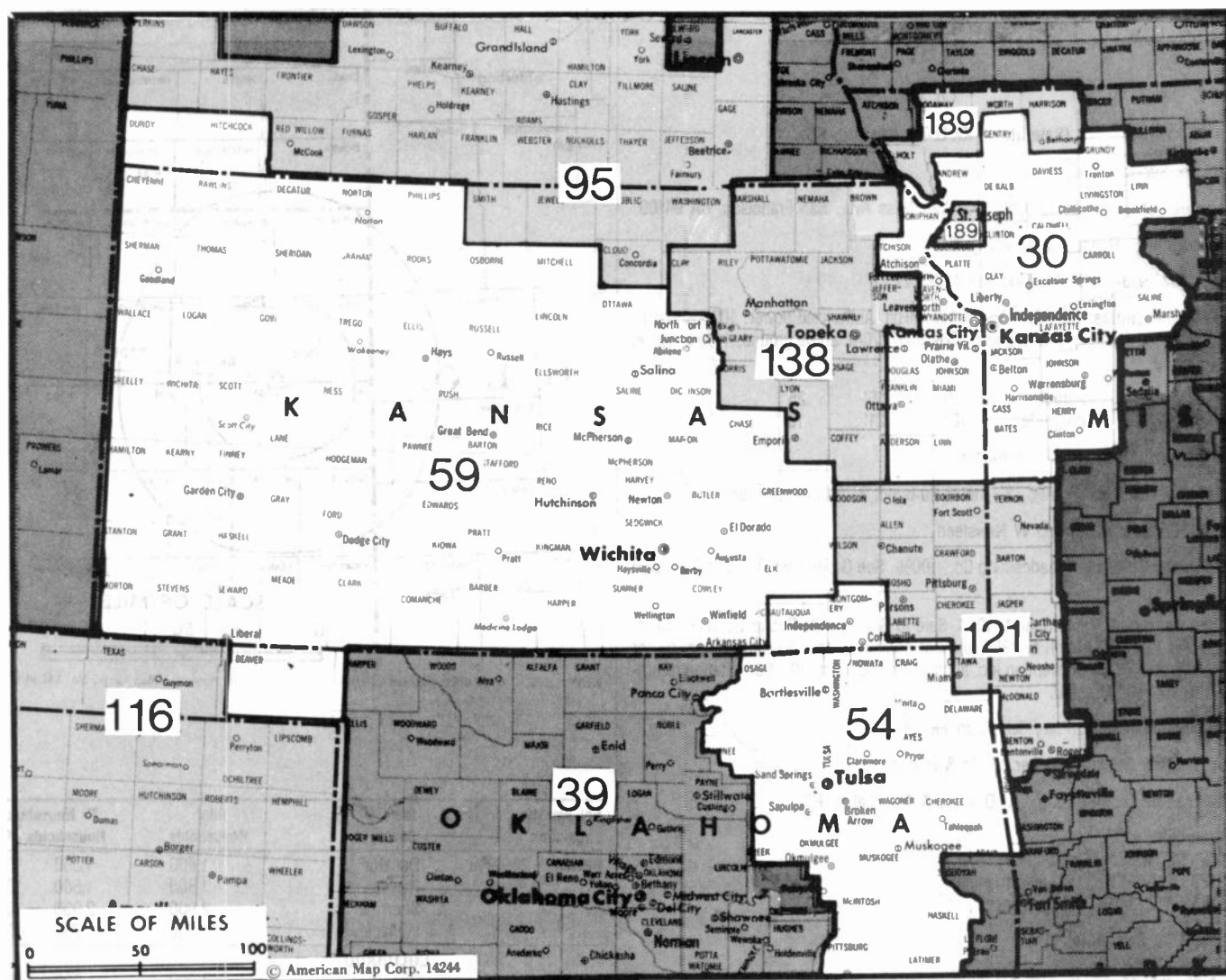
**Iowa**

**KCCI-TV, Des Moines  
(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>Between 25-49%</b>	<b>MISSOURI</b> Worth	1,100	1,100	100
<b>Between 5-24%</b>	<b>IOWA</b> Benton Butler Crawford Emmet Hancock Jefferson Keokuk Shelby Van Buren	9,000 6,400 6,800 4,900 5,600 6,500 4,900 5,400 3,300	8,900 6,300 6,700 4,800 5,500 6,400 4,800 5,400 3,200	99 98 99 98 98 98 98 100 97
	<b>MISSOURI</b> Harrison Sullivan	4,200 2,900	4,100 2,900	98 100

**KCAU-TV, Sioux City  
(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>Between 5-24%</b>	<b>MINNESOTA</b> Jackson Murray Nobles	4,900 3,900 7,700	4,800 3,900 7,600	98 100 99
	<b>NEBRASKA</b> Boone Boyd Butler Colfax Merrick Washington	2,600 1,300 3,400 3,700 3,200 5,900	2,600 1,300 3,300 3,600 3,200 5,900	100 100 97 97 100 100
	<b>SOUTH DAKOTA</b> Bon Homme Hutchinson Lincoln Turner	3,000 3,300 5,300 3,500	2,900 3,200 5,200 3,500	97 97 98 100



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Kansas City, MO	731,500	30	KCTV (5), KMBC-TV (9), KMCI (38), KSHB-TV (41), KYFC (50), KZKC (62), WDAF-TV (4)
Oklahoma City, OK	607,400	39	KAUT (43), KGMC (34), KOCO-TV (5), KOKH-TV (25), KSBI (52), KTBO-TV (14), KTVY (4), KWTW (9)
Tulsa, OK	460,900	54	KDOR (17), KGCT-TV (41), KJRH (2), KOKI-TV (23), KOTV (6), KTUL-TV (8), KWHB (47)
Wichita-Hutchinson, KS	432,100	59	KAAS-TV (18), KAKE-TV (10), KBSD-TV (6), KBSH-TV (7), KBSL-TV (10), KLBY (4), KSAS-TV (24), KSNC (2), KSNG (11), KSNK (8), KSNW (3), KUPK-TV (13), KWCH-TV (12)
Lincoln-Hastings-Kearney, NE	253,100	95	KCAN (8), KGIN (11), KHAS-TV (5), KHGI-TV (13), KOLN (10), KSNB-TV (4), KWNB-TV (6)
Amarillo, TX	184,800	116	KAMR-TV (4), KCIT (14), KFDA-TV (10), KVII-TV (7), KVIJ-TV (8)
Joplin, MO-Pittsburg, KS	178,600	121	KFAA (51), KOAM-TV (7), KODE-TV (12), KSNF (16)
Topeka, KS	155,400	138	KSNT (27), KTKA-TV (49), WIBW-TV (13)
St. Joseph, MO	47,800	189	KQTV (2), KTAJ (16)

**State Cross Reference List**

Communities that receive programs of stations that are located elsewhere.

<b>KWCH-TV, Hutchinson</b>	See Wichita, KS
<b>KSNK, Oberlin</b>	See McCook, NE
<b>KODE-TV, Pittsburg</b>	See Joplin, MO
<b>KSNF, Pittsburg</b>	See Joplin, MO

**Kansas Station Totals as of October 1, 1989**

	VHF	UHF	TOTAL
<b>Commercial Television Stations</b>	12	5	17
<b>Educational Television Stations</b>	4	0	4
	16	5	21

# Kansas—Colby

## KLBY

Ch. 4

(Satellite of KAKE-TV, Wichita, KS)

Network Service: ABC.

Licensee: Chronicle Bcstg. Co., 1001 Van Ness Ave., San Francisco, CA 94109.

Studio: 900 S. Range, Colby, KS 67701.

Telephone: 913-462-8644. Fax: 913-462-3522.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 748-ft. above av. terrain, 770-ft. above ground, 4190-ft. above sea level.

Latitude 39° 15' 25"  
Longitude 101° 21' 10"

Transmitter: 7.2-mi. SSE of Brewster.

Satellite Earth Station: AFC, 3.7-meter Ku-band; M/A-Corn receivers.

News Services: AP, Group W Newsfeed.

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

Began Operation: September 4, 1984. Sale to Smoky Hills Public Television Corp. approved by FCC March 5, 1986, but not consummated. Sale to present owner by Sheraton Colby Convention Inc. approved by FCC Oct. 10, 1986. Station returned to air Feb. 11, 1987.

Represented (sales): Petry Television Inc.

Represented (legal): Fletcher, Heald & Hildreth.

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

### Personnel:

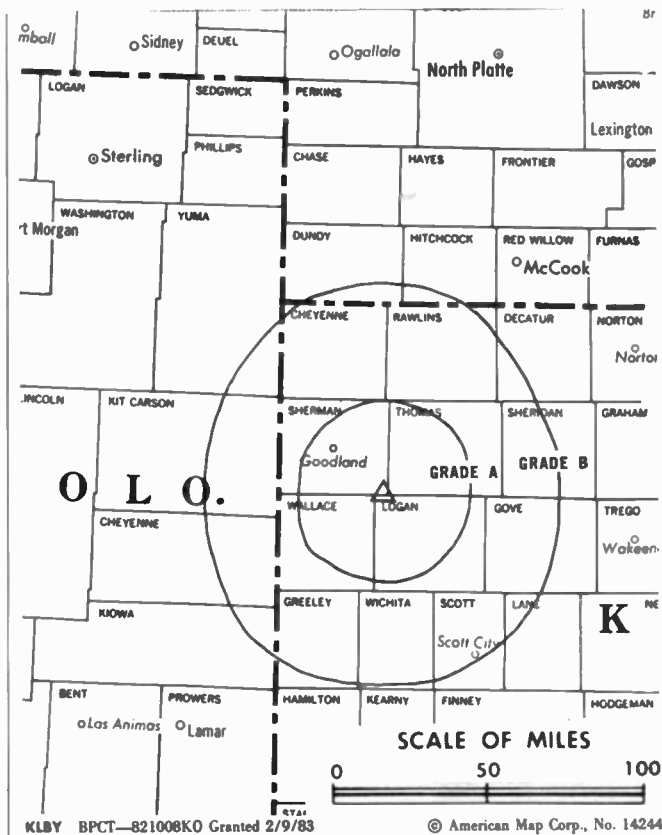
WAYNE ROBERTS, station manager.  
DEB SCHWANKE, business manager.  
DICK WELLMAN, chief engineer.

Highest 30 Sec. Rate: \$200.

City of License: Colby. ADI: Wichita-Hutchinson. Rank: 59.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>KANSAS</b>			
	Gove	1,400	1,400	100
	Logan	1,400	1,400	100
	Sheridan	1,300	1,300	100
	Thomas	3,200	3,100	97
<b>Between 25-49%</b>	<b>KANSAS</b>			
	Cheyenne	1,500	1,500	100



KLBY BPCT-821008KO Granted 2/9/83

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Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>Between 25-49%</b>	Decatur	1,800	1,800	100
	Rawlins	1,500	1,500	100
	Sherman	2,900	2,900	100
	Wallace	700	700	100
<b>Between 5-24%</b>	<b>COLORADO</b>			
	Cheyenne	1,000	900	90
	Kit Carson	2,900	2,700	93
	<b>KANSAS</b>			
	Greeley	700	700	100
<b>NEBRASKA</b>	Lane	1,000	1,000	100
	Wichita	1,000	1,000	100
	Dundy	1,200	1,200	100
	Hitchcock	1,500	1,500	100
Red Willow	5,000	4,900	98	
<b>Station Totals</b>		<b>30,000</b>	<b>29,500</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>				<b>10,500</b>
<b>Average Daily Circulation (1989)</b>				<b>4,300</b>

# Kansas—Ensign

## KBSD-TV

(formerly KTVC)

Ch. 6

(Operates in affiliation with KWCH-TV, Hutchinson-Wichita, KS)

**Network Service:** CBS.

**Licensee:** KBS License Corp., 211 Townsend, Birmingham, MI 48009.

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

**Mailing Address:** Box 157, Dodge City, KS 67801.

**Telephone:** 316-227-3121. **Fax:** 316-865-2525.

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

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

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

**Multichannel TV Sound:** Stereo only.

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

**News Service:** AP.

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

**Began Operation:** July 24, 1957. Acquisition of positive control by Leigh Warner approved by FCC Dec. 16, 1969. Transfer of control to Kansas Bcstg. System approved by FCC May 19, 1988. Sale to Smith Broadcasting Group Inc. by FCC Oct. 12, 1988.

**Represented (sales):** Kansas Bcstg. System.

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

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

**Personnel:**

W. H. BAILEY, station manager.  
BEN DAVIDSON, chief engineer.

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

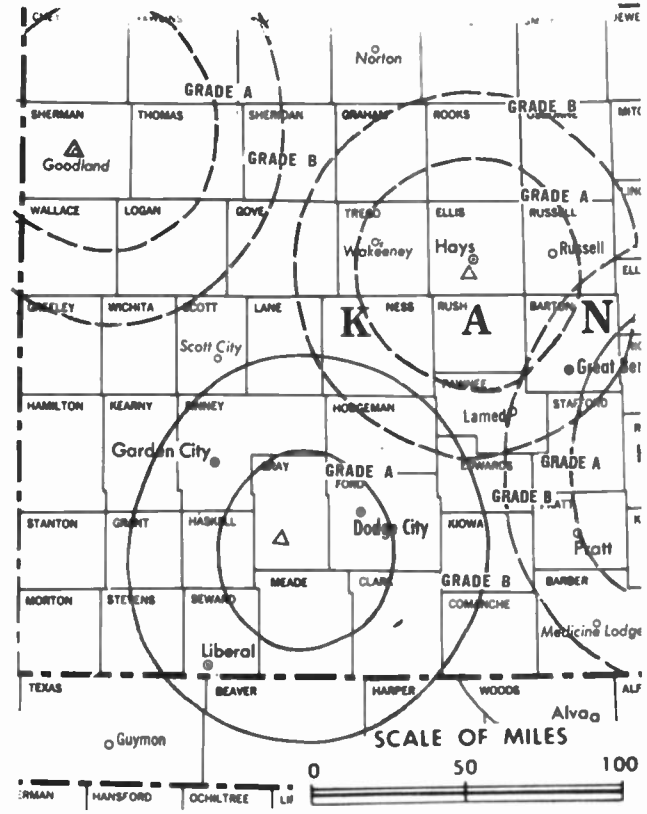
**Highest 30 Sec. Rate:** \$60.

**NETWORK BASE HOURLY RATE:** \$165.

**City of License:** Ensign. ADI: Wichita-Hutchinson. Rank: 59.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>KANSAS</b>			
	Clark	1,000	1,000	100
	Comanche	1,000	1,000	100
	Finney	10,800	10,700	99
	Ford	10,100	10,000	99
	Grant	2,600	2,600	100
	Gray	1,900	1,900	100
	Hamilton	1,100	1,100	100
	Haskell	1,400	1,400	100
	Hodgeman	900	900	100
	Kearny	1,200	1,200	100
	Lane	1,000	1,000	100



KBSD-TV BPCT-3474 Granted 1/29/65

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Meade	1,800	1,800	100
	Scott	2,200	2,200	100
	Seward	6,900	6,800	99
	Stanton	800	800	100
	Stevens	1,800	1,700	97
<b>Between 25-49%</b>	<b>OKLAHOMA</b>			
	Beaver	3,100	3,100	100
	<b>KANSAS</b>			
Edwards	1,700	1,700	100	
Kiowa	1,500	1,500	100	
Morton	1,200	1,200	100	
<b>Between 5-24%</b>	<b>COLORADO</b>			
	Baca	1,900	1,700	89
	<b>KANSAS</b>			
	Ness	1,800	1,800	100
<b>OKLAHOMA</b>	Ellis	2,200	2,100	95
	Texas	6,600	6,500	98
	<b>Station Totals</b>	<b>66,500</b>	<b>65,700</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>41,400</b>	
<b>Average Daily Circulation (1989)</b>			<b>22,700</b>	

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# Kansas—Garden City

**KSNB**

Ch. 11

(Satellite of KSNW, Wichita, KS)

**Network Service:** NBC.

**Licensee:** KSN Inc., Box 333, Wichita, KS 67201.

**Studio:** Star S Rte., Garden City, KS 67846.

**Telephone:** 316-276-2311.

**Technical Facilities:** Channel No. 11 (198-204 MHz). Authorized power: 200-kw visual, 24.5-kw aural. Antenna: 800-ft. above av. terrain, 834-ft. above ground, 3711-ft. above sea level.

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

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

**Satellite Earth Station:** RCA Americom, 3.6-meter Ku-band.

**News Services:** AP, CNN, Conus, KSN.

**Ownership:** SJL Broadcast Management, 100%. See Group Ownership of Television Stations.

**Began Operation:** November 5, 1958. For sale to present owners, see KSNW, Wichita, KS.

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

**Represented (legal):** Latham & Watkins.

**Personnel:**

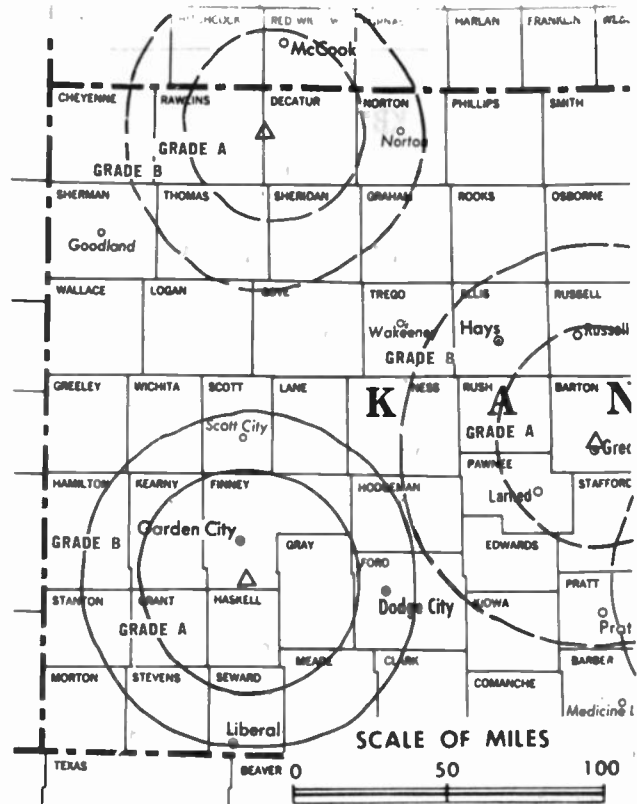
SHAROLYN MAYFIELD, station manager.  
SHELDON MARCUS, chief engineer.

**Rates:** Offered as a bonus with KSNW, Wichita and its other satellites KSNC, Great Bend and KSNK, McCook, NE.

**City of License:** Garden City. **ADI:** Wichita-Hutchinson. **Rank:** 59.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>KANSAS</b>			
	Clark	1,000	1,000	100
	Finney	10,800	10,700	99
	Ford	10,100	10,000	99
	Grant	2,600	2,600	100
	Gray	1,900	1,900	100
	Greeley	700	700	100
	Hamilton	1,100	1,100	100
	Haskell	1,400	1,400	100
	Kearny	1,200	1,200	100
	Lane	1,000	1,000	100
	Meade	1,800	1,800	100
	Scott	2,200	2,200	100
	Seward	6,900	6,800	99



KSNB BPC-T-3371 Granted 8/20/64

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	Stanton	800	800	100
	Stevens	1,800	1,700	97
	Wichita	1,000	1,000	100
	<b>OKLAHOMA</b>			
	Beaver	3,100	3,100	100
<b>Between 25-49%</b>	<b>KANSAS</b>			
	Hodgeman	900	900	100
	Morton	1,200	1,200	100
<b>Between 5-24%</b>	<b>COLORADO</b>			
	Baca	1,900	1,700	89
	Prowers	5,500	5,200	94
	<b>KANSAS</b>			
	Kiowa	1,500	1,500	100
	Logan	1,400	1,400	100
	Ness	1,800	1,800	100
	Rawlins	1,500	1,500	100
	<b>OKLAHOMA</b>			
	Texas	6,600	6,500	98
<b>Station Totals</b>		<b>71,700</b>	<b>70,700</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>				<b>44,600</b>
<b>Average Daily Circulation (1989)</b>				<b>30,000</b>

# Kansas—Garden City

## KUPK-TV

Ch. 13

(Satellite of KAKE-TV, Wichita, KS)

**Network Service:** ABC.

**Licensee:** Chronicle Bcstg. Co., 1001 Van Ness Ave., San Francisco, CA 94109.

**Studio:** See KAKE-TV, Wichita.

**Mailing Address:** Box 798, Garden City, KS 67846.

**Telephone:** 316-668-5513. **Fax:** 316-668-5518.

**Technical Facilities:** Channel No. 13 (210-216 MHz). Authorized power: 224-kw visual, 44.7-kw aural. Antenna: 870-ft. above av. terrain, 847-ft. above ground, 3687-ft. above sea level.

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

**Transmitter:** 8-mi. NW of Copeland, KS.

**Satellite Earth Stations:** AFC, 3.7-meter Ku-band; Luxor, 3.65-meter C-band; Luxor, M/A-Com receivers.

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

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

**Began Operation:** October 28, 1964.

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

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

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

### Personnel:

BOB SURBER, general manager.  
BRYCE BAKER, sales manager.  
PAUL HINDERLITER, chief engineer.  
ROXIE TUCKER, program director & farm director.

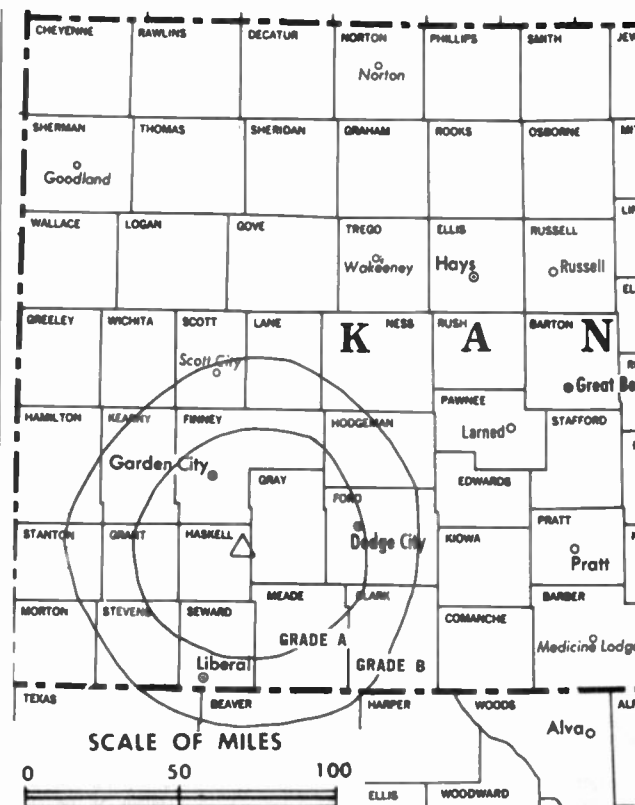
**Highest 30 Sec. Rate:** \$200.

**Note:** Combination rates with KAKE-TV, Wichita also available.

**City of License:** Garden City. **ADI:** Wichita-Hutchinson. **Rank:** 59.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>KANSAS</b>			
	Clark	1,000	1,000	100
	Comanche	1,000	1,000	100
	Finney	10,800	10,700	99
	Ford	10,100	10,000	99
	Grant	2,600	2,600	100
	Gray	1,900	1,900	100
	Hamilton	1,100	1,100	100
	Haskell	1,400	1,400	100
	Hodgeman	900	900	100
	Kearny	1,200	1,200	100
	Lane	1,000	1,000	100
	Meade	1,800	1,800	100
	Morton	1,200	1,200	100
	Ness	1,800	1,800	100
	Scott	2,200	2,200	100
Seward	6,900	6,800	99	



KUPK-TV BMPCT—831216KF Granted 1/11/84 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Stanton	800	800	100
	Stevens	1,800	1,700	97
	Wichita	1,000	1,000	100
	<b>OKLAHOMA</b>			
	Beaver	3,100	3,100	100
<b>Between 25-49%</b>	<b>COLORADO</b>			
	Baca	1,900	1,700	89
	<b>KANSAS</b>			
	Edwards	1,700	1,700	100
	Greeley	700	700	100
	<b>OKLAHOMA</b>			
	Texas	6,600	6,500	98
<b>Between 5-24%</b>	<b>COLORADO</b>			
	Prowers	5,500	5,200	94
	<b>KANSAS</b>			
	Kiowa	1,500	1,500	100
	<b>OKLAHOMA</b>			
	Harper	1,800	1,800	100
<b>Station Totals</b>		<b>73,300</b>	<b>72,300</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>				<b>43,500</b>
<b>Average Daily Circulation (1989)</b>				<b>22,800</b>

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# Kansas—Goodland

## KBSL-TV

(formerly KLOE-TV)

Ch. 10

(Satellite of KBSH-TV, Hays, KS)

**Network Service:** CBS.

**Licensee:** KBS License Corp., 211 Townsend, Birmingham, MI 48009.

**Studio:** See KBSH-TV, Hays.

**Telephone:** 913-899-2309. **Fax:** 913-899-7113.

**Technical Facilities:** Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 56.2-kw aural. Antenna: 980-ft. above av. terrain, 976-ft. above ground, 4526-ft. above sea level.

Latitude	39°	28'	09''
Longitude	101°	33'	20''

**Transmitter:** 9-mi. N of Edson.

**News Service:** UPI.

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

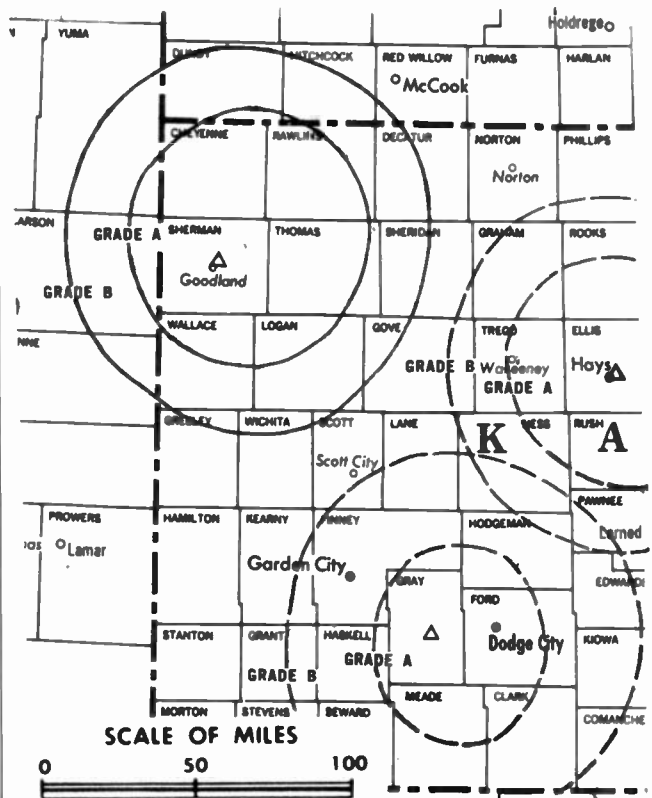
**Began Operation:** Test programming Sept. 11, 1958; full operation April 26, 1959. Leslie E. Whittemore group acquired station from James E. Blair (*Television Digest*, Vol. 15:16, 27). Max Jones took over station from Whittemore and associates following bankruptcy (Vol. 16:24). Transfer to Standard Electronics Corp. from Max Jones, trustee in bankruptcy, approved by FCC Nov. 2, 1960 (Vol. 16:39, 45). Sale to KAYS Inc. approved by FCC Aug. 1, 1962. Sale to Smith Broadcasting Group Inc. approved by FCC Oct. 12, 1988.

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

**Personnel:**

BERNIE BROWN, station manager.

**Rates:** Sold in combination with KBSH-TV, Hays, KS.



KBSL-TV 8PCT-5222 Granted 9/1/78

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**NETWORK BASE HOURLY RATE: \$138.**

**Arbitron Data:** Included with KBSH-TV, Hays.

**City of License:** Goodland. **ADI:** Wichita-Hutchinson. **Rank:** 59.

# Kansas—Great Bend

**KSNK**

Ch. 2

(Satellite of KSNW, Wichita, KS)

**Network Service:** NBC.

**Licensee:** KSN Inc., Box 333, Wichita, KS 67201.

**Studio:** See KSNW, Wichita.

**Telephone:** 316-793-7868.

**Technical Facilities:** Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 17.8-kw aural. Antenna: 970-ft. above av. terrain, 1006-ft. above ground, 2875-ft. above sea level.

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

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

**Satellite Earth Station:** RCA Americom, 3.6-meter Ku-band.

**News Services:** AP, CNN, Conus, KSN.

**Ownership:** SJL Broadcast Management, 100%. See Group Ownership of Television Stations.

**Began Operation:** November 28, 1954. Sale (with satellites KSNK, Garden City, KS and KSNK, McCook, NE) by Central Kansas Television Co. Inc. approved by FCC June 13, 1962 (*Television Digest*, Vol. 2:25). For sale to present owners, see KSNW, Wichita, KS.

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

**Represented (legal):** Latham & Watkins.

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

**Personnel:**

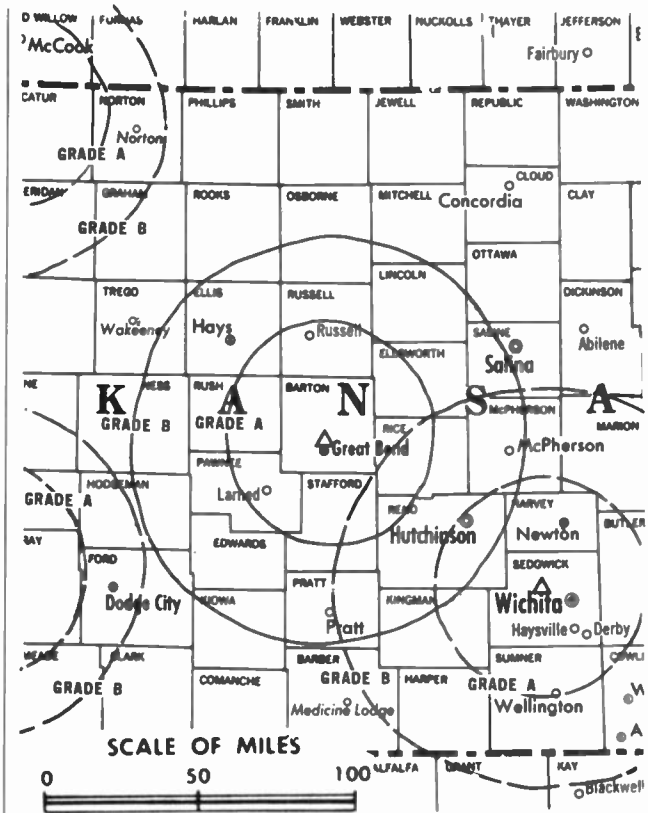
BILL RANKER, station manager.  
JAMES BOWERS, chief engineer.

**Rates:** On request.

**City of License:** Great Bend. **ADI:** Wichita-Hutchinson. **Rank:** 59.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>KANSAS</b>				
<b>50% &amp; Over</b>	Barton	12,800	12,700	99
	Comanche	1,000	1,000	100
	Edwards	1,700	1,700	100
	Ellis	10,600	10,500	99
	Ellsworth	2,900	2,800	97
	Kiowa	1,500	1,500	100
	Lincoln	1,600	1,600	100
	Mitchell	3,400	3,300	97
	Ness	1,800	1,800	100
	Osborne	2,300	2,200	96
	Pawnee	3,100	3,100	100
	Rice	4,700	4,700	100



KSNK BPCT-1838 Granted 3/3/54

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Rush	1,700	1,700	100
	Russell	3,500	3,400	97
	Stafford	2,400	2,400	100
	Trego	1,800	1,800	100
<b>KANSAS</b>				
<b>Between 25-49%</b>	Hodgeman	900	900	100
	Ottawa	2,300	2,200	96
<b>KANSAS</b>				
<b>Between 5-24%</b>	Cloud	4,600	4,500	98
	Finney	10,800	10,700	99
	Ford	10,100	10,000	99
	Graham	1,500	1,500	100
	Jewell	2,000	1,900	95
	Lane	1,000	1,000	100
	Republic	2,900	2,800	97
	Rooks	2,600	2,600	100
	Scott	2,200	2,200	100
	Smith	2,300	2,300	100
<b>Station Totals</b>		<b>100,000</b>	<b>98,800</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>				<b>52,200</b>
<b>Average Daily Circulation (1989)</b>				<b>30,100</b>

# Kansas—Hays

## KBSH-TV

(formerly KAYS-TV)

Ch. 7

(Operates satellite KBSL-TV, Goodland, KS)

**Network Service:** CBS.

**Licensee:** KBS License Corp., 211 Townsend, Birmingham, MI 48009.

**Studio:** 2300 Hall St., Hays, KS 67601.

**Telephone:** 913-625-2578. Fax: 913-625-1161.

**Technical Facilities:** Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 32.4-kw aural. Antenna: 710-ft. above av. terrain, 816-ft. above ground, 2840-ft. above sea level.

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

**Transmitter:** 2300 Hall St.

**Satellite Earth Stations:** Scientific-Atlanta, 4.6-meter C-band; AFC, 3-meter Ku-band; M/A-Com, Scientific-Atlanta receivers.

**News Service:** UPI.

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

**Began Operation:** September 2, 1958. Sale by Kansas Bcstg. System to Smith Broadcasting Grp Inc. approved by FCC Oct. 12, 1988.

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

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

### Personnel:

BERNARD BROWN, station manager.  
DENNIS MASSIER, director of engineering.  
GREG CRAWFORD, news director.

**Highest One Hour Rate:** \$350.

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

**Rates:** Include KBSL-TV, Goodland.

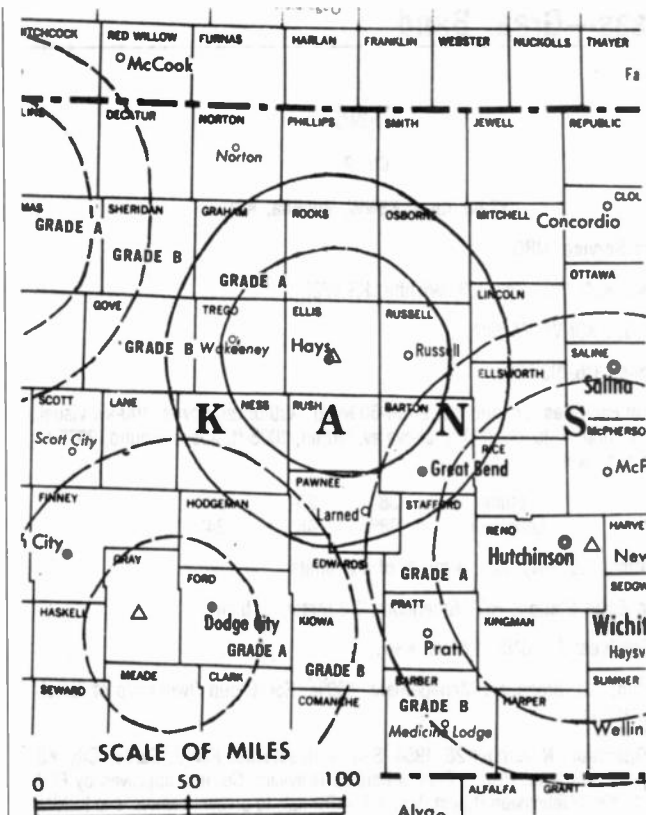
**NETWORK BASE HOURLY RATE:** \$296.

**Arbitron Data:** Figures include KBSL-TV, Goodland, KS.

**City of License:** Hays. AOI: Wichita-Hutchinson. Rank: 59.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>COLORADO</b>			
	Cheyenne	1,000	900	90
	<b>KANSAS</b>			
	Cheyenne	1,500	1,500	100
	Decatur	1,800	1,800	100
	Ellis	10,600	10,500	99
	Gove	1,400	1,400	100
	Graham	1,500	1,500	100
	Greeley	700	700	100
	Logan	1,400	1,400	100
	Ness	1,800	1,800	100
	Norton	2,700	2,700	100
	Osborne	2,300	2,200	96
	Phillips	2,900	2,800	96
	Rawlins	1,500	1,500	100
	Rooks	2,600	2,600	100
	Rush	1,700	1,700	100



KBSH-TV BPCT-4033 Granted 10/16/67

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Russell	3,500	3,400	97
	Sheridan	1,300	1,300	100
	Sherman	2,900	2,900	100
	Smith	2,300	2,300	100
	Thomas	3,200	3,100	97
	Trego	1,800	1,800	100
	Wallace	700	700	100
	Wichita	1,000	1,000	100
	<b>NEBRASKA</b>			
	Chase	1,900	1,900	100
Dundy	1,200	1,200	100	
Hitchcock	1,500	1,500	100	
<b>Between 25-49%</b>	<b>COLORADO</b>			
	Kit Carson	2,900	2,700	93
	<b>KANSAS</b>			
	Edwards	1,700	1,700	100
	Lane	1,000	1,000	100
Lincoln	1,600	1,600	100	
Mitchell	3,400	3,300	97	
Pawnee	3,100	3,100	100	
Scott	2,200	2,200	100	
<b>NEBRASKA</b>				
Hayes	500	500	100	
<b>Between 5-24%</b>	<b>COLORADO</b>			
	Yuma	3,900	3,700	96
	<b>KANSAS</b>			
	Barton	12,800	12,700	99
	Hodgeman	900	900	100
<b>NEBRASKA</b>				
Red Willow	5,000	4,900	98	
<b>Station Totals</b>		<b>95,700</b>	<b>94,400</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>				<b>57,200</b>
<b>Average Daily Circulation (1989)</b>				<b>35,000</b>

# Kansas—Lawrence

**KMCI**

**Ch. 38**

**Network Service:** Home Shopping Network.

**Grantee:** Miller Bcstg. Inc., 9191 Barton, Overland Park, KS 66214.

**Studio:** 9191 Barton, Overland Park, KS 66214.

**Telephone:** 913-894-2238. **Fax:** 913-894-0422.

**Technical Facilities:** Channel No. 38 (614-620 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1099-ft. above av. terrain, 1007-ft. above ground, 2017-ft. above sea level.

Latitude	38°	53'	46''
Longitude	95°	10'	29''

**Transmitter:** 5.77-mi. SE of Lawrence.

**Satellite Earth Stations:** Comtech, 5-meter C-band.

**Ownership:** Miller Bcstg. Inc. Monte Miller, pres., 25.5%; Doris J. Miller, secy.-treas., 25.5%; Willard W. Garvey revocable trust, 49%. Millers have interest in The Baldwin Ledger, Baldwin, KS weekly.

**Began Operation:** February 1, 1988.

**Represented (legal):** Janice C. Orr.

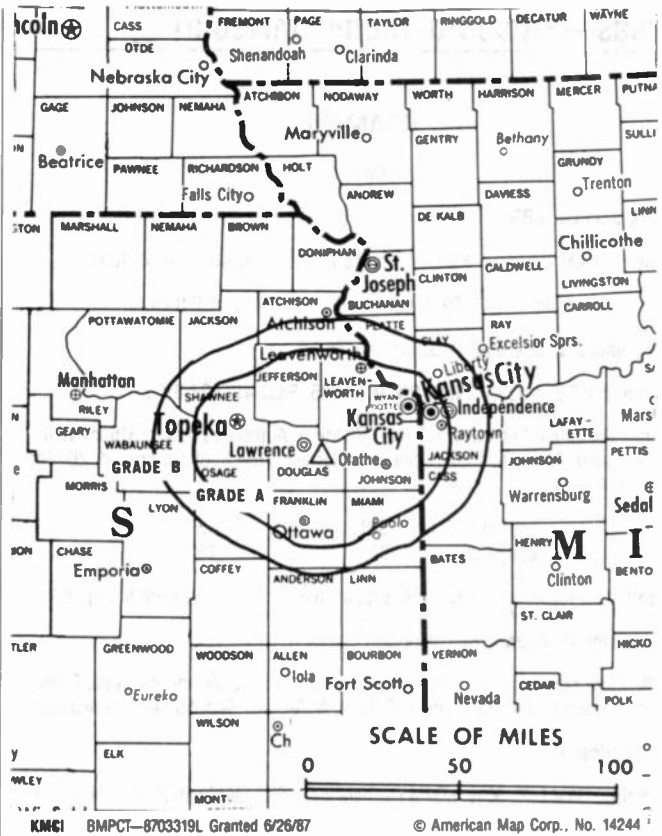
**Represented (engineering):** John B. Heffelfinger.

**Personnel:**

MONTE MILLER, general manager.  
DORIS MILLER, station manager.  
GARY KROHE, chief engineer.

**Rates:** On request.

**NETWORK BASE HOURLY RATE:** \$300.



**Arbitron Data:** Not available.

**City of License:** Lawrence. **ADI:** Kansas City. **Rank:** 30.

# Kansas—Pittsburg-Joplin, Missouri

## KOAM-TV

Ch. 7

Network Service: CBS.

Licensee: KOAM Licensed Partnership, 45 Milk St., Boston, MA 02109.

Studio: Intersection of U.S. 69 & Lawton Rd., 11-mi. S of Pittsburg.

Mailing Address: Box 659, Pittsburg, KS 66762.

Telephone: 417-624-0233. TWX: 910-997-0006. Fax: 417-624-3158.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 63.1-kw aural. Antenna: 1092-ft. above av. terrain, 1156-ft. above ground, 2046-ft. above sea level.

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

Transmitter: Intersection of U.S. 69 & Lawton Rd., 11-mi. S of Pittsburg, KS.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: RCA Americom, 4.6-meter Ku-band; Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4-meter C-band; M/A-Com, Scientific-Atlanta receivers.

News Service: AP.

Ownership: KOAM L.P., 99%; KOAM Partners Inc., 1%. KOAM Ltd. Partnership ownership: Sippican Bcstg. Inc., 38.36%; Shiretown Bcstg. Inc., 19.8%; Lincoln Bcstg. Inc., 18.56%; Taurus Bcstg. Inc., 12.38%; David D. Croll, 2.89%; Christopher Gaffney, 2.5%; James Wade, 2.5%; Stephen F. Gormley, 0.2%; Richard H. Churchill, 0.19%; William D. Collatos, 0.13%. Churchill is sole shareholder of Lincoln Bcstg. Inc. Collatos is sole shareholder of Taurus Bcstg. Inc.

Began Operation: December 5, 1953. Sale to Draper Communications by Mid-Continent Telecastings Inc. approved by FCC Sept. 27, 1984 (Television Digest, Vol. 24:34). FCC approved sale to present owners Oct. 28, 1987.

Represented (sales): MMT Sales Inc.

Represented (legal): Latham & Watkins.

### Personnel:

DONALD J. HICKS, general manager.  
DANNY N. THOMAS, general sales manager.  
LISA SKEENS, operations & program director.  
KARL BLACK, chief engineer.  
SHIRLEY BEER, news director.  
DEBBIE AJUMAN, business manager.

Highest One Hour Rate: \$1250.

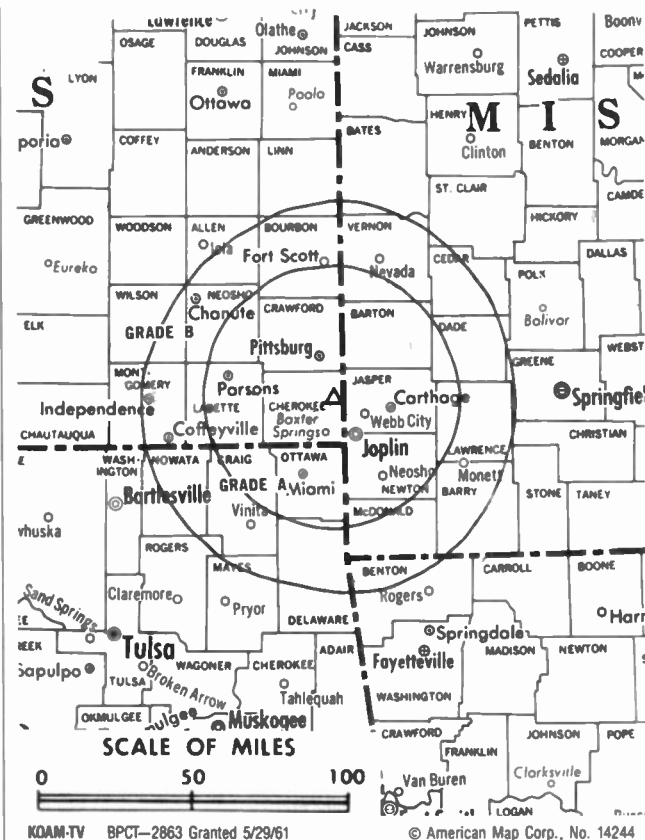
Highest 30 Sec. Rate: \$300.

NETWORK BASE HOURLY RATE: \$1566.

City of License: Pittsburg. ADI: Joplin, MO-Pittsburg, KS. Rank: 121.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>KANSAS</b>			
	Allen	6,300	6,200	98
	Bourbon	6,600	6,500	98
	Cherokee	9,100	9,000	99
	Crawford	15,600	15,400	99
	Elk	1,600	1,600	100
	Labette	9,800	9,600	98
	Montgomery	16,500	16,200	98
	Neosho	7,100	7,000	99
	Wilson	4,900	4,800	98
	Woodson	1,800	1,800	100



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MISSOURI</b>			
	Barton	4,700	4,600	98
	Jasper	35,100	34,600	99
	Mc Donald	6,100	6,000	98
	Newton	16,500	16,300	99
	Vernon	7,700	7,500	97
	<b>OKLAHOMA</b>			
	Delaware	11,200	10,900	97
	Ottawa	13,100	13,000	99
<b>Between 25-49%</b>	<b>ARKANSAS</b>			
	Benton	36,100	35,400	98
	<b>KANSAS</b>			
	Linn	3,400	3,300	97
	<b>MISSOURI</b>			
Barry	10,300	10,100	98	
Cedar	5,100	5,000	98	
Lawrence	12,000	11,800	98	
	<b>OKLAHOMA</b>			
	Craig	5,700	5,600	98
<b>Between 5-24%</b>	<b>ARKANSAS</b>			
	Washington	41,100	40,300	98
	<b>KANSAS</b>			
	Anderson	3,300	3,200	97
	Chautauqua	2,300	2,300	100
	Greenwood	3,500	3,400	97
	<b>MISSOURI</b>			
Bates	6,200	6,100	98	
Dade	3,200	3,200	100	
St Clair	3,400	3,300	97	
	<b>OKLAHOMA</b>			
	Nowata	4,400	4,400	100
<b>Station Totals</b>		<b>313,700</b>	<b>308,400</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>			<b>184,000</b>	
<b>Average Daily Circulation (1989)</b>			<b>108,600</b>	

# Kansas—Salina

## KAAS-TV

Ch. 18

(Satellite of KSAS-TV, Wichita, KS)

**Network Service:** Fox.

**Licensee:** Channel 24 Ltd. Debtor-in-Possession, 316 North West St., Wichita, KS 67203.

**Studio:** See KSAS-TV, Wichita.

**Telephone:** 316-942-2424.

**Technical Facilities:** Channel No. 18 (494-500 MHz). Authorized power: 612.3-kw max. visual. Antenna: 1040-ft. above av. terrain, 866-ft. above ground, 2361-ft. above sea level.

Latitude	39°	06'	16"
Longitude	97°	23'	15"

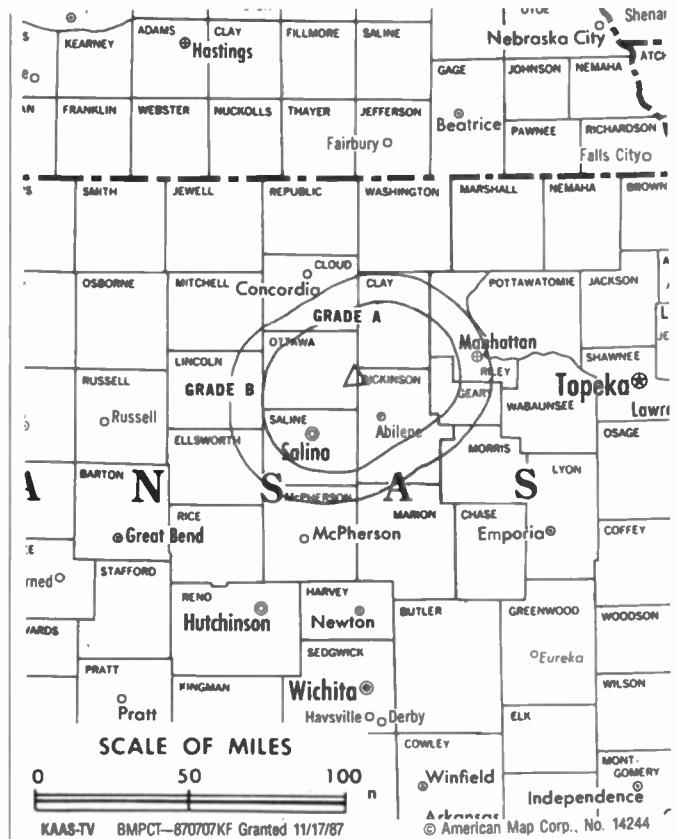
**Transmitter:** Ottawa County, 282° T from Manchester.

**Ownership:** Channel 24 Ltd. See KSAS-TV, Wichita, KS.

**Began Operation:** April 3, 1988.

**Rates:** Not available.

**Arbitron Data:** Included with KSAS-TV, Wichita, KS.



City of License: Salina. ADI: Wichita-Hutchinson. Rank: 59.



# Kansas—Topeka

**KSNT**

**Ch. 27**

**Network Service:** NBC.

**Licensee:** Topeka Television Corp.

**Studio:** 6835 Northwest U.S. Hwy. 24, Topeka, KS 66618.

**Mailing Address:** Box 2700, Topeka, KS 66601.

**Telephone:** 913-582-4000. TWX: 910-749-6600.

**Technical Facilities:** Channel No. 27 (548-554 MHz). Authorized power: 1094-kw max. & 912-kw horizontal visual, 165-kw max. & 138-kw horizontal aural. Antenna: 1047-ft. above av. terrain, 1149-ft. above ground, 2049-ft. above sea level.

Latitude 39° 05' 33.50"  
Longitude 95° 47' 04.10"

**Transmitter:** 6835 Northwest U.S. Hwy. 24.

**Satellite Earth Stations:** Transmit/receive Harris, 11-meter Ku-band; Harris, 4.6-meter Ku-band; RCA Americom, 3-meter Ku-band; Harris, M/A-Com, Scientific-Atlanta receivers.

**News Services:** AP, Conus, KSN, NBC.

**Ownership:** SJL Broadcast Management, 100%. See Group Ownership of Television Stations.

**Began Operation:** December 28, 1967. Sale to present owners by Standard Corp. approved by FCC Aug. 5, 1988 (Television Digest, Vol. 28:20).

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

**Represented (legal):** Latham & Watkins.

**Personnel:**

- PERRY CHESTER, general manager.
- SUSAN L. BRIER, general sales manager.
- MIKE DISILVESTRO, news director.
- ALLAN BURBACH, chief engineer.
- KEVIN GOODMAN, promotion director.
- MELODY MILLER, business manager.

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

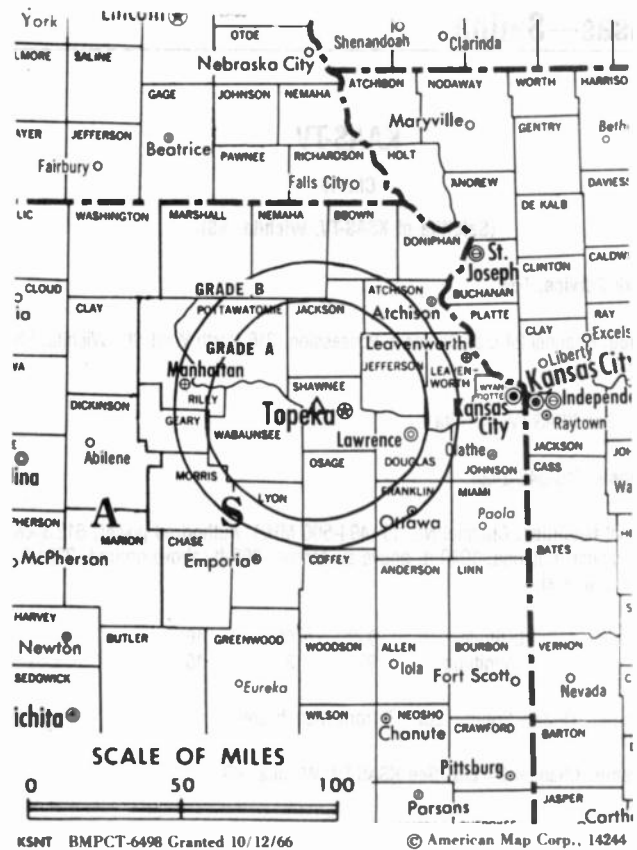
**Highest 30 Sec. Rate:** \$900.

**NETWORK BASE HOURLY RATE:** \$750.

**City of License:** Topeka. **ADI:** Topeka. **Rank:** 138.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>KANSAS</b>			
	Brown	4,800	4,700	98
	Coffey	3,700	3,600	97
	Dickinson	8,000	7,900	99
	Geary	10,600	10,500	99
	Jackson	4,400	4,300	98
	Jefferson	5,800	5,700	98
	Lyon	13,900	13,600	98
	Marshall	5,300	5,200	98
	Morris	2,600	2,500	96



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Nemaha	4,200	4,100	98
	Osage	6,000	5,900	98
	Pottawatomie	6,000	5,900	98
	Riley	20,600	20,200	98
	Shawnee	63,900	63,300	99
	Wabaunsee	2,500	2,400	96
<b>Between 25-49%</b>	<b>KANSAS</b>			
	Anderson	3,300	3,200	97
	Chase	1,300	1,300	100
	Clay	3,900	3,800	97
	Cloud	4,600	4,500	98
	Douglas	26,200	25,800	98
	Franklin	8,500	8,400	99
	Washington	3,100	3,000	97
<b>Between 5-24%</b>	<b>KANSAS</b>			
	Atchison	6,500	6,400	98
	Doniphan	3,500	3,400	97
	Johnson	125,100	124,500	100
	Miami	8,500	8,400	99
	<b>MISSOURI</b>			
Andrew	5,300	5,200	98	
Buchanan	32,500	32,100	99	
<b>Station Totals</b>		<b>394,600</b>	<b>389,800</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>174,200</b>	
<b>Average Daily Circulation (1989)</b>			<b>88,600</b>	

# Kansas—Topeka

**KTKA-TV**

Ch. 49

**Network Service:** ABC.

**Licensee:** Northeast Kansas Broadcast Service Inc.

**Studio:** 101 S.E. Monroe, Topeka, KS 66603.

**Mailing Address:** Box 2229, Topeka, KS 66601.

**Telephone:** 913-234-4949.

**Technical Facilities:** Channel No. 49 (680-686 MHz). Authorized power: 3475-kw max. & 1042-kw horizontal visual, 347.5-kw max. & 104-kw horizontal aural. Antenna: 1476-ft. above av. terrain, 1439-ft. above ground, 2549-ft. above sea level.

Latitude 39° 01' 34"  
Longitude 95° 54' 58"

**Transmitter:** 2280 W. Union Rd., Dover.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Andrew, 4.5-meter C-band; M/A-Corn, 3.7-meter C-band; 3.7-meter Ku-band; Pinzone receivers.

**News Service:** AP.

**Ownership:** Joseph L. Brechner, pres., 51%; Berl Brechner, exec. v.p.-asst. secy.; Marion B. Brechner, secy.-treas., 49%. See Group Ownership of Television Stations.

**Began Operation:** June 20, 1983. Transfer of control to Larry D. Hudson approved by FCC Feb. 11, 1985. Sale to present owners approved by FCC April 28, 1986 (Television Digest, Vol. 25:15).

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

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

**Represented (engineering):** Stanley Lapin Associates.

**Personnel:**

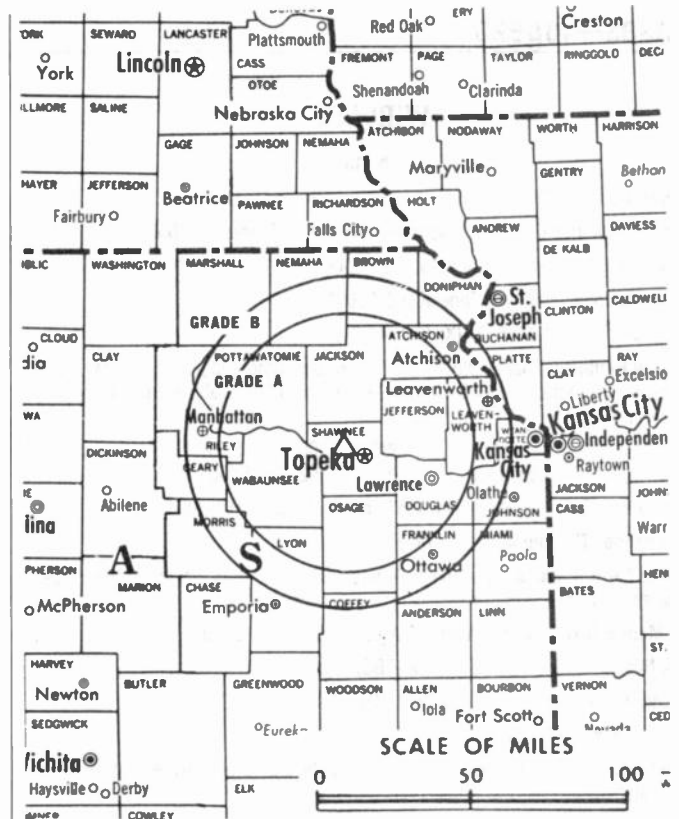
- JACK DONAHUE, general manager.
- SANDI WILBER, general sales manager.
- BARBARA BOUSUM, national sales manager.
- BOB TOTTEN, news director.
- KEVIN GOODMAN, promotion & marketing director.
- PAMALA ALLISON, business manager.

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

**City of License:** Topeka. **ADI:** Topeka. **Rank:** 138.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>KANSAS</b>			
	Coffey	3,700	3,600	97
	Jackson	4,400	4,300	98
	Jefferson	5,800	5,700	98
	Lyon	13,900	13,600	98
	Morris	2,600	2,500	96
	Osage	6,000	5,900	98



KTKA-TV BMPCT-830111KG Granted 1/28/83

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Pottawatomie	6,000	5,900	98
	Riley	20,600	20,200	98
	Shawnee	63,900	63,300	99
	Wabaunsee	2,500	2,400	96
<b>Between 25-49%</b>	<b>KANSAS</b>			
	Clay	3,900	3,800	97
	Douglas	26,200	25,800	98
	Geary	10,600	10,500	99
	Marshall	5,300	5,200	98
<b>Between 5-24%</b>	<b>KANSAS</b>			
	Anderson	3,300	3,200	97
	Atchison	6,500	6,400	98
	Brown	4,800	4,700	98
	Chase	1,300	1,300	100
	Dickinson	8,000	7,900	99
	Franklin	8,500	8,400	99
Greenwood	3,500	3,400	97	
Washington	3,100	3,000	97	
<b>Station Totals</b>		<b>218,600</b>	<b>215,100</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>				<b>113,400</b>
<b>Average Daily Circulation (1989)</b>				<b>49,600</b>

# Kansas—Topeka

## WIBW-TV

Ch. 13

**Network Service:** CBS.

**Licensee:** Stauffer Communications Inc., Box 119, Topeka, KS 66601.

**Studio:** 5600 W. Sixth St., Topeka, KS 66606.

**Mailing Address:** Box 119, Topeka, KS 66601.

**Telephone:** 913-272-3456. TWX: 910-744-6709.

**Technical Facilities:** Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 63.5-kw aural. Antenna: 1380-ft. above av. terrain, 1255-ft. above ground, 2549-ft. above sea level.

Latitude 39° 00' 18.50"  
Longitude 96° 02' 57.50"

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

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Microdyne, 7-meter; Simulsat, 5-meter; Microdyne, RCA, Scientific-Atlanta, Simulsat receivers.

**SNG Mobile Dish:** Transmit/receive Vertex, 2.6-meter Ku-band.

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

**FM Affiliate:** WIBW-FM, 100-kw, 97.3 MHz (No. 247), 1220-ft.

**News Services:** AP, CBS.

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

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

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

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

### Personnel:

JERRY HOLLEY, vice president, broadcasting.  
GEORGE LOGAN, general manager.  
VINCE FRYE, general sales manager.  
PAUL WINDERS, director of engineering.  
KENT CORNISH, operations manager.  
KELLY LENZ, farm director.  
RON PARADIS, sports director.  
JAMES HOLLIS, news director.  
LARRY SLAWSON, creative director.  
BEVERLY ANDERSON, business manager.  
BOBBI ATHON, promotion manager.  
ELMER GUNDERSON, chief engineer.

**Highest One Hour Rate:** \$1150.

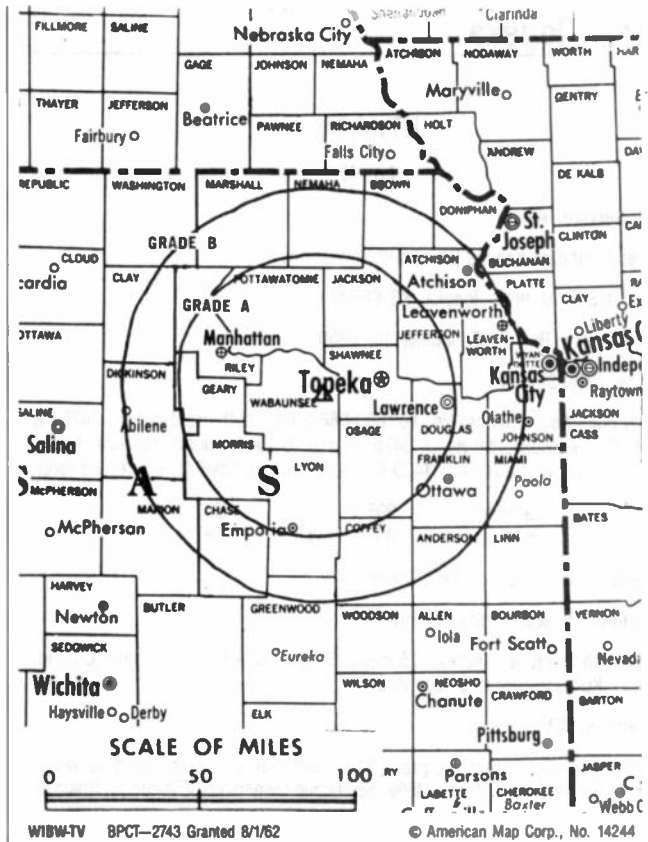
**Highest 30 Sec. Rate:** \$450.

**NETWORK BASE HOURLY RATE:** \$1100.

**City of License:** Topeka. **ADI:** Topeka. **Rank:** 138.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>KANSAS</b>				
<b>50% &amp; Over</b>	Anderson	3,300	3,200	97
	Brown	4,800	4,700	98
	Chase	1,300	1,300	100
	Clay	3,900	3,800	97
	Cloud	4,600	4,500	98
	Coffey	3,700	3,600	97
	Dickinson	8,000	7,900	99
	Geary	10,600	10,500	99
	Jackson	4,400	4,300	98
	Jefferson	5,800	5,700	98
	Lyon	13,900	13,600	98
	Marshall	5,300	5,200	98
	Morris	2,600	2,500	96
	Nemaha	4,200	4,100	98
	Osage	6,000	5,900	98
Pottawatomie	6,000	5,900	98	
Riley	20,600	20,200	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Shawnee	63,900	63,300	99
	Wabaunsee	2,500	2,400	96
	Washington	3,100	3,000	97
	Woodson	1,800	1,800	100
<b>KANSAS</b>				
<b>Between 25-49%</b>	Atchison	6,500	6,400	98
	Douglas	26,200	25,800	98
	Franklin	8,500	8,400	99
	Greenwood	3,500	3,400	97
	Mitchell	3,400	3,300	97
	Republic	2,900	2,800	97
	Saline	20,100	19,900	99
<b>KANSAS</b>				
<b>Between 5-24%</b>	Allen	6,300	6,200	98
	Doniphan	3,500	3,400	97
	Jewell	2,000	1,900	95
	Johnson	125,100	124,500	100
	Labette	9,800	9,600	98
	Leavenworth	19,200	19,000	99
	Linn	3,400	3,300	97
	Miami	8,500	8,400	99
	Neosho	7,100	7,000	99
	Ottawa	2,300	2,200	96
Wilson	4,900	4,800	98	
Wyandotte	65,200	64,600	99	
<b>MISSOURI</b>				
Bates	6,200	6,100	98	
Holt	2,700	2,600	96	
<b>NEBRASKA</b>				
Gage	9,000	8,900	99	
Pawnee	1,500	1,500	100	
Richardson	4,300	4,200	98	
<b>Station Totals</b>		<b>532,400</b>	<b>525,600</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>207,800</b>	
<b>Average Daily Circulation (1989)</b>			<b>114,100</b>	

# Kansas—Wichita

## KAKE-TV

Ch. 10

(Operates satellites KUPK-TV, Garden City & KLBY, Colby, KS)

Network Service: ABC.

Licensee: Chronicle Bcstg. Co., 1001 Van Ness Ave., San Francisco, CA 94119.

Studio: 1500 N. West St., Wichita, KS 67201.

Mailing Address: Box 10, Wichita, KS 67201.

Telephone: 316-943-4221. TWX: 510-741-6926. Fax: 316-943-5374.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 44.7-kw aural. Antenna: 1030-ft. above av. terrain, 1079-ft. above ground, 2449-ft. above sea level.

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

Transmitter: W. 53rd St.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: AFC, 3.7-meter Ku-band; Andrew, 7.3-meter C-band; Andrew, 5.6-meter Ku-band; Andrew, 4.5-meter C-band; Scientific-Atlanta, 7-meter C-band; Avantek, M/A-Com, Scientific-Atlanta receivers.

SNG Mobile Dish: Transmit/receive Dalsat/Andrew, 3.7-meter Ku-band.

News Services: AP, Group W Newsfeed.

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

Began Operation: October 19, 1954. Sale to present owner by KAKE-TV & Radio approved by FCC Jan. 21, 1980 (Television Digest, Vol. 19:14).

Represented (sales): Petry Television Inc.

Represented (legal): Fletcher, Heald & Hildreth.

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

### Personnel:

RON COLLINS, president & general manager.  
JERRY WATSON, vice president & general sales manager.  
JAN McDANIEL, executive news director.  
PEGGY LAW, national sales manager.  
MARK CHAMBERLIN, marketing director.  
DALE MORRELL, chief engineer.  
DON GOLLEDGE, director of programming & operations.  
TOM McBROOM, controller.  
VICKI HECKMAN, traffic director.

Highest One Hour Rate: \$10,000.

Highest 30 Sec. Rate: \$3000.

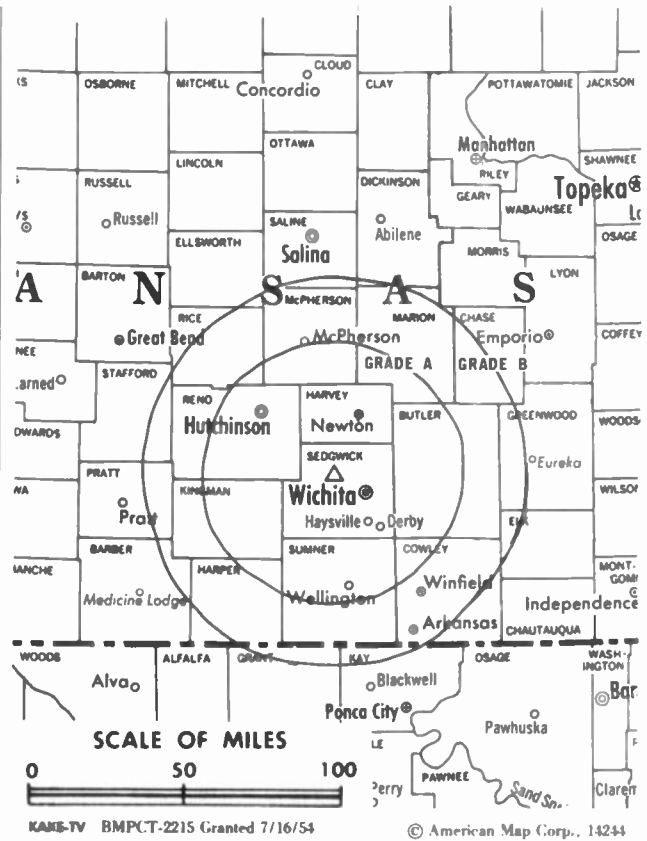
NETWORK BASE HOURLY RATE: \$1150.

Arbitron Data: Figures do not include KUPK-TV, Garden City or KLBY, Colby, KS.

City of License: Wichita. ADI: Wichita-Hutchinson. Rank: 59.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>KANSAS</b>				
<b>50% &amp; Over</b>	Barber	2,900	2,800	97
	Barton	12,800	12,700	99
	Butler	17,800	17,600	99
	Chase	1,300	1,300	100
	Chautauqua	2,300	2,300	100
	Cowley	14,600	14,400	99
	Elk	1,600	1,600	100
	Ellsworth	2,900	2,800	97
	Greenwood	3,500	3,400	97
	Harper	3,200	3,200	100
	Harvey	11,600	11,400	98
	Kingman	3,400	3,400	100
	Kiowa	1,500	1,500	100



KAKE-TV BMPCT-2215 Granted 7/16/54

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Mc Pherson	10,500	10,300	98
	Marion	5,200	5,100	98
	Pratt	4,300	4,200	98
	Reno	26,100	25,800	99
	Rice	4,700	4,700	100
	Saline	20,100	19,900	99
	Sedgwick	153,600	152,300	99
	Stafford	2,400	2,400	100
	Sumner	9,900	9,800	99
<b>KANSAS</b>				
<b>Between 25-49%</b>	Dickinson	8,000	7,900	99
	Ellis	10,600	10,500	99
	Lyon	13,900	13,600	98
	Ness	1,800	1,800	100
	Pawnee	3,100	3,100	100
	Woodson	1,800	1,800	100
<b>OKLAHOMA</b>				
	Kay	20,700	20,500	99
<b>KANSAS</b>				
<b>Between 5-24%</b>	Clay	3,900	3,800	97
	Comanche	1,000	1,000	100
	Edwards	1,700	1,700	100
	Geary	10,600	10,500	99
	Lincoln	1,600	1,600	100
	Morris	2,600	2,500	96
	Ottawa	2,300	2,200	96
	Riley	20,600	20,200	98
	Rush	1,700	1,700	100
	Russell	3,500	3,400	97
	Wilson	4,900	4,800	98
<b>OKLAHOMA</b>				
	Alfalfa	2,700	2,700	100
	Woods	4,100	4,000	98
<b>Station Totals</b>		<b>437,300</b>	<b>432,200</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>290,600</b>	
<b>Average Daily Circulation (1989)</b>			<b>164,300</b>	

# Kansas—Wichita

## KSAS-TV

Ch. 24

(Operates satellite KAAS-TV, Salina, KS)

Network Service: Fox.

Licensee: Channel 24 Ltd. Debtor-in-Possession, 316 North West St., Wichita, KS 67203.

Studio: 316 North West St., Wichita, KS 67203.

Telephone: 316-942-2424. TWX: 510-600-2921. Fax: 316-942-8927.

Technical Facilities: Channel No. 24 (530-536 MHz). Authorized power: 3303.7-kw max. & 2009-kw horizontal visual, 330.37-kw max. & 200.9-kw horizontal aural. Antenna: 1120-ft. above av. terrain, 1161-ft. above ground, 2531-ft. above sea level.

Latitude 37° 46' 40"  
Longitude 97° 30' 37"

Transmitter: S of Hwy. 296, 1.4-mi. E of Colwich.

Satellite Earth Stations: United Satellite Systems, 5-meter C-band; United Satellite Systems, 3.8-meter C-band; RCA Americom, 3.77-meter C-band; M/A-Com, Scientific-Atlanta receivers.

Ownership: Columbia-Kansas TV Ltd., 100%. Columbia-Kansas TV Ltd. Ownership: CCI Kansas Inc., gen. partner, 93.8%. CCIK ownership: Richard A. Rudy, pres., 38%; Lee Hanna, exec. v.p., 5%; Louis Freedman, v.p., 19%; Harold S. Goldstein, secy-treas., 38%. Channel 24 Ltd. also owns KAAS-TV, Ch. 18, Salina, KS. Rudy, Goldstein & Freedman have interest in cable TV, Rosenberg, TX. Hanna has interest in KLJB-TV, Davenport IA.

Began Operation: August 24, 1985.

Represented (sales): Seltel Inc.

Represented (legal): Rosenman & Colin.

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

### Personnel:

- DALE R. BENNETT, general manager.
- DAN WALL, general sales manager.
- MAEL HERNANDEZ, production director.
- MICHAEL R. McSHANE, director of engineering.
- KELLY WOMACK, program director.
- TOM GATEWAY, promotion director.
- WILMA EVANS, national sales manager.
- JOE MILLER, business manager.
- MIKE MILLER, local sales manager.

Highest One Hour Rate: \$2000.

Highest 30 Sec. Rate: \$500.

Arbitron Data: Includes KAAS-TV, Salina, KS.

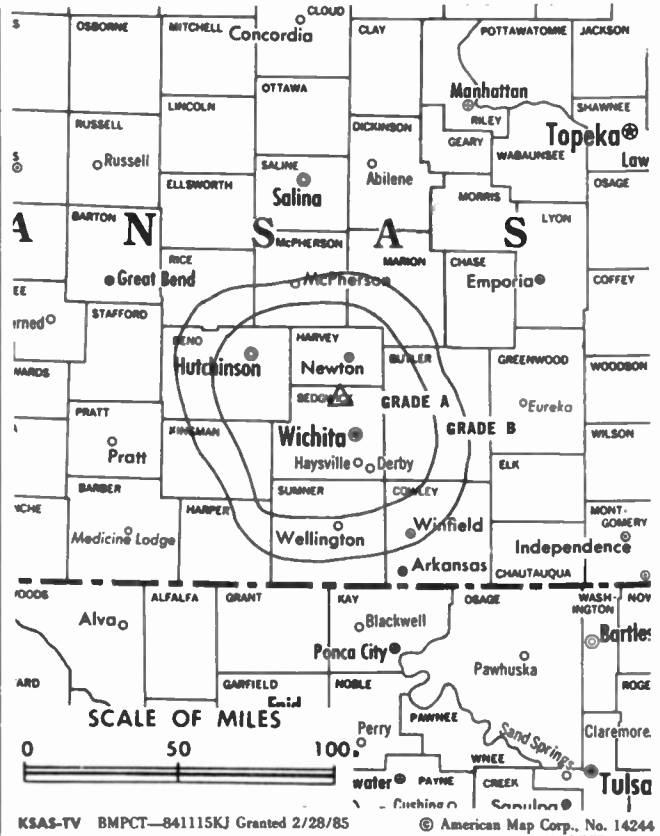
City of License: Wichita. ADI: Wichita-Hutchinson. Rank: 59.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

**KSAS-TV is a market leader with**



6939 Power Inn Road  
Sacramento, CA 95828  
916-383-1177  
See our ad on Page C-115



KSAS-TV BMPCT—841115KJ Granted 2/28/85 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>				
<b>KANSAS</b>				
	Butler	17,800	17,600	99
	Harvey	11,600	11,400	98
	Kingman	3,400	3,400	100
	Pratt	4,300	4,200	98
	Reno	26,100	25,800	99
	Sedgwick	153,600	152,300	99
	Sumner	9,900	9,800	99
<b>Between 25-49%</b>				
<b>KANSAS</b>				
	Barton	12,800	12,700	99
	Chase	1,300	1,300	100
	Cowley	14,600	14,400	99
	Harper	3,200	3,200	100
	Mc Pherson	10,500	10,300	98
	Marion	5,200	5,100	98
	Ottawa	2,300	2,200	96
	Pawnee	3,100	3,100	100
	Rice	4,700	4,700	100
	Saline	20,100	19,900	99
	Stafford	2,400	2,400	100
<b>Between 5-24%</b>				
<b>KANSAS</b>				
	Barber	2,900	2,800	97
	Clay	3,900	3,800	97
	Dickinson	8,000	7,900	99
	Ellis	10,600	10,500	99
	Ellsworth	2,900	2,800	97
	Lincoln	1,600	1,600	100
	Russell	3,500	3,400	97
<b>Station Totals</b>		<b>340,300</b>	<b>336,600</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>				<b>171,300</b>
<b>Average Daily Circulation (1989)</b>				<b>72,200</b>

# Kansas—Wichita

## KSNW

Ch. 3

(Operates KSN Inc., including satellites KSNB, Great Bend, KS; KSNB, Garden City, KS & KSNB, McCook, NE-Oberlin, KS)

Network Service: NBC.

Licensee: KSN Inc., Box 333, Wichita, KS 67201.

Studio: 833 N. Main St., Wichita, KS 67203.

Mailing Address: Box 333, Wichita, KS 67201.

Telephone: 316-265-3333. TWX: 910-741-6976.

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

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

Transmitter: Colwich, KS.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 6-meter; Scientific-Atlanta, 4.6-meter; Harris, 3-meter; RCA Americom, 3.6-meter; Harris, Microdyne, Scientific-Atlanta receivers.

News Services: AP, CNN, Conus, KSN, NBC.

Ownership: SJL Broadcast Management, 100%. See Group Ownership of Television Stations.

Began Operation: September 1, 1955. Sale to The Standard Corp. approved by FCC Dec. 30, 1980 (Television Digest, Vol. 19:35, 48). Sale to SJL of Kansas Corp. approved by FCC Aug. 8, 1988 (Vol. 28:15, 20).

Represented (sales): Katz Television.

Represented (legal): Latham & Watkins.

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

### Personnel:

ALLAN BUCH, general manager.  
MIKE HANRAHAN, general sales manager.  
GARY GORE, local sales manager.  
JOAN SMITH, director of programming.  
BOB LOCKE, chief engineer.  
JONNA BUCH, promotion director.  
ROBERT YUNA, news director.  
GEORGIANNA DEVORE, business manager.

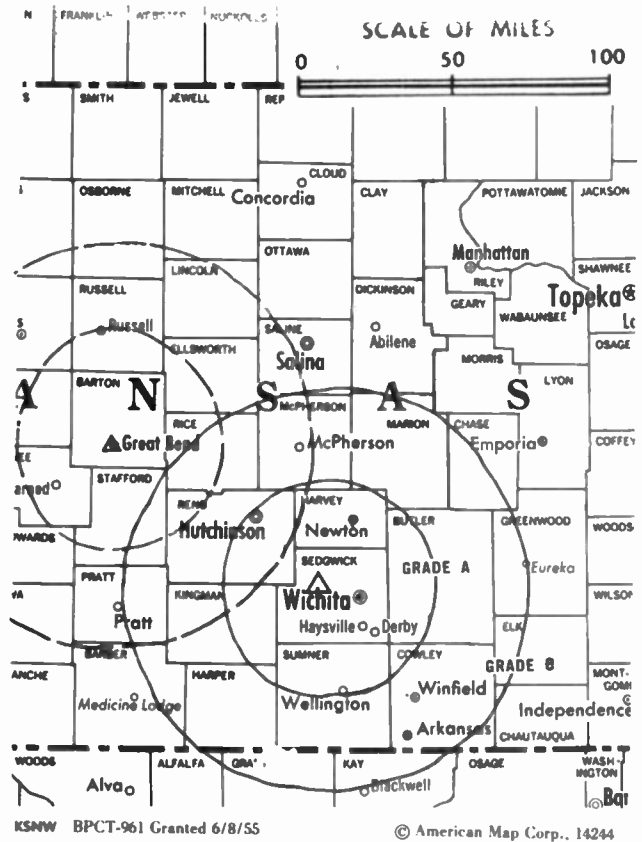
Highest 30 Sec. Rate: \$3500.

NETWORK BASE HOURLY RATE: \$4000.

City of License: Wichita. ADI: Wichita-Hutchinson. Rank: 59.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>KANSAS</b>			
	Barber	2,900	2,800	97
	Butler	17,800	17,600	99
	Chase	1,300	1,300	100
	Cowley	14,600	14,400	99
	Greenwood	3,500	3,400	97
	Harper	3,200	3,200	100



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Harvey	11,600	11,400	98
	Kingman	3,400	3,400	100
	Mc Pherson	10,500	10,300	98
	Marion	5,200	5,100	98
	Pratt	4,300	4,200	98
	Reno	26,100	25,800	99
	Saline	20,100	19,900	99
	Sedgwick	153,600	152,300	99
	Sumner	9,900	9,800	99
	<b>Between 25-49%</b>	<b>KANSAS</b>		
Dickinson		8,000	7,900	99
Rice		4,700	4,700	100
<b>Between 5-24%</b>	Stafford	2,400	2,400	100
	<b>OKLAHOMA</b>			
<b>Station Totals</b>	Woods	4,100	4,000	98
	<b>KANSAS</b>			
	Barton	12,800	12,700	99
	Edwards	1,700	1,700	100
	Eik	1,600	1,600	100
	Lyon	13,900	13,600	98
	Morris	2,600	2,500	96
	Norton	2,700	2,700	100
	<b>OKLAHOMA</b>			
	Grant	2,600	2,600	100
Kay	20,700	20,500	99	
Noble	4,900	4,900	100	
<b>Station Totals</b>		<b>370,700</b>	<b>366,700</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>252,300</b>	
<b>Average Daily Circulation (1989)</b>			<b>140,400</b>	

# Kansas—Wichita-Hutchinson

## KWCH-TV

Ch. 12

(Operates Kansas Broadcasting System, including KBSO-TV, Ensign; KBSL-TV, Goodland & KBSH-TV, Hays, KS)

Network Service: CBS.

Licensee: KBS License Corp., 211 Townsend, Birmingham, MI 48009.

Studio: 2815 E. 37th St. N, Wichita, KS 67219.

Studio: 1800 N. Plum St., Hutchinson, KS 67501.

Mailing Address: Box 12, Wichita, KS 67201.

Telephones: 316-838-1212, Wichita; 316-665-5503, Hutchinson.

TWX: 910-741-6998.

Fax: 316-838-3524, Wichita; 316-665-0834, Hutchinson.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 1522-ft. above av. terrain, 1504-ft. above ground, 3049-ft. above sea level.

Latitude 38° 03' 16.50"  
Longitude 97° 46' 40.50"

Transmitter: 9-mi. E of Hutchinson on 4th St.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.6-meter C-band; AFC, 3-meter Ku-band; Scientific-Atlanta, 3-meter Ku & C-band; Scientific-Atlanta, Winegard receivers.

SNG Mobile Dish: Transmit/receive Midwest, 2.8-meter Ku-band.

News Services: AP, UPI.

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

Began Operation: June 22, 1953. FCC approved sale of 80% to Minneapolis Star and Tribune (Cowles) with former owners retaining 20% Oct. 19, 1955 (Television Digest, Vol. 11:28, 43). Sale by Minneapolis Star and Tribune to Kansas Bcstg. System. approved by FCC Nov. 24, 1982. Sale to Smith Broadcasting Group Inc. approved by FCC Oct. 12, 1988. Sale to present owners approved by FCC Feb. 3, 1989.

Represented (sales): TeleRep Inc.

Represented (legal): Hogan & Hartson.

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

### Personnel:

SANDY DiPASQUALE, president & general manager.  
STEVE MERREN, director of sales & programming.  
JIM MARTIN, local sales manager.  
SANDY EVENSON, national sales manager.  
JAY ZACHARIAS, chief engineer.  
SUSAN KIMMELL, promotion manager.  
SHARON McKITTRICK, EDP manager.  
JON ROE, news director.  
BOB WINE, controller.

Highest One Hour Rate: \$10,000.

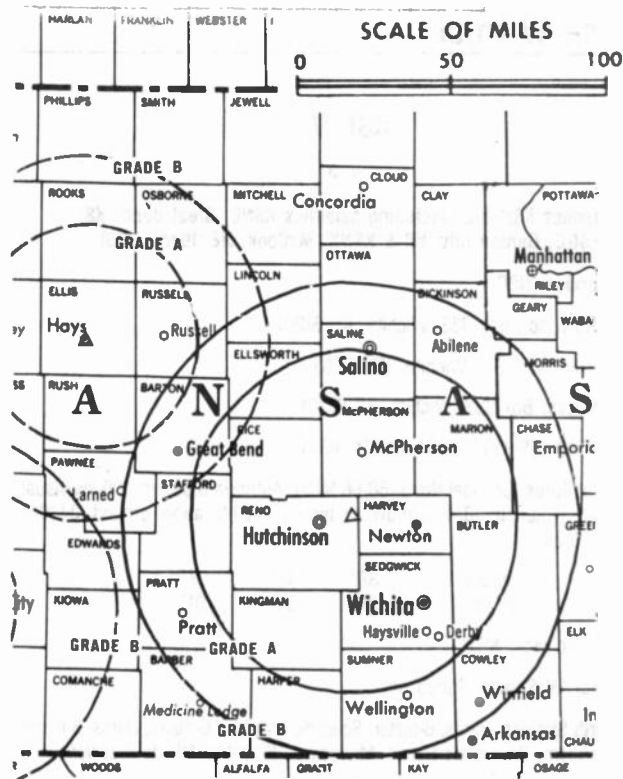
Highest 30 Sec. Rate: \$5000.

NETWORK BASE HOURLY RATE: \$948.

City of License: Hutchinson. ADI: Wichita-Hutchinson. Rank: 59.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

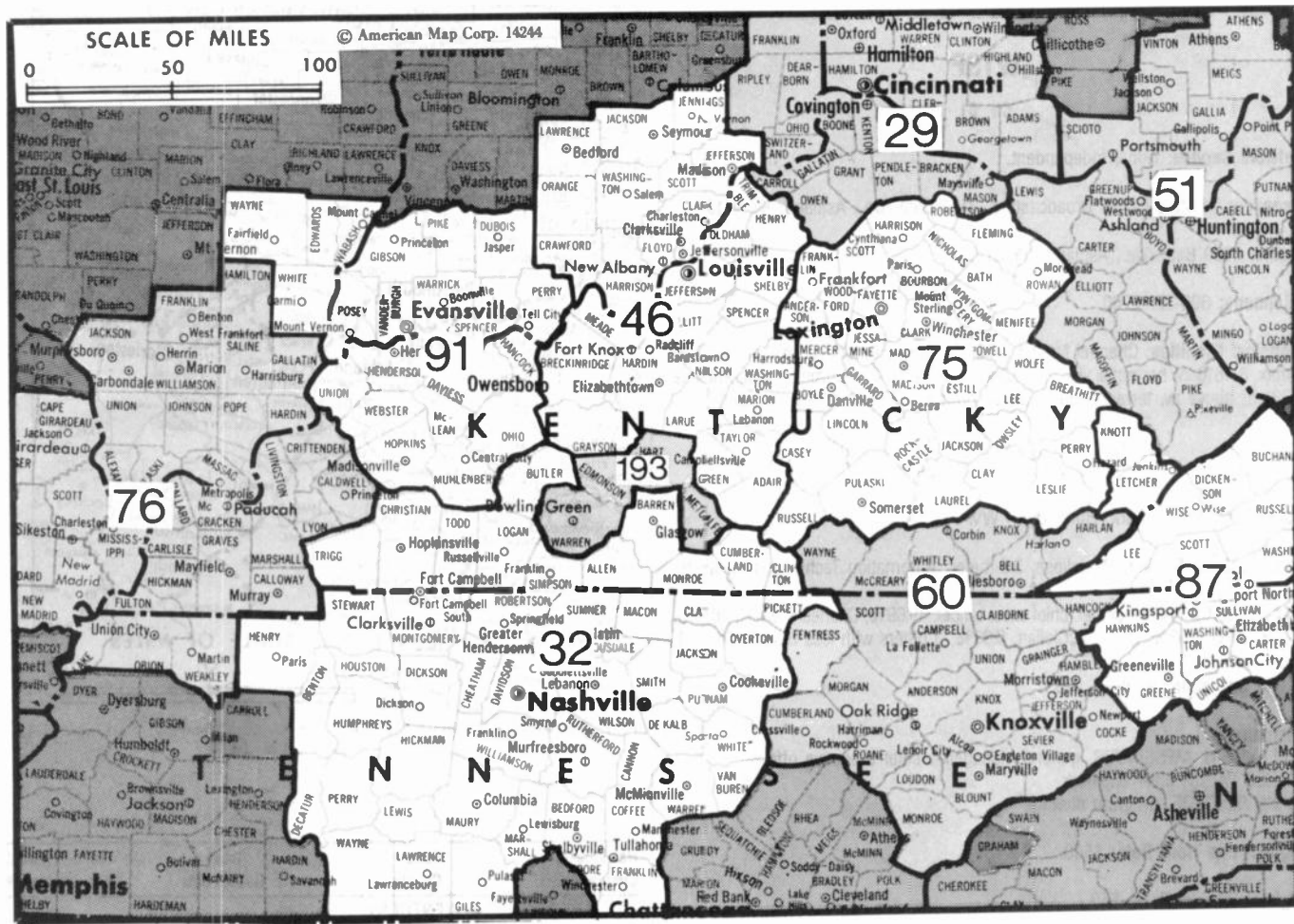
Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>				
	KANSAS Barber	2,900	2,800	97
	KANSAS Barton	12,800	12,700	99
	KANSAS Butler	17,800	17,600	99
	KANSAS Chase	1,300	1,300	100



KWCH-TV BPT-2884 Granted 6/29/83

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>				
	Cowley	14,600	14,400	99
	Dickinson	8,000	7,900	99
	Edwards	1,700	1,700	100
	Ellsworth	2,900	2,800	97
	Greenwood	3,500	3,400	97
	Harper	3,200	3,200	100
	Harvey	11,600	11,400	98
	Kingman	3,400	3,400	100
	Kiowa	1,500	1,500	100
	Lincoln	1,600	1,600	100
	Mc Pherson	10,500	10,300	98
	Marion	5,200	5,100	98
	Ottawa	2,300	2,200	96
	Pawnee	3,100	3,100	100
	Pratt	4,300	4,200	98
	Reno	26,100	25,800	99
	Rice	4,700	4,700	100
	Saline	20,100	19,900	99
	Sedgwick	153,600	152,300	99
	Stafford	2,400	2,400	100
	Sumner	9,900	9,800	99
<b>BETWEEN 25-49%</b>				
	KANSAS Comanche	1,000	1,000	100
	KANSAS Lyon	13,900	13,600	98
	KANSAS Mitchell	3,400	3,300	97
<b>BETWEEN 5-24%</b>				
	KANSAS Cloud	4,600	4,500	98
	KANSAS Elk	1,600	1,600	100
	KANSAS Jewell	2,000	1,900	95
	KANSAS Morris	2,600	2,500	96
	KANSAS Rush	1,700	1,700	100
<b>OKLAHOMA</b>				
	Alfalfa	2,700	2,700	100
	Woods	4,100	4,000	98
<b>Station Totals</b>		<b>366,600</b>	<b>362,300</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>293,900</b>	
<b>Average Daily Circulation (1989)</b>			<b>184,700</b>	



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Cincinnati, OH	737,400	29	WCPO-TV (9), WIII (64), WKRC-TV (12), WLWT (5), WXIX-TV (19)
Nashville, TN	698,300	32	WCAY-TV (30), WHTN (39), WJFB (66), WKRN-TV (2), WMTT (28), WSMV (4), WTVF (5), WZTV (17)
Louisville, KY	531,700	46	WAVE (3), WBNA (21), WDRB-TV (41), WGRB (34), WHAS-TV (11), WLKY-TV (32)
Charleston-Huntington, WV	488,100	51	WCHS-TV (8), WOWK-TV (13), WSAZ-TV (3), WTSF (61), WVAH-TV (11)
Knoxville, TN	426,700	60	WATE-TV (6), WBIR-TV (10), WINTV (20), WKCH-TV (43), WKXT-TV (8)
Lexington, KY	328,100	75	WDKY-TV (56), WKYT-TV (27), WLEX-TV (18), WLJC-TV (65), WLKT (62), WTVQ-TV (36), WYMT-TV (57)
Paducah, KY-Cape Girardeau, MO-Harrisburg-Marion, IL	326,900	76	KBSI (23), KFVS-TV (12), KPOB-TV (15), WPSD-TV (6), WSIL-TV (3), WTCT (27)
Bristol, VA-Kingsport-Johnson City, TN	280,800	87	WCY3-TV (5), WETO (39), WJHL-TV (11), WKPT-TV (19)
Evansville, IN	261,600	91	WEHT (25), WEVV (44), WFIE-TV (14), WLCN (19), WROZ (61), WTVW (7)
Bowling Green, KY	44,100	193	WBKO (13)

**State Cross Reference List**

Communities that receive programs of stations that are located elsewhere.

WDKY-TV, Lexington	See Darville, KY
WLJC-TV, Lexington	See Beattyville, KY
WGRB, Louisville	See Campbellsville, KY
KFVS-TV & KBSI, Paducah	See Cape Girardeau, MO
WSIL-TV, Paducah	See Harrisburg, IL
WTCT, Paducah	See Marion, IL
WXIX-TV, Newport	See Cincinnati, OH

**Kentucky Station Totals as of October 1, 1989**

	VHF	UHF	TOTAL
Commercial Television Stations	4	13	17
Educational Television Stations	0	17	17
	4	30	34



# Kentucky—Ashland

**WTSP**

Ch. 61

Network Service: None, independent.

Licensee: Tri-State Family Broadcasting, 3100 Bath Ave., Ashland, KY 41101.

Studio: 3100 Bath Ave., Ashland, KY 41101.

Telephone: 606-329-2700.

Technical Facilities: Channel No. 61 (752-758 MHz). Authorized power: 1963-kw max. & 1610-kw horizontal visual, 196.3-kw max. & 161-kw horizontal aural. Antenna: 631-ft. above av. terrain, 499-ft. above ground, 1352-ft. above sea level.

Latitude 38° 25' 11"  
Longitude 82° 24' 06"

Transmitter: Rotary Park, Huntington, WV.

Satellite Earth Station: Paracclipse, 3.6-meter; Automation Techniques receivers.

Ownership: Claude Messinger, chief exec. officer, 49.69%; Charles Stewart, 18.97%; John Alley, 9.03%; G. O. McClellan, 9.03%; 3 others with less than 5.2% each.

Began Operation: April 30, 1983.

**Personnel:**

CLAUDE H. MESSINGER, general manager & chief executive officer.  
GREG PATON, chief engineer.  
ANN BLEDSOE, program director.

Highest One Hour Rate: \$500.

Highest 30 Sec. Rate: \$50.

City of License: Ashland. ADI: Charleston-Huntington. Rank: 51.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



WTSP BMPCT-810928KE. Granted 12/11/81

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Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>KENTUCKY</b>				
Between 5-24%	Boyd	20,500	20,400	100
<b>Station Totals</b>		<b>20,500</b>	<b>20,400</b>	<b>100</b>
<b>Net Weekly Circulation (1989)</b>			<b>7,400</b>	
<b>Average Daily Circulation (1989)</b>			<b>2,200</b>	

# Kentucky—Beattyville

**WLJC-TV**

**Ch. 65**

**Network Service:** None, independent.

**Licensee:** Hour of Harvest Inc., Station WLJC(FM), c/o Rev. Forest Drake, Beattyville, KY 41311.

**Studio:** Rte. 11, Beattyville, KY 41311.

**Telephone:** 606-464-8672.

**Technical Facilities:** Channel No. 65 (776-782 MHz). Authorized power: 73.45-kw max. visual, 7.34-kw max. aural. Antenna: 632-ft. above av. terrain, 501-ft. above ground, 1578-ft. above sea level.

Latitude 37° 36' 23"  
Longitude 83° 41' 16"

**Transmitter:** 2.4-mi. N on Route 11, Beattyville.

**Satellite Earth Stations:** 3 in operation C-band; Automation Techniques receivers.

**Ownership:** Hour of Harvest Inc., non-stock corp. Forest Drake, pres.; Margaret Drake, v.p.-secy.-treas. F. Drake is licensee of WLJC(FM), Beattyville, KY.

**Began Operation:** October 18, 1982.

**Represented (legal):** Reddy, Begley & Martin.

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

**Personnel:**

FOREST DRAKE, president & general manager.

**Highest One Hour Rate:** \$152.

**Highest 30 Sec. Rate:** \$792.

**City of License:** Beattyville. ADI: Lexington. Rank: 75.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	KENTUCKY			
	Breathitt	5,400	5,300	97
	Estill	5,400	5,200	97



WLJC-TV BMPT-870212KX Granted 4/30/87

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Jackson	4,400	4,200	97
	Lee	2,900	2,800	97
	Wolfe	2,400	2,300	96
<b>Station Totals</b>		<b>20,500</b>	<b>19,800</b>	<b>97</b>
<b>Net Weekly Circulation (1989)</b>			<b>2,100</b>	
<b>Average Daily Circulation (1989)</b>			<b>800</b>	

# Kentucky—Bowling Green

**WBKO**

Ch. 13

**Network Service:** ABC.

**Licensee:** Bluegrass Television Inc., 2727 Russellville Rd., Bowling Green, KY 42101.

**Telephone:** 502-781-1313. **TWX:** 810-531-3667. **Fax:** 502-781-1814.

**Technical Facilities:** Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 30.2-kw aural. Antenna: 740-ft. above av. terrain, 603-ft. above ground, 1343-ft. above sea level.

Latitude 37° 03' 52"  
Longitude 86° 26' 07"

**Transmitter:** Off State Hwy. 185, 5-mi. NE of Bowling Green, KY.

**Satellite Earth Stations:** Andrew, 7.3-meter C-band; Andrew, 4.5-meter C-band; 4-meter C-band; M/A-Com, 3.66-meter Ku-band; Avantek, Drake, M/A-Com receivers.

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

**Ownership:** A. Richard Benedek, 100%. See Group Ownership of Television Stations.

**Began Operation:** June 3, 1962. Sale to present owner by Bluegrass Media Inc. approved by FCC Feb. 14, 1983. Sale to Bluegrass by Professional Telecasting Systems approved July 14, 1976. Previous sale by Argus Bcstg. Co. (George A. Brown Jr., et al.) approved by FCC June 11, 1970.

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

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

**Personnel:**

- CLYDE G. PAYNE, vice president & general manager.
- NEAL MORRISON, general sales manager.
- MARY NICOLL, local sales manager.
- DAVID L. CHUMLEY, director of engineering.
- MIKE GREEN, news director.
- NELLIE BROWN, business manager.
- BLAIR PAYNE, production manager.
- GENE PRATHER, operations manager.

**Highest One Hour Rate:** \$1200.

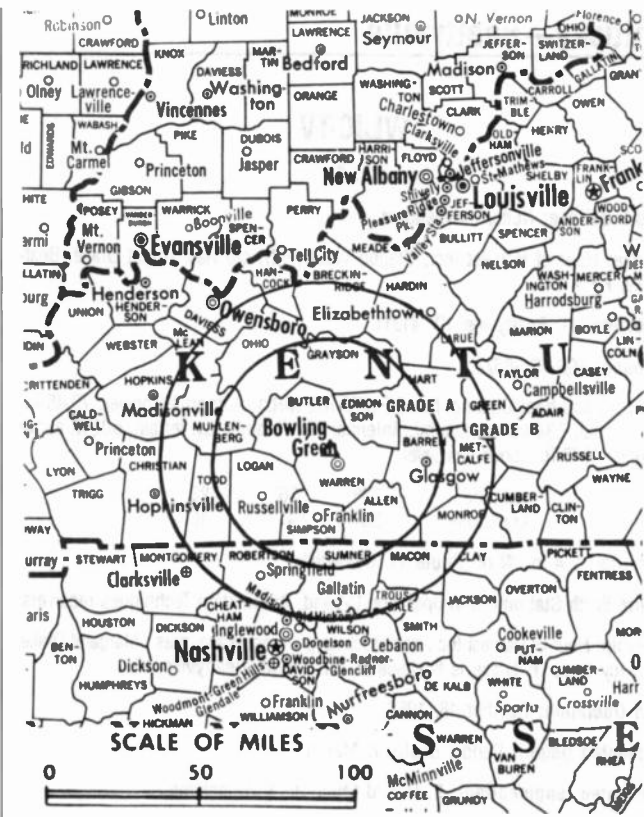
**Highest 30 Sec. Rate:** \$450.

**NETWORK BASE HOURLY RATE:** \$350.

**City of License:** Bowling Green. **ADI:** Bowling Green. **Rank:** 193.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>				
	KENTUCKY			
	Adair	5,800	5,700	98
	Allen	5,800	5,700	98
	Barren	12,900	12,800	99
	Butler	4,200	4,100	99
	Clinton	3,600	3,500	97
	Cumberland	2,800	2,800	98
	Edmonson	3,600	3,500	97
	Grayson	8,300	8,200	99
	Green	4,000	3,900	97
	Hart	6,100	6,000	98
	Logan	10,000	9,900	99
	Metcalfe	3,800	3,700	99
	Monroe	4,800	4,700	99



WBKO BPC-4372 Granted 7/27/70

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>				
	Muhlenberg	11,700	11,600	99
	Ohio	8,400	8,300	99
	Simpson	5,500	5,500	99
	Warren	30,800	30,600	99
<b>Between 25-49%</b>				
	KENTUCKY			
	Christian	20,500	20,300	99
	Russell	5,600	5,500	98
	Taylor	8,600	8,500	99
	TENNESSEE			
	Clay	3,200	3,100	98
<b>Between 5-24%</b>				
	KENTUCKY			
	Breckinridge	6,200	6,100	98
	Caldwell	4,900	4,800	98
	Hardin	27,700	27,500	99
	Larue	4,500	4,500	100
	Mc Lean	3,500	3,500	100
	Todd	4,200	4,100	99
	Wayne	6,600	6,400	97
	TENNESSEE			
	Macon	6,200	6,100	98
	Overton	6,700	6,600	98
	Pickett	1,600	1,600	100
	Robertson	14,700	14,600	99
	Sumner	34,900	34,700	99
<b>Station Totals</b>		<b>291,700</b>	<b>288,400</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>133,900</b>	
<b>Average Daily Circulation (1989)</b>			<b>77,400</b>	

# Kentucky—Campbellsville

**WGRB**

**Ch. 34**

**Network Service:** None, independent.

**Licensee:** Green River Bcstg. Co. Inc., Box 400, Campbellsville, KY 42718.

**Studio:** Rte. One, Cane Valley, KY 42720.

**Telephones:** 502-465-2223; 502-384-4738.

**Technical Facilities:** Channel No. 34 (590-596 MHz). Authorized power: 600-kw max. visual, 108-kw max. aural. Antenna: 1027-ft. above av. terrain, 954-ft. above ground, 1848-ft. above sea level.

Latitude 37° 10' 05"  
Longitude 85° 18' 32"

**Transmitter:** Hwy. 55, 4.1-mi. N of Columbia.

**Satellite Earth Stations:** C-band; Ku-band; ChannelMaster, Scientific-Atlanta receivers.

**Ownership:** Billy Speer, pres.-secy.-treas., 100%.

**Began Operation:** April 7, 1983.

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

**Represented (legal):** Schwartz, Woods & Miller.

**Personnel:**

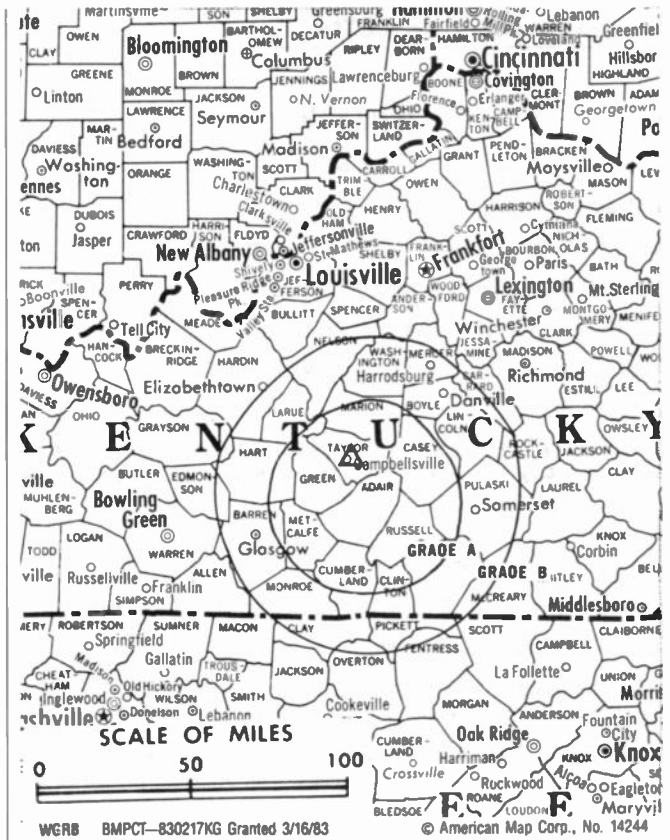
- MIKE HARDING, general manager.
- GLORIA DAVIS, general sales manager.
- LARRY NELSON, chief engineer.
- JOE DeSPAIN, news director.
- ANITA BEGLEY, business manager.

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

**City of License:** Campbellsville. **ADI:** Louisville. **Rank:** 46.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>KENTUCKY</b>			
	Adair	5,800	5,700	98
	Green	4,000	3,900	97
	Russell	5,600	5,500	98
	Taylor	8,600	8,500	99
<b>Between 25-49%</b>	<b>KENTUCKY</b>			
	Barren	12,900	12,800	99
	Casey	5,700	5,600	98
	Clinton	3,600	3,500	97
	Larue	4,500	4,500	100
	Marion	5,800	5,800	99
	Metcalfe	3,800	3,700	99
Wayne	6,600	6,400	97	
<b>Between 5-24%</b>	<b>KENTUCKY</b>			
	Allen	5,800	5,700	98
	Cumberland	2,800	2,800	98
	Hardin	27,700	27,500	99



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	Hart	6,100	6,000	98
	Lincoln	6,900	6,800	99
	Mc Creary	5,700	5,600	98
	Mercer	7,400	7,300	99
	Monroe	4,800	4,700	99
	Pulaski	18,700	18,300	98
	Washington	3,300	3,300	100
	<b>TENNESSEE</b>			
	Clay	3,200	3,100	98
	Pickett	1,600	1,600	100
<b>Station Totals</b>		<b>160,900</b>	<b>158,600</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>38,000</b>	
<b>Average Daily Circulation (1989)</b>			<b>12,700</b>	

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# Kentucky—Danville-Lexington

**WDKY-TV**

Ch. 56

Network Service: Fox.

Licensee: WDKY-TV Inc., 434 Interstate Ave., Lexington, KY 40505.

Studio: 434 Interstate Ave., Lexington, KY 40505.

Mailing Address: Box 12650, Lexington, KY 40583.

Telephones: 606-299-3856; 606-293-1475. TWX: 62928854.

Fax: 606-299-8604.

Technical Facilities: Channel No. 56 (722-728 MHz). Authorized power: 3390-kw max. visual, 339-kw max. aural. Antenna: 1151-ft. above av. terrain, 1099-ft. above ground, 2044-ft. above sea level.

Latitude 37° 47' 18"  
Longitude 84° 40' 49"

Transmitter: Approx. 3-mi. SE of High Bridge at bend in Kentucky River.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Andrew, 4.6-meter C-band; AFC, 3.6-meter Ku-band; Andrew, 3-meter C-band; M/A-Com, Scientific-Atlanta receivers.

Ownership: Backe Group Inc., 100%. John Backe, chmn.-pres. & chief exec. officer; Edward Carroll, secy.-treas. Sale pending to MMC Television-Lexington Corp.

Began Operation: February 10, 1986.

Represented (sales): Settel Inc.

Represented (legal): Hogan & Hartson.

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

**Personnel:**

- DAVID GODBOUT, general manager.
- STEPHEN JONES, chief engineer.
- KERRI SAVAGE, program director.
- KETIH COMBS, promotion director & operations manager.
- JOANNE Q. PARKER, business manager.

Highest One Hour Rate: \$2000.

Highest 30 Sec. Rate: \$250.

City of License: Danville. ADI: Lexington. Rank: 75.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>KENTUCKY</b>				
<b>50% &amp; Over</b>	Casey	5,700	5,600	98
	Garrard	4,200	4,100	99
	Jessamine	10,400	10,300	99
	Lincoln	6,900	6,800	99
	Madison	18,800	18,500	98
	Mercer	7,400	7,300	99
	Owsley	1,800	1,700	94
	Powell	4,000	3,900	98
	Rockcastle	5,400	5,200	97
	Scott	8,200	8,100	99
<b>Between 25-49%</b>	Anderson	5,000	5,000	100
	Bath	3,600	3,500	97
	Bourbon	7,200	7,100	99
	Boyle	9,600	9,500	99
	Clark	11,000	10,900	99



WDKY-TV BMPCT-860905KG Granted 11/18/86 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	Estill	5,400	5,200	97
	Fayette	84,300	83,700	99
	Franklin	17,400	17,200	99
	Harlan	14,500	14,300	99
	Harrison	5,600	5,500	99
	Jackson	4,400	4,200	97
	Laurel	15,300	15,000	98
	Lee	2,900	2,800	97
	Montgomery	7,800	7,700	98
	Nicholas	2,700	2,700	100
	Pulaski	18,700	18,300	98
	Russell	5,600	5,500	98
	Spencer	2,200	2,200	100
	Washington	3,300	3,300	100
	Woodford	6,700	6,600	98
<b>Between 5-24%</b>	Breathitt	5,400	5,300	97
	Clay	7,700	7,500	97
	Fleming	4,800	4,700	98
	Marion	5,800	5,800	99
	Menifee	1,700	1,700	100
	Nelson	10,000	9,900	99
	Owen	3,400	3,400	100
	Robertson	800	800	100
	Shelby	8,700	8,600	99
	Taylor	8,600	8,500	99
	Whitley	13,400	13,200	99
	Wolfe	2,400	2,300	96
<b>Station Totals</b>		<b>378,700</b>	<b>373,400</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>150,600</b>	
<b>Average Daily Circulation (1989)</b>			<b>63,600</b>	

# Kentucky—Hazard

**WYMT-TV**

Ch. 57

Network Service: CBS.

Licensee: Kentucky Central Television Inc., Hwy. 15 Bypass, Box 1299, Hazard, KY 41701.

Studio: Box 1299, Hwy. 15 Bypass, Hazard, KY 41701.

Telephone: 606-436-5757.

Technical Facilities: Channel No. 57 (728-734 MHz). Authorized power: 2630-kw max. visual, 250-kw max. aural. Antenna: 1560-ft. above av. terrain, 1005-ft. above ground, 2925-ft. above sea level.

Latitude 37° 11' 38"  
Longitude 83° 10' 52"

Transmitter: Buffalo Mountain, Hazard.

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

News Services: AP, CBS.

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

Began Operation: October 20, 1969. Sale to present owner by William D. Gorman, et al., approved by FCC May 22, 1985.

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

**Personnel:**

- RALPH W. GABBARD, executive vice president & general manager.
- WAYNE M. MARTIN, station manager.
- KEVIN E. KIDD, general sales manager.
- JIM COMBS, chief engineer.
- TONY TURNER, news director.
- E. SCOTT MASON, program director.
- TIM MAYS, promotion director.
- BETTYE WHITAKER, business manager.

Highest 30 Sec. Rate: \$340.

City of License: Hazard. ADI: Lexington. Rank: 75.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>				
	<b>KENTUCKY</b>			
	Bell	11,900	11,700	98
	Breathitt	5,400	5,300	97
	Floyd	18,400	18,100	99
	Harlan	14,500	14,300	99
	Knott	6,100	5,900	98
	Knox	10,900	10,700	98
	Leslie	5,000	4,800	97
	Letcher	10,900	10,700	98
	Perry	12,000	11,700	98
	Pike	29,900	29,400	98
<b>Between 25-49%</b>				
	<b>KENTUCKY</b>			
	Clay	7,700	7,500	97
	Johnson	9,000	8,900	99



WYMT-TV BMPCT-851220KF Granted 2/28/86

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>				
	Lee	2,900	2,800	97
	Magoffin	4,900	4,800	98
	Owsley	1,800	1,700	94
<b>Between 5-24%</b>				
	<b>KENTUCKY</b>			
	Elliott	2,500	2,500	100
	Jackson	4,400	4,200	97
	Laurel	15,300	15,000	98
	Martin	4,600	4,500	98
	Menifee	1,700	1,700	100
	Morgan	4,300	4,200	98
	Whitley	13,400	13,200	99
	Wolfe	2,400	2,300	96
<b>Station Totals</b>		<b>199,900</b>	<b>195,900</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>				<b>100,200</b>
<b>Average Daily Circulation (1989)</b>				<b>56,200</b>

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# Kentucky—Lexington

**WKYT-TV**

**Ch. 27**

**Network Service:** CBS.

**Licensee:** Kentucky Central Television Inc., Box 5037, Lexington, KY 40555.

**Studio:** Rte. 4, Winchester Rd., Lexington, KY 40555.

**Mailing Address:** Box 5037, Lexington, KY 40555.

**Telephone:** 606-299-0411. **TWX:** 510-476-8850. **Fax:** 606-299-2494.

**Technical Facilities:** Channel No. 27 (548-554 MHz). Authorized power: 1520-kw max. visual. Antenna: 985-ft. above av. terrain, 954-ft. above ground, 1945-ft. above sea level.

Latitude 38° 02' 22"  
Longitude 84° 24' 11"

**Transmitter:** N Side of U.S. Rte. 60, 2.8-mi. E of New Circle Rd.

**Satellite Earth Stations:** Scientific-Atlanta, 7-meter; Harris, 6.1-meter; Harris, Scientific-Atlanta receivers.

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

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

**Began Operation:** September 30, 1957. Sale to present owner by Taft Bcstg. approved April 26, 1967 by FCC (Television Digest, Vol. 7:6, 18). Sale to Taft by Frederic Gregg, Charles Wright & Harry Feingold approved May 14, 1958 (Vol. 14:12, 20). Gregg, et al., acquired Ch. 27 CP when they purchased radio WLAP from Gilmore N. Nunn in 1957 (Vol. 13:13).

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

**Represented (legal):** Latham & Watkins.

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

**Personnel:**

- RALPH W. GABBARD, exec. vice president & general manager.
- JERE FIGUE, vice president & station manager.
- JOHN BOBEL, vice president, news, client & creative services.
- MIKE KANAREK, vice president, operations.
- GEORGE STEVENS, national sales manager.
- CHAS CALLAWAY, director of engineering & broadcast services.
- BARBARA CARDEN, program director.
- BARBARA CRAVENS, business manager.
- SHARON HELTON, traffic manager.

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

**NETWORK BASE HOURLY RATE:** \$1200.

**City of License:** Lexington. **ADI:** Lexington. **Rank:** 75.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>KENTUCKY</b>				
<b>50% &amp; Over</b>	Anderson	5,000	5,000	100
	Bath	3,600	3,500	97
	Bourbon	7,200	7,100	99
	Boyle	9,600	9,500	99
	Casey	5,700	5,600	98
	Clark	11,000	10,900	99
	Clay	7,700	7,500	97
	Estill	5,400	5,200	97
	Fayette	84,300	83,700	99
	Fleming	4,800	4,700	98
	Franklin	17,400	17,200	99
	Garrard	4,200	4,100	99
	Harlan	14,500	14,300	99
	Harrison	5,600	5,500	99
	Jackson	4,400	4,200	97
	Jessamine	10,400	10,300	99



WKYT-TV BPCT-890407KG Granted 5/12/89

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Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	Knott	6,100	5,900	98
	Laurel	15,300	15,000	98
	Lee	2,900	2,800	97
	Lincoln	6,900	6,800	99
	Madison	18,800	18,500	98
	Magoffin	4,900	4,800	98
	Mason	6,300	6,200	98
	Menifee	1,700	1,700	100
	Mercer	7,400	7,300	99
	Montgomery	7,800	7,700	98
	Morgan	4,300	4,200	98
	Nicholas	2,700	2,700	100
	Owsley	1,800	1,700	94
	Perry	12,000	11,700	98
	Powell	4,000	3,900	98
	Pulaski	18,700	18,300	98
	Robertson	800	800	100
	Rockcastle	5,400	5,200	97
	Rowan	6,400	6,300	98
	Scott	8,200	8,100	99
	Washington	3,300	3,300	100
	Whitley	13,400	13,200	99
	Wolfe	2,400	2,300	96
	Woodford	6,700	6,600	98
<b>KENTUCKY</b>				
<b>Between 25-49%</b>	Bracken	2,700	2,700	100
	Breathitt	5,400	5,300	97
	Greenup	13,500	13,400	99
	Leslie	5,000	4,800	97
	Owen	3,400	3,400	100
	Russell	5,600	5,500	98
(Continued on page A-504)				
<b>Station Totals</b>		<b>570,300</b>	<b>562,100</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>344,600</b>	
<b>Average Daily Circulation (1989)</b>			<b>200,900</b>	

# Kentucky—Lexington

## WLEX-TV

Ch. 18

Network Service: NBC.

Licensee: WLEX-TV Inc., Box 1457, Lexington, KY 40591.

Studio: 1065 Russell Cave Rd., Lexington, KY 40505.

Mailing Address: Box 1457, Lexington, KY 40591.

Telephone: 606-255-4404. TWX: 510-476-8896.

Technical Facilities: Channel No. 18 (494-500 MHz). Authorized power: 1104-kw max. & 1000-kw horizontal visual, 221-kw max. & 200-kw horizontal aural. Antenna: 640-ft. above av. terrain, 670-ft. above ground, 1620-ft. above sea level.

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

Transmitter: Russell Cave Pike.

Multichannel TV Sound: Stereo only.

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

News Service: UPI.

Ownership: First Security National Bank & Trust Co. of Lexington, executor of J. D. Gay Jr. estate, 54.45%; Jean Allen Bell, et al., 10.6%; Corinne Gay, 7.07%; William B. Gess, 5.69%; J. G. Atchison, secy., 0.03%; 6 others, with less than 2%.

Began Operation: March 15, 1955.

Represented (sales): Blair Television.

Represented (legal): Fletcher, Heald & Hildreth.

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

### Personnel:

HARRY C. BARFIELD, president & general manager.  
JOE OLIVER, vice president & general sales manager.  
JOHN A. DUVALL, vice president, broadcast operations.  
ALBERT W. SCHEER, vice president, engineering.  
SIMUEL WILSON, vice president, finance & administration.  
AL GREENFIELD, production manager.  
PAUL FAST, local sales manager.  
SUE WYLIE, director, public affairs.  
BILL CRAWFORD, director, station promotion.  
JIM ALLISON, news director.

Highest One Hour Rate: \$4100.

Highest 30 Sec. Rate: \$1500.

NETWORK BASE HOURLY RATE: \$1000.

City of License: Lexington. ADI: Lexington. Rank: 75.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households Households %
<b>50% &amp; Over</b>			
	<b>KENTUCKY</b>		
	Anderson	5,000	5,000 100
	Bath	3,600	3,500 97
	Bourbon	7,200	7,100 99
	Boyle	9,600	9,500 99
	Breathitt	5,400	5,300 97
	Casey	5,700	5,600 98
	Clark	11,000	10,900 99
	Clay	7,700	7,500 97
	Estill	5,400	5,200 97
	Fayette	84,300	83,700 99
	Fleming	4,800	4,700 98
	Franklin	17,400	17,200 99
	Garrard	4,200	4,100 99
	Harlan	14,500	14,300 99
	Harrison	5,600	5,500 99
	Jackson	4,400	4,200 97



Net Weekly Circulation	State County	Total Households	TV Households Households %
<b>50% &amp; Over</b>			
	Jessamine	10,400	10,300 99
	Laurel	15,300	15,000 98
	Lee	2,900	2,800 97
	Lincoln	6,900	6,800 99
	Madison	18,800	18,500 98
	Mason	6,300	6,200 98
	Menifee	1,700	1,700 100
	Mercer	7,400	7,300 99
	Montgomery	7,800	7,700 98
	Nicholas	2,700	2,700 100
	Owsley	1,800	1,700 94
	Perry	12,000	11,700 98
	Powell	4,000	3,900 98
	Pulaski	18,700	18,300 98
	Robertson	800	800 100
	Rockcastle	5,400	5,200 97
	Rowan	6,400	6,300 98
	Scott	8,200	8,100 99
	Taylor	8,600	8,500 99
	Washington	3,300	3,300 100
	Whitley	13,400	13,200 99
	Wolfe	2,400	2,300 96
	Woodford	6,700	6,600 98
<b>BETWEEN 25-49%</b>			
	<b>KENTUCKY</b>		
	Bell	11,900	11,700 98
	Bracken	2,700	2,700 100
	Knox	10,900	10,700 98
	Leslie	5,000	4,800 97
	Magoffin	4,900	4,800 98
	Morgan	4,300	4,200 98
	Owen	3,400	3,400 100

(Continued on page A-504)

<b>Station Totals</b>	<b>511,500</b>	<b>503,900</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>331,400</b>
<b>Average Daily Circulation (1989)</b>			<b>193,500</b>



# Kentucky—Lexington

**WLKT**

**Ch. 62**

**Network Service:** None, independent.

**Grantee:** FBC Inc., 124 New Circle Rd. NE, Lexington, KY 40505.

**Studio:** 124 New Circle Rd. NE, Lexington, KY 40505.

**Telephone:** 606-252-6200.

**Technical Facilities:** Channel No. 62 (758-764 MHz). Authorized power: 2333-kw visual, 233.30-kw aural. Antenna: 1067-ft. above av. terrain, 1129-ft. above ground, 2049-ft. above sea level.

Latitude 38° 03' 29"  
Longitude 84° 23' 51"

Holds CP for change to 5000-kw max. visual, 500-kw max. aural, 1027-ft. above av. terrain, 948-ft. above ground, 1969-ft. above sea level; lat. 38° 03' 53", long. 84° 16' 56", transmitter to 0.6-mi. W of Clintonville Rd., 1.4-mi. S of Hwy. 57 intersection. BMPCT-881201KV.

**Transmitter:** Royster Rd., Lexington.

**Ownership:** Ian N. Wheeler, pres., 11%; Stephen Kesten, v.p., 11%; Mrs. Robert S. Miller, secy.; Steven Caller, treas.; Robert J. Rosenstein, asst. secy.; Irving Rosenstein, 11%; James M. Clifton, 11%; Penny M. Miller, 11%; David Stevens, 11%; Louise H. Ward, 11%. See Family Group Ltd. in Group Ownership of Television Stations.

**Began Operation:** October 15, 1988. Suspended operation July 7, 1989.

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

**Represented (legal):** Tierney & Swift.

**Represented (engineering):** B. Scott Baxter & Associates.

**Personnel:**

- TOM WATSON, general manager.
- ARCH CHAPMAN, station manager.
- STEVE KESTEN, general sales manager.
- RON CATOE, business manager.
- BOB KLEIN, chief engineer.
- PAMELA MITCHELL, program director.

**Rates:** On request.

**City of License:** Lexington. **ADI:** Lexington. **Rank:** 75.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	KENTUCKY			
	Bath	3,600	3,500	97
	Nicholas	2,700	2,700	100
	Scott	8,200	8,100	99



WLKT BMPCT-881201KV Granted 3/30/89 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	KENTUCKY			
	Boyle	9,600	9,500	99
	Clark	11,000	10,900	99
	Estill	5,400	5,200	97
	Fayette	84,300	83,700	99
	Fleming	4,800	4,700	98
	Garrard	4,200	4,100	99
	Harrison	5,600	5,500	99
	Jackson	4,400	4,200	97
	Jessamine	10,400	10,300	99
	Lee	2,900	2,800	97
	Madison	18,800	18,500	98
	Menifee	1,700	1,700	100
	Mercer	7,400	7,300	99
	Montgomery	7,800	7,700	98
	Robertson	800	800	100
Rockcastle	5,400	5,200	97	
Wolfe	2,400	2,300	96	
Woodford	6,700	6,600	98	
<b>Station Totals</b>		<b>208,100</b>	<b>205,300</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>				<b>32,000</b>
<b>Average Daily Circulation (1989)</b>				<b>11,500</b>

# Kentucky—Lexington

**WTVQ-TV**

Ch. 36

Network Service: ABC.

Licensee: Shamrock Bcstg. Inc., Box 5590, Lexington, KY 40555.

Studio: 2940 Bryant Rd., Lexington, KY 40511.

Telephone: 606-233-3600. TWX: 510-476-8806.

Technical Facilities: Channel No. 36 (602-608 MHz). Authorized power: 2240-kw max. & 1700-kw horizontal visual, 224-kw max. & 170-kw horizontal aural. Antenna: 1000-ft. above av. terrain, 994-ft. above ground, 1944-ft. above sea level.

Latitude 38° 02' 03"  
Longitude 84° 23' 39"

Transmitter: 2940 Bryant Rd.

Satellite Earth Stations: 4 in operation; Andrew, Harris receivers.

News Services: ABC, AP, UPI.

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

Began Operation: June 2, 1968 on Ch. 62; began on Ch. 36 June 20, 1980. Sale to present owner by Starr Bcstg. Group approved by FCC June 7, 1979. Sale to Starr by Roy B. White Jr. & Reeves Telecom Corp. approved Nov. 14, 1973.

Represented (sales): Katz Television.

Represented (legal): Leventhal, Senter & Lerman.

Represented (engineering): Hammett & Edison Inc.

**Personnel:**

- DIANE SUTTER, vice president & general manager.
- JEB BAKER, general sales manager.
- CRAIG ALEXANDER, news director.
- CAROLYN DOOLEY, business manager.
- JOHN LACKEY, chief engineer.
- JERRY FOX, station manager.

Rates: On request.

NETWORK BASE HOURLY RATE: \$650.

City of License: Lexington. ADI: Lexington. Rank: 75.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>KENTUCKY</b>			
	Anderson	5,000	5,000	100
	Bath	3,600	3,500	97
	Bourbon	7,200	7,100	99
	Boyle	9,600	9,500	99
	Breathitt	5,400	5,300	97
	Casey	5,700	5,600	98
	Clark	11,000	10,900	99
	Clay	7,700	7,500	97
	Estill	5,400	5,200	97
	Fayette	84,300	83,700	99
	Fleming	4,800	4,700	98
	Franklin	17,400	17,200	99
	Garrard	4,200	4,100	99
	Harrison	5,600	5,500	99
	Jackson	4,400	4,200	97
	Jessamine	10,400	10,300	99
	Knott	6,100	5,900	98
	Laurel	15,300	15,000	98
	Lee	2,900	2,800	97
Lincoln	6,900	6,800	99	
Madison	18,800	18,500	98	
Menifee	1,700	1,700	100	
Mercer	7,400	7,300	99	
Montgomery	7,800	7,700	98	



WTVQ-TV Doc-21392 Granted 4/18/79

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Morgan	4,300	4,200	98
	Nicholas	2,700	2,700	100
	Owen	3,400	3,400	100
	Owsley	1,800	1,700	94
	Powell	4,000	3,900	98
	Pulaski	18,700	18,300	98
	Robertson	800	800	100
	Rockcastle	5,400	5,200	97
	Rowan	6,400	6,300	98
	Scott	8,200	8,100	99
	Whitley	13,400	13,200	99
	Wolfe	2,400	2,300	96
	Woodford	6,700	6,600	98
	<b>BETWEEN 25-49%</b>	<b>KENTUCKY</b>		
Bracken		2,700	2,700	100
Knox		10,900	10,700	98
Lewis		5,000	4,900	98
Mason		6,300	6,200	98
Perry		12,000	11,700	98
Russell		5,600	5,500	98
Washington		3,300	3,300	100
Wayne	6,600	6,400	97	
<b>BETWEEN 5-24%</b>	<b>KENTUCKY</b>			
	Grant	5,000	4,900	99
	Harlan	14,500	14,300	99
	Henry	4,800	4,800	99
	Leslie	5,000	4,800	97
	Letcher	10,900	10,700	98
	Magoffin	4,900	4,800	98
	Marion	5,800	5,800	99
	Pendleton	4,000	4,000	100
	Shelby	8,700	8,600	99
	Spencer	2,200	2,200	100
Taylor	8,600	8,500	99	
Trimble	2,200	2,200	100	
<b>Station Totals</b>		<b>465,800</b>	<b>458,700</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>			<b>299,800</b>	
<b>Average Daily Circulation (1989)</b>			<b>162,700</b>	

# Kentucky—Louisville

**WAVE**

**Ch. 3**

**Network Service:** NBC.

**Licensee:** Cosmos Broadcasting Corp., 725 S. Floyd St., Louisville, KY 40203.

**Studio:** 725 S. Floyd St., Louisville, KY 40203.

**Mailing Address:** Box 32970, Louisville, KY 40232.

**Telephone:** 502-585-2201. **Fax:** 502-561-4115.

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

Latitude 38° 22' 09"  
Longitude 85° 49' 48"

Holds CP for change to 100-kw max. visual, 10-kw max. aural, circularly polarized, 1820-ft. above av. terrain, 1690-ft. above ground, 2500-ft. above sea level; lat. 38° 27' 23", long. 85° 25' 28", transmitter to 4.1-mi. NW of LaGrange, N of Hwy. 42, W of Hwy. 53. BPCT-850211KJ.

**Transmitter:** Floyds Knob, New Albany, IN.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Station:** Transmit/receive Scientific-Atlanta, 7-meter; Scientific-Atlanta receivers.

**SWG Mobile Dish:** Transmit/receive Andrew, 2.3-meter Ku-band.

**News Services:** AP, NBC.

**Ownership:** Cosmos Broadcasting Corp. See Group Ownership of Television Stations.

**Began Operation:** November 24, 1948. Sale to present owner by Orion Bcstg. approved by FCC Aug. 14, 1981 (Television Digest, Vol. 20:24; 21:4).

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

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

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

**Personnel:**

- GUY HEMPEL, vice president & general manager.
- STEPHEN P. LANGFORD, general sales manager.
- ED MUNSON, local sales manager.
- NICK ULMER, national sales manager.
- BILL ESCHBACH, chief engineer.
- ED GODFREY, news director.
- MARGARET SHADBOURNE, program & special services director.
- WATSON COURTENAY, promotion director.
- MARGARET WADLINGTON, business manager.
- RUSS READ, marketing director.
- BOB FULBRIGHT, creative services director.

**Highest One Hour Rate:** \$6500.

**Highest 30 Sec. Rate:** \$2900.

**NETWORK BASE HOURLY RATE:** \$3863.

**City of License:** Louisville. **ADI:** Louisville. **Rank:** 46.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>INDIANA</b>			
	Clark	32,700	32,200	98
	Crawford	3,700	3,500	96
	Floyd	22,900	22,600	99
	Harrison	10,400	10,200	98
	Jackson	13,700	13,500	99
	Jefferson	10,400	10,200	98
	Jennings	7,800	7,600	97
	Lawrence	16,500	16,200	98
	Orange	7,100	6,900	97



WAVE BPCT-850211KJ Granted 3/28/85 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Scott	7,400	7,200	97
	Washington	8,300	8,000	97
	<b>KENTUCKY</b>			
	Breckinridge	6,200	6,100	98
	Bullitt	15,400	15,300	99
	Carroll	3,500	3,500	100
	Franklin	17,400	17,200	99
	Grayson	8,300	8,200	99
	Hardin	27,700	27,500	99
	Hart	6,100	6,000	98
	Henry	4,800	4,800	99
	Jefferson	259,200	258,000	100
	Larue	4,500	4,500	100
	Marion	5,800	5,800	99
	Meade	7,900	7,900	100
	Nelson	10,000	9,900	99
	Oldham	10,100	10,000	99
Shelby	8,700	8,600	99	
Spencer	2,200	2,200	100	
Taylor	8,600	8,500	99	
Trimble	2,200	2,200	100	
Washington	3,300	3,300	100	
<b>Between 25-49%</b>	<b>INDIANA</b>			
	Bartholomew	24,400	24,000	98
	Perry	6,700	6,500	97
<b>KENTUCKY</b>	Anderson	5,000	5,000	100
	Green	4,000	3,900	97
	Mercer	7,400	7,300	99
	Owen	3,400	3,400	100
(Continued on page A-504)				
<b>Station Totals</b>		<b>748,900</b>	<b>740,100</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>528,700</b>	
<b>Average Daily Circulation (1989)</b>			<b>329,400</b>	

# Kentucky—Louisville

**WBNA**

Ch. 21

Network Service: None, independent.

Licensee: Word Bcstg. Network Inc., Drawer 21, Louisville, KY 40219.

Studio: 3701 Fern Valley Rd., Louisville, KY 40219.

Telephones: 502-964-2121; 502-968-2000.

Technical Facilities: Channel No. 21 (512-518 MHz). Authorized power: 2000-kw max. visual, 200-kw max. aural. Antenna: 750-ft. above av. terrain, 549-ft. above ground, 1349-ft. above sea level.

Latitude 38° 01' 59"  
Longitude 85° 45' 16"

Transmitter: Prayer Mountain, Shepherdsville.

Ownership: Word Bcstg. Network Inc., non-stock, non-profit corp. Robert W. Rodgers, pres.; Donald L. Miller, v.p.-secy.; Rhea C. Morgan, treas.

Began Operation: April 2, 1986.

Represented (sales): Independent TV Sales.

Represented (legal): Pepper & Corazzini.

**Personnel:**

- ROBERT W. RODGERS, general manager.
- STEVE RAYBORN, station manager.
- ROBERT GORDON, general sales manager.
- CARL PICCUITO, local sales manager.
- TERRELL SMITH, chief engineer.
- CLARENCE HENSON, engineering.
- BRYAN BAILEY, program & promotion director.
- CHARLES RAGLAND, business manager.

Highest One Hour Rate: \$900.

Highest 30 Sec. Rate: \$250.

City of License: Louisville. ADI: Louisville. Rank: 46.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>Between 25-49%</b>	<b>KENTUCKY</b>			
	Nelson	10,000	9,900	99
	Shelby	8,700	8,600	99
	Spencer	2,200	2,200	100
<b>Between 5-24%</b>	<b>INDIANA</b>			
	Crawford	3,700	3,500	96
	Floyd	22,900	22,600	99



Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>Between 5-24%</b>	Harrison	10,400	10,200	98
	Scott	7,400	7,200	97
<b>KENTUCKY</b>	Brekinridge	6,200	6,100	98
	Bullitt	15,400	15,300	99
	Grayson	8,300	8,200	99
	Green	4,000	3,900	97
	Hardin	27,700	27,500	99
	Jefferson	259,200	258,000	100
	Larue	4,500	4,500	100
	Marion	5,800	5,800	99
	Meade	7,900	7,900	100
Oldham	10,100	10,000	99	
Washington	3,300	3,300	100	
<b>Station Totals</b>		<b>417,700</b>	<b>414,700</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>66,700</b>	
<b>Average Daily Circulation (1989)</b>			<b>18,500</b>	

# Kentucky—Louisville

## WDRB-TV

Ch. 41

Network Service: Fox.

Licensee: Independence Television Co., 624 West Muhammad Ali Blvd., Louisville, KY 40203.

Studio: 624 W. Muhammad Ali Blvd., Louisville, KY 40203.

Telephone: 502-584-6441. TWX: 810-535-3328. Fax: 502-589-5559.

Technical Facilities: Channel No. 41 (632-638 MHz). Authorized power: 1150-kw max. & 303-kw horizontal visual, 115-kw max. & 30.3-kw horizontal aural. Antenna: 1280-ft. above av. terrain, 995-ft. above ground, 1960-ft. above sea level.

Latitude 38° 21' 00.0"  
Longitude 85° 50' 56.5"

Holds CP for change to 5000-kw max. visual, 1283-ft. above av. terrain, 971-ft. above ground, 1932-ft. above sea level. BPC-890518KG.

Transmitter: W side of Christian Rd., 4-mi. NW of New Albany, IN.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Scientific-Atlanta, 5-meter C-band; Microdyne, 4.7-meter C-band; AFC, 3.6-meter Ku-band; Microdyne receivers.

News Service: AP.

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

Began Operation: February 28, 1971. Sale to present owner by Cowles Media Co. approved by FCC Dec. 5, 1983 (Television Digest, Vol. 23:26). Sale to Cowles by Owsley & Egerton Welch, J. P. Morgan, Arlie Howard, et al., approved by FCC Oct. 25, 1977 (Vol. 17:21, 51).

Represented (sales): Petry Television Inc.

Represented (legal): Dow, Lohnes & Albertson.

Represented (engineering): Jules Cohen & Associates.

### Personnel:

JOHN J. DORKIN, vice president & general manager.  
STEVE BARRY, general sales manager.  
JACK RATTERMAN, national sales manager.  
GARY BOCKHORST, operations manager.  
HAL STOPFEL, news director.  
GLEN COOK, chief engineer.  
TRISH POWELL, promotion director.  
PATTIE KIRAY, controller.  
FRANK ARMSTRONG, production director.  
SANDRA HARKONEN, traffic supervisor.

Highest One Hour Rate: \$3500.

Highest 30 Sec. Rate: \$400.

City of License: Louisville. ADI: Louisville. Rank: 46.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>INDIANA</b>			
	Clark	32,700	32,200	98
	Crawford	3,700	3,500	96
	Floyd	22,900	22,600	99
	Harrison	10,400	10,200	98
	Scott	7,400	7,200	97
	Washington	8,300	8,000	97
	<b>KENTUCKY</b>			
	Anderson	5,000	5,000	100
	Bullitt	15,400	15,300	99
	Hardin	27,700	27,500	99
	Henry	4,800	4,800	99
	Jefferson	259,200	258,000	100
	Larue	4,500	4,500	100
Marion	5,800	5,800	99	



WDRB-TV BPC-890518KG Granted 6/14/89

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Meade	7,900	7,900	100
	Nelson	10,000	9,900	99
	Oldham	10,100	10,000	99
	Shelby	8,700	8,600	99
	Spencer	2,200	2,200	100
	Taylor	8,600	8,500	99
Trimble	2,200	2,200	100	

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>INDIANA</b>			
	Jefferson	10,400	10,200	98
	Orange	7,100	6,900	97
Perry	6,700	6,500	97	

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>KENTUCKY</b>			
	Boyle	9,600	9,500	99
	Breckinridge	6,200	6,100	98
	Carroll	3,500	3,500	100
	Franklin	17,400	17,200	99
	Green	4,000	3,900	97
	Hancock	2,900	2,900	100
	Hart	6,100	6,000	98
	Mercer	7,400	7,300	99
Washington	3,300	3,300	100	

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	<b>INDIANA</b>			
	Decatur	8,300	8,100	98
	Dubois	13,000	12,600	97
	Jackson	13,700	13,500	99
	Jennings	7,800	7,600	97
	Lawrence	16,500	16,200	98
	Spencer	6,900	6,700	97
<b>KENTUCKY</b>				
Adair	5,800	5,700	98	
Barren	12,900	12,800	99	

(Continued on page A-504)

<b>Station Totals</b>	<b>736,900</b>	<b>729,000</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>347,300</b>
<b>Average Daily Circulation (1989)</b>			<b>142,500</b>

# Kentucky—Louisville

## WHAS-TV

Ch. 11

Network Service: CBS.

Licensee: Journal Bcstg. of Kentucky Inc., 75 Fountain St., Providence, RI 02902.

Studio: 520 W. Chestnut St., Louisville, KY 40202.

Telephone: 502-582-7840. TWX: 810-535-3326. Fax: 502-582-7279.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 135-kw visual, 13.5-kw aural. Antenna: 1280-ft. above av. terrain, 984-ft. above ground, 1960-ft. above sea level.

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

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

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

News Services: AP, UPI, Group W Newsfeed.

Ownership: Providence Journal Broadcasting Corp. See Group Ownership of Television Stations.

Began Operation: March 27, 1950. Sale to Providence Journal Co. by Louisville Courier-Journal & Times approved by FCC July 30, 1986 (Television Digest, Vol. 26:2, 23).

Represented (sales): TeleRep Inc.

Represented (legal): Sidley & Austin.

### Personnel:

N. NEIL KUVIN, president & general manager.  
TOM BORNHAUSER, local sales manager.  
DOUG ROBERTS, national sales manager.  
WILLIAM F. BRATTON, engineering manager.  
LARRY SMITH, news director.  
RICHARD SWEENEY, program director.  
VICKI CHRISTENSEN, promotion director.  
TIM HOGAN, business manager.

Highest One Hour Rate: \$10,000.

Highest 30 Sec. Rate: \$2500.

NETWORK BASE HOURLY RATE: \$2712.

City of License: Louisville. ADI: Louisville. Rank: 46.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households Households %
<b>50% &amp; Over</b>	<b>INDIANA</b>		
	Clark	32,700	32,200 98
	Crawford	3,700	3,500 96
	Floyd	22,900	22,600 99
	Harrison	10,400	10,200 98
	Jackson	13,700	13,500 99
	Jefferson	10,400	10,200 98
	Jennings	7,800	7,600 97
	Lawrence	16,500	16,200 98
	Orange	7,100	6,900 97
	Perry	6,700	6,500 97
	Scott	7,400	7,200 97
	Washington	8,300	8,000 97
	<b>KENTUCKY</b>		
	Breckinridge	6,200	6,100 98
	Bullitt	15,400	15,300 99
	Carroll	3,500	3,500 100
	Franklin	17,400	17,200 99
	Grayson	8,300	8,200 99
Green	4,000	3,900 97	
Hardin	27,700	27,500 99	
Hart	6,100	6,000 98	
Henry	4,800	4,800 99	
Jefferson	259,200	258,000 100	
Larue	4,500	4,500 100	
Marion	5,800	5,800 99	



WHAS-TV BPCT-820506KF Granted 7/30/82

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Net Weekly Circulation	State County	Total Households	TV Households Households %
<b>50% &amp; Over</b>	<b>KENTUCKY</b>		
	Meade	7,900	7,900 100
	Nelson	10,000	9,900 99
	Oldham	10,100	10,000 99
	Shelby	8,700	8,600 99
	Spencer	2,200	2,200 100
	Taylor	8,600	8,500 99
<b>Between 25-49%</b>	<b>KENTUCKY</b>		
	Adair	5,800	5,700 98
	Anderson	5,000	5,000 100
	Edmonson	3,600	3,500 97
	Hancock	2,900	2,900 100
	Mercer	7,400	7,300 99
	Owen	3,400	3,400 100
<b>Between 5-24%</b>	<b>INDIANA</b>		
	Bartholomew	24,400	24,000 98
	Decatur	8,300	8,100 98
	Dubois	13,000	12,600 97
	Spencer	6,900	6,700 97
	<b>KENTUCKY</b>		
	Barren	12,900	12,800 99
	Boyle	9,600	9,500 99
	Clinton	3,600	3,500 97
	Gallatin	1,900	1,900 100
Garrard	4,200	4,100 99	
Lincoln	6,900	6,800 99	
Metcalfe	3,800	3,700 99	
Montgomery	7,800	7,700 98	
Russell	5,600	5,500 98	
Simpson	5,500	5,500 99	
Warren	30,800	30,600 99	
Woodford	6,700	6,600 98	
<b>Station Totals</b>		<b>751,900</b>	<b>743,700 99</b>
<b>Net Weekly Circulation (1989)</b>			<b>537,200</b>
<b>Average Daily Circulation (1989)</b>			<b>339,700</b>

# Kentucky—Louisville

## WLKY-TV

Ch. 32

Network Service: ABC.

Licensee: Pulitzer Broadcasting Co., 1918 Mellwood Ave., Box 6205, Louisville, KY 40206.

Studio: 1918 Mellwood Ave., Louisville, KY 40206.

Telephone: 502-893-3671. TWX: 810-535-3212. Fax: 502-897-2384.

Technical Facilities: Channel No. 32 (578-584 MHz). Authorized power: 4300-kw max. & 1290-kw horizontal visual, 860-kw max. & 257-kw horizontal aural. Antenna: 1260-ft. above av. terrain, 985-ft.

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

Transmitter: Rte. 1, Floyds Knobs, New Albany, IN.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Andrew, 7.3-meter C-band; SatCom, 7-meter C-band; Comtech, 5-meter C & Ku-band; Andrew, 4.5-meter C-band; Microdyne, Pinzone receivers.

SNG Mobile Dish: Comtech, 5-meter C & Ku-band.

News Services: AP, CNN.

Ownership: Pulitzer Publishing Co., 100%. See Group Ownership of Television Stations.

Began Operation: September 16, 1961. Sale to present owner by Gannett Co. approved by FCC May 12, 1983 (Television Digest, Vol. 23:2). Merger of Combined Communications & Gannett Co. approved by FCC June 7, 1979 (Vol. 18:20, 38; 19:24). Sale to Combined by Sonderling Bcstg. approved April 4, 1973 (Vol. 12:33, 41; 3:17). Transfer of control to Sonderling Bcstg. from George E. Egger, William S. Cutchins, Richard F. Shively, Dillman A. Rash & Archibald P. Cochran granted Dec. 13, 1967 (Vol. 7:51).

Represented (sales): Katz Television.

Represented (legal): Marmet & McCombs, P.C.

### Personnel:

LYN STOYER, vice president & general manager.  
JIM OETKEN, general sales manager.  
PAT KELLOGG, national sales manager.  
PAUL KELLEY, chief engineer.  
ANDREW BARTON, news director.  
JACK SHAFER, program director.  
STEVE LAKEY, promotion director.  
DELORES ROEHM, business manager.  
LORA BRADSHAW, community affairs director.

Highest One Hour Rate: \$10,400.

Highest 30 Sec. Rate: \$950.

NETWORK BASE HOURLY RATE: \$800.

City of License: Louisville. ADI: Louisville. Rank: 46.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>INDIANA</b>			
	Clark	32,700	32,200	98
	Crawford	3,700	3,500	96
	Floyd	22,900	22,600	99
	Harrison	10,400	10,200	98
	Jefferson	10,400	10,200	98
	Orange	7,100	6,900	97
	Scott	7,400	7,200	97
	Washington	8,300	8,000	97
	<b>KENTUCKY</b>			
Breckinridge	6,200	6,100	98	
Bullitt	15,400	15,300	99	
Carroll	3,500	3,500	100	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>Franklin</b>	17,400	17,200	99
	<b>Hardin</b>	27,700	27,500	99
	<b>Henry</b>	4,800	4,800	99
	<b>Jefferson</b>	259,200	258,000	100
	<b>Larue</b>	4,500	4,500	100
	<b>Marion</b>	5,800	5,800	99
	<b>Meade</b>	7,900	7,900	100
	<b>Nelson</b>	10,000	9,900	99
	<b>Oldham</b>	10,100	10,000	99
	<b>Shelby</b>	8,700	8,600	99
<b>Spencer</b>	2,200	2,200	100	
<b>Taylor</b>	8,600	8,500	99	
<b>Trimble</b>	2,200	2,200	100	
<b>Washington</b>	3,300	3,300	100	

<b>Between 25-49%</b>	<b>INDIANA</b>			
	Bartholomew	24,400	24,000	98
	Jackson	13,700	13,500	99
	Jennings	7,800	7,600	97
	Lawrence	16,500	16,200	98
<b>Perry</b>	6,700	6,500	97	

<b>Between 5-24%</b>	<b>KENTUCKY</b>			
	Anderson	5,000	5,000	100
	Grayson	8,300	8,200	99
	Green	4,000	3,900	97
	Hart	6,100	6,000	98
<b>Mercer</b>	7,400	7,300	99	

(Continued on page A-504)

<b>Station Totals</b>	<b>696,200</b>	<b>688,500</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>		<b>457,100</b>	
<b>Average Daily Circulation (1989)</b>		<b>248,800</b>	

# Kentucky—Madisonville

**WLCN**

Ch. 19

Network Service: None, independent.

Licensee: Zoe Bcstg. Corp., Box 1087, Madisonville, KY 42431.

Studio: 721 Princeton Pike, Madisonville, KY 42431.

Technical Facilities: Channel No. 19 (500-506 MHz). Authorized power: 1143-kw max. & 953-kw horizontal visual, 114.3-kw max. & 95.3-kw horizontal aural. Antenna: 1194-ft. above av. terrain, 1057-ft. above ground, 1667-ft. above sea level.

Latitude 37° 02''  
Longitude 87° 42''

Holds CP for change to 2676-kw max. visual, 791-ft. above av. terrain, 666-ft. above ground, 1220-ft. above sea level; lat. 37° 24' 46"; long. 87° 31' 32"; transmitter to N side of County Rd. 260, Hopkins County, approx. 2.4-mi. W of Hanson. BPCT-88114KK.

Transmitter: 1-mi. SE of Hwy. 70, 0.55-mi. NE of Sugar Creek, near Madisonville.

Ownership: Zoe Broadcasting Corp., non-stock corp. John W. Stalls, pres.; John R. Price, v.p.; Linda M. Stalls, secy-treas.

Began Operation: October 15, 1983.

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

Represented (engineering): Edward F. Lorentz.

Personnel:  
HERB CAMPBELL, general manager.

Rates: On request.

City of License: Madisonville. ADI: Evansville. Rank: 91.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>KENTUCKY</b>				
Between 5-24%	Hopkins	18,000	17,800	99
	Ohio	8,400	8,300	99
<b>Station Totals</b>		<b>26,400</b>	<b>26,100</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>				<b>2,800</b>
<b>Average Daily Circulation (1989)</b>				<b>500</b>



# Kentucky—Owensboro

**WROZ**

Ch. 61

Network Service: None, independent.

Grantee: Seney Communications, 3956 Burning Bush Court, Fairfax, VA 22033.

Telephones: 615-373-4721; 615-327-8666.

Technical Facilities: Channel No. 61 (752-758 MHz). Authorized power: 3000-kw max. visual, 300-kw max. aural. Antenna: 1054-ft. above av. terrain, 1025-ft. above ground, 1445-ft. above sea level.

Latitude	37°	52'	37"
Longitude	87°	25'	45"

Transmitter: Basket Rd., Spotsville.

Ownership: Richard F. Seney, 100%.

Scheduled to Begin Operation: December 31, 1989.

Represented (engineering): Walter Youman.

Rates: On request.

Arbitron Data: Not available.



City of License: Owensboro. ADI: Evansville. Rank: 91.

# Kentucky—Paducah

**WPSD-TV**

Ch. 6

**Network Service:** NBC.

**Licensee:** Paducah Newspapers Inc., 408 Kentucky Ave., Paducah, KY 42002.

**Studio:** 100 Television Lane, Paducah, KY 42003.

**Mailing Address:** Box 1197, Paducah, KY 42002-1197.

**Telephone:** 502-442-8214. TWX: 510-546-2047.

**Technical Facilities:** Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 13.8-kw aural. Antenna: 1585-ft. above av. terrain, 1623-ft. above ground, 2000-ft. above sea level.

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

**Transmitter:** Approx. 23-mi. NW of Paducah near Monkey's Eyebrow, KY.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** ADM, 6-meter; Harris, 3-meter; Harris, Scientific-Atlanta receivers.

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

**Ownership:** Paducah Newspapers Inc. publishes The Paducah Sun. Fred Paxton, pres.

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

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

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

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

**Personnel:**

- FRED PAXTON, president.
- JOHN WILLIAMS, vice president & general manager.
- DAN STEELE, program director & administrative manager.
- ANN EAVES, national sales manager.
- DON BROWN, chief engineer.
- JOHANNA COMISAK, news director.
- CHARLES VOSS, promotion director.

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

**Highest 30 Sec. Rate:** \$2400.

**NETWORK BASE HOURLY RATE:** \$2700.

**City of License:** Paducah. **AOI:** Paducah, KY-Cape Girardeau, MO-Harrisburg-Marion, IL. **Rank:** 76.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>ILLINOIS</b>			
	Alexander	4,800	4,600	96
	Franklin	18,000	17,500	97
	Hamilton	3,900	3,700	95
	Hardin	2,100	2,000	95
	Jackson	24,000	23,300	97
	Johnson	4,000	3,900	97
	Massac	6,300	6,100	97
	Pope	1,900	1,800	95
	Pulaski	3,500	3,400	96
	Saline	12,200	11,900	97
	Union	7,700	7,500	97
	Williamson	25,300	24,600	97
	<b>KENTUCKY</b>			
Ballard	3,300	3,300	100	
Caldwell	4,900	4,800	98	
Calloway	12,100	12,000	99	
Carlisle	2,000	2,000	100	
Crittenden	3,300	3,300	100	
Fulton	3,200	3,200	100	



WPSD-TV BPCT—2823 Granted 12/8/60

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Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	Graves	13,200	13,100	99
	Hickman	2,000	2,000	100
	Livingston	3,700	3,700	100
	Lyon	2,400	2,400	100
	Mc Cracken	24,300	24,100	99
	Marshall	10,500	10,400	99
	Trigg	3,600	3,600	100
	<b>MISSOURI</b>			
	Bollinger	4,200	4,100	98
	Butler	15,000	14,600	97
	Cape Girardeau	22,900	22,600	99
	Mississippi	5,400	5,300	98
	New Madrid	7,800	7,600	97
	Scott	14,800	14,600	99
Stoddard	11,200	11,000	98	
<b>TENNESSEE</b>				
Henry	11,800	11,600	99	
Lake	2,600	2,600	100	
Obion	13,200	13,100	99	
Weakley	12,500	12,300	99	
<b>Between 25-49%</b>	<b>ARKANSAS</b>			
	Clay	7,800	7,700	99
	<b>ILLINOIS</b>			
	Gallatin	3,000	2,900	97
	<b>KENTUCKY</b>			
Webster	5,600	5,500	98	
<b>MISSOURI</b>				
Carter	2,100	2,000	95	
Dunklin	13,200	12,900	98	
Perry	6,200	6,100	98	
Wayne	4,900	4,800	98	
(Continued on page A-504)				
<b>Station Totals</b>		<b>531,300</b>	<b>521,400</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>			<b>310,200</b>	
<b>Average Daily Circulation (1989)</b>			<b>195,200</b>	

# Kentucky

## WKYT-TV, Lexington (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%	<b>KENTUCKY</b>			
	Shelby	8,700	8,600	99
	Taylor	8,600	8,500	99
	Wayne	6,600	6,400	97
Between 5-24%	<b>KENTUCKY</b>			
	Adair	5,800	5,700	98
	Boyd	20,500	20,400	100
	Carter	9,000	8,900	99
	Clinton	3,600	3,500	97
	Elliott	2,500	2,500	100
	Floyd	18,400	18,100	99
	Grant	5,000	4,900	99
	Hardin	27,700	27,500	99
	Henry	4,800	4,800	99
	Knox	10,900	10,700	98
	Letcher	10,900	10,700	98
	Lewis	5,000	4,900	98
	Mc Creary	5,700	5,600	98
	Marion	5,800	5,800	99
	Pendleton	4,000	4,000	100
	Trimble	2,200	2,200	100

## WLEX-TV, Lexington (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%	<b>KENTUCKY</b>			
	Russell	5,600	5,500	98
	Wayne	6,600	6,400	97
Between 5-24%	<b>KENTUCKY</b>			
	Adair	5,800	5,700	98
	Carrroll	3,500	3,500	100
	Grant	5,000	4,900	99
	Green	4,000	3,900	97
	Hardin	27,700	27,500	99
	Knott	6,100	5,900	98
	Mc Creary	5,700	5,600	98
	Marion	5,800	5,800	99
	Nelson	10,000	9,900	99
	Pendleton	4,000	4,000	100
	Shelby	8,700	8,600	99
	Spencer	2,200	2,200	100

## WDRB-TV, Louisville (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	<b>KENTUCKY</b>			
	Bourbon	7,200	7,100	99
	Casey	5,700	5,600	98
	Daviess	32,800	32,600	99
	Edmonson	3,600	3,500	97
	Gallatin	1,900	1,900	100
	Garrard	4,200	4,100	99
	Grayson	8,300	8,200	99
	Jessamine	10,400	10,300	99
	Lincoln	6,900	6,800	99
	Madison	18,800	18,500	98
	Owen	3,400	3,400	100
	Woodford	6,700	6,600	98

## WAVE, Louisville (Arbitron Data Continued)

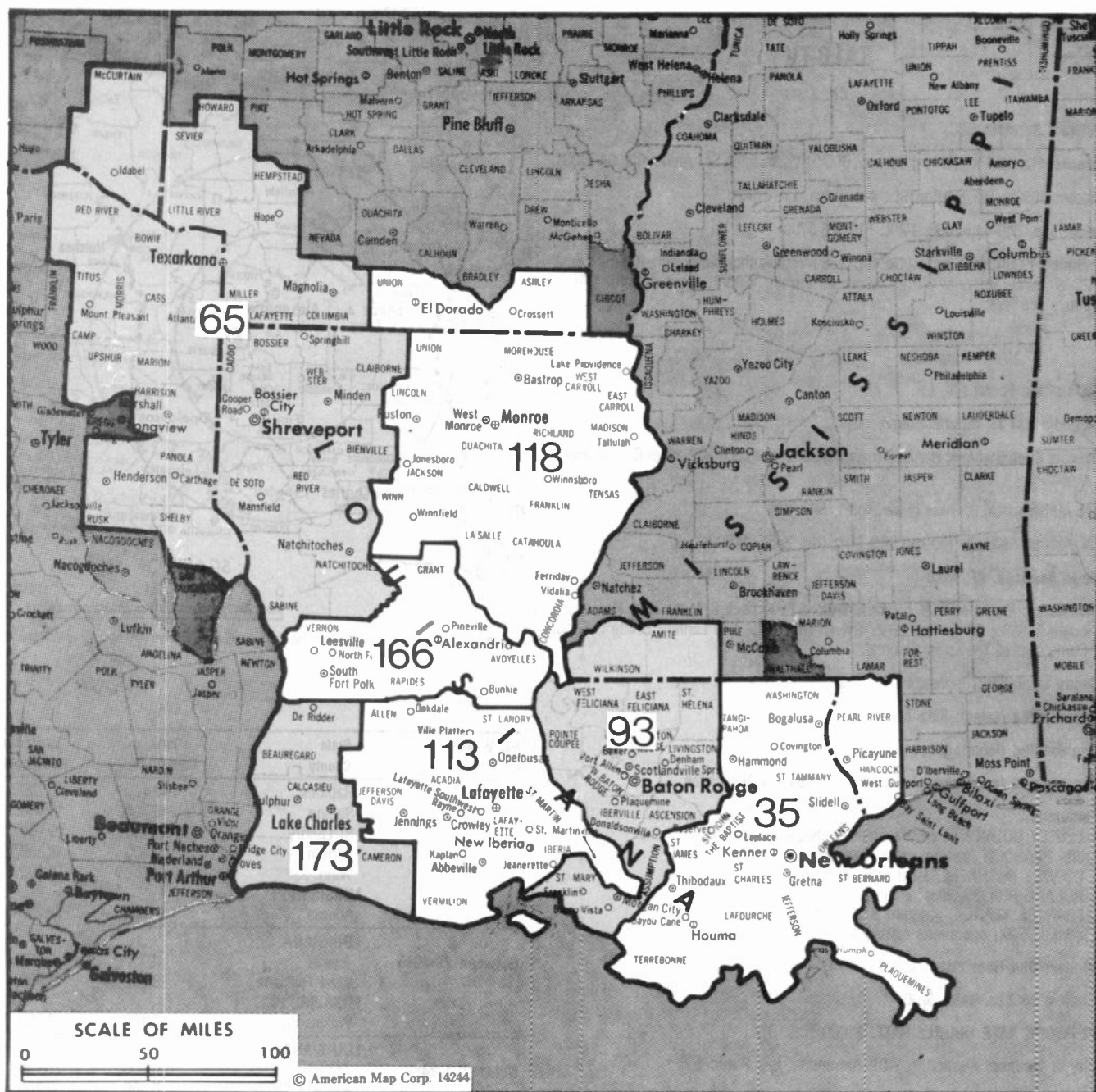
Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	<b>INDIANA</b>			
	Brown	5,200	5,100	98
	Dubois	13,000	12,600	97
	Martin	3,900	3,800	97
	Monroe	36,600	35,600	97
	Spencer	6,900	6,700	97
	Switzerland	2,800	2,700	96
	<b>KENTUCKY</b>			
	Adair	5,800	5,700	98
	Boyle	9,600	9,500	99
Casey	5,700	5,600	98	
Edmonson	3,600	3,500	97	
Gallatin	1,900	1,900	100	
Garrard	4,200	4,100	99	
Hancock	2,900	2,900	100	
Russell	5,600	5,500	98	
Warren	30,800	30,600	99	
Woodford	6,700	6,600	98	

## WLKY-TV, Louisville (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	<b>KENTUCKY</b>			
	Adair	5,800	5,700	98
	Barren	12,900	12,800	99
	Boyle	9,600	9,500	99
	Clinton	3,600	3,500	97
	Hancock	2,900	2,900	100
	Lincoln	6,900	6,800	99
	Madison	18,800	18,500	98
	Metcalfe	3,800	3,700	99
	Owen	3,400	3,400	100

## WPSD-TV, Paducah (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%	<b>TENNESSEE</b>			
Carroll	10,900	10,800	99	
Between 5-24%	<b>ILLINOIS</b>			
	Jefferson	16,100	15,600	97
	Perry	9,100	8,800	97
	Wayne	7,600	7,300	95
	White	7,500	7,200	96
<b>KENTUCKY</b>	Christian	20,500	20,300	99
	Hopkins	18,000	17,800	99
	Union	5,700	5,700	99
	<b>MISSOURI</b>			
Iron	3,900	3,800	97	
Madison	4,700	4,600	98	
Pemiscot	8,500	8,300	98	
Reynolds	2,800	2,700	96	
Ste Genevieve	5,700	5,600	98	
<b>TENNESSEE</b>	Benton	6,200	6,100	98
	Crockett	5,300	5,200	98
	Dyer	13,400	13,300	99
	Gibson	19,000	18,800	99



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
New Orleans, LA	641,900	35	WCCL (49), WDSU-TV (6), WGNO (26), WNOL-TV (38), WVUE (8), WWL-TV (4)
Shreveport, LA-Texarkana, TX	403,900	65	KMSS-TV (33), KSLA-TV (12), KTAL-TV (6), KTBS-TV (3)
Baton Rouge, LA	256,600	93	WAFB (9), WBRZ (2), WVLA (33)
Lafayette, LA	198,000	113	KADN (15), KATC (3), KLFY-TV (10)
Monroe, LA-El Dorado, AR	182,600	118	KARD (14), KMCT-TV (39), KNOE-TV (8), KTVE (10)
Alexandria, LA	87,600	166	KALB-TV (5), KLAX-TV (31)
Lake Charles, LA	75,700	173	KPLC-TV (7), KVHP (29)

**State Cross Reference List**  
Communities that receive programs of stations that are located elsewhere.

KARD, West Monroe	See Monroe, LA
KMCT-TV, West Monroe	See Monroe, LA

**Louisiana Station Totals as of October 1, 1989**

	VHF	UHF	TOTAL
Commercial Television Stations	14	10	24
Educational Television Stations	2	6	8
	16	16	32

# Louisiana—Alexandria

## KALB-TV

Ch. 5

Network Service: NBC.

Licensee: Lanford Telecasting Co. Inc., 605-21 Washington St., Alexandria, LA 71301.

Studio: 605-21 Washington St., Alexandria, LA 71301.

Telephone: 318-445-2456. TWX: 510-976-5709.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 22-kw aural. Antenna: 1590-ft. above av. terrain, 1586-ft. above ground, 1749-ft. above sea level.

Latitude 31° 02' 15"  
Longitude 92° 29' 45"

Transmitter: Forest Hill, LA.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 8-meter Ku-band; Comtech, 4.2-meter C-band; Harris receivers.

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

FM Affiliate: KZMZ, 100-kw, 96.9 MHz (No. 245), 1450-ft.

News Services: AP, NBC.

Ownership: Estate of T. B. Lanford, Tedford E. Kimbell & Mary Jane Harper, Executors, 55%; Bill L. Fox, 29%; Sylvan Fox, 16%. See Lanford Estate in Group Ownership of Television Stations.

Began Operation: September 29, 1954.

Represented (sales): Katz Television.

Represented (legal): Wiley, Rein & Fielding.

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

### Personnel:

LESLEY GOLMON, vice president & general manager.  
JIM REARDON, general sales manager.  
DOWELL BUSHNELL, local sales manager.  
ROLAND PHILIPS, chief engineer.  
FRANCES YEAGER, program & promotion director.  
JIMMIE FOX, operations manager.

Highest One Hour Rate: \$2800.

Highest 30 Sec. Rate: \$700.

NETWORK BASE HOURLY RATE: \$1000.

City of License: Alexandria. AOI: Alexandria, LA. Rank: 166.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>LOUISIANA</b>			
	Allen	7,600	7,500	99
	Avoyelles	15,100	14,800	98
	Beauregard	11,400	11,200	98
	Catahoula	4,600	4,500	98
	Concordia	8,300	8,100	98
	Evangeline	12,400	12,100	98
	Grant	6,700	6,600	98
	La Salle	6,500	6,400	98
	Natchitoches	14,400	14,000	97



KALB-TV BPCT-3449 Granted 1/13/65

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MISSISSIPPI</b>			
	Adams	13,900	13,700	98
	<b>LOUISIANA</b>			
	Tensas	3,000	2,900	97
	West Feliciana	2,700	2,600	96
<b>Between 25-49%</b>	<b>MISSISSIPPI</b>			
	Wilkinson	3,400	3,300	97
<b>Between 5-24%</b>	<b>LOUISIANA</b>			
	Acadia	20,400	20,100	99
	Bienville	6,300	6,200	98
	Caldwell	4,800	4,700	98
	Jackson	6,900	6,800	99
	Jefferson Davis	11,100	10,900	98
	St Martin	15,100	14,900	99
	St Mary	20,900	20,700	99
	Vermilion	18,900	18,700	99
	<b>MISSISSIPPI</b>			
	Amite	4,700	4,600	98
	<b>TEXAS</b>			
	Sabine	4,400	4,300	98
<b>Station Totals</b>		<b>339,100</b>	<b>333,200</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>				<b>193,000</b>
<b>Average Daily Circulation (1989)</b>				<b>122,000</b>

# Louisiana—Alexandria

**KLAX-TV**

Ch. 31

**Network Service:** ABC.

**Licensee:** Pollack/Belz Communications Co. Inc., Box 3824, Memphis, TN 38173.

**Studio:** 1811 England Dr., Alexandria, LA 71303.

**Mailing Address:** Box 8818, Alexandria, LA 71306.

**Telephone:** 318-473-0031. TWX: 510-976-5704. Fax: 318-442-4646.

**Technical Facilities:** Channel No. 31 (572-578 MHz). Authorized power: 1300-kw max. visual, 130-kw aural. Antenna: 1123-ft. above av. terrain, 1059-ft. above ground, 1284-ft. above sea level.

Latitude 31° 33' 54"  
Longitude 92° 33' 00"

**Transmitter:** 1.5-mi. SW of Dry Prong.

**Satellite Earth Stations:** Microdyne, 5-meter C-band; RCA Americom, 4-meter Ku-band; Microdyne, Standard Components receivers.

**News Service:** AP.

**Ownership:** William H. Pollack, pres., 33.33%; Martin Belz, exec. v.p., 33.33%; David Pollack, secy.-treas., 33.33%. William & David Pollack have interest in KOSE(AM) & KWLN(FM) Osceola, AR.

**Began Operation:** March 3, 1983. Sale of station to G. Russell Chambers, et al., approved by FCC Dec. 24, 1986, but not consummated. Sale to present owners by James Richards, Ben Johnson, et al., approved May 13, 1988.

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

**Represented (legal):** Jones, Waldo, Holbrook & McDonough.

**Represented (engineering):** Lechman & Johnson Inc.

**Personnel:**

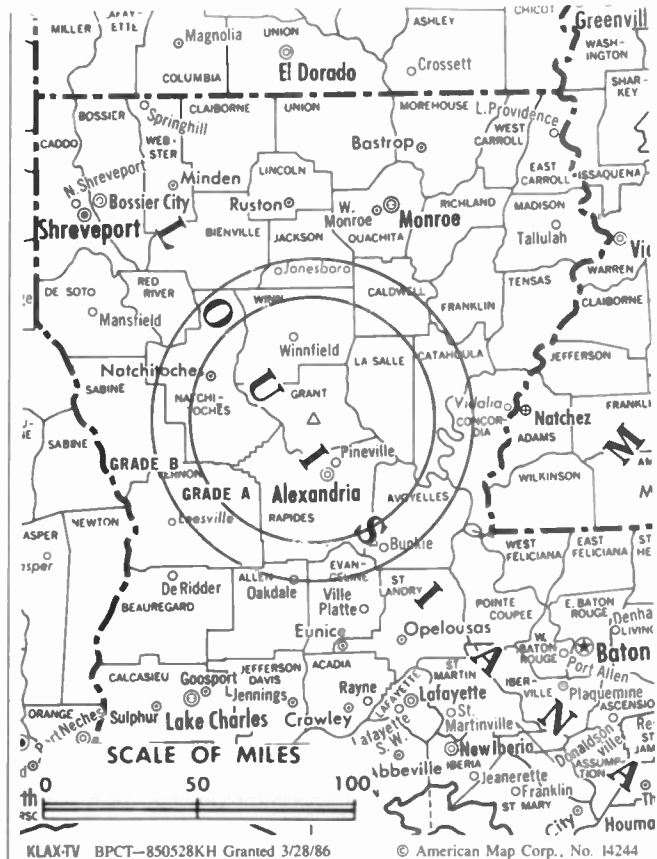
GARY F. HALLELAND, general manager.  
DUANE DARGIS, general sales manager.  
BECKY DAUZAT, national sales manager.  
DARREL B. JORDAN, chief engineer.  
STAN WYATT, news director.  
CHRISTY ATWOOD, promotion director.  
DAVID L. CARLSON, business manager.

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

**City of License:** Alexandria. ADI: Alexandria, LA. Rank: 166.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>LOUISIANA</b> Rapides	49,800	49,300	99



Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>LOUISIANA</b>				
Between 25-49%	Grant	6,700	6,600	98
	Vernon	18,400	18,000	98
<b>LOUISIANA</b>				
Between 5-24%	Allen	7,600	7,500	99
	Avoyelles	15,100	14,800	98
	La Salle	6,500	6,400	98
<b>Station Totals</b>		<b>104,100</b>	<b>102,600</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>				<b>44,000</b>
<b>Average Daily Circulation (1989)</b>				<b>19,100</b>

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# Louisiana—Baton Rouge

**WAFB**

Ch. 9

**Network Service:** CBS.

**Licensee:** WAFB Television Inc., 1932 Wynnton Rd., Columbus, GA 31999.

**Studio:** 844 Government St., Baton Rouge, LA 70802.

**Telephone:** 504-383-9999. TWX: 510-993-3406.

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

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

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

**Satellite Earth Stations:** 8 in operation; Comtech, Microdyne, Scientific-Atlanta receivers.

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

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

**Began Operation:** April 19, 1953 on Ch. 28. Shifted to Ch. 9 Aug. 9, 1960 (Television Digest, Vol. 17:7). Sale to Guaranty Bcstg. by WDSU-TV Bcstg. Corp. and associated stockholders approved Jan. 14, 1964 by FCC (Vol. 4:3). FCC approved sale to American Family Corp., March 23, 1988.

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

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

**Personnel:**

RONALD E. WINDERS, general manager.  
DAVE WARD, assistant general manager.  
WAYNE BETTONEY, general sales manager.  
BILL COMEAUX, chief engineer.  
ED LAMY JR., program director.  
RONNIE MELANCON, operations manager.  
MARGIE LARSON, public affairs director.  
ANDREE BOYD, promotions manager.  
CARLTON CREMEENS, news director.

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

**NETWORK BASE HOURLY RATE:** \$845.

**City of License:** Baton Rouge. **ADI:** Baton Rouge. **Rank:** 93.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>LOUISIANA</b>			
	Ascension	19,900	19,500	98
	Assumption	6,900	6,800	99
	East Baton Rouge	143,200	141,900	99
	East Feliciana	5,900	5,700	97
	Iberia	22,600	22,300	99
	Iberville	10,500	10,300	98
	Livingston	25,100	24,700	98
	Pointe Coupee	8,400	8,200	98
	St Helena	3,200	3,100	97
	St Mary	20,900	20,700	99
	Tangipahoa	31,800	31,200	98
West Baton Rouge	6,700	6,600	99	
West Feliciana	2,700	2,600	96	



WAFB BPCT-3437 Granted 1/22/65

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MISSISSIPPI</b>			
	Amite	4,700	4,600	98
	Pike	13,900	13,600	98
	Wilkinson	3,400	3,300	97
<b>Between 25-49%</b>	<b>LOUISIANA</b>			
	Avoyelles	15,100	14,800	98
	Lafayette	62,600	62,000	99
	Lafourche	29,300	29,000	99
	St James	6,800	6,700	99
	St John The Baptist	13,400	13,200	99
	St Landry	30,400	29,700	98
	St Martin	15,100	14,900	99
Washington	16,900	16,600	98	
<b>Between 5-24%</b>	<b>LOUISIANA</b>			
	Acadia	20,400	20,100	99
	Allen	7,600	7,500	99
	Concordia	8,300	8,100	98
	Evangeline	12,400	12,100	98
	Jefferson Davis	11,100	10,900	98
	St Charles	14,800	14,700	99
	Terrebonne	33,500	33,100	99
	Vermilion	18,900	18,700	99
	<b>MISSISSIPPI</b>			
Franklin	3,300	3,200	97	
Pearl River	13,900	13,800	99	
Walthall	4,800	4,700	98	
<b>Station Totals</b>		<b>668,400</b>	<b>658,900</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>358,900</b>	
<b>Average Daily Circulation (1989)</b>			<b>203,600</b>	

# Louisiana—Baton Rouge

**WBRZ**

Ch. 2

**Network Service:** ABC.

**Licensee:** Louisiana Television Bcstg., Box 2906, Baton Rouge, LA 70821.

**Studio:** 1650 Highland Rd., Baton Rouge, LA 70802.

**Mailing Address:** Box 2906, Baton Rouge, LA 70821.

**Telephone:** 504-387-2222. **TWX:** 504-993-3576. **Fax:** 504-336-2246.

**Easylink:** 628-44170.

**Technical Facilities:** Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 15-kw aural. Antenna: Circularly polarized, 1682-ft. above av. terrain, 1724-ft. above ground, 1749-ft. above sea level.

Latitude 30° 17' 49"  
Longitude 91° 11' 40"

**Transmitter:** Plaquemine Point, LA.

**Satellite Earth Stations:** Transmit/receive Scientific-Atlanta, 10-meter; Andrew, 7.3-meter; SatCom, 5.5-meter; Andrew, 4.5-meter; Avantek, Microdyne, Scientific-Atlanta receivers.

**SNG Mobile Dish:** Transmit/receive Subcomm RSI, 2.5-meter Ku-band.

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

**Ownership:** Douglas L. Manship, pres., 22.93%; Charles P. Manship Jr., treas., 29.72%; Richard F. Manship, secy., 9.32%; David C. Manship, 9.45%; Douglas L. Manship Jr., 9.07%; Dina Manship, 1.38%. See Group Ownership of Television Stations.

**Began Operation:** April 14, 1955.

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

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

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

**Personnel:**

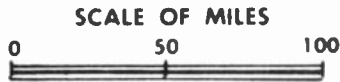
- DOUGLAS L. MANSHIP, president.
- RICHARD F. MANSHIP, general manager.
- PATRICIA L. CHERAMIE, assistant general manager.
- FRED RENO, director of market development.
- JAMES DABOVAL III, director of spot sales.
- WILLIAM YORDY, director of engineering.
- JOHN SPAIN, news director.
- BARBARA BREE SHAAB, program & community affairs director.
- KIM KIRKENDOLL, business manager.
- DENISE AKERS, marketing director.
- RAYMOND J. DRAGO, production manager.
- JAMIE POLITZ, personnel director.

**Highest 30 Sec. Rate:** \$2500.

**City of License:** Baton Rouge. **ADI:** Baton Rouge. **Rank:** 93.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>LOUISIANA</b>			
	Ascension	19,900	19,500	98
	Assumption	6,900	6,800	99
	East Baton Rouge	143,200	141,900	99
	East Feliciana	5,900	5,700	97
	Iberville	10,500	10,300	98
	Livingston	25,100	24,700	98
	Pointe Coupee	8,400	8,200	98
	St Helena	3,200	3,100	97
	St James	6,800	6,700	99



WBRZ BPCT-4173 Granted 3/5/70

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	St Mary	20,900	20,700	99
	Tangipahoa	31,800	31,200	98
	West Baton Rouge	6,700	6,600	99
	West Feliciana	2,700	2,600	96
	<b>MISSISSIPPI</b>			
<b>Between 25-49%</b>	Adams	13,900	13,700	98
	Amite	4,700	4,600	98
	Franklin	3,300	3,200	97
	Wilkinson	3,400	3,300	97
	<b>LOUISIANA</b>			
	Avoyelles	15,100	14,800	98
	Concordia	8,300	8,100	98
	Evangeline	12,400	12,100	98
	Iberia	22,600	22,300	99
	Lafayette	62,600	62,000	99
Lafourche	29,300	29,000	99	
St Landry	30,400	29,700	98	
St Martin	15,100	14,900	99	
Terrebonne	33,500	33,100	99	
<b>MISSISSIPPI</b>	Pike	13,900	13,600	98
	Walthall	4,800	4,700	98
	<b>LOUISIANA</b>			
<b>Between 5-24%</b>	Acadia	20,400	20,100	99
	Allen	7,600	7,500	99
	Catahoula	4,600	4,500	98
	Rapides	49,800	49,300	99
	St John The Baptist	13,400	13,200	99
	Vermilion	18,900	18,700	99
	Washington	16,900	16,600	98
<b>Station Totals</b>		<b>696,900</b>	<b>687,000</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>385,000</b>	
<b>Average Daily Circulation (1989)</b>			<b>214,400</b>	



# Louisiana—Baton Rouge

**WVLA**

**Ch. 33**

**Network Service:** NBC.

**Licensee:** Vetter Communications Co. Inc., Box 14685, Baton Rouge, LA 70898.

**Studio:** 5220 Essen Lane, Baton Rouge, LA 70809.

**Mailing Address:** Box 14685, Baton Rouge, LA 70898.

**Telephone:** 504-766-3233. **Fax:** 504-766-4112.

**Technical Facilities:** Channel No. 33 (584-590 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1713-ft. above av. terrain, 1735-ft. above ground, 1749-ft. above sea level.

Latitude 30° 19' 34.61"  
Longitude 91° 16' 36.10"

**Transmitter:** 1.9-mi. W of Hwy. 1 on Hwy. 1148, Addis, LA.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Harris, 8-meter Ku-band; Microdyne, 7-meter C-band; Microwave Assoc., 5-meter C-band; Harris, 3-meter Ku-band; Harris, Microdyne, Microwave Assoc. receivers.

**News Services:** AP, National Weather Service, NBC, Skycom.

**Ownership:** Cyril E. Vetter, pres., 100%.

**Began Operation:** January 16, 1971. Sale to present owner by Richard O. Rush, et al., approved by FCC March 12, 1976.

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

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

**Represented (engineering):** Philip W. Cary.

**Personnel:**

- CYRIL E. VETTER, president & general manager.
- WILLIAM HATHORN, vice president & general sales manager.
- COURTNEY B. WESTBROOK, vice president, administration.
- LARRY DIETZ, vice president, news & production.
- ALLEN McCARTY, local sales manager.
- JOYCE HARVEY, program director.
- ED LAKIN, promotion manager.
- VAN L. PENTECOST, chief engineer.
- FELTON COLEMAN, public affairs manager.
- JOHN GALLIGAN, research & development.

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

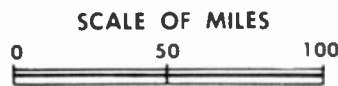
**Highest 30 Sec. Rate:** \$1300.

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

**City of License:** Baton Rouge. **ADI:** Baton Rouge. **Rank:** 93.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>LOUISIANA</b>			
	Ascension	19,900	19,500	98
	Assumption	6,900	6,800	99
	East Baton Rouge	143,200	141,900	99
	East Feliciana	5,900	5,700	97



WVLA E:PCT-860814KE Granted 9/30/86

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Iberia	22,600	22,300	99
	Iberville	10,500	10,300	98
	Livingston	25,100	24,700	98
	Pointe Coupee	8,400	8,200	98
	St Helena	3,200	3,100	97
	St Mary	20,900	20,700	99
	West Baton Rouge	6,700	6,600	99
	West Feliciana	2,700	2,600	96
<b>Between 25-49%</b>	<b>LOUISIANA</b>			
	St James	6,800	6,700	99
	St Martin	15,100	14,900	99
	Tangipahoa	31,800	31,200	98
<b>MISSISSIPPI</b>	Amite	4,700	4,600	98
	Wilkinson	3,400	3,300	97
	<b>Between 5-24%</b>	<b>LOUISIANA</b>		
Acadia		20,400	20,100	99
Avoyelles		15,100	14,800	98
Lafayette		62,600	62,000	99
Lafourche		29,300	29,000	99
St Landry		30,400	29,700	98
Terrebonne		33,500	33,100	99
Vermilion	18,900	18,700	99	
<b>Station Totals</b>		<b>548,000</b>	<b>540,500</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>274,700</b>	
<b>Average Daily Circulation (1989)</b>			<b>143,800</b>	

# Louisiana—Lafayette

**KADN**

Ch. 15

**Network Service:** Fox.

**Licensee:** KADN Broadcasting Inc., 1500 Eraste Landry Rd., Lafayette, LA 70506.

**Studio:** 1500 Eraste Landry Rd., Lafayette, LA 70506.

**Telephone:** 318-237-1500. **TWX:** 510-975-5031. **Fax:** 318-237-2237.

**Technical Facilities:** Channel No. 15 (476-482 MHz). Authorized power: 2300-kw max. visual, 231-kw max. aural. Antenna: 1180-ft. above av. terrain, 1178-ft. above ground, 1218-ft. above sea level.

Latitude 30° 21' 44"  
Longitude 92° 12' 53"

**Transmitter:** 3-mi. S of Church Point.

**Satellite Earth Stations:** Vertex, 5.2-meter Ku-band; KLM, 4.6-meter C-band; Scientific-Atlanta, 4.6-meter C-band; M/A-Com, Scientific-Atlanta receivers.

**News Services:** CNN, N.N.

**Ownership:** KADN Broadcasting Inc. Charles H. Chatelain, 100%.

**Began Operation:** February 27, 1980.

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

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

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

**Personnel:**

CLARK WHITE, general manager.  
EDDIE BLANCHARD, station manager & program director.  
PAT NEWBERG, general sales manager.  
DAVE PIERCE, local sales manager.  
KEITH TOWNSDIN, chief engineer.

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

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

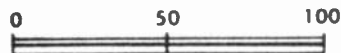
**City of License:** Lafayette. **ADI:** Lafayette, LA. **Rank:** 113.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>LOUISIANA</b>				
<b>50% &amp; Over</b>	Acadia	20,400	20,100	99
	Evangeline	12,400	12,100	98
	Iberia	22,600	22,300	99
	Lafayette	62,600	62,000	99
	St Landry	30,400	29,700	98
	St Martin	15,100	14,900	99
	Vermilion	18,900	18,700	99



SCALE OF MILES



KADN BPCT-851227KF Granted 2/24/86

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>LOUISIANA</b>				
<b>Between 25-49%</b>	Jefferson Davis	11,100	10,900	98
<b>LOUISIANA</b>				
<b>Between 5-24%</b>	Allen	7,600	7,500	99
	Avoyelles	15,100	14,800	98
	Pointe Coupee	8,400	8,200	98
	St Mary	20,900	20,700	99
	West Baton Rouge	6,700	6,600	99
<b>Station Totals</b>		<b>252,200</b>	<b>248,500</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>				<b>138,900</b>
<b>Average Daily Circulation (1989)</b>				<b>65,200</b>

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# Louisiana—Lafayette

**KATC**

Ch. 3

**Network Service:** ABC.

**Licensee:** KATC Associates, Box 93133, Lafayette, LA 70509.

**Studio:** 1103 Eraste Landry Rd., Lafayette, LA 70506.

**Mailing Address:** Box 93133, Lafayette, LA 70509.

**Telephone:** 318-235-3333. **Easylink:** 62014722. **Fax:** 318-234-3580.

**Technical Facilities:** Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1740-ft. above av. terrain, 1793-ft. above ground, 1800-ft. above sea level.

Latitude 30° 02' 19.10"  
Longitude 92° 22' 14.90"

**Transmitter:** 25-mi. SW of city limits.

**Satellite Earth Stations:** Andrew, 7.3-meter C-band; Microdyne, 5-meter Ku-band; Scientific-Atlanta, 4.6-meter C-band; Andrew, 4.5-meter C-band; AvanteK, Microdyne, Scientific-Atlanta receivers.

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

**Ownership:** ML Media Partners Ltd. Partnership, 100%. See Group Ownership of Television Stations.

**Began Operation:** September 19, 1962. Sale to Loyola University approved by FCC April 29, 1982. Sale to present owners approved Nov. 28, 1986.

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

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

**Personnel:**

- PAUL J. CASSIDY, general manager.
- TIMOTHY GILBERT, general sales manager.
- JOEY CORMIER, director of broadcast operations.
- BILL RUMSEY, chief engineer.
- DEBORAH TERRIBLE, news director.
- KAREN GRANATO, promotion director.
- JOHN GRANDON, business manager.

**Highest One Hour Rate:** \$2150.

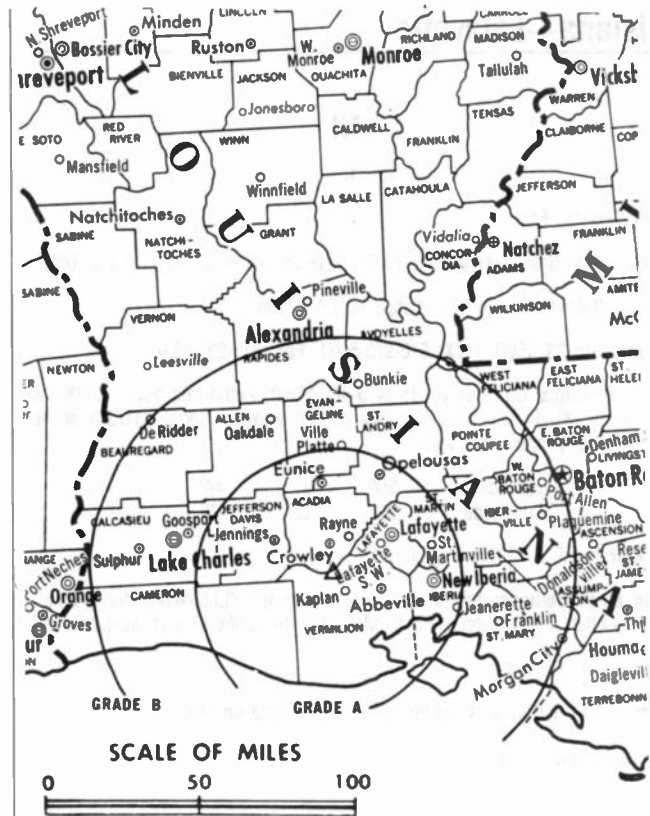
**Highest 30 Sec. Rate:** \$750.

**NETWORK BASE HOURLY RATE:** \$625.

**City of License:** Lafayette. **ADI:** Lafayette, LA. **Rank:** 113.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	LOUISIANA			
	Acadia	20,400	20,100	99
	Allen	7,600	7,500	99
	Evangeline	12,400	12,100	98



KATC BPCT-5012 Granted 4/15/77

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Iberia	22,600	22,300	99
	Jefferson Davis	11,100	10,900	98
	Lafayette	62,600	62,000	99
	St Landry	30,400	29,700	98
	St Martin	15,100	14,900	99
	St Mary	20,900	20,700	99
	Vermilion	18,900	18,700	99
<b>Between 25-49%</b>	LOUISIANA			
	Avoyelles	15,100	14,800	98
	Calcasieu	62,100	61,600	99
	Cameron	3,400	3,400	99
<b>Between 5-24%</b>	LOUISIANA			
	Assumption	6,900	6,800	99
	Beauregard	11,400	11,200	98
	Rapides	49,800	49,300	99
	Vernon	18,400	18,000	98
<b>Station Totals</b>		<b>389,100</b>	<b>384,000</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>231,900</b>	
<b>Average Daily Circulation (1989)</b>			<b>131,900</b>	

# Louisiana—Lafayette

**KLFY-TV**

Ch. 10

**Network Service:** CBS.

**Licensee:** Young Broadcasting of Louisiana Inc., Three E. 54th St., New York, NY 10022.

**Studio:** 2410 Eraste Landry Rd., Lafayette, LA 70506.

**Mailing Address:** Box 90665, Lafayette, LA 70509.

**Telephone:** 318-981-4823. **TWX:** 510-975-5052.

**Technical Facilities:** Channel No. 10 (192-198 MHz). Authorized power: 309-kw visual, 45.7-kw aural. Antenna: 1748-ft. above av. terrain, 1771-ft. above ground, 1800-ft. above sea level.

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

Holds CP for change to 316-kw max. visual, 31.6-kw max. aural, 1740-ft. above av. terrain. BPCF-791231KG.

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

**Satellite Earth Stations:** Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.5-meter C-band; Scientific-Atlanta, 3-meter C-band; Scientific-Atlanta, 3-meter Ku & C-band; Cyclesat, M/A-Corn, Scientific-Atlanta receivers.

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

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

**Began Operation:** June 3, 1955. Transfer of control to individual stockholders of KWTX Bcstg. which held 80% approved by FCC Jan. 22, 1968. Previously, sale by Camellia Bcstg. Co. Inc., Paul H. DeClouet and associates approved Jan. 27, 1965 by FCC (Television Digest, Vol. 4:48; 5:6). FCC approved sale to present owners by Texoma Bcstrs. Inc., Feb. 3, 1988.

**Represented (sales):** Adam Young Inc.

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

**Personnel:**

- JOSEPH VARHOLY, vice president & general manager.
- JIM BARONET, vice president, news.
- TERRY DOVER, operations manager & program director.
- MIKE BARRAS, general sales manager.
- HARRIET LANDRY, national sales manager.
- MARIA PLACER, news director.
- DAVE HEBERT, chief engineer.
- MIKE HARRELSON, promotion director.

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

**Highest 30 Sec. Rate:** \$775.

**NETWORK BASE HOURLY RATE:** \$1994.

**City of License:** Lafayette. **ADI:** Lafayette, LA. **Rank:** 113.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	LOUISIANA			
	Acadia	20,400	20,100	99
	Allen	7,600	7,500	99
	Avoyelles	15,100	14,800	98



KLFY-TV BPCF-791231KG Granted 7/28/80

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Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	Beauregard	11,400	11,200	98
	Calcasieu	62,100	61,600	99
	Cameron	3,400	3,400	99
	Evangeline	12,400	12,100	98
	Iberia	22,600	22,300	99
	Jefferson Davis	11,100	10,900	98
	Lafayette	62,600	62,000	99
	St Landry	30,400	29,700	98
	St Martin	15,100	14,900	99
	St Mary	20,900	20,700	99
<b>Between 25-49%</b>	VERMILION	18,900	18,700	99
	VERNON	18,400	18,000	98
	LOUISIANA			
<b>Between 25-49%</b>	Pointe Coupee	8,400	8,200	98
	Rapides	49,800	49,300	99
<b>Between 5-24%</b>	LOUISIANA			
	Assumption	6,900	6,800	99
	Grant	6,700	6,600	98
	Lafourche	29,300	29,000	99
	La Salle	6,500	6,400	98
	Terrebonne	33,500	33,100	99
	West Baton Rouge	6,700	6,600	99
<b>TEXAS</b>	Jasper	12,400	12,200	98
	<b>Station Totals</b>	<b>492,600</b>	<b>486,100</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>308,300</b>	
<b>Average Daily Circulation (1989)</b>			<b>189,500</b>	

# Louisiana—Lake Charles

## KPLC-TV

Ch. 7

Network Service: NBC.

Licensee: Cosmos Corp., Box 1488, Lake Charles, LA 70602.

Studio: 320 Division St., Lake Charles, LA 70601.

Telephone: 318-439-9071. TWX: 510-971-7570. Fax: 318-437-7600.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 295-kw visual, 55-kw aural. Antenna: 1480-ft. above av. terrain, 1519-ft. above ground, 1549-ft. above sea level.

Latitude 30° 23' 47"  
Longitude 93° 00' 08"

Transmitter: Near Fenton, LA.

Satellite Earth Stations: Harris, 10-meter Ku-band; Harris, 3-meter Ku-band; Harris, 3-meter C-band; Harris receivers.

News Service: AP.

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

Began Operation: September 29, 1954. Sale to present owner approved by FCC Nov. 13, 1986 (Television Digest, Vol. 26:39). Sale to Channel Communications by G. Russell Chambers approved by FCC March 31, 1986. Previous sale by Calcasieu TV & Radio Inc. approved by FCC Feb. 18, 1971. Sale to Calcasieu by T. B. Lanford & L. M. Sepaugh Sr. & Jr. approved June 30, 1964 (Vol. 4:18, 27).

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

Represented (legal): Dow, Lohnes & Albertson.

### Personnel:

RONALD LOEWEN, vice president & general manager.  
JAMES D. SERRA, general sales manager.  
DOLORES TUTT, local sales manager.  
RON BLANSETT, chief engineer.  
JAMES SMITH, news director.  
ROBIN DAUGEREAU, program director.  
SANDRA BARROW, business manager.  
PAULA DUPUIS, marketing director.  
JIM BRANDENBURG, operations manager.  
LAURON ROADY, community services manager.

Highest One Hour Rate: \$5000.

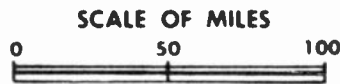
Highest 30 Sec. Rate: \$1000.

NETWORK BASE HOURLY RATE: \$550.

City of License: Lake Charles. AOI: Lake Charles. Rank: 173.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	LOUISIANA			
	Acadia	20,400	20,100	99
	Allen	7,600	7,500	99



KPLC-TV BPCT-4012 Granted 12/12/67

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Beauregard	11,400	11,200	98
	Calcasieu	62,100	61,600	99
	Cameron	3,400	3,400	99
	Evangeline	12,400	12,100	98
	Jefferson Davis	11,100	10,900	98
	Lafayette	62,600	62,000	99
	Vermilion	18,900	18,700	99
	Vernon	18,400	18,000	98
Between 25-49%	LOUISIANA			
	St Landry	30,400	29,700	98
Between 5-24%	LOUISIANA			
	Avoyelles	15,100	14,800	98
	Iberia	22,600	22,300	99
	St Martin	15,100	14,900	99
TEXAS	Jasper	12,400	12,200	98
	Newton	5,000	4,900	98
	Orange	29,700	29,400	99
	Sabine	4,400	4,300	98
	<b>Station Totals</b>		<b>363,000</b>	<b>358,000</b>
<b>Net Weekly Circulation (1989)</b>			<b>202,300</b>	
<b>Average Daily Circulation (1989)</b>			<b>114,000</b>	

# Louisiana—Lake Charles

**KVHP**

**Ch. 29**

**Network Service:** Fox.

**Licensee:** KVHP-TV Partners, 3638 Camino Del Rio N, Suite 102, San Diego, CA 92108.

**Studio:** 129 W. Prien Lake Rd., Lake Charles, LA 70605.

**Telephone:** 318-474-1316.

**Technical Facilities:** Channel No. 29 (560-566 MHz). Authorized power: 747.6-kw max. visual, 112.1-kw max. aural. Antenna: 432-ft. above av. terrain, 457-ft. above ground, 471-ft. above sea level.

Latitude 30° 11' 50"  
Longitude 93° 13' 12"

Holds CP for change to 1260-kw max. visual, 1293-ft. above av. terrain, 1289-ft. above ground, 1319-ft. above sea level; lat. 30° 17' 26", long. 93° 34' 35", transmitter to State Rte. 379, 6-mi. NW of Edgerly. BPCT-880316KE.

**Transmitter:** SW of Ryan St. & Prien Lake Rd. intersection, Lake Charles.

**Satellite Earth Stations:** 2 in operation; Simulcast receivers.

**News Service:** CNN.

**Ownership:** KVHP-TV Partners. Calcasieu Communications Inc., gen. partner, 5%; Donald R. Dombrow, Ltd. partner, 37.94%; Michael S. Dillon, Ltd. partner, 10.97%; Charles P. Muckenthaler, Ltd. partner, 10.97%; Gary D. Hardesty, Ltd. partner, 7.13%; Sol Gerber, Ltd. partner, 5%; Bernard J. Kurtin, Ltd. partner, 5%; Jon R. Kurtin, Ltd. partner, 2%; TV 29 Assoc., Ltd. partner, 16%.

**Began Operation:** January 18, 1983. Sale to Herschell Hardesty & J. W. DiGiglia by Hugh Van Eaton approved by FCC March 3, 1984. Sale to Marvin Gorman Ministries Inc. from receivership approved by FCC July 16, 1986. Sale to present owners approved March 12, 1987.

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

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

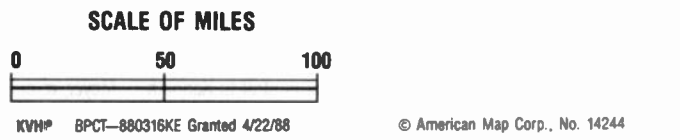
**Represented (engineering):** Peter V. Gureckis & Associates.

**Personnel:**  
GARY HARDESTY, president.

**Highest 30 Sec. Rate:** \$185.

**City of License:** Lake Charles. **ADI:** Lake Charles. **Rank:** 173.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>LOUISIANA</b> Calcasieu	62,100	61,600	99
	<b>LOUISIANA</b> Beauregard	11,400	11,200	98
	Cameron	3,400	3,400	99
<b>Between 25-49%</b>	Jefferson Davis	11,100	10,900	98
	<b>LOUISIANA</b> Allen	7,600	7,500	99
	<b>TEXAS</b> Orange	29,700	29,400	99
<b>Station Totals</b>		<b>125,300</b>	<b>124,000</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>				<b>55,100</b>
<b>Average Daily Circulation (1989)</b>				<b>22,300</b>

# Louisiana—West Monroe-Monroe

## KARD

Ch. 14

Network Service: ABC.

Licensee: Woods Communications Group Inc., 701 Parkwood Dr., West Monroe, LA 71291.

Studio: 701 Parkwood Dr., West Monroe, LA 71291.

Telephone: 318-323-1972. Fax: 318-322-0926.

Technical Facilities: Channel No. 14 (470-476 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1876-ft. above av. terrain, 1888-ft. above ground, 2008-ft. above sea level.

Latitude 32° 05' 41"  
Longitude 92° 10' 39"

Transmitter: 5.5-mi. W of Columbia, 1.5-mi. S of Hwy. 4.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Andrew, 7-meter; Andrew, 3.5-meter; Andrew, Microwave Assoc. receivers.

Ownership: Charles Woods, 100%. See Group Ownership of Television Stations.

Began Operation: August 19, 1967 on Ch. 39 as KUZN-TV, left air Dec. 12, 1968; resumed operation under new ownership Aug. 13, 1970, left air Aug. 16, 1971. Resumed operation Oct. 6, 1974. Transfer of control to Kenneth E. Meyer, et al., approved by FCC Jan. 31, 1978. Sale to present owner approved Nov. 2, 1984.

Represented (sales): Seltel Inc.

Represented (legal): Kenkel, Barnard & Edmundson.

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

### Personnel:

RICK LIPPS, general manager.  
JOE CURRIE, local sales manager.  
RODNEY EVANS, chief engineer.  
LAURINDA JORDAN, promotion director.

Highest One Hour Rate: \$1600.

Highest 30 Sec. Rate: \$300.

City of License: West Monroe. ADI: Monroe, LA-El Dorado, AR. Rank: 118.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>LOUISIANA</b>			
	Caldwell	4,800	4,700	98
	Catahoula	4,600	4,500	98
	Franklin	8,400	8,200	98
	La Salle	6,500	6,400	98
	Morehouse	13,100	12,900	98
	Ouachita	51,700	51,200	99
	Richland	7,800	7,600	98
	Tensas	3,000	2,900	97
	Union	8,300	8,200	99
	Winn	6,300	6,200	98



KARD BPC-851118KE Granted 5/27/86

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Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>Between 25-49%</b>	<b>ARKANSAS</b>			
	Ashley	9,400	9,200	98
	<b>LOUISIANA</b>			
	Concordia	8,300	8,100	98
	Jackson	6,900	6,800	99
	Lincoln	14,200	14,000	99
<b>Between 5-24%</b>	Madison	5,800	5,600	97
	West Carroll	4,700	4,600	98
	<b>LOUISIANA</b>			
	Bienville	6,300	6,200	98
	East Carroll	3,700	3,600	97
	Grant	6,700	6,600	98
	Natchitoches	14,400	14,000	97
	Rapides	49,800	49,300	99
	Sabine	10,700	10,400	97
	<b>MISSISSIPPI</b>			
Adams	13,900	13,700	98	
Claiborne	3,800	3,700	97	
Jefferson	3,000	2,900	97	
<b>Station Totals</b>		<b>276,100</b>	<b>271,500</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>				<b>113,700</b>
<b>Average Daily Circulation (1989)</b>				<b>55,300</b>

# Louisiana—West Monroe

## KMCT-TV

Ch. 39

Network Service: None, independent.

Licensee: Carolina Christian Bcstg. Inc., Box 1616, Greenville, SC 29602.

Studio: 701 Parkwood Dr., West Monroe, LA 71291.

Telephone: 318-322-1399.

Technical Facilities: Channel No. 39 (620-626 MHz). Authorized power: 560-kw max. visual, 56-kw max. aural. Antenna: 498-ft. above av. terrain, 514-ft. above ground, 583-ft. above sea level.

Latitude 32° 30' 21"  
Longitude 92° 08' 54"

Transmitter: 701 Parkwood Dr., West Monroe.

Satellite Earth Stations: 2 in operation.

News Service: INN.

Ownership: Carolina Christian Broadcasting Co. See Group Ownership of Television Stations.

Began Operation: April 7, 1986.

### Personnel:

JAMES H. THOMPSON, president.  
BEN F. JONES, general manager.  
SKIP GARRET, sales manager.  
CHARLES REED, sales.  
NORVIN DUNCAN, general counsel.  
GENE GIBSON, chief engineer.

Rates: On request.

City of License: West Monroe. ADI: Monroe, LA-El Dorado, AR. Rank: 118.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



KMCT-TV BMPCT-850920KG Granted 11/25/85 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>LOUISIANA</b>				
Between 5-24%	Ouachita	51,700	51,200	99
<b>Station Totals</b>		<b>51,700</b>	<b>51,200</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>				<b>3,100</b>
<b>Average Daily Circulation (1989)</b>				<b>1,100</b>



# Louisiana—Monroe-El Dorado, Arkansas

**KTVE**

Ch. 10

**Network Service:** NBC.

**Licensee:** KTVE Inc., 2909 Kilpatrick Blvd., Box 4339, Monroe, LA 71201.

**Studios:** 2909 Kilpatrick Blvd., Monroe, LA 71201; 400 W. Main St., El Dorado, AR 71730.

**Telephones:** 318-323-1300, Monroe; 501-862-6651, El Dorado.

**TWX:** 510-977-5386. **Easylink:** 62801263.

**Technical Facilities:** Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 63.1-kw aural. Antenna: Circularly polarized, 2000-ft. above av. terrain, 1980-ft. above ground, 2106-ft. above sea level.

Latitude 33° 04' 41.00"  
Longitude 92° 13' 40.60"

**Transmitter:** 0.5-mi. S of Bolding, on Missouri Pacific RR spur.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Satcom Technologies, 8.3-meter; Harris, 7-meter; Harris, 3.5-meter; Harris, 3-meter; Harris, Microdyne receivers.

**News Service:** AP.

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

**Began Operation:** December 18, 1955. Sale to present owner by Fuqua National Inc. approved Dec. 4, 1967. Previous sale to Fuqua by William Simon and WVET-TV approved Nov. 29, 1963 by FCC (*Television Digest*, Vol. 3:49). Sale to William Simon (52%) and WVET-TV (48%) by co-equal owners Dr. Joe F. Rushton, W. C. Blewster Jr. & W. M. Bigley approved July 6, 1960 (Vol. 16:25, 28). Transfer of 32% from Simon to WVET-TV approved Sept. 8, 1960 (Vol. 16:34).

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

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

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

**Personnel:**

GEORGE SINGLETON, general manager.  
WANDA MEADOWS, station manager.  
DAVID BROWN, general sales manager.  
FRAN ROGERS, national sales manager.  
MIKE CARUSO, chief engineer.  
JERRY MAYER, news director.  
HELEN JOHNSON, program director.  
SUSAN ALLAIN, promotion director.  
JUDY FUTCH, business director.  
TOMMY WALKER, operations manager.

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

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

**NETWORK BASE HOURLY RATE:** \$1475.

**City of License:** El Dorado, AR. **ADI:** Monroe, LA-El Dorado, AR. **Rank:** 118.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>ARKANSAS</b>			
	Ashley	9,400	9,200	98
	Bradley	5,200	5,100	98
	Calhoun	2,200	2,200	100
	Chicot	5,700	5,500	96
	Union	18,600	18,300	98
<b>LOUISIANA</b>	Caldwell	4,800	4,700	98
	East Carroll	3,700	3,600	97



KTVE BPCT-860328KH Granted 9/9/86

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Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	Franklin	8,400	8,200	98
	Jackson	6,900	6,800	99
	Lincoln	14,200	14,000	99
	Morehouse	13,100	12,900	98
	Ouachita	51,700	51,200	99
	Richland	7,800	7,600	98
	Union	8,300	8,200	99
	West Carroll	4,700	4,600	98
<b>Between 25-49%</b>	<b>ARKANSAS</b>			
	Desha	6,600	6,500	98
	Drew	6,500	6,300	97
	Ouachita	12,800	12,500	98
<b>LOUISIANA</b>	Claiborne	6,500	6,400	98
	Madison	5,800	5,600	97
	<b>MISSISSIPPI</b>			
Washington	23,700	23,200	98	
<b>Between 5-24%</b>	<b>ARKANSAS</b>			
	Cleveland	3,000	2,900	97
	Columbia	9,700	9,500	98
	Dallas	4,000	3,900	98
	Hot Spring	10,700	10,500	98
	Lincoln	3,600	3,500	97
	Nevada	3,800	3,700	97
	<b>LOUISIANA</b>			
	Bienville	6,300	6,200	98
	Catahoula	4,600	4,500	98
Tensas	3,000	2,900	97	
Winn	6,300	6,200	98	
<b>MISSISSIPPI</b>				
Bolivar	14,400	14,000	98	
Issaquena	800	800	100	
<b>Station Totals</b>		<b>296,800</b>	<b>291,200</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>				<b>171,700</b>
<b>Average Daily Circulation (1989)</b>				<b>96,700</b>

# Louisiana—Monroe-West Monroe

**KNOE-TV**

**Ch. 8**

**Network Service:** CBS.

**Licensee:** NOE Enterprises Inc., Box 4067, Monroe, LA 71211.

**Studio:** 1400 Oliver Road, Monroe, LA 71201.

**Mailing Address:** Box 4067, Monroe, LA 71211.

**Telephone:** 318-388-8888. **TWX:** 510-977-5384. **Fax:** 318-322-8774.

**Easylink:** 62034813.

**Technical Facilities:** Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 62.5-kw aural. Antenna: 1890-ft. above av. terrain, 1989-ft. above ground, 2049-ft. above sea level.

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

**Transmitter:** 2.5-mi. N of Riverton, LA.

**Satellite Earth Stations:** RCA, 3.7-meter Ku-band; Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4-meter C-band; Simulsat, 7-meter C-band; Comsat, Harris, Pin-zone receivers.

**AM Affiliate:** KNOE, 5-kw, 540 kHz.

**FM Affiliate:** KNOE-FM, 100-kw, 101.9 MHz (No. 270), 1670-ft.

**News Services:** AP, CBS, CNN, CNN Headline News, Colorgraphics, National Weather Service, Potomac News Service.

**Ownership:** Noe Corp., 100%. Noe Corp. ownership: James A. Noe Jr., pres., 66.7%; James A. Noe Jr., as trustee for M. E. Noe Deane & J. A. Noe III jointly; J. E. Noe, G. M. Noe & C. L. Noe, 33.33%; Betty S. Noe, v.p.; Paul K. Kirkpatrick Jr., secy.-treas. Noe Corp. owns licensees of KNOE-AM-FM, Monroe; WNOE-AM-FM, New Orleans.

**Began Operation:** September 27, 1953.

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

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

**Personnel:**

- JAMES A. NOE JR., president.
- RICHARD L. FRENCH, general manager.
- KEN HAWKINS, general sales manager.
- RAY BOYD, head of engineering & technical director.
- JAMIE PATRICK, news director.
- JACK McCALL, program director.
- DAVID PRICE, promotion director.
- RONALD SHELBY, controller.
- ANSEL SMITH, operations & production manager.
- LEON NOLAND JR., chief photographer.
- LAURA Z. ROBERTS, personnel & EEO director.
- FREDDY ROBERTS, chief engineer.

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

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

**City of License:** Monroe. **ADI:** Monroe, LA-El Dorado, AR. **Rank:** 118.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ARKANSAS</b>			
	Ashley	9,400	9,200	98
	Union	18,600	18,300	98
	<b>LOUISIANA</b>			
	Caldwell	4,800	4,700	98
	Catahoula	4,600	4,500	98
	Concordia	8,300	8,100	98
	East Carroll	3,700	3,600	97
	Franklin	8,400	8,200	98
	Grant	6,700	6,600	98
	Jackson	6,900	6,800	99
	La Salle	6,500	6,400	98
	Lincoln	14,200	14,000	99



KNOE-TV BPCT-3313 Granted 10/2/64 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>Madison</b>	5,800	5,600	97
	<b>Morehouse</b>	13,100	12,900	98
	<b>Natchitoches</b>	14,400	14,000	97
	<b>Ouachita</b>	51,700	51,200	99
	<b>Rapides</b>	49,800	49,300	99
	<b>Richland</b>	7,800	7,600	98
	<b>Tensas</b>	3,000	2,900	97
	<b>Union</b>	8,300	8,200	99
	<b>West Carroll</b>	4,700	4,600	98
	<b>Winn</b>	6,300	6,200	98
	<b>MISSISSIPPI</b>			
<b>Adams</b>	13,900	13,700	98	
<b>Between 25-49%</b>	<b>ARKANSAS</b>			
	<b>Chicot</b>	5,700	5,500	96
	<b>LOUISIANA</b>			
	<b>Bienville</b>	6,300	6,200	98
	<b>Claiborne</b>	6,500	6,400	98
	<b>Red River</b>	3,800	3,700	97
	<b>MISSISSIPPI</b>			
	<b>Claiborne</b>	3,800	3,700	97
	<b>Issaquena</b>	800	800	100
	<b>Jefferson</b>	3,000	2,900	97
<b>Warren</b>	19,200	19,000	99	
<b>Between 5-24%</b>	<b>ARKANSAS</b>			
	<b>Calhoun</b>	2,200	2,200	100
	<b>Drew</b>	6,500	6,300	97
	<b>LOUISIANA</b>			
	<b>Avoyelles</b>	15,100	14,800	98
	<b>MISSISSIPPI</b>			
	<b>Franklin</b>	3,300	3,200	97
	<b>Sharkey</b>	2,300	2,300	98
	<b>Wilkinson</b>	3,400	3,300	97
	<b>Yazoo</b>	9,400	9,300	98
<b>Station Totals</b>		<b>362,200</b>	<b>356,200</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>				<b>253,800</b>
<b>Average Daily Circulation (1989)</b>				<b>165,200</b>

# Louisiana—New Orleans

**WCCL**

**Ch. 49**

**Network Service:** None, independent.

**Grantee:** Crescent City Communications Co. Inc., 620 Desire St., New Orleans, LA 70117.

**Studio:** 620 Desire St., New Orleans, LA 70117.

**Telephone:** 504-945-4949. **Fax:** 504-942-9246.

**Technical Facilities:** Channel No. 49 (680-686 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 889-ft. above av. terrain, 889-ft. above ground, 889-ft. above sea level.

Latitude	29°	55'	11"
Longitude	90°	01'	29"

**Transmitter:** Intersection of Behrman Hwy. & Garden Oaks Dr., New Orleans.

**Satellite Earth Stations:** Paraclype, 3.8-meter C-band; Winegard, 3-meter C-band; Microdyne receivers.

**Ownership:** Barbara Lamont, pres.-secy.-treas.

**Began Operation:** March 19, 1989.

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

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

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

**Personnel:**

GEORGE STANTIS, vice president & general manager.  
 BOB BECHIR, general sales manager.  
 WAYNE ANDREWS, chief engineer.  
 GENE WILKIN, program director.  
 JIM MacDANIELS, promotion director.  
 ROGER HINES, business manager.



**Rates:** On request.

**Arbitron Data:** Not available.

**City of License:** New Orleans. **ADI:** New Orleans. **Rank:** 35.

# Louisiana—New Orleans

**WDSU-TV**

Ch. 6

**Network Service:** NBC.

**Licensee:** Cosmos Broadcasting Corp., 520 Royal St., New Orleans, LA 70130.

**Studio:** 520 Royal St., New Orleans, LA 70130.

**Telephone:** 504-527-0666. TWX: 810-951-6077. Fax: 504-527-0145.

**Technical Facilities:** Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 932-ft. above av. terrain, 972-ft. above ground, 975-ft. above sea level.

Latitude 29° 57' 01.00"  
Longitude 89° 57' 28.50"

**Transmitter:** Tournefort St., Chalmette, LA.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Transmit/receive Harris, 8-meter Ku-band; Scientific-Atlanta, 7-meter C-band; Harris, 3.5-meter Ku-band; Harris, Scientific-Atlanta receivers.

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

**Ownership:** Cosmos Broadcasting Corp. See Group Ownership of Television Stations. Sale to Pulitzer Publishing pending (*Television Digest*, Vol. 29:31, 34, 35).

**Began Operation:** December 18, 1948. Sale to present owner by Royal Street Corp. approved by FCC Nov. 29, 1972 (*Television Digest*, Vol. 12:15, 49).

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

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

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

**Personnel:**

JAMES M. KEELOR, vice president & general manager.  
ANNE COLEMAN, station manager.  
MIKE KIBBEY, general sales manager.  
BROOKS HOGG, national sales manager.  
BILL LAUGHLIN, engineering supervisor.  
MARY MCCARTHY, news director.  
STEVE MOHAMMED, business manager.

**Highest One Hour Rate:** \$30,000.

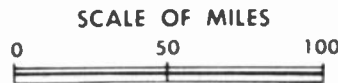
**Highest 30 Sec. Rate:** \$9000.

**NETWORK BASE HOURLY RATE:** \$2200.

**City of License:** New Orleans. **AOI:** New Orleans. **Rank:** 35.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>LOUISIANA</b>			
	Assumption	6,900	6,800	99
	Jefferson	175,400	174,400	99
	Lafourche	29,300	29,000	99
	Orleans	217,100	215,000	99
	Plaquemines	8,300	8,200	99
	St Bernard	24,100	24,000	100
	St Charles	14,800	14,700	99
	St James	6,800	6,700	99



WDSU-TV BPC-T-2034 Granted 11/10/55

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>St John The Baptist</b>	13,400	13,200	99
	<b>St Tammary</b>	53,300	52,700	99
	<b>Tangipahoa</b>	31,800	31,200	98
	<b>Terrebonne</b>	33,500	33,100	99
	<b>Washington</b>	16,900	16,600	98
<b>MISSISSIPPI</b>	<b>Hancock</b>	11,800	11,600	99
	<b>Harrison</b>	62,800	62,300	99
	<b>Pearl River</b>	13,900	13,800	99
<b>Between 25-49%</b>	<b>LOUISIANA</b>			
	<b>St Mary</b>	20,900	20,700	99
	<b>MISSISSIPPI</b>			
	<b>Stone</b>	3,500	3,500	99
	<b>Walthall</b>	4,800	4,700	98
<b>Between 5-24%</b>	<b>LOUISIANA</b>			
	<b>Ascension</b>	19,900	19,500	98
	<b>Livingston</b>	25,100	24,700	98
	<b>St Helena</b>	3,200	3,100	97
	<b>MISSISSIPPI</b>			
	<b>Jackson</b>	44,500	44,200	99
<b>Station Totals</b>		<b>842,000</b>	<b>833,700</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>656,100</b>	
<b>Average Daily Circulation (1989)</b>			<b>391,200</b>	

# Louisiana—New Orleans

**WGNO**

Ch. 26

**Network Service:** None, independent.

**Licenses:** WGNO Inc., Two Canal St., Suite 2800, New Orleans, LA 70130.

**Studio:** World Trade Center, Suite 2800, New Orleans, LA 70130.

**Telephone:** 504-581-2600. **TWX:** 810-954-6158. **Fax:** 504-522-1885.

**Technical Facilities:** Channel No. 26 (542-548 MHz). Authorized power: 2690-kw max. & 1100-kw horizontal visual, 269-kw max. & 111-kw horizontal aural. Antenna: 1010-ft. above av. terrain, 1049-ft. above ground, 1049-ft. above sea level.

Latitude 29° 58' 55"  
Longitude 89° 56' 58"

**Transmitter:** Paris Rd. & Bayou Bienvenue, New Orleans.

**Satellite Earth Stations:** Simulcast, 7-meter C-band; Vertex, 5-meter Ku-band; Harris, Scientific-Atlanta receivers.

**News Service:** INN.

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

**Began Operation:** October 14, 1967. Sale to Tribune Bcstg. Co. by General Media Corp. approved by FCC July 22, 1983. Sale to General Media by Seymour Smith, et al., approved June 30, 1978. Previous sale by Receiver in Bankruptcy approved by FCC Dec. 29, 1971. Station was originally owned by David W. Wagenvoord, et al.

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

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

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

**Personnel:**

- BOB GREMILLION, station manager.
- BILL ROSS, director of sales.
- JOSEPH WARNECKE, local sales manager.
- VINCENT MANZI, national sales manager.
- RANDY DAVIS, chief engineer.
- BERL GOLUB, program director.
- JEFF CLEMONS, promotion director.
- TERRY EAGAN, controller.
- CHRIS ROGERS, marketing director.
- DEBORAH SELLERS, director of community affairs.

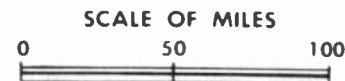
**Highest One Hour Rate:** \$7000.

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

**City of License:** New Orleans. **ADI:** New Orleans. **Rank:** 35.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households Households %
50% & Over	LOUISIANA		
	Jefferson	175,400	174,400 99
	Lafourche	29,300	29,000 99



WGNO BPCT-790523KE Granted 1/30/80

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households Households %
50% & Over	Orleans	217,100	215,000 99
	Plaquemines	8,300	8,200 99
	St Bernard	24,100	24,000 100
	St Charles	14,800	14,700 99
	St John The Baptist	13,400	13,200 99
	St Tammany	53,300	52,700 99
	Terrebonne	33,500	33,100 99
Between 25-49%	LOUISIANA		
	Ascension	19,900	19,500 98
	St James	6,800	6,700 99
	St Mary	20,900	20,700 99
	Tangipahoa	31,800	31,200 98
Between 5-24%	Washington	16,900	16,600 98
	MISSISSIPPI		
	Hancock	11,800	11,600 99
	Harrison	62,800	62,300 99
Between 5-24%	Pearl River	13,900	13,800 99
	LOUISIANA		
Livingston	25,100	24,700 98	
<b>Station Totals</b>		<b>779,100</b>	<b>771,400 99</b>
<b>Net Weekly Circulation (1989)</b>			<b>419,100</b>
<b>Average Daily Circulation (1989)</b>			<b>182,400</b>

# Louisiana—New Orleans

**WNOL-TV**

**Ch. 38**

**Network Service:** Fox.

**Licensee:** TVX of New Orleans Inc., 1661 Canal St., New Orleans, LA 70112.

**Studio:** 1661 Canal St., New Orleans, LA 70112.

**Telephone:** 504-525-3838. **Fax:** 504-569-0908.

**Technical Facilities:** Channel No. 38 (614-620 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1019-ft. above av. terrain, 1018-ft. above ground, 1019-ft. above sea level.

Latitude 29° 58' 41"  
Longitude 89° 56' 26"

**Transmitter:** 0.37-mi. SE of intersection of Rte. 47 & St. Bernard Parish boundary, Chalmette.

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

**Satellite Earth Station:** Simulsat, 7-meter; Harris, M/A-Com receivers.

**Ownership:** TVX Broadcast Group, 100%. See Group Ownership of Television Stations.

**Began Operation:** March 25, 1984. Sale to present owner by Channel 38 Assoc. Inc. approved by FCC Feb. 28, 1986 (Television Digest, Vol. 25:50).

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

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

**Personnel:**

- MADELYNE MIX BONNOT, vice president & general manager.
- CHERYL FAUST, general sales manager.
- MIKE ZIKMUND, national sales manager.
- ERNE HARVEY, chief engineer.
- JOHN MASON, program director.
- LISA RODRIGUEZ, promotion director.
- LINDA RAE TUCKER, business manager.

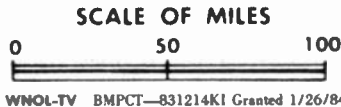
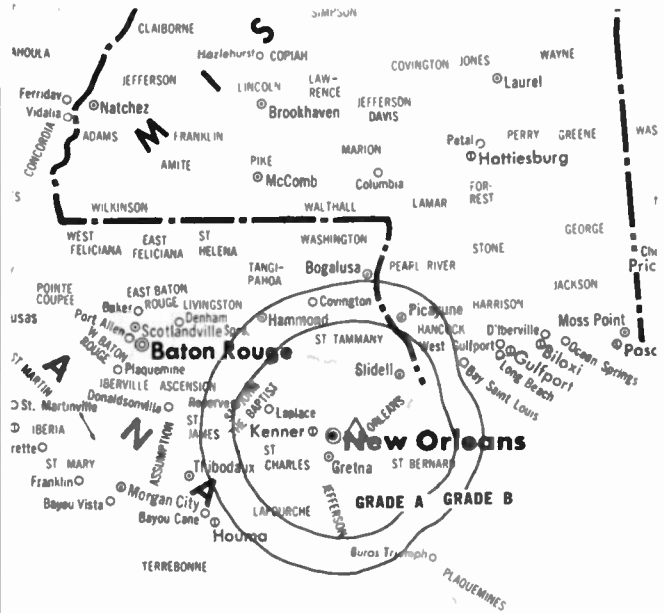
**Highest One Hour Rate:** \$4000.

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

**City of License:** New Orleans. **ADI:** New Orleans. **Rank:** 35.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households Households %
<b>50% &amp; Over</b>	<b>LOUISIANA</b>		
	Jefferson	175,400	174,400 99
	Orleans	217,100	215,000 99
	Plaquemines	8,300	8,200 99
	St Bernard	24,100	24,000 100
	St Charles	14,800	14,700 99
	St James	6,800	6,700 99
	St John The Baptist	13,400	13,200 99



WNOL-TV BMPCT—B31214K1 Granted 1/26/84 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>50% &amp; Over</b>	St Tammany	53,300	52,700	99	
	<b>LOUISIANA</b>				
	Lafourche	29,300	29,000	99	
	Tangipahoa	31,800	31,200	98	
	Terrebonne	33,500	33,100	99	
<b>Between 25-49%</b>	Washington	16,900	16,600	98	
	<b>MISSISSIPPI</b>				
	Hancock	11,800	11,600	99	
	Harrison	62,800	62,300	99	
	Pearl River	13,900	13,800	99	
<b>Between 5-24%</b>	<b>LOUISIANA</b>				
	Ascension	19,900	19,500	98	
	Livingston	25,100	24,700	98	
	<b>MISSISSIPPI</b>				
	Marion	9,400	9,200	98	
Stone	3,500	3,500	99		
Walthall	4,800	4,700	98		
<b>Station Totals</b>		<b>775,900</b>	<b>768,100</b>	<b>99</b>	
<b>Net Weekly Circulation (1989)</b>				<b>363,700</b>	
<b>Average Daily Circulation (1989)</b>				<b>150,600</b>	

# Louisiana—New Orleans

**WVUE**

Ch. 8

**Network Service:** ABC.

**Licensee:** Burnham Broadcasting Co. Ltd. Partnership, 980 N. Michigan Ave., Suite 1200, Chicago, IL 60611.

**Studio:** 1025 S. Jefferson Davis Parkway, New Orleans, LA 70125.

**Telephone:** 504-486-6161. **TWX:** 810-951-6090. **Fax:** 504-486-2776.

**Technical Facilities:** Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 990-ft. above av. terrain, 1046-ft. above ground, 1049-ft. above sea level.

Latitude 29° 57' 14"  
Longitude 89° 56' 58"

**Transmitter:** Paris Rd., near Chalmette, LA.

**Satellite Earth Stations:** Andrew, 9-meter C-band; Scientific-Atlanta, 9-meter C-band; Andrew, 7-meter C-band; Satcom Technologies, 7-meter Ku-band; AvanteK, Microdyne, Scientific-Atlanta receivers.

**News Service:** AP.

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

**Began Operation:** December 17, 1958 on Ch. 13, and on Jan. 28, 1959 FCC granted temporary Ch. 13 operation by New Orleans Television Corp. (*Television Digest*, Vol. 14:51; 15:5). Supreme Bcstg. Co. started operation on Ch. 20 Nov. 1, 1953, using WJMR-TV call letters. In Oct. 1957, WJMR-TV began experimental operation on Ch. 12 but FCC ruled in 1958 that this operation was to close by Jan. 1, 1959 but WVUE did not begin on Ch. 12 until Sept. 1, 1962. Sale of 60% by New Orleans Television Inc. (Joseph A. Paretti and associates) to Screen Gems and contingent transfer by Rust Craft of its 40% to Screen Gems approved June 2, 1965 by FCC (Vol. 5:8, 23). Switched to Ch. 8 June 8, 1970. Sale to Gaylord Bcstg. approved by FCC June 30, 1977 (Vol. 16:26; 17:28). Sale to Burnham Bcstg. L.P. by Gaylord approved by FCC June 8, 1987 (Vol. 26:47; 27:3).

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

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

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

**Personnel:**

- PHILIP NYE, president & general manager.
- RON JONES, general sales manager.
- JIM GOODLAD, local sales manager.
- FRED BARRETT, chief engineer.
- KEVIN BRENNAN, news director.
- SUSAN WHATLEY, program director.
- GREG BUISSON, marketing director.
- JOHN NAGEL, director of finance.

**Rates:** On request.

**City of License:** New Orleans. **ADI:** New Orleans. **Rank:** 35.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>LOUISIANA</b>			
	Assumption	6,900	6,800	99
	Jefferson	175,400	174,400	99
	Lafourche	29,300	29,000	99
	Orleans	217,100	215,000	99



WVUE Doc-18390 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>LOUISIANA</b>			
	Plaquemines	8,300	8,200	99
	St Bernard	24,100	24,000	100
	St Charles	14,800	14,700	99
	St James	6,800	6,700	99
	St John The Baptist	13,400	13,200	99
	St Tammany	53,300	52,700	99
	Tangipahoa	31,800	31,200	98
	Terrebonne	33,500	33,100	99
	Washington	16,900	16,600	98
<b>MISSISSIPPI</b>	Hancock	11,800	11,600	99
	Pearl River	13,900	13,800	99
<b>Between 25-49%</b>	<b>LOUISIANA</b>			
	Ascension	19,900	19,500	98
	St Mary	20,900	20,700	99
	<b>MISSISSIPPI</b>			
Harrison	62,800	62,300	99	
Walthall	4,800	4,700	98	
<b>Between 5-24%</b>	<b>LOUISIANA</b>			
	Livingston	25,100	24,700	98
	St Helena	3,200	3,100	97
	<b>MISSISSIPPI</b>			
Pike	13,900	13,600	98	
Stone	3,500	3,500	99	
<b>Station Totals</b>		<b>811,400</b>	<b>803,100</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>602,600</b>	
<b>Average Daily Circulation (1989)</b>			<b>323,200</b>	

# Louisiana—New Orleans

## WWL-TV

Ch. 4

**Network Service:** CBS.

**Licensee:** Loyola University, 6363 St. Charles Ave., New Orleans, LA 70118.

**Studio:** 1024 N. Rampart St., New Orleans, LA 70116-2487.

**Telephone:** 504-529-4444. **TWX:** 810-951-5097. **Fax:** 504-529-6400.

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: Circularly polarized, 1048-ft. above av. terrain, 1049-ft. above ground, 1049-ft. above sea level.

Latitude 29° 54' 22.50"  
Longitude 90° 02' 23.30"

**Transmitter:** No. Four Cooper Rd., Gretna, LA 70053.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Transmit/receive Harris, 7.4-meter Ku-band; Harris, 6.1-meter C-band; Harris, Scientific-Atlanta receivers.

**SNG Mobile Dish:** Transmit/receive Dalsat 4.2-meter Ku-band.

**News Services:** AP, UPI.

**Ownership:** Loyola University. Rev. James Carter, S. J., pres.

**Began Operation:** September 7, 1957.

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

**Represented (legal):** Marmet & McCombs, P.C.

### Personnel:

J. MICHAEL EARLY, vice president, broadcasting & general manager.  
PHIL JOHNSON, assistant manager.  
JIMMIE B. PHILLIPS, director of sales.  
HUGH BURNEY, chief engineer.  
JOE DUKE, news director.  
DEE JOYCE, promotion & marketing director.  
DEBRA BARNEWOLD, business manager.  
PASCAL GLAVIANO, finance director.

**Highest One Hour Rate:** \$15,000.

**Highest 30 Sec. Rate:** \$5000.

**NETWORK BASE HOURLY RATE:** \$4580.

**City of License:** New Orleans. **ADI:** New Orleans. **Rank:** 35.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>LOUISIANA</b>			
	Assumption	6,900	6,800	99
	Jefferson	175,400	174,400	99
	Lafourche	29,300	29,000	99
	Orleans	217,100	215,000	99
	Plaquemines	8,300	8,200	99
	St Bernard	24,100	24,000	100
	St Charles	14,800	14,700	99
	St James	6,800	6,700	99
	St John The Baptist	13,400	13,200	99
	St Tammany	53,300	52,700	99



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>LOUISIANA</b>			
	Tangipahoa	31,800	31,200	98
	Terrebonne	33,500	33,100	99
	Washington	16,900	16,600	98
	<b>MISSISSIPPI</b>			
	Hancock	11,800	11,600	99
<b>Between 25-49%</b>	<b>LOUISIANA</b>			
	Harrison	62,800	62,300	99
	Pearl River	13,900	13,800	99
	Walthall	4,800	4,700	98
	<b>LOUISIANA</b>			
	Ascension	19,900	19,500	98
<b>Between 5-24%</b>	<b>MISSISSIPPI</b>			
	St Mary	20,900	20,700	99
	<b>MISSISSIPPI</b>			
	Pike	13,900	13,600	98
	Stone	3,500	3,500	99
	<b>LOUISIANA</b>			
Livingston	25,100	24,700	98	
St Helena	3,200	3,100	97	
<b>Station Totals</b>	<b>MISSISSIPPI</b>			
	Amite	4,700	4,600	98
	Jackson	44,500	44,200	99
	Lamar	9,800	9,700	98
	Marion	9,400	9,200	98
	<b>Station Totals</b>	<b>879,800</b>	<b>870,800</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>694,600</b>	
<b>Average Daily Circulation (1989)</b>			<b>487,200</b>	



# Louisiana—Shreveport

## KMSS-TV

Ch. 33

Network Service: Fox.

Licensee: SWMM/Shreveport Corp., 6100 Corporate Dr., Suite 130, Houston, TX 77036.

Studio: 3519 Jewella Ave., Shreveport, LA 71109.

Mailing Address: Box 30033, Shreveport, LA 71130.

Telephone: 318-631-5677. Telex: 62904020. Fax: 318-631-4195.

Technical Facilities: Channel No. 33 (584-590 MHz). Authorized power: 4532-kw max. visual, 453.2-kw max. aural. Antenna: 1813-ft. above av. terrain, 1749-ft. above ground, 2014-ft. above sea level.

Latitude 32° 40' 00"  
Longitude 93° 56' 02"

Transmitter: 0.57-mi. S of KSLA-TV transmitter site on St. John's Church Rd.

Multichannel TV Sound: Stereo only.

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

News Service: CNN Headline News.

Ownership: SouthWest MultiMedia Corp., 100%. See Group Ownership of Television Stations.

Began Operation: October 6, 1985. Sale by J. D. Waggoner & G. Teekell, et al., to present owner approved by FCC June 24, 1987.

Represented (sales): Settel Inc.

Represented (legal): Wilner & Scheiner.

### Personnel:

ART LANHAM, vice president & general manager.  
SUSAN NEWMAN, general sales manager.  
PAUL JONES, local sales manager.  
RICHARD LOGAN, engineering director.  
MISTY PHILLIPS, news coordinator.  
DOUG GINN, program & promotion director.  
PHYLISS PHILLIPS, business manager.

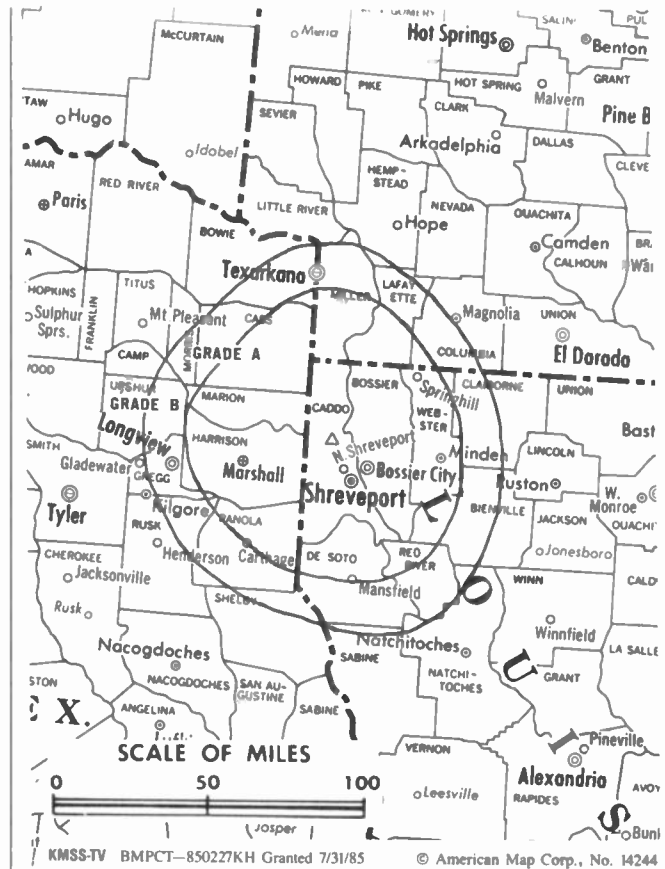
Highest One Hour Rate: \$3000.

Highest 30 Sec. Rate: \$300.

City of License: Shreveport. ADI: Shreveport, LA-Texarkana, TX. Rank: 65.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ARKANSAS</b>			
	Miller	14,300	14,100	99
	<b>LOUISIANA</b>			
	Bossier	32,700	32,400	99
	Caddo	104,500	103,500	99
	De Soto	10,200	10,000	98
	Webster	17,200	16,900	98
	<b>TEXAS</b>			
	Cass	11,400	11,200	98
	Harrison	20,300	20,000	99
Marion	4,200	4,100	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>ARKANSAS</b>			
	Lafayette	3,700	3,600	97
	Pike	4,200	4,100	98
	<b>LOUISIANA</b>			
	Bienville	6,300	6,200	98
	Claiborne	6,500	6,400	98
	Red River	3,800	3,700	97
	<b>TEXAS</b>			
	Bowie	30,800	30,400	99
	Gregg	42,400	41,900	99
<b>Between 5-24%</b>	<b>ARKANSAS</b>			
	Columbia	9,700	9,500	98
	Howard	5,200	5,100	98
	Nevada	3,800	3,700	97
	Sevier	5,600	5,500	98
	<b>LOUISIANA</b>			
	Jackson	6,900	6,800	99
	Natchitoches	14,400	14,000	97
	<b>OKLAHOMA</b>			
	Mc Curtain	13,000	12,700	98
<b>TEXAS</b>				
Camp	4,100	4,000	98	
Morris	5,400	5,300	98	
<b>Station Totals</b>		<b>427,500</b>	<b>421,300</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>183,100</b>	
<b>Average Daily Circulation (1989)</b>			<b>82,600</b>	

# Louisiana—Shreveport

## KSLA-TV

Ch. 12

**Network Service:** CBS.

**Licensee:** VSC Communications Inc., Box 4812, Shreveport, LA 71104.

**Studio:** 1812 Fairfield Ave., Shreveport, LA 71101.

**Telephone:** 318-222-1212. **TWX:** 510-973-4013. **Fax:** 318-677-6703.

**Technical Facilities:** Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 38-kw aural. Antenna: 1800-ft. above av. terrain, 1794-ft. above ground, 2049-ft. above sea level.

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

**Transmitter:** 2-mi. ESE of Mooringsport.

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

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

**Ownership:** Viacom Broadcasting. See Group Ownership of Television Stations.

**Began Operation:** December 22, 1953 as KSLA Interim Television Corp., equally owned by KRMD, KCIJ and grantee. On May 19, 1955, final decision was granted to Shreveport Television Co. (*Television Digest*, Vol. 11:21). Sale to KSLA-TV by Mrs. George et al., who retained minority interest, approved May 25, 1960 (Vol. 16:6, 24). Sale to present owner approved by FCC March 29, 1983 (Vol. 23:3).

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

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

### Personnel:

ALAN F. CARTWRIGHT, vice president & general manager.  
JERRY BLACK, local sales manager.  
JUDY M. BROWN, national sales manager.  
JIM WOMACK, chief engineer.  
JACK HODGES, news director.  
BILL WOMBLE, program & public affairs director.  
MIKE THOMAS, promotion director.  
CINDY TOWNSEND, business manager.

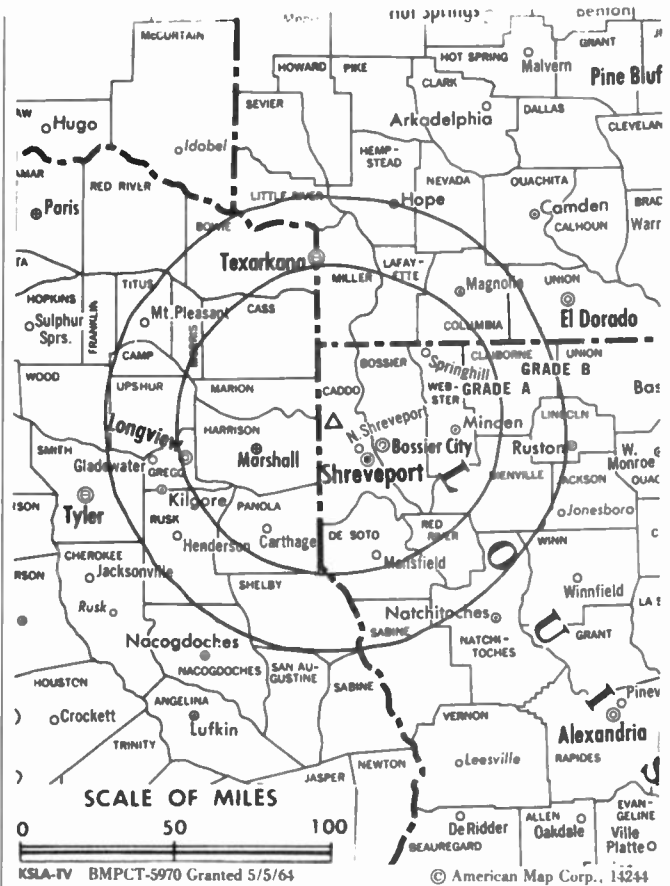
**Rates:** On request.

**NETWORK BASE HOURLY RATE:** \$1733.

**City of License:** Shreveport. **AOI:** Shreveport, LA-Texarkana, TX. **Rank:** 65.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ARKANSAS</b>			
	Columbia	9,700	9,500	98
	Hempstead	8,700	8,500	98
	Lafayette	3,700	3,600	97
	Little River	5,100	5,000	98
	Miller	14,300	14,100	99
	Sevier	5,600	5,500	98
	<b>LOUISIANA</b>			
	Bienville	6,300	6,200	98
	Bossier	32,700	32,400	99
Caddo	104,500	103,500	99	
Claiborne	6,500	6,400	98	
De Soto	10,200	10,000	98	
Red River	3,800	3,700	97	
Sabine	10,700	10,400	97	
Webster	17,200	16,900	98	
<b>TEXAS</b>				
Bowie	30,800	30,400	99	
Camp	4,100	4,000	98	
Cass	11,400	11,200	98	
Franklin	3,200	3,100	97	
Gregg	42,400	41,900	99	
Harrison	20,300	20,000	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Marion	4,200	4,100	98
	Morris	5,400	5,300	98
	Nacogdoches	19,100	18,700	98
	Panola	8,500	8,400	99
	Rusk	16,800	16,600	99
	San Augustine	3,300	3,200	97
	Shelby	9,400	9,200	98
	Titus	8,900	8,800	98
	Upshur	12,200	12,000	98
	<b>Between 25-49%</b>	<b>ARKANSAS</b>		
Howard		5,200	5,100	98
<b>LOUISIANA</b>				
Lincoln		14,200	14,000	99
Natchitoches		14,400	14,000	97
<b>OKLAHOMA</b>				
Mc Curtin	13,000	12,700	98	
<b>Between 5-24%</b>	<b>TEXAS</b>			
	Red River	6,300	6,100	97
	Sabine	4,400	4,300	98
	<b>ARKANSAS</b>			
	Nevada	3,800	3,700	97
<b>LOUISIANA</b>				
Ouachita	12,800	12,500	98	
Pike	4,200	4,100	98	
Union	18,600	18,300	98	
<b>LOUISIANA</b>				
Jackson	6,900	6,800	99	
Winn	6,300	6,200	98	
<b>TEXAS</b>				
Angelina	25,100	24,800	99	
Cherokee	15,500	15,200	98	
Hopkins	11,400	11,200	98	
Smith	58,400	57,700	99	
Wood	11,600	11,400	98	
<b>Station Totals</b>		<b>671,100</b>	<b>660,700</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>			<b>406,100</b>	
<b>Average Daily Circulation (1989)</b>			<b>244,600</b>	

# Louisiana—Shreveport-Texarkana, Texas

## KTAL-TV

Ch. 6

Network Service: NBC.

Licensee: KTAL-TV Inc., 3227 Summerhill Rd., Texarkana, TX.

Studios & Offices: 3227 Summerhill Rd., Texarkana, TX; 3150 N. Market St., Shreveport, LA 71107.

Telephones: 214-793-1133, Texarkana; 318-425-2422, Shreveport.

TWX: 510-973-4169.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1580-ft. above av. terrain, 1553-ft. above ground, 1849-ft. above sea level.

Latitude 32° 54' 11"  
Longitude 94° 00' 22"

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

Satellite Earth Stations: In operation.

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

FM Affiliate: KTAL-FM, 100-kw, 98.1 MHz (No. 251), 1447-ft.

News Service: AP.

Ownership: Walter E. Hussman Jr., trustee of Hussman Family Trusts, 100%. For other interests, see Texarkana Gazette and News under Newspaper Ownership of TV Stations.

Began Operation: August 16, 1953.

Represented (sales): Blair Television.

Represented (legal): Covington & Burling.

### Personnel:

WALTER E. HUSSMAN, president.  
H. LEE BRYANT, vice president & general manager.  
DOUG YODER, sales manager.  
JEAN BYRD, program director.  
GORDON GRAFTON, news director.  
GEORGE TRACY, chief engineer.

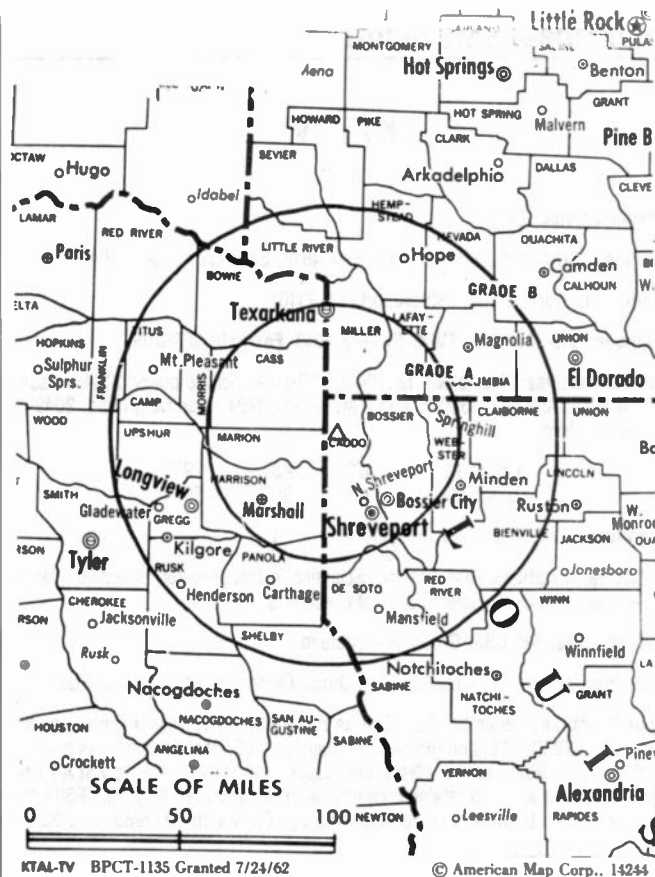
Highest 30 Sec. Rate: \$1400.

NETWORK BASE HOURLY RATE: \$750.

City of License: Texarkana, TX. ADI: Shreveport, LA-Texarkana, TX. Rank: 65.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ARKANSAS</b>			
	Columbia	9,700	9,500	98
	Hempstead	8,700	8,500	98
	Howard	5,200	5,100	98
	Lafayette	3,700	3,600	97
	Little River	5,100	5,000	98
	Miller	14,300	14,100	99
	Nevada	3,800	3,700	97
	Pike	4,200	4,100	98
	Sevier	5,600	5,500	98
	<b>LOUISIANA</b>			
	Bienville	6,300	6,200	98
	Bossier	32,700	32,400	99
	Caddo	104,500	103,500	99
	Claiborne	6,500	6,400	98
	De Soto	10,200	10,000	98
	Red River	3,800	3,700	97
	Webster	17,200	16,900	98
	<b>OKLAHOMA</b>			
	Mc Curtin	13,000	12,700	98
<b>TEXAS</b>				
Bowie	30,800	30,400	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Camp	4,100	4,000	98
	Cass	11,400	11,200	98
	Franklin	3,200	3,100	97
	Gregg	42,400	41,900	99
	Harrison	20,300	20,000	99
	Marion	4,200	4,100	98
	Morris	5,400	5,300	98
	Panola	8,500	8,400	99
	Red River	6,300	6,100	97
	Rusk	16,800	16,600	99
	Shelby	9,400	9,200	98
	Titus	8,900	8,800	98
	Upshur	12,200	12,000	98
<b>Between 25-49%</b>	<b>ARKANSAS</b>			
	Union	18,600	18,300	98
	<b>LOUISIANA</b>			
	Sabine	10,700	10,400	97
	<b>TEXAS</b>			
San Augustine	3,300	3,200	97	
Wood	11,600	11,400	98	
<b>Between 5-24%</b>	<b>ARKANSAS</b>			
	Ouachita	12,800	12,500	98
	Polk	6,600	6,400	97
	<b>LOUISIANA</b>			
	Jackson	6,900	6,800	99
	Lincoln	14,200	14,000	99
	Natchitoches	14,400	14,000	97
	<b>TEXAS</b>			
	Cherokee	15,500	15,200	98
	Lamar	17,200	16,700	97
Nacogdoches	19,100	18,700	98	
Sabine	4,400	4,300	98	
Smith	58,400	57,700	99	
<b>Station Totals</b>		<b>652,100</b>	<b>641,600</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>				<b>391,500</b>
<b>Average Daily Circulation (1989)</b>				<b>226,600</b>

# Louisiana—Shreveport

## KTBS-TV

Ch. 3

**Network Service:** ABC.

**Licensee:** KTBS Inc., 312 E. Kings Hwy., Shreveport, LA 71104.

**Studio:** 312 E. Kings Hwy., Shreveport, LA 71104.

**Mailing Address:** Box 44227, Shreveport, LA 71134-4227.

**Telephone:** 318-868-3644. **Fax:** 318-865-1718.

**Technical Facilities:** Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1781-ft. above av. terrain, 1801-ft. above ground, 2049-ft. above sea level.

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

**Transmitter:** 1.5-mi. SE of Mooringsport, LA.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Andrew, 7.3-meter; Andrew, 4.5-meter; RCA, 3.7-meter; Avantek, Scientific-Atlanta receivers.

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

**Ownership:** Charles Wray, chmn.-secy.-treas., 26.388%; Edwin N. Wray Jr., pres., 2.777%; George D. Wray, v.p., 26.388%; Lois Wray Rowe, v.p., 2.777%; Evelyn Wray Smith, 4.166%; E. Newton Wray Estate, 37.5%.

**Began Operation:** September 3, 1955.

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

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

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

### Personnel:

EDWIN N. WRAY JR., president & general manager.

STEVEN SMITH, local sales manager.

ALLAN STOLL, national sales manager.

ANDREW PONTZ, news director.

MARVIN L. PERRY JR., program manager.

DON WIEGEL, promotion manager.

A. DALE BEASLEY, business manager.

DAVID L. HENDRICKS, chief engineer.

ORAL LINK, production manager.

CAROLYN LOWRY, traffic manager.

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

**Highest 30 Sec. Rate:** \$1200.

**NETWORK BASE HOURLY RATE:** \$1150.

**City of License:** Shreveport. **ADI:** Shreveport, LA-Texarkana, TX. **Rank:** 65.

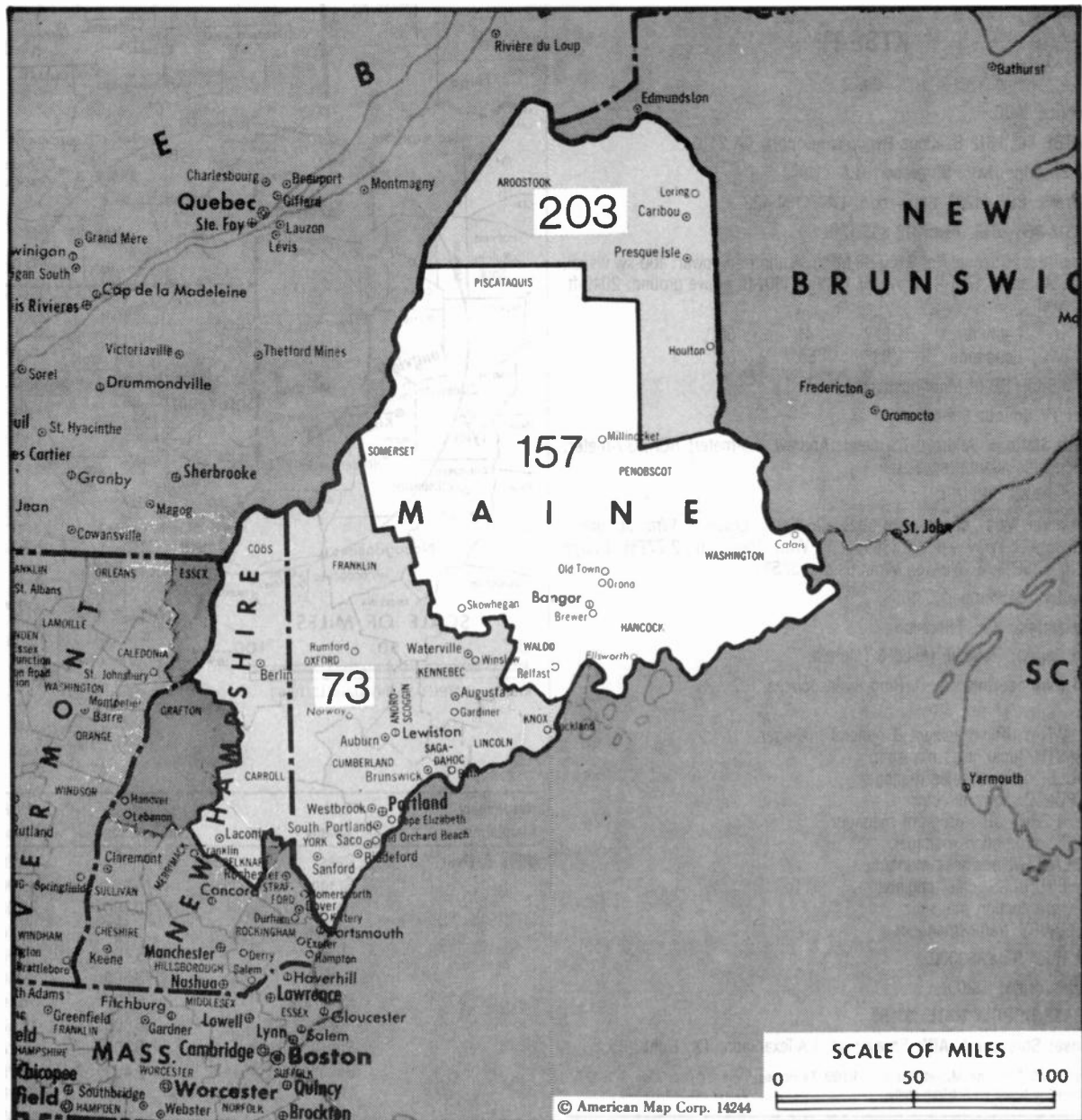
Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ARKANSAS</b>			
	Columbia	9,700	9,500	98
	Hempstead	8,700	8,500	98
	Howard	5,200	5,100	98
	Lafayette	3,700	3,600	97
	Little River	5,100	5,000	98
	Miller	14,300	14,100	99
	Sevier	5,600	5,500	98
	<b>LOUISIANA</b>			
	Bienville	6,300	6,200	98
	Bossier	32,700	32,400	99
	Caddo	104,500	103,500	99
Claiborne	6,500	6,400	98	
De Soto	10,200	10,000	98	
Lincoln	14,200	14,000	99	
Natchitoches	14,400	14,000	97	
Red River	3,800	3,700	97	
Sabine	10,700	10,400	97	
Webster	17,200	16,900	98	
<b>OKLAHOMA</b>				
Mc Curtain	13,000	12,700	98	
<b>TEXAS</b>				
Bowie	30,800	30,400	99	
Camp	4,100	4,000	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ARKANSAS</b>			
	Cass	11,400	11,200	98
	Gregg	42,400	41,900	99
	Harrison	20,300	20,000	99
	Marion	4,200	4,100	98
	Morris	5,400	5,300	98
	Panola	8,500	8,400	99
	Red River	6,300	6,100	97
	Rusk	16,800	16,600	99
	San Augustine	3,300	3,200	97
	Shelby	9,400	9,200	98
	Titus	8,900	8,800	98
Upshur	12,200	12,000	98	
<b>Between 25-49%</b>	<b>ARKANSAS</b>			
	Nevada	3,800	3,700	97
	Union	18,600	18,300	98
	<b>LOUISIANA</b>			
Jackson	6,900	6,800	99	
<b>TEXAS</b>				
Franklin	3,200	3,100	97	
Nacogdoches	19,100	18,700	98	
<b>Between 5-24%</b>	<b>ARKANSAS</b>			
	Pike	4,200	4,100	98
	Polk	6,600	6,400	97
	<b>LOUISIANA</b>			
	Union	8,300	8,200	99
	Winn	6,300	6,200	98
	<b>TEXAS</b>			
	Cherokee	15,500	15,200	98
	Henderson	23,900	23,500	98
	Sabine	4,400	4,300	98
Smith	58,400	57,700	99	
Wood	11,600	11,400	98	
<b>Station Totals</b>		<b>660,600</b>	<b>650,300</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>			<b>419,200</b>	
<b>Average Daily Circulation (1989)</b>			<b>260,300</b>	

# Maine



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Portland-Poland Spring, ME.....	345,100	73	WCSH-TV (6), WGME-TV (13), WMTW-TV (8), WPXT (51)
Bangor, ME.....	114,100	157	WABI-TV (5), WLBZ-TV (2), WVII-TV (7)
Presque Isle, ME.....	29,200	203	WAGM-TV (8)

State Cross Reference List	
Communities that receive programs of stations that are located elsewhere.	
WMTW-TV, Portland.....	See Poland Spring, ME

Maine Station Totals as of October 1, 1989			
	VHF	UHF	TOTAL
Commercial Television Stations	7	1	8
Educational Television Stations	4	1	5
	11	2	13

# Maine—Bangor

## WABI-TV

Ch. 5

**Network Service:** CBS.

**Licensee:** Diversified Communications, Five Milk St., Portland, ME 04412.

**Studio:** 35 Hildreth St., Bangor, ME 04401.

**Telephone:** 207-947-8321. **TWX:** 910-240-1221. **Fax:** 207-941-9378.

**Technical Facilities:** Channel No. 5 (76-82 MHz). Authorized power: 40-kw visual, 6-kw aural. Antenna: 1316-ft. above av. terrain, 490-ft. above ground, 1710-ft. above sea level.

Latitude 44° 42' 13"  
Longitude 69° 04' 47"

**Transmitter:** Pickard Mtn., near Maine Rte. 9.

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

**AM Affiliate:** WABI, 5-kw, 910 kHz.

**FM Affiliate:** WYOU-FM, 5-kw, 97.1 MHz (No. 246), 1250-ft. (ABC).

**News Service:** AP.

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

**Began Operation:** January 25, 1953.

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

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

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

### Personnel:

GEORGE GONYAR, vice president & general manager.  
JOSEPH CARR, operations manager.  
FRED MORSE, local sales manager.  
DON COLSON, news director.  
DALE CARTER, chief engineer.  
MARK ROBERTZ, promotion director.  
LILIAN HOLLIS, business manager.  
BETTI LAVERTY, public service director.

**Highest One Hour Rate:** \$4000.

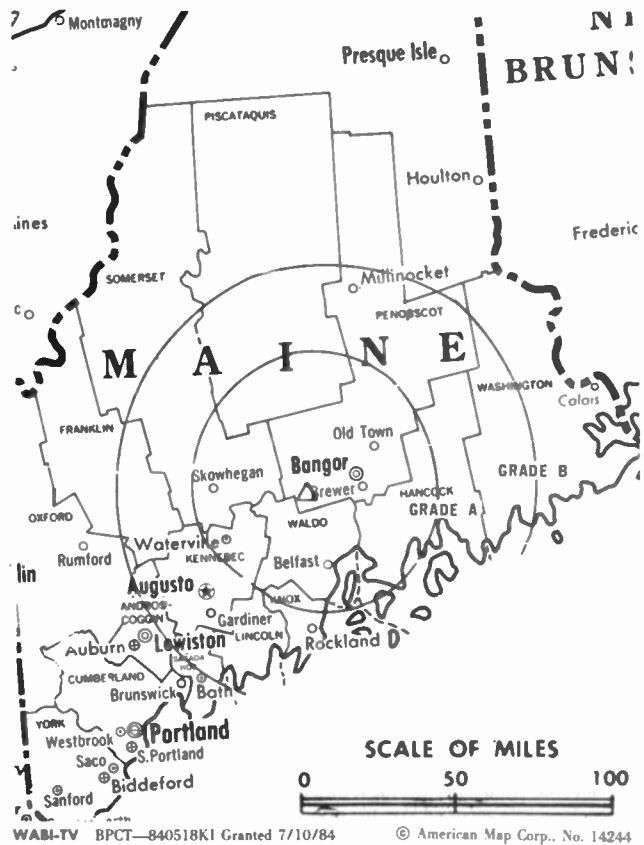
**Highest 30 Sec. Rate:** \$600.

**NETWORK BASE HOURLY RATE:** \$1028.

**City of License:** Bangor. **AOI:** Bangor. **Rank:** 157.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>MAINE</b>				
<b>50% &amp; Over</b>	Franklin	11,000	10,600	96
	Hancock	18,000	17,700	98
	Kennebec	43,300	42,500	98
	Knox	14,000	13,600	97
	Penobscot	49,100	48,300	98



Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	Piscataquis	6,700	6,600	99
	Somerset	16,800	16,500	98
	Waldo	11,600	11,300	97
	Washington	13,400	13,000	97
<b>MAINE</b>				
<b>Between 25-49%</b>	Lincoln	11,200	11,000	98
<b>MAINE</b>				
<b>Between 5-24%</b>	Androscoggin	37,800	37,300	99
	Aroostook	29,900	29,200	98
	Oxford	19,300	19,000	98
<b>Station Totals</b>		<b>282,100</b>	<b>276,600</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>			<b>153,100</b>	
<b>Average Daily Circulation (1989)</b>			<b>96,300</b>	

**THIS DATA IS AVAILABLE ON TAPE OR DISKETTE FOR USE ON YOUR OWN COMPUTER OR AS CUSTOMIZED REPORTS**

Call Lynn Levine or Nancy Cramer  
202-872-9200

# Maine—Bangor

## WLBZ-TV

Ch. 2

**Network Service:** NBC.

**Licensee:** WLBZ Television Inc., Box 934, Bangor, ME 04401.

**Studio:** 329 Mt. Hope Ave., Bangor, ME 04401.

**Mailing Address:** Box 934, Bangor, ME 04401.

**Telephone:** 207-942-4822. **TWX:** 710-222-1877. **Fax:** 207-945-6816.

**Technical Facilities:** Channel No. 2 (54-60 MHz). Authorized power: 51.3-kw visual, 10.2-kw aural. Antenna: 640-ft. above av. terrain, 99-ft. above ground, 941-ft. above sea level.

Latitude 44° 44' 10"  
Longitude 68° 40' 17"

**Transmitter:** Riders Peak, near Holden, ME.

**Satellite Earth Stations:** In operation.

**News Services:** AP, NBC, Group W Newsfeed.

**Ownership:** Maine Radio & Television Co., 100%. See Group Ownership of Television Stations.

**Began Operation:** September 12, 1954. Sale as WTWO to present owners by Murray Carpenter & wife approved May 14, 1958 by FCC (*Television Digest*, Vol. 14:12, 16, 20).

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

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

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

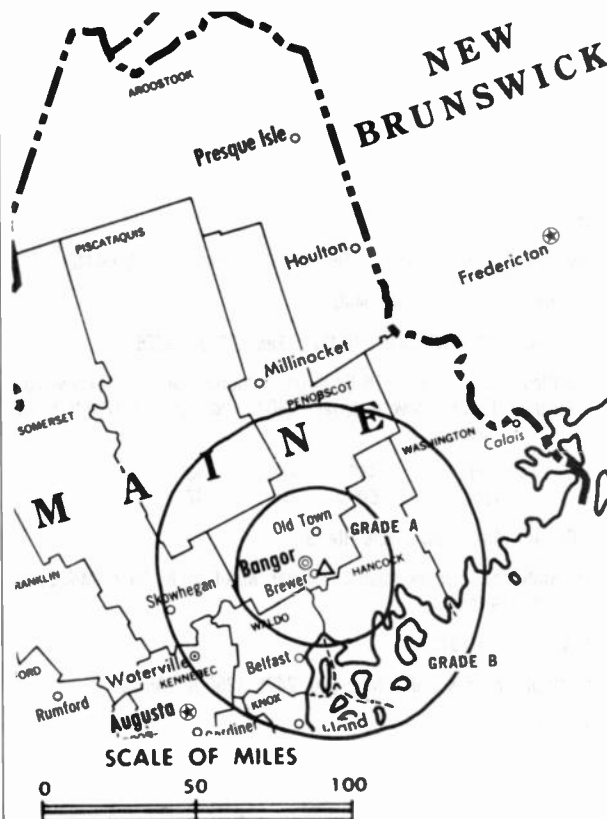
### Personnel:

MARY RINES THOMPSON, chairman of board.  
FREDERIC THOMPSON, president.  
BRUCE MCGORRILL, executive vice president.  
MARGO COBB, vice president & general manager.  
DAVID RAYNES, chief engineer.  
JIM BARTLETT, general sales manager.  
PHIL GILDART, local sales manager.  
SHARON GOSS, national sales manager.  
DON CARRIGAN, news director.  
LAURA JOYNER, promotion director.  
MARIA KREIL-KAMP, business manager.

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

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

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



WLBZ-TV BPCT-2555 Granted 12/22/58

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MAINE</b>			
	Hancock	18,000	17,700	98
	Penobscot	49,100	48,300	98
	Piscataquis	6,700	6,600	99
	Somerset	16,800	16,500	98
	Waldo	11,600	11,300	97
	Washington	13,400	13,000	97
<b>Between 25-49%</b>	<b>MAINE</b>			
	Aroostook	29,900	29,200	98
	Franklin	11,000	10,600	96
	Kennebec	43,300	42,500	98
	Knox	14,000	13,600	97
<b>Station Totals</b>		<b>213,800</b>	<b>209,300</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>				<b>136,600</b>
<b>Average Daily Circulation (1989)</b>				<b>90,900</b>

# Maine—Bangor

## WV7I-TV

Ch. 7

**Network Service:** ABC.

**Licensee:** Bangor Communications Inc., 371 Target Industrial Circle, Bangor, ME 04401.

**Studio:** 371 Target Industrial Circle, Bangor, ME 04401.

**Telephone:** 207-954-6457. **TWX:** 710-222-1742. **Fax:** 207-942-0511.

**Technical Facilities:** Channel No. 7 (174-180 MHz). Authorized power: 316-kw max. visual, 31.6-kw max. aural. Antenna: 819-ft. above av. terrain, 137-ft. above ground, 1134-ft. above sea level.

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

**Transmitter:** Black Cap Mtn., Eddington, ME.

**Satellite Earth Stations:** Andrew, 4.5-meter C-band; Comtech, 5-meter C-band; Andrew, Pinzone receivers.

**News Service:** AP.

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

**Began Operation:** October 15, 1965. Sale to present owners by John J. Pineau approved by FCC July 23, 1982. Sale to Pineau by Downeast TV Inc., Debtor-in-Possession, approved by FCC Jan. 20, 1976.

**Represented (sales):** Seitel Inc.; Metrosport Television Ltd. (Canada).

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

### Personnel:

BARBARA CYR, executive vice president & general manager.  
JUDITH L. VARDAMIS, program director & national sales manager.  
TIM GAIER, news director.  
MIKE STAPLES, chief engineer.  
MICHELE A. SLATER, local sales manager.  
BERNARD E. CHASE, business manager.  
V. STEPHEN ROBBINS, marketing director.

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

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

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

**Station also received in Canadian markets.**

**BBM Weekly Reach (Spring 1989):** 552,000.

**City of License:** Bangor. **AOI:** Bangor. **Rank:** 157.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



WV7I-TV BPCT-861010KN Granted 1/29/87

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>MAINE</b>			
	Hancock	18,000	17,700	98
	Penobscot	49,100	48,300	98
	Piscataquis	6,700	6,600	99
	Somerset	16,800	16,500	98
	Waldo	11,600	11,300	97
	Washington	13,400	13,000	97
<b>Between 25-49%</b>	<b>MAINE</b>			
	Aroostook	29,900	29,200	98
	Franklin	11,000	10,600	96
	Knox	14,000	13,600	97
<b>Between 5-24%</b>	<b>MAINE</b>			
	Kennebec	43,300	42,500	98
	Lincoln	11,200	11,000	98
<b>Station Totals</b>		<b>225,000</b>	<b>220,300</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>				<b>119,900</b>
<b>Average Daily Circulation (1989)</b>				<b>58,000</b>



# Maine—Portland-Poland Spring

## WMTW-TV

Ch. 8

Network Service: ABC.

Licensee: Harron Communications Corp., 70 East Lancaster Ave., Frazer, PA 19355-2121.

Studio: Box 8, Auburn, ME 04210.

Sales Office: 119 Middle St., Portland, ME 04112-9501.

Telephones: 207-775-1800, Portland; 207-782-1800, Auburn.

TWX: 710-221-1708. Fax: 207-783-7371.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 105-kw visual, 17.4-kw aural. Antenna: 3871-ft. above av. terrain, 120-ft. above ground, 6374-ft. above sea level.

Latitude 44° 16' 13"  
Longitude 71° 18' 13"

Transmitter: Mt. Washington, NH.

Satellite Earth Stations: Andrew, 7.3-meter C-band; Andrew, 5-meter C-band; Prodelin, 5-meter C-band; RCA, 5-meter Ku-band; Comtech, 5-meter C-band; Avantek, M/A-Com, Pinzone receivers.

SNM Mobile Dish: Transmit/receive Vertex, 2.8-meter Ku-band.

News Services: AP, ABC.

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

Began Operation: August 31, 1954. Sale of 80% control to Dolphin Enterprises approved April 15, 1964 by FCC (Television Digest, Vol. 3:40, 41; 4:16). Sale to Mid New York Bcstg. (Harron) approved by FCC Nov. 8, 1967 (Vol. 7:46).

Represented (sales): Petry Television Inc.

Represented (legal): Hogan & Hartson.

### Personnel:

ALFRED P. RITTER, vice president & general manager.  
BERNARD AIELLO, program & operations manager.  
MARY JO SNYDER, local sales manager.  
DAVID KAUFMAN, national sales manager.  
KAREN MICHAELSEN, promotion manager.  
RICHARD CUSHMAN, director of engineering.  
JACK CONNOR, assistant chief engineer.  
DAVID BEANE, production manager.  
PHYLLIS BOUCHLES, traffic manager, Auburn.  
DARLENE STERLING, traffic manager, Portland.  
PETER WEYL, news director.  
CONNIE DENSMORE, business manager.

Highest One Hour Rate: \$3200.

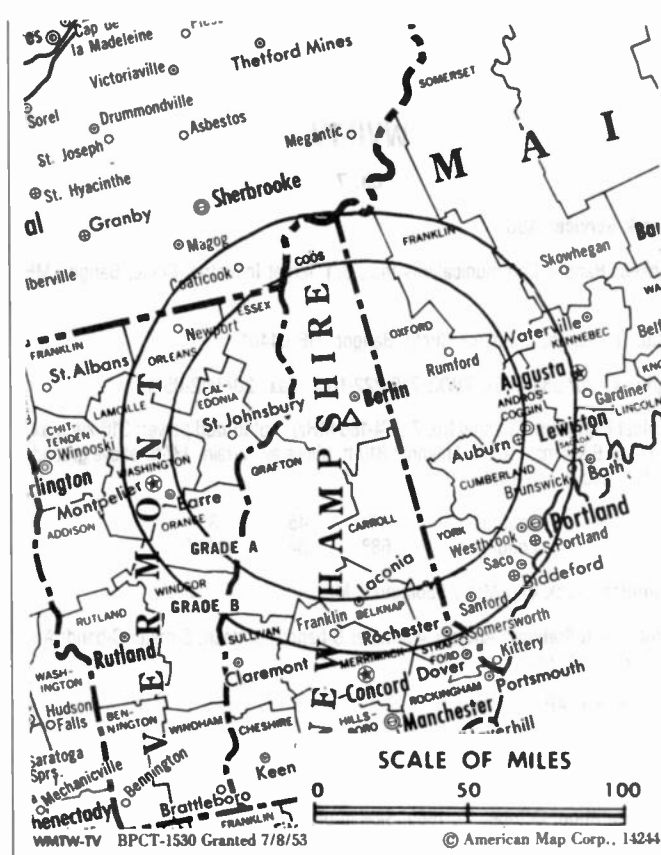
Highest 30 Sec. Rate: \$800.

NETWORK BASE HOURLY RATE: \$750.

City of License: Poland Spring. ADI: Portland-Poland Spring. Rank: 73.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>MAINE</b>			
	Androscoggin	37,800	37,300	99
	Cumberland	89,800	88,500	99
	Franklin	11,000	10,600	96
	Kennebec	43,300	42,500	98
	Knox	14,000	13,600	97
	Lincoln	11,200	11,000	98
	Oxford	19,300	19,000	98
	Sagadahoc	12,500	12,200	98



Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	Somerset	16,800	16,500	98
	York	62,100	61,300	99
<b>NEW HAMPSHIRE</b>	Carroll	14,200	14,000	98
	Coos	13,300	13,100	98
	<b>VERMONT</b>			
	Caledonia	10,500	10,300	98
	Essex	2,600	2,600	100
	Orange	9,300	9,100	98
<b>NEW HAMPSHIRE</b>	Belknap	18,600	18,400	99
	Grafton	26,100	25,300	97
	Merrimack	42,600	41,800	98
	Strafford	34,400	33,800	98
	Sullivan	15,100	14,600	97
<b>VERMONT</b>				
Washington	20,800	20,400	98	
Windsor	22,000	21,400	97	
<b>MAINE</b>	Waldo	11,600	11,300	97
	<b>NEW HAMPSHIRE</b>			
<b>NEW HAMPSHIRE</b>	Cheshire	25,100	24,400	97
	Hillsborough	119,900	118,400	99
	Rockingham	86,100	85,000	99
<b>VERMONT</b>				
Addison	11,200	10,900	97	
Chittenden	46,100	45,400	98	
Franklin	13,300	13,200	99	
Lamoille	7,000	6,900	99	
Rutland	23,400	22,900	98	
Windham	16,300	15,600	96	
<b>Station Totals</b>		<b>916,300</b>	<b>900,200</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>			<b>371,600</b>	
<b>Average Daily Circulation (1989)</b>			<b>182,400</b>	

# Maine—Portland

## WCSH-TV

Ch. 6

**Network Service:** NBC.

**Licensee:** Maine Radio & Television Co., One Congress Square, Portland, ME 04101.

**Studio:** One Congress Square, Portland, ME 04101.

**Telephone:** 207-772-0181. TWX: 710-221-1988.

**Technical Facilities:** Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 2000-ft. above av. terrain, 1274-ft. above ground, 2503-ft. above sea level.

Latitude 43° 51' 32"  
Longitude 70° 42' 40"

**Transmitter:** Winn Mtn., Sebago, ME.

**Satellite Earth Station:** Satcom Technologies, 7-meter; M/A-Com receivers.

**News Services:** AP, Group W Newsfeed, NBC.

**Ownership:** Maine Radio & Television Co., 100%. See Group Ownership of Television Stations.

**Began Operation:** December 1, 1953.

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

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

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

### Personnel:

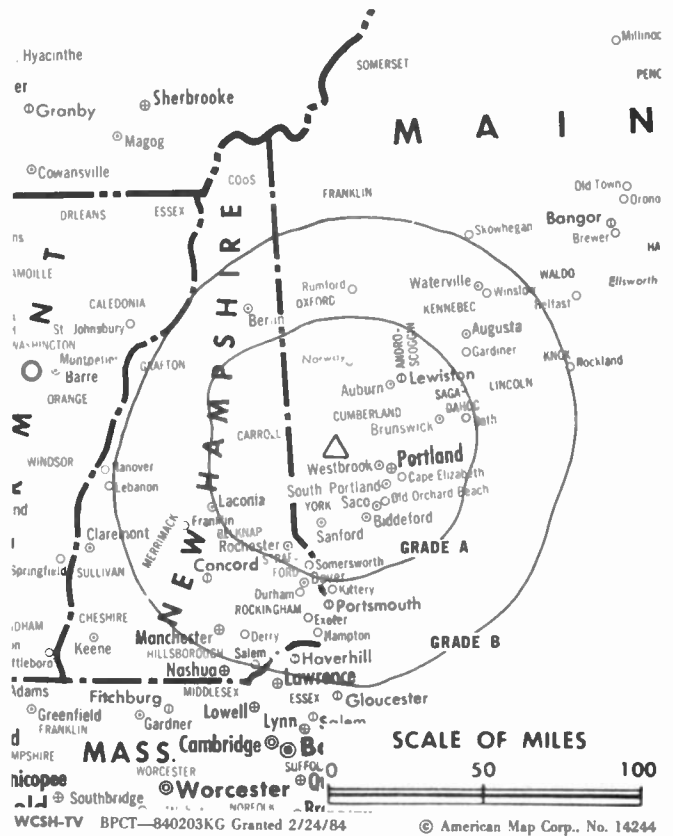
FREDERIC L. THOMPSON, president.  
BRUCE MCGORRILL, executive vice president.  
LEW COLBY, vice president & general manager.  
FRED NUTTER, public affairs & editorial director.  
JEFFREY MARKS, station manager.  
JIM HOPKINS, chief engineer.  
RICK BASSETT, film director.  
MIKE COHEN, local sales manager.  
BOB BURTT, national sales manager.  
MIKE CARQUE, news director.  
CARY COLLETTE, promotion director.  
GLEN MORIN, business manager.  
DEBBIE BRIGGS, marketing director.

**Rates:** On request.

**City of License:** Portland. **AOI:** Portland-Poland Spring. **Rank:** 73.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>MAINE</b>			
	Androscoggin	37,800	37,300	99
	Cumberland	89,800	88,500	99
	Franklin	11,000	10,600	96
	Kennebec	43,300	42,500	98
	Knox	14,000	13,600	97
	Lincoln	11,200	11,000	98
Oxford	19,300	19,000	98	



Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	Sagadahoc	12,500	12,200	98
	York	62,100	61,300	99
<b>NEW HAMPSHIRE</b>	Belknap	18,600	18,400	99
	Carroll	14,200	14,000	98
	Strafford	34,400	33,800	98
	<b>MAINE</b>			
<b>Between 25-49%</b>	Somerset	16,800	16,500	98
	<b>NEW HAMPSHIRE</b>			
	Coos	13,300	13,100	98
Merrimack	42,600	41,800	98	
<b>VERMONT</b>				
Caledonia	10,500	10,300	98	
Essex	2,600	2,600	100	
<b>Between 5-24%</b>	<b>MAINE</b>			
	Waldo	11,600	11,300	97
	<b>NEW HAMPSHIRE</b>			
	Grafton	26,100	25,300	97
	Hillsborough	119,900	118,400	99
Rockingham	86,100	85,000	99	
Sullivan	15,100	14,600	97	
<b>Station Totals</b>		<b>712,800</b>	<b>701,100</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>			<b>362,100</b>	
<b>Average Daily Circulation (1989)</b>			<b>223,300</b>	

# Maine—Portland

## WGME-TV

Ch. 13

Network Service: CBS.

Licensee: Guy Gannett Publishing Co., Northport Business Park, Washington Ave., Portland, ME 04103.

Studio: Northport Business Park, Washington Ave., Portland, ME 04103.

Telephone: 207-797-9330. Fax: 207-878-3505.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 295-kw visual, 29.5-kw aural. Antenna: 1610-ft. above av. terrain, 1619-ft. above ground, 2049-ft. above sea level.

Latitude 43° 55' 28"  
Longitude 70° 29' 28"

Transmitter: Brown Hill, Raymond.

Satellite Earth Stations: C-band; Ku-band; M/A-Com, Scientific-Atlanta receivers.

News Services: AP, CBS.

Ownership: Guy Gannett Publishing Co. See Group Ownership of Television Stations.

Began Operation: May 16, 1954.

Represented (sales): Blair Television.

Represented (legal): Dow, Lohnes & Albertson.

Represented (engineering): Lohnes & Culver.

### Personnel:

DAVID KING, vice president & general manager.  
WILLIAM WHITTEN, general sales manager.  
FRED DESJARDINS, chief engineer.  
TOWLE TOMPKINS, operations manager.  
JEANNINE LEFEVRE, national sales manager.  
JIM SANDERS, news director.  
BARBARA GRAHAM, promotion director.  
WAYNE BEAROR, business manager.

Highest One Hour Rate: \$5500.

Highest 30 Sec. Rate: \$1000.

NETWORK BASE HOURLY RATE: \$1000.

City of License: Portland. AOI: Portland-Poland Spring. Rank: 73.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MAINE</b>			
	Androscoggin	37,800	37,300	99
	Cumberland	89,800	88,500	99
	Franklin	11,000	10,600	96
	Kennebec	43,300	42,500	98
Lincoln	11,200	11,000	98	



WGME-TV BMPCT—2508 Granted 11/1/59

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Oxford	19,300	19,000	98
	Sagadahoc	12,500	12,200	98
	York	62,100	61,300	99
	<b>NEW HAMPSHIRE</b>			
	Carroll	14,200	14,000	98
<b>Between 25-49%</b>	<b>MAINE</b>			
	Knox	14,000	13,600	97
	Somerset	16,800	16,500	98
	<b>NEW HAMPSHIRE</b>			
	Belknap	18,600	18,400	99
Coos	13,300	13,100	98	
Strafford	34,400	33,800	98	
<b>Between 5-24%</b>	<b>MAINE</b>			
	Waldo	11,600	11,300	97
	<b>NEW HAMPSHIRE</b>			
Grafton	26,100	25,300	97	
<b>VERMONT</b>				
Orange	9,300	9,100	98	
<b>Station Totals</b>		<b>445,300</b>	<b>437,500</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>			<b>275,200</b>	
<b>Average Daily Circulation (1989)</b>			<b>158,300</b>	

# Maine—Portland

**WPXT**

Ch. 51

**Network Service:** Fox.

**Licensee:** Portland Broadcasting Inc., 2320 Congress St., Portland, ME 04102.

**Studio:** 2320 Congress St., Portland, ME 04102.

**Telephone:** 207-774-0051. **Fax:** 207-774-6849.

**Technical Facilities:** Channel No. 51 (692-698 MHz). Authorized power: 3011-kw max. visual, 301-kw max. aural. Antenna: 917-ft. above av. terrain, 697-ft. above ground, 1177-ft. above sea level.

Latitude 43° 51' 05.5"  
Longitude 70° 19' 40.0"

**Transmitter:** 2.5-mi. S of Gray.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Chapparral C-band; Comtech C-band; Scientific-Atlanta Ku-band; Vertex Ku-band; M/A-Corn, Pinzone, Standard Communications, Scientific-Atlanta receivers.

**Ownership:** Bride Communications Inc., 100%. John W. Bride, pres.-treas., 79%; John W. Bride, Trustee for Christopher M. Bride & John H. Bride, 21%; Douglas P. Finck, exec. v.p.-secy. Bride has interest in WKSQ(FM), Ellsworth, ME.

**Began Operation:** September 14, 1986. FCC approved transfer of control to present owner Oct 6, 1986.

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

**Represented (legal):** Hopkins, Sutter, Hamel & Park.

**Represented (engineering):** Ray Goudreau.

**Personnel:**

- JOSH MCGRAW, general manager.
- TONY PALMINTERI, general sales manager.
- ROY OUELLETTE, chief engineer.
- JENNIFER VANDERWERF, program & operations manager.
- DOREEN MORGAN, promotion manager.
- DOUG FINCK, local sales manager.
- ANN GAGNE, business manager.

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

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

**City of License:** Portland. **AOI:** Portland-Poland Spring. **Rank:** 73.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MAINE</b>			
	Androscoggin	37,800	37,300	99
	Sagadahoc	12,500	12,200	98
<b>Between 25-49%</b>	<b>MAINE</b>			
	Cumberland	89,800	88,500	99
	Lincoln	11,200	11,000	98
	Oxford	19,300	19,000	98
	York	62,100	61,300	99
<b>Between 5-24%</b>	<b>MAINE</b>			
	Hancock	18,000	17,700	98
	Kennebec	43,300	42,500	98
	Knox	14,000	13,600	97
	Penobscot	49,100	48,300	98
	Waldo	11,600	11,300	97
<b>Station Totals</b>		<b>368,700</b>	<b>362,700</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>				<b>119,300</b>
<b>Average Daily Circulation (1989)</b>				<b>47,100</b>

# Maine—Presque Isle

## WAGM-TV

Ch. 8

**Network Service:** CBS, NBC, ABC.

**Licensee:** NEPSK Inc., 701 Alpha Dr., Pittsburgh, PA 15238.

**Studio:** U.S. Hwy. 1 & Parkhurst Road, Presque Isle, ME 04769.

**Mailing Address:** Box 1149, Presque Isle, ME 04769.

**Telephone:** 207-764-4461. **TWX:** 710-229-1631. **Fax:** 207-764-5329.

**Technical Facilities:** Channel No. 8 (180-186 MHz). Authorized power: 58.9-kw visual, 12.9-kw aural. Antenna: 350-ft. above av. terrain, 292-ft. above ground, 962-ft. above sea level.

Latitude 46° 43' 44"  
Longitude 68° 00' 07"

**Transmitter:** U.S. Hwy. 1 & Parkhurst Rd.

**Satellite Earth Stations:** Comtech, 5-meter C-band; Harris, 4.6-meter Ku-band; Star, 3.6-meter; M/A-Com, Standard Communications receivers.

**Ownership:** NEPSK Inc. Thomas P. Shelburne III, chmn.-pres., 52.90%; Peter P. Kozloski, v.p.-secy.-treas., 39.80%.

**Began Operation:** October 13, 1956. Sale of 94.8% to Hildreth family by Harold Glidden approved Sept. 19, 1956 by FCC (*Television Digest*, Vol. 13:39). Sale to present owner approved Feb. 8, 1984.

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

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

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

### Personnel:

THOMAS P. SHELburne III, chief operating officer.  
NORMAN W. JOHNSON, vice president & general manager.  
KATHLEEN McLAIN, general sales manager.  
EDGAR DERY, chief engineer.  
SUE BERNARD, news director.  
NORM JOHNSON, program director.  
BUDDY PRICE, promotion director.  
CATHY DONOVAN, business manager.

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

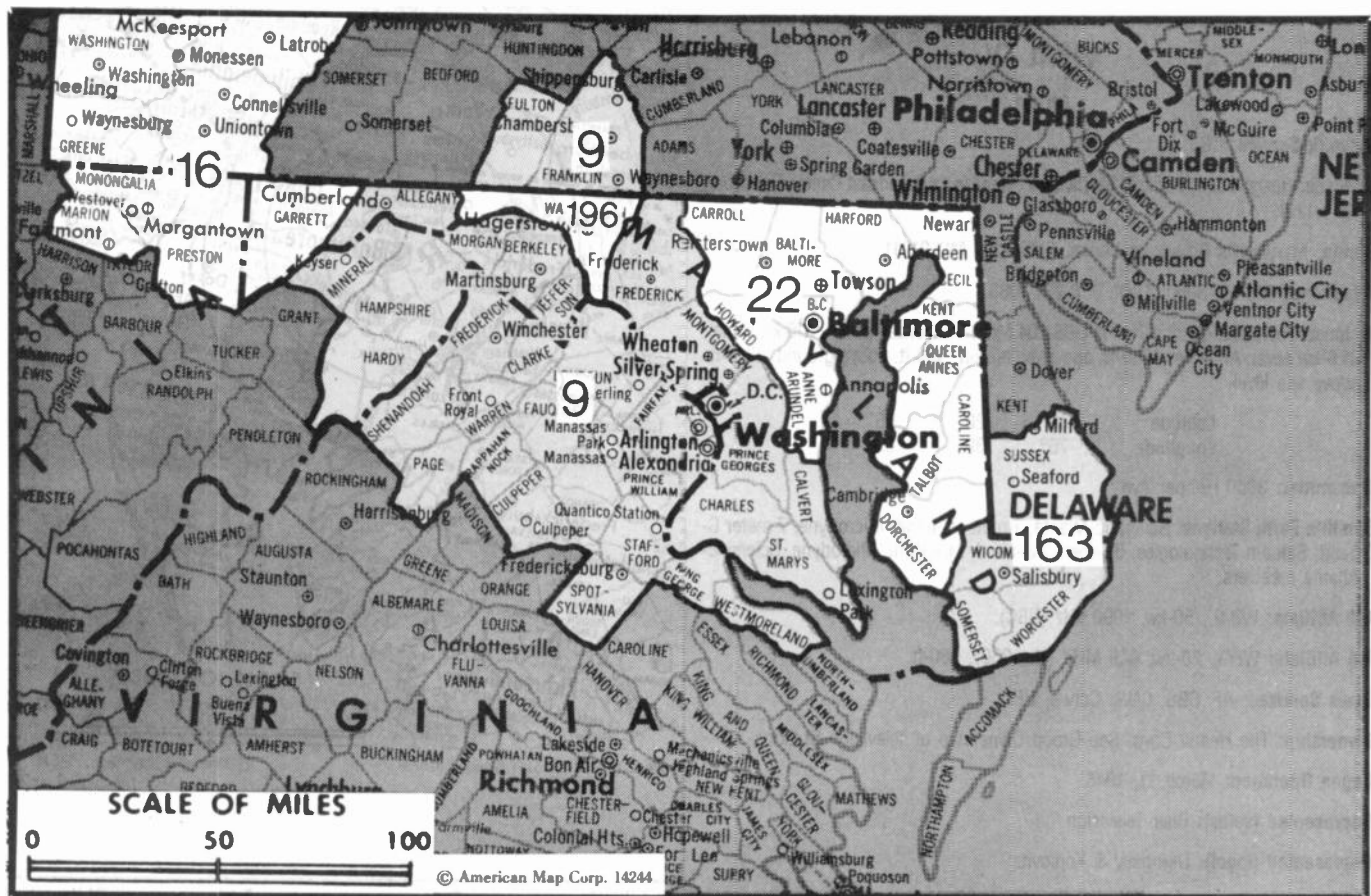
**NETWORK BASE HOURLY RATE:** \$450.



**City of License:** Presque Isle. **ADI:** Presque Isle. **Rank:** 203.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>MAINE</b>				
<b>50% &amp; Over</b>	Aroostook	29,900	29,200	98
<b>Station Totals</b>		<b>29,900</b>	<b>29,200</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>			27,200	
<b>Average Daily Circulation (1989)</b>			20,500	



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Washington, DC	1,638,900	9	WDCA-TV (20), WFTY (50), WJLA-TV (7), WRC-TV (4), WTKK (66), WTTG (5), WUSA (9)
Pittsburgh, PA	1,186,800	16	KDKA-TV (2), WPCB-TV (40), WPGH-TV (53), WPPT-TV (22), WPXI (11), WTAE-TV (4)
Baltimore, MD	916,300	22	WBAL-TV (11), WBFF (45), WHSW (24), WJZ-TV (13), WMAR-TV (2), WNUV-TV (54)
Salisbury, MO	90,600	163	WBOC-TV (16), WMDT (47)
Hagerstown, MD	41,200	196	WHAG-TV (25), WJAL (68)

**Maryland Station Totals as of October 1, 1989**

	VHF	UHF	TOTAL
Commercial Television Stations	3	7	10
Educational Television Stations	0	6	6
	3	13	16

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# Maryland—Baltimore

**WBAL-TV**

Ch. 11

Network Service: CBS.

Licensee: Hearst Corp., Radio & TV Division, Maryland's Broadcast Center, Baltimore, MD 21211.

Studio: Maryland's Broadcast Center, Baltimore, MD 21211.

Telephone: 301-467-3000. TWX: 710-234-1086.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1000-ft. above av. terrain, 998-ft. above ground, 1318-ft. above sea level.

Latitude 39° 20' 05"  
Longitude 76° 39' 03"

Transmitter: 3800 Hooper Ave.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; Microdyne, 7-meter C-band; Satcom Technologies, 5.5-meter Ku-band; M/A-Com, Microdyne, Scientific-Atlanta receivers.

AM Affiliate: WBAL, 50-kw, 1090 kHz (NBC).

FM Affiliate: WIYY, 20-kw, 97.9 MHz (No. 250), 960-ft.

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

Ownership: The Hearst Corp. See Group Ownership of Television Stations.

Began Operation: March 11, 1948.

Represented (sales): Blair Television.

Represented (legal): Dempsey & Koplovitz.

**Personnel:**

- MALCOLM D. POTTER, vice president & general manager.
- JACK GILMORE, vice president & general sales manager.
- DAVID ELMORE, local sales manager.
- TOM VAN BENSCHOTEN, national sales manager.
- KERRY RICHARDS, promotion director.
- FRANK GRAHAM, news director.
- JOHN COOKE, executive producer.
- J. SYDNEY KING, community services manager.
- ROBERT OGREN, director of engineering.
- GORDON JONES, business manager.
- KAREN MEEKINS, marketing director.

Rates: On request.

City of License: Baltimore. ADI: Baltimore. Rank: 22.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MARYLAND</b>			
	Anne Arundel	145,500	144,800	100
	Baltimore	259,800	258,700	100
	Caroline	9,200	9,100	99
	Carroll	40,100	39,900	100
	Cecil	23,700	23,600	100
	Harford	55,600	55,300	99
	Howard	57,700	57,500	100
	Kent	6,600	6,500	98
	Queen Annes	11,100	11,000	99
	Talbot	11,400	11,300	99
	Baltimore City	282,200	280,900	100
	<b>PENNSYLVANIA</b>			
	Adams	25,600	25,000	98
<b>Between 25-49%</b>	<b>DELAWARE</b>			
	Kent	37,500	37,200	99
	<b>MARYLAND</b>			
	Calvert	15,100	14,900	99
Dorchester	11,500	11,300	99	
Frederick	47,200	46,900	99	



WBAL-TV BPCT-5141 Granted 8/5/58

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	Wicomico	26,600	26,400	99
	Worcester	14,900	14,600	98
<b>Between 5-24%</b>	<b>DISTRICT OF COLUMBIA</b>			
	Dist Of Columbia	253,200	250,700	99
	<b>DELAWARE</b>			
	Sussex	42,300	41,800	99
	<b>MARYLAND</b>			
	Charles	29,000	28,700	99
	Montgomery	257,300	256,400	100
	Prince Georges	243,300	242,400	100
	St Marys	23,100	22,900	99
	Somerset	6,900	6,800	99
	Washington	41,400	41,100	99
	<b>NEW JERSEY</b>			
	Salem	25,000	24,600	98
	<b>PENNSYLVANIA</b>			
Dauphin	96,600	94,800	98	
Franklin	45,300	43,900	97	
Fulton	5,500	5,300	96	
Lancaster	144,300	139,700	97	
Lebanon	41,700	40,800	98	
York	125,900	123,700	98	
<b>VIRGINIA</b>				
Arlington	131,700	131,000	100	
Clarke	4,000	4,000	100	
Fairfax	274,100	273,100	100	
Frederick	21,300	21,100	99	
Loudoun	24,900	24,600	99	
Shenandoah	11,400	11,300	99	
Warren	9,200	9,000	98	
Westmoreland	5,900	5,800	98	
<b>WEST VIRGINIA</b>				
Berkeley	20,300	20,100	99	
Jefferson	12,700	12,600	99	
<b>Station Totals</b>		<b>2,977,600</b>	<b>2,951,100</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>1,084,500</b>	
<b>Average Daily Circulation (1989)</b>			<b>544,100</b>	

# Maryland—Baltimore

**WBFF**

Ch. 45

**Network Service:** Fox.

**Licensee:** Chesapeake Television Inc., 3500 Parkdale Ave., Baltimore, MD 21211.

**Studio:** 3500 Parkdale Ave., Baltimore, MD 21211.

**Telephone:** 301-462-4500. **TWX:** 710-234-1009. **Fax:** 301-462-4588.

**Technical Facilities:** Channel No. 45 (656-662 MHz). Authorized power: 1589-kw visual. Antenna: 1056-ft. above av. terrain, 1039-ft. above ground, 1329-ft. above sea level.

Latitude 39° 20' 10"  
Longitude 76° 38' 59"

Holds CP for change to 1292-kw max. visual, 1238-ft. above av. terrain, 1259-ft. above ground, 1549-ft. above sea level. BMPCT-870422KH.

**Transmitter:** 0.24-mi. NNW of intersection of Hooper Ave. & 41st St., Baltimore.

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

**Began Operation:** April 11, 1971.

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

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

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

**Personnel:**

- CAROLYN C. SMITH, president.
- DAVID D. SMITH, executive vice president.
- BRUCE LUMPKIN, general manager.
- KEN WALTER, general sales manager.
- TIM DOTSON, national sales manager.
- TONY KAHL, local sales manager.
- DWIGHT WEEMS, production manager.
- GEORGE LEWIS, special programs manager.
- SHARON WYLIE, public affairs manager.
- DENNIS WINTERS, chief engineer.
- MIKE SCHROEDER, promotion manager.
- DAVID B. AMY, controller.
- WILLIAM MURPHY, business manager.

**Highest One Hour Rate:** \$10,000.

**Highest 30 Sec. Rate:** \$2500.

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

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households Households %	
<b>50% &amp; Over</b>	<b>MARYLAND</b>			
	Baltimore	259,800	258,700	100
	Baltimore City	282,200	280,900	100
<b>Between 25-49%</b>	<b>MARYLAND</b>			
	Anne Arundel	145,500	144,800	100
	Calvert	15,100	14,900	99
	Caroline	9,200	9,100	99
	Carroll	40,100	39,900	100
	Cecil	23,700	23,600	100
	Dorchester	11,500	11,300	99
	Harford	55,600	55,300	99
	Howard	57,700	57,500	100
	Kent	6,600	6,500	98
	Queen Annes	11,100	11,000	99
	Talbot	11,400	11,300	99
	<b>Between 5-24%</b>	<b>DISTRICT OF COLUMBIA</b>		
Dist Of Columbia		253,200	250,700	99
<b>DELAWARE</b>				
	Kent	37,500	37,200	99



WBFF BMPCT-870422KH Granted 3/18/88 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households Households %
<b>Between 5-24%</b>	<b>MARYLAND</b>		
	Frederick	47,200	46,900 99
	Montgomery	257,300	256,400 100
	Prince Georges	243,300	242,400 100
	St Marys	23,100	22,900 99
	Washington	41,400	41,100 99
<b>PENNSYLVANIA</b>	Adams	25,600	25,000 98
	Cumberland	72,600	71,400 98
	Franklin	45,300	43,900 97
	Lancaster	144,300	139,700 97
	York	125,900	123,700 98
	<b>VIRGINIA</b>	Arlington	131,700
Clarke		4,000	4,000 100
Fairfax		274,100	273,100 100
Frederick		21,300	21,100 99
Shenandoah		11,400	11,300 99
Stafford		16,800	16,600 99
<b>WEST VIRGINIA</b>	Berkeley	20,300	20,100 99
	Jefferson	12,700	12,600 99
<b>Station Totals</b>		<b>2,747,700</b>	<b>2,724,900 99</b>
<b>Net Weekly Circulation (1989)</b>			<b>661,500</b>
<b>Average Daily Circulation (1989)</b>			<b>238,200</b>

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# Maryland—Baltimore

**WHSW**

**Ch. 24**

**Network Service:** Home Shopping Network.

**Licensee:** Silver King Bcstg. of Maryland, 4820 Seton Dr., Baltimore, MD 21215.

**Studio:** 4820 Seton Dr., Baltimore, MD 21215.

**Telephone:** 301-358-2400. **Fax:** 301-764-7232.

**Technical Facilities:** Channel No. 24 (530-536 MHz). Authorized power: 1180-kw max. visual, 118-kw max. aural. Antenna: 1073-ft. above av. terrain, 900-ft. above ground, 1405-ft. above sea level.

Latitude 39° 17' 15"  
Longitude 76° 45' 38"

**Transmitter:** WNUV-TV transmitter site.

**Satellite Earth Stations:** Weatherscan, 3.9-meter C-band; M/A-Com, 3-meter C-band; DX Engineering, M/A-Com receivers.

**Ownership:** Silver King Broadcasting Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** December 24, 1985. Sale to present owner by Sam Moore, et al., approved by FCC Nov. 6, 1986 (*Television Digest*, Vol. 26:33, 45).

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

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

**Personnel:**

KENNETH BECKER, vice president & station manager.

CAROLE A. TAYLOR, program manager.

JAMES VEST, chief engineer.

MAXINE GREENE, business manager.

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

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

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

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	% Households
<b>MARYLAND</b>				
<b>Between 5-24%</b>	Queen Annes	11,100	11,000	99
<b>Station Totals</b>		<b>11,100</b>	<b>11,000</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>26,400</b>	
<b>Average Daily Circulation (1989)</b>			<b>10,200</b>	

# Maryland—Baltimore

**WJZ-TV**

Ch. 13

**Network Service:** ABC.

**Licensee:** Group W Television Inc., 888 Seventh Ave., New York, NY 10106.

**Studio:** Television Hill, Baltimore, MD 21211.

**Telephone:** 301-466-0013. TWX: 301-955-1178.

**Technical Facilities:** Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 990-ft. above av. terrain, 998-ft. above ground, 1318-ft. above sea level.

Latitude 39° 20' 4.30"  
Longitude 76° 39' 2.80"

**Transmitter:** Television Hill.

**Multichannel TV Sound:** Stereo only.

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

**News Services:** AP, UPI.

**Ownership:** Group W—Westinghouse Broadcasting, 100%. See Group Ownership of Television Stations.

**Began Operation:** November 2, 1948. Sale to present owner by Ben & Herman Cohen families approved June 27, 1957, by FCC (Television Digest, Vol. 13:18, 19, 26).

**Represented (sales):** Group W Television Sales.

**Personnel:**

- JONATHAN KLEIN, vice president & general manager.
- DANA FITZGERALD, general sales manager.
- PATRICK GIAMMARISE, local sales manager.
- RUTH HELTNE, national sales manager.
- MICHAEL EASTERLING, program director.
- KAREN SOBEK, operations manager.
- NATALEA BROWN, news director.
- PHIL ARRINGTON, creative services, marketing & promotion manager.
- JENNIFER POWELL, human resources manager.
- BOB ROSS, director of broadcast operations & engineering.
- BOB CURCURUTO, business manager.
- PHYLLIS SHELTON, community affairs manager.

**Rates:** On request.

**NETWORK BASE HOURLY RATE:** \$1925.

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

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %	
<b>50% &amp; Over</b>	<b>MARYLAND</b>				
	Anne Arundel	145,500	144,800	100	
	Baltimore	259,800	258,700	100	
	Caroline	9,200	9,100	99	
	Carroll	40,100	39,900	100	
	Cecil	23,700	23,600	100	
	Dorchester	11,500	11,300	99	
	Harford	55,600	55,300	99	
	Howard	57,700	57,500	100	
	Kent	6,600	6,500	98	
	Queen Annes	11,100	11,000	99	
	Talbot	11,400	11,300	99	
	Baltimore City	282,200	280,900	100	
	<b>PENNSYLVANIA</b>				
	Adams	25,600	25,000	98	
	<b>Between 25-49%</b>	<b>DELAWARE</b>			
		Kent	37,500	37,200	99
Sussex		42,300	41,800	99	
<b>MARYLAND</b>					
Allegany		29,000	28,700	99	
Calvert		15,100	14,900	99	
Frederick		47,200	46,900	99	
Wicomico		26,600	26,400	99	
Worcester		14,900	14,600	98	



WJZ-TV BPCT-2248 Granted 2/5/57

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>Between 25-49%</b>	<b>PENNSYLVANIA</b>			
	Franklin	45,300	43,900	97
	York	125,900	123,700	98
	<b>WEST VIRGINIA</b>			
	Berkeley	20,300	20,100	99
	Mineral	10,300	10,200	99
<b>Between 5-24%</b>	<b>DISTRICT OF COLUMBIA</b>			
	Dist Of Columbia	253,200	250,700	99
	<b>DELAWARE</b>			
	New Castle	151,500	150,800	100
	<b>MARYLAND</b>			
	Charles	29,000	28,700	99
	Montgomery	257,300	256,400	100
	Prince Georges	243,300	242,400	100
	St Marys	23,100	22,900	99
	Somerset	6,900	6,800	99
	Washington	41,400	41,100	99
	<b>PENNSYLVANIA</b>			
	Fulton	5,500	5,300	96
	Lancaster	144,300	139,700	97
<b>VIRGINIA</b>				
Arlington	131,700	131,000	100	
Fairfax	274,100	273,100	100	
Frederick	21,300	21,100	99	
Loudoun	24,900	24,600	99	
Spotsylvania	20,900	20,700	99	
Stafford	16,800	16,600	99	
Warren	9,200	9,000	98	
Westmoreland	5,900	5,800	98	
<b>WEST VIRGINIA</b>				
Hardy	3,700	3,600	97	
Jefferson	12,700	12,600	99	
Morgan	4,500	4,400	98	
<b>Station Totals</b>		<b>3,035,600</b>	<b>3,010,600</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>1,163,900</b>	
<b>Average Daily Circulation (1989)</b>			<b>612,300</b>	

# Maryland—Baltimore

## WMAR-TV

Ch. 2

Network Service: NBC.

Licensee: Gillett Bcstg. of Maryland Inc., 6400 York Rd., Baltimore, MD 21212.

Studio: 6400 York Rd., Baltimore, MD 21212.

Telephone: 301-377-2222. TWX: 310-374-6564. Fax: 301-377-0493.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 11-kw aural. Antenna: 1000-ft. above av. terrain, 999-ft. above ground, 1319-ft. above sea level.

Latitude 39° 20' 4.30"  
Longitude 76° 39' 2.80"

Transmitter: Television Hill, 3724 Parkdale Ave.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; Harris, 6-meter Ku-band; AFC, 3.2-meter Ku-band; Harris, 3-meter Ku-band; DX Engineering, Harris, M/A-Com, Scientific-Atlanta receivers.

SNG Mobile Dish: Transmit/receive Dalsat/Andrew, 4-meter Ku-band.

News Services: AP, NBC, UPI.

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

Began Operation: October 27, 1947. Sale to present owner by Times Mirror approved by FCC Sept. 4, 1986 (Television Digest, Vol. 26:28). Previous sale to Times Mirror by Abell Communications approved simultaneously.

Represented (sales): TeleRep Inc.

Represented (legal): Pepper & Corazzini.

### Personnel:

ARNOLD J. KLEINER, president & general manager.  
HOWARD ZEIDEN, vice president, sales.  
JOSEPH M. BRUNO, vice president, engineering.  
EMILY BARR, director, broadcast operations.  
GARY WORDLAW, news director.  
LEN WEINSTEIN, local sales manager.  
MARK DISTLER, national sales manager.  
ROBERT IMHOFF, business manager.

Highest 30 Sec. Rate: \$5000.

City of License: Baltimore. ADI: Baltimore. Rank: 22.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>				
<b>MARYLAND</b>				
	Anne Arundel	145,500	144,800	100
	Baltimore	259,800	258,700	100
	Caroline	9,200	9,100	99
	Carroll	40,100	39,900	100
	Cecil	23,700	23,600	100
	Dorchester	11,500	11,300	99
	Harford	55,600	55,300	99
	Howard	57,700	57,500	100
	Kent	6,600	6,500	98
	Queen Annes	11,100	11,000	99
	Talbot	11,400	11,300	99
	Worcester	14,900	14,600	98
	Baltimore City	282,200	280,900	100
<b>Between 25-49%</b>				
<b>DELAWARE</b>				
	Kent	37,500	37,200	99
	Sussex	42,300	41,800	99
<b>MARYLAND</b>				
	Calvert	15,100	14,900	99
	Frederick	47,200	46,900	99
	St Marys	23,100	22,900	99
	Somerset	6,900	6,800	99



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>				
	Washington	41,400	41,100	99
	Wicomico	26,600	26,400	99
<b>PENNSYLVANIA</b>				
	Adams	25,600	25,000	98
	York	125,900	123,700	98
<b>VIRGINIA</b>				
	Warren	9,200	9,000	98
<b>WEST VIRGINIA</b>				
	Hampshire	6,000	5,900	98
<b>Between 5-24%</b>				
<b>DISTRICT OF COLUMBIA</b>				
	Dist Of Columbia	253,200	250,700	99
<b>DELAWARE</b>				
	New Castle	151,500	150,800	100
<b>MARYLAND</b>				
	Charles	29,000	28,700	99
	Montgomery	257,300	256,400	100
	Prince Georges	243,300	242,400	100
<b>NEW JERSEY</b>				
	Salem	25,000	24,600	98
<b>PENNSYLVANIA</b>				
	Franklin	45,300	43,900	97
	Fulton	5,500	5,300	96
	Lancaster	144,300	139,700	97
<b>VIRGINIA</b>				
	Arlington	131,700	131,000	100
	Clarke	4,000	4,000	100
	Fairfax	274,100	273,100	100
	Frederick	21,300	21,100	99
	Loudoun	24,900	24,600	99
	Shenandoah	11,400	11,300	99
	Stafford	16,800	16,600	99
<b>WEST VIRGINIA</b>				
	Berkeley	20,300	20,100	99
	Hardy	3,700	3,600	97
	Morgan	4,500	4,400	98
<b>Station Totals</b>		<b>3,003,200</b>	<b>2,978,400</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>		<b>1,128,000</b>		
<b>Average Daily Circulation (1989)</b>		<b>626,500</b>		

# Maryland—Baltimore

**WNUV-TV**

Ch. 54

**Network Service:** None, independent.

**Licensee:** WNUV TV 54 Partnership, Two Copley Place, Boston, MA 02116.

**Studio:** 3001 Druid Park Dr., Baltimore, MD 21215.

**Telephone:** 301-462-5400. **TWX:** 910-333-6575. **Fax:** 301-523-4319.

**Technical Facilities:** Channel No. 54 (710-716 MHz). Authorized power: 4680-kw max. visual, 468-kw max. aural. Antenna: 1150-ft. above av. terrain, 1000-ft. above ground, 1505-ft. above sea level.

Latitude 39° 17' 15"  
Longitude 76° 45' 38"

Holds CP for change to 5000-kw max. visual, 1148-ft. above av. terrain, 971-ft. above ground, 1480-ft. above sea level. BPCT-890512KE.

**Transmitter:** 0.37-mi. W of Rolling Rd., 0.16-mi. N of U.S. 40, Catonsville.

**Satellite Earth Stations:** Microdyne, 7-meter; Microdyne, 5-meter; Microdyne, 3.7-meter; Microdyne, M/A-Com receivers.

**Ownership:** Baltco Inc. Bain Venture Capital, 80%; Andrew Banks, v.p.-secy., 10%; Royce Yudkoff, v.p., 10%. BVC ownership: W. Mitt Romney, Geoffrey S. Renhart, Robert F. White & W. Peter Smith, gen. partners.

**Began Operation:** July 1, 1982. Sale to present owners by Samuel S. Kravetz, et al., approved by FCC Jan. 23, 1989.

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

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

**Personnel:**

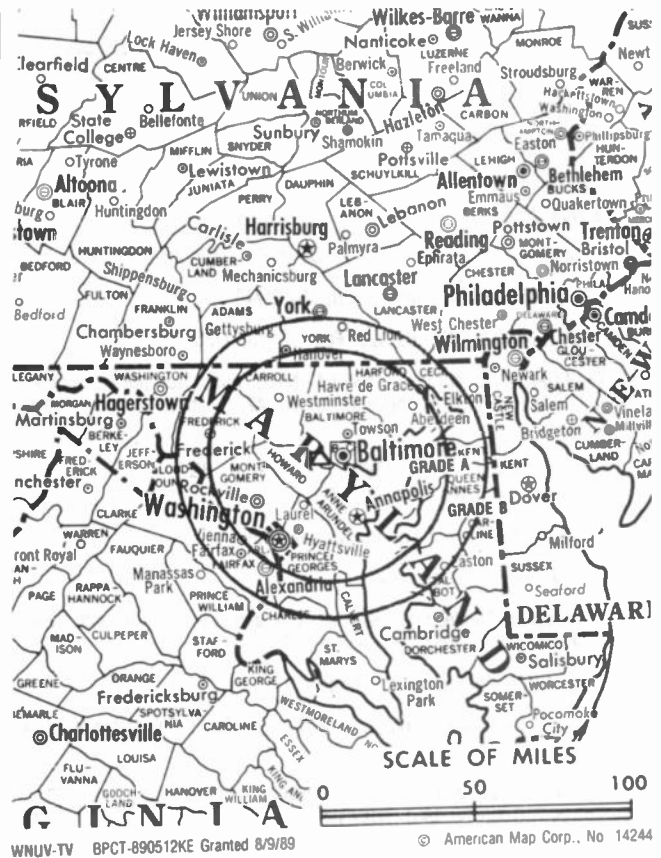
- GARY MARSHALL, general manager.
- JOE KOFF, director of sales.
- BONITA CLARK, regional sales manager.
- MANNY PAIGE, national sales manager.
- PAUL GARNET, chief engineer.
- DALE SNYDER, program director.
- ELLEN MILL, promotion director.
- COLLETTE LEONARD, business manager.

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

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

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>MARYLAND</b>			
	Anne Arundel	145,500	144,800	100
	Baltimore	259,800	258,700	100
	Carroll	40,100	39,900	100
	Harford	55,600	55,300	99
	Howard	57,700	57,500	100
	Kent	6,600	6,500	98
Baltimore City	282,200	280,900	100	
<b>Between 5-24%</b>	<b>DISTRICT OF COLUMBIA</b>			
	Dist Of Columbia	253,200	250,700	99
	<b>MARYLAND</b>			
Caroline	9,200	9,100	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	Cecil	23,700	23,600	100
	Montgomery	257,300	256,400	100
	Prince Georges	243,300	242,400	100
	Queen Annes	11,100	11,000	99
	St Marys	23,100	22,900	99
	Talbot	11,400	11,300	99
	<b>PENNSYLVANIA</b>			
	Adams	25,600	25,000	98
	<b>VIRGINIA</b>			
	Clarke	4,000	4,000	100
<b>WEST VIRGINIA</b>				
Berkeley	20,300	20,100	99	
<b>Station Totals</b>		<b>1,729,700</b>	<b>1,720,100</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>462,400</b>	
<b>Average Daily Circulation (1989)</b>			<b>157,400</b>	

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# Maryland—Hagerstown

## WHAG-TV

Ch. 25

Network Service: NBC.

Licensee: Great Trails Bcstg. Corp., 717 E. David Rd., Dayton, OH 45429.

Studio: 13 E. Washington St., Hagerstown, MD 21740.

Telephone: 301-797-4400. TWX: 898123. Fax: 301-733-1735.

Technical Facilities: Channel No. 25 (536-542 MHz). Authorized power: 1358-kw max. visual. Antenna: 1230-ft. above av. terrain, 427-ft. above ground, 1864-ft. above sea level.

Latitude 39° 39' 35"  
Longitude 77° 57' 57"

Transmitter: 1.8-mi. W of Clear Spring, Fairview Mtn.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Comtech, 5-meter C-band; Harris, 6.1-meter Ku-band; Harris, 3-meter Ku-band; Harris, Pinzone receivers.

News Services: NBC, UPI, Group W Newsfeed.

Ownership: Great Trails Broadcasting Corp., 100%. See Group Ownership of Television Stations.

Began Operation: January 3, 1970. Sale to present owners by Richard Henson, et al., approved by FCC July 30, 1981 (Television Digest, Vol. 21:6). Transfer of control by Adler Communications Corp. granted by FCC Sept. 18, 1972.

Represented (sales): Katz Television.

Represented (legal): Haley, Bader & Potts.

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

### Personnel:

HUGH BRESLIN III, vice president & general manager.  
WAYNE YOUNKINS, chief engineer.  
BOB BORNGESSER, news director.  
CHUCK NOLAND, program & promotion director.  
MARK GREEN, business manager.

Highest One Hour Rate: \$1500.

Highest 30 Sec. Rate: \$750.

NETWORK BASE HOURLY RATE: \$145.

City of License: Hagerstown. ADI: Hagerstown. Rank: 196.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>MARYLAND</b>			
	Allegany	29,000	28,700	99
	Washington	41,400	41,100	99
	<b>PENNSYLVANIA</b>			
	Franklin	45,300	43,900	97
Fulton	5,500	5,300	96	
<b>WEST VIRGINIA</b>				
Berkeley	20,300	20,100	99	



WHAG-TV BPCT-4626 Granted 8/29/73

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Mineral	10,300	10,200	99
	Morgan	4,500	4,400	98
Between 25-49%	<b>MARYLAND</b>			
	Garrett	9,900	9,800	98
Between 5-24%	<b>VIRGINIA</b>			
	Warren	9,200	9,000	98
Station Totals	<b>MARYLAND</b>			
	Frederick	47,200	46,900	99
	<b>PENNSYLVANIA</b>			
	Adams	25,600	25,000	98
	Bedford	17,700	17,200	97
	Huntingdon	15,400	15,000	97
	<b>VIRGINIA</b>			
	Frederick	21,300	21,100	99
	Page	7,700	7,700	100
	<b>WEST VIRGINIA</b>			
Grant	3,600	3,500	97	
Hampshire	6,000	5,900	98	
Hardy	3,700	3,600	97	
Jefferson	12,700	12,600	99	
Pendleton	3,000	2,900	97	
<b>Station Totals</b>		<b>339,300</b>	<b>333,900</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>				<b>131,000</b>
<b>Average Daily Circulation (1989)</b>				<b>70,400</b>

# Maryland—Hagerstown

**WJAL**

Ch. 68

**Network Service:** None, independent.

**Licensee:** Channel 68 Bcstg. Corp., 11 N. Carlisle St., Greencastle, PA 17225.

**Studio:** 16948 Buchanan Trail Rest, Mercersburg, PA 17326.

**Mailing Address:** Box 219, Greencastle, PA 17225.

**Telephones:** 717-597-4076; 800-444-8868.

**Technical Facilities:** Channel No. 68 (794-800 MHz). Authorized power: 3910-kw max. visual. Antenna: 1293-ft. above av. terrain, 276-ft. above ground, 2277-ft. above sea level.

Latitude 39° 53' 31"  
Longitude 77° 58' 02"

**Transmitter:** State Rd. 16, 3-mi. SSE of McConnellsburg, PA.

**Satellite Earth Stations:** Paraclype, 3-meter Ku & C-band; Winegard, 3-meter Ku & C-band.

**News Service:** INN.

**Ownership:** Good Companion Broadcasting Co., 100%. James M. Resh, pres., 16.66%; W. Donald Diehl, secy-treas., 16.66%; William S. Dick, 16.66%; Jerry Foreman, 16.66%; Roy Grove, 16.66%; Jerry Jacobs, 16.66%.

**Began Operation:** May 5, 1987.

**Represented (legal):** McCabe & Allen.

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

**Personnel:**

LOUIS J. CASTRIOTA, general manager.  
JEROME FOREMAN, chief engineer.  
BERNICE KOPPENHAVER, business manager.  
DOTTIE ZIMMERMAN, marketing director.

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

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

**City of License:** Hagerstown. ADI: Hagerstown. Rank: 196.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>DISTRICT OF COLUMBIA</b>			
	Dist Of Columbia	253,200	250,700	99
	<b>MARYLAND</b>			
	Allegany	29,000	28,700	99
	Washington	41,400	41,100	99
<b>PENNSYLVANIA</b>				
	Bedford	17,700	17,200	97



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Franklin	45,300	43,900	97
	Fulton	5,500	5,300	96
	<b>VIRGINIA</b>			
	Clarke	4,000	4,000	100
	Frederick	21,300	21,100	99
	Rappahannock	2,600	2,600	100
	Warren	9,200	9,000	98
	<b>WEST VIRGINIA</b>			
	Berkeley	20,300	20,100	99
	Hampshire	6,000	5,900	98
Hardy	3,700	3,600	97	
Jefferson	12,700	12,600	99	
Morgan	4,500	4,400	98	
<b>Station Totals</b>		<b>476,400</b>	<b>470,200</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>87,700</b>	
<b>Average Daily Circulation (1989)</b>			<b>19,200</b>	

# Maryland—Salisbury

## WBOC-TV

Ch. 16

**Network Service:** CBS, NBC.

**Licensee:** WBOC-TV Inc., 1729 N. Salisbury Blvd., Salisbury, MD 21801.

**Studio:** Radio-TV Park, Salisbury, MD 21801.

**Telephone:** 301-749-1111. TWX: 301-344-4947.

**Technical Facilities:** Channel No. 16 (482-488 MHz). Authorized power: 4070-kw max. & 933-kw horizontal visual, 407-kw max. & 93.30-kw horizontal aural. Antenna: 980-ft. above av. terrain, 1003-ft. above ground, 1049-ft. above sea level.

Latitude 38° 30' 16"  
Longitude 75° 38' 35"

**Transmitter:** 1.2-mi. S of intersection of Rtes. 24 & 347, approx. 5-mi. SE of Sharptown.

**Satellite Earth Station:** ADM, 6.8-meter; Scientific-Atlanta receivers.

**News Service:** AP.

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

**Began Operation:** July 15, 1954. Sale to present owners by The A. S. Abell Co. approved by FCC Sept. 5, 1980.

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

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

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

### Personnel:

WILLIAM K. KENTON, vice president & general manager.  
ROBERT GETZ, general sales manager.  
CAROL HESS, program director.  
SALLY CANNON, news director.  
VINCENT E. DONOVAN, chief engineer.

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

**NETWORK BASE HOURLY RATE:** \$850.

**City of License:** Salisbury. ADI: Salisbury. Rank: 163.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	DELAWARE			
	Kent	37,500	37,200	99
	Sussex	42,300	41,800	99



Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	MARYLAND			
	Dorchester	11,500	11,300	99
	Somerset	6,900	6,800	99
	Wicomico	26,600	26,400	99
	Worcester	14,900	14,600	98
	VIRGINIA			
	Accomack	11,800	11,500	98
Between 25-49%	MARYLAND			
	Caroline	9,200	9,100	99
	Talbot	11,400	11,300	99
Between 5-24%	VIRGINIA			
	Northampton	5,600	5,500	98
	Northumberland	4,100	4,100	99
<b>Station Totals</b>		<b>181,800</b>	<b>179,600</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>130,300</b>	
<b>Average Daily Circulation (1989)</b>			<b>85,400</b>	

# Maryland—Salisbury

**WMDT**

Ch. 47

Network Service: ABC, NBC.

Licensee: Delmarva Broadcast Service General Partnership, Box 4009, Salisbury, MD 21801.

Studio: 202 Downtown Plaza, Salisbury, MD 21801.

Telephone: 301-742-4747. TWX: 710-864-7044. Fax: 301-742-5767.

Technical Facilities: Channel No. 47 (668-674 MHz). Authorized power: 3470-kw max. & 676-kw horizontal visual, 347-kw max. & 67.6-kw horizontal aural. Antenna: 1000-ft. above av. terrain, 1027-ft. above ground, 1049-ft. above sea level.

Latitude 38° 30' 06"  
Longitude 75° 44' 09"

Transmitter: Snethen Church Rd. near Sharptown, MD.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: ADM, 6-meter C-band; Andrew, 4.5-meter C-band; AFC, 3.9-meter Ku-band; Avantek, Microdyne, Standard Components, Agile, Omni receivers.

News Services: ABC, AP.

Ownership: Joseph L. Brechner, gen. partner, 53.75%; Marion B. Brechner, gen. partner, 46.25%. See Group Ownership of Television Stations.

Began Operation: April 11, 1980. Sale to present owners approved by FCC May 5, 1982.

Represented (sales): Blair Television.

Represented (legal): Cohn & Marks.

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

**Personnel:**

- FRANK PILGRIM, general manager.
- CLAY SPURRIER, director of engineering.
- SUSAN KELLY, local sales manager.
- RICH DIPILLA, national sales manager.
- RAY CARTER, news director.
- KAREN CANNON, traffic manager.
- LINDA SKELLEY, business manager.

Highest One Hour Rate: \$1200.

Highest 30 Sec. Rate: \$550.

NETWORK BASE HOURLY RATE: \$275.

City of License: Salisbury. ADI: Salisbury. Rank: 163.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>DELAWARE</b>			
	Sussex	42,300	41,800	99
	<b>MARYLAND</b>			
	Somerset	6,900	6,800	99
	Wicomico	26,600	26,400	99
	Worcester	14,900	14,600	98
<b>Between 25-49%</b>	<b>DELAWARE</b>			
	Kent	37,500	37,200	99
	<b>MARYLAND</b>			
	Dorchester	11,500	11,300	99
	<b>VIRGINIA</b>			
	Accomack	11,800	11,500	98
<b>Between 5-24%</b>	<b>MARYLAND</b>			
	Caroline	9,200	9,100	99
	Talbot	11,400	11,300	99
<b>Station Totals</b>		<b>172,100</b>	<b>170,000</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>				<b>101,500</b>
<b>Average Daily Circulation (1989)</b>				<b>50,800</b>





Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Boston, MA	2,045,100	6	WBZ-TV (4), WCVB-TV (5), WFXT (25), WGOT (60), WHLL (27), WHRC (46), WSHH (66), WLVI-TV (56), WMFP (62), WMUR-TV (9), WNDS (50), WNEV-TV (7), WQTV (66), WSBK-TV (38)
Providence, RI-New Bedford, MA	548,400	44	WCVX (58), WJAR (10), WLNE (6), WNAC-TV (64), WPRI-TV (12)
Albany-Schenectady-Troy, NY	483,300	53	WCDC (19), WNYT (13), WOOD (55), WRGB (6), WTEN (10), WXXA-TV (23)
Springfield, MA	242,000	96	WGGB-TV (40), WWLP (22)

**State Cross Reference List**

Communities that receive programs of stations that are located elsewhere.

WHSB, Boston	See Marlborough, MA
WHLL, Boston	See Worcester, MA
WMFP, Boston	See Lawrence, MA
WHRC, Boston	See Norwell, MA
WLVI-TV, Cambridge	See Boston, MA
WCVX, New Bedford	See Vineyard Haven, MA
WLNE, New Bedford	See Providence, RI

**Massachusetts Station Totals as of October 1, 1989**

	VHF	UHF	TOTAL
Commercial Television Stations	3	12	15
Educational Television Stations	1	2	3
	4	14	18

# Massachusetts—Adams

## WCDC

Ch. 19

(Satellite of WTEN, Albany, NY)

**Network Service:** ABC.

**Licensee:** Young Bcstg. of Albany Inc., 3 E. 54th St., New York, NY 10022.

**Studio:** See WTEN, Albany.

**Telephones:** 518-436-4822, Albany; 413-743-5326, Adams.

**Fax:** 518-462-6065; 518-426-4792.

**Technical Facilities:** Channel No. 19 (500-506 MHz). Authorized power: 220-kw visual, 20-kw aural. Antenna: 2090-ft. above av. terrain, 248-ft. above ground, 3688-ft. above sea level.

Latitude	42°	38'	14"
Longitude	73°	10'	07"

**Transmitter:** Mount Greylock, Adams, MA.

**News Services:** AP, UPI.

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

**Began Operation:** February 5, 1954. Left air Feb. 25, 1956 when tower and antenna were destroyed by high winds. Sold to Capital Cities Bcstg. by Leon Podolsky and associates and station resumed operation Feb. 22, 1957 (*Television Digest*, Vol. 12:49; 13:6, 8). Sale to Knight-Ridder Bcstg. Inc. by Poole Bcstg. Co. approved by FCC 1977. Sale to present owner approved by FCC Aug. 24, 1989 (Vol. 29:13).

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

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

**Personnel:**

See WTEN Albany, NY



**Rates:** Sold in combination with WTEN, Albany, NY.

**Arbitron Data:** Included with parent WTEN, Albany, NY.

**City of License:** Adams. ADI: Albany-Schenectady-Troy. Rank: 53.

# Massachusetts—Boston

**WBZ-TV**

Ch. 4

Network Service: NBC.

Licensee: Group W Television Inc., 1025 Connecticut Ave. NW, Suite 506, Washington, DC 20036.

Studio: 1170 Soldiers Field Rd., Boston, MA 02134.

Telephone: 617-787-7000. TWX: 710-330-0283. Fax: 617-787-5969.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 60.3-kw visual, 9.75-kw aural. Antenna: 1160-ft. above av. terrain, 1199-ft. above ground, 1349-ft. above sea level.

Latitude 42° 18' 37"  
Longitude 71° 14' 14"

Transmitter: 350 Cedar St., Needham Heights, MA 02194.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Scientific-Atlanta, 10-meter; Comsat Ku-band; Satcom Technologies Ku-band; Harris, Scientific-Atlanta, Aglie, Omni receivers.

AM Affiliate: WBZ, 50-kw, 1030 kHz.

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

Ownership: Group W—Westinghouse Broadcasting, 100%. See Group Ownership of Television Stations.

Began Operation: June 9, 1948.

Represented (sales): Group W Television Sales.

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

**Personnel:**

- JOHN J. SPINOLA, vice president & general manager.
- TONY VINCIQUERRA, general sales manager.
- PAM MASTERS, national sales manager.
- SCOTT BRADY, local sales manager.
- PETER HENNESSEY, local sales manager.
- BARRY SCHULMAN, program manager.
- FRANCINE ACHBAR, executive producer.
- ERIC GOLDSTEIN, creative services director.
- KIM HARBIN, public relations director.
- STAN HOPKINS, news director.
- BOB HOUGHTON, controller.
- GEORGE ST. ANDRE, engineering manager.
- JOSEPH BLAKE, assistant engineering manager.

Rates: On request.

City of License: Boston. AOI: Boston. Rank: 6.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>CONNECTICUT</b>			
	Windham	36,000	35,300	98
	<b>MASSACHUSETTS</b>			
	Barnstable	75,800	74,500	98
	Bristol	182,900	180,900	99
	Dukes	5,200	5,000	96
	Essex	249,800	247,100	99
	Middlesex	504,500	499,000	99
	Nantucket	2,700	2,600	96
	Norfolk	222,700	220,700	99
	Plymouth	151,200	149,400	99
	Suffolk	270,900	265,000	98
	Worcester	246,400	243,200	99
	<b>NEW HAMPSHIRE</b>			
Belknap	18,600	18,400	99	
Cheshire	25,100	24,400	97	
Hillsborough	119,900	118,400	99	



WBZ-TV BPCT-2072 Granted 2/8/56 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Merrimack	42,600	41,800	98
	Rockingham	86,100	85,000	99
	Strafford	34,400	33,800	98
	<b>VERMONT</b>			
	Windham	16,300	15,600	96
<b>Between 25-49%</b>	<b>MASSACHUSETTS</b>			
	Franklin	27,300	26,500	97
	<b>MAINE</b>			
	York	62,100	61,300	99
	<b>NEW HAMPSHIRE</b>			
	Grafton	26,100	25,300	97
	Sullivan	15,100	14,600	97
	<b>RHODE ISLAND</b>			
	Newport	30,700	30,300	99
	Providence	220,300	217,700	99
	<b>VERMONT</b>			
	Caledonia	10,500	10,300	98
	Windsor	22,000	21,400	97
<b>Between 5-24%</b>	<b>CONNECTICUT</b>			
	New London	90,500	88,700	98
	Tolland	41,900	41,100	98
	<b>MASSACHUSETTS</b>			
	Berkshire	55,100	54,200	98
	Hampden	168,500	166,100	99
	Hampshire	49,600	48,600	98
	<b>NEW HAMPSHIRE</b>			
	Carroll	14,200	14,000	98
	<b>RHODE ISLAND</b>			
Bristol	16,200	16,100	99	
Kent	59,300	58,800	99	
Washington	37,200	36,600	98	
<b>Station Totals</b>		<b>3,237,700</b>	<b>3,191,700</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>2,119,400</b>	
<b>Average Daily Circulation (1989)</b>			<b>1,224,200</b>	

# Massachusetts—Boston

**WCVB-TV**

Ch. 5

Network Service: ABC.

Licensee: The Hearst Corp., 5 TV Place, Needham Branch, Boston, MA 02192.

Studio: 5 TV Place, Needham Branch, Boston, MA 02192.

Telephone: 617-449-0400. Telex: 710-325-0773.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 960-ft. above av. terrain, 1199-ft. above ground, 1200-ft. above sea level.

Latitude 42° 18' 37"  
Longitude 71° 14' 14"

Transmitter: 352 Cedar St., Needham, MA.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Andrew, 7-meter C-band; Harris, 6.1-meter C-band; Harris, 6.1-meter Ku-band; Scientific-Atlanta, 4.5-meter C-band; Vertex, 4.5-meter Ku-band; Avantek, Harris, M/A-Com, Scientific-Atlanta receivers.

News Services: ABC, AP, CNN, UPI.

Ownership: The Hearst Corp. See Group Ownership of Television Stations.

Began Operation: March 19, 1972. Sale to present owner by Metromedia approved by FCC Nov. 14, 1985. Sale to Metromedia by Boston Broadcasters approved April 1, 1982 (Television Digest, Vol. 21:30, 31; 22:1, 14).

Represented (sales): Katz Television.

Represented (legal): Dempsey & Koplovitz.

### Personnel:

S. JAMES COPPERSMITH, vice president & general manager.  
DEBORAH J. SINAY, vice president & sales director.  
PAUL LA CAMERA, vice president & station manager.  
PHILIP S. BALBONI, vice president & director of news.  
THOMAS J. BRINGOLA, vice president & business manager.  
ROSS KAUFFMAN, vice president & director of engineering.  
JUDITH ROSENFELD, design director.  
EDWARD AARONSON, creative services director.  
BRUCE SUTTON, director of commercial operations.  
WILLIAM FINE, local sales manager.  
BURT PERETSKY, public relations manager.  
ANDREW HOFFMAN, national sales manager.  
CAROL BOLLING, human resources manager.  
GLORIA LEE, promotion manager.

Rates: On request.

City of License: Boston. ADI: Boston. Rank: 6.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>CONNECTICUT</b>			
	Windham	36,000	35,300	98
	<b>MASSACHUSETTS</b>			
	Barnstable	75,800	74,500	98
	Bristol	182,900	180,900	99
	Essex	249,800	247,100	99
	Middlesex	504,500	499,000	99
	Nantucket	2,700	2,600	96
	Norfolk	222,700	220,700	99
	Plymouth	151,200	149,400	99
	Suffolk	270,900	265,000	98
	Worcester	246,400	243,200	99
	<b>NEW HAMPSHIRE</b>			
Cheshire	25,100	24,400	97	
Hillsborough	119,900	118,400	99	
Merrimack	42,600	41,800	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Rockingham	86,100	85,000	99
	Stafford	34,400	33,800	98
Between 25-49%	<b>CONNECTICUT</b>			
	New London	90,500	88,700	98
	<b>MASSACHUSETTS</b>			
	Berkshire	55,100	54,200	98
	Dukes	5,200	5,000	96
	Franklin	27,300	26,500	97
	<b>MAINE</b>			
	York	62,100	61,300	99
	<b>NEW HAMPSHIRE</b>			
	Belknap	18,600	18,400	99
<b>RHODE ISLAND</b>				
Bristol	16,200	16,100	99	
Providence	220,300	217,700	99	
<b>VERMONT</b>				
Windham	16,300	15,600	96	
Between 5-24%	<b>CONNECTICUT</b>			
	Tolland	41,900	41,100	98
	<b>MASSACHUSETTS</b>			
	Hampden	168,500	166,100	99
	Hampshire	49,600	48,600	98
	<b>NEW HAMPSHIRE</b>			
	Carroll	14,200	14,000	98
	Grafton	26,100	25,300	97
	Sullivan	15,100	14,600	97
	<b>RHODE ISLAND</b>			
Kent	59,300	58,800	99	
Newport	30,700	30,300	99	
Washington	37,200	36,600	98	
<b>VERMONT</b>				
Windsor	22,000	21,400	97	
<b>Station Totals</b>		<b>3,227,200</b>	<b>3,181,400</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>2,055,700</b>	
<b>Average Daily Circulation (1989)</b>			<b>1,093,300</b>	

# Massachusetts—Boston

**WFXT**

**Ch. 25**

**Network Service:** Fox.

**Licensee:** Fox Television Stations Inc., 5151 Wisconsin Ave. NW, Washington, DC 20016.

**Studio:** 100 2nd Ave., Needham, MA 02192.

**Telephone:** 617-449-2525.

**Technical Facilities:** Channel No. 25 (536-542 MHz). Authorized power: 1950-kw max. & 1380-kw horizontal visual, 201.4-kw max. & 142.6-kw horizontal aural. Antenna: 1174-ft. above av. terrain, 1201-ft. above ground, 1349-ft. above sea level.

Latitude 42° 18' 12"  
Longitude 71° 13' 08"

**Transmitter:** 0.33-mi. E of Highland Ave. & Rte. 128, Needham.

**Satellite Earth Station:** Scientific-Atlanta, 10-meter C-band; Scientific-Atlanta receivers.

**News Service:** UPI.

**Ownership:** Edward W. Brooke, trustee; Hugh L. Carey, trustee. **Note:** Petition for reconsideration of the transfer of control to trustees pends.

**Began Operation:** October 10, 1977. FCC approved sale by CBN Bcstg. Network Inc. to Fox Television Stations Nov. 18, 1986 (Television Digest, Vol. 26:33) Transfer of control to trustees approved April 26, 1989 (Vol. 28:11, 17, 25; 29:18).

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

**Personnel:**

- JOE R. ROBINOWITZ, vice president & general manager.
- SEM DIETERICH, general sales manager.
- DEBBY SMITH, local sales manager.
- PETER DOUGHERTY, national sales manager.
- MOSES PRIMO, chief engineer.
- CANDACE FISHER, program director.
- JAMES PLATT, promotion director.
- JACK MULLANEY, research director.
- MARIAN WARD, cable relations director.

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

**City of License:** Boston. **ADI:** Boston. **Rank:** 6.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>MASSACHUSETTS</b>			
	Barnstable	75,800	74,500	98
	Bristol	182,900	180,900	99
	Essex	249,800	247,100	99
	Middlesex	504,500	499,000	99
	Norfolk	222,700	220,700	99
	Plymouth	151,200	149,400	99
	Suffolk	270,900	265,000	98
	Worcester	246,400	243,200	99
	<b>NEW HAMPSHIRE</b>			
Hillsborough	119,900	118,400	99	
Rockingham	86,100	85,000	99	



WFXT BIMPCT-7672 Granted 4/28/77

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>STRAFFORD</b>			
	<b>RHODE ISLAND</b>			
	Kent	59,300	58,800	99
	Newport	30,700	30,300	99
	Providence	220,300	217,700	99
Washington	37,200	36,600	98	
<b>Between 5-24%</b>	<b>MASSACHUSETTS</b>			
	Dukes	5,200	5,000	96
	Hampden	168,500	166,100	99
	Hampshire	49,600	48,600	98
	Nantucket	2,700	2,600	96
<b>MAINE</b>				
York	62,100	61,300	99	
<b>NEW HAMPSHIRE</b>				
Cheshire	25,100	24,400	97	
Merrimack	42,600	41,800	98	
<b>RHODE ISLAND</b>				
Bristol	16,200	16,100	99	
<b>VERMONT</b>				
Windham	16,300	15,600	96	
<b>Station Totals</b>		<b>2,880,400</b>	<b>2,841,900</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>				<b>911,800</b>
<b>Average Daily Circulation (1989)</b>				<b>283,200</b>

# Massachusetts—Cambridge-Boston

**WLVI-TV**

**Ch. 56**

**Network Service:** None, independent.

**Licensee:** Gannett Massachusetts Bcstg. Inc., 75 Morrissey Blvd., Boston, MA 02125.

**Studio:** 75 Morrissey Blvd., Boston, MA 02125.

**Telephone:** 617-265-5656. **Fax:** 617-265-0063.

**Technical Facilities:** Channel No. 56 (722-728 MHz). Authorized power: 2240-kw max. & 1660-kw horizontal visual, 226-kw max. & 166-kw horizontal aural. Antenna: 1186-ft. above av. terrain, 1201-ft. above ground, 1349-ft. above sea level.

Latitude 42° 18' 12"  
Longitude 71° 13' 08"

**Transmitter:** 140 Cabot St., Needham, MA.

**Satellite Earth Stations:** Scientific-Atlanta, 7-meter C-band; Microdyne, 5-meter C-band; Microdyne, 5-meter Ku-band; Microdyne, 4.5-meter Ku-band; Microdyne, 4-meter Ku-band; M/A-Corn receivers.

**News Service:** CNN.

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

**Began Operation:** August 31, 1953; left air March 30, 1956. Sale to Harvey Radio Labs by Middlesex Bcstg. approved by FCC Sept. 1, 1959. Harvey operated station experimentally from May 17 to Nov. 17, 1962. Sale to Kaiser Bcstg. approved Oct. 20, 1966 (*Television Digest*, Vol. 6:26, 43) and station resumed operation Dec. 21, 1966. Sale to Field by Kaiser approved June 22, 1977 (Vol. 16:51; 17:26). Sale to present owner by Field Communications approved by FCC May 12, 1983 (Vol. 22:47).

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

**Personnel:**

- GERALD R. WALSH, president & general manager.
- PETER SCHRUTH, general sales manager.
- RON BECKER, vice president, operations.
- GUNNAR RIEGER, vice president, engineering.
- MICHAEL J. IZOR, controller.
- DENIS DOWLE, national sales manager.
- ROBERT McCAUGHEY, local sales manager.
- JAMES BYRNE, creative services director.
- NATALIE McIVER, public affairs manager.
- SUSAN BYRNE, research director.
- JACK FITZGERALD, news director.
- BARBARA BETHEA, production manager.

**Highest 30 Sec. Rate:** \$10,000.

**City of License:** Cambridge. **ADI:** Boston. **Rank:** 6.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	<b>CONNECTICUT</b>			
	New London	90,500	88,700	98
	<b>MASSACHUSETTS</b>			
	Barnstable	75,800	74,500	98
	Bristol	182,900	180,900	99
	Essex	249,800	247,100	99
	Middlesex	504,500	499,000	99
	Norfolk	222,700	220,700	99
	Plymouth	151,200	149,400	99
	Suffolk	270,900	265,000	98
	Worcester	246,400	243,200	99
	<b>NEW HAMPSHIRE</b>			
	Belknap	18,600	18,400	99
	Hillsborough	119,900	118,400	99
Merrimack	42,600	41,800	98	
Rockingham	86,100	85,000	99	
Strafford	34,400	33,800	98	
<b>RHODE ISLAND</b>				
Bristol	16,200	16,100	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Kent	59,300	58,800	99
	Newport	30,700	30,300	99
	Providence	220,300	217,700	99
Between 5-24%	<b>CONNECTICUT</b>			
	Tolland	41,900	41,100	98
	Windham	36,000	35,300	98
	<b>MASSACHUSETTS</b>			
Berkshire	55,100	54,200	98	
Dukes	5,200	5,000	96	
Hampshire	49,600	48,600	98	
Nantucket	2,700	2,600	96	
<b>MAINE</b>				
Cumberland	89,800	88,500	99	
Franklin	11,000	10,600	96	
Kennebec	43,300	42,500	98	
Oxford	19,300	19,000	98	
Penobscot	49,100	48,300	98	
Sagadahoc	12,500	12,200	98	
Somerset	16,800	16,500	98	
Waldo	11,600	11,300	97	
York	62,100	61,300	99	
<b>NEW HAMPSHIRE</b>				
Carroll	14,200	14,000	98	
Cheshire	25,100	24,400	97	
Coos	13,300	13,100	98	
Grafton	26,100	25,300	97	
Sullivan	15,100	14,600	97	
<b>RHODE ISLAND</b>				
Washington	37,200	36,600	98	
<b>VERMONT</b>				
Windsor	22,000	21,400	97	
<b>Station Totals</b>		<b>3,281,800</b>	<b>3,235,200</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>				<b>1,127,400</b>
<b>Average Daily Circulation (1989)</b>				<b>362,700</b>

# Massachusetts—Boston

**WNEV-TV**

Ch. 7

# WNEV BOSTON



**TELEREP, INC.**

**Network Service:** CBS.

**Licensee:** New England Television Corp., Government Center, Boston, MA 02114.

**Studio:** 7 Bulfinch Place, Government Center, Boston, MA 02114.

**Telephone:** 617-725-0777. **TWX:** 710-321-0361. **Fax:** 617-227-4782.

**Technical Facilities:** Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 1000-ft. above av. terrain, 1069-ft. above ground, 1184-ft. above sea level.

Latitude 42° 18' 40"  
Longitude 71° 13' 00"

**Transmitter:** Tower Rd., Newton, MA.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Andrew, 9-meter C-band; Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.6-meter C-band; Avantek, Scientific-Atlanta receivers.

**AM Affiliate:** WHDH.

**News Services:** AP, CBS.

**Ownership:** Paul F. Beatty, custodial voting trustee, 56.01%; Robert Kraft, 11.59%; Philip C. Haughey, v.p., 1.01%; others, none with more than 1%.

**Began Operation:** June 21, 1948 owned by RKO General Inc. Following loss of station license, combination of two competing applicants began operation May 22, 1982 (*Television Digest*, Vol. 18:17, 36; 21:49; 22:1, 4, 19).

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

**Represented (legal):** Fitch, Miller & Tourse.

**Personnel:**

- SEYMOUR YANOFF, president & general manager.
- MIKE WACH, vice president, sales.
- BRUCE MARSON, vice president, programming.
- RICHARD WEISBERG, vice president, marketing & creative services.
- JIM THISTLE, vice president, news.
- KARL RENWANZ, vice president, engineering & operations.
- VICTOR LAI, vice president, finance & administration.
- JACKIE COMEAU, vice president, research.
- JENNIFER GILLESPIE, director, public relations.
- HAIG SARIAN, local sales manager.
- LEONARD GOLDMAN, regional sales manager.
- PETER DADOMO, national sales manager.
- DAVID TING, controller.
- ED BELL, managing editor, news.
- RANDAL TOLBERT, design director.

**Highest 30 Sec. Rate:** \$12,000.

**City of License:** Boston. **AOI:** Boston. **Rank:** 6.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MASSACHUSETTS</b>			
	Barnstable	75,800	74,500	98
	Bristol	182,900	180,900	99
	Essex	249,800	247,100	99
	Middlesex	504,500	499,000	99
	Nantucket	2,700	2,600	96
	Norfolk	222,700	220,700	99
	Plymouth	151,200	149,400	99
	Suffolk	270,900	265,000	98
	Worcester	246,400	243,200	99



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>NEW HAMPSHIRE</b>			
	Belknap	18,600	18,400	99
	Hillsborough	119,900	118,400	99
	Merrimack	42,600	41,800	98
	Rockingham	86,100	85,000	99
	Strafford	34,400	33,800	98
	Sullivan	15,100	14,600	97
	<b>VERMONT</b>			
	Windham	16,300	15,600	96
	<b>Between 25-49%</b>	<b>MASSACHUSETTS</b>		
Dukes		5,200	5,000	96
<b>MAINE</b>				
York		62,100	61,300	99
<b>NEW HAMPSHIRE</b>				
Cheshire		25,100	24,400	97
<b>RHOODE ISLAND</b>				
	Bristol	16,200	16,100	99
	Providence	220,300	217,700	99
<b>Between 5-24%</b>	<b>CONNECTICUT</b>			
	Windham	36,000	35,300	98
	<b>MASSACHUSETTS</b>			
	Franklin	27,300	26,500	97
	Hampshire	49,600	48,600	98
	<b>NEW HAMPSHIRE</b>			
	Carroll	14,200	14,000	98
<b>RHOODE ISLAND</b>				
	Kent	59,300	58,800	99
	Newport	30,700	30,300	99
Washington	37,200	36,600	98	
<b>VERMONT</b>				
Windsor	22,000	21,400	97	
<b>Station Totals</b>		<b>2,845,100</b>	<b>2,806,000</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>1,886,600</b>	
<b>Average Daily Circulation (1989)</b>			<b>917,100</b>	

# Massachusetts—Boston

**WQTV**

**Ch. 68**

**Network Service:** None, independent.

**Licensee:** Monitor Television Inc., 1660 Soldiers Field Rd., Boston, MA 02135.

**Studio:** 1660 Soldiers Field Rd., Boston, MA 02135.

**Telephone:** 617-787-6868.

**Technical Facilities:** Channel No. 68 (794-800 MHz). Authorized power: 1337-kw visual, 200-kw aural. Antenna: 785-ft. above av. terrain, 887-ft. above ground, 897-ft. above sea level.

Latitude 42° 20' 50"  
Longitude 71° 04' 59"

**Transmitter:** Prudential Center, Boston.

**Satellite Earth Stations:** Andrew, 4.5-meter Ku & C-band; Vertex, 3.5-meter Ku-band; Vertex, 1.5-meter C-band; Andrew, Harris, M/A-Com receivers.

**Ownership:** Christian Science Monitor Syndicate, 100%.

**Began Operation:** January 3, 1979. Sale to present owner by Arlington Broadcast Group approved by FCC Oct. 6, 1986 (Television Digest, Vol. 26:23). Sale to Arlington approved by FCC March 22, 1982.

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

**Personnel:**

- BILL SPITZER, station manager.
- RAY YORKE, general sales manager.
- DAVID FOLSOM, chief engineer.
- SUSAN MORGAN, business manager.

**Rates:** On request.

**City of License:** Boston. **ADI:** Boston. **Rank:** 6.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>MASSACHUSETTS</b>			
	Suffolk	270,900	265,000	98
<b>Between 5-24%</b>	<b>MASSACHUSETTS</b>			
	Bristol	182,900	180,900	99
	Essex	249,800	247,100	99
	Middlesex	504,500	499,000	99
	Norfolk	222,700	220,700	99
	Plymouth	151,200	149,400	99
	Worcester	246,400	243,200	99
	<b>NEW HAMPSHIRE</b>			
	Hillsborough	119,900	118,400	99
	Rockingham	86,100	85,000	99



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	<b>RHODE ISLAND</b>			
	Kent	59,300	58,800	99
	Newport	30,700	30,300	99
	Providence	220,300	217,700	99
	Washington	37,200	36,600	98
<b>Station Totals</b>		<b>2,381,900</b>	<b>2,352,100</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>429,800</b>	
<b>Average Daily Circulation (1989)</b>			<b>140,300</b>	

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202-872-9200



# Massachusetts—Boston

## WSBK-TV

Ch. 38

Network Service: None, independent.

Licensee: Gillett Communications of Boston Inc., 83 Leo Birmingham Pkwy., Boston, MA 02135.

Studio: 83 Leo Birmingham Pkwy., Brighton, MA 02135.

Telephone: 617-783-3838.

Technical Facilities: Channel No. 38 (614-620 MHz). Authorized power: 3160-kw max. & 1170-kw horizontal visual, 316-kw max. & 117-kw horizontal aural. Antenna: 1180-ft. above av. terrain, 1201-ft. above ground, 1349-ft. above sea level.

Latitude 42° 18' 12"  
Longitude 71° 13' 08"

Transmitter: 0.33-mi. E of Highland Ave. & Rte. 128, Needham.

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

News Service: AP.

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

Began Operation: October 12, 1964. Transfer of control to Storer Bcstg. by Catholic TV Center approved July 29, 1966 by FCC (Television Digest, Vol. 6:15, 31). Transfer of control to present owner approved Oct. 29, 1987.

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

Represented (legal): Pepper & Corazzini.

### Personnel:

DANIEL J. BERKERY, president & general manager.  
VIRGINIA C. JONES, controller.  
STUART P. TAUBER, assistant general manager.  
FRANK X. COMERFORD, national sales manager.  
THOMAS S. WARNER, local sales manager.  
JOHN ANDERSON, director, sales development.  
JOHN S. VIALL, director of operations.  
JAMES McCARTHY, director of technical services.  
LESLIE SAVAGE, program director.  
VICTORIA KENDALL, promotion director.

Highest 30 Sec. Rate: \$5000.

City of License: Boston. AOI: Boston. Rank: 6.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MASSACHUSETTS</b>			
	Essex	249,800	247,100	99
	Middlesex	504,500	499,000	99
	Nantucket	2,700	2,600	96
	Norfolk	222,700	220,700	99
Plymouth	151,200	149,400	99	
<b>Between 25-49%</b>	<b>CONNECTICUT</b>			
	New London	90,500	88,700	98
	Tolland	41,900	41,100	98
	<b>MASSACHUSETTS</b>			
	Barnstable	75,800	74,500	98
Berkshire	55,100	54,200	98	
Bristol	182,900	180,900	99	
Franklin	27,300	26,500	97	
Hampden	168,500	166,100	99	
Hampshire	49,600	48,600	98	
Suffolk	270,900	265,000	98	
Worcester	246,400	243,200	99	
<b>MAINE</b>				
Kennebec	43,300	42,500	98	
Sagadahoc	12,500	12,200	98	
York	62,100	61,300	99	
<b>NEW HAMPSHIRE</b>				
Belknap	18,600	18,400	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>CHESHIRE</b>			
	Cheshire	25,100	24,400	97
	Coos	13,300	13,100	98
	Grafton	26,100	25,300	97
	Hillsborough	119,900	118,400	99
	Merrimack	42,600	41,800	98
	Rockingham	86,100	85,000	99
	Strafford	34,400	33,800	98
	Sullivan	15,100	14,600	97
	<b>NEW YORK</b>			
Fulton	21,300	20,900	98	
Montgomery	20,300	19,900	98	
Onondaga	172,900	170,800	99	
Saratoga	58,700	58,000	99	
Schenectady	58,900	58,100	99	
Warren	20,900	20,500	98	
<b>RHODE ISLAND</b>				
Bristol	16,200	16,100	99	
Kent	59,300	58,800	99	
Newport	30,700	30,300	99	
Providence	220,300	217,700	99	
<b>VERMONT</b>				
Bennington	13,700	13,400	98	
Caledonia	10,500	10,300	98	
Windsor	22,000	21,400	97	
<b>Between 5-24%</b>	<b>COLORADO</b>			
Ourray	700	700	100	
<b>CONNECTICUT</b>				
Fairfield	300,700	297,300	99	
Hartford	316,800	312,100	99	
Litchfield	62,300	61,200	98	
(Continued on page A-566)				
<b>Station Totals</b>		<b>7,206,000</b>	<b>7,111,900</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>2,001,100</b>	
<b>Average Daily Circulation (1989)</b>			<b>669,600</b>	

# Massachusetts—Lawrence

**WMFP**

**Ch. 62**

**Network Service:** None, independent.

**Licensee:** MFP Inc., One Parker St., Lawrence, MA 01843.

**Studio:** One Parker St., Lawrence, MA 01843.

**Telephone:** 508-975-3053.

**Technical Facilities:** Channel No. 62 (758-764 MHz). Authorized power: 20-kw max. visual, 2-kw max. aural. Antenna: 505-ft. above av. terrain, 271-ft. above ground, 600-ft. above sea level.

Latitude	42°	42'	25"
Longitude	71°	00'	54"

Holds CP for change to 5000-kw max. visual, 650-ft. above av. terrain, 643-ft. above ground, 699-ft. above sea level, lat. 42° 21' 29", long. 71° 03' 40", transmitter to One Beacon St., Boston. BMPCT-871203KJ.

**Transmitter:** Baldpate Hill, approx. 1-mi. SSW of intersection with Hwy. 133.

**Satellite Earth Station:** Paraclype, 3.8-meter.

**Ownership:** Avi Nelson, pres.-treas.-secy., 31.9%; Richard Morley, 3.7%; Edward Harwood, 2.2%.

**Began Operation:** October 16, 1987.

**Represented (legal):** Hopkins, Sutter, Hamel & Park.

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

**Personnel:**

ROBERTA E. SMITH, station manager.

**Highest One Hour Rate:** \$250.



**Arbitron Data:** Not available.

**City of License:** Lawrence. **AOI:** Boston. **Rank:** 6.

# Massachusetts—Marlborough

**WHSB**

**Ch. 66**

**Network Service:** Home Shopping Network.

**Licensee:** Silver King Broadcasting of Massachusetts Inc., 71 Parmenter Rd., Hudson, MA 01749.

**Studio:** 71 Parmenter Rd., Hudson, MA 01749.

**Telephones:** 617-350-6666; 508-879-6666. **Fax:** 508-875-3416.

**Technical Facilities:** Channel No. 66 (782-788 MHz). Authorized power: 3160-kw visual, 316-kw aural. Antenna: 1070-ft. above av. terrain, 1249-ft. above ground, 1449-ft. above sea level.

Latitude	42°	23'	01"
Longitude	71°	29'	35"

**Transmitter:** 71 Parmenter Rd., Hudson, MA.

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

**Satellite Earth Stations:** Comtech, 7.3-meter C-band; RCA, 3.5-meter Ku-band; Pinzone receivers.

**News Service:** AP.

**Ownership:** Silver King Broadcasting Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** February 12, 1985. Sale to present owner by Arnold Ginsburg & John Garabedian approved by FCC Sept. 23, 1986 (*Television Digest*, Vol. 26:32, 45).

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

**Personnel:**

MERRIL BUCHHALTER, vice president & station manager.  
 ANDREW LURIE, marketing & promotion director.  
 LISA ROBINSON, news & program director.  
 JOSEPH J. CENTORINO, chief engineer.  
 SHIRLEY WARREN, business manager.



FRANCESCA BRYDEN, public affairs manager.  
 LARRY SIMON, operations supervisor.

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

**Arbitron Data:** Not available.

**City of License:** Marlborough. **ADI:** Boston. **Rank:** 6.

# Massachusetts—Norwell

**WHRC**

**Ch. 46**

**Network Service:** None, independent.

**Licensee:** Massachusetts Channel 46 Corp., 80 Prospect St., Cambridge, MA 02139.

**Studio:** 80 Prospect St., Cambridge, MA 02139.

**Telephone:** 617-868-9760.

**Technical Facilities:** Channel No. 46 (662-668 MHz). Authorized power: 66-kw max. visual, 0.66-kw max. aural. Antenna: 272-ft. above av. terrain, 128-ft. above ground, 328-ft. above sea level.

Latitude	42°	09'	45''
Longitude	70°	48'	52''

Holds CP for change to 5000-kw max. visual, 942-ft. above av. terrain, 955-ft. above ground, 1024-ft. above sea level, lat. 42° 01' 06", long. 70° 58' 36", transmitter to S of West St. at intersection with Spring St. in East Bridgewater Twp. BPCT-880315KG.

**Transmitter:** Paradise Hill, approx. 1-mi. W of Norwell.

**Ownership:** The Alan & Lina Lee Lidow Revocable Trust, 70.5%; Robert Howe, v.p., 25%. Howe has interest in Macoupin County Cablevision, cable TV operator in Carlinville, IL.

**Began Operation:** December 6, 1986.

**Personnel:**

ROLFE AUERBACH, general manager.  
 BETSY LYNCH, station manager.  
 LAURIE GOUETT, sales manager.

**Rates:** On request.



WHRC BPCT-880315KG Granted 6/21/88 © American Map Corp., No. 14244

**Arbitron Data:** Not available.

**City of License:** Norwell. **ADI:** Boston. **Rank:** 6.

# Massachusetts—Springfield-Holyoke

## WGGB-TV

Ch. 40

**Network Service:** ABC.

**Licensee:** Guy Gannett Publishing Co., Box 40, Springfield, MA 01102-0040.

**Studio:** 1300 Liberty St., Springfield, MA 01104.

**Telephone:** 413-733-4040. **Fax:** 413-781-1363.

**Technical Facilities:** Channel No. 40 (626-632 MHz). Authorized power: 4270-kw visual, 427-kw aural. Antenna: Elliptical, 1056-ft. above av. terrain, 167-ft. above ground, 1378-ft. above sea level.

Latitude 42° 14' 30"  
Longitude 72° 38' 57"

**Transmitter:** Top of Mt. Tom, Holyoke, MA.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Andrew, 7.5-meter C-band; Andrew, 4.5-meter C-band; Scientific-Atlanta, 4.5-meter Ku-band; AFC, 3.5-meter Ku-band; Comtech, 3.5-meter C-band; AvanteK, M/A-Com, Microdyne receivers.

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

**Ownership:** Guy Gannett Publishing Co. See Group Ownership of Television Stations.

**Began Operation:** April 14, 1953. Sale with AM & FM affiliates to present owner by Hampden-Hampshire Corp. approved June 7, 1967 by FCC (*Television Digest*, Vol. 6:44). Previous sale of 50% to Republican TV Inc. approved July 21, 1954 (Vol. 10:10, 30).

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

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

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

### Personnel:

GILBERT M. LEFKOVICH, vice president & general manager.  
JOSEPH MARCOE, general sales manager.  
RICHARD WYLIE, national sales manager.  
ROBERT FAY, local sales manager.  
TED GRATKOWSKI, chief engineer.  
JOANNE DIX-WISDOM, promotion manager.  
DEREK JARVIS, production manager.  
DEBRA HUNT, program manager.  
ROGER BALL, news director.

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**Highest 30 Sec. Rate:** \$1600.

**NETWORK BASE HOURLY RATE:** \$750.

**City of License:** Springfield. **AOI:** Springfield, MA. **Rank:** 96.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MASSACHUSETTS</b>			
	Franklin	27,300	26,500	97
	Hampden	168,500	166,100	99
	Hampshire	49,600	48,600	98
<b>Between 25-49%</b>	<b>VERMONT</b>			
	Windham	16,300	15,600	96
<b>Between 5-24%</b>	<b>CONNECTICUT</b>			
	Hartford	316,800	312,100	99
	Middlesex	52,500	51,600	98
	Tolland	41,900	41,100	98
<b>Station Totals</b>		<b>672,900</b>	<b>661,600</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>				<b>266,600</b>
<b>Average Daily Circulation (1989)</b>				<b>129,300</b>

# Massachusetts—Springfield

**WWLP**

Ch. 22

**Network Service:** NBC.

**Licensee:** Adams TV of Springfield Inc., Box 2210, Springfield, MA 01102-2210.

**Studio:** Provin Mountain, Feeding Hills, MA 01030.

**Mailing Address:** Box 2210, Springfield, MA 01102-2210.

**Telephone:** 413-786-2200. **Easylink:** 621-475-20.

**Technical Facilities:** Channel No. 22 (518-524 MHz). Authorized power: 3420-kw max. visual, 342-kw max. aural. Antenna: 877-ft. above av. terrain, 495-ft. above ground, 1135-ft. above sea level.

Latitude 42° 05' 00"  
Longitude 72° 42' 16"

**Transmitter:** Provin Mountain, Agawam, MA.

**Multichannel TV Sound:** Stereo only.

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

**News Service:** AP.

**Ownership:** Adams Communications. See Group Ownership of Television Stations.

**Began Operation:** March 17, 1953. Sale to present owner by Springfield TV Corp. approved by FCC Jan. 9, 1984 (*Television Digest*, Vol. 23:35).

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

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

**Personnel:**

- WILLIAM PEPIN, president & general manager.
- DANIEL T. SULLIVAN JR., vice president & general sales manager.
- E. HOLLAND LOW, vice president & national sales manager.
- FRANCIS KOZLOWSKI JR., traffic manager.
- MAX MAREK, chief engineer.
- KEITH SILVER, news director.
- ANNA GIZA, promotion manager.
- RICH TETTEMER, sports director.
- CONSTANCE O'BRIEN, business manager.

**Highest One Hour Rate:** \$1750.

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

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

**City of License:** Springfield. **ADI:** Springfield, MA. **Rank:** 96.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>MASSACHUSETTS</b>			
	Franklin	27,300	26,500	97
	Hampden	168,500	166,100	99
	Hampshire	49,600	48,600	98
<b>Between 25-49%</b>	<b>MASSACHUSETTS</b>			
	Berkshire	55,100	54,200	98
<b>Between 5-24%</b>	<b>CONNECTICUT</b>			
	Hartford	316,800	312,100	99
	Middlesex	52,500	51,600	98
	Tolland	41,900	41,100	98
<b>Station Totals</b>	<b>MASSACHUSETTS</b>			
	Worcester	246,400	243,200	99
	<b>NEW HAMPSHIRE</b>			
	Cheshire	25,100	24,400	97
<b>Net Weekly Circulation (1989)</b>		<b>983,200</b>	<b>967,800</b>	<b>98</b>
<b>Average Daily Circulation (1989)</b>				<b>300,300</b>
				<b>175,300</b>

# Massachusetts—Vineyard Haven

**WCVX**

**Ch. 58**

**Network Service:** None, independent.

**Licensee:** Cape Cod Television Inc.

**Studio:** 29 Bassett Lane, Hyannis, MA 02601.

**Telephones:** 617-775-4242; 617-693-5458.

**Technical Facilities:** Channel No. 58 (734-740 MHz). Authorized power: 1191-kw max. visual, 119.1-kw max. aural. Antenna: 439-ft. above av. terrain, 370-ft. above ground, 495-ft. above sea level.

Latitude 41° 41' 19"  
Longitude 70° 20' 49"

**Transmitter:** Oak St., 0.6-mi. N of Rte. 6, Barnstable.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Station:** Microdyne, 5-meter C-band; Microdyne receivers.

**News Service:** AP.

**Ownership:** Sentry Services Corp., 100%. Gerald G. Shuck pres.; Richard Rowe Jr., v.p. & treas. Sentry Services Corp. ownership: Sentry Federal Savings Bank, a non-stock corp.

**Began Operation:** July 19, 1985. Sale to present owner by Donald Moore, et al., approved by FCC Dec. 3, 1987.

**Represented (sales):** Creed & Associates.

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

**Represented (engineering):** Silliman & Silliman.

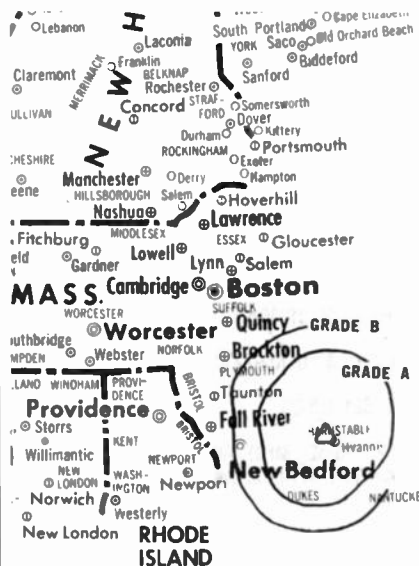
**Personnel:**

DANIEL N. CARNEY, general manager.  
BEN EMERY, sales manager.  
GREG BUSH, news director.

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

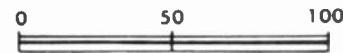
**City of License:** Vineyard Haven. **ADI:** Providence, RI-New Bedford, MA. **Rank:** 44.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



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SCALE OF MILES



WCVX BMPCT—850607KH Granted 6/21/85

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>MASSACHUSETTS</b>				
Between 5-24%	Barnstable	75,800	74,500	98
	Dukes	5,200	5,000	96
<b>Station Totals</b>		<b>81,000</b>	<b>79,500</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>			<b>17,600</b>	
<b>Average Daily Circulation (1989)</b>			<b>4,900</b>	

# Massachusetts—Worcester

**WHLL**

Ch. 27

**Network Service:** None, independent.

**Licensee:** Corridor Bcstg. Corp., Box 27, Shrewsbury, MA 01545.

**Studio:** 276 Boston Turnpike, Shrewsbury, MA 01545.

**Telephone:** 617-799-2727.

**Technical Facilities:** Channel No. 27 (548-554 MHz). Authorized power: 2301-kw max. visual, 230-kw max. aural. Antenna: 1531-ft. above av. terrain, 1315-ft. above ground, 2015-ft. above sea level.

Latitude 42° 20' 01"  
Longitude 71° 42' 53"

**Transmitter:** Stiles Hill, Cross St., Boylston.

**Satellite Earth Station:** Microdyne, 7-meter.

**News Service:** CNN.

**Ownership:** Corridor Broadcasting Corp. See Group Ownership of Television Stations.

**Began Operation:** January 2, 1970. Sale to present owner by Melvin & Fred Simon, Gerald & Irwin Katz approved by FCC Oct. 18, 1983. Previous sale by America Group Management Corp. approved April 21, 1977. Began subscription TV operation Sept. 8, 1980. Resumed independent operation Jan. 1, 1986.

**Represented (sales):** Adam Young Inc.

**Represented (legal):** Sanford, Adams, McCullough & Beard.

**Personnel:**

- MICHAEL VOLPE, general manager.
- RICHARD BETRO, station manager.
- MICHAEL JONES, sales manager.
- MICHAEL NURSE, local sales manager.
- DOROTHY BUDUO, national sales manager.
- FRAN PACARI, chief engineer.
- LYNNE MACNAMEE, news director.
- LILLIAN CHUN, program director.
- ROBERT DAVIS, promotion director.
- JAMES DOBIS, business manager.
- JAMES BARNETT, marketing director.
- CHRISTINE CIOCILO, film director.

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

**City of License:** Worcester. **ADI:** Boston. **Rank:** 6.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>Between 5-24%</b>	<b>MASSACHUSETTS</b>			
	Bristol	182,900	180,900	99
	Essex	249,800	247,100	99
	Franklin	27,300	26,500	97
	Middlesex	504,500	499,000	99
	Norfolk	222,700	220,700	99
	Plymouth	151,200	149,400	99
	Suffolk	270,900	265,000	98
	Worcester	246,400	243,200	99
	<b>NEW HAMPSHIRE</b>			
Hillsborough	119,900	118,400	99	
<b>RHODE ISLAND</b>				
Bristol	16,200	16,100	99	
Newport	30,700	30,300	99	
Providence	220,300	217,700	99	
<b>Station Totals</b>		<b>2,242,800</b>	<b>2,214,300</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>257,700</b>	
<b>Average Daily Circulation (1989)</b>			<b>57,100</b>	



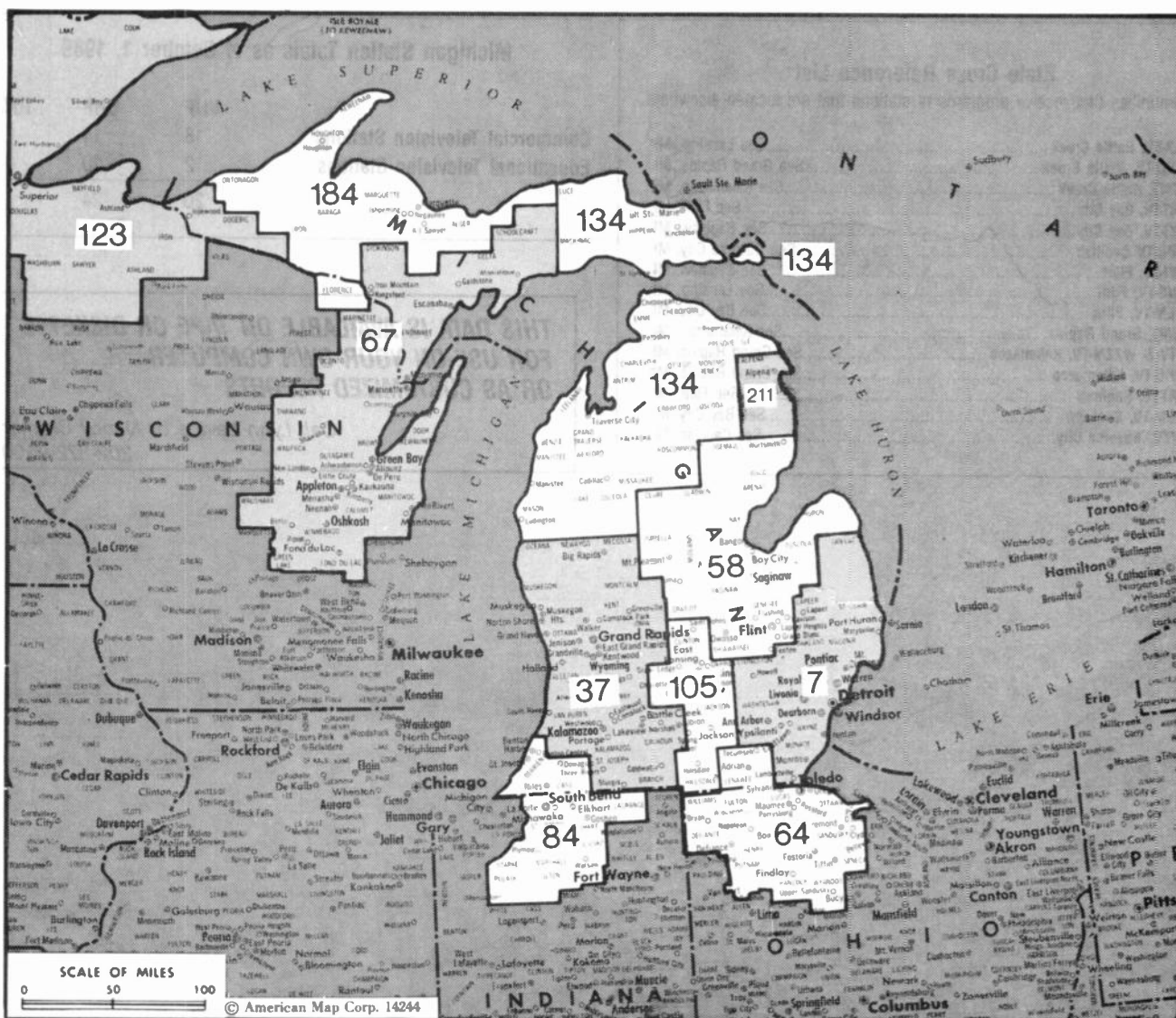
# Massachusetts

## WSBK-TV, Boston (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	<b>CONNECTICUT</b>			
	Middlesex	52,500	51,600	98
	New Haven	289,500	285,700	99
	Windham	36,000	35,300	98
	<b>ILLINOIS</b>			
	Iroquois	12,400	12,100	98
	<b>MASSACHUSETTS</b>			
	Dukes	5,200	5,000	96
	<b>MAINE</b>			
	Androscoggin	37,800	37,300	99
	Cumberland	89,800	88,500	99
	Franklin	11,000	10,600	96
	Hancock	18,000	17,700	98
	Knox	14,000	13,600	97
	Lincoln	11,200	11,000	98
	Oxford	19,300	19,000	98
	Penobscot	49,100	48,300	98
	Somerset	16,800	16,500	98
	Waldo	11,600	11,300	97
	<b>NEBRASKA</b>			
	Arthur	200	200	100
	<b>NEW HAMPSHIRE</b>			
	Carroll	14,200	14,000	98

## WSBK-TV—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	<b>NEW JERSEY</b>			
	Bergen	318,300	316,200	99
	Passaic	167,600	165,700	99
	<b>NEW YORK</b>			
	Albany	112,700	110,900	98
	Broome	80,600	79,500	99
	Cayuga	29,000	28,400	98
	Columbia	23,500	23,100	98
	Greene	16,800	16,500	98
	Nassau	447,800	445,300	99
	Oneida West	34,500	34,000	99
	Oswego	41,400	40,800	99
	Otsego	21,800	21,200	97
	Rensselaer	55,900	54,900	98
	Rockland	87,100	85,900	99
	Suffolk	426,000	422,000	99
	Washington	20,000	19,700	98
	Westchester	322,300	318,700	99
	<b>RHODE ISLAND</b>			
	Washington	37,200	36,600	98
	<b>TENNESSEE</b>			
	Decatur	4,500	4,400	98
	<b>VERMONT</b>			
	Orleans	9,000	8,900	99
	Windham	16,300	15,600	96



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Detroit, MI.....	1,712,600	7	WADL (38), WBSX (31), WDIV (4), WGPR-TV (62), WJBK-TV (2), WKBD-TV (50), WXON (20) WXYZ-TV (7)
Grand Rapids-Kalamazoo-Battle Creek, MI.....	609,900	37	WLLA (64), WOTV (8), WTLJ (54), WUHQ-TV (41), WWMT (3), WXMI (17), WZZM-TV (13)
Flint-Saginaw-Bay City, MI.....	433,200	58	WAQP (49), WEYI-TV (25), WJRT-TV (12), WNEM-TV (5), WSMH (66)
Toledo, OH.....	404,600	64	WGGN-TV (52), WNWO-TV (24), WTOL-TV (11), WTVG (13), WUPW (36)
Green Bay-Appleton, WI.....	375,100	67	WBAY-TV (2), WFRV-TV (5), WGBA (26), WJMN-TV (3), WLJK-TV (11), WSCD (14), WXGZ-TV (32)
South Bend-Elkhart, IN.....	289,200	84	WHME-TV (46), WNDU-TV (16), WSBFTV (22), WSJV (28)
Lansing, MI.....	220,600	105	WILX-TV (10), WLNS-TV (6), WSYM-TV (47)
Duluth, MN-Superior, WI.....	169,800	123	KBJR-TV (6), KDLH-TV (3), WDIO-TV (10), WIRT (13)
Traverse City-Cadillac, MI.....	159,400	134	WGTQ (8), WGTU (29), WPBN-TV (7), WTOM-TV (4), WWTV (9), WWUP-TV (10)
Marquette, MI.....	55,400	184	WLUC-TV (6)
Alpena, MI.....	15,200	211	WBKB-TV (11)

**State Cross Reference List**

Communities that receive programs of stations that are located elsewhere.

WILX-TV, Battle Creek .....	See Lansing, MI
WUHQ-TV, Battle Creek .....	See Grand Rapids, MI
WWMT, Battle Creek .....	See Kalamazoo, MI
WJRT-TV, Bay City .....	See Flint, MI
WEYI-TV, Bay City .....	See Saginaw, MI
WPBN-TV Cadillac .....	See Traverse City, MI
WEYI-TV, Flint .....	See Saginaw, MI
WLNS-TV, Flint .....	See Lansing, MI
WNEM-TV, Flint .....	See Bay City, MI
WWMT, Grand Rapids .....	See Kalamazoo, MI
WOTV & WZZM-TV, Kalamazoo .....	See Grand Rapids, MI
WUHQ-TV, Kalamazoo .....	See Grand Rapids, MI
WJRT-TV, Saginaw .....	See Flint, MI
WNEM-TV, Saginaw .....	See Bay City, MI
WWTW, Traverse City .....	See Cadillac, MI

**Michigan Station Totals as of October 1, 1989**

	VHF	UHF	TOTAL
<b>Commercial Television Stations</b>	18	14	32
<b>Educational Television Stations</b>	2	10	12
	20	24	44

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# Michigan—Alpena-Oscoda-Tawas City- East Tawas

**WBKB-TV**

Ch. 11

Network Service: CBS.

Licensee: Thunder Bay Broadcasting Corp., 1390 Bagley St., Alpena, MI 49707.

Studio: 1390 Bagley St., Alpena, MI 49707.

Telephone: 517-356-3434.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 670-ft. above av. terrain, 500-ft. above ground, 1510-ft. above sea level.

Latitude 44° 42' 25.00"  
Longitude 83° 31' 22.50"

Transmitter: Hubbard Lake Rd., 3-mi. N of M-72.

Satellite Earth Stations: RCA Americom, 4.5-meter Ku-band; 3.8-meter C-band; M/A-Com, Standard Communications receivers.

News Services: CBS, UPI.

Ownership: Stephen A. Marks, pres., 88.5%; Thunder Bay Broadcasting Corp., 11.4%.

Began Operation: September 22, 1975.

Represented (sales): Seltel Inc.

Represented (legal): Cohn & Marks.

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

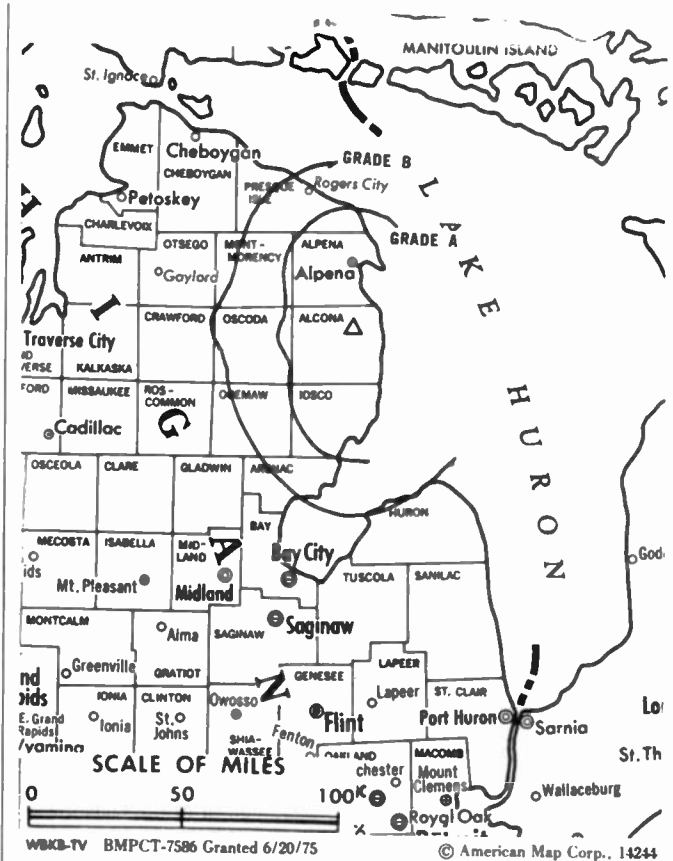
**Personnel:**

STEPHEN A. MARKS, president.  
CURTIS W. SMITH, vice president & general manager.  
BARB BOWEN, general sales manager.  
CHER ALLEN, local sales manager.  
MARK NOWAK, chief engineer.  
JOE EDICK, news director.  
THERESA STOPPA, business manager.  
MICHAEL STROUD, production manager.

Rates: On request.

City of License: Alpena. AOI: Alpena. Rank: 211.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>MICHIGAN</b>			
	Alcona	4,400	4,200	95
	Alpena	11,400	11,000	96
	Iosco	11,600	11,400	99
	Oscoda	2,900	2,800	97
<b>Between 25-49%</b>	<b>MICHIGAN</b>			
	Montmorency	3,200	3,100	97
	Presque Isle	5,400	5,200	96
<b>Between 5-24%</b>	<b>MICHIGAN</b>			
	Arenac	5,800	5,700	98
	Huron	13,500	13,200	98
	Ogemaw	7,000	6,900	99
	Sanilac	15,200	14,900	98
<b>Station Totals</b>		<b>80,400</b>	<b>78,400</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>				<b>35,600</b>
<b>Average Daily Circulation (1989)</b>				<b>18,200</b>

# Michigan—Ann Arbor

**WBSX**

(formerly WIHT)

Ch. 31

**Network Service:** None, independent.

**Licensee:** Blackstar Communications of Michigan Inc., 3975 Varsity Dr., Ann Arbor, MI 48108.

**Studio:** 3975 Varsity Dr., Ann Arbor, MI 48108.

**Mailing Address:** Box 2267, Ann Arbor, MI 48106.

**Telephone:** 313-973-7900. **TWX:** 810-221-0038. **Fax:** 313-973-7906.

**Technical Facilities:** Channel No. 31 (572-578 MHz). Authorized power: 1230-kw max. & 1222-kw horizontal visual, 200-kw horizontal aural. Antenna: 1080-ft. above av. terrain, 1044-ft. above ground, 2049-ft. above sea level.

Latitude	42°	22'	25.00"
Longitude	84°	01'	13.50"

**Transmitter:** RFD M-52, Lyndon Twp.

**Satellite Earth Stations:** Gardiner, 5.6-meter C-band; Gardiner, 4.6-meter Ku-band; AFC, 3.5-meter C-band; Microdyne receivers.

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

**Began Operation:** January 12, 1981. Sale to present owner by FAB Communications approved by FCC July 10, 1989 ( *Television Digest*, Vol. 28:52 & 29:20).

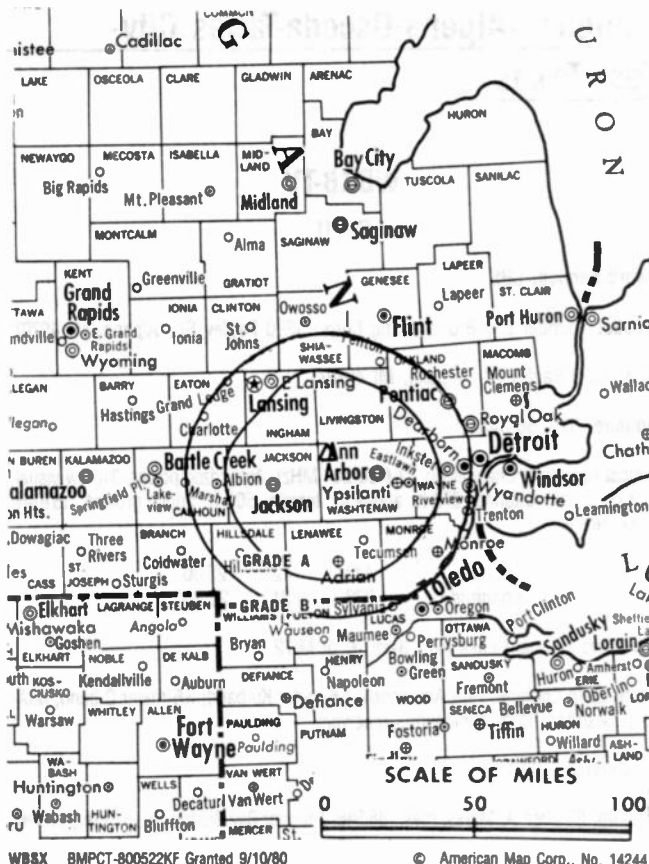
**Represented (legal):** Verner, Liipfert, Bernhard, McPherson & Hand.

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

**Personnel:**

CHRISTOPHER WEBB, vice president & general manager.  
 ROBERT THOMPSON, chief engineer.  
 JERRY SAMONS, program director.  
 MARJORIE WIECHERS, business manager.

**Highest One Hour Rate:** \$1200.



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

**NETWORK BASE HOURLY RATE:** \$1000.

**Arbitron Data:** Not available.

**City of License:** Ann Arbor. **ADI:** Detroit. **Rank:** 7.

# Michigan—Bay City-Saginaw-Flint

## WNEM-TV

Ch. 5

Network Service: NBC.

Licensee: Meredith Corp., Box 531, Saginaw, MI 48606.

Studio: 107 N. Franklin St., Saginaw, MI 48606.

2nd Studio & Office: G-3426 Miller Rd., Flint, MI 48507.

Telephones: 517-755-8191, Saginaw; 313-732-2Q50, Flint.

TWX: 810-265-1203, Saginaw; 810-235-1190, Flint.

Fax: 517-755-1860.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1036-ft. above av. terrain, 1049-ft. above ground, 1635-ft. above sea level.

Latitude 43° 28' 13"  
Longitude 83° 50' 35"

Transmitter: 5700 Becker Rd., Saginaw, MI.

Satellite Earth Station: Harris; Drake, Harris receivers.

News Service: AP.

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

Began Operation: February 16, 1954. Sale to present owner by James Gerity Jr. approved by FCC April 16, 1969 (Television Digest, Vol. 9:15).

Represented (sales): MMT Sales Inc.

Represented (legal): Haley, Bader & Potts.

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

### Personnel:

PAUL VIRCIGLIO, vice president & general manager.  
GARY RIVARD, local sales manager.  
PEGGY MADIGAN, national sales manager.  
MICHELLE KEILITZ, creative services director.  
GREG SURMA, director of engineering.  
BRUCE WHITEAKER, news director.  
BILL AVERY, program director.  
JOHN HAUPRICHT, production manager.  
MARC WESLEY, sports director.  
PAT DeCORTE, business manager.

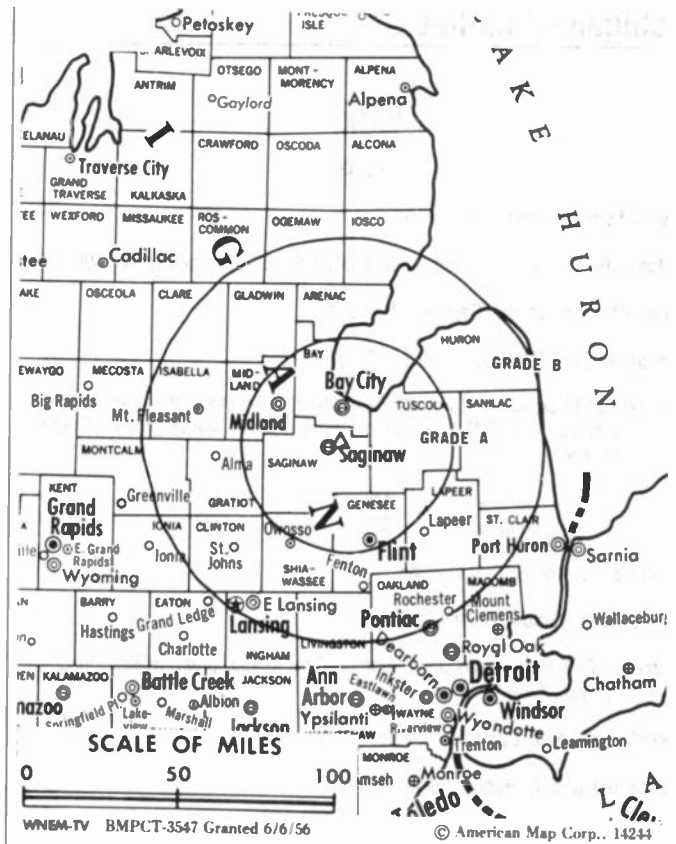
Rates: On request.

NETWORK BASE HOURLY RATE: \$1300.

City of License: Bay City. AOI: Flint-Saginaw-Bay City. Rank: 58.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households Households %
<b>MICHIGAN</b>			
<b>50% &amp; Over</b>	Alcona	4,400	4,200 95
	Alpena	11,400	11,000 96
	Arenac	5,800	5,700 98
	Bay	41,400	41,000 99
	Clare	10,400	10,200 98
	Genesee	160,100	158,600 99



Net Weekly Circulation	State County	Total Households	TV Households Households %
<b>50% &amp; Over</b>	Gladwin	8,700	8,500 98
	Gratiot	13,900	13,700 99
	Huron	13,500	13,200 98
	Iosco	11,600	11,400 99
	Isabella	17,700	17,300 98
	Lapeer	23,800	23,500 99
	Midland	26,700	26,500 99
	Ogemaw	7,000	6,900 99
	Saginaw	76,800	75,900 99
	Sanilac	15,200	14,900 98
	Shiawassee	24,100	23,800 99
	Tuscola	19,000	18,700 98
<b>MICHIGAN</b>			
<b>Between 25-49%</b>	Roscommon	8,400	8,300 99
<b>MICHIGAN</b>			
<b>Between 5-24%</b>	Chippewa	10,100	9,900 98
	Clinton	19,000	18,800 99
	Emmet	9,400	9,100 97
	Livingston	36,400	36,100 99
	Mecosta	12,600	12,300 98
	Montcalm	18,400	18,100 98
	Oscoda	2,900	2,800 97
<b>Station Totals</b>		<b>608,700</b>	<b>600,400 99</b>
<b>Net Weekly Circulation (1989)</b>			<b>443,400</b>
<b>Average Daily Circulation (1989)</b>			<b>286,200</b>

# Michigan—Cadillac

**WGKI**

**Ch. 33**

**Network Service:** None, independent.

**Grantee:** GRK Productions Joint Venture, 7400 S. 45 Rd., Cadillac, MI 49601.

**Studio:** 202 Stimson St., Cadillac, MI 49601.

**Telephones:** 616-775-9813; 616-775-0330.

**Technical Facilities:** Channel No. 33 (584-590 MHz). Authorized power: 61.52-kw max. visual. Antenna: 945-ft. above av. terrain, 584-ft. above ground, 2153-ft. above sea level.

Latitude	44°	08'	53''
Longitude	85°	20'	45''

**Transmitter:** 6.5-mi. SSE of Cadillac.

**Satellite Earth Station:** Uniden, 10-meter.

**Ownership:** GRK Productions Joint Venture. Gary Knapp, pres., 50%; Constance M. Knapp, v.p., 50%.

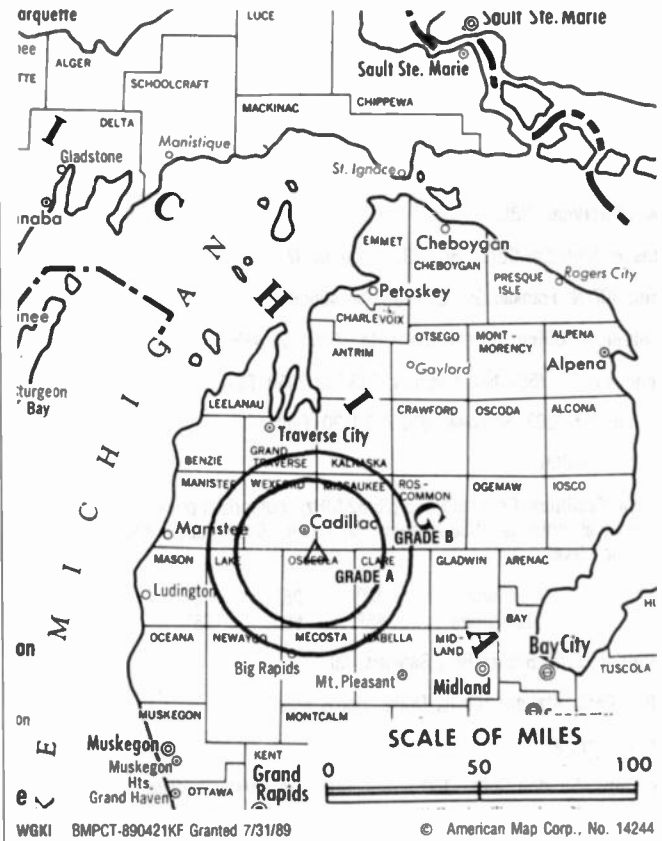
**Scheduled to Begin Operation:** September 30, 1989.

**Represented (legal):** Reddy, Begley & Martin.

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

**Personnel:**

GARY KNAPP, general manager.  
 GLEN WALKER, chief engineer.  
 PAT ANDERSON, news director.  
 JOYCE BASSETTE, program director.  
 DONNA HORNING, promotion director.



**Rates:** On request.

**City of License:** Cadillac. **ADI:** Traverse City-Cadillac. **Rank:** 134.

# Michigan—Cadillac-Traverse City

**WWTV**

Ch. 9

(Operates satellite WWUP-TV, Sault Ste. Marie, MI)

**Network Service:** CBS.

**Licensee:** Heritage Bcstg. Co. of Michigan, 2509 Commercial Dr., Auburn Hills, MI 48057.

**Studios:** 11360 N. 130th Ave., Cadillac, MI 49601; 3920 U.S. 31 South, Traverse City, MI 49684-0627.

**Mailing Address:** Box 627, Cadillac, MI 49601.

**Telephone:** 616-775-3478.

**Technical Facilities:** Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 63.1-kw aural. Antenna: 1635-ft. above av. terrain, 1295-ft. above ground, 2999-ft. above sea level.

Latitude 44° 08' 12"  
Longitude 85° 20' 33"

**Transmitter:** 9-mi. SE of Cadillac.

**Satellite Earth Stations:** Scientific-Atlanta, 7-meter C-band; Microwave General, 5-meter C-band; RCA, 3-meter Ku-band; Pinzone, Scientific-Atlanta receivers.

**News Services:** AP, CBS, Michigan News Exchange, UPI.

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

**Began Operation:** December 11, 1953. Sale to present owner by Wilson Communications approved by FCC March 2, 1989. Sale to Wilson Communications by Fetzer Bcstg. Co. approved by FCC Dec. 28, 1978 (*Television Digest*, Vol. 19:14). Sale to Fetzer by Spartan Corp. approved July 23, 1958 (Vol. 14:25, 27).

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

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

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

**Personnel:**

- WILLIAM D. WEBB, vice president & general manager.
- RICHARD SCHAPPA, general sales manager.
- LOWELL SHORE, chief engineer.
- BOB LEE, director of news, community & public affairs.
- LINDA KIMBEL, national sales manager.
- ANNI WAITE, program director.
- BOB FAULL, promotion director.
- VIRGINIA BURKE, business manager.

**Highest One Hour Rate:** \$2100.

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

**Rates:** WWTV is sold in combination with WWUP-TV.

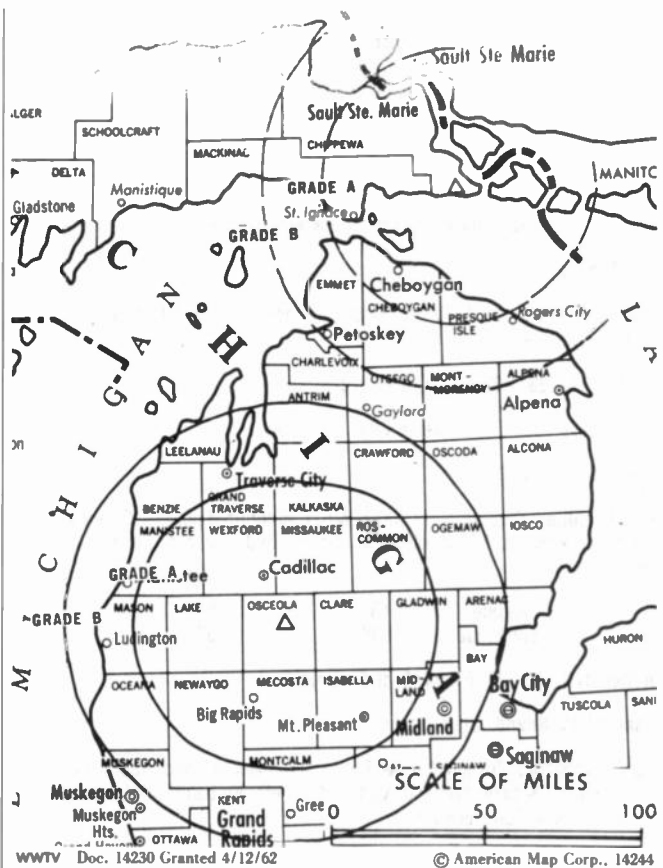
**NETWORK BASE HOURLY RATE:** \$1000.

**Arbitron Data:** Figures include WWUP-TV, Sault Ste. Marie.

**City of License:** Cadillac. **ADI:** Traverse City-Cadillac. **Rank:** 134.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>MICHIGAN</b>			
	Antrim	6,600	6,500	98
	Benzie	4,600	4,500	98
	Charlevoix	8,100	7,900	98
	Cheboygan	8,200	7,900	96
	Chippewa	10,100	9,900	98
	Clare	10,400	10,200	98
	Crawford	3,800	3,700	97
	Emmet	9,400	9,100	97



Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	Gladwin	8,700	8,500	98
	Grand Traverse	22,800	22,300	98
	Isabella	17,700	17,300	98
	Kalkaska	5,000	4,900	98
	Lake	3,700	3,600	97
	Leelanau	6,000	5,900	98
	Luce	2,100	2,000	95
	Mackinac	3,800	3,700	97
	Manistee	9,500	9,300	98
	Mason	10,600	10,200	97
	Mecosta	12,600	12,300	98
	Missaukee	4,000	3,900	97
	Montmorency	3,200	3,100	97
	Oceana	8,400	8,200	97
	Osceola	7,700	7,500	98
	Oscoda	2,900	2,800	97
Otsego	5,900	5,800	98	
Presque Isle	5,400	5,200	96	
Roscommon	8,400	8,300	99	
Wexford	10,400	10,200	98	
<b>Between 25-49%</b>	<b>MICHIGAN</b>			
	Delta	13,900	13,600	98
	Gratiot	13,900	13,700	99
	Midland	26,700	26,500	99
	Montcalm	18,400	18,100	98
	Newaygo	14,400	14,100	98
Ogemaw	7,000	6,900	99	
<b>Between 5-24%</b>	<b>MICHIGAN</b>			
	Alger	3,200	3,100	97
	Alpena	11,400	11,000	96
	Arenac	5,800	5,700	98
	Dickinson	10,700	10,500	99
	Marquette	25,200	24,900	99
<b>Station Totals</b>		<b>370,600</b>	<b>362,800</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>			<b>239,000</b>	
<b>Average Daily Circulation (1989)</b>			<b>141,300</b>	



# Michigan—Cheboygan

## WTOM-TV

Ch. 4

(Satellite of WPBN-TV, Traverse City, MI)

**Network Service:** NBC.

**Licensee:** WPBN-TV & WTOM-TV Inc., Debtor-in-Possession, 50 W. Mashta Dr., Key Biscayne, FL 33149.

**Studio:** U.S. Rte. 23, 6.7-mi E of, Cheboygan.

**Mailing Address:** Box 546, Traverse City, MI 49684.

**Telephone:** 616-947-7770.

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 620-ft. above av. terrain, 590-ft. above ground, 1290-ft. above sea level.

Latitude	45°	39'	01"
Longitude	84°	20'	37"

**Transmitter:** U.S. Rte. 23, 6.7-mi. E of Cheboygan.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Transmit/receive Roscor, 2.4-meter Ku-band; Harris, 6.1-meter Ku-band; Harris, 3-meter Ku-band; Vertex, 4.6-meter Ku-band; ADM, 4-meter C-band; Harris, M/A-Corn receivers.

**News Services:** See WPBN-TV, Traverse City.

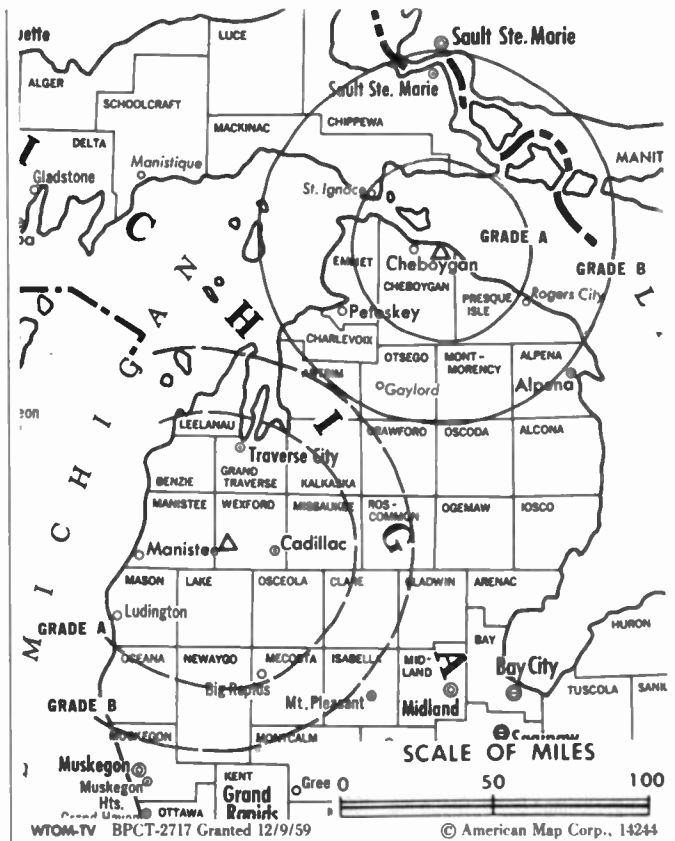
**Ownership:** Beam Communications Corp., 100%. See Group Ownership of Television Stations.

**Began Operation:** May 16, 1959.

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

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

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



### Personnel:

PETER GOOD, vice president & general manager.

**Rates:** See WPBN-TV, Traverse City.

**Arbitron Data:** Included with WPBN-TV, Traverse City.

**City of License:** Cheboygan. **ADI:** Traverse City-Cadillac. **Rank:** 134.

# Michigan—Mount Clemens

**WADL**

**Ch. 38**

**Network Service:** None, independent.

**Grantee:** Adell Bcstg. Corp., 22590 Fifteen Mile Rd., Mount Clemens, MI 48043.

**Telephone:** 313-790-3838.

**Technical Facilities:** Channel No. 38 (614-620 MHz). Authorized power: 5000-kw max. visual. Antenna: 630-ft. above av. terrain, 623-ft. above ground, 1214-ft. above sea level.

Latitude	42°	33'	15"
Longitude	82°	53'	15"

**Transmitter:** 22590 15 Mile Rd., 1.6-mi. S of Mount Clemens.

**Ownership:** Franklin Z. Adell, pres., 90%; Estate of George E. White, 5%; R. A. Riley, dir., 5%; D. Sharron Adell, secy-treas.

**Began Operation:** May 20, 1989.

**Represented (sales):** Landin Media Sales.

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

**Personnel:**

FRANK ADELL, general manager.  
 JIM PANAGOS, general sales manager.  
 ALFRED LYLE, chief engineer.

**Arbitron Data:** Not available.



City of License: Mount Clemens. ADI: Detroit. Rank: 7.

# Michigan—Detroit

**WDIV**

Ch. 4

**Network Service:** NBC.

**Licensee:** Post-Newsweek Stations Michigan Inc., 550 Lafayette Blvd., Detroit, MI 48231.

**Studio:** 550 Lafayette Blvd., Detroit, MI 48231.

**Telephone:** 313-222-0444. **TWX:** 313-962-0933. **Fax:** 313-222-0471.

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1004-ft. above av. terrain, 1020-ft. above ground, 1706-ft. above sea level.

Latitude 42° 28' 59"  
Longitude 83° 12' 20"

**Transmitter:** 15700 Lincoln Dr., Southfield, MI.

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

**Satellite Earth Stations:** Harris, 4.5-meter Ku-band; Harris, 6.1-meter C-band; Satcom Technologies, 5.5-meter C-band; Satcom Technologies, 7.0-meter C-band; Microdyne, Scientific-Atlanta receivers.

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

**Ownership:** Post-Newsweek Stations Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** June 3, 1947. Exchange for WTOP-TV (now WUSA), Washington, DC approved by FCC May 18, 1978 (*Television Digest*, Vol. 17:50; 18:21).

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

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

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

**Personnel:**

- ALAN FRANK, vice president & general manager.
- ROBERT WARFIELD, station manager.
- HENRY MALDONADO, vice president, programming.
- KEITH SIMMONS, local sales manager.
- HARRY REMBOLDT, national sales manager.
- AMY GRAMBEAU, manager, sales development.
- LAURA BENAVIDES, press & publicity manager.
- MARCUS WILLIAMS, engineering manager.
- MARCIA ETIENNE, director of business & administrative affairs.
- DENISE CUNNINGHAM, operations manager.
- KATHY LANSING, business manager.
- TERRI TURPIN-AMATO, manager, promotion projects.
- MARY ANN RUSCH, research director.
- DEBORAH WROBLEWSKI, research analyst.

**Rates:** On request.

**NETWORK BASE HOURLY RATE:** \$3802.

**City of License:** Detroit. **ADI:** Detroit. **Rank:** 7.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MICHIGAN</b>			
	Lapeer	23,800	23,500	99
	Livingston	36,400	36,100	99
	Macomb	249,800	248,500	99
	Monroe	46,000	45,500	99
	Oakland	384,800	382,400	99
St Clair	51,000	50,300	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Sanilac	15,200	14,900	98
	Washtenaw	100,000	97,900	98
	Wayne	815,100	806,200	99
<b>Between 25-49%</b>	<b>MICHIGAN</b>			
	Genesee	160,100	158,600	99
	Jackson	51,500	50,900	99
	Lenawee	31,600	31,200	99
	<b>MISSOURI</b>			
Ripley	5,200	4,900	94	
<b>Between 5-24%</b>	<b>NEBRASKA</b>			
	Rock	900	900	100
	<b>MICHIGAN</b>			
	Hillsdale	15,100	14,800	98
	Houghton	13,500	13,100	97
	Huron	13,500	13,200	98
	Shiawassee	24,100	23,800	99
	Tuscola	19,000	18,700	98
	<b>MISSOURI</b>			
	Carter	2,100	2,000	95
	Harrison	4,200	4,100	98
	<b>OHIO</b>			
	Fulton	14,400	14,100	98
Lucas	178,800	176,900	99	
Ottawa	15,300	15,100	99	
Wood	38,900	38,500	99	
<b>SOUTH OAKOTA</b>				
Lyman	1,300	1,300	100	
Potter	1,300	1,300	100	
Spink	3,400	3,400	100	
<b>Station Totals</b>		<b>2,316,300</b>	<b>2,292,100</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>1,683,600</b>	
<b>Average Daily Circulation (1989)</b>			<b>1,075,500</b>	

# Michigan—Detroit

## WGPR-TV

Ch. 62

Network Service: None, independent.

Licensee: WGPR Inc., 3140 E. Jefferson Ave., Detroit, MI 48207.

Studio: 3140-46 E. Jefferson Ave., Detroit, MI 48207.

Telephone: 313-259-8862.

Technical Facilities: Channel No. 62 (758-764 MHz). Authorized power: 759-kw horizontal visual, 75.9-kw horizontal aural. Antenna: 970-ft. above av. terrain, 1000-ft. above ground, 1662-ft. above sea level.

Latitude 42° 27' 13"  
Longitude 83° 09' 50"

Transmitter: One Radio Plaza, Royal Oak Twp., MI.

Satellite Earth Stations: Harris, 5-meter; Harris, 4.6-meter; M/A-Com, 3.3-meter; M/A-Com, Harris, Pinzone receivers.

Ownership: WGPR Inc., non-profit organization; licensee of WGPR(FM), Detroit. George Mathews, pres. & gen. mgr.; Michelle DeSouza, v.p.

Began Operation: September 29, 1975.

Represented (sales): R. A. Lazar Co.

Represented (legal): Hogan & Hartson.

### Personnel:

GEORGE MATHEWS, president & general manager.  
MICHELLE DeSOUZA, vice president, traffic & production manager.  
CELESTINE HARRIS, public relations & promotion director.  
ALBERT RUEDEMANN, chief engineer.  
TERESA CAYTON, news director.  
JOE SPENCER, program director.  
ROGER WILLIAMS, business manager.

Highest 30 Sec. Rate: \$100.

City of License: Detroit. ADI: Detroit. Rank: 7.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	MICHIGAN Livingston	36,400	36,100	99
	Macomb	249,800	248,500	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Oakland	384,800	382,400	99
	Wayne	815,100	806,200	99
<b>Station Totals</b>		<b>1,486,100</b>	<b>1,473,200</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>				<b>166,500</b>
<b>Average Daily Circulation (1989)</b>				<b>45,000</b>

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# Michigan—Detroit

## WJBK-TV

Ch. 2

Network Service: CBS.

Licensee: Gillett Communications of Detroit Inc., 16550 W. Nine Mile Rd., Southfield, MI 48075.

Studio: 16550 West 9 Mile Rd., Southfield, MI 48075.

Mailing Address: Box 2000, Southfield, MI 48037.

Telephone: 313-557-2000. TWX: 810-224-4876. Fax: 313-552-0280.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1000-ft. above av. terrain, 1057-ft. above ground, 1730-ft. above sea level.

Latitude 42° 27' 38"  
Longitude 83° 12' 47"

Transmitter: Southfield, MI.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Satcom Technologies, 7-meter C-band; Vertex, 6-meter C-band; Scientific-Atlanta receivers.

News Services: AP, UPI, CBS.

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

Began Operation: October 24, 1948.

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

Represented (legal): Pepper & Corazzini.

### Personnel:

STEVE ANTONIOTTI, president & general manager.  
SPENCER KOCH, vice president of sales & station manager.  
DILLARD SCOTT, vice president of finance & administration.  
KEN RYCYZYN, national sales manager.  
WAYNE JOSEPH, local sales manager.  
DEBRA LAWSON, community affairs director.  
JEFF FORSTER, operations manager.  
CAROLYN WOLFORD, program manager.  
GLORIA PETERSON, controller.  
MORT MEISNER, news director.  
KATY BAETZ, promotion director.  
STEVE SCHRAM, marketing director.

Rates: On request.

City of License: Detroit. ADI: Detroit. Rank: 7.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN Livingston	36,400	36,100	99
	Macomb	249,800	248,500	99
	Oakland	384,800	382,400	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	St Clair	51,000	50,300	99
	Washtenaw	100,000	97,900	98
	Wayne	815,100	806,200	99
<b>MICHIGAN</b>				
Between 25-49%	Genesee	160,100	158,600	99
	Lapeer	23,800	23,500	99
	Monroe	46,000	45,500	99
	Sanilac	15,200	14,900	98
<b>MICHIGAN</b>				
Between 5-24%	Hillsdale	15,100	14,800	98
	Houghton	13,500	13,100	97
	Jackson	51,500	50,900	99
	Lenawee	31,600	31,200	99
	Shiawassee	24,100	23,800	99
<b>MISSOURI</b>				
	Harrison	4,200	4,100	98
<b>OHIO</b>				
	Lucas	178,800	176,900	99
	Ottawa	15,300	15,100	99
	Wood	38,900	38,500	99
<b>SOUTH DAKOTA</b>				
	Harding	600	600	100
<b>Station Totals</b>		<b>2,255,800</b>	<b>2,232,900</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>				<b>1,553,400</b>
<b>Average Daily Circulation (1989)</b>				<b>822,900</b>

# Michigan—Detroit

**WKBD-TV**

Ch. 50

**Network Service:** Fox.

**Licensee:** WKBD Inc., Box 50, Southfield, MI 48037.

**Studio:** 26905 West 11 Mile Rd., Southfield, MI 48037.

**Mailing Address:** Box 50, Southfield, MI 48037.

**Telephone:** 313-444-8500. **TWX:** 810-224-4897. **Fax:** 313-355-2692.

**Technical Facilities:** Channel No. 50 (686-692 MHz). Authorized power: 2340-kw max. & 2090-kw horizontal visual, 234-kw max. & 209-kw horizontal aural. Antenna: 960-ft. above av. terrain, 1053-ft. above ground, 1751-ft. above sea level.

Latitude 42° 29' 01"  
Longitude 83° 18' 44"

**Transmitter:** 26955 West 11 Mile Rd., Southfield, MI.

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

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

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

**Began Operation:** January 10, 1965. Sale of Kaiser Industries Corp.'s 77.5% interest approved by FCC June 22, 1977 (*Television Digest*, Vol. 16:51; 17:26). Sale by Field Enterprises Holdings Ltd. to Cox approved by FCC Jan. 30, 1984 (Vol. 23:21, 40).

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

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

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

**Personnel:**

- DUANE G. KELL, vice president & general manager.
- ELLEN M. BRAMSON, general sales manager.
- J. PATRICK O'DONNELL, national sales manager.
- BILL TYNAN, local sales manager.
- PAUL A. PRANGE, program director.
- BOB FITZGERALD, business manager.
- DAVID L. JERRELL, director of operations.
- GENE FAULKNER, chief engineer.
- HELEN PASAKARNIS, news director.
- TOBY CUNNINGHAM, promotion director.
- GARY SCHLAFF, marketing director.

**Highest 30 Sec. Rate:** \$5000.

**City of License:** Detroit. **ADI:** Detroit. **Rank:** 7.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MICHIGAN</b>			
	Livingston	36,400	36,100	99
	Luce	2,100	2,000	95
	Macomb	249,800	248,500	99
	Oakland	384,800	382,400	99
	St Clair	51,000	50,300	99
	Washtenaw	100,000	97,900	98
Wayne	815,100	806,200	99	
<b>Between 25-49%</b>	<b>MICHIGAN</b>			
	Alger	3,200	3,100	97
	Alpena	11,400	11,000	96
	Bay	41,400	41,000	99
	Calhoun	52,200	51,600	99
	Charlevoix	8,100	7,900	98
	Delta	13,900	13,600	98
	Dickinson	10,700	10,500	99
	Emmet	9,400	9,100	97
	Genesee	160,100	158,600	99
	Gogebic	7,400	7,200	97
	Grand Traverse	22,800	22,300	98



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	Houghton	13,500	13,100	97
	Ingham	101,000	99,600	99
	Iosco	11,600	11,400	99
	Jackson	51,500	50,900	99
	Kalamazoo	82,100	81,000	99
	Keweenaw	700	700	100
	Lapeer	23,800	23,500	99
	Lenawee	31,600	31,200	99
	Marquette	25,200	24,900	99
	Midland	26,700	26,500	99
	Monroe	46,000	45,500	99
	Muskegon	57,300	56,500	99
	Otsego	5,900	5,800	98
	Sanilac	15,200	14,900	98
	Shiawassee	24,100	23,800	99
	Wexford	10,400	10,200	98
	<b>OHIO</b>	Hancock	25,000	24,700
Lucas		178,800	176,900	99
Sandusky		23,700	23,500	99
Wood		38,900	38,500	99
<b>WISCONSIN</b>	Ashland	6,400	6,300	98
	Iron	2,700	2,700	100
<b>Between 5-24%</b>	<b>MICHIGAN</b>			
	Alcona	4,400	4,200	95
	Antrim	6,600	6,500	98
	Baraga	3,000	2,900	97
	Branch	14,800	14,600	99
	Cheboygan	8,200	7,900	96
	Chippewa	10,100	9,900	98
Clare	10,400	10,200	98	
(Continued on page A-603)				
<b>Station Totals</b>		<b>3,473,000</b>	<b>3,431,900</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>1,617,500</b>	
<b>Average Daily Circulation (1989)</b>			<b>664,100</b>	

# Michigan—Detroit

**WXON**

**Ch. 20**

**Network Service:** None, independent.

**Licensee:** WXON-TV Inc., 27777 Franklin Rd., Suite 708, Southfield, MI 48034.

**Studio:** 26935 West 11 Mile Rd., Southfield, MI 48034.

**Telephone:** 313-355-2900. **Fax:** 313-355-0368.

**Technical Facilities:** Channel No. 20 (506-512 MHz). Authorized power: 1200-kw max. & 1000-kw horizontal visual, 120-kw aural. Antenna: 961-ft. above av. terrain, 1050-ft. above ground, 1751-ft. above sea level.

Latitude 42° 29' 01"  
Longitude 83° 18' 44"

**Transmitter:** 26935 W. 11 Mile Rd., Southfield.

**Satellite Earth Station:** M/A-Com, 4.7-meter Ku-band.

**News Service:** UPI.

**Ownership:** Aben E. Johnson Jr., trustee, 97.28%.

**Began Operation:** September 15, 1968 on Ch. 62. Ch. 20 (as WJMY) began operation Oct. 1962, left air June 10, 1963. Station was then sold to United Bcstg. Co. by Triangle Bcstg. Co. Sale to present owner approved June 1972. Began operation Dec. 9, 1972.

**Represented (legal):** Arthur V. Belendiuk.

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

**Personnel:**

- DOUGLAS JOHNSON, vice president & general manager.
- MICHAEL BERMAN, general sales manager.
- JACK DABBAH, local sales manager.
- HOWARD LEVINSON, national sales manager.
- A. J. SCHWEIZER, operations manager.
- GARY KING, chief engineer.
- TRACEY NICHOL, program manager.
- MELANIE CHURELLA, news director.
- KATHY DUBRO, business manager.

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

**City of License:** Detroit. **ADI:** Detroit. **Rank:** 7.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MICHIGAN</b>			
	Macomb	249,800	248,500	99
	St Clair	51,000	50,300	99
	Wayne	815,100	806,200	99



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>MICHIGAN</b>			
	Livingston	36,400	36,100	99
	Monroe	46,000	45,500	99
	Oakland	384,800	382,400	99
	Washtenaw	100,000	97,900	98
<b>Between 5-24%</b>	<b>MICHIGAN</b>			
	Genesee	160,100	158,600	99
	Jackson	51,500	50,900	99
	Lapeer	23,800	23,500	99
	Lenawee	31,600	31,200	99
	Sanilac	15,200	14,900	98
<b>OHIO</b>	Fulton	14,400	14,100	98
	Ottawa	15,300	15,100	99
<b>Station Totals</b>		<b>1,995,000</b>	<b>1,975,200</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>931,000</b>	
<b>Average Daily Circulation (1989)</b>			<b>385,500</b>	

# Michigan—Detroit

## WXYZ-TV

Ch. 7

**Network Service:** ABC.

**Licensee:** Scripps Howard Inc., 1100 Central Trust Tower, Box 5380, Cincinnati, OH 45201.

**Studio:** 20777 W. Ten Mile Rd., Southfield, MI 48037.

**Mailing Address:** Box 789, Southfield, MI 48037.

**Telephone:** 313-827-7777. **TWX:** 810-224-4924. **Fax:** 313-827-4454.

**Technical Facilities:** Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1000-ft. above av. terrain, 1073-ft. above ground, 1737-ft. above sea level.

Latitude 42° 28' 15"  
Longitude 83° 15' 00"

**Transmitter:** Broadcast House, 20777 W. Ten Mile Rd.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** 5 in operation; Avantek, Standard Communications receivers.

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

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

**Began Operation:** October 9, 1948. FCC approved sale to present owner by American Bcstg. Cos. Nov. 14, 1985.

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

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

**Personnel:**

- THOMAS GRIESDORN, vice president & general manager.
- GRACE GILCHRIST, general sales manager.
- JOE TRONDLE, local sales manager.
- ROBERT SLIVA, national sales manager.
- MILDA SKORUPSKAS, traffic manager.
- WALLACE RODAMMER, director of engineering.
- BOB ROWE, news director.
- MARLA DRUTZ, program director.
- JAN QUALTIERE, business manager.
- THOMAS POLK, promotion director.

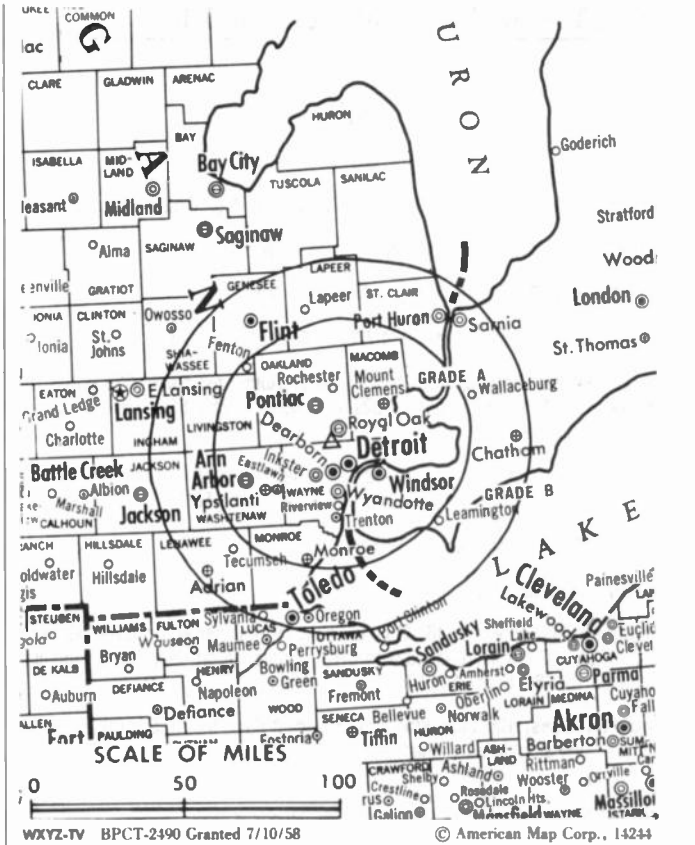
**Rates:** On request.

**NETWORK BASE HOURLY RATE:** \$3600.

**City of License:** Detroit. **AOI:** Detroit. **Rank:** 7.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes. TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MICHIGAN</b>			
	Genesee	160,100	158,600	99
	Jackson	51,500	50,900	99
	Lapeer	23,800	23,500	99
	Lenawee	31,600	31,200	99
	Livingston	36,400	36,100	99
	Macomb	249,800	248,500	99
	Monroe	46,000	45,500	99
	Oakland	384,800	382,400	99
	St Clair	51,000	50,300	99



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Sanilac	15,200	14,900	98
	Washtenaw	100,000	97,900	98
	Wayne	815,100	806,200	99
<b>Between 25-49%</b>	<b>MICHIGAN</b>			
	Hillsdale	15,100	14,800	98
	<b>NEBRASKA</b>			
Rock	900	900	100	
<b>Between 5-24%</b>	<b>MICHIGAN</b>			
	Houghton	13,500	13,100	97
	Huron	13,500	13,200	98
	Ingham	101,000	99,600	99
	Iosco	11,600	11,400	99
	Saginaw	76,800	75,900	99
	Shiawassee	24,100	23,800	99
	Tuscola	19,000	18,700	98
<b>NORTH DAKOTA</b>				
Golden Valley	900	900	100	
Hettinger	1,500	1,500	100	
Mc Kenzie	2,800	2,800	100	
<b>OHIO</b>				
Lucas	178,800	176,900	99	
<b>PENNSYLVANIA</b>				
Elk	13,900	13,600	98	
<b>Station Totals</b>		<b>2,438,700</b>	<b>2,413,100</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>1,702,300</b>	
<b>Average Daily Circulation (1989)</b>			<b>1,006,000</b>	



# Michigan—Detroit-Windsor, Ontario

## CBET

Ch. 9

**Licensee:** Canadian Broadcasting Corp., 1500 Bronson Ave., Ottawa, Ont. K1G 3J5.

**Studio:** 825 Riverside Drive W., Windsor, Ont. N9A 5K9.

**Mailing Address:** Box 1609, Windsor, Ont. N9A 1K7.

**Telephone:** 519-255-3411. **Telex:** 064-77622. **Fax:** 519-255-3403.

**Technical Facilities:** Channel No. 9 (186-192 MHz). Authorized power: 325-kw visual, 32.50-kw aural. Antenna: Directional, 621-ft. above av. terrain, 623-ft. above ground, 1208-ft. above sea level.

Latitude 42° 18' 59"  
Longitude 83° 02' 58"

**Transmitter:** 825 Riverside Dr. W, Windsor.

**Ownership:** Canadian Bcstg. Corp.

**Began Operation:** September 16, 1954 as KKLW-TV. Transferred from RKO General Inc. July 24, 1970 in accordance with CRTC's direction on Canadian ownership. Purchased by CBC Sept. 1, 1975.

**Represented (sales):** Canadian Standard Broadcast Sales Inc. (U.S.); CBC National Selective Television Sales (Canada).

### Personnel:

BRUCE TAYLOR, director of television, CBC Windsor.  
FRED STECHER, plant manager.  
R. J. KRYGER, manager, TV technical facilities.  
RON SUTHERLAND, sales manager.  
STEVE ANDRUSIAK, executive producer, news.  
R. SUAVE, supervisor, TV technical production services.  
JIM MOLNAR, communications officer.

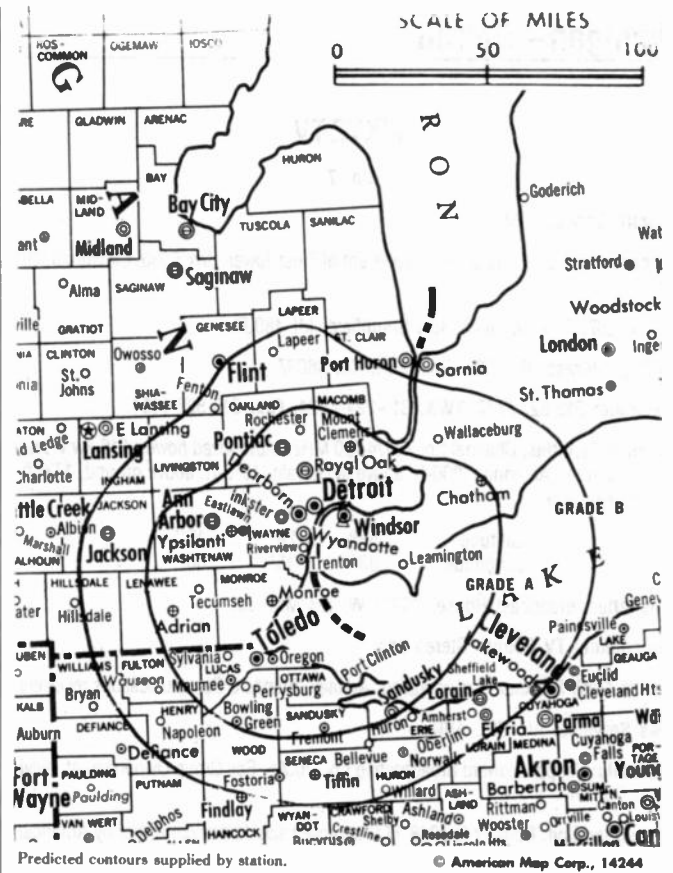
**Rates:** On request.

**BBM Weekly Reach (Spring 1989):** 255,000.

**City of License:** Windsor. **AOI:** Ontario.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Alpena	11,400	11,000	96
	Genesee	160,100	158,600	99
	Hillsdale	15,100	14,800	98
	Lapeer	23,800	23,500	99
	Lenawee	31,600	31,200	99



Net Weekly Circulation	State County	Total Households	TV Households	%	
Between 5-24%	Livingston	36,400	36,100	99	
	Macomb	249,800	248,500	99	
	Monroe	46,000	45,500	99	
	Oakland	384,800	382,400	99	
	St Clair	51,000	50,300	99	
	Washtenaw	100,000	97,900	98	
	Wayne	815,100	806,200	99	
	<b>OHIO</b>				
		Fulton	14,400	14,100	98
		Lucas	178,800	176,900	99
	Ottawa	15,300	15,100	99	
	Wood	38,900	38,500	99	
<b>Station Totals</b>		<b>1,367,600</b>	<b>1,353,500</b>	<b>99</b>	
<b>Net Weekly Circulation (1989)</b>			<b>980,100</b>		
<b>Average Daily Circulation (1989)</b>			<b>554,300</b>		

# Michigan—Escanaba

## WJMN-TV

Ch. 3

(Satellite of WFRV-TV, Green Bay, WI)

**Network Service:** ABC.

**Licensee:** WFRV Television Inc., 1181 E. Mason, Green Bay, WI 54307.

**Studio:** See WFRV-TV, Green Bay, WI.

**Telephone:** 414-437-5411.

**Technical Facilities:** Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1192-ft. above av. terrain, 1252-ft. above ground, 2077-ft. above sea level.

Latitude	46°	08'	04''
Longitude	86°	56'	52''

**Transmitter:** 4.3-mi. S of Trenay, MI.

**News Services:** AP, UPI.

**Ownership:** Midwest Radio-Television Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** October 7, 1969.

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

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

**Personnel:**

See WFRV-TV, Green Bay, WI.

**Rates:** See WFRV-TV, Green Bay, WI.

**Arbitron Data:** Included with WFRV-TV, Green Bay, WI.



**City of License:** Escanaba. **ADI:** Green Bay-Appleton. **Rank:** 67.

# Michigan—Flint-Saginaw-Bay City

**WJRT-TV**

Ch. 12

Network Service: ABC.

Licensee: SJL of Michigan Corp., 2302 Lapeer Rd., Flint, MI 48502.

Studio: 2302 Lapeer Rd., Flint, MI 48502.

Telephone: 316-265-3333. Fax: 313-257-2834.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 940-ft. above av. terrain, 999-ft. above ground, 1599-ft. above sea level.

Latitude 43° 13' 48"  
Longitude 84° 03' 35"

Transmitter: 7401 Burt Rd., St. Charles.

Satellite Earth Stations: Harris, 7.3-meter C-band; Harris, 6.1-meter C-band; Scientific-Atlanta, 5-meter C-band; Harris, 4.6-meter Ku-band; Harris, M/A-Com, Scientific-Atlanta receivers.

News Service: AP.

Ownership: SJL Broadcast Management Corp. See Group Ownership of Television Stations.

Began Operation: October 12, 1958. Sale to present owner by Knight-Ridder Bcstg. approved by FCC June 8, 1989 (Television Digest, Vol. 29:13). Sale to Knight-Ridder Bcstg. by Poole Bcstg. approved by FCC Dec. 21, 1977 (Vol. 17:26). Poole acquired station when Goodwill Stations Inc. sold all its other properties to Capital Cities Bcstg. Corp. This was approved July 29, 1964 by FCC (Vol. 4:18, 19, 31).

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

**Personnel:**

- THOMAS BRYSON, president & general manager.
- DAN AUBE, general sales manager.
- RICHARD POGGENBURG, local sales manager.
- RAY SCOTT, national sales manager.
- WILLIAM DAYTON, chief engineer.
- JAMES BLEICHER, news director.
- SARA JO GALLOCK, director of programming & creative services.
- RICHARD GARRISON, business manager.

Highest One Hour Rate: \$3500.

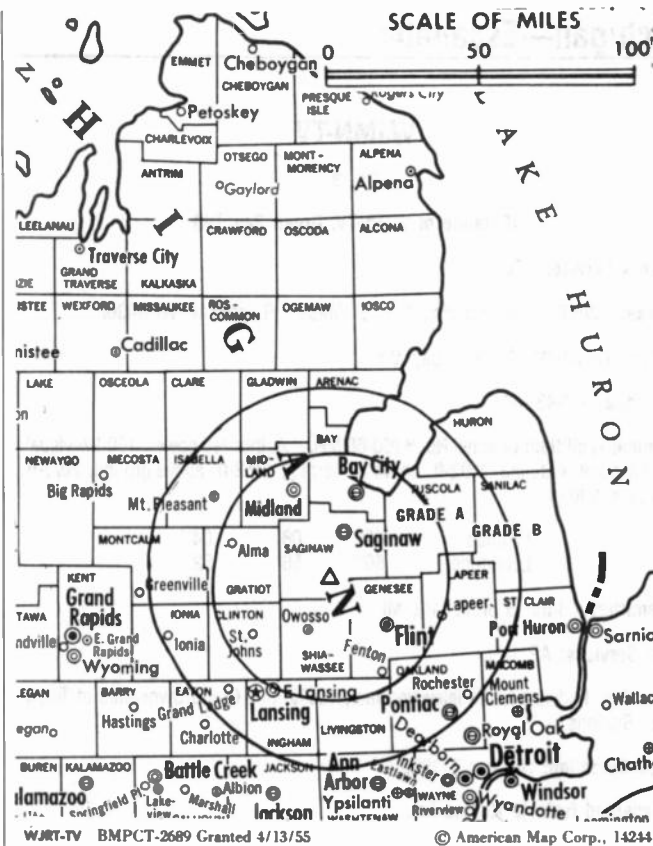
Highest 30 Sec. Rate: \$1200.

NETWORK BASE HOURLY RATE: \$1650.

City of License: Flint. ADI: Flint-Saginaw-Bay City. Rank: 58.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>				
	MICHIGAN			
	Alpena	11,400	11,000	96
	Arenac	5,800	5,700	98
	Bay	41,400	41,000	99
	Clare	10,400	10,200	98
	Clinton	19,000	18,800	99
	Genesee	160,100	158,600	99
	Gladwin	8,700	8,500	98



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>				
	Gratiot	13,900	13,700	99
	Huron	13,500	13,200	98
	Ingham	101,000	99,600	99
	Iosco	11,600	11,400	99
	Isabella	17,700	17,300	98
	Lapeer	23,800	23,500	99
	Midland	26,700	26,500	99
	Ogemaw	7,000	6,900	99
	Saginaw	76,800	75,900	99
	Sanilac	15,200	14,900	98
	Shiawassee	24,100	23,800	99
	Tuscola	19,000	18,700	98
<b>MICHIGAN</b>				
<b>Between 25-49%</b>				
	Alcona	4,400	4,200	95
	Eaton	34,800	34,400	99
	Montcalm	18,400	18,100	98
	Roscommon	8,400	8,300	99
<b>MICHIGAN</b>				
<b>Between 5-24%</b>				
	Chippewa	10,100	9,900	98
	Ionia	17,400	17,200	99
	Livingston	36,400	36,100	99
	Mecosta	12,600	12,300	98
<b>Station Totals</b>		<b>749,600</b>	<b>739,700</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>530,100</b>	
<b>Average Daily Circulation (1989)</b>			<b>300,100</b>	

# Michigan—Flint

**WSMH**

**Ch. 66**

**Network Service:** Fox.

**Licensee:** Flint Television Inc., 2250 Seymour Ave., Cincinnati, OH 45212.

**Studio:** G-2288 S. Ballenger Hwy., Flint, MI 48503.

**Mailing Address:** Box 1556, Flint, MI 48501.

**Telephone:** 313-767-8866.

**Technical Facilities:** Channel No. 66 (782-788 MHz). Authorized power: 1170-kw max. visual, 117-kw max. aural. Antenna: 943-ft. above av. terrain, 967-ft. above ground, 1577-ft. above sea level.

Latitude 43° 13' 18"  
Longitude 84° 03' 14"

Requests modification of CP for change to 1309-ft. above ground, 2049-ft. above sea level, lat. 43° 13' 24", long. 83° 39' 49", transmitter to NW corner of Willard Rd., Tuscola. BMPCT-880525KE.

**Transmitter:** 7114 Gary Road, Chesaning.

**Multichannel TV Sound:** Separate audio program.

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

**Ownership:** Gerald J. Robinson, 100%. See Group Ownership of Television Stations.

**Began Operation:** April 8, 1985. Sale to present owner by Flint Family TV Inc., et al., approved by FCC April 21, 1986.

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

**Represented (legal):** McCampbell & Young.

**Represented (engineering):** Sterling Communications Inc.

**Personnel:**

- WILLIAM W. HARPER, general manager.
- WILLIAM BECKWITH, local sales manager.
- JULIE RILEY, program manager.
- BONITA A. ZSIGO, promotion director.
- MELISSA McLAREN, business manager.
- JOHN GROVER, chief engineer.

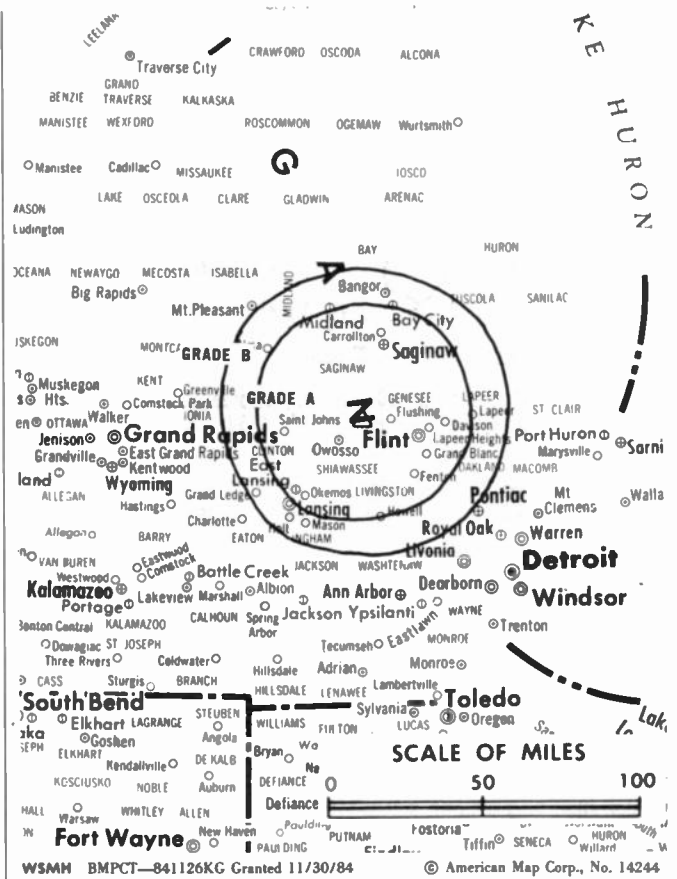
**Highest One Hour Rate:** \$2000.

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

**City of License:** Flint. ADI: Flint-Saginaw-Bay City. Rank: 58.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MICHIGAN</b>			
	Genesee	160,100	158,600	99
	Saginaw	76,800	75,900	99



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Shiawassee	24,100	23,800	99
<b>MICHIGAN</b>				
<b>Between 25-49%</b>	Bay	41,400	41,000	99
	Gratiot	13,900	13,700	99
	Isabella	17,700	17,300	98
	Lapeer	23,800	23,500	99
	Midland	26,700	26,500	99
	Tuscola	19,000	18,700	98
<b>MICHIGAN</b>				
<b>Between 5-24%</b>	Arenac	5,800	5,700	98
	Clare	10,400	10,200	98
	Clinton	19,000	18,800	99
	Gladwin	8,700	8,500	98
	Huron	13,500	13,200	98
	Livingston	36,400	36,100	99
	Montcalm	18,400	18,100	98
	Sanilac	15,200	14,900	98
<b>Station Totals</b>		<b>530,900</b>	<b>524,500</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>222,300</b>	
<b>Average Daily Circulation (1989)</b>			<b>93,200</b>	

# Michigan—Grand Rapids-Kalamazoo

**WOTV**

Ch. 8

**Network Service:** NBC.

**Licensee:** LIN-Central Bcstg. Corp., 1370 Ave. of the Americas, New York, NY 10019.

**Studio:** 120 College Ave. SE, Grand Rapids, MI 49503.

**Telephone:** 616-456-8888. **TWX:** 810-273-6920.

**Technical Facilities:** Channel No. 8 (180-186 MHz). Authorized power: 282-kw visual, 56.2-kw aural. Antenna: 970-ft. above av. terrain, 1015-ft. above ground, 1835-ft. above sea level.

Latitude 42° 41' 13"  
Longitude 85° 30' 35"

**Transmitter:** 2.5-mi. S of Middleville, MI.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Harris, 3-meter Ku-band; Harris, 6-meter Ku-band; Harris, 6-meter C-band; Harris receivers.

**News Services:** AP, Group W Newsfeed, Michigan News Exchange, NIWS, UPI.

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

**Began Operation:** August 15, 1949. Sale to present owner by Time Inc. approved by FCC Feb. 10, 1983 (*Television Digest*, Vol. 22:46). Sale to Time-Life by H. M. Bitner interests approved by FCC April 17, 1957 (Vol. 12:50, 51; 13:16). Bitner group's purchase of station, then called WLAV-TV, from Leonard A. Versluis approved by FCC in Sept. 1951 (Vol. 7:19, 38).

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

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

**Personnel:**

M. J. (BOB) GROOTHAND, president & general manager.  
SUE McDONNELL, general sales manager.  
RICHARD McKAY, national sales manager.  
JOE HEMPSTEAD, local sales manager.  
TOM RICHARDS, program manager.  
JAMES THOMAS, promotion director.  
BOB HENRY, news director.  
DON GALLAGHER, chief engineer.  
LIL CLARY-WELTI, business manager.

**Highest 30 Sec. Rate:** \$2400.

**NETWORK BASE HOURLY RATE:** \$2400.

**City of License:** Grand Rapids. **ADI:** Grand Rapids-Kalamazoo-Battle Creek. **Rank:** 37.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MICHIGAN</b>			
	Allegan	31,400	31,000	99
	Barry	17,300	17,100	99
	Branch	14,800	14,600	99
	Calhoun	52,200	51,600	99



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Ionia	17,400	17,200	99
	Kalamazoo	82,100	81,000	99
	Kent	178,700	176,000	98
	Montcalm	18,400	18,100	98
	Muskegon	57,300	56,500	99
	Newaygo	14,400	14,100	98
	Ottawa	59,000	58,200	99
	St Joseph	22,200	21,900	99
	Van Buren	25,800	25,500	99
	<b>Between 25-49%</b>	<b>MICHIGAN</b>		
Clinton		19,000	18,800	99
Eaton		34,800	34,400	99
Ingham		101,000	99,600	99
Mecosta		12,600	12,300	98
<b>Between 5-24%</b>	<b>MICHIGAN</b>			
	Berrien	61,600	60,600	98
	Cass	18,300	18,000	98
	Gratiot	13,900	13,700	99
	Hillsdale	15,100	14,800	98
	Isabella	17,700	17,300	98
	Jackson	51,500	50,900	99
Oceana	8,400	8,200	97	
<b>Station Totals</b>		<b>944,900</b>	<b>931,400</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>586,400</b>	
<b>Average Daily Circulation (1989)</b>			<b>348,700</b>	

# Michigan—Grand Rapids-Kalamazoo-Battle Creek

**WUHQ-TV**

Ch. 41

**Network Service:** ABC.

**Licensee:** Channel 41 Inc., Box 1616, Battle Creek, MI 49016.

**Studio:** 5200 Dickman Rd., Battle Creek, MI 49016.

**Telephone:** 616-968-9341. **TWX:** 810-276-2201.

**Technical Facilities:** Channel No. 41 (632-638 MHz). Authorized power: 2000-kw max. & 891-kw horizontal visual, 89.1-kw horizontal aural. Antenna: 1080-ft. above av. terrain, 963-ft. above ground, 1952-ft. above sea level.

Latitude 42° 34' 15"  
Longitude 85° 28' 11"

**Transmitter:** Mullen & Norris Rds., Orangeville.

**Satellite Earth Stations:** Andrew, 7.3-meter C-band; Andrew, 5-meter C-band; Microdyne, 5-meter C-band; RCA, 4.5-meter Ku-band; Avantek, M/A-Corn, Scientific-Atlanta receivers.

**News Service:** AP.

**Ownership:** John W. Lawrence, 58%; William J. Lawrence Jr., 39%; Dr. H. Lewis Batts Jr., 2%.

**Began Operation:** July 24, 1971.

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

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

**Personnel:**

JERRY P. COLVIN, executive vice president & general manager.  
MICHAEL J. LAEMERS, vice president & station manager.  
ROBERT CARPENTER, vice president & national sales manager.  
MARK FEATHERSTON, vice president & local sales manager.  
MARK CRAWFORD, vice president & director of communications.  
ROB PENNOCK, accounting supervisor.  
PHIL HARTMAN, program & promotion director.  
KATHY LONG, traffic manager.

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

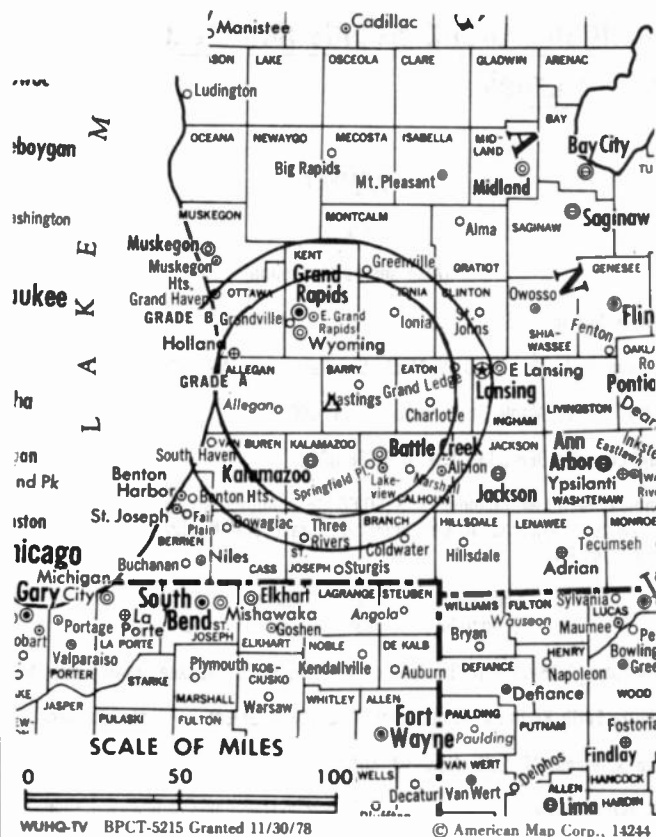
**Highest 30 Sec. Rate:** \$500.

**NETWORK BASE HOURLY RATE:** \$475.

**City of License:** Battle Creek. **ADI:** Grand Rapids-Kalamazoo-Battle Creek. **Rank:** 37.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>MICHIGAN</b>			
	Allegan	31,400	31,000	99
	Barry	17,300	17,100	99
	Branch	14,800	14,600	99



Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	Calhoun	52,200	51,600	99
	Eaton	34,800	34,400	99
	Kalamazoo	82,100	81,000	99
<b>Between 25-49%</b>	<b>MICHIGAN</b>			
	Hillsdale	15,100	14,800	98
	Ionia	17,400	17,200	99
	Kent	178,700	176,000	98
	Ottawa	59,000	58,200	99
	St Joseph	22,200	21,900	99
Van Buren	25,800	25,500	99	
<b>Between 5-24%</b>	<b>INDIANA</b>			
	Lagrange	9,200	8,800	96
<b>Between 25-49%</b>	<b>MICHIGAN</b>			
	Cass	18,300	18,000	98
	Clinton	19,000	18,800	99
	Ingham	101,000	99,600	99
	Jackson	51,500	50,900	99
	Montcalm	18,400	18,100	98
	Muskegon	57,300	56,500	99
Shiawassee	24,100	23,800	99	
<b>Station Totals</b>		<b>849,600</b>	<b>837,800</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>327,800</b>	
<b>Average Daily Circulation (1989)</b>			<b>130,800</b>	

# Michigan—Grand Rapids-Kalamazoo-Battle Creek

**WWMT**

Ch. 3

(Also serves Muskegon)

Network Service: CBS.

Licensee: KOLN Inc., 590 W. Maple St., Kalamazoo, MI 49008.

Studio: 590 W. Maple St., Kalamazoo, MI 49008.

Telephone: 616-388-3333. Fax: 616-388-8322.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1000-ft. above av. terrain, 1130-ft. above ground, 1900-ft. above sea level.

Latitude 42° 37' 56"  
Longitude 85° 32' 16"

Transmitter: 0.25-mi. E of Bradley Rd. & Patterson Rd., Yankee Springs area, MI.

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

News Services: AP, CBS, Newsnet, UPI.

Ownership: Busse Broadcasting Corp. See Group Ownership of Television Stations.

Began Operation: June 1, 1950. FCC approved sale to Gillett Bcstg. by Fetzer TV Corp. Oct. 29, 1985. Sale to present owners approved July 31, 1987.

Represented (sales): MMT Sales Inc.

Represented (legal): Pepper & Corazzini.

**Personnel:**

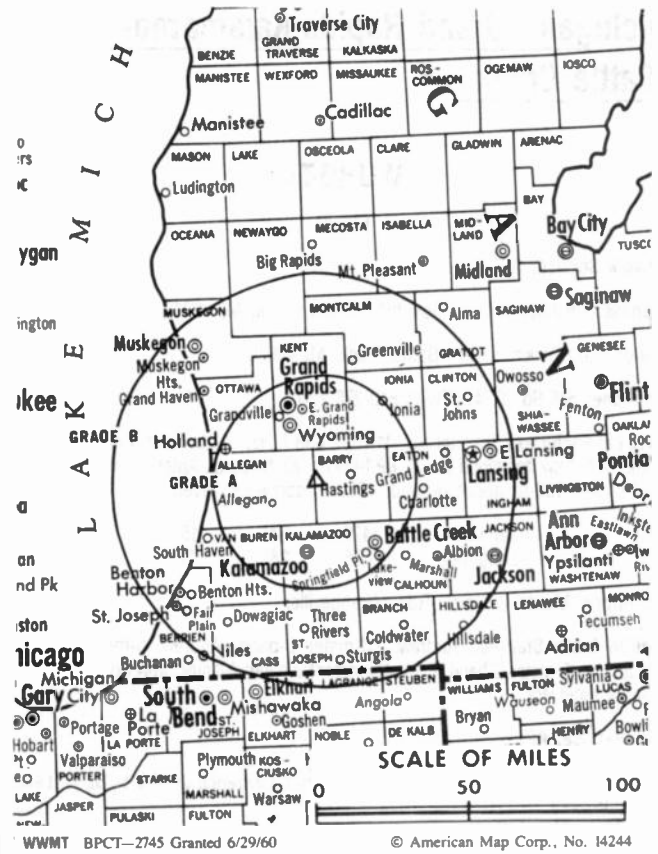
- LAWRENCE BUSSE, president & general manager.
- GIL BUETTNER, station manager.
- MIKE BRUNETTE, general sales manager.
- AL LANCASTER, national sales manager.
- CHRIS CORNELIUS, local sales manager.
- PERRY BOXX, news director.
- TOM TIBBLE, business manager.
- JEFF WATTS, production manager.
- DAVID COMISAR, program manager.
- JAMES STEFFEY, chief engineer.
- PHIL PARSONS, promotion manager.

Rates: On request.

City of License: Kalamazoo. ADI: Grand Rapids-Kalamazoo-Battle Creek. Rank: 37.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MICHIGAN</b>			
	Allegan	31,400	31,000	99
	Barry	17,300	17,100	99
	Branch	14,800	14,600	99
	Calhoun	52,200	51,600	99
	Ionia	17,400	17,200	99
	Kalamazoo	82,100	81,000	99



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Kent	178,700	176,000	98
	Montcalm	18,400	18,100	98
	Muskegon	57,300	56,500	99
	Newaygo	14,400	14,100	98
	Ottawa	59,000	58,200	99
	St Joseph	22,200	21,900	99
	Van Buren	25,800	25,500	99
<b>Between 25-49%</b>	<b>MICHIGAN</b>			
	Cass	18,300	18,000	98
	Eaton	34,800	34,400	99
	Hillsdale	15,100	14,800	98
	Ingham	101,000	99,600	99
<b>Between 5-24%</b>	<b>INDIANA</b>			
	Lagrange	9,200	8,800	96
	Steuben	10,400	10,200	98
<b>MICHIGAN</b>	Berrien	61,600	60,600	98
	Clinton	19,000	18,800	99
	Gratiot	13,900	13,700	99
	Jackson	51,500	50,900	99
	Mecosta	12,600	12,300	98
	Oceana	8,400	8,200	97
	<b>Station Totals</b>		<b>946,800</b>	<b>933,100</b>
<b>Net Weekly Circulation (1989)</b>			<b>571,200</b>	
<b>Average Daily Circulation (1989)</b>			<b>298,700</b>	

# Michigan—Grand Rapids

**WXMI**

Ch. 17

**Network Service:** Fox.

**Licensee:** TV 17 Unlimited Inc., 3117 Plaza Dr. NE, Grand Rapids, MI 49505.

**Studio:** 3117 Plaza Dr. NE, Grand Rapids, MI 49505.

**Telephone:** 616-364-8722. **TWX:** 810-273-6084. **Fax:** 616-364-8500.

**Technical Facilities:** Channel No. 17 (488-494 MHz). Authorized power: 1300-kw visual, 130-kw aural. Antenna: 1081-ft. above av. terrain, 1083-ft. above ground, 1884-ft. above sea level.

Latitude 42° 41' 15"  
Longitude 85° 31' 57"

**Transmitter:** Davis Rd., 1-mi. W of Cherry Valley Rd.

**Satellite Earth Stations:** Harris, 6.1-meter C-band; Harris, 4-meter Ku-band C-band; Harris receivers.

**Ownership:** USTV of Michigan Inc. Robert L. Dudley, pres.-treas., 100%. See Robert Dudley in Group Ownership of Television Stations.

**Began Operation:** March 18, 1982. Sale to present owner by Harold O. Shively, et al., approved by FCC November 17, 1988 (*Television Digest*, Vol. 29:19).

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

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

**Personnel:**

- PATRICK J. MULLEN, vice president & general manager.
- DICK STAWICKI, director of operations.
- JUDY KENNEY, director of sales.
- DALE SCHOLTEN, director of engineering.
- ED FERNANDEZ, local sales manager.
- JULIANE GALLE, national sales manager.
- PAM SWENK, director of communications.
- BONNIE HUNTER, director of office services.
- MONICA F. EDISON, promotion director.

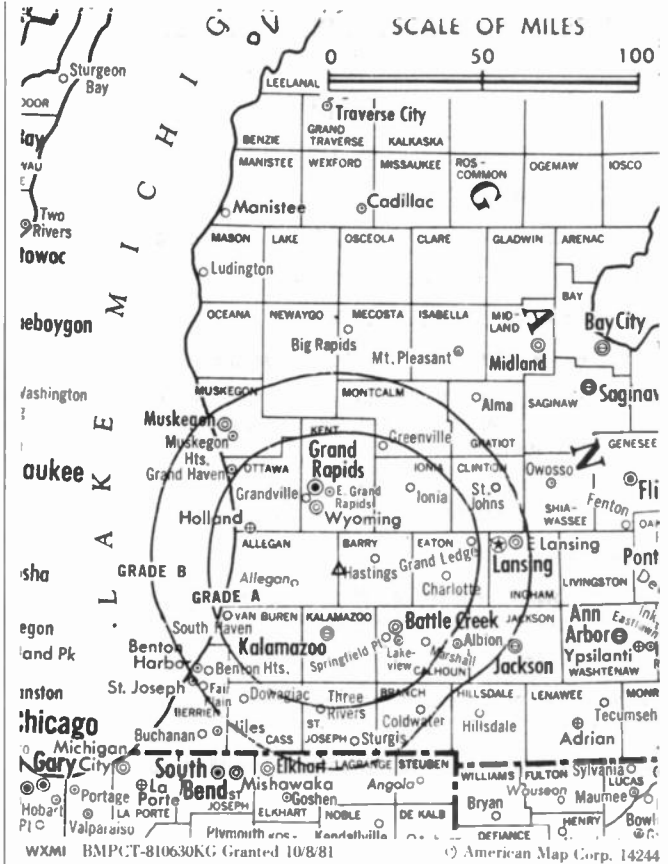
**Highest One Hour Rate:** \$7500.

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

**City of License:** Grand Rapids. **ADI:** Grand Rapids-Kalamazoo-Battle Creek. **Rank:** 37.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MICHIGAN</b>			
	Allegan	31,400	31,000	99
	Barry	17,300	17,100	99
	Branch	14,800	14,600	99
	Calhoun	52,200	51,600	99
	Ionia	17,400	17,200	99
	Kent	178,700	176,000	98



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Ottawa	59,000	58,200	99
	Van Buren	25,800	25,500	99
<b>Between 25-49%</b>	<b>MICHIGAN</b>			
	Eaton	34,800	34,400	99
	Kalamazoo	82,100	81,000	99
	Montcalm	18,400	18,100	98
	Muskegon	57,300	56,500	99
	Newaygo	14,400	14,100	98
St Joseph	22,200	21,900	99	
<b>Between 5-24%</b>	<b>MICHIGAN</b>			
	Cass	18,300	18,000	98
	Clinton	19,000	18,800	99
	Gratiot	13,900	13,700	99
	Hillsdale	15,100	14,800	98
	Isabella	17,700	17,300	98
Mecosta	12,600	12,300	98	
Oceana	8,400	8,200	97	
<b>Station Totals</b>		<b>730,800</b>	<b>720,300</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>346,100</b>	
<b>Average Daily Circulation (1989)</b>			<b>140,700</b>	



# Michigan—Grand Rapids

## WZZM-TV

Ch. 13

Network Service: ABC.

Licensee: Western Michigan Bcstg. Corp., Box Z, Grand Rapids, MI 49501.

Studio: 645 Three Mile Rd., Walker, MI 49504.

Mailing Address: Box Z, Grand Rapids, MI 49501.

Telephone: 616-784-4200. TWX: 510-601-2605. Fax: 616-784-2408.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw max. visual, 63-kw aural. Antenna: 1000-ft. above av. terrain, 991-ft. above ground, 1783-ft. above sea level.

Latitude 43° 18' 34"  
Longitude 85° 54' 44"

Transmitter: 6-mi. SW of Grant, MI.

Satellite Earth Stations: Andrew, 7.3-meter C-band; Harris, 6.1-meter C-band; RCA, 4.5-meter Ku-band; Avantek, Harris, M/A-Com receivers.

News Services: ABC, AP, UPI.

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

**Began Operation:** November 1, 1962 on interim basis with all four applicants operating on a cooperative basis. Began operation as West Michigan Telecasters Inc. on Jan. 25, 1965. Transfer of control to Synercom Communications Corp. approved by FCC Sept. 17, 1969. Split-off to Lewis V. Chamberlin, et al., Dec. 31, 1973. Sale to Wometco Enterprises Inc. approved by FCC Dec. 8, 1977 (*Television Digest*, Vol. 16:36; 17:50). Sale to KKR approved April 11, 1984 (Vol. 23:39, 52; 24:14, 16). Sale to present owner approved Dec. 19, 1985.

Represented (sales): Katz Television.

Represented (legal): Cohn & Marks.

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

### Personnel:

JOHN T. (JACK) MAZZIE, vice president & general manager.  
EDWARD (BUSS) KUNST, general sales manager.  
TIM SIEGEL, national sales manager.  
MIKE SEAGLY, operations manager.  
DALE WOLTERS, chief engineer.  
KEN KOLBE, news director.  
GAREN VANDE BEEK, promotion director.  
MARY BUZAS, controller.

Highest One Hour Rate: \$7500.

Highest 30 Sec. Rate: \$2000.

NETWORK BASE HOURLY RATE: \$1200.

City of License: Grand Rapids. ADI: Grand Rapids-Kalamazoo-Battle Creek. Rank: 37.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN			
	Allegan	31,400	31,000	99
	Kent	178,700	176,000	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Lake	3,700	3,600	97
	Mason	10,600	10,200	97
	Mecosta	12,600	12,300	98
	Montcalm	18,400	18,100	98
	Muskegon	57,300	56,500	99
	Newaygo	14,400	14,100	98
	Oceana	8,400	8,200	97
	Osceola	7,700	7,500	98
	Ottawa	59,000	58,200	99
	Between 25-49%	MICHIGAN		
Barry		17,300	17,100	99
Ionia		17,400	17,200	99
Isabella		17,700	17,300	98
Manistee		9,500	9,300	98
Van Buren	25,800	25,500	99	
Between 5-24%	MICHIGAN			
	Clare	10,400	10,200	98
	Grand Traverse	22,800	22,300	98
	Gratiot	13,900	13,700	99
	Kalamazoo	82,100	81,000	99
	Roscommon	8,400	8,300	99
Wexford	10,400	10,200	98	
Station Totals		637,900	627,800	98
Net Weekly Circulation (1989)			392,700	
Average Daily Circulation (1989)			233,800	

# Michigan—Kalamazoo

**WLLA**

**Ch. 64**

**Network Service:** None, independent.

**Licensee:** Christian Faith Broadcast Inc., 3809 Maple Ave., Box 247, Castalia, OH 44824.

**Studio:** 6940 Kilgore Rd., Box 431, Kalamazoo, MI 49001.

**Telephone:** 616-345-6421.

**Technical Facilities:** Channel No. 64 (770-776 MHz). Authorized power: 1500-kw max. visual, 145-kw max. aural. Antenna: 1000-ft. above av. terrain, 903-ft. above ground, 1847-ft. above sea level.

Latitude 42° 34' 15"  
Longitude 85° 28' 11"

Requests CP for change 2500-kw max. visual. BPCT-890404KF.

**Transmitter:** 5800 Norris Rd., Delton, MI.

**Ownership:** Wayside Temple, non-profit corp. Shelby Gillam, pres.; James Gray, treas. Wayside Temple owns licensee of WGGN-TV Sandusky & WGGN-FM Castalia, OH.

**Began Operation:** June 30, 1987.

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

**Represented (engineering):** Smith Electronics.

**Personnel:**

RICHARD HAWKINS, general manager.  
RUSTY YOST, chief engineer.  
DANIEL BEHRMANN, program director.

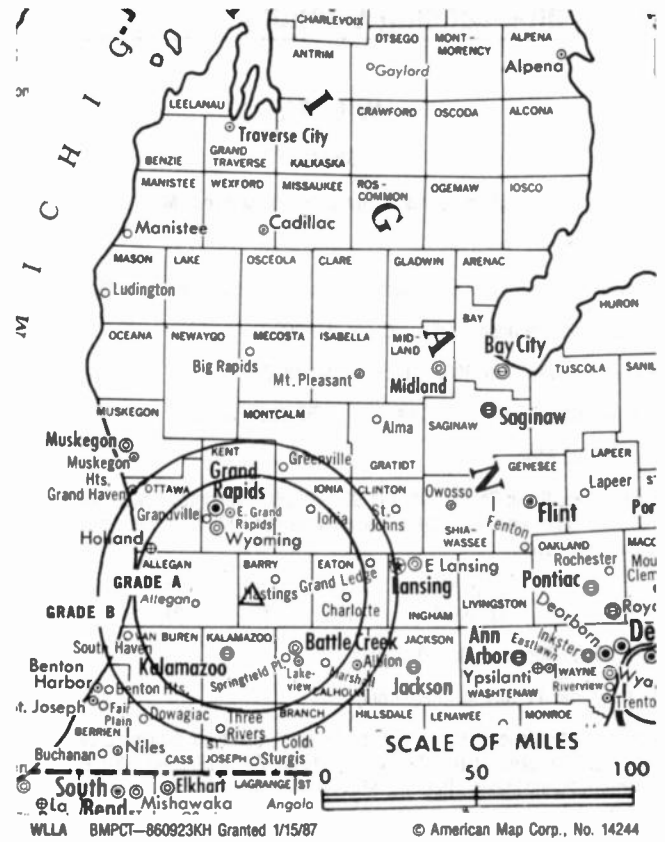
**Highest One Hour Rate:** \$400.00.

**Highest 30 Sec. Rate:** \$32.60.

**City of License:** Kalamazoo. **ADI:** Grand Rapids-Kalamazoo-Battle Creek. **Rank:** 37.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
	<b>MICHIGAN</b>			
<b>Between 5-24%</b>	Barry	17,300	17,100	99
<b>Station Totals</b>		<b>17,300</b>	<b>17,100</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>				<b>2,900</b>
<b>Average Daily Circulation (1989)</b>				<b>800</b>



**WLLA-TV is a market leader with**



6939 Power Inn Road  
Sacramento, CA 95828  
916-383-1177  
See our ad on Page C-115

# Michigan—Lansing-Onondaga

## WILX-TV

Ch. 10

(Also serves Battle Creek & Jackson, MI)

**Network Service:** NBC.

**Licensee:** Adams TV of Lansing Inc., Box 30380, Lansing, MI 48909.

**Studio:** 1510 Springport Rd., Jackson, MI 49202.

**Mailing Address:** Box 30380, Lansing, MI 48909.

**Telephones:** 517-482-0721, Lansing; 517-783-2621, Jackson.

**Fax:** 517-787-9744.

**Technical Facilities:** Channel No. 10 (192-198 MHz). Authorized power: 309-kw visual, 61.7-kw aural. Antenna: 980-ft. above av. terrain, 993-ft. above ground, 1957-ft. above sea level.

Latitude 42° 36' 33"  
Longitude 84° 34' 21"

**Transmitter:** Rossman Rd., Onondaga.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Harris, 6-meter Ku-band; Comtech, 5-meter C-band; Vertex, 4.6-meter Ku-band; Harris, 4.6-meter Ku-band; ChannelMaster, 3.3-meter C-band; Harris, ChannelMaster, Pinzone, M/A-Com receivers.

**News Services:** AP, NBC.

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

**Began Operation:** March 15, 1959. Sale to present owner by Figgie International Inc. approved by FCC April 8, 1983. Sale to Figgie by Edward E. Wilson & Lansing Bcstg. Co. approved by FCC Sept. 6, 1978 (*Television Digest*, Vol. 18:23).

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

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

**Represented (engineering):** John H. Mullaney & Associates.

**Personnel:**

WILLIAM G. SNIDER, general manager.  
ROGER P. BRANDT, local sales manager.  
SANDRA K. CARSON, vice president & national sales manager.  
PAMELA J. BOBZIEN, vice president, finance.  
RAYMOND J. PERNOT, chief engineer.  
DANIEL P. TAMBELLINI, news director.  
JIM GREENHOE, promotion director.  
STEVEN L. REYNOLDS, production manager.

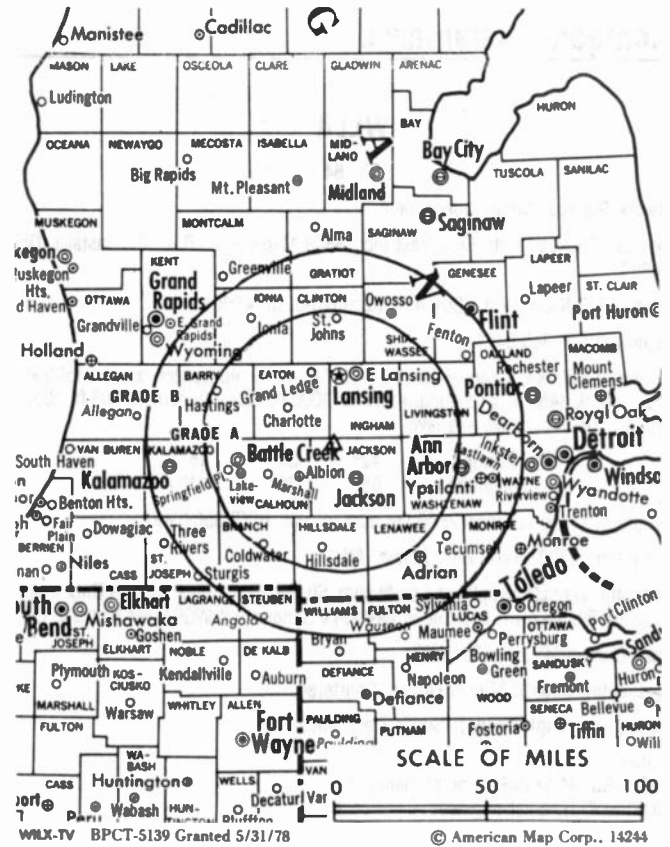
**Highest One Hour Rate:** \$5000.

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

**NETWORK BASE HOURLY RATE:** \$1050.

**City of License:** Onondaga. ADI: Lansing. Rank: 105.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>				
<b>MICHIGAN</b>				
	Branch	14,800	14,600	99
	Calhoun	52,200	51,600	99
	Clinton	19,000	18,800	99
	Eaton	34,800	34,400	99
	Hillsdale	15,100	14,800	98
	Ingham	101,000	99,600	99
	Jackson	51,500	50,900	99
	Shiawassee	24,100	23,800	99
<b>Between 25-49%</b>				
<b>MICHIGAN</b>				
	Ionia	17,400	17,200	99
	Livingston	36,400	36,100	99
<b>Between 5-24%</b>				
<b>MICHIGAN</b>				
	Barry	17,300	17,100	99
	Gratiot	13,900	13,700	99
	Kalamazoo	82,100	81,000	99
	Lenawee	31,600	31,200	99
	Montcalm	18,400	18,100	98
	St Joseph	22,200	21,900	99
	Washtenaw	100,000	97,900	98
<b>Station Totals</b>		<b>651,800</b>	<b>642,700</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>293,800</b>	
<b>Average Daily Circulation (1989)</b>			<b>162,200</b>	

# Michigan—Lansing

## WLNS-TV

Ch. 6

(Also serves Flint & Jackson, MI)

**Network Service:** CBS.

**Licensee:** Young Broadcasting of Lansing Inc., 3 East 54th St., New York, NY 10022.

**Studio:** 2820 East Saginaw, Lansing, MI 48912.

**Telephone:** 517-372-8282. TWX: 810-251-0805.

**Technical Facilities:** Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1000-ft. above av. terrain, 1023-ft. above ground, 1923-ft. above sea level.

Latitude 42° 41' 14"  
Longitude 84° 22' 35"

**Transmitter:** Vanatta Rd. near Jolly Rd.

**Satellite Earth Stations:** Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.6-meter C-band; Scientific-Atlanta receivers.

**News Services:** AP, Sports News Satellite.

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

**Began Operation:** May 1, 1950. Sale to present owner by Backe Communications approved by FCC May 14, 1986 (*Television Digest*, Vol. 26:15). Sale to Backe approved by FCC April 26, 1984 (Vol. 24:12, 12).

**Represented (sales):** Adam Young Inc.

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

**Personnel:**

- RONALD J. KWASNICK, president.
- GRANT A. SANTIMORE, general manager.
- ROBERT E. SERRE, general sales manager.
- DANIEL BATCHELOR, local sales manager.
- CARL ONKEN, chief engineer.
- STEVEN HILLMAN, operations manager.

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

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

**NETWORK BASE HOURLY RATE:** \$1214.

**City of License:** Lansing. **ADI:** Lansing. **Rank:** 105.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>MICHIGAN</b>				
<b>50% &amp; Over</b>	Clinton	19,000	18,800	99
	Eaton	34,800	34,400	99
	Hillsdale	15,100	14,800	98
	Ingham	101,000	99,600	99
	Ionia	17,400	17,200	99
	Jackson	51,500	50,900	99



WLNS-TV BPCT—2041 Granted 11/23/55 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	Shiawassee	24,100	23,800	99
<b>MICHIGAN</b>				
<b>Between 25-49%</b>	Branch	14,800	14,600	99
	Calhoun	52,200	51,600	99
	Genesee	160,100	158,600	99
	Gratiot	13,900	13,700	99
	Livingston	36,400	36,100	99
	Montcalm	18,400	18,100	98
<b>MICHIGAN</b>				
<b>Between 5-24%</b>	Barry	17,300	17,100	99
	Isabella	17,700	17,300	98
	Kalamazoo	82,100	81,000	99
	Lapeer	23,800	23,500	99
	Lenawee	31,600	31,200	99
	Mecosta	12,600	12,300	98
	Midland	26,700	26,500	99
	Osceola	7,700	7,500	98
	Saginaw	76,800	75,900	99
	Tuscola	19,000	18,700	98
	Washtenaw	100,000	97,900	98
<b>Station Totals</b>		<b>974,000</b>	<b>961,100</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>392,800</b>	
<b>Average Daily Circulation (1989)</b>			<b>193,400</b>	

# Michigan—Lansing

## WSYM-TV

Ch. 47

**Network Service:** None, independent.

**Licensee:** WTMJ Inc., 600 W. St. Joseph St., Suite 47, Lansing, MI 48933.

**Studio:** 600 W. St. Joseph St., Lansing, MI 48933.

**Telephone:** 517-484-7747. **TWX:** 810-251-0807. **Fax:** 517-484-3144.

**Technical Facilities:** Channel No. 47 (668-674 MHz). Authorized power: 1350-kw max. & 813-kw horizontal visual, 135-kw max. & 81.3-kw horizontal aural. Antenna: 1000-ft. above av. terrain, 1036-ft. above ground, 1956-ft. above sea level.

Latitude 42° 28' 03"  
Longitude 84° 39' 06"

**Transmitter:** 9447 Holmes Hwy., Eaton Rapids.

**Satellite Earth Stations:** Microdyne, 7-meter C-band; Vertex, 4.6-meter Ku-band; M/A-Com, 3.2-meter C-band; M/A-Com, Microdyne, Drake receivers.

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

**Began Operation:** December 1, 1982. Sale to present owner by F & S Development Group approved by FCC Nov. 9, 1984 (Television Digest, Vol. 24:34, 39).

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

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

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

### Personnel:

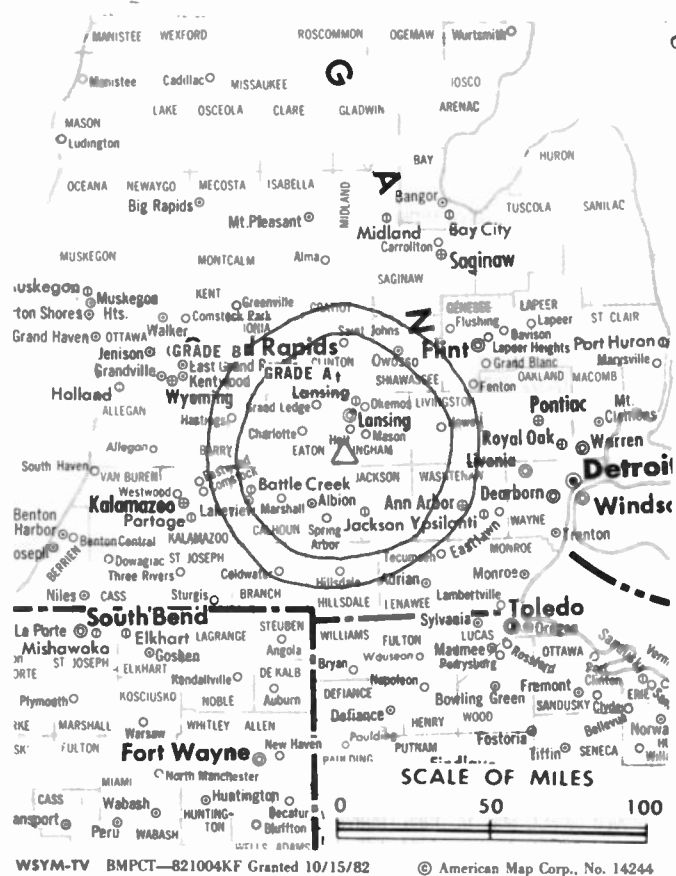
PETER BANNISTER, vice president & general manager.  
RANDY ROSE, local sales manager.  
W. B. SHIPLEY, operations manager.  
THOM LILLY, national sales manager.  
LARRY A. ESTLACK, chief engineer.  
BILL SHIPLEY, program director.  
KIP BOHNE, promotion director.  
LARRY AMBURGEY, business manager.

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

**City of License:** Lansing. **ADI:** Lansing. **Rank:** 105.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MICHIGAN</b>			
	Clinton	19,000	18,800	99
	Eaton	34,800	34,400	99
	Ingham	101,000	99,600	99
	Jackson	51,500	50,900	99



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>MICHIGAN</b>			
	Branch	14,800	14,600	99
	Calhoun	52,200	51,600	99
	Hillsdale	15,100	14,800	98
	Ionia	17,400	17,200	99
<b>Between 5-24%</b>	Shiawassee	24,100	23,800	99
	<b>MICHIGAN</b>			
	Barry	17,300	17,100	99
	Gratiot	13,900	13,700	99
	Kalamazoo	82,100	81,000	99
	Lenawee	31,600	31,200	99
<b>Station Totals</b>	Livingston	36,400	36,100	99
	Montcalm	18,400	18,100	98
	St Joseph	22,200	21,900	99
	<b>Station Totals</b>	<b>551,800</b>	<b>544,800</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>199,900</b>	
<b>Average Daily Circulation (1989)</b>			<b>79,600</b>	

# Michigan—Marquette

## WLUC-TV

Ch. 6

**Network Service:** CBS, NBC.

**Licensee:** Federal Bcstg Co., 29201 Telegraph Rd., Suite 300, Southfield, MI 48034.

**Studio:** U.S. Hwy. 41 & County Airport Rd, Marquette.

**Mailing Address:** Box 460, Marquette, MI 49855.

**Telephone:** 906-475-4161. **TWX:** 810-278-4880. **Fax:** 906-475-4824.

**Technical Facilities:** Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 978-ft. above av. terrain, 1018-ft. above ground, 2495-ft. above sea level.

Latitude 46° 20' 11"  
Longitude 87° 50' 55"

**Transmitter:** 3-mi. W of Rte. 581, 14-mi. SW of Ishpeming.

**Satellite Earth Stations:** Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 5-meter C-band; Scientific-Atlanta, 4.6-meter C-band; Scientific-Atlanta, 4.6-meter Ku-band; Scientific-Atlanta receivers.

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

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

**Began Operation:** March 23, 1956. Sale to present owner approved by FCC July 17, 1987 (*Television Digest*, Vol. 27:20). Sale to Gillett Group by Post Corp. approved by FCC June 19, 1984. Sale to Post Corp. with WLUK-TV, Green Bay, WI by M & M Bcstg. Co. approved Jan. 6, 1965 by FCC (Vol. 4:41; 5:2). Sale of 52% control to M & M Bcstg. by original licensee Lake Superior Bcstg. approved July 8, 1959 (Vol. 15:24, 28). In 1960 Lake Superior sold remaining 48% to M & M Bcstg. for \$40,000.

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

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

**Personnel:**

JAMES KIZER, general manager.  
BRAD VAN SLUYTERS, general sales manager.  
ERIK STORCK, national sales manager.  
ED KEARNEY, news director.  
JOHN TRUITT, chief engineer.  
JUDY RICHER, business manager.  
STEVE HEIKKINEN, production manager.  
KIM PARKER, program director.  
TEDDI NAULT, traffic manager.  
SUE McQUAID, community relations director.

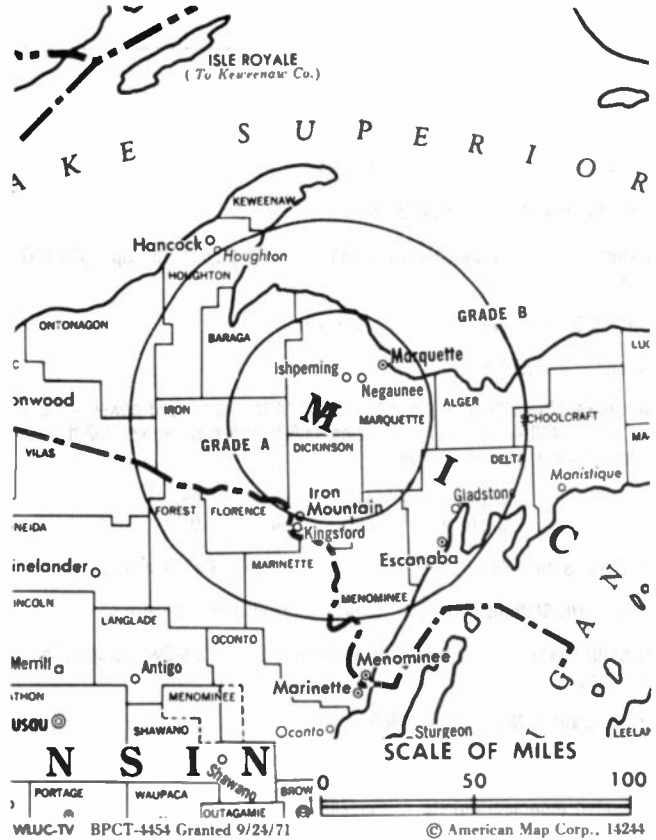
**Highest One Hour Rate:** \$2000.

**Highest 30 Sec. Rate:** \$575.

**NETWORK BASE HOURLY RATE:** \$882.

**City of License:** Marquette. **AOI:** Marquette. **Rank:** 184.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MICHIGAN</b>			
	Alger	3,200	3,100	97
	Baraga	3,000	2,900	97
	Delta	13,900	13,600	98
	Dickinson	10,700	10,500	99
	Gogebic	7,400	7,200	97
	Houghton	13,500	13,100	97
	Iron	5,700	5,600	98
	Keweenaw	700	700	100
	Luce	2,100	2,000	95
	Marquette	25,200	24,900	99
Ontonagon	3,500	3,400	97	
Schoolcraft	3,000	2,900	97	
<b>Between 25-49%</b>	<b>WISCONSIN</b>			
	Florence	1,400	1,400	100
	<b>MICHIGAN</b>			
	Menominee	9,700	9,500	98
<b>Between 5-24%</b>	<b>WISCONSIN</b>			
	Forest	3,500	3,400	97
	Iron	2,700	2,700	100
	Marinette	16,000	15,800	99
<b>Station Totals</b>	<b>WISCONSIN</b>			
	Oneida	13,000	12,700	98
	Vilas	7,500	7,300	97
<b>Net Weekly Circulation (1989)</b>		<b>145,700</b>	<b>142,700</b>	<b>98</b>
<b>Average Daily Circulation (1989)</b>				<b>94,200</b>
				<b>67,300</b>

# Michigan—Muskegon

**WTLJ**

**Ch. 54**

**Network Service:** None, independent.

**Licensee:** Miami Valley Christian Television Inc., 2675 Dayton Rd., Springfield, OH 45506.

**Studio:** 10290 48th Ave., Allendale, MI 49401.

**Telephone:** 616-895-6054.

**Technical Facilities:** Channel No. 54 (710-716 MHz). Authorized power: 4395-kw max. visual, 440-kw max. aural. Antenna: 966-ft. above av. terrain, 962-ft. above ground, 1642-ft. above sea level.

Latitude 42° 57' 25"  
Longitude 85° 54' 07"

**Transmitter:** 3-mi. ESE at SE corner of 48th & Pierce Sts., Allendale.

**Satellite Earth Stations:** Comtech, 5-meter C-band; Harris receivers.

**Ownership:** Miami Valley Christian Television Inc. See Group Ownership of Television Stations.

**Began Operation:** November 3, 1986.

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

**Represented (engineering):** R. L. Purcell.

**Personnel:**

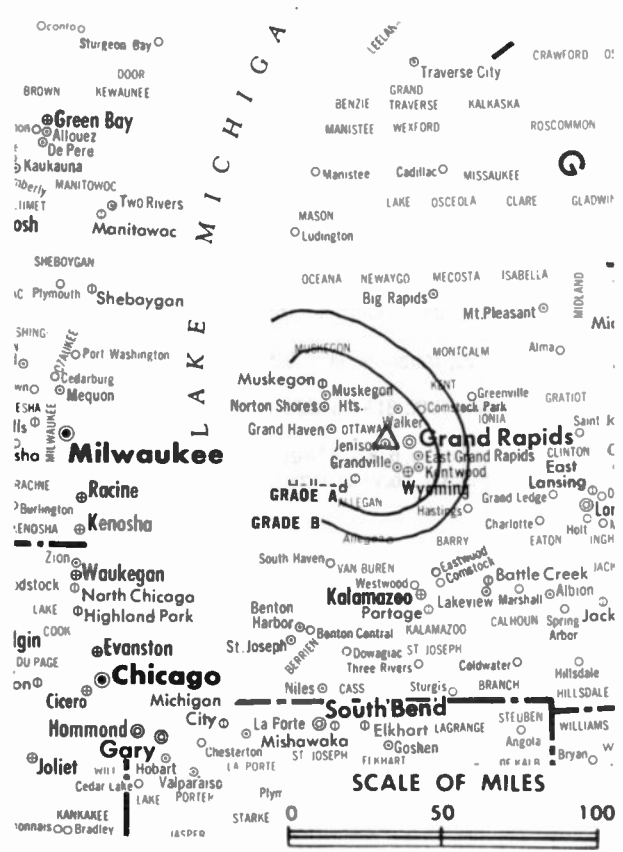
MARVIN D. SPARKS, president & general manager.  
ROBERT KORNSTADT, station manager & chief engineer.  
RICK WOODBY, business manager.

**Rates:** On request.

**City of License:** Muskegon. ADI: Grand Rapids-Kalamazoo-Battle Creek. Rank: 37.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households Households %
Between 5-24%	MICHIGAN Allegan	31,400	31,000 99



WTLJ BMPCT-860214KE Granted 4/28/86

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households Households %
Between 5-24%	Kent	178,700	176,000 98
	Muskegon	57,300	56,500 99
	Newaygo	14,400	14,100 98
<b>Station Totals</b>		<b>281,800</b>	<b>277,600 99</b>
<b>Net Weekly Circulation (1989)</b>			<b>18,900</b>
<b>Average Daily Circulation (1989)</b>			<b>6,300</b>

# Michigan—Saginaw

**WAQP**

**Ch. 49**

**Network Service:** None, independent.

**Licensee:** Tri-State Christian TV, Box 1010, Marion, IL 62959.

**Studio:** 707 Federal Ave., Saginaw, MI 48606.

**Mailing Address:** Box 2215, Saginaw, MI 48607.

**Telephone:** 618-997-9333.

**Technical Facilities:** Channel No. 49 (680-686 MHz). Authorized power: 1000-kw max. & 833.68-kw horizontal visual, 100-kw max. & 83.37-kw horizontal aural. Antenna: 940-ft. above av. terrain, 964-ft. above ground, 1574-ft. above sea level.

Latitude	43°	13'	18"
Longitude	84°	03'	14"

**Transmitter:** 7114 W. Gary Rd., Chesaning.

**Satellite Earth Stations:** Scientific-Atlanta, 4.5-meter Ku-band; Scientific-Atlanta, 4.6-meter C-band; SatCom, Scientific-Atlanta receivers.

**Ownership:** Tri-State Christian TV, 100%. See Group Ownership of Television Stations.

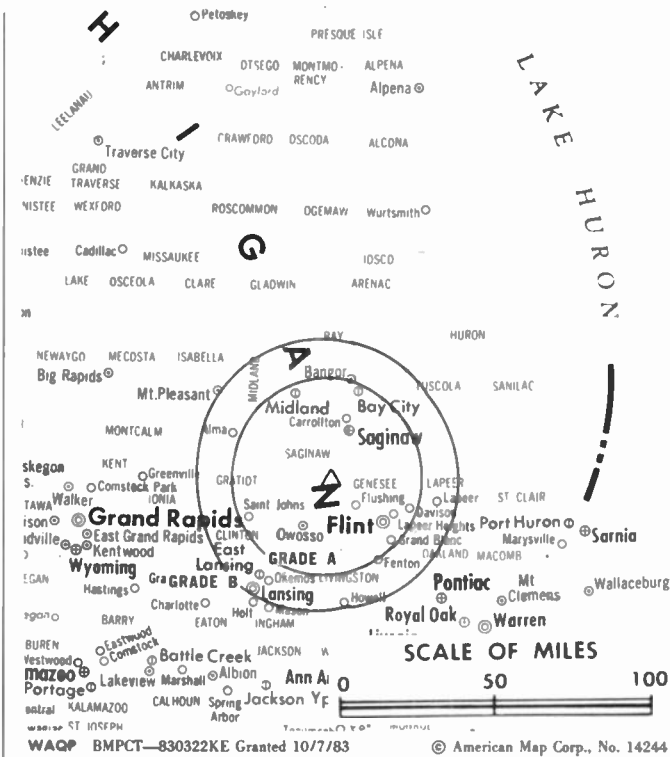
**Began Operation:** March 26, 1985.

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

**Personnel:**

- GARTH COONCE, general manager.
- CHRIS GABRIEL, local sales manager & news director.
- KEN BIGELOW, chief engineer.
- TINA COONCE, program director.
- MIKE SOCIER, office manager.

**Rates:** On request.



**Arbitron Data:** Not available.

**City of License:** Saginaw. **ADI:** Flint-Saginaw-Bay City. **Rank:** 58.



# Michigan—Saginaw-Flint-Bay City-Midland

## WEYI-TV

Ch. 25

Network Service: CBS.

Licensee: WEYI Associates, 2225 W. Willard Rd., Box 250, Clio, MI 48420.

Studio: 2225 W. Willard Rd., Clio, MI 48420.

Telephones: 313-687-1000; 517-755-0525. TWX: 810-235-1132.

Technical Facilities: Channel No. 25 (536-542 MHz). Authorized power: 2035-kw max. & 675-kw horizontal visual, 204-kw max. & 68-kw horizontal aural. Antenna: 1320-ft. above av. terrain, 1359-ft. above ground, 2049-ft. above sea level.

Latitude 43° 13' 01"  
Longitude 83° 43' 17"

Transmitter: 2225 W. Willard Rd., Clio, MI.

Satellite Earth Stations: Harris, 9-meter C-band; Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.5-meter C-band; Harris receivers.

News Service: AP.

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

Began Operation: April 5, 1953 on Ch. 57. Sept. 14, 1965 it shifted to Ch. 25. Sale of 33.333% by estate of Alvin Bentley to William J. Edwards & Howard H. Wolfe increasing their holdings to 50% each approved by FCC March 6, 1970. Sale to Rust Craft approved Feb. 16, 1972 (Television Digest, Vol. 11:43; 12:8). For subsequent sales, see Sales & Transfers of TV Stations.

Represented (sales): Petry Television Inc.

Represented (legal): Wiley, Rein & Fielding.

### Personnel:

RALPH E. BECKER, president.  
ROBERT A. EPSTEIN, vice president & general manager.  
RAY NELSON, local & regional sales manager.  
LYNDA PETERSON, national sales manager.  
JON BENGTON, program manager.  
MIKE HAMILTON, news director.

Highest One Hour Rate: \$7000.

Highest 30 Sec. Rate: \$750.

NETWORK BASE HOURLY RATE: \$569.

City of License: Saginaw. ADI: Flint-Saginaw-Bay City. Rank: 58.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MICHIGAN</b>			
	Arenac	5,800	5,700	98
	Bay	41,400	41,000	99
	Genesee	160,100	158,600	99
	Huron	13,500	13,200	98



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Lapeer	23,800	23,500	99
	Midland	26,700	26,500	99
	Saginaw	76,800	75,900	99
	Sanilac	15,200	14,900	98
	Tuscola	19,000	18,700	98
<b>Between 25-49%</b>	<b>MICHIGAN</b>			
	Gratiot	13,900	13,700	99
	Iosco	11,600	11,400	99
	Shiawassee	24,100	23,800	99
<b>Between 5-24%</b>	<b>MICHIGAN</b>			
	Alcona	4,400	4,200	95
	Clare	10,400	10,200	98
	Clinton	19,000	18,800	99
	Gladwin	8,700	8,500	98
	Isabella	17,700	17,300	98
	Livingston	36,400	36,100	99
Ogemaw	7,000	6,900	99	
<b>Station Totals</b>		<b>535,500</b>	<b>528,900</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>				<b>298,500</b>
<b>Average Daily Circulation (1989)</b>				<b>135,800</b>

# Michigan—Sault Ste. Marie

**WGTO**

Ch. 8

(Satellite of WGTO, Traverse City, MI)

**Network Service:** ABC.

**Licensee:** Michigan Center Bcstg., 201 E. Front St., Traverse City, MI 49684.

**Studio:** See WGTO, Traverse City.

**Mailing Address:** 300 Court St., Sault Ste. Marie, MI 49783.

**Telephones:** 906-632-3333; 616-946-2900. **TWX:** 810-291-1972.

**Technical Facilities:** Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 978-ft. above av. terrain, 864-ft. above ground, 1654-ft. above sea level.

Latitude	46°	03'	09"
Longitude	84°	06'	28"

**Transmitter:** 0.9-mi. W of Goetzville, Chippewa County.

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

**Ownership:** Michigan Center Broadcasting, 100%. Sale to Scanlan Communications pends.

**Began Operation:** October 29, 1976.

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

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

**Personnel:**

PAUL ANDARY, WGTO sales.  
DENNIS BERNARD, engineer-in-charge.



**Rates:** Sold in combination with WGTO, Traverse City, MI.

**Arbitron Data:** Included with WGTO, Traverse City, MI.

**City of License:** Sault Ste. Marie. **ADI:** Traverse City-Cadillac. **Rank:** 134.

# Michigan—Sault Ste. Marie

## WWUP-TV

Ch. 10

(Satellite of WWTW, Cadillac, MI)

**Network Service:** CBS.

**Licensee:** Heritage Bcstg. Co. of Michigan, 2509 Commercial Dr., Auburn Hills, MI 48057.

**Studio:** See WWTW, Cadillac.

**Telephone:** 616-775-3478.

**Technical Facilities:** Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1214-ft. above av. terrain, 1094-ft. above ground, 1844-ft. above sea level.

Latitude 46° 03' 49"  
Longitude 84° 06' 08"

**Transmitter:** Goetzville, MI.

**Satellite Earth Stations:** In operation Ku-band.

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

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

**Began Operation:** June 15, 1962.

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

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

**Personnel:**

See WWTW, Cadillac, MI.

**Rates:** Sold as one rate with WWTW, Cadillac, MI.



**Arbitron Data:** Included with WWTW, Cadillac, MI.

**City of License:** Sault Ste. Marie. **ADI:** Traverse City-Cadillac. **Rank:** 134.

# Michigan—Traverse City

**WGTO**

Ch. 29

(Operates satellite WGTO, Sault St. Marie, MI)

**Network Service:** ABC.

**Licensee:** Michigan Center Bcstg., 201 E. Front St., Traverse City, MI 49684.

**Studio:** 201 E. Front St., Traverse City, MI 49684.

**Telephone:** 616-946-2900. TWX: 810-291-1972.

**Technical Facilities:** Channel No. 29 (560-566 MHz). Authorized power: 1000-kw max. & 776-kw horizontal visual, 200-kw max. & 74.1-kw horizontal aural. Antenna: 1300-ft. above av. terrain, 1242-ft. above ground, 2469-ft. above sea level.

Latitude 44° 44' 54"  
Longitude 85° 04' 08"

**Transmitter:** 5.3-mi. N, 0.078-mi. E of Kalkaska on Hagni Rd., Excelsior Twp.

**Satellite Earth Stations:** Scientific-Atlanta, 4.6-meter C-band; Andrew, 4.5-meter C-band; Scientific-Atlanta, Avantek receivers.

**Ownership:** Michigan Center Broadcasting. Sale pending to Scanlan Communications.

**Began Operation:** August 23, 1971. Sale to present owner approved by FCC May 21, 1982.

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

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

**Personnel:**

- THOMAS SCANLAN, president & general sales manager.
- JERRY K. MOORE, vice president & general manager.
- NANCY SUNDSTROM, program & promotion director.
- RONALD R. STARK, engineering supervisor.

**Rates:** On request.

**Arbitron Data:** Figures include WGTO, Sault Ste. Marie, MI.

**City of License:** Traverse City. **ADI:** Traverse City-Cadillac. **Rank:** 134.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MICHIGAN</b>			
	Antrim	6,600	6,500	98
	Charlevoix	8,100	7,900	98
	Cheboygan	8,200	7,900	96
	Chippewa	10,100	9,900	98
	Crawford	3,800	3,700	97
	Emmet	9,400	9,100	97
	Grand Traverse	22,800	22,300	98
	Kalkaska	5,000	4,900	98
	Leelanau	6,000	5,900	98
Mackinac	3,800	3,700	97	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Missaukee	4,000	3,900	97
	Montmorency	3,200	3,100	97
	Oscoda	2,900	2,800	97
	Otsego	5,900	5,800	98
	Presque Isle	5,400	5,200	96
	Roscommon	8,400	8,300	99
	Wexford	10,400	10,200	98
<b>Between 25-49%</b>	<b>MICHIGAN</b>			
	Benzie	4,600	4,500	98
	Manistee	9,500	9,300	98
<b>Between 5-24%</b>	<b>MICHIGAN</b>			
	Alcona	4,400	4,200	95
	Alpena	11,400	11,000	96
	Luce	2,100	2,000	95
	Ogemaw	7,000	6,900	99
	Osceola	7,700	7,500	98
<b>Station Totals</b>		<b>170,700</b>	<b>166,500</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>				<b>101,100</b>
<b>Average Daily Circulation (1989)</b>				<b>58,100</b>

# Michigan—Traverse City-Cadillac

## WPBN-TV

Ch. 7

(Affiliated with WTOM-TV, Cheboygan, MI)

Network Service: NBC.

Licensee: WPBN-TV & WTOM-TV Inc., Debtor-in-Possession, 50 W. Mashta Dr., Key Biscayne, FL 33149.

Studio: 8518 M72 West, Traverse City, MI.

Mailing Address: Box 546, Traverse City, MI 49685-0546.

Telephone: 616-947-7770. Fax: 616-947-0354.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 1350-ft. above av. terrain, 1125-ft. above ground, 2549-ft. above sea level.

Latitude 44° 16' 33"  
Longitude 85° 42' 49"

Transmitter: 2-mi. S of Harrietta, 33-mi. S of Traverse City.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Harris, 6.1-meter Ku-band; Vertex, 4.6-meter Ku-band; ADM, 4-meter C-band; Harris, 3-meter Ku-band; Radiation Systems, 2.4-meter Ku-band; DX Antenna, Harris, M/A-Com, Standard Communications receivers.

News Services: Conus, CNN Headline News, NBC, SNN, Sun World Satellite News, UPI.

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

Began Operation: September 13, 1954. Sale to present owner by U.S. Tobacco Co. approved by FCC Sept. 18, 1985 (Television Digest, Vol. 25:33). Sale by Les Biederman, et al., approved by FCC Sept. 12, 1979.

Represented (sales): Katz Television.

Represented (legal): Hogan & Hartson.

Represented (engineering): Lohnes & Culver.

### Personnel:

PETER S. GOOD, vice president & general manager.  
CHUCK O'CONNOR, general sales manager.  
JUDY HORAN, news director.  
WARREN MIKULA, program director.  
CHERYL STEPHENSON, business manager.

Highest One Hour Rate: \$2400.

Highest 30 Sec. Rate: \$700.

NETWORK BASE HOURLY RATE: \$800.

Arbitron Data: Figures include WTOM-TV, Cheboygan, MI.

City of License: Traverse City. ADI: Traverse City-Cadillac. Rank: 134.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>MICHIGAN</b>				
50% & Over	Antrim	6,600	6,500	98
	Benzie	4,600	4,500	98
	Charlevoix	8,100	7,900	98



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Cheboygan	8,200	7,900	96
	Chippewa	10,100	9,900	98
	Crawford	3,800	3,700	97
	Emmet	9,400	9,100	97
	Grand Traverse	22,800	22,300	98
	Kalkaska	5,000	4,900	98
	Lake	3,700	3,600	97
	Leelanau	6,000	5,900	98
	Mackinac	3,800	3,700	97
	Manistee	9,500	9,300	98
	Mason	10,600	10,200	97
	Mecosta	12,600	12,300	98
	Missaukee	4,000	3,900	97
	Montmorency	3,200	3,100	97
	Oceana	8,400	8,200	97
Osceola	7,700	7,500	98	
Oscoda	2,900	2,800	97	
Otsego	5,900	5,800	98	
Presque Isle	5,400	5,200	96	
Roscommon	8,400	8,300	99	
Wexford	10,400	10,200	98	
<b>MICHIGAN</b>				
<b>Between 25-49%</b>	Alpena	11,400	11,000	96
	Clare	10,400	10,200	98
	Newaygo	14,400	14,100	98
<b>MICHIGAN</b>				
<b>Between 5-24%</b>	Alcona	4,400	4,200	95
	Isabella	17,700	17,300	98
	Luce	2,100	2,000	95
<b>Station Totals</b>		<b>241,500</b>	<b>235,500</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>				<b>167,000</b>
<b>Average Daily Circulation (1989)</b>				<b>103,800</b>

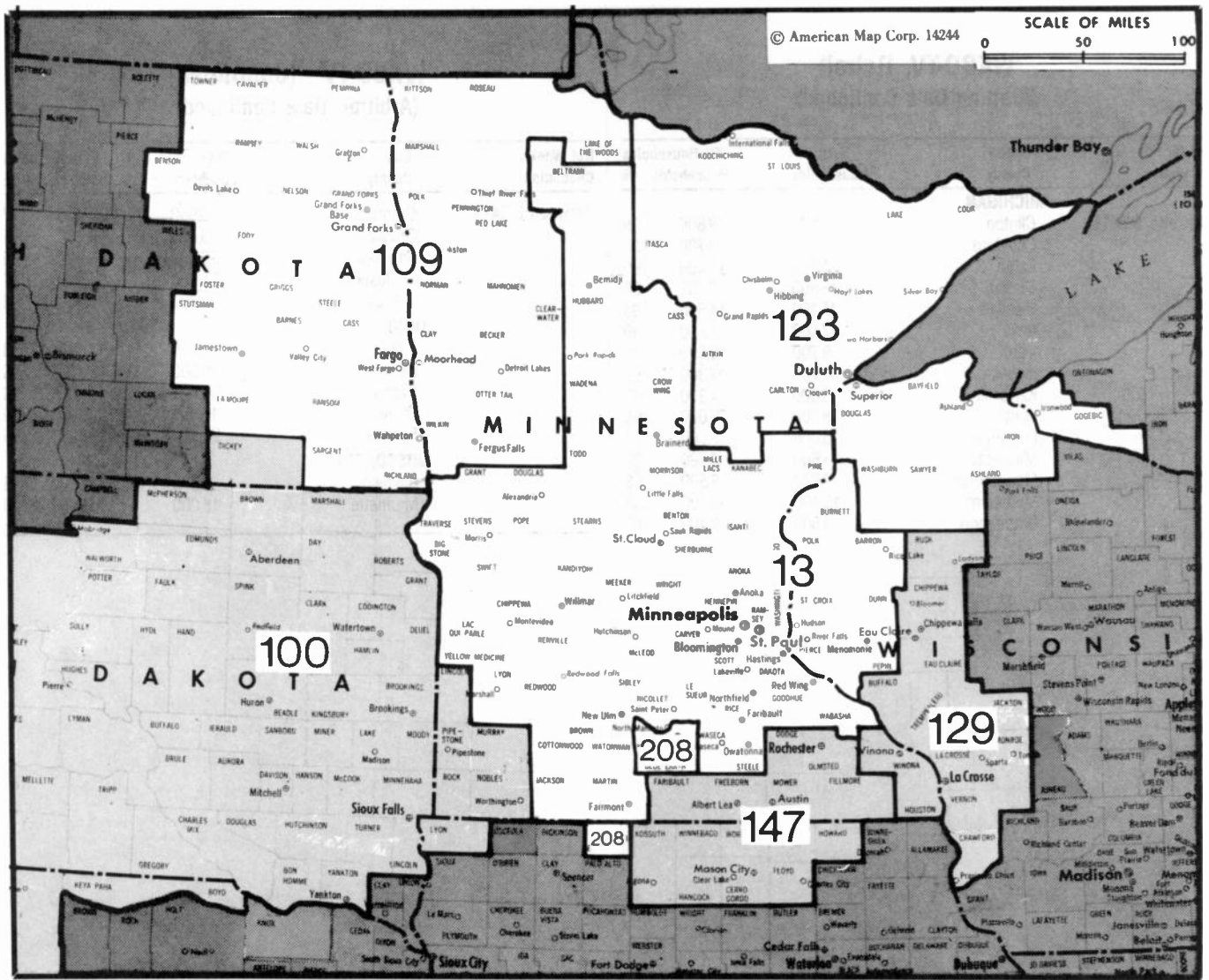
# Michigan

## WKBD-TV, Detroit (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%	
<b>Between 5-24%</b>	<b>MICHIGAN</b>				
		Clinton	19,000	18,800	99
		Crawford	3,800	3,700	97
		Eaton	34,800	34,400	99
		Gratiot	13,900	13,700	99
		Hillsdale	15,100	14,800	98
		Ionia	17,400	17,200	99
		Iron	5,700	5,600	98
		Isabella	17,700	17,300	98
		Kalkaska	5,000	4,900	98
		Kent	178,700	176,000	98
		Leelanau	6,000	5,900	98
		Mackinac	3,800	3,700	97
		Menominee	9,700	9,500	98
		Montcalm	18,400	18,100	98
		Ontonagon	3,500	3,400	97

## WKBD-TV—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>Between 5-24%</b>	Ontonagon	3,500	3,400	97
	Ottawa	59,000	58,200	99
	Saginaw	76,800	75,900	99
	St. Joseph	22,200	21,900	99
	Tuscola	19,000	18,700	98
	<b>OHIO</b>			
	Fulton	14,400	14,100	98
	Henry	10,500	10,400	99
	Huron	20,400	20,100	99
	Ottawa	15,300	15,100	99
Seneca	21,900	21,600	99	
<b>WISCONSIN</b>				
Bayfield	5,600	5,500	98	
Marinette	16,000	15,800	99	



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Minneapolis-St. Paul, MN.....	1,307,200	13	KARE (11), KCCO-TV (7), KCCW-TV (12), KITN (29), KMSP-TV (9), KRWF (43), KSAX (42), KSTP-TV (5), KTMA-TV (23), WCCO-TV (4)
Sioux Falls-Mitchell, SD.....	227,800	100	KABY-TV (9), KDLO-TV (3), KDLT (5), KELO-TV (11), KPLO-TV (6), KPRTV (4), KSFY-TV (13), KTTW (17)
Fargo, ND.....	212,700	109	KBRR (10), KJRR (7), KNRR (12), KTHI-TV (11), KVRR (15), KXJB-TV (4), WDAY-TV (6), WDAZ-TV (8)
Duluth, MN-Superior, WI.....	169,800	123	KBJR-TV (6), KDHL-TV (3), WDIO-TV (10), WIRT (13)
La Crosse-Eau Claire, WI.....	163,500	129	WEAU-TV (13), WKBT (8), WLAX (25), WQOW-TV (18), WXOW-TV (19)
Rochester, MN-Mason City, IA-Austin, MN.....	142,600	147	KAAL (6), KIMT (3), KTTC (10)
Mankato, MN.....	23,000	208	KEYC-TV (12)

**State Cross Reference List**

Communities that receive programs of stations that are located elsewhere.

KIMT, Austin.....	See Mason City, IA
KTTC, Austin.....	See Rochester, MN
KXLI, Minneapolis.....	See St. Cloud, MN
KVRR, Moorhead.....	See Fargo, ND
KAAL, Rochester.....	See Austin, MN
KIMT, Rochester.....	See Mason City, IA
KSTP-TV, St. Paul.....	See Minneapolis MN

**Minnesota Station Totals as of October 1, 1989**

	VHF	UHF	TOTAL
Commercial Television Stations	14	4	18
Educational Television Stations	4	3	7
	18	7	25

# Minnesota—Alexandria

## KCCO-TV

Ch. 7

(Satellite of WCCO-TV, Minneapolis, MN)

Network Service: CBS.

Licensee: KCCO Television Inc., 720 Hawthorne St., Alexandria, MN 56308.

Studio: 720 Hawthorne St., Alexandria, MN 56308.

Telephone: 612-763-5166.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 63.1-kw aural. Antenna: 1120-ft. above av. terrain, 1130-ft. above ground, 2525-ft. above sea level.

Latitude 45° 41' 03"  
Longitude 95° 08' 14"

Transmitter: 2.5-mi. SE of Westport, MN.

Satellite Earth Station: Harris, 6-meter; Harris, M/A-Com receivers.

News Services: AP, UPI.

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

Began Operation: October 8, 1958. Sale to present owner by Central Minnesota TV Co. approved by FCC Oct. 15, 1987 (Television Digest, Vol. 26:45; 27:43).

Represented (sales): TeleRep Inc.

### Personnel:

VERN MUZIK, station manager & program director.  
WAYNE QUERNEMOEN, chief engineer.  
JOHN GINTHER, local sales manager.  
KEVIN CUOOIHY, national sales manager, WCCO-TV.  
JOHN FROYEL, news director.  
OUANE TINGUM, business manager.

Highest One Hour Rate: \$3000

Highest 30 Sec. Rate: \$600

Combination rates: KCCO-TV, Alexandria & KCCW-TV, Walker, MN.

NETWORK BASE HOURLY RATE: \$980.

Arbitron Data: Figures include KCCW-TV, Walker, MN.

City of License: Alexandria. ADI: Minneapolis-St. Paul. Rank: 13.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MINNESOTA</b>			
	Beltrami	11,800	11,300	96
	Big Stone	2,900	2,900	100
	Cass	8,500	8,200	96
	Chippewa	5,600	5,500	98
	Crow Wing	17,700	17,300	98
	Oouglas	11,600	11,400	98
	Grant	2,700	2,700	100
	Hubbard	5,800	5,600	97
	Lac Qui Parle	3,800	3,700	97
	Morrison	10,400	10,200	98
	Otter Tail	20,000	19,600	98
	Pope	4,600	4,500	98



KCCO-TV BPC2-2398 Granted 12/5/57

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Stevens	3,700	3,600	97
	Swift	4,700	4,600	98
	Todd	9,500	9,300	98
	Traverse	1,800	1,800	100
	Wadena	5,000	4,800	96
	Yellow Medicine	4,600	4,400	96
<b>Between 25-49%</b>	<b>MINNESOTA</b>			
	Aitkin	5,400	5,300	98
	Becker	11,100	10,900	98
	Benton	9,800	9,700	99
	Itasca	16,400	16,100	98
	Meeker	7,900	7,800	99
<b>SOUTH DAKOTA</b>	Stearns	36,700	36,200	99
	Grant	3,200	3,100	97
<b>Between 5-24%</b>	<b>MINNESOTA</b>			
	Clearwater	3,200	3,100	97
	Kandiyohi	14,200	13,900	98
	Mc Leod	11,400	11,300	99
	Redwood	6,700	6,500	97
	Renville	7,400	7,200	98
<b>SOUTH DAKOTA</b>	Oeuel	1,900	1,900	100
	Roberts	3,900	3,800	97
<b>Station Totals</b>		<b>273,900</b>	<b>268,200</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>				<b>139,700</b>
<b>Average Daily Circulation (1989)</b>				<b>87,300</b>



# Minnesota—Alexandria

**KSAX**

Ch. 42

(Satellite of KSTP-TV, St. Paul-Minneapolis)

**Network Service:** ABC.

**Licensee:** KSAX-TV Inc., 415 Fillmore St., Box 637, Alexandria, MN 56308.

**Studio:** 415 Fillmore St., Alexandria, MN 56308.

**Telephones:** 612-763-5729; 612-642-4200.

**Technical Facilities:** Channel No. 42 (638-644 MHz). Authorized power: 2770-kw max. visual, 277-kw max. aural. Antenna: 1176-ft. above av. terrain, 1164-ft. above ground, 2523-ft. above sea level.

Latitude	45°	41'	59''
Longitude	95°	10'	36''

**Transmitter:** E side Rte. 33, approx. 0.6-mi. S of intersection with Rte. 28, near Westport.

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

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

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

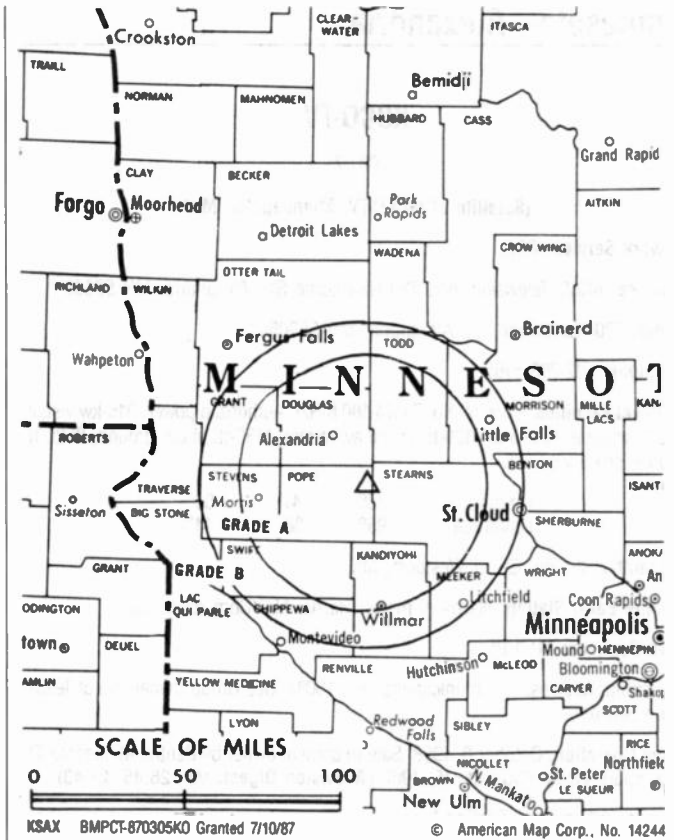
**Represented (legal):** Fletcher, Heald & Hildreth.

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

**Personnel:**

MIKE BURGESS, station manager & national/local sales manager.  
 DAVE TAYLOR, news director.  
 DONNA CORLE, operations manager.

**Rates:** On request.



**Arbitron Data:** Included with KSTP-TV, St. Paul-Minneapolis, MN.

**City of License:** Alexandria. **ADI:** Minneapolis-St. Paul. **Rank:** 13.

# Minnesota—Austin

**KAAL**

Ch. 6

**Network Service:** ABC.

**Licensee:** Midwest KAAL Corp., 1701 10th Place NE, Box 577, Austin, MN 55912.

**Studio:** 1701 10th Place NE, Austin, MN 55912.

**Telephone:** 507-433-8836.

**Technical Facilities:** Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1050-ft. above av. terrain, 1026-ft. above ground, 2321-ft. above sea level.

Latitude 43° 37' 42"  
Longitude 93° 09' 12"

**Transmitter:** 4.4-mi. N of Myrtle, MN.

**Satellite Earth Stations:** Andrew; Miralite; Pinzone, Avantek receivers.

**News Services:** AP, ABC.

**Ownership:** The Wooster Republican Printing Co., 100%. See Group Ownership of Television Stations.

**Began Operation:** July 27, 1953. Sale to present owner by News Press & Gazette Co. approved by FCC Dec. 13, 1985 (Television Digest, Vol. 25:44). Sale to News Press & Gazette by Black Hawk Bcstg. approved by FCC Sept. 17, 1980. Previous sale by Chester A. Weseman and associates approved Oct. 29, 1958 (Vol. 13:6).

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

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

**Personnel:**

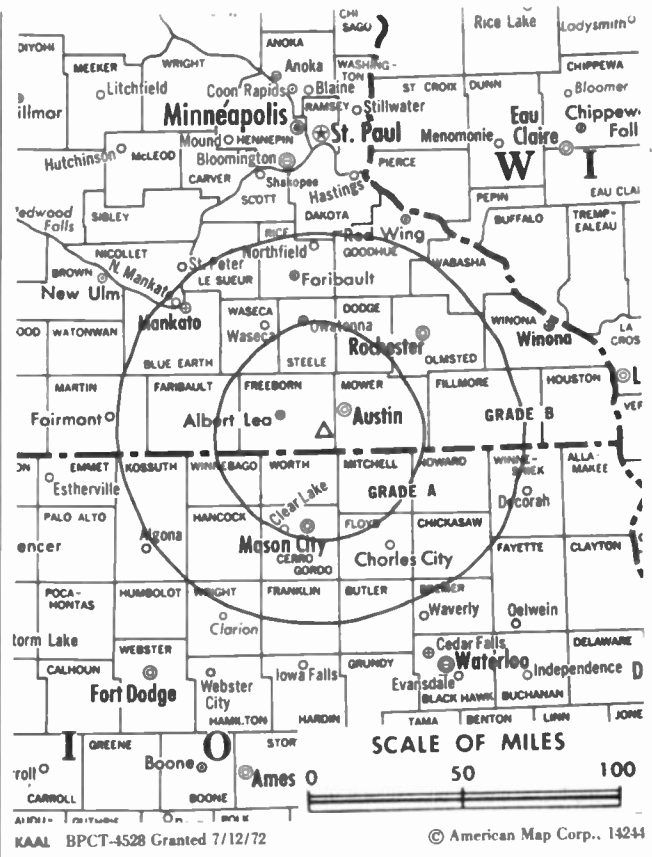
- CLARK CIPRA, president & general manager.
- PAT NIEKAMP, general sales manager.
- JERALD JONES, vice president, engineering.
- JANET ANDERSON, program director.
- GREG GRIMLEY, production manager.
- DENNIS FISHER, news director.
- GREGG GAFFNEY, assistant chief engineer.
- LORA LEE BAUER, data processing manager.

**Rates:** On request.

**City of License:** Austin. **ADI:** Rochester, MN-Mason City, IA-Austin, MN. **Rank:** 147.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>IOWA</b>			
	Cerro Gordo	20,100	19,900	99
	Floyd	7,200	7,100	99
	Hancock	5,600	5,500	98
	Howard	4,100	4,000	98
	Kossuth	7,900	7,800	99
	Mitchell	4,500	4,500	100
	Winnebago	5,300	5,200	98
	Worth	3,600	3,600	100
	<b>MINNESOTA</b>			
	Dodge	5,500	5,400	98
	Faribault	7,400	7,300	99
	Fillmore	7,900	7,800	99
Freeborn	13,600	13,500	99	
Martin	9,700	9,600	99	
Mower	15,200	15,100	99	
Olmsted	37,000	36,700	99	
Steele	11,100	11,000	99	



Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>Between 25-49%</b>	<b>MINNESOTA</b>			
	Blue Earth	18,600	18,300	98
	Nicollet	10,100	10,000	99
<b>Between 5-24%</b>	Waseca	6,900	6,800	99
	<b>IOWA</b>			
	Chickasaw	5,400	5,300	98
	Emmet	4,900	4,800	98
	Franklin	5,200	5,200	100
	Pocahontas	4,100	4,000	98
	Wright	6,300	6,200	98
<b>MINNESOTA</b>	Goodhue	14,800	14,600	99
	Houston	6,400	6,300	98
	Rice	16,200	16,000	99
	Sibley	5,500	5,400	98
	Wabasha	7,500	7,400	99
	Winona	16,200	15,900	98
	<b>WISCONSIN</b>			
	Buffalo	5,500	5,400	98
	La Crosse	35,900	35,500	99
	<b>Station Totals</b>		<b>335,200</b>	<b>331,100</b>
<b>Net Weekly Circulation (1989)</b>				<b>147,800</b>
<b>Average Daily Circulation (1989)</b>				<b>77,700</b>

**THIS DATA IS AVAILABLE ON TAPE OR DISKETTE FOR USE ON YOUR OWN COMPUTER OR AS CUSTOMIZED REPORTS**

Call Lynn Levine or Nancy Cramer  
202-872-9200

# Minnesota—Duluth-Superior, Wisconsin

## KBJR-TV

Ch. 6

Network Service: NBC.

Licensee: RJR Communications Inc., 230 E. Superior St., Duluth, MN 55802.

Studio: 230 E. Superior St., Duluth, MN 55802.

Telephone: 218-727-8484. Easylink: 62897973. Fax: 218-727-8729.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1010-ft. above av. terrain, 804-ft. above ground, 2049-ft. above sea level.

Latitude 46° 47' 21"  
Longitude 92° 06' 51"

Transmitter: 5th Ave. W & 10th St., Duluth.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 6-meter Ku-band; Harris, 3-meter Ku-band; Vertex, 4.5-meter Ku-band; Paracclipse, 3.6-meter C-band; Harris, M/A-Com receivers.

News Services: MediaLink, NBC, UPI.

Ownership: Granite Broadcasting Corp., 100%. See Group Ownership of TV Stations.

Began Operation: February 23, 1954. Sale to RJR Communications by Northwest Publications Inc. approved by FCC Sept. 5, 1974 (Television Digest, Vol. 14:28, 30). Sale to present owners approved Sept. 12, 1988.

Represented (sales): Katz Television; Target Broadcast Sales (Canada).

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

Represented (engineering): Moffet, Larson & Johnson Inc.

### Personnel:

- F. ROBERT KALTHOFF, general manager.
- STEVEN BOLF, sales manager.
- DAVE JENSCH, news director.
- BOB WILMERS, director of operations.
- STEVEN J. RICH, director, promotion & programming.

Highest One Hour Rate: \$3000.

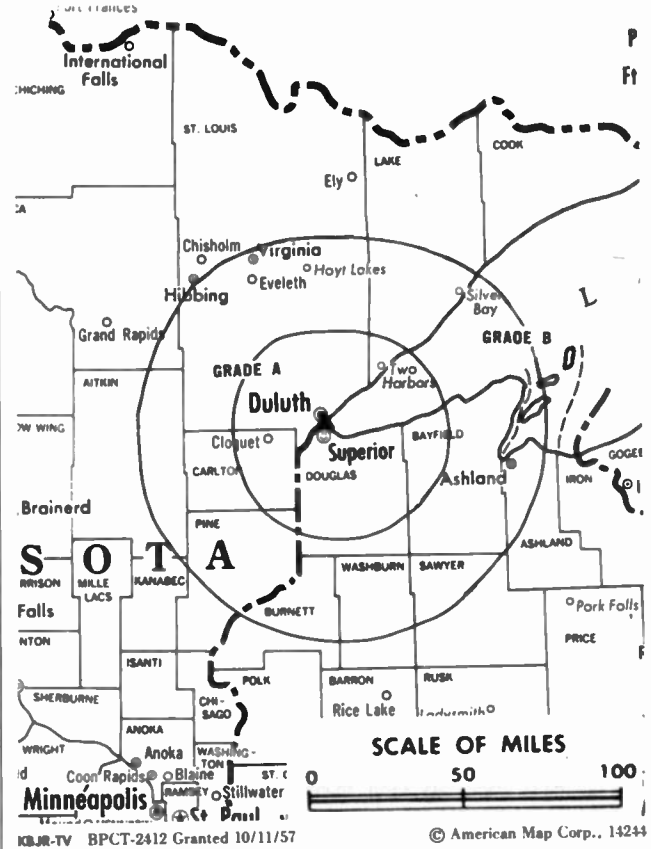
Highest 30 Sec. Rate: \$1200.

NETWORK BASE HOURLY RATE: \$800.

City of License: Superior, WI. ADI: Duluth, MN-Superior, WI. Rank: 123.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	<b>MICHIGAN</b>			
	Gogebic	7,400	7,200	97
	<b>MINNESOTA</b>			
	Aitkin	5,400	5,300	98
	Carlton	10,600	10,500	99
	Cook	1,800	1,800	100
	Itasca	16,400	16,100	98



Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	Koochiching	6,000	5,800	97
	Lake	4,300	4,300	100
	St Louis	78,900	78,000	99
	<b>WISCONSIN</b>			
	Ashland	6,400	6,300	98
	Bayfield	5,600	5,500	98
	Douglas	16,400	16,200	99
	Iron	2,700	2,700	100
	Sawyer	5,600	5,400	96
	Washburn	5,700	5,600	98
Between 25-49%	<b>MINNESOTA</b>			
	Beltrami	11,800	11,300	96
	Pine	7,600	7,400	98
Between 5-24%	<b>MINNESOTA</b>			
	Cass	8,500	8,200	96
	Hubbard	5,800	5,600	97
	Wadena	5,000	4,800	96
	<b>WISCONSIN</b>			
	Burnett	5,500	5,300	96
<b>Station Totals</b>		<b>217,400</b>	<b>213,300</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>				<b>155,300</b>
<b>Average Daily Circulation (1989)</b>				<b>97,200</b>

# Minnesota—Duluth-Superior, Wisconsin

**KDLH-TV**

**Ch. 3**

**Network Service:** CBS.

**Licensee:** Benedek Bcstg. of Minnesota, 425 W. Superior St., Duluth, MN 55802.

**Studio:** 425 W. Superior St., Duluth, MN 55802.

**Telephone:** 218-727-8911. **TWX:** 910-561-2522.

**Technical Facilities:** Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 990-ft. above av. terrain, 816-ft. above ground, 2049-ft. above sea level.

Latitude 46° 47' 07"  
Longitude 92° 07' 15"

**Transmitter:** 3 Observation Rd. & 11th St.

**Satellite Earth Stations:** Scientific-Atlanta, 7-meter C-band; M/A-Com, 5-meter C-band; Scientific-Atlanta, 4.6-meter C-band; Harris, 3.8-meter Ku-band; Scientific-Atlanta, Microdyne receivers.

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

**Ownership:** A. Richard Benedek, pres.-treas., 100%; Laura Benedek, v.p.-secy. See Group Ownership of Television Stations.

**Began Operation:** March 14, 1954. Sale to WGN by Red River Bcstg. (Dalton LeMasurier family) approved Dec. 7, 1960 (Vol. 16:34, 50). Sale to Palmer by WGN Inc. approved Jan. 10, 1979 (Vol. 18:30). Sale to present owner by Palmer Bcstg. approved by FCC May 23, 1985 (Television Digest, Vol. 25:24).

**Represented (sales):** MMT Sales Inc.; Glen-Warren Broadcast Sales (Canada).

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

**Personnel:**

- JOHN LaFORGE, vice president & general manager.
- STUART A. LUNSFORD, director of sales.
- JIM CUZZO, program director.
- KEN FLANNERY, operations manager.
- WALT LEDINGHAM, local sales manager.
- STEVEN HASSKAMP, chief engineer.
- RON LJUND, news director.
- JAMES JUNKER, promotion director.
- JULIE TOLAND, business manager.

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

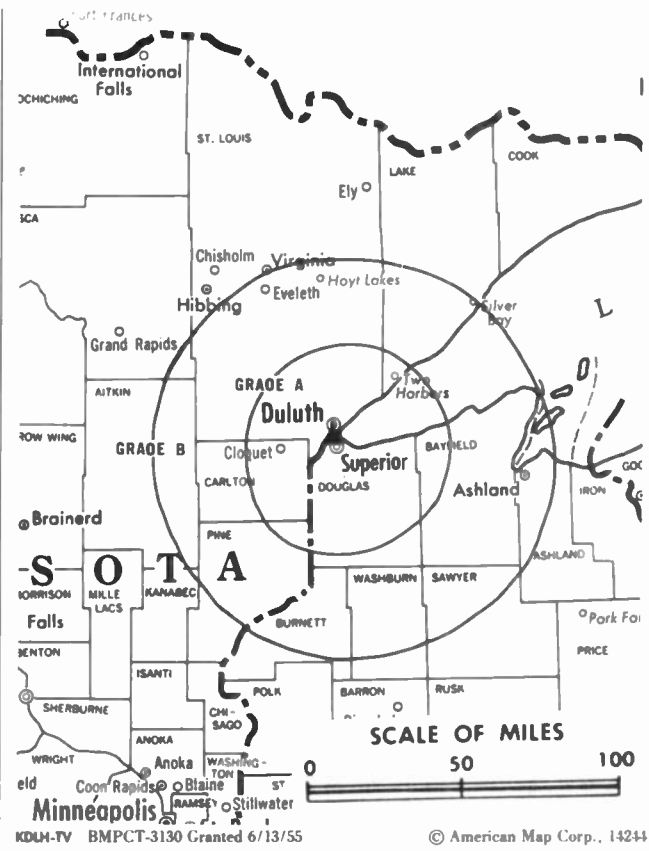
**Highest 30 Sec. Rate:** \$700

**NETWORK BASE HOURLY RATE:** \$1060.

**City of License:** Duluth. **ADI:** Duluth, MN-Superior, WI. **Rank:** 123.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>50% &amp; Over</b>	<b>MICHIGAN</b>			
	Gogebic	7,400	7,200	97
	<b>MINNESOTA</b>			
	Aitkin	5,400	5,300	98
	Carlton	10,600	10,500	99
	Cook	1,800	1,800	100
	Itasca	16,400	16,100	98
	Koochiching	6,000	5,800	97
	Lake	4,300	4,300	100
	St Louis	78,900	78,000	99



Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>50% &amp; Over</b>	<b>WISCONSIN</b>			
	Ashland	6,400	6,300	98
	Bayfield	5,600	5,500	98
	Douglas	16,400	16,200	99
	Sawyer	5,600	5,400	96
Washburn	5,700	5,600	98	
<b>Between 25-49%</b>	<b>MINNESOTA</b>			
	Pine	7,600	7,400	98
	<b>WISCONSIN</b>			
Burnett	5,500	5,300	96	
Iron	2,700	2,700	100	
<b>Between 5-24%</b>	<b>MICHIGAN</b>			
	Ontonagon	3,500	3,400	97
	<b>MINNESOTA</b>			
	Beltrami	11,800	11,300	96
	<b>WISCONSIN</b>			
Price	6,400	6,200	97	
<b>Station Totals</b>		<b>208,000</b>	<b>204,300</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>				<b>149,200</b>
<b>Average Daily Circulation (1989)</b>				<b>92,900</b>

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# Minnesota—Duluth

## WDIO-TV

Ch. 10

(Operates satellite WIRT, Hibbing, MN)

**Network Service:** ABC.

**Licensee:** WDIO-TV Inc., 3415 University Ave., St. Paul, MN 55114.

**Studio:** 10 Observation Rd., Duluth, MN 55811.

**Telephone:** 218-727-6864. **TWX:** 910-561-2539.

**Technical Facilities:** Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1010-ft. above av. terrain, 859-ft. above ground, 2049-ft. above sea level.

Latitude 46° 47' 13"  
Longitude 92° 07' 17"

**Transmitter:** 10 Observation Rd.

**Satellite Earth Stations:** Andrew, 7.3-meter C-band; 5-meter Ku-band; 5-meter C-band; Avantek receivers.

**News Service:** UPI.

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

**Began Operation:** January 24, 1966. Sale to Harcourt Brace Jovanovich Inc. by Frank P. Befera, et al., approved by FCC March 32, 1978 (*Television Digest*, Vol. 17:28). FCC approved sale to Hubbard Bcstg. Nov. 27, 1987 (Vol. 27:33).

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

**Represented (legal):** Cohen & Berfield.

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

### Personnel:

GEORGE COUTURE, general manager.  
SUSAN ANDERSON, local sales manager.  
DAVE POIRIER, program manager.  
GEORGE W. WOODY, chief engineer.  
JOEL ANDERSON, news director.  
BRUCE GIANUNZIO, film director.  
LUCY REICHERT, on-station promotion.

**Highest One Hour Rate:** \$850.

**Highest 30 Sec. Rate:** \$375.

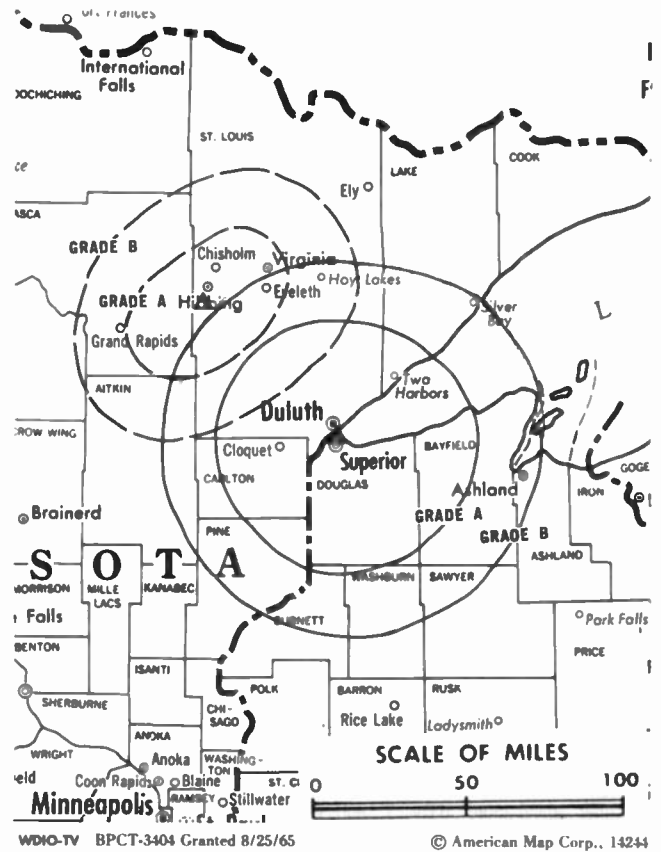
**NETWORK BASE HOURLY RATE:** \$850.

**Arbitron Data:** Figures include WIRT, Hibbing, MN.

**City of License:** Duluth. **AOI:** Duluth, MN-Superior, WI. **Rank:** 123.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN Gogebic	7,400	7,200	97
	MINNESOTA Aitkin	5,400	5,300	98
	Carleton	10,600	10,500	99
	Cook	1,800	1,800	100



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Itasca	16,400	16,100	98
	Koochiching	6,000	5,800	97
	Lake	4,300	4,300	100
	St Louis	78,900	78,000	99
	WISCONSIN Ashland	6,400	6,300	98
	Bayfield	5,600	5,500	98
	Douglas	16,400	16,200	99
	Iron	2,700	2,700	100
	Sawyer	5,600	5,400	96
	Between 25-49%	MINNESOTA Beltrami	11,800	11,300
WISCONSIN Washburn		5,700	5,600	98
Between 5-24%		MICHIGAN Ontonagon	3,500	3,400
	MINNESOTA Crow Wing	17,700	17,300	98
Station Totals	Pine	7,600	7,400	98
	WISCONSIN Burnett	5,500	5,300	96
Station Totals		219,300	215,400	98
Net Weekly Circulation (1989)				155,000
Average Daily Circulation (1989)				95,800

# Minnesota—Hibbing

## WIRT

Ch. 13

(Satellite of WDIO-TV, Duluth, MN)

**Network Service:** ABC.

**Licensee:** WDIO-TV Inc., 3415 University Ave., St. Paul, MN 55114.

**Studio:** See WDIO-TV, Duluth.

**Telephone:** 218-727-6864. **TWX:** 910-561-2539.

**Technical Facilities:** Channel No. 13 (210-216 MHz). Authorized power: 125-kw max. visual, 12.5-kw max. aural. Antenna: 666-ft. above av. terrain, 473-ft. above ground, 2123-ft. above sea level.

Latitude	47°	22'	52''
Longitude	92°	57'	18''

**Transmitter:** Maple Hill.

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

**Began Operation:** August 31, 1967. Sale to present owners approved by FCC Nov. 27, 1987.

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

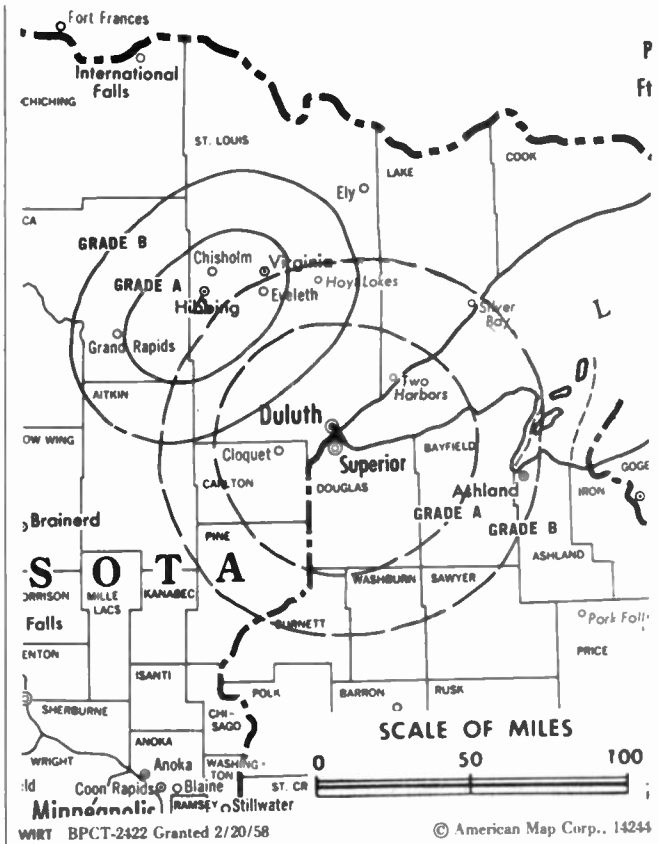
**Represented (legal):** Cohen & Berfield.

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

**Personnel:** See WDIO-TV, Duluth, MN.

**Rates:** Sold in combination with WDIO-TV, Duluth.

**NETWORK BASE HOURLY RATE:** Bonus.



**Arbitron Data:** Figures are included with parent WDIO-TV, Duluth.

**City of License:** Hibbing. **ADI:** Duluth, MN-Superior, WI. **Rank:** 123.

# Minnesota—Mankato

## KEYC-TV

Ch. 12

Network Service: CBS.

Licensee: United Communications Corp., Box 128, Mankato, MN 56001.

Studio: 1570 Lookout Dr., North Mankato, MN 56001.

Telephone: 507-625-7905. Easylink: 62421740.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 47.4-kw aural. Antenna: 1040-ft. above av. terrain, 1116-ft. above ground, 2163-ft. above sea level.

Latitude 43° 56' 14"  
Longitude 94° 24' 41"

Transmitter: 1.6-mi. NE of Lewisville, MN.

Multichannel TV Sound: Stereo only.

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

News Services: CBS, UPI.

Ownership: United Communications Corp. See Group Ownership of Television Stations.

Began Operation: October 5, 1960. Sale to present owners by Lee Enterprises approved by FCC Aug. 26, 1977 (Television Digest, Vol. 17:25).

Represented (sales): Katz Television.

Represented (legal): Jones, Waldo, Holbrook & McDonough.

### Personnel:

DENNIS WAHLSTROM, general manager.  
ELAINE PETERSON, operations manager.  
RICK KRAMLINGER, production manager.  
DAVID HOOGE, chief engineer.  
JOHN HUSAK, news director.  
LLOYD MILLER, local sales manager.

Highest One Hour Rate: \$1200.

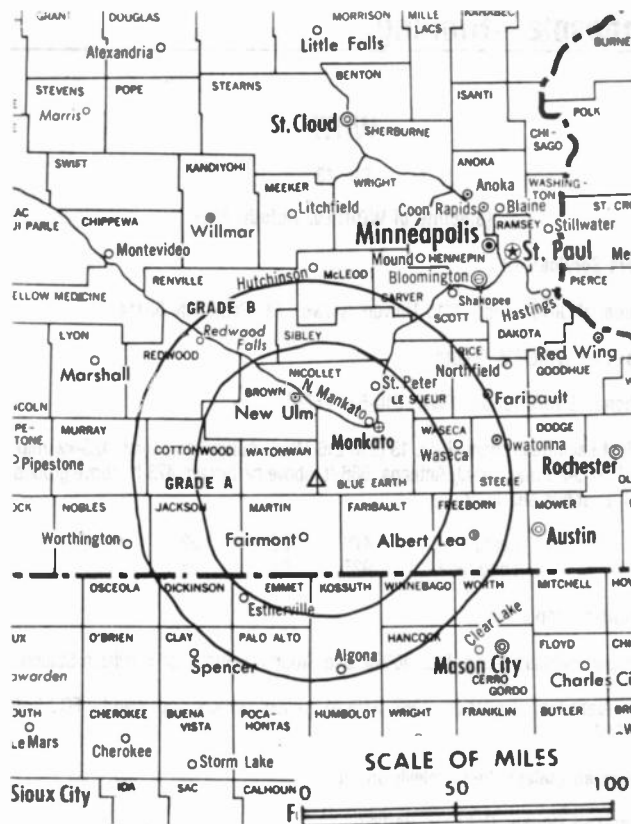
Highest 30 Sec. Rate: \$550.

NETWORK BASE HOURLY RATE: \$491.

City of License: Mankato. ADI: Mankato. Rank: 208.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>IOWA</b>			
	Dickinson	6,300	6,200	98
	Emmet	4,900	4,800	98
	Kossuth	7,900	7,800	99
	Palo Alto	4,600	4,500	98
	<b>MINNESOTA</b>			
	Blue Earth	18,600	18,300	98
	Brown	10,200	10,000	98
	Cottonwood	5,300	5,100	96
	Faribault	7,400	7,300	99
Jackson	4,900	4,800	98	



KEYC-TV BPCT-2433 Granted 6/11/58

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Martin	9,700	9,600	99
	Nicollet	10,100	10,000	99
	Redwood	6,700	6,500	97
	Waseca	6,900	6,800	99
	Watonwan	4,800	4,700	98
<b>Between 25-49%</b>	<b>MINNESOTA</b>			
	Freeborn	13,600	13,500	99
	Le Sueur	8,700	8,600	99
	Nobles	7,700	7,600	99
	Sibley	5,500	5,400	98
<b>Between 5-24%</b>	<b>IOWA</b>			
	Humboldt	5,000	4,900	98
	Pocahontas	4,100	4,000	98
	Winnebago	5,300	5,200	98
	<b>MINNESOTA</b>			
Carver	14,700	14,600	99	
Lyon	9,000	8,800	98	
McLeod	11,400	11,300	99	
Murray	3,900	3,900	100	
Renville	7,400	7,200	98	
Rice	16,200	16,000	99	
Steele	11,100	11,000	99	
Yellow Medicine	4,600	4,400	96	
<b>Station Totals</b>		<b>236,500</b>	<b>232,800</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>				<b>96,000</b>
<b>Average Daily Circulation (1989)</b>				<b>48,800</b>

# Minnesota—Minneapolis-St. Paul

**KARE**

Ch. 11

**Network Service:** NBC.

**Licensee:** Combined Communications Corp., 8811 Olson Memorial Hwy., Minneapolis, MN 55427.

**Studio:** 8811 Olson Memorial Hwy., Minneapolis, MN 55427.

**Telephone:** 612-546-1111. **TWX:** 910-576-2825. **Fax:** 612-541-8019.

**Technical Facilities:** Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1440-ft. above av. terrain, 1375-ft. above ground, 2375-ft. above sea level.

Latitude 45° 03' 44.00"  
Longitude 93° 08' 21.30"

**Transmitter:** 960 West County Rd. F, Shoreview, MN.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Transmit/receive Harris, 6-meter; Scientific-Atlanta, 10-meter; Vertex, 6-meter; Harris, 3-meter; DX Engineering, Harris, Scientific-Atlanta receivers.

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

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

**Began Operation:** September 1, 1953. Sale to present owner by Metromedia Inc. approved by FCC Feb. 17, 1983 (Television Digest, Vol. 22:35). Sale to Metromedia by Chris-Craft Industries approved June 14, 1972 (Vol. 11:31; 12:26). Previous sale by Time-Life Bcstg. Inc. was approved Aug. 24, 1964 (Vol. 4:35). Sale to Time-Life by H. M. Bitner interests approved by FCC April 17, 1957 (Vol. 12:50, 51; 13:16). Bitner group acquired time-sharing WTCN-TV & WMIN-TV, with radio WTCN, and made WTCN-TV into full-time outlet after FCC approved sale April 6, 1955 (Vol. 11:5, 15).

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

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

**Personnel:**

- LINDA RIOS BROOK, president.
- ELLIOT A. BASS, vice president & general sales manager.
- ARTHUR LUDWIG, vice president & program director.
- RICHARD MODIG, vice president, broadcast operations.
- H. G. (SKIP) ALDRICH, vice president & chief engineer.
- THOMAS FEE, local sales manager.
- JOHN REMES, national sales manager.
- JEANNE KOSEK, promotion manager.
- JANET MASON, news director.
- MERVEN JENSEN, controller.
- KATHRYN BARDINS, community affairs manager.

**Rates:** On request.

**City of License:** Minneapolis. **ADI:** Minneapolis-St. Paul. **Rank:** 13.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MINNESOTA</b>			
	Anoka	74,500	74,300	100
	Benton	9,800	9,700	99
	Blue Earth	18,600	18,300	98
	Brown	10,200	10,000	98
	Carver	14,700	14,600	99
	Chippewa	5,600	5,500	98
	Chisago	9,900	9,800	99
	Cottonwood	5,300	5,100	96
	Crow Wing	17,700	17,300	98
	Dakota	83,400	82,900	99
	Douglas	11,600	11,400	98
	Goodhue	14,800	14,600	99
	Hennepin	414,500	410,900	99
	Isanti	9,300	9,200	99
	Kanabec	4,900	4,800	98



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Kandiyohi	14,200	13,900	98
	Lac Qui Parle	3,800	3,700	97
	Le Sueur	8,700	8,600	99
	Lyon	9,000	8,800	98
	McLeod	11,400	11,300	99
	Martin	9,700	9,600	99
	Meeke	7,900	7,800	99
	Mille Lacs	7,200	7,100	99
	Morrison	10,400	10,200	98
	Nicollet	10,100	10,000	99
	Pine	7,600	7,400	98
	Ramsey	187,900	186,400	99
	Redwood	6,700	6,500	97
	Renville	7,400	7,200	98
	Rice	16,200	16,000	99
	Scott	17,600	17,500	99
	Sherburne	11,700	11,600	99
	Sibley	5,500	5,400	98
	Stearns	36,700	36,200	99
	Steele	11,100	11,000	99
	Swift	4,700	4,600	98
	Wabasha	7,500	7,400	99
	Waseca	6,900	6,800	99
	Washington	43,300	43,000	99
	Watsonwan	4,800	4,700	98
	Wright	21,400	21,100	99
	Yellow Medicine	4,600	4,400	96
	<b>SOUTH OAKOTA</b>			
	Grant	3,200	3,100	97
	<b>WISCONSIN</b>			
	Barron	15,700	15,300	97
	Burnett	5,500	5,300	96

(Continued on page A-623)

<b>Station Totals</b>	<b>1,458,100</b>	<b>1,441,500</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>1,110,300</b>
<b>Average Daily Circulation (1989)</b>			<b>645,700</b>



# Minnesota—Minneapolis-St. Paul

**KITN**

**Ch. 29**

**Network Service:** Fox.

**Licensee:** Nationwide Communications Inc., 7325 Aspen Lane N., Brooklyn Park, MN 55428.

**Studio:** 7325 Aspen Lane N., Brooklyn Park, MN 55428.

**Telephone:** 612-424-2929. **Fax:** 612-424-2649.

**Technical Facilities:** Channel No. 29 (560-566 MHz). Authorized power: 1811-kw max. visual, 181.1-kw max. aural. Antenna: 1226-ft. above av. terrain, 1466-ft. above ground, 2375-ft. above sea level.

Latitude 45° 03' 29.50"  
Longitude 93° 07' 27.00"

**Transmitter:** Gramsie Rd., 0.4-mi. E of Victoria, Shoreview Village.

**Satellite Earth Stations:** SatCom, 7-meter C-band; Vertex, 3.7-meter Ku-band; Paracclipse, 3.7-meter Ku & C-band; M/A-Com, Chapparral receivers.

**News Service:** CNN.

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

**Began Operation:** October 6, 1982. Sale to present owner by Beverly Hills Hotel Corp. approved by FCC July 30, 1985. Previous sale by Jonathan E. Byrd, et al., approved March 20, 1984.

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

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

**Personnel:**

- GAIL L. BREKKE, general manager.
- MARTIN SOKOLER, general sales manager.
- KYM REDMOND, sales manager.
- DALE PALECEK, program director.
- PHILL DUFF, production manager.
- DON KIRBY, chief engineer.
- MARK GRAY, promotion director.
- KATHLEEN BEAUCHAMP, business manager.

**Rates:** On request.

**City of License:** Minneapolis. **ADI:** Minneapolis-St. Paul. **Rank:** 13.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>MINNESOTA</b>				
<b>50% &amp; Over</b>	Anoka	74,500	74,300	100
	Carver	14,700	14,600	99
	Dakota	83,400	82,900	99
	Isanti	9,300	9,200	99
	Le Sueur	8,700	8,600	99
	Ramsey	187,900	186,400	99
	Swift	4,700	4,600	98
	Watonwan	4,800	4,700	98
	Wright	21,400	21,100	99
	<b>Between 25-49%</b>	Blue Earth	18,600	18,300
Brown		10,200	10,000	98
Chisago		9,900	9,800	99
Goodhue		14,800	14,600	99
Hennepin		414,500	410,900	99
Kanabec		4,900	4,800	98
Kandiyohi		14,200	13,900	98
McLeod		11,400	11,300	99
Martin		9,700	9,600	99



Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>Between 25-49%</b>	Nicollet	10,100	10,000	99	
	Redwood	6,700	6,500	97	
	Rice	16,200	16,000	99	
	Scott	17,600	17,500	99	
	Sherburne	11,700	11,600	99	
	Sibley	5,500	5,400	98	
	Stearns	36,700	36,200	99	
	Wabasha	7,500	7,400	99	
	Washington	43,300	43,000	99	
	<b>WISCONSIN</b>				
	Pierce	11,500	11,300	98	
	St Croix	16,700	16,500	99	
	<b>Between 5-24%</b>	<b>MINNESOTA</b>			
Benton		9,800	9,700	99	
Big Stone		2,900	2,900	100	
Chippewa		5,600	5,500	98	
Douglas		11,600	11,400	98	
Jackson		4,900	4,800	98	
Lac Qui Parle		3,800	3,700	97	
Lyon		9,000	8,800	98	
Meeker		7,900	7,800	99	
Mille Lacs		7,200	7,100	99	
Morrison		10,400	10,200	98	
Olmsted		37,000	36,700	99	
Pine		7,600	7,400	98	
Renville		7,400	7,200	98	
Steele		11,100	11,000	99	
Stevens		3,700	3,600	97	
Winona		16,200	15,900	98	
<b>WISCONSIN</b>					
Barron		15,700	15,300	97	
Dunn	12,200	11,900	98		
Polk	13,300	13,100	98		
<b>Station Totals</b>		<b>1,298,400</b>	<b>1,285,000</b>	<b>99</b>	
<b>Net Weekly Circulation (1989)</b>				<b>536,600</b>	
<b>Average Daily Circulation (1989)</b>				<b>185,400</b>	

Our firm acted as financial advisor and broker in the 1986 sale of **KITN-TV**

**THE TED HEPBURN COMPANY**

Ted Hepburn, President    Todd Hepburn, Vice-President  
325 Garden Road, Palm Beach, Florida 33480 (407) 853-8996  
P.O. Box 42401, Cincinnati, Ohio 45242 (513) 791-8730

# Minnesota—Minneapolis-St. Paul

## KMSP-TV

Ch. 9

Network Service: None, independent.

Licensee: United Television Inc., 8501 Wilshire Blvd., Suite 340, Beverly Hills, CA 90211.

Studio: 6975 York Ave. S, Minneapolis, MN 55435.

Telephone: 612-926-9999. TWX: 910-576-2926. Fax: 612-926-9368.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 38-kw aural. Antenna: Circularly polarized, 1427-ft. above av. terrain, 1430-ft. above ground, 2339-ft. above sea level.

Latitude 45° 03' 30"  
Longitude 93° 07' 27"

Transmitter: 550 Gramsie Rd., Shoreview.

Satellite Earth Stations: Microdyne, 7-meter C-band; Scientific-Atlanta, 5-meter C-band; Scientific-Atlanta, 4.5-meter Ku-band; Harris, Microdyne, Scientific-Atlanta receivers.

News Service: CNN.

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

Began Operation: January 9, 1955. Sale to United Television Inc. by Minneapolis Tower Co. (Morris T. Baker) approved May 23, 1956 by FCC (Television Digest, Vol. 12:14, 16, 21). Sale of 75% to National Telefilm Assoc. Inc. approved Nov. 20, 1957 (Vol. 13:34, 47). NTA also purchased 25% held by Loew's Inc. (MGM) in Feb. 1958 (Vol. 14:7). Sale to 20th Century-Fox TV Inc. by NTA approved Oct. 29, 1959 by FCC (Vol. 15:34, 44). United Television Inc. acquired 100% of stock from 20th Century-Fox June 8, 1981.

Represented (sales): Katz Television.

Represented (legal): Hogan & Hartson.

Represented (engineering): Lohnes & Culver.

### Personnel:

EVAN THOMPSON, president.  
GARTH S. LINDSEY, vice president, finance.  
STUART SWARTZ, general manager.  
ROGER WERNER, general sales manager.  
RICH AMBROSE, national sales manager.  
STEPHANIE PETERSON, local sales manager.  
MARK HERMAN, local sales manager.  
GENE STEINBERG, program director.  
DARRELL SCHMIDT, business manager.  
BARBARA STAPF, traffic manager.  
PENNY PARRISH, director of news.  
JOE CARNEY, director of operations.  
SUSAN ARNESON, manager, program services.  
DAROLD ARVIDSON, director of engineering.  
PAMELA SPRINGER, promotion manager.  
LEILA LARSON, administrative assistant.

Highest 30 Sec. Rate: \$2500.

City of License: Minneapolis. ADI: Minneapolis-St. Paul. Rank: 13.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	MINNESOTA			
	Anoka	74,500	74,300	100
	Benton	9,800	9,700	99
	Big Stone	2,900	2,900	100
	Blue Earth	18,600	18,300	98
	Brown	10,200	10,000	98
	Carver	14,700	14,600	99
	Chippewa	5,600	5,500	98
	Chisago	9,900	9,800	99
	Dakota	83,400	82,900	99
	Dodge	5,500	5,400	98



KMSP-TV BPCT-860116KE Granted 9/30/86

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Douglas	11,600	11,400	98
	Goodhue	14,800	14,600	99
	Grant	2,700	2,700	100
	Hennepin	414,500	410,900	99
	Isanti	9,300	9,200	99
	Kanabec	4,900	4,800	98
	Kandiyohi	14,200	13,900	98
	Lac Qui Parle	3,800	3,700	97
	Le Sueur	8,700	8,600	99
	Lyon	9,000	8,800	98
	Mc Leod	11,400	11,300	99
	Martin	9,700	9,600	99
	Meeker	7,900	7,800	99
	Mille Lacs	7,200	7,100	99
	Morrison	10,400	10,200	98
	Nicollet	10,100	10,000	99
	Olmsted	37,000	36,700	99
	Pine	7,600	7,400	98
	Pope	4,600	4,500	98
	Ramsey	187,900	186,400	99
	Redwood	6,700	6,500	97
	Renville	7,400	7,200	98
	Rice	16,200	16,000	99
Scott	17,600	17,500	99	
Sherburne	11,700	11,600	99	
Sibley	5,500	5,400	98	
Stearns	36,700	36,200	99	
Steele	11,100	11,000	99	
Stevens	3,700	3,600	97	
Wabasha	7,500	7,400	99	
Waseca	6,900	6,800	99	
Washington	43,300	43,000	99	

(Continued on page A-623)

<b>Station Totals</b>	<b>1,875,100</b>	<b>1,852,600</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>1,112,100</b>
<b>Average Daily Circulation (1989)</b>			<b>515,900</b>

# Minnesota—St. Paul-Minneapolis

**KSTP-TV**

Ch. 5

(Also operates KSAX, Alexandria & KRWF, Redwood Falls, MN)

Network Service: ABC.

Licensee: Hubbard Broadcasting Inc., 3415 University Ave., St. Paul, MN 55114.

Studio: 3415 University Ave., St. Paul, MN 55114.

Telephone: 612-646-5555. Easylink: 62790871. Telex: 59-0244.

Fax: 612-642-4172.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 15.1-kw aural. Antenna: 1430-ft. above av. terrain, 1375-ft. above ground, 2375-ft. above sea level.

Latitude 45° 03' 45"  
Longitude 93° 08' 22"

Transmitter: 960 W. County Rd. F, Shoreview, MN.

Satellite Earth Stations: Scientific-Atlanta, 11-meter; Scientific-Atlanta, 5.5-meter; Scientific-Atlanta, 4.5-meter; Scientific-Atlanta, 3.7-meter; Andrew, Scientific-Atlanta receivers.

AM Affiliate: KSTP, 50-kw, 1500 kHz.

FM Affiliate: KSTP-FM, 100-kw, 94.5 MHz (No. 233), 1220-ft.

News Services: ABC, AP, Conus.

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

Began Operation: April 23, 1948.

Represented (sales): Petry Television Inc.

Represented (legal): Fletcher, Heald & Hildreth.

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

**Personnel:**

- STANLEY E. HUBBARD, president & general manager.
- JOHN M. DEGAN, station manager.
- KARL GENSHEIMER, general sales manager.
- JOHN MISNER, assistant general sales manager.
- MENDES NAPOLI, vice president, news.
- DIXIE HANSEN, program director & business manager.
- JOSEPH TAYLOR, chief engineer.
- GUY GROSSMAN, marketing director.

Highest 30 Sec. Rate: \$3000.

NETWORK BASE HOURLY RATE: \$1800.

City of License: St. Paul. ADI: Minneapolis-St. Paul. Rank: 13.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>MINNESOTA</b>				
<b>50% &amp; Over</b>	Anoka	74,500	74,300	100
	Benton	9,800	9,700	99
	Big Stone	2,900	2,900	100
	Blue Earth	18,600	18,300	98
	Brown	10,200	10,000	98
	Carver	14,700	14,600	99
	Chippewa	5,600	5,500	98
	Chisago	9,900	9,800	99
	Cottonwood	5,300	5,100	96
	Crow Wing	17,700	17,300	98
	Dakota	83,400	82,900	99
	Douglas	11,600	11,400	98
	Goodhue	14,800	14,600	99
	Grant	2,700	2,700	100
	Hennepin	414,500	410,900	99
	Isanti	9,300	9,200	99



KSTP-TV BMPT-7396 Granted 5/23/72

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Kanabec	4,900	4,800	98
	Kandiyohi	14,200	13,900	98
	Lac Qui Parle	3,800	3,700	97
	Le Sueur	8,700	8,600	99
	Lyon	9,000	8,800	98
	Mc Leod	11,400	11,300	99
	Martin	9,700	9,600	99
	Meeker	7,900	7,800	99
	Mille Lacs	7,200	7,100	99
	Morrison	10,400	10,200	98
	Nicollet	10,100	10,000	99
	Pine	7,600	7,400	98
	Pope	4,600	4,500	98
	Ramsey	187,900	186,400	99
	Redwood	6,700	6,500	97
	Renville	7,400	7,200	98
	Rice	16,200	16,000	99
	Scott	17,600	17,500	99
	Sherburne	11,700	11,600	99
	Sibley	5,500	5,400	98
	Stearns	36,700	36,200	99
	Steele	11,100	11,000	99
	Stevens	3,700	3,600	97
	Swift	4,700	4,600	98
	Todd	9,500	9,300	98
	Wabasha	7,500	7,400	99
	Wadena	5,000	4,800	96
	Waseca	6,900	6,800	99
	Washington	43,300	43,000	99
	Watsonwan	4,800	4,700	98
	Wright	21,400	21,100	99
	Yellow Medicine	4,600	4,400	96

(Continued on page A-624)

<b>Station Totals</b>	<b>1,548,100</b>	<b>1,529,300</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>		<b>1,164,700</b>	
<b>Average Daily Circulation (1989)</b>		<b>641,400</b>	

# Minnesota—Minneapolis-St. Paul

## KTMA-TV

Ch. 23

**Network Service:** None, independent.

**Licenses:** KTMA Acquisition Corp., 2505 Kennedy St. NE, Minneapolis, MN 55413-2819.

**Studio:** 2505 Kennedy St. NE, Minneapolis, MN 55413-2819.

**Telephone:** 612-623-0200. **TWX:** 910-576-0078. **Fax:** 612-623-8369.

**Technical Facilities:** Channel No. 23 (524-530 MHz). Authorized power: 1740-kw max. visual, 347-kw max. aural. Antenna: 1170-ft. above av. terrain, 1466-ft. above ground, 2375-ft. above sea level.

Latitude 45° 03' 29.50"  
Longitude 93° 07' 27.00"

**Transmitter:** 570 Gramsie Rd., Shoreview, MN.

**Multichannel TV Sound:** Stereo only.

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

**Ownership:** KTMA Holdings Corp., 100%. Edward Herlihy, Donald H. O'Connor, 50% each, voting stock.

**Began Operation:** September 22, 1982. Sale to United Cable TV Corp., et al., by Buford Television approved by FCC Sept. 5, 1984. Sale to present owner approved Sept. 30, 1986 (Television Digest, Vol. 26:36).

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

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

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

**Personnel:**

- DONALD W. O'CONNOR, president & general manager.
- JAMES B. CLARK, general sales manager.
- CAROLYN GREENE, local sales manager.
- STEVEN LUNDE, chief engineer.
- HEIDE A. LECLERC, news director.
- MARY A. O'NEILL, promotion director.
- CAROL MAUDER, business manager.

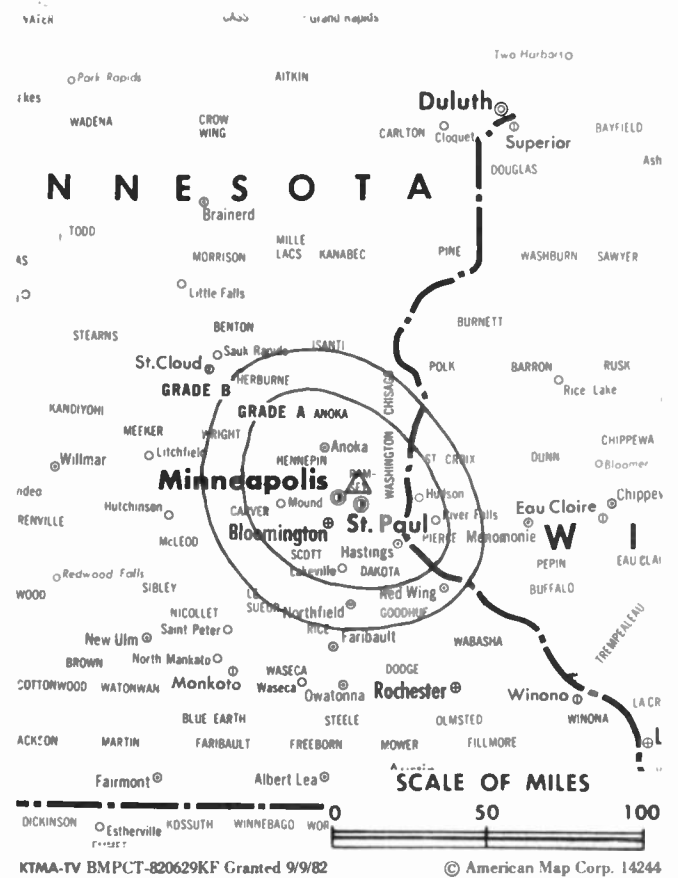
**Highest One Hour Rate:** \$3000.

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

**City of License:** Minneapolis. **ADI:** Minneapolis-St. Paul. **Rank:** 13.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>MINNESOTA</b>			
	Anoka	74,500	74,300	100
	Carver	14,700	14,600	99
	Chisago	9,900	9,800	99
	Dakota	83,400	82,900	99
	Hennepin	414,500	410,900	99
	Isanti	9,300	9,200	99
	Ramsey	187,900	186,400	99
	Scott	17,600	17,500	99
	Sherburne	11,700	11,600	99



KTMA-TV BMPCT-820629KF Granted 9/9/82

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	Washington	43,300	43,000	99
	Wright	21,400	21,100	99
	<b>WISCONSIN</b>			
	Pierce	11,500	11,300	98
	St. Croix	16,700	16,500	99
<b>Between 5-24%</b>	<b>MINNESOTA</b>			
	Blue Earth	18,600	18,300	98
	Goodhue	14,800	14,600	99
	Kanabec	4,900	4,800	98
	Le Sueur	8,700	8,600	99
	Mc Leod	11,400	11,300	99
	Meeker	7,900	7,800	99
	Mille Lacs	7,200	7,100	99
	Pine	7,600	7,400	98
	Rice	16,200	16,000	99
	Sibley	5,500	5,400	98
	Stearns	36,700	36,200	99
	Wabasha	7,500	7,400	99
Waseca	6,900	6,800	99	
Watonwan	4,800	4,700	98	
<b>WISCONSIN</b>				
Barron	15,700	15,300	97	
Polk	13,300	13,100	98	
<b>Station Totals</b>		<b>1,104,100</b>	<b>1,093,900</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>291,400</b>	
<b>Average Daily Circulation (1989)</b>			<b>81,000</b>	

# Minnesota—Minneapolis-St. Paul

## WCCO-TV

Ch. 4

(Also operates KCCO-TV, Alexandria & KCCW-TV Walker, MN)

Network Service: CBS.

Licensee: WCCO Television Inc., WCCO Television Bldg., Minneapolis, MN 55403.

Studio: 90 South 11th St., Minneapolis, MN 55403.

Telephone: 612-339-4444. TWX: 910-576-3401. Telecopier: 612-330-2767.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1430-ft. above av. terrain, 1375-ft. above ground, 2375-ft. above sea level.

Latitude 45° 03' 45.00"  
Longitude 93° 08' 21.30"

Transmitter: County Rd. F, 0.4-mi. E of Lexington Ave., Shoreview.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Dalsat, 4.3-meter Ku-band; Microdyne, 5-meter C-band; Scientific-Atlanta, 4.6-meter C-band; Scientific-Atlanta, 7-meter C-band; Vertex, 4.6-meter Ku-band; DX Engineering, Harris, Microdyne, Scientific-Atlanta receivers.

AM Affiliate: WCCO, 50-kw, 830 kHz.

FM Affiliate: WLTE, 100-kw, 102.9 MHz (No. 275), 1150-ft.

News Services: AP, UPI.

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

Began Operation: July 1, 1949 as WTCN-TV. Sold to present licensee August 1952 (Television Digest, Vol. 8:10, 33); CBS sold 47% interest to Minneapolis Star & Tribune Co. in November 1954 (Vol. 10:45). Transfer of control of Mid-Continent Radio-Television Inc. (equally owned by MTC Properties & Northwest Publications Inc.) to MTC Properties approved by FCC June 30, 1976 following merger of Ridder Publications with Knight Newspapers & spin-off of Ridder broadcast properties (Vol. 14:28, 30). Acquisition of Minneapolis Star-Tribune interest by MTC Properties was accomplished Aug. 16, 1976.

Represented (sales): TeleRep Inc.

Represented (legal): Oppenheimer, Wolf & Donnelly.

### Personnel:

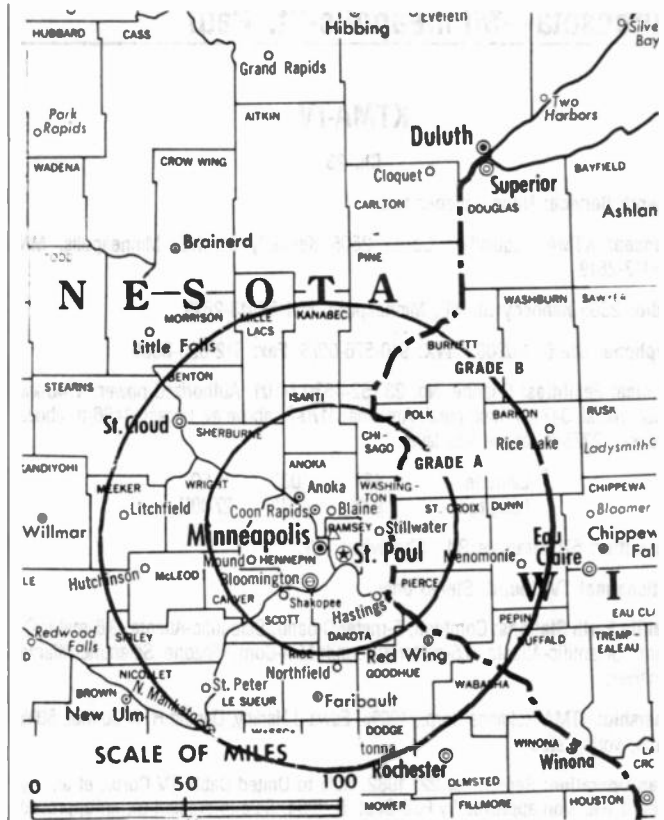
ROBERT G. McGANN, vice president & station manager.  
BETTY MAY, program coordinator.  
JOHN FOGLER, director of graphic design.  
REID JOHNSON, director of news.  
MARVIN J. DANIELSKI, director of advertising & promotion.  
KEN REES, director of creative services.  
MIKE SULLIVAN, director of public affairs & public service.  
DAVE HIGGINS, director of broadcast operations.  
BILL SANDS, engineering manager.  
GREG KECK, controller.

Rates: On request.

City of License: Minneapolis. ADI: Minneapolis-St. Paul. Rank: 13.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>MINNESOTA</b>				
<b>50% &amp; Over</b>	Anoka	74,500	74,300	100
	Benton	9,800	9,700	99
	Blue Earth	18,600	18,300	98
	Brown	10,200	10,000	98
	Carver	14,700	14,600	99
	Chippewa	5,600	5,500	98
	Chisago	9,900	9,800	99
	Crow Wing	17,700	17,300	98
	Dakota	83,400	82,900	99



WCCO-TV BMPT-7126 Granted 1/8/70

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Dodge	5,500	5,400	98
	Goodhue	14,800	14,600	99
	Hennepin	414,500	410,900	99
	Isanti	9,300	9,200	99
	Kanabec	4,900	4,800	98
	Kandiyohi	14,200	13,900	98
	Lac Qui Parle	3,800	3,700	97
	Le Sueur	8,700	8,600	99
	Lyon	9,000	8,800	98
	Mc Leod	11,400	11,300	99
	Meeker	7,900	7,800	99
	Mille Lacs	7,200	7,100	99
	Nicollet	10,100	10,000	99
	Olmsted	37,000	36,700	99
	Pine	7,600	7,400	98
	Ramsey	187,900	186,400	99
	Redwood	6,700	6,500	97
	Renville	7,400	7,200	98
	Rice	16,200	16,000	99
	Scott	17,600	17,500	99
	Sherburne	11,700	11,600	99
	Sibley	5,500	5,400	98
	Stearns	36,700	36,200	99
	Steele	11,100	11,000	99
	Wabasha	7,500	7,400	99
	Waseca	6,900	6,800	99
	Washington	43,300	43,000	99
	Watsonwan	4,800	4,700	98
	Wright	21,400	21,100	99
	Yellow Medicine	4,600	4,400	96
	<b>WISCONSIN</b>			
	Barron	15,700	15,300	97

(Continued on page A-624)

Station Totals	1,491,300	1,473,900	99
Net Weekly Circulation (1989)		1,139,200	
Average Daily Circulation (1989)		671,600	

# Minnesota—Redwood Falls

**KRWF**

Ch. 43

(Satellite of KSTP-TV, St. Paul-Minneapolis)

**Network Service:** ABC.

**Licensee:** KSAX-TV Inc., 415 Fillmore St., Box 637, Alexandria, MN 56308.

**Studio:** See KSAX, Alexandria, MN.

**Telephones:** 612-642-4200; 612-763-5729.

**Technical Facilities:** Channel No. 43 (644-650 MHz). Authorized power: 1220-kw max. visual, 122-kw max. aural. Antenna: 547-ft. above av. terrain, 535-ft. above ground, 1619-ft. above sea level.

Latitude	44°	29'	03''
Longitude	95°	29'	27''

**Transmitter:** 3.6-mi. ENE of intersection of Hwys. 68 & 19.

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

**Began Operation:** April 14, 1987.

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

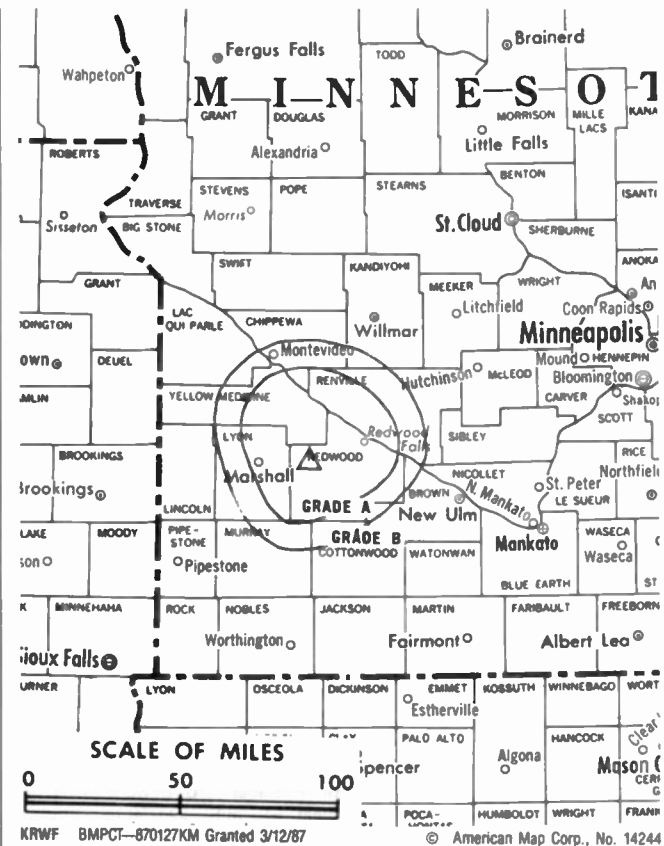
**Represented (legal):** Fletcher, Heald & Hildreth.

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

**Personnel:**

MIKE BURGESS, station manager.

**Rates:** Sold in combination with KSAX, Alexandria, MN.



**Arbitron Data:** Included with KSTP-TV, St. Paul-Minneapolis, MN.

**City of License:** Redwood Falls. **ADI:** Minneapolis-St. Paul. **Rank:** 13.

# Minnesota—Rochester

**KTTC**

Ch. 10

**Network Service:** NBC.

**Licensee:** KTTC Television Inc., 601 First Ave. SW, Rochester, MN 55902.

**Studio:** 601 First Ave. SW, Rochester, MN 55902.

**Telephone:** 507-288-4444. **TWX:** 910-565-2477.

**Technical Facilities:** Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 46.8-kw aural. Antenna: 1250-ft. above av. terrain, 1314-ft. above ground, 2646-ft. above sea level.

Latitude 43° 34' 15.30"  
Longitude 92° 25' 36.90"

**Transmitter:** 3.2-mi. S of Ostrander, MN.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** ADM, 5-meter; DH Satellite, 5-meter; Harris, 3-meter; Harris, 6-meter; ChannelMaster, Gardiner, Harris receivers.

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

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

**Began Operation:** July 14, 1953. Sale to present owner by G. David Gentling approved by FCC May 6, 1976 (*Television Digest*, Vol. 16:6). Transfer of control to Gentling by Agnes P. Gentling, Marvin O. Foss, Philip H. & Allan A. Gentling approved April 2, 1963.

**Represented (sales):** Seltel Inc.; Hyett/Ramsland Inc.

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

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

**Personnel:**

JOHN LEIFHEIT, vice president & general manager.  
JOHN WADE, sales manager.  
RONALD E. GRUBER, operations manager.  
C. H. (BUD) SANDERS, chief engineer.  
GENE CARLSON, news director.

**Highest One Hour Rate:** \$550.

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

**NETWORK BASE HOURLY RATE:** \$490.

**City of License:** Rochester. **ADI:** Rochester, MN-Mason City, IA-Austin, MN. **Rank:** 147.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>IOWA</b>			
	Cerro Gordo	20,100	19,900	99
	Floyd	7,200	7,100	99
	Hancock	5,600	5,500	98
	Howard	4,100	4,000	98
	Mitchell	4,500	4,500	100
	Winnebago	5,300	5,200	98
	Winneshiek	7,600	7,500	99
	Worth	3,600	3,600	100
	<b>MINNESOTA</b>			
	Dodge	5,500	5,400	98
	Faribault	7,400	7,300	99
	Fillmore	7,900	7,800	99
	Freeborn	13,600	13,500	99
Houston	6,400	6,300	98	
Mower	15,200	15,100	99	



KTTC BPCT-2765 Granted 7/27/60 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Olmsted	37,000	36,700	99
	Wabasha	7,500	7,400	99
	Winona	16,200	15,900	98
<b>Between 25-49%</b>	<b>IOWA</b>			
	Chickasaw	5,400	5,300	98
	<b>MINNESOTA</b>			
	Steele	11,100	11,000	99
	Waseca	6,900	6,800	99
	<b>WISCONSIN</b>			
	Buffalo	5,500	5,400	98
Crawford	6,100	6,000	98	
Vernon	10,100	9,900	98	
<b>Between 5-24%</b>	<b>IOWA</b>			
	Allamakee	5,400	5,300	98
	Emmet	4,900	4,800	98
	Fayette	9,200	9,100	99
	Franklin	5,200	5,200	100
	Kossuth	7,900	7,800	99
	Wright	6,300	6,200	98
	<b>MINNESOTA</b>			
	Blue Earth	18,600	18,300	98
	Goodhue	14,800	14,600	99
	Le Sueur	8,700	8,600	99
Nicollet	10,100	10,000	99	
<b>WISCONSIN</b>				
Grant	17,700	17,200	97	
La Crosse	35,900	35,500	99	
Trempealeau	9,700	9,400	97	
<b>Station Totals</b>		<b>374,200</b>	<b>369,100</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>				<b>168,900</b>
<b>Average Daily Circulation (1989)</b>				<b>92,200</b>

# Minnesota—Thief River Falls

**KBRR**

Ch. 10

(Satellite of KVRR, Fargo, ND)

Network Service: Fox.

Licensee: Red River Broadcast Corp., 4015 9th Ave. SW, Fargo, ND 58103.

Studio: See KVRR, Fargo.

Telephone: 701-277-1515. TWX: 501-600-6414. Fax: 701-277-1830.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 130-kw visual, 13-kw aural. Antenna: 596-ft. above av. terrain, 478-ft. above ground, 1624-ft. above sea level.

Latitude	48°	01'	19"
Longitude	96°	22'	12"

Transmitter: 227-ft. NE of intersection of Hwys. 3 & 12, W of St. Hilaire, MN.

Ownership: Red River Broadcast Corp. See Group Ownership of Television Stations.

Began Operation: October 25, 1985.

Represented (sales): Blair Television.

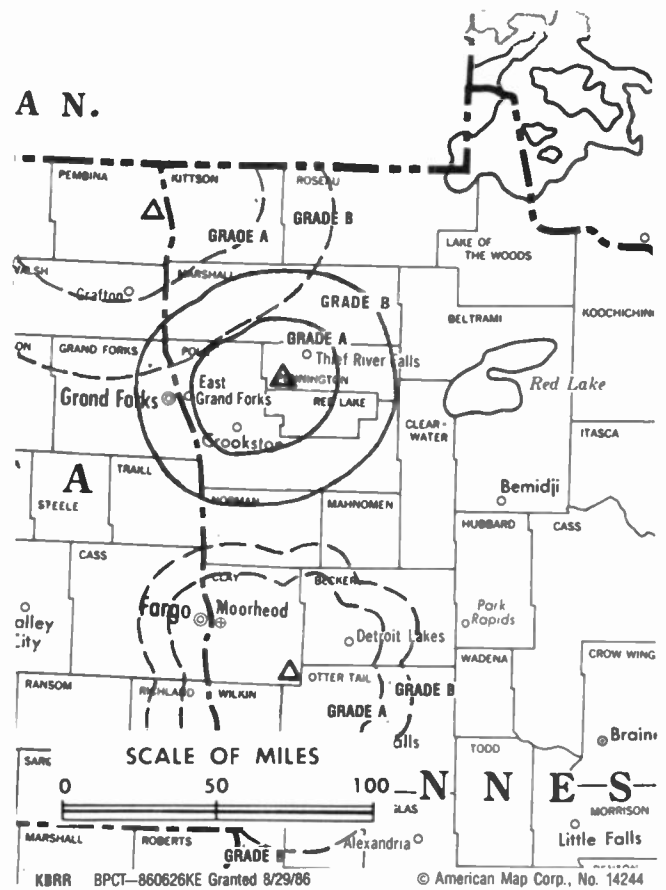
Represented (legal): Wilkinson, Barker, Knauer & Quinn.

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

Personnel:

See KVRR(TV), Fargo, ND

Rates: On request.



Arbitron Data: Included with KVRR, Fargo, ND.

City of License: Thief River Falls. ADI: Fargo. Rank: 109.



# Minnesota—Walker

## KCCW-TV

Ch. 12

(Satellite of KCCO-TV, Alexandria, MN)

**Network Service:** CBS.

**Licensee:** KCCO Television Inc., 720 Hawthorne St., Alexandria, MN 56308.

**Studio:** 720 Hawthorne St., Alexandria, MN 56308.

**Telephone:** 612-763-5166. TWX: 910-578-0003. Fax: 612-763-4991.

**Technical Facilities:** Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 933-ft. above av. terrain, 996-ft. above ground, 2383-ft. above sea level.

Latitude	46°	56'	03''
Longitude	94°	27'	25''

**Transmitter:** 3-mi. E of Hackensack.

**Satellite Earth Stations:** In operation; Harris receivers.

**News Services:** AP, UPI.

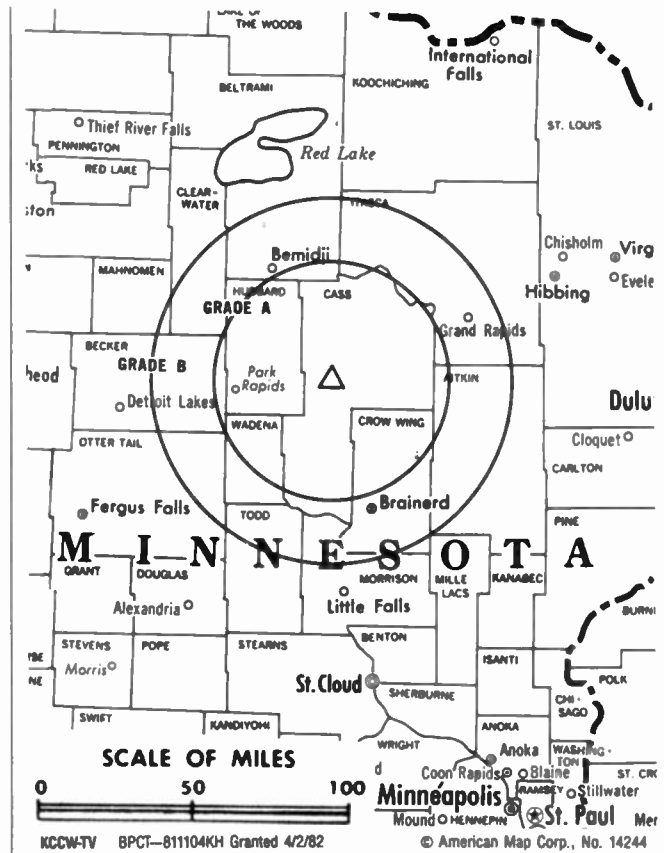
**Ownership:** Midwest Communications Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** January 1, 1964. Sale to present owner approved by FCC Oct. 15, 1987 (*Television Digest*, Vol.26:45; 27:43).

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

**Personnel:**

VERN MUZIK, station manager.  
 KEVIN CUDDIHY, general sales manager.  
 JOHN GINTHER, local sales manager.  
 WAYNE QUERNEMOEN, chief engineer.  
 JOHN FROYD, news director.  
 PETER WOIT, promotion director.  
 DUANE TINGUM, business manager.



**Rates:** Sold in combination with KCCO-TV, Alexandria, MN.

**Arbitron Data:** Included with KCCO-TV, Alexandria, MN.

**City of License:** Walker. ADI: Minneapolis-St. Paul. Rank: 13.

# Minnesota

## KARE, Minneapolis-St. Paul (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>50% &amp; Over</b>	<b>WISCONSIN</b>			
	Dunn	12,200	11,900	98
	Pepin	2,800	2,700	96
	Pierce	11,500	11,300	98
	Polk	13,300	13,100	98
	St Croix	16,700	16,500	99
<b>Between 25-49%</b>	<b>MINNESOTA</b>			
	Big Stone	2,900	2,900	100
	Dodge	5,500	5,400	98
	Jackson	4,900	4,800	98
	Murray	3,900	3,900	100
	Olmsted	37,000	36,700	99
	Pope	4,600	4,500	98
	Todd	9,500	9,300	98
	Traverse	1,800	1,800	100
	Wadena	5,000	4,800	96
	<b>WISCONSIN</b>			
	Eau Claire	31,700	31,200	98
	Washburn	5,700	5,600	98
	<b>Between 5-24%</b>	<b>MINNESOTA</b>		
Aitkin		5,400	5,300	98
Cass		8,500	8,200	96
Faribault		7,400	7,300	99
Freeborn		13,600	13,500	99
Lincoln		2,900	2,900	100
Stevens		3,700	3,600	97
<b>WISCONSIN</b>				
Buffalo		5,500	5,400	98
Chippewa		18,900	18,600	98

## KMSP-TV, Minneapolis-St. Paul (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>50% &amp; Over</b>	<b>MINNESOTA</b>			
	Watsonwan	4,800	4,700	98
	Wright	21,400	21,100	99
	Yellow Medicine	4,600	4,400	96
	<b>SOUTH OAKOTA</b>			
	Grant	3,200	3,100	97
	<b>WISCONSIN</b>			
	Barron	15,700	15,300	97
	Burnett	5,500	5,300	96
	Dunn	12,200	11,900	98
Pepin	2,800	2,700	96	
Pierce	11,500	11,300	98	
Polk	13,300	13,100	98	
St Croix	16,700	16,500	99	
<b>Between 25-49%</b>	<b>IOWA</b>			
	Emmet	4,900	4,800	98
	<b>MINNESOTA</b>			
	Clay	17,100	17,000	99
	Cottonwood	5,300	5,100	96
	Crow Wing	17,700	17,300	98
	Faribault	7,400	7,300	99
	Freeborn	13,600	13,500	99

## KMSP-TV—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>Between 25-49%</b>	Jackson	4,900	4,800	98
	Lake	4,300	4,300	100
	Lincoln	2,900	2,900	100
	Murray	3,900	3,900	100
	Otter Tail	20,000	19,600	98
	Pennington	5,700	5,600	98
	Polk	12,500	12,300	98
	St Louis	78,900	78,000	99
	Swift	4,700	4,600	98
	Todd	9,500	9,300	98
	Traverse	1,800	1,800	100
	Wadena	5,000	4,800	96
	Wilkin	2,800	2,800	100
	Winona	16,200	15,900	98
<b>NORTH OAKOTA</b>				
Grand Forks	24,200	24,000	99	
Richland	7,000	6,900	99	
<b>SOUTH OAKOTA</b>				
Brown	14,300	14,200	99	
Codington	8,800	8,700	99	
Hughes	6,200	6,100	98	
Stanley	1,000	1,000	100	
<b>WISCONSIN</b>				
Buffalo	5,500	5,400	98	
Chippewa	18,900	18,600	98	
Douglas	16,400	16,200	99	
Eau Claire	31,700	31,200	98	
Washburn	5,700	5,600	98	
<b>Between 5-24%</b>	<b>IOWA</b>			
	Palo Alto	4,600	4,500	98
	<b>MINNESOTA</b>			
	Aitkin	5,400	5,300	98
	Becker	11,100	10,900	98
	Beltrami	11,800	11,300	96
	Carlton	10,600	10,500	99
	Clearwater	3,200	3,100	97
	Fillmore	7,900	7,800	99
	Hubbard	5,800	5,600	97
	Itasca	16,400	16,100	98
	Kittson	2,400	2,300	96
	Lake Of The Woods	1,500	1,400	93
	Marshall	4,500	4,400	98
Mower	15,200	15,100	99	
Nobles	7,700	7,600	99	
Pipestone	4,300	4,200	98	
Red Lake	1,800	1,800	100	
Rock	3,800	3,800	100	
Roseau	4,900	4,600	94	
<b>NORTH OAKOTA</b>				
Cass	39,000	38,700	99	
<b>SOUTH OAKOTA</b>				
Beadle	7,400	7,300	99	
Brookings	8,900	8,800	99	
Roberts	3,900	3,800	97	
<b>WISCONSIN</b>				
Rusk	5,800	5,600	97	

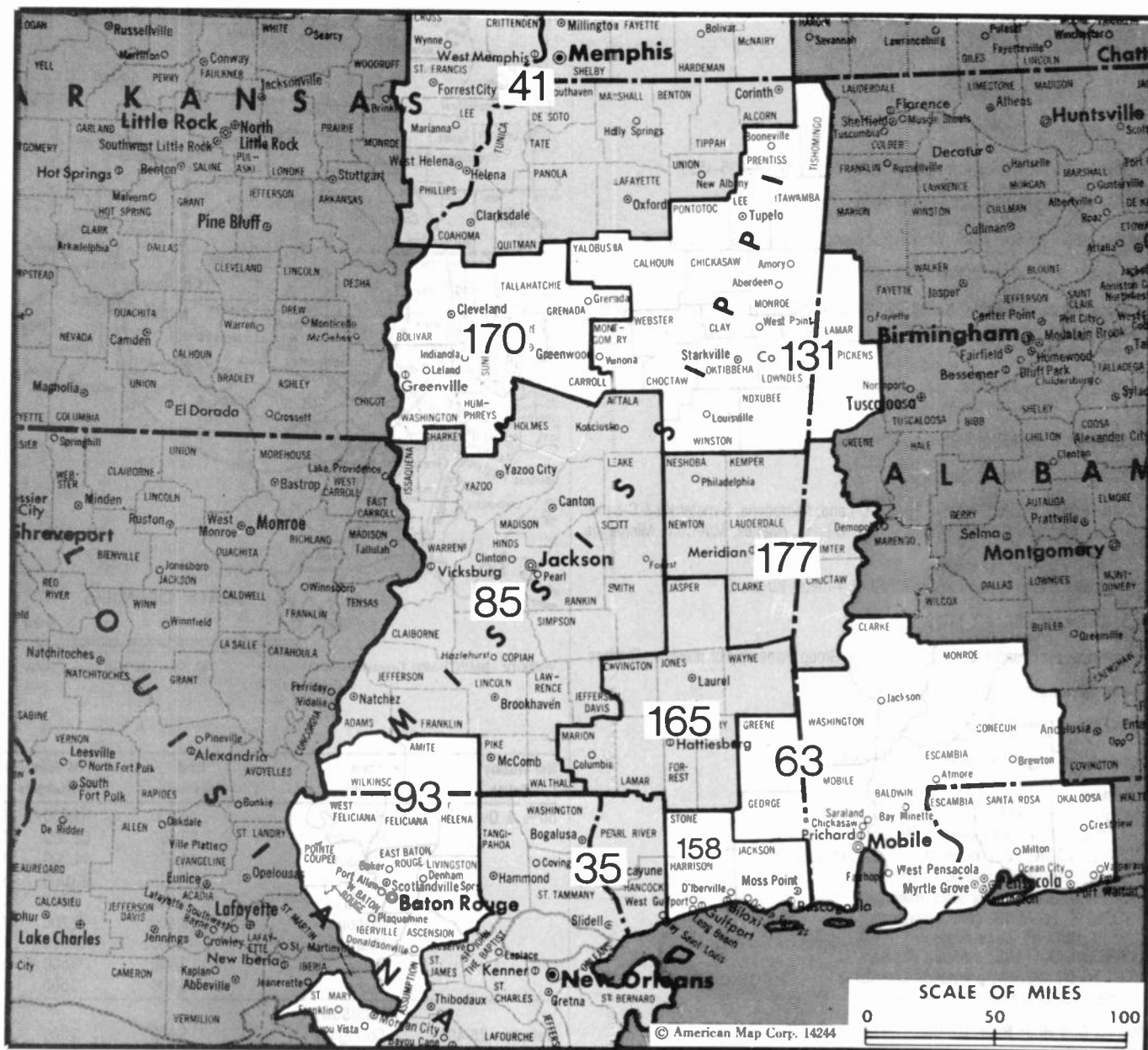
# Minnesota

## KSTP-TV, St. Paul-Minneapolis (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%	
<b>50% &amp; Over</b>	<b>WISCONSIN</b>				
	Barron	15,700	15,300	97	
	Burnett	5,500	5,300	96	
	Dunn	12,200	11,900	98	
	Pepin	2,800	2,700	96	
	Pierce	11,500	11,300	98	
	Polk	13,300	13,100	98	
	St Croix	16,700	16,500	99	
	Washburn	5,700	5,600	98	
<b>Between 25-49%</b>	<b>MINNESOTA</b>				
	Aitkin	5,400	5,300	98	
	Cass	8,500	8,200	96	
	Dodge	5,500	5,400	98	
	Faribault	7,400	7,300	99	
	Hubbard	5,800	5,600	97	
	Jackson	4,900	4,800	98	
	Murray	3,900	3,900	100	
	Nobles	7,700	7,600	99	
	Olmsted	37,000	36,700	99	
	Otter Tail	20,000	19,600	98	
	Traverse	1,800	1,800	100	
	Wilkin	2,800	2,800	100	
	Winona	16,200	15,900	98	
		<b>WISCONSIN</b>			
		Buffalo	5,500	5,400	98
	<b>Between 5-24%</b>	<b>MINNESOTA</b>			
Beltrami		11,800	11,300	96	
Fillmore		7,900	7,800	99	
Lincoln		2,900	2,900	100	
Rock		3,800	3,800	100	
<b>NORTH DAKOTA</b>					
Richland		7,000	6,900	99	
<b>SOUTH DAKOTA</b>					
Grant		3,200	3,100	97	
<b>WISCONSIN</b>					
Chippewa		18,900	18,600	98	
Eau Claire		31,700	31,200	98	
Rusk		5,800	5,600	97	
Sawyer		5,600	5,400	96	
Taylor		6,500	6,300	97	

## WCCO-TV, Minneapolis-St. Paul (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%	
<b>50% &amp; Over</b>	<b>WISCONSIN</b>				
	Burnett	5,500	5,300	96	
	Dunn	12,200	11,900	98	
	Pepin	2,800	2,700	96	
	Pierce	11,500	11,300	98	
	Polk	13,300	13,100	98	
	St Croix	16,700	16,500	99	
	<b>Between 25-49%</b>	<b>MINNESOTA</b>			
Aitkin		5,400	5,300	98	
Cottonwood		5,300	5,100	96	
Douglas		11,600	11,400	98	
Faribault		7,400	7,300	99	
Jackson		4,900	4,800	98	
Lincoln		2,900	2,900	100	
Martin		9,700	9,600	99	
Morrison		10,400	10,200	98	
Swift		4,700	4,600	98	
Todd		9,500	9,300	98	
Wadena		5,000	4,800	96	
Winona		16,200	15,900	98	
		<b>WISCONSIN</b>			
		Buffalo	5,500	5,400	98
		Chippewa	18,900	18,600	98
		Eau Claire	31,700	31,200	98
	Washburn	5,700	5,600	98	
<b>Between 5-24%</b>	<b>MINNESOTA</b>				
	Big Stone	2,900	2,900	100	
	Cass	8,500	8,200	96	
	Murray	3,900	3,900	100	
	Nobles	7,700	7,600	99	
	Pipestone	4,300	4,200	98	
	Pope	4,600	4,500	98	
	Rock	3,800	3,800	100	
	<b>SOUTH DAKOTA</b>				
	Brookings	8,900	8,800	99	
	Grant	3,200	3,100	97	
	<b>WISCONSIN</b>				
	Rusk	5,800	5,600	97	
	Sawyer	5,600	5,400	96	



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
New Orleans, LA	641,900	35	WCCL (49), WDSU-TV (6), WGND (26), WNDR-TV (38), WVUE (8), WWL-TV (4), WHBO-TV (13), WMC-TV (5), WMKW-TV (30), WPTY-TV (24), WREG-TV (3)
Memphis, TN	586,500	41	WALA-TV (10), WEAR-TV (3), WFGX (35), WHBR (33), WJTC (44), WKRG-TV (5), WMPV-TV (21), WPAN (53), WPMI (15)
Mobile, AL-Pensacola, FL	410,400	63	WAPT (16), WDBD (40), WJTV (12), WLBT-TV (3)
Jackson, MS	287,900	85	WAFB (9), WBRZ (2), WVLA (33)
Baton Rouge, LA	256,600	93	WCBI-TV (4), WTVA (9), WVSB-TV (27)
Columbus-Tupelo, MS	162,300	131	WLOX-TV (13), WXXV-TV (25)
Biloxi-Gulfport-Pascagoula, MS	110,500	158	WDAM-TV (7), WHLT (22)
Laurel-Hattiesburg, MS	90,200	165	WABG-TV (6), WXVT (15)
Greenwood-Grvenville, MS	80,900	170	WLBM-TV (30), WTOK-TV (11), WTZH (24) Xrefs
Meridian, MS	66,700	177	

**State Cross Reference List**

Communities that receive programs of stations that are located elsewhere.

WXXV-TV, Biloxi	See Gulfport MS
WTVA, Columbus	See Tupelo, MS
WVSB-TV, Columbus	See West Point, MS
WDAM-TV, Hattiesburg	See Laurel, MS
WHLT, Laurel	See Hattiesburg, MS

**Mississippi Station Totals as of October 1, 1989**

	VHF	UHF	TOTAL
Commercial Television Stations	8	8	16
Educational Television Stations	2	6	8
	10	14	24

# Mississippi—Biloxi-Gulfport-Pascagoula

## WLOX-TV

Ch. 13

**Network Service:** ABC.

**Licensee:** WLOX Television Inc., Box 4596, Biloxi, MS 39535-4596.

**Studio:** 208 Debuys Rd., Biloxi, MS 39535.

**Mailing Address:** Box 4596, West Biloxi Station, Biloxi, MS 39535-4596.

**Telephone:** 601-896-1313. TWX: 510-997-1090.

**Technical Facilities:** Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1340-ft. above av. terrain, 1319-ft. above ground, 1549-ft. above sea level.

Latitude 30° 43' 25"  
Longitude 89° 05' 29"

**Transmitter:** 3-mi. NE of McHenry, MS.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Andrew, 7-meter C-band; Microdyne, 5-meter Ku & C-band; Andrew, 4.5-meter C-band; RCA, 4.5-meter C-band; Avantek, M/A-Com, Microdyne receivers.

**SNG Mobile Dish:** Transmit/receive RSI, 2.4-meter Ku-band.

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

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

**Began Operation:** September 15, 1962.

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

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

### Personnel:

JOHN HASH, president.  
LEON D. LONG, vice president & general manager.  
DON F. MOORE, vice president, director of operations.  
BOBBY EDWARDS, general sales manager.  
RALPH CAUDILL, local sales manager.  
JAMES S. FLEMING, chief engineer.  
DAVID VINCENT, news director.  
DARLENE DUFFANO, program director.  
TED FORTENBERRY, promotion director.  
GENE FAUCETT, business manager.

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

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

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

**City of License:** Biloxi. **ADI:** Biloxi-Gulfport-Pascagoula. **Rank:** 158.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	MISSISSIPPI			
	Forrest	26,100	25,900	99
	George	5,600	5,500	99
	Greene	3,300	3,200	97



WLOX-TV BNPCT-5991 Granted 7/31/64

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Hancock	11,800	11,600	99
	Harrison	62,800	62,300	99
	Jackson	44,500	44,200	99
	Jones	23,200	23,000	99
	Lamar	9,800	9,700	98
	Marion	9,400	9,200	98
	Pearl River	13,900	13,800	99
	Perry	3,600	3,500	99
	Stone	3,500	3,500	99
<b>Between 25-49%</b>	MISSISSIPPI			
	Covington	5,900	5,800	98
	Walthall	4,800	4,700	98
Wayne	6,900	6,800	99	
<b>Between 5-24%</b>	ALABAMA			
	Mobile	139,300	138,400	99
Washington	5,800	5,700	98	
LOUISIANA	Washington	16,900	16,600	98
MISSISSIPPI	Jasper	6,100	6,000	98
Jefferson Davis	4,700	4,600	98	
<b>Station Totals</b>		<b>407,900</b>	<b>404,000</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>190,800</b>	
<b>Average Daily Circulation (1989)</b>			<b>112,300</b>	

# Mississippi—Columbus

**WCBI-TV**

**Ch. 4**

**Network Service:** CBS.

**Licensee:** Columbus Television Inc., Box 271, Columbus, MS 39703.

**Studio:** Hwy. 12 & Television Rd., Columbus, MS 38701.

**Mailing Address:** Box 271, Columbus, MS 39703.

**Telephone:** 601-327-4444. TWX: 62522560.

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 608-ft. above av. terrain, 535-ft. above ground, 695-ft. above sea level.

Latitude 33° 45' 07"  
Longitude 88° 52' 44"

**Transmitter:** Hwy. 47, 4-mi. NE of Montpelier.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** ChannelMaster, 7-meter; Scientific-Atlanta, 7-meter; ChannelMaster, 5-meter; Scientific-Atlanta, 4.6-meter; M/A-Corn, 4-meter; Gardiner, M/A-Corn, Scientific-Atlanta receivers.

**AM Affiliate:** WCBI, 1-kw (0.5-kw night), 550 kHz.

**News Services:** AP, CBS.

**Ownership:** Birney Imes Jr., 25.0%; Birney Imes III, 12.5%; Nancy T. Imes, 12.5%; Stephen B. Imes, 12.5%; Eugene B. Imes, 12.5%; Frank B. Imes, 12.5%; George S. Imes, 12.5%. See Birney Imes Jr. in Group Ownership of Television Stations.

**Began Operation:** July 13, 1956.

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

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

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

**Personnel:**

W. W. WHITFIELD, group manager.  
FRANK IMES, general manager.  
WESLEY ADCOCK, local sales manager.  
BILL CARTER, news director.  
BILL DOSS, chief engineer.

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

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

**NETWORK BASE HOURLY RATE:** \$1075.

**City of License:** Columbus. ADI: Columbus-Tupelo. Rank: 131.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ALABAMA</b>			
	Greene	3,600	3,500	97
	Lamar	6,300	6,200	98
	Pickens	7,200	7,100	98
	<b>MISSISSIPPI</b>			
	Calhoun	5,700	5,600	98
	Chickasaw	6,300	6,200	98
	Choctaw	3,100	3,000	97
	Clay	7,400	7,300	99
	Itawamba	7,900	7,800	99
	Lafayette	11,500	11,400	99
	Lee	24,500	24,200	99
	Lowndes	21,800	21,600	99
	Monroe	12,900	12,800	99
Noxubee	4,100	4,000	98	
Oktibbeha	12,500	12,200	98	



WCBI-TV BPCT-840723KS Granted 1/30/85 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Pontotoc	8,500	8,400	99
	Prentiss	9,300	9,200	99
	Tishomingo	7,100	7,000	99
	Webster	3,800	3,700	97
	Winston	6,900	6,800	99
<b>Between 25-49%</b>	<b>ALABAMA</b>			
	Fayette	7,200	7,100	99
	Franklin	11,200	11,100	99
	Marion	12,300	12,200	99
	<b>MISSISSIPPI</b>			
	Alcorn	13,300	13,100	98
	Carroll	3,500	3,400	97
	Kemper	3,600	3,500	97
	Montgomery	4,500	4,400	98
	Union	9,000	8,900	99
Yalobusha	5,000	4,900	98	
<b>Between 5-24%</b>	<b>ALABAMA</b>			
	Sumter	5,400	5,300	98
	Tuscaloosa	53,500	52,900	99
	<b>MISSISSIPPI</b>			
	Attala	7,200	7,000	98
	Benton	2,700	2,700	98
	Grenada	7,200	7,000	98
	Neshoba	9,200	9,100	99
	Panola	9,900	9,800	96
	Tallahatchie	5,400	5,300	97
	Tate	7,000	6,900	99
	Tippah	7,200	7,100	99
	<b>TENNESSEE</b>			
Mc Nairy	9,500	9,400	96	
<b>Station Totals</b>		<b>364,200</b>	<b>359,100</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>181,300</b>	
<b>Average Daily Circulation (1989)</b>			<b>105,700</b>	

# Mississippi—Greenville

**WXVT**

Ch. 15

Network Service: CBS.

Licensee: Big River Broadcasting Co., 3015 E. Reed Rd., Greenville, MS 38703.

Studio: 3015 E. Reed Rd., Greenville, MS 38703.

Telephone: 601-334-1500. TWX: 510-992-9308.

Technical Facilities: Channel No. 15 (476-482 MHz). Authorized power: 2750-kw max. & 891-kw horizontal visual, 178-kw horizontal aural. Antenna: 890-ft. above av. terrain, 919-ft. above ground, 1049-ft. above sea level.

Latitude 33° 39' 26.00"  
Longitude 90° 42' 17.50"

Transmitter: 4.9-mi. SSE of Cleveland, MS.

Satellite Earth Stations: ADM, 5.5-meter; DH Satellite, 5-meter; Harris, 3-meter; RCA, 3-meter.

News Services: AP, CBS, Group W Newsfeed, Sports News Satellite.

Ownership: Lamco Communications Inc., 100.0%. See Group Ownership of Television Stations.

Began Operation: November 7, 1980. Sale to present owner by Big River Broadcasting Co. approved by FCC March 5, 1984.

Represented (sales): Seitel Inc.

Represented (legal): Koteen & Naftalin.

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

**Personnel:**

- JOE MACIONE JR., vice president & general manager.
- JEFF MARTIN, general sales manager.
- PETE SPARKS, chief engineer.
- STAN SANDRONI, news director.
- GINA SMITH, program director.
- DAVID MITCHELL, promotion director.
- ROBBIN MORGAN, business manager.

Rates: On request.

NETWORK BASE HOURLY RATE: \$225.

City of License: Greenville. ADI: Greenwood-Greenville. Rank: 170.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARKANSAS Chicot	5,700	5,500	96
	MISSISSIPPI Bolivar	14,400	14,000	98
	Coahoma	12,200	12,000	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Leflore	13,700	13,500	98
	Sunflower	10,800	10,500	97
	Tallahatchie	5,400	5,300	97
	Washington	23,700	23,200	98
Between 25-49%	ARKANSAS Desha	6,600	6,500	98
	MISSISSIPPI Carroll	3,500	3,400	97
	Grenada	7,200	7,000	98
	Humphreys	4,500	4,400	98
Between 5-24%	LOUISIANA West Carroll	4,700	4,600	98
	MISSISSIPPI Holmes	7,500	7,400	98
	Issaquena	800	800	100
	Montgomery	4,500	4,400	98
<b>Station Totals</b>		<b>125,200</b>	<b>122,500</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>				<b>78,600</b>
<b>Average Daily Circulation (1989)</b>				<b>47,800</b>

# Mississippi—Greenwood-Greenville

**WABG-TV**

Ch. 6

Network Service: ABC.

Licensee: Mississippi Telecasting Co. Inc., Box 720, Greenwood, MS 38930.

Studios: 849 Washington Ave., Box 1243, Greenville, MS 38701; 2001 Garrard Ave., Box 720, Greenwood, MS 38930.

Telephones: 601-332-0949, Greenville; 601-453-4001, Greenwood.

TWX: 810-966-0022. Fax: 601-334-6420.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 10.5-kw aural. Antenna: 1960-ft. above av. terrain, 2000-ft. above ground, 2115-ft. above sea level.

Latitude 33° 22' 23"  
Longitude 90° 32' 31"

Transmitter: 2.3-mi. NE of city limits, near Inverness, MS.

Satellite Earth Stations: 2 in operation.

AM Affiliate: WABG, 1-kw (0.5-kw night), 960 kHz.

News Services: AP, ABC, CNN.

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

Began Operation: October 20, 1959.

Represented (sales): Katz Television.

**Personnel:**

- CY N. BAHAKEL, president.
- JOHN ROGERS, general manager.
- BUD BORCHERT, station manager, Greenwood.
- MIKE SEILER, general sales manager.
- GLENN YORK, operations manager.
- BRAD LeBRUN, chief engineer.
- JEFF PISELLI, news director.
- GENE DENT, program & promotion director.
- JANET FERGUSON, office manager.

Highest One Hour Rate: \$2500.

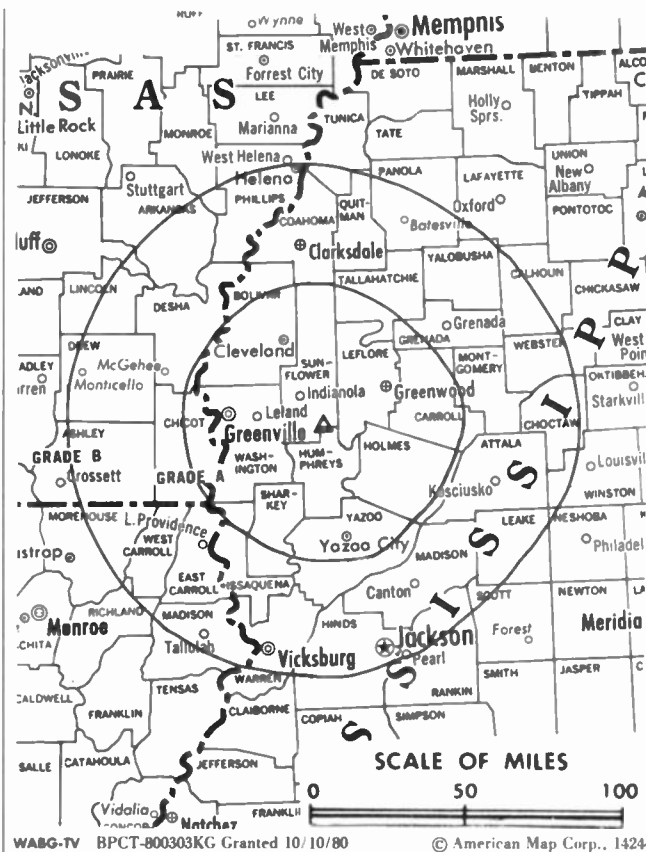
Highest 30 Sec. Rate: \$600.

NETWORK BASE HOURLY RATE: \$550.

City of License: Greenwood. ADI: Greenwood-Greenville. Rank: 170.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ARKANSAS</b>			
	Chicot	5,700	5,500	96
	<b>LOUISIANA</b>			
	East Carroll	3,700	3,600	97
	<b>MISSISSIPPI</b>			
	Bolivar	14,400	14,000	98
	Carroll	3,500	3,400	97
	Choctaw	3,100	3,000	97
	Coahoma	12,200	12,000	98
	Grenada	7,200	7,000	98
	Holmes	7,500	7,400	98
	Humphreys	4,500	4,400	98
	Issaquena	800	800	100
	Leflore	13,700	13,500	98
	Montgomery	4,500	4,400	98
	Sharkey	2,300	2,300	98
	Sunflower	10,800	10,500	97
Tallahatchie	5,400	5,300	97	
Washington	23,700	23,200	98	



WABG-TV BPCT-800303KG Granted 10/10/80 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Yalobusha	5,000	4,900	98
	Yazoo	9,400	9,300	98
<b>Between 25-49%</b>	<b>ARKANSAS</b>			
	Desha	6,600	6,500	98
	<b>LOUISIANA</b>			
	West Carroll	4,700	4,600	98
	<b>MISSISSIPPI</b>			
	Attala	7,200	7,000	98
	Calhoun	5,700	5,600	98
Leake	6,900	6,800	99	
Quitman	4,000	3,900	97	
Webster	3,800	3,700	97	
<b>Between 5-24%</b>	<b>ARKANSAS</b>			
	Ashley	9,400	9,200	98
	Phillips	11,000	10,700	97
	<b>LOUISIANA</b>			
	Madison	5,800	5,600	97
	<b>MISSISSIPPI</b>			
Lafayette	11,500	11,400	99	
Madison	17,400	17,100	98	
Panola	9,900	9,800	98	
Warren	19,200	19,000	99	
<b>Station Totals</b>		<b>260,500</b>	<b>255,400</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>				<b>134,800</b>
<b>Average Daily Circulation (1989)</b>				<b>80,500</b>

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# Mississippi—Gulfport

**WXXV-TV**

**Ch. 25**

**Network Service:** Fox.

**Licensee:** Four-O Inc., 673 Hwy. 80, Brandon, MS 39042.

**Studio:** Hwy. 49 North, Gulfport, MS 39505.

**Mailing Address:** Box 2500, Gulfport, MS 39505.

**Telephone:** 601-832-2525. **TWX:** 910-240-8412.

**Technical Facilities:** Channel No. 25 (536-542 MHz). Authorized power: 2240-kw max. visual, 224-kw max. aural. Antenna: 1600-ft. above av. terrain, 1540-ft. above ground, 1780-ft. above sea level.

Latitude 30° 44' 48"  
Longitude 89° 03' 30"

**Transmitter:** 4.7-mi. NE of McHenry.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Comtech, 5-meter C-band; Pinzone receivers.

**News Service:** CNN.

**Ownership:** Gulf Coast Television Ltd. Lewis C. Hopper, pres., 26%; Joe H. Sanderson, secy.-treas., 25%; Robert M. Buchanan, 25%. Hopper has interest in WLIN(FM), Jackson, MS; Buchanan owns WKKE(AM), Pearl, MS.

**Began Operation:** February 14, 1987.

**Represented (sales):** Adam Young Inc.

**Represented (legal):** Cordon & Kelly.

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

**Personnel:**

DAVID C. HOPPER, general manager.  
TERRY SMITH, chief engineer & station manager.  
BILL REYNOLDS, general sales manager.  
LISA CUMBEST, promotion director.

**Highest One Hour Rate:** \$2250.

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

**City of License:** Gulfport. **ADI:** Biloxi-Gulfport-Pascagoula. **Rank:** 158.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MISSISSIPPI</b>			
	Greene	3,300	3,200	97
	Harrison	62,800	62,300	99
	Jackson	44,500	44,200	99
	Stone	3,500	3,500	99
<b>Between 25-49%</b>	<b>MISSISSIPPI</b>			
	Forrest	26,100	25,900	99
	George	5,600	5,500	99



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>Hancock</b>	11,800	11,600	99
	<b>Jones</b>	23,200	23,000	99
	<b>Lamar</b>	9,800	9,700	98
	<b>Pearl River</b>	13,900	13,800	99
	<b>Perry</b>	3,600	3,500	99
<b>Between 5-24%</b>	<b>ALABAMA</b>			
	Washington	5,800	5,700	98
	<b>LOUISIANA</b>			
	Washington	16,900	16,600	98
	<b>MISSISSIPPI</b>			
	Covington	5,900	5,800	98
	Jasper	6,100	6,000	98
	Jefferson Davis	4,700	4,600	98
	Marion	9,400	9,200	98
	Walthall	4,800	4,700	98
Wayne	6,900	6,800	99	
<b>Station Totals</b>		<b>268,600</b>	<b>265,600</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>109,700</b>	
<b>Average Daily Circulation (1989)</b>			<b>46,200</b>	

# Mississippi—Hattiesburg-Laurel

**WHLT**

**Ch. 22**

(Satellite of WJTV, Jackson, MS)

**Network Service:** CBS.

**Licensee:** Broadcasters of Mississippi Inc., Box 8887, Jackson, MS 39204.

**Studio:** 990 Hardy St., Hattiesburg, MS 39401.

**Mailing Address:** Box 232, Hattiesburg, MS 39401-0232.

**Telephone:** 601-545-2077.

**Technical Facilities:** Channel No. 22 (518-524 MHz). Authorized power: 1200-kw max. visual, 120-kw max. aural. Antenna: 800-ft. above av. terrain, 707-ft. above ground, 1017-ft. above sea level.

Latitude 31° 24' 21"  
Longitude 89° 14' 35"

**Transmitter:** 4-mi. NE of Petal on Lynn Ray Rd.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Station:** Scientific-Atlanta, 5-meter C-band.

**News Service:** AP.

**Ownership:** News Press & Gazette Co., 100%. See Group Ownership of Television Stations.

**Began Operation:** January 23, 1987.

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

**Personnel:**

BEN R. STRICKLAND, vice president & general manager.  
WALTER JOHNSON, news director.  
JIMMY HUTTO, production manager.

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

**City of License:** Hattiesburg. **ADI:** Laurel-Hattiesburg. **Rank:** 165.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>MISSISSIPPI</b>			
	Forrest	26,100	25,900	99
	Jones	23,200	23,000	99
	Lamar	9,800	9,700	98
	Perry	3,600	3,500	99
<b>Between 25-49%</b>	<b>MISSISSIPPI</b>			
	Covington	5,900	5,800	98
	Greene	3,300	3,200	97
	Jasper	6,100	6,000	98



Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>Between 25-49%</b>	Marion	9,400	9,200	98
	Wayne	6,900	6,800	99
<b>Between 5-24%</b>	<b>MISSISSIPPI</b>			
	Jefferson Davis	4,700	4,600	98
	Pearl River	13,900	13,800	99
	Smith	5,800	5,700	98
<b>Station Totals</b>		<b>118,700</b>	<b>117,200</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>				<b>52,000</b>
<b>Average Daily Circulation (1989)</b>				<b>23,100</b>

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# Mississippi—Jackson

**WAPT**

Ch. 16

**Network Service:** ABC.

**Licensee:** Magnolia Bcstg. Corp.

**Studio:** Channel 16 Way & Maddox Rd., Jackson, MS 39209.

**Mailing Address:** Box 10297, Jackson, MS 39209.

**Telephone:** 601-922-1607. TWX: 810-966-2734.

**Technical Facilities:** Channel No. 16 (482-488 MHz). Authorized power: 1047-kw max. & 794-kw horizontal visual, 276-kw max. & 158-kw horizontal aural. Antenna: 1166-ft. above av. terrain, 1072-ft. above ground, 1519-ft. above sea level.

Latitude 32° 16' 39"  
Longitude 90° 17' 41"

**Transmitter:** Channel 16 Way & Maddox Rd.

**Satellite Earth Station:** Scientific-Atlanta, 4-meter; M/A-Com, Scientific-Atlanta receivers.

**News Service:** AP.

**Ownership:** Price Communications Corp., 100%. See Group Ownership of Television Stations.

**Began Operation:** October 3, 1970. Sale by American Public Life Insurance Co. approved by FCC March 18, 1976. Sale to Clay Communications by Lewis C. Hopper, et al., approved by FCC March 18, 1979. Sale to present owner approved June 23, 1987 (Television Digest, Vol. 27:21).

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

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

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

**Personnel:**

GARY POWERS, vice president & general manager.  
JOE ROOT, station manager.

**Highest One Hour Rate:** \$2800.

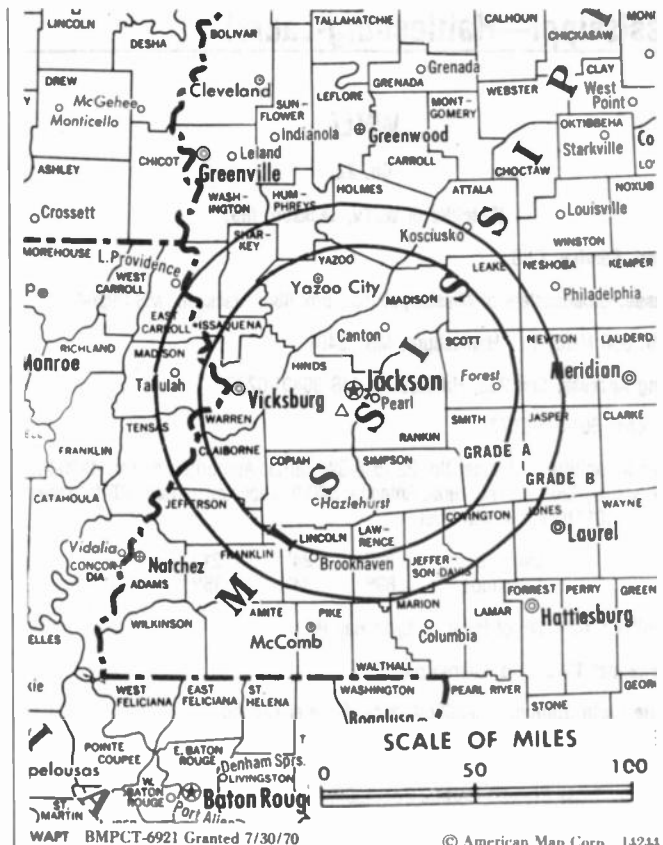
**Highest 30 Sec. Rate:** \$655.

**NETWORK BASE HOURLY RATE:** \$400.

**City of License:** Jackson. ADI: Jackson, MS. Rank: 85.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>				
	<b>MISSISSIPPI</b>			
	Claiborne	3,800	3,700	97
	Copiah	9,400	9,200	98
	Hinds	97,900	97,200	99
	Holmes	7,500	7,400	98
	Jefferson Davis	4,700	4,600	98
	Lawrence	4,500	4,400	98
	Lincoln	11,400	11,300	99
	Madison	17,400	17,100	98
	Rankin	28,700	28,400	99
	Scott	9,500	9,400	99
	Sharkey	2,300	2,300	98
	Simpson	8,700	8,600	99
	Warren	19,200	19,000	99
	Yazoo	9,400	9,300	98



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>				
	<b>LOUISIANA</b>			
	Madison	5,800	5,600	97
	<b>MISSISSIPPI</b>			
	Adams	13,900	13,700	98
	Attala	7,200	7,000	98
	Humphreys	4,500	4,400	98
	Issaquena	800	800	100
	Jefferson	3,000	2,900	97
	Leake	6,900	6,800	99
	Pike	13,900	13,600	98
	Smith	5,800	5,700	98
<b>Between 5-24%</b>				
	<b>LOUISIANA</b>			
	Concordia	8,300	8,100	98
	Tensas	3,000	2,900	97
	<b>MISSISSIPPI</b>			
	Carroll	3,500	3,400	97
	Covington	5,900	5,800	98
	Franklin	3,300	3,200	97
	Jasper	6,100	6,000	98
	Leflore	13,700	13,500	98
	Marion	9,400	9,200	98
	Montgomery	4,500	4,400	98
	Neshoba	9,200	9,100	99
	Newton	7,600	7,500	99
	Sunflower	10,800	10,500	97
<b>Station Totals</b>		<b>381,500</b>	<b>376,000</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>				<b>214,200</b>
<b>Average Daily Circulation (1989)</b>				<b>115,300</b>

# Mississippi—Jackson

**WDBD**

**Ch. 40**

**Network Service:** Fox.

**Licensee:** D & K Broadcast Properties L.P., 7200 Wisconsin Ave., No. 310, Bethesda, MD 20814.

**Studio:** Channel 16 Way, Jackson, MS 39209.

**Mailing Address:** Box 10888, Jackson, MS 39209.

**Telephones:** 601-922-1234; 301-654-0700.

**Technical Facilities:** Channel No. 40 (626-632 MHz). Authorized power: 1050-kw visual, 105-kw aural. Antenna: 1210-ft. above av. terrain, 1078-ft. above ground, 1522-ft. above sea level.

Latitude 32° 16' 53"  
Longitude 90° 17' 41"

**Transmitter:** 1.8-mi. SW of intersection of Hwy. 18 & I-20.

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

**News Service:** AP.

**Ownership:** D & K Media Holdings Inc., gen. partner, 11.5%; Louis T. Donatelli, ltd. partner, 55%; Douglas J. Donatelli, ltd. partner, 20%; William M. Harvey, 10%. D & K Media Holdings Inc. Ownership: Donatelli & Klein Inc., 100%. DKJ Ownership: Louis T. Donatelli, chmn.-pres., 100%. DKJ is gen. partner of WDSI L.P., licensee of WDSI-TV Chattanooga, TN.

**Began Operation:** December 27, 1984. Transfer of control of CP from Brenda Harrison to H. Bernard Dixon approved by FCC April 30, 1985. Transfer of control from H. Bernard Dixon to Media Central approved by FCC Nov. 26, 1985. Assignment of license from Media Central to C. Kenneth Still, trustee approved May 10, 1989. Sale to current owner approved by FCC June 22, 1989.

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

**Represented (legal):** McCampbell & Young.

**Represented (engineering):** B. Scott Baxter & Associates.

**Personnel:**

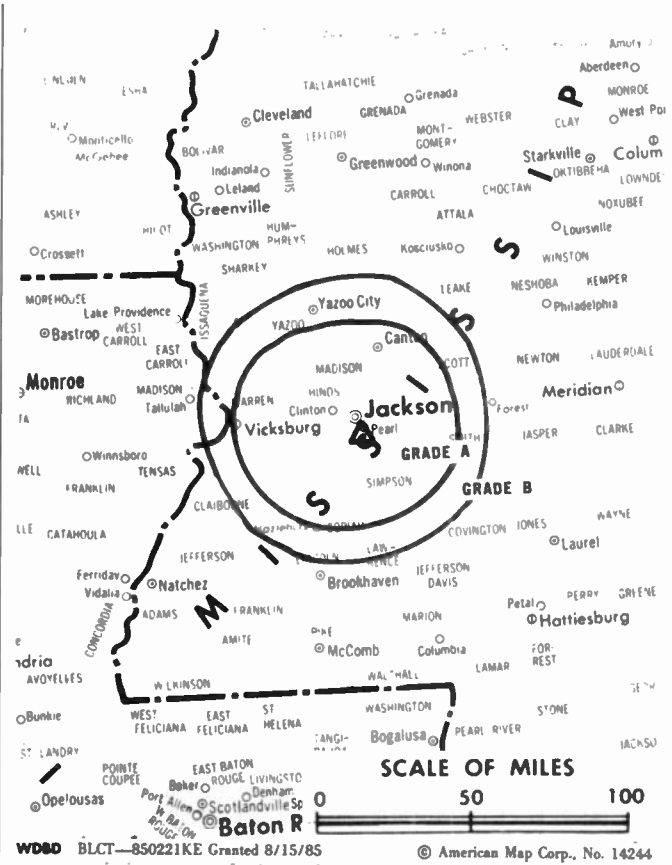
- SAM McLEOD, general manager.
- LYNN BOGGS, general sales manager.
- ALAN SIMMONS, program director.
- DON LONG, chief engineer.
- HANK DOWNEY, news director.

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

**City of License:** Jackson. **ADI:** Jackson, MS. **Rank:** 85.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>MISSISSIPPI</b>			
	Copiah	9,400	9,200	98
	Hinds	97,900	97,200	99
	Madison	17,400	17,100	98
	Rankin	28,700	28,400	99
	Scott	9,500	9,400	99
	Sharkey	2,300	2,300	98
	Simpson	8,700	8,600	99
	Warren	19,200	19,000	99



Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	Yazoo	9,400	9,300	98
	<b>MISSISSIPPI</b>			
<b>Between 25-49%</b>	Claiborne	3,800	3,700	97
	Holmes	7,500	7,400	98
	Humphreys	4,500	4,400	98
	Issaquena	800	800	100
	Jefferson Davis	4,700	4,600	98
	Lawrence	4,500	4,400	98
	Leake	6,900	6,800	99
	Lincoln	11,400	11,300	99
	Smith	5,800	5,700	98
	<b>LOUISIANA</b>			
<b>Between 5-24%</b>	Madison	5,800	5,600	97
	Tensas	3,000	2,900	97
<b>MISSISSIPPI</b>	Attala	7,200	7,000	98
	Carroll	3,500	3,400	97
	Covington	5,900	5,800	98
	Jasper	6,100	6,000	98
	Montgomery	4,500	4,400	98
	Newton	7,600	7,500	99
	Washington	23,700	23,200	98
	<b>Station Totals</b>		<b>319,700</b>	<b>315,400</b>
<b>Net Weekly Circulation (1989)</b>				<b>148,500</b>
<b>Average Daily Circulation (1989)</b>				<b>61,900</b>

# Mississippi—Jackson

**WJTV**

Ch. 12

(Operates satellite WHLT, Hattiesburg-Laurel, MS)

Network Service: CBS.

Licensee: News Press & Gazette Co., Box 8887, Jackson, MS 39204.

Studio: 1820 TV Road, Jackson, MS 39204.

Mailing Address: Box 8887, Jackson, MS 39204.

Telephone: 601-372-6311. TWX: 810-966-2735.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 43.7-kw aural. Antenna: 1630-ft. above av. terrain, 1615-ft. above ground, 1949-ft. above sea level.

Latitude 32° 14' 25.59"  
Longitude 90° 24' 15.05"

Transmitter: 1.5-mi. SE of Raymond, 0.3-mi. S of Rte. 18.

Satellite Earth Stations: 7 in operation; BMS receivers.

News Service: AP.

Ownership: News Press & Gazette Co. See Group Ownership of Television Stations.

Began Operation: March 15, 1954 as WSLI-TV; in 1955, after WSLI-TV owners got permission to sell 40% interest to Mississippi Publishers Corp., latter took WJTV (Ch. 25) off air on May 31 and WSLI-TV switched call letters to WJTV (Television Digest, Vol. 11:16, 21, 23). Sale to present owner by Capitol Bcstg. Co. approved by FCC March 7, 1983 (Vol. 22:50).

Represented (sales): Petry Television Inc.

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

**Personnel:**

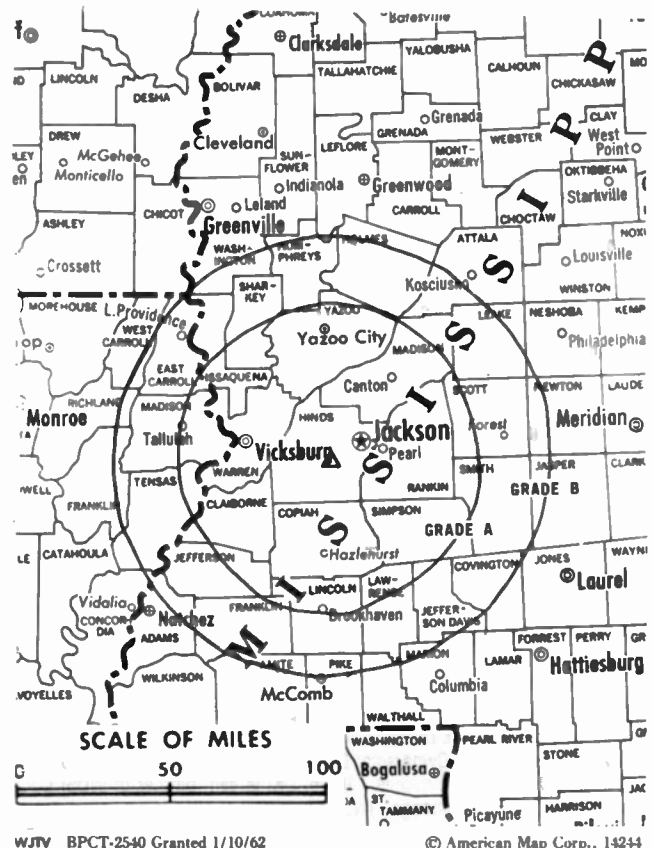
- JOHN A. MacGREGOR, president & general sales manager.
- WILLIAM H. DILDAY JR., exec. vice president & general manager.
- FRED HOWARD, local sales manager.
- MARGE WILSON, local sales manager.
- DIANN SULLIVAN, national sales manager.
- BOB ASKEW, chief engineer.
- WALTER SADDLER, news director.
- PHYLLIS QUALLS-BROOKS, program director.
- BOBBIE WALKER, public affairs director.

Rates: On request.

City of License: Jackson. ADI: Jackson, MS. Rank: 85.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>LOUISIANA</b>			
	Madison	5,800	5,600	97
	<b>MISSISSIPPI</b>			
	Adams	13,900	13,700	98
	Attala	7,200	7,000	98
	Claiborne	3,800	3,700	97
	Copiah	9,400	9,200	98
	Franklin	3,300	3,200	97
	Hinds	97,900	97,200	99
	Holmes	7,500	7,400	98
	Humphreys	4,500	4,400	98
	Issaquena	800	800	100
	Jefferson	3,000	2,900	97
	Jefferson Davis	4,700	4,600	98
	Lawrence	4,500	4,400	98
	Leake	6,900	6,800	99
	Leflore	13,700	13,500	98
	Lincoln	11,400	11,300	99
	Madison	17,400	17,100	98
	Neshoba	9,200	9,100	99
	Pike	13,900	13,600	98
	Rankin	28,700	28,400	99
	Scott	9,500	9,400	99



WJTV BPCT-2540 Granted 1/10/62

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Sharkey	2,300	2,300	98
	Simpson	8,700	8,600	99
	Smith	5,800	5,700	98
	Warren	19,200	19,000	99
	Washington	23,700	23,200	98
	Yazoo	9,400	9,300	98
	<b>Between 25-49%</b>	<b>LOUISIANA</b>		
Tensas		3,000	2,900	97
<b>MISSISSIPPI</b>				
Covington		5,900	5,800	98
Grenada		7,200	7,000	98
Jasper		6,100	6,000	98
Marion		9,400	9,200	98
Montgomery		4,500	4,400	98
Newton		7,600	7,500	99
Sunflower		10,800	10,500	97
Walthall	4,800	4,700	98	
Winston	6,900	6,800	99	
<b>Between 5-24%</b>	<b>ARKANSAS</b>			
	Chicot	5,700	5,500	96
	<b>LOUISIANA</b>			
	Concordia	8,300	8,100	98
	East Carroll	3,700	3,600	97
	Franklin	8,400	8,200	98
	West Carroll	4,700	4,600	98
	<b>MISSISSIPPI</b>			
	Amite	4,700	4,600	98
	Bolivar	14,400	14,000	98
Carroll	3,500	3,400	97	
Choctaw	3,100	3,000	97	
Jones	23,200	23,000	99	
Lamar	9,800	9,700	98	
Webster	3,800	3,700	97	
Wilkinson	3,400	3,300	97	
<b>Station Totals</b>		<b>509,000</b>	<b>500,900</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>				<b>322,100</b>
<b>Average Daily Circulation (1989)</b>				<b>192,000</b>

# Mississippi—Jackson

**WLBT-TV**

Ch. 3

**Network Service:** NBC.

**Licensee:** TV-3 Inc., Box 1712, Jackson, MS 39215-1712.

**Studio:** 715 S. Jefferson St., Jackson, MS 39202.

**Telephone:** 601-948-3333. **TWX:** 601-948-0726.

**Technical Facilities:** Channel No. 3 (60-66 MHz). Authorized power: 95.5-kw visual, 19.1-kw aural. Antenna: 2050-ft. above av. terrain, 1999-ft. above ground, 2419-ft. above sea level.

Latitude 32° 12' 46''  
Longitude 90° 22' 54''

**Transmitter:** 12-mi. SW of Jackson.

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

**News Service:** AP.

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

**Began Operation:** December 20, 1953. Original licensee, Lamar Life Insurance Co., denied renewal of license by court decision June 20, 1969. Interim operating authority granted June 2, 1971 to Communications Improvement which began operation June 14, 1971. TV-3 began operation Feb. 1, 1980. Sale to present owners approved by FCC Dec. 13, 1983 (*Television Digest*, Vol. 1:52).

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

**Represented (legal):** Blair, Joyce & Silva.

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

**Personnel:**

- FRANK MELTON, president & chief executive officer.
- DANIEL MODISETT, general sales manager.
- BRAD STREIT, station manager.
- FLOYD KINARD, chief engineer.
- DENNIS SMITH, news director.
- JACQUELINE WARREN, promotion director.
- DUANE C. LEBL, business manager.
- JACQUELYN GARY, personnel director.
- GOLDIA REVIES, public service director.

**Highest One Hour Rate:** \$7000.

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

**NETWORK BASE HOURLY RATE:** \$1800.

**City of License:** Jackson. **ADI:** Jackson, MS. **Rank:** 85.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>LOUISIANA</b>			
	Madison	5,800	5,600	97
	Tensas	3,000	2,900	97
<b>MISSISSIPPI</b>	Adams	13,900	13,700	98
	Amite	4,700	4,600	98
	Attala	7,200	7,000	98
	Claiborne	3,800	3,700	97
	Copiah	9,400	9,200	98
	Franklin	3,300	3,200	97
	Hinds	97,900	97,200	99
	Holmes	7,500	7,400	98
	Humphreys	4,500	4,400	98
	Issaquena	800	800	100
	Jefferson	3,000	2,900	97
	Jefferson Davis	4,700	4,600	98
	Lawrence	4,500	4,400	98
	Leake	6,900	6,800	99



WLBT-TV BPCT-3807 Granted 9/21/66

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Lincoln	11,400	11,300	99
	Madison	17,400	17,100	98
	Newton	7,600	7,500	99
	Pike	13,900	13,600	98
	Rankin	28,700	28,400	99
	Scott	9,500	9,400	99
	Sharkey	2,300	2,300	98
	Simpson	8,700	8,600	99
	Smith	5,800	5,700	98
	Walthall	4,800	4,700	98
	Warren	19,200	19,000	99
Washington	23,700	23,200	98	
Yazoo	9,400	9,300	98	
<b>Between 25-49%</b>	<b>LOUISIANA</b>			
	East Carroll	3,700	3,600	97
	<b>MISSISSIPPI</b>			
	Carroll	3,500	3,400	97
	Covington	5,900	5,800	98
<b>Between 5-24%</b>	Jasper	6,100	6,000	98
	Marion	9,400	9,200	98
	Montgomery	4,500	4,400	98
	Neshoba	9,200	9,100	99
	Sunflower	10,800	10,500	97
	Winston	6,900	6,800	99
	<b>LOUISIANA</b>			
	Concordia	8,300	8,100	98
	<b>MISSISSIPPI</b>			
	Bolivar	14,400	14,000	98
Kemper	3,600	3,500	97	
Lamar	9,800	9,700	98	
Leflore	13,700	13,500	98	
Wilkinson	3,400	3,300	97	
<b>Station Totals</b>		<b>456,500</b>	<b>449,400</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>			<b>328,200</b>	
<b>Average Daily Circulation (1989)</b>			<b>212,600</b>	

# Mississippi—Laurel-Hattiesburg

**WDAM-TV**

Ch. 7

**Network Service:** NBC.

**Licensee:** Beam Bcstrs. Ltd., Debtor-in-Possession, 50 W. Mashta Dr., Key Biscayne, FL 33149.

**Studio:** Hwy. 11 N, Hattiesburg, MS 39401.

**Mailing Address:** Box 16269, Hattiesburg, MS 39404-6269.

**Telephones:** 601-544-4730, Hattiesburg; 601-649-3111, Laurel.

**Technical Facilities:** Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 47-kw aural. Antenna: 529-ft. above av. terrain, 576-ft. above ground, 771-ft. above sea level.

Latitude 31° 27' 12"  
Longitude 89° 17' 05"

**Transmitter:** U.S. Hwy. 11, approx. 1.2-mi. N of Eastabutchie.

**Satellite Earth Stations:** Harris, 8-meter; Harris, 3.5-meter; Avcom, Harris, M/A-Com receivers.

**News Service:** AP.

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

**Began Operation:** June 8, 1956 on Ch. 9. Two months later WDSU-TV, New Orleans, acquired 51% interest, with remaining 49% being held equally by 4 founding partners, Dave A. & Harold M. Matison and Milton J. & Alvin H. Fine (*Television Digest*, Vol. 12:31, 38). Plant was sold to owners, who held CP for Ch. 7, Laurel, MS; when WDSU-TV received FCC authorization to shift WAFB-TV, Baton Rouge from Ch. 28 to Ch. 9 pending outcome of hearings, new owners began operation on Ch. 7 Sept. 3, 1959 (Vol. 13:44; 15:36). Sale of 43.75% to S. A. Rosenbaum as well as stock to Marvin Reuben & Jerry P. Keith by William S. Smylie family approved Dec. 7, 1960 by FCC (Vol. 16:49, 50). Sale to present owners approved July 27, 1983.

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

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

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

**Personnel:**

CLIFF BROWN, general manager.  
BILL TELL ZORTMAN, news director.  
DIANE SCHILLING, program & traffic director.  
LINDA TALBERT-DURHAM, community affairs director.  
HENRY LENA, creative services director.  
BOBBY SMITH, chief engineer.

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

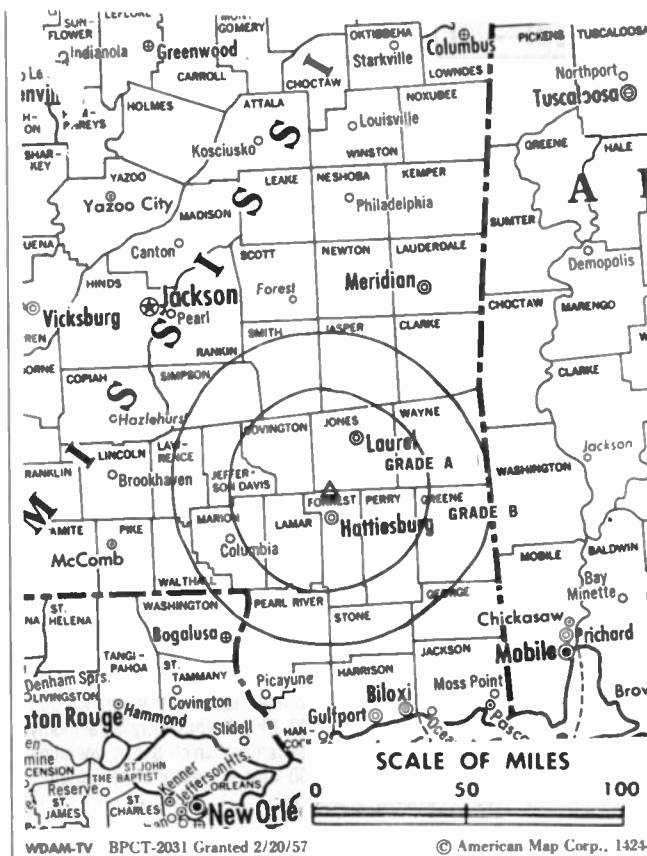
**Highest 30 Sec. Rate:** \$1000.

**NETWORK BASE HOURLY RATE:** \$975.

**City of License:** Laurel. ADI: Laurel-Hattiesburg. Rank: 165.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	MISSISSIPPI			
	Covington	5,900	5,800	98
	Forrest	26,100	25,900	99
	Jasper	6,100	6,000	98



Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	Jones	23,200	23,000	99
	Lamar	9,800	9,700	98
	Marion	9,400	9,200	98
	Perry	3,600	3,500	99
	Smith	5,800	5,700	98
	Stone	3,500	3,500	99
	Wayne	6,900	6,800	99
<b>Between 25-49%</b>	MISSISSIPPI			
	Greene	3,300	3,200	97
	Jefferson Davis	4,700	4,600	98
	Walthall	4,800	4,700	98
<b>Between 5-24%</b>	ALABAMA			
	Choctaw	5,900	5,800	97
	LOUISIANA			
	Washington	16,900	16,600	98
	MISSISSIPPI			
	Clarke	6,400	6,300	98
	George	5,600	5,500	99
	Lawrence	4,500	4,400	98
	Newton	7,600	7,500	99
	Pearl River	13,900	13,800	99
Pike	13,900	13,600	98	
Simpson	8,700	8,600	99	
<b>Station Totals</b>		<b>196,500</b>	<b>193,700</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>				<b>114,000</b>
<b>Average Daily Circulation (1989)</b>				<b>82,600</b>

# Mississippi—Meridian

**WTZH**

Ch. 24

Network Service: CBS.

Licensee: Meridian Broadcasting Partnership, Box 5185, Meridian, MS 39301.

Studio: Hwy. 45 S, Bozeman Way, Meridian, MS 39301.

Mailing Address: Box 5185, Meridian, MS 39301.

Telephone: 601-693-2933.

Technical Facilities: Channel No. 24 (530-536 MHz). Authorized power: 724-kw max. & 631-kw horizontal visual, 72.4-kw max. & 63.1-kw horizontal aural. Antenna: 610-ft. above av. terrain, 368-ft. above ground, 1049-ft. above sea level.

Latitude 32° 19' 40"  
Longitude 88° 41' 28"

Transmitter: Bozeman Way, 1.8-mi. S of Meridian on Hwy. 45.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; Prodelin, 5-meter C-band; Prodelin, 4.5-meter C-band; Scientific-Atlanta, 4.5-meter C-band; Vertex, 4.5-meter Ku-band; Prodelin, 3-meter C-band; M/A-Com, Microdyne, Scientific-Atlanta receivers.

News Services: AP, CBS, CNN.

Ownership: Meridian Broadcasting Partnership. Honore A. LeBrun, pres., gen. partner.

Began Operation: June 10, 1968; left air Oct. 13, 1970. Sale to Frank Spain, et al., by Delta Communications Corp. approved by FCC March 23, 1972. Resumed operation Dec. 6, 1972. FCC approved sale to present owners Aug. 15, 1985.

Represented (sales): Selte! Inc.

Represented (legal): Reddy, Begley & Martin.

**Personnel:**

MIKE MITCHELL, general manager.  
TONY SANSONE, local & regional sales manager.  
CHARLES FLOWERS, chief engineer.  
TOM LANIELS, news director.  
DAWN WALKER, program & promotion director.  
SUE WEATHERS, business manager.  
KEITH COLLINS, production manager.  
AMELIA PORTIS, traffic manager.

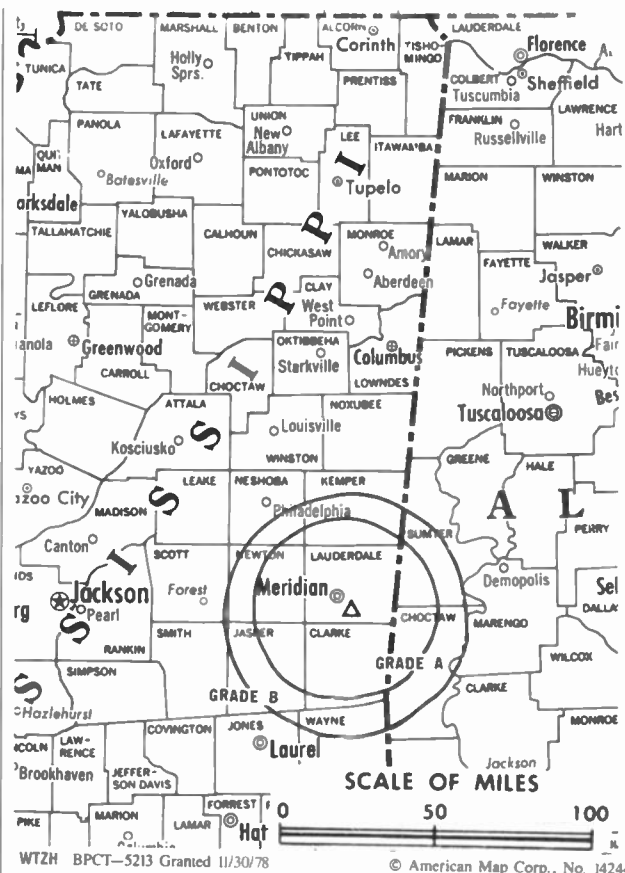
Highest One Hour Rate: \$1000.

Highest 30 Sec. Rate: \$300.

NETWORK BASE HOURLY RATE: \$355.

City of License: Meridian. ADI: Meridian. Rank: 177.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>ALABAMA</b>			
	Sumter	5,400	5,300	98
	<b>MISSISSIPPI</b>			
	Clarke	6,400	6,300	98
<b>Between 25-49%</b>	Lauderdale	29,900	29,700	99
	Newton	7,600	7,500	99
	<b>MISSISSIPPI</b>			
	Kemper	3,600	3,500	97
<b>Between 5-24%</b>	Neshoba	9,200	9,100	99
	<b>ALABAMA</b>			
	Choctaw	5,900	5,800	97
	Marengo	8,600	8,400	98
<b>Station Totals</b>	<b>MISSISSIPPI</b>			
	Jasper	6,100	6,000	98
	Jones	23,200	23,000	99
	Wayne	6,900	6,800	99
<b>Station Totals</b>		<b>112,800</b>	<b>111,400</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>				<b>47,700</b>
<b>Average Daily Circulation (1989)</b>				<b>26,400</b>



# Mississippi—Meridian

**WLBM-TV**

**Ch. 30**

**Network Service:** NBC.

**Licensee:** TV-3 Inc., 715 S. Jefferson St., Box 1712, Jackson, MS 39201.

**Studio:** 4608 Skyland Dr., Meridian, MS 39301.

**Mailing Address:** Box 5840, Meridian, MS 39302-5840.

**Telephone:** 601-485-3030. **Fax:** 601-354-3107.

**Technical Facilities:** Channel No. 30 (566-572 MHz). Authorized power: 8901-kw max. & 35.9-kw horizontal visual, 8.91-kw max. & 3.59-kw horizontal aural. Antenna: 610-ft. above av. terrain, 405-ft. above ground, 1030-ft. above sea level.

Latitude 32° 19' 34"  
Longitude 88° 41' 12"

**Transmitter:** 0.8-mi. S of Meridian at 4608 Skyland Dr.

**Satellite Earth Stations:** 8-meter; 3-meter; Harris receivers.

**News Services:** AP, NBC.

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

**Began Operation:** September 30, 1982.

**Represented (sales):** Adam Young Inc.

**Represented (legal):** Blair, Joyce & Silva.

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

**Personnel:**

PLURIA MARSHALL JR., vice president & general manager.  
ALFRED MARTIN, local sales manager & marketing director.  
DANNY JOHNSON, chief engineer.  
DON SPANN, promotion director.

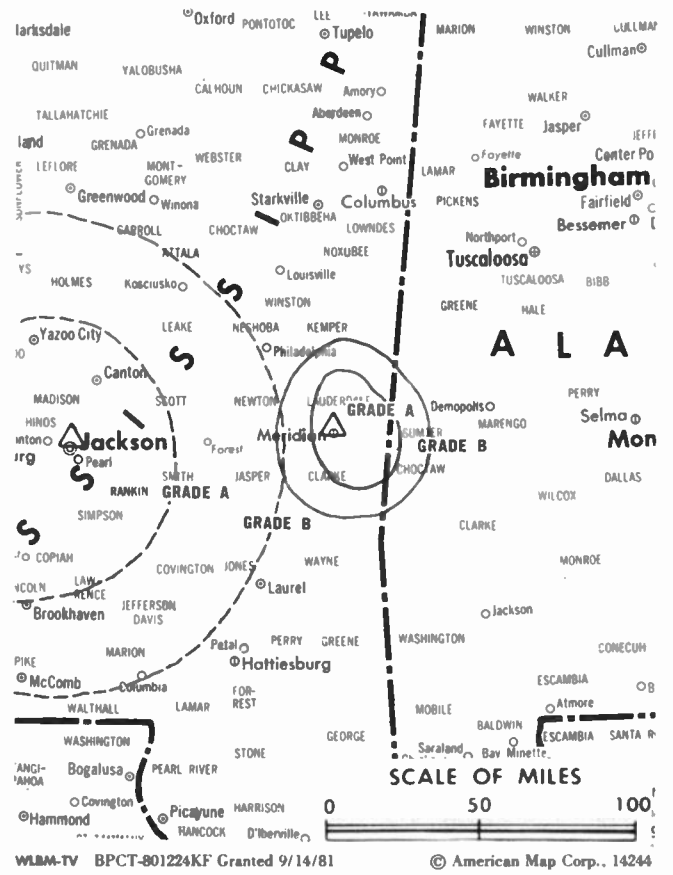
**Highest One Hour Rate:** \$13,000.

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

**City of License:** Meridian. **ADI:** Meridian. **Rank:** 177.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MISSISSIPPI</b>			
	Lauderdale	29,900	29,700	99



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>ALABAMA</b>			
	Choctaw	5,900	5,800	97
	Sumter	5,400	5,300	98
	<b>MISSISSIPPI</b>			
<b>Between 5-24%</b>	Clarke	6,400	6,300	98
	Kemper	3,600	3,500	97
	<b>ALABAMA</b>			
<b>Station Totals</b>	Marengo	8,600	8,400	98
	<b>MISSISSIPPI</b>			
	Neshoba	9,200	9,100	99
	Newton	7,600	7,500	99
<b>Net Weekly Circulation (1989)</b>		<b>76,600</b>	<b>75,600</b>	<b>99</b>
<b>Average Daily Circulation (1989)</b>				<b>34,700</b>
				<b>18,500</b>

# Mississippi—Meridian

**WTOK-TV**

**Ch. 11**

**Network Service:** ABC.

**Licensee:** Benedek Bcstg. Corp.

**Studio:** 9th St. & 23rd Ave., Meridian, MS 39301.

**Mailing Address:** Box 2988, Meridian, MS 39302.

**Telephone:** 601-693-1441. **TWX:** 501-961-1090.

**Technical Facilities:** Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 46.5-kw aural. Antenna: 536-ft. above av. terrain, 319-ft. above ground, 984-ft. above sea level.

Latitude 32° 19' 38.30"  
Longitude 88° 41' 27.80"

**Transmitter:** U.S. Hwy. 45, 1.8-mi. S of city.

**Satellite Earth Stations:** 2 in operation; Andrew, Avantek, RCA receivers.

**News Services:** ABC, AP.

**Ownership:** A. Richard Benedek, 100%. See Group Ownership of Television Stations.

**Began Operation:** September 25, 1953. Sale to H & C Communications by Robert F. Wright, et al., approved by FCC July 28, 1981 (*Television Digest*, Vol. 21:14). Sale to Southwest Media Inc. (later United Bcstg. Corp.) approved by FCC Oct. 24, 1984. (Vol. 24:26, 33). Sale to current owner approved May 10, 1988 (Vol. 28:15).

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

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

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

**Personnel:**

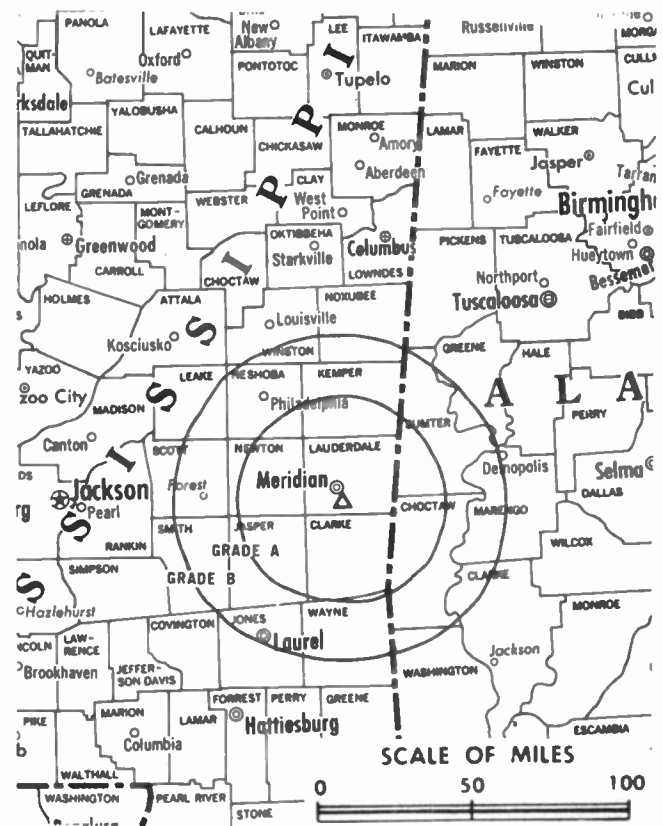
BRUCE R. MILLER, general manager.  
TOM WALL, general sales manager.  
BOB HOLLAND, station manager.  
JOHN JOHNSON, news director.  
EDNA LA SHANE, program manager.  
PAUL N. BIRD JR., traffic manager.  
CHRIS BURGBACHER, chief engineer.  
LORI WALTON, business manager.

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

**City of License:** Meridian. **ADI:** Meridian. **Rank:** 177.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ALABAMA</b>			
	Choctaw	5,900	5,800	97
	Greene	3,600	3,500	97
	Marengo	8,600	8,400	98
	Sumter	5,400	5,300	98
	<b>MISSISSIPPI</b>			
	Clarke	6,400	6,300	98
	Jasper	6,100	6,000	98



WTOK-TV BMPCT-3043 Granted 5/2/55

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ALABAMA</b>			
	Kemper	3,600	3,500	97
	Lauderdale	29,900	29,700	99
	Neshoba	9,200	9,100	99
	Newton	7,600	7,500	99
	Wayne	6,900	6,800	99
	Winston	6,900	6,800	99
<b>Between 25-49%</b>	<b>ALABAMA</b>			
	Clarke	9,400	9,200	98
	Hale	5,100	5,000	98
<b>Between 5-24%</b>	<b>MISSISSIPPI</b>			
	Noxubee	4,100	4,000	98
	Scott	9,500	9,400	99
	<b>ALABAMA</b>			
	Perry	5,000	4,900	98
<b>Station Totals</b>	<b>MISSISSIPPI</b>			
	Jones	23,200	23,000	99
	Leake	6,900	6,800	99
	Smith	5,800	5,700	98
	<b>Station Totals</b>	<b>176,300</b>	<b>173,800</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>97,900</b>	
<b>Average Daily Circulation (1989)</b>			<b>61,900</b>	

# Mississippi—Tupelo—Columbus

**WTVA**

Ch. 9

Network Service: NBC.

Licensee: WTWV Inc., Box 350, Tupelo, MS 38802.

Studio: Beach Spring Rd., Tupelo, MS 38801.

Mailing Address: Box 350, Tupelo, MS 38802.

Telephone: 601-842-7620. Fax: 601-844-7061.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1780-ft. above av. terrain, 1590-ft. above ground, 2170-ft. above sea level.

Latitude 33° 47' 40"  
Longitude 89° 05' 16"

Transmitter: 2.1-mi. NW of Woodland.

Satellite Earth Stations: 3 in operation.

SNG Mobile Dish: Transmit/receive Hubcom Ku-band.

News Service: AP.

Ownership: Frank K. Spain, 35%; Letha M. Spain, 20%; Perrin Purvis, 10%; Margaret H. Spain, 35%. Same principals own WTVX(TV), Fort Pierce-Vero Beach, FL.

Began Operation: March 18, 1957.

Represented (sales): Katz Television.

Represented (legal): Haley, Bader & Potts.

**Personnel:**

- FRANK K. SPAIN, president.
- MARK LEOBETTER, general manager.
- BOB LEECH, national sales director.
- JACK CRISTIL, local sales director.
- CHARLES ED BISHOP, program director.
- WENOELL ROBINSON, chief engineer.
- GERALD STANFORD, operations director.
- TERRY SMITH, news director.

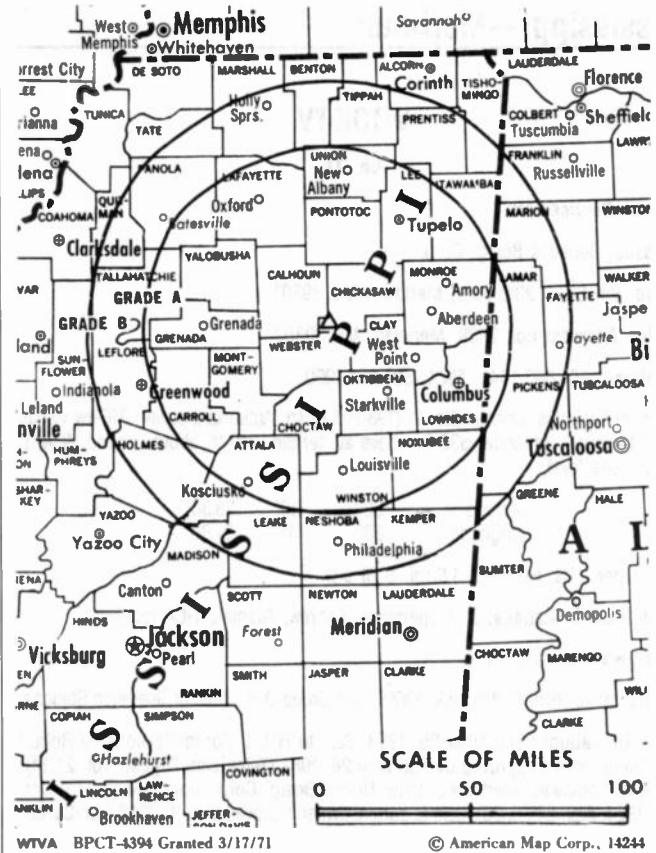
Highest 30 Sec. Rate: \$500.

NETWORK BASE HOURLY RATE: \$900.

City of License: Tupelo. ADI: Columbus-Tupelo. Rank: 131.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ALABAMA</b>			
	Lamar	6,300	6,200	98
	Marion	12,300	12,200	99
<b>MISSISSIPPI</b>	Alcorn	13,300	13,100	98
	Attala	7,200	7,000	98
	Calhoun	5,700	5,600	98
	Carroll	3,500	3,400	97
	Chickasaw	6,300	6,200	98
	Choctaw	3,100	3,000	97
	Clay	7,400	7,300	99
	Grenada	7,200	7,000	98
	Itawamba	7,900	7,800	99
	Lafayette	11,500	11,400	99
	Lee	24,500	24,200	99
	Leflore	13,700	13,500	98
	Lowndes	21,800	21,600	99
	Monroe	12,900	12,800	99
	Montgomery	4,500	4,400	98
	Noxubee	4,100	4,000	98
	Oktibbeha	12,500	12,200	98



Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>50% &amp; Over</b>	Panola	9,900	9,800	98	
	Pontotoc	8,500	8,400	99	
	Prentiss	9,300	9,200	99	
	Tallahatchie	5,400	5,300	97	
	Tippah	7,200	7,100	99	
	Tishomingo	7,100	7,000	99	
	Union	9,000	8,900	99	
	Webster	3,800	3,700	97	
	Winston	6,900	6,800	99	
	Yalobusha	5,000	4,900	98	
<b>Between 25-49%</b>	<b>ALABAMA</b>				
	Franklin	11,200	11,100	99	
	Greene	3,600	3,500	97	
	Pickens	7,200	7,100	98	
<b>MISSISSIPPI</b>	Coahoma	12,200	12,000	98	
	Holmes	7,500	7,400	98	
	Kemper	3,600	3,500	97	
	Leake	6,900	6,800	99	
	Neshoba	9,200	9,100	99	
	<b>Between 5-24%</b>	<b>ALABAMA</b>			
		Fayette	7,200	7,100	99
	Sumter	5,400	5,300	98	
<b>MISSISSIPPI</b>	Benton	2,700	2,700	98	
	Bolivar	14,400	14,000	98	
	Marshall	10,500	10,300	98	
	Newton	7,600	7,500	99	
	Quitman	4,000	3,900	97	
	<b>TENNESSEE</b>	Mc Nairy	9,500	9,400	98
<b>Station Totals</b>		<b>380,500</b>	<b>374,700</b>	<b>98</b>	
<b>Net Weekly Circulation (1989)</b>				<b>241,000</b>	
<b>Average Daily Circulation (1989)</b>				<b>156,800</b>	

# Mississippi—West Point

**WWSB-TV**

Ch. 27

**Network Service:** ABC.

**Licensee:** Venture Systems Inc., Box 777, West Point, MS 39773.

**Studio:** 310 E. Westbrook, West Point

**Mailing Address:** Box 777, West Point, MS 39773.

**Telephone:** 601-494-8327.

**Technical Facilities:** Channel No. 27 (548-554 MHz). Authorized power: 2000-kw max. & 468-kw horizontal visual, 200-kw max. & 46.8-kw horizontal aural. Antenna: 1680-ft. above av. terrain, 1441-ft. above ground, 2021-ft. above sea level.

Latitude 33° 47' 40"  
Longitude 89° 05' 16"

**Transmitter:** 2.1-mi. NW of Woodland.

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

**News Service:** AP.

**Ownership:** John D. Dyer, chmn., 33.3%; David C. Hopper, pres., 6.66%; Lewis C. Hopper, v.p., 13.3%; Fred Beard, secy-treas., 4.16%; H. N. Haggard, asst. treas., 8.30%; Richard D. McRae, 8.30%; Richard M. Hopper, 6.66%; Barbara M. Hopper, 6.66%; Stephen Townsend, 2.77%; Lewis Townsend, 2.77%. Lewis C. Hopper has interest in WXXV-TV, Gulfport & WLIN(FM), Jackson, MS.

**Began Operation:** May 29, 1983.

**Represented (sales):** Adam Young Inc.

**Represented (legal):** Cordon & Kelly.

**Personnel:**

- DAVID C. HOPPER, general manager.
- LEWIS HOPPER, national sales manager.
- SAM TAYLOR, general sales manager.
- LYNDA MIZE, program director.
- ANDY COVINGTON, news director.
- STAN WEST, chief engineer.
- TRACY GRIFFIN, traffic.

**Highest 30 Sec. Rate:** \$180.

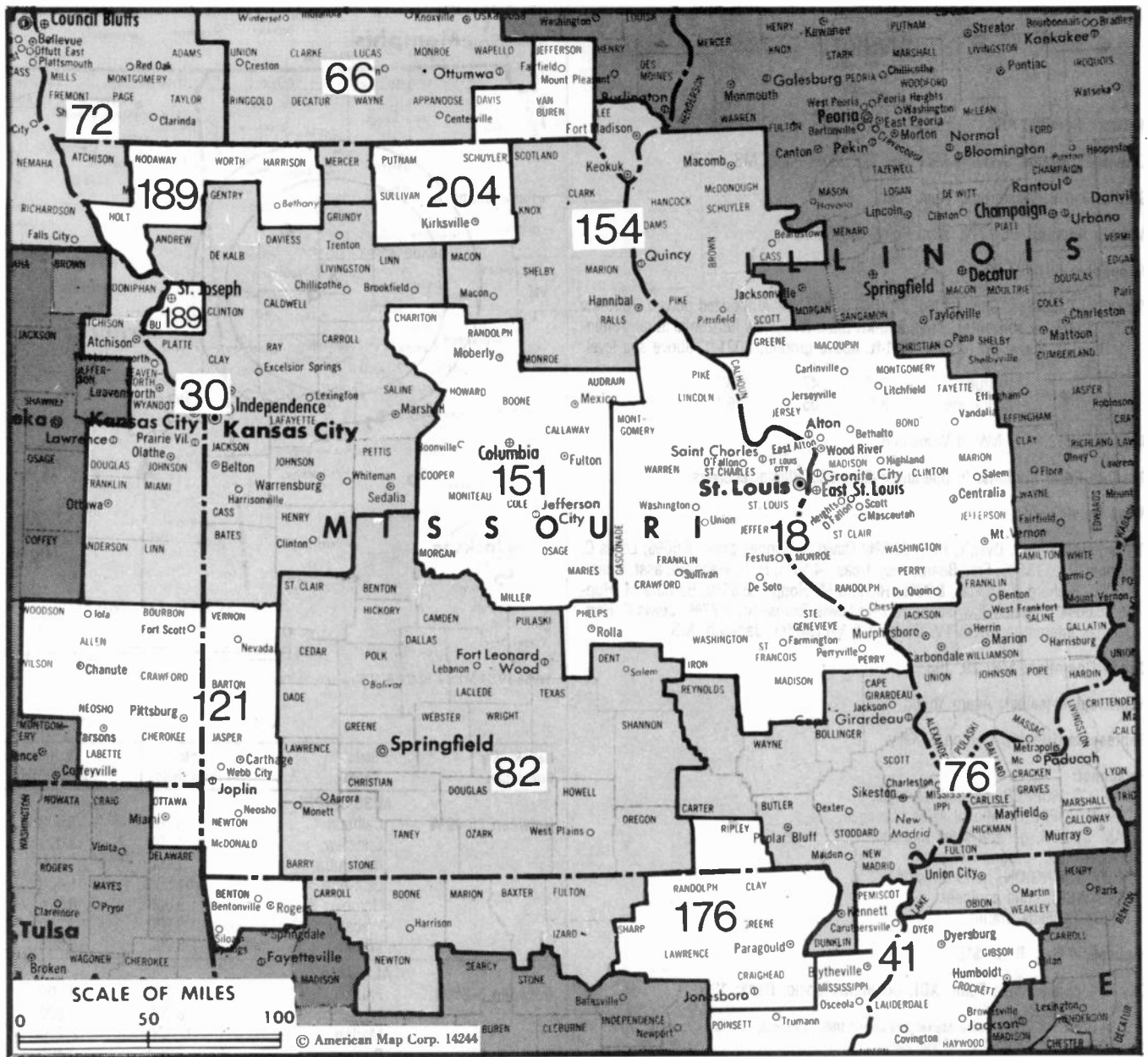
**City of License:** West Point. ADI: Columbus-Tupelo. Rank: 131.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MISSISSIPPI</b>			
	Chickasaw	6,300	6,200	98
	Clay	7,400	7,300	99
	Lee	24,500	24,200	99
	Lowndes	21,800	21,600	99
	Monroe	12,900	12,800	99
	Oktibbeha	12,500	12,200	98
Pontotoc	8,500	8,400	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>MISSISSIPPI</b>			
	Calhoun	5,700	5,600	98
	Choctaw	3,100	3,000	97
	Itawamba	7,900	7,800	99
	Lafayette	11,500	11,400	99
	Union	9,000	8,900	99
	Webster	3,800	3,700	97
	Winston	6,900	6,800	99
<b>Between 5-24%</b>	<b>ALABAMA</b>			
	Franklin	11,200	11,100	99
	Lamar	6,300	6,200	98
	Marion	12,300	12,200	99
Pickens	7,200	7,100	98	
<b>MISSISSIPPI</b>	Alcorn	13,300	13,100	98
	Noxubee	4,100	4,000	98
	Prentiss	9,300	9,200	99
	Tippah	7,200	7,100	99
	Tishomingo	7,100	7,000	99
	Yalobusha	5,000	4,900	98
<b>Station Totals</b>		<b>224,800</b>	<b>221,800</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>				<b>81,300</b>
<b>Average Daily Circulation (1989)</b>				<b>31,700</b>



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
St. Louis, MO	1,104,700	18	KDNL-TV (30), KMOV (4), KNLC (24), KPLR-TV (11), KSDK (5), KTVI (2), WCEE (13)
Kansas City, MO	731,500	30	KCTV (5), KMBC-TV (9), KMCI (38), KSHB-TV (41), KYFC (50), KZKC (62), WDAF-TV (4)
Memphis, TN	586,500	41	WHBQ-TV (13), WMC-TV (5), WMKW-TV (30), WPTY-TV (24), WREG-TV (3)
Des Moines, IA	380,100	66	KCCI-TV (8), KDSM-TV (17), WHO-TV (13), WOI-TV (5)
Omaha, NE	349,700	72	KETV (7), KMTV (3), KPTM (42), WOWT (6)
Paducah, KY-Cape Girardeau, MO-Harrisburg-Marion, IL	326,900	76	KBSI (23), KFVS-TV (12), KPOB-TV (15), WPSD-TV (6), WSIL-TV (3), WTCT (27)
Springfield, MO	295,300	82	KDEB-TV (27), KOLR (10), KSPR (33), KYTV (3)
Joplin, MO-Pittsburg, KS	178,600	121	KFAA (51), KOAM-TV (7), KODE-TV (12), KSNF (16)
Columbia-Jefferson City, MO	131,300	151	KMIZ (17), KNLJ (25), KOMU-TV (8), KRGC (13)
Quincy, IL-Hannibal, MO	121,600	154	KHQ4-TV (7), WGEM-TV (10), WTJR (16)
Jonesboro, AR	68,500	176	KAITV (8)
St. Joseph, MO	47,800	189	KQTV (2), KTAJ (16)
Ottumwa, IA-Kirksville, MO	28,900	204	KOIA-TV (15), KTVO (3)

**State Cross Reference List**

Communities that receive programs of stations that are located elsewhere.

WPSD-TV, Cape Girardeau .....	See Paducah, KY
WSIL-TV, Cape Girardeau .....	See Harrisburg, IL
WTCT, Cape Girardeau .....	See Marion, IL
KNLJ, Columbia .....	See Jefferson City, MO
KRCG, Columbia .....	See Jefferson City, MO
WGEM-TV, Hannibal .....	See Quincy, IL
KOMU-TV, Jefferson City .....	See Columbia, MO
KQAM-TV, Joplin .....	See Pittsburg, KS
KMCI, Kansas City .....	See Lawrence, KS
KTVU, Kirksville .....	See Ottumwa, IA

**Missouri Station Totals as of October 1, 1989**

	VHF	UHF	TOTAL
<b>Commercial Television Stations</b>	15	13	28
<b>Educational Television Stations</b>	2	3	5
	<hr/>	<hr/>	<hr/>
	17	16	33

# Missouri—Cape Girardeau

**KBSI**

**Ch. 23**

**Network Service:** Fox.

**Licensee:** Cape Girardeau Family TV Ltd. Partnership, Debtor-in-Possession.

**Studio:** 806 Enterprise, Cape Girardeau, MO 63701.

**Telephone:** 314-334-1223. **TWX:** 910-760-1494. **Fax:** 314-334-1208.

**Technical Facilities:** Channel No. 23 (524-530 MHz). Authorized power: 1870-kw max. visual, 187-kw max. aural. Antenna: 1770-ft. above av. terrain, 1567-ft. above ground, 2277-ft. above sea level.

Latitude 37° 24' 23"  
Longitude 89° 33' 44"

**Transmitter:** E side of Perryville Rd., approx. 2.9-mi. SSW of Oriole.

**Satellite Earth Stations:** Zenith, 3-meter Ku & C-band; Gardiner, 7-meter C-band; Avcom, 10-meter C-band; M/A-Com, 7-meter Ku-band; Avcom, Gardiner, M/A-Com, Zenith receivers.

**Ownership:** Stephen Kent, gen. partner, 21%; Cape Girardeau Family TV Ltd. Partnership, gen. partner, 1%; Mid-America TV 23 Ltd. Partnership, ltd. partner, 45%; Media Central Inc., ltd. partner, 32%. CGFT ownership: Media Central Inc., 60%; Stephen B. Kent, 40%. See Media Central Inc. in Group Ownership of TV Stations.

**Began Operation:** September 10, 1983.

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

**Represented (legal):** Seymour M. Chase, P.C.

**Personnel:**

- STAN MARINOFF, general manager.
- MARK CULBERTSON, program manager.
- DAVID BIRDSONG, chief engineer.
- JEAN TURNBOUGH, local sales manager.
- BRYAN UPTAIN, promotions director.
- CONNIE YEARGAIN, business manager.

**Rates:** On request.

**City of License:** Cape Girardeau. **ADI:** Paducah, KY-Cape Girardeau, MO-Harrisburg-Marion, IL. **Rank:** 76.

Total Households: © MSI Consumer Market Data as of 11/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ILLINOIS</b>			
	Alexander	4,800	4,600	96
	Franklin	18,000	17,500	97
	Jackson	24,000	23,300	97
	Johnson	4,000	3,900	97
	Pulaski	3,500	3,400	96
	Union	7,700	7,500	97
	Williamson	25,300	24,600	97
	<b>KENTUCKY</b>			
	Ballard	3,300	3,300	100
	Carlisle	2,000	2,000	100
	<b>MISSOURI</b>			
	Bollinger	4,200	4,100	98
	Cape Girardeau	22,900	22,600	99
Mississippi	5,400	5,300	98	
New Madrid	7,800	7,600	97	
Scott	14,800	14,600	99	
<b>TENNESSEE</b>				
Lake	2,600	2,600	100	
<b>Between 25-49%</b>	<b>ILLINOIS</b>			
	Massac	6,300	6,100	97
	Perry	9,100	8,800	97
	Pope	1,900	1,800	95
	Saline	12,200	11,900	97



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>KENTUCKY</b>			
	Fulton	3,200	3,200	100
	Graves	13,200	13,100	99
	Hickman	2,000	2,000	100
	Mc Cracken	24,300	24,100	99
	Marshall	10,500	10,400	99
	<b>MISSOURI</b>			
	Butler	15,000	14,600	97
	Dunklin	13,200	12,900	98
	Perry	6,200	6,100	98
Stoddard	11,200	11,000	98	
<b>TENNESSEE</b>				
Obion	13,200	13,100	99	
<b>Between 5-24%</b>	<b>ARKANSAS</b>			
	Clay	7,800	7,700	99
	<b>ILLINOIS</b>			
	Gallatin	3,000	2,900	97
	Hamilton	3,900	3,700	95
	Jefferson	16,100	15,600	97
	<b>KENTUCKY</b>			
	Calloway	12,100	12,000	99
	Crittenden	3,300	3,300	100
	Livingston	3,700	3,700	100
<b>MISSOURI</b>				
Iron	3,900	3,800	97	
Madison	4,700	4,600	98	
Pemiscot	8,500	8,300	98	
Ste Genevieve	5,700	5,600	98	
St Francois	16,500	16,300	99	
Wayne	4,900	4,800	98	
<b>TENNESSEE</b>				
Weakley	12,500	12,300	99	
<b>Station Totals</b>		<b>398,400</b>	<b>390,600</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>			<b>148,100</b>	
<b>Average Daily Circulation (1989)</b>			<b>59,100</b>	

# Missouri—Cape Girardeau

**KFVS-TV**

Ch. 12

**Network Service:** CBS.

**Licensee:** American Family Broadcast Group Inc., Box 100, Cape Girardeau, MO 63702.

**Studio:** 310 Broadway, Cape Girardeau, MO 63701.

**Mailing Address:** Box 100, Cape Girardeau, MO 63702.

**Telephone:** 314-335-1212. TWX: 910-760-1564.

**Technical Facilities:** Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 2000-ft. above av. terrain, 1677-ft. above ground, 2487-ft. above sea level.

Latitude 37° 25' 46"  
Longitude 89° 30' 14"

**Transmitter:** 8.5-mi. N of Cape Girardeau, off County Road V.

**Satellite Earth Stations:** ADM, 6.1-meter C-band; RCA, 3.7-meter Ku-band; Avcom, M/A-Com receivers.

**News Service:** AP.

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

**Began Operation:** October 3, 1954. Sale to present owner by Oscar C. Hirsch, et al., approved by FCC April 4, 1979 (Television Digest, Vol. 18:41).

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

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

**Personnel:**

- JOE GOLENIOWSKI, vice president & general manager.
- JAMES WAREHAM, general sales manager.
- JOHN BLIM, operations manager.
- MICHAEL BEECHER, news director.
- ROBERT L. RICHARDSON, chief engineer.
- FRANK KNIGHT, business manager.

**Rates:** On request.

**City of License:** Cape Girardeau. **ADI:** Paducah, KY-Cape Girardeau, MO-Harrisburg-Marion, IL. **Rank:** 76.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ILLINOIS</b>			
	Alexander	4,800	4,600	96
	Franklin	18,000	17,500	97
	Hamilton	3,900	3,700	95
	Hardin	2,100	2,000	95
	Jackson	24,000	23,300	97
	Jefferson	16,100	15,600	97
	Johnson	4,000	3,900	97
	Massac	6,300	6,100	97
	Perry	9,100	8,800	97
	Pope	1,900	1,800	95
	Pulaski	3,500	3,400	96
	Saline	12,200	11,900	97
	Union	7,700	7,500	97
	Williamson	25,300	24,600	97
	<b>KENTUCKY</b>			
	Ballard	3,300	3,300	100
	Calloway	12,100	12,000	99
	Carlisle	2,000	2,000	100
Crittenden	3,300	3,300	100	
Fulton	3,200	3,200	100	
Graves	13,200	13,100	99	
Hickman	2,000	2,000	100	
Livingston	3,700	3,700	100	
Lyon	2,400	2,400	100	
Mc Cracken	24,300	24,100	99	



KFVS-TV BPC-T-2609 Granted 4/17/59

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Marshall	10,500	10,400	99
	<b>MISSOURI</b>			
	Bollinger	4,200	4,100	98
	Butler	15,000	14,600	97
	Cape Girardeau	22,900	22,600	99
	Carter	2,100	2,000	95
	Dunkin	13,200	12,900	98
	Madison	4,700	4,600	98
	Mississippi	5,400	5,300	98
	New Madrid	7,800	7,600	97
	Pemiscot	8,500	8,300	98
	Perry	6,200	6,100	98
	Reynolds	2,800	2,700	96
	Ripley	5,200	4,900	94
	Scott	14,800	14,600	99
	Stoddard	11,200	11,000	98
	Wayne	4,900	4,800	98
	<b>TENNESSEE</b>			
	Lake	2,600	2,600	100
Obion	13,200	13,100	99	
Weakley	12,500	12,300	99	
<b>Between 25-49%</b>	<b>ARKANSAS</b>			
	Clay	7,800	7,700	99
	<b>ILLINOIS</b>			
	Gallatin	3,000	2,900	97
	Randolph	12,800	12,500	98
	Wayne	7,600	7,300	95
	<b>MISSOURI</b>			
	Iron	3,900	3,800	97
	Ste Genevieve	5,700	5,600	98
	Shannon	2,900	2,700	93

(Continued on page A-672)

<b>Station Totals</b>	<b>562,000</b>	<b>550,400</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>		<b>346,500</b>	
<b>Average Daily Circulation (1989)</b>		<b>226,200</b>	



# Missouri—Columbia

**KMIZ**

Ch. 17

**Network Service:** ABC.

**Licensee:** Stauffer Communications Inc., 501 Business 70 East, Columbia, MO 65201.

**Studio:** 501 Business 70 East, Columbia, MO 65201.

**Telephone:** 314-449-0917. **Fax:** 314-875-7078.

**Technical Facilities:** Channel No. 17 (488-494 MHz). Authorized power: 750-kw max. & 562-kw horizontal visual, 147-kw max. & 112-kw horizontal aural. Antenna: 1130-ft. above av. terrain, 1100-ft. above ground, 1900-ft. above sea level.

Latitude 38° 46' 29"  
Longitude 92° 33' 22"

Holds CP for change to 1600-kw max. visual, 1141-ft. above av. terrain, 1070-ft. above ground, 1877-ft. above sea level. BPCT-890522KF.

**Transmitter:** 3.5-mi. W of Jamestown.

**Satellite Earth Stations:** Andrew, 7.3-meter C-band; Andrew, 4.5-meter C-band; AFC, 3.66-meter Ku-band; 3-meter C-band; Andrew receivers.

**News Service:** ABC.

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

**Began Operation:** December 5, 1971. Sale to present owner by Richard E. & Robert H. Koenig approved by FCC Dec. 13, 1984 (*Television Digest*, Vol. 24:43).

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

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

**Personnel:**

- CARLOS FERNANDEZ, general manager.
- JEAN VIOX, general sales manager.
- KELLEY MATHIS, local sales manager.
- TOM CHAPMAN, program director.
- PAUL ORGEL, news director.
- BRAD STROMMEN, chief engineer.
- GREG CRAIN, promotion director.
- GARY PEEL, business manager.

**Rates:** On request.

**City of License:** Columbia. **ADI:** Columbia-Jefferson City. **Rank:** 151.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>MISSOURI</b>				
<b>50% &amp; Over</b>	Audrain	9,600	9,500	99
	Boone	40,300	39,700	99
	Callaway	11,400	11,200	98
	Cole	22,500	22,300	99
	Cooper	5,400	5,300	98
	Howard	3,700	3,600	97
	Moniteau	4,500	4,400	98



KMIZ BMPCT-7323 Granted 7/14/71

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	Morgan	6,000	5,900	98
	Osage	4,200	4,100	98
	Randolph	9,800	9,700	99
<b>MISSOURI</b>				
<b>Between 25-49%</b>	Camden	10,300	10,100	98
	Chariton	4,000	3,900	98
	Miller	8,100	8,000	99
	Pettis	14,000	13,800	99
	Phelps	12,100	11,800	98
	Saline	9,400	9,300	99
<b>MISSOURI</b>				
<b>Between 5-24%</b>	Benton	5,400	5,200	96
	Gasconade	5,400	5,300	98
	Maries	3,000	2,900	97
	Monroe	3,600	3,600	100
	Montgomery	4,300	4,200	98
	Pulaski	11,600	11,400	98
Ralls	3,400	3,400	100	
<b>Station Totals</b>		<b>212,000</b>	<b>208,600</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>			<b>115,000</b>	
<b>Average Daily Circulation (1989)</b>			<b>50,600</b>	

# Missouri—Columbia

## KOMU-TV

Ch. 8

**Network Service:** NBC.

**Licensee:** The Curators of University of Missouri, Columbia, MO 65201.

**Studio:** Hwy. 63 South, Columbia, MO 65201.

**Telephone:** 314-442-1122. **TWX:** 910-760-1444. **Fax:** 314-449-3435.

**Technical Facilities:** Channel No. 8 (180-186 MHz). Authorized power: 316-kw max. visual, 31.6-kw max. aural. Antenna: 793-ft. above av. terrain, 738-ft. above ground, 1575-ft. above sea level.

Latitude 38° 53' 16"  
Longitude 92° 15' 48"

**Transmitter:** U. of Missouri South Farm, 6.2-mi. SE of Columbia.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Scientific-Atlanta, 4.6-meter; Scientific-Atlanta, 7-meter; RCA, 2.5-meter Ku-band; Harris, 4.5-meter Ku-band; Harris, 6.5-meter; Scientific-Atlanta, Harris receivers.

**SNG Mobile Dish:** Transmit/receive Satcom, 2.4-meter Ku-band.

**News Service:** AP.

**Ownership:** The Curators of the University of Missouri.

**Began Operation:** December 21, 1953.

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

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

### Personnel:

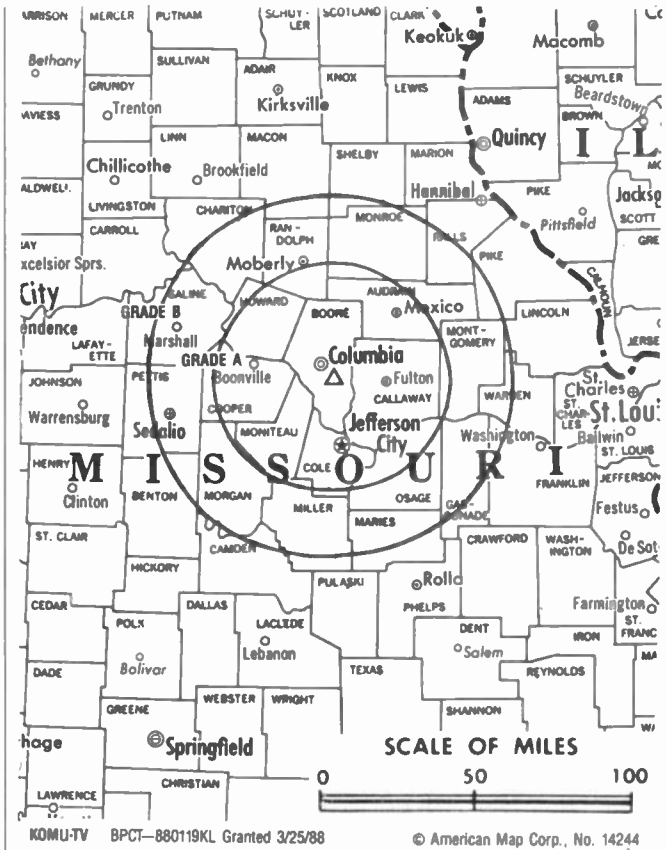
TOM GRAY, general manager.  
JOHN STRECKER, sales manager.  
BOB AUSTIN, program director.  
COLLEEN BARTOK, promotion director.  
KENT COLLINS, news director.  
ROGER ALLBEE, operations manager.  
JIM R. MOORE, chief engineer.

**Rates:** On request.

**City of License:** Columbia. **ADI:** Columbia-Jefferson City. **Rank:** 151.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>50% &amp; Over</b>	<b>MISSOURI</b>			
	Audrain	9,600	9,500	99
	Boone	40,300	39,700	99
	Callaway	11,400	11,200	98
	Chariton	4,000	3,900	98
	Cole	22,500	22,300	99
	Cooper	5,400	5,300	98
	Gasconade	5,400	5,300	98
	Howard	3,700	3,600	97
	Macon	6,400	6,300	98
	Maries	3,000	2,900	97



Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>50% &amp; Over</b>	Miller	8,100	8,000	99
	Moniteau	4,500	4,400	98
	Monroe	3,600	3,600	100
	Montgomery	4,300	4,200	98
	Morgan	6,000	5,900	98
	Osage	4,200	4,100	98
	Randolph	9,800	9,700	99
<b>Between 25-49%</b>	<b>MISSOURI</b>			
	Camden	10,300	10,100	98
	Linn	6,200	6,100	98
	Pettis	14,000	13,800	99
	Saline	9,400	9,300	99
<b>Between 5-24%</b>	<b>MISSOURI</b>			
	Benton	5,400	5,200	96
	Crawford	7,400	7,200	97
	Dent	5,700	5,500	96
	Phelps	12,100	11,800	98
	Pulaski	11,600	11,400	98
	Ralls	3,400	3,400	100
<b>Station Totals</b>		<b>237,700</b>	<b>233,700</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>				<b>153,000</b>
<b>Average Daily Circulation (1989)</b>				<b>97,700</b>

# Missouri—Hannibal-Quincy, Illinois

**KHQ-TV**

Ch. 7

**Network Service:** CBS.

**Licensee:** Benedek Bcstg. HQA Inc., 510 Maine St., Quincy, IL 62301.

**Studios:** 2333 Palmyra Rd., Hannibal, MO 63401; WCU Bldg., Quincy, IL 62301.

**Telephones:** 217-222-6200, Quincy; 314-221-2762, Hannibal.

**TWX:** 910-246-2204.

**Technical Facilities:** Channel No. 7 (174-180 MHz). Authorized power: 269-kw visual, 48.4-kw aural. Antenna: 890-ft. above av. terrain, 804-ft. above ground, 1539-ft. above sea level.

Latitude 39° 58' 22"  
Longitude 91° 19' 54"

**Transmitter:** Columbus Rd., Quincy, IL.

**Satellite Earth Stations:** Scientific-Atlanta, 4.6-meter C-band; Scientific-Atlanta, 7-meter C-band; AFC, 3.7-meter Ku-band; Harris, 3.5-meter C-band; Harris, Scientific-Atlanta, M/A-Com receivers.

**News Service:** AP.

**Ownership:** A. Richard Benedek, 100%. See Group Ownership of Television Stations.

**Began Operation:** August 27, 1953. FCC approved sale to present owner by Lee Enterprises Inc. Oct. 30, 1986 (Television Digest, Vol. 26:38).

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

**Represented (legal):** Wilner & Scheiner.

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

**Personnel:**

- LOWELL JOHNSON, general manager.
- RON HELLER, operations/news director.
- TANA KENNY, national sales coordinator.
- TIM THOMPSON, local sales manager.
- NADINE MARTIN, business manager.
- HANK MAYHALL, program/production manager.
- LEE GRAY, chief engineer.
- RON HENDREN, farm director.

**Highest One Hour Rate:** \$2500.

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

**NETWORK BASE HOURLY RATE:** \$1158.

**City of License:** Hannibal. ADI: Quincy, IL-Hannibal, MO. Rank: 154.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>IOWA</b>			
	Lee	16,500	16,300	99
	Van Buren	3,300	3,200	97
	<b>ILLINOIS</b>	26,800	26,400	99
	Adams	2,100	2,000	95
	Cass	5,500	5,400	98
	Hancock	9,300	9,200	98
	Mc Donough	12,700	12,500	98
	Morgan	14,500	14,100	97
	Pike	7,400	7,200	97
Schuyler	3,100	3,000	97	
Scott	2,300	2,300	100	
<b>MISSOURI</b>				
Adair	9,200	9,100	99	
Clark	3,000	2,900	97	



KHQ-TV BPCT-4746 Granted 10/9/74

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>KNOX</b>	2,100	2,100	100
	<b>LEWIS</b>	3,900	3,800	97
	<b>MACON</b>	6,400	6,300	98
	<b>MARION</b>	10,700	10,600	99
	<b>MONROE</b>	3,600	3,600	100
	<b>PIKE</b>	6,000	5,900	98
	<b>RALLS</b>	3,400	3,400	100
	<b>SCHUYLER</b>	2,000	2,000	98
	<b>SCOTLAND</b>	2,100	2,100	100
	<b>SHELBY</b>	3,000	3,000	100
<b>Between 25-49%</b>	<b>ILLINOIS</b>			
	Calhoun	2,100	2,000	95
	<b>MISSOURI</b>			
Audrain	9,600	9,500	99	
Montgomery	4,300	4,200	98	
<b>Between 5-24%</b>	<b>IOWA</b>			
	Davis	3,300	3,300	100
	Des Moines	18,100	17,900	99
	Henry	7,200	7,100	99
	Jefferson	6,500	6,400	98
	<b>ILLINOIS</b>			
	Fulton	15,500	15,200	98
	Henderson	3,500	3,400	97
	Warren	8,100	8,000	99
	<b>MISSOURI</b>			
Lincoln	9,000	8,900	99	
Linn	6,200	6,100	98	
Putnam	2,100	2,100	100	
Randolph	9,800	9,700	99	
Sullivan	2,900	2,900	100	
<b>Station Totals</b>		<b>267,100</b>	<b>263,100</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>				<b>139,100</b>
<b>Average Daily Circulation (1989)</b>				<b>82,300</b>

# Missouri—Jefferson City

**KNLJ**

**Ch. 25**

(Satellite of KNLC, St. Louis, MO)

**Network Service:** None, independent.

**Licensee:** New Life Evangelistic Center Inc., Rte. 2, Hwy. 54, Box 72, New Bloomfield, MO 65063.

**Studio:** Rte. 2, Hwy. 54, New Bloomfield, MO 65063.

**Telephone:** 314-896-5105. **Fax:** 314-896-4376.

**Technical Facilities:** Channel No. 25 (536-542 MHz). Authorized power: 2042-kw max. visual, 204.2-kw max. aural. Antenna: 1028-ft. above av. terrain, 916-ft. above ground, 1756-ft. above sea level.

Latitude 38° 42' 16"  
Longitude 92° 05' 20"

**Transmitter:** Hwys. 54 & 232, New Bloomfield.

**Satellite Earth Stations:** In operation.

**News Service:** INN.

**Ownership:** New Life Evangelistic Center Inc. See Group Ownership of Television Stations.

**Began Operation:** March 30, 1986.

**Represented (legal):** John Midlen Jr.

**Personnel:**

LARRY RICE, general manager.

PENNY RICE, station & general sales manager.

**Highest One Hour Rate:** \$225.

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

**City of License:** Jefferson City. **ADI:** Columbia-Jefferson City. **Rank:** 151.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	MISSOURI			
	Osage	4,200	4,100	98
Between 5-24%	MISSOURI			
	Audrain	9,600	9,500	99
	Boone	40,300	39,700	99
	Callaway	11,400	11,200	98
	Cole	22,500	22,300	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Cooper	5,400	5,300	98
	Gasconade	5,400	5,300	98
	Howard	3,700	3,600	97
	Maries	3,000	2,900	97
	Miller	8,100	8,000	99
	Moniteau	4,500	4,400	98
	Monroe	3,600	3,600	100
	Montgomery	4,300	4,200	98
	Morgan	6,000	5,900	98
	Randolph	9,800	9,700	99
<b>Station Totals</b>		<b>141,800</b>	<b>139,700</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>18,300</b>	
<b>Average Daily Circulation (1989)</b>			<b>7,200</b>	

# Missouri—Jefferson City

**KRCG**

Ch. 13

**Network Service:** CBS.

**Licensee:** Mel Wheeler Inc., 1710 Westminster St., Denton, TX 76205.

**Studio:** Hwy. 54, Jefferson City, MO 65102.

**Mailing Address:** Box 659, Jefferson City, MO 65102.

**Telephone:** 314-896-5144. **TWX:** 910-760-2923.

**Technical Facilities:** Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 47.4-kw aural. Antenna: 1012-ft. above av. terrain, 929-ft. above ground, 1773-ft. above sea level.

Latitude 38° 41' 28"  
Longitude 92° 05' 43"

**Transmitter:** U.S. Hwy. 54, 2-mi. S of New Bloomfield.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.6-meter C-band; M/A-Com, 3.7-meter Ku-band; Scientific-Atlanta, M/A-Com receivers.

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

**Ownership:** Mel Wheeler Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** February 13, 1955. Sale to present owner by Price Communications approved by FCC Sept. 9, 1988. Sale to Price Communications by LDX Broadcast approved Nov. 15, 1984 (*Television Digest*, Vol. 24:36). Sale, including former satellite KMOS-TV, Sedalia, MO & KWOS(AM), to Mid-America TV by Jefferson TV Co. (Mrs. W. H. Weldon) approved July 13, 1966 by FCC (Vol. 5:52; 6:29).

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

**Represented (legal):** Pepper & Corazzini.

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

**Personnel:**

- JOHN DEUSHANE, vice president & general manager.
- FRANK FORGEY, sales manager.
- STEVE METZGER, chief engineer.
- LELAND GORDON, program director.
- ROGER WELLMAN, news director.
- BEVERLY PURVIS, promotion director.
- DEANNA RACKERS, business manager.

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

**Highest 30 Sec. Rate:** \$750.

**City of License:** Jefferson City. **ADI:** Columbia-Jefferson City. **Rank:** 151.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>MISSOURI</b>				
<b>50% &amp; Over</b>	Audrain	9,600	9,500	99
	Boone	40,300	39,700	99
	Callaway	11,400	11,200	98
	Chariton	4,000	3,900	98
	Cole	22,500	22,300	99
	Cooper	5,400	5,300	98
	Howard	3,700	3,600	97
	Maries	3,000	2,900	97



KRCG BPCT-811221KE Granted 1/12/82

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Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	Miller	8,100	8,000	99
	Moniteau	4,500	4,400	98
	Montgomery	4,300	4,200	98
	Morgan	6,000	5,900	98
	Osage	4,200	4,100	98
	Phelps	12,100	11,800	98
	Randolph	9,800	9,700	99
<b>Between 25-49%</b>	<b>MISSOURI</b>			
	Camden	10,300	10,100	98
	Gasconade	5,400	5,300	98
	Monroe	3,600	3,600	100
	Pettis	14,000	13,800	99
	Pulaski	11,600	11,400	98
<b>Between 5-24%</b>	<b>MISSOURI</b>			
	Benton	5,400	5,200	96
	Crawford	7,400	7,200	97
	Dent	5,700	5,500	96
	Franklin	27,100	26,800	99
	Linn	6,200	6,100	98
	Macon	6,400	6,300	98
	Ralls	3,400	3,400	100
	Saline	9,400	9,300	99
	Warren	6,600	6,500	98
<b>Station Totals</b>		<b>271,400</b>	<b>267,000</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>				<b>152,600</b>
<b>Average Daily Circulation (1989)</b>				<b>94,700</b>

# Missouri—Joplin

## KODE-TV

Ch. 12

**Network Service:** ABC.

**Licensee:** Gilmore Broadcasting Corp., 1928 W. 13th St., Joplin, MO 64801.

**Studio:** 1928 W. 13th St., Joplin, MO 64801.

**Mailing Address:** Box 46, Joplin, MO 64801.

**Telephone:** 417-623-7260. **TWX:** 910-774-4516. **Fax:** 417-623-3736.

**Technical Facilities:** Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 1020-ft. above av. terrain, 999-ft. above ground, 2049-ft. above sea level.

Latitude 37° 04' 36"  
Longitude 94° 32' 10"

**Transmitter:** 1928 W. 13th St.

**Satellite Earth Stations:** ADM, 3.7-meter C-band; Andrew, 4.5-meter C-band; Andrew, 7.3-meter C-band; AFC, 3.66-meter Ku-band; Avantek, M/A-Com receivers.

**News Services:** AP, ABC.

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

**Began Operation:** September 26, 1954. Sale to present owner by WSTV Inc. (United Printers & Publishers Inc.) approved by FCC May 23, 1962 (*Television Digest*, Vol. 2:22). Transfer of Friendly Stations to United Printers and Publishers Inc. from WSTV Inc., original owners, approved by FCC Nov. 8, 1961 (Vol. 17:30, 33; 2:14). Sale to WSTV Inc. by Austin Harrison approved Oct. 21, 1956 (Vol. 12:39, 44).

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

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

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

**Personnel:**

- BILL ACKER, general manager.
- GARY HOOD, general sales manager.
- MICHAEL JACKSON, chief engineer.
- LARRY YOUNG, news director.
- KELLEY SHIELDS, program director.
- BOB SHRYOCK, business manager.

**Highest One Hour Rate:** \$1700.

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

**NETWORK BASE HOURLY RATE:** \$1100.

**City of License:** Joplin. **ADI:** Joplin, MO-Pittsburg, KS. **Rank:** 121.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>KANSAS</b>			
	Allen	6,300	6,200	98
	Bourbon	6,600	6,500	98
	Cherokee	9,100	9,000	99
	Crawford	15,600	15,400	99
	Labette	9,800	9,600	98
	Montgomery	16,500	16,200	98
	Neosho	7,100	7,000	99
	Wilson	4,900	4,800	98
	Woodson	1,800	1,800	100



Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>MISSOURI</b>			
	Barry	10,300	10,100	98
	Barton	4,700	4,600	98
	Cedar	5,100	5,000	98
	Jasper	35,100	34,600	99
	Lawrence	12,000	11,800	98
	Mc Donald	6,100	6,000	98
	Newton	16,500	16,300	99
	Vernon	7,700	7,500	97
	<b>OKLAHOMA</b>			
Delaware	11,200	10,900	97	
Ottawa	13,100	13,000	99	
<b>Between 25-49%</b>	<b>ARKANSAS</b>			
	Benton	36,100	35,400	98
	<b>MISSOURI</b>			
Dade	3,200	3,200	100	
<b>OKLAHOMA</b>				
Craig	5,700	5,600	98	
<b>Between 5-24%</b>	<b>ARKANSAS</b>			
	Madison	4,700	4,500	96
	Washington	41,100	40,300	98
	<b>KANSAS</b>			
	Elk	1,600	1,600	100
	Linn	3,400	3,300	97
<b>MISSOURI</b>				
St Clair	3,400	3,300	97	
<b>OKLAHOMA</b>				
Nowata	4,400	4,400	100	
<b>Station Totals</b>		<b>303,100</b>	<b>297,900</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>				<b>179,600</b>
<b>Average Daily Circulation (1989)</b>				<b>104,300</b>

# Missouri—Joplin

**KSNF**

Ch. 16

Network Service: NBC.

Licensee: Tri-State Bcstg. Corp., Box 1393, Joplin, MO 64802.

Studio: 1502 Cleveland Ave., Joplin, MO 64801.

Telephone: 417-781-2345. TWX: 910-774-4520. Fax: 417-782-2417.

Technical Facilities: Channel No. 16 (482-488 MHz). Authorized power: 2600-kw visual, 260-kw aural. Antenna: 1060-ft. above av. terrain, 1017-ft. above ground, 2056-ft. above sea level.

Latitude 37° 04' 33"  
Longitude 94° 33' 16"

Transmitter: 1502 Cleveland Ave.

Satellite Earth Stations: Scientific-Atlanta, 4.6-meter; RCA, 3.2-meter Ku-band; Harris, 6.2-meter Ku-band; Channel Master, M/A-Com, Scientific-Atlanta receivers.

News Services: AP, NBC.

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

Began Operation: September 2, 1967. Sale to present owner approved by FCC Feb. 27, 1987. Previous sale to Kansas State Network by Virginia S. Hickey, et al., approved by FCC April 29, 1975. For sale of Kansas State Network, see KSNW(TV), Wichita, KS.

Represented (sales): Katz Television.

Represented (legal): Cohn & Marks.

**Personnel:**

- BILL BENGTON, vice president & general manager.
- BILL WARD, general sales manager.
- GARY SISCO, operations & production manager.
- MELVIN BROOKS, chief engineer.
- STEVE RUSSELL, news director.
- MIKE POUND, promotion director.
- LINDA DORLETT, business director.

Highest One Hour Rate: \$1500.

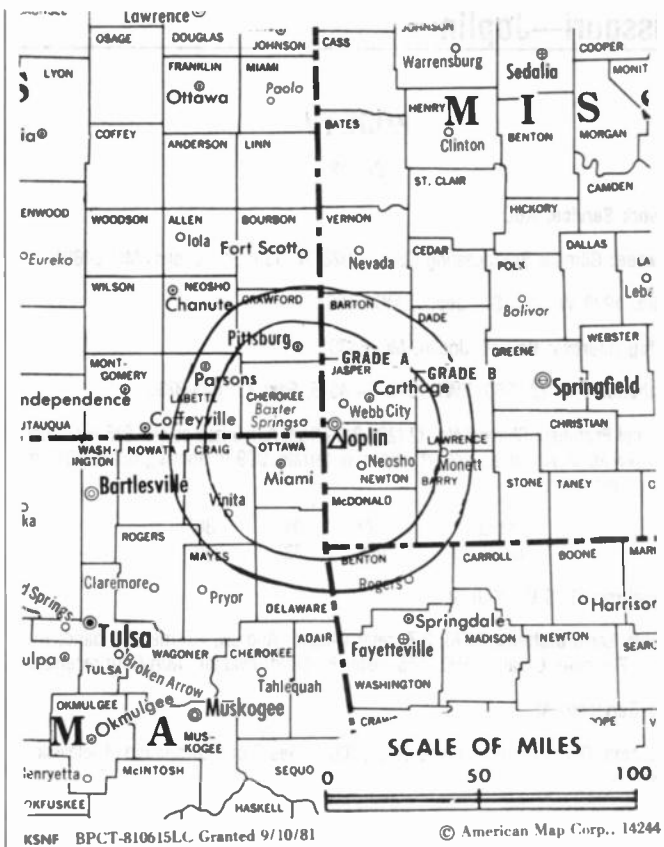
Highest 30 Sec. Rate: \$600.

NETWORK BASE HOURLY RATE: \$1000.

City of License: Joplin. ADI: Joplin, MO-Pittsburg, KS. Rank: 121.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>KANSAS</b>			
	Allen	6,300	6,200	98
	Bourbon	6,600	6,500	98
	Cherokee	9,100	9,000	99
	Crawford	15,600	15,400	99
	Labette	9,800	9,600	98
	Neosho	7,100	7,000	99
	Wilson	4,900	4,800	98
	Woodson	1,800	1,800	100
	<b>MISSOURI</b>			
Barton	4,700	4,600	98	
Jasper	35,100	34,600	99	
Mc Donald	6,100	6,000	98	



KSNF BPCT-810615LL. Granted 9/10/81

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Newton	16,500	16,300	99
	Vernon	7,700	7,500	97
	<b>OKLAHOMA</b>			
	Ottawa	13,100	13,000	99
<b>Between 25-49%</b>	<b>ARKANSAS</b>			
	Benton	36,100	35,400	98
	<b>KANSAS</b>			
	Elk	1,600	1,600	100
	Montgomery	16,500	16,200	98
	<b>MISSOURI</b>			
Barry	10,300	10,100	98	
Dade	3,200	3,200	100	
<b>OKLAHOMA</b>				
Delaware	11,200	10,900	97	
<b>Between 5-24%</b>	<b>ARKANSAS</b>			
	Washington	41,100	40,300	98
	<b>KANSAS</b>			
	Chautauqua	2,300	2,300	100
	<b>MISSOURI</b>			
	Bates	6,200	6,100	98
	Cedar	5,100	5,000	98
	Lawrence	12,000	11,800	98
	St Clair	3,400	3,300	97
	<b>OKLAHOMA</b>			
Craig	5,700	5,600	98	
<b>Station Totals</b>		<b>299,100</b>	<b>294,100</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>				<b>160,100</b>
<b>Average Daily Circulation (1989)</b>				<b>94,500</b>

# Missouri—Kansas City

**KCTV**

Ch. 5

Network Service: CBS.

Licensee: Meredith Corp., Box 5555, Kansas City, MO 64109.

Studio: 4500 Shawnee Mission Pkwy., Fairway, KS 66205.

Telephone: 913-677-5555. TWX: 910-743-4180. Fax: 913-677-7284.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 15-kw aural. Antenna: 1131-ft. above av. terrain, 1042-ft. above ground, 2049-ft. above sea level.

Latitude 39° 04' 14"  
Longitude 94° 34' 59"

Transmitter: 125 E. 31st St.

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

News Services: CNN Headline News, Newscope.

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

Began Operation: September 27, 1953.

Represented (sales): MMT Sales Inc.

Represented (legal): Haley, Bader & Potts.

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

**Personnel:**

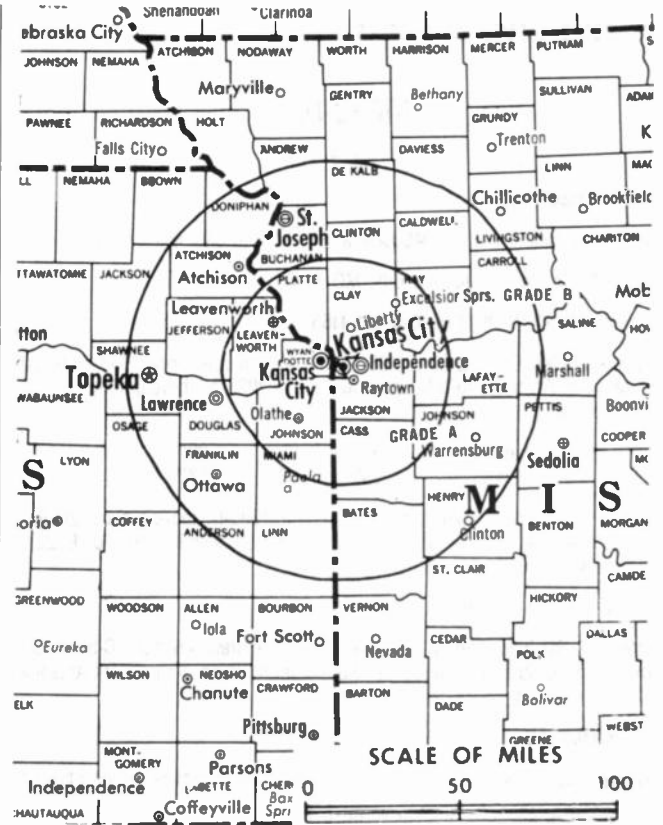
- JOHN C. ROSE, vice president & general manager.
- PAT NORTH, general sales manager.
- ED BRADLEY, national sales manager.
- JOE SNELSDON, director of engineering.
- ERWIN PARTHE, station operations director.
- ROGER HULL, production & operations manager.
- JIM OVERBAY, news director.
- DUKE URIDGE, creative service manager.
- BERNIE ERBER, business manager.
- PATTI DeWALT, marketing manager.

Rates: On request.

City of License: Kansas City. ADI: Kansas City. Rank: 30.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>KANSAS</b>				
<b>50% &amp; Over</b>	Anderson	3,300	3,200	97
	Atchison	6,500	6,400	98
	Brown	4,800	4,700	98
	Doniphan	3,500	3,400	97
	Douglas	26,200	25,800	98
	Franklin	8,500	8,400	99
	Geary	10,600	10,500	99
	Jefferson	5,800	5,700	98
	Johnson	125,100	124,500	100
	Leavenworth	19,200	19,000	99
	Linn	3,400	3,300	97
	Miami	8,500	8,400	99
	Wyandotte	65,200	64,600	99
<b>MISSOURI</b>				
	Andrew	5,300	5,200	98
	Bates	6,200	6,100	98
	Buchanan	32,500	32,100	99
	Caldwell	3,200	3,200	100
	Carroll	4,600	4,500	98
	Cass	20,200	20,000	99
	Clay	56,100	55,700	99
	Clinton	6,200	6,100	98
	Daviess	3,400	3,300	97
	De Kalb	3,200	3,100	97
	Gentry	3,100	3,000	97



KCTV BIMP:T-2317 Granted 10/26/54

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Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	Grundy	4,700	4,600	98
	Harrison	4,200	4,100	98
	Henry	8,100	8,000	99
	Holt	2,700	2,600	96
	Jackson	252,200	249,300	99
	Johnson	12,900	12,700	98
	Lafayette	11,700	11,600	99
	Linn	6,200	6,100	98
	Livingston	5,900	5,800	98
	Nodaway	7,600	7,500	99
	Pettis	14,000	13,800	99
	Platte	19,200	19,000	99
	Ray	8,300	8,200	99
	Saline	9,400	9,300	99
<b>Between 25-49%</b>	<b>KANSAS</b>			
	Bourbon	6,600	6,500	98
	Clay	3,900	3,800	97
	Coffey	3,700	3,600	97
	Jackson	4,400	4,300	98
	Osage	6,000	5,900	98
	Riley	20,600	20,200	98
	Shawnee	63,900	63,300	99
	<b>MISSOURI</b>			
	Adair	9,200	9,100	99
	Chariton	4,000	3,900	98
	St Clair	3,400	3,300	97
	Worth	1,100	1,100	100
<b>Between 5-24%</b>	<b>KANSAS</b>			
	Cloud	4,600	4,500	98
	Dickinson	8,000	7,900	99

(Continued on page A-672)

<b>Station Totals</b>	<b>1,013,400</b>	<b>1,001,100</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>739,800</b>
<b>Average Daily Circulation (1989)</b>			<b>427,700</b>



# Missouri—Kansas City

## KMBC-TV

Ch. 9

Network Service: ABC.

Licensee: The Hearst Corp., 1049 Central St., Kansas City, MO 64105.

Studio: 1049 Central St., Kansas City, MO 64105.

Telephone: 816-221-9999. Fax: 816-421-4163.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 42.7-kw aural. Antenna: 1070-ft. above av. terrain, 1023-ft. above ground, 1946-ft. above sea level.

Latitude 39° 05' 02"  
Longitude 94° 30' 57"

Holds CP for change to 1170-ft. above av. terrain, 1085-ft. above ground, 2009-ft. above sea level, lat. 39° 05' 01", long. 94° 30' 57", transmitter to 5701 E. 22nd St., Kansas City. BPCT-890222KL.

Transmitter: 23rd & Topping.

Satellite Earth Stations: Andrew, 7.3-meter C-band; Andrew, 4.5-meter C-band; Sat-Com, 5.5-meter Ku-band; Microdyne, 3.66-meter Ku-band; Andrew, DX Antenna, M/A-Com receivers.

News Services: AP, ABC.

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

Began Operation: August 1, 1953 as WHB-TV, sharing time with KMBC-TV, operated by Midland Bcstg. Co. On June 9, 1954, FCC approved sale and WHB Bcstg. Co. was changed to KMBC Bcstg. Co. and acquired KMBC-TV-AM & KFRM (Television Digest, Vol. 10:17, 20, 24). Sale to Metropolitan Bcstg. (div. of Metromedia Inc.) approved July 26, 1961. Sale to present owner by Metromedia approved by FCC April 1, 1982 (Vol. 21:37; 22:14).

Represented (sales): Katz Television.

Represented (legal): Dempsey & Koplovitz.

### Personnel:

PAUL (DINO) DINOVIK, vice president & general manager.  
CHERYL CRAIGIE-PARKER, general sales manager.  
TRACY BOSCHERT, local sales & marketing manager.  
MARK MANDERS, national sales manager.  
JOHN CALVER, promotion director.  
GERALD GOLDEN, business manager.  
PAT PATTON, program director.  
BRIAN BRACCO, news director.  
JERRY DIXON, chief engineer.  
EVA PINON, traffic/computer operations manager.

Rates: On request.

City of License: Kansas City. ADI: Kansas City. Rank: 30.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>KANSAS</b>				
50% & Over	Anderson	3,300	3,200	97
	Atchison	6,500	6,400	98
	Douglas	26,200	25,800	98
	Franklin	8,500	8,400	99
	Jefferson	5,800	5,700	98
	Johnson	125,100	124,500	100
	Leavenworth	19,200	19,000	99
	Linn	3,400	3,300	97
	Miami	8,500	8,400	99
	Wyandotte	65,200	64,600	99
<b>MISSOURI</b>				
	Andrew	5,300	5,200	98
	Bates	6,200	6,100	98
	Buchanan	32,500	32,100	99
	Caldwell	3,200	3,200	100
	Carroll	4,600	4,500	98



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>				
	Cass	20,200	20,000	99
	Clay	56,100	55,700	99
	Clinton	6,200	6,100	98
	Davies	3,400	3,300	97
	De Kalb	3,200	3,100	97
	Grundy	4,700	4,600	98
	Harrison	4,200	4,100	98
	Henry	8,100	8,000	99
	Jackson	252,200	249,300	99
	Johnson	12,900	12,700	98
	Lafayette	11,700	11,600	99
	Linn	6,200	6,100	98
	Livingston	5,900	5,800	98
	Pettis	14,000	13,800	99
	Platte	19,200	19,000	99
	Ray	8,300	8,200	99
	Saline	9,400	9,300	99
<b>KANSAS</b>				
<b>Between 25-49%</b>				
	Allen	6,300	6,200	98
	Bourbon	6,600	6,500	98
	Brown	4,800	4,700	98
	Cloud	4,600	4,500	98
	Coffey	3,700	3,600	97
	Dickinson	8,000	7,900	99
	Doniphan	3,500	3,400	97
	Ellis	10,600	10,500	99
	Geary	10,600	10,500	99
	Neosho	7,100	7,000	99
	Osage	6,000	5,900	98
	Riley	20,600	20,200	98

(Continued on page A-672)

Station Totals	1,072,900	1,059,900	99
Net Weekly Circulation (1989)		741,900	
Average Daily Circulation (1989)		417,500	

# Missouri—Kansas City

**KSHB-TV**

Ch. 41

**Network Service:** Fox.

**Licensee:** Scripps Howard Inc., 1100 Central Trust Tower, Box 5380, Cincinnati, OH 45201.

**Studio:** 4720 Oak St., Kansas City, MO 64112.

**Telephone:** 816-753-4141. **Telex:** 477-225. **Fax:** 816-932-4122.

**Technical Facilities:** Channel No. 41 (632-638 MHz). Authorized power: 1320-kw max. & 1000-kw horizontal visual, 132-kw max. & 100-kw horizontal aural. Antenna: 1060-ft. above av. terrain, 1159-ft. above ground, 2045-ft. above sea level.

Latitude 39° 04' 20"  
Longitude 94° 35' 45"

**Transmitter:** 3017 Belleview, Kansas City.

**Satellite Earth Stations:** Microwave General, 6-meter; Harris, 6.1-meter C-band; Microdyne, 3.6-meter Ku-band; Harris, M/A-Com, Scientific-Atlanta receivers.

**News Services:** AP, CNN.

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

**Began Operation:** September 28, 1970. Transfer of control to Benno C. Schmidt from William D. Grant approved by FCC Dec. 1, 1971. Sale to present owner approved by FCC Sept. 15, 1977 (*Television Digest*, Vol. 16:50; 17:38).

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

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

**Represented (engineering):** Paul Godley Co.

**Personnel:**

- BOB WORMINGTON, vice president & general manager.
- PETER BRAKE, assistant general manager.
- JOANN CAMPO, general sales manager.
- ALAN FUCHSMAN, local sales manager.
- ALEX GEORGE, national sales manager.
- HAROLD DeGOOD, chief engineer.
- TOM CHRISTIANSEN, news director.
- SANDY MARTIN, promotion director.
- BILL HANKINS, business manager.

**Rates:** On request.

**City of License:** Kansas City. **ADI:** Kansas City. **Rank:** 30.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>KANSAS</b>			
	Atchison	6,500	6,400	98
	Douglas	26,200	25,800	98
	Franklin	8,500	8,400	99
	Jefferson	5,800	5,700	98
	Johnson	125,100	124,500	100
	Leavenworth	19,200	19,000	99
	Linn	3,400	3,300	97
	Miami	8,500	8,400	99
	Wyandotte	65,200	64,600	99
	<b>MISSOURI</b>			
	Andrew	5,300	5,200	98
Buchanan	32,500	32,100	99	
Caldwell	3,200	3,200	100	
Carroll	4,600	4,500	98	
Cass	20,200	20,000	99	
Clay	56,100	55,700	99	
Clinton	6,200	6,100	98	
Jackson	252,200	249,300	99	
Johnson	12,900	12,700	98	
Lafayette	11,700	11,600	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Platte	19,200	19,000	99
	Ray	8,300	8,200	99
<b>Between 25-49%</b>	<b>IOWA</b>			
	Clarke	3,500	3,500	100
	<b>KANSAS</b>			
	Allen	6,300	6,200	98
	Anderson	3,300	3,200	97
	Bourbon	6,600	6,500	98
	Brown	4,800	4,700	98
	Coffey	3,700	3,600	97
	Dickinson	8,000	7,900	99
	Doniphan	3,500	3,400	97
	Geary	10,600	10,500	99
	Jackson	4,400	4,300	98
	Labette	9,800	9,600	98
	Lyon	13,900	13,600	98
	Morris	2,600	2,500	96
	Neosho	7,100	7,000	99
	Osage	6,000	5,900	98
	Reno	26,100	25,800	99
	Republic	2,900	2,800	97
Riley	20,600	20,200	98	
Saline	20,100	19,900	99	
Shawnee	63,900	63,300	99	
Wilson	4,900	4,800	98	
<b>MISSOURI</b>				
Bates	6,200	6,100	98	
Daviess	3,400	3,300	97	
De Kalb	3,200	3,100	97	
Gentry	3,100	3,000	97	

(Continued on page A-672)

<b>Station Totals</b>	<b>1,216,600</b>	<b>1,201,400</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>		<b>595,800</b>	
<b>Average Daily Circulation (1989)</b>		<b>245,300</b>	

# Missouri—Kansas City

**KYFC**

**Ch. 50**

**Network Service:** None, independent.

**Licensee:** Kansas City Youth For Christ Inc., 4715 Rainbow Blvd., Shawnee Mission, KS 66205.

**Studio:** 4715 Rainbow Blvd., Shawnee Mission, KS 66205.

**Telephone:** 913-262-1700.

**Technical Facilities:** Channel No. 50 (686-692 MHz). Authorized power: 1170-kw max. & 678-kw horizontal visual, 117-kw max. & 67.6-kw horizontal aural. Antenna: 1119-ft. above av. terrain, 1164-ft. above ground, 2049-ft. above sea level.

Latitude 39° 02' 36"  
Longitude 94° 36' 40"

**Transmitter:** 6309 E. 56th St.

**Satellite Earth Stations:** Andrew, 5-meter C-band; Star, 5-meter C-band; Harris receivers.

**News Service:** CNN.

**Ownership:** Kansas City Youth for Christ Inc. Officer: Ronnie Metsker, pres.

**Began Operation:** December 15, 1978.

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

**Personnel:**

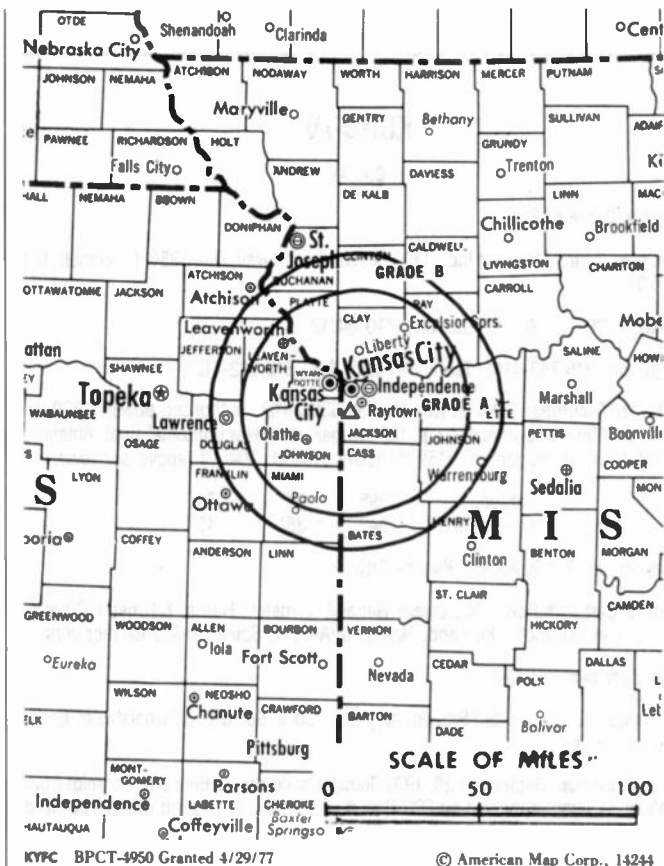
- RONNIE METSKER, president.
- SUE COPLING, program director.
- GEORGE PUJA, marketing director.
- KURT REINKE, local sales manager.
- RON ROCKROHR, national sales manager.

**Rates:** On request.

**City of License:** Kansas City. ADI: Kansas City. Rank: 30.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	<b>KANSAS</b>			
	Atchison	6,500	6,400	98
	Johnson	125,100	124,500	100
	Leavenworth	19,200	19,000	99
	Linn	3,400	3,300	97
	Miami	8,500	8,400	99
Wyandotte	65,200	64,600	99	



KYFC BPCT-4950 Granted 4/29/77 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	<b>MISSOURI</b>			
	Caldwell	3,200	3,200	100
	Cass	20,200	20,000	99
	De Kalb	3,200	3,100	97
	Henry	8,100	8,000	99
	Jackson	252,200	249,300	99
Johnson	12,900	12,700	98	
Lafayette	11,700	11,600	99	
<b>Station Totals</b>		<b>539,400</b>	<b>534,100</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>				<b>40,500</b>
<b>Average Daily Circulation (1989)</b>				<b>13,000</b>

# Missouri—Kansas City

**KZKC**

Ch. 62

**Network Service:** None, independent.

**Licensee:** Kansas City Television Ltd., Debtor-in-Possession, 620 Osborne Office Center, Chattanooga, TN 37411.

**Studio:** 2111 Television Place, Kansas City, MO 64126.

**Telephone:** 816-254-6262. **TWX:** 910-777-6901. **Fax:** 816-254-3571.

**Technical Facilities:** Channel No. 62 (758-764 MHz). Authorized power: 1660-kw max. & 88.13-kw horizontal visual, 166-kw max. & 8.81-kw horizontal aural. Antenna: 1120-ft. above av. terrain, 1222-ft. above ground, 1969-ft. above sea level.

Latitude 39° 04' 59"  
Longitude 94° 28' 49"

Requests CP for change to Ch. 32, 3581-kw max. visual, 358-kw max. aural, 850-ft. above av. terrain, 819-ft. above ground, 1829-ft. above sea level, lat. 38° 45' 26", long. 94° 26' 03", transmitter to 2.2-mi. N of Peculiar. BPCT-861216K8.

**Transmitter:** 21st St. & Stark Ave.

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

**News Service:** AP.

**Ownership:** Choice Channel 62 Partnership, gen. partner, 49.47%; Kansas City TV 62 Ltd., ltd. partner, 49%; Mary Ellen Moore, ltd. partner, 0.0765%; Nicole Abrams, ltd. partner, 0.0765%. Choice Channel 62 Partnership ownership: Edward D. Schneiderman, pres., 37.5%; Joseph M. Bernstein, v.p., Debra L. Slotnick, 25%; David L. Block, 25%; Marvin L. Zembrosky, 12.5%. Kansas City TV 62 Ltd. ownership: Southern Star Media Corp., gen. partner, 1%; George G. Everhart, gen. partner, 1%; Roberta L. Richardson, ltd. partner, 11.2%; Robert W. Boyd, ltd. partner, 5.6%; 49 other ltd. partners, none with as much as 5%.

**Began Operation:** December 7, 1983.

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

**Represented (legal):** Seymour M. Chase, P.C.

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

**Personnel:**

- STEVEN ENGLER, general manager.
- JIM MacDONALD, general sales manager.
- RICHARD DEUTSCH, national sales manager.
- GREGG FUGATE, chief engineer.
- TODD POWERS, program director.
- JOHN MERTZ, promotion director.
- CHRISTI HURTT, business manager.

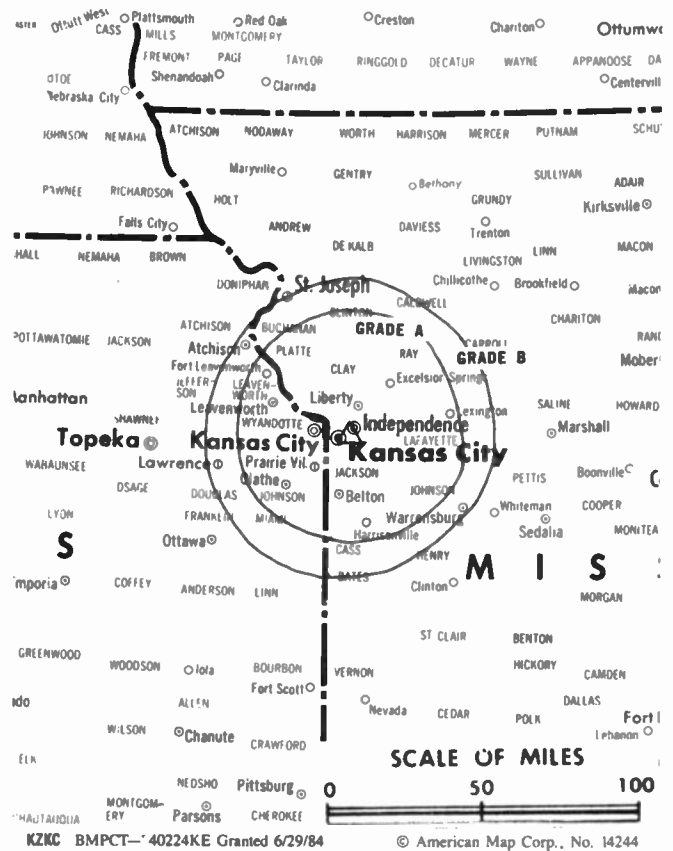
**Highest One Hour Rate:** \$7000.

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

**City of License:** Kansas City. **AOI:** Kansas City. **Rank:** 30.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	<b>KANSAS</b>			
	Atchison	6,500	6,400	98
	Douglas	26,200	25,800	98
	Franklin	8,500	8,400	99
	Jefferson	5,800	5,700	98
	Johnson	125,100	124,500	100
	Leavenworth	19,200	19,000	99
	Miami	8,500	8,400	99
	Wyandotte	65,200	64,600	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	<b>MISSOURI</b>			
	Buchanan	32,500	32,100	99
	Caldwell	3,200	3,200	100
	Carroll	4,600	4,500	98
	Cass	20,200	20,000	99
	Clay	56,100	55,700	99
	Clinton	6,200	6,100	98
	De Kalb	3,200	3,100	97
	Jackson	252,200	249,300	99
	Lafayette	11,700	11,600	99
	Livingston	5,900	5,800	98
	Platte	19,200	19,000	99
	Ray	8,300	8,200	99
Saline	9,400	9,300	99	
Between 5-24%	<b>KANSAS</b>			
	Anderson	3,300	3,200	97
	Bourbon	6,600	6,500	98
	Doniphan	3,500	3,400	97
	Jackson	4,400	4,300	98
	Linn	3,400	3,300	97
	Osage	6,000	5,900	98
<b>MISSOURI</b>	Andrew	5,300	5,200	98
	Bates	6,200	6,100	98
	Daviess	3,400	3,300	97
	Gentry	3,100	3,000	97
	Henry	8,100	8,000	99
	Johnson	12,900	12,700	98
	Pettis	14,000	13,800	99
<b>Station Totals</b>		<b>777,900</b>	<b>769,400</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>262,800</b>	
<b>Average Daily Circulation (1989)</b>			<b>88,900</b>	

# Missouri—Kansas City

## WDAF-TV

Ch. 4

**Network Service:** NBC.

**Licensee:** Great American Television & Radio Co. Inc., Signal Hill, Kansas City, MO 64108.

**Studio:** Signal Hill, Kansas City, MO 64108.

**Telephone:** 816-753-4567. **Fax:** 816-931-3984.

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1130-ft. above av. terrain, 1163-ft. above ground, 2049-ft. above sea level.

Latitude 39° 04' 20"  
Longitude 94° 35' 45"

**Transmitter:** Signal Hill.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Transmit/receive Harris, 9.2-meter C-band; Scientific-Atlanta, 3-meter; Harris receivers.

**SNG Mobile Dish:** Transmit/receive Midwest, 3-meter Ku-band.

**AM Affiliate:** WDAF, 5-kw, 610 kHz.

**FM Affiliate:** KYYS, 100-kw, 102.1 MHz (No. 271), 940-ft.

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

**Ownership:** Great American Television & Radio Co. Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** October 16, 1949. Sale to present owner approved Oct. 2, 1987 (Television Digest, Vol. 27:16, 18, 23, 30, 41). Sale to Taft TV & Radio by Transcontinent Television Corp. approved Feb. 19, 1964 by FCC (Vol. 3:15, 16, 31; 4:8). Sale to Transcontinent by National-Missouri T.V. Inc. (wholly owned by National Theatres & Television Inc.) approved July 13, 1960 (Vol. 16:29). Sale to National Missouri TV Inc. by founding Kansas City Star in compliance with government anti-trust consent decree approved April 23, 1958 (Vol. 13:47, 48; 14:17).

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

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

### Personnel:

EARL BEALL, vice president & general manager.  
GARY GARDNER, general sales manager.  
JOHN HEGEDUS, local sales manager.  
GREG BLESSEN, national sales manager.  
BUD TURNER, teleport manager.  
JACK WINTER, chief engineer.  
JOYCE REED, news director.  
ED FULGINITI, program director.  
ANDRE RENAUD II, promotion director.  
THERMAL STEWART, business manager.  
DEBORAH WEBER, manager, public relations & special projects.

**Highest 30 Sec. Rate:** \$5000.

**NETWORK BASE HOURLY RATE:** \$1920.

**City of License:** Kansas City. **ADI:** Kansas City. **Rank:** 30.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>KANSAS</b>				
<b>50% &amp; Over</b>	Anderson	3,300	3,200	97
	Atchison	6,500	6,400	98
	Brown	4,800	4,700	98
	Doniphan	3,500	3,400	97
	Douglas	26,200	25,800	98
	Franklin	8,500	8,400	99
	Jefferson	5,800	5,700	98
	Johnson	125,100	124,500	100



WDAF-TV BMPCT-6552 Granted 7/7/67

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Leavenworth	19,200	19,000	99
	Linn	3,400	3,300	97
	Miami	8,500	8,400	99
	Wyandotte	65,200	64,600	99
<b>MISSOURI</b>				
	Andrew	5,300	5,200	98
	Atchison	3,200	3,200	100
	Bates	6,200	6,100	98
	Buchanan	32,500	32,100	99
	Caldwell	3,200	3,200	100
	Carroll	4,600	4,500	98
	Cass	20,200	20,000	99
	Clay	56,100	55,700	99
	Clinton	6,200	6,100	98
	Daviess	3,400	3,300	97
	De Kalb	3,200	3,100	97
	Gentry	3,100	3,000	97
	Grundy	4,700	4,600	98
	Harrison	4,200	4,100	98
	Henry	8,100	8,000	99
	Holt	2,700	2,600	96
	Jackson	252,200	249,300	99
	Johnson	12,900	12,700	98
	Lafayette	11,700	11,600	99
	Linn	6,200	6,100	98
	Livingston	5,900	5,800	98
	Nodaway	7,600	7,500	99
	Pettis	14,000	13,800	99
	Platte	19,200	19,000	99
	Ray	8,300	8,200	99
	Saline	9,400	9,300	99

(Continued on page A-673)

<b>Station Totals</b>	<b>1,054,800</b>	<b>1,041,700</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>777,200</b>
<b>Average Daily Circulation (1989)</b>			<b>455,300</b>

# Missouri—Poplar Bluff

## KPOB-TV

Ch. 15

(Satellite of WSIL-TV, Harrisburg, IL)

Network Service: ABC.

Licensee: WSIL-TV Inc., Rte. 13, Carterville, IL 62918.

Studio: Oak Grove Community, U.S. Rte. 67.

Telephone: 618-985-2333.

Technical Facilities: Channel No. 15 (476-482 MHz). Authorized power: 389-kw max. & 182-kw horizontal visual, 19.1-kw horizontal aural. Antenna: 600-ft. above av. terrain, 550-ft. above ground, 1050-ft. above sea level.

Latitude	36°	48'	02''
Longitude	90°	27'	03''

Transmitter: Oak Grove Community, U.S. Rte. 67.

Satellite Earth Station: Gardiner, 6-meter.

News Service: AP.

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

Began Operation: September 2, 1961. Left air Sept. 21, 1966; returned Jan. 14, 1977.

Represented (sales): MMT Sales Inc.

Represented (legal): Pepper & Corazzini.

Rates: Sold in combination with WSIL-TV, Harrisburg, IL.



Arbitron Data: Included with parent WSIL-TV, Harrisburg, IL.

City of License: Poplar Bluff. ADI: Paducah, KY-Cape Girardeau, MO-Harrisburg-Marion, IL. Rank: 76.

# Missouri—St. Joseph

**KQTV**

Ch. 2

**Network Service:** ABC.

**Licensee:** Elba Development Corp., 270 Commerce Drive, Rochester, NY 14623.

**Studio:** 40th & Faraon Sts., St. Joseph, MO 64506.

**Mailing Address:** Box 247, St. Joseph, MO 64506.

**Telephone:** 816-364-2222. **TWX:** 910-777-7872. **Fax:** 816-364-3787.

**Technical Facilities:** Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 810-ft. above av. terrain, 750-ft. above ground, 1770-ft. above sea level.

Latitude 39° 46' 12"  
Longitude 94° 47' 53"

**Transmitter:** 40th & Faraon Sts.

**Satellite Earth Stations:** ADM, 6.1-meter C-band; RCA, 3-meter Ku-band; Andrew, 7.3-meter C-band; Avcom, M/A-Com, Avantek receivers.

**News Services:** AP, ABC.

**Ownership:** Fabri Development Corp., 100%. See Malcolm I. Glazer in Group Ownership of Television Stations.

**Began Operation:** September 13, 1953. Sale to present owner by Amaturio Group approved by FCC Sept. 10, 1979 (*Television Digest*, Vol. 19:24). Previous sale by ISC Industries approved July 3, 1973 (Vol. 13:29). Sale to ISC by Panax Corp. approved July 2, 1969 (Vol. 8:49; 9:27). Sale by Jesse D. Fine family was approved Aug. 30, 1963 (Vol. 3:12). Sale to Fine family by Kenyon Brown-Bing Crosby group approved Sept. 19, 1957 (Vol. 13:34, 38). Their purchase of the station from Barton Pitts was approved Dec. 31, 1955 (Vol. 11:34, 47, 52).

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

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

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

**Personnel:**

- GEORGE LOAR, senior vice president & general manager.
- DENISE DAILEY, general sales manager.
- HEATHER LAMAR, local sales manager.
- BILL STRAIN, director of engineering.
- DAVE TILLERY, news director.
- SALLY PIKE, program director.
- LIBBY CONNOR, promotion director.
- PATTY ZIESEL, business manager.

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

**NETWORK BASE HOURLY RATE:** \$700.

**City of License:** St. Joseph. **ADI:** St. Joseph. **Rank:** 189.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>KANSAS</b>			
	Atchison	6,500	6,400	98
	Brown	4,800	4,700	98
	Doniphan	3,500	3,400	97
	<b>MISSOURI</b>			
	Andrew	5,300	5,200	98
	Atchison	3,200	3,200	100
	Buchanan	32,500	32,100	99
	Caldwell	3,200	3,200	100
	Clinton	6,200	6,100	98
Daviess	3,400	3,300	97	



KQTV BPC1-2219 Granted 12/4/56

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	De Kalb	3,200	3,100	97
	Gentry	3,100	3,000	97
	Grundy	4,700	4,600	98
	Harrison	4,200	4,100	98
	Holt	2,700	2,600	96
	Livingston	5,900	5,800	98
	Nodaway	7,600	7,500	99
	Worth	1,100	1,100	100
<b>Between 25-49%</b>	<b>NEBRASKA</b>			
	Richardson	4,300	4,200	98
<b>Between 5-24%</b>	<b>IOWA</b>			
	Ringgold	2,400	2,400	100
	Taylor	3,300	3,200	97
	<b>KANSAS</b>			
Jackson	4,400	4,300	98	
Jefferson	5,800	5,700	98	
Johnson	125,100	124,500	100	
Leavenworth	19,200	19,000	99	
Nemaha	4,200	4,100	98	
<b>MISSOURI</b>				
Bates	6,200	6,100	98	
Carroll	4,600	4,500	98	
Cass	20,200	20,000	99	
Chariton	4,000	3,900	98	
Mercer	1,700	1,700	100	
Platte	19,200	19,000	99	
Ray	8,300	8,200	99	
<b>NEBRASKA</b>				
Nemaha	3,300	3,200	98	
<b>Station Totals</b>		<b>337,300</b>	<b>333,400</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>112,300</b>	
<b>Average Daily Circulation (1989)</b>			<b>57,700</b>	

# Missouri—St. Joseph

**KTAJ**

**Ch. 16**

**Network Service:** None, independent.

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

**Studio:** 1.5-mi. SW of intersection of Hwy. 31 & Rte. E, near Gower.

**Telephone:** 714-641-3222.

**Technical Facilities:** Channel No. 16 (482-488 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1071-ft. above av. terrain, 1027-ft. above ground, 2012-ft. above sea level.

Latitude 39° 39' 03"  
Longitude 94° 40' 11"

**Transmitter:** 1.5-mi. SW of intersection of Hwy. 31 & Rte. E, near Gower.

**Ownership:** All American TV Inc. See Group Ownership of Television Stations.

**Began Operation:** October 7, 1986.

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

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

**Personnel:**

GENE SEIBEL, station manager.

**Rates:** On request.

**City of License:** St. Joseph. **ADI:** St. Joseph. **Rank:** 189.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>MISSOURI</b>				
<b>Between 5-24%</b>	De Kalb	3,200	3,100	97
<b>Station Totals</b>		<b>3,200</b>	<b>3,100</b>	<b>97</b>
<b>Net Weekly Circulation (1989)</b>				<b>2,300</b>
<b>Average Daily Circulation (1989)</b>				<b>1,000</b>



# Missouri—St. Louis

**KDNL-TV**

Ch. 30

Network Service: Fox.

Licensee: Atlantic Bcstg. Co., 711 Old Ballas Rd., St. Louis, MO 63141.

Studio: 1215 Cole St., St. Louis, MO 63106.

Telephone: 314-436-3030. Fax: 314-436-5149.

Technical Facilities: Channel No. 30 (566-572 MHz). Authorized power: 2190-kw max. & 1950-kw horizontal visual, 218.5-kw aural. Antenna: 1135-ft. above av. terrain, 1155-ft. above ground, 1649-ft. above sea level.

Latitude 38° 34' 48"  
Longitude 90° 19' 43"

Transmitter: Kenrick Seminary Grounds, Shrewsbury, MO.

Multichannel TV Sound: Stereo only.

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

News Service: AP.

Ownership: Better Communications Inc., 60% & CEA Investors Partnership VI Ltd., 40%. BCI ownership: Barry Baker, pres., 80%; Larry D. Marcus, v.p.-secy-treas., 20%. CEAI ownership: CEA Investor VI Inc., gen. partner & Beverly Harms, ltd. partner, 24.64% each; Donald Russell, ltd. partner, 23.55%; Harold D. Ewen, ltd. partner, 12.32%; Herold G. Gawthrop & Thomas MacCrory, ltd. partners, 5.8% each; Jeanette Tully, ltd. partner, 3.26%. CEAI ownership: J. Patrick Michaels, pres., 100%. Baker owns 50% of WIBU(AM) Belleville, IL.

Began Operation: June 8, 1969. Sale to Cox Enterprises Inc. by Evans Bcstg. approved by FCC Nov. 25, 1981 (Television Digest, Vol. 21:10). Sale to present owner approved by FCC July 14, 1989 (Vol. 29:9, 37).

Represented (sales): MMT Sales Inc.

Represented (legal): Dow, Lohnes & Albertson.

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

**Personnel:**

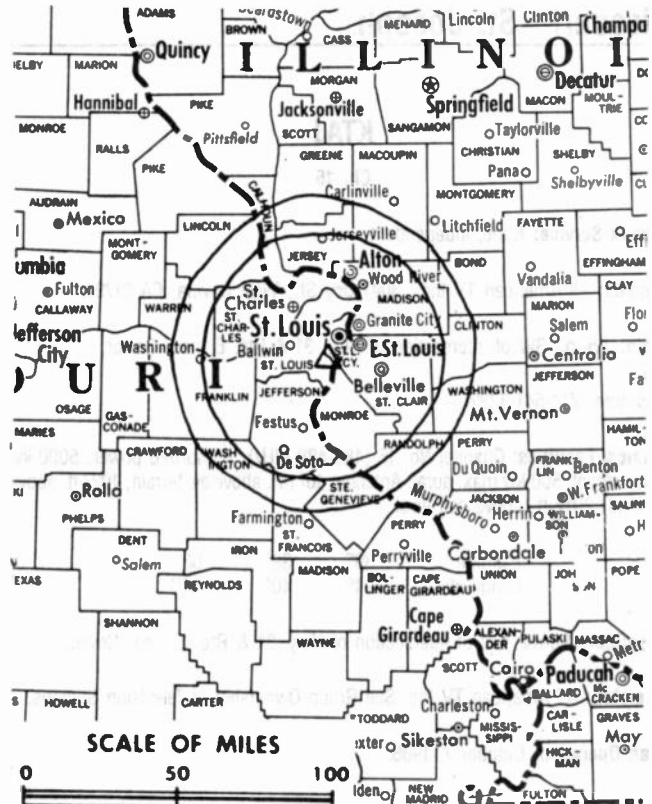
- WILLIAM VIANDS, vice president & general manager.
- GREGORY ZEIGER, general sales manager.
- KAREN HENIGER, national sales manager.
- GREGORY A. ZEIGER, local sales manager.
- JIM WITHERS, director of station operations.
- JAMES K. LOWERY, chief engineer.
- ROBERT WEST, program director.
- WILMA MATTA, business manager.
- MARY PAT O'NEILL, traffic manager.
- SUSAN COLEMAN, research director.
- HOLLAND MCDANIEL, promotion director.

Highest 30 Sec. Rate: \$1000.

City of License: St. Louis. ADI: St. Louis. Rank: 18.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ILLINOIS</b>			
	Bond	6,200	6,000	97
	Madison	95,000	93,800	99
	St Clair	96,200	94,500	98
	<b>MISSOURI</b>			
	Jefferson	55,300	54,900	99
	Lincoln	9,000	8,900	99
	St Louis	367,800	364,000	99
	St Louis City	170,900	169,100	99
	<b>Between 25-49%</b>	<b>ILLINOIS</b>		
Clinton		12,000	11,800	98
Greene		6,200	6,100	98
Jersey		7,300	7,100	97
Macoupin		20,000	19,600	98



KDNL-TV BPCT-790629K1 Granted 10/30/79

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>MISSOURI</b>			
	Marion	17,800	17,400	98
	Monroe	7,800	7,600	97
	Montgomery	12,400	12,100	98
	Randolph	12,800	12,500	98
	Washington	6,000	5,800	97
	<b>MISSOURI</b>			
	Franklin	27,100	26,800	99
	Gasconade	5,400	5,300	98
	Iron	3,900	3,800	97
	Marion	10,700	10,600	99
	Montgomery	4,300	4,200	98
	Phelps	12,100	11,800	98
	Pike	6,000	5,900	98
	St Charles	62,300	61,800	99
Ste Genevieve	5,700	5,600	98	
St Francois	16,500	16,300	99	
Warren	6,600	6,500	98	
Washington	6,700	6,600	98	
<b>Between 5-24%</b>	<b>ILLINOIS</b>			
	Calhoun	2,100	2,000	95
	Fayette	8,400	8,200	97
	Jefferson	16,100	15,600	97
	Perry	9,100	8,800	97
	Pike	7,400	7,200	97
	Scott	2,300	2,300	100
<b>MISSOURI</b>				
Audrain	9,600	9,500	99	
Callaway	11,400	11,200	98	
Crawford	7,400	7,200	97	
Dent	5,700	5,500	96	
Madison	4,700	4,600	98	
Maries	3,000	2,900	97	
Perry	6,200	6,100	98	
Wayne	4,900	4,800	98	
<b>Station Totals</b>		<b>1,168,300</b>	<b>1,152,300</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>556,900</b>	
<b>Average Daily Circulation (1989)</b>			<b>216,200</b>	

# Missouri—St. Louis

**KMOV**

**Ch. 4**

**Network Service:** CBS.

**Licensee:** Viacom Broadcasting of Missouri Inc., One Memorial Dr., St. Louis, MO 63102.

**Studio:** One Memorial Dr., St. Louis, MO 63102.

**Telephone:** 314-621-4444. **TWX:** 910-761-1024. **Telex:** 44-7419. **Fax:** 314-444-3367.

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 15-kw aural. Antenna: 1110-ft. above av. terrain, 1214-ft. above ground, 1649-ft. above sea level.

Latitude 38° 31' 47"  
Longitude 90° 17' 58"

**Transmitter:** 1900 Ave. H (Reavis Barracks Rd.), Lemay, MO.

**Satellite Earth Stations:** Scientific-Atlanta, 4.6-meter C-band; Scientific-Atlanta, 7-meter C-band; Vertex, 6.1-meter C-band; Vertex, 4.6-meter Ku-band; Scientific-Atlanta, Andrew receivers.

**News Services:** AP, CNN.

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

**Began Operation:** July 8, 1954 as KWK-TV. Sale to present owner by CBS Inc. approved by FCC April 4, 1986 (*Television Digest*, Vol. 25:43, 49; 26:4, 6). Sale to CBS by group which included Robert T. Convey, Globe-Democrat Publishing Co. (Newhouse) and KTSP Inc. approved Oct. 30, 1957 by FCC, but did not begin operation as KMOX-TV until March 16, 1958 (Vol. 13:36, 43, 44, 48; 14:1, 2, 9).

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

**Personnel:**

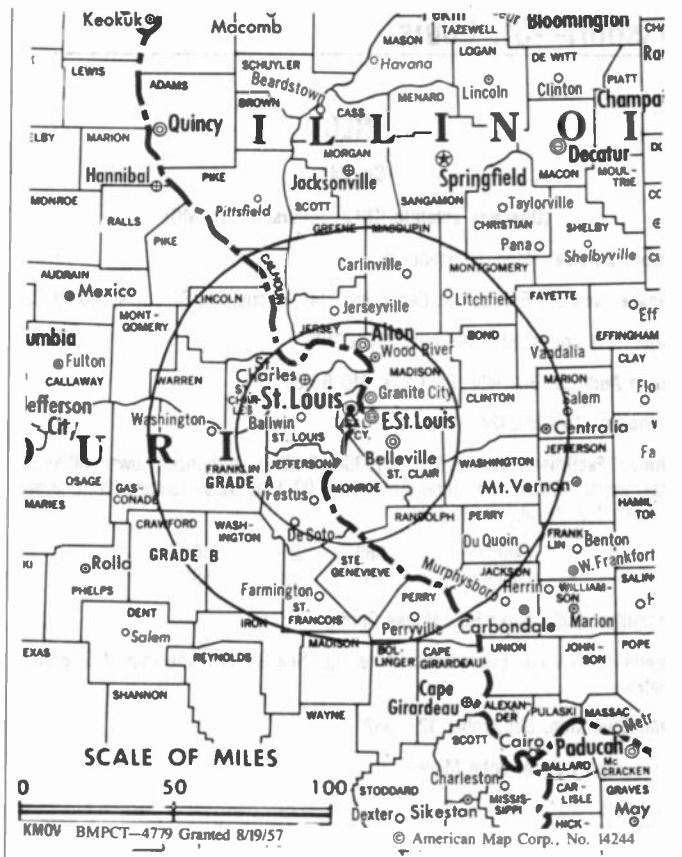
- ALLAN COHEN, vice president & general manager.
- PEGGY MILNER, business manager.
- ROBERT GRISSOM, general sales manager.
- JIM THEISS, national sales manager.
- MARK DORSEY, local sales manager.
- WALTER NICHOL, chief engineer.
- AL HOLZER, director of news.
- DAN DILLON, promotion director.
- KERRY GARCIA, traffic manager.
- WILBUR ALLMEYER, engineer in charge.
- JIM ROTHSCHILD, director of operations.
- CHARLOTTE OTTLEY, director of community affairs.

**Rates:** On request.

**City of License:** St. Louis. **ADI:** St. Louis. **Rank:** 18.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>ILLINOIS</b>			
	Bond	6,200	6,000	97
	Calhoun	2,100	2,000	95
	Clinton	12,000	11,800	98
	Fayette	8,400	8,200	97
	Greene	6,200	6,100	98
	Jefferson	16,100	15,600	97
	Jersey	7,300	7,100	97
	Macoupin	20,000	19,600	98
	Madison	95,000	93,800	99
	Marion	17,800	17,400	98
	Monroe	7,800	7,600	97
	Montgomery	12,400	12,100	98
	Perry	9,100	8,800	97
	Randolph	12,800	12,500	98
	St Clair	96,200	94,500	98
	Washington	6,000	5,800	97
<b>MISSOURI</b>	Crawford	7,400	7,200	97
	Franklin	27,100	26,800	99
	Gasconade	5,400	5,300	98
	Iron	3,900	3,800	97



Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	Jefferson	55,300	54,900	99
	Lincoln	9,000	8,900	99
	Madison	4,700	4,600	98
	Montgomery	4,300	4,200	98
	Perry	6,200	6,100	98
	St Charles	62,300	61,800	99
	Ste Genevieve	5,700	5,600	98
	St Francois	16,500	16,300	99
	St Louis	367,800	364,000	99
	Warren	6,600	6,500	98
	Washington	6,700	6,600	98
	St Louis City	170,900	169,100	99
	<b>Between 25-49%</b>	<b>ILLINOIS</b>		
Scott		2,300	2,300	100
<b>MISSOURI</b>				
Butler		15,000	14,600	97
Dent		5,700	5,500	96
Phelps		12,100	11,800	98
Pike		6,000	5,900	98
Reynolds	2,800	2,700	96	
Wayne	4,900	4,800	98	
<b>Between 5-24%</b>	<b>ILLINOIS</b>			
	Adams	26,800	26,400	99
	Jackson	24,000	23,300	97
	Morgan	14,500	14,100	97
	Pike	7,400	7,200	97
	<b>MISSOURI</b>			
	Audrain	9,600	9,500	99
	Bollinger	4,200	4,100	98
	Callaway	11,400	11,200	98
	Cole	22,500	22,300	99
Maries	3,000	2,900	97	
Osage	4,200	4,100	98	
<b>Station Totals</b>		<b>1,271,600</b>	<b>1,253,300</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>993,400</b>	
<b>Average Daily Circulation (1989)</b>			<b>592,700</b>	

# Missouri—St. Louis

**KNLC**

**Ch. 24**

(Operates satellite KNLJ, Jefferson City, MO)

**Network Service:** None, independent.

**Licensee:** New Life Evangelistic Center Inc., 1411 Locust St., St. Louis, MO 63103.

**Studio:** 1411 Locust St., St. Louis, MO 63103.

**Mailing Address:** Box 924, St. Louis, MO 63188.

**Telephone:** 314-436-2424.

**Technical Facilities:** Channel No. 24 (530-536 MHz). Authorized power: 3090-kw max. visual, 309-kw max. aural. Antenna: 1000-ft. above av. terrain, 706-ft. above ground, 1621-ft. above sea level.

Latitude 38° 21' 40"  
Longitude 90° 32' 58"

**Transmitter:** 6091 Tower Rd., House Springs.

**Ownership:** New Life Evangelistic Center Inc. See Group Ownership of Television Stations.

**Began Operation:** September 12, 1982.

**Represented (legal):** John Midlen Jr.

**Personnel:**

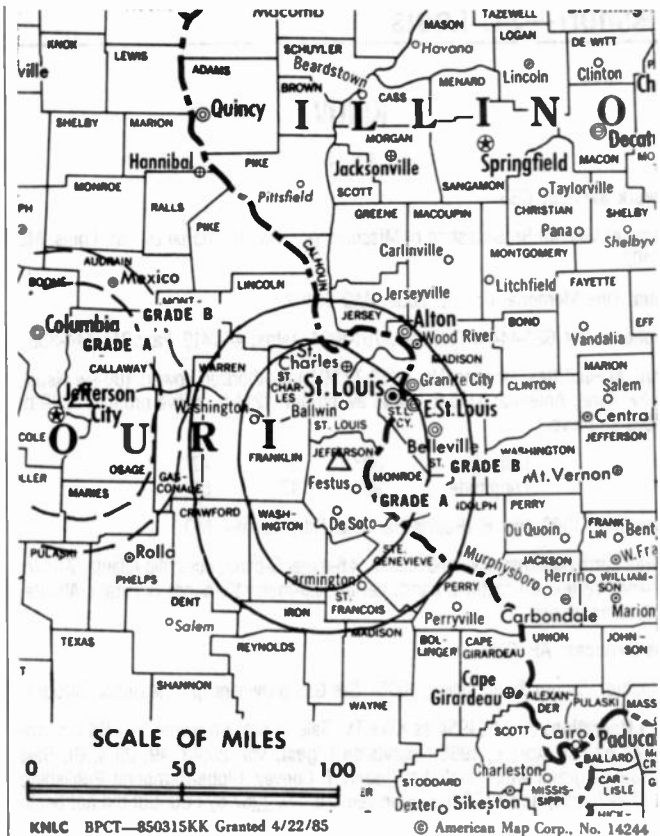
JUDY REDLICH, acting general manager & program director.

**Rates:** On request.

**City of License:** St. Louis. **ADI:** St. Louis. **Rank:** 18.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>ILLINOIS</b>			
	Bond	6,200	6,000	97
	Greene	6,200	6,100	98
	Madison	95,000	93,800	99
	Monroe	7,800	7,600	97
	Perry	9,100	8,800	97
	Randolph	12,800	12,500	98
	St Clair	96,200	94,500	98
	<b>MISSOURI</b>			
	Crawford	7,400	7,200	97
	Dent	5,700	5,500	96
	Franklin	27,100	26,800	99
	Gasconade	5,400	5,300	98



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Iron	3,900	3,800	97
	Jefferson	55,300	54,900	99
	Lincoln	9,000	8,900	99
	Montgomery	4,300	4,200	98
	St Charles	62,300	61,800	99
	Ste Genevieve	5,700	5,600	98
	St Louis	367,800	364,000	99
	Warren	6,600	6,500	98
	Washington	6,700	6,600	98
	St Louis City	170,900	169,100	99
	<b>Station Totals</b>		<b>971,400</b>	<b>959,500</b>
<b>Net Weekly Circulation (1989)</b>				<b>73,000</b>
<b>Average Daily Circulation (1989)</b>				<b>19,400</b>

# Missouri—St. Louis

## KPLR-TV

Ch. 11

**Network Service:** None, independent.

**Licensee:** Koplars Communications Inc., 4935 Lindell Blvd., St. Louis, MO 63108.

**Studio:** 4935 Lindell Blvd., St. Louis, MO 63108.

**Telephone:** 314-367-7211. **TWX:** 910-761-1093. **Fax:** 314-454-6428.

**Technical Facilities:** Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 55-kw aural. Antenna: 1007-ft. above av. terrain, 1214-ft. above ground, 1506-ft. above sea level.

Latitude 38° 31' 47"  
Longitude 90° 17' 58"

**Transmitter:** Reavis Barracks Rd. & Ave. H, Lemay, MO.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Transmit/receive Harris, 9.1-meter C-band; Harris, 11-meter C-band; Simulcast, 5-meter C-band; Microdyne, 3.66-meter Ku-band; Harris, Microdyne, Gardiner, M/A-Corn receivers.

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

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

**Began Operation:** April 28, 1959.

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

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

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

### Personnel:

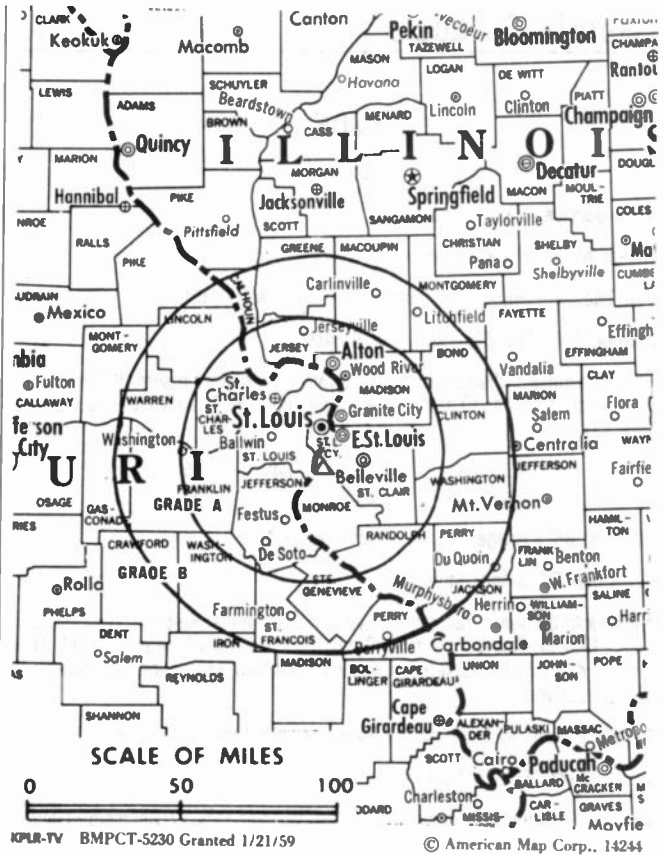
TED KOPLAR, president.  
ROBERT W. FULSTONE, vice president & general manager.  
JIM WRIGHT, vice president of operations.  
DENNY VAN VALKENBURGH, general sales manager.  
TIM MCKERNAN, director of sales.  
AUSTIN HODGES, chief engineer.  
BOB O'BOYLE, director of creative services.  
HOWARD STEVENS, director of programming.  
JIM WINKLE, production manager.  
GIL ENGLER, news director.  
WADE LINK, director of design.  
JAN PENDLETON, traffic manager.  
KIM COVINGTON, public affairs director.

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

**City of License:** St. Louis. **ADI:** St. Louis. **Rank:** 18.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>ILLINOIS</b>			
	Bond	6,200	6,000	97
	Calhoun	2,100	2,000	95
	Climont	12,000	11,800	98
	Fayette	8,400	8,200	97
	Greene	6,200	6,100	98
	Jefferson	16,100	15,600	97
	Jersey	7,300	7,100	97
	Macoupin	20,000	19,600	98
	Madison	95,000	93,800	99
	Marion	17,800	17,400	98
	Monroe	7,800	7,600	97
	Montgomery	12,400	12,100	98
	Morgan	14,500	14,100	97
	Perry	9,100	8,800	97
	Pike	7,400	7,200	97



KPLR-TV BMPCT-5230 Granted 1/21/59 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	Randolph	12,800	12,500	98
	St Clair	96,200	94,500	98
	Washington	6,000	5,800	97
<b>MISSOURI</b>	Crawford	7,400	7,200	97
	Franklin	27,100	26,800	99
	Iron	3,900	3,800	97
	Jefferson	55,300	54,900	99
	Lincoln	9,000	8,900	99
	Montgomery,	4,300	4,200	98
	Pike	6,000	5,900	98
	St Charles	62,300	61,800	99
	Ste Genevieve	5,700	5,600	98
	St Francois	16,500	16,300	99
	St Louis	367,800	364,000	99
	Warren	6,600	6,500	98
Washington	6,700	6,600	98	
St Louis City	170,900	169,100	99	

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>Between 25-49%</b>	<b>ILLINOIS</b>			
	Adams	26,800	26,400	99
	Christian	14,300	14,000	98
	Clay	6,100	5,900	96
	Effingham	12,300	11,800	96
	Jackson	24,000	23,300	97
	Richland	7,100	6,900	97
Scott	2,300	2,300	100	
<b>MISSOURI</b>	Audrain	9,600	9,500	99
	Butler	15,000	14,600	97
	Cole	22,500	22,300	99

(Continued on page A-673)

<b>Station Totals</b>	<b>1,533,700</b>	<b>1,509,600</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>			<b>889,900</b>
<b>Average Daily Circulation (1989)</b>			<b>418,800</b>

# Missouri—St. Louis

**KSDK**

Ch. 5

**Network Service:** NBC.

**Licensee:** Multimedia KSDK Inc.

**Studio:** Television Plaza, 1000 Market St., Louis, MO 63101.

**Telephone:** 314-421-5055. **TWX:** 910-761-1037.

**Technical Facilities:** Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1090-ft. above av. terrain, 1159-ft. above ground, 1649-ft. above sea level.

Latitude 38° 34' 05"  
Longitude 90° 19' 55"

**Transmitter:** 6871 Heege Rd., St. Louis County, MO.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Transmit/receive Harris, 6.1-meter Ku-band; Anixter-Mark, 5-meter C-band; Comtech, 5-meter C-band; Microdyne, 3.7-meter Ku-band; RCA, 3.7-meter Ku-band; Harris, 3-meter Ku-band; Comtech, Microdyne, Standard Components receivers.

**SNG Mobile Dish:** Transmit/receive BAF/Andrew, 2.3-meter Ku-band.

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

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

**Began Operation:** February 8, 1947. Assignment of license to present owner by Pulitzer Publishing approved by FCC Feb. 17, 1983 (*Television Digest*, Vol. 21:12; 22:1; 23:8).

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

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

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

**Personnel:**

- WILLIAM L. BOLSTER, vice president & general manager.
- EDWARD J. PIETTE, station manager.
- EUNICE BECKWITH, manager of community affairs.
- WILLIAM J. KATSIFANAS, general sales manager.
- ROSE WEITZ, national sales manager.
- ROBERT DREWEL, local sales manager.
- RICHARD BRASE, director of advertising & promotion.
- TERRY DOLL, public relations.
- RON TURNER, director of news.
- EUGENE HILL, director of engineering.
- TERRI MATTHEWS, research & marketing manager.
- CHRIS FRICKE, business manager.
- PAULA STACY, program administrator.

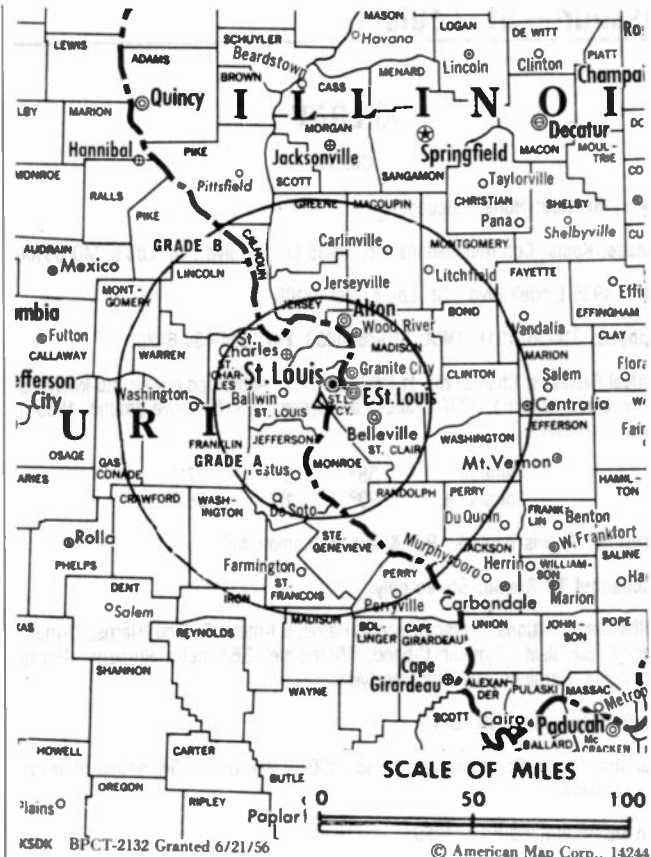
**Rates:** On request.

**NETWORK BASE HOURLY RATE:** \$2350.

**City of License:** St. Louis. **AOI:** St. Louis. **Rank:** 18.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>ILLINOIS</b>				
<b>50% &amp; Over</b>	Bond	6,200	6,000	97
	Calhoun	2,100	2,000	95
	Clinton	12,000	11,800	98
	Fayette	8,400	8,200	97
	Greene	6,200	6,100	98
	Jefferson	16,100	15,600	97
	Jersey	7,300	7,100	97
	Macoupin	20,000	19,600	98
	Madison	95,000	93,800	99
	Marion	17,800	17,400	98
	Monroe	7,800	7,600	97



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Montgomery	12,400	12,100	98
	Perry	9,100	8,800	97
	Pike	7,400	7,200	97
	Randolph	12,800	12,500	98
	St Clair	96,200	94,500	98
	Washington	6,000	5,800	97
<b>MISSOURI</b>				
	Crawford	7,400	7,200	97
	Franklin	27,100	26,800	99
	Gasconade	5,400	5,300	98
	Iron	3,900	3,800	97
	Jefferson	55,300	54,900	99
	Lincoln	9,000	8,900	99
	Madison	4,700	4,600	98
	Montgomery	4,300	4,200	98
	Perry	6,200	6,100	98
	Pike	6,000	5,900	98
	St Charles	62,300	61,800	99
	Ste Genevieve	5,700	5,600	98
	St Francois	16,500	16,300	99
	St Louis	367,800	364,000	99
	Warren	6,600	6,500	98
	Washington	6,700	6,600	98
	St Louis City	170,900	169,100	99
<b>ILLINOIS</b>				
<b>Between 25-49%</b>	Clay	6,100	5,900	96
	Effingham	12,300	11,800	96
	Morgan	14,500	14,100	97
	Scott	2,300	2,300	100

(Continued on page A-673)

<b>Station Totals</b>	<b>1,439,500</b>	<b>1,417,800</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>		<b>1,065,100</b>	
<b>Average Daily Circulation (1989)</b>		<b>723,000</b>	

# Missouri—St. Louis

**KTVI**

Ch. 2

**Network Service:** ABC.

**Licensee:** KTVI-TV Inc., 5915 Berthold Ave., St. Louis, MO 63110.

**Studio:** 5915 Berthold Ave., St. Louis, MO 63110.

**Telephone:** 314-647-2222. **TWX:** 314-556-0082. **Fax:** 314-647-3637.

**Technical Facilities:** Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1085-ft. above av. terrain, 1049-ft. above ground, 1649-ft. above sea level.

Latitude 38° 32' 07"  
Longitude 90° 22' 23"

**Transmitter:** 10001 Emil Ave., Sappington, MO.

**Satellite Earth Stations:** Andrew, 7.3-meter C-band; Andrew, 4.5-meter C-band; Microdyne, 3.66-meter Ku-band; AvanteK, M/A-Com receivers.

**News Services:** AP, UPI.

**Ownership:** Times Mirror Co., 100%. See Group Ownership of Television Stations.

**Began Operation:** August 10, 1953 as WTVI, Ch. 54, Belleville, IL-St. Louis; on April 9, 1955 shifted facilities to Ch. 36 acquired from off-air KSTM-TV (*Television Digest*, Vol. 11:16). March 20, 1957, left air temporarily for changeover to Ch. 2; resumed operation April 15, 1957 (Vol. 14:6, 12). Sale of 74% by Harry Tenenbaum, Paul E. Pelitson and associates to Newhouse Bcstg., increasing its holdings to 100% was approved by FCC June 10, 1964. Sale to present owner approved March 7, 1980 (Vol. 18:50; 19:19).

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

**Represented (legal):** Wilmer, Cutler & Pickering.

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

**Personnel:**

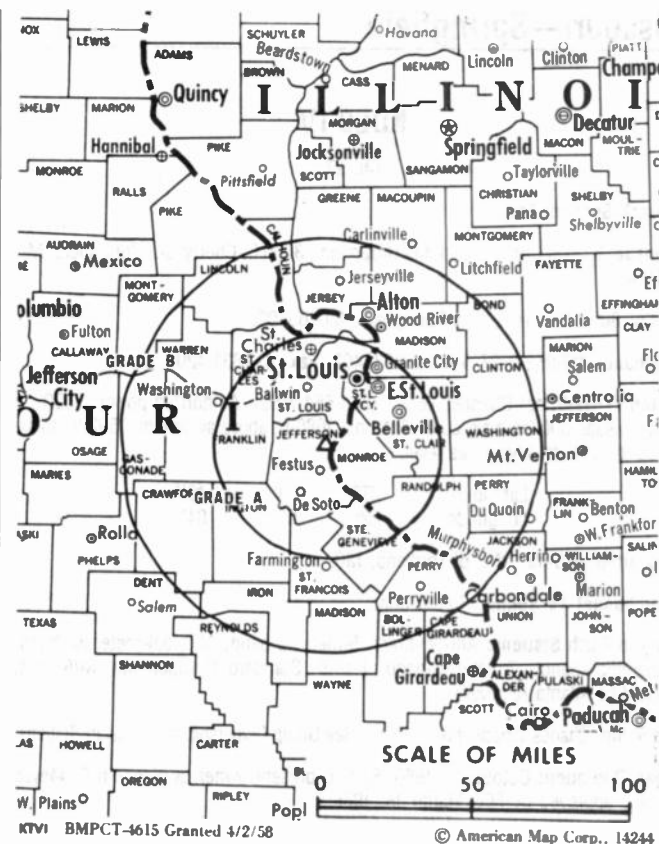
WAYNE THOMAS, vice president & general manager.  
MARSHALL GALLIERS, vice president & station manager.  
SUSAN MATTHEWS, program director.  
SUE KAWALERSKI, news director.  
CASON CAPPS, chief engineer.  
CHUCK GORDON, local sales manager.  
TERRY DUNNING, national sales manager.  
GARY SCOBIE, national sales manager.  
CHARLES KOLMANN, promotion director.  
CRAIG GHIOTTI, business manager.

**Rates:** On request.

**City of License:** St. Louis. **ADI:** St. Louis. **Rank:** 18.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ILLINOIS</b>			
	Bond	6,200	6,000	97
	Calhoun	2,100	2,000	95
	Clinton	12,000	11,800	98
	Fayette	8,400	8,200	97
	Greene	6,200	6,100	98
	Jersey	7,300	7,100	97
	Macoupin	20,000	19,600	98
	Madison	95,000	93,800	99
	Marion	17,800	17,400	98
	Monroe	7,800	7,600	97
	Montgomery	12,400	12,100	98
	Randolph	12,800	12,500	98
	St Clair	96,200	94,500	98
	Scott	2,300	2,300	100
	Washington	6,000	5,800	97
	<b>MISSOURI</b>	Crawford	7,400	7,200
Franklin		27,100	26,800	99
Gasconade		5,400	5,300	98
Iron		3,900	3,800	97
Jefferson		55,300	54,900	99
Lincoln		9,000	8,900	99
Madison		4,700	4,600	98
Montgomery		4,300	4,200	98
Pike		6,000	5,900	98
St Charles		62,300	61,800	99



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Ste Genevieve	5,700	5,600	98
	St Francois	16,500	16,300	99
	St Louis	367,800	364,000	99
	Warren	6,600	6,500	98
	Washington	6,700	6,600	98
	St Louis City	170,900	169,100	99
<b>Between 25-49%</b>	<b>ILLINOIS</b>			
	Jefferson	16,100	15,600	97
	Perry	9,100	8,800	97
	<b>MISSOURI</b>			
	Dent	5,700	5,500	96
	Marion	10,700	10,600	99
	Perry	6,200	6,100	98
	Phelps	12,100	11,800	98
	Reynolds	2,800	2,700	96
	Wayne	4,900	4,800	98
<b>Between 5-24%</b>	<b>IOWA</b>			
	Lee	16,500	16,300	99
	<b>ILLINOIS</b>			
	Adams	26,800	26,400	99
	Brown	2,100	2,000	95
	Hancock	9,300	9,200	98
	Morgan	14,500	14,100	97
	<b>MISSOURI</b>			
	Audrain	9,600	9,500	99
	Bollinger	4,200	4,100	98
	Butler	15,000	14,600	97
	Callaway	11,400	11,200	98
	Cole	22,500	22,300	99
	Maries	3,000	2,900	97
	Ralls	3,400	3,400	100
	Randolph	9,800	9,700	99
	Stoddard	11,200	11,000	98
<b>Station Totals</b>		<b>1,306,400</b>	<b>1,288,100</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>917,800</b>	
<b>Average Daily Circulation (1989)</b>			<b>462,500</b>	

# Missouri—Springfield

## KDEB-TV

Ch. 27

Network Service: Fox.

Licensee: Woods Communications Group Inc., 3000 E. Cherry St., Springfield, MO 65802.

Studio: 3000 E. Cherry St., Springfield, MO 65802.

Telephone: 417-862-2727. TWX: 62938402. Fax: 417-831-4209.

Technical Facilities: Channel No. 27 (548-554 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1688-ft. above av. terrain, 1592-ft. above ground, 3147-ft. above sea level.

Latitude 37° 11' 40"  
Longitude 92° 56' 04"

Transmitter: 2.5-mi. NNE of Fordland, MO.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Anixter-Mark, 5-meter C-band; AFC, 3.9-meter Ku-band; Scientific-Atlanta, 7-meter C-band; Harris, Standard Components, M/A-Com, Scientific-Atlanta receivers.

Ownership: Charles Woods, pres., 100%. See Group Ownership of Television Stations.

Began Operation: October 2, 1968. Sale to present owner by Kenneth E. Meyer, et al., approved by FCC March 18, 1985.

Represented (sales): Seltel Inc.

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

Represented (engineering): Jules Cohen & Associates.

### Personnel:

CHARLES WOODS, president.  
DEBORAH W. CORBETT, general manager.  
MICHAEL SCOTT, general sales manager.  
ELIZABETH TUCKER, national sales manager.  
PAUL KATONA, chief engineer.  
NANCY BINGHAM, program director.  
JAMES KARPOWICZ, promotion director.  
SUE HOOVER, business manager.

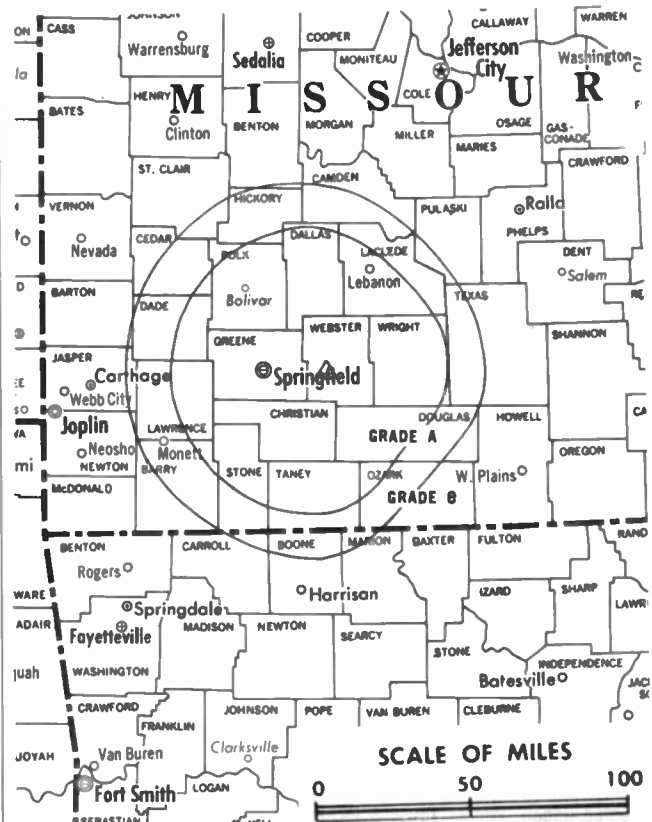
Highest One Hour Rate: \$1500.

Highest 30 Sec. Rate: \$125.

City of License: Springfield. AOI: Springfield, MO. Rank: 82.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MISSOURI</b>			
	Barry	10,300	10,100	98
	Cedar	5,100	5,000	98
	Christian	10,300	10,100	98
	Dade	3,200	3,200	100
	Dallas	5,000	4,900	98
	Douglas	4,800	4,700	98
	Greene	78,100	77,300	99
	Hickory	3,200	3,100	97
	Howell	11,900	11,400	96
	Laclede	10,200	10,000	98
	Ozark	3,500	3,400	97
	Polk	7,500	7,300	97
	Pulaski	11,600	11,400	98
	Stone	7,500	7,300	97
	Taney	10,500	10,300	98



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Webster	7,900	7,700	97
	Wright	6,200	6,000	97
<b>Between 25-49%</b>	<b>ARKANSAS</b>			
	Boone	11,600	11,400	98
	Carroll	7,900	7,800	99
	Marion	5,200	5,100	98
	Newton	3,100	3,000	97
	<b>MISSOURI</b>			
	Camden	10,300	10,100	98
Lawrence	12,000	11,800	98	
Oregon	4,000	3,800	95	
Phelps	12,100	11,800	98	
St Clair	3,400	3,300	97	
Texas	8,400	8,100	96	
<b>Between 5-24%</b>	<b>ARKANSAS</b>			
	Baxter	13,800	13,500	98
	Fulton	4,500	4,300	96
	Izard	4,500	4,300	96
	Madison	4,700	4,500	96
	<b>MISSOURI</b>			
	Barton	4,700	4,600	98
	Benton	5,400	5,200	96
	Dent	5,700	5,500	96
	Miller	8,100	8,000	99
Morgan	6,000	5,900	98	
Newton	16,500	16,300	99	
Shannon	2,900	2,700	93	
Vernon	7,700	7,500	97	
<b>Station Totals</b>		<b>359,300</b>	<b>351,700</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>				<b>168,400</b>
<b>Average Daily Circulation (1989)</b>				<b>77,300</b>

# Missouri—Springfield

**KOLR**

Ch. 10

**Network Service:** CBS.

**Licensee:** Independent Broadcasting Co., Box 1716, Springfield, MO 65801.

**Studio:** 2650 E. Division St., Springfield, MO 65803.

**Mailing Address:** Box 1716, Springfield, MO 65801-1716.

**Telephone:** 417-862-1010. TWX: 910-775-4718.

**Technical Facilities:** Channel No. 10 (192-198 MHz). Authorized power: 282-kw visual, 28.2-kw aural. Antenna: 2070-ft. above av. terrain, 1997-ft. above ground, 3577-ft. above sea level.

Latitude 37° 13' 08''  
Longitude 92° 56' 56''

**Transmitter:** State Hwy. FF near Fordland, MO.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Scientific-Atlanta, 4.6-meter; Scientific-Atlanta, 7-meter; Scientific-Atlanta Ku-band; Scientific-Atlanta receivers.

**News Service:** AP.

**Ownership:** J. H. Cooper, pres., 49.62%; The Cooper Foundation, 49.62%; John O. Cooper, v.p.-asst. secy.-treas.; Ellis Shook, v.p., 0.25%; Peter C. Charles, secy., 0.25%; William P. Sanford, asst. secy., 0.25%; Clyde Martin, asst. treas., 0.25%. The Cooper Foundation ownership: James H. Cooper, 100%.

**Began Operation:** March 14, 1953.

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

**Represented (legal):** Peper, Martin, Jensen, Maichel & Hetlage.

**Personnel:**

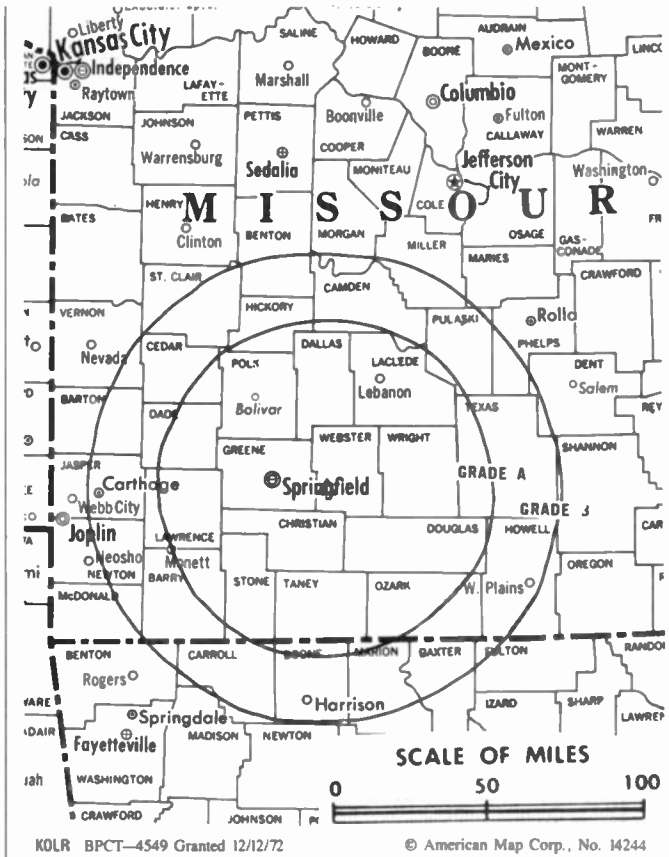
- ELLIS SHOOK, vice president & general manager.
- MALCOLM HUKRIEDE, general sales manager.
- CATHY RIPPEE, national sales manager.
- TERRY KURTRIGHT, news director.
- JIM SCHMEICHEL, program operations director.
- HOWARD FROST, chief engineer.
- DEAN WASSON, promotion director.
- SUSAN BRASHEARS, business manager.

**Highest 30 Sec. Rate:** \$550.

**City of License:** Springfield. A01: Springfield, MO. Rank: 82.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>ARKANSAS</b>			
	Baxter	13,800	13,500	98
	Boone	11,600	11,400	98
	Carroll	7,900	7,800	99
	Fulton	4,500	4,300	96
	Marion	5,200	5,100	98
	Newton	3,100	3,000	97
	<b>MISSOURI</b>			
	Bary	10,300	10,100	98
	Benton	5,400	5,200	96
	Camden	10,300	10,100	98
	Cedar	5,100	5,000	98
	Christian	10,300	10,100	98
	Dade	3,200	3,200	100
	Dallas	5,000	4,900	98
	Dent	5,700	5,500	96
	Douglas	4,800	4,700	98
	Greene	78,100	77,300	99
	Hickory	3,200	3,100	97
Howell	11,900	11,400	96	



KOLR BPCT-4549 Granted 12/12/72

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	Laclede	10,200	10,000	98
	Lawrence	12,000	11,800	98
	Ozark	3,500	3,400	97
	Phelps	12,100	11,800	98
	Polk	7,500	7,300	97
	Pulaski	11,600	11,400	98
	St Clair	3,400	3,300	97
	Shannon	2,900	2,700	93
	Stone	7,500	7,300	97
	Taney	10,500	10,300	98
	Texas	8,400	8,100	96
	Webster	7,900	7,700	97
	Wright	6,200	6,000	97
	<b>Between 25-49%</b>	<b>ARKANSAS</b>		
Izard		4,500	4,300	96
Madison		4,700	4,500	96
Searcy		3,600	3,500	97
Sharp		6,500	6,300	97
<b>Between 5-24%</b>	<b>MISSOURI</b>			
	Miller	8,100	8,000	99
	Morgan	6,000	5,900	98
	Oregon	4,000	3,800	95
	Vernon	7,700	7,500	97
	<b>ARKANSAS</b>			
Benton	36,100	35,400	98	
Washington	41,100	40,300	98	
<b>MISSOURI</b>				
Barton	4,700	4,600	98	
Carter	2,100	2,000	95	
Newton	16,500	16,300	99	
<b>Station Totals</b>		<b>448,700</b>	<b>439,200</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>				<b>286,800</b>
<b>Average Daily Circulation (1989)</b>				<b>169,400</b>



# Missouri—Springfield

**KSPR**

Ch. 33

Network Service: ABC.

Licensee: Davis-Goldfarb Company, 2121 Avenue of the Stars, 28th Floor, Los Angeles, CA 90067.

Studio: 1359 St. Louis St., Springfield, MO 65802.

Telephone: 417-831-1333.

Technical Facilities: Channel No. 33 (584-590 MHz). Authorized power: 5010-kw max. & 1580-kw horizontal visual, 110-kw max. & 100-kw horizontal aural. Antenna: 1995-ft. above av. terrain, 1816-ft. above ground, 3390-ft. above sea level.

Latitude 37° 13' 08"  
Longitude 92° 56' 56"

Transmitter: 4-mi. N of Fordland, MO.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Andrew, 4.5-meter C-band; Andrew, 7.3-meter C-band; Harris, 6.1-meter C-band; RCA, 3.7-meter Ku-band; Andrew, Gardiner, Harris receivers.

News Service: AP, CNN, Newsone, NIWS.

Ownership: Davis-Goldfarb Co., 100%. See Group Ownership of Television Stations.

Began Operation: March 9, 1983. Sale to present owner approved by FCC Dec. 1, 1988. Sale to Goitrin Communications Inc. by Lorimar-Telepictures approved by FCC Feb. 12, 1988 (Television Digest, Vol. 28:17). Sale to Lorimar-Telepictures by Springfield TV Assoc. Ltd. approved by FCC Dec. 12, 1984.

Represented (sales): Petry Television Inc.

Represented (legal): Leventhal, Senter & Lerman.

Represented (engineering): Hammett & Edison Inc.

**Personnel:**

BARBARA E. GOLDFARB, general manager.  
RANDY COLLARD, general sales manager.  
PAULA RINGER, operations director.  
JIM WARE, news director.  
LELAND SANDERS, program director & traffic supervisor.  
CHUCK ROSS, production manager.  
SHERRY YATES, controller.  
GAYLE KIRCHNER, promotion manager.

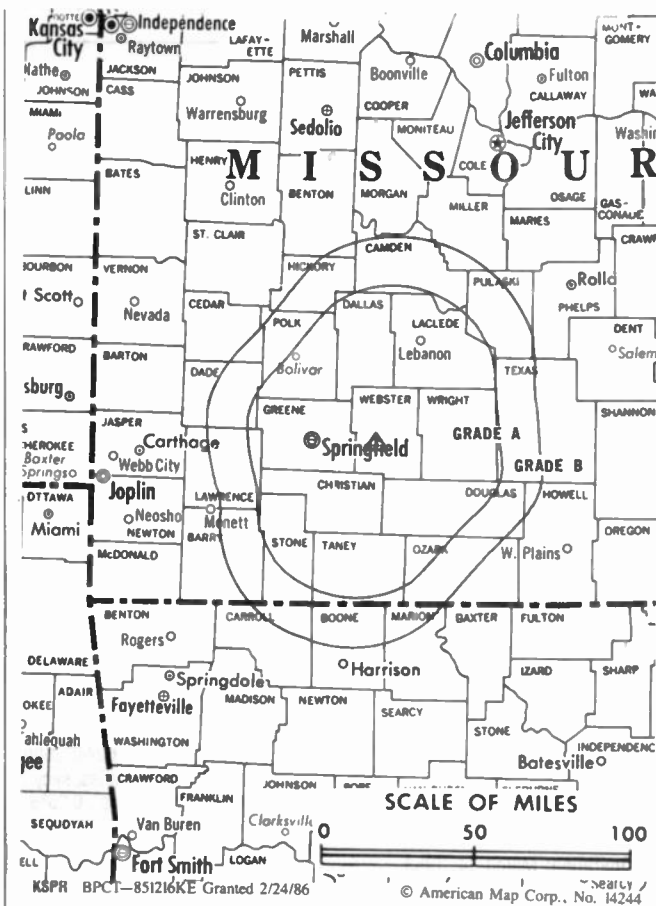
Highest One Hour Rate: \$3500.

Highest 30 Sec. Rate: \$700.

City of License: Springfield. ADI: Springfield, MO. Rank: 82.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ARKANSAS</b>			
	Baxter	13,800	13,500	98
	Boone	11,600	11,400	98
	Marion	5,200	5,100	98
	<b>MISSOURI</b>			
	Camden	10,300	10,100	98
	Christian	10,300	10,100	98
	Dallas	5,000	4,900	98
	Douglas	4,800	4,700	98
	Greene	78,100	77,300	99
	Hickory	3,200	3,100	97
	Howell	11,900	11,400	96
	Laclede	10,200	10,000	98
	Lawrence	12,000	11,800	98



Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>50% &amp; Over</b>	Ozark	3,500	3,400	97	
	Polk	7,500	7,300	97	
	Pulaski	11,600	11,400	98	
	Stone	7,500	7,300	97	
	Taney	10,500	10,300	98	
	Texas	8,400	8,100	96	
	Webster	7,900	7,700	97	
	Wright	6,200	6,000	97	
	<b>Between 25-49%</b>	<b>ARKANSAS</b>			
		Carroll	7,900	7,800	99
Newton		3,100	3,000	97	
<b>MISSOURI</b>					
Barry		10,300	10,100	98	
<b>Between 5-24%</b>	Benton	5,400	5,200	96	
	Cedar	5,100	5,000	98	
	Dade	3,200	3,200	100	
	Dent	5,700	5,500	96	
	St Clair	3,400	3,300	97	
	Shannon	2,900	2,700	93	
	<b>ARKANSAS</b>				
	Fulton	4,500	4,300	96	
	<b>MISSOURI</b>				
	Miller	8,100	8,000	99	
Morgan	6,000	5,900	98		
Oregon	4,000	3,800	95		
Phelps	12,100	11,800	98		
<b>Station Totals</b>		<b>321,200</b>	<b>314,500</b>	<b>98</b>	
<b>Net Weekly Circulation (1989)</b>			<b>190,100</b>		
<b>Average Daily Circulation (1989)</b>			<b>91,300</b>		

# Missouri—Springfield

**KYTV**

**Ch. 3**

**Network Service:** NBC.

**Licensee:** KY3 Inc., Box 3500, Springfield, MO 65808.

**Studio:** 999 W. Sunshine, Springfield, MO 65807.

**Telephone:** 417-866-2766. **TWX:** 910-775-4714.

**Technical Facilities:** Channel No. 3 (60-66 MHz). Authorized power: 95.5-kw visual, 14.1-kw aural. Antenna: 2040-ft. above av. terrain, 2000-ft. above ground, 3565-ft. above sea level.

Latitude 37° 10' 11"  
Longitude 92° 56' 30"

**Transmitter:** 0.7-mi. N of Fordland, MO.

**Satellite Earth Stations:** 6 in operation; Harris, M/A-Com, Scientific-Atlanta receivers.

**SNG Mobile Dish:** DX.

**News Service:** AP.

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

**Began Operation:** October 1, 1953. Sale to present owner by Harte-Hanks Communications Inc. approved by FCC Feb. 19, 1987 (*Television Digest*, Vol. 26:46, 48). Sale to Harte-Hanks by Grand Prairie Investment Co. & Mark Twain Media Inc. approved by FCC Oct. 13, 1978 (Vol. 18:21).

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

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

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

**Personnel:**

- STANLEY PEDERSON, president & general manager.
- PAT DALBEY, general sales manager.
- ANNE HEIM, national sales manager.
- NATALIE MURPHY, programming & public affairs director.
- DAN WHITE, production manager.
- DEB GALLION, advertising & events coordinator.
- TRUMAN KRUMHOLZ, chief engineer.
- MARCI BURDICK, news director.
- BILL SADDLER, business manager.

**Highest One Hour Rate:** \$2500.

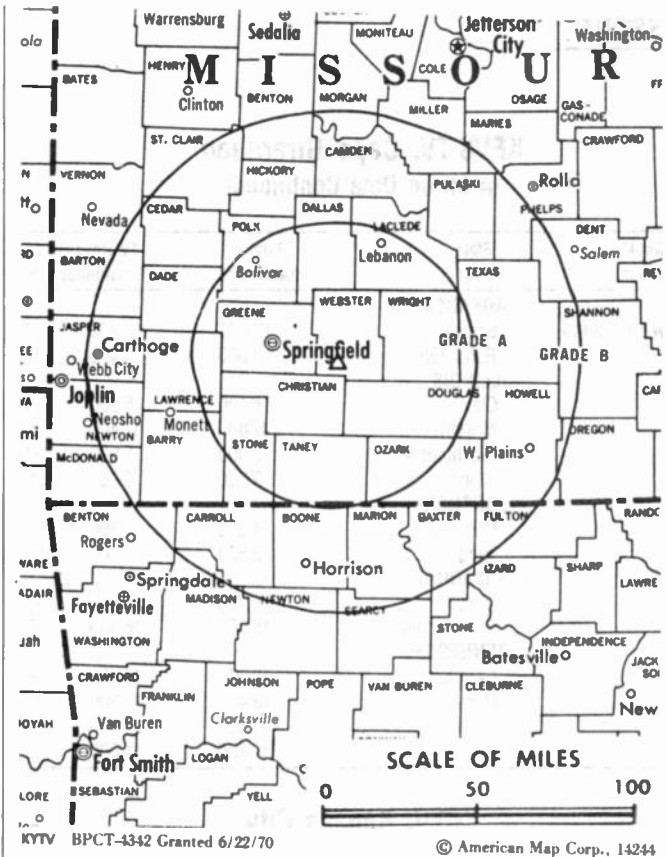
**Highest 30 Sec. Rate:** \$1200.

**NETWORK BASE HOURLY RATE:** \$2300.

**City of License:** Springfield. **ADI:** Springfield, MO. **Rank:** 82.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ARKANSAS</b>			
	Baxter	13,800	13,500	98
	Boone	11,600	11,400	98
	Carroll	7,900	7,800	99
	Fulton	4,500	4,300	96
	Marion	5,200	5,100	98
	Newton	3,100	3,000	97
	<b>MISSOURI</b>			
	Barry	10,300	10,100	98
	Benton	5,400	5,200	96
	Camden	10,300	10,100	98
	Cedar	5,100	5,000	98
	Christian	10,300	10,100	98
	Dade	3,200	3,200	100
Dallas	5,000	4,900	98	
Dent	5,700	5,500	96	
Douglas	4,800	4,700	98	
Greene	78,100	77,300	99	
Hickory	3,200	3,100	97	
Howell	11,900	11,400	96	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Laclede	10,200	10,000	98
	Lawrence	12,000	11,800	98
	Oregon	4,000	3,800	95
	Ozark	3,500	3,400	97
	Phelps	12,100	11,800	98
	Polk	7,500	7,300	97
	Pulaski	11,600	11,400	98
	St Clair	3,400	3,300	97
	Shannon	2,900	2,700	93
	Stone	7,500	7,300	97
	Taney	10,500	10,300	98
	Texas	8,400	8,100	96
	Webster	7,900	7,700	97
	Wright	6,200	6,000	97
<b>Between 25-49%</b>	<b>ARKANSAS</b>			
	Izard	4,500	4,300	96
	Madison	4,700	4,500	96
	Searcy	3,600	3,500	97
	Sharp	6,500	6,300	97
<b>Between 5-24%</b>	<b>MISSOURI</b>			
	Miller	8,100	8,000	99
	Morgan	6,000	5,900	98
	Vernon	7,700	7,500	97
	<b>ARKANSAS</b>			
Benton	36,100	35,400	98	
Stone	3,700	3,600	97	
<b>Station Totals</b>	<b>MISSOURI</b>			
	Barton	4,700	4,600	98
	Bates	6,200	6,100	98
	Carter	2,100	2,000	95
	Henry	8,100	8,000	99
	Jasper	35,100	34,600	99
	Newton	16,500	16,300	99
	Reynolds	2,800	2,700	96
	<b>Net Weekly Circulation (1989)</b>	<b>463,500</b>	<b>453,900</b>	<b>98</b>
	<b>Average Daily Circulation (1989)</b>	<b>292,800</b>	<b>211,900</b>	

# Missouri

## KFVS-TV, Cape Girardeau (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>Between 5-24%</b>	<b>ARKANSAS</b>			
	Greene	12,400	12,200	98
	Randolph	6,600	6,400	97
	<b>ILLINOIS</b>			
	Clay	6,100	5,900	96
	Marion	17,800	17,400	98
	Washington	6,000	5,800	97
	White	7,500	7,200	96
	<b>KENTUCKY</b>			
	Caldwell	4,900	4,800	98
	Trigg	3,600	3,600	100
	<b>MISSOURI</b>			
	Dent	5,700	5,500	96
	St Francois	16,500	16,300	99
	<b>TENNESSEE</b>			
	Carroll	10,900	10,800	99
	Dyer	13,400	13,300	99
	Gibson	19,000	18,800	99
	Henry	11,800	11,600	99

## KCTV, Kansas City (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>Between 5-24%</b>	<b>KANSAS</b>			
	Lyon	13,900	13,600	98
	Morris	2,600	2,500	96
	Pottawatomie	6,000	5,900	98
	Wabaunsee	2,500	2,400	96
	Woodson	1,800	1,800	100
	<b>MISSOURI</b>			
	Atchison	3,200	3,200	100
	Benton	5,400	5,200	96
	Cedar	5,100	5,000	98
	Cooper	5,400	5,300	98
	Mercer	1,700	1,700	100
	Randolph	9,800	9,700	99
	Sullivan	2,900	2,900	100
	Vernon	7,700	7,500	97
	<b>NEBRASKA</b>			
	Richardson	4,300	4,200	98

## KMBC-TV, Kansas City (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>Between 25-49%</b>	<b>KANSAS</b>			
	Saline	20,100	19,900	99
	Shawnee	63,900	63,300	99
	<b>MISSOURI</b>			
	Chariton	4,000	3,900	98
	Holt	2,700	2,600	96
	Nodaway	7,600	7,500	99
	St Clair	3,400	3,300	97
	Vernon	7,700	7,500	97
	<b>NEBRASKA</b>			
	Richardson	4,300	4,200	98

## KMBC-TV—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>Between 5-24%</b>	<b>KANSAS</b>			
	Clay	3,900	3,800	97
	Jackson	4,400	4,300	98
	Labette	9,800	9,600	98
	Lyon	13,900	13,600	98
	Pottawatomie	6,000	5,900	98
	Rush	1,700	1,700	100
	Russell	3,500	3,400	97
	<b>MISSOURI</b>			
	Benton	5,400	5,200	96
	Cedar	5,100	5,000	98
	Cole	22,500	22,300	99
	Cooper	5,400	5,300	98
	Gentry	3,100	3,000	97
	Randolph	9,800	9,700	99
	Sullivan	2,900	2,900	100

## KSHB-TV, Kansas City (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>Between 25-49%</b>	<b>MISSOURI</b>			
	Grundy	4,700	4,600	98
	Harrison	4,200	4,100	98
	Henry	8,100	8,000	99
	Holt	2,700	2,600	96
	Linn	6,200	6,100	98
	Livingston	5,900	5,800	98
	Nodaway	7,600	7,500	99
	Saline	9,400	9,300	99
	<b>NEBRASKA</b>			
	Richardson	4,300	4,200	98
	<b>OKLAHOMA</b>			
	Washington	18,600	18,500	99
<b>Between 5-24%</b>	<b>IOWA</b>			
	Decatur	3,400	3,300	97
	Marion	11,100	11,000	99
	<b>KANSAS</b>			
	Butler	17,800	17,600	99
	Clay	3,900	3,800	97
	Cloud	4,600	4,500	98
	Edwards	1,700	1,700	100
	Ellis	10,600	10,500	99
	Harvey	11,600	11,400	98
	Mitchell	3,400	3,300	97
	Montgomery	16,500	16,200	98
	Nemaha	4,200	4,100	98
	Pottawatomie	6,000	5,900	98
	Wabaunsee	2,500	2,400	96
	<b>MISSOURI</b>			
	Atchison	3,200	3,200	100
	Benton	5,400	5,200	96
	Boone	40,300	39,700	99
	Cedar	5,100	5,000	98
	Chariton	4,000	3,900	98
	Cooper	5,400	5,300	98
	Pettis	14,000	13,800	99
	Randolph	9,800	9,700	99
	St Clair	3,400	3,300	97
	Vernon	7,700	7,500	97

# Missouri

## WDAF-TV, Kansas City (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%	
<b>Between 25-49%</b>	<b>KANSAS</b>				
	Bourbon	6,600	6,500	98	
	Cloud	4,600	4,500	98	
	Coffey	3,700	3,600	97	
	Ellis	10,600	10,500	99	
	Geary	10,600	10,500	99	
	Jackson	4,400	4,300	98	
	Lyon	13,900	13,600	98	
	Mitchell	3,400	3,300	97	
	Osage	6,000	5,900	98	
	Republic	2,900	2,800	97	
	Riley	20,600	20,200	98	
	Saline	20,100	19,900	99	
	Shawnee	63,900	63,300	99	
	<b>MISSOURI</b>				
	Adair	9,200	9,100	99	
	Chariton	4,000	3,900	98	
	St Clair	3,400	3,300	97	
	Vernon	7,700	7,500	97	
	Worth	1,100	1,100	100	
<b>NEBRASKA</b>					
Richardson	4,300	4,200	98		
<b>Between 5-24%</b>	<b>KANSAS</b>				
	Allen	6,300	6,200	98	
	Clay	3,900	3,800	97	
	Dickinson	8,000	7,900	99	
	Jewell	2,000	1,900	95	
	Morris	2,600	2,500	96	
	Nemaha	4,200	4,100	98	
	Pottawatomie	6,000	5,900	98	
	Russell	3,500	3,400	97	
	Wabaunsee	2,500	2,400	96	
	<b>MISSOURI</b>				
	Benton	5,400	5,200	96	
	Cedar	5,100	5,000	98	
	Cooper	5,400	5,300	98	
	Mercer	1,700	1,700	100	
Sullivan	2,900	2,900	100		

## KPLR-TV, St. Louis (Arbitron Data Continued)

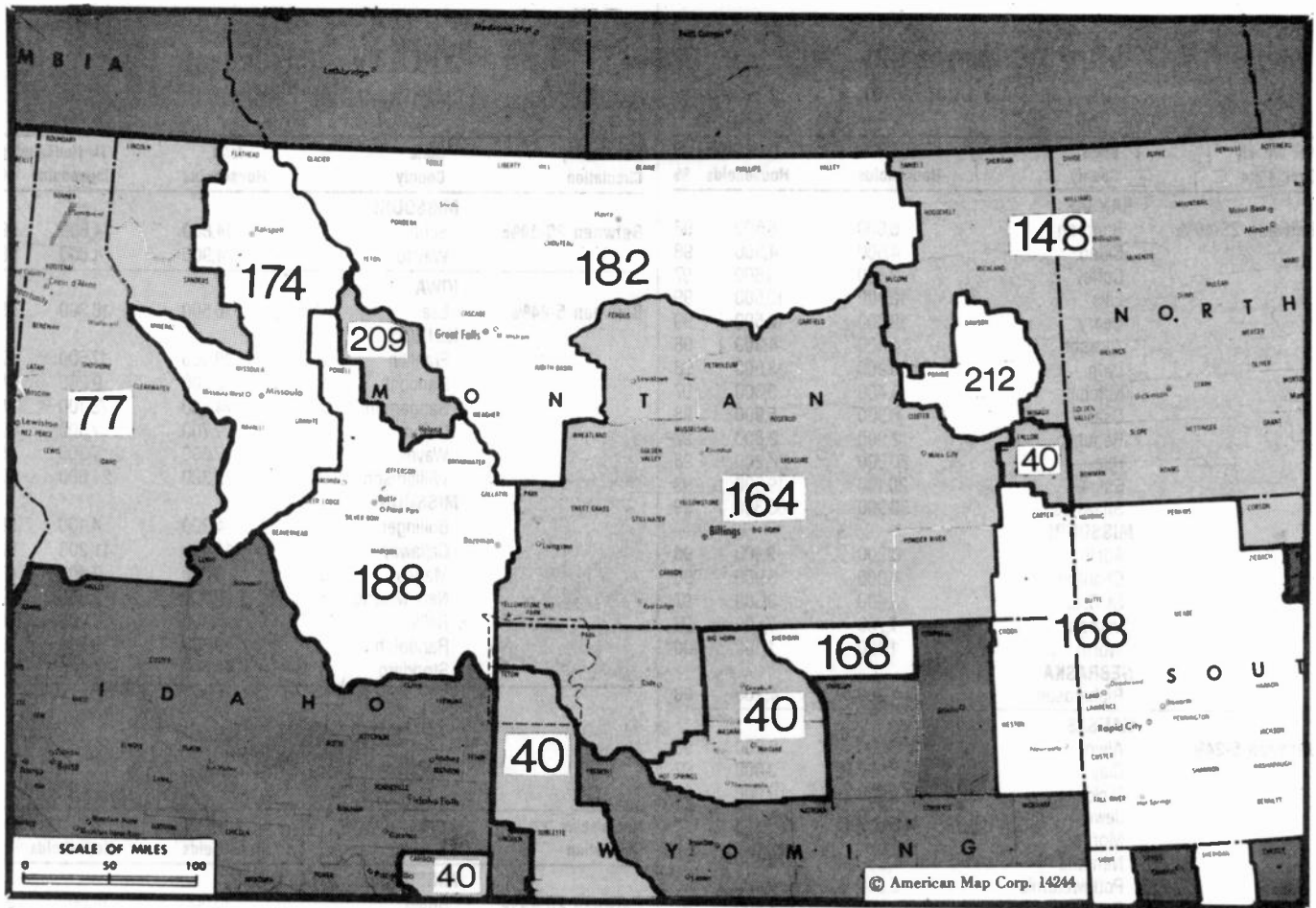
Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>Between 25-49%</b>	<b>MISSOURI</b>			
	Dent	5,700	5,500	96
	Gasconade	5,400	5,300	98
	Madison	4,700	4,600	98
	Marion	10,700	10,600	99
	Mississippi	5,400	5,300	98
	Osage	4,200	4,100	98
	Perry	6,200	6,100	98
	Phelps	12,100	11,800	98
	Reynolds	2,800	2,700	96

## KPLR-TV—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%	
<b>Between 25-49%</b>	<b>MISSOURI</b>				
	Scott	14,800	14,600	99	
	Wayne	4,900	4,800	98	
<b>Between 5-24%</b>	<b>IOWA</b>				
	Lee	16,500	16,300	99	
<b>ILLINOIS</b>	Franklin	18,000	17,500	97	
	Hancock	9,300	9,200	98	
	Sangamon	74,800	73,100	98	
	Union	7,700	7,500	97	
	Wayne	7,600	7,300	95	
	Williamson	25,300	24,600	97	
	<b>MISSOURI</b>				
	Bollinger	4,200	4,100	98	
	Callaway	11,400	11,200	98	
	Maries	3,000	2,900	97	
New Madrid	7,800	7,600	97		
Ralls	3,400	3,400	100		
Randolph	9,800	9,700	99		
Stoddard	11,200	11,000	98		

## KSDK, St. Louis (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%	
<b>Between 25-49%</b>	<b>MISSOURI</b>				
	Butler	15,000	14,600	97	
	Dent	5,700	5,500	96	
	Phelps	12,100	11,800	98	
	Reynolds	2,800	2,700	96	
<b>Between 5-24%</b>	<b>IOWA</b>				
	Lee	16,500	16,300	99	
<b>ILLINOIS</b>	Adams	26,800	26,400	99	
	Christian	14,300	14,000	98	
	Franklin	18,000	17,500	97	
	Jackson	24,000	23,300	97	
	Williamson	25,300	24,600	97	
	<b>MISSOURI</b>				
	Audrain	9,600	9,500	99	
Bollinger	4,200	4,100	98		
Boone	40,300	39,700	99		
Callaway	11,400	11,200	98		
Cole	22,500	22,300	99		
Maries	3,000	2,900	97		
Marion	10,700	10,600	99		
Osage	4,200	4,100	98		
Ralls	3,400	3,400	100		
Randolph	9,800	9,700	99		
Stoddard	11,200	11,000	98		



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Salt Lake City, UT.....	590,400	40	KOOG-TV (30), KSL-TV (5), KSTU (13), KTVX (4), KUTV (2), KXIV (4)
Spokane, WA.....	323,300	77	KAYU-TV (28), KCWT (27), KHQ-TV (6), KREM-TV (2), KXLY-TV (4)
Minot-Bismarck-Dickinson, ND.....	139,600	148	KBMY (17), KFYR-TV (5), KMCY (14), KMOT (10), KQCD-TV (7), KUMV-TV (8), KXMA-TV (2), KXMB-TV (12), KXMC-TV (13), KXMD-TV (11)
Billings-Hardin, MT.....	90,500	164	KOUS-TV (4), KTVO (2), KULR-TV (8), KXUS-TV (3)
Missoula, MT.....	75,500	174	KCFW-TV (9), KECI-TV (13), KPAX-TV (8)
Great Falls, MT.....	60,400	182	KFBB-TV (5), KRTV (3), KTGF (16)
Butte, MT.....	48,300	188	KCTZ (7), KTVM (6), KXLF-TV (4)
Helena, MT.....	19,000	209	KTVH (12)
Glendive, MT.....	5,000	212	KXGN-TV (5), KXGN-TV (5)

**State Cross Reference List**

Communities that receive programs of stations that are located elsewhere.

**KOUS-TV, Billings.....** See Hardin, MT

**Montana Station Totals as of October 1, 1989**

	VHF	UHF	TOTAL
<b>Commercial Television Stations</b>	14	1	15
<b>Educational Television Stations</b>	1	0	1
	15	1	16

# Montana—Billings

**KTVQ**

**Ch. 2**

**Network Service:** CBS.

**Licensee:** SJL Associates Ltd. Partnership, 3203 Third Ave. N, Box 2557, Billings, MT 59103.

**Studio:** 3203 Third Ave. N, Box 2557, Billings, MT 59103.

**Telephone:** 406-252-5611. **TWX:** 910-975-1030.

**Technical Facilities:** Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 10.2-kw aural. Antenna: 670-ft. above av. terrain, 383-ft. above ground, 4183-ft. above sea level.

Latitude 45° 46' 00.20"  
Longitude 108° 27' 26.70"

**Transmitter:** 2-mi. ESE of Billings on Westergard Hill.

**Satellite Earth Station:** Harris, 6.1-meter; Harris receivers.

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

**Ownership:** SJL Broadcast Management. See Group Ownership of Television Stations.

**Began Operation:** November 9, 1953. Sale to present owner by Garryowen Corp. (J. S. Sample) approved by FCC Dec. 21, 1983.

**Represented (sales):** Blair Television; Montana TV Network.

**Represented (legal):** Latham & Watkins.

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

**Personnel:**

KELLY SUGAI, general manager.  
LEE LAREVA, operations director.  
RON JACOBSON, chief engineer.  
AL NASH, news director.  
MONTY WALLIS, local sales manager.

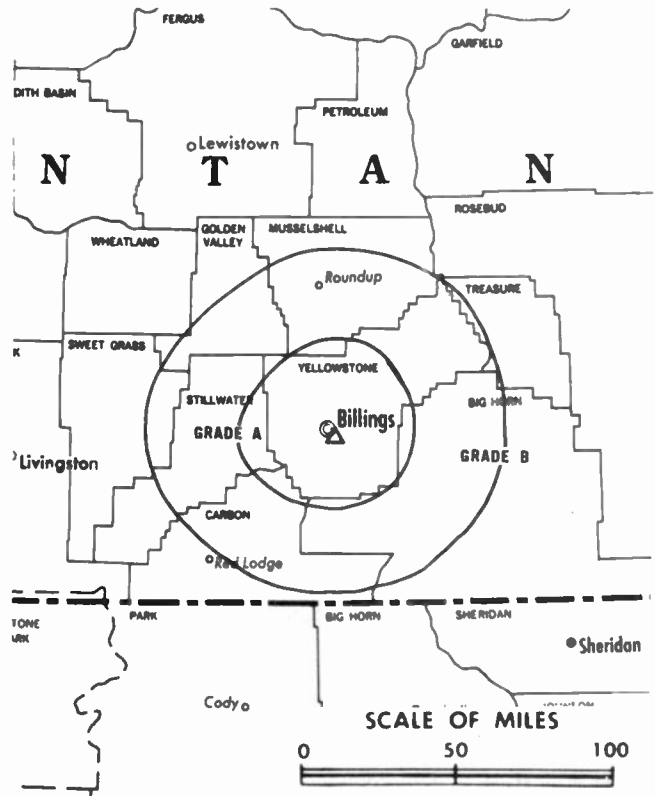
**Highest 30 Sec. Rate:** \$500.

**NETWORK BASE HOURLY RATE:** \$770.

**City of License:** Billings. **ADI:** Billings-Hardin. **Rank:** 164.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>MONTANA</b>				
<b>50% &amp; Over</b>	Big Horn	3,600	3,400	94
	Carbon	3,800	3,700	97
	Custer	5,500	5,200	95
	Golden Valley	400	400	100
	Musselshell	1,900	1,800	95
	Park	5,800	5,600	97
	Petroleum	200	200	100
	Powder River	900	800	89
	Rosebud	4,400	4,100	93
	Stillwater	2,500	2,500	100
	Sweet Grass	1,300	1,200	92



KTVQ BMPCT-4001 Granted 8/20/56

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Treasure	400	400	100
	Wheatland	900	900	100
	Yellowstone	48,000	47,200	98
	<b>WYOMING</b>			
	Park	9,300	8,900	96
<b>Between 25-49%</b>	Sheridan	10,400	9,900	95
	<b>MONTANA</b>			
	Fergus	5,100	4,900	96
<b>Between 5-24%</b>	Judith Basin	1,000	1,000	100
	Richland	5,000	4,800	96
	<b>WYOMING</b>			
	Big Horn	4,500	4,300	96
<b>Between 5-24%</b>	<b>MONTANA</b>			
	Gallatin	19,100	18,500	97
	Garfield	600	500	83
	Meagher	800	800	100
	Phillips	2,200	2,100	93
	<b>WYOMING</b>			
Station Totals		141,100	136,500	97
<b>Net Weekly Circulation (1989)</b>			<b>86,200</b>	
<b>Average Daily Circulation (1989)</b>			<b>54,800</b>	

# Montana—Billings

## KULR-TV

Ch. 8

**Network Service:** NBC.

**Licensee:** Wooster Republican Printing Co., 212 E. Liberty St., Wooster, OH 44691.

**Studio:** 2045 Overland Ave., Billings, MT 59102.

**Mailing Address:** Box 80810, Billings, MT 59108.

**Telephone:** 406-656-8000. TWX: 910-975-1020.

**Technical Facilities:** Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 38.9-kw aural. Antenna: 750-ft. above av. terrain, 530-ft. above ground, 4249-ft. above sea level.

Latitude 45° 45' 35''  
Longitude 108° 27' 14''

**Transmitter:** 2.7-mi. E of Billings.

**Satellite Earth Stations:** Harris, 6.1-meter; Scientific-Atlanta, 4.6-meter; Scientific-Atlanta receivers.

**News Services:** AP, NBC.

**Ownership:** The Wooster Republican Printing Co. See Group Ownership of Television Stations.

**Began Operation:** March 15, 1958. FCC approved sale to present owner by Harriscope Dec. 12, 1986 (*Television Digest*, Vol. 26:45). Sale to Harriscope by Crain-Snyder TV (Rex Baker, Arthur Miller & Thor Myhre) approved March 8, 1967 by FCC (Vol. 6:46). Previous sale to Crain-Snyder Television Inc. by Midland Empire Bcstg. Co. approved Dec. 17, 1962 (Vol. 2:52).

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

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

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

**Personnel:**

STAN WHITMAN, president.  
RON OLSEN, station manager & program director.  
BOB KORUM, general sales manager.  
DEAN JANSMA, chief engineer.  
MARGO ALDRICH, promotion director.

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

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

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

**City of License:** Billings. AOI: Billings-Hardin. Rank: 164.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MONTANA</b>			
	Big Horn	3,600	3,400	94
	Carbon	3,800	3,700	97
	Custer	5,500	5,200	95
	Garfield	600	500	83
	Golden Valley	400	400	100



KULR-TV BNPCT-4810 Granted 11/21/57

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>50% &amp; Over</b>	Musselshell	1,900	1,800	95	
	Park	5,800	5,600	97	
	Petroleum	200	200	100	
	Prairie	700	600	86	
	Rosebud	4,400	4,100	93	
	Stillwater	2,500	2,500	100	
	Sweet Grass	1,300	1,200	92	
	Treasure	400	400	100	
	Wheatland	900	900	100	
	Yellowstone	48,000	47,200	98	
	<b>WYOMING</b>				
	Park	9,300	8,900	96	
<b>Between 25-49%</b>	<b>MONTANA</b>				
	Fergus	5,100	4,900	96	
	Judith Basin	1,000	1,000	100	
	Powder River	900	800	89	
<b>WYOMING</b>					
	Big Horn	4,500	4,300	96	
	Sheridan	10,400	9,900	95	
<b>Between 5-24%</b>	<b>MONTANA</b>				
	Meagher	800	800	100	
<b>Station Totals</b>		<b>112,000</b>	<b>108,300</b>	<b>97</b>	
<b>Net Weekly Circulation (1989)</b>				<b>79,900</b>	
<b>Average Daily Circulation (1989)</b>				<b>47,900</b>	

# Montana—Bozeman

**KCTZ**

Ch. 7

**Network Service:** ABC.

**Licensee:** Big Horn Communications, Drawer D, Hardin, MT 59034.

**Studio:** 1128 East Main, Bozeman, MT 59715.

**Telephone:** 406-586-3280. **Fax:** 406-586-4135.

**Technical Facilities:** Channel No. 7 (174-180 MHz). Authorized power: 44.1-kw visual, 4.41-kw aural. Antenna: 816-ft. above av. terrain, 306-ft. above ground, 6916-ft. above sea level.

Latitude 45° 40' 24"  
Longitude 110° 52' 02"

Requests CP for change 1122-ft. above av. terrain, 305-ft. above ground, 6916-ft. above sea level. BPCT-880812KF.

**Transmitter:** 1.75-mi. W of Hwy. 10, 7.7-mi. E of Bozeman.

**News Service:** AP.

**Ownership:** Big Horn Communications Inc. Daniel W. Coon, pres., 16.39%; Dana Kehr, v.p., 0.72%; Martha R. Creath, secy., 19.96%; Calvin Cafritz, treas., 30.16%; Thomas A. Curtis, 12.23%; Big Horn Communications Ltd. Partnership, 6.64%. Principals of BHCI own KOUS-TV Hardin-Billings & KYUS-TV Miles City, MT; K25BP(LPTV) Billings, K19AC(LPTV) Glasgow & K17AD(LPTV) Lewistown, MT; K05HL(LPTV) La Grande, OR; K15AD(LPTV) Cody & K16AE(LPTV) Gillette, WY; KMMZ(AM) & KZMQ(FM) Greybull, WY.

**Began Operation:** September 1, 1987. Sale to present owners by Bee Bcstg. Assoc. approved by FCC June 28, 1988.

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

**Represented (legal):** Brinig & Bernstein.

**Personnel:**

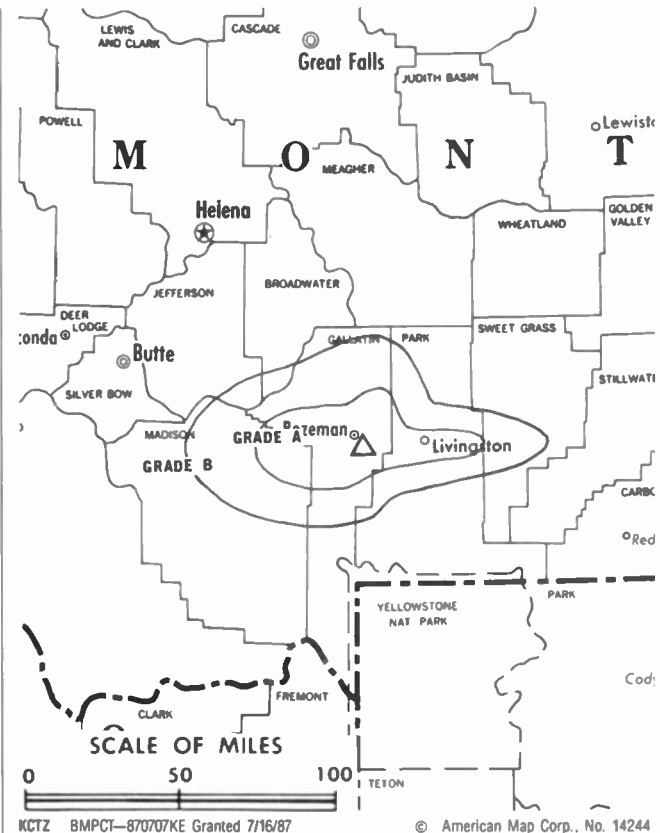
- RAY MOSER, general manager.
- MICHAEL DOUGLAS, station & general sales manager.
- J. R. MIDDLETON, chief engineer.
- GENE BRODEUR, news director.
- JOHNNA ZEND, program director.
- STEVE BRUGGEMAN, business manager.

**Highest 30 Sec. Rate:** \$125.

**City of License:** Bozeman. **ADI:** Butte. **Rank:** 188.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes. TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MONTANA</b> Gallatin	19,100	18,500	97



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>MONTANA</b>				
<b>Between 25-49%</b>	Meagher	800	800	100
	Park	5,800	5,600	97
<b>MONTANA</b>				
<b>Between 5-24%</b>	Sweet Grass	1,300	1,200	92
<b>Station Totals</b>		<b>27,000</b>	<b>26,100</b>	<b>97</b>
<b>Net Weekly Circulation (1989)</b>				<b>15,100</b>
<b>Average Daily Circulation (1989)</b>				<b>6,600</b>

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# Montana—Butte

**KTVM**

Ch. 6

(Satellite of KECI-TV, Missoula, MT)

**Network Service:** NBC, ABC.

**Licensee:** Eagle Communications Inc., 340 W. Main St., Missoula, MT 59802.

**Studio:** 750 Dewey Blvd., Suite 1, Butte, MT 59701.

**Telephone:** 406-494-7603. **TWX:** 910-963-2490. **Fax:** 406-494-2572.

**Technical Facilities:** Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 12.5-kw aural. Antenna: 1936-ft. above av. terrain, 213-ft. above ground, 8458-ft. above sea level.

Latitude 46° 00' 27"  
Longitude 112° 26' 30"

**Transmitter:** On mountain peak, 2.6-mi. E of Butte.

**News Services:** AP, NBC.

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

**Began Operation:** May 15, 1970.

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

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

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

**Personnel:**

MARGARET ANNE RAGSDALE, general manager.  
LARRY SEM, station & sales manager.  
PAT GRANT, national sales manager.  
TIM LEDBETTER, news director.  
BILLY WARD, chief engineer.  
JANE ENGLISH, business manager.

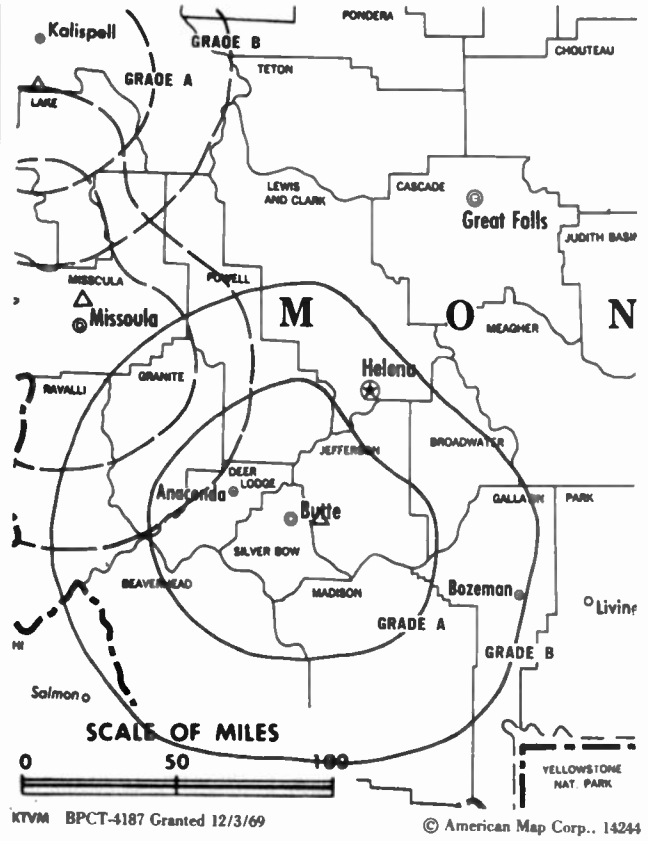
**Highest One Hour Rate:** \$1000.

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

**NETWORK BASE HOURLY RATE:** \$400.

**City of License:** Butte. **ADI:** Butte. **Rank:** 188.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>MONTANA</b>				
<b>50% &amp; Over</b>	Beaverhead	3,200	3,000	94
	Deer Lodge	4,200	4,100	98
	Gallatin	19,100	18,500	97
	Jefferson	3,100	3,000	97
	Madison	2,200	2,200	100
	Powell	2,400	2,300	96
	Silver Bow	14,300	14,000	98
<b>MONTANA</b>				
<b>Between 5-24%</b>	Broadwater	1,600	1,500	94
	Park	5,800	5,600	97
<b>Station Totals</b>		<b>55,900</b>	<b>54,200</b>	<b>97</b>
<b>Net Weekly Circulation (1989)</b>			<b>39,700</b>	
<b>Average Daily Circulation (1989)</b>			<b>22,800</b>	

# Montana—Butte

## KXLF-TV

Ch. 4

**Network Service:** CBS.

**Licensee:** KXLF Communications Inc., Box 3500, Butte, MT 59702.

**Studio:** 1003 S. Montana St., Butte, MT 59701.

**Telephone:** 406-782-0444. **Fax:** 406-782-8906.

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1892-ft. above av. terrain, 199-ft. above ground, 8450-ft. above sea level.

Latitude 46° 00' 27"  
Longitude 112° 26' 30"

**Transmitter:** 3-mi. E of Butte on XL Heights.

**Multichannel TV Sound:** Separate audio program.

**Satellite Earth Stations:** Harris, 6.1-meter; RCA Ku-band; Harris receivers.

**News Services:** AP, Montana TV Network News.

**Ownership:** Evening Post Publishing Co., 100%. See Group Ownership of Television Stations.

**Began Operation:** August 14, 1953. Sale to present owner by SJL Inc. approved by FCC Oct. 31, 1986. Previous sale by Garryowen Corp. (J. S. Sample) approved by FCC Dec. 23, 1983. Sale to Garryowen by Ed Craney approved by FCC Jan. 18, 1961 (*Television Digest*, Vol. 16:42; 17:4).

**Represented (sales):** Blair Television; Montana Television Network.

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

### Personnel:

RON CASS, president & general manager.  
VIOLA VIGIL, news director.  
PAT COONEY, sales manager.  
JOHN MIZELLE, chief engineer.  
MARGARET McINTOSH, program director.  
LINDA THOMPSON, business manager.  
LYNN CRANBERG, promotion director.

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

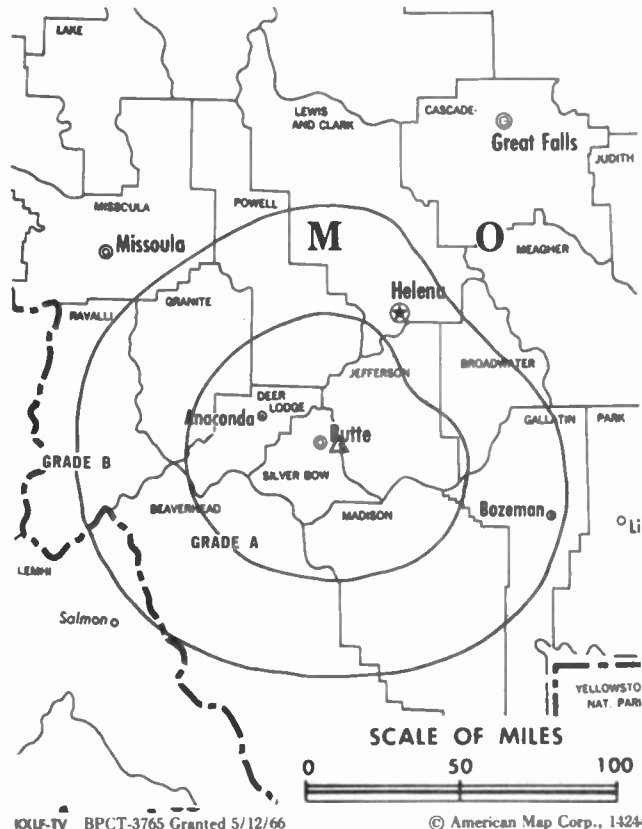
**Highest 30 Sec. Rate:** \$325.

**NETWORK BASE HOURLY RATE:** \$960.

**City of License:** Butte. **ADI:** Butte. **Rank:** 188.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>MONTANA</b>			
	Beaverhead	3,200	3,000	94
	Broadwater	1,600	1,500	94
	Deer Lodge	4,200	4,100	98
	Gallatin	19,100	18,500	97



Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	Jefferson	3,100	3,000	97
	Lewis + Clark	19,600	19,000	97
	Madison	2,200	2,200	100
	Meagher	800	800	100
	Powell	2,400	2,300	96
	Silver Bow	14,300	14,000	98
<b>Between 5-24%</b>	<b>MONTANA</b>			
	Granite	1,100	1,100	100
	Park	5,800	5,600	97
<b>Station Totals</b>		<b>77,400</b>	<b>75,100</b>	<b>97</b>
<b>Net Weekly Circulation (1989)</b>				<b>57,400</b>
<b>Average Daily Circulation (1989)</b>				<b>35,500</b>

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# Montana—Glendive

## KXGN-TV

Ch. 5

**Network Service:** CBS, NBC.

**Licensee:** Glendive Broadcasting Corp., 210 S. Douglas St., Glendive, MT 59330.

**Studio:** 210 S. Douglas St., Glendive, MT 59330.

**Telephone:** 406-365-3377.

**Technical Facilities:** Channel No. 5 (76-82 MHz). Authorized power: 14.8-kw visual, 2.95-kw aural. Antenna: 513-ft. above av. terrain, 158-ft. above ground, 2818-ft. above sea level.

Latitude 47° 03' 15"  
Longitude 104° 40' 45"

**Transmitter:** 4-mi. SE of city.

**Satellite Earth Stations:** 4.5-meter C-band; 4.5-meter Ku-band; 3.7-meter C-band.

**AM Affiliate:** KXGN, 1-kw, 1400 kHz.

**News Service:** National Weather Service.

**Ownership:** Lewis W. Moore, pres., 99.7%; Elizabeth Lee Hackney, v.p., 0.1%; Lewis W. Moore Jr., secy., 0.1%; Mark Moore, treas., 0.1%.

**Began Operation:** November 1, 1957.

**Represented (sales):** Hooper Jones Associates.

**Represented (legal):** Blair, Joyce & Silva.

**Represented (engineering):** John H. Mullaney Consulting Engineers.

### Personnel:

LEWIS W. MOORE, president.  
DAN FRENZEL, general manager.  
WINNIFRED NORTON, office manager.  
MIKEL HUSEBY, chief engineer.  
TERRY KEGLEY, news director.  
TRACI SCHELL, program director.

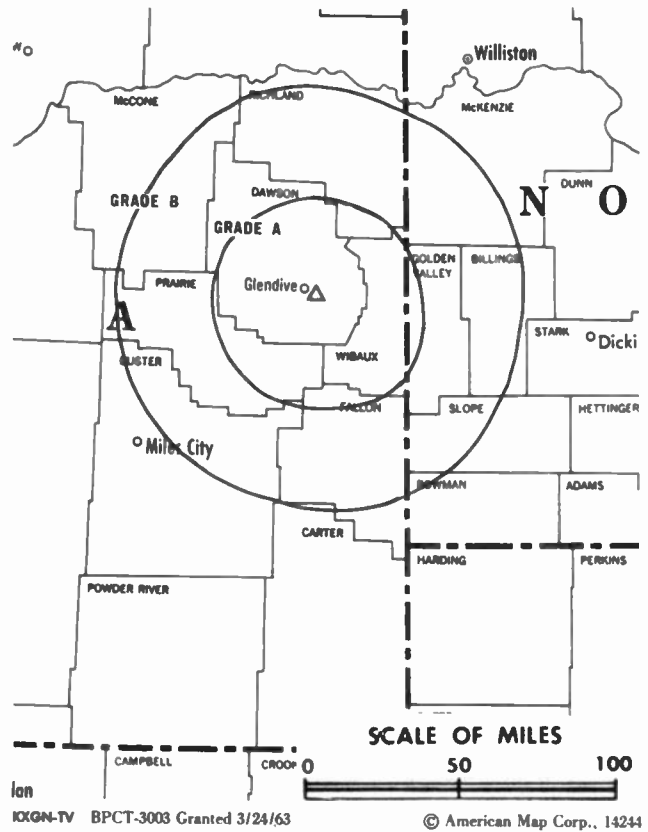
**Highest One Hour Rate:** \$250.

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

**NETWORK BASE HOURLY RATE:** \$100.

**City of License:** Glendive. ADI: Glendive. Rank: 212.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>MONTANA</b>			
	Dawson	4,700	4,500	96
	Fallon	1,400	1,300	93
	Mc Cone	900	900	100
	Prairie	700	600	86
	Wibaux	500	500	100
<b>Between 25-49%</b>	<b>MONTANA</b>			
	Richland	5,000	4,800	96
	<b>NORTH DAKOTA</b>			
	Golden Valley	900	900	100
<b>Between 5-24%</b>	<b>MONTANA</b>			
	Garfield	600	500	83
<b>Station Totals</b>		<b>14,700</b>	<b>14,000</b>	<b>95</b>
<b>Net Weekly Circulation (1989)</b>				<b>8,500</b>
<b>Average Daily Circulation (1989)</b>				<b>5,100</b>

# Montana—Great Falls

**KFBB-TV**

**Ch. 5**

**Network Service:** ABC.

**Licensee:** KFBB Corp., Box 1139, Great Falls, MT 59403.

**Studio:** U.S. Hwy 87, 1-mi. N of Missouri River, Great Falls.

**Mailing Address:** Box 1139, Great Falls, MT 59403.

**Telephone:** 406-453-4377. **TWX:** 910-975-1917. **Fax:** 406-727-9703.

**Technical Facilities:** Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 590-ft. above av. terrain, 540-ft. above ground, 4310-ft. above sea level.

Latitude 47° 32' 08"  
Longitude 111° 17' 02"

**Transmitter:** U.S. Hwy. 87, 1-mi. N of Missouri River, Great Falls.

**Satellite Earth Stations:** Microdyne, 7-meter; Andrew, 4.5-meter; Vertex, 4.5-meter Ku-band; Avantek, M/A-Com, Microdyne receivers.

**News Services:** AP, ABC, National Weather Service.

**Ownership:** Wooster Republican Printing Co. See Group Ownership of Television Stations.

**Began Operation:** March 21, 1954. Sale to present owners by Advance Corp. approved by FCC April 26, 1982 (*Television Digest*, Vol. 22:8). Sale to Advance by Harriscopie Bcstg. Corp. approved April 21, 1977. Sale to Harriscopie by David E. Bright, Ernest Scanlon & Daniel O'Shea approved by FCC May 23, 1962 (Vol. 2:11, 22). Sale to Bright, Scanlon & O'Shea by Joseph P. Wilkins and associates approved Jan. 27, 1960 (Vol. 16:3, 5).

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

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

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

**Personnel:**

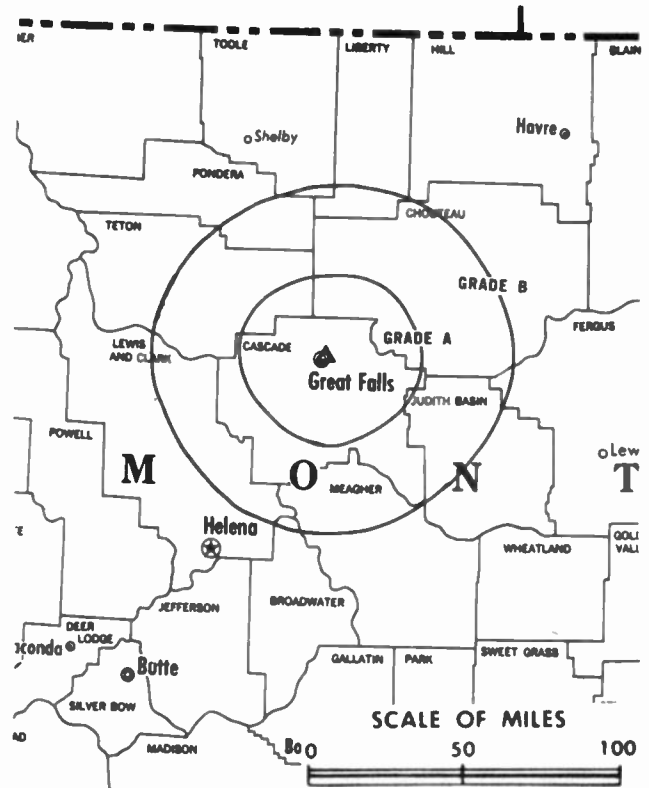
- JACK J. FISHER SR., general manager.
- MIKE WARNER, chief engineer.
- MYLA COLE, accounting supervisor.
- CAROL FUNSTON, traffic manager.
- JACK MAY, local sales manager.
- DICK POMPA, news director.
- PARKER SULLIVAN, promotion director & production manager.

**Rates:** On request.

**City of License:** Great Falls. **ADI:** Great Falls. **Rank:** 182.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MONTANA</b>			
	Blaine	2,800	2,600	93
	Broadwater	1,600	1,500	94
	Cascade	30,900	30,400	98



KFBB-TV BPCT-4340 Granted 5/7/70

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Chouteau	2,200	2,100	95
	Fergus	5,100	4,900	96
	Glacier	3,800	3,600	95
	Hill	6,900	6,700	97
	Judith Basin	1,000	1,000	100
	Lewis + Clark	19,600	19,000	97
	Liberty	1,100	1,100	100
	Meagher	800	800	100
	Phillips	2,200	2,100	93
	Pondera	2,500	2,400	96
	Teton	2,500	2,400	96
	Toole	2,300	2,200	96
Valley	3,800	3,600	95	
<b>Between 25-49%</b>	<b>MONTANA</b>			
	Garfield	600	500	83
<b>Between 5-24%</b>	<b>MONTANA</b>			
	Jefferson	3,100	3,000	97
	Roosevelt	3,800	3,700	97
<b>Station Totals</b>		<b>96,600</b>	<b>93,600</b>	<b>97</b>
<b>Net Weekly Circulation (1989)</b>				<b>67,800</b>
<b>Average Daily Circulation (1989)</b>				<b>40,000</b>

# Montana—Great Falls

**KRTV**

Ch. 3

**Network Service:** CBS.

**Licensee:** KRTV Communications Inc., Box 1331, Great Falls, MT 59403.

**Studio:** U.S. Hwy. 87, 1-mi. N of, Great Falls.

**Mailing Address:** Box 1331, Great Falls, MT 59403.

**Telephone:** 406-453-2431. **TWX:** 62948919. **Fax:** 406-453-8041.

**Technical Facilities:** Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 586-ft. above av. terrain, 557-ft. above ground, 4100-ft. above sea level.

Latitude 47° 32' 09"  
Longitude 111° 17' 02"

**Transmitter:** U. S. Hwy. 87, 1-mi. N of Missouri River, Great Falls.

**Satellite Earth Stations:** RCA, 4.5-meter Ku-band; Poulitan, 3.2-meter; Scientific-Atlanta receivers.

**News Services:** AP, Montana TV Network News.

**Ownership:** Evening Post Publishing Co., 100%. See Group Ownership of Television Stations.

**Began Operation:** October 5, 1958. Sale to present owner by SJL Inc. approved by FCC Oct. 31, 1986. Previous sale by Garryowen Corp. approved by FCC Dec. 21, 1983. Sale to Garryowen by Dan Snyder & Assoc. approved by FCC Feb. 28, 1969. Previous sale by Francis N. & Robert R. Laird approved Oct. 1, 1958 (Television Digest, Vol. 14:40).

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

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

**Personnel:**

DONALD G. BRADLEY, president & general manager.  
PETER B. FRIDEN, general sales manager.  
REED LARSON, local sales manager.  
GLENN L. LOCKWOOD, operations director.  
PHIL SAXTON, chief engineer.  
ALAN YUDMAN, news director.  
RANDIE JAMES, promotion director.

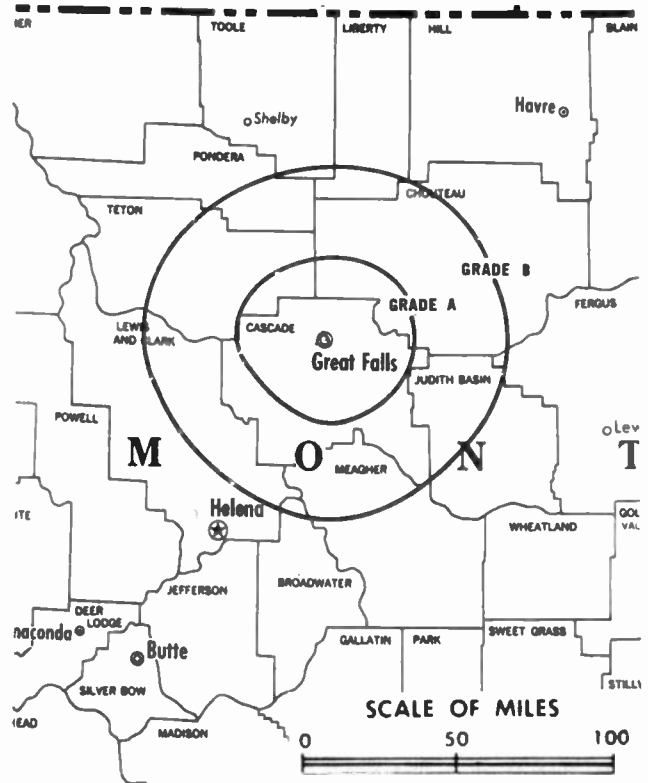
**Highest One Hour Rate:** \$1800.

**Highest 30 Sec. Rate:** \$215.

**NETWORK BASE HOURLY RATE:** \$655.

**City of License:** Great Falls. **ADI:** Great Falls. **Rank:** 182.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



KRTV BPCT-4457 Granted 10/18/71

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Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	Chouteau	2,200	2,100	95
	Garfield	600	500	83
	Glacier	3,800	3,600	95
	Hill	6,900	6,700	97
	Judith Basin	1,000	1,000	100
	Liberty	1,100	1,100	100
	Meagher	800	800	100
	Phillips	2,200	2,100	93
	Pondera	2,500	2,400	96
	Teton	2,500	2,400	96
	Toole	2,300	2,200	96
Valley	3,800	3,600	95	
<b>MONTANA</b>				
<b>Between 25-49%</b>	Fergus	5,100	4,900	96
<b>MONTANA</b>				
<b>Between 5-24%</b>	Broadwater	1,600	1,500	94
	Jefferson	3,100	3,000	97
<b>Station Totals</b>		<b>73,200</b>	<b>70,900</b>	<b>97</b>
<b>Net Weekly Circulation (1989)</b>			<b>54,400</b>	
<b>Average Daily Circulation (1989)</b>			<b>34,300</b>	

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>MONTANA</b>			
	Blaine	2,800	2,600	93
	Cascade	30,900	30,400	98

# Montana—Great Falls

**KTGF**

**Ch. 16**

**Network Service:** NBC.

**Grantee:** Continental Television Network Inc., 118 Sixth St. S, Great Falls, MT 59401.

**Studio:** 118 Sixth St. South, Great Falls, MT 59405.

**Mailing Address:** Box 1219, Great Falls, MT 59403.

**Telephone:** 406-761-8816.

**Technical Facilities:** Channel No. 16 (482-488 MHz). Authorized power: 2030-kw max. visual, 203-kw max. aural. Antenna: 1046-ft. above av. terrain, 769-ft. above ground, 4619-ft. above sea level.

Latitude 47° 36' 26"  
Longitude 111° 21' 27"

**Transmitter:** 3.5-mi. W of Bootlegger Trail, 7-mi. N of Missouri River, Great Falls.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Vertex, 5-meter Ku-band; Paracclipse, 4-meter C-band; Scientific-Atlanta, 4-meter Ku-band; M/A-Com, Microdyne receivers.

**News Service:** AP.

**Ownership:** James M. Colla, pres., 72.5%; William Cordingley, 12.5%; L. A. (Al) Donohue, 12.5%; Penny Lynn Adkins, v.p., 2.5%. Continental TV holds CP for Ch. 23, Missoula, MT.

**Began Operation:** September 21, 1986.

**Represented (sales):** Adam Young Inc.

**Represented (legal):** Reddy, Begley & Martin.

**Represented (engineering):** B. Scott Baxter & Associates.

**Personnel:**

JIM COLLA, general manager.  
JANET DORALE-DANA, national sales manager.  
SCOTT BARELLA, chief engineer.  
JO MAY BARKER GILLIGAN, news director.  
PENNY ADKINS, promotion & marketing director.  
CHERYL CORDEIRO, business manager.

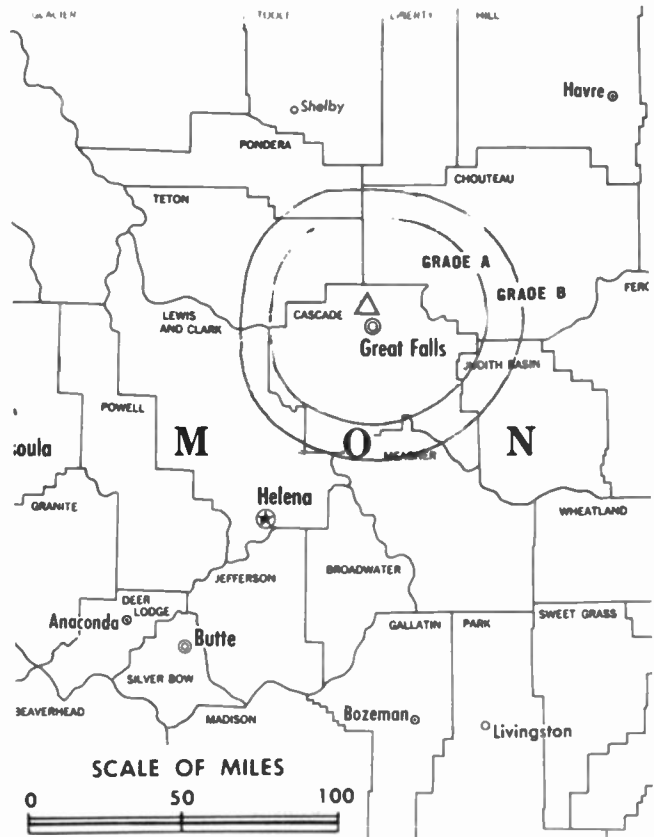
**Highest One Hour Rate:** \$600.

**Highest 30 Sec. Rate:** \$195.

**City of License:** Great Falls. **ADI:** Great Falls. **Rank:** 182.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MONTANA</b> Cascade	30,900	30,400	98



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Chouteau	2,200	2,100	95
	Hill	6,900	6,700	97
	Liberty	1,100	1,100	100
	Teton	2,500	2,400	96
	Toole	2,300	2,200	96
<b>Between 25-49%</b>	<b>MONTANA</b> Glacier	3,800	3,600	95
	Pondera	2,500	2,400	96
<b>Between 5-24%</b>	<b>MONTANA</b> Blaine	2,800	2,600	93
	Fergus	5,100	4,900	96
	Judith Basin	1,000	1,000	100
	Meagher	800	800	100
	Phillips	2,200	2,100	93
	Valley	3,800	3,600	95
<b>Station Totals</b>		<b>67,900</b>	<b>65,900</b>	<b>97</b>
<b>Net Weekly Circulation (1989)</b>			<b>39,300</b>	
<b>Average Daily Circulation (1989)</b>			<b>21,300</b>	

# Montana—Hardin-Billings

## KOUS-TV

Ch. 4

(Also operates satellite KYUS-TV, Miles City, MT)

**Network Service:** ABC.

**Licensee:** KOUS-TV Inc., 2116 Broadwater Ave., Box 23309, Billings, MT 59104.

**Studio:** W. Third St., Hardin, MT 59034.

**Mailing Address:** Drawer D, Hardin, MT 59034.

**Telephone:** 406-652-4743. **Fax:** 406-652-6963.

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1060-ft. above av. terrain, 628-ft. above ground, 4688-ft. above sea level.

Latitude 45° 44' 29"  
Longitude 108° 08' 19"

**Transmitter:** Pryor Star Rte., Billings.

**News Service:** AP.

**Ownership:** Daniel W. Coon, pres., 15%; Martha Creath, secy., 39%; Calvin Cafritz, 39%; Thomas A. Curtis, 2%. For other interests, see KCTZ, Bozeman, MT.

**Began Operation:** November 26, 1980.

**Represented (sales):** Seltel Inc.; Bob Hix (Denver).

**Represented (legal):** Fortas & Hardman.

### Personnel:

DANIEL W. COON, president.  
RAY MOSER, general manager.  
DAN MICHAEL, local sales manager.  
J. R. MIDDLETON, chief engineer.  
TRACY NELSON, traffic director.  
JOHNA ZINDA, program director.  
ED CONNERS, promotion director.

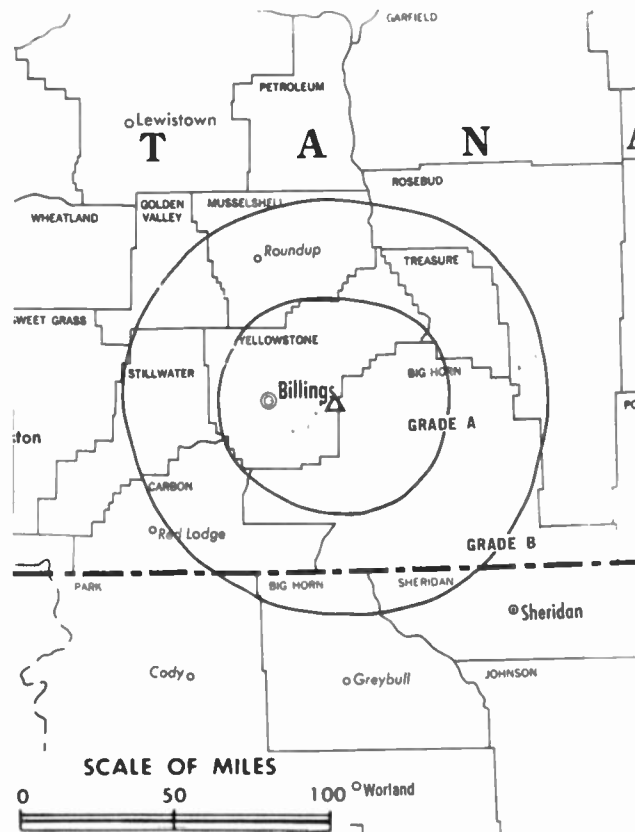
**Highest One Hour Rate:** \$1200.

**Highest 30 Sec. Rate:** \$490.

**City of License:** Hardin. **AOI:** Billings-Hardin. **Rank:** 164.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MONTANA</b>			
	Big Horn	3,600	3,400	94
	Carbon	3,800	3,700	97
	Golden Valley	400	400	100
	Musselshell	1,900	1,800	95
	Petroleum	200	200	100
	Rosebud	4,400	4,100	93



KOUS-TV BMPCT-800410K1 Granted 7/28/80

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Stillwater	2,500	2,500	100
	Treasure	400	400	100
	Wheatland	900	900	100
	Yellowstone	48,000	47,200	98
	<b>WYOMING</b>			
	Park	9,300	8,900	96
<b>Between 25-49%</b>	<b>MONTANA</b>			
	Sweet Grass	1,300	1,200	92
<b>Between 5-24%</b>	<b>MONTANA</b>			
	Custer	5,500	5,200	95
	Fergus	5,100	4,900	96
	Park	5,800	5,600	97
	Phillips	2,200	2,100	93
	<b>WYOMING</b>			
	Big Horn	4,500	4,300	96
	Sheridan	10,400	9,900	95
<b>Station Totals</b>		<b>110,200</b>	<b>106,700</b>	<b>97</b>
<b>Net Weekly Circulation (1989)</b>				<b>60,500</b>
<b>Average Daily Circulation (1989)</b>				<b>32,100</b>

# Montana—Helena

**KTVH**

Ch. 12

**Network Service:** NBC.

**Licensee:** Big Sky Bcstg. L.P., 2433 N. Montana Ave., Helena, MT 59601.

**Studio:** 2433 N. Montana Ave., Helena, MT 59601.

**Telephone:** 406-443-5050.

**Technical Facilities:** Channel No. 12 (204-210 MHz). Authorized power: 105-kw visual, 10.5-kw aural. Antenna: 2250-ft. above av. terrain, 176-ft. above ground, 7929-ft. above sea level.

Latitude 46° 49' 35"  
Longitude 111° 42' 33"

**Transmitter:** Hogback Mtn., approx. 22-mi. NE of Helena.

**Satellite Earth Stations:** AFC, 3-meter Ku-band; Paraclipse, 3-meter C-band; Vertex, 4.6-meter Ku-band; DX Antenna, M/A-Com, Microdyne receivers.

**News Services:** AP, NBC.

**Ownership:** Big Sky Bcstg. L.P. Radeck Bcstg. Inc., gen. partner, 50%. RBI ownership: John A. Radeck, pres.-chief exec. officer & William H. Sanders, secy.-treas., 50% each.

**Began Operation:** January 1, 1958. Left air Feb. 5, 1959; resumed operation Aug. 6, 1959 (*Television Digest*, Vol. 15:6, 33, 36). Sale to Helena TV Inc. by Joseph S. Sample, who took over all properties from Ed Craney was approved by FCC Jan. 18, 1961 (Vol. 16:42; 17:4). Sale by Helena TV Inc. approved June 5, 1963 (Vol. 3:23). Sale of control by Paul B. McAdam & A. W. Scribner approved by FCC Dec. 18, 1968. Sale to Lynn H. Koch, et al., approved Nov. 29, 1979. Sale to Bradley, Courtneage, & Lundberg approved April 22, 1985. Sale to present owners approved by FCC Aug. 4, 1988.

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

**Represented (legal):** Reddy, Begley & Martin.

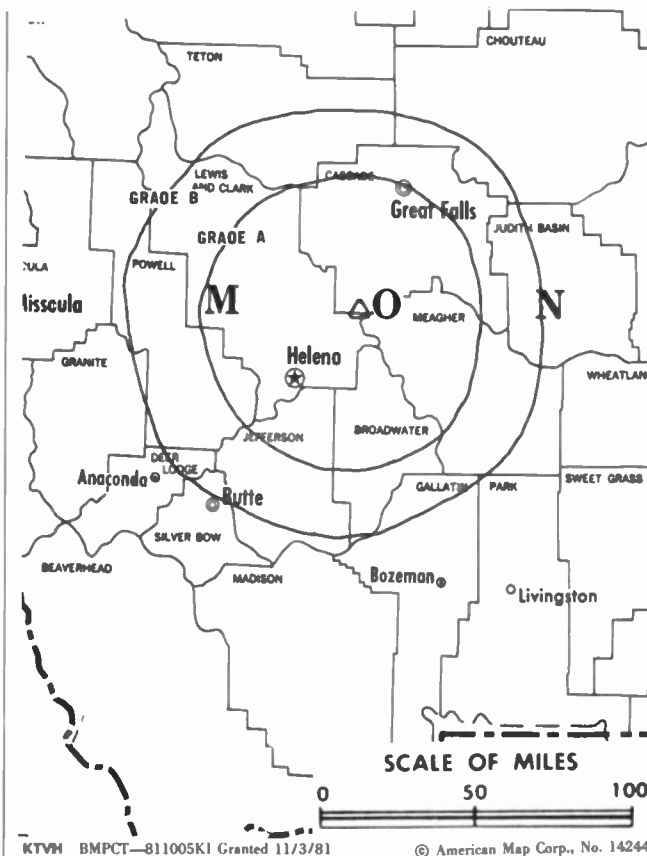
**Personnel:**

JOHN RADECK, president & general manager.  
BILL STEBBINS, general sales manager.  
HAL PECK, program director.  
ROBERT WYATT, chief engineer.  
LORI GETTER, news director.  
TRACY PARKER, business manager.

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

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

**City of License:** Helena. **AOI:** Helena. **Rank:** 209.



Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>MONTANA</b>				
<b>50% &amp; Over</b>	Broadwater	1,600	1,500	94
	Lewis + Clark	19,600	19,000	97
<b>MONTANA</b>				
<b>Between 25-49%</b>	Jefferson	3,100	3,000	97
	Meagher	800	800	100
<b>MONTANA</b>				
<b>Between 5-24%</b>	Chouteau	2,200	2,100	95
	Gallatin	19,100	18,500	97
	Pondera	2,500	2,400	96
	Teton	2,500	2,400	96
<b>Station Totals</b>		<b>51,400</b>	<b>49,700</b>	<b>97</b>
<b>Net Weekly Circulation (1989)</b>			<b>23,200</b>	
<b>Average Daily Circulation (1989)</b>			<b>13,900</b>	

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



# Montana—Kalispell

## KCFW-TV

Ch. 9

(Satellite of KECI-TV, Missoula, MT)

**Network Service:** NBC, ABC.

**Licensee:** Eagle Communications Inc., TV Bldg., 340 W. Main St., Missoula, MT 59802.

**Studio:** 401 First Ave. E, Kalispell, MT 59901.

**Telephone:** 406-755-5239. **TWX:** 910-963-2490. **Fax:** 406-752-8002.

**Technical Facilities:** Channel No. 9 (186-192 MHz). Authorized power: 26.5-kw visual, 5.3-kw aural. Antenna: 2794-ft. above av. terrain, 240-ft. above ground, 6898-ft. above sea level.

Latitude 48° 00' 48"  
Longitude 114° 21' 55"

**Transmitter:** Blacktail Mountain, 6.5-mi. W of Lakeside, MT.

**News Services:** AP, NBC.

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

**Began Operation:** June 10, 1968.

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

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

### Personnel:

MARGARET ANNE RAGSDALE, general manager.  
STEVE FETVEIT, station manager.  
MARK HOLSTON, news director.  
CHRIS NEUHAUSEN, chief engineer.  
PAT GRANT, national sales manager.  
JANE ENGLISH, business manager.

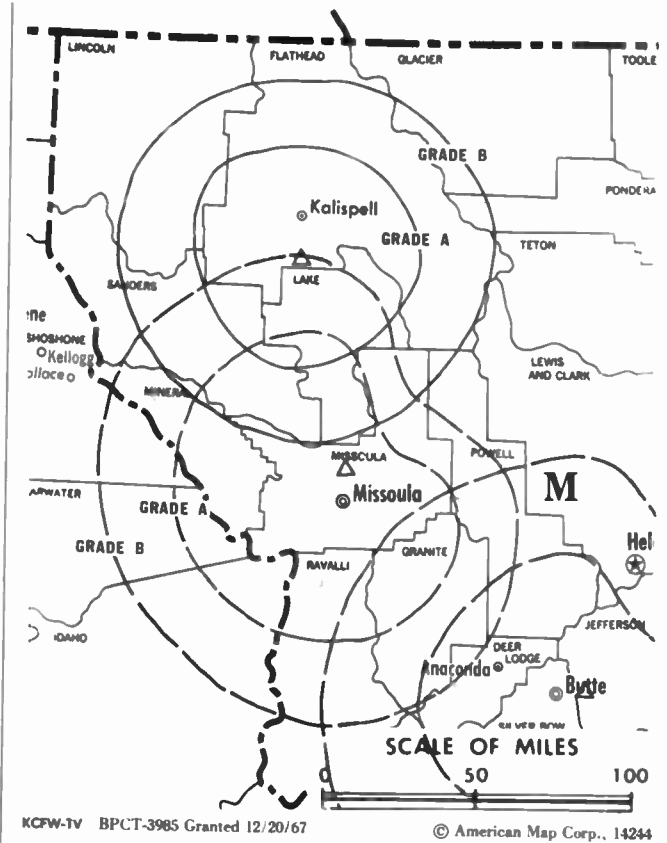
**Highest One Hour Rate:** \$800.

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

**NETWORK BASE HOURLY RATE:** \$400.

**City of License:** Kalispell. **AOI:** Missoula. **Rank:** 174.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>MONTANA</b>			
	Flathead	23,600	22,900	97
	Lincoln	6,700	6,400	96
Between 25-49%	<b>MONTANA</b>			
	Lake	8,300	8,000	96
Between 5-24%	<b>MONTANA</b>			
	Sanders	3,900	3,700	95
<b>Station Totals</b>		<b>42,500</b>	<b>41,000</b>	<b>96</b>
<b>Net Weekly Circulation (1989)</b>				<b>28,800</b>
<b>Average Daily Circulation (1989)</b>				<b>19,700</b>

# Montana—Miles City

## KYUS-TV

Ch. 3

(Satellite of KOUS-TV, Hardin, MT)

**Network Service:** ABC.

**Licensee:** KOUS-TV Inc., 2116 Broadwater Ave., Box 23309, Billings, MT 59104.

**Telephone:** 406-665-3320.

**Technical Facilities:** Channel No. 3 (60-66 MHz). Authorized power: 10.2-kw visual, 1.02-kw aural. Antenna: 125-ft. above av. terrain, 59-ft. above ground, 2664-ft. above sea level.

Latitude 46° 25' 56''  
Longitude 105° 51' 31''

**Transmitter:** 1-mi. NW of Miles City.

**Ownership:** Daniel W. Coon, pres., 15%; Martha Creath, secy., 39%; Calvin Cafritz, 39%; Thomas A. Curtis, 2%. For other interests, see KCTZ, Bozeman, MT.

**Began Operation:** September 1, 1969. Sale by Custer Bcstg. Corp. to KOUS-TV approved March 14, 1984 by FCC.

**Represented (sales):** Seltel Inc.; Bob Hix (Denver).

**Represented (legal):** Fortas & Hardman.

**Personnel:**

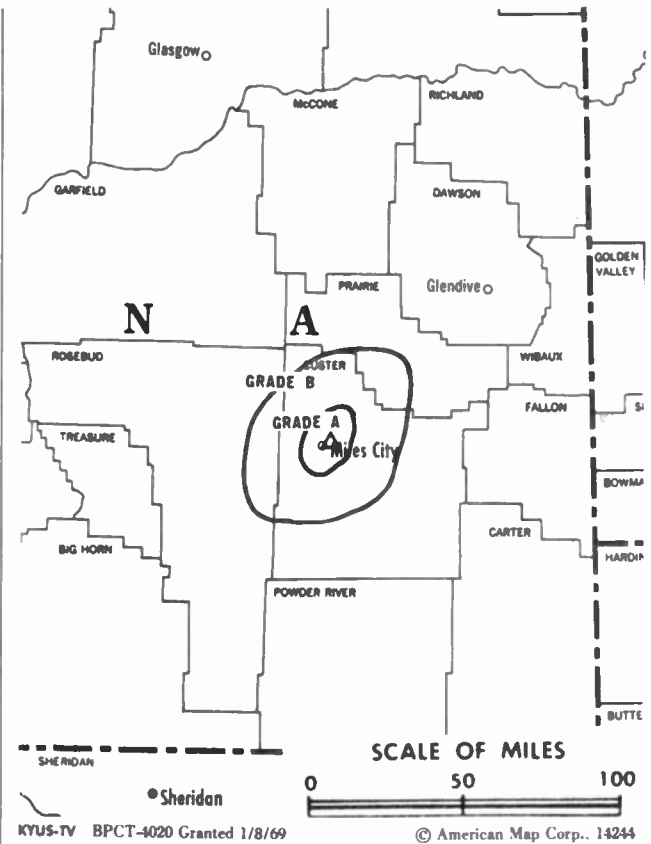
RAY MOSER, general manager.  
DAN MICHAEL, local sales manager.  
J. R. MIDDLETON, chief engineer.  
JOHNA ZINDA, program director.  
ED CONNERS, promotion director.  
TRACY NELSON, traffic director.

**Highest One Hour Rate:** \$175.

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

**City of License:** Miles City. A01: Billings-Hardin. Rank: 164.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>MONTANA</b> Custer	5,500	5,200	95
<b>Between 25-49%</b>	<b>MONTANA</b> Prairie	700	600	86
<b>Between 5-24%</b>	<b>MONTANA</b> Garfield	600	500	83
<b>Station Totals</b>		<b>6,800</b>	<b>6,300</b>	<b>93</b>
<b>Net Weekly Circulation (1989)</b>				<b>3,600</b>
<b>Average Daily Circulation (1989)</b>				<b>1,800</b>

# Montana—Missoula

## KECI-TV

Ch. 13

(Operates satellites KCFW-TV, Kalispell & KTVM, Butte, MT)

Network Service: NBC, ABC.

Licensee: Eagle Communications Inc., TV Bldg., 340 W. Main St., Missoula, MT 59802.

Studio: 340 W. Main St., Missoula, MT 59802.

Telephone: 406-721-2063. TWX: 910-963-2490. Fax: 406-549-6507.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 300-kw visual, 30-kw aural. Antenna: 2000-ft. above av. terrain, 289-ft. above ground, 7060-ft. above sea level.

Latitude 47° 01' 05"  
Longitude 114° 00' 41"

Transmitter: 10-mi. N of Missoula, near Evaro, MT.

Satellite Earth Stations: Harris, 7-meter Ku-band; Harris, 4.5-meter C-band; Paracclipse, 4.5-meter C-band; Harris, 3-meter Ku-band; Harris, M/A-Com receivers.

News Services: AP, ESPN, NBC.

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

Began Operation: July 1, 1954. Sale by Mosby's Inc. to KMSO-TV Inc. approved Sept. 11, 1964 by FCC (Television Digest, Vol. 4:32, 38). Sale to present owner by Dale G. Moore approved Aug. 24, 1978.

Represented (sales): Katz Television.

Represented (legal): Cohn & Marks.

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

### Personnel:

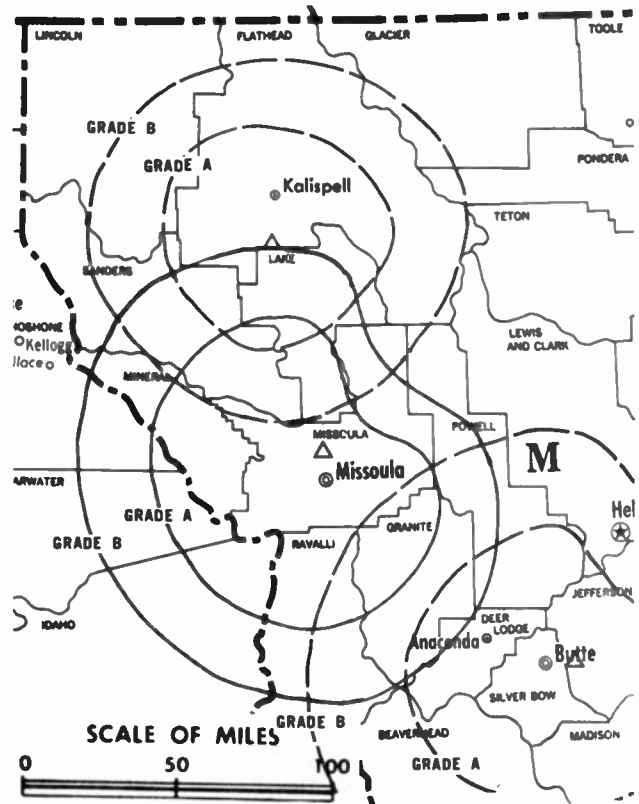
MARGARET ANNE RAGSDALE, general manager.  
STEVE HELLEGAARD, station manager.  
JEAN CREPEAU, program director.  
JIM HARMON, news director.  
LARRY ARBAUGH, chief engineer.  
PAT GRANT, national sales manager.  
JANE ENGLISH, business manager.

Highest One Hour Rate: \$2000.

Highest 30 Sec. Rate: \$625.

NETWORK BASE HOURLY RATE: \$800.

City of License: Missoula. AOI: Missoula. Rank: 174.



KECI-TV BPCT-3969 Granted 6/13/67

© American Map Corp., 14244

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	IDAHO			
	Lemhi	2,700	2,500	93
	MONTANA			
	Granite	1,100	1,100	100
	Lake	8,300	8,000	96
	Mineral	1,700	1,700	100
	Missoula	32,000	31,000	97
	Ravalli	10,600	10,300	97
Between 25-49%	MONTANA			
	Sanders	3,900	3,700	95
Station Totals		60,300	58,300	97
Net Weekly Circulation (1989)				49,800
Average Daily Circulation (1989)				32,700

# Montana—Missoula

## KPAX-TV

Ch. 8

**Network Service:** CBS.

**Licensee:** KPAX Communications Inc., Box 4827, Missoula, MT 59806.

**Studio:** 2204 Regent St., Missoula, MT 59801.

**Telephone:** 406-543-7106.

**Technical Facilities:** Channel No. 8 (180-186 MHz). Authorized power: 275-kw visual, 51.5-kw aural. Antenna: 2150-ft. above av. terrain, 284-ft. above ground, 7101-ft. above sea level.

Latitude 47° 01' 06"  
Longitude 114° 00' 41"

**Transmitter:** TV Mountain, 4-mi. E of Evaro.

**Satellite Earth Stations:** Scientific-Atlanta C-band; Scientific-Atlanta Ku-band; Scientific-Atlanta receivers.

**News Service:** AP.

**Ownership:** Evening Post Publishing Co., 100%. See Group Ownership of Television Stations.

**Began Operation:** May 1, 1970. Sale to present owners by SJL Inc. approved by FCC Oct. 31, 1986. Previous sale by Garryowen Corp. approved by FCC Dec. 23, 1983.

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

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

### Personnel:

WILLIAM F. SULLIVAN, general manager.  
MARK RAPSON, chief engineer.  
TAMMY ENGLE, program director & operations manager.  
ROBERT HERMES, local sales manager.  
IAN MARQUAND, news director.  
MARIE LANE, promotion director.

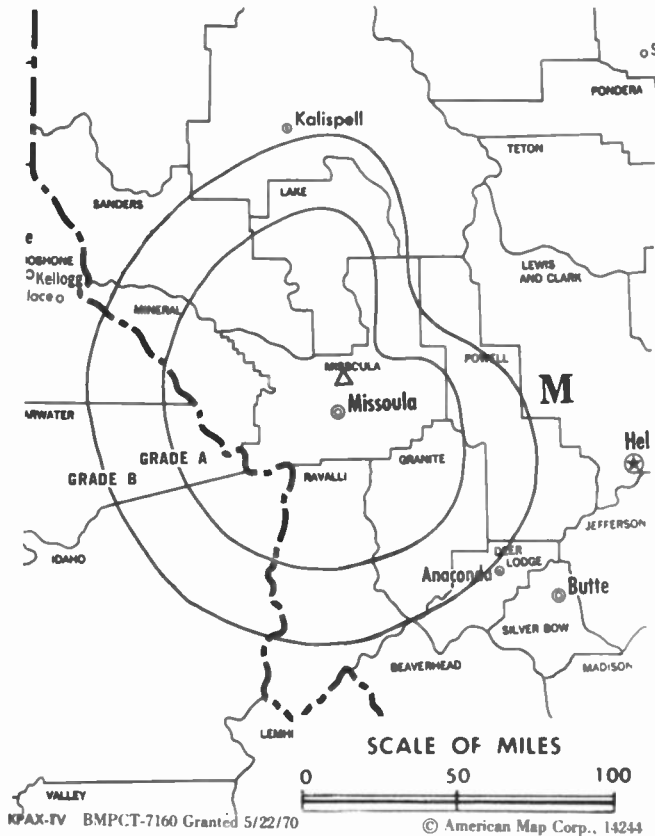
**Highest One Hour Rate:** \$2500.

**Highest 30 Sec. Rate:** \$375.

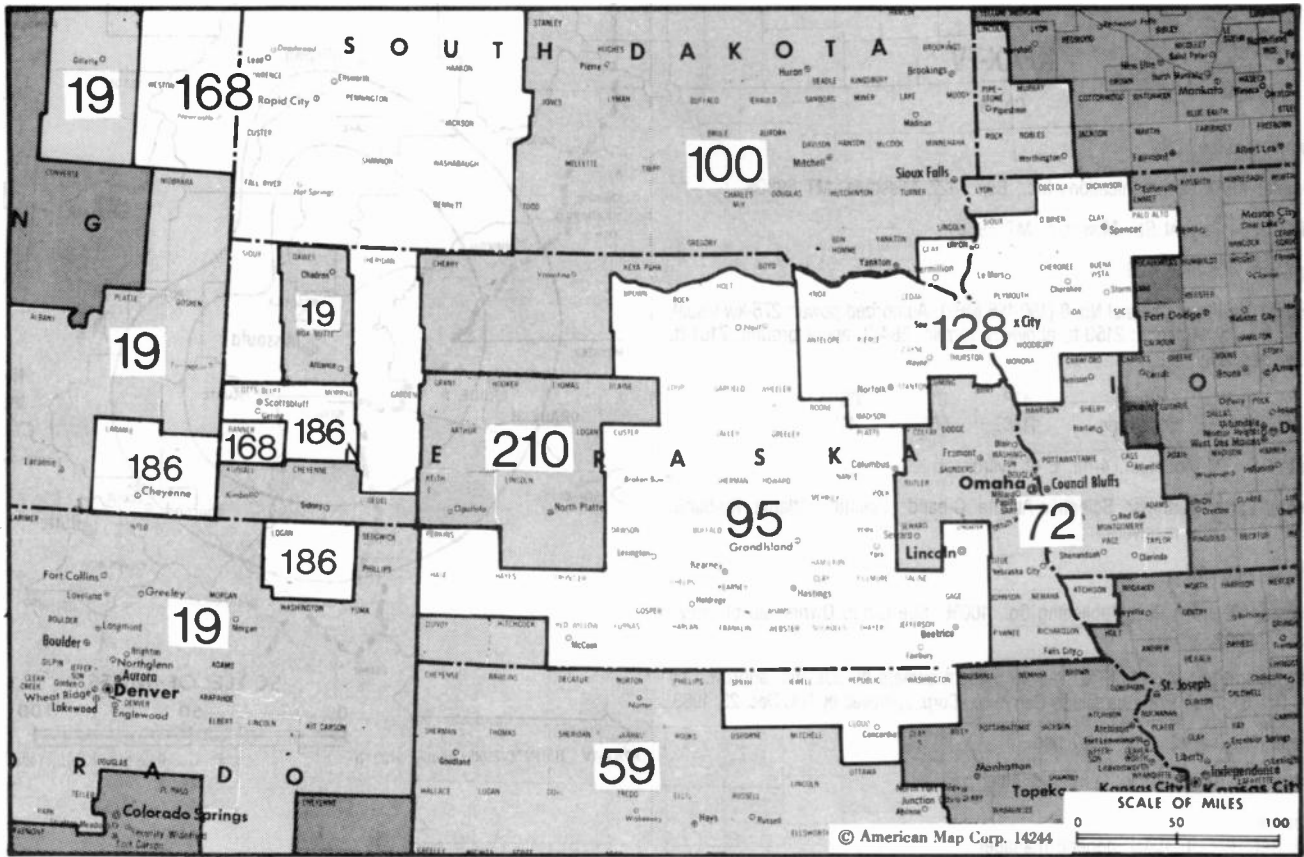
**City of License:** Missoula. **ADI:** Missoula. **Rank:** 174.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MONTANA Flathead	23,600	22,900	97
	Granite	1,100	1,100	100



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Lake	8,300	8,000	96
	Mineral	1,700	1,700	100
	Missoula	32,000	31,000	97
	Ravalli	10,600	10,300	97
Between 25-49%	IOAHO Lemhi	2,700	2,500	93
	MONTANA Sanders	3,900	3,700	95
Between 5-24%	MONTANA Powell	2,400	2,300	96
<b>Station Totals</b>		<b>86,300</b>	<b>83,500</b>	<b>97</b>
<b>Net Weekly Circulation (1989)</b>				<b>62,700</b>
<b>Average Daily Circulation (1989)</b>				<b>39,200</b>



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Denver, CD.....	1,032,200	19	KCNC-TV (4), KDVR (31), KFNR (11), KMGH-TV (7), KREG-TV (3), KSBS-TV (24), KTVD (20), KUBD (59), KUSA-TV (9), KWGN-TV (2)
Wichita-Hutchinson, KS.....	432,100	59	KAAS-TV (18), KAKE-TV (10), KBSD-TV (6), KBSH-TV (7), KBSL-TV (10), KLBY (4), KSAS-TV (24), KSNC (2), KSNG (11), KSNK (8), KSNW (3), KUPK-TV (13), KWCH-TV (12)
Omaha, NE.....	349,700	72	KETV (7), KMTV (3), KPTM (42), WOWT (6)
Lincoln-Hastings-Kearney, NE.....	253,100	95	KCAN (8), KGIN (11), KHAS-TV (5), KHGI-TV (13), KOLN (10), KSNB-TV (4), KWNB-TV (6)
Sioux Falls-Mitchell, SD.....	227,800	100	KABY-TV (9), KDLO-TV (3), KDLT (5), KELD-TV (11), KPLO-TV (6), KPRY-TV (4), KSFY-TV (13), KTTW (17)
Sioux City, IA.....	164,200	128	KCAU-TV (9), KMEG (14), KTIV (4)
Rapid City, SD.....	84,300	168	KCLO-TV (15), KEVN-TV (7), KHSD-TV (11), KIVV-TV (5), KOTA-TV (3), KSGW-TV (12)
Cheyenne, WY-Scottsbluff, NE-Sterling, CO.....	52,400	186	KDUH-TV (4), KGWN-TV (5), KKTU (33), KSTF (10), KTVS (3)
North Platte, NE.....	18,500	210	KNOP-TV (2)

**State Cross Reference List**  
Communities that receive programs of stations that are located elsewhere.

KSTF, Gering.....	See Scottsbluff, NE
KHGI-TV, Hastings.....	See Kearney, NE

**Nebraska Station Totals as of October 1, 1989**

	VHF	UHF	TOTAL
Commercial Television Stations	14	1	15
Educational Television Stations	6	3	9
	20	4	24

# Nebraska—Albion

## KCAN

Ch. 8

(Satellite of KCAU-TV, Sioux City, IA)

**Network Service:** ABC.

**Licensee:** Citadel Communications Co. Ltd.

**Studio:** RR 1, Genoa, NE 68640.

**Telephones:** 402-495-4995, Albion; 712-277-2345, Sioux City.

**Technical Facilities:** Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 2000-ft. above av. terrain, 1973-ft. above ground, 3729-ft. above sea level.

Latitude 41° 32' 28"  
Longitude 97° 40' 45"

**Transmitter:** 3-mi. E of Rte. 22, 5-mi. N of Genoa, NE.

**Satellite Earth Stations:** ChannelMaster, 5-meter; Pinzone, 5-meter; Pinzone, 3.7-meter; Pinzone receivers.

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

**Began Operation:** December 5, 1964. Sale to present owner by Amaturro Group Inc. approved by FCC Nov. 12, 1986.

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

**Represented (legal):** Latham & Watkins.

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

### Personnel:

PHILIP J. LOMBARDO, president.  
RAY COLE, vice president & general manager.  
DON HALE, sales manager.  
DAN ACKERMAN, chief engineer.

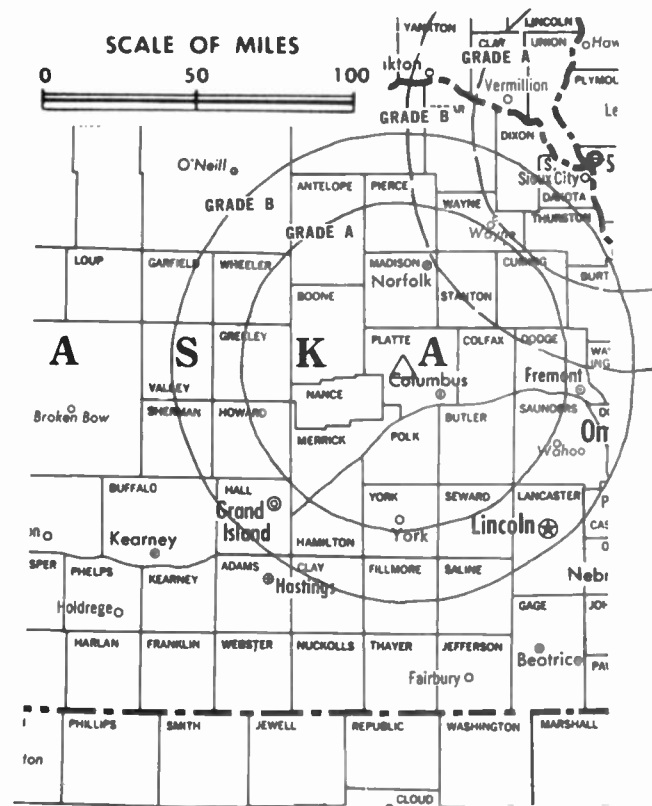
**Highest One Hour Rate:** \$1000.

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

**City of License:** Albion. ADI: Lincoln-Hastings-Kearney. Rank: 95.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>NEBRASKA</b>			
	Antelope	3,200	3,100	97
	Loup	300	300	100
	Nance	1,800	1,800	100
	Polk	2,300	2,300	100
	Wheeler	400	400	100
<b>Between 25-49%</b>	<b>NEBRASKA</b>			
	Boone	2,600	2,600	100
	Brown	1,700	1,700	100
	Butler	3,400	3,300	97
	Clay	3,000	3,000	100
	Hamilton	3,400	3,400	100
	Merrick	3,200	3,200	100
	Platte	10,900	10,800	99
	York	5,800	5,700	98
<b>Between 5-24%</b>	<b>NEBRASKA</b>			
	Boyd	1,300	1,300	100
	Colfax	3,700	3,600	97
	Cuming	4,100	4,000	98
	Fillmore	3,000	3,000	100



KCAN BNPCT-821229KE Granted 1/28/83

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	Gage	9,000	8,900	99
	Garfield	1,000	1,000	100
	Greeley	1,200	1,200	100
	Hall	18,900	18,700	99
	Holt	5,100	4,900	96
	Howard	2,400	2,400	100
	Kearney	2,600	2,600	100
	Madison	12,900	12,700	98
	Pierce	3,100	3,100	100
	Rock	900	900	100
	Saline	5,000	4,900	98
	Saunders	7,000	6,900	99
	Seward	5,900	5,800	98
	Sherman	1,500	1,500	100
	Stanton	2,400	2,400	100
	Valley	2,300	2,200	96
Webster	2,000	2,000	100	
<b>Station Totals</b>		<b>137,300</b>	<b>135,600</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>33,900</b>	
<b>Average Daily Circulation (1989)</b>			<b>13,700</b>	

**THIS DATA IS AVAILABLE ON TAPE OR DISKETTE FOR USE ON YOUR OWN COMPUTER OR AS CUSTOMIZED REPORTS**

Call Lynn Levine or Nancy Cramer  
202-872-9200

# Nebraska—Grand Island

**KGIN**

Ch. 11

(Satellite of KOLN, Lincoln, NE)

**Network Service:** CBS.

**Licensee:** KOLN Inc., Box 30350, Lincoln, NE 68503.

**Studio:** See KOLN, Lincoln.

**Telephone:** 308-382-6100. TWX: 910-621-8114.

**Technical Facilities:** Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 55.5-kw aural. Antenna: 1009-ft. above av. terrain, 1066-ft. above ground, 3146-ft. above sea level.

Latitude	40°	35'	20"
Longitude	98°	48'	10"

**Transmitter:** 10-mi. NE of Minden.

**Satellite Earth Stations:** Microdyne, 7-meter; Scientific-Atlanta, 7-meter; DH Satellite, 5-meter C & Ku-band; Scientific-Atlanta, 4.6-meter; Microdyne, Scientific-Atlanta receivers.

**News Services:** AP, CBS, U.S. Weather Bureau.

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

**Began Operation:** October 1, 1961.

**Represented (sales):** MMT Marketing.

**Represented (legal):** Pepper & Corazzini.

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

**Personnel:** See KOLN, Lincoln.



KGIN BMPCT—5631 Granted 8/24/61

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**Rates:** Sold in combination with KOLN, Lincoln, NE.

**Arbitron Data:** Included with KOLN, Lincoln, NE.

**City of License:** Grand Island. **ADI:** Lincoln-Hastings-Kearney. **Rank:** 95.

# Nebraska—Hastings

## KHAS-TV

Ch. 5

Network Service: NBC.

Licensee: Nebraska Television Corp., Box 578, Hastings, NE 68901.

Studio: Hwy. 281, 3-mi. N of Hastings, NE 68901.

Mailing Address: Box 578, Hastings, NE 68901.

Telephone: 402-463-1321. Fax: 402-463-6551. Easylink: 62069443.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 730-ft. above av. terrain, 767-ft. above ground, 2707-ft. above sea level.

Latitude 40° 39' 06"  
Longitude 98° 23' 04"

Transmitter: Hwy. 281, 3-mi. N of Hastings.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 6.1-meter C-band; RCA, 3.9-meter Ku-band; Harris, M/A-Com receivers.

AM Affiliate: KHAS, 1-kw, 1230 KHz.

News Services: Accu-Weather, AP, NBC.

Ownership: Nebraska Television Corp. G. D. Seaton, pres.; James D. Conway, secy-treas.; John T. Benson, asst. secy. NTC ownership: Radio KHAS, Hastings, 4.07%; John Spady Trust, 1.75%; Gladys D. Seaton, 4.38%; James D. Conway, 2.91%; over 100 other stockholders, none with as much as 2%. Seaton family owns Hastings Tribune, controls KHAS; KGGF(AM), Coffeyville, KS; KMAN & KMKF(FM), Manhattan, KS; KFYO-AM-FM, Lubbock, TX and publishes chain of Western newspapers.

Began Operation: January 1, 1956.

Represented (sales): Seltel Inc.

Represented (legal): Dow, Lohnes & Albertson.

### Personnel:

JOHN T. BENSON JR., general manager.  
BILL HUGHES, general sales manager.  
JOE MARTIN, news director.  
DAVE BLOCK, chief engineer.  
JACKIE ACKERMAN, program director.  
DORIS SANFORD, business manager.

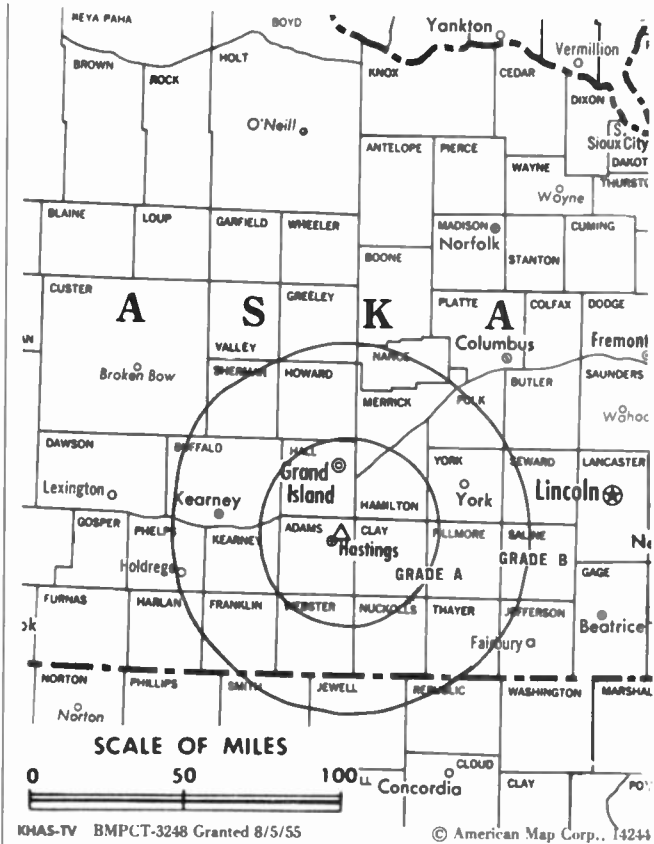
Highest 30 Sec. Rate: \$525.

NETWORK BASE HOURLY RATE: \$450.

City of License: Hastings. ADI: Lincoln-Hastings-Kearney. Rank: 95.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>KANSAS</b>			
	Jewell	2,000	1,900	95
	Republic	2,900	2,800	97
	Smith	2,300	2,300	100
	<b>NEBRASKA</b>			
	Adams	12,200	12,100	99
	Buffalo	13,900	13,800	99
	Clay	3,000	3,000	100
	Fillmore	3,000	3,000	100
	Franklin	1,700	1,700	100
Garfield	1,000	1,000	100	
Greeley	1,200	1,200	100	
Hall	18,900	18,700	99	
Hamilton	3,400	3,400	100	
Harlan	1,700	1,700	100	



Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	Howard	2,400	2,400	100
	Kearney	2,600	2,600	100
	Loup	300	300	100
	Merrick	3,200	3,200	100
	Nance	1,800	1,800	100
	Nuckolls	2,600	2,600	100
	Phelps	3,700	3,700	100
	Polk	2,300	2,300	100
	Sherman	1,500	1,500	100
	Thayer	2,800	2,800	100
	Valley	2,300	2,200	96
Webster	2,000	2,000	100	
York	5,800	5,700	98	
<b>Between 25-49%</b>	<b>KANSAS</b>			
	Phillips	2,900	2,800	96
	<b>NEBRASKA</b>			
	Boone	2,600	2,600	100
	Custer	5,100	5,000	98
	Jefferson	3,700	3,600	97
<b>Between 5-24%</b>	Platte	10,900	10,800	99
	Wheeler	400	400	100
	<b>KANSAS</b>			
	Cloud	4,600	4,500	98
	Mitchell	3,400	3,300	97
	Osborne	2,300	2,200	96
	Washington	3,100	3,000	97
	<b>NEBRASKA</b>			
	Dawson	8,600	8,500	99
	Gosper	800	800	100
Saline	5,000	4,900	98	
Seward	5,900	5,800	98	
<b>Station Totals</b>		<b>159,800</b>	<b>157,900</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>				<b>94,100</b>
<b>Average Daily Circulation (1989)</b>				<b>52,700</b>



# Nebraska—Hayes Center

## KWNB-TV

Ch. 6

(Satellite of KHGI-TV, Kearney, NE)

**Network Service:** ABC.

**Licensee:** Joseph C. Amaturro, Receiver, 2929 E. Commercial Blvd., Fort Lauderdale, FL 33308.

**Studio:** See KHGI-TV, Kearney.

**Telephone:** 308-743-2494. **TWX:** 910-960-3746. **Fax:** 308-743-2644.

**Technical Facilities:** Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 737-ft. above av. terrain, 586-ft. above ground, 3851-ft. above sea level.

Latitude 40° 37' 32"  
Longitude 101° 01' 46"

**Transmitter:** County Rd., 8-mi. N of Hayes Center.

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

**News Services:** AP, ABC, National Weather Service, Environmental Satellite Services.

**Ownership:** See KHGI-TV, Kearney NE.

**Began Operation:** February 9, 1956.

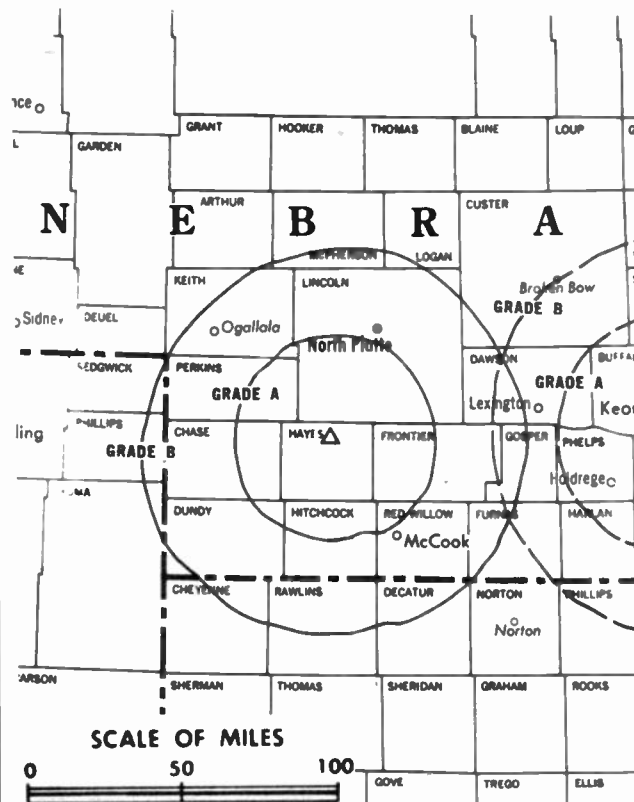
**Represented (sales):** Katz Television.

**Represented (legal):** Cara E. Cameron.

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

### Personnel:

PEGGY A. LANDRY, general manager.  
GENE SHORT, sales manager.  
JERRY FUEHRER, chief engineer.  
MARK NELSEN, news director.  
DONNA GRAY, promotion director.  
DOROTHY JOHNSON, business manager.



KWNB-TV BPCT-2531 Granted 9/17/58

© American Map Corp., 14244

**Rates:** Sold in conjunction with KHGI-TV, Kearney & KSBN-TV, Superior, NE.

**Arbitron Data:** Included with parent KHGI-TV, Kearney, NE.

**City of License:** Hayes Center. **ADI:** Lincoln-Hastings-Kearney. **Rank:** 95.

# Nebraska—Kearney-Hastings-Grand Island

## KHGI-TV

Ch. 13

(Operates NTV Network including satellites KWNB-TV, Hayes Center & KSNB-TV, Superior, NE)

Network Service: ABC.

Licensee: Joseph C. Amataro, Receiver, PHC, 2929 E. Commercial Blvd., Fort Lauderdale, FL 33308.

Studio: 14-mi. S of Kearney on Hwy. 44.

Mailing Address: Box 220, Kearney, NE 68848.

Telephone: 308-743-2494. TWX: 910-960-3746. Fax: 308-743-2644.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1110-ft. above av. terrain, 1163-ft. above ground, 3240-ft. above sea level.

Latitude 40° 39' 28"  
Longitude 98° 52' 04"

Transmitter: 1.2-mi. NW of Lowell.

Satellite Earth Stations: 4 in operation; Prodelin, 5-meter; Pinzone receivers.

News Services: AP, ABC, NIWS, National Weather Service, Environmental Satellite Services.

Ownership: Joseph C. Amataro, Receiver, 100%. Owns & operates satellites KWNB-TV, Hayes Center & KSNB-TV, Superior, NE. Amataro owns 20% limited partnership in Channel 44 Ltd., licensee of WJTC(TV) Pensacola, FL.

Began Operation: December 24, 1953. Sale to NTV by Bi-States Co. (F. Wayne Brewster, et al.) approved by FCC April 29, 1974 (Television Digest Vol. 14:7). Sale to Amataro Group by NTV Enterprises approved by FCC Nov. 16, 1979 (Vol. 19:24). Sale to Gordon Bcstg. Inc. by Amataro Group approved by FCC Jan. 17, 1986. Sale to Sterling Communications by Gordon Bcstg. Inc. approved by FCC Feb. 27, 1989, but not consummated. Assignment to Joseph C. Amataro, Receiver, granted June 28, 1989.

Represented (sales): Katz Television.

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

### Personnel:

PEGGY A. LANDRY, general manager.  
GENE SHORT, sales manager.  
JERRY FUEHRER, chief engineer.  
MARK NELSEN, news director.  
DONNA GRAY, promotion director.  
DOROTHY JOHNSON, business manager.

Rates: On request.

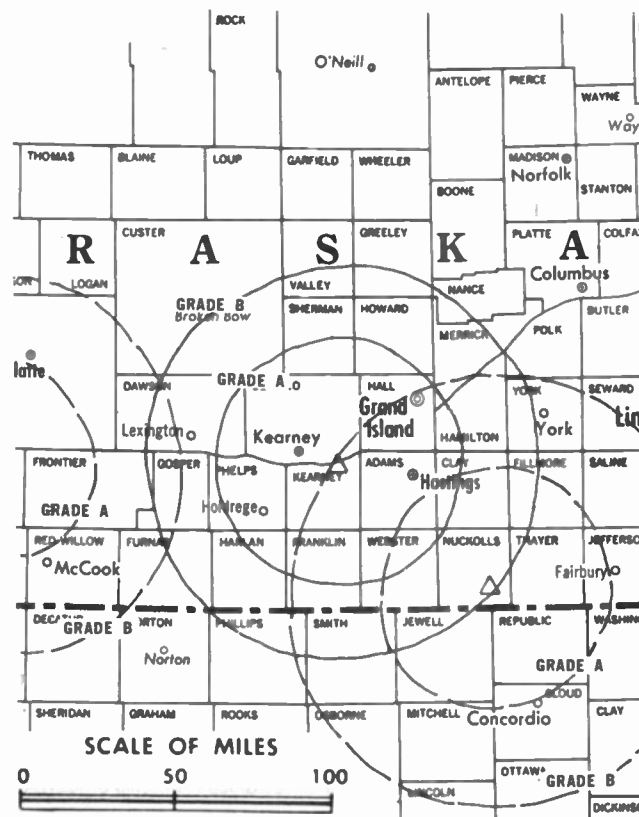
NETWORK BASE HOURLY RATE: \$800.

Arbitron Data: Figures include KWNB-TV, Hayes Center & KSNB-TV, Superior, NE.

City of License: Kearney. ADI: Lincoln-Hastings-Kearney. Rank: 95.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>KANSAS</b>				
50% & Over	Cheyenne	1,500	1,500	100
	Cloud	4,600	4,500	98
	Graham	1,500	1,500	100
	Jewell	2,000	1,900	95
	Mitchell	3,400	3,300	97
	Osborne	2,300	2,200	96
	Rawlins	1,500	1,500	100
	Republic	2,900	2,800	97
	Rooks	2,600	2,600	100
	Smith	2,300	2,300	100
	Washington	3,100	3,000	97
<b>NEBRASKA</b>				
	Adams	12,200	12,100	99



KHGI-TV BPC-T-2718 Granted 8/1/62

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Arthur	200	200	100
	Buffalo	13,900	13,800	99
	Chase	1,900	1,900	100
	Clay	3,000	3,000	100
	Custer	5,100	5,000	98
	Dawson	8,600	8,500	99
	Dundy	1,200	1,200	100
	Fillmore	3,000	3,000	100
	Franklin	1,700	1,700	100
	Frontier	1,400	1,400	100
	Furnas	2,600	2,500	96
	Garfield	1,000	1,000	100
	Gosper	800	800	100
	Greeley	1,200	1,200	100
	Hall	18,900	18,700	99
	Hamilton	3,400	3,400	100
	Harlan	1,700	1,700	100
	Hayes	500	500	100
	Hitchcock	1,500	1,500	100
	Howard	2,400	2,400	100
	Jefferson	3,700	3,600	97
	Kearney	2,600	2,600	100

(Continued on page A-706)

Station Totals	233,100	230,200	99
Net Weekly Circulation (1989)			141,000
Average Daily Circulation (1989)			76,500

**THE TED HEPBURN COMPANY**

Our firm acted as financial advisor and broker in the 1986 sale of KHGI-TV

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

# Nebraska—Lincoln

**KOLN**

Ch. 10

(Also operates satellite KGIN, Grand Island, NE)

**Network Service:** CBS.

**Licensee:** KOLN Inc., Box 30350, Lincoln, NE 68503.

**Studio:** 40th & W Sts., Lincoln

**Mailing Address:** Box 30350, Lincoln, NE 68503.

**Telephone:** 402-467-4321. TWX: 910-621-8114.

**Technical Facilities:** Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 36.3-kw aural. Antenna: 1490-ft. above av. terrain, 1497-ft. above ground, 3027-ft. above sea level.

Latitude 40° 48' 08"  
Longitude 97° 10' 46"

**Transmitter:** 6-mi. E of Beaver Crossing.

**Satellite Earth Stations:** Microdyne, 7-meter; Scientific-Atlanta, 7-meter; DH Satellite, 5-meter Ku & C-band; Scientific-Atlanta, 4.6-meter; Microdyne, Scientific-Atlanta receivers.

**News Services:** AP, U.S. Weather Bureau.

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

**Began Operation:** February 18, 1953. Sale to Fetzer Bcstg. Co. approved by FCC March 24, 1954; transfer to John Fetzer approved by FCC Nov. 15, 1955 (*Television Digest*, Vol. 9:30, 34; 10:9, 13, 20). Sale to Gillett by Fetzer Communications Inc. approved Oct. 29, 1985. Sale to present owners by Gillett Bcstg. approved by FCC July 31, 1987.

**Represented (sales):** MMT Marketing.

**Represented (legal):** Pepper & Corazzini.

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

**Personnel:**

- FRANK JONAS, president & general manager.
- CLYDE HELTON, general sales manager.
- DAVID BRADLEY, national sales manager.
- JOHN DENNEY, news director.
- ROBERT FLINN, program & creative services director.
- LISA GUILL, production supervisor.
- SHELLIE NAZARENS, community affairs director.
- LYLE KAUFMAN, chief engineer & operations manager.
- CHRIS McPIKE, business manager.

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

**Highest 30 Sec. Rate:** \$2500.

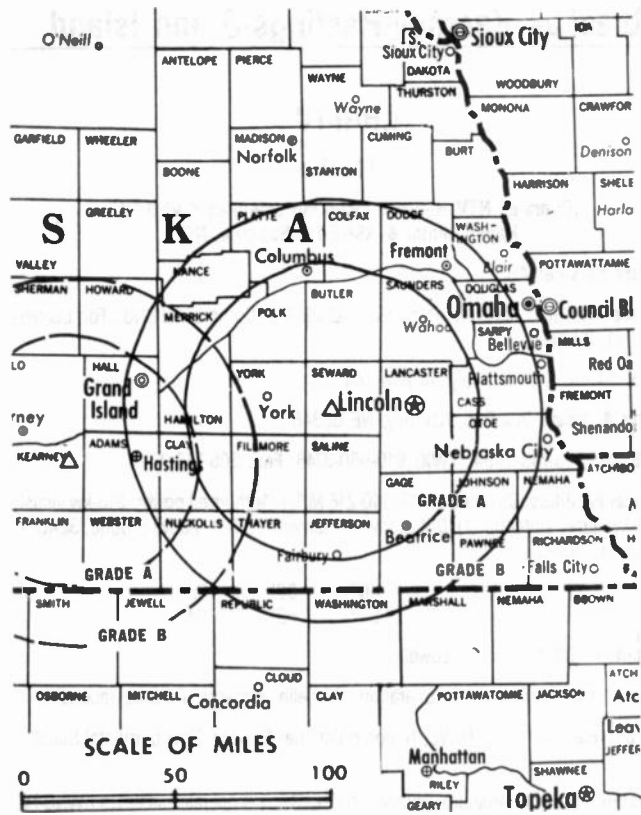
**NETWORK BASE HOURLY RATE:** \$910.

**Arbitron Data:** Includes KGIN, Grand Island, NE.

**City of License:** Lincoln. **ADI:** Lincoln-Hastings-Keamey. **Rank:** 95.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>KANSAS</b>			
	Cloud	4,600	4,500	98
	Jewell	2,000	1,900	95
	Republic	2,900	2,800	97
	Smith	2,300	2,300	100
	Washington	3,100	3,000	97
	<b>NEBRASKA</b>			
	Adams	12,200	12,100	99
	Antelope	3,200	3,100	97
	Boone	2,600	2,600	100
Boyd	1,300	1,300	100	



KOLN BPCT—3649 Granted 12/15/65

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Brown	1,700	1,700	100
	Buffalo	13,900	13,800	99
	Butler	3,400	3,300	97
	Clay	3,000	3,000	100
	Coffax	3,700	3,600	97
	Custer	5,100	5,000	98
	Dawson	8,600	8,500	99
	Fillmore	3,000	3,000	100
	Franklin	1,700	1,700	100
	Frontier	1,400	1,400	100
	Furnas	2,600	2,500	96
	Gage	9,000	8,900	99
	Garfield	1,000	1,000	100
	Gosper	800	800	100
	Greeley	1,200	1,200	100
	Hall	18,900	18,700	99
	Hamilton	3,400	3,400	100
	Harlan	1,700	1,700	100
	Holt	5,100	4,900	96
	Howard	2,400	2,400	100
	Jefferson	3,700	3,600	97
	Johnson	2,000	2,000	100
	Keamey	2,600	2,600	100
	Keith	3,700	3,700	100
	Lancaster	82,200	81,500	99
	Lincoln	12,900	12,700	98
	Loup	300	300	100
Madison	12,900	12,700	98	
Merrick	3,200	3,200	100	
Nance	1,800	1,800	100	
Nuckolls	2,600	2,600	100	
Pawnee	1,500	1,500	100	

(Continued on page A-706)

<b>Station Totals</b>	<b>402,000</b>	<b>397,200</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>284,800</b>
<b>Average Daily Circulation (1989)</b>			<b>183,100</b>

# Nebraska—McCook-Oberlin, Kansas

**KSNK**

**Ch. 8**

(Satellite of KSNW, Wichita, KS)

**Network Service:** NBC.

**Licensee:** KSN Inc., Box 333, Wichita, KS 67201.

**Studio:** U.S. Hwy. 36 W, 9-mi. W of Oberlin, KS 67749.

**Telephone:** 913-475-2248.

**Technical Facilities:** Channel No. 8 (180-186 MHz). Authorized power: 297.2-kw visual, 29.5-kw aural. Antenna: 710-ft. above av. terrain, 677-ft. above ground, 3537-ft. above sea level.

Latitude 39° 49' 48"  
Longitude 100° 42' 04"

**Transmitter:** U.S. Hwy. 36, 9-mi. W of Oberlin, KS.

**Satellite Earth Station:** M/A-Com, 4-meter; M/A-Com receivers.

**News Services:** AP, CNN, Conus, KSN.

**Ownership:** SJL Broadcast Management, 100%. See Group Ownership of Television Stations.

**Began Operation:** October 16, 1959. Sale to present owner by The Standard Corp. approved by FCC August 5, 1988.

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

**Represented (legal):** Latham & Watkins.

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

**Personnel:**

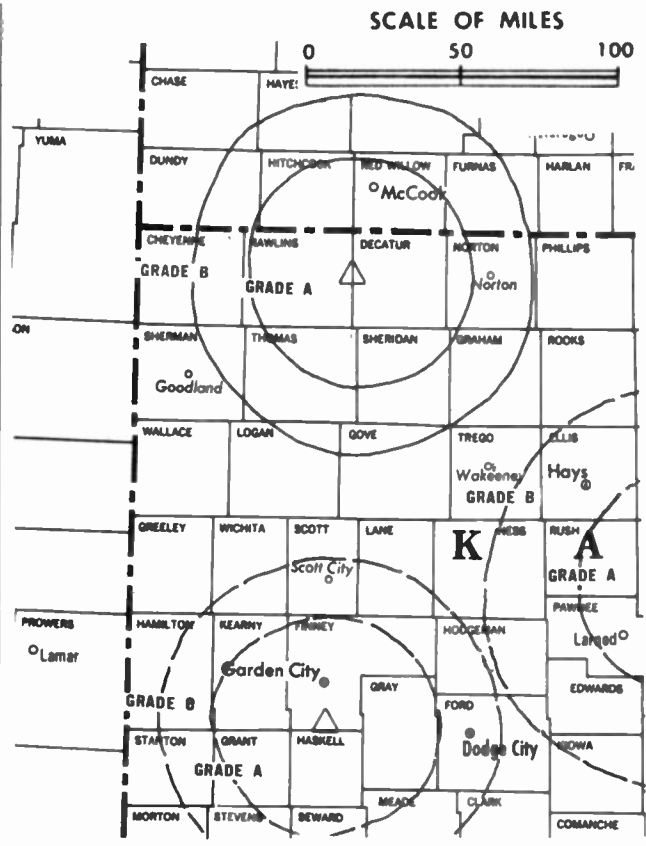
BOB SALEM  
JIM BOWERS, chief engineer.

**Rates:** Offered as a bonus with KSNW, Wichita, KS & satellites (Kansas State Network) KSNB, Garden City & KNSC, Great Bend, KS.

**City of License:** McCook. ADI: Wichita-Hutchinson. Rank: 59.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>KANSAS</b>				
50% & Over	Cheyenne	1,500	1,500	100
	Decatur	1,800	1,800	100
	Gove	1,400	1,400	100
	Graham	1,500	1,500	100
	Logan	1,400	1,400	100
	Norton	2,700	2,700	100
	Rawlins	1,500	1,500	100
	Rooks	2,600	2,600	100
	Sheridan	1,300	1,300	100
	Sherman	2,900	2,900	100
	Thomas	3,200	3,100	97
<b>NEBRASKA</b>				
	Dundy	1,200	1,200	100
	Furnas	2,600	2,500	96



KSNK BPCT-820707KF Granted 8/20/82

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Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>				
	Gosper	800	800	100
	Hayes	500	500	100
	Hitchcock	1,500	1,500	100
	Red Willow	5,000	4,900	98
<b>NEBRASKA</b>				
<b>Between 25-49%</b>				
	Chase	1,900	1,900	100
	Frontier	1,400	1,400	100
	Harlan	1,700	1,700	100
<b>KANSAS</b>				
<b>Between 5-24%</b>				
	Phillips	2,900	2,800	96
	Wallace	700	700	100
<b>Station Totals</b>		<b>42,000</b>	<b>41,600</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>29,300</b>	
<b>Average Daily Circulation (1989)</b>			<b>19,100</b>	

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# Nebraska—North Platte

## KNOP-TV

Ch. 2

Network Service: NBC.

Licensee: North Platte Television Inc., Box 749, North Platte, NE 69101.

Studio: 4.7-mi. NNE of North Platte town center on Hwy. 83 N, North Platte, NE 69103.

Telephone: 308-532-2222.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 15-kw aural. Antenna: 630-ft. above av. terrain, 609-ft. above ground, 3621-ft. above sea level.

Latitude 41° 12' 13"  
Longitude 100° 43' 58"

Transmitter: 4.7-mi. NNE of center of town.

Satellite Earth Stations: 2 in operation; Harris receivers.

News Service: AP.

Ownership: Shively Communications; Richard E. Shively, 90%; Ulysses A. Carlini, 10%.

Began Operation: December 15, 1958. Sale to present owners by group headed by Fred E. Shrake & Mac Smock approved June 16, 1967 by FCC.

Represented (sales): Adam Young Inc.

Represented (engineering): Jules Cohen & Associates.

### Personnel:

ULYSSES A. CARLINI, general manager.  
JODI RITACCA, news director.  
JOHN KOCH, sports director.  
MARK HIMMLER, chief engineer.  
CHERYL McDONALD, traffic director.

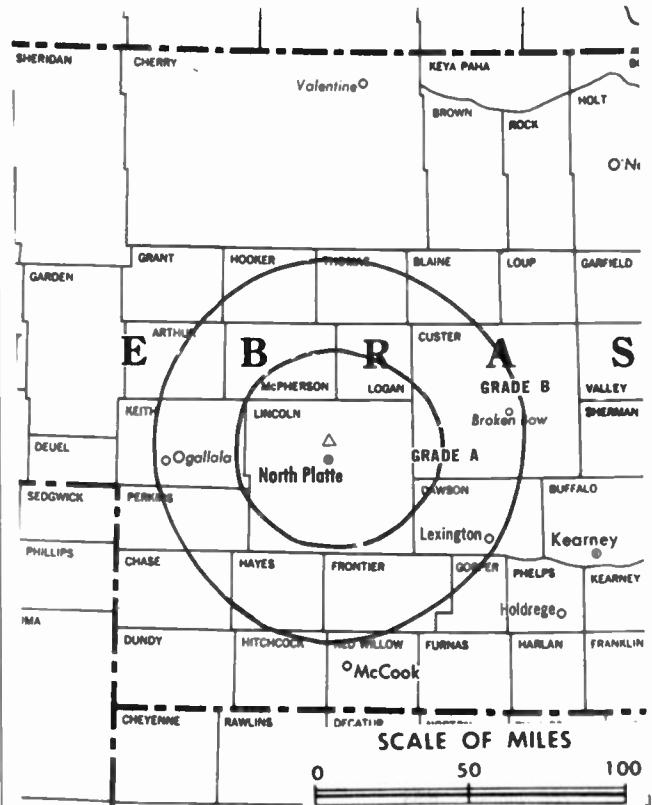
Highest 30 Sec. Rate: \$285.

NETWORK BASE HOURLY RATE: \$200.

City of License: North Platte. ADI: North Platte. Rank: 210.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>NEBRASKA</b>			
	Arthur	200	200	100
	Blaine	300	300	100
	Custer	5,100	5,000	98
	Dawson	8,600	8,500	99
	Frontier	1,400	1,400	100
	Hooker	400	400	100
	Keith	3,700	3,700	100
	Lincoln	12,900	12,700	98
	Logan	400	400	100



KNOP-TV BMPCT-5042 Granted 5/2/58

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Mc Pherson	200	200	100
	Perkins	1,500	1,500	100
	Thomas	400	400	100
<b>Between 25-49%</b>	<b>NEBRASKA</b>			
	Chase	1,900	1,900	100
	Grant	300	300	100
<b>Between 5-24%</b>	Hayes	500	500	100
	<b>NEBRASKA</b>			
	Cherry	2,600	2,600	100
	Deuel	1,000	1,000	100
	Dundy	1,200	1,200	100
	Garden	1,000	1,000	100
	Gosper	800	800	100
	Phelps	3,700	3,700	100
Red Willow	5,000	4,900	98	
<b>Station Totals</b>		<b>53,100</b>	<b>52,600</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>				<b>31,800</b>
<b>Average Daily Circulation (1989)</b>				<b>21,900</b>

# Nebraska—Omaha

**KETV**

**Ch. 7**

**Network Service:** ABC.

**Licensee:** KETV Television Inc., 27th & Douglas Sts., Omaha, NE 68131.

**Studio:** 27th & Douglas Sts., Omaha, NE 68131.

**Telephone:** 402-345-7777. TWX: 910-622-0710.

**Technical Facilities:** Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1360-ft. above av. terrain, 1363-ft. above ground, 2549-ft. above sea level.

Latitude 41° 18' 32"  
Longitude 96° 01' 37"

**Transmitter:** 5600 N. 72nd St.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Andrew, 7.3-meter C-band; BMS, 6-meter C-band; M/A-Com, 3-meter Ku-band; Avantek, M/A-Com receivers.

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

**Ownership:** Pulitzer Publishing Co., 100%. See Group Ownership of Television Stations.

**Began Operation:** September 17, 1957. Sale to present owner by Peter Kiewit Sons' Inc. (publisher of *Omaha World-Herald*) approved by FCC Feb. 26, 1976 (*Television Digest*, Vol. 15:45). Previous sale of newspaper and TV station began with transfer of newspaper and 45% of KETV in 1962 and was completed the following year when transfer of the remaining 55% of KETV was approved June 11, 1963 by FCC (Vol. 2:45; 3:23).

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

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

**Personnel:**

- JOHN CARPENTER, general manager.
- HOWARD SHRIER, general sales manager.
- DONNA RIDGLEY, local sales manager.
- BETTIE DENNY, program/community affairs manager.
- PHIL CLARK, promotion manager.
- KIRK WINKLER, news director.
- DON CLAUSEN, chief engineer.
- DICK SPARK, business manager.

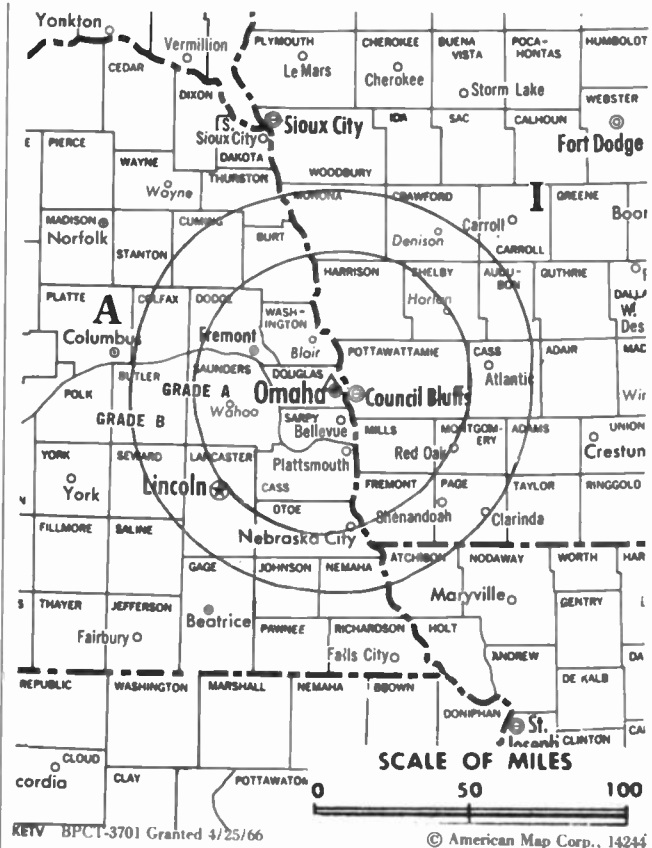
**Highest One Hour Rate:** \$8500.

**Highest 30 Sec. Rate:** \$4500.

**City of License:** Omaha. ADI: Omaha. Rank: 72.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>IOWA</b>			
	Audubon	3,100	3,100	100
	Cass	6,800	6,700	99
	Crawford	6,800	6,700	99
	Fremont	3,700	3,700	100
	Harrison	6,000	5,900	98
	Mills	4,700	4,700	100
	Monona	4,500	4,400	98
	Montgomery	5,500	5,400	98
	Page	7,500	7,400	99
	Pottawattamie	33,400	33,100	99
	Shelby	5,400	5,400	100
	Taylor	3,300	3,200	97
	<b>MISSOURI</b>			
	Atchison	3,200	3,200	100
	<b>NEBRASKA</b>			
	Burt	3,500	3,500	100
	Butler	3,400	3,300	97
	Cass	8,300	8,200	99
	Colfax	3,700	3,600	97
	Cuming	4,100	4,000	98
Dodge	14,000	13,900	99	
Douglas	160,900	159,500	99	
Gage	9,000	8,900	99	
Johnson	2,000	2,000	100	
Lancaster	82,200	81,500	99	
Nemaha	3,300	3,200	98	



KETV BPCT-3701 Granted 4/25/66

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Otoe	6,000	5,900	98
	Pawnee	1,500	1,500	100
	Platte	10,900	10,800	99
	Richardson	4,300	4,200	98
	Saline	5,000	4,900	98
	Sarpy	32,200	32,100	100
	Saunders	7,000	6,900	99
	Seward	5,900	5,800	98
	Washington	5,900	5,900	100
	<b>Between 25-49%</b>	<b>IOWA</b>		
Adams		2,100	2,100	100
<b>NEBRASKA</b>				
Jefferson		3,700	3,600	97
Stanton		2,400	2,400	100
<b>Between 5-24%</b>	<b>IOWA</b>			
	Adair	3,700	3,700	100
	Carroll	8,300	8,200	99
	Sac	5,300	5,200	98
	Union	5,400	5,300	98
	<b>KANSAS</b>			
	Doniphan	3,500	3,400	97
	Marshall	5,300	5,200	98
	<b>MISSOURI</b>			
	Nodaway	7,600	7,500	99
<b>NEBRASKA</b>				
Boone	2,600	2,600	100	
Dakota	6,700	6,700	100	
Dixon	2,700	2,700	100	
Madison	12,900	12,700	98	
Polk	2,300	2,300	100	
Wayne	3,400	3,400	100	
<b>Station Totals</b>		<b>553,100</b>	<b>547,600</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>400,900</b>	
<b>Average Daily Circulation (1989)</b>			<b>223,300</b>	

# Nebraska—Omaha

**KMTV**

**Ch. 3**

**Network Service:** CBS.

**Licensee:** KMTV Inc., 10714 Mockingbird Dr., Omaha, NE 68127.

**Studio:** 10714 Mockingbird Dr., Omaha, NE 68127.

**Telephone:** 402-592-3333. TWX: 402-348-1109.

**Technical Facilities:** Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1370-ft. above av. terrain, 1345-ft. above ground, 2549-ft. above sea level.

Latitude 41° 18' 25"  
Longitude 96° 01' 37"

**Transmitter:** 5400 N. 72nd St.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.6-meter C-band; AFC, 3.7-meter Ku-band; Harris, 3-meter C-band; Harris, M/A-Com, Scientific-Atlanta receivers.

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

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

**Began Operation:** September 1, 1949. Sale to present owner by May Bcstg. Co. approved by FCC Nov. 7, 1986.

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

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

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

**Personnel:**

- HOWARD KENNEDY, general manager.
- DAVID L. KUEHN, general sales manager.
- LIN WHITE, local sales manager.
- LOREN TOBIA, news director.
- DONALD E. BROWERS, program & production manager.
- LARRY STEELE, chief engineer.
- GARY SWANGER, business manager.

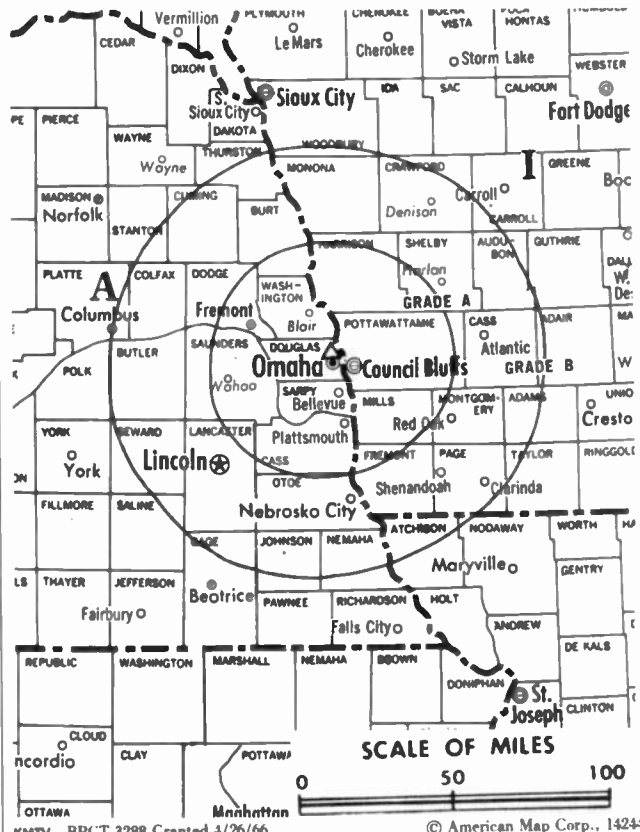
**Highest 30 Sec. Rate:** \$1500.

**NETWORK BASE HOURLY RATE:** \$1325.

**City of License:** Omaha. **ADI:** Omaha. **Rank:** 72.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>IOWA</b>			
	Adams	2,100	2,100	100
	Audubon	3,100	3,100	100
	Cass	6,800	6,700	99
	Crawford	6,800	6,700	99
	Fremont	3,700	3,700	100
	Harrison	6,000	5,900	98
	Mills	4,700	4,700	100
	Monona	4,500	4,400	98
	Montgomery	5,500	5,400	98
	Page	7,500	7,400	99
	Pottawattamie	33,400	33,100	99
	Shelby	5,400	5,400	100
	Taylor	3,300	3,200	97
	<b>MISSOURI</b>			
	Atchison	3,200	3,200	100
	<b>NEBRASKA</b>			
	Burt	3,500	3,500	100
	Butler	3,400	3,300	97
Cass	8,300	8,200	99	
Colfax	3,700	3,600	97	
Cuming	4,100	4,000	98	



KMTV BPC-T-3288 Granted 4/26/66 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Dodge	14,000	13,900	99
	Douglas	160,900	159,500	99
	Johnson	2,000	2,000	100
	Lancaster	82,200	81,500	99
	Nemaha	3,300	3,200	98
	Otoe	6,000	5,900	98
	Sarpy	32,200	32,100	100
	Saunders	7,000	6,900	99
	Washington	5,900	5,900	100
	<b>Between 25-49%</b>	<b>MISSOURI</b>		
Nodaway		7,600	7,500	99
<b>NEBRASKA</b>				
Gage		9,000	8,900	99
Pawnee		1,500	1,500	100
Platte		10,900	10,800	99
Richardson		4,300	4,200	98
Saline		5,000	4,900	98
Seward		5,900	5,800	98
Stanton		2,400	2,400	100
Thurston	2,400	2,400	100	
<b>Between 5-24%</b>	<b>IOWA</b>			
	Carroll	8,300	8,200	99
	Ida	3,500	3,500	100
	<b>KANSAS</b>			
	Marshall	5,300	5,200	98
	<b>MISSOURI</b>			
	Holt	2,700	2,600	96
	<b>NEBRASKA</b>			
	Dakota	6,700	6,700	100
	Jefferson	3,700	3,600	97
Madison	12,900	12,700	98	
Polk	2,300	2,300	100	
Wayne	3,400	3,400	100	
York	5,800	5,700	98	
<b>Station Totals</b>		<b>536,100</b>	<b>530,800</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>				<b>377,700</b>
<b>Average Daily Circulation (1989)</b>				<b>217,700</b>

# Nebraska—Omaha

**KPTM**

**Ch. 42**

**Network Service:** None, independent.

**Licensee:** Pappas Telecasting of the Midlands, 4625 Famam St., Omaha, NE 68132.

**Studio:** 4625 Farnam St., Omaha, NE 68132.

**Telephone:** 402-558-4200. **TWX:** 910-558-0475. **Fax:** 402-558-0475.

**Technical Facilities:** Channel No. 42 (638-644 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1559-ft. above av. terrain, 1479-ft. above ground, 2689-ft. above sea level.

Latitude 41° 04' 15"  
Longitude 96° 13' 30"

Holds CP for change to 1893-ft. above av. terrain, 1814-ft. above ground, 3021-ft. above sea level. BPCT-870902KE.

**Transmitter:** 19801 Pflug Road, Springfield.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Harris, 6.1-meter C-band; AFC, 3.6-meter Ku-band; Harris, M/A-Com receivers.

**Ownership:** Harry J. Pappas, gen. partner, 55%; Pappas Telecasting of Nebraska Inc., gen. partner, 2%; Harry J. Pappas, ltd. partner, 42%; 4 additional ltd. partners 0.25% each. For other interests see Pappas Telecasting under Group Ownership of TV Stations.

**Began Operation:** April 6, 1986.

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

**Represented (legal):** Bryan, Cave, McPheeters & McRoberts.

**Represented (engineering):** Smith & Powstenko; Cecil Lynch.

**Personnel:**

- HARRY J. PAPPAS, president & general manager.
- NEIL SCHWARTZ, general marketing manager.
- SUSAN CHRISTIANSEN, national marketing manager.
- JIM MCKERNAN, retail marketing manager.
- BRUCE BINENFELD, promotion director.
- MAUREEN KELLY, traffic manager.
- KEVIN DREWES, chief engineer.
- JACE ANDERSON, production manager.
- MARILYN ROTHE, film director.

**Rates:** On request.

**City of License:** Omaha. **ADI:** Omaha. **Rank:** 72.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>IOWA</b>			
	Fremont	3,700	3,700	100
	Harrison	6,000	5,900	98
	Mills	4,700	4,700	100
	Montgomery	5,500	5,400	98
	Page	7,500	7,400	99
	Pottawattamie	33,400	33,100	99
	Taylor	3,300	3,200	97
	<b>NEBRASKA</b>			
	Burt	3,500	3,500	100
Cass	8,300	8,200	99	
Dodge	14,000	13,900	99	
Douglas	160,900	159,500	99	
Johnson	2,000	2,000	100	
Lancaster	82,200	81,500	99	
Nemaha	3,300	3,200	98	
Otoe	6,000	5,900	98	
Pawnee	1,500	1,500	100	
Platte	10,900	10,800	99	
Richardson	4,300	4,200	98	



Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	Sarpy	32,200	32,100	100
	Saunders	7,000	6,900	99
	Seward	5,900	5,800	98
	Washington	5,900	5,900	100
<b>Between 25-49%</b>	<b>IOWA</b>			
	Cass	6,800	6,700	99
	Crawford	6,800	6,700	99
	Monona	4,500	4,400	98
	Shelby	5,400	5,400	100
	<b>MISSOURI</b>			
Atchison	3,200	3,200	100	
<b>Between 5-24%</b>	<b>NEBRASKA</b>			
	Butler	3,400	3,300	97
	Colfax	3,700	3,600	97
	Dakota	6,700	6,700	100
	Gage	9,000	8,900	99
	Saline	5,000	4,900	98
	Stanton	2,400	2,400	100
	Thurston	2,400	2,400	100
	<b>IOWA</b>			
	Adams	2,100	2,100	100
	Carroll	8,300	8,200	99
	<b>KANSAS</b>			
	Marshall	5,300	5,200	98
<b>MISSOURI</b>				
Nodaway	7,600	7,500	99	
<b>NEBRASKA</b>				
Cuming	4,100	4,000	98	
Fillmore	3,000	3,000	100	
Jefferson	3,700	3,600	97	
Polk	2,300	2,300	100	
Wayne	3,400	3,400	100	
York	5,800	5,700	98	
<b>Station Totals</b>		<b>516,900</b>	<b>511,900</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>				<b>297,900</b>
<b>Average Daily Circulation (1989)</b>				<b>141,500</b>



# Nebraska—Omaha

**WOWT**

Ch. 6

**Network Service:** NBC.

**Licensee:** Chronicle Broadcasting Co., 1001 Van Ness Ave., San Francisco, CA 94119.

**Studio:** 3501 Farnam St., Omaha, NE 68131.

**Telephone:** 402-346-6666. **TWX:** 910-622-0488. **Fax:** 402-346-9249.

**Technical Facilities:** Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1370-ft. above av. terrain, 1343-ft. above ground, 2534-ft. above sea level.

Latitude 41° 18' 40"  
Longitude 96° 01' 37"

**Transmitter:** 72nd & Crown Point Ave.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Station:** Harris, 6.1-meter; Harris, M/A-Com, Scientific-Atlanta receivers.

**News Services:** AP, Chronicle Bcstg., Conus, ESDI, National Weather Service, NBC, UPI.

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

**Began Operation:** August 29, 1949. Sale to present owner by Meredith Corp. approved by FCC May 20, 1975 (Television Digest, Vol. 15:6, 8). Sold to Meredith Sept. 1951 (Vol. 7:32, 39).

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

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

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

**Personnel:**

- JAMES H. SMITH, president & general manager.
- DONALD GRUBAUGH, vice president & general sales manager.
- BRUCE LEE, national sales manager.
- JOHN DIXON, program director.
- WAYNE GOETZ, chief engineer.
- JUDY HORAN, promotion manager.
- MARILYN KONIGSBERG, community affairs director.
- BRYCE ANDERSON, farm director.
- KAREN BRIDE, controller.

**Rates:** On request.

**NETWORK BASE HOURLY RATE:** \$2000.

**City of License:** Omaha. **ADI:** Omaha. **Rank:** 72.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>IOWA</b>			
	Adams	2,100	2,100	100
	Cass	6,800	6,700	99
	Crawford	6,800	6,700	99
	Fremont	3,700	3,700	100
	Harrison	6,000	5,900	98
	Mills	4,700	4,700	100
	Monona	4,500	4,400	98
	Montgomery	5,500	5,400	98
	Page	7,500	7,400	99
	Pottawattamie	33,400	33,100	99
	Shelby	5,400	5,400	100
	Taylor	3,300	3,200	97
	<b>MISSOURI</b>			
	Atchison	3,200	3,200	100
	<b>NEBRASKA</b>			
	Burt	3,500	3,500	100
	Butler	3,400	3,300	97
	Cass	8,300	8,200	99
Colfax	3,700	3,600	97	
Cuming	4,100	4,000	98	
Dodge	14,000	13,900	99	
Douglas	160,900	159,500	99	
Gage	9,000	8,900	99	
Johnson	2,000	2,000	100	



Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	Lancaster	82,200	81,500	99
	Nemaha	3,300	3,200	98
	Otoe	6,000	5,900	98
	Pawnee	1,500	1,500	100
	Platte	10,900	10,800	99
	Richardson	4,300	4,200	98
	Sarpy	32,200	32,100	100
	Saunders	7,000	6,900	99
	Seward	5,900	5,800	98
	Washington	5,900	5,900	100
<b>Between 25-49%</b>	<b>IOWA</b>			
	Audubon	3,100	3,100	100
	<b>MISSOURI</b>			
	Nodaway	7,600	7,500	99
	<b>NEBRASKA</b>			
	Madison	12,900	12,700	98
<b>Between 5-24%</b>	Pierce	3,100	3,100	100
	Saline	5,000	4,900	98
	<b>IOWA</b>			
	Carroll	8,300	8,200	99
	Union	5,400	5,300	98
	<b>KANSAS</b>			
	Marshall	5,300	5,200	98
	<b>MISSOURI</b>			
	Holt	2,700	2,600	96
	<b>NEBRASKA</b>			
Dakota	6,700	6,700	100	
Jefferson	3,700	3,600	97	
Nance	1,800	1,800	100	
Polk	2,300	2,300	100	
Stanton	2,400	2,400	100	
Thurston	2,400	2,400	100	
Wayne	3,400	3,400	100	
York	5,800	5,700	98	
<b>Station Totals</b>		<b>542,900</b>	<b>537,500</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>				<b>404,100</b>
<b>Average Daily Circulation (1989)</b>				<b>228,300</b>

# Nebraska—Scottsbluff

## KDUH-TV

Ch. 4

(Affiliate of KOTA-TV, Rapid City, SD)

**Network Service:** ABC.

**Licensee:** Duhamel Bcstg. Enterprises, Box 1760, Rapid City, SD 57709.

**Studio:** 1523 First Ave., Scottsbluff, NE 69361.

**Telephone:** 308-632-3071.

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 2000-ft. above av. terrain, 1961-ft. above ground, 6316-ft. above sea level.

Latitude 42° 10' 21"  
Longitude 103° 13' 57"

**Transmitter:** 13.1-mi. SW of Hemingford, NE.

**Satellite Earth Stations:** Simulcast, 5-meter; RCA Americom Ku-band; Simulcast receivers.

**News Services:** ABC, UPI.

**Ownership:** Duhamel Broadcasting Enterprises. See Group Ownership of Television Stations.

**Began Operation:** February 20, 1958.

**Represented (sales):** Katz Television; The Soderlund Co. (Omaha-Lincoln).

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

**Represented (engineering):** Edward F. Lorentz & Associates; Vir James (Denver).

### Personnel:

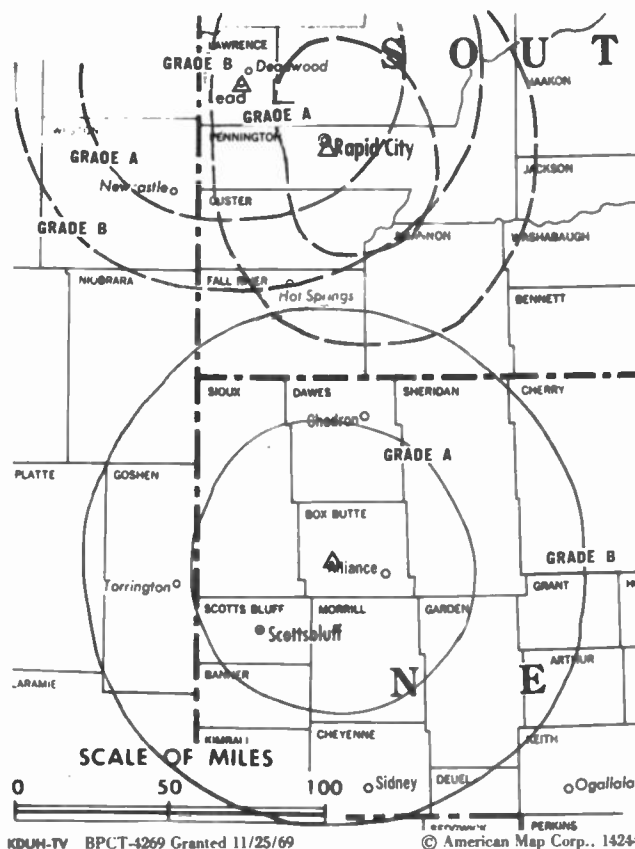
WILLIAM DUHAMEL, general manager.  
WES HAUGEN, general sales manager.  
FRANK ETHERINGTON, director of engineering.  
STEVEN E. DUFFY, station manager.  
HELENE DUHAMEL, news director.

**Rates:** Sold in combination with KOTA-TV, Rapid City, SD.

**City of License:** Scottsbluff. **ADI:** Cheyenne, WY-Scottsbluff, NE-Sterling, CO. **Rank:** 186.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>NEBRASKA</b>			
	Banner	300	300	100
	Box Butte	5,600	5,500	98
	Cheyenne	4,200	4,100	98
	Dawes	3,500	3,400	97
	Garden	1,000	1,000	100
	Grant	300	300	100
	Morrill	2,400	2,300	96
	Scotts Bluff	14,300	14,100	99
	Sheridan	2,900	2,900	100
	Sioux	700	700	100
	<b>WYOMING</b>			
Goshen	5,100	5,000	98	
Niobrara	1,200	1,200	100	



KDUH-TV BPC-T-4269 Granted 11/25/69

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Platte	4,200	4,000	95
	<b>NEBRASKA</b>			
<b>Between 25-49%</b>	Deuel	1,000	1,000	100
	Hooker	400	400	100
<b>Between 5-24%</b>	<b>NEBRASKA</b>			
	Cherry	2,600	2,600	100
	Kimball	1,900	1,900	100
	<b>SOUTH DAKOTA</b>			
	Custer	2,800	2,700	96
	Shannon	2,600	2,400	92
<b>WYOMING</b>				
Weston	2,900	2,800	96	
<b>Station Totals</b>		<b>59,900</b>	<b>58,600</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>				<b>38,800</b>
<b>Average Daily Circulation (1989)</b>				<b>23,000</b>

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# Nebraska—Scottsbluff-Gering

**KSTF**

Ch. 10

(Satellite of KGWN-TV, Cheyenne, WY)

**Network Service:** CBS.

**Licensee:** Stauffer Communications Inc., 2923 E. Lincolnway, Cheyenne, WY 82001.

**Studio:** 1402 First Ave., Scottsbluff, NE 69361.

**Telephone:** 307-634-7755. **Fax:** 307-635-0224.

**Technical Facilities:** Channel No. 10 (192-198 MHz). Authorized power: 240-kw visual, 24-kw aural. Antenna: 840-ft. above av. terrain, 674-ft. above ground, 5141-ft. above sea level.

Latitude 41° 59' 58"  
Longitude 103° 39' 55"

**Transmitter:** 9.5-mi. N of center of Scottsbluff.

**Satellite Earth Station:** RCA, 3.5-meter; RCA receivers.

**News Service:** AP.

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

**Began Operation:** August 7, 1955. Sale to present owner by Burke Bcstg. of Cheyenne approved by FCC June 8, 1986. Sale to Wyneco Communications approved Oct. 14, 1983.

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

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

**Personnel:**

CARL J. OCCHIPINTI, general manager.  
TIM DANIELS, station manager.

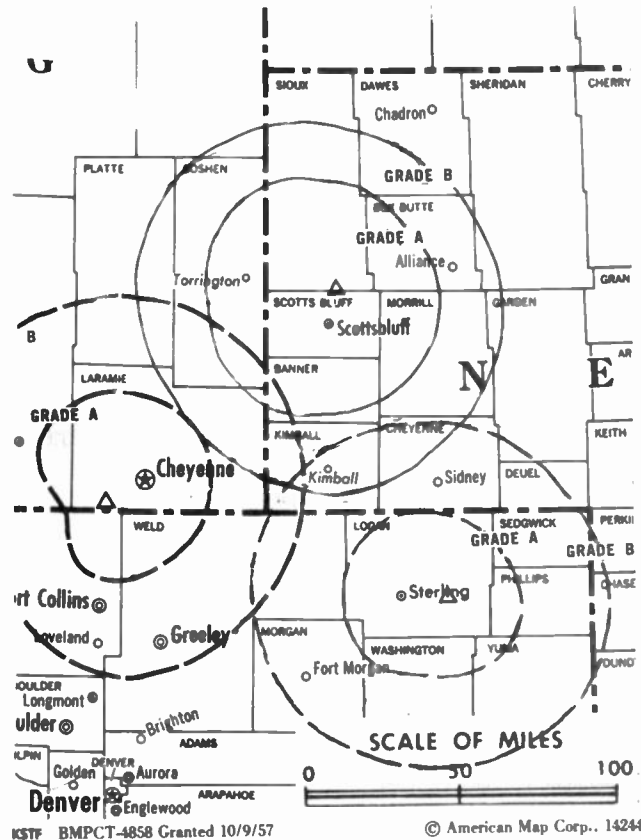
**Rates:** See KGWN-TV, Cheyenne, WY.

**NETWORK BASE HOURLY RATE:** Bonus to KGWN-TV, Cheyenne, WY.

**City of License:** Scottsbluff. **ADI:** Cheyenne, WY-Scottsbluff, NE-Sterling, CO. **Rank:** 186.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>NEBRASKA</b>			
	Banner	300	300	100
	Box Butte	5,600	5,500	98
	Kimball	1,900	1,900	100
	Morrill	2,400	2,300	96
	Scotts Bluff	14,300	14,100	99



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Sioux	700	700	100
	<b>WYOMING</b> Goshen	5,100	5,000	98
<b>Between 25-49%</b>	<b>WYOMING</b> Platte	4,200	4,000	95
	<b>NEBRASKA</b> Cheyenne	4,200	4,100	98
<b>Between 5-24%</b>	Garden	1,000	1,000	100
	Sheridan	2,900	2,900	100
	<b>SOUTH DAKOTA</b> Fall River	3,400	3,300	97
	<b>WYOMING</b> Niobrara	1,200	1,200	100
<b>Station Totals</b>		<b>47,200</b>	<b>46,300</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>				<b>28,000</b>
<b>Average Daily Circulation (1989)</b>				<b>15,100</b>

# Nebraska—Superior

## KSNB-TV

Ch. 4

(Semi-satellite of KHGI-TV, Kearney, NE)

**Network Service:** ABC.

**Licensee:** Joseph C. Amato, Receiver, PHC, 2929 E. Commercial Blvd., Fort Lauderdale, FL 33308.

**Studio:** 14.5-mi. S of Hwy. 44, Kearney, NE 68848.

**Telephone:** 308-743-2494. **TWX:** 910-960-3746. **Fax:** 308-743-2644.

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1130-ft. above av. terrain, 1086-ft. above ground, 2837-ft. above sea level.

Latitude	40°	05'	13"
Longitude	97°	55'	12"

**Transmitter:** 4.7-mi. SW of Ruskin.

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

**News Services:** AP, ABC, Environmental Satellite Services, National Weather Service.

**Ownership:** See KHGI-TV, Kearney, NE.

**Began Operation:** October 1, 1965.

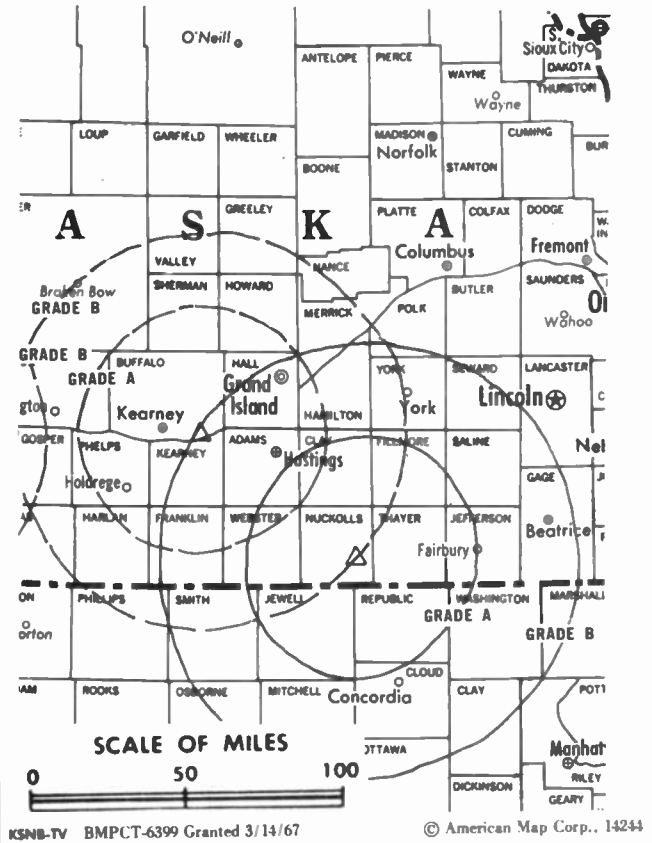
**Represented (sales):** Katz Television.

**Represented (legal):** Cara E. Cameron.

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

**Personnel:**

PEGGY A. LANDRY, general manager.  
 GENE SHORT, sales manager.  
 JERRY FUEHRER, chief engineer.  
 MARK NELSEN, news director.  
 DONNA GRAY, promotion director.  
 DOROTHY JOHNSON, business manager.



KSNB-TV BMPCT-6399 Granted 3/14/67

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**Rates:** Sold in conjunction with KHGI-TV, Kearney & KWNB-TV, Hayes Center, NE.

**NETWORK BASE HOURLY RATE:** Bonus.

**Arbitron Data:** Included with KHGI-TV, Kearney.

**City of License:** Superior. **ADI:** Lincoln-Hastings-Kearney. **Rank:** 95.

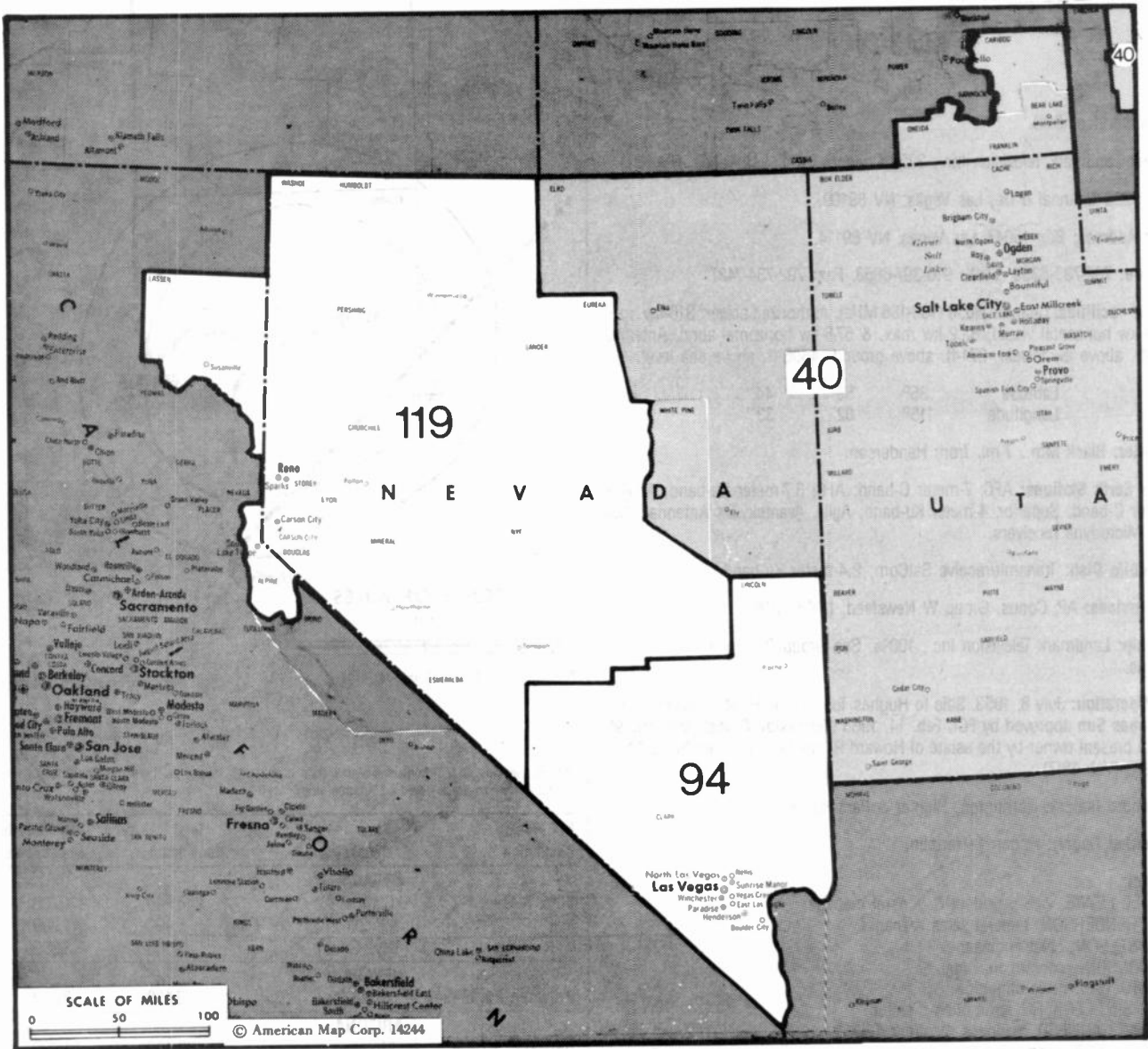
# Nebraska

## KHGI-TV, Kearney-Hastings-Grand Island (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>50% &amp; Over</b>	<b>NEBRASKA</b>			
	Lincoln	12,900	12,700	98
	Mc Pherson	200	200	100
	Merrick	3,200	3,200	100
	Nuckolls	2,600	2,600	100
	Perkins	1,500	1,500	100
	Phelps	3,700	3,700	100
	Red Willow	5,000	4,900	98
	Sherman	1,500	1,500	100
	Thayer	2,800	2,800	100
	Valley	2,300	2,200	96
Webster	2,000	2,000	100	
<b>Between 25-49%</b>	<b>KANSAS</b>			
	Clay	3,900	3,800	97
	Decatur	1,800	1,800	100
	Norton	2,700	2,700	100
	Phillips	2,900	2,800	96
<b>NEBRASKA</b>	Boone	2,600	2,600	100
	Keith	3,700	3,700	100
	Logan	400	400	100
	York	5,800	5,700	98
	<b>Between 5-24%</b>	<b>COLORADO</b>		
Phillips		1,800	1,800	100
Yuma		3,900	3,700	96
<b>KANSAS</b>	Dickinson	8,000	7,900	99
	Lincoln	1,600	1,600	100
	Marshall	5,300	5,200	98
	Ottawa	2,300	2,200	96
	Russell	3,500	3,400	97
	Sheridan	1,300	1,300	100
	Sherman	2,900	2,900	100
	<b>NEBRASKA</b>			
Deuel	1,000	1,000	100	
Gage	9,000	8,900	99	
Garden	1,000	1,000	100	
Loup	300	300	100	
Nance	1,800	1,800	100	
Polk	2,300	2,300	100	
Saline	5,000	4,900	98	
Wheeler	400	400	100	

## KOLN, Lincoln (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>50% &amp; Over</b>	<b>NEBRASKA</b>			
	Perkins	1,500	1,500	100
	Phelps	3,700	3,700	100
	Platte	10,900	10,800	99
	Polk	2,300	2,300	100
	Red Willow	5,000	4,900	98
	Richardson	4,300	4,200	98
	Rock	900	900	100
	Saline	5,000	4,900	98
	Saunders	7,000	6,900	99
	Seward	5,900	5,800	98
	Sherman	1,500	1,500	100
	Thayer	2,800	2,800	100
	Valley	2,300	2,200	96
Webster	2,000	2,000	100	
York	5,800	5,700	98	
<b>Between 25-49%</b>	<b>KANSAS</b>			
	Graham	1,500	1,500	100
	Marshall	5,300	5,200	98
	Norton	2,700	2,700	100
	Osborne	2,300	2,200	96
	Phillips	2,900	2,800	96
	<b>NEBRASKA</b>			
	Dodge	14,000	13,900	99
Nemaha	3,300	3,200	98	
Otoe	6,000	5,900	98	
Stanton	2,400	2,400	100	
Wheeler	400	400	100	
<b>Between 5-24%</b>	<b>KANSAS</b>			
	Mitchell	3,400	3,300	97
	Nemaha	4,200	4,100	98
	Rooks	2,600	2,600	100
	<b>NEBRASKA</b>			
	Burt	3,500	3,500	100
	Cass	8,300	8,200	99
	Chase	1,900	1,900	100
	Cherry	2,600	2,600	100
	Cuming	4,100	4,000	98
Hitchcock	1,500	1,500	100	
Knox	4,000	3,900	98	
Pierce	3,100	3,100	100	
Washington	5,900	5,900	100	



Market	Arbitron ADI TV Households	Rank
Salt Lake City, UT	590,400	40
Las Vegas, NV	256,400	94
Reno, NV	180,000	119

**Market Area Commercial TV Stations**

KOOG-TV (30), KSL-TV (5), KSTU (13), KTVX (4), KUTV (2), KXIV (14)  
 KBLR (39), KLAS-TV (8), KRLL (21), KTNV (13), KVBC (3), KVVU-TV (5)  
 KAME-TV (21), KCRL (4), KOLO-TV (8), KREN-TV (27), KTVN (2)

**State Cross Reference List**

Communities that receive programs of stations that are located elsewhere.

- KVVU-TV, Henderson .....See Las Vegas, NV
- KBLR, Las Vegas .....See Paradise, NV

**Nevada Station Totals as of October 1, 1989**

	VHF	UHF	TOTAL
<b>Commercial Television Stations</b>	7	4	11
<b>Educational Television Stations</b>	2	0	2
	9	4	13

# Nevada—Las Vegas

## KLAS-TV

Ch. 8

**Network Service:** CBS.

**Licensee:** Landmark Television Inc., 3228 Channel 8 Dr., Las Vegas, NV 89114.

**Studio:** 3228 Channel 8 Dr., Las Vegas, NV 89109.

**Mailing Address:** Box 15047, Las Vegas, NV 89114.

**Telephone:** 702-733-8850. **TWX:** 910-397-6968. **Fax:** 702-734-7437.

**Technical Facilities:** Channel No. 8 (180-186 MHz). Authorized power: 316-kw max. & 291-kw horizontal visual, 63.2-kw max. & 57.6-kw horizontal aural. Antenna: 2000-ft. above av. terrain, 271-ft. above ground, 4606-ft. above sea level.

Latitude 35° 56' 44"  
Longitude 115° 02' 33"

**Transmitter:** Black Mtn., 7-mi. from Henderson.

**Satellite Earth Stations:** AFC, 7-meter C-band; AFC, 3.7-meter Ku-band; Anixter, 5-meter C-band; Superior, 4-meter Ku-band; Agile, Avantek, DX Antenna, M/A-Com, Microdyne receivers.

**SNG Mobile Dish:** Transmit/receive SatCom, 2.4-meter Ku-band.

**News Services:** AP, Conus, Group W Newsfeed, NIWS, UPI.

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

**Began Operation:** July 8, 1953. Sale to Hughes Tool Co. by H. M. Greenspun and Las Vegas Sun approved by FCC Feb. 14, 1968 (*Television Digest*, Vol. 8:8, 9). Sale to present owner by the estate of Howard R. Hughes approved by FCC May 15, 1978 (Vol. 18:7).

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

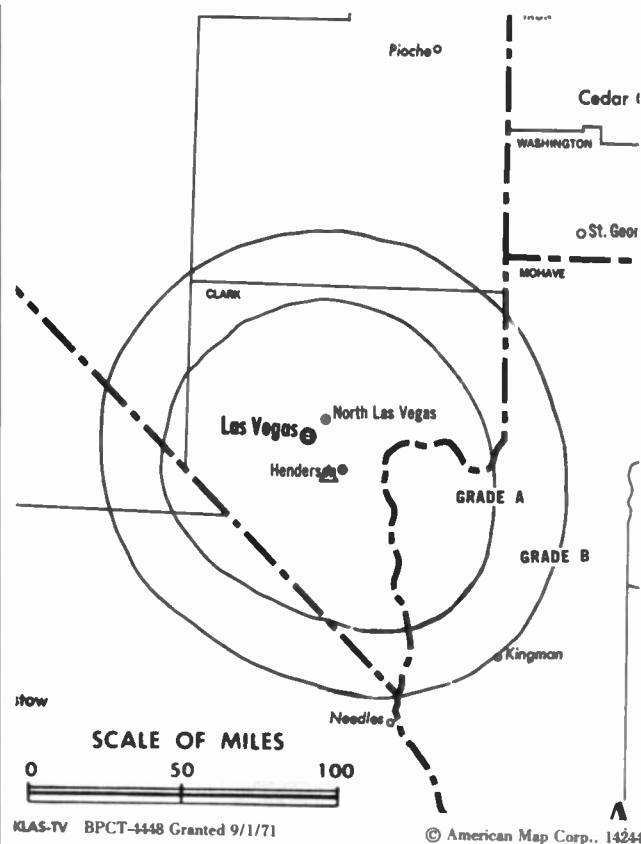
**Represented (legal):** Hogan & Hartson.

**Personnel:**

LEMUEL LEWIS, vice president & general manager.  
ANDY HENDERSON, general sales manager.  
JOHN NELSON, chief engineer.  
PAT MONSON, program manager.  
BOB STOLDAL, news director.  
CRAIG SPELLERBERG, promotion director.  
VIRGINIA CANFIELD, business manager.  
JEFF CHESSER, production manager.

**Rates:** On request.

**City of License:** Las Vegas. **ADI:** Las Vegas. **Rank:** 94.



KLAS-TV BPCT-4448 Granted 9/1/71

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Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>NEVADA</b>			
	Clark	245,900	241,700	98
	Lincoln	1,400	1,300	93
	Nye South	3,600	3,300	92
<b>Between 25-49%</b>	<b>NEVADA</b>			
	White Pine	3,100	3,000	97
<b>Between 5-24%</b>	<b>ARIZONA</b>			
	Mohave	33,400	31,900	95
<b>Station Totals</b>		<b>287,400</b>	<b>281,200</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>			<b>226,800</b>	
<b>Average Daily Circulation (1989)</b>			<b>137,900</b>	

# Nevada—Las Vegas

**KRLR**

**Ch. 21**

**Network Service:** None, independent.

**Licensee:** DRES Media Inc., 920 S. Commerce St., Las Vegas, NV 89106.

**Studio:** 920 S. Commerce St., Las Vegas, NV 89106.

**Mailing Address:** Box 26815, Las Vegas, NV 89126.

**Telephone:** 702-382-2121. **TWX:** 62909353. **Fax:** 702-382-1351.

**Technical Facilities:** Channel No. 21 (512-518 MHz). Authorized power: 427-kw max. visual, 40-kw max. aural. Antenna: 1158-ft. above av. terrain, 90-ft. above ground, 3420-ft. above sea level.

Latitude 36° 00' 26"  
Longitude 115° 00' 24"

**Transmitter:** Black Mtn., Henderson.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Comtech, 5-meter C-band; ChannelMaster, 3.2-meter C-band; DX Engineering, 3.2-meter C-band; ChannelMaster, Pinzone, DX Engineering receivers.

**Ownership:** Frank E. Scott family, 70%; Broadcast West Inc., 10%; Alden Communications, 10%; Channel 21 Corp., 10%. Alden is owned by Michael R. Forman. Carl J. Hilliard, who has 20% of Broadcast West, has MDS interests.

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

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

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

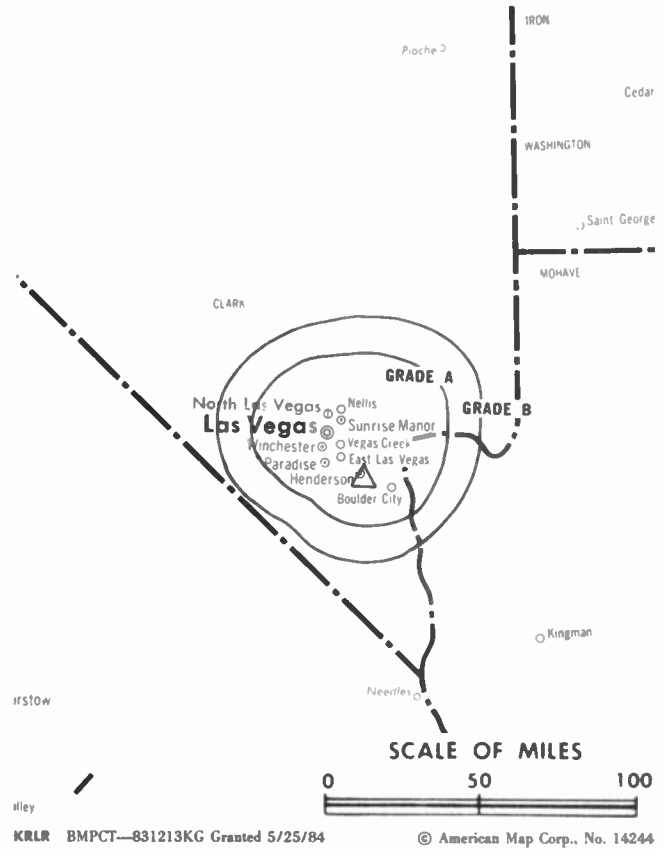
**Represented (engineering):** Carl T. Jones Corp.

**Personnel:**

RICK SCOTT, general manager.  
WAYNE GARTLEY, station manager & sales manager.  
HOMER McDONALD, national sales coordinator.  
CHRISTOPHER HUME, promotion director.  
STEVE SCOTT, chief engineer.  
RITA WOTHERSPOON, traffic manager.

**Highest One Hour Rate:** \$2500.

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



KRLR BMPCT—831213KG Granted 5/25/84

© American Map Corp., No. 14244

**City of License:** Las Vegas. **ADI:** Las Vegas. **Rank:** 94.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>NEVADA</b>			
	Clark	245,900	241,700	98
<b>Station Totals</b>		<b>245,900</b>	<b>241,700</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>			<b>130,200</b>	
<b>Average Daily Circulation (1989)</b>			<b>51,200</b>	



# Nevada—Las Vegas

**KTNV**

Ch. 13

**Network Service:** ABC.

**Licensee:** WTMJ Inc.

**Studio:** 3355 S. Valley View, Las Vegas, NV 89102.

**Telephone:** 702-876-1313. **Fax:** 702-871-1961.

**Technical Facilities:** Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 15.8-kw aural. Antenna: 2000-ft. above av. terrain, 268-ft. above ground, 4603-ft. above sea level.

Latitude 35° 56' 43"  
Longitude 115° 00' 32"

**Transmitter:** 10-mi. SSE of Las Vegas, Black Mtn.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Andrew, 7-meter C-band; Andrew, 4.5-meter C-band; ChannelMaster, 3-meter C-band; Microdyne, 7-meter C-band; RCA, 3-meter Ku-band; Avantek, Microdyne, RCA receivers.

**News Services:** ABC, AP.

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

**Began Operation:** May 4, 1956. Sale to Adelson group by Albert Zugsmith interests approved Nov. 20, 1957 by FCC (*Television Digest*, Vol. 13:34, 42, 47); Zugsmith groups' purchase of KSHO-TV & KBMI(AM), Henderson, NV approved Nov. 28, 1956 (Vol. 12:48). Sale to Nevada Bcstrs. Fund Inc. by Mervyn L. & Nathan Adelson and Irwin A. Molasky approved Nov. 5, 1959 (Vol. 15:42, 45). Interim authorization granted Aug. 9, 1967 to Ch. 13 of Las Vegas Inc. CP granted to Talmac Inc. April 16, 1969 (Vol. 9:15). Positive control acquired by Williams Family Group following FCC approval July 11, 1974. Sale to present owner approved by FCC June 29, 1979 (Vol. 19:8).

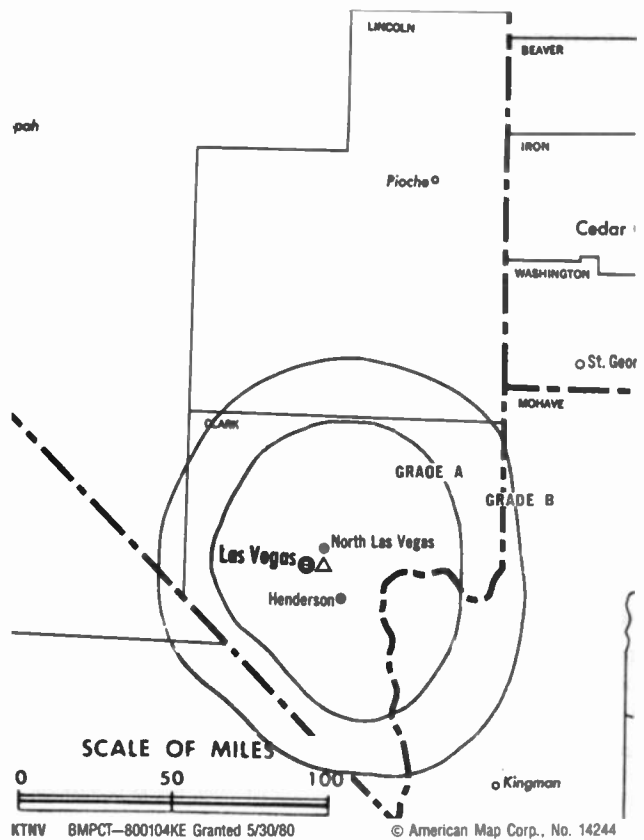
**Represented (sales):** Petry Television Inc.

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

**Personnel:**

- JAMES BEHLING, vice president & general manager.
- GARY PLUMLEE, general sales manager.
- TIM FOSTER, national sales manager.
- TERRY OSTLUND, chief engineer.
- RICHARD UREY, news director.
- STORMI LLOYD-DRAKE, program director.
- CURT HALL, promotion director.
- L. PETER SENSENBAUGH JR., business manager.

**Rates:** On request.



**City of License:** Las Vegas. **ADI:** Las Vegas. **Rank:** 94.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>NEVADA</b>			
	Clark	245,900	241,700	98
	Lincoln	1,400	1,300	93
	Nye South	3,600	3,300	92
<b>Between 5-24%</b>	<b>NEVADA</b>			
	White Pine	3,100	3,000	97
	<b>UTAH</b>			
	Washington	12,000	11,400	95
<b>Station Totals</b>		<b>266,000</b>	<b>260,700</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>				<b>214,700</b>
<b>Average Daily Circulation (1989)</b>				<b>116,400</b>

# Nevada—Las Vegas

**KVBC**

**Ch. 3**

**Network Service:** NBC.

**Licensee:** Valley Broadcasting Co., Box 44169, Las Vegas, NV 89116.

**Studio:** 1500 Foremaster Lane, Las Vegas, NV 89101.

**Telephone:** 702-649-0500. **TWX:** 910-397-6997.

**Technical Facilities:** Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 17.4-kw aural. Antenna: 1275-ft. above av. terrain, 257-ft. above ground, 3594-ft. above sea level.

Latitude 36° 00' 30"  
Longitude 115° 00' 20"

**Transmitter:** Black Mountain.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Transmit/receive Andrew, 2.37-meter Ku-band; Paracom, 3.1-meter C-band; Prodelin, 5-meter C-band; Pinzone, DX Engineering receivers.

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

**Ownership:** Sunbelt Bcstg. Co., 100%. See Group Ownership of Television Stations.

**Began Operation:** January 23, 1955. Donrey Inc. lost license (*Television Digest*, Vol. 18:46; 19:19, 32). Began operation under present ownership Sept. 30, 1979.

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

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

**Personnel:**

ROLLA D. CLEAVER, general manager.  
GENE R. GREENBERG, general sales manager.  
KATHY ROGICH, local sales manager.  
DICK HOLLISTER, national sales manager.  
CHARLENE HEARST, public affairs director.  
FRANK HAYNES, chief engineer.  
MIKE CUTLER, news director.  
JUDY REICH, program director.  
PETER CARLSON, promotion director.  
SUSAN JACOBS, business manager.  
JOHN HOLLAND, technical supervisor.  
TOM CROSS, operations supervisor.

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

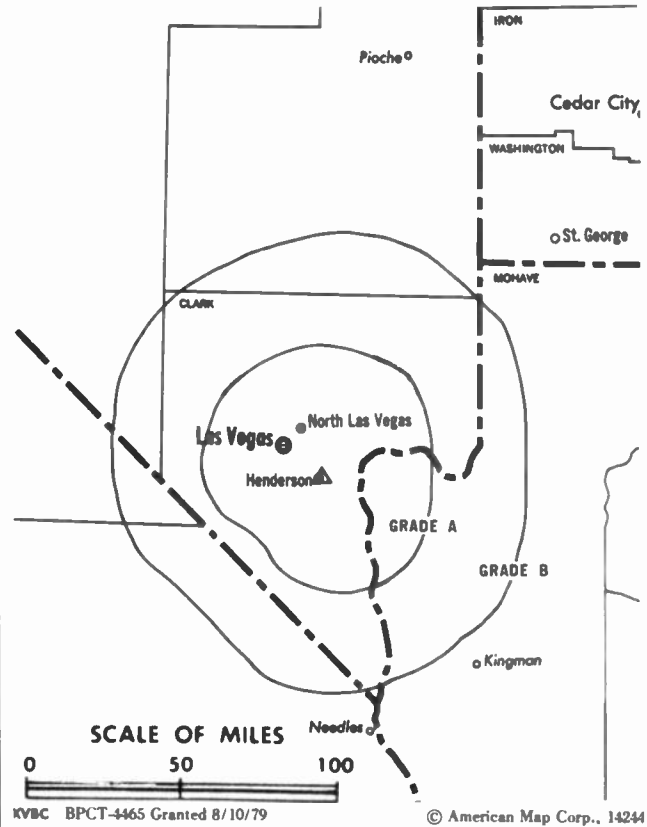
**Highest 30 Sec. Rate:** \$2000.

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

**City of License:** Las Vegas. **ADI:** Las Vegas. **Rank:** 94.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>NEVADA</b> Clark	245,900	241,700	98



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Lincoln	1,400	1,300	93
	Nye South	3,600	3,300	92
	<b>UTAH</b>			
	Washington	12,000	11,400	95
	<b>NEVADA</b>			
<b>Between 25-49%</b>	White Pine	3,100	3,000	97
	<b>NEVADA</b>			
<b>Between 5-24%</b>	Eureka	500	500	100
<b>Station Totals</b>		<b>266,500</b>	<b>261,200</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>				<b>235,000</b>
<b>Average Daily Circulation (1989)</b>				<b>157,800</b>

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# Nevada—Henderson-Las Vegas

## KVVU-TV

Ch. 5

**Network Service:** Fox.

**Licensee:** KVVU Broadcasting Corp., 25 TV 5 Dr., Suite 295, Henderson, NV 89014.

**Studio:** 25 TV 5 Dr., Henderson, NV 89014.

**Telephone:** 702-435-5555. TWX: 910-397-6879.

**Technical Facilities:** Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1190-ft. above av. terrain, 139-ft. above ground, 3499-ft. above sea level.

Latitude 36° 00' 26"  
Longitude 115° 00' 23"

**Transmitter:** Black Mtn., 2-mi. SW of Henderson.

**Satellite Earth Station:** Simulsat, 5-meter Ku-band; M/A-Com, Microdyne receivers.

**News Service:** UPI.

**Ownership:** Meredith Corp. See Group Ownership of Television Stations.

**Began Operation:** September 10, 1967. Sale to present owner approved by FCC April 5, 1985 (*Television Digest*, Vol. 25:3). Sale to John W. Carson, et al., by William H. Hernstadt, et al., approved March 30, 1979 (Vol. 18:25; 19:14, 16). Previous sale by Levin-Townsend Enterprises approved Sept. 1, 1971. Sale by Charles Vanda approved by FCC May 1, 1969 (Vol. 9:18).

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

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

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

**Personnel:**

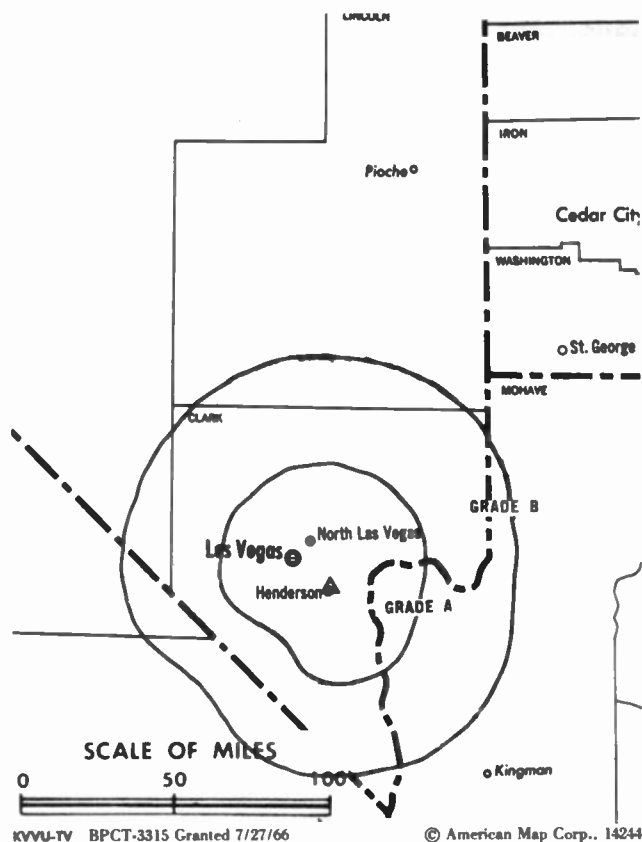
RUSTY DURANTE, vice president & general manager.  
BILL UTTON, general sales manager.  
TOM MARCIANO, national sales manager.  
JACK SMITH, director of engineering.  
TOM PURNEY, promotion director.  
MONTE WAGNER, business manager.

**Highest One Hour Rate:** \$4000.

**Highest 30 Sec. Rate:** \$550.

**City of License:** Henderson. ADI: Las Vegas. Rank: 94.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>ARIZONA</b>			
	Mohave	33,400	31,900	95
	<b>NEVADA</b>			
	Clark	245,900	241,700	98
	Lincoln	1,400	1,300	93
	Nye South	3,600	3,300	92
<b>Between 5-24%</b>	<b>NEVADA</b>			
	White Pine	3,100	3,000	97
	<b>UTAH</b>			
	Washington	12,000	11,400	95
<b>Station Totals</b>		<b>299,400</b>	<b>292,600</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>			<b>227,500</b>	
<b>Average Daily Circulation (1989)</b>			<b>124,800</b>	

# Nevada—Paradise

**KBLR**

**Ch. 39**

**Network Service:** None, independent.

**Licensee:** Rose Communications, 2309 Renaissance Dr., Las Vegas, NV 89119.

**Studio:** 2309 Renaissance Dr., Las Vegas, NV 89119.

**Telephone:** 702-736-3993. **Fax:** 702-736-4971.

**Technical Facilities:** Channel No. 39 (620-626 MHz). Authorized power: 1330-kw max. visual. Antenna: 1204-ft. above av. terrain, 223-ft. above ground, 3481-ft. above sea level.

Latitude	36°	00'	31''
Longitude	115°	00'	22''

**Transmitter:** Black Mountain communications site, near Henderson, Clark County.

**Satellite Earth Station:** Midwest Communications Ku & C-band; Drake receivers.

**Ownership:** Rose Development Co. Inc. Glenn Rose, 100%.

**Began Operation:** April 1, 1989.

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

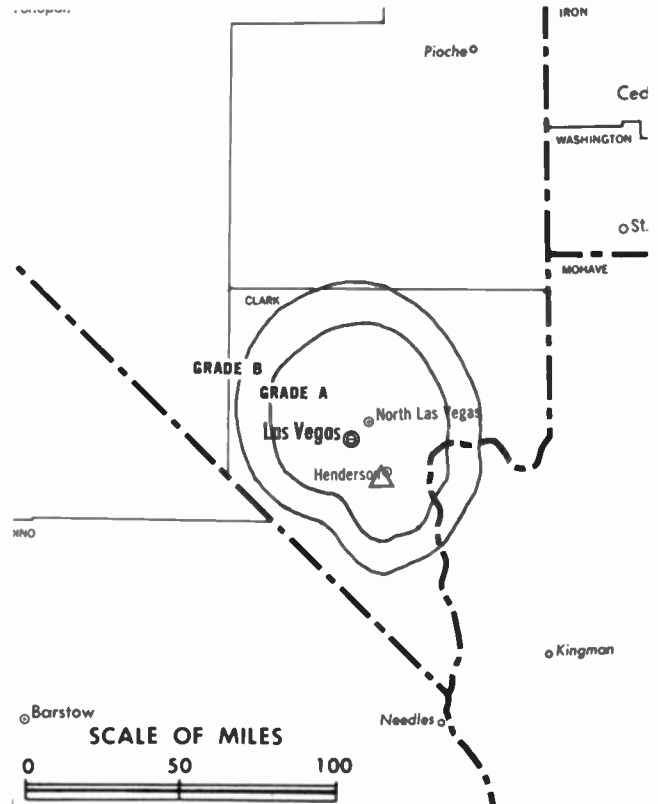
**Represented (legal):** Jones, Waldo, Holbrook & McDonough.

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

**Personnel:**

JAMES D. WILLIAMS, general manager.  
FLOYD PRICE, general sales manager.  
JOHN ROMANKO, chief engineer.  
MARCIA HOLTZ, program director.  
HOLLY GILBREATH, business manager.

**Highest One Hour Rate:** \$2500.



KBLR BMPCT-881212KI Granted 1/31/89

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**Highest 30 Sec. Rate:** \$110.

**Arbitron Data:** Not available.

**City of License:** Paradise. **ADI:** Las Vegas. **Rank:** 94.

# Nevada—Reno

**KCRL**

Ch. 4

**Network Service:** NBC.

**Licensee:** Circle L Inc., Box 7160, Reno, NV 89510.

**Studio:** 1790 Vassar St., Reno, NV 89502.

**Mailing Address:** Box 7160, Reno, NV 89510.

**Telephone:** 702-322-9145. **TWX:** 910-395-7080. **Fax:** 702-788-6050.

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 17.04-kw visual, 3.44-kw aural. Antenna: 420-ft. above av. terrain, 92-ft. above ground, 5539-ft. above sea level.

Latitude 39° 35' 03"  
Longitude 119° 48' 06"

**Transmitter:** 4-mi. N of Reno Post Office.

**Satellite Earth Stations:** Harris, 6-meter Ku-band; Harris, 3-meter Ku-band; Scientific-Atlanta, 4.5-meter Ku & C-band; Harris, Scientific-Atlanta receivers.

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

**Ownership:** Circle L Inc. The Cord Foundation, Thomas P. Ford, Edward D. Neuhoff & William O. Bradley, trustees, 90%; Estate of Charles E. Cord, 10%. **Note:** Sale to Sunbelt Bcstg. Co. pends.

**Began Operation:** September 30, 1962.

**Represented (sales):** MMT Marketing.

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

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

**Personnel:**

JIM ELLIOTT, station manager.  
NORVEL SEYLER, chief engineer.  
JOHN FIRPO, news director.  
JON COBB, local sales manager.  
SHEILA MURCHIE, program director.  
GLENDA NETHING, business manager.

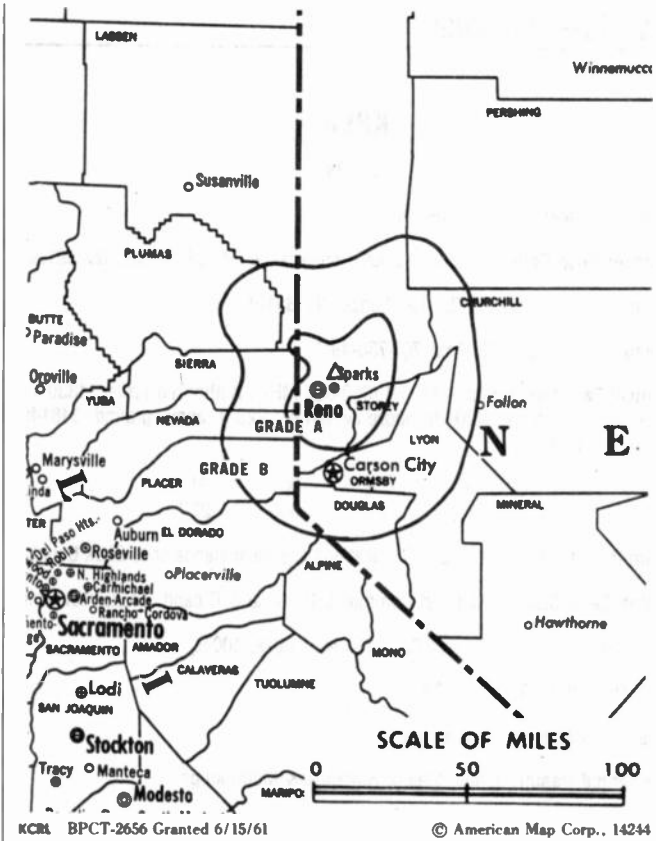
**Highest 30 Sec. Rate:** \$400.

**NETWORK BASE HOURLY RATE:** \$325.

**City of License:** Reno. **ADI:** Reno. **Rank:** 119.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>CALIFORNIA</b>			
	Alpine	400	300	75
	El Dorado East	12,900	12,400	96
	Lassen	8,300	7,800	94
	Placer East	4,300	4,100	95



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>NEVADA</b>			
	Churchill	6,500	6,400	98
	Douglas	10,400	10,000	96
	Esmeralda	300	300	100
	Humboldt	4,400	4,300	97
	Lyon	7,300	7,000	96
	Mineral	2,600	2,500	96
	Nye North	2,900	2,700	93
	Pershing	1,500	1,500	100
	Storey	700	700	100
Washoe	101,500	99,100	98	
Carson City	15,700	15,300	97	
<b>Between 25-49%</b>	<b>CALIFORNIA</b>			
	Mono	4,000	3,500	88
	Sierra	1,500	1,400	93
<b>Between 5-24%</b>	<b>CALIFORNIA</b>			
Plumas	8,300	7,800	94	
<b>Station Totals</b>		<b>193,500</b>	<b>187,100</b>	<b>97</b>
<b>Net Weekly Circulation (1989)</b>			<b>146,100</b>	
<b>Average Daily Circulation (1989)</b>			<b>81,200</b>	

# Nevada—Reno

## KAME-TV

Ch. 21

**Network Service:** Fox.

**Licensee:** Page Enterprises Inc., 4920 Brookside Court, Reno, NV 89502.

**Studio:** 4920 Brookside Court, Reno, NV 89502.

**Mailing Address:** Box 11129, Reno, NV 89510.

**Telephone:** 702-786-2121. **TWX:** 910-395-6062. **Fax:** 702-786-9146.

**Technical Facilities:** Channel No. 21 (512-518 MHz). Authorized power: 631-kw max. & 457-kw horizontal visual, 631-kw max. & 45.7-kw horizontal aural. Antenna: 620-ft. above av. terrain, 152-ft. above ground, 5625-ft. above sea level.

Latitude 39° 35' 03.50"  
Longitude 119° 47' 51.00"

Requests CP for change to Ch. 11, 224-kw max. visual, 22.4-kw max. aural, 2439-ft. above av. terrain, 119-ft. above ground, 7901-ft. above sea level, lat. 39° 19' 07", long. 119° 40' 08", transmitter to 1.2-mi. WNW of intersection of Hwys. 17 & 79 on Ophir Hill, near Virginia City. BMPCT-850509KQ.

**Transmitter:** E Knob of Red Peak, 4-mi. N of Reno.

**Satellite Earth Stations:** Andrew, 4.5-meter Ku & C-band; Scientific-Atlanta, 7-meter C-band; Standard Communications, Scientific-Atlanta receivers.

**News Service:** INN.

**Ownership:** William C. Andrews & Rivers Andrews, 20% jointly; Alvin Eicoff, 17%; Helene Eicoff, 17%; Steven Gutterman, 12%; Manny Gutterman, 12%; Arthur Gutterman, 12%; Thomas L. Letizia, 5%.

**Began Operation:** October 11, 1981.

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

**Represented (legal):** Bryan, Cave, McPheeters & McRoberts.

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

**Personnel:**

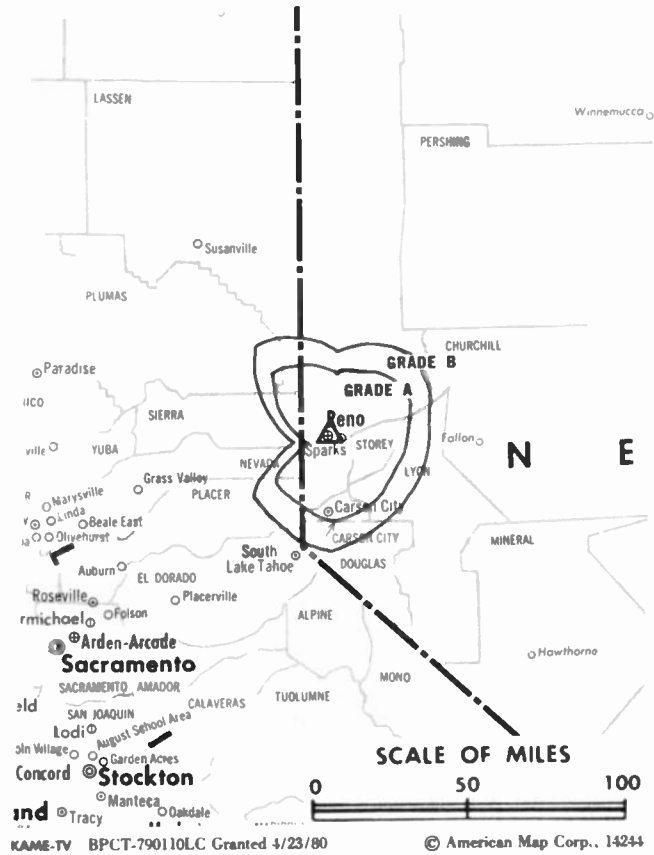
BILL ANDREWS, president & general manager.  
MICHAEL ANDREWS, general sales manager.  
B. J. ANDREWS, station manager.  
DON SHAFER, program director.  
AL RUCH, chief engineer.

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

**City of License:** Reno. **AOI:** Reno. **Rank:** 119.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>CALIFORNIA</b>			
	Alpine	400	300	75
	Lassen	8,300	7,800	94
	<b>NEVADA</b>			
	Churchill	6,500	6,400	98
	Washoe	101,500	99,100	98
	Carson City	15,700	15,300	97



KAME-TV BPCT-790110LC Granted 4/23/80

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	<b>NEVADA</b>			
	Douglas	10,400	10,000	96
	Storey	700	700	100
Between 5-24%	<b>CALIFORNIA</b>			
	El Dorado East	12,900	12,400	96
	Placer East	4,300	4,100	95
	Plumas	8,300	7,800	94
	<b>NEVADA</b>			
	Esmeralda	300	300	100
	Lyon	7,300	7,000	96
	Mineral	2,600	2,500	96
	Pershing	1,500	1,500	100
<b>Station Totals</b>		<b>180,700</b>	<b>175,200</b>	<b>97</b>
<b>Net Weekly Circulation (1989)</b>				<b>87,600</b>
<b>Average Daily Circulation (1989)</b>				<b>34,800</b>

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# Nevada—Reno

## KOLO-TV

Ch. 8

**Network Service:** ABC.

**Licensee:** Donrey of Nevada Inc., Box 10,000, Reno, NV 89510.

**Studio:** 4850 Ampere Dr., Reno, NV 89502.

**Telephone:** 702-786-8880. **TWX:** 910-395-7051.

**Technical Facilities:** Channel No. 8 (180-186 MHz). Authorized power: 151-kw visual, 30.2-kw aural. Antenna: 2930-ft. above av. terrain, 120-ft. above ground, 9789-ft. above sea level.

Latitude 39° 18' 49"  
Longitude 119° 53' 00"

**Transmitter:** Slide Mtn., Washoe County.

**Satellite Earth Stations:** Andrew, 7.3-meter C-band; Andrew, 4.5-meter C-band; GE, 3-meter Ku-band; Andrew, Avantek, Standard Components receivers.

**News Services:** ABC, AP.

**Ownership:** Donrey Inc. Donald W. Reynolds, pres., 100%. For Reynolds' other holdings, see Newspaper Ownership of TV Stations.

**Began Operation:** September 26, 1953.

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

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

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

### Personnel:

DONALD W. REYNOLDS, president.  
JAMES C. HERZIG, general manager.  
ROBERT THOMPSON, general sales manager.  
DAVID WARD, local & regional sales manager.  
JOHN Z. CSIA, program/operations manager.  
ROBERT L. NORTHAM, chief engineer.  
MARK MAYHEW, news director.  
EARL LING, promotion & film director.  
JOHN HOWE, director of community relations.  
LORNA KING, traffic director.

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

**Highest 30 Sec. Rate:** \$1300.

**NETWORK BASE HOURLY RATE:** \$275.

**City of License:** Reno. **AOI:** Reno. **Rank:** 119.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>CALIFORNIA</b>			
	Alpine	400	300	75
	El Dorado East	12,900	12,400	96
	Lassen	8,300	7,800	94
	Mono	4,000	3,500	88
	Placer East	4,300	4,100	95
<b>NEVADA</b>	Churchill	6,500	6,400	98



Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>50% &amp; Over</b>	Douglas	10,400	10,000	96	
	Esmeralda	300	300	100	
	Humboldt	4,400	4,300	97	
	Lander	1,900	1,800	95	
	Lyon	7,300	7,000	96	
	Mineral	2,600	2,500	96	
	Nye North	2,900	2,700	93	
	Pershing	1,500	1,500	100	
	Storey	700	700	100	
	Washoe	101,500	99,100	98	
	Carson City	15,700	15,300	97	
	<b>Between 25-49%</b>	<b>CALIFORNIA</b>			
		Modoc	3,600	3,300	92
Sierra		1,500	1,400	93	
<b>Between 5-24%</b>	<b>NEVADA</b>				
	Elko	9,400	8,800	94	
	Eureka	500	500	100	
White Pine	3,100	3,000	97		
<b>Station Totals</b>	<b>CALIFORNIA</b>				
	Inyo	7,800	7,000	90	
	Nevada	29,400	27,700	94	
<b>Net Weekly Circulation (1989)</b>	<b>MINNESOTA</b>				
	Douglas	11,600	11,400	98	
<b>Average Daily Circulation (1989)</b>		<b>252,500</b>	<b>242,800</b>	<b>96</b>	
				<b>165,200</b>	
				<b>96,300</b>	

# Nevada—Reno

## KREN-TV

Ch. 27

**Network Service:** Univision.

**Licensee:** Sainte Limited, Box 4159, Modesto, CA 95352.

**Studio:** 4600 Kietzke Lane, Bldg. G, No.171, Reno, NV 89510.

**Telephones:** 702-826-8827; 209-523-0777. **Fax:** 702-826-8830.

**Technical Facilities:** Channel No. 27 (548-554 MHz). Authorized power: 1820-kw max. visual, 182-kw max. aural. Antenna: 2925-ft. above av. terrain, 107-ft. above ground, 9754-ft. above sea level.

Latitude	39°	18'	47''
Longitude	119°	52'	59''

**Transmitter:** Peak of Slide Mountain, 15-mi. SSW of Reno.

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

**Ownership:** Sainte Limited. See Group Ownership of Television Stations.

**Began Operation:** October 8, 1986.

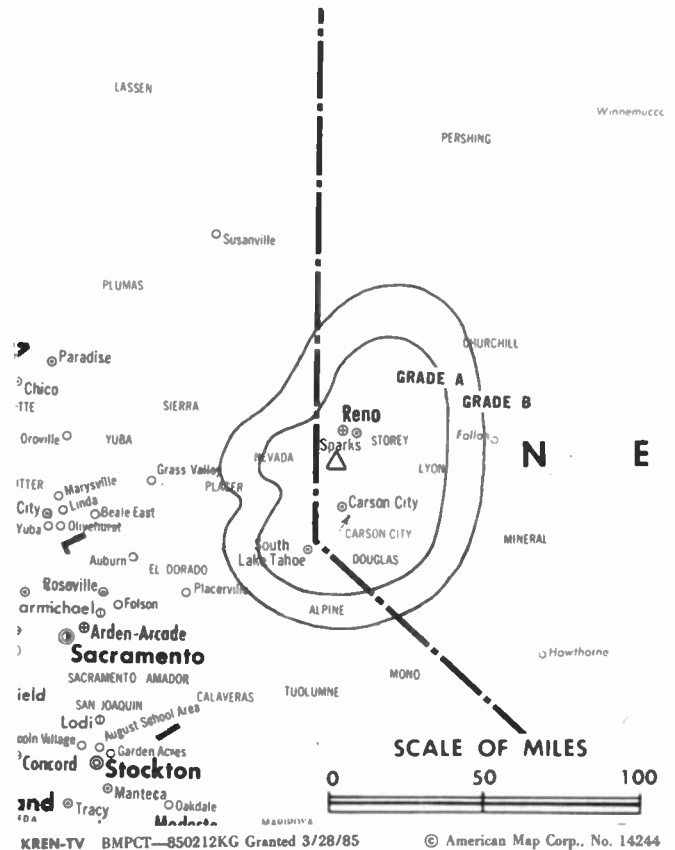
**Represented (sales):** Univision.

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

**Represented (engineering):** Cecil Lynch.

**Personnel:**

CHESTER SMITH, general manager.  
 GREGG SCHAFFER, general sales manager.  
 LESLIE MIX, local sales manager.  
 JERRY NICHOLS, engineering director.



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

**Arbitron Data:** Not available.

**City of License:** Reno. **ADI:** Reno. **Rank:** 119.



# Nevada—Reno

**KTVN**

Ch. 2

**Network Service:** CBS.

**Licensee:** Sarkes Tarzian Inc., Box 7220, Reno, NV 89510.

**Studio:** 4925 Energy Way, Reno, NV 89502.

**Mailing Address:** Box 7220, Reno, NV 89510.

**Telephone:** 702-786-2212. TWX: 910-395-7096. Fax: 702-323-7836.

**Technical Facilities:** Channel No. 2 (54-60 MHz). Authorized power: 34.7-kw visual, 6.92-kw aural. Antenna: 490-ft. above av. terrain, 151-ft. above ground, 5580-ft. above sea level.

Latitude 39° 35' 00.50"  
Longitude 119° 47' 52.00"

Requests CP for change to 89.1-kw max. visual, 8.9-kw max. aural, 2153-ft. above av. terrain, 113-ft. above ground, 7570-ft. above sea level, lat. 39° 15' 28", long. 119° 42' 36", transmitter to McClellan Peak, approx. 6-mi. NE of Carson City. BPCT-860507KG.

**Transmitter:** 4-mi. N of Reno Post Office.

**Satellite Earth Stations:** Scientific-Atlanta, 7-meter C-band; Superior, 6-meter Ku & C-band; Scientific-Atlanta, 4.6-meter C-band; Standard Components, Scientific-Atlanta receivers.

**News Services:** AP, Conus, LPN.

**Ownership:** Sarkes Tarzian Inc. See Group Ownership of Television Stations.

**Began Operation:** June 4, 1967. Sale to present owners by Lee D. Hirshland, et al., approved by FCC Aug. 13, 1980 (*Television Digest*, Vol. 19:44).

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

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

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

**Personnel:**

DENNIS E. SIEWERT, president & general manager.  
AL RICHARDS, director of operations & engineering.  
JOHN RICHARDSON, general sales manager.  
DAVE BRISCO, production manager.  
SHARON ASHER, program services manager.  
PATRICIA CLEMM, news director.  
JOANN MITCHELL, comptroller.  
DON WELLS, promotion director.

**Rates:** On request.

**City of License:** Reno. **AOI:** Reno. **Rank:** 119.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households Households %
<b>50% &amp; Over</b>	<b>CALIFORNIA</b>		
	El Dorado East	12,900	12,400 96

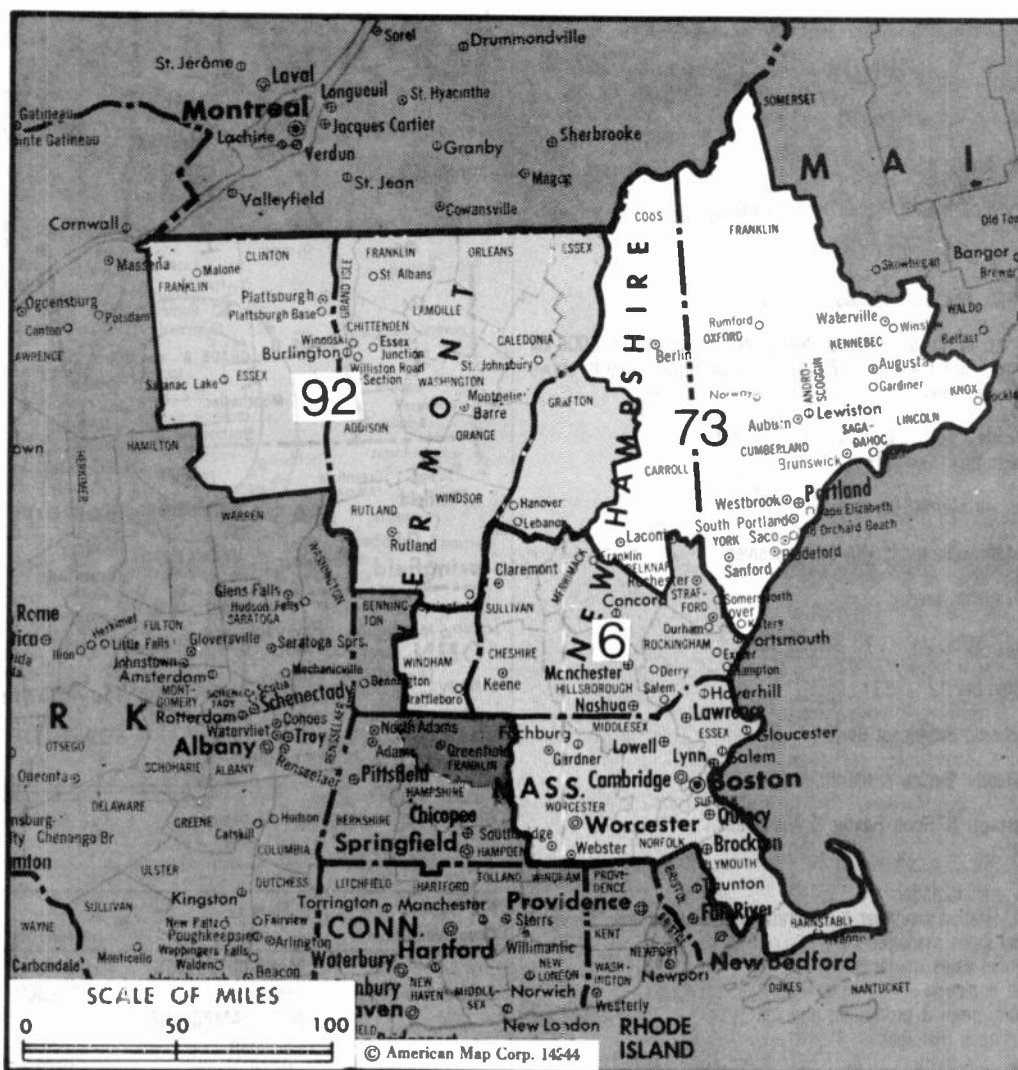
Our firm acted as financial advisor and broker in the 1980 sale of KTVN-TV

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Net Weekly Circulation	State County	Total Households	TV Households Households %
<b>50% &amp; Over</b>	Lassen	8,300	7,800 94
	Sierra	1,500	1,400 93
	<b>NEVADA</b>		
	Churchill	6,500	6,400 98
	Douglas	10,400	10,000 96
	Elko	9,400	8,800 94
	Esmeralda	300	300 100
	Eureka	500	500 100
	Humboldt	4,400	4,300 97
	Lander	1,900	1,800 95
	Lyon	7,300	7,000 96
	Mineral	2,600	2,500 96
	Nye North	2,900	2,700 93
	Pershing	1,500	1,500 100
	Storey	700	700 100
	Washoe	101,500	99,100 98
	Carson City	15,700	15,300 97
	<b>CALIFORNIA</b>		
<b>Between 25-49%</b>	Alpine	400	300 75
	Mono	4,000	3,500 88
	Placer East	4,300	4,100 95
	<b>CALIFORNIA</b>		
<b>Between 5-24%</b>	Nevada	29,400	27,700 94
	Plumas	8,300	7,800 94
	<b>NEVADA</b>		
	Lincoln	1,400	1,300 93
	Nye South	3,600	3,300 92
<b>Station Totals</b>		<b>239,700</b>	<b>230,500 96</b>
<b>Net Weekly Circulation (1989)</b>			<b>154,400</b>
<b>Average Daily Circulation (1989)</b>			<b>85,400</b>



Market	Arbitron A01 TV Households	Rank	Market Area Commercial TV Stations
Boston, MA .....	2,045,100	6	WBZ-TV (4), WCVB-TV (5), WFXT (25), WGOT (60), WHLL (27), WHRC (46), WSHH (66), WLVI-TV (56), WMFP (62), WMUR-TV (9), WNDS (50), WNEV-TV (7), WQTV (68), WSBK-TV (38)
Portland-Poland Spring, ME .....	345,100	73	WCSH-TV (6), WGME-TV (13), WMTW-TV (8), WPXT (51)
Burlington, VT-Plattsburgh, NY .....	257,600	92	WCAX-TV (3), WNNE-TV (31), WPTZ (5), WVNY (22)

**State Cross Reference List**

Communities that receive programs of stations that are located elsewhere.

- WNNE-TV, Hanover ..... See Hartford, VT
- WMTW-TV, Mount Washington ..... See Poland Spring, ME

**New Hampshire Station Totals as of October 1, 1989**

	VHF	UHF	TOTAL
Commercial Television Stations	1	3	4
Educational Television Stations	1	3	4
	2	6	8

# New Hampshire—Derry

**WNDS**

**Ch. 50**

**Network Service:** None, independent.

**Licensee:** CTV of Derry Inc., TV 50 Place, Derry, NH 03038.

**Studio:** TV 50 Place, Derry, NH 03038.

**Telephone:** 603-434-8850. **Fax:** 603-434-8627.

**Technical Facilities:** Channel No. 50 (686-692 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 702-ft. above av. terrain, 499-ft. above ground, 983-ft. above sea level.

Latitude 42° 44' 07"  
Longitude 71° 23' 36"

**Transmitter:** Trigate Rd. on Merrill Hill, Hudson.

**Satellite Earth Stations:** In operation; M/A-Com receivers.

**News Service:** CNN Headline News.

**Ownership:** Nash Family, 50%; James K. Stellos, 50%.

**Began Operation:** September 12, 1983.

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

**Represented (legal):** Reddy, Begley & Martin.

**Represented (engineering):** B. Scott Baxter & Associates.

**Personnel:**

- JOHN L. FOLEY, general manager.
- SUSANE K. NEWELL, station manager & program director.
- WILLIAM YORK, local sales manager.
- ERIC T. FUREY, national sales manager.
- PAUL HUNTER, chief engineer.
- RHONDA M. OHLMAN, news & promotion director.
- CAROL HAWLEY, business manager.

**Highest One Hour Rate:** \$6500.

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

**City of License:** Derry. **ADI:** Boston. **Rank:** 6.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



WNDS BPCT-810121KF Granted 7/16/82

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>MASSACHUSETTS</b>			
	Essex	249,800	247,100	99
	<b>NEW HAMPSHIRE</b>			
	Belknap	18,600	18,400	99
	Hillsborough	119,900	118,400	99
	Merrimack	42,600	41,800	98
	Rockingham	86,100	85,000	99
	Strafford	34,400	33,800	98
<b>Station Totals</b>		<b>551,400</b>	<b>544,500</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>114,200</b>	
<b>Average Daily Circulation (1989)</b>			<b>28,600</b>	

# New Hampshire—Manchester

## WMUR-TV

Ch. 9

**Network Service:** ABC.

**Licensee:** WMUR-TV Inc., 50 Cote St., Manchester, NH 03101.

**Studio:** 50 Cote St., Manchester, NH 03101.

**Telephone:** 603-669-9999. **Fax:** 603-641-9044.

**Technical Facilities:** Channel No. 9 (186-192 MHz). Authorized power: 282-kw visual, 33.5-kw aural. Antenna: 1030-ft. above av. terrain, 227-ft. above ground, 1513-ft. above sea level.

Latitude 42° 58' 59"  
Longitude 71° 35' 19"

**Transmitter:** Goffstown, NH.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Andrew, 7.3-meter C-band; Andrew, 4.5-meter Ku-band; Vertex, 4.5-meter Ku-band; 4-meter C-band; Andrew, M/A-Com, Standard Components receivers.

**News Service:** AP.

**Ownership:** Birney Imes Jr., 54%; Nancy T. Imes, 36%. See Birney Imes Jr. in Group Ownership of Television Stations.

**Began Operation:** March 28, 1954. Transfer from estate of Francis P. Murphy approved Feb. 3, 1959 by FCC (*Television Digest*, Vol. 14:15; 15:2, 6). Sale to present owner by Richard Eaton Estate approved by FCC July 22, 1981.

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

**Represented (legal):** Latham & Watkins.

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

**Personnel:**

- DAVID L. ZAMICHOW, vice president & general manager.
- LARRY GILPIN, general sales manager.
- TOM BONNAR, operations/program manager.
- JOSEPH PACIORKOWSKI, chief engineer.
- MILES RESNICK, news director.
- TOM BONNAR, program director.
- CHRYS OGLE, promotion director.
- LINDA WILKINS, business manager.

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

**NETWORK BASE HOURLY RATE:** \$325.

**City of License:** Manchester. **ADI:** Boston. **Rank:** 6.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>NEW HAMPSHIRE</b>			
	Belknap	18,600	18,400	99
	Hillsborough	119,900	118,400	99
	Merrimack	42,600	41,800	98
<b>Between 25-49%</b>	<b>NEW HAMPSHIRE</b>			
	Carroll	14,200	14,000	98
	Cheshire	25,100	24,400	97
	Grafton	26,100	25,300	97



WMUR-TV BPCT-2407 Granted 11/15/55

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	Rockingham	86,100	85,000	99
	Strafford	34,400	33,800	98
	Sullivan	15,100	14,600	97
	<b>VERMONT</b>			
	Windham	16,300	15,600	96
	Windsor	22,000	21,400	97
<b>Between 5-24%</b>	<b>MASSACHUSETTS</b>			
	Essex	249,800	247,100	99
	Middlesex	504,500	499,000	99
	Worcester	246,400	243,200	99
<b>MAINE</b>				
York	62,100	61,300	99	
<b>VERMONT</b>				
Orange	9,300	9,100	98	
<b>Station Totals</b>		<b>1,492,500</b>	<b>1,472,400</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>307,000</b>	
<b>Average Daily Circulation (1989)</b>			<b>130,900</b>	

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# New Hampshire—Merrimack

**WGOT**

**Ch. 60**

**Network Service:** None, independent.

**Licensee:** Paugus Television Inc., Box 265, Feeding Hills, MA 01030-0265.

**Studio:** 12 Continental Blvd., Merrimack, NH 03054.

**Mailing Address:** Box 60, Merrimack, NH 03054.

**Telephones:** 603-424-6060; 603-433-1606. **Fax:** 603-433-7095.

**Technical Facilities:** Channel No. 60 (746-752 MHz). Authorized power: 1403-kw max. visual, 140-kw max. aural. Antenna: 1011-ft. above av. terrain, 139-ft. above ground, 1464-ft. above sea level.

Latitude	42°	59'	02''
Longitude	71°	35'	18''

**Transmitter:** South Mountain, Goffstown.

**Satellite Earth Stations:** Comtech, 3.8-meter C-band; Comtech, 3.8-meter Ku-band.

**Ownership:** Estate of Roger L. Putnam, 38.17%; Estate of Percival Lowell, 38.17%; S. Joseph Hoffman, 9.6%; Neal P. Cortell, 7.8%; John Fergie, 1.18%; 9 others with less than 1%.

**Began Operation:** August 14, 1987. Sale to present owners by Golden Triangle TV60 granted Jan. 6, 1989.

**Represented (legal):** Davis, Wright & Jones.

**Personnel:**

JOHN FERGIE, general manager.  
 DON HILL, operations manager.  
 MICHAEL DANN, local sales manager.  
 DAVID RAYMOND, chief engineer.  
 DOREEN WARCHAL, program & promotion director.  
 TRICIA MORIN, production manager.  
 MARTY FETTER, business manager.



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

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

**Arbitron Data:** Not available.

**City of License:** Merrimack. **ADI:** Boston. **Rank:** 6.



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
New York, NY	6,944,400	1	WABC-TV (7), WCBS-TV (2), WHAI-TV (43), WHSE (68), WHSI (67), WLIG (55), WNBC-TV (4), WNJU (47), WNYW (5), WPIX (11), WTBY (54), WTZA (62), WWOR-TV (9), WXTV (41)
Philadelphia, PA	2,642,500	4	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), WWAC-TV (53)

**State Cross Reference List**  
Communities that receive programs of stations that are located elsewhere.

WNJU, Linden	See New York, NY
WNJU & WHSE, Newark	See New York, NY
WXTV, Paterson	See New York, NY
WWOR-TV, Secaucus	See New York, NY

**New Jersey Station Totals as of October 1, 1989**

	VHF	UHF	TOTAL
Commercial Television Stations	0	3	3
Educational Television Stations	0	4	4
	0	7	7

**— NEW AREA CODES —**

State	Before	After	Effective Date
Illinois	312	312 Chicago 708 Suburban areas	November 1989
New Jersey	201	201 Bergen, Essex, Passaic, Hudson, Sussex, Morris (portions) counties 908 Union, Warren, Hunterdon, Somerset, Middlesex, Monmouth, Ocean (portions) counties	June 1991

# New Jersey—Atlantic City

**WWAC-TV**

**Ch. 53**

**Network Service:** None, independent.

**Licensee:** Channel 53 Corp., RD Two, Box 385, Redding Furnace Farm, Elverson, PA 19520.

**Telephone:** 215-473-9060.

**Technical Facilities:** Channel No. 53 (704-710 MHz). Authorized power: 12.2-kw max. visual, 1.2-kw max. aural. Antenna: 280-ft. above av. terrain, 280-ft. above ground, 290-ft. above sea level.

Latitude	39°	22'	51.20''
Longitude	74°	27'	03.70''

**Transmitter:** Absecon Blvd., approx. 0.2-mi. NW of WIIN, Atlantic City.

**Ownership:** William S. Gross, pres., 46%; Leon Gross, v.p.-secy.-treas., 54%.

**Began Operation:** July 29, 1981; left air July 1982. Returned to air July 1, 1988.

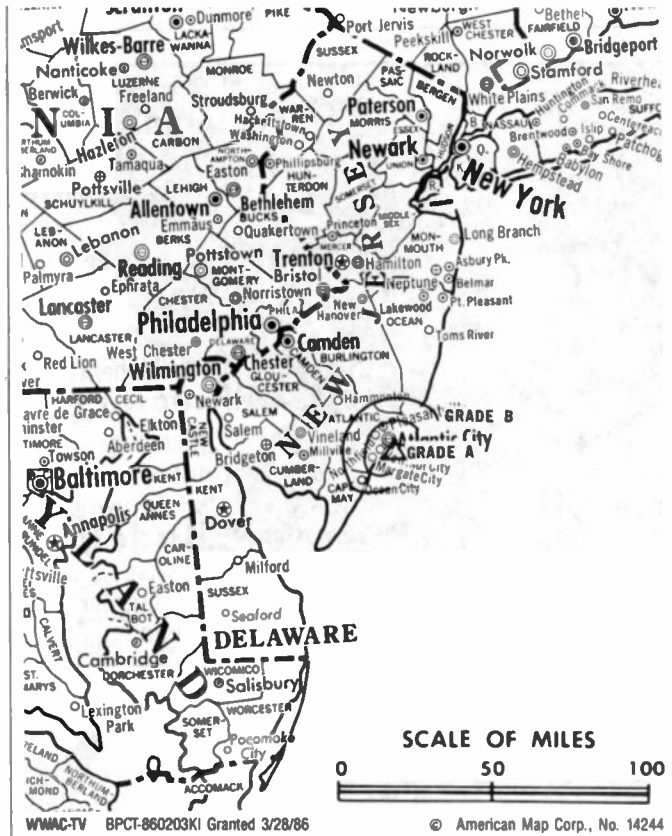
**Represented (legal):** Schwartz, Woods & Miller.

**Represented (engineering):** Robert Terres.

**Personnel:**

WILLIAM GROSS, general manager.  
HARRY JENNING, chief engineer.

**Rates:** On request.



**Arbitron Data:** Not available.

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

# New Jersey—Vineland

**WHSP**

**Ch. 65**

**Network Service:** Home Shopping Network.

**Licensee:** Silver King Bcstg. of Vineland Inc., 1529 U.S. 19 S, Clearwater, FL 33546.

**Studio:** 4449 N. Delsea Dr., Newfield, NJ 08344.

**Telephone:** 609-691-6565. **Fax:** 609-691-2483.

**Technical Facilities:** Channel No. 65 (776-782 MHz). Authorized power: 4095-kw max. & 1730-kw horizontal visual, 364-kw max. & 154-kw horizontal aural. Antenna: 920-ft. above av. terrain, 937-ft. above ground, 1049-ft. above sea level.

Latitude	39°	44'	00.40''
Longitude	74°	50'	28.60''

**Transmitter:** Church Ave., N of Chew Rd., Waterford Works.

**Satellite Earth Stations:** Paracclipse, 4.6-meter C-band; AFC, 3.7-meter Ku-band; M/A-Com, Standard Communications receivers.

**Ownership:** Silver King Broadcasting Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** July 21, 1981. FCC approved sale to present owner Dec. 1986 (*Television Digest*, Vol. 26:52). Sale to Press Bcstg. Co. by Trustee in Bankruptcy approved by FCC April 30, 1985.

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

**Personnel:**

CARMEN J. COLUCCI, vice president & station manager.  
CHRIS HILL, program director.  
DAN MERLO, chief engineer.  
BUNNIE LEDERMAN, business manager.  
KATHERINE HAWTHORNE, marketing director.  
LINDA CARMICHAEL, traffic manager.



WHSP BMPCT—800818KJ Granted 10/23/80

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

**Arbitron Data:** Not available.

**City of License:** Vineland. **AOI:** Philadelphia. **Rank:** 4.



# New Jersey—Wildwood-Atlantic City

**WMGM-TV**

Ch. 40

Network Service: NBC.

Licensee: South Jersey Radio Inc., 15 Shore Rd., Linwood, NJ 08221.

Studio: Avalon Blvd., Swainton, NJ.

Mailing Address: 15 S. Shore Rd., Linwood, NJ 08221.

Telephone: 609-927-4440.

Technical Facilities: Channel No. 40 (626-632 MHz). Authorized power: 1740-kw visual, 174-kw aural. Antenna: 420-ft. above av. terrain 425-ft. above ground, 430-ft. above sea level.

Latitude 39° 07' 28"  
Longitude 74° 45' 56"

Transmitter: Avalon Blvd., 2.7-mi. W of Sea Isle City, Swainton.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: ChannelMaster; RCA.

News Services: AP, NBC.

Ownership: Howard Green, pres., 50%; Donald M. Simmons Sr., v.p., 50%. See Howard Green in Group Ownership of Television Stations.

Began Operation: January 25, 1966. Sale to present owners by William C. Wotring Jr., et al., approved by FCC Feb. 25, 1981.

Represented (legal): Cordon & Kelly.

Represented (engineering): Lohnes & Culver.

**Personnel:**

HOWARD GREEN, president.  
JANE B. STARK, general manager.  
CHRIS ADAMS, program director.  
JOHN IANUZZI, general sales manager.  
LOU McDONALD, chief engineer.  
JEFF WHITEKER, news director.  
JANET DAVIDSON, business manager.

Highest One Hour Rate: \$2500.

Highest 30 Sec. Rate: \$300.

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

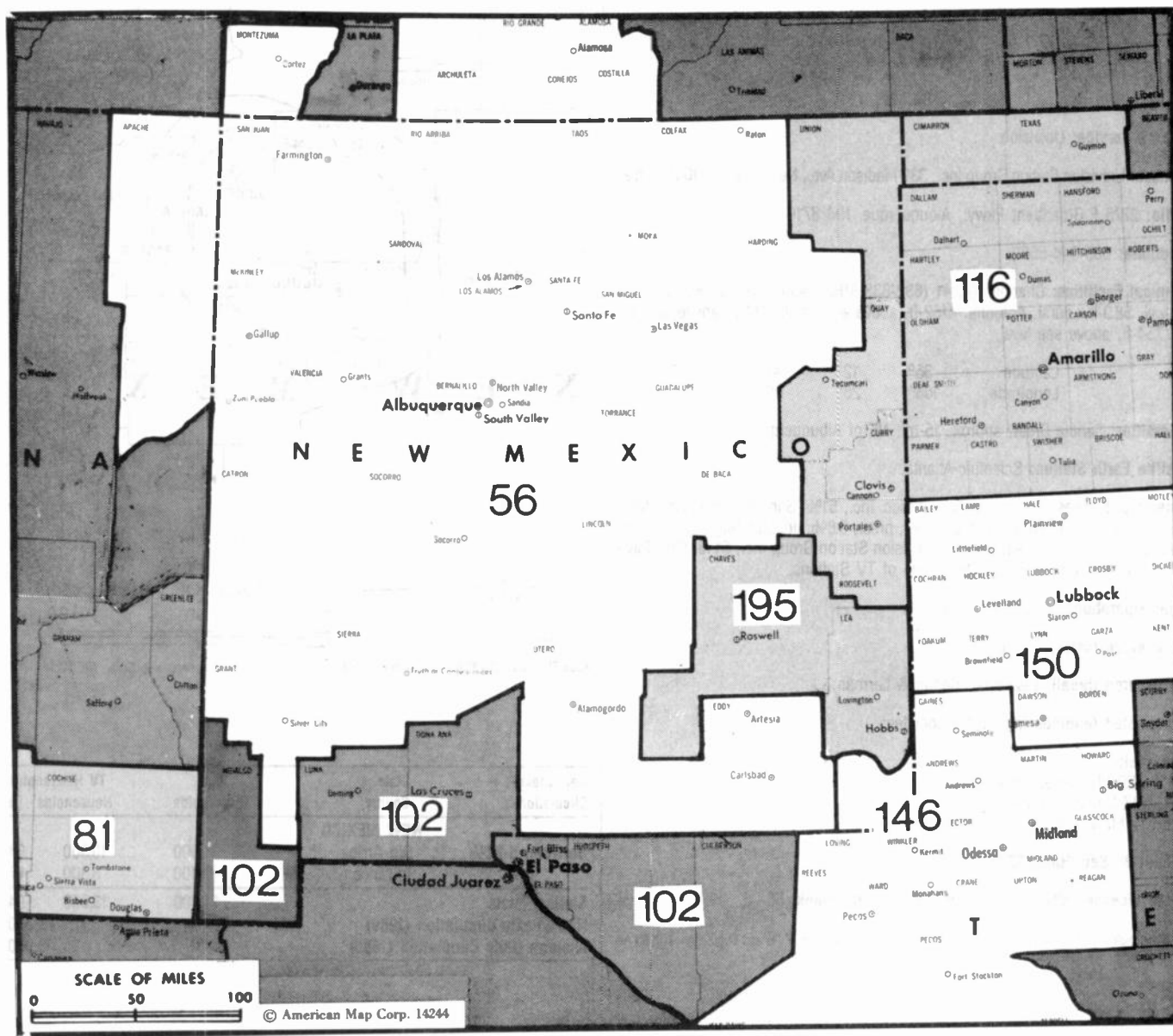
Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



WMGM-TV BPCT-861229KW Granted 2/25/87

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Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>NEW JERSEY</b>				
50% & Over	Cape May	40,900	40,200	98
<b>NEW JERSEY</b>				
Between 25-49%	Atlantic	82,300	80,800	98
<b>DELAWARE</b>				
Between 5-24%	Sussex	42,300	41,800	99
<b>NEW JERSEY</b>				
	Cumberland	48,500	47,900	99
<b>Station Totals</b>		<b>214,000</b>	<b>210,700</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>			<b>64,500</b>	
<b>Average Daily Circulation (1989)</b>			<b>28,200</b>	



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Albuquerque, NM	451,500	56	KCHF (11), KGGM-TV (13), KGSW-TV (14), KKTO (2), KLUZ-TV (41), KNAT (23), KOAT-TV (7), KOB-TV (4), KOBF (12), KWNM-TV (10)
Tucson, AZ	299,800	81	KGUN (9), KMSB-TV (11), KOLD-TV (13), KPOL (40), KTTU-TV (18), KVOA-TV (4)
El Paso, TX	224,500	102	KASK-TV (48), KCIK (14), KDBC-TV (4), KINT-TV (26), KTSM-TV (9), KVIA-TV (7), XEJ-TV (5), XEPM-TV (2), XHIJ-TV (44)
Amarillo, TX	184,800	116	KAMR-TV (4), KCIT (14), KFOA-TV (10), KVII-TV (7), KVIJ-TV (8)
Odessa-Midland, TX	148,100	146	KMID-TV (2), KMLM (42), KOSA-TV (7), KPEJ (24), KTPX (9), KWAB-TV (4)
Lubbock, TX	135,300	150	KAMC (28), KCBD-TV (11), KJTV (34), KLBK-TV (13), KVIH-TV (12)
Roswell, NM	41,700	195	KBIM-TV (10), KOBR (8), KRPV (27), KVI0-TV (6)

**New Mexico Station Totals as of October 1, 1989**

	VHF	UHF	TOTAL
Commercial Television Stations	11	5	16
Educational Television Stations	2	2	4
	13	7	20

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# New Mexico—Albuquerque

## KLUZ-TV

Ch. 41

**Network Service:** Univision.

**Licensee:** Univision Station Group Inc., 330 Madison Ave., New York, NY 10017-5002.

**Studio:** 2725 F Broadbent Pkwy., Albuquerque, NM 87107.

**Telephone:** 505-344-5589.

**Technical Facilities:** Channel No. 41 (632-638 MHz). Authorized power: 1170-kw visual, 58.9-kw aural. Antenna: 4152-ft. above av. terrain, 114-ft. above ground, 10,754-ft. above sea level.

Latitude 35° 12' 41"  
Longitude 106° 26' 56"

**Transmitter:** Sandia Crest, approx. 15-mi. NE of Albuquerque.

**Satellite Earth Station:** Scientific-Atlanta.

**Ownership:** Sunwest Communications Assoc. Inc., 51%. Sunwest Communications Assoc. Inc. ownership: William D. Stiles, pres., 9.8%; Joaquin Blaya, v.p., 9.8%; Andrew C. Goldman, treas., 6.8%; Univision Station Group Inc., 51%. See Univision Holdings Inc. in Group Ownership of TV Stations.

**Began Operation:** September 5, 1987.

**Represented (sales):** Univision.

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

**Represented (engineering):** JP Associates.

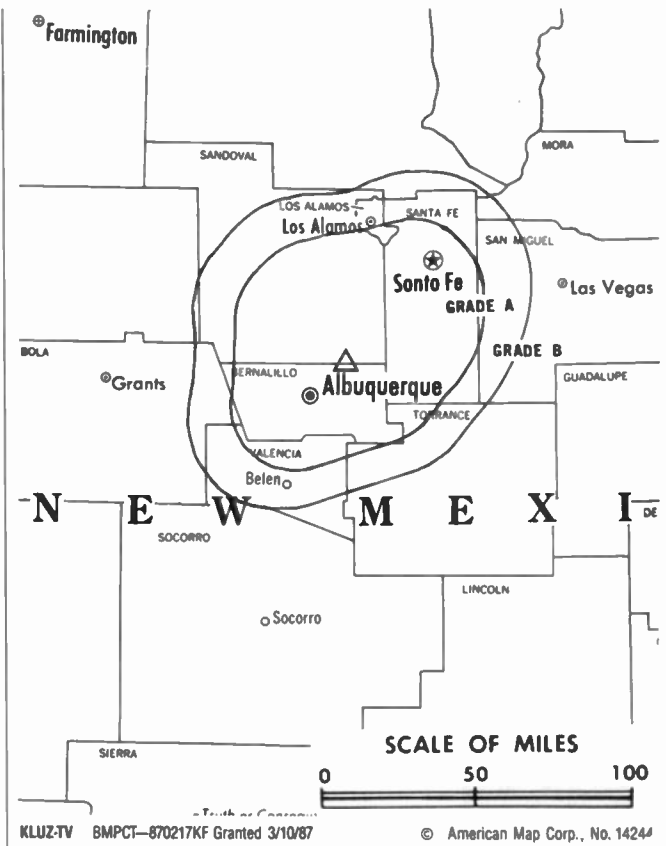
**Personnel:**

JIM PERRIN, general manager.  
KAMBIZ VICTORY, chief engineer.  
LEROY MASCARENAS, production manager.

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

**City of License:** Albuquerque. **ADI:** Albuquerque. **Rank:** 56.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>NEW MEXICO</b>				
<b>Between 5-24%</b>	Rio Arriba	11,000	10,300	94
	Torrance	3,400	3,300	97
<b>Station Totals</b>		<b>14,400</b>	<b>13,600</b>	<b>94</b>
<b>Net Weekly Circulation (1989)</b>				<b>12,200</b>
<b>Average Daily Circulation (1989)</b>				<b>5,200</b>

# New Mexico—Albuquerque

## KGGM-TV

Ch. 13

Network Service: CBS.

Licensee: New Mexico Broadcasting Co. Inc., 13 Broadcast Plaza SW, Box 1294, Albuquerque, NM 87103-1294.

Studio: 14th & Coal SW, Albuquerque, NM 87104.

Mailing Address: Box 1294, Albuquerque, NM 87103-1294.

Telephone: 505-243-2285. TWX: 910-989-1676. Fax: 505-764-5296.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 89.1-kw visual, 8.98-kw aural. Antenna: 4180-ft. above av. terrain, 143-ft. above ground, 10,791-ft. above sea level.

Latitude 35° 12' 40"  
Longitude 106° 26' 57"

Transmitter: Sandia Crest.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; Microdyne, 5-meter C-band; Scientific-Atlanta, 4.2-meter Ku-band; M/A-Com, Microdyne, Scientific-Atlanta receivers.

News Service: AP.

Ownership: Margaret A. Hebenstreit, 35.94%; Margaret Hebenstreit, Trustee, 22.43%; Lee Enterprises Inc., 41.63%. New Mexico Bcstg. also owns KBIM-TV, Roswell, NM. See Group Ownership of Television Stations.

Began Operation: October 4, 1953. Sale to present owners by Estate of Goldie Hebenstreit approved by FCC June 5, 1984.

Represented (sales): Katz Television.

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

### Personnel:

ANDREW HEBENSTREIT, president.  
IRWIN P. STARR, executive vice president & general manager.  
STAN BYARS, vice president, sales.  
CHARLIE JONES, national sales manager.  
ALAN P. DEME, chief engineer.  
JOHN McKEAN, news director.  
BRENDA YAGER, public affairs director.  
BILL ANDREWS, program & promotion director.  
DONNA BERGMAN, business manager.

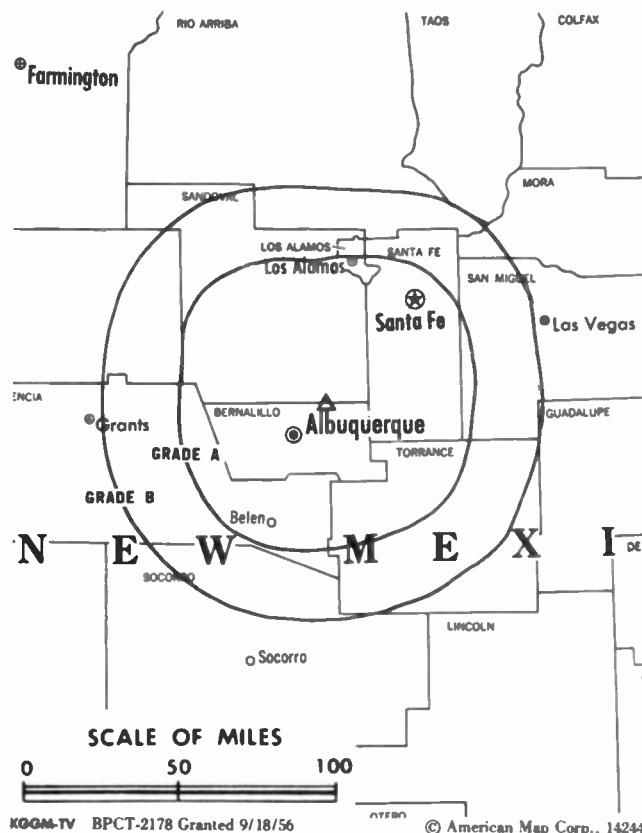
Highest 30 Sec. Rate: \$3000.

NETWORK BASE HOURLY RATE: \$1016.

City of License: Albuquerque. ADI: Albuquerque. Rank: 56.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>ARIZONA</b>			
	Apache North	12,000	10,800	90
	<b>COLORADO</b>			
	Alamosa	4,500	4,300	96
	Archuleta	2,000	1,900	95
	Conejos	2,700	2,600	96
	Montezuma	7,000	6,700	96
	Rio Grande	3,800	3,600	95
	<b>NEW MEXICO</b>			
	Bernalillo	188,000	185,100	98
	Cibola	10,000	9,800	98
	Coffax	5,300	5,000	94
	Grant	9,300	8,800	95
	Guadalupe	1,500	1,400	93
Harding	400	400	100	
Los Alamos	7,400	7,300	99	
Luna	6,500	6,300	97	



KGGM-TV BPCT-2178 Granted 9/18/56

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Net Weekly Circulation	State County	Total Households	TV Households	Households %	
<b>50% &amp; Over</b>	Mc Kinley	20,800	19,300	93	
	Otero	17,600	17,200	98	
	Rio Arriba	11,000	10,300	94	
	Sandoval	15,900	15,000	94	
	San Juan	32,900	31,100	95	
	San Miguel	8,700	8,100	93	
	Santa Fe	34,500	33,500	97	
	Sierra	4,200	4,000	95	
	Socorro	4,700	4,600	98	
	Taos	7,600	7,000	92	
	Torrance	3,400	3,300	97	
	Valencia	14,100	13,900	99	
	<b>Between 25-49%</b>	<b>COLORADO</b>			
		Costilla	1,300	1,200	92
Mineral		300	300	100	
<b>Between 5-24%</b>	<b>NEW MEXICO</b>				
	Mora	1,600	1,400	87	
	Quay	4,600	4,400	96	
<b>Between 5-24%</b>	<b>COLORADO</b>				
	Dolores	600	500	83	
	La Plata	12,200	11,700	96	
<b>NEW MEXICO</b>	Catron	900	800	89	
	Lincoln	6,100	5,800	95	
	<b>Station Totals</b>	<b>463,400</b>	<b>447,400</b>	<b>97</b>	
<b>Net Weekly Circulation (1989)</b>			<b>348,400</b>		
<b>Average Daily Circulation (1989)</b>			<b>194,100</b>		

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# New Mexico—Albuquerque

## KGSW-TV

Ch. 14

**Network Service:** Fox.

**Licensee:** Mountain States Bcstg./Providence Journal Bcstg., Box 25200, Albuquerque, NM 87125.

**Studio:** 1377 University Blvd. NE, Albuquerque, NM 87102.

**Mailing Address:** Box 25200, Albuquerque, NM 87125.

**Telephone:** 505-842-1414. TWX: 910-989-1792. Fax: 505-242-1355.

**Technical Facilities:** Channel No. 14 (470-476 MHz). Authorized power: 1412.5-kw max. & 490-kw horizontal visual, 141.25-kw max. & 49-kw horizontal aural. Antenna: 4181-ft. above av. terrain, 145-ft. above ground, 10,769-ft. above sea level.

Latitude 33° 03' 10"  
Longitude 114° 49' 40"

**Transmitter:** Sandia Crest, near Albuquerque.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Scientific-Atlanta, 5-meter C-band; RCA, 5-meter Ku-band.

**News Service:** INDX.

**Ownership:** Providence Journal Broadcasting Corp. See Group Ownership of Television Stations.

**Began Operation:** May 8, 1981. Sale to present owners by Galaxy-Southwest TV approved by FCC Nov. 19, 1984 (Television Digest, Vol. 24:40).

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

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

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

**Personnel:**

ERICK B. STEFFENS, general manager.  
JASON GOULD, general sales manager.  
DUDLEY BULLOCK, chief engineer.  
DEBRA JAMES, news director.  
BRIAN ANDERSON, promotion director.  
IDA GANGER, business manager.  
JIM GONSEY, technical operations manager.

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

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

**City of License:** Albuquerque. ADI: Albuquerque. Rank: 56.

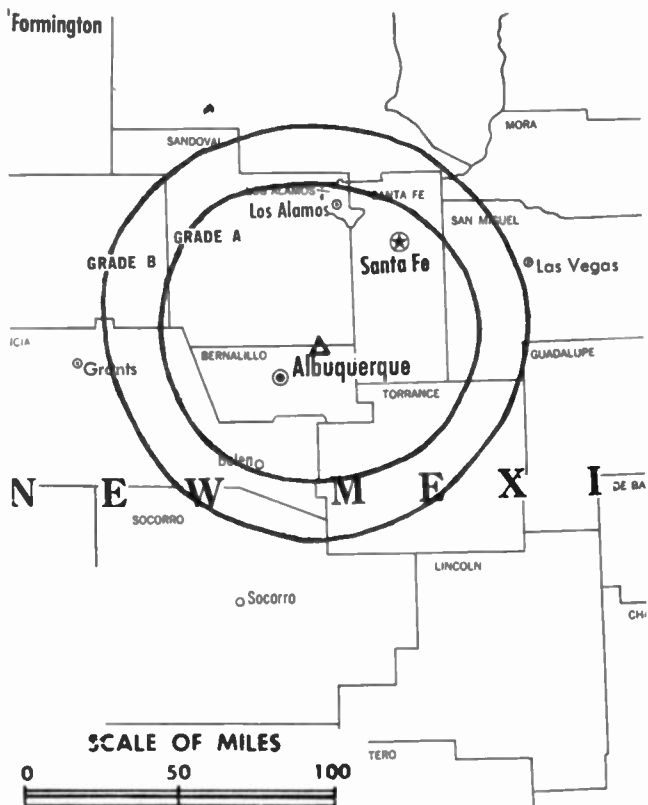
Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>NEW MEXICO</b>			
	Bernalillo	188,000	185,100	98
	Los Alamos	7,400	7,300	99
	Santa Fe	34,500	33,500	97

Our firm acted as financial advisor  
and broker in the 1985 sale of  
**KGSW-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 42601, Cincinnati, Ohio 45242 (513) 791-8730



KGSW-TV 8PCT-871118KF Granted 4/29/88 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Torrance	3,400	3,300	97
	Valencia	14,100	13,900	99
<b>Between 25-49%</b>	<b>COLORADO</b>			
	Conejos	2,700	2,600	96
	<b>NEW MEXICO</b>			
	Cibola	10,000	9,800	98
	Eddy	19,400	19,000	98
	Guadalupe	1,500	1,400	93
	Mc Kinley	20,800	19,300	93
	Rio Arriba	11,000	10,300	94
	Sandoval	15,900	15,000	94
	San Juan	32,900	31,100	95
	San Miguel	8,700	8,100	93
	Sierra	4,200	4,000	95
Socorro	4,700	4,600	98	
<b>Between 5-24%</b>	<b>COLORADO</b>			
	Alamosa	4,500	4,300	96
	Costilla	1,300	1,200	92
	La Plata	12,200	11,700	96
	Montezuma	7,000	6,700	96
	Rio Grande	3,800	3,600	95
	Saguache	1,400	1,300	93
	<b>NEW MEXICO</b>			
	Colfax	5,300	5,000	94
	Lea North	20,900	20,400	97
	Lincoln	6,100	5,800	95
	Otero	17,600	17,200	98
Taos	7,600	7,000	92	
<b>Station Totals</b>		<b>466,900</b>	<b>452,500</b>	<b>97</b>
<b>Net Weekly Circulation (1989)</b>				<b>200,900</b>
<b>Average Daily Circulation (1989)</b>				<b>81,500</b>

# New Mexico—Albuquerque

**KNAT**

**Ch. 23**

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

**Licensee:** Trinity Bcstg. of Arizona Inc.

**Studio:** 1510 Coors Blvd. NW, Albuquerque, NM 87105.

**Telephone:** 505-836-6585.

**Technical Facilities:** Channel No. 23 (524-530 MHz). Authorized power: 1191-kw max. & 387-kw horizontal visual, 119.1-kw max. & 38.7-kw horizontal aural. Antenna: 4130-ft. above av. terrain, 136-ft. above ground, 10,748-ft. above sea level.

Latitude	35°	12'	55.00''
Longitude	106°	27'	01.50''

**Transmitter:** Sandia Crest, Cibola National Forest.

**Multichannel TV Sound:** Separate audio program.

**Satellite Earth Stations:** Scientific-Atlanta, 7-meter C-band; Harris, 6-meter C-band.

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

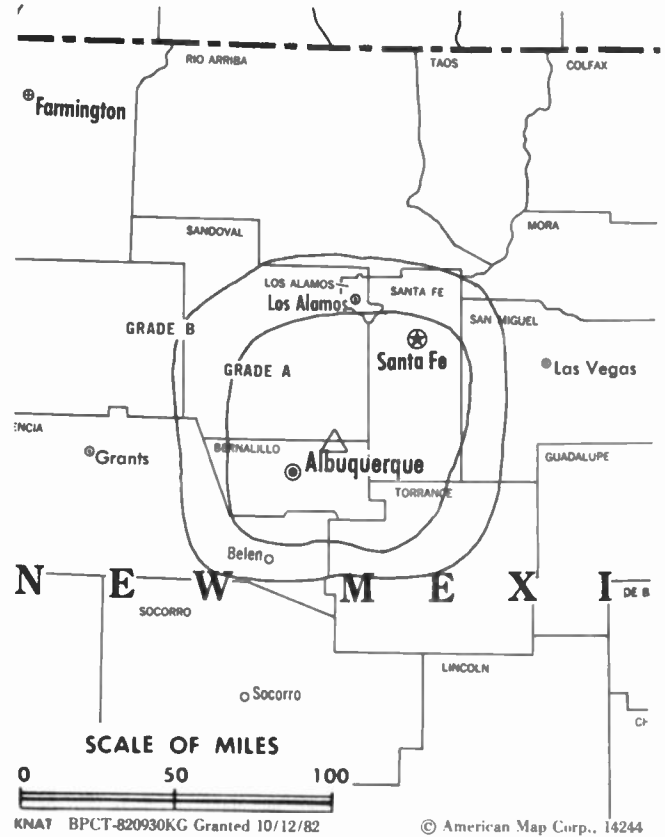
**Began Operation:** August 10, 1975. Sale to present owner by John Carson, et al., approved by FCC Dec. 4, 1985. Sale to Carson group by Eddie L. Pena, et al., approved July 23, 1982. Station left air in 1985 (*Television Digest*, Vol. 25:24).

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

**Personnel:**

GARY HODGES, general manager.  
MERLIN MILLER, chief engineer.

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



**Arbitron Data:** Not available.

**City of License:** Albuquerque. **AOI:** Albuquerque. **Rank:** 56.

# New Mexico—Albuquerque

## KOAT-TV

Ch. 7

**Network Service:** ABC.

**Licensee:** KOAT-TV Inc., 3801 Carlisle Blvd. NE, Albuquerque, NM 87107.

**Studio:** 3801 Carlisle Blvd. NE, Albuquerque, NM 87107.

**Mailing Address:** Box 25982, Albuquerque, NM 87125.

**Telephone:** 505-884-7777. **TWX:** 910-989-1687. **Fax:** 505-884-6282.

**Technical Facilities:** Channel No. 7 (174-180 MHz). Authorized power: 87.1-kw visual, 19.2-kw aural. Antenna: 4239-ft. above av. terrain, 231-ft. above ground, 10,826-ft. above sea level.

Latitude 35° 12' 53.00"  
Longitude 106° 27' 01.30"

**Transmitter:** Sandia Crest.

**Satellite Earth Stations:** Andrew, 9.3-meter; Harris, 6.1-meter; Vertex, 4.7-meter; Andrew 4.5-meter; Avantek, Harris, M/A-Com, Standard Components receivers.

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

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

**Began Operation:** September 28, 1953. Sale to present owner by WGAL Television Inc. approved by FCC May 7, 1969 (*Television Digest*, Vol. 9:19). Previous sale by Alvarado Television Co. Inc., approved Jan. 23, 1963. Merger with KVOA-TV, Tucson, approved Sept. 30, 1959 by FCC (Vol. 15:34, 40). Sale to Clinton McKinnon by A. M. Caldwell, Walter Stiles and associates approved Feb. 6, 1957 (Vol. 12:51; 13:6).

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

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

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

### Personnel:

C. WAYNE GOOSEY, vice president & general manager.  
SUSAN RAYBON, general sales manager.  
ELVIN SMITH, national sales manager & operations manager.  
MARY LYNN ROPER, news director.  
JAMES SHARMAN, chief engineer.  
JIM DIXON, production manager.  
RAY LEDNE, program director.  
PARKER HARMS, promotion director.  
LLOYD EUBANKS, business manager.

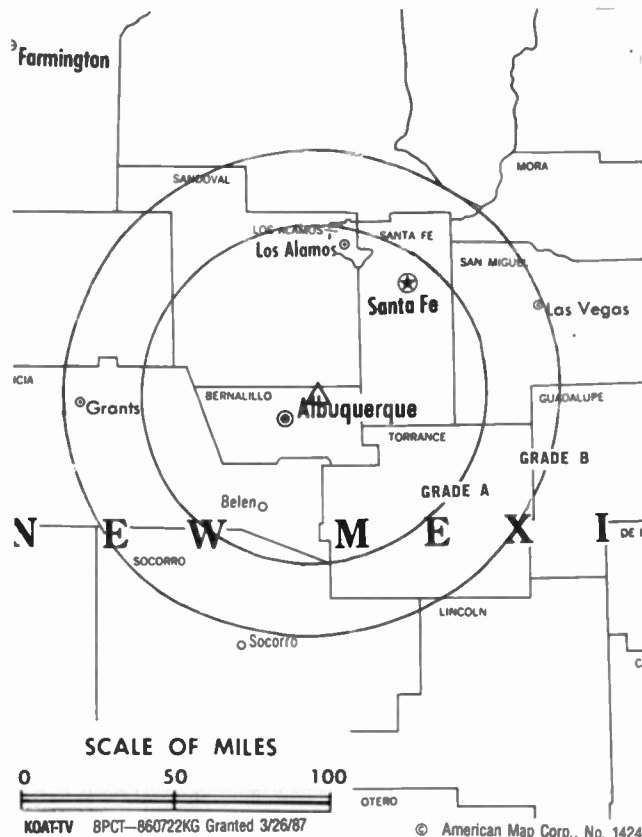
**Highest 30 Sec. Rate:** \$2500.

**NETWORK BASE HOURLY RATE:** \$1200.

**City of License:** Albuquerque. **ADI:** Albuquerque. **Rank:** 56.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>ARIZONA</b>			
	Apache North	12,000	10,800	90
	<b>COLORADO</b>			
	Alamosa	4,500	4,300	96
	Archuleta	2,000	1,900	95
	Conejos	2,700	2,600	96
	Costilla	1,300	1,200	92
	La Plata	12,200	11,700	96
	Montezuma	7,000	6,700	96
	Rio Grande	3,800	3,600	95
	Saguache	1,400	1,300	93
	<b>NEW MEXICO</b>			
	Bernalillo	188,000	185,100	98
	Chaves	21,600	21,200	98
	Cibola	10,000	9,800	98
	Coffax	5,300	5,000	94
	Curry	16,100	15,700	98
	De Baca	1,100	1,100	100
	Eddy	19,400	19,000	98
	Grant	9,300	8,800	95



Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	Guadalupe	1,500	1,400	93
	Harding	400	400	100
	Hidalgo	2,100	2,000	95
	Lea North	20,900	20,400	97
	Lincoln	6,100	5,800	95
	Los Alamos	7,400	7,300	99
	Luna	6,500	6,300	97
	Mc Kinley	20,800	19,300	93
	Mora	1,600	1,400	87
	Otero	17,600	17,200	98
	Quay	4,600	4,400	96
	Rio Arriba	11,000	10,300	94
	Sandoval	15,900	15,000	94
	San Juan	32,900	31,100	95
	San Miguel	8,700	8,100	93
	Santa Fe	34,500	33,500	97
	Sierra	4,200	4,000	95
	Socorro	4,700	4,600	98
	Taos	7,600	7,000	92
	Torrance	3,400	3,300	97
	Valencia	14,100	13,900	99
<b>Between 25-49%</b>	<b>COLORADO</b>			
	Mineral	300	300	100
	<b>NEW MEXICO</b>			
Catron	900	800	89	
Union	1,900	1,800	95	
<b>Between 5-24%</b>	<b>ARIZONA</b>			
	Greenlee	3,400	3,300	97
	<b>COLORADO</b>			
	Chaffee	5,100	4,900	96
	Dolores	600	500	83
	<b>NEW MEXICO</b>			
Oona Ana	43,500	42,100	97	
<b>TEXAS</b>				
Parmer	3,400	3,400	100	
<b>Station Totals</b>		<b>603,300</b>	<b>583,600</b>	<b>97</b>
<b>Net Weekly Circulation (1989)</b>			<b>440,700</b>	
<b>Average Daily Circulation (1989)</b>			<b>273,500</b>	

# New Mexico—Albuquerque

## KOB-TV

Ch. 4

(Operates satellites KOBf, Farmington & KOBR, Roswell, NM)

Network Service: NBC.

Licensee: KOB-TV Inc., Box 1351, Albuquerque, NM 87103.

Studio: 4 Broadcast Plaza SW, Albuquerque, NM 87104.

Mailing Address: Box 1351, Albuquerque, NM 87103.

Telephone: 505-243-4411. TWX: 910-989-1682. Fax: 505-764-2522.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 27-kw visual, 2.7-kw aural. Antenna: Circularly polarized, 4200-ft. above av. terrain, 183-ft. above ground, 10,833-ft. above sea level, using 2° electrical beam tilt.

Latitude 35° 12' 42"  
Longitude 106° 26' 57"

Transmitter: Sandia Crest.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Satellite Technology, 5.5-meter Ku-band; Harris, 6.2-meter Ku-band; Scientific-Atlanta, 5-meter C-band; RCA Americom, 4.57-meter Ku-band; Harris, 2.8-meter Ku-band; Harris, Scientific-Atlanta receivers.

News Services: AP, Conus, NBC, NIWS, NOAA.

Ownership: Hubbard Bcstg. Inc. See Group Ownership of Television Stations.

Began Operation: November 29, 1948. Sale to present owner by Wayne Coy and Time Inc., who previously acquired TV-radio from T. H. Pepperday, was approved March 13, 1957 (Television Digest, Vol. 13:2, 11. For sale by Pepperday, see Vol. 8:9, 16, 17, 22).

Represented (sales): Petry Television Inc.

Represented (legal): Fletcher, Heald & Hildreth.

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

### Personnel:

JERRY DANZINGER, president & general manager.  
DAVE HERMAN, vice president & station manager.  
BOB EVANS, general sales manager.  
HOWARD HOFFMAN, national sales manager.  
GARY WILLIAMS, production manager.  
F. A. BIBEAU, director of engineering.  
SAM TIKKANEN, chief engineer.  
PAULA MAES, promotion director.  
BOB RICHARDSON, news director.  
DRU FELT, business manager.

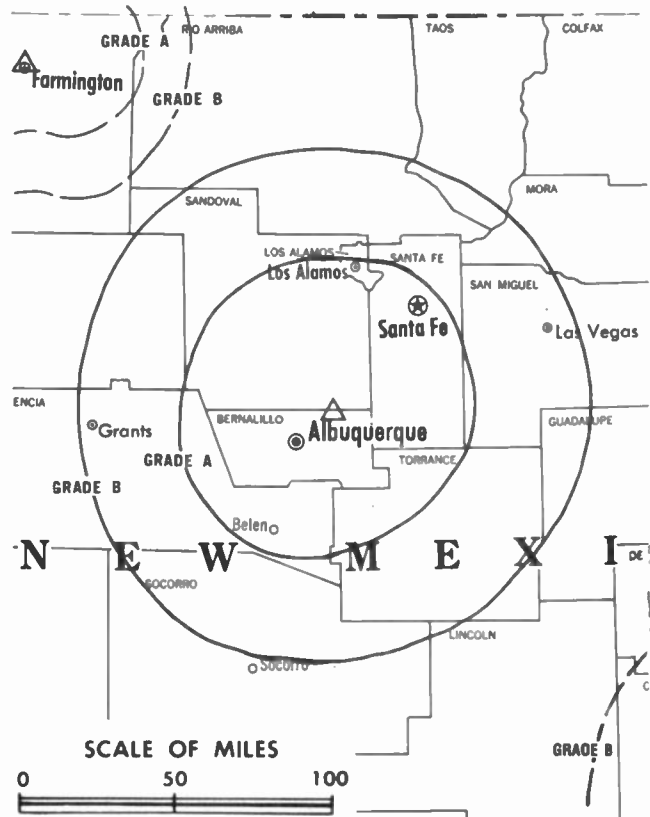
Rates: On request.

Arbitron Data: Figures include KOBf, Farmington & KOBR, Roswell, NM.

City of License: Albuquerque. AOI: Albuquerque. Rank: 56.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ARIZONA</b>			
	Apache North	12,000	10,800	90
	<b>COLORADO</b>			
	Alamosa	4,500	4,300	96
	Archuleta	2,000	1,900	95
	Conejos	2,700	2,600	96
	Costilla	1,300	1,200	92
	La Plata	12,200	11,700	96
	Montezuma	7,000	6,700	96
	Rio Grande	3,800	3,600	95
	<b>NEW MEXICO</b>			
	Bernalillo	188,000	185,100	98
	Chaves	21,600	21,200	98
	Cibola	10,000	9,800	98
	Colfax	5,300	5,000	94
	Curry	16,100	15,700	98



KOB-TV BPCT-1693 Granted 6/2/53

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	De Baca	1,100	1,100	100
	Eddy	19,400	19,000	98
	Grant	9,300	8,800	95
	Guadalupe	1,500	1,400	93
	Harding	400	400	100
	Lea North	20,900	20,400	97
	Lincoln	6,100	5,800	95
	Los Alamos	7,400	7,300	99
	Mc Kinley	20,800	19,300	93
	Mora	1,600	1,400	87
	Otero	17,600	17,200	98
	Quay	4,600	4,400	96
	Rio Arriba	11,000	10,300	94
	Roosevelt	6,200	6,000	97
	Sandoval	15,900	15,000	94
	San Juan	32,900	31,100	95
	San Miguel	8,700	8,100	93
	Santa Fe	34,500	33,500	97
Sierra	4,200	4,000	95	
Socorro	4,700	4,600	98	
Taos	7,600	7,000	92	
Torrance	3,400	3,300	97	
Valencia	14,100	13,900	99	
<b>Between 25-49%</b>	<b>NEW MEXICO</b>			
	Catron	900	800	89
	Luna	6,500	6,300	97
<b>Between 5-24%</b>	<b>TEXAS</b>			
	Parmer	3,400	3,400	100
<b>Station Totals</b>	<b>COLORADO</b>			
	Dolores	600	500	83
	<b>TEXAS</b>			
	Bailey	2,700	2,700	100
	Cochran	1,600	1,600	100
	Gaines	4,900	4,900	100
	Yoakum	3,500	3,500	100
	<b>Net Weekly Circulation (1989)</b>	<b>564,500</b>	<b>546,600</b>	<b>97</b>
	<b>Average Daily Circulation (1989)</b>	<b>450,680</b>	<b>266,160</b>	



# New Mexico—Carlsbad

## KVIO-TV

Ch. 6

(Satellite of KVIA-TV, El Paso, TX)

**Network Service:** ABC.

**Licensee:** Marsh Media of El Paso, 4140 Rio Bravo, El Paso, TX 79902.

**Studio:** See KVIA-TV, El Paso.

**Technical Facilities:** Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1200-ft. above av. terrain, 1047-ft. above ground, 4758-ft. above sea level.

Latitude 32° 47' 39"  
 Longitude 104° 12' 27"

**Transmitter:** 12-mi. E of Artesia on Rte. 82.

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

**News Services:** AP, Conus, Sun World Satellite News.

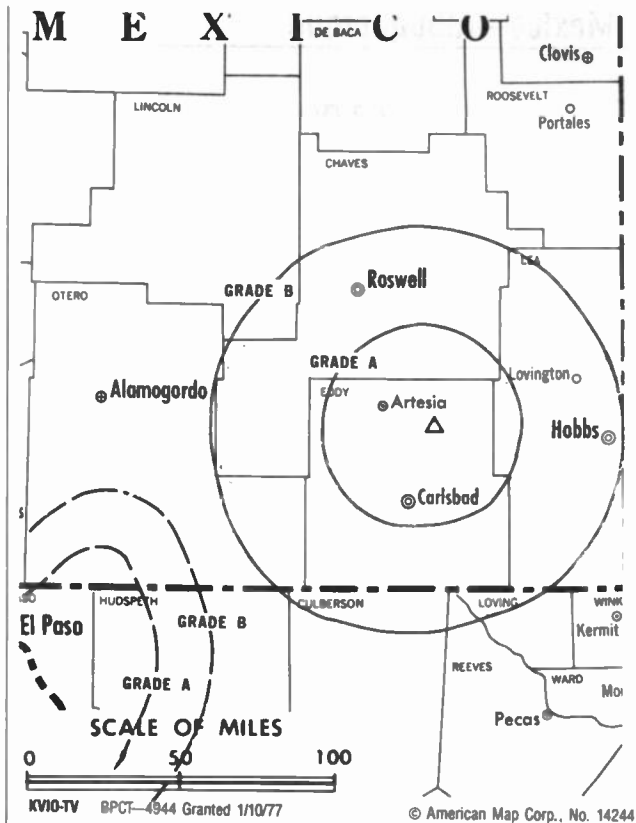
**Ownership:** Marsh Media Inc. See Group Ownership of Television Stations.

**Began Operation:** August 24, 1956. Sale to present owner by John B. Walton Jr. approved by FCC Feb. 24, 1976. Sale to Walton by John Deme approved Sept. 7, 1966 (*Television Digest*, Vol. 6:22, 37). Sale to Deme (Voice of the Caverns Inc.) by Edward P. Talbott and associates approved June 19, 1963 (Vol. 3:9, 25). Sale of control by Nancy H. Battison to Talbott group approved by FCC Feb. 20, 1958 (Vol. 14:2, 8).

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

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

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



**Personnel:**

See KVIA, El Paso, TX.

**Arbitron Data:** Included with KVIA-TV, El Paso, TX.

**City of License:** Carlsbad. **ADI:** Roswell. **Rank:** 195.

# New Mexico—Clovis

## KVII-TV

Ch. 12

(Satellite of KVII-TV, Amarillo, TX)

**Network Service:** ABC.

**Licensee:** Marsh Media Inc., One Broadcast Center, Amarillo, TX 79101-4326.

**Studio:** See KVII-TV, Amarillo.

**Telephones:** 505-276-8266; 806-373-1787.

**Technical Facilities:** Channel No. 12 (204-210 MHz). Authorized power: 178-kw visual, 3.5-kw aural. Antenna: 670-ft. above av. terrain, 719-ft. above ground, 4749-ft. above sea level.

Latitude	34°	11'	34"
Longitude	103°	16'	44"

**Transmitter:** 3.4-mi. ENE of center of Portales, 0.55-mi. NE of State Rte. 88.

**Multichannel TV Sound:** Stereo only.

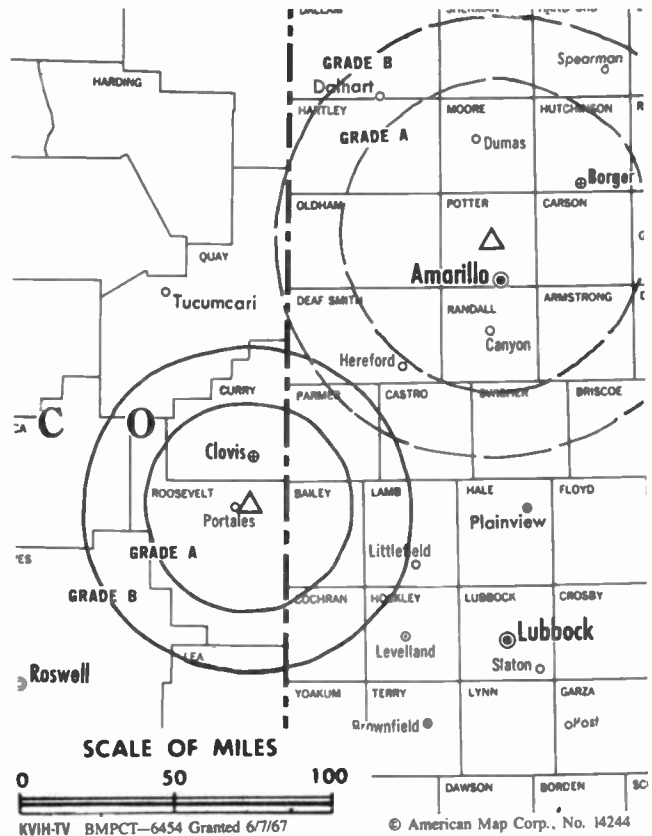
**Ownership:** Marsh Media Inc. See Group Ownership of Television Stations.

**Began Operation:** December 2, 1956. Sale to present owner by McAlister Television Enterprises approved by FCC July 28, 1986 (*Television Digest*, Vol. 26:31). Sale to McAlister Television Enterprises by Melvin L. Wheeler approved by FCC March 23, 1979. Sale to Wheeler by Bass Bcstg. approved by FCC Oct. 5, 1976. Sale to Bass by Marshall Enterprises Inc. approved Jan. 22, 1964. Sale to Marshall Enterprises by Texas-New Mexico Bcstg. Co. approved Nov. 15, 1961. Sale to Texas-New Mexico Bcstg. Co. by Frank Lesley & Mae Strauss approved Oct. 22, 1959 by FCC (Vol. 15:38, 43).

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

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

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



**Personnel:**

FRED JOHNSON, resident engineering supervisor.

**Rates:** See KVII-TV, Amarillo, TX.

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

**City of License:** Clovis. **ADI:** Lubbock. **Rank:** 150.

# New Mexico—Farmington

**KOBF**

**Ch. 12**

(Satellite of KOB-TV, Albuquerque, NM)

**Network Service:** NBC.

**Licensee:** KOB-TV Inc., Box 1351, Albuquerque, NM 87103.

**Studio:** 825 W. Broadway, Farmington, NM 87401.

**Telephone:** 505-326-1141.

**Technical Facilities:** Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 410-ft. above av. terrain, 209-ft. above ground, 6049-ft. above sea level.

Latitude	36°	41'	43''
Longitude	108°	13'	14''

**Transmitter:** 2-mi. SSW of Farmington on Hwy. 371.

**Satellite Earth Stations:** Startrack, 5-meter; RCA Americom Ku-band; Avcom, Drake receivers.

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

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

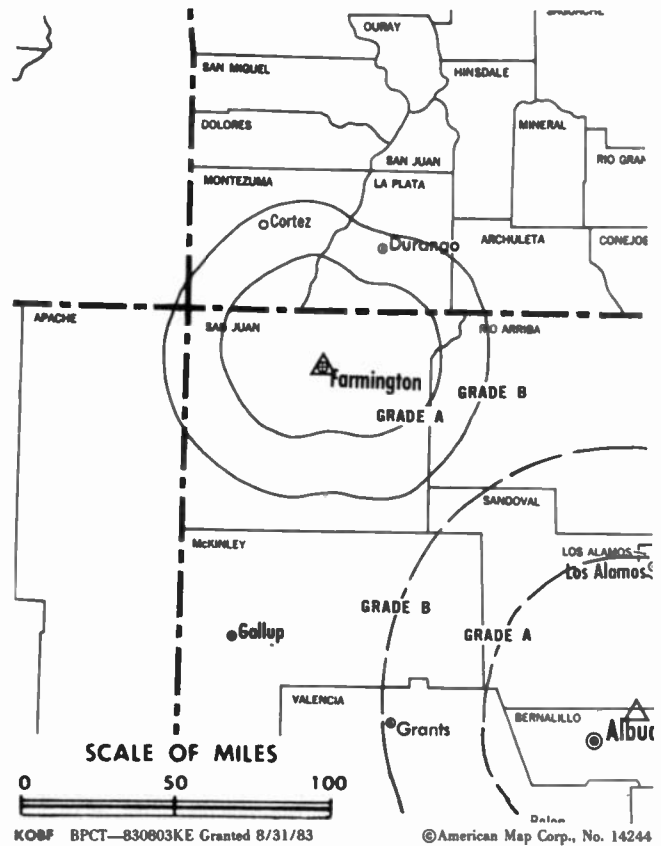
**Began Operation:** October 20, 1972. Sale to present owners by Stephen Adams, et al., approved by FCC July 27, 1983. Sale to Adams by John R. Catsis, et al., approved by FCC Jan. 30, 1981. Previous sale by Gerald R. Proctor, et al., approved by FCC Jan. 26, 1977. Sale consummated April 11, 1977.

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

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

**Personnel:**

JERRY DANZIGER, president, KOB-TV.  
BETTIE CLEVELAND, station manager.  
SCOTT MICHLIN, news director.  
DAN HARLIN, chief engineer.  
BILL HERSHY, production manager.



**Highest 30 Sec. Rate:** \$425.

**Arbitron Data:** Included with KOB-TV, Albuquerque, NM.

**City of License:** Farmington. ADI: Albuquerque. Rank: 56.

# New Mexico—Las Cruces

## KASK-TV

Ch. 48

**Network Service:** None, independent.

**Licensee:** Las Cruces Full Power TV-Lynn Dubois, Receiver, Drawer O, Las Cruces, NM 77586.

**Studio:** 120 First National Tower, Las Cruces, NM 88005.

**Telephone:** 505-524-2103.

**Technical Facilities:** Channel No. 48 (674-680 MHz). Authorized power: 79.4-kw max. visual, 7.94-kw max. aural. Antenna: Minus 120-ft. above av. terrain, 163-ft. above ground, 4063-ft. above sea level.

Latitude	32°	18'	21''
Longitude	106°	46'	43''

Holds CP for change to 5000-kw max. visual, 473-ft. above av. terrain, 502-ft. above ground, 4622-ft. above sea level, lat. 32° 02' 30'', long. 106° 27' 41'', transmitter to 9-mi. ENE of Anthony, 3-mi. E of Rte. 213. BPCT-880203KF.

**Transmitter:** First National Tower Bldg., Las Cruces.

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

**Ownership:** Roy E. Henderson, pres.-treas., 100%; Christy F. Henderson, secy. R. E. Henderson is an applicant for new FM stations, owns LPTV stations.

**Began Operation:** November 18, 1984. Sale to present owner by Logan D. Matthews & associates approved by FCC Aug. 6, 1987.

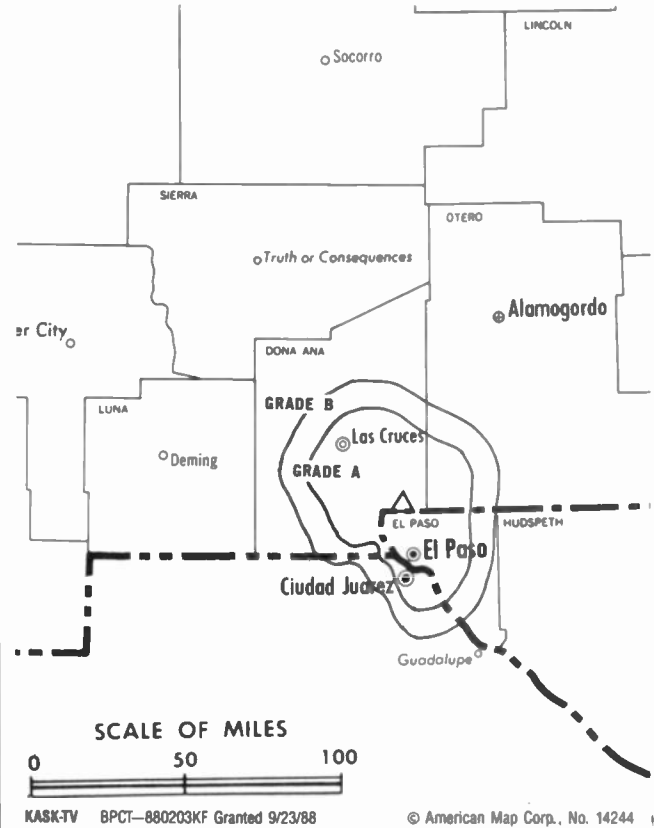
**Represented (sales):** Spot Time Ltd.

**Represented (legal):** Southmayd, Powell, Taylor & Bowen.

**Represented (engineering):** Black's Communications.

**Personnel:**

ROY E. HENDERSON, president.  
PAT HOLIAN, production director.  
DEL RIKER, chief engineer.



**Highest 30 Sec. Rate:** \$112.50.

**Arbitron Data:** Not available.

**City of License:** Las Cruces. **ADI:** El Paso. **Rank:** 102.

# New Mexico—Roswell

## KBIM-TV

Ch. 10

Network Service: CBS.

Licensee: New Mexico Bcstg. Co. Inc., Box 294, Albuquerque, NM 87103.

Studio: 212-214 N. Main St., Roswell, NM 88201.

Telephone: 505-622-2120. TWX: 510-101-1181. Fax: 505-623-6606.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 40.7-kw aural. Antenna: 2000-ft. above av. terrain, 1839-ft. above ground, 6263-ft. above sea level.

Latitude 33° 03' 20"  
Longitude 103° 49' 12"

Transmitter: 29.5-mi. E of Hagerman, NM.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.6-meter C-band; AFC, 3.66-meter Ku-band; M/A-Com, Scientific-Atlanta receivers.

News Services: AP, CBS.

Ownership: Margaret A. Hebenstreit, 58.37%; Lee Enterprises Inc., 41.63%. See Group Ownership of Television Stations.

Began Operation: February 23, 1966. Sale to present owners by Holsum Inc. approved by FCC April 12, 1989.

Represented (sales): Katz Television.

### Personnel:

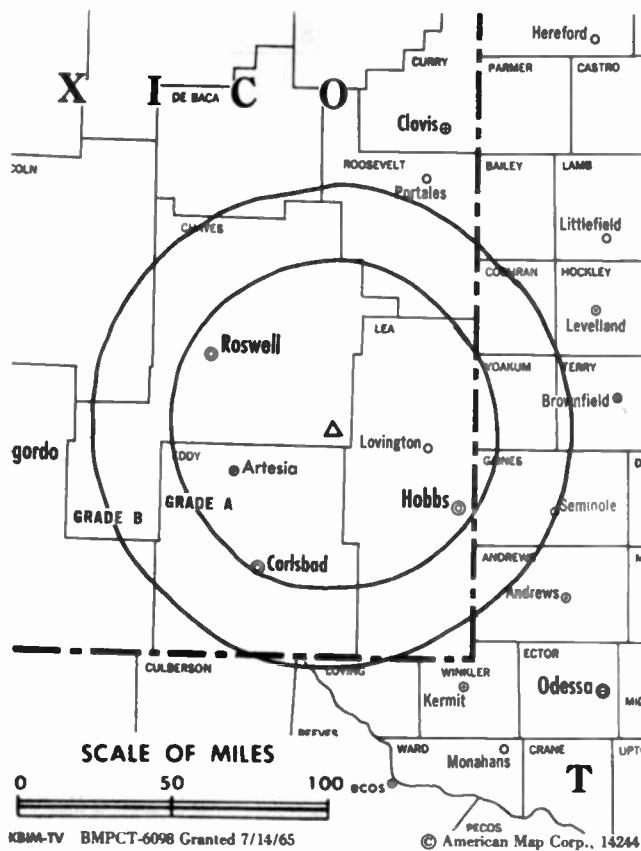
MARC REISCHMAN, general manager.  
DAVID GONZALES, news director.  
JACK HENRY, local sales manager.  
EDDIE H. SILLS, director of engineering.  
CATHY BURCH, promotion director.  
MIKE NOTZ, business manager.

Rates: On request.

City of License: Roswell. ADI: Roswell. Rank: 195.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>NEW MEXICO</b>			
	Chaves	21,600	21,200	98
	Curry	16,100	15,700	98
	De Baca	1,100	1,100	100
	Eddy	19,400	19,000	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Lea North	20,900	20,400	97
	Lea South	2,400	2,400	100
	Lincoln	6,100	5,800	95
	Roosevelt	6,200	6,000	97
<b>NEW MEXICO</b>				
Between 25-49%	Otero	17,600	17,200	98
<b>TEXAS</b>				
Between 5-24%	Gaines	4,900	4,900	100
	Parmer	3,400	3,400	100
	Yoakum	3,500	3,500	100
<b>Station Totals</b>		<b>123,200</b>	<b>120,600</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>				<b>79,800</b>
<b>Average Daily Circulation (1989)</b>				<b>44,900</b>

# New Mexico—Roswell

**KOBR**

Ch. 8

(Satellite of KOB-TV, Albuquerque, NM)

**Network Service:** NBC.

**Licensee:** Stanley S. Hubbard Revocable Trust.

**Studio:** 124 E. Fourth St., Roswell, NM 88201.

**Telephone:** 505-625-8888. **Fax:** 505-625-8866.

**Technical Facilities:** Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 52.5-kw aural. Antenna: 1760-ft. above av. terrain, 1610-ft. above ground, 6086-ft. above sea level.

Latitude	33°	22'	32"
Longitude	103°	46'	05"

**Transmitter:** 2.5-mi. S of U.S. Hwy. 380, near Caprock.

**Satellite Earth Station:** RCA Americom, 4.5-meter Ku-band.

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

**Ownership:** Hubbard Bcstg. Inc. See Group Ownership of Television Stations.

**Began Operation:** June 24, 1953. Sale to present owner by Caprock Telecasting approved by FCC June 19, 1985. Previous sale by Bryant Radio & Television Inc. approved by FCC May 26, 1971. Previous sale to Bryant by John A. Barnett estate approved by FCC March 3, 1968.

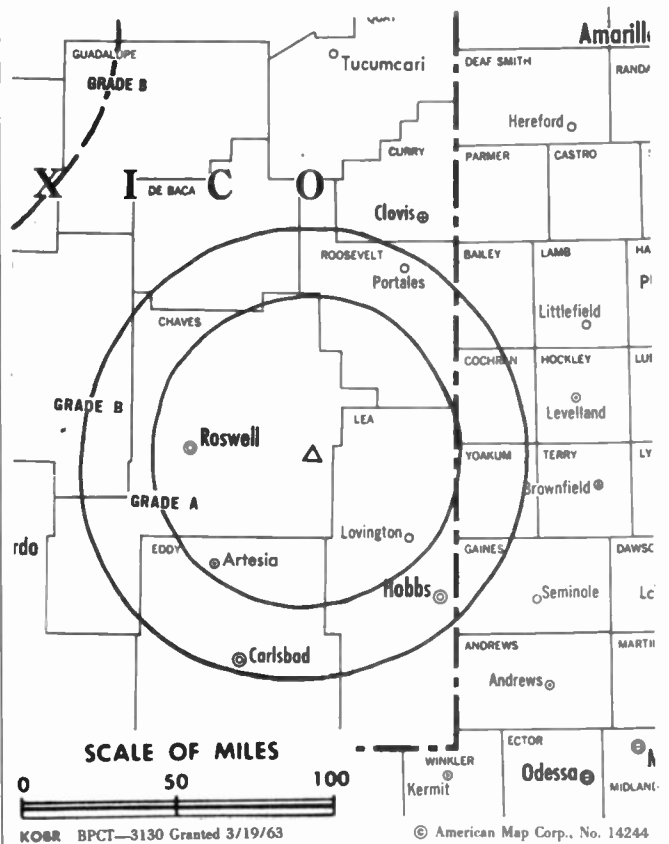
**Represented (sales):** Petry Television Inc.

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

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

**Personnel:**

JERRY DANZIGER, president, KOB-TV.  
TIM SPINDER, station manager.  
DAVE ATKINS, chief engineer.



KOBR BPCT—3130 Granted 3/19/63

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JOHN PURVIS, news director.  
DUSTY HUCKABEE, production manager.

**Rates:** On request.

**Arbitron Data:** Included with KOB-TV, Albuquerque, NM.

**City of License:** Roswell. **ADI:** Roswell. **Rank:** 195.

# New Mexico—Roswell

**KRPV**

**Ch. 27**

**Network Service:** None, independent.

**Licensee:** Prime Time Christian Bcstg., Box 967, Roswell, NM 88201.

**Studio:** 2606 S. Main, Roswell, NM 88202.

**Telephone:** 505-622-5778.

**Technical Facilities:** Channel No. 27 (548-554 MHz). Authorized power: 871-kw max. visual, 87-kw max. aural. Antenna: 441-ft. above av. terrain, 500-ft. above ground, 4007-ft. above sea level.

Latitude 33° 24' 58"  
Longitude 104° 33' 59"

**Transmitter:** 1901 N. Moore, Roswell.

**Satellite Earth Stations:** Prodelin, 4-meter C-band; Winegard, 3-meter C-band; Drexel, Microdyne receivers.

**Ownership:** Prime Time Christian Bcstg., non-profit corp. Albert O. Cooper, pres.; Henry C. Wunsch, v.p.; Tommie J. Cooper, secy.-treas.

**Began Operation:** September 9, 1986.

**Represented (legal):** Stuart B. Mitchell & Associates.

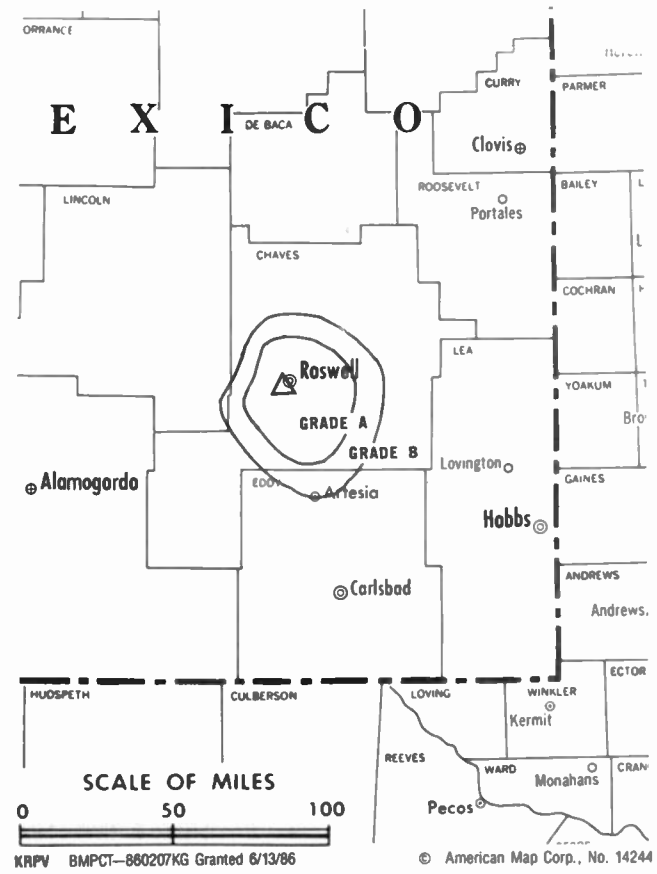
**Personnel:**

- AL COOPER, general manager.
- TOMMIE COOPER, program director.
- LYMAN GRAHAM, traffic.
- AMY BARE, office manager.

**Highest One Hour Rate:** \$175.

**City of License:** Roswell. **ADI:** Roswell. **Rank:** 195.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>NEW MEXICO</b>				
<b>Between 5-24%</b>	Chaves	21,600	21,200	98
<b>Station Totals</b>		<b>21,600</b>	<b>21,200</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>				<b>2,000</b>
<b>Average Daily Circulation (1989)</b>				<b>700</b>

# New Mexico—Santa Fe

**KCHF**

**Ch. 11**

**Network Service:** None, independent.

**Licensee:** Son Broadcasting Inc., 4004 Carlisle NE, Box 4338, Albuquerque, NM 87106.

**Studio:** 216-TV Frontage Rd., HY-14, Santa Fe, NM 87501.

**Telephones:** 505-473-1111; 505-883-1111.

**Technical Facilities:** Channel No. 11 (198-204 MHz). Authorized power: 263-kw max. visual, 26.3-kw max. aural. Antenna: 2028-ft. above av. terrain, 273-ft. above ground, 10,195-ft. above sea level.

Latitude	35°	47'	15"
Longitude	106°	31'	35"

**Transmitter:** No Name Mountain, E of Jemez Springs.

**Satellite Earth Station:** Paraclypse, 3-meter; GLR receivers.

**News Service:** INN.

**Ownership:** Son Broadcasting Inc., non-stock, non-profit corp. Belmarino R. Gonzales, pres.; Richard Shakarian, v.p.; Clem M. Dixon, secy.; Marcimiliano Baca, treas.

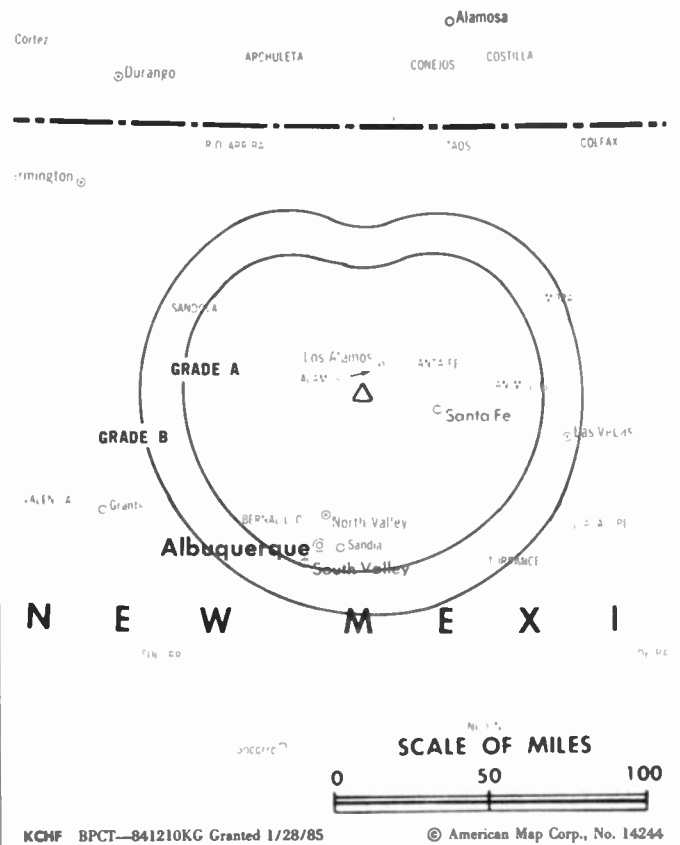
**Began Operation:** January 21, 1984.

**Represented (engineering):** Serge Bergen.

**Personnel:**

BLACKIE GONZALEZ, general manager.  
 ROB RAMSEYER, chief engineer.  
 JOSE GONZALES, sales manager.  
 MARY KAY GONZALES, program director.  
 ANGIE GONZALES, marketing director.

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



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

**Arbitron Data:** Not available.

**City of License:** Santa Fe. **ADI:** Albuquerque. **Rank:** 56.



# New Mexico—Santa Fe

**KKTO**

(formerly KNMZ-TV)

Ch. 2

**Network Service:** None, independent.

**Licensee:** Coronado Communications Co., 301 Clark Ave., No. 880, Las Vegas, NV 89101.

**Studios:** 1311 Calle Nava, Santa Fe, NM 87501; 4505 Montbel Place NE, Albuquerque, NM 87107.

**Mailing Address:** Box 92222, Albuquerque, NM 87199.

**Telephones:** 505-982-2422; 505-345-2222. **TWX:** 910-997-0849.

**Fax:** 505-982-1117, Santa Fe; 505-345-5020, Albuquerque.

**Technical Facilities:** Channel No. 2 (54-60 MHz). Authorized power: 89-kw visual, 8.9-kw aural. Antenna: 1970-ft. above av. terrain, 299-ft. above ground, 10,179-ft. above sea level.

Latitude 35° 46' 50"  
Longitude 106° 31' 35"

**Transmitter:** Peraita Ridge, Santa Fe National Forest, 9.3-mi. E of Jemez Springs.

**Satellite Earth Stations:** Antenna Technology, 5-meter C-band; KLM, 4-meter C-band; M/A-Com, Pinzone, Scientific-Atlanta receivers.

**Ownership:** Sunbelt Bcstg. Co., 100%. See Group Ownership of Television Stations.

**Began Operation:** October 31, 1983. Sale to Channel 2 Associates by New Mexico Media Co. approved by FCC Feb. 29, 1984. Sale to present owners approved March 7, 1988.

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

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

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

**Personnel:**

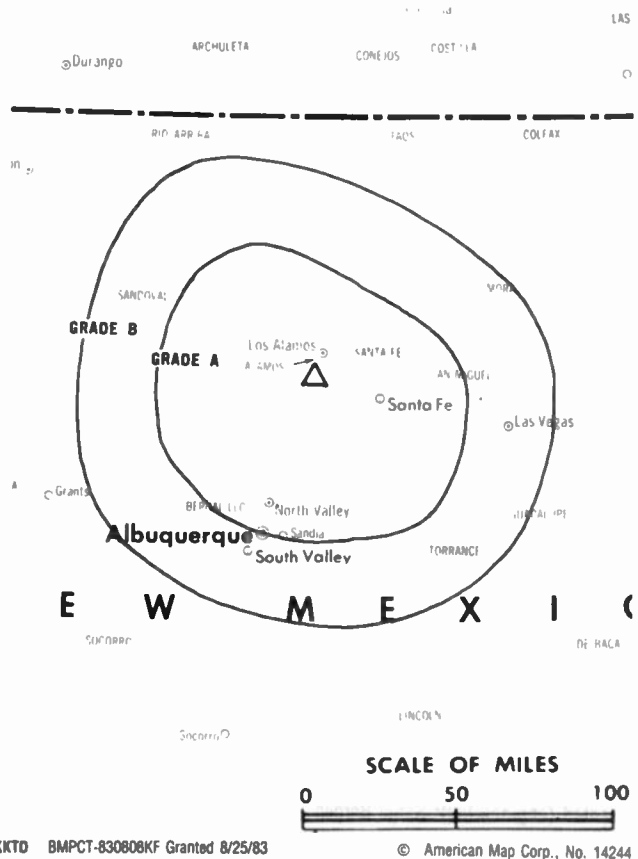
BUZZ FLOYD, vice president & general manager.  
LIZ WILSON, station manager.  
RICHARD PEXTON, chief engineer.  
KATHY BROWN, program director.  
JOHN EVILSIZER, promotion director.  
ROSE BAKOS, business manager.

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

**City of License:** Santa Fe. **ADI:** Albuquerque. **Rank:** 56.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	<b>NEW MEXICO</b>			
	Bernalillo	188,000	185,100	98
	Los Alamos	7,400	7,300	99
	Rio Arriba	11,000	10,300	94
	Sandoval	15,900	15,000	94
	Santa Fe	34,500	33,500	97
	Taos	7,600	7,000	92



KKTO BMPCT-830808KF Granted 8/25/83

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Torrance	3,400	3,300	97
	Valencia	14,100	13,900	99
Between 5-24%	<b>COLORADO</b>			
	Alamosa	4,500	4,300	96
	Conejos	2,700	2,600	96
	Rio Grande	3,800	3,600	95
	<b>NEW MEXICO</b>			
	Cibola	10,000	9,800	98
	San Juan	32,900	31,100	95
San Miguel	8,700	8,100	93	
Socorro	4,700	4,600	98	
<b>Station Totals</b>		<b>349,200</b>	<b>339,500</b>	<b>97</b>
<b>Net Weekly Circulation (1989)</b>				<b>115,200</b>
<b>Average Daily Circulation (1989)</b>				<b>40,600</b>

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# New Mexico—Silver City

## KWNM-TV

Ch. 10

(Satellite of KOAT-TV, Albuquerque, NM)

**Network Service:** ABC.

**Licensee:** KOAT Television Inc., Box 25982, Albuquerque, NM 87125.

**Studio:** See KOAT-TV, Albuquerque.

**Telephone:** 505-884-7777.

**Technical Facilities:** Channel No. 10 (192-198 MHz). Authorized power: 8.71-kw visual, 0.87-kw aural. Antenna: 1590-ft. above av. terrain, 111-ft. above ground, 8226-ft. above sea level.

Latitude	32°	51'	46''
Longitude	108°	14'	28''

**Transmitter:** Pinos Altos Mountain, 1.2-mi. W of Pinos Altos.

**Multichannel TV Sound:** Stereo only.

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

**Ownership:** Pulitzer Publishing Co., 100%. See Group Ownership of Television Stations.

**Began Operation:** September 10, 1987.

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

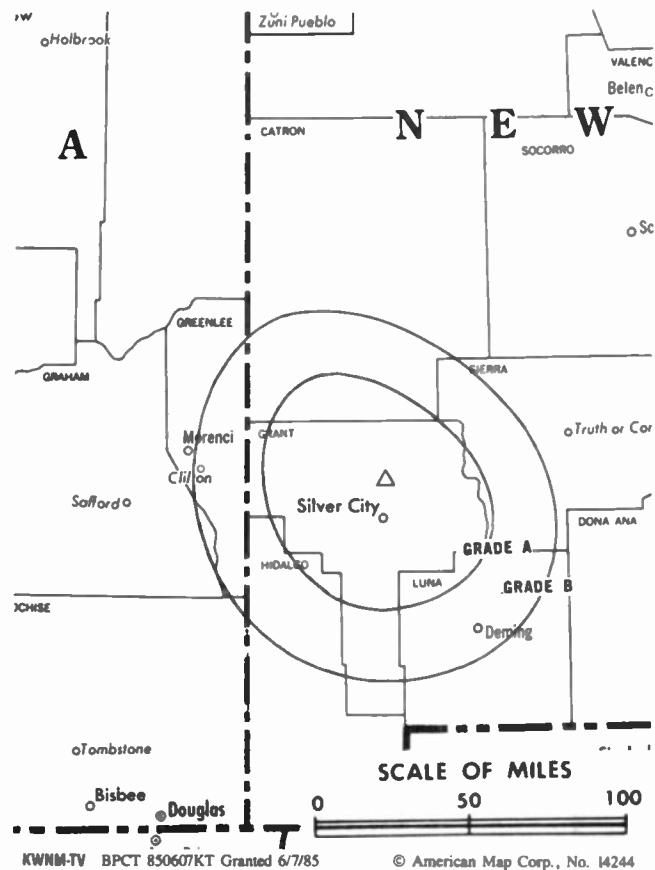
**Represented (legal):** Verner, Lipfert, Bernhard, McPherson & Hand.

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

**Personnel:**

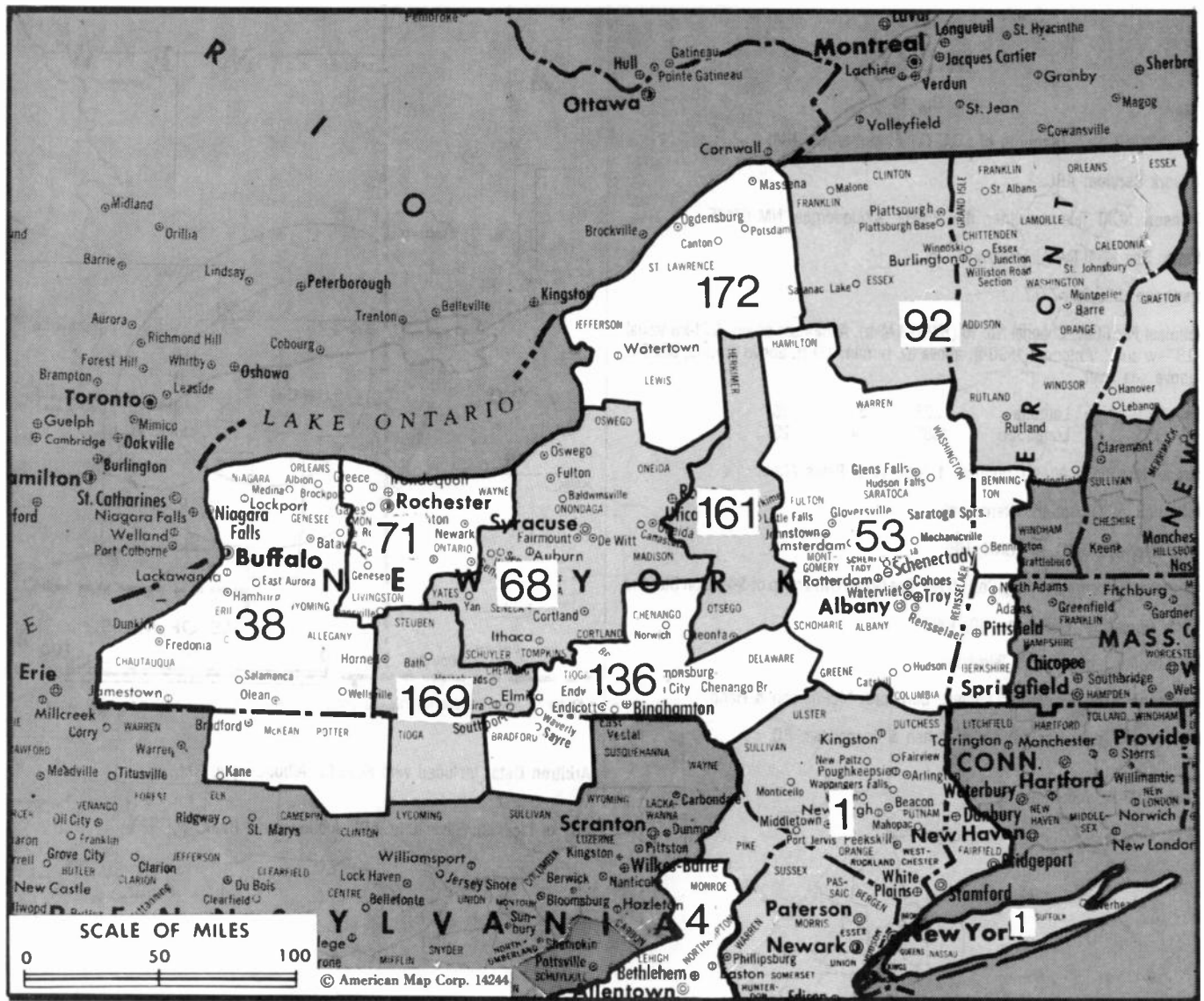
See KOAT-TV, Albuquerque.

**Rates:** Sold with KOAT-TV, Albuquerque, NM.



**Arbitron Data:** Included with KOAT-TV, Albuquerque, NM.

**City of License:** Silver City. ADI: Albuquerque. Rank: 56.



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
New York, NY	6,944,400	1	WABC-TV (7), WCBS-TV (2), WHAI-TV (43), WHSE (68), WHSI (67), WLIG (55), WNBC-TV (4), WNJU (47), WNYW (5), WPIX (11), WTBY (54), WTZA (62), WWOR-TV (9), WXTV (41)
Philadelphia, PA	2,642,500	4	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), WWAC-TV (53)
Buffalo, NY	608,600	38	WGRZ-TV (2), WIVB-TV (4), WKBW-TV (7), WNYB-TV (49), WTJA (26), WUTR (29)
Albany-Schenectady-Troy, NY	483,300	53	WCDC (19), WNYT (13), WOCD (55), WRGB (6), WTEN (10), WXXA-TV (23)
Syracuse, NY	368,800	68	WIXT (9), WSTM-TV (3), WSYT (68), WTVH (5)
Rochester, NY	350,900	71	WHEC-TV (10), WOKR (13), WROC-TV (8), WUHF (31)
Burlington, VT-Plattsburgh, NY	257,600	92	WCAX-TV (3), WNNE-TV (31), WPTZ (5), WVNY (22)
Binghamton, NY	157,200	136	WBNG-TV (12), WICZ-TV (40), WMGC-TV (34)
Utica, NY	101,700	161	WKTV (2), WTUV (33), WUJR (20)
Elmira, NY	83,800	169	WENY-TV (36), WETM-TV (18)
Watertown-Carthage, NY	78,900	172	WFYF (50), WWNY-TV (7)

**State Cross Reference List**

Communities that receive programs of stations that are located elsewhere.

WOCB, Albany.....	See Amsterdam, NY
WWNY-TV, Carthage.....	See Watertown, NY
WCAX-TV & WVNY, Plattsburgh.....	See Burlington, VT
WUTR, Rome.....	See Utica, NY
WNYT, WRGB, WTEN, WXXA-TV, Schenectady.....	See Albany, NY
WNYT & WRGB, Troy.....	See Albany, NY

**New York Station Totals as of October 1, 1989**

	VHF	UHF	TOTAL
<b>Commercial Television Stations</b>	22	21	43
<b>Educational Television Stations</b>	1	13	14
	23	34	57

# New York—Albany-Troy-Schenectady

**WNYT**

Ch. 13

**Network Service:** NBC.

**Licensee:** Viacom Broadcasting Inc., Box 4035, Albany, NY 12204.

**Studio:** 15 N. Pearl St., Menands, NY 12204.

**Telephone:** 518-436-4791. **TWX:** 710-441-8282. **Fax:** 518-436-8723.

**Technical Facilities:** Channel No. 13 (210-216 MHz). Authorized power: 178-kw visual, 20.3-kw aural. Antenna: 1170-ft. above av. terrain, 738-ft. above ground, 1688-ft. above sea level.

Latitude 42° 47' 08"  
Longitude 73° 37' 44"

**Transmitter:** Bald Mtn., Brunswick, NY.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Transmit/receive Harris, 6.1-meter Ku band; Scientific-Atlanta, 7-meter C-band; RCA, 3.6-meter Ku-band; Harris, M/A-Corn, Scientific-Atlanta receivers.

**SNG Truck/Mobile Dish:** Transmit/receive BAF 450B, 2.4-meter Ku-band.

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

**Ownership:** Viacom Broadcasting Inc. See Group Ownership of Television Stations.

**Began Operation:** February 19, 1954, but quit air Jan. 31, 1955. Resumed operation June 15, 1956, Stanley Warner Corp. having acquired 100% control by buying out Col. Harry Wilder group (*Television Digest*, Vol. 12:24). Transfer of control to Glen Alden Corp. approved Dec. 22, 1967. Purchased by Sonderling Bcstg. Corp. Jan. 1, 1969. Merger of Sonderling into Viacom approved by FCC Nov. 6, 1979 (Vol. 18:12, 25, 41; 19:46).

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

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

**Personnel:**

DONALD D. PERRY, vice president & general manager.  
TOM BLAU, business manager.  
TOM RAPONI, director of sales.  
ROBERT GILBERT, local sales manager.  
KARL DAVIS, national sales manager.  
NOELLE WALL, director of operations.  
JIM MOORE, director of production.  
STEVE BABOULIS, news director.  
DOUG JONES, director of programming & public affairs.  
LINDA CUMMINGS, traffic manager.  
RICHARD KLEIN, chief engineer.

**Rates:** On request.

**City of License:** Albany. **ADI:** Albany-Schenectady-Troy. **Rank:** 53.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MASSACHUSETTS			
	Berkshire	55,100	54,200	98



WNYT BPCT-781228LC Granted 6/20/79

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW YORK			
	Albany	112,700	110,900	98
	Columbia	23,500	23,100	98
	Fulton	21,300	20,900	98
	Greene	16,800	16,500	98
	Montgomery	20,300	19,900	98
	Rensselaer	55,900	54,900	98
	Saratoga	58,700	58,000	99
	Schenectady	58,900	58,100	99
	Schoharie	11,000	10,700	97
Warren	20,900	20,500	98	
Washington	20,000	19,700	98	
Between 5-24%	VERMONT			
	Bennington	13,700	13,400	98
	NEW YORK			
	Delaware	17,700	17,100	97
	Dutchess	89,800	88,100	98
	Essex	14,300	14,000	98
	Hamilton	2,000	1,900	95
	Sullivan	25,800	25,100	97
	Ulster	62,100	60,500	97
	VERMONT			
Addison	11,200	10,900	97	
Rutland	23,400	22,900	98	
Station Totals		735,100	721,300	98
Net Weekly Circulation (1989)			430,500	
Average Daily Circulation (1989)			263,500	

# New York—Albany-Schenectady-Troy

**WRGB**

Ch. 6

**Network Service:** CBS.

**Licensee:** WRGB Bcstg. Inc., 1400 Balltown Rd., Schenectady, NY 12309.

**Studio:** 1400 Balltown Rd., Schenectady, NY 12309.

**Telephone:** 518-346-6666. TWX: 710-442-2974.

**Technical Facilities:** Channel No. 6 (82-88 MHz). Authorized power: 93-kw visual, 11-kw aural. Antenna: 1020-ft. above av. terrain, 314-ft. above ground, 1830-ft. above sea level.

Latitude 42° 38' 12"  
Longitude 73° 59' 45"

**Transmitter:** New Scotland, NY.

**Satellite Earth Stations:** Transmit/receive Scientific-Atlanta, 4.5-meter Ku & C-band; Scientific-Atlanta, 7-meter C-band; RSI, 5-meter Ku & C-band; Scientific-Atlanta, Standard Components receivers.

**SNG Mobile Dish:** Transmit/receive Vertex, 2.6-meter Ku-band.

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

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

**Began Operation:** December 1, 1947 (began as experimental station in 1928; on air since Nov. 6, 1939). Sale to Unicom Inc. by General Electric Broadcasting Co. approved by FCC June 30, 1983 (*Television Digest*, Vol. 22:48; 23:18). Sale to present owner approved by FCC Jan. 6, 1986 (Vol. 25:31, 44).

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

**Represented (legal):** Latham & Watkins.

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

**Personnel:**

- DAVID M. LYNCH, vice president & general manager.
- GREGORY L. STRAUSSER, general sales manager.
- CHERYL SNELL, local sales manager.
- LOU VERRUTO, national sales manager.
- GARY WHITAKER, news manager.
- DANIEL A. FIORILLO, engineering manager.
- FRED LASS, chief engineer.
- TERRY WALDEN, programming & promotion manager.
- BEVERLY WITTNER, public affairs manager.
- WILLIAM FUTRELL, production manager.
- WILLIAM A. RINCHIK, controller.

**Highest 30 Sec. Rate:** \$1750.

**City of License:** Schenectady. ADI: Albany-Schenectady-Troy. Rank: 53.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>MASSACHUSETTS</b>			
	Berkshire	55,100	54,200	98
	<b>NEW YORK</b>			
	Albany	112,700	110,900	98
	Columbia	23,500	23,100	98
	Fulton	21,300	20,900	98
	Greene	16,800	16,500	98
	Hamilton	2,000	1,900	95
	Montgomery	20,300	19,900	98
	Rensselaer	55,900	54,900	98
Saratoga	58,700	58,000	99	



Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	Schenectady	58,900	58,100	99
	Schoharie	11,000	10,700	97
	Warren	20,900	20,500	98
	Washington	20,000	19,700	98
<b>VERMONT</b>	Bennington	13,700	13,400	98
	<b>NEW YORK</b>			
<b>Between 25-49%</b>	Otsego	21,800	21,200	97
	Ulster	62,100	60,500	97
<b>VERMONT</b>	Rutland	23,400	22,900	98
	<b>NEW YORK</b>			
<b>Between 5-24%</b>	Delaware	17,700	17,100	97
	Dutchess	89,800	88,100	98
	Herkimer	24,900	24,500	98
	Sullivan	25,800	25,100	97
<b>VERMONT</b>	Addison	11,200	10,900	97
	Windham	16,300	15,600	96
<b>Station Totals</b>		<b>783,800</b>	<b>768,600</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>			<b>492,200</b>	
<b>Average Daily Circulation (1989)</b>			<b>296,700</b>	

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# New York—Albany

**WTEN**

Ch. 10

(Operates satellite WCOC, Adams, MA)

**Network Service:** ABC.

**Licensee:** Young Broadcasting of Albany Inc.

**Studio:** 341 Northern Blvd., Albany, NY 12204.

**Telephone:** 518-436-4822. Fax: 518-462-6065; 518-426-4792 (news).

**Technical Facilities:** Channel No. 10 (192-198 MHz). Authorized power: 200-kw visual, 20-kw aural. Antenna: 1000-ft. above av. terrain, 275-ft. above ground, 1805-ft. above sea level.

Latitude 42° 38' 15"  
Longitude 73° 59' 54"

**Transmitter:** Beaver Dam Rd., Helderberg Mtn., New Scotland.

**Satellite Earth Stations:** Harris, 9-meter C-band; Andrew, 7.3-meter C-band; Vertex, 4.6-meter Ku-band; Avantek, Harris, M/A-Corn receivers.

**News Services:** ABC, AP, NIWS, Sports News Satellite, UPI, Weather Services Inc.

**Ownership:** Young Broadcasting Inc., 100%. See Group Ownership of TV Stations.

**Began Operation:** October 14, 1953. Sale of 83.4% to Lowell Thomas group approved Nov. 3, 1954 by FCC (Television Digest, Vol. 10:42, 45). Station switched from Ch. 41 and changed WCDA call letters Dec. 1, 1957 (Vol. 13:49). Sale by Capital Cities Bcstg. approved Feb. 24, 1971 (Vol. 10:17; 11:9). Sale to Knight-Ridder by John B. Poole, et al., approved Dec. 21, 1977 (Vol. 17:26). Sale by Knight-Ridder to Young Bcstg. approved by FCC Aug. 24, 1989 (Vol. 29:13).

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

**Represented (legal):** Wilmer, Cutler & Pickering.

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

**Personnel:**

- DOW C. SMITH, general manager.
- ROBERT PETERSON, business manager & program director.
- JOHN HIRSCH, general sales manager.
- MICHAEL FUNK, local sales manager.
- VERA HOPE, national sales manager.
- JAMES HOLLAND, news director.
- PATRICIA TROWERS-JOHNSON, community affairs director.
- HAROLD LANSING, chief engineer.
- STEVE WILKINS, marketing director.

**Rates:** On request.

**NETWORK BASE HOURLY RATE:** \$2550.

**Arbitron Data:** Includes satellite WCDC, Adams, MA.

**City of License:** Albany. **AOI:** Albany-Schenectady-Troy. **Rank:** 53.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MASSACHUSETTS</b>			
	Berkshire	55,100	54,200	98
	<b>NEW YORK</b>			
	Albany	112,700	110,900	98
	Columbia	23,500	23,100	98
	Fulton	21,300	20,900	98
	Greene	16,800	16,500	98



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>VERMONT</b>			
	Montgomery	20,300	19,900	98
	Rensselaer	55,900	54,900	98
	Saratoga	58,700	58,000	99
	Schenectady	58,900	58,100	99
	Schoharie	11,000	10,700	97
	Warren	20,900	20,500	98
	Washington	20,000	19,700	98
	<b>NEW YORK</b>			
	Hamilton	2,000	1,900	95
<b>Between 25-49%</b>	<b>VERMONT</b>			
	Windham	16,300	15,600	96
	<b>MASSACHUSETTS</b>			
	Franklin	27,300	26,500	97
	<b>NEW HAMPSHIRE</b>			
	Cheshire	25,100	24,400	97
	<b>NEW YORK</b>			
	Delaware	17,700	17,100	97
	Dutchess	89,800	88,100	98
	Otsego	21,800	21,200	97
Ulster	62,100	60,500	97	
<b>VERMONT</b>				
Addison	11,200	10,900	97	
<b>Station Totals</b>		<b>810,400</b>	<b>794,400</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>			<b>476,800</b>	
<b>Average Daily Circulation (1989)</b>			<b>266,000</b>	

# New York—Albany

**WXXA-TV**

**Ch. 23**

**Network Service:** Fox.

**Licensee:** Heritage Bcstg. Co. of New York, 815 Central Ave., Albany, NY 12206-1502.

**Studio:** 815 Central Ave., Albany, NY 12206-1502.

**Telephone:** 518-438-8700.

**Technical Facilities:** Channel No. 23 (524-530 MHz). Authorized power: 3020-kw visual, 302-kw aural. Antenna: 1200-ft. above av. terrain, 465-ft. above ground, 2119-ft. above sea level.

Latitude 42° 37' 01"  
Longitude 74° 00' 46"

**Transmitter:** Camp Pinnacle Rd., New Scotland.

**Satellite Earth Stations:** Andrew, 7-meter C-band; Andrew, 4.5-meter C-band; AFC, 3.7-meter Ku-band; M/A-Com, Microdyne receivers.

**Ownership:** Mario F. Iacobelli, pres., 98.88%; Leanne C. Schulz, secy.-treas., 1.12%. Iacobelli also owns WWTV, Cadillac-Traverse City & WWUP-TV, Sault Ste. Marie, MI; KEZB-AM-FM, El Paso, TX.

**Began Operation:** July 30, 1982. Sale to present owners by James D. Boaz, et al., approved by FCC Sept. 12, 1986 (Television Digest, Vol. 26:30).

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

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

**Personnel:**

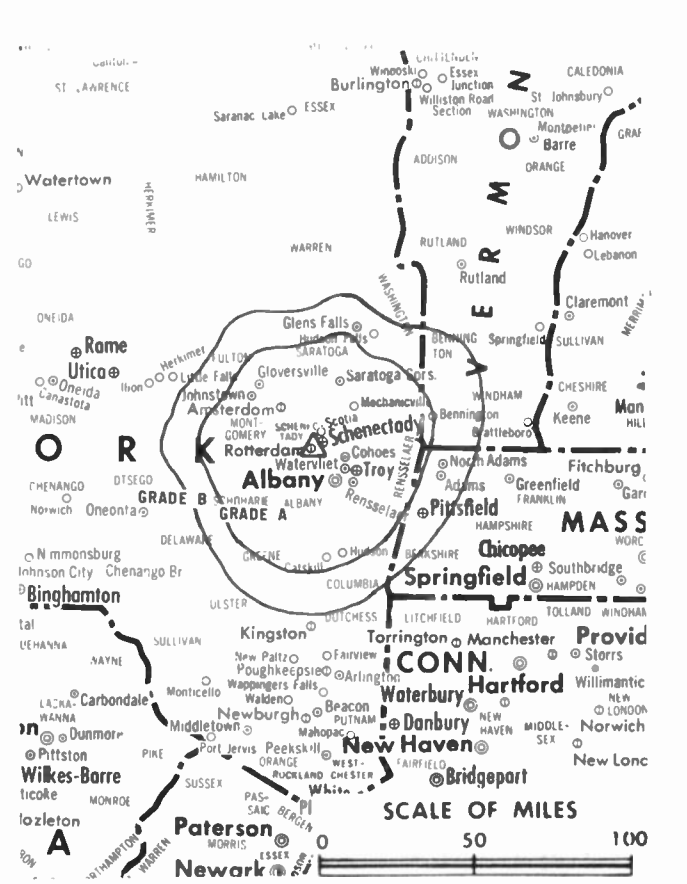
- WILL MEYL, vice president & general manager.
- DAVID BOAZ, general sales manager.
- GARY De LUKE, local sales manager.
- SARGENT CATHRALL, chief engineer.
- TIM PENNING, promotion director.
- CATHERINE CASTRACANE, business manager.
- DAVID J. JOSEPH, marketing director.

**Rates:** On request.

**City of License:** Albany. **ADI:** Albany-Schenectady-Troy. **Rank:** 53.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households Households %
<b>50% &amp; Over</b>	<b>NEW YORK</b>		
	Albany	112,700	110,900 98
	Columbia	23,500	23,100 98
	Fulton	21,300	20,900 98
	Greene	16,800	16,500 98
	Montgomery	20,300	19,900 98
	Rensselaer	55,900	54,900 98
	Saratoga	58,700	58,000 99
Schenectady	58,900	58,100 99	
<b>Between 25-49%</b>	<b>MASSACHUSETTS</b>		
	Berkshire	55,100	54,200 98



WXXA-TV BMPCT-820615KE Granted 7/26/82

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Net Weekly Circulation	State County	Total Households	TV Households Households %
<b>Between 25-49%</b>	<b>NEW YORK</b>		
	Schoharie	11,000	10,700 97
	Warren	20,900	20,500 98
<b>Between 5-24%</b>	<b>VERMONT</b>		
	Bennington	13,700	13,400 98
<b>Station Totals</b>	<b>NEW YORK</b>		
	Hamilton	2,000	1,900 95
	Herkimer	24,900	24,500 98
<b>Net Weekly Circulation (1989)</b>	<b>VERMONT</b>		
	Rutland	23,400	22,900 98
<b>Net Weekly Circulation (1989)</b>		<b>539,100</b>	<b>530,100 98</b>
<b>Average Daily Circulation (1989)</b>			<b>247,300</b>
			<b>98,300</b>

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# New York—Amsterdam

**WOCB**

**Ch. 55**

**Network Service:** None, independent.

**Licensee:** Amsterdam Bcstg. Inc., 897 Hinckley Rd., Burlington, CA 94010.

**Studio:** 165 Freemans Bridge Rd., Schenectady, NY 12302.

**Branch Office:** 21 Main St., Hagaman, NY 12086.

**Telephones:** 518-372-2255; 518-842-5557.

**Technical Facilities:** Channel No. 55 (716-722 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 731-ft. above av. terrain, 720-ft. above ground, 1472-ft. above sea level.

Latitude	42°	59'	05"
Longitude	74°	10'	49"

**Transmitter:** 0.1-mi. N of Montgomery County line, 0.4-mi. of Hwy. 30, Perth.

**Satellite Earth Station:** Paraclipse, 3.5-meter; M/A-Com receivers.

**Ownership:** Coit Drapery Cleaners Inc., Louis J. Keam, pres. & Shirley C. Keam, 22.8% jointly; Robert L. Keam, v.p., 38.6%; Janet L. Keam, 38.6%. Keams have interest in new AM.

**Began Operation:** December 14, 1987.

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

**Represented (engineering):** Communications Technology.

**Personnel:**

- FRED WUENSCHTEL, general manager.
- HERBERT SABIN, general sales manager & marketing director.
- PAGE MORRISON, program director.
- ROSEMARY WUENSCHTEL, promotion director & business manager.
- KEVIN KINCAID, chief engineer.

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



WOCB BNPCT-851031KE Granted 5/13/86

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**Highest 30 Sec. Rate:** \$160.

**NETWORK BASE HOURLY RATE:** \$600.

**Arbitron Data:** Not available.

**City of License:** Amsterdam. ADI: Albany-Schenectady-Troy. Rank: 53.

# New York—Binghamton

## WBNG-TV

Ch. 12

**Network Service:** CBS.

**Licensee:** Gateway Communications Inc., One Bala Plaza, Suite 237, Bala Cynwyd, PA 19004.

**Studio:** Box 1200, Binghamton, NY 13902-1200.

**Branch Office:** 111-115 N. Main St., Elmira, NY 14901.

**Telephone:** 607-723-7311. **TWX:** 510-252-1991. **Fax:** 607-724-7817.

**Technical Facilities:** Channel No. 12 (204-210 MHz). Authorized power: 166-kw visual, 18-kw aural. Antenna: 1205-ft. above av. terrain, 785-ft. above ground, 2546-ft. above sea level.

Latitude 42° 03' 33"  
Longitude 75° 57' 06"

Holds CP for change to 168-kw max. visual, 1210-ft. above av. terrain, 789-ft. above ground, 2554-ft. above sea level. BPTC-8703313L.

**Transmitter:** Ingraham Hill Rd.

**Satellite Earth Stations:** Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.5-meter C-band; AFC, 3.66-meter Ku-band; M/A-Com, Scientific-Atlanta receivers.

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

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

**Began Operation:** December 1, 1949. Sale to present owners by Triangle Publications approved by FCC Sept. 20, 1972 (*Television Digest*, Vol. 11:50; 12:39). Previous sale to Triangle by John C. Clark interests approved by FCC May 4, 1955 (Vol. 11:11, 19).

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

**Represented (legal):** Winer & Scheiner.

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

**Personnel:**

JOHN S. MUCHA, vice president & general manager.  
JOSEPH P. McNAMARA, national sales manager.  
RAY McCORMACK, regional sales manager.  
BOB KRUMMENACKER, local sales manager.  
RICHARD A. STEIKA, business manager.  
RON SHOEMAKER, chief engineer.  
MARK PRUTISTO, program manager.  
KERRY DONOVAN, news director.

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

**City of License:** Binghamton. **ADI:** Binghamton. **Rank:** 136.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>NEW YORK</b>			
	Broome	80,600	79,500	99
	Chemung	34,200	33,500	98
	Chenango	18,800	18,400	98
	Cortland	16,700	16,400	98
	Delaware	17,700	17,100	97
	Otsego	21,800	21,200	97
	Tioga	18,900	18,600	98



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>PENNSYLVANIA</b>			
	Bradford	24,000	23,500	98
	Tioga	15,000	14,500	97
<b>Between 25-49%</b>	<b>NEW YORK</b>			
	Schuyler	6,400	6,200	97
	Steuben	36,900	36,100	98
	Tompkins	31,900	30,500	96
<b>Between 5-24%</b>	<b>PENNSYLVANIA</b>			
	Sullivan	2,300	2,200	96
	Susquehanna	15,100	14,800	98
<b>Station Totals</b>	<b>PENNSYLVANIA</b>			
	Potter	7,000	6,800	97
	Wayne	15,300	14,800	97
	Wyoming	10,400	10,200	98
<b>Net Weekly Circulation (1989)</b>		<b>373,000</b>	<b>364,300</b>	<b>98</b>
<b>Average Daily Circulation (1989)</b>				<b>242,000</b>
				<b>151,200</b>

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# New York—Binghamton

## WICZ-TV

Ch. 40

**Network Service:** NBC.

**Licensee:** Stainless Broadcasting Co., 3rd St. & Montgomery Ave., North Wales, PA 19454.

**Studio:** Vestal Pkwy. East, Binghamton, NY 13902.

**Mailing Address:** Box 1626, Binghamton, NY 13902.

**Telephone:** 607-770-4040. **TWX:** 607-772-0240.

**Technical Facilities:** Channel No. 40 (626-632 MHz). Authorized power: 562-kw max. & 501-kw horizontal visual, 56.5-kw max. & 50.1-kw horizontal aural. Antenna: 1230-ft. above av. terrain, 930-ft. above ground, 2555-ft. above sea level.

Latitude 42° 03' 22"  
Longitude 75° 56' 39"

**Transmitter:** Ingraham Hill Rd., approx. 4.5-mi. SW of center of Binghamton.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Scientific-Atlanta, 4.6-meter; RCA Americom Ku-band; Harris, Scientific-Atlanta receivers.

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

**Began Operation:** November 1, 1957. Sale to present owner by Binghamton Press (Gannett) approved by FCC Feb. 22, 1971 (*Television Digest*, Vol. 10:31).

**Represented (sales):** MMT Marketing.

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

### Personnel:

JESSE S. PEVEAR, vice president & general manager.  
GINO RICCIARDELLI, vice president, engineering.  
JOHN LEET, sales manager.

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

**NETWORK BASE HOURLY RATE:** \$400.

**City of License:** Binghamton. **ADI:** Binghamton. **Rank:** 136.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>NEW YORK</b>			
	Broome	80,600	79,500	99
	Chenango	18,800	18,400	98
	Tioga	18,900	18,600	98
<b>Between 25-49%</b>	<b>NEW YORK</b>			
	Cortland	16,700	16,400	98



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	Delaware	17,700	17,100	97
	Tompkins	31,900	30,500	96
	<b>PENNSYLVANIA</b>			
	Sullivan	2,300	2,200	96
	Susquehanna	15,100	14,800	98
<b>Between 5-24%</b>	<b>NEW YORK</b>			
	Chemung	34,200	33,500	98
	Otsego	21,800	21,200	97
	Schuyler	6,400	6,200	97
	Steuben	36,900	36,100	98
	Sullivan	25,800	25,100	97
	<b>PENNSYLVANIA</b>			
Bradford	24,000	23,500	98	
Tioga	15,000	14,500	97	
Wyoming	10,400	10,200	98	
<b>Station Totals</b>		<b>376,500</b>	<b>367,800</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>				<b>144,500</b>
<b>Average Daily Circulation (1989)</b>				<b>71,700</b>

# New York—Binghamton

## WMGC-TV

Ch. 34

**Network Service:** ABC.

**Licensee:** Citadel Communications Co. Ltd., 249 E. 48th St., No. 10D, New York, NY 10017.

**Studio:** Ingraham Hill Rd., Binghamton, NY 13902.

**Telephone:** 607-723-7464. **Fax:** 607-723-1034.

**Technical Facilities:** Channel No. 34 (590-596 MHz). Authorized power: 1490-kw max. visual, 149-kw max. aural. Antenna: 1293-ft. above av. terrain, 553-ft. above ground, 2243-ft. above sea level.

Latitude 42° 03' 39"  
Longitude 75° 56' 36"

**Transmitter:** 3.2-mi. SSW of Binghamton, W side of Ingraham Hill Rd.

**Satellite Earth Stations:** Andrew, 4.5-meter C-band; Harris C-band; RCA Ku-band; Scientific-Atlanta; Comtech, Drake, Microwave Assoc., Scientific-Atlanta receivers.

**News Service:** AP.

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

**Began Operation:** November 24, 1962. Sale of control to Arthur, Hessen and Lazare by Alfred E. Anscomb (53.13%) and James E. Greeley (10.4%) approved Aug. 17, 1966 by FCC (*Television Digest*, Vol. 6:34). Sale to Pinnacle Communications Inc. approved Aug. 7, 1978. Sale to present owners approved Aug. 6, 1986.

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

**Represented (legal):** Latham & Watkins.

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

### Personnel:

PHIL LOMBARDO, president.  
GREGORY O'CONNOR, vice president & general manager.  
MARTHA CAMERON, news director.  
WILLIAM LUXFORD, operations manager.  
MARY ANN HARKNESS, national sales manager.  
SCOTT ENDRESS, chief engineer.  
DAN LEWIS, promotion director.  
BRIAN DURHAM, business manager.

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

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

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

**City of License:** Binghamton. **ADI:** Binghamton. **Rank:** 136.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	<b>NEW YORK</b>			
	Broome	80,600	79,500	99
	Tioga	18,900	18,600	98
Between 25-49%	<b>NEW YORK</b>			
	Chenango	18,800	18,400	98



Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%	Cortland	16,700	16,400	98
	Delaware	17,700	17,100	97
	<b>PENNSYLVANIA</b>			
	Bradford	24,000	23,500	98
Between 5-24%	<b>NEW YORK</b>			
	Chemung	34,200	33,500	98
	Sullivan	25,800	25,100	97
	<b>PENNSYLVANIA</b>			
	Sullivan	2,300	2,200	96
	Susquehanna	15,100	14,800	98
Tioga	15,000	14,500	97	
Wyoming	10,400	10,200	98	
<b>Station Totals</b>		<b>279,500</b>	<b>273,800</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>				<b>112,900</b>
<b>Average Daily Circulation (1989)</b>				<b>48,900</b>

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# New York—Buffalo

## WGRZ-TV

Ch. 2

**Network Service:** NBC.

**Licensee:** Tak-WGRZ Inc., 259 Delaware Ave., Buffalo, NY 14202.

**Studio:** 259 Delaware Ave., Buffalo, NY 14202.

**Telephone:** 716-856-1414. **TWX:** 710-522-1729. **Fax:** 716-849-5703.

**Technical Facilities:** Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 996-ft. above av. terrain, 958-ft. above ground, 2310-ft. above sea level.

Latitude 42° 43' 06"  
Longitude 78° 33' 48"

**Transmitter:** Warner Hill Rd., South Wales, NY.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Transmit/receive Harris, 6-meter Ku-band; Harris, 9-meter C-band; Harris, 3-meter Ku-band; Harris receivers.

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

**Ownership:** Tak Communications Inc. See Group Ownership of TV Stations.

**Began Operation:** August 14, 1954. Sale to present owner approved June 24, 1988 (Vol. 28:19). Sale to Robert N. Smith, William S. Reyner, George D. Lilly, et al. approved by FCC July 31, 1986 (Television Digest, Vol. 26:13; 40). Assignment to General Cinema Corp. from Taft Bcstg. in exchange for WCIX(TV), Miami, FL approved by FCC Feb. 24, 1983. Sale to Taft by Transcontinent Television Corp. approved Feb. 19, 1964 (Vol. 3:15, 16, 31; 4:8).

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

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

### Personnel:

THOMAS HARTMAN, president & general manager.  
DAVID MOLLIDREM, vice president & station manager.  
KATHY LUNDQUIST, controller.  
JEFF FEYES, general sales manager.  
JIM VICKERY, national sales manager.  
DAVID BAER, news director.  
LARRY FLOSS, manager of engineering.  
CARLA CONTINO, program director.  
APRIL HARRINGTON CONLON, promotion director.  
MARILYN CAMPANA, traffic manager.  
MARIE DABNEY, marketing director.  
GARY LEGTEES, operations manager.

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

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

**Station also received in Canadian markets.**

**BBM Weekly Reach (Spring 1989):** 2,691,000.

**City of License:** Buffalo. **ADI:** Buffalo. **Rank:** 38.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



WGRZ-TV BPC-T-3826 Granted 12/13/66

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>NEW YORK</b>			
	Allegany	17,900	17,400	97
	Cattaraugus	30,900	30,300	98
	Chautauqua	55,000	54,100	98
	Erie	359,200	355,200	99
	Genesee	21,300	21,000	99
	Niagara	80,200	79,300	99
	Orleans	14,000	13,800	99
	Wyoming	13,700	13,600	99
	<b>PENNSYLVANIA</b>			
Mc Kean	18,300	17,900	98	
Potter	7,000	6,800	97	
<b>Between 25-49%</b>	<b>NEW YORK</b>			
	Livingston	20,200	19,900	99
	<b>PENNSYLVANIA</b>			
	Cameron	2,700	2,700	100
Warren	17,700	17,200	97	
<b>Between 5-24%</b>	<b>NEW YORK</b>			
	Steuben	36,900	36,100	98
<b>Station Totals</b>		<b>695,000</b>	<b>685,300</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>553,200</b>	
<b>Average Daily Circulation (1989)</b>			<b>334,200</b>	

# New York—Buffalo

## WIVB-TV

Ch. 4

**Network Service:** CBS.

**Licensee:** Buffalo Broadcasting Co. Inc., 2077 Elmwood Ave., Buffalo, NY 14207.

**Studio:** 2077 Elmwood Ave., Buffalo, NY 14207.

**Telephone:** 716-874-4410. **Fax:** 716-874-2768.

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1200-ft. above av. terrain, 1059-ft. above ground, 2700-ft. above sea level.

Latitude 42° 39' 33"  
Longitude 78° 37' 38"

**Transmitter:** Colden, NY.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Transmit/receive Scientific-Atlanta, 10-meter C-band; Microdyne, 7-meter C-band; Microwave General, 6-meter C-band; Microdyne, Scientific-Atlanta receivers.

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

**Ownership:** King World Productions Inc. Roger King, chmn., 8.78%; Michael King, pres., 8.78%; Diana King, v.p.-secy., 8.78%; Richard King, 8.78%; remainder publicly held.

**Began Operation:** May 14, 1948. Sale to Howard Publications Inc. by Buffalo Evening News approved by FCC Sept. 16, 1977 (*Television Digest*, Vol. 17:22). Sale to present owner approved Oct. 13, 1988 (Vol. 28:26).

**Represented (sales):** TeleRep Inc.; Paul Mulvihill Limited (Canada).

### Personnel:

LESLIE G. ARRIES JR., president & chief executive officer.  
GARY R. NIELSEN, vice president & general manager.  
JACK LYONS, sales director.  
RALPH THOMPSON, director of engineering.  
SARAH L. LEWIS, community services director.  
TWILA HENNEBERGER, director of broadcast operations.  
JOHN GLEMB, controller.  
RON GATES, director of programming & marketing.  
TIM LARSON, news director.

**Rates:** On request.

**NETWORK BASE HOURLY RATE:** \$1826.

**Station also received in Canadian markets.**

**BBM Weekly Reach (Spring 1989):** 2,480,000.

**City of License:** Buffalo. **ADI:** Buffalo. **Rank:** 38.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW YORK			
	Allegany	17,900	17,400	97
	Cattaraugus	30,900	30,300	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Chautauque	55,000	54,100	98
	Erie	359,200	355,200	99
	Genesee	21,300	21,000	99
	Niagara	80,200	79,300	99
	Orleans	14,000	13,800	99
	Wyoming	13,700	13,600	99
	PENNSYLVANIA			
Between 25-49%	NEW YORK			
	Steuben	36,900	36,100	98
	PENNSYLVANIA			
Between 5-24%	NEW YORK			
	Livingston	20,200	19,900	99
	PENNSYLVANIA			
Station Totals		711,900	701,700	99
	Net Weekly Circulation (1989)			552,900
Average Daily Circulation (1989)				333,800

# New York—Buffalo

## WKBW-TV

Ch. 7

**Network Service:** ABC.

**Licensee:** Queen City III Limited Partnership, 7 Broadcast Plaza, Buffalo, NY 14202.

**Studio:** 7 Broadcast Plaza, Buffalo, NY 14202.

**Telephone:** 716-845-6100. **TWX:** 710-522-1846. **Fax:** 716-842-1855.

**Technical Facilities:** Channel No. 7 (174-180 MHz). Authorized power: 91.2-kw visual, 18.2-kw aural. Antenna: 1420-ft. above av. terrain, 1076-ft. above ground, 2808-ft. above sea level.

Latitude 42° 38' 15"  
Longitude 78° 37' 12"

**Transmitter:** E of Center St., Colden, NY.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Station:** Harris, 9-meter; Harris receivers.

**News Services:** AP, UPI.

**Ownership:** J. Bruce Llewellyn, chmn., 20.2%; Burton R. Rubin, secy-treas., 1%; Richard D. Gidron, 10%; Milton Carroll, 5%; Julius Erving, 5%; others, including station employees, none with more than 5%.

**Began Operation:** November 30, 1958. Sale to present owners by Capital Cities Communications Inc. approved by FCC Nov. 14, 1985, consummated Jan. 1986 (*Television Digest*, Vol. 25:30, 32).

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

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

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

### Personnel:

STEPHEN H. KIMATIAN, president & general manager.  
CLIFF FISHER, vice president & general sales manager.  
KEN KOLLER, vice president & chief financial officer.  
PAUL CUNNINGHAM, local sales manager.  
SARAH NORAT-PHILLIPS, director, programming & public affairs.  
LINDA LEVY, news director.  
DON HOLLAND, chief engineer.  
STEVE ZAPPIA, operations manager.  
JOHN DISCUIILLO, promotion director.

**Highest 30 Sec. Rate:** \$3800.

**NETWORK BASE HOURLY RATE:** \$2350.

**Station also received in Canadian markets.**

**BBM Weekly Reach (Spring 1988):** 2,494,000.

**City of License:** Buffalo. **ADI:** Buffalo. **Rank:** 38.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>NEW YORK</b>			
	Allegany	17,900	17,400	97
	Cattaraugus	30,900	30,300	98
	Chautauqua	55,000	54,100	98
	Erie	359,200	355,200	99
	Genesee	21,300	21,000	99
	Niagara	80,200	79,300	99
Orleans	14,000	13,800	99	
Wyoming	13,700	13,600	99	
<b>Between 25-49%</b>	<b>PENNSYLVANIA</b>			
	Cameron	2,700	2,700	100
	Mc Kean	18,300	17,900	98
	Potter	7,000	6,800	97
Warren	17,700	17,200	97	
<b>Between 5-24%</b>	<b>NEW YORK</b>			
	Steuben	36,900	36,100	98
<b>Station Totals</b>	<b>NEW YORK</b>			
	Livingston	20,200	19,900	99
<b>Net Weekly Circulation (1989)</b>	<b>PENNSYLVANIA</b>			
	Elk	13,900	13,600	98
<b>Average Daily Circulation (1989)</b>		<b>708,900</b>	<b>698,900</b>	<b>99</b>
				<b>565,800</b>
				<b>356,800</b>

# New York—Buffalo

## WNYB-TV

Ch. 49

**Network Service:** Fox.

**Licensee:** Niagara Frontier Bcstg. Partnership, 699 Hertel Ave., Buffalo, NY 14207-2341.

**Studio:** 699 Hertel Ave., Buffalo, NY 14207-2341.

**Telephone:** 716-875-4919. **TWX:** 981-280. **Fax:** 716-875-0646.

**Technical Facilities:** Channel No. 49 (680-686 MHz). Authorized power: 4932-kw max. visual, 493-kw max. aural. Antenna: 1235-ft. above av. terrain, 1049-ft. above ground, 2420-ft. above sea level.

Latitude 42° 46' 58''  
Longitude 78° 27' 28''

**Transmitter:** 2034 Folsomdale Rd., Cowlesville, NY.

**Multichannel TV Sound:** Separate audio program.

**Satellite Earth Stations:** United Satellite Systems, 5-meter C-band; Scientific-Atlanta receivers.

**Ownership:** Niagara Frontier Bcstg. Partnership. Robert O. Swados, 50%; Seymour H. Knox, 50%. **Note:** Sale to Tri-State Christian TV Inc. pending (*Television Digest*, Vol. 29:36).

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

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

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

### Personnel:

PAUL A. MOONEY, president & general manager.  
ROBERT E. FRENCH, general sales manager.  
JIM DIMINO, local sales manager.  
JOE CAYTON, program director.  
MICHAEL ANGER, chief engineer.  
RICK MORTELLARO, promotion director.  
LYNDA AINSWORTH, business manager.

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

**City of License:** Buffalo. **ADI:** Buffalo. **Rank:** 38.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>Between 25-49%</b>	<b>NEW YORK</b>			
	Erie	359,200	355,200	99
	Genesee	21,300	21,000	99
	Niagara	80,200	79,300	99
	Orleans	14,000	13,800	99
Wyoming	13,700	13,600	99	
<b>Between 5-24%</b>	<b>NEW YORK</b>			
	Cattaraugus	30,900	30,300	98
	Chautauqua	55,000	54,100	98
Livingston	20,200	19,900	99	
<b>Station Totals</b>		<b>594,500</b>	<b>587,200</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>				<b>219,400</b>
<b>Average Daily Circulation (1989)</b>				<b>82,300</b>



# New York—Buffalo

**WUTV**

Ch. 29

**Network Service:** Fox.

**Licensee:** Citadel Communications Co. Ltd., 249 E. 48th St., Apt. 10 D, New York, NY 10017.

**Studio:** 951 Whitehaven Rd., Grand Island, NY 14072.

**Telephone:** 716-773-7531. TWX: 710-260-1359.

**Technical Facilities:** Channel No. 29 (560-566 MHz). Authorized power: 1250-kw max. & 1050-kw horizontal visual, 105-kw aural. Antenna: 920-ft. above av. terrain, 959-ft. above ground, 1549-ft. above sea level.

Latitude 43° 01' 27"  
Longitude 78° 55' 40"

**Transmitter:** 951 Whitehaven Rd., Grand Island, NY.

**Satellite Earth Stations:** Microdyne, 5-meter Ku & C-band; 3.7-meter Ku-band; Harris, 3-meter C-band; Microdyne, DX Antenna, M/A-Com, Microdyne, Standard Communications receivers.

**Ownership:** Citadel Communications Co. Ltd., 100%. See Group Ownership of Television Stations. Sale to Act III Communications pending (*Television Digest*, Vol. 29:36).

**Began Operation:** December 21, 1970. Sale to present owner by Whitehaven Entertainment approved by FCC Aug. 31, 1984 (*Television Digest*, Vol. 24:29). Sale to Whitehaven by Herman Pease, et al., approved by FCC August 31, 1984. Sale to Herman Pease, et al., by Ultravision Bcstg. Co. (F. R. Burczynski, et al.) approved by FCC Feb. 10, 1978 (Vol. 17:31).

**Represented (legal):** Latham & Watkins.

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

**Personnel:**

FRANK GREGG, vice president & general manager.  
TONY McMAHON, general sales manager.  
DENNIS J. MAJEWICZ, chief engineer.  
LOIS RINGLE, program director.  
BILL LOUIE, local sales manager.

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

**Station also received in Canadian markets.**

**BBM Weekly Reach (Spring 1989):** 2,429,000.

**City of License:** Buffalo. ADI: Buffalo. Rank: 38.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>NEW YORK</b>			
	Niagara	80,200	79,300	99
<b>Between 25-49%</b>	<b>NEW YORK</b>			
	Cattaraugus	30,900	30,300	98
	Erie	359,200	355,200	99
	Genesee	21,300	21,000	99
	Orleans	14,000	13,800	99
	Wyoming	13,700	13,600	99
<b>Between 5-24%</b>	<b>NEW YORK</b>			
	Allegany	17,900	17,400	97
	Chautauqua	55,000	54,100	98
	Livingston	20,200	19,900	99
	<b>PENNSYLVANIA</b>			
	Warren	17,700	17,200	97
<b>Station Totals</b>		<b>630,100</b>	<b>621,800</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>250,300</b>	
<b>Average Daily Circulation (1989)</b>			<b>86,800</b>	

# New York—Elmira

## WENY-TV

Ch. 36

Network Service: ABC.

Licensee: WENY Inc., Box 208, Elmira, NY 14902.

Studio: 596 Old Ithaca Rd., Horseheads, NY 14845.

Telephone: 607-739-3636.

Technical Facilities: Channel No. 36 (602-608 MHz). Authorized power: 464-kw max. & 427-kw horizontal visual, 92.7-kw max. & 85.4-kw horizontal aural. Antenna: 1050-ft. above av. terrain, 840-ft. above ground, 2546-ft. above sea level.

Latitude 42° 06' 20"  
Longitude 76° 52' 17"

Transmitter: Hawley Hill, approx. 3-mi. WNW of Elmira.

AM Affiliate: WENY, 1-kw, 1230 kHz.

FM Affiliate: WLEZ, 750 watts, 92.7 MHz (No. 224), 560-ft.

News Service: AP.

Ownership: Donald M. Simmons, 50%; Howard Green, 50%. See Howard Green Group in Group Ownership of Television Stations.

Began Operation: November 19, 1969.

Represented (sales): Adam Young Inc.

Represented (legal): Cordon & Kelly.

Represented (engineering): Lohnes & Culver.

### Personnel:

HOWARD L. GREEN, executive vice president.  
PATRICK M. PARISH, general manager.  
MEADE MURTLAND, station manager.  
ELLEN PAINTER, production director.  
DON RYAN, chief engineer.

Highest 30 Sec. Rate: \$175.

NETWORK BASE HOURLY RATE: \$175.

City of License: Elmira. ADI: Elmira. Rank: 169.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households Households %
50% & Over	NEW YORK		
	Chemung	34,200	33,500 98
	PENNSYLVANIA		
	Tioga	15,000	14,500 97



Net Weekly Circulation	State County	Total Households	TV Households Households %
Between 25-49%	NEW YORK		
	Schuyler	6,400	6,200 97
	Steuben	36,900	36,100 98
	Tioga	18,900	18,600 98
	Tompkins	31,900	30,500 96
Between 5-24%	PENNSYLVANIA		
	Bradford	24,000	23,500 98
	NEW YORK		
Station Totals	Allegany	17,900	17,400 97
	Cayuga	29,000	28,400 98
	PENNSYLVANIA		
	Potter	7,000	6,800 97
Net Weekly Circulation (1989)		221,200	215,500 97
Average Daily Circulation (1989)			93,700 44,000

# New York—Elmira-Corning

## WETM-TV

Ch. 18

**Network Service:** NBC.

**Licensee:** WETM-TV Inc., Box 1207, Elmira, NY 14902.

**Studio:** One Broadcast Center, Elmira, NY 14901.

**Mailing Address:** Box 1207, Elmira, NY 14902.

**Telephone:** 607-733-5518. TWX: 710-541-0075. Fax: 607-734-1176.

**Technical Facilities:** Channel No. 18 (494-500 MHz). Authorized power: 170-kw max. & 113-kw horizontal visual, 33-kw max. & 22.4-kw horizontal aural. Antenna: 1220-ft. above av. terrain, 843-ft. above ground, 2549-ft. above sea level.

Latitude 42° 06' 20"  
Longitude 76° 52' 17"

**Transmitter:** Hawley Hill, approx. 3-mi. WNW of Elmira.

**Satellite Earth Stations:** Transmit/receive 8-meter Ku-band; 4-meter C-band; 3-meter Ku-band.

**News Service:** UPI.

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

**Began Operation:** September 10, 1956. Sale to present owner by Times Mirror Co. approved by FCC April 17, 1986 (*Television Digest*, Vol. 26:17). Previous sale by Newhouse Bcstg. Corp. approved by FCC March 27, 1980 (Vol. 18:50; 19:19).

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

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

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

**Personnel:**

ROBERT N. SMITH, president.  
JON WINGATE, vice president & general manager.  
MARK POLOVICK, chief engineer.  
TERRIL DOANE, local sales manager.  
MARK CARROS, news director.  
LUKE J. WOZNAK, program & promotion director.  
PAM CAMPBELL, business manager.

**Rates:** On request.

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

**City of License:** Elmira. ADI: Elmira. Rank: 169.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>NEW YORK</b>			
	Chemung	34,200	33,500	98
	Steuben	36,900	36,100	98
<b>Between 25-49%</b>	<b>PENNSYLVANIA</b>			
	Tioga	15,000	14,500	97
	<b>NEW YORK</b>			
<b>Between 5-24%</b>	Schuyler	6,400	6,200	97
	<b>PENNSYLVANIA</b>			
	Bradford	24,000	23,500	98
Potter	7,000	6,800	97	
<b>Station Totals</b>	<b>NEW YORK</b>			
	Allegany	17,900	17,400	97
	Tioga	18,900	18,600	98
<b>Net Weekly Circulation (1989)</b>			<b>86,800</b>	
<b>Average Daily Circulation (1989)</b>			<b>52,700</b>	

# New York—Jamestown

**WTJA**

(formerly WNOD)

Ch. 26

**Network Service:** None, independent.

**Licensee:** Jamestown TV Assoc., 401 W. Kirkpatrick St., Syracuse, NY 13250-0095.

**Telephone:** 315-472-0200.

**Technical Facilities:** Channel No. 26 (542-548 MHz). Authorized power: 715-kw max. visual. Antenna: 597-ft. above av. terrain, 427-ft. above ground, 2057-ft. above sea level.

Latitude	42°	05'	06"
Longitude	79°	17'	23"

Holds CP for change to 659-kw max. visual. BMPCT-881215KF.

Requests CP for change to 461-kw max. visual. BPCT-890512KF.

**Transmitter:** 2 Orchard Rd., Ellicott.

**Ownership:** Craig L. Fox, gen. partner, 50%; George W. Kimble, gen. partner, 50%.  
See Craig Fox Group in Group Ownership of Television Stations.

**Began Operation:** September 24, 1988.

**Represented (legal):** James L. Oyster.

**Personnel:**  
CRAIG FOX, general manager.

**Rates:** On request.



**Arbitron Data:** Not available.

**City of License:** Jamestown. ADI: Buffalo. Rank: 38.

# New York—Kingston

**WTZA**

**Ch. 62**

**Network Service:** None, independent.

**Licensee:** WTZA-TV Assoc., 721 Broadway, Box 1609, Kingston, NY 12401.

**Studios:** 721 Broadway, Kingston, NY 12401; One South Ave., Poughkeepsie, NY 12601.

**Telephones:** 914-339-6200, Kingston; 914-454-6200, Poughkeepsie.

**Fax:** 914-339-6264.

**Technical Facilities:** Channel No. 62 (758-764 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1962-ft. above av. terrain, 299-ft. above ground, 3219-ft. above sea level.

Latitude 42° 05' 06"  
Longitude 74° 06' 00"

**Transmitter:** Overlook Mountain, Woodstock.

**Satellite Earth Stations:** Harris, 6.1-meter; M/A-Com Ku-band; Harris, M/A-Com receivers.

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

**Ownership:** SPI Communications Inc., 40%; Ulster County Communications Corp., 36%; L.A. Swyer Realty & Management Inc., 24%. Edward P. Swyer, pres.

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

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

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

**Personnel:**

EDWARD P. SWYER, managing partner & chief executive officer.  
GENE COLLINS, station manager & program director.  
ANDREA CETERA, general sales manager.  
JAN CHOMIAK, national sales manager.  
MICHAEL SHOVAN, assistant chief engineer.  
HENRY MARCOTTE, news director.  
KATHY YANAS, director of community relations.  
LILLIAN MATHISEN, business manager.

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

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

**City of License:** Kingston. ADI: New York. Rank: 1.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



WTZA BMPCT—850529KF Granted 9/4/85 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>Between 25-49%</b>	<b>NEW YORK</b>			
	Columbia	23,500	23,100	98
	Dutchess	89,800	88,100	98
	Greene	16,800	16,500	98
	Ulster	62,100	60,500	97
	<b>NEW YORK</b>			
	Orange	95,800	94,100	98
<b>Between 5-24%</b>	Rensselaer	55,900	54,900	98
	Sullivan	25,800	25,100	97
<b>Station Totals</b>		<b>369,700</b>	<b>362,300</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>				<b>100,900</b>
<b>Average Daily Circulation (1989)</b>				<b>39,400</b>

# WABC-TV

Ch. 7

**Network Service:** ABC.

**Licensee:** WABC Television Inc., Seven Lincoln Square, New York, NY 10023.

**Studio:** Seven Lincoln Square, New York, NY 10023.

**Telephone:** 212-887-7777.

**Technical Facilities:** Channel No. 7 (174-180 MHz). Authorized power: 64.6-kw visual, 6.46-kw aural. Antenna: 1611-ft. above av. terrain, 1727-ft. above ground, 1739-ft. above sea level.

Latitude 40° 42' 43"  
Longitude 74° 00' 49"

**Transmitter:** World Trade Center.

**Satellite Earth Station:** Vertex, 4.7-meter Ku-band; M/A-Com receivers.

**AM Affiliate:** WABC, 50-kw, 770 kHz.

**FM Affiliate:** WWPR, 4.6-kw, 95.5 MHz (No. 238) 1300-ft.

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

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

**Began Operation:** August 10, 1948.

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

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

**Personnel:**

- WALTER C. LISS, president & general manager.
- THOMAS KANE, general sales manager.
- IRIS OSMAN, local & national sales manager.
- SCOTT SIMENSKY, local & national sales manager.
- JAMES BAKER, director of engineering.
- CLIFF LOVE, editorial director.
- RICHARD R. GRAHAM, director of finance & business affairs.
- ART MOORE, program director.
- WILLIAM APPLIGATE, director of news.
- SYLVIA HUESTON, director of community relations.
- ANNA CARBONELL, press information manager.
- ROB BATTLES, promotion director.
- JOE SANGILLO, assistant research director.

**Rates:** On request.

**City of License:** New York. **ADI:** New York. **Rank:** 1.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	<b>CONNECTICUT</b>				
		Fairfield			
		<b>NEW JERSEY</b>	300,700	297,300	99
		Bergen	318,300	316,200	99
		Essex	311,200	307,000	99
		Hudson	215,300	212,600	99
		Hunterdon	34,700	34,200	99
		Middlesex	227,700	225,900	99
		Monmouth	202,800	200,700	99
		Morris	148,700	147,600	99
		Ocean	168,400	166,800	99
		Passaic	167,600	165,700	99
		Somerset	78,500	77,700	99
		Sussex	44,700	44,000	98
		Union	188,600	187,000	99
		<b>NEW YORK</b>			
		Bronx	456,300	449,400	98
	Dutchess	89,800	88,100	98	
	Kings	896,900	881,600	98	
	Nassau	447,800	445,300	99	
	New York	765,100	728,100	95	



Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	<b>CONNECTICUT</b>				
		Orange	95,800	94,100	98
		Putnam	28,200	27,800	99
		Queens	755,100	747,500	99
		Richmond	129,900	128,700	99
		Rockland	87,100	85,900	99
		Suffolk	426,000	422,000	99
		Sullivan	25,800	25,100	97
		Ulster	62,100	60,500	97
		Westchester	322,300	318,700	99
Between 25-49%	<b>CONNECTICUT</b>				
		New Haven	289,500	285,700	99
	<b>NEW JERSEY</b>				
		Mercer	117,200	115,500	99
	Warren	33,200	32,700	98	
	<b>PENNSYLVANIA</b>				
	Pike	9,500	9,200	97	
Between 5-24%	<b>ARIZONA</b>				
		Apache South	3,800	3,400	89
	<b>CONNECTICUT</b>				
		Litchfield	62,300	61,200	98
	<b>GEORGIA</b>				
		Wheeler	2,000	1,900	95
	<b>LOUISIANA</b>				
		East Carroll	3,700	3,600	97
	<b>MAINE</b>				
		Washington	13,400	13,000	97
<b>MISSOURI</b>					
	Linn	6,200	6,100	98	
<b>MISSISSIPPI</b>					
	Bolivar	14,400	14,000	98	
	Carroll	3,500	3,400	97	
<b>(Continued on page A-789)</b>					
<b>Station Totals</b>					
<b>Net Weekly Circulation (1989)</b>		7,914,600	7,789,000	98	
<b>Average Daily Circulation (1989)</b>			6,277,400		
			3,643,200		

**WCBS-TV**

Ch. 2

Network Service: CBS.

Licensee: CBS Inc., 51 West 52nd St., New York, NY 10019.

Studio: 524 W. 57th St., New York, NY 10019.

Telephone: 212-975-4321. TWX: 212-867-7987.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 21.4-kw visual, 4.02-kw aural. Antenna: 1578-ft. above av. terrain, 1577-ft. above ground, 1622-ft. above sea level.

Latitude 40° 42' 43"  
Longitude 74° 00' 49"

Transmitter: North Tower, World Trade Center.

AM Affiliate: WCBS, 50-kw, 880 kHz.

FM Affiliate: WCBS-FM, 7.2-kw, 101.1 MHz (No. 266), 1300-ft.

News Services: AP, CBS, UPI.

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

Began Operation: July 1, 1941.

Represented (sales): CBS Television Stations National Sales.

**Personnel:**

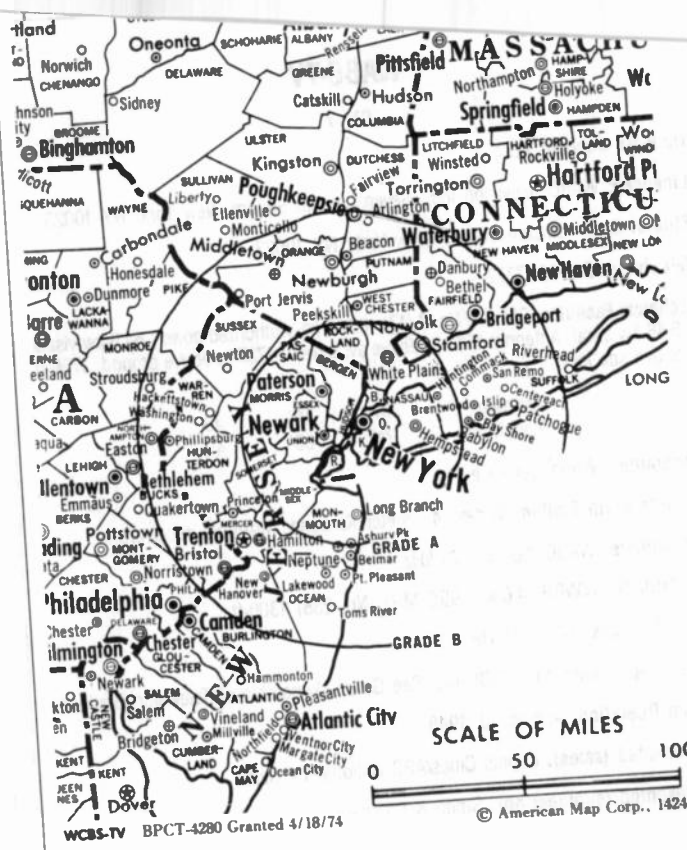
- ROGER COLLOFF, vice president & general manager.
- ROBERT FOGARTY, director of sales.
- ELLIOT BLACK, national sales manager.
- ALICE FLOOD, director of planning & administration.
- PAUL SAGAN, director of news.
- DINORAH SPALDING, director of station services.
- DAVID LaFOUNTAIN, director of communications.
- TONI JOHNSON, manager, broadcast operations.
- CHARLES LORE, director, broadcast administration.
- JOSEPH FEDELE, manager, technical operations.
- DOLORES DANSKA, program director.
- DANIEL SCHER, marketing director.

Rates: On request.

City of License: New York. ADI: New York. Rank: 1.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>CONNECTICUT</b>			
	Fairfield	300,700	297,300	99
	<b>NEW JERSEY</b>			
	Bergen	318,300	316,200	99
	Essex	311,200	307,000	99
	Hudson	215,300	212,600	99
	Hunterdon	34,700	34,200	99
	Middlesex	227,700	225,900	99
	Monmouth	202,800	200,700	99
	Morris	148,700	147,600	99
	Ocean	168,400	166,800	99
	Passaic	167,600	165,700	99
	Somerset	78,500	77,700	99
	Sussex	44,700	44,000	98
	Union	188,600	187,000	99
	Warren	33,200	32,700	98
	<b>NEW YORK</b>			
	Bronx	456,300	449,400	98
Dutchess	89,800	88,100	98	



Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	Kings	896,900	881,600	98
	Nassau	447,800	445,300	99
	New York	765,100	728,100	95
	Orange	95,800	94,100	98
	Putnam	28,200	27,800	99
	Queens	755,100	747,500	99
	Richmond	129,900	128,700	99
	Rockland	87,100	85,900	99
	Suffolk	426,000	422,000	99
	Sullivan	25,800	25,100	97
	Ulster	62,100	60,500	97
	Westchester	322,300	318,700	99
<b>PENNSYLVANIA</b>	Pike	9,500	9,200	97
	<b>CONNECTICUT</b>			
	New Haven	289,500	285,700	99
<b>Between 25-49%</b>	<b>NEW JERSEY</b>			
	Mercer	117,200	115,500	99
<b>PENNSYLVANIA</b>	Monroe	33,300	32,700	98
	<b>Between 5-24%</b>	<b>CONNECTICUT</b>		
Litchfield		62,300	61,200	98
<b>PENNSYLVANIA</b>				
Carbon		21,700	21,300	98
Northampton	89,600	88,200	98	
Wayne	15,300	14,800	97	
<b>Station Totals</b>		<b>7,667,000</b>	<b>7,546,800</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>				<b>6,078,400</b>
<b>Average Daily Circulation (1989)</b>				<b>3,222,600</b>

# New York—New York

## WNBC-TV

Ch. 4

Network Service: NBC.

Licensee: NBC Subsidiary Inc. 1, 30 Rockefeller Plaza, New York, NY 10112.

Studio: 30 Rockefeller Plaza, New York, NY 10112.

Telephone: 212-664-4444. TWX: 212-640-5788.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 17.4-kw visual, 3.47-kw aural. Antenna: 1690-ft. above av. terrain, 1729-ft. above ground, 1741-ft. above sea level.

Latitude 40° 42' 43"  
Longitude 74° 00' 49"

Transmitter: North Tower, World Trade Center.

News Services: AP, UPI, NBC.

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

Began Operation: July 1, 1941. Sale of RCA approved by FCC June 5, 1986.

Represented (sales): NBC TV Spot Sales.

### Personnel:

WILLIAM G. MOLL, vice president & general manager.  
JEFFREY KAZMARK, director, sales.  
LINDA LIPMAN, director, communications.  
JOHN O'NEILL, director, finance & administration.  
TERRY BAKER, director, news.  
JUDY GIRARD, director, broadcasting.

Rates: On request.

City of License: New York. AOI: New York. Rank: 1.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>CONNECTICUT</b>			
	Fairfield	300,700	297,300	99
	<b>NEW JERSEY</b>			
	Bergen	318,300	316,200	99
	Essex	311,200	307,000	99
	Hudson	215,300	212,600	99
	Hunterdon	34,700	34,200	99
	Mercer	117,200	115,500	99
	Middlesex	227,700	225,900	99
	Monmouth	202,800	200,700	99
	Morris	148,700	147,600	99
	Ocean	168,400	166,800	99
	Passaic	167,600	165,700	99
	Somerset	78,500	77,700	99
	Sussex	44,700	44,000	98
	Union	188,600	187,000	99
	Warren	33,200	32,700	98
	<b>NEW YORK</b>			
	Bronx	456,300	449,400	98
	Dutchess	89,800	88,100	98
	Kings	896,900	881,600	98
	Nassau	447,800	445,300	99
New York	765,100	728,100	95	
Orange	95,800	94,100	98	



Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>PUTNAM</b>	28,200	27,800	99
	<b>QUEENS</b>	755,100	747,500	99
	<b>RICHMOND</b>	129,900	128,700	99
	<b>ROCKLAND</b>	87,100	85,900	99
	<b>SUFFOLK</b>	426,000	422,000	99
	<b>SULLIVAN</b>	25,800	25,100	97
	<b>ULSTER</b>	62,100	60,500	97
	<b>WESTCHESTER</b>	322,300	318,700	99
	<b>PENNSYLVANIA</b>			
	Pike	9,500	9,200	97
<b>Between 25-49%</b>	<b>CONNECTICUT</b>			
	New Haven	289,500	285,700	99
<b>Between 5-24%</b>	<b>CONNECTICUT</b>			
	Litchfield	62,300	61,200	98
	<b>NEW JERSEY</b>			
	Atlantic	82,300	80,800	98
	<b>NEW YORK</b>			
	Delaware	17,700	17,100	97
	<b>PENNSYLVANIA</b>			
Lehigh	112,400	110,800	99	
Monroe	33,300	32,700	98	
Northampton	89,600	88,200	98	
Wayne	15,300	14,800	97	
<b>Station Totals</b>		<b>7,857,700</b>	<b>7,734,200</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>			<b>6,372,300</b>	
<b>Average Daily Circulation (1989)</b>			<b>3,635,600</b>	



# New York—New York

**WNYW**

Ch. 5

**Network Service:** Fox.

**Licensee:** Fox Television Stations Inc.

**Studio:** 205 E. 67th St., New York, NY 10021.

**Telephones:** 212-452-5555; 212-452-3801. TWX: 212-867-4835.

**Fax:** 212-249-1182.

**Technical Facilities:** Channel No. 5 (76-82 MHz). Authorized power: 17.54-kw visual, 0.96-kw aural. Antenna: 1688-ft. above av. terrain, 1726-ft. above ground, 1738-ft. above sea level.

Latitude 40° 42' 43"  
Longitude 74° 00' 49"

**Transmitter:** World Trade Center.

**News Services:** AP, UPI.

**Ownership:** Fox Television Station Group, 100%. See Group Ownership of Television Stations.

**Began Operation:** May 2, 1944 as a Du Mont station. Du Mont Broadcasting Corp. was spun off by Allen B. Du Mont Laboratories Inc. on Dec. 2, 1955, to its common stockholders of record on Nov. 14, 1955, pursuant to FCC consent of Nov. 17, 1955, and its name was changed to Metropolitan Broadcasting Corp. on May 13, 1958. March 28, 1961, parent company name became Metromedia Inc. FCC approved sale to present owner by Metromedia Nov. 14, 1985.

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

**Personnel:**

- CAROLYN WALL, vice president & general manager.
- PETER S. TEMPLE, vice president & station manager.
- RUDY TAYLOR, vice president & general sales manager.
- DIANNE GIOVANNI, vice president & local sales manager.
- JOSEPH BERINI, vice president & chief engineer.
- JOSEPH M. WEBER, vice president, finance & administration.
- PHYLLIS SEIFER, vice president, advertising & creative services.
- MURIEL REIS, vice president & general counsel.
- IAN RAE, vice president & news director.
- PEARL PRESSMAN, director of traffic.
- JACQUELINE TODTMAN, director of research & marketing.
- MICHELE LIEBOWITZ, national sales manager.
- EVELYN RIVERA, business manager.
- THOMAS ROCCO, marketing director.

**Rates:** On request.

**City of License:** New York. **ADI:** New York. **Rank:** 1.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>CONNECTICUT</b>			
	Fairfield	300,700	297,300	99
	<b>NEW JERSEY</b>			
	Bergen	318,300	316,200	99
	Essex	311,200	307,000	99
	Hudson	215,300	212,600	99
	Hunterdon	34,700	34,200	99
	Middlesex	227,700	225,900	99
	Monmouth	202,800	200,700	99
	Morris	148,700	147,600	99
	Ocean	168,400	166,800	99
	Passaic	167,600	165,700	99
	Somerset	78,500	77,700	99
	Sussex	44,700	44,000	98
	Union	188,600	187,000	99
Warren	33,200	32,700	98	
<b>NEW YORK</b>				
Bronx	456,300	449,400	98	
Dutchess	89,800	88,100	98	



Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>50% &amp; Over</b>	<b>KINGS</b>	896,900	881,600	98	
	<b>NASSAU</b>	447,800	445,300	99	
	<b>NEW YORK</b>	765,100	728,100	95	
	<b>ORANGE</b>	95,800	94,100	98	
	<b>PUTNAM</b>	28,200	27,800	99	
	<b>QUEENS</b>	755,100	747,500	99	
	<b>RICHMOND</b>	129,900	128,700	99	
	<b>ROCKLAND</b>	87,100	85,900	99	
	<b>SUFFOLK</b>	426,000	422,000	99	
	<b>SULLIVAN</b>	25,800	25,100	97	
	<b>ULSTER</b>	62,100	60,500	97	
	<b>WESTCHESTER</b>	322,300	318,700	99	
	<b>PENNSYLVANIA</b>				
	<b>LEHIGH</b>	112,400	110,800	99	
	<b>NORTHAMPTON</b>	89,600	88,200	98	
<b>Between 25-49%</b>	<b>CONNECTICUT</b>				
	Litchfield	62,300	61,200	98	
	New Haven	289,500	285,700	99	
	<b>NEW JERSEY</b>				
	Atlantic	82,300	80,800	98	
	Mercer	117,200	115,500	99	
	<b>NEW YORK</b>				
	Allegany	17,900	17,400	97	
	Broome	80,600	79,500	99	
	Chemung	34,200	33,500	98	
St. Lawrence	38,200	37,500	98		
Steuben	36,900	36,100	98		
<b>PENNSYLVANIA</b>					
Carbon	21,700	21,300	98		
Mc Kean	18,300	17,900	98		
Monroe	33,300	32,700	98		
(Continued on page A-789)					
<b>Station Totals</b>		<b>9,394,800</b>	<b>9,244,700</b>	<b>98</b>	
<b>Net Weekly Circulation (1989)</b>			<b>5,693,200</b>		
<b>Average Daily Circulation (1989)</b>			<b>2,674,200</b>		

# New York—New York

**WPIX**

Ch. 11

Network Service: None, independent.

Licensee: WPIX Inc., 11 WPIX Plaza, New York, NY 10017.

Studio: 220 E. 42nd St., New York, NY 10017.

Telephone: 212-949-1100. TWX: 710-581-2768. Fax: 212-210-2590.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 58.9-kw visual, 11.7-kw aural. Antenna: 1663-ft. above av. terrain, 1687-ft. above ground, 1699-ft. above sea level.

Latitude 40° 42' 43"  
Longitude 74° 00' 49"

Transmitter: World Trade Center.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Stations: Transmit/receive Andrew, 5.6-meter Ku-band; Vertex, 4.6-meter Ku-band; Andrew, M/A-Com receivers.

News Services: AP, INN, UPI, Visnews, WTN.

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

Began Operation: June 15, 1948.

Represented (sales): TeleRep Inc.

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

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

**Personnel:**

- LEAVITT J. POPE, president.
- MICHAEL EIGNER, executive vice president & general manager.
- GERARD MULDERRIG, senior vice president, sales.
- DAVID H. POLINGER, senior vice president & assistant to president.
- PATRICK AUSTIN, senior vice president & treasurer.
- JOHN CORPORON, senior vice president, news & president, INN.
- ROBERT MURCH, vice president & chief engineer.
- JULIE NUNNARI, vice president, programming.
- JANE PERLMAN, vice president, research.
- KATHLEEN SHEPHERD, vice president, community affairs & production.
- PAUL BISSONETTE, vice president, creative services.
- JOHN MCGOWAN, vice president, program sales.
- GERARD PUCCIO, vice president & sales manager.
- LAWRENCE LINEHAN, vice president & sales manager.
- MARTIN APPEL, vice president, public relations & sports.
- ELAINE HURYAN, vice president, planning.
- CLAUDIA GASPARINI, vice president, human resources.
- LIZ GOLDBERG, vice president, operations.
- FRED WITTE, controller.
- MICHAEL McDONAGH, national sales manager.
- JANET GRAY, promotion director.
- SUSAN KEAN, media director.
- SANDY WEINBERGER, marketing director.
- DICK SLENKER, director, technical operations.
- DAVE BINGHAM, engineering supervisor.
- EARL ARBUCKLE, assistant chief engineer.
- GUY BEVERLIN, assistant chief engineer.
- MARIANN SABOL, public service announcement coordinator.
- ROSE ANTONUCCI, program administrator.
- ALBERTO KNIE, art director.
- ABE ADLER, production manager.

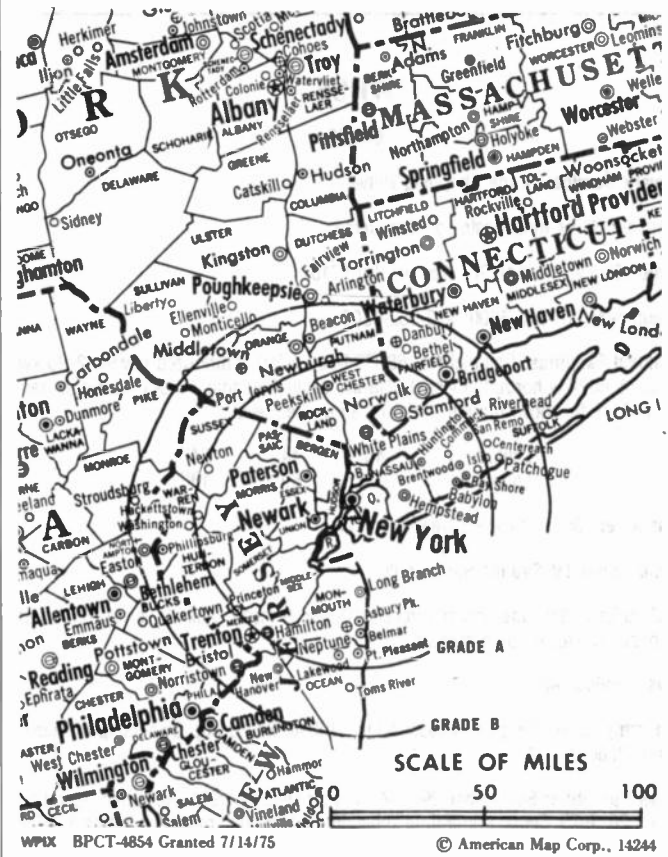
Rates: On request.

City of License: New York. ADI: New York. Rank: 1.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households Households %
<b>50% &amp; Over</b>	<b>NEW JERSEY</b> Bergen	318,300	316,200 99

1990 Edition



Net Weekly Circulation	State County	Total Households	TV Households Households %
<b>50% &amp; Over</b>	Essex	311,200	307,000 99
	Hudson	215,300	212,600 99
	Hunterdon	34,700	34,200 99
	Middlesex	227,700	225,900 99
	Monmouth	202,800	200,700 99
	Morris	148,700	147,600 99
	Passaic	167,600	165,700 99
	Somerset	78,500	77,700 99
	Sussex	44,700	44,000 98
	Union	188,600	187,000 99
	<b>NEW YORK</b>		
	Bronx	456,300	449,400 98
	Franklin	16,000	15,600 97
	Kings	896,900	881,600 98
	Nassau	447,800	445,300 99
	New York	765,100	728,100 95
	Orange	95,800	94,100 98
	Putnam	28,200	27,800 99
	Queens	755,100	747,500 99
	Richmond	129,900	128,700 99
	Rockland	87,100	85,900 99
	Suffolk	426,000	422,000 99
	Sullivan	25,800	25,100 97
	Westchester	322,300	318,700 99
	<b>PENNSYLVANIA</b>		
	Cameron	2,700	2,700 100
	<b>CONNECTICUT</b>		
<b>Between 25-49%</b>	Fairfield	300,700	297,300 99
	Hartford	316,800	312,100 99
	Litchfield	62,300	61,200 98
	New Haven	289,500	285,700 99

(Continued on page A-790)

<b>Station Totals</b>	<b>15,716,700</b>	<b>15,477,500</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>		<b>6,260,200</b>	
<b>Average Daily Circulation (1989)</b>		<b>2,345,600</b>	

# New York—New York-Newark, New Jersey

**WHSE**

Ch. 68

**Network Service:** Home Shopping Network.

**Licensee:** Silver King Bcstg. of New Jersey.

**Studio:** 390 W. Market St., Newark, NJ 07107.

**Telephones:** 201-643-6800; 212-582-6800.

**Technical Facilities:** Channel No. 68 (794-800 MHz). Authorized power: 2190-kw max. & 832-kw horizontal visual, 219-kw aural. Antenna: 1430-ft. above av. terrain, 1449-ft. above ground, 1499-ft. above sea level.

Latitude	40°	44'	54''
Longitude	73°	59'	10''

**Transmitter:** 350 Fifth Ave., New York, NY.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Transmit/receive Vertex, 9-meter C-band; Vertex, 6.1-meter C-band; Drake, Pinzone receivers.

**News Service:** AP.

**Ownership:** Silver King Broadcasting Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** September 29, 1974; left air Dec. 27, 1974. Resumed operation Sept. 28, 1975. Began prime-time subscription television operation March 1, 1977 (*Television Digest*, Vol. 17:11). Sale to Wometco Enterprises Inc. approved by FCC July 20, 1977 (Vol. 16:11; 17:32). Transfer of control to WBC Bcstg. Inc. approved April 16, 1984 (Vol. 23:39, 52; 24:14, 16). Resumed full-time commercial operation June 1, 1985. Sale to present owner approved by FCC Sept. 19, 1986 (Vol. 26:32, 45).

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

**Personnel:**

ELLA CONNORS, vice president & station manager.  
RICHARD WEXLER, general sales manager.



WHSE BPCT-820422KE Granted 9/22/82

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ALVIN SALTZMAN, chief engineer.  
WILLIAM ROLLER, program director.  
GAYL JOHNSON, business manager.

**Highest 30 Sec. Rate:** \$300.

**Arbitron Data:** Not available.

**City of License:** Newark, NJ. **ADI:** New York. **Rank:** 1.

# New York—New York-Newark, New Jersey

**WNJU**

Ch. 47

**Network Service:** Telemundo.

**Licensee:** WNJU License Corp., 1740 Broadway, 18th Floor, New York, NY 10019.

**Studio:** 47 Industrial Ave., Teterboro, NJ 07608.

**Sales Office:** 1740 Broadway, New York, NY 10019.

**Telephones:** 212-233-6240; 212-492-5600.

**Fax:** 212-459-9498; 212-265-4092.

**Technical Facilities:** Channel No. 47 (668-674 MHz). Authorized power: 4570-kw max. & 810-kw horizontal visual, 977-kw max. & 81-kw horizontal aural. Antenna: 1508-ft. above av. terrain, 1549-ft. above ground, 1561-ft. above sea level.

Latitude 40° 42' 43"  
Longitude 74° 00' 49"

**Transmitter:** One World Trade Center, New York, NY 10048.

**Multichannel TV Sound:** Stereo and separate audio program.

**Satellite Earth Stations:** 5-meter C-band; Miralite, 3.7-meter C-band; 3.2-meter Ku-band; M/A-Com, Scientific-Atlanta receivers.

**News Services:** AP, CNN, UPI.

**Ownership:** Telemundo Group Inc. See Group Ownership of Television Stations.

**Began Operation:** May 16, 1965.

**Represented (sales):** Telemundo TV Group.

**Represented (legal):** Hogan & Hartson.

**Represented (engineering):** Hammett & Edison Inc.

**Personnel:**

- CARLOS BARBA, president & general manager.
- GEORGE KRAUS, vice president & station manager.
- THOMAS JOHANSEN, vice president, sales.
- MORRIS MAROTTA, vice president, finance & controller.
- ROSEMARIE LIEBERMAN, general sales manager.
- MANUEL MARTINEZ-LLORAN, national sales manager.
- SYLVIA PASCUAL, programming manager.
- HELGA SILVA, news director.
- SYLVIA SANTIAGO, traffic manager.
- MANOLO GARCIA OLIVA, director of public affairs.

**Highest 30 Sec. Rate:** \$850.

**City of License:** Linden, NJ. ADI: New York. Rank: 1.



Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	<b>NEW JERSEY</b>			
	Hudson	215,300	212,600	99
	<b>NEW YORK</b>			
	Bronx	456,300	449,400	98
	Kings	896,900	881,600	98
	New York	765,100	728,100	95
	Queens	755,100	747,500	99
<b>Station Totals</b>		<b>3,088,700</b>	<b>3,019,200</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>			<b>292,000</b>	
<b>Average Daily Circulation (1989)</b>			<b>145,000</b>	

# New York—New York-Secaucus, New Jersey

## WWOR-TV

Ch. 9

Network Service: None, independent.

Licensee: WWOR-TV Inc., 100 Universal City Plaza, Universal City, CA 91608.

Studio: 9 Broadcast Plaza, Secaucus, NJ 07096.

Telephone: 201-348-0009. TWX: 710-991-0019.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 47.9-kw visual, 4.79-kw aural. Antenna: 1640-ft. above av. terrain, 1729-ft. above ground, 1741-ft. above sea level.

Latitude 40° 42' 43"  
Longitude 74° 00' 49"

Transmitter: World Trade Center.

Satellite Earth Stations: Harris, 6.1-meter C-band; Harris receivers.

News Services: AP, CNN, UPI.

Ownership: MCA Broadcasting Inc. MCA Broadcasting Inc. ownership: MCA Inc. Law R. Wasserman, chmn., 6.7%; Sidney Jay Sheinberg, pres.; Thomas Wertheimer, exec. v.p.; Harold M. Haas, v.p.-treas.; Michael Samuel, secy.; 25 others with less than 5% each; Annuity Trust of Jules C. Stein, 5.1%. Owns Universal Studios & has interest in USA Cable Network.

Began Operation: October 5, 1949. In Jan. 1952, R. H. Macy Co. merged ownership with Thomas S. Lee Enterprises Inc., Macy Co. retaining 10%; in Dec. 1955, Macy sold its interest to General Tire & Rubber Co., latter setting up a parent holding firm, RKO General Inc., for both broadcasting and RKO Radio Pictures (Television Digest, Vol. 7:41, 46; 8:3; 11:48, 51). Sale to present owner by RKO General approved by FCC Nov. 25, 1986 (Vol. 26:29, 48; 27:13).

Represented (sales): Katz Television.

Represented (legal): Akin, Gump, Strauss, Hauer & Feld.

### Personnel:

- MICHAEL B. ALEXANDER, executive vice president & general manager.
- JANE HARTLEY, vice president & station manager.
- THOMAS N. RYAN, vice president & general sales manager.
- PETER MITCHELL, vice president & local sales manager.
- TIMOTHY CONNORS, vice president & local sales manager.
- FARRELL MEISEL, vice president, programming.
- BARRY FREY, vice president, target sales.
- ROBERT WOODRUFF, vice president, program development.
- FREDERIC J. GOLD, vice president & director of research services.
- DOUGLAS LAND, vice president & general counsel.
- ARTHUR HECHT, vice president, director of marketing.
- ROBERT FRENCH, vice president & New Jersey sales manager.
- RICK MINER, vice president production & engineering.
- THOMAS PETNER, vice president, news.
- ALEXANDER DUSEK, director of advertising.
- KEN MCGOWAN, director of engineering.
- CYNTHIA HARRISON, director of public relations.
- ELLEN MORGENSTERN, manager, press & publicity.
- CAM PARDO, business manager.

Rates: On request.

City of License: Secaucus, NJ. ADI: New York. Rank: 1.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>CONNECTICUT</b>			
	Fairfield	300,700	297,300	99
	<b>NEW JERSEY</b>			
	Bergen	318,300	316,200	99
	Essex	311,200	307,000	99
	Hudson	215,300	212,600	99
	Hunterdon	34,700	34,200	99
	Middlesex	227,700	225,900	99
	Monmouth	202,800	200,700	99



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Morris	148,700	147,600	99
	Ocean	168,400	166,800	99
	Passaic	167,600	165,700	99
	Somerset	78,500	77,700	99
	Sussex	44,700	44,000	98
	Union	188,600	187,000	99
	<b>NEW YORK</b>			
	Bronx	456,300	449,400	98
	Kings	896,900	881,600	98
	Nassau	447,800	445,300	99
Orange	95,800	94,100	98	
Putnam	28,200	27,800	99	
Queens	755,100	747,500	99	
Richmond	129,900	128,700	99	
Rockland	87,100	85,900	99	
Suffolk	426,000	422,000	99	
Sullivan	25,800	25,100	97	
Ulster	62,100	60,500	97	
Westchester	322,300	318,700	99	
<b>PENNSYLVANIA</b>				
Pike	9,500	9,200	97	
<b>Between 25-49%</b>	<b>ALABAMA</b>			
	Calhoun	44,800	44,500	99
	<b>ARKANSAS</b>			
	Little River	5,100	5,000	98
<b>ARIZONA</b>				
Navajo	22,500	20,700	92	
<b>COLORADO</b>				
Hinsdale	200	200	100	
<b>CONNECTICUT</b>				
Hartford	316,800	312,100	99	
Litchfield	62,300	61,200	98	
(Continued on page A-791)				
<b>Station Totals</b>		<b>36,289,500</b>	<b>35,802,600</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>9,078,000</b>	
<b>Average Daily Circulation (1989)</b>			<b>3,401,200</b>	

# New York—New York-Paterson, New Jersey

**WXTV**

**Ch. 41**

**Network Service:** Univision.

**Licensee:** Univision Station Group Inc., 330 Madison Ave., New York, NY 10017.

**Studio:** 24 Meadowlands Pkwy., Secaucus, NJ 07094.

**Telephone:** 201-348-4141.

**Technical Facilities:** Channel No. 41 (632-638 MHz). Authorized power: 3240-kw max. & 2140-kw horizontal visual, 324-kw max. & 214-kw horizontal aural. Antenna: 1660-ft. above av. terrain, 1729-ft. above ground, 1741-ft. above sea level.

Latitude 40° 42' 43"  
Longitude 74° 00' 49"

**Transmitter:** World Trade Center, New York.

**Satellite Earth Stations:** Transmit/receive Scientific-Atlanta, 10-meter; Scientific-Atlanta, 4.6-meter.

**News Service:** UPI.

**Ownership:** Univision Holdings Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** August 4, 1968. Merger of Trans-Tel Corp. with Spanish International Communications approved by FCC Dec. 26, 1972. Sale of Spanish International to Hallmark Cards approved by FCC June 12, 1987.

**Represented (sales):** Univision.

**Represented (engineering):** Jules Cohen & Associates, P.C.

**Personnel:**

- MARA RANKIN, vice president & general manager.
- KARMEN RECCIO, station manager.
- CRISTINA SCHWARZ, general sales manager.
- ALAN COHEN, chief engineer.
- CHRISTOPHER CROMMETT, news director.
- MARIA URQUIAGA, program director.
- MARGARET AGSTERIBBE, marketing director.
- MARIA TORRES, merchandising director.

**Highest 30 Sec. Rate:** \$600.

**City of License:** Paterson, N.J. ADI: New York. Rank: 1.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>NEW JERSEY</b>			
Between 5-24%	Hudson	215,300	212,600	99
	Passaic	167,600	165,700	99
	<b>NEW YORK</b>			
	Bronx	456,300	449,400	98
<b>Station Totals</b>		<b>839,200</b>	<b>827,700</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>230,000</b>	
<b>Average Daily Circulation (1989)</b>			<b>135,800</b>	

# New York—Plattsburgh

**WPTZ**

Ch. 5

**Network Service:** NBC.

**Licensee:** Heritage Media.

**Studio:** Old Moffitt Rd., Plattsburgh, NY 12901.

**Mailing Address:** Box 249, Plattsburgh, NY 12901.

**Telephones:** 518-561-5555; 802-862-8817.

**Technical Facilities:** Channel No. 5 (76-82 MHz). Authorized power: 25.1-kw visual, 4.27-kw aural. Antenna: 1990-ft. above av. terrain, 977-ft. above ground, 3052-ft. above sea level.

Latitude 44° 34' 26"  
Longitude 73° 40' 29"

**Transmitter:** Terry Mountain.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Station:** ADM, 6.1-meter; Scientific-Atlanta receivers.

**News Service:** AP.

**Ownership:** Heritage Media Corp., 100%. See Group Ownership of Television Stations.

**Began Operation:** December 8, 1954. Merger of Rollins Communications with Heritage Communications approved by FCC Feb. 9, 1987 (Television Digest, Vol. 26:20, 23). Sale to Rollins Communications by Carl F. Stohn group approved March 28, 1956 by FCC (Vol. 12:7, 13).

**Represented (sales):** Petry Television Inc.; Airtime Ltd.

**Represented (legal):** Sidley & Austin.

**Personnel:**

- BOB SHIELDS, president & general manager.
- JOE KRONE, operations manager.
- BRUCE GRINDLE, general sales manager.
- WENDY REILLY, local sales manager.
- SARAH MARTIN, national sales manager.
- TOM BRADSHAW, chief engineer.
- ROB MICHALAK, news director.
- BRUCE CARLIN, promotion director.

**Highest One Hour Rate:** \$4000.

**Highest 30 Sec. Rate:** \$1400.

**NETWORK BASE HOURLY RATE:** \$1400.

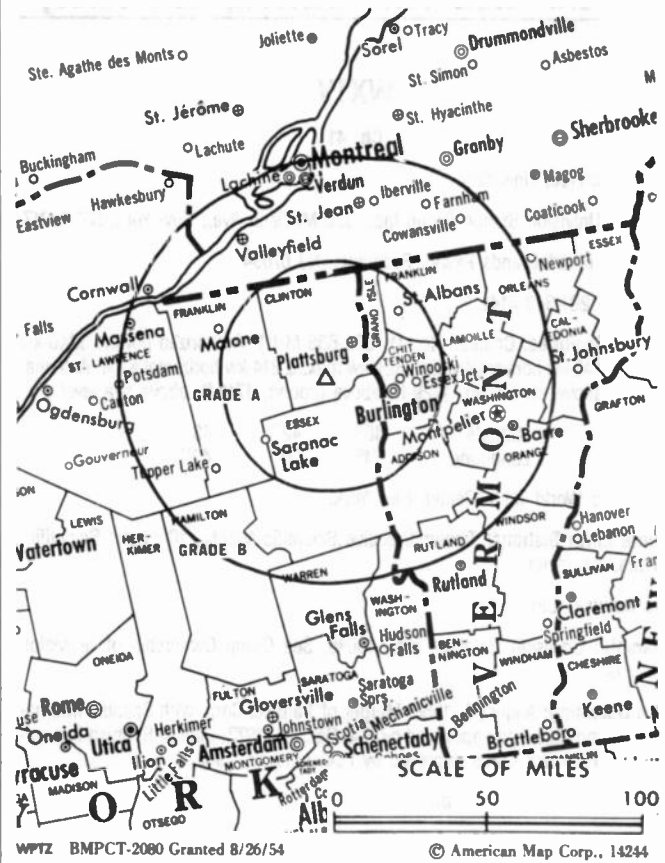
**Station also received in Canadian markets.**

**BBM Weekly Reach (Spring 1989):** 1,085,000.

**City of License:** North Pole. ADI: Burlington, VT-Plattsburgh, NY. Rank: 92.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>NEW YORK</b>			
	Clinton	26,900	26,600	99
	Essex	14,300	14,000	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>VERMONT</b>			
	Franklin	16,000	15,600	97
	Addison	11,200	10,900	97
	Chittenden	46,100	45,400	98
	Franklin	13,300	13,200	99
	Grand Isle	1,900	1,900	100
	Lamoille	7,000	6,900	99
	Orleans	9,000	8,900	99
	Rutland	23,400	22,900	98
	Washington	20,800	20,400	98
Between 25-49%	<b>NEW YORK</b>			
	St Lawrence	38,200	37,500	98
Between 5-24%	<b>NEW HAMPSHIRE</b>			
	Coos	13,300	13,100	98
	Grafton	26,100	25,300	97
	<b>NEW YORK</b>			
	Warren	20,900	20,500	98
Station Totals	<b>VERMONT</b>			
	Caledonia	10,500	10,300	98
	Essex	2,600	2,600	100
	Orange	9,300	9,100	98
<b>Station Totals</b>		<b>310,800</b>	<b>305,100</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>			<b>176,300</b>	
<b>Average Daily Circulation (1989)</b>			<b>106,300</b>	

# New York—Poughkeepsie

**WTBY**

Ch. 54

**Network Service:** Trinity Bcstg. Network.

**Grantee:** Trinity Bcstg. of New York Inc., Box 534, Fishkill, NY 12524.

**Studio:** Rte. 9, Merritt Rd., Fishkill

**Mailing Address:** Box 534, Fishkill, NY 12524.

**Telephone:** 914-896-4610.

**Technical Facilities:** Channel No. 54 (710-716 MHz). Authorized power: 5000-kw max. & 1860-kw horizontal visual, 250-kw max. & 93-kw horizontal aural. Antenna: 1610-ft. above av. terrain, 894-ft. above ground, 1994-ft. above sea level.

Latitude	41°	43'	09"
Longitude	73°	59'	47"

**Transmitter:** Illinois Mtn., 4-mi. W of Poughkeepsie, near Highland.

**Satellite Earth Station:** Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta receivers.

**Ownership:** Trinity Broadcasting Network Inc. See Group Ownership of Television Stations.

**Began Operation:** April 19, 1981. Sale to present owner by Family Television Inc. approved by FCC June 2, 1982.

**Represented (legal):** May & Dunne, Chartered.

**Personnel:**

CAMPBELL K. THOMPSON, vice president & station manager.  
 GRACE CEPHAS, director, community affairs.  
 WILLIAM WEEKS, chief engineer.

**Highest One Hour Rate:** \$750.



**Highest 30 Sec. Rate:** \$95.

**Arbitron Data:** Not available.

**City of License:** Poughkeepsie. A01: New York. Rank: 1.



# New York—Riverhead

**WLOG**

**Ch. 55**

**Network Service:** None, independent.

**Licensee:** Trexar Corp., 300 Crossways Park Dr., Woodbury, NY 11797.

**Studio:** 315 Wading River Hollow Rd., Ridge, NY 11961.

**Mailing Address:** Box 272, Woodbury, NY 11797.

**Telephone:** 516-364-1500. Fax: 516-364-0546.

**Technical Facilities:** Channel No. 55 (716-722 MHz). Authorized power: 5000-kw max. & 474-kw horizontal visual, 500-kw max. & 47.4-kw horizontal aural. Antenna: 700-ft. above av. terrain, 637-ft. above ground, 731-ft. above sea level.

Latitude 40° 53' 50"  
Longitude 72° 54' 56"

**Transmitter:** 315 Wading River Hollow Rd., Ridge, NY 11961.

**Satellite Earth Stations:** Vertex, 4.8-meter C-band; RCA Ku-band.

**News Service:** AP.

**Ownership:** Michael C. Pascucci, pres., 0.68%; John A. Danzi, v.p., 2.82%; Michael C. Pascucci & Jocelyn Pascucci Trust, 69.32%; Gary L. Levine, secy-treas., 2.82%; Marie Elaine Lombardo, 6.28%; Ralph A. Pascucci, 6.28%; 4 others with 2.82% each.

**Began Operation:** April 28, 1985.

**Represented (legal):** Gammon & Grange.

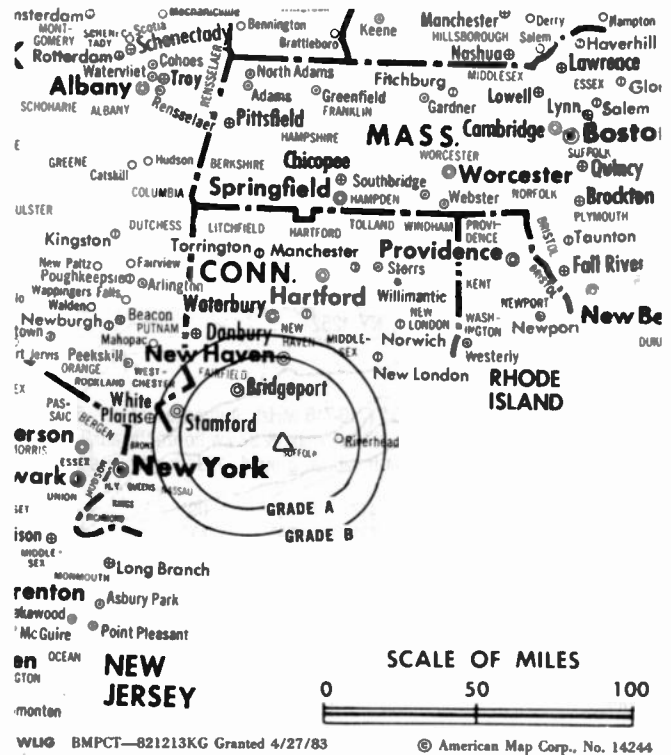
**Personnel:**

MARVIN R. CHAUVIN, vice president & general manager.  
TARA LAPORATI, sales manager.  
BRUCE KLEIN, program & promotion director.  
MICHAEL ANN WOLF, news director.

**Highest One Hour Rate:** \$2500.

**Highest 30 Sec. Rate:** \$400.

**City of License:** Riverhead. ADI: New York. Rank: 1.



Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>NEW YORK</b>				
Between 5-24%	Suffolk	426,000	422,000	99
<b>Station Totals</b>		<b>426,000</b>	<b>422,000</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>77,300</b>	
<b>Average Daily Circulation (1989)</b>			<b>19,700</b>	

# New York—Rochester

## WHEC-TV

Ch. 10

Network Service: NBC.

Licensee: Viacom Broadcasting Inc., 1211 Ave. of the Americas, New York, NY 10036.

Studio: 191 East Ave., Rochester, NY 14604.

Telephone: 716-546-5670. TWX: 510-253-3594. Fax: 716-454-7433.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 39.8-kw aural. Antenna: 505-ft. above av. terrain, 346-ft. above ground, 1026-ft. above sea level.

Latitude 43° 08' 07"  
Longitude 77° 35' 02"

Transmitter: Pinnacle Hill.

Satellite Earth Stations: 5 in operation; M/A-Com, Pinzone, Scientific-Atlanta receivers.

News Services: AP, CQI Sports Ticker, NBC, Sports News Satellite.

Ownership: Viacom Broadcasting. See Group Ownership of Television Stations.

Began Operation: November 1, 1953 as a time-share outlet on Ch. 10 with WVET-TV. It acquired WVET-TV's half of the channel and became a full time outlet following FCC approval of the transfer on Aug. 1, 1961 (Television Digest, Vol. 17:5, 7, 32). Sale to BENI by Gannett Co. approved by FCC June 7, 1979 (Vol. 18:20; 19:24). Sale to present owner approved Oct. 18, 1983.

Represented (sales): TeleRep Inc.; Airtime TV Sales, Inc. (Canada).

### Personnel:

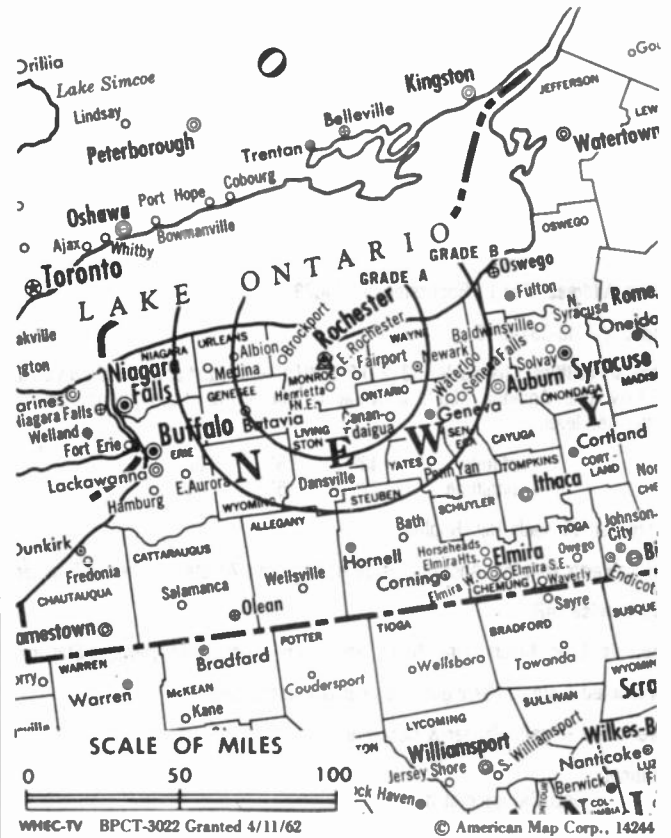
- ARNOLD KLINSKY, vice president & general manager.
- HARVEY LAZEAR, general sales manager.
- STEVE ARVAN, local sales manager.
- JOHN WALSH, chief engineer.
- JOSEPH LaFORNARA, business manager.
- STEVE HAMMEL, news director.
- TERRY A. FAUTH, program director.
- JOHN DOYLE, promotion director.

Rates: On request.

City of License: Rochester. ADI: Rochester, NY. Rank: 71.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>NEW YORK</b>			
	Genesee	21,300	21,000	99
	Livingston	20,200	19,900	99
	Monroe	269,600	266,100	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Ontario	33,300	32,900	99
	Orleans	14,000	13,800	99
	Wayne	31,600	31,100	98
Between 25-49%	<b>NEW YORK</b>			
	Allegany	17,900	17,400	97
	Seneca	12,200	12,100	99
	Wyoming	13,700	13,600	99
Between 5-24%	<b>NEW YORK</b>			
	Cayuga	29,000	28,400	98
	Schuyler	6,400	6,200	97
	Steuben	36,900	36,100	98
<b>Station Totals</b>		<b>514,700</b>	<b>507,000</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>362,300</b>	
<b>Average Daily Circulation (1989)</b>			<b>207,800</b>	

# New York—Rochester

**WOKR**

Ch. 13

Network Service: ABC.

Licensee: WOKR Partners, 4225 W. Henrietta Rd., Box L, Rochester, NY 14623.

Studio: 4225 W. Henrietta Rd., Rochester.

Mailing Address: Box L, Rochester, NY 14623.

Telephone: 716-334-8700.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 47.9-kw aural. Antenna: 500-ft. above av. terrain, 361-ft. above ground, 1027-ft. above sea level.

Latitude 43° 08' 07"  
Longitude 77° 35' 03"

Transmitter: Pinnacle Hill, Brighton.

Satellite Earth Stations: Andrew, 7.3-meter; Simulsat, 7-meter; Andrew, 4.5-meter.

News Service: AP.

Ownership: Gillett Holdings Inc. 100%. See Group Ownership of Television Stations.

Represented (sales): Harrington, Righter & Parsons Inc.

Represented (legal): Pepper & Corazzini.

**Personnel:**

- VINCENT DeLUCA, general manager.
- KENT BECKWITH, general sales manager.
- DONALD J. LOY, program & creative services director.
- JOHN JELFO, controller.
- ROBERT ERSKINE, engineering manager.
- CHARLOTTE CLARKE, public affairs director.
- MARIANNE FOSCO, traffic manager.
- CRAIG D. HESLOR, production manager.

Highest 30 Sec. Rate: \$1100.

NETWORK BASE HOURLY RATE: \$950.

City of License: Rochester. ADI: Rochester, NY. Rank: 71.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>NEW YORK</b>			
	Genesee	21,300	21,000	99
	Livingston	20,200	19,900	99
	Monroe	269,600	266,100	99



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Ontario	33,300	32,900	99
	Orleans	14,000	13,800	99
	Wayne	31,600	31,100	98
<b>Between 25-49%</b>	<b>NEW YORK</b>			
	Seneca	12,200	12,100	99
	Wyoming	13,700	13,600	99
	Yates	8,600	8,400	98
<b>Between 5-24%</b>	<b>NEW YORK</b>			
	Allegany	17,900	17,400	97
	Cayuga	29,000	28,400	98
	Steuben	36,900	36,100	98
<b>Station Totals</b>		<b>508,300</b>	<b>500,800</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>				<b>347,400</b>
<b>Average Daily Circulation (1989)</b>				<b>209,800</b>

# New York—Rochester

## WROC-TV

Ch. 8

Network Service: CBS.

Licensee: WROC Associates/Television Station Partners.

Studio: 201 Humboldt St., Rochester, NY 14610.

Telephone: 716-288-8400. TWX: 510-253-5407. Fax: 716-288-1505.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 48.5-kw aural. Antenna: 505-ft. above av. terrain, 346-ft. above ground, 1026-ft. above sea level.

Latitude 43° 08' 07"  
Longitude 77° 35' 02"

Transmitter: Pinnacle Hill, Brighton.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 6.1-meter C-band; Paracclipse, 3.8-meter C-band; DX Engineering, Harris receivers.

News Services: AP, CBS.

Ownership: Television Station Partners L.P., 100%. See Group Ownership of Television Stations.

Began Operation: June 11, 1949. Sale to present owners by Ziff Corp. approved by FCC Jan. 18, 1983 (Television Digest, Vol. 22:30). Sold to Ziff by Rust Craft Bcstg. March 22, 1979. FCC approved sale May 10, 1978 (Vol. 17:26, 27, 36, 38; 18:20, 31). Sale to Rust Craft Bcstg. by Veterans Bcstg. approved Feb. 10, 1965 (Vol. 4:39, 46; 5:7). Previous sale to Veterans Bcstg. by Transcontinent TV Corp. approved Nov. 15, 1961. Sale to Transcontinent by Stromberg-Carlson div. of General Dynamics Corp. approved by FCC July 18, 1956 (Vol. 12:24, 29).

Represented (sales): Petry Television Inc.

Represented (legal): Wiley, Rein & Fielding.

Represented (engineering): Jules Cohen & Associates, P.C.

### Personnel:

RALPH E. BECKER, chief operating officer.  
THOMAS KENNEY, vice president & general manager.  
GEOFF PROUD, general sales manager.  
CAROL HOFFMAN NOLAN, local sales manager.  
JEFF ULRICH, program manager.  
JOHN COON, chief engineer.  
MARGARET J. MYERS, promotion supervisor.  
SAMUEL J. NASH, business manager.

Highest One Hour Rate: \$8000.

Highest 30 Sec. Rate: \$4600.

NETWORK BASE HOURLY RATE: \$1332.

City of License: Rochester. ADI: Rochester, NY. Rank: 71.



Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>NEW YORK</b>			
	Genesee	21,300	21,000	99
	Livingston	20,200	19,900	99
	Monroe	269,600	266,100	99
	Ontario	33,300	32,900	99
	Orleans	14,000	13,800	99
	Seneca	12,200	12,100	99
	Wayne	31,600	31,100	98
	<b>NEW YORK</b>			
<b>Between 25-49%</b>	Wyoming	13,700	13,600	99
	Yates	8,600	8,400	98
<b>Between 5-24%</b>	<b>NEW YORK</b>			
	Allegany	17,900	17,400	97
	Cayuga	29,000	28,400	98
	Schuyler	6,400	6,200	97
Steuben	36,900	36,100	98	
<b>Station Totals</b>		<b>514,700</b>	<b>507,000</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>				<b>359,900</b>
<b>Average Daily Circulation (1989)</b>				<b>192,800</b>

# New York—Rochester

**WUHF**

Ch. 31

Network Service: Fox.

Licensee: Act III Bcstg. of Rochester Inc., One CNN Center, Suite 800, South Tower, Atlanta, GA 30303.

Studio: 360 East Ave., Rochester, NY 14604.

Telephone: 716-232-3700. TWX: 716-546-4774.

Technical Facilities: Channel No. 31 (572-578 MHz). Authorized power: 1200-kw max. & 910-kw horizontal visual, 151-kw max. & 182-kw horizontal aural. Antenna: 500-ft. above av. terrain, 345-ft. above ground, 1018-ft. above sea level.

Latitude 43° 08' 07.00"  
Longitude 77° 35' 02.50"

Transmitter: Pinnacle Hill, Rochester.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: MSC, 6-meter C-band; Scientific-Atlanta, 3.6-meter C-band; Prodelin, 3.9-meter Ku-band; Microdyne, M/A-Com receivers.

News Service: INN.

Ownership: Act III Bcstg. Inc., 100%. See Group Ownership of Television Stations.

Began Operation: January 27, 1980. Sale to present owner by Malrite Communications Group approved by FCC Jan. 23, 1989 (Television Digest, Vol. 29:9).

Represented (sales): Blair Television.

Represented (engineering): Evans Associates.

**Personnel:**

- HEATHER FARNSWORTH, vice president & general manager.
- DALE HARTNETT, program director.
- DON MORAN, local sales manager.
- ED GLASGOW, national sales manager.
- MICHAEL TAMME, chief engineer.
- BARB CONTI, promotion director.
- KITTY HOY, business manager.

Rates: On request.

City of License: Rochester. ADI: Rochester, NY. Rank: 71.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	Ontario	33,300	32,900	99
	Wayne	31,600	31,100	98
<b>Between 25-49%</b>	<b>NEW YORK</b>			
	Genesee	21,300	21,000	99
	Orleans	14,000	13,800	99
	Seneca	12,200	12,100	99
<b>Between 5-24%</b>	<b>NEW YORK</b>			
	Allegany	17,900	17,400	97
	Cayuga	29,000	28,400	98
	Steuben	36,900	36,100	98
	Wyoming	13,700	13,600	99
	Yates	8,600	8,400	98
<b>Station Totals</b>		<b>508,300</b>	<b>500,800</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>247,500</b>	
<b>Average Daily Circulation (1989)</b>			<b>105,200</b>	

# New York—Smithtown

**WHSI**

Ch. 67

(Satellite of WHSE, New York-Newark)

**Network Service:** Home Shopping Network.

**Licensee:** Silver King Broadcasting of New Jersey.

**Studio:** See WHSE, New York-Newark.

**Telephone:** 516-582-6700.

**Technical Facilities:** Channel No. 67 (788-794 MHz). Authorized power: 2630-kw max. visual, 263.2-kw max. aural. Antenna: 720-ft. above av. terrain, 656-ft. above ground, 798-ft. above sea level.

Latitude	40°	53'	23''
Longitude	72°	57'	13''

**Transmitter:** 666 Middle Country Rd., Middle Island, NY 11953.

**Ownership:** Silver King Broadcasting Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** November 18, 1973. Left air June 20, 1975. Resumed operation Dec. 15, 1979. Began subscription TV operation Jan. 11, 1980. Sale to Wometco Enterprises Inc. approved by FCC Nov. 18, 1980. Transfer of control to WBC Bcstg. approved April 16, 1984. Resumed full-time commercial operation June 1, 1985. Sale to present owner approved by FCC Sept. 16, 1986 (*Television Digest*, Vol. 26:32).

**Represented (legal):** Dow, Lohnes & Albertson.

**Personnel:**

See WHSE, New York-Newark.

**Highest 30 Sec. Rate:** \$300.



**Arbitron Data:** Not available.

**City of License:** Smithtown. **ADI:** New York. **Rank:** 1.

# New York—Syracuse

**WIXT**

Ch. 9

**Network Service:** ABC.

**Licensee:** WIXT-TV Inc., Box 699, East Syracuse, NY 13057.

**Studio:** 5904 Bridge St., East Syracuse, NY 13057.

**Telephone:** 315-446-4780. TWX: 710-541-0565.

**Technical Facilities:** Channel No. 9 (186-192 MHz). Authorized power: 79.6-kw visual, 11.8-kw aural. Antenna: Directional, 1520-ft. above av. terrain, 964-ft. above ground, 2549-ft. above sea level.

Latitude 42° 56' 42"  
Longitude 76° 01' 28"

**Transmitter:** Atop Mt. Sevier, Pompey, Onondaga County.

**Satellite Earth Stations:** Andrew, 7.3-meter C-band; Prodelin, 5-meter C-band; Andrew, 4.5-meter C-band; Comtech, 3.8-meter C-band; Avantek, Microdyne receivers.

**News Services:** AP, UPI.

**Ownership:** Ackerley Communications Inc. See Group Ownership of Television Stations.

**Began Operation:** September 9, 1962 as a joint operation by ten applicants for the channel. Assignment of CP granted by FCC to a merger of five applicants May 24, 1968. Transfer of control from other applicants to Outlet Co. approved by FCC July 19, 1972 (*Television Digest*, Vol. 11:20; 12:30). Sale to Coca Cola Bottling Co., Larry H. Israel, et al., approved by FCC Nov. 15, 1977 (Vol. 17:24, 36; 18:2). Sale to present owner approved April 16, 1982 (Vol. 22:7).

**Represented (sales):** Blair Television.

**Represented (legal):** Rubin, Winston & Diercks.

**Represented (engineering):** Jules Cohen & Associates, P.C.

**Personnel:**

- A. STEPHEN KRONQUEST, general manager.
- ROBERT COUGHLIN, local sales manager.
- ANGELA ROACH, national sales manager.
- JOHN KING, chief engineer.
- RICHARD BENNETT, operations manager.
- JEFF SCHEIDECKER, news director.
- SHERRY POTTER, program director.
- VINCE SPICOLA, promotion director.
- MARK RINEFIERD, business manager.

**Highest 30 Sec. Rate:** \$2000.

**NETWORK BASE HOURLY RATE:** \$925.

**City of License:** Syracuse. **ADI:** Syracuse. **Rank:** 68.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>NEW YORK</b>			
	Cayuga	29,000	28,400	98
	Chenango	18,800	18,400	98
	Cortland	16,700	16,400	98
	Madison	22,400	22,100	99
Oneida West	34,500	34,000	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Onondaga	172,900	170,800	99
	Oswego	41,400	40,800	99
	Schuyler	6,400	6,200	97
	Seneca	12,200	12,100	99
	Tompkins	31,900	30,500	96
	Yates	8,600	8,400	98
<b>Between 25-49%</b>	<b>NEW YORK</b>			
	Delaware	17,700	17,100	97
	Franklin	16,000	15,600	97
	Ontario	33,300	32,900	99
	Otsego	21,800	21,200	97
	St Lawrence	38,200	37,500	98
Wayne	31,600	31,100	98	
<b>Between 5-24%</b>	<b>NEW YORK</b>			
	Hamilton	2,000	1,900	95
	Herkimer	24,900	24,500	98
	Jefferson	33,600	33,100	99
	Lewis	8,900	8,700	98
	Oneida East	57,100	56,300	99
Steuben	36,900	36,100	98	
<b>Station Totals</b>		<b>716,800</b>	<b>704,100</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>			<b>401,300</b>	
<b>Average Daily Circulation (1989)</b>			<b>217,100</b>	

# New York—Syracuse

## WSTM-TV

Ch. 3

Network Service: NBC.

Licensee: WSTM-TV Ltd. Partnership, 1030 James St., Syracuse, NY 13203.

Studio: 1030 James St., Syracuse, NY 13203.

Telephone: 315-474-5000. TWX: 710-541-0428.

Fax: 315-474-5082 (business office); 315-474-5122 (news).

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1000-ft. above av. terrain, 594-ft. above ground, 2037-ft. above sea level.

Latitude 42° 56' 40"  
Longitude 76° 07' 08"

Transmitter: Sentinel Heights.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 6-meter Ku-band; Comtech, 3.5-meter C-band; Harris, 3.3-meter Ku-band; RCA Americom, 3.3-meter Ku-band; Zenith, 3-meter C-band.

News Services: AP, Group W Newsfeed, NBC.

Ownership: SJL of New York Inc., gen. partner; WSTM Investment Corp., Ltd. partner. See SJL Broadcast Management in Group Ownership of Television Stations.

Began Operation: February 15, 1950. Sale to Times Mirror Co. by Newhouse Bcstg. Corp. approved by FCC March 27, 1980 (Television Digest, Vol. 18:50; 19:19). Sale to present owner approved April 17, 1986 (Vol. 26:17).

Represented (sales): Harrington, Righter & Parsons Inc.

Represented (legal): Hogan & Hartson.

### Personnel:

RONALD W. PHILIPS, president & general manager.  
RUSS HAMILTON, general sales manager.  
CHARLES BIVINS JR., program director.  
DAVID R. LUKA, local sales manager.  
JOANN MANGIONE, creative services director.  
JOE KIRIK, news director.  
JOHN MERRILL, chief engineer.  
THERESA J. WESTON, controller.

Rates: On request.

City of License: Syracuse. ADI: Syracuse. Rank: 68.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>NEW YORK</b>			
	Cayuga	29,000	28,400	98
	Chenango	18,800	18,400	98
	Cortland	16,700	16,400	98
	Jefferson	33,600	33,100	99
	Madison	22,400	22,100	99
	Oneida West	34,500	34,000	99



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>NEW YORK</b>			
	Onondaga	172,900	170,800	99
	Oswego	41,400	40,800	99
	Seneca	12,200	12,100	99
	Tompkins	31,900	30,500	96
	Yates	8,600	8,400	98
<b>Between 25-49%</b>	<b>NEW YORK</b>			
	Hamilton	2,000	1,900	95
	Lewis	8,900	8,700	98
	Ontario	33,300	32,900	99
	Schuyler	6,400	6,200	97
Wayne	31,600	31,100	98	
<b>Between 5-24%</b>	<b>NEW YORK</b>			
	Delaware	17,700	17,100	97
	Herkimer	24,900	24,500	98
	Oneida East	57,100	56,300	99
	Otsego	21,800	21,200	97
	St Lawrence	38,200	37,500	98
Steuben	36,900	36,100	98	
Tioga	18,900	18,600	98	
<b>Station Totals</b>		<b>719,700</b>	<b>707,100</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>			<b>398,900</b>	
<b>Average Daily Circulation (1989)</b>			<b>231,000</b>	



# New York—Syracuse

**WSYT**

**Ch. 68**

**Network Service:** Fox.

**Licensee:** Thomas J. Flatley, 50 Braintree Hill Office Park, Braintree, MA 02184.

**Studio:** 1000 James St., Syracuse, NY 13203-2704.

**Telephone:** 315-472-6800. **TWX:** 710-541-0063. **Fax:** 315-471-8889.

**Technical Facilities:** Channel No. 68 (794-800 MHz). Authorized power: 1000-kw max. visual, 100-kw max. aural. Antenna: 1461-ft. above av. terrain, 1019-ft. above ground, 2649-ft. above sea level.

Latitude 42° 52' 50"  
Longitude 76° 11' 59"

**Transmitter:** Barker St., Otisco Twp.

**Multichannel TV Sound:** Stereo and separate audio program.

**Satellite Earth Stations:** Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.5-meter C-band; Scientific-Atlanta, 3.2-meter C-band; Microdyne, Scientific-Atlanta, DX Antenna receivers.

**Ownership:** Thomas J. Flatley, 100%. See Group Ownership of Television Stations.

**Began Operation:** February 15, 1986. Operated part-time until April 5, 1987.

**Represented (sales):** Katz Independent TV Sales.

**Represented (engineering):** Jules Cohen & Associates, P.C.

**Personnel:**

- VINCENT V. ARMINIO, general manager.
- ROBERT JORDAN, operations manager.
- DAVID KRAUSE, local sales manager.
- DANIEL WALDING, national sales manager.
- WILLIAM J. HOCTOR, chief engineer.
- DEBORAH CARDARELLA, promotion director.
- MICHELE STONE, business manager.

**Rates:** On request.

**City of License:** Syracuse. **ADI:** Syracuse. **Rank:** 68.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>NEW YORK</b>			
	Onondaga	172,900	170,800	99
	Oswego	41,400	40,800	99



WSYT BMPCT-880218KD Granted 3/5/86

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>NEW YORK</b>			
	Cayuga	29,000	28,400	98
	Cortland	16,700	16,400	98
	Madison	22,400	22,100	99
	Seneca	12,200	12,100	99
	Yates	8,600	8,400	98
<b>Between 5-24%</b>	<b>NEW YORK</b>			
	Chenango	18,800	18,400	98
	Oneida West	34,500	34,000	99
	Ontario	33,300	32,900	99
	Schuyler	6,400	6,200	97
	Tompkins	31,900	30,500	96
	Wayne	31,600	31,100	98
<b>Station Totals</b>		<b>459,700</b>	<b>452,100</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>			<b>168,800</b>	
<b>Average Daily Circulation (1989)</b>			<b>63,700</b>	

# New York—Syracuse

**WTVH**

**Ch. 5**

**Network Service:** CBS.

**Licensee:** Meredith Corp., 980 James St., Syracuse, NY 13203.

**Studio:** 980 James St., Syracuse, NY 13203.

**Telephone:** 315-425-5555. **Fax:** 315-425-5513.

**Technical Facilities:** Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 950-ft. above av. terrain, 556-ft. above ground, 1914-ft. above sea level.

Latitude 42° 57' 19"  
Longitude 76° 06' 34"

**Transmitter:** 3791 Sentinel Heights Rd., 0.32-mi. E & 0.34-mi. N of Sentinel Heights & Jim Bull Rds., Lafayette.

**Satellite Earth Stations:** Antenna Technology, 7-meter C-band; Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.6-meter C-band; Vertex, 4.6-meter Ku-band; Simulsat receivers.

**News Services:** AP, UPI.

**Ownership:** Meredith Corp. See Group Ownership of Television Stations.

**Began Operation:** December 1, 1948.

**Represented (sales):** MMT Sales Inc.

**Represented (legal):** Haley, Bader & Potts.

**Represented (engineering):** A. D. Ring & Associates, P.C.

**Personnel:**

- CATHY CREANY, vice president & general manager.
- MICHAEL COLLINS, general sales manager.
- JOSEPH SALIBRA, national sales manager.
- A. RANDALL WENNER, program manager.
- DALE BOOTH, operations director.
- GRAHAM ROBERTSON, news director.
- JAMES T. BERNIER, director of engineering.
- DAVE OETJEN, promotion director.
- ROBERT DIETZ, business manager.

**Highest One Hour Rate:** \$20,000.

**Highest 30 Sec. Rate:** \$2,000.

**City of License:** Syracuse. **ADI:** Syracuse. **Rank:** 68.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>NEW YORK</b>				
<b>50% &amp; Over</b>	Cayuga	29,000	28,400	98
	Cortland	16,700	16,400	98
	Herkimer	24,900	24,500	98
	Madison	22,400	22,100	99
	Oneida East	57,100	56,300	99



Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	Oneida West	34,500	34,000	99
	Onondaga	172,900	170,800	99
	Oswego	41,400	40,800	99
	Seneca	12,200	12,100	99
	Tompkins	31,900	30,500	96
	Yates	8,600	8,400	98
<b>NEW YORK</b>				
<b>Between 25-49%</b>	Chenango	18,800	18,400	98
	Hamilton	2,000	1,900	95
	Ontario	33,300	32,900	99
	Schuyler	6,400	6,200	97
	Wayne	31,600	31,100	98
<b>NEW YORK</b>				
<b>Between 5-24%</b>	Delaware	17,700	17,100	97
	Jefferson	33,600	33,100	99
	Lewis	8,900	8,700	98
	Otsego	21,800	21,200	97
	Steuben	36,900	36,100	98
<b>Station Totals</b>		<b>662,600</b>	<b>651,000</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>			<b>432,600</b>	
<b>Average Daily Circulation (1989)</b>			<b>237,300</b>	

# New York—Utica

**WKTV**

Ch. 2

**Network Service:** NBC.

**Licensee:** Harron Communications Corp., Box 2, Utica, NY 13503.

**Studio:** Smith Hill Rd., Utica, NY 13502.

**Mailing Address:** Box 2, Utica, NY 13503.

**Telephone:** 315-733-0404. **TWX:** 315-797-1832. **Fax:** 315-793-3498.

**Technical Facilities:** Channel No. 2 (54-60 MHz). Authorized power: 34.7-kw visual, 6.9-kw aural. Antenna: Directional, 1380-ft. above av. terrain, 1065-ft. above ground, 2381-ft. above sea level.

Latitude 43° 06' 09"  
Longitude 74° 56' 27"

**Transmitter:** Near Middleville, NY.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Station:** Harris, 6-meter; Harris receivers.

**News Service:** AP.

**Ownership:** Harron Communications Corp. See Group Ownership of Television Stations.

**Began Operation:** December 1, 1949. Sale to present owners by Kallet Theatres principals approved by FCC Dec. 30, 1958 (*Television Digest*, Vol. 14:45, 46, 49; 15:1).

**Represented (sales):** Katz Television.

**Represented (legal):** Hogan & Hartson.

**Represented (engineering):** A. D. Ring & Associates, P.C.

**Personnel:**

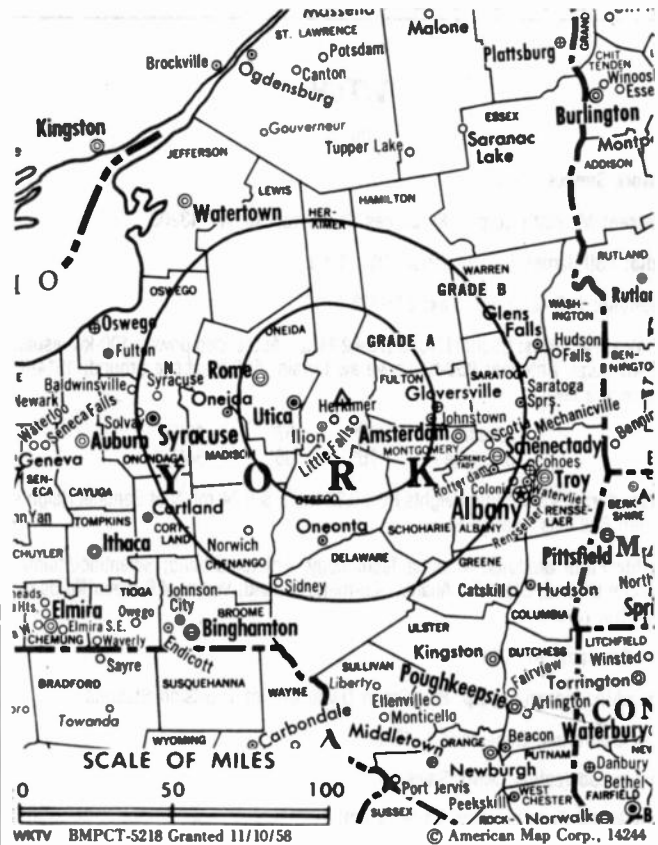
- PAUL F. HARRON, president.
- SHELDON STORRIER, senior vice president & general manager.
- SID PERRY, local sales manager.
- TOM COYNE, program & operations director.
- MERV AINSWORTH, chief engineer.
- JACK DURANT, news director.
- FRANK KIPERS, business manager.

**Highest 30 Sec. Rate:** \$1000.

**NETWORK BASE HOURLY RATE:** \$912.

**City of License:** Utica. **ADI:** Utica. **Rank:** 161.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>NEW YORK</b>			
	Hamilton	2,000	1,900	95
	Herkimer	24,900	24,500	98
	Oneida East	57,100	56,300	99
	Oneida West	34,500	34,000	99
	Otsego	21,800	21,200	97
<b>Between 25-49%</b>	<b>NEW YORK</b>			
	Montgomery	20,300	19,900	98
	Schoharie	11,000	10,700	97
<b>Between 5-24%</b>	<b>NEW YORK</b>			
	Chenango	18,800	18,400	98
	Delaware	17,700	17,100	97
	Fulton	21,300	20,900	98
	Lewis	8,900	8,700	98
	Madison	22,400	22,100	99
<b>Station Totals</b>		<b>260,700</b>	<b>255,700</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>				<b>144,000</b>
<b>Average Daily Circulation (1989)</b>				<b>87,700</b>

# New York—Utica

**WTUV**

Ch. 33

**Network Service:** Fox.

**Licensee:** Mohawk Valley Bcstg. Inc.

**Studio:** Greenfield Rd., Rome, NY 13440.

**Telephone:** 315-337-3300.

**Technical Facilities:** Channel No. 33 (584-590 MHz). Authorized power: 42.5-kw max. visual, 4.25-kw max. aural. Antenna: 647-ft. above av. terrain, 175-ft. above ground, 1550-ft. above sea level.

Latitude 43° 02' 14"  
Longitude 75° 26' 40"

**Transmitter:** Prospect Hill, Skyline Dr., Kirkland.

**Satellite Earth Stations:** Paracclipse, 5-meter Ku & C-band; RCA Americom, 5-meter Ku & C-band; Paracclipse, 3.6-meter C-band; M/A-Com, 3.6-meter Ku-band; Chap-paral, M/A-Com receivers.

**News Service:** INN.

**Ownership:** Craig L. Fox, 37.5%; Kevin O'Kane, 37.5%; John F. Bunkfeldt, 25%. See Craig Fox Group in Group Ownership of TV Stations.

**Began Operation:** December 9, 1986.

**Represented (legal):** James L. Oyster.

**Personnel:**

- KEVIN O'KANE, president & general manager.
- CRAIG FOX, vice president.
- JOHN L. MAURINE III, general sales manager & marketing director.
- RICK LEWIS, promotion director.

**Highest One Hour Rate:** \$400.

**Highest 30 Sec. Rate:** \$90.

**City of License:** Utica. ADI: Utica. Rank: 161.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	<b>NEW YORK</b>			
	Oneida East	57,100	56,300	99
	<b>NEW YORK</b>			
Between 5-24%	Herkimer	24,900	24,500	98
	Madison	22,400	22,100	99
	Oneida West	34,500	34,000	99
<b>Station Totals</b>		<b>138,900</b>	<b>136,900</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>				<b>30,600</b>
<b>Average Daily Circulation (1989)</b>				<b>9,300</b>

# New York—Utica-Rome

**WUTR**

**Ch. 20**

**Network Service:** ABC.

**Licensee:** Roy H. Park Bcstg. of Utica-Rome Inc., Box 20, Utica, NY 13503.

**Studio:** Smith Hill Rd., Utica, NY 13502.

**Mailing Address:** Box 20, Utica, NY 13503.

**Telephone:** 315-797-5220.

**Technical Facilities:** Channel No. 20 (506-512 MHz). Authorized power: 1156-kw max. & 748-kw horizontal visual, 115.6-kw max. & 74.8-kw horizontal aural. Antenna: 798-ft. above av. terrain, 427-ft. above ground, 1643-ft. above sea level.

Latitude 43° 08' 43"  
Longitude 75° 10' 35"

**Transmitter:** Atop Smith Hill, approx. 2-mi. NE of Utica city limits.

**Satellite Earth Stations:** United Satellite Systems, 5-meter C-band; Andrew, 4.5-meter C-band; Avantek, Scientific-Atlanta receivers.

**News Service:** AP.

**Ownership:** Park Communications Inc. See Group Ownership of Television Stations.

**Began Operation:** February 28, 1970.

**Represented (sales):** Blair Television.

**Represented (legal):** Wiley, Rein & Fielding.

**Represented (engineering):** A. D. Ring & Associates, P.C.

**Personnel:**

- PAUL R. KENNEDY, general manager.
- BRIAN DELANEY, general sales manager.
- GREG STETSON, program director.
- KATHY CONTINO TURNER, news director.
- ROBERT HAJEC, chief engineer.
- BARBARA ROBERTS, business manager.

**Highest 30 Sec. Rate:** \$450.

**NETWORK BASE HOURLY RATE:** \$200.

**City of License:** Utica. **ADI:** Utica. **Rank:** 161.



Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>NEW YORK</b>			
	Herkimer	24,900	24,500	98
	Oneida East	57,100	56,300	99
<b>Between 25-49%</b>	<b>NEW YORK</b>			
	Oneida West	34,500	34,000	99
	Otsego	21,800	21,200	97
<b>Between 5-24%</b>	<b>NEW YORK</b>			
	Lewis	8,900	8,700	98
	Madison	22,400	22,100	99
	Montgomery	20,300	19,900	98
<b>Station Totals</b>		<b>189,900</b>	<b>186,700</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>				<b>92,100</b>
<b>Average Daily Circulation (1989)</b>				<b>44,300</b>

# New York—Watertown

**WFYF**

**Ch. 50**

**Network Service:** ABC.

**Licensee:** Moreland Broadcast Assoc., 516 E. Moreland Ave., Wyndmoor, PA 19118.

**Studio:** 1222 Arsenal St., Watertown, NY 13601.

**Mailing Address:** Box 6250, Watertown, NY 13601.

**Telephone:** 315-785-8850. **TWX:** 710-541-0006. **Fax:** 315-785-0127.

**Technical Facilities:** Channel No. 50 (686-692 MHz). Authorized power: 1000-kw max. visual, 100-kw max. aural. Antenna: 1268-ft. above av. terrain, 975-ft. above ground, 2470-ft. above sea level.

Latitude 43° 52' 47"  
Longitude 75° 43' 11"

**Transmitter:** Hayes Rd., near Denmark.

**Ownership:** Craig L. Fox, George W. Kimble, David C. Schaller, Guyon W. Turner & David J. Alteri, gen. partners. See Craig Fox Group in Group Ownership of Television Stations.

**Began Operation:** January 3, 1988.

**Represented (sales):** Seltel Inc.; Canadian Communications.

**Represented (legal):** James L. Oyster.

**Personnel:**

DAVID J. ALTERI, general manager.  
TED FORD, station manager.  
PETER SLOAT, chief engineer.  
LINDA WARD, local sales manager.  
CHUCK PLUMPTON, news director.  
PAT ACETI, program administrator.  
TOM MESSNER, promotion director.

**City of License:** Watertown. **ADI:** Watertown-Carthage. **Rank:** 172.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>NEW YORK</b>				
<b>50% &amp; Over</b>	Jefferson	33,600	33,100	99
<b>NEW YORK</b>				
<b>Between 25-49%</b>	Lewis	8,900	8,700	98
	St. Lawrence	38,200	37,500	98
<b>Station Totals</b>		<b>80,700</b>	<b>79,300</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>			<b>34,800</b>	
<b>Average Daily Circulation (1989)</b>			<b>17,500</b>	

# New York—Carthage-Watertown

## WWNY-TV

Ch. 7

**Network Service:** CBS, NBC.

**Licensee:** United Communications Corp., 120 Arcade St., Watertown, NY 13601.

**Studio:** 120 Arcade St., Watertown, NY 13601.

**Telephone:** 315-788-3800. **TWX:** 510-257-4650. **Fax:** 315-782-7468.

**Technical Facilities:** Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 47-kw aural. Antenna: 720-ft. above av. terrain, 574-ft. above ground, 1696-ft. above sea level, using 0.36° electrical beam tilt.

Latitude 43° 57' 16"  
Longitude 75° 43' 45"

Requests CP for change to 1444-ft. above av. terrain, 1263-ft. above ground, 2362-ft. above sea level, lat. 43° 57' 12"; long. 75° 43' 43"; transmitter to Carthage-Rutland Center Rd., 6.02-mi. W of Carthage. BPCT-890619KF.

**Transmitter:** Champion Rd., 6-mi. W of Carthage & 9-mi. E of Watertown.

**Satellite Earth Station:** Microdyne C-band; Scientific-Atlanta receivers.

**News Services:** CBS, UPI.

**Ownership:** United Communications Corp., 100%. See Group Ownership of Television Stations.

**Began Operation:** October 22, 1954. Sale to present owner by Johnson Newspaper Corp. approved by FCC May 11, 1981.

**Represented (sales):** Katz Television.

**Represented (legal):** Jones, Waldo, Holbrook & McDonough.

**Represented (engineering):** Moffet, Larson & Johnson Inc.

### Personnel:

KEVIN T. MASTELLON, general manager.  
EDWARD V. DEMPSEY, general sales manager.  
NICOLAS DARLING, local & regional sales manager.  
JOHN A. SHATRAW, director of promotion.  
DAVID N. CUMMINGS, director of operations.  
CATHY PIRCSUK, news director.  
DON ROHR, chief engineer.  
LOIS DEMPSTER, program director.  
MARIE FUHRKEN, business manager.  
JAMES CORBIN, production manager.

**Highest 30 Sec. Rate:** \$775.

**NETWORK BASE HOURLY RATE:** \$675.

**Station also received in Canadian markets.**



**BBM Weekly Reach (Spring 1989):** 255,000.

**City of License:** Carthage. **ADI:** Watertown-Carthage. **Rank:** 172.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>NEW YORK</b>			
	Jefferson	33,600	33,100	99
	Lewis	8,900	8,700	98
	St Lawrence	38,200	37,500	98
<b>Between 5-24%</b>	<b>NEW YORK</b>			
	Hamilton	2,000	1,900	95
	Oneida West	34,500	34,000	99
<b>Station Totals</b>		<b>117,200</b>	<b>115,200</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>				<b>77,900</b>
<b>Average Daily Circulation (1989)</b>				<b>55,600</b>

# New York

## WNYW, New York (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>Between 25-49%</b>	<b>PENNSYLVANIA</b>			
	Pike	9,500	9,200	97
	Schuylkill	63,400	62,100	98
<b>Between 5-24%</b>	<b>CONNECTICUT</b>			
	Hartford	316,800	312,100	99
	Middlesex	52,500	51,600	98
	<b>NEW JERSEY</b>			
	Cape May	40,900	40,200	98
	Cumberland	48,500	47,900	99
	<b>NEW YORK</b>			
	Cattaraugus	30,900	30,300	98
	Chautauqua	55,000	54,100	98
	Chenango	18,800	18,400	98
	Cortland	16,700	16,400	98
	Delaware	17,700	17,100	97
	Herkimer	24,900	24,500	98
	Jefferson	33,600	33,100	99
	Oneida West	34,500	34,000	99
	Otsego	21,800	21,200	97
	Tioga	18,900	18,600	98
	Tompkins	31,900	30,500	96
	Warren	20,900	20,500	98
<b>PENNSYLVANIA</b>				
Bucks	185,900	184,200	99	
Clearfield	30,900	30,400	98	
Clinton	14,400	14,100	98	
Columbia	23,300	22,900	98	
Lackawanna	85,400	84,400	99	
Lycoming	44,000	42,700	97	
Montour	6,100	5,900	97	
Northumberland	40,400	39,300	97	
Union	11,200	10,700	96	
Warren	17,700	17,200	97	
Wayne	15,300	14,800	97	

## WABC-TV, New York (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>Between 5-24%</b>	<b>MISSISSIPPI</b>			
	Grenada	7,200	7,000	98
	Holmes	7,500	7,400	98
	Humphreys	4,500	4,400	98
	Issaquena	800	800	100
	Leflore	13,700	13,500	98
	Montgomery	4,500	4,400	98
	Washington	23,700	23,200	98
	<b>NORTH CAROLINA</b>			
	Watauga	12,800	12,600	98
<b>NORTH DAKOTA</b>				
Billings	400	400	100	
<b>NEBRASKA</b>				
Blaine	300	300	100	
<b>NEW YORK</b>				
Delaware	17,700	17,100	97	
<b>OHIO</b>				
Monroe	6,100	5,900	97	
<b>PENNSYLVANIA</b>				
Lehigh	112,400	110,800	99	
Monroe	33,300	32,700	98	
Northampton	89,600	88,200	98	
Wayne	15,300	14,800	97	
<b>SOUTH DAKOTA</b>				
Todd	1,900	1,800	95	
<b>WASHINGTON</b>				
Wahkiakum	1,400	1,300	93	
<b>WEST VIRGINIA</b>				
Tucker	3,400	3,300	97	
Tyler	4,000	3,900	98	



# New York

## WPIX, New York (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%	<b>IOWA</b>			
	Woodbury	38,200	37,900	99
	<b>INDIANA</b>			
	Vanderburgh	66,600	65,200	98
	<b>KANSAS</b>			
	Thomas	3,200	3,100	97
	<b>MASSACHUSETTS</b>			
	Berkshire	55,100	54,200	98
	Hampden	168,500	166,100	99
	<b>NEW JERSEY</b>			
	Atlantic	82,300	80,800	98
	Cape May	40,900	40,200	98
	Mercer	117,200	115,500	99
	Ocean	168,400	166,800	99
	Warren	33,200	32,700	98
	<b>NEW YORK</b>			
	Albany	112,700	110,900	98
	Broome	80,600	79,500	99
	Cattaraugus	30,900	30,300	98
	Cayuga	29,000	28,400	98
	Chemung	34,200	33,500	98
	Clinton	26,900	26,600	99
	Delaware	17,700	17,100	97
	Dutchess	89,800	88,100	98
	Fulton	21,300	20,900	98
	Greene	16,800	16,500	98
	Herkimer	24,900	24,500	98
	Jefferson	33,600	33,100	99
	Madison	22,400	22,100	99
	Monroe	269,600	266,100	99
	Montgomery	20,300	19,900	98
	Oneida East	57,100	56,300	99
	Oneida West	34,500	34,000	99
	Onondaga	172,900	170,800	99
	Oswego	41,400	40,800	99
	Otsego	21,800	21,200	97
	St Lawrence	38,200	37,500	98
	Saratoga	58,700	58,000	99
	Steuben	36,900	36,100	98
	Tioga	18,900	18,600	98
	Tompkins	31,900	30,500	96
	Ulster	62,100	60,500	97
	Warren	20,900	20,500	98
	<b>PENNSYLVANIA</b>			
	Carbon	21,700	21,300	98
	Centre	39,700	38,700	97
	Clinton	14,400	14,100	98
	Columbia	23,300	22,900	98
	Elk	13,900	13,600	98
	Lackawanna	85,400	84,400	99
	Lehigh	112,400	110,800	99
	Luzerne	129,000	127,300	99
	Mifflin	18,100	17,500	97
	Monroe	33,300	32,700	98
	Montour	6,100	5,900	97
	Northampton	89,600	88,200	98
	Northumberland	40,400	39,300	97
	Schuylkill	63,400	62,100	98
	Tioga	15,000	14,500	97
	Wayne	15,300	14,800	97
	<b>VERMONT</b>			
	Bennington	13,700	13,400	98
	Chittenden	46,100	45,400	98
	<b>WYOMING</b>			
	Teton	5,100	4,900	96
	<b>ALABAMA</b>			
Between 5-24%	Greene	3,600	3,500	97
	Pike	10,400	10,200	98

## WPIX—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	<b>CONNECTICUT</b>			
	Middlesex	52,500	51,600	98
	New London	90,500	88,700	98
	Tolland	41,900	41,100	98
	Windham	36,000	35,300	98
	<b>GEORGIA</b>			
	Camden	6,100	6,000	98
	Jefferson	6,700	6,600	98
	Walton	12,100	12,000	99
	Ware	13,400	13,200	99
	<b>IOWA</b>			
	Allamakee	5,400	5,300	98
	<b>IDAHO</b>			
	Clearwater	3,500	3,400	97
	<b>ILLINOIS</b>			
	Iroquois	12,400	12,100	98
	Platt	6,500	6,400	98
	<b>KANSAS</b>			
	Bourbon	6,600	6,500	98
	Elk	1,600	1,600	100
	Greeley	700	700	100
	Rush	1,700	1,700	100
	<b>KENTUCKY</b>			
	Casey	5,700	5,600	98
	Leslie	5,000	4,800	97
	Letcher	10,900	10,700	98
	Mc Lean	3,500	3,500	100
	<b>MASSACHUSETTS</b>			
	Bristol	182,900	180,900	99
	Essex	249,800	247,100	99
	Hampshire	49,600	48,600	98
	Middlesex	504,500	499,000	99
	Suffolk	270,900	265,000	98
	Worcester	246,400	243,200	99
	<b>MARYLAND</b>			
	Carroll	40,100	39,900	100
	<b>MICHIGAN</b>			
	Houghton	13,500	13,100	97
	Keweenaw	700	700	100
	<b>MISSOURI</b>			
	Scotland	2,100	2,100	100
	<b>MONTANA</b>			
	Musselshell	1,900	1,800	95
	Valley	3,800	3,600	95
	<b>NORTH DAKOTA</b>			
	Emmons	2,000	2,000	100
	Rolette	3,700	3,600	97
	<b>NEBRASKA</b>			
	Banner	300	300	100
	Boone	2,600	2,600	100
	Hamilton	3,400	3,400	100
	<b>NEW HAMPSHIRE</b>			
	Belknap	18,600	18,400	99
	Rockingham	86,100	85,000	99
	Sullivan	15,100	14,600	97
	<b>NEW JERSEY</b>			
	Burlington	135,100	133,900	99
	Camden	181,200	179,600	99
	Cumberland	48,500	47,900	99
	Gloucester	76,400	75,800	99
	<b>NEW MEXICO</b>			
	Catron	900	800	89
	<b>NEVADA</b>			
	Churchill	6,500	6,400	98
	<b>NEW YORK</b>			
	Allegany	17,900	17,400	97
	Chautauqua	55,000	54,100	98
	Chenango	18,800	18,400	98

**WPIX—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households %	
<b>Between 5-24%</b>	<b>NEW YORK</b>			
	Columbia	23,500	23,100	98
	Cortland	16,700	16,400	98
	Erie	359,200	355,200	99
	Essex	14,300	14,000	98
	Genesee	21,300	21,000	99
	Lewis	8,900	8,700	98
	Livingston	20,200	19,900	99
	Niagara	80,200	79,300	99
	Ontario	33,300	32,900	99
	Orleans	14,000	13,800	99
	Rensselaer	55,900	54,900	98
	Schenectady	58,900	58,100	99
	Schuyler	6,400	6,200	97
	Seneca	12,200	12,100	99
	Washington	20,000	19,700	98
	Wayne	31,600	31,100	98
	Wyoming	13,700	13,600	99
	Yates	8,600	8,400	98
	<b>OHIO</b>			
	Jackson	11,200	10,900	97
	<b>OREGON</b>			
	Morrow	3,000	2,800	93
	<b>PENNSYLVANIA</b>			
	Armstrong	30,500	30,000	98
	Beaver	71,500	70,700	99
	Berks	127,400	125,400	98
	Blair	51,000	50,200	98
	Bradford	24,000	23,500	98
	Bucks	185,900	184,200	99
	Chester	123,200	121,600	99
	Clarion	15,000	14,700	98
	Clearfield	30,900	30,400	98
	Cumberland	72,600	71,400	98
	Dauphin	96,600	94,800	98
	Huntingdon	15,400	15,000	97
	Jefferson	19,200	18,800	98
	Lawrence	38,300	37,700	98
	Lebanon	41,700	40,800	98
	Lycoming	44,000	42,700	97
	Mc Kean	18,300	17,900	98
	Montgomery	250,400	247,900	99
	Pike	9,500	9,200	97
	Potter	7,000	6,800	97
	Snyder	12,700	12,200	96
	Union	11,200	10,700	96
	Warren	17,700	17,200	97
	Wyoming	10,400	10,200	98
	<b>RHODE ISLAND</b>			
	Bristol	16,200	16,100	99
	Kent	59,300	58,800	99
	Newport	30,700	30,300	99
	Providence	220,300	217,700	99
	Washington	37,200	36,600	98
	<b>SOUTH DAKOTA</b>			
	Grant	3,200	3,100	97
	Perkins	1,800	1,700	94
	Todd	1,900	1,800	95
	<b>TENNESSEE</b>			
	Decatur	4,500	4,400	98
	Franklin	12,200	12,100	99
	<b>VIRGINIA</b>			
	Giles	6,200	6,100	98
	Scott	8,900	8,700	98
	Suffolk City	17,700	17,400	98
	<b>VERMONT</b>			
	Addison	11,200	10,900	97
	Orleans	9,000	8,900	99
	Rutland	23,400	22,900	98

**WPIX—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households %	
<b>Between 5-24%</b>	Washington	20,800	20,400	98
	Windham	16,300	15,600	96
	<b>WISCONSIN</b>			
	Kenosha	43,900	43,400	99
	<b>WEST VIRGINIA</b>			
	Brooke	10,700	10,700	100
	Cabell	42,100	41,800	99
	Hancock	14,900	14,900	100
	Marshall	14,900	14,800	99
	Monongalia	29,000	28,600	99

**WWOR-TV, New York—Secaucus, New Jersey**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households %	
<b>Between 25-49%</b>	<b>CONNECTICUT</b>			
	Middlesex	52,500	51,600	98
	New Haven	289,500	285,700	99
	<b>DELAWARE</b>			
	New Castle	151,500	150,800	100
	<b>FLORIDA</b>			
	Citrus	38,000	37,300	98
	<b>GEORGIA</b>			
	Mc Duffie	7,600	7,500	99
	<b>IOWA</b>			
	Clay	7,700	7,600	99
	Dickinson	6,300	6,200	98
	<b>INDIANA</b>			
	Newton	5,200	5,100	98
	<b>KANSAS</b>			
	Meade	1,800	1,800	100
	Seward	6,900	6,800	99
	<b>KENTUCKY</b>			
	Logan	10,000	9,900	99
	Mason	6,300	6,200	98
	<b>LOUISIANA</b>			
	Tensas	3,000	2,900	97
	<b>MASSACHUSETTS</b>			
	Berkshire	55,100	54,200	98
	Hampden	168,500	166,100	99
	<b>MICHIGAN</b>			
	Houghton	13,500	13,100	97
	Marquette	25,200	24,900	99
	<b>MINNESOTA</b>			
	Koochiching	6,000	5,800	97
	<b>NORTH CAROLINA</b>			
	Dare	8,300	8,100	98
	Vance	14,100	13,900	99
	<b>NORTH DAKOTA</b>			
	Adams	1,300	1,300	100
	<b>NEBRASKA</b>			
	Pierce	3,100	3,100	100
	Rock	900	900	100
	<b>NEW JERSEY</b>			
	Atlantic	82,300	80,800	98
	Cape May	40,900	40,200	98
	Mercer	117,200	115,500	99
	Warren	33,200	32,700	98
	<b>NEVADA</b>			
	Humboldt	4,400	4,300	97
	<b>NEW YORK</b>			
	Albany	112,700	110,900	98
	Broome	80,600	79,500	99
	Cayuga	29,000	28,400	98
	Chemung	34,200	33,500	98
	Chenango	18,800	18,400	98

# New York

## WWOR-TV—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%	
<b>Between 25-49%</b>	<b>NEW YORK</b>				
	Clinton	26,900	26,600	99	
	Cortland	16,700	16,400	98	
	Delaware	17,700	17,100	97	
	Dutchess	89,800	88,100	98	
	Essex	14,300	14,000	98	
	Franklin	16,000	15,600	97	
	Fulton	21,300	20,900	98	
	Greene	16,800	16,500	98	
	Herkimer	24,900	24,500	98	
	Jefferson	33,600	33,100	99	
	Madison	22,400	22,100	99	
	Monroe	269,600	266,100	99	
	Montgomery	20,300	19,900	98	
	New York	765,100	728,100	95	
	Niagara	80,200	79,300	99	
	Oneida East	57,100	56,300	99	
	Oneida West	34,500	34,000	99	
	Onondaga	172,900	170,800	99	
	Otsego	21,800	21,200	97	
	Rensselaer	55,900	54,900	98	
	St Lawrence	38,200	37,500	98	
	Schuyler	6,400	6,200	97	
	Seneca	12,200	12,100	99	
	Steuben	36,900	36,100	98	
	Tioga	18,900	18,600	98	
	Tompkins	31,900	30,500	96	
	Warren	20,900	20,500	98	
	<b>OHIO</b>				
	Pickaway	15,500	15,300	99	
	<b>PENNSYLVANIA</b>				
	Allegheny	547,800	540,800	99	
	Beaver	71,500	70,700	99	
	Blair	51,000	50,200	98	
	Bradford	24,000	23,500	98	
	Butler	55,400	54,700	99	
	Cambria	63,600	62,800	99	
	Carbon	21,700	21,300	98	
	Centre	39,700	38,700	97	
	Clearfield	30,900	30,400	98	
	Clinton	14,400	14,100	98	
	Dauphin	96,600	94,800	98	
	Elk	13,900	13,600	98	
	Jefferson	19,200	18,800	98	
	Lackawanna	85,400	84,400	99	
	Lehigh	112,400	110,800	99	
	Luzerne	129,000	127,300	99	
	Lycoming	44,000	42,700	97	
Mc Kean	18,300	17,900	98		
Mifflin	18,100	17,500	97		
Monroe	33,300	32,700	98		
Montour	6,100	5,900	97		
Northampton	89,600	88,200	98		
Northumberland	40,400	39,300	97		
Schuylkill	63,400	62,100	98		
Tioga	15,000	14,500	97		
Union	11,200	10,700	96		
<b>SOUTH DAKOTA</b>					
Fall River	3,400	3,300	97		
<b>TENNESSEE</b>					
Pickett	1,600	1,600	100		
<b>TEXAS</b>					
Dimmit	3,400	3,300	97		
Hemphill	2,100	2,100	100		
Ochiltree	3,700	3,700	100		
<b>ALABAMA</b>					
	Autauga	12,700	12,500	98	
	Barbour	9,200	9,000	98	
	Butler	7,700	7,600	99	

## WWOR-TV—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%	
<b>Between 5-24%</b>	Covington	14,500	14,300	99	
	Greene	3,600	3,500	97	
	Jefferson	264,600	263,000	99	
	Madison	88,900	87,900	99	
	Pike	10,400	10,200	98	
	Shelby	30,200	30,000	99	
	Talladega	26,900	26,600	99	
	Tallapoosa	14,900	14,700	99	
	Walker	26,300	26,100	99	
	<b>ARKANSAS</b>				
	Faulkner	19,800	19,500	98	
	Mississippi	19,600	19,300	98	
	<b>ARIZONA</b>				
	Cochise	36,700	35,400	96	
	Greenlee	3,400	3,300	97	
	Pima	255,600	250,700	98	
	<b>CALIFORNIA</b>				
	Colusa	5,600	5,300	95	
	Sacramento	379,200	369,100	97	
	<b>COLORADO</b>				
	Archuleta	2,000	1,900	95	
	Denver	234,500	230,000	98	
	Gunnison	4,100	3,900	95	
	Larimer	71,800	70,300	98	
	Moffat	5,400	5,100	94	
	Ouray	700	700	100	
	Routt	5,800	5,400	93	
	Weld	51,600	50,700	98	
	<b>CONNECTICUT</b>				
	New London	90,500	88,700	98	
	Windham	36,000	35,300	98	
	<b>DELAWARE</b>				
	Kent	37,500	37,200	99	
	<b>FLORIDA</b>				
	Broward	516,800	513,800	99	
	Dade	695,700	690,000	99	
	Hendry	8,100	7,900	98	
	Hernando	34,300	33,800	98	
	Highlands	26,800	26,400	99	
	Hillsborough	314,500	311,600	99	
	Lee	126,100	124,700	99	
	Manatee	80,400	79,700	99	
	Martin	38,500	38,000	99	
	Orange	233,900	232,000	99	
	Palm Beach	347,100	343,100	99	
	Pinellas	384,000	381,000	99	
	Polk	146,400	145,000	99	
	St Lucie	50,700	50,100	99	
Seminole	95,400	94,500	99		
Union	2,400	2,400	100		
Volusia	144,900	143,500	99		
Washington	6,400	6,300	98		
<b>GEORGIA</b>					
Bleckley	3,700	3,600	97		
Bryan	4,700	4,600	98		
Bulloch	12,500	12,300	98		
Calhoun	1,500	1,400	93		
Carroll	23,200	23,000	99		
Cherokee	26,000	25,700	99		
Clayton	63,300	63,000	100		
Cobb	157,000	156,300	100		
Colquitt	13,400	13,200	99		
Decatur	9,200	9,100	98		
De Kalb	205,300	204,500	100		
Dougherty	35,100	34,700	99		
Douglas	24,200	24,000	99		
Fayette	17,500	17,300	99		
Forsyth	14,200	14,100	99		
Fulton	255,300	253,500	99		

**WWOR-TV—(Continued)**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households %	%
Between 5-24%	<b>GEORGIA</b>			
	Glynn	23,400	23,100	99
	Gwinnett	103,500	102,700	99
	Hall	32,600	32,300	99
	Jefferson	6,700	6,600	98
	Newton	14,200	14,000	99
	Pulaski	3,200	3,100	97
	Randolph	3,300	3,200	97
	Rockdale	17,000	16,800	99
	Tift	12,100	11,900	98
	Walton	12,100	12,000	99
	Wayne	7,400	7,300	99
	White	4,500	4,400	98
	<b>IOWA</b>			
	Allamakee	5,400	5,300	98
	Black Hawk	47,500	47,200	99
	Buena Vista	7,900	7,800	99
	Carroll	8,300	8,200	99
	Cass	6,800	6,700	99
	Chickasaw	5,400	5,300	98
	Des Moines	18,100	17,900	99
	Harrison	6,000	5,900	98
	Kossuth	7,900	7,800	99
	Lucas	4,300	4,200	98
	Monroe	3,500	3,500	100
	O'Brien	6,300	6,300	100
	Palo Alto	4,600	4,500	98
	Shelby	5,400	5,400	100
	Sioux	10,800	10,600	98
	Wapello	15,700	15,500	99
	Winnebago	5,300	5,200	98
<b>ILLINOIS</b>				
Brown	2,100	2,000	95	
Cass	5,500	5,400	98	
Clay	6,100	5,900	96	
Cook	1,947,600	1,918,200	98	
Dekalb	25,600	25,200	98	
De Witt	7,300	7,200	99	
Dupage	271,600	269,600	99	
Effingham	12,300	11,800	96	
Ford	5,800	5,700	98	
Greene	6,200	6,100	98	
Iroquois	12,400	12,100	98	
Kane	112,100	110,700	99	
Kankakee	37,000	36,400	98	
Lake	162,100	160,900	99	
Lawrence	6,800	6,600	97	
Mc Donough	12,700	12,500	98	
Mchenry	59,100	58,700	99	
Piatt	6,500	6,400	98	
Will	115,000	113,700	99	
<b>INDIANA</b>				
Adams	10,500	10,300	98	
Carroll	7,100	7,000	99	
Clay	9,500	9,400	99	
Daviess	10,500	10,200	97	
Dearborn	13,300	13,100	98	
Jay	8,200	8,000	98	
Knox	15,900	15,600	98	
Lake	174,700	172,500	99	
La Porte	37,500	37,100	99	
Ohio	2,000	2,000	100	
Porter	43,400	42,800	99	
Warren	2,900	2,800	97	
<b>KANSAS</b>				
Clay	3,900	3,800	97	
Cloud	4,600	4,500	98	
Dickinson	8,000	7,900	99	
Eik	1,600	1,600	100	

**WWOR-TV—(Continued)**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households %	%
Between 5-24%	<b>ELLISWORTH</b>			
	Ellsworth	2,900	2,800	97
	Graham	1,500	1,500	100
	Greeley	700	700	100
	Haskell	1,400	1,400	100
	Kiowa	1,500	1,500	100
	Lyon	13,900	13,600	98
	Mitchell	3,400	3,300	97
	Ottawa	2,300	2,200	96
	<b>KENTUCKY</b>			
Boone	18,000	17,900	100	
Caldwell	4,900	4,800	98	
Casey	5,700	5,600	98	
Estill	5,400	5,200	97	
Fulton	3,200	3,200	100	
Harlan	14,500	14,300	99	
Hickman	2,000	2,000	100	
Jessamine	10,400	10,300	99	
Johnson	9,000	8,900	99	
Laurel	15,300	15,000	98	
Lawrence	5,300	5,300	99	
Letcher	10,900	10,700	98	
Lyon	2,400	2,400	100	
Mc Creary	5,700	5,600	98	
Marshall	10,500	10,400	99	
Martin	4,600	4,500	98	
Montgomery	7,800	7,700	98	
Oldham	10,100	10,000	99	
Pulaski	18,700	18,300	98	
Shelby	8,700	8,600	99	
Simpson	5,500	5,500	99	
Trigg	3,600	3,600	100	
Union	5,700	5,700	99	
Warren	30,800	30,600	99	
Webster	5,600	5,500	98	
<b>LOUISIANA</b>				
Bossier	32,700	32,400	99	
Lafourche	29,300	29,000	99	
Morehouse	13,100	12,900	98	
Terrebonne	33,500	33,100	99	
Vernon	18,400	18,000	98	
Winn	6,300	6,200	98	
<b>MASSACHUSETTS</b>				
Barnstable	75,800	74,500	98	
Bristol	182,900	180,900	99	
Dukes	5,200	5,000	96	
Essex	249,800	247,100	99	
Hampshire	49,600	48,600	98	
Middlesex	504,500	499,000	99	
Norfolk	222,700	220,700	99	
Plymouth	151,200	149,400	99	
Suffolk	270,900	265,000	98	
Worcester	246,400	243,200	99	
<b>MARYLAND</b>				
Anne Arundel	145,500	144,800	100	
Baltimore	259,800	258,700	100	
Charles	29,000	28,700	99	
Harford	55,600	55,300	99	
Howard	57,700	57,500	100	
Prince Georges	243,300	242,400	100	
<b>MAINE</b>				
Franklin	11,000	10,600	96	
<b>MICHIGAN</b>				
Cheboygan	8,200	7,900	96	
Iron	5,700	5,600	98	
Keweenaw	700	700	100	
Mackinac	3,800	3,700	97	
Macomb	249,800	248,500	99	
Ottawa	59,000	58,200	99	

**WWOR-TV—(Continued)**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>Between 5-24%</b>	<b>MINNESOTA</b>			
	Big Stone	2,900	2,900	100
	Carlton	10,600	10,500	99
	Goodhue	14,800	14,600	99
	Hennepin	414,500	410,900	99
	Le Sueur	8,700	8,600	99
	Mc Leod	11,400	11,300	99
	Nobles	7,700	7,600	99
	Sibley	5,500	5,400	98
	<b>MISSOURI</b>			
	Macon	6,400	6,300	98
	Pemiscot	8,500	8,300	98
	Pettis	14,000	13,800	99
	Pulaski	11,600	11,400	98
	Schuyler	2,000	2,000	98
	Sullivan	2,900	2,900	100
	<b>MISSISSIPPI</b>			
	Clay	7,400	7,300	99
	Coahoma	12,200	12,000	98
	De Soto	21,600	21,200	98
	Madison	17,400	17,100	98
	Monroe	12,900	12,800	99
	Noxubee	4,100	4,000	98
	Tishomingo	7,100	7,000	99
	<b>MONTANA</b>			
	Big Horn	3,600	3,400	94
	Fallon	1,400	1,300	93
	Lincoln	6,700	6,400	96
	Missoula	32,000	31,000	97
	Rosebud	4,400	4,100	93
	Sanders	3,900	3,700	95
	<b>NORTH CAROLINA</b>			
	Beaufort	16,500	16,300	99
	Brunswick	18,800	18,500	98
	Buncombe	69,000	68,200	99
Cabarrus	35,500	35,300	99	
Chowan	5,300	5,200	98	
Clay	2,900	2,800	96	
Craven	30,000	29,700	99	
Durham	66,000	65,300	99	
Edgecombe	20,700	20,500	99	
Gaston	63,900	63,300	99	
Granville	12,600	12,400	98	
Jackson	9,700	9,500	98	
Lee	15,800	15,600	99	
Martin	9,500	9,400	99	
New Hanover	45,800	45,300	99	
Onslow	37,900	37,600	99	
Orange	33,400	32,900	98	
Pender	9,400	9,200	98	
Perquimans	4,200	4,100	99	
Rowan	40,800	40,500	99	
Sampson	18,800	18,500	98	
Stanly	19,800	19,600	99	
Surry	24,300	24,000	99	
Union	28,300	27,900	99	
Warren	5,800	5,700	98	
<b>NORTH DAKOTA</b>				
Bowman	1,600	1,600	100	
Cavalier	2,600	2,500	96	
Emmons	2,000	2,000	100	
Mc Kenzie	2,800	2,800	100	
Mercer	5,300	5,200	98	
Renville	1,300	1,300	100	
Towner	1,600	1,600	100	
Walsh	5,700	5,600	98	
Ward	21,700	21,500	99	
<b>NEBRASKA</b>				
Arthur	200	200	100	

**WWOR-TV—(Continued)**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>Between 5-24%</b>	<b>Banner</b>	300	300	100
	Blaine	300	300	100
	Boone	2,600	2,600	100
	Brown	1,700	1,700	100
	Buffalo	13,900	13,800	99
	Chase	1,900	1,900	100
	Colfax	3,700	3,600	97
	Cuming	4,100	4,000	98
	Dakota	6,700	6,700	100
	Dodge	14,000	13,900	99
	Douglas	160,900	159,500	99
	Furnas	2,600	2,500	96
	Garfield	1,000	1,000	100
	Hamilton	3,400	3,400	100
	Madison	12,900	12,700	98
	Nance	1,800	1,800	100
	Perkins	1,500	1,500	100
	Phelps	3,700	3,700	100
	Red Willow	5,000	4,900	98
	<b>NEW HAMPSHIRE</b>			
	Hillsborough	119,900	118,400	99
	<b>NEW JERSEY</b>			
	Burlington	135,100	133,900	99
	Camden	181,200	179,600	99
	Cumberland	48,500	47,900	99
	Gloucester	76,400	75,800	99
	Salem	25,000	24,600	98
	<b>NEW MEXICO</b>			
	Catron	900	800	89
	Cibola	10,000	9,800	98
	Dona Ana	43,500	42,100	97
	Grant	9,300	8,800	95
	Lincoln	6,100	5,800	95
	Mc Kinley	20,800	19,300	93
	Otero	17,600	17,200	98
Santa Fe	34,500	33,500	97	
<b>NEVADA</b>				
Churchill	6,500	6,400	98	
Clark	245,900	241,700	98	
Douglas	10,400	10,000	96	
Pershing	1,500	1,500	100	
<b>NEW YORK</b>				
Allegany	17,900	17,400	97	
Cattaraugus	30,900	30,300	98	
Chautauqua	55,000	54,100	98	
Columbia	23,500	23,100	98	
Erie	359,200	355,200	99	
Genesee	21,300	21,000	99	
Hamilton	2,000	1,900	95	
Lewis	8,900	8,700	98	
Livingston	20,200	19,900	99	
Ontario	33,300	32,900	99	
Orleans	14,000	13,800	99	
Oswego	41,400	40,800	99	
Saratoga	58,700	58,000	99	
Schenectady	58,900	58,100	99	
Schoharie	11,000	10,700	97	
Washington	20,000	19,700	98	
Wayne	31,600	31,100	98	
Wyoming	13,700	13,600	99	
Yates	8,600	8,400	98	
<b>OHIO</b>				
Ashland	16,700	16,500	99	
Carroll	10,000	9,900	99	
Clermont	50,100	49,500	99	
Cuyahoga	569,800	563,500	99	
Franklin	363,900	359,800	99	
Hamilton	337,400	332,600	99	
Holmes	9,100	8,600	94	

**WWOR-TV—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households %	%	
<b>Between 5-24%</b>	<b>OHIO</b>				
	Lake	78,500	78,000	99	
	Lorain	96,500	95,500	99	
	Madison	11,400	11,200	98	
	Medina	40,300	39,900	99	
	Ross	24,200	23,700	98	
	Shelby	15,300	15,100	99	
	Stark	139,300	137,700	99	
	Summit	194,900	193,000	99	
	Union	11,200	11,000	98	
	Warren	36,600	36,200	99	
	<b>OKLAHOMA</b>				
	Atoka	4,900	4,800	99	
	Beaver	3,100	3,100	100	
	Coal	2,200	2,200	100	
	Craig	5,700	5,600	98	
	Mc Curtain	13,000	12,700	98	
	Pontotoc	13,500	13,400	99	
	<b>OREGON</b>				
	Douglas	35,500	33,800	95	
	Morrow	3,000	2,800	93	
	<b>PENNSYLVANIA</b>				
	Armstrong	30,500	30,000	98	
	Berks	127,400	125,400	98	
	Bucks	185,900	184,200	99	
	Chester	123,200	121,600	99	
	Clarion	15,000	14,700	98	
	Columbia	23,300	22,900	98	
Crawford	32,400	31,600	98		
Cumberland	72,600	71,400	98		
Delaware	207,400	205,800	99		
Erie	103,500	102,200	99		
Fayette	60,100	58,800	98		
Greene	15,400	15,100	98		
Indiana	32,700	32,100	98		
Juniata	7,600	7,300	96		
Lancaster	144,300	139,700	97		
Lawrence	38,300	37,700	98		
Lebanon	41,700	40,800	98		
Mercer	46,400	45,600	98		
Montgomery	250,400	247,900	99		
Perry	15,100	14,800	98		
Philadelphia	635,100	624,400	98		
Potter	7,000	6,800	97		
Snyder	12,700	12,200	96		
Somerset	30,900	30,200	98		
Sullivan	2,300	2,200	96		
Susquehanna	15,100	14,800	98		
Warren	17,700	17,200	97		
Washington	80,900	79,700	99		
Wayne	15,300	14,800	97		
Westmoreland	144,800	143,100	99		
Wyoming	10,400	10,200	98		
<b>SOUTH CAROLINA</b>					
Abbeville	8,700	8,600	98		
Anderson	55,800	55,200	99		
Clarendon	9,900	9,600	97		
Darlington	23,300	23,000	98		
Florence	42,800	42,200	99		
Georgetown	17,100	16,700	98		
Horry	52,000	51,100	98		
Lee	6,000	5,900	98		
Sumter	32,800	32,200	98		
Williamsburg	13,100	12,700	97		
<b>SOUTH DAKOTA</b>					
Brown	14,300	14,200	99		
Brule	2,100	2,100	100		
Butte	3,400	3,300	97		
Charles Mix	3,400	3,300	97		

**WWOR-TV—(Continued)**  
**(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households %	%	
<b>Between 5-24%</b>	Clark	1,900	1,900	100	
	Custer	2,800	2,700	96	
	Grant	3,200	3,100	97	
	Harding	600	600	100	
	Lawrence	8,000	7,900	99	
	Lincoln	5,300	5,200	98	
	Meade	8,100	8,000	99	
	Spink	3,400	3,400	100	
	Todd	1,900	1,800	95	
	Yankton	7,200	7,100	99	
	<b>TENNESSEE</b>				
	Blount	32,700	32,400	99	
Cannon	4,200	4,200	99		
Decatur	4,500	4,400	98		
De Kalb	5,800	5,700	98		
Dyer	13,400	13,300	99		
Franklin	12,200	12,100	99		
Gibson	19,000	18,800	99		
Houston	2,400	2,400	100		
Jefferson	12,600	12,500	99		
Johnson	5,500	5,400	98		
Lake	2,600	2,600	100		
Lauderdale	9,400	9,300	99		
Mcminn	16,300	16,100	99		
Montgomery	32,500	32,300	99		
Morgan	5,600	5,500	98		
Shelby	298,400	296,300	99		
White	7,900	7,800	99		
Wilson	24,400	24,200	99		
<b>TEXAS</b>					
Aransas	7,100	7,000	99		
Atascosa	10,300	10,100	98		
Bexar	395,800	391,600	99		
Callahan	4,900	4,800	98		
De Witt	7,300	7,100	97		
Ector	50,100	49,700	99		
Fannin	9,900	9,700	98		
Frio	4,500	4,400	98		
Garza	1,800	1,800	100		
Gillespie	6,500	6,300	97		
Grayson	38,100	37,700	99		
Lavaca	7,500	7,200	96		
Lubbock	79,000	78,400	99		
San Patricio	19,800	19,500	98		
Shelby	9,400	9,200	98		
Terry	5,200	5,100	98		
Upton	1,800	1,800	100		
Wheeler	3,200	3,100	97		
Winkler	3,400	3,400	100		
Zavala	3,200	3,100	97		
<b>UTAH</b>					
Cache	20,700	20,200	98		
Grand	2,900	2,700	93		
<b>VIRGINIA</b>					
Arlington	131,700	131,000	100		
Augusta	33,400	33,000	99		
Campbell	41,800	41,300	99		
Chesterfield	64,800	64,500	99		
Fairfax	274,100	273,100	100		
Giles	6,200	6,100	98		
Greene	3,200	3,100	97		
Isle Of Wight	8,500	8,400	99		
New Kent	4,000	3,900	98		
Orange	7,500	7,400	98		
Prince George	15,500	15,400	99		
Prince William	64,300	64,000	99		
Chesapeake City	46,100	45,700	99		
Norfolk City	93,700	92,900	99		
Portsmouth City	40,100	39,800	99		

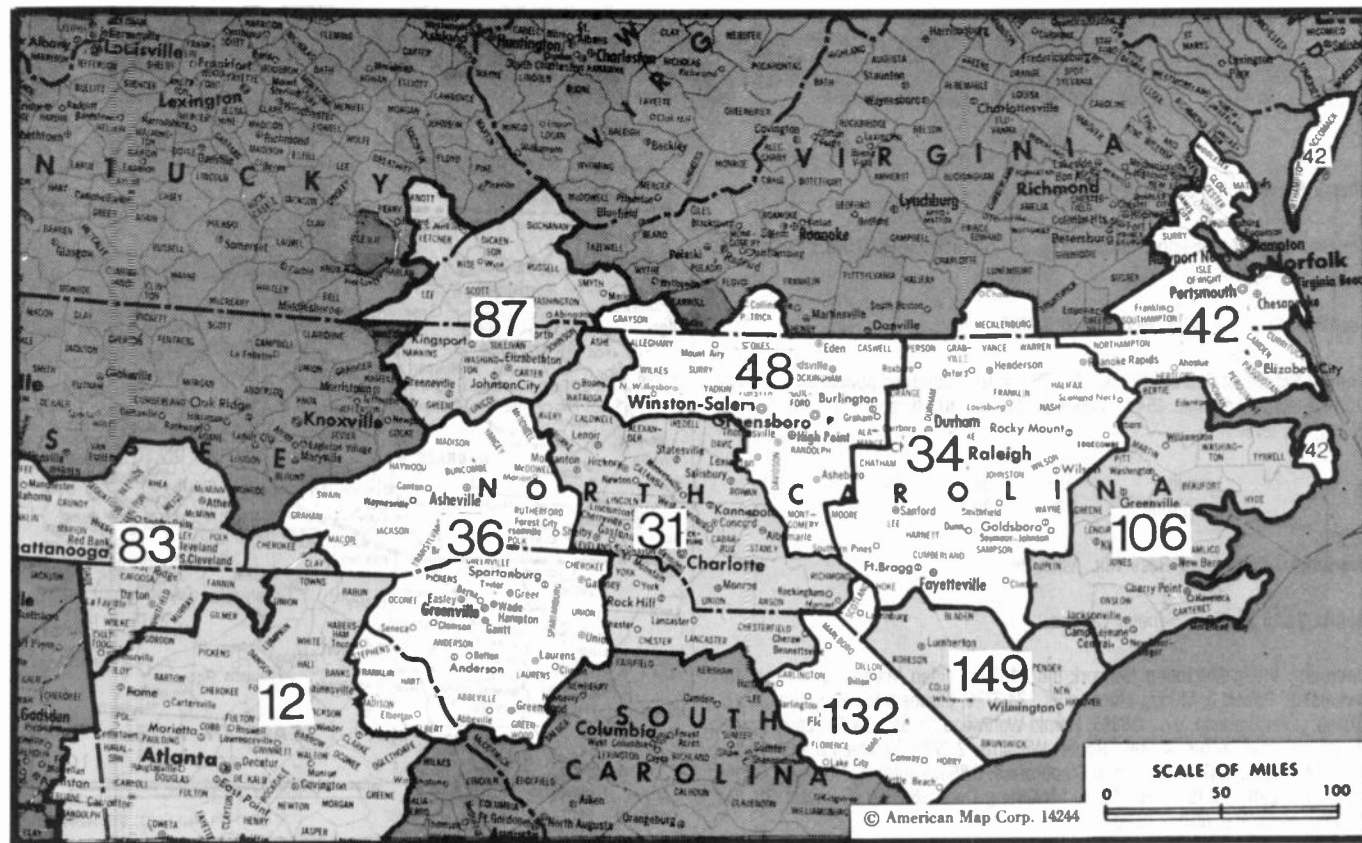
# New York

## WWOR-TV—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	<b>VIRGINIA</b>			
	Suffolk City	17,700	17,400	98
	Va Beach City	116,500	115,800	99
	<b>VERMONT</b>			
	Bennington	13,700	13,400	98
	Chittenden	46,100	45,400	98
	Rutland	23,400	22,900	98
	Washington	20,800	20,400	98
	<b>WISCONSIN</b>			
	Barron	15,700	15,300	97
	Door	10,800	10,700	99
	Fond Du Lac	32,100	31,600	98
	Green	12,300	12,100	98
	Iowa	7,600	7,400	97
	Kenosha	43,900	43,400	99
	Kewaunee	6,900	6,800	99
	Langlade	7,500	7,400	98
	Lincoln	11,100	10,900	99
	Manitowoc	30,000	29,800	99
	Milwaukee	373,800	369,400	99
	Oconto	11,700	11,500	98
	Ozaukee	25,000	24,700	99
	Portage	20,500	20,100	98

## WWOR-TV—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	Rusk	5,800	5,600	97
	Shawano	14,200	14,000	99
	Sheboygan	38,200	37,800	99
	Trempealeau	9,700	9,400	97
	Walworth	27,400	27,000	99
	Washington	31,300	31,000	99
	Waukesha	100,700	99,700	99
	Waupaca	16,700	16,500	99
	Wood	29,400	29,000	99
	<b>WEST VIRGINIA</b>			
	Hancock	14,900	14,900	100
	Lincoln	7,900	7,800	99
	Marion	25,100	24,900	99
	Mingo	12,700	12,500	98
	Pleasants	2,900	2,900	100
	Tyler	4,000	3,900	98
	Wayne	16,900	16,700	99
	Wetzel	7,900	7,800	99
	<b>WYOMING</b>			
	Niobrara	1,200	1,200	100
	Teton	5,100	4,900	96



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Atlanta, GA	1,315,900	12	WAGA-TV (5), WATL (36), WAWA-TV (14), WGNX (46), WNGM-TV (34), WSB-TV (2), WTBS (17), WVEU (69), WXIA-TV (11)
Charlotte, NC	708,500	31	WBTV (3), WCCB (18), WCNC-TV (36), WHKY-TV (14), WJZY (46), WSOC-TV (9)
Raleigh-Durham, NC	659,400	34	WFCT (62), WFXB (47), WKFT (40), WFLF-TV (22), WPTF-TV (28), WRAL-TV (5), WTVD (11), WYED (17)
Greenville-Spartanburg, SC-Asheville, NC	634,500	36	WASV-TV (62), WAXA (40), WGGS-TV (16), WHNS (21), WLOS (13), WNEG-TV (32), WSPA-TV (7), WYFF-TV (4)
Norfolk-Portsmouth-Newport News-Hampton, VA	556,700	42	WAVY-TV (10), WGNT (27), WTKR-TV (3), WTVZ (33), WVEC-TV (13)
Greensboro-Winston Salem-High Point, NC	509,900	48	WEJC (20), WFMY-TV (2), WGGT (48), WGHP-TV (8), WLXI-TV (61), WNRW (45), WRDG (16), WXII (12)
Chattanooga, TN	291,300	83	WDEF-TV (12), WDSI-TV (61), WFLI-TV (53), WRCB-TV (3), WTVG (9)
Bristol, VA-Kingsport-Johnson City, TN	280,800	87	WCYB-TV (5), WETO (39), WJHL-TV (11), WKPT-TV (19)
Greenville-New Bern-Washington, NC	219,800	106	WCTI (12), WFXI (8), WITN-TV (7), WNCT-TV (9)
Florence, SC	161,400	132	WBTW (13), WGSE (43), WPDE-TV (15)
Wilmington, NC	139,200	149	WECT (6), WJKA (26), WWAY (3)

**State Cross Reference List**

Communities that receive programs of stations that are located elsewhere.

- WHNS, WLOS, WSPA-TV & WYFF-TV, Asheville ..... See Greenville-Spartanburg, SC
- WJZY, Belmont ..... See Charlotte, NC
- WPTF-TV, WRAL-TV & WTVD, Durham ..... See Raleigh, NC
- WEJC, Greensboro ..... See Lexington, NC
- WRDG, Greensboro ..... See Burlington, NC
- WITN-TV, Greenville ..... See Washington, NC
- WYED, Raleigh ..... See Goldsboro, NC
- WCTI, Washington ..... See New Bern, NC
- WNCT-TV, Washington ..... See Greenville, NC
- WFMY-TV, WGGT, WGHP-TV, WLXI-TV, WNRW & WXII, Winston-Salem ..... See Greensboro, NC

**North Carolina Station Totals as of October 1, 1989**

	VHF	UHF	TOTAL
Commercial Television Stations	12	17	29
Educational Television Stations	2	9	11
	14	26	40

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# North Carolina—Asheville

**WASV-TV**

**Ch. 62**

**Network Service:** None, independent.

**Licensee:** Video Marketing Network Inc., 2477 Stuckney Point Rd., Suite 319B, Sarasota, FL 34231.

**Telephone:** 800-444-9233. Fax: 813-923-3733.

**Technical Facilities:** Channel No. 62 (758-764 MHz). Authorized power: 8.4-kw visual, 0.84-kw aural. Antenna: 154-ft. above av. terrain, 103-ft. above ground, 2583-ft. above sea level.

Latitude	35°	34'	59''
Longitude	82°	32'	45''

**Transmitter:** White Fawn Reservoir, Asheville.

**Satellite Earth Station:** 5-meter C-band.

**Ownership:** Video Marketing Network Inc., 100%. Video Marketing Network Inc. ownership: Robert J. Murley, chmn.-pres., 34.67%; Elizabeth Nierengarten, sr. v.p., 0.04%; John Brennan, v.p., 0.83%; Harold Wohlwend, treas., 0.41%; Larry Doeffler, 27.31%; Gerald Surfus, 4.14%; Robert Williams, 2.07%; Kathleen Mapp, 1.53%; John Mangano, 1.47%; Benjamin Dispenziere, 0.85%; John G. Normyle, 0.21%; William J. Leffel, 0.15%; Full Circle Marketing Corp., 8.28%; Sunwest Studios, 4.14%; remainder undisclosed.

**Began Operation:** June 1, 1986. Sale from Millard V. Oakley to Video Marketing Network Inc. approved by FCC Sept. 22, 1988.

**Rates:** On request.



**Arbitron Data:** Not available.

**City of License:** Asheville. **ADI:** Greenville-Spartanburg, SC-Asheville, NC. **Rank:** 36.

# North Carolina—Burlington

**WRDG**

**Ch. 16**

**Network Service:** None, independent.

**Licensee:** Television Communications Inc., Box 16, Burlington, NC 27216-0016.

**Studio:** Bass Mountain Rd., Burlington, NC 27216.

**Mailing Address:** Box 16, Burlington, NC 27216-0016.

**Telephone:** 919-376-6016.

**Technical Facilities:** Channel No. 16 (482-488 MHz). Authorized power: 1918.7-kw max. visual, 175-kw max. aural. Antenna: 837-ft. above av. terrain, 529-ft. above ground, 1429-ft. above sea level.

Latitude 35° 56' 22"  
Longitude 79° 25' 47"

**Transmitter:** Cane Creek Mountain, S of Burlington.

**Satellite Earth Station:** Paraclipse, 3-meter C-band; M/A-Com receivers.

**Ownership:** Jack Rehbarg, pres.-treas., 100%.

**Began Operation:** August 7, 1984. Assignment of 20% to Carmelo Selestre from Kearn family members approved by FCC Nov. 7, 1984. Sale to present owner approved Nov. 20, 1985.

**Represented (legal):** Baraff, Koerner, Olender & Hochberg, P.C.

**Personnel:**

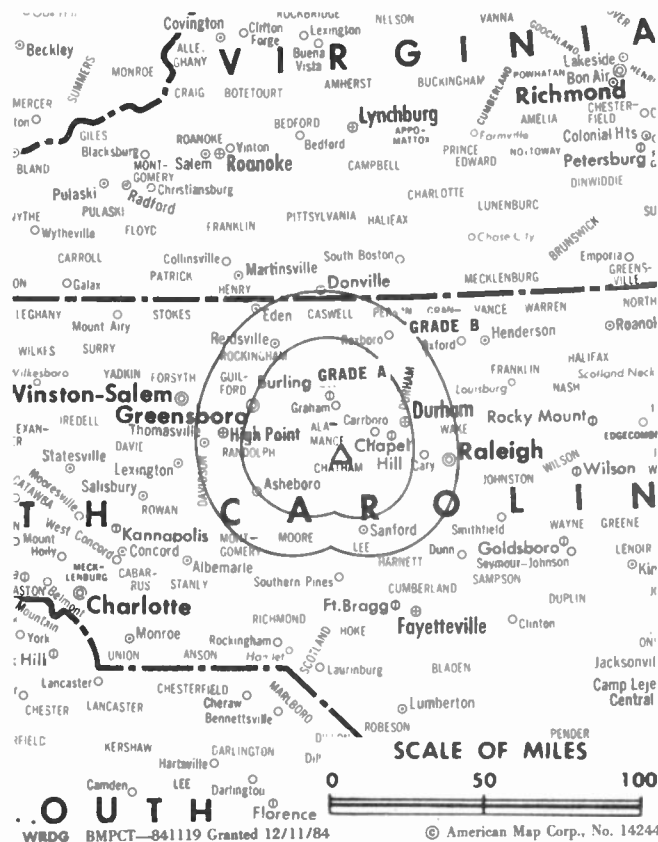
STEVE REHBURG, vice president & general manager.  
JEFF REHBURG, vice president, production.

**Highest 30 Sec. Rate:** \$300.

**City of License:** Burlington. **ADI:** Greensboro-Winston Salem-High Point. **Rank:** 48.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households Households %
	<b>NORTH CAROLINA</b>		
Between 5-24%	Alamance	40,000	39,700 99



Net Weekly Circulation	State County	Total Households	TV Households Households %
Between 5-24%	Caswell Person	7,300 11,200	7,200 11,100 99 99
<b>Station Totals</b>		<b>58,500</b>	<b>58,000 99</b>
<b>Net Weekly Circulation (1989)</b>			<b>11,100</b>
<b>Average Daily Circulation (1989)</b>			<b>4,000</b>

# North Carolina—Charlotte

**WBTV**

**Ch. 3**

**Network Service:** CBS.

**Licensee:** Jefferson-Pilot Communications Co., One Julian Price Place, Charlotte, NC 28208.

**Studio:** One Julian Price Place, Charlotte, NC 28208.

**Telephone:** 704-374-3500. TWX: 810-621-0449.

**Technical Facilities:** Channel No. 3 (60-66 MHz). Authorized power: 100-kw max. & 96.6-kw horizontal visual, 10-kw max. & 9.66-kw horizontal aural. Antenna: 1873-ft. above av. terrain, 1993-ft. above ground, 2733-ft. above sea level.

Latitude 35° 21' 51"  
Longitude 81° 11' 18"

**Transmitter:** Rte. 3, Bob Friday Rd., Dallas.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Transmit/receive Scientific-Atlanta, 10-meter; Scientific-Atlanta, 7-meter; Microdyne, Scientific-Atlanta receivers.

**AM Affiliate:** WBT, 50-kw, 1110 kHz.

**FM Affiliate:** WBCY, 100-kw, 107.9 MHz (No. 300), 950-ft.

**News Services:** AP, UPI.

**Ownership:** Jefferson-Pilot Communications Co., 100%. See Group Ownership of Television Stations.

**Began Operation:** July 15, 1949.

**Represented (sales):** Petry Television Inc.

**Represented (legal):** Wiley, Rein & Fielding.

**Personnel:**

- WALLACE J. JORGENSEN, president.
- JAMES G. BABB JR., executive vice president.
- JOHN A. EDGERTON, vice president, administration.
- CULLIE TARLETON, senior vice president & general manager.
- JACK MASON, controller.
- JERRY PELLETIER, general sales manager.
- PAM TOMLINSON, national sales manager.
- ROBERT SCHELLENBERG, local & regional sales manager.
- GEORGE B. GRILLS, director of corporate engineering & facilities.
- ROBERT W. NAPIER II, director of engineering.
- WILLIAM FOY, news & information manager.
- MARION MEGINNIS, program manager.
- SANDRA THOMAS, broadcast operations manager.
- SHAY MERRITT, promotion director.
- PAUL CAMERON, sports director.
- CAROLYN MINTS, community affairs director.

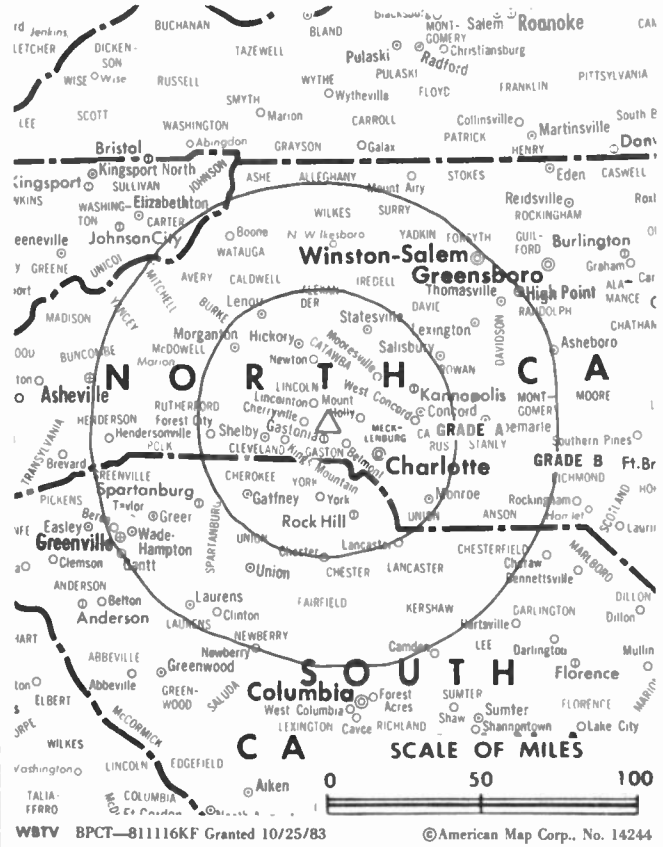
**Highest 30 Sec. Rate:** \$10,000.

**NETWORK BASE HOURLY RATE:** \$3300.

**City of License:** Charlotte. AOI: Charlotte. Rank: 31.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>NORTH CAROLINA</b>				
<b>50% &amp; Over</b>	Alexander	10,200	10,100	99
	Anson	9,100	8,900	98
	Ashe	9,300	9,100	98
	Avery	5,400	5,300	98
	Burke	29,100	28,800	99
	Cabarrus	35,500	35,300	99
	Caldwell	26,900	26,600	99
	Catawba	44,100	43,800	99
	Cleveland	32,200	31,900	99
	Gaston	63,900	63,300	99
	Iredell	33,900	33,500	99



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Lincoln	18,000	17,900	99
	Mc Dowell	13,600	13,400	99
	Mecklenburg	180,400	179,100	99
	Mitchell	5,400	5,300	98
	Rowan	40,800	40,500	99
	Rutherford	21,800	21,600	99
	Stanly	19,800	19,600	99
	Union	28,300	27,900	99
	Watauga	12,800	12,600	98
	Wilkes	23,700	23,300	99
<b>SOUTH CAROLINA</b>				
	Cherokee	15,400	15,200	99
	Chester	11,100	10,900	99
	Lancaster	20,700	20,500	99
	Union	11,300	11,200	99
	York	44,400	43,900	99
<b>Between 25-49%</b>	<b>NORTH CAROLINA</b>			
	Alleghany	4,000	3,900	97
	Davie	10,800	10,600	98
	Henderson	29,300	28,900	99
	Montgomery	8,800	8,700	99
	Richmond	17,800	17,600	99
	Transylvania	10,100	10,000	99
	Yancey	5,800	5,700	97
	<b>SOUTH CAROLINA</b>			
	Chesterfield	14,800	14,500	98
	Spartanburg	82,100	81,300	99
<b>Between 5-24%</b>	<b>NORTH CAROLINA</b>			
	Buncombe	69,000	68,200	99
	Davidson	46,300	45,800	99
	Polk	5,800	5,700	98
(Continued on page A-828)				
<b>Station Totals</b>		<b>1,229,000</b>	<b>1,215,500</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>737,200</b>	
<b>Average Daily Circulation (1989)</b>			<b>429,300</b>	

# North Carolina—Charlotte

**WCCB**

Ch. 18

**Network Service:** Fox.

**Licensee:** WCCB-TV Inc., One Television Place, Charlotte, NC 28205.

**Studio:** One Television Place, Charlotte, NC 28205.

**Telephone:** 704-372-1800. **Fax:** 704-376-3415.

**Technical Facilities:** Channel No. 18 (494-500 MHz). Authorized power: 2090-kw max. & 1580-kw horizontal visual, 174-kw horizontal aural. Antenna: 1276-ft. above av. terrain, 1143-ft. above ground, 1943-ft. above sea level.

Latitude 35° 15' 56"  
Longitude 80° 44' 06"

**Transmitter:** 0.5-mi. SE of Newell.

**Satellite Earth Stations:** Scientific-Atlanta, 10-meter; Scientific-Atlanta, 7-meter; Scientific-Atlanta receivers.

**News Services:** AP, INN.

**Ownership:** Bahakel Communications Ltd., 100%. See Group Ownership of Television Stations.

**Began Operation:** December 7, 1953. Sale to present owner, who changed call letters from WUTV and resumed operation Nov. 1, 1964, was approved Aug. 20, 1964 by FCC (*Television Digest*, Vol. 4:26, 35). Previous owner Century Advertising Co. took station off air May 16, 1963 after it had been in service since Sept. 5, 1961, following transfer of control of Century approved May 3, 1961 (Vol. 17:10). While in off-air CP status Hugh A. Deadwyler turned over station to Century Advertising, of which he was part owner (1957 Vol. 13:7). Hugh Deadwyler acquired station as WAYS-TV from G. W. Dowdy and associates for token \$4 in Dec. 1954, then took it off air March 15, 1955 (1955 Vol. 11:12).

**Represented (sales):** Independent TV Sales.

**Personnel:**

- CY N. BAHAKEL, president.
- LORRAINE LANCASTER, senior vice president.
- STEVEN SOLDINGER, general manager.
- WILLIAM RIORDAN, general sales manager.
- BUTCH ALLEN, local sales manager.
- ROBERT PHILLIPS, chief engineer.
- HOWARD TRIVETTE, program director.
- JEFF ARROWOOD, promotion director.

**Highest 30 Sec. Rate:** \$4000.

**City of License:** Charlotte. **ADI:** Charlotte. **Rank:** 31.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>NORTH CAROLINA</b>			
	Anson	9,100	8,900	98
	Cabarrus	35,500	35,300	99
	Gaston	63,900	63,300	99
	Iredell	33,900	33,500	99
	Lincoln	18,000	17,900	99
	Mecklenburg	180,400	179,100	99
	Richmond	17,800	17,600	99
	Stanly	19,800	19,600	99
	Union	28,300	27,900	99
	<b>SOUTH CAROLINA</b>			
	Chester	11,100	10,900	99
	Lancaster	20,700	20,500	99
	York	44,400	43,900	99

<b>Between 25-49%</b>	<b>NORTH CAROLINA</b>			
	Alexander	10,200	10,100	99
	Alleghany	4,000	3,900	97
	Ashe	9,300	9,100	98
	Burke	29,100	28,800	99
	Caldwell	26,900	26,600	99
	Catawba	44,100	43,800	99



WCCB BMPCT-7760 Granted 2/15/79

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>SOUTH CAROLINA</b>			
	Chesterfield	14,800	14,500	98
	Marlboro	10,700	10,500	98
	<b>NORTH CAROLINA</b>			
	Buncombe	69,000	68,200	99
<b>Between 5-24%</b>	Davidson	46,300	45,800	99
	Davie	10,800	10,600	98
	Mc Dowell	13,600	13,400	99
	Montgomery	8,800	8,700	99
	Rutherford	21,800	21,600	99
	Surry	24,300	24,000	99
	Wilkes	23,700	23,300	99
	Yadkin	11,500	11,300	99
	<b>SOUTH CAROLINA</b>			
	Cherokee	15,400	15,200	99
Darlington	23,300	23,000	98	
Fairfield	6,900	6,800	98	
Kershaw	16,200	16,000	98	
Newberry	12,500	12,300	98	
Union	11,300	11,200	99	
<b>VIRGINIA</b>				
Carroll	9,700	9,500	98	
Grayson	9,300	9,200	98	
<b>Station Totals</b>		<b>1,052,200</b>	<b>1,040,800</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>422,000</b>	
<b>Average Daily Circulation (1989)</b>			<b>162,700</b>	

**THIS DATA IS AVAILABLE ON TAPE OR DISKETTE FOR USE ON YOUR OWN COMPUTER OR AS CUSTOMIZED REPORTS**

Call Lynn Levine or Nancy Cramer  
202-872-9200

# North Carolina—Charlotte

**WCNC-TV**  
(formerly WPCQ-TV)  
Ch. 36

Network Service: NBC.

Licensee: Journal Bcstg. of Charlotte Inc., 75 Fountain St., Providence, RI 02902.

Studio: 8036 Hood Rd., Charlotte, NC 28215.

Mailing Address: Box 18665, Charlotte, NC 28218.

Telephone: 704-536-3636. TWX: 810-621-7888. Fax: 704-536-1891.

Technical Facilities: Channel No. 36 (602-608 MHz). Authorized power: 5000-kw max. visual, 500-kw aural. Antenna: 1982-ft. above av. terrain, 1969-ft. above ground, 2749-ft. above sea level.

Latitude 35° 20' 49.10"  
Longitude 81° 10' 14.80"

Transmitter: Between Rtes. 1101 & 1805, 0.9-mi. N of Rte. 1804 near Dallas, Gaston County.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: RCA, 6-meter Ku-band; Harris, 3-meter Ku-band; Harris, M/A-Corn receivers.

SNG Mobile Dish: Transmit/receive Andrew, 2.3-meter Ku-band.

News Services: AP, NBC, UPI.

Ownership: Providence Journal Broadcasting Corp., 100%. See Group Ownership of Television Stations.

Began Operation: July 9, 1967 as WCTU-TV owned by Harold W. Twisdale, David L. Steel Sr. & others. Sale to R. E. Turner by Emil F. Kratt, Receiver, approved by FCC July 27, 1970. Sale to Westinghouse Bcstg. & Cable approved March 17, 1980 (Television Digest, Vol. 19:21). Sale to Odyssey Partners approved by FCC Nov. 23, 1984 (Vol. 24:15). Sale to present owner approved by FCC Nov. 1, 1988.

Represented (sales): Harrington, Righter & Parsons Inc.

Represented (legal): Covington & Burling.

Represented (engineering): Smith & Powstenko.

**Personnel:**

- JOHN E. HAYES, general manager.
- NICHOLAS MAGNINI, general sales manager.
- JOHN McCORMICK, national sales manager.
- RICK ANDERSON, chief engineer.
- KEN MIDDLETON, news director.
- TIM BLOODWORTH, program director.
- GLENN NASH, promotion manager.

Highest One Hour Rate: \$10,000.

Highest 30 Sec. Rate: \$4000.

City of License: Charlotte. ADI: Charlotte. Rank: 31.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>NORTH CAROLINA</b>				
50% & Over	Alexander	10,200	10,100	99
	Anson	9,100	8,900	98

Our firm acted as financial advisor and broker in the 1988 sale of WPCQ-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



Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	<b>SOUTH CAROLINA</b>				
	York	44,400	43,900	99	
	<b>NORTH CAROLINA</b>				
	Burke	29,100	28,800	99	
	Catawba	44,100	43,800	99	
	Gaston	63,900	63,300	99	
	Lincoln	18,000	17,900	99	
	Mecklenburg	180,400	179,100	99	
	Stanly	19,800	19,600	99	
	Union	28,300	27,900	99	
Between 25-49%	<b>SOUTH CAROLINA</b>				
	Chester	11,100	10,900	99	
	Chesterfield	14,800	14,500	98	
	Lancaster	20,700	20,500	99	
	<b>NORTH CAROLINA</b>				
	Davidson	46,300	45,800	99	
	Davie	10,800	10,600	98	
	Mc Dowell	13,600	13,400	99	
	Mitchell	5,400	5,300	98	
	Montgomery	8,800	8,700	99	
Rutherford	21,800	21,600	99		
Between 5-24%	<b>SOUTH CAROLINA</b>				
	Cherokee	15,400	15,200	99	
	Darlington	23,300	23,000	98	
	Marlboro	10,700	10,500	98	
	Sumter	32,800	32,200	98	
	Union	11,300	11,200	99	
	<b>Station Totals</b>				
	Net Weekly Circulation (1989)	881,200	872,100	99	
	Average Daily Circulation (1989)				448,800
					192,200

# North Carolina—Charlotte

## WSOC-TV

Ch. 9

Network Service: ABC.

Licensee: WSOC Television Inc., Box 34665, Charlotte, NC 28234.

Studio: 1901-25 N. Tryon St., Charlotte, NC 28206.

Telephone: 704-335-4700. TWX: 810-621-0437. Fax: 704-335-4839.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 1179-ft. above av. terrain, 1034-ft. above ground, 1890-ft. above sea level.

Latitude 35° 15' 41"  
Longitude 80° 43' 38"

Transmitter: 1.4-mi. SSE of Newell, NC.

Multichannel TV Sound: Stereo only.

Satellite Earth Station: Scientific-Atlanta, 7-meter; Scientific-Atlanta receivers.

AM Affiliate: WSOC, 5-kw (1-kw night), 930 kHz (MBS).

FM Affiliate: WSOC-FM, 98-kw, 103.7 MHz (No. 279), 1040-ft.

News Service: AP.

Ownership: Cox Enterprises Inc. See Group Ownership of Television Stations.

Began Operation: April 28, 1957. Sale to present owners by E. E. Jones and associates approved April 8, 1959 by FCC (Television Digest, Vol. 15:5, 15).

Represented (sales): TeleRep Inc.

Represented (legal): Dow, Lohnes & Albertson.

Represented (engineering): Cohen, Dippell & Everist, P.C.

### Personnel:

- STANLEY G. MOUSE, president.
- GREGORY J. STONE, vice president & general manager.
- JOHN E. CALLAGHAN, vice president & station manager.
- MARTIN FENTON, general sales manager.
- GENE DOSS, national sales manager.
- L. MERLE THOMAS, director, engineering & technical operations.
- DICK MOORE, news director.
- ALAN BATTEN, director of advertising & promotion.
- BRUCE CHASTINE, controller.
- RON SHUPING, production manager.

Highest 30 Sec. Rate: \$3500.

City of License: Charlotte. ADI: Charlotte. Rank: 31.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>NORTH CAROLINA</b>				
<b>50% &amp; Over</b>	Alexander	10,200	10,100	99
	Anson	9,100	8,900	98
	Avery	5,400	5,300	98
	Cabarrus	35,500	35,300	99
	Caldwell	26,900	26,600	99
	Catawba	44,100	43,800	99
	Cleveland	32,200	31,900	99
	Gaston	63,900	63,300	99
	Iredell	33,900	33,500	99
	Lincoln	18,000	17,900	99
	Mecklenburg	180,400	179,100	99
	Richmond	17,800	17,600	99
	Rowan	40,800	40,500	99
Stanly	19,800	19,600	99	
Union	28,300	27,900	99	



WSOC-TV BPCT-860115KN Granted 3/28/86

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>SOUTH CAROLINA</b>				
<b>50% &amp; Over</b>	Chester	11,100	10,900	99
	Chesterfield	14,800	14,500	98
	Lancaster	20,700	20,500	99
	York	44,400	43,900	99
<b>NORTH CAROLINA</b>				
<b>Between 25-49%</b>	Alleghany	4,000	3,900	97
	Burke	29,100	28,800	99
	Mc Dowell	13,600	13,400	99
	Montgomery	8,800	8,700	99
<b>SOUTH CAROLINA</b>				
	Cherokee	15,400	15,200	99
	Marlboro	10,700	10,500	98
<b>NORTH CAROLINA</b>				
<b>Between 5-24%</b>	Ashe	9,300	9,100	98
	Davidson	46,300	45,800	99
	Davie	10,800	10,600	98
	Henderson	29,300	28,900	99
	Mitchell	5,400	5,300	98
	Randolph	38,900	38,500	99
	Rutherford	21,800	21,600	99
	Surry	24,300	24,000	99
	Watauga	12,800	12,600	98
	Wilkes	23,700	23,300	99
<b>SOUTH CAROLINA</b>				
	Darlington	23,300	23,000	98
	Fairfield	6,900	6,800	98
	Union	11,300	11,200	99
<b>VIRGINIA</b>				
	Grayson	9,300	9,200	98
<b>Station Totals</b>		<b>1,029,600</b>	<b>1,018,500</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>633,000</b>	
<b>Average Daily Circulation (1989)</b>			<b>379,900</b>	

# North Carolina—Belmont-Charlotte

**WJZY**

Ch. 46

Network Service: None, independent.

Licensee: WJZY-TV Inc., Box 668400, Charlotte, NC 28266.

Studio: 3501 Performance Rd., Charlotte, NC 28214.

Mailing Address: Box 668400, Charlotte, NC 28266-8400.

Telephone: 704-398-0046. Fax: 704-393-8407.

Technical Facilities: Channel No. 46 (662-668 MHz). Authorized power: 5000-kw max. & 214-kw horizontal visual, 500-kw max. & 21-kw horizontal aural. Antenna: 1948-ft. above av. terrain, 1921-ft. above ground, 2721-ft. above sea level.

Latitude 35° 21' 44"  
Longitude 81° 09' 19"

Transmitter: 2.9-mi. NE of Dallas, 0.7-mi. SE of intersection of Hwys. 1001 & 1836.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Station: United Satellite Systems, 5-meter C-band; Scientific-Atlanta receivers.

Ownership: Capitol Broadcasting Co. Inc., 100%. See Group Ownership of Television Stations.

Began Operation: March 9, 1987. Sale to present owner approved by FCC Nov. 20, 1987.

Represented (sales): Seltel Inc.

Represented (legal): Fletcher, Heald & Hildreth.

Represented (engineering): Moffet, Larson & Johnson Inc.

**Personnel:**

- MARK CONRAD, general manager.
- PAUL POPE, station manager.
- TOMMY SCHENCK, general sales manager.
- JANET NOLL, local sales manager.
- EDWARD MERRITT, engineering manager.
- LYLE SCHULZE, program director.
- STEVE PICKLE, promotion manager.
- JACQUELINE DRAPER, business manager.
- KAREN ALLEN, traffic manager.

Highest One Hour Rate: \$4500.

Highest 30 Sec. Rate: \$600.

City of License: Belmont. ADI: Charlotte. Rank: 31.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>NORTH CAROLINA</b>			
	Gaston	63,900	63,300	99
	Lincoln	18,000	17,900	99
	Union	28,300	27,900	99
	<b>SOUTH CAROLINA</b>			
York	44,400	43,900	99	
<b>Between 25-49%</b>	<b>NORTH CAROLINA</b>			
	Alexander	10,200	10,100	99
	Anson	9,100	8,900	98
	Burke	29,100	28,800	99
	Cabarrus	35,500	35,300	99
	Caldwell	26,900	26,600	99
	Catawba	44,100	43,800	99



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>CLEVELAND COUNTY</b>			
	Cleveland	32,200	31,900	99
	<b>IREDELL COUNTY</b>			
	Iredell	33,900	33,500	99
	<b>MECKLENBURG COUNTY</b>			
	Mecklenburg	180,400	179,100	99
	<b>ROWAN COUNTY</b>			
	Rowan	40,800	40,500	99
	<b>RUTHERFORD COUNTY</b>			
	Rutherford	21,800	21,600	99
<b>STANLY COUNTY</b>				
Stanly	19,800	19,600	99	
<b>Between 5-24%</b>	<b>SOUTH CAROLINA</b>			
	Cherokee	15,400	15,200	99
	Chester	11,100	10,900	99
	Lancaster	20,700	20,500	99
	<b>NORTH CAROLINA</b>			
	Alleghany	4,000	3,900	97
	Davidson	46,300	45,800	99
	Davie	10,800	10,600	98
	Montgomery	8,800	8,700	99
	Polk	5,800	5,700	98
Surry	24,300	24,000	99	
Watauga	12,800	12,600	98	
Wilkes	23,700	23,300	99	
Yadkin	11,500	11,300	99	
<b>Station Totals</b>	<b>SOUTH CAROLINA</b>			
	Chesterfield	14,800	14,500	98
	Fairfield	6,900	6,800	98
	Marlboro	10,700	10,500	98
	Spartanburg	82,100	81,300	99
	Union	11,300	11,200	99
<b>Station Totals</b>		<b>959,400</b>	<b>949,500</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>325,700</b>	
<b>Average Daily Circulation (1989)</b>			<b>132,000</b>	

# North Carolina—Fayetteville

**WFCT**

**Ch. 62**

**Network Service:** None, independent.

**Licensee:** Fayetteville-Cumberland Telecasters Inc., 301 W. Main St., Box 586, Durham, NC 27702.

**Studio:** Intersection of Hwys. 71 & 20, Lumber Bridge, NC 28357.

**Mailing Address:** Drawer 62, Lumber Bridge, NC 28357.

**Telephone:** 919-843-3884. **TWX:** 810-621-0039.

**Technical Facilities:** Channel No. 62 (758-764 MHz). Authorized power: 3373-kw visual, 33.7-kw aural. Antenna: 846-ft. above av. terrain, 855-ft. above ground, 1057-ft. above sea level.

Latitude 34° 53' 05"  
Longitude 79° 04' 31"

**Transmitter:** Hwys. 71 & 20, Lumber Bridge, NC.

**Satellite Earth Stations:** Paracclipse, 4.8-meter; AFC, 3.66-meter Ku-band; Paracclipse, 3.6-meter; M/A-Com receivers.

**Ownership:** Katherine R. & Robinson O. Everett, 37.5% each; Jacob H. Froelich Jr. & George Lyles Jr., 12.5% each. See the Everetts in Group Ownership of Television Stations.

**Began Operation:** March 4, 1985.

**Represented (sales):** Adam Young Inc.

**Represented (legal):** Baraff, Koerner, Olender & Hochberg, P.C.

**Represented (engineering):** Moffet, Larson & Johnson Inc.

**Personnel:**

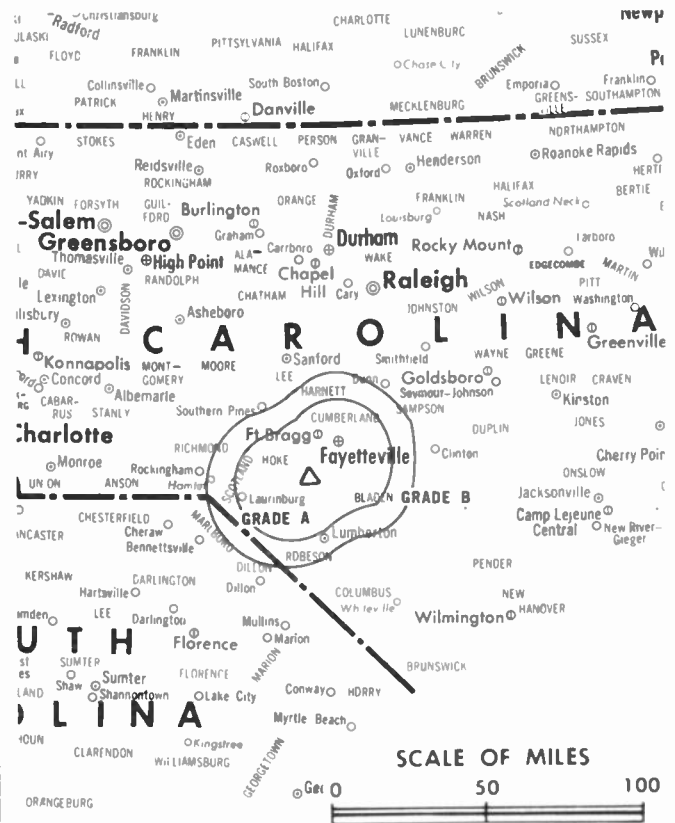
- ERNIE WHITMEYER, general manager.
- GLENN YEARBY, director of sales.
- GEORGE JOHNSON, engineering director.
- BRENDA ROBINSON, program director.
- PAT SINGLETON, production manager.
- MELINDA FLOYD, business manager.

**Highest One Hour Rate:** \$1000.

**Highest 30 Sec. Rate:** \$125.

**City of License:** Fayetteville. **AOI:** Raleigh-Durham. **Rank:** 34.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



WFCT BNPCT—830518KF Granted 4/19/84

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Net Weekly Circulation	State County	Total Households	TV Households	Households %
Between 25-49%	<b>NORTH CAROLINA</b>			
	Cumberland	86,500	85,500	99
	Hoke	7,200	7,000	98
	Robeson	35,600	35,000	98
Between 5-24%	<b>NORTH CAROLINA</b>			
	Bladen	11,400	11,100	98
	Richmond	17,800	17,600	99
	Sampson	18,800	18,500	98
<b>Station Totals</b>		<b>189,200</b>	<b>186,400</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>				<b>53,000</b>
<b>Average Daily Circulation (1989)</b>				<b>15,000</b>



# North Carolina—Fayetteville

**WKFT**

**Ch. 40**

(Also serves Raleigh & Durham, NC)

**Network Service:** None, independent.

**Licensee:** SJL of North Carolina Associates, L.P., 230 Donaldson St., Fayetteville, NC 28301.

**Studios:** 230 Donaldson St., Fayetteville, NC 28301; The Forum, 8601 Six Forks Rd., Raleigh, NC 27609.

**Telephones:** 919-323-4040, Fayetteville; 919-847-0040, Raleigh.

**TWX:** 510-938-0186. **Fax:** 919-323-3924.

**Technical Facilities:** Channel No. 40 (626-632 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1842-ft. above av. terrain, 1749-ft. above ground, 2149-ft. above sea level.

Latitude 35° 30' 45"  
Longitude 78° 58' 40"

**Transmitter:** 5.9-mi. NE of Broadway, 0.65-mi. E of Hwy. 1538 & 0.6-mi. SW of Cape Fear River.

**Multichannel TV Sound:** Stereo and separate audio program.

**Satellite Earth Stations:** Microdyne, 7-meter; ADM, 5-meter; RCA Ku-band; M/A-Com receivers.

**News Services:** AP, INN.

**Ownership:** SJL Broadcast Management. See Group Ownership of Television Stations.

**Began Operation:** June 1, 1981. Sale to present owners by Norman J. Suttles, et al., approved by FCC June 20, 1985 (*Television Digest*, Vol. 25:15).

**Represented (sales):** MMT Sales Inc.

**Represented (legal):** Latham & Watkins.

**Represented (engineering):** Charles I. Gallagher, P.E., Consulting Radio Engineers.

**Personnel:**

- RICHARD B. ARMFELD, vice president & general manager.
- SUSAN BRAMI, local sales manager.
- JESS SESSOMS, national sales manager.
- DAVID RICKELS, chief engineer.
- ARLENE MABRY, program director.
- DIANE BETHUNE, promotion director.
- NANCY FULKS, business manager.
- JIM LAMM, production manager.
- CHRISTY GODWIN, sales service manager.

**Highest 30 Sec. Rate:** \$150.

**City of License:** Fayetteville. **ADI:** Raleigh-Durham. **Rank:** 34.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>				
	<b>NORTH CAROLINA</b>			
	Cumberland	86,500	85,500	99
	Harnett	23,400	23,100	99
	Hoke	7,200	7,000	98
	Lee	15,800	15,600	99
	Vance	14,100	13,900	99



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>				
<b>NORTH CAROLINA</b>				
	Bladen	11,400	11,100	98
	Chatham	14,300	14,100	99
	Durham	66,000	65,300	99
	Franklin	12,400	12,100	98
	Granville	12,600	12,400	98
	Johnston	30,500	30,100	99
	Moore	23,300	23,000	98
	Robeson	35,600	35,000	98
	Sampson	18,800	18,500	98
	Scotland	11,900	11,700	98
	Wake	145,600	144,300	99
	Wayne	36,100	35,600	99
	Wilson	24,000	23,700	99
<b>Between 5-24%</b>				
<b>NORTH CAROLINA</b>				
	Alamance	40,000	39,700	99
	Duplin	15,400	15,100	98
	Montgomery	8,800	8,700	99
	Orange	33,400	32,900	98
	Person	11,200	11,100	99
	Randolph	38,900	38,500	99
	Richmond	17,800	17,600	99
	Warren	5,800	5,700	98
<b>VIRGINIA</b>				
	Halifax	12,200	12,000	98
<b>Station Totals</b>		<b>773,000</b>	<b>763,300</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>242,200</b>	
<b>Average Daily Circulation (1989)</b>			<b>79,800</b>	

# North Carolina—Goldsboro

## WYED

Ch. 17

**Network Service:** None, independent.

**Licensee:** Beasley Bcstg. Group, 200 W. Ash St., Suite 100, Midtown Mall, Goldsboro, NC 27530.

**Studio:** 622 S. Barbour St., Clayton, NC 27520.

**Telephones:** 919-553-1700; 800-442-7912, in NC.

**Fax:** 919-734-1908, Goldsboro; 919-553-0984, Clayton.

**Technical Facilities:** Channel No. 17 (488-494 MHz). Authorized power: 2570-kw max. visual, 260-kw max. aural. Antenna: 1575-ft. above av. terrain, 1529-ft. above ground, 1496-ft. above sea level.

Latitude	35°	37'	01"
Longitude	78°	28'	38"

**Transmitter:** 2800 Country Lane, Clayton.

**Multichannel TV Sound:** Stereo and separate audio program.

**Satellite Earth Stations:** Paracclipse, 5-meter C-band; Paracclipse, 5-meter Ku-band; Prodelin, 5.5-meter C-band; Drake, Pinzone receivers.

**Ownership:** George G. Beasley, 100%. Beasley has interest in WMOO(AM) & WBLX(FM) Mobile, AL; KAAY(AM) Little Rock, AR; WRXK(FM) Bonita Springs, WPOW(FM) Miramar, FL; WGAC(AM) Augusta, GA; WMRO(AM) & WAUR(FM) Aurora, IL; WYNG-FM Evansville, IN; KFMD(FM) Pella, IA; WREY(AM) & WMVB-FM Millville, NJ; WFAI(AM) Fayetteville, WGNC(AM) Gastonia, WKML(FM) Lumberton, WFTC(AM) & WRNS(FM) Kinston, NC; WEDA-FM Grove City, WTEL(AM) & WXTU(FM) Philadelphia, PA; WLAT(AM) & WYAV(FM) Conway, WGMB(FM) Georgetown, SC; KSSR(FM) Bastrop, TX.

**Began Operation:** April 11, 1988.

**Represented (legal):** Hogan & Hartson.

**Represented (engineering):** E. Harold Munn Jr. & Associates Inc.

**Personnel:**

BOB PERETIC, general manager & general sales manager.  
SAM GARFIELD, chief engineer.



WYED BMPCT—880308KE Granted 3/23/88

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ALLAN HOROWITZ, promotion director.  
CHRISSE WALKER, business manager.

**Highest One Hour Rate:** \$700.

**Highest 30 Sec. Rate:** \$100.

**Arbitron Data:** Not available.

**City of License:** Goldsboro. **ADI:** Raleigh-Durham. **Rank:** 34.

# North Carolina—Greensboro-High Point & Winston-Salem

**WFMY-TV**

Ch. 2

**Network Service:** CBS.

**Licensee:** WFMY Television Corp., 1615 Phillips Ave., Greensboro, NC 27405.

**Studio:** 1615 Phillips Ave., Greensboro, NC 27405.

**Mailing Address:** Box TV-2, Greensboro, NC 27420.

**Telephone:** 919-379-9369. **TWX:** 510-925-1193.

**Technical Facilities:** Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 19.50-kw aural. Antenna: 1842-ft. above av. terrain, 1914-ft. above ground, 2649-ft. above sea level.

Latitude 35° 52' 13"  
Longitude 79° 50' 25"

**Transmitter:** 3.7-mi. NE of Sophia.

**Satellite Earth Stations:** SatCom, 9.2-meter C-band; SatCom, 5.5-meter Ku-band; Drake, 4-meter C-band; RCA, 3.66-meter Ku-band; DX Engineering, M/A-Com, Scientific-Atlanta receivers.

**News Services:** AP, Carolina News Network, CBS, GOES, NAFAX, National Weather Wire, UPI.

**Ownership:** Gannett Co. Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** September 22, 1949. Sale to Harte-Hanks Communications by Landmark Communications approved by FCC Oct. 29, 1976 (*Television Digest*, Vol. 16:27). Sale to Landmark by former owners of Greensboro News Co. was approved Dec. 18, 1964 by FCC (Vol. 4:36, 49, 51). FCC approved sale to Gannett Co. Jan. 21, 1988 (Vol. 27:49; 28:6).

**Represented (sales):** Blair Television.

**Personnel:**

HENRY E. PRICE, president & general manager.  
GARY CURTIS, vice president, news.  
JIM COLLINS, vice president, programming.  
DEBORAH HOOPER, vice president & controller.  
DICK KELLY, general sales manager.  
JULIE MORPHIS, local sales manager.  
MARJORIE MEYER, national sales manager.  
JIM KEY, chief engineer.  
ROZ FIELDS, promotion manager.  
JAY WILKINSON, production manager.  
SANDRA HUGHES, community affairs manager.

**Highest 30 Sec. Rate:** \$5500.

**NETWORK BASE HOURLY RATE:** \$1492.

**City of License:** Greensboro. **ADI:** Greensboro-Winston Salem-High Point. **Rank:** 48.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>NORTH CAROLINA</b>				
<b>50% &amp; Over</b>	Alamance	40,000	39,700	99
	Alleghany	4,000	3,900	97
	Caswell	7,300	7,200	99
	Chatham	14,300	14,100	99
	Davidson	46,300	45,800	99
	Davie	10,800	10,600	98
	Forsyth	105,300	104,400	99
	Guilford	128,200	127,300	99
	Montgomery	8,800	8,700	99
	Randolph	38,900	38,500	99
	Rockingham	33,300	33,000	99
	Stokes	13,500	13,300	99
	Surry	24,300	24,000	99



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Yadkin	11,500	11,300	99
	<b>VIRGINIA</b>			
	Henry	28,100	27,800	99
	Patrick	6,500	6,400	98
<b>NORTH CAROLINA</b>				
<b>Between 25-49%</b>	Ashe	9,300	9,100	98
	Lee	15,800	15,600	99
	Moore	23,300	23,000	98
	Orange	33,400	32,900	98
	Person	11,200	11,100	99
	Rowan	40,800	40,500	99
	Stanly	19,800	19,600	99
	Wilkes	23,700	23,300	99
	<b>VIRGINIA</b>			
	Carroll	9,700	9,500	98
	Grayson	9,300	9,200	98
	Pittsylvania	40,700	40,200	99
<b>NORTH CAROLINA</b>				
<b>Between 5-24%</b>	Alexander	10,200	10,100	99
	Anson	9,100	8,900	98
	Cabarrus	35,500	35,300	99
	Durham	66,000	65,300	99
	Granville	12,600	12,400	98
	Harnett	23,400	23,100	99
	Iredell	33,900	33,500	99
	Johnston	30,500	30,100	99
	Richmond	17,800	17,600	99
	<b>VIRGINIA</b>			
	Floyd	4,500	4,400	98
	Franklin	13,000	12,800	98
	Halifax	12,200	12,000	98
<b>Station Totals</b>		<b>1,026,800</b>	<b>1,015,500</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>				<b>585,200</b>
<b>Average Daily Circulation (1989)</b>				<b>343,200</b>

# North Carolina—Greensboro-High Point & Winston-Salem

**WGGT**

Ch. 48

**Network Service:** None, independent.

**Licensee:** Guilford Telecasters Inc., Debtor-in-Possession.

**Studio:** 330 S. Greene St., Greensboro, NC 27401.

**Mailing Address:** Box 1618, Greensboro, NC 27401.

**Telephone:** 919-274-4848.

**Technical Facilities:** Channel No. 48 (674-680 MHz). Authorized power: 1000-kw max. visual, 100-kw max. aural. Antenna: 1698-ft. above av. terrain, 1914-ft. above ground, 2649-ft. above sea level.

Latitude 35° 52' 13"  
Longitude 79° 50' 25"

**Transmitter:** 1000-ft. E of County Rd. 1926, 0.7-mi. SE of County Rd. 1941, Greensboro.

**Satellite Earth Stations:** Microdyne, 5-meter Ku-band; Harris, 3-meter C-band; Harris, M/A-Com receivers.

**Ownership:** Guilford Telecasters. James Thrash, 11.9%; Robinson O. Everett, 32.47%; Katherine R. Everett, 32.47%; Jacob N. Froelich Jr., 7.2%; George W. Lyles Jr., 6.7%; Thomas B. Cookerty, 4.4%; Roy O. Rodwell, 2.6%; W. Baker, 2.2%. Thrash owns KEND & KLLL-FM, Lubbock; KAMA & KAMZ(FM), El Paso, TX. See the Everetts in Group Ownership of TV Stations.

**Began Operation:** May 9, 1981. Sale to Edward H. Herlihy approved by FCC June 7, 1985 (Television Digest, Vol. 25:13) but not consummated.

**Represented (sales):** Petry Television Inc.

**Represented (legal):** Baraff, Koerner, Olender & Hochberg, P.C.

**Represented (engineering):** Moffet, Larson & Johnson, P.C.

**Personnel:**

EUGENE H. BOHI, president & general manager.  
NORM CISSNA, general sales manager.  
KENNY GONZALEZ, program & operations manager.  
DUNCAN BROWN, traffic manager.

**Rates:** On request.

**City of License:** Greensboro. **ADI:** Greensboro-Winston Salem-High Point. **Rank:** 48.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	<b>NORTH CAROLINA</b>			
	Alamance	40,000	39,700	99
	Caswell	7,300	7,200	99
	Davidson	46,300	45,800	99
	Forsyth	105,300	104,400	99
	Guilford	128,200	127,300	99
	Randolph	38,900	38,500	99
	Rockingham	33,300	33,000	99
Stokes	13,500	13,300	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Yadkin	11,500	11,300	99
	<b>VIRGINIA</b>			
	Henry	28,100	27,800	99
Between 5-24%	<b>NORTH CAROLINA</b>			
	Alexander	10,200	10,100	99
	Chatham	14,300	14,100	99
	Davie	10,800	10,600	98
	Iredell	33,900	33,500	99
	Lee	15,800	15,600	99
	Montgomery	8,800	8,700	99
	Moore	23,300	23,000	98
	Rowan	40,800	40,500	99
	Stanly	19,800	19,600	99
Surry	24,300	24,000	99	
Between 5-24%	<b>VIRGINIA</b>			
	Franklin	13,000	12,800	98
	Halifax	12,200	12,000	98
	Patrick	6,500	6,400	98
	Pittsylvania	40,700	40,200	99
<b>Station Totals</b>		<b>726,800</b>	<b>719,400</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>202,100</b>	
<b>Average Daily Circulation (1989)</b>			<b>63,300</b>	

# North Carolina—Greensboro-High Point & Winston-Salem

## WGHP-TV

Ch. 8

Network Service: ABC.

Licensee: Taft Bcstg. Partners Ltd. Partnership, 600 Vine St., Suite 1808, Cincinnati, OH 45202.

Studio: 2005 Francis St., High Point, NC 27263.

Mailing Address: HP-8, High Point, NC 27261.

Telephone: 919-841-8888. TWX: 510-926-1640.

Fax: 919-841-8051; 919-841-5169 (news).

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 31.62-kw aural. Antenna: 1270-ft. above av. terrain, 1255-ft. above ground, 2032-ft. above sea level.

Latitude 35° 48' 46.50"  
Longitude 79° 50' 36.00"

Transmitter: 1.2-mi. SE of Sophia, NC.

Satellite Earth Stations: Andrew, 7.1-meter C-band; Microdyne, 7-meter C-band; Andrew, 4.5-meter C-band; Comtech, 3.7-meter Ku-band; GE, 3.7-meter Ku-band; Andrew, Cyclesat, Standard Communications receivers.

News Services: ABC, AP, Group W Newsfeed, UPI.

Ownership: Dudley Taft Communications Inc., gen. partner, 95%; Randall E. Smith, gen. partner, 5%. See Taft Bcstg. Partners in Group Ownership of Television Stations.

Began Operation: October 14, 1963. Sale to Gulf Broadcast Group by Southern Bcstg. Co. approved by FCC June 16, 1978. Sale to Taft TV & Radio by Gulf approved by FCC May 30, 1985 (Television Digest, Vol. 25:5, 20, 22). Sale to present owners approved Oct. 2, 1987.

Represented (sales): TeleRep Inc.

Represented (legal): Koteen & Naftalin.

Represented (engineering): Cohen, Dippell & Everist, P.C.

### Personnel:

DAVID BOYLAN, vice president & general manager.  
QUINN KOONTZ, director of sales.  
NOREEN PARKER, manager of local sales.  
ROSS MASON, director of engineering.  
JIM OGLE, director of news.  
LARRY BLACKERBY, director of programming & broadcast operations.  
FRANK TERRY, director of finance & administration.  
DAN BRAZDA, director of creative services.

Highest One Hour Rate: \$8000.

Highest 30 Sec. Rate: \$2000.

NETWORK BASE HOURLY RATE: \$1050.

City of License: High Point. ADI: Greensboro-Winston Salem-High Point. Rank: 48.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>				
	ALAMANCE	40,000	39,700	99
	CHATHAM	14,300	14,100	99
	DAVIDSON	46,300	45,800	99
	DAVIE	10,800	10,600	98
	FORSYTH	105,300	104,400	99
	GUIFORD	128,200	127,300	99
	MONTGOMERY	8,800	8,700	99
	RANDOLPH	38,900	38,500	99
	ROCKINGHAM	33,300	33,000	99
	ROWAN	40,800	40,500	99



WGHP-TV BPCT-2579 Granted 10/3/62

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>				
	Stokes	13,500	13,300	99
	Surry	24,300	24,000	99
	Wilkes	23,700	23,300	99
	Yadkin	11,500	11,300	99
<b>VIRGINIA</b>				
	Henry	28,100	27,800	99
	Patrick	6,500	6,400	98
<b>NORTH CAROLINA</b>				
<b>Between 25-49%</b>				
	Alleghany	4,000	3,900	97
	Ashe	9,300	9,100	98
	Caswell	7,300	7,200	99
	Iredell	33,900	33,500	99
	Moore	23,300	23,000	98
	Richmond	17,800	17,600	99
	Stanly	19,800	19,600	99
	Watauga	12,800	12,600	98
<b>VIRGINIA</b>				
	Carroll	9,700	9,500	98
	Grayson	9,300	9,200	98
<b>NORTH CAROLINA</b>				
<b>Between 5-24%</b>				
	Alexander	10,200	10,100	99
	Anson	9,100	8,900	98
	Cabarrus	35,500	35,300	99
	Harnett	23,400	23,100	99
	Hoke	7,200	7,000	98
	Lee	15,800	15,600	99
	Orange	33,400	32,900	98
	Person	11,200	11,100	99
	Scotland	11,900	11,700	98
<b>VIRGINIA</b>				
	Floyd	4,500	4,400	98
	Franklin	13,000	12,800	98
	Pittsylvania	40,700	40,200	99
<b>Station Totals</b>		<b>937,400</b>	<b>927,000</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>				<b>547,000</b>
<b>Average Daily Circulation (1989)</b>				<b>297,900</b>

# North Carolina—Greensboro

**WLXI-TV**

**Ch. 61**

**Network Service:** Trinity Bcstg. Network.

**Licensee:** Trinity Bcstg. Network Inc., Box C-11949, Santa Ana, CA 92711.

**Studio:** 2101-D Patterson St., Greensboro, NC 27407.

**Telephone:** 919-855-5610.

**Technical Facilities:** Channel No. 61 (752-758 MHz). Authorized power: 500-kw max. visual, 50-kw max. aural. Antenna: 564-ft. above av. terrain, 489-ft. above ground, 1449-ft. above sea level.

Latitude	36°	08'	58"
Longitude	80°	03'	21"

**Transmitter:** 2-mi. NE of Kernersville.

**Satellite Earth Station:** Paracclipse, 3.1-meter C-band; M/A-Com receivers.

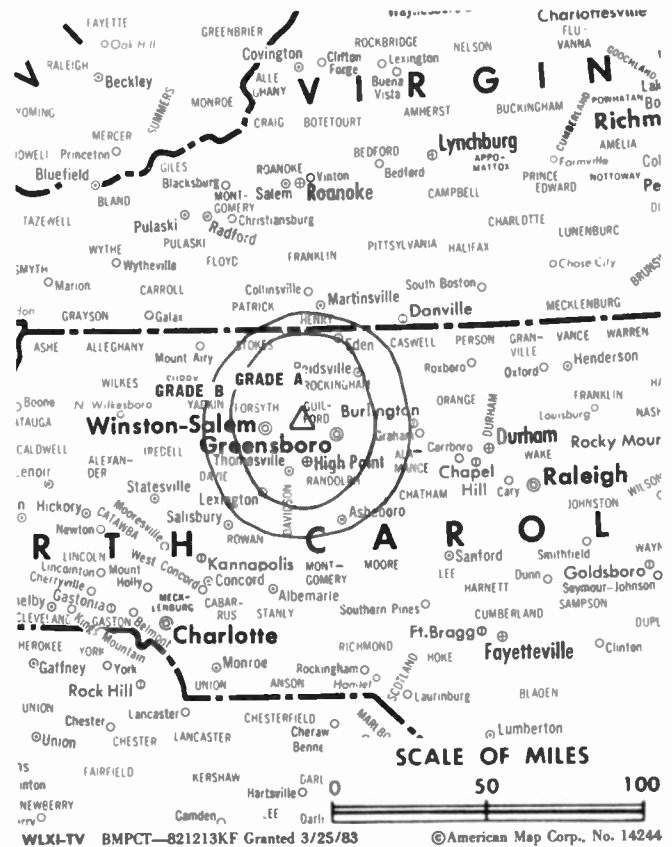
**Ownership:** Trinity Broadcasting Network Inc. See Group Ownership of Television Stations.

**Began Operation:** March 5, 1984. Transfer of control from Gary S. Smithwick & Harrell Powell Jr. to William Satterfield approved by FCC May 23, 1985. FCC approved sale to present owner Feb. 24, 1986.

**Personnel:**  
LARRY L. PATTON, general manager.

**Highest One Hour Rate:** \$300.

**Highest 30 Sec. Rate:** \$45.



**Arbitron Data:** Not available.

**City of License:** Greensboro. **ADI:** Greensboro-Winston Salem-High Point. **Rank:** 48.

# North Carolina—Winston-Salem-Greensboro— High Point

**WNRW**

**Ch. 45**

**Network Service:** Fox.

**Licensee:** Act III Bcstg. of North Carolina Inc., 3500 Myer-Lee Dr., Winston-Salem, NC 27101.

**Studio:** 3500 Myer-Lee Dr., Winston-Salem, NC 27101.

**Telephone:** 919-722-4545. **Fax:** 919-723-8217.

**Technical Facilities:** Channel No. 45 (656-662 MHz). Authorized power: 5000-kw max. & 1450-kw horizontal visual, 500-kw max. & 145-kw horizontal aural. Antenna: 2000-ft. above av. terrain, 768-ft. above ground, 3088-ft. above sea level.

Latitude 36° 22' 37"  
Longitude 80° 22' 10"

**Transmitter:** End of County Rd. 1172, King, NC.

**Satellite Earth Stations:** Pilot View, 4-meter C-band; AFC Ku-band; Scientific-Atlanta, M/A-Com receivers.

**Ownership:** Act III Bcstg. Inc. See Group Ownership of Television Stations.

**Began Operation:** September 23, 1979. Sale to present owners by TVX Broadcast Group approved by FCC Dec. 17, 1986.

**Represented (sales):** MMT Sales Inc.

**Represented (legal):** Kenkel, Barnard & Edmundson.

**Represented (engineering):** Lawrence Behr & Associates Inc.

**Personnel:**

DONITA TODD, vice president & general manager.  
JOEL KACZMAREK, general sales manager.  
TONY HOLLOWAY, local sales manager.  
ED KASOVIC, chief engineer.  
PETER WICKWIRE, program director.  
VIKKI RIGGS, promotion director.  
DIANE BEASLEY, business manager.

**Highest One Hour Rate:** \$2500.

**Highest 30 Sec. Rate:** \$750.

**City of License:** Winston-Salem. **ADI:** Greensboro-Winston Salem-High Point. **Rank:** 48.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>NORTH CAROLINA</b>			
	Forsyth	105,300	104,400	99
	Rockingham	33,300	33,000	99
	Stokes	13,500	13,300	99
	Surry	24,300	24,000	99
	Yadkin	11,500	11,300	99
	<b>VIRGINIA</b>			
	Henry	28,100	27,800	99



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>NORTH CAROLINA</b>			
	Alamance	40,000	39,700	99
	Davidson	46,300	45,800	99
	Davie	10,800	10,600	98
	Guilford	128,200	127,300	99
	Randolph	38,900	38,500	99
	Wilkes	23,700	23,300	99
	<b>VIRGINIA</b>			
	Patrick	6,500	6,400	98
	<b>Between 5-24%</b>	<b>NORTH CAROLINA</b>		
Alexander		10,200	10,100	99
Alleghany		4,000	3,900	97
Caswell		7,300	7,200	99
Iredell		33,900	33,500	99
Rowan		40,800	40,500	99
<b>VIRGINIA</b>				
Carroll		9,700	9,500	98
Franklin		13,000	12,800	98
Halifax		12,200	12,000	98
Pittsylvania	40,700	40,200	99	
<b>Station Totals</b>		<b>682,200</b>	<b>675,100</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>262,600</b>	
<b>Average Daily Circulation (1989)</b>			<b>100,300</b>	

# North Carolina—Greensboro-High Point & Winston-Salem

**WXII**

Ch. 12

**Network Service:** NBC.

**Licensee:** Pulitzer Bcstg. Co., 515 N. Sixth St., One City Center, Suite 2020, St. Louis, MO 63101.

**Studio:** 700 Coliseum Dr., Winston-Salem, NC 27106.

**Branch Office:** Guilford County Bureau, 301 S. Green St., Suite 12, Greensboro, NC 27401.

**Mailing Address:** Box 11847, Winston-Salem, NC 27116.

**Telephone:** 919-721-9944. **TWX:** 510-931-3676. **Fax:** 919-721-9944.

**Technical Facilities:** Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 63.50-kw aural. Antenna: 1980-ft. above av. terrain, 680-ft. above ground, 3095-ft. above sea level.

Latitude 36° 22' 31"  
Longitude 80° 22' 27"

**Transmitter:** Sauratown Mountain, 7-mi. N of King, NC.

**Multichannel TV Sound:** Stereo and separate audio program.

**Satellite Earth Station:** Satellite Technology, 3.5-meter; Drake, Standard Communications receivers.

**News Services:** AP, CNN, NBC, UPI.

**Ownership:** Pulitzer Publishing Co. See Group Ownership of Television Stations.

**Began Operation:** September 30, 1953. Sale to Multimedia by Triangle Bcstg. Corp. approved by FCC Sept. 7, 1972 (Television Digest, Vol. 11:44; 12:37). Exchanged by Multimedia with WFBC-TV, Greenville, SC for KSDK, St. Louis, MO (Vol. 21:12; 22:1; 23:8).

**Represented (sales):** Katz Television.

**Represented (legal):** Verner, Lipfert, Bernhard, McPherson & Hand.

**Represented (engineering):** A. D. Ring & Associates, P.C.

**Personnel:**

- REYNARD A. CORLEY, vice president & general manager.
- DAVID L. SUMMERS, general sales manager.
- JOHN A. FUSCO, local sales manager.
- HENRY L. HUNT, director of engineering.
- ROGER L. BERGSON, news director.
- PHYLLIS C. SHEFFIELD, program director.
- ROBIN H. MORROW, business manager.
- JAMES M. HART, marketing director.

**Highest One Hour Rate:** \$4500.

**Highest 30 Sec. Rate:** \$3000.

**NETWORK BASE HOURLY RATE:** \$1305.

**City of License:** Winston-Salem. **AOI:** Greensboro-Winston Salem-High Point. **Rank:** 48.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>				
	<b>NORTH CAROLINA</b>			
	Alamance	40,000	39,700	99
	Alleghany	4,000	3,900	97
	Ashe	9,300	9,100	98
	Caswell	7,300	7,200	99
	Davidson	46,300	45,800	99
	Davie	10,800	10,600	98
	Forsyth	105,300	104,400	99
	Guilford	128,200	127,300	99



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>				
	<b>VIRGINIA</b>			
	Iredell	33,900	33,500	99
	Randolph	38,900	38,500	99
	Rockingham	33,300	33,000	99
	Rowan	40,800	40,500	99
	Stokes	13,500	13,300	99
	Surry	24,300	24,000	99
	Wilkes	23,700	23,300	99
	Yadkin	11,500	11,300	99
	<b>VIRGINIA</b>			
	Carroll	9,700	9,500	98
	Henry	28,100	27,800	99
	Patrick	6,500	6,400	98
<b>Between 25-49%</b>				
	<b>NORTH CAROLINA</b>			
	Alexander	10,200	10,100	99
	Montgomery	8,800	8,700	99
	Stanly	19,800	19,600	99
	<b>VIRGINIA</b>			
	Grayson	9,300	9,200	98
	Pittsylvania	40,700	40,200	99
<b>Between 5-24%</b>				
	<b>NORTH CAROLINA</b>			
	Cabarrus	35,500	35,300	99
	Caldwell	26,900	26,600	99
	Catawba	44,100	43,800	99
	Chatham	14,300	14,100	99
	Moore	23,300	23,000	98
	Person	11,200	11,100	99
	Scotland	11,900	11,700	98
	Watauga	12,800	12,600	98
	<b>VIRGINIA</b>			
	Bland	2,200	2,100	95
	Floyd	4,500	4,400	98
	Franklin	13,000	12,800	98
	Wythe	9,500	9,300	98
<b>Station Totals</b>		<b>913,400</b>	<b>903,700</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>				<b>556,600</b>
<b>Average Daily Circulation (1989)</b>				<b>308,800</b>



# North Carolina—Greenville-New Bern-Washington

## WNCT-TV

Ch. 9

**Network Service:** CBS.

**Licensee:** Roy H. Park Bcstg. Inc., Box 898, Greenville, NC 27835-0898.

**Studio:** 3221 Evans St., Greenville, NC 27834.

**Telephone:** 919-756-3180. **TWX:** 510-929-1616. **Fax:** 919-756-5381.

**Technical Facilities:** Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 31.60-kw aural. Antenna: 1890-ft. above av. terrain, 2000-ft. above ground, 2028-ft. above sea level.

Latitude 35° 21' 55"  
Longitude 77° 23' 38"

**Transmitter:** Hwy. 118, 2.5-mi. E of Grifton.

**Satellite Earth Stations:** Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.2-meter C-band; AFC, 3.5-meter Ku-band; Winegard, 3.5-meter C-band; DX Antenna, 3.1-meter C-band; DX Antenna, M/A-Com, Scientific-Atlanta, Winegard receivers.

**AM Affiliate:** WNCT, 10-kw, 1070 kHz (CBS).

**FM Affiliate:** WNCT-FM, 100-kw, 107.9 MHz (No. 300), 1710-ft.

**News Services:** AP, CBS.

**Ownership:** Park Communications Inc. See Group Ownership of Television Stations.

**Began Operation:** December 22, 1953. Sale to present owner by Carolina Bcstg. System Inc. approved by FCC Feb. 7, 1962 (*Television Digest*, Vol. 2:7).

**Represented (sales):** Blair Television.

**Represented (legal):** Wiley, Rein & Fielding.

**Represented (engineering):** A. D. Ring & Associates, P.C.

### Personnel:

EDWARD ADAMS, vice president & general manager.  
COLLINS COOPER, local sales manager.  
LUTHER GRIFFIN, regional sales manager.  
BERTIE CARTWRIGHT, chief engineer.  
ROY HARDEE, news director.  
SHIRLEY DALE, program director.  
WILLIAM MORRISETTE, business manager.

**Highest 30 Sec. Rate:** \$600.

**NETWORK BASE HOURLY RATE:** \$943.

**City of License:** Greenville. **AOI:** Greenville-New Bern-Washington. **Rank:** 106.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>NORTH CAROLINA</b>			
	Beaufort	16,500	16,300	99
	Bertie	7,600	7,400	97
	Carteret	20,600	20,400	99
	Chowan	5,300	5,200	98
	Craven	30,000	29,700	99
	Duplin	15,400	15,100	98
	Edgecombe	20,700	20,500	99
	Greene	5,400	5,300	98
	Halifax	19,700	19,300	98
	Hyde	2,100	2,000	95



WNCT-TV BPCT-5087 Granted 5/17/79

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Jones	3,200	3,200	100
	Lenoir	22,400	22,100	99
	Martin	9,500	9,400	99
	Onslow	37,900	37,600	99
	Pamlico	4,100	4,100	99
	Pitt	38,100	37,600	99
	Tyrrell	1,500	1,500	100
	Washington	5,200	5,100	98
	Wayne	36,100	35,600	99
	Wilson	24,000	23,700	99
<b>Between 25-49%</b>	<b>NORTH CAROLINA</b>			
	Dare	8,300	8,100	98
	Hertford	8,300	8,200	99
	Nash	27,400	27,000	99
	Northampton	7,700	7,500	98
	Pasquotank	11,200	11,000	99
	Pender	9,400	9,200	98
Perquimans	4,200	4,100	99	
<b>Between 5-24%</b>	<b>NORTH CAROLINA</b>			
	Brunswick	18,800	18,500	98
	Camden	2,000	2,000	100
	Franklin	12,400	12,100	98
	Johnston	30,500	30,100	99
	New Hanover	45,800	45,300	99
	Sampson	18,800	18,500	98
Warren	5,800	5,700	98	
<b>Station Totals</b>		<b>535,900</b>	<b>528,400</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>294,300</b>	
<b>Average Daily Circulation (1989)</b>			<b>154,200</b>	

# North Carolina—Hickory

## WHKY-TV

Ch. 14

**Network Service:** None, independent.

**Licensee:** The Long Family Partnership, 526 Main Ave. SE, Hickory, NC 28601.

**Studio:** 526 Main Ave. SE, Hickory, NC 28601.

**Mailing Address:** Box 1059, Hickory, NC 28603.

**Telephone:** 704-322-5115.

**Technical Facilities:** Channel No. 14 (470-476 MHz). Authorized power: 656.1-kw max. visual, 66-kw max. aural. Antenna: 600-ft. above av. terrain, 487-ft. above ground, 1652-ft. above sea level.

Latitude 35° 43' 57"  
Longitude 81° 19' 52"

**Transmitter:** 526 Main Ave. SE.

**Satellite Earth Stations:** 4 in operation.

**AM Affiliate:** WHKY, 5-kw, 1290 kHz.

**News Services:** ABC, National Weather Wire, North Carolina Network News.

**Ownership:** Thomas E. S. Long, 26.01%; Roberta S. Long, 64.34%; Ella Lee Shuford, 0.97%.

**Began Operation:** February 14, 1968.

**Personnel:**

- THOMAS E. LONG, general manager.
- JEFFREY B. LONG, station manager.
- JAMES O. CARR, news director & sales manager.
- JULIUS PHILLIPS, sports director.
- LYNNE CRITCHER, traffic manager.
- JEFF DIX, assignment editor.

**Highest One Hour Rate:** \$450.

**Highest 30 Sec. Rate:** \$75.

**City of License:** Hickory. **ADI:** Charlotte. **Rank:** 31.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>NORTH CAROLINA</b>				
<b>Between 5-24%</b>	Alexander	10,200	10,100	99
	Burke	29,100	28,800	99
	Caldwell	26,900	26,600	99
	Catawba	44,100	43,800	99
<b>Station Totals</b>		<b>110,300</b>	<b>109,300</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>				<b>17,000</b>
<b>Average Daily Circulation (1989)</b>				<b>4,200</b>

# North Carolina—Lexington

**WEJC**

Ch. 20

**Network Service:** None, independent.

**Grantee:** Koinonia Broadcasting Inc., Box 2020, Lexington, NC 27293.

**Studio:** Robert Everhart Rd. & U.S. Bus. 85, Lexington.

**Telephone:** 704-246-2020.

**Technical Facilities:** Channel No. 20 (506-512 MHz). Authorized power: 4616-kw max. visual, 461.60-kw max. aural. Antenna: 975-ft. above av. terrain, 938-ft. above ground, 1758-ft. above sea level.

Latitude	35°	58'	09''
Longitude	79°	49'	29''

**Transmitter:** W of Rte. 220, Pleasant Garden.

**Satellite Earth Stations:** 2 in operation; Harris, M/A-Com receivers.

**News Service:** INN.

**Ownership:** Koinonia Broadcasting Inc., non-profit, non-stock corp. William P. Register, pres.; Charles D. Brown, v.p.; Carolyn R. Register, secy.-treas.

**Began Operation:** April 2, 1986.

**Represented (legal):** Gammon & Grange.

**Personnel:**

WILLIAM P. REGISTER SR., president & general manager.  
 STEVE ANDERSON, program director.  
 BILLY REGISTER, operations director.

**Highest One Hour Rate:** \$500.

**Highest 30 Sec. Rate:** \$100.



**Arbitron Data:** Not Available.

**City of License:** Lexington. **ADI:** Greensboro-Winston Salem-High Point. **Rank:** 48.

# North Carolina—Morehead City

**WFXI**

**Ch. 8**

**Network Service:** Fox.

**Grantee:** Local Television Assoc. Inc., Box 1143, Beaufort, NC 28516.

**Telephones:** 919-728-7781; 919-726-4131.

**Technical Facilities:** Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 817-ft. above av. terrain, 810-ft. above ground, 817-ft. above sea level.

Latitude	34°	52'	53"
Longitude	76°	30'	23"

**Transmitter:** Open Grounds Farm, approx. 5.5-mi. NW of Stacy.

**Ownership:** John W. Gainey III, pres., 27%; Frederick J. McCune, secy.-treas., 27%; remainder undisclosed.

**Scheduled to Begin Operation:** November 1, 1989.

**Represented (legal):** Fisher, Wayland, Cooper & Leader.

**Represented (engineering):** Lawrence Behr & Associates Inc.

**Personnel:**

FREDERICK MCCUNE, general manager.  
LaRHE VESTAL, station manager.

**Rates:** On request.



: Beach

**SCALE OF MILES**



WFXI BMPCT-880907KF Granted 3/16/89

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**Arbitron Data:** Not Available.

**City of License:** Morehead City. **ADI:** Greenville-New Bern-Washington. **Rank:** 106.

# North Carolina—New Bern-Greenville-Washington

**WCTI**  
Ch. 12

**Network Service:** ABC.

**Licensee:** Diversified Communications Inc.

**Studio:** 400 Glenburnie Dr., New Bern, NC 28561.

**Mailing Address:** Box 2325, New Bern, NC 28561.

**Telephone:** 919-637-2111. **Fax:** 919-637-4141.

**Technical Facilities:** Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 31.60-kw aural. Antenna: 1940-ft. above av. terrain, 1999-ft. above ground, 2049-ft. above sea level.

Latitude 35° 06' 18"  
Longitude 77° 20' 15"

**Transmitter:** State Hwy. 41, N of Trenton, NC.

**Satellite Earth Stations:** Transmit/receive ADM, 6.1-meter; Avcom receivers.

**News Service:** AP.

**Ownership:** Diversified Communications. See Group Ownership of Television Stations.

**Began Operation:** September 7, 1963. Sale to present owner by Heritage Bcstg. approved by FCC Feb. 24, 1986. Sale to Heritage by Malrite Communications Group approved by FCC June 7, 1983. Sale to Malrite by Continental TV approved Oct. 14, 1976. Previous sale by Nathan Frank & Thomsland Inc. approved April 15, 1969.

**Represented (sales):** Petry Television Inc.

**Represented (legal):** Dow, Lohnes & Albertson.

**Personnel:**

ROBERT G. SALAT, vice president & general manager.  
WILLIAM KNOWLES, station manager & news director.  
ANDREW SHENKAN, general sales manager.  
SANDRA WOODLIER, regional sales manager.  
MIKE BARRETT, chief engineer.  
CAROLYN STEVENS, program director.  
JENNY JONES, promotion director.  
THERESA DAILEY, production manager.  
CAROLE BERGMAN, administrator.

**Highest One Hour Rate:** \$7500.

**Highest 30 Sec. Rate:** \$1500.

**NETWORK BASE HOURLY RATE:** \$550.

**City of License:** New Bern. **ADI:** Greenville-New Bern-Washington. **Rank:** 106.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>				
	<b>NORTH CAROLINA</b>			
	Beaufort	16,500	16,300	99
	Carteret	20,600	20,400	99
	Craven	30,000	29,700	99
	Duplin	15,400	15,100	98
	Greene	5,400	5,300	98
	Hyde	2,100	2,000	95



WCTI BPCT-3831 Granted 1/4/67

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>				
	Jones	3,200	3,200	100
	Lenoir	22,400	22,100	99
	Martin	9,500	9,400	99
	Onslow	37,900	37,600	99
	Pamlico	4,100	4,100	99
	Pitt	38,100	37,600	99
	Tyrrell	1,500	1,500	100
	Washington	5,200	5,100	98
<b>NORTH CAROLINA</b>				
<b>Between 25-49%</b>				
	Bertie	7,600	7,400	97
	Chowan	5,300	5,200	98
<b>NORTH CAROLINA</b>				
<b>Between 5-24%</b>				
	Dare	8,300	8,100	98
	Edgecombe	20,700	20,500	99
	Halifax	19,700	19,300	98
	Johnston	30,500	30,100	99
	Nash	27,400	27,000	99
	Northampton	7,700	7,500	98
	Pender	9,400	9,200	98
	Perquimans	4,200	4,100	99
	Sampson	18,800	18,500	98
	Wayne	36,100	35,600	99
	Wilson	24,000	23,700	99
<b>Station Totals</b>		<b>431,500</b>	<b>425,600</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>212,900</b>	
<b>Average Daily Circulation (1989)</b>			<b>123,600</b>	

# North Carolina—Raleigh

**WLFL-TV**

**Ch. 22**

**Network Service:** Fox.

**Licensee:** Television Corp. of Raleigh/Durham Inc., 1205 Front St., Raleigh, NC 27609.

**Studio:** 1205 Front St., Raleigh, NC 27609.

**Telephones:** 919-821-2200; 919-682-8522. **Fax:** 919-836-1540.

**Technical Facilities:** Channel No. 22 (518-524 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1675-ft. above av. terrain, 1545-ft. above ground, 2015-ft. above sea level.

Latitude 35° 42' 51.50"  
Longitude 78° 49' 00.50"

**Transmitter:** 1700-ft. W of intersection of Hwys. 1379 & 1010, 1.5-mi. SE of Apex.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** 3.5-meter C-band; AFC, 3-meter Ku-band; Gardiner, M/A-Com, Microdyne receivers.

**Ownership:** TVX Broadcast Group. See Group Ownership of Television Stations.

**Began Operation:** December 18, 1981. Sale to S & F Communications was approved by FCC Dec. 21, 1984 but not consummated (*Television Digest*, Vol. 24:39). Sale to TVX Broadcast Group approved Feb. 10, 1986 (Vol. 25:50; 26:17).

**Represented (sales):** Seltel Inc.

**Represented (legal):** McFadden, Evans & Sill.

**Personnel:**

- LINDA COCHRAN, vice president & general manager.
- THOMAS NEESON, general sales manager.
- CHUCK WARD, local sales manager.
- KATHY BENNETT, national sales manager.
- DON INGRAM, chief engineer.
- JENNY ZOELLER, director of programming.
- BOBBY STONE, director of promotion.
- DOUGLAS HAMILTON, business manager.

**Highest One Hour Rate:** \$4000.

**Highest 30 Sec. Rate:** \$1200.

**City of License:** Raleigh. **AOI:** Raleigh-Durham. **Rank:** 34.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>				
<b>NORTH CAROLINA</b>				
	Chatham	14,300	14,100	99
	Franklin	12,400	12,100	98
	Granville	12,600	12,400	98
	Hamett	23,400	23,100	99
	Johnston	30,500	30,100	99
	Lee	15,800	15,600	99
	Person	11,200	11,100	99
	Vance	14,100	13,900	99
<b>Between 25-49%</b>				
<b>NORTH CAROLINA</b>				
	Alamance	40,000	39,700	99
	Cumberland	86,500	85,500	99
	Durham	66,000	65,300	99



Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>Between 25-49%</b>				
	Greene	5,400	5,300	98
	Hoke	7,200	7,000	98
	Moore	23,300	23,000	98
	Orange	33,400	32,900	98
	Sampson	18,800	18,500	98
	Wake	145,600	144,300	99
	Wayne	36,100	35,600	99
	Wilson	24,000	23,700	99
<b>NORTH CAROLINA</b>				
<b>Between 5-24%</b>				
	Bladen	11,400	11,100	98
	Caswell	7,300	7,200	99
	Duplin	15,400	15,100	98
	Edgecombe	20,700	20,500	99
	Halifax	19,700	19,300	98
	Montgomery	8,800	8,700	99
	Nash	27,400	27,000	99
	Randolph	38,900	38,500	99
	Richmond	17,800	17,600	99
	Robeson	35,600	35,000	98
	Warren	5,800	5,700	98
<b>VIRGINIA</b>				
	Halifax	12,200	12,000	98
	Mecklenburg	10,600	10,400	98
<b>Station Totals</b>		<b>852,200</b>	<b>841,300</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>				<b>315,500</b>
<b>Average Daily Circulation (1989)</b>				<b>127,300</b>

# North Carolina—Durham-Raleigh

## WPTF-TV

Ch. 28

Network Service: NBC.

Licensee: Durham Life Broadcasting Inc., Box 29521, Raleigh, NC 27626.

Studio: 3012 Highwoods Blvd., Raleigh, NC 27604.

Telephone: 919-876-0674. TWX: 510-928-1852. Fax: 919-790-6254.

Technical Facilities: Channel No. 28 (554-560 MHz). Authorized power: 5000-kw max. visual, 250-kw max. aural. Antenna: 2000-ft. above av. terrain, 1893-ft. above ground, 2253-ft. above sea level.

Latitude 35° 40' 29"  
Longitude 78° 31' 38"

Transmitter: 1.8-mi. SE of Auburn.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Stations: Transmit/receive Harris, 6.1-meter Ku-band; Andrew, 4.5-meter C-band; Harris, 3.6-meter Ku-band; RCA, 3-meter Ku-band; Andrew, Harris, M/A-Com receivers.

News Services: AP, NBC, UPI.

Ownership: Durham Life Bcstg. George Womble, chmn.; Felton Coley, pres.; Bob Butler, exec. v.p. Durham Corp. is licensee of WPTF(AM) & WQDR(FM), Raleigh, NC; WEVO & WSTS(FM), Laurinburg, NC.

Began Operation: November 4, 1968. Sale to present owner by Robinson O. Everett, et al., approved by FCC May 19, 1977 (Television Digest, Vol. 17:5).

Represented (sales): Blair Television.

Represented (legal): Tharrington, Smith & Hargrove.

Represented (engineering): Moffet, Larson & Johnson Inc.

### Personnel:

- BOB BUTLER, executive vice president & general manager.
- EMILY BIGGS, general sales manager.
- HEDY POE, local sales manager.
- KAY CROWDER, national sales manager.
- LATHAM HAMNER, chief engineer.
- KEVIN KELLY, news director.
- BOB WOLFE, program manager.
- BARBARA NICELY, promotion director.
- KEN DURHAM, controller.
- BILL RAMSEY, production manager.

Highest One Hour Rate: \$8500.

Highest 30 Sec. Rate: \$3200.

NETWORK BASE HOURLY RATE: \$800.

City of License: Durham. ADI: Raleigh-Durham. Rank: 34.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>NORTH CAROLINA</b>				
<b>50% &amp; Over</b>	Chatham	14,300	14,100	99
	Cumberland	86,500	85,500	99
	Durham	66,000	65,300	99
	Franklin	12,400	12,100	98
	Granville	12,600	12,400	98
	Harnett	23,400	23,100	99
	Johnston	30,500	30,100	99



WPTF-TV BPCT-860327KF Granted 7/2/86 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Lee	15,800	15,600	99
	Orange	33,400	32,900	98
	Vance	14,100	13,900	99
	Wake	145,600	144,300	99
<b>NORTH CAROLINA</b>				
<b>Between 25-49%</b>	Alamance	40,000	39,700	99
	Moore	23,300	23,000	98
	Nash	27,400	27,000	99
	Person	11,200	11,100	99
	Scotland	11,900	11,700	98
	Warren	5,800	5,700	98
	Wayne	36,100	35,600	99
<b>VIRGINIA</b>				
	Mecklenburg	10,600	10,400	98
<b>NORTH CAROLINA</b>				
<b>Between 5-24%</b>	Caswell	7,300	7,200	99
	Duplin	15,400	15,100	98
	Edgecombe	20,700	20,500	99
	Greene	5,400	5,300	98
	Montgomery	8,800	8,700	99
	Randolph	38,900	38,500	99
	Sampson	18,800	18,500	98
	Wilson	24,000	23,700	99
<b>VIRGINIA</b>				
	Halifax	12,200	12,000	98
<b>Station Totals</b>		<b>772,400</b>	<b>763,000</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>396,300</b>	
<b>Average Daily Circulation (1989)</b>			<b>177,600</b>	

# North Carolina—Raleigh-Durham

## WRAL-TV

Ch. 5

**Network Service:** CBS.

**Licensee:** Capitol Bcstg. Co. Inc., 2619 Western Blvd., Box 12000, Raleigh, NC 27605.

**Studio:** 2619 Western Blvd., Raleigh, NC 27605.

**Mailing Address:** Box 12000, Raleigh, NC 27605.

**Telephone:** 919-821-8555. **TWX:** 510-928-1833. **Fax:** 919-821-8554.

**Technical Facilities:** Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 15-kw aural. Antenna: Circularly polarized, 1990-ft. above av. terrain, 2000-ft. above ground, 2340-ft. above sea level.

Latitude 35° 40' 35"  
Longitude 78° 32' 09"

**Transmitter:** 1.6-mi. SE of Auburn.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Transmit/receive Scientific-Atlanta, 10-meter C-band; Scientific-Atlanta, 7-meter C-band; Harris, 6.1-meter Ku-band; Scientific-Atlanta, 4.5-meter C-band; Harris, Scientific-Atlanta receivers.

**FM Affiliate:** WRAL-FM, 100-kw, 101.5 MHz (No. 268), 1840-ft.

**News Services:** AP, CNN, Conus, UPI.

**Ownership:** Caprtol Broadcasting Co. Inc. See Group Ownership of Television Stations.

**Began Operaticn:** December 15, 1956.

**Represented (sales):** Katz Television.

**Represented (legal):** Fletcher, Heald & Hildreth.

### Personnel:

JIM GOODMON, president.  
JOHN GREENE, senior vice president & general manager.  
PAUL QUINN, station manager.  
DAVID HARBERT, general sales manager.  
LAURA STILLMAN, local sales manager.  
DOUG MINOR, national sales manager.  
WILBUR BRANN, manager of engineering.  
JIM GRIFFIN, program manager.  
CINDY SINK, promotion director.  
CATHYRN CARTER, business manager.  
WALTYE RASULALA, public affairs manager.

**Highest 30 Sec. Rate:** \$2500.

**NETWORK BASE HOURLY RATE:** \$1575.

**City of License:** Raleigh. **AOI:** Raleigh-Durham. **Rank:** 34.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>NORTH CAROLINA</b>				
<b>50% &amp; Over</b>	Chatham	14,300	14,100	99
	Cumberland	86,500	85,500	99
	Duplin	15,400	15,100	98
	Durham	66,000	65,300	99
	Edgecombe	20,700	20,500	99
	Franklin	12,400	12,100	98
	Granville	12,600	12,400	98
	Halifax	19,700	19,300	98
	Harnett	23,400	23,100	99
	Hoke	7,200	7,000	98
	Johnston	30,500	30,100	99
	Lee	15,800	15,600	99
	Moore	23,300	23,000	98
	Nash	27,400	27,000	99
	Northampton	7,700	7,500	98
	Orange	33,400	32,900	98
	Person	11,200	11,100	99



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Robeson	35,600	35,000	98
	Sampson	18,800	18,500	98
	Scotland	11,900	11,700	98
	Vance	14,100	13,900	99
	Wake	145,600	144,300	99
	Warren	5,800	5,700	98
	Wayne	36,100	35,600	99
	Wilson	24,000	23,700	99
<b>VIRGINIA</b>				
	Mecklenburg	10,600	10,400	98
<b>NORTH CAROLINA</b>				
<b>Between 25-49%</b>	Alamance	40,000	39,700	99
	Bladen	11,400	11,100	98
	Caswell	7,300	7,200	99
	Greene	5,400	5,300	98
	Lenoir	22,400	22,100	99
	Martin	9,500	9,400	99
	Onslow	37,900	37,600	99
	Pitt	38,100	37,600	99
<b>VIRGINIA</b>				
	Brunswick	5,000	4,900	98
	Halifax	12,200	12,000	98
<b>NORTH CAROLINA</b>				
<b>Between 5-24%</b>	Bertie	7,600	7,400	97
	Columbus	19,000	18,700	98
	Hertford	8,300	8,200	99
	Montgomery	8,800	8,700	99
	New Hanover	45,800	45,300	99
	Pender	9,400	9,200	98
	Randolph	38,900	38,500	99
	Richmond	17,800	17,600	99
<b>VIRGINIA</b>				
	Greensville	5,000	4,900	98
	Lunenburg	4,200	4,100	98
<b>Station Totals</b>		<b>1,084,000</b>	<b>1,069,900</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>709,700</b>	
<b>Average Daily Circulation (1989)</b>			<b>434,000</b>	



# North Carolina—Durham-Raleigh-Fayetteville

**WTVD**

Ch. 11

Network Service: ABC.

Licensee: Capital Cities Communications Inc., Box 2009, Durham, NC 27702.

Studio: 411 Liberty St., Durham, NC 27702.

Fayetteville Office: 225 Green St., Fayetteville, NC 28301.

Raleigh Office: Box 1950, Raleigh, NC 27602.

Mailing Address: Box 2009, Durham, NC 27702.

Telephones: 919-683-1111, Durham; 919-323-5883, Fayetteville.

TWX: 510-927-1810.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 47.40-kw aural. Antenna: 1990-ft. above av. terrain, 2000-ft. above ground, 2317-ft. above sea level.

Latitude 35° 40' 05"  
Longitude 78° 31' 58"

Transmitter: 4-mi. NW of Clayton, 2-mi. SE of Auburn, NC.

Satellite Earth Station: Harris, 9.1-meter; Harris receivers.

News Services: AP, UPI.

Ownership: Capital Cities/ABC Inc. See Group Ownership of Television Stations.

Began Operation: September 2, 1954. Sale to present owners by principal stockholders Harmon L. & Virginia D. Duncan, J. Floyd Fletcher and WDNC(AM) approved by FCC May 22, 1957 (Television Digest, Vol. 13:14, 21).

Represented (sales): Capital Cities/ABC National Sales Inc.

Represented (legal): Wilmer, Cutler & Pickering.

Represented (engineering): Moffet, Larson & Johnson, P.C.

**Personnel:**

- ALAN NESBITT, president & general manager.
- DENIS J. O'CONNOR, general sales manager.
- JON MILLER, director of programming.
- CHRISTLE SWAIN, community relations & station affairs manager.
- ED WALL, chief engineer.
- WILLIAM HIGGS, business manager.
- MARIE BROWN, sales service manager.
- JOHN DAWSON, director of creative services.

Rates: On request.

City of License: Durham. ADI: Raleigh-Durham. Rank: 34.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>NORTH CAROLINA</b>			
	Chatham	14,300	14,100	99
	Cumberland	86,500	85,500	99
	Durham	66,000	65,300	99
	Edgecombe	20,700	20,500	99
	Franklin	12,400	12,100	98
	Granville	12,600	12,400	98
	Greene	5,400	5,300	98
	Halifax	19,700	19,300	98
	Harnett	23,400	23,100	99
	Hoke	7,200	7,000	98
	Johnston	30,500	30,100	99
	Lee	15,800	15,600	99
	Moore	23,300	23,000	98
	Nash	27,400	27,000	99
	Orange	33,400	32,900	98
	Person	11,200	11,100	99
	Robeson	35,600	35,000	98
	Sampson	18,800	18,500	98
	Scotland	11,900	11,700	98
	Vance	14,100	13,900	99



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Wake	145,600	144,300	99
	Warren	5,800	5,700	98
	Wayne	36,100	35,600	99
	Wilson	24,000	23,700	99
<b>VIRGINIA</b>				
	Mecklenburg	10,600	10,400	98
<b>Between 25-49%</b>	<b>NORTH CAROLINA</b>			
	Alamance	40,000	39,700	99
	Bladen	11,400	11,100	98
	Duplin	15,400	15,100	98
	Northampton	7,700	7,500	98
<b>Between 5-24%</b>	<b>NORTH CAROLINA</b>			
	Bertie	7,600	7,400	97
	Brunswick	18,800	18,500	98
	Caswell	7,300	7,200	99
	Columbus	19,000	18,700	98
	Lenoir	22,400	22,100	99
	Martin	9,500	9,400	99
	Montgomery	8,800	8,700	99
	New Hanover	45,800	45,300	99
	Onslow	37,900	37,600	99
	Pender	9,400	9,200	98
	Pitt	38,100	37,600	99
	Randolph	38,900	38,500	99
	Richmond	17,800	17,600	99
Rockingham	33,300	33,000	99	
<b>VIRGINIA</b>				
Brunswick	5,000	4,900	98	
Greensville	5,000	4,900	98	
Halifax	12,200	12,000	98	
Lunenburg	4,200	4,100	98	
Patrick	6,500	6,400	98	
<b>Station Totals</b>		<b>1,134,300</b>	<b>1,119,600</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>664,200</b>	
<b>Average Daily Circulation (1989)</b>			<b>390,600</b>	

# North Carolina—Rocky Mount

**WFXB**

Ch. 47

**Network Service:** None, independent.

**Grantee:** Family Bcstg. Enterprises, Box 4750, Rocky Mount, NC 27802.

**Studio:** 126 N. Washington St., Rocky Mount, NC 27801.

**Telephone:** 919-985-2447.

**Technical Facilities:** Channel No. 47 (668-674 MHz). Authorized power: 1300-kw max. visual. Antenna: 1023-ft. above av. terrain, 1010-ft. above ground, 1197-ft. above sea level.

Latitude	35°	54'	44''
Longitude	78°	01'	46''

**Transmitter:** 1.5-mi. SSE of Old Spring Hope, Nash County, off the end of Hwy. 1920.

**Ownership:** V. Bruce Whitehead, gen. partner, 50%; Robert M. Chandler Jr., 50%. FBE has LPTV interests.

**Began Operation:** July 5, 1989.

**Represented (legal):** Mitchell, Fielstra & Associates, P.C.

**Personnel:**

BOB PELLETIER, general manager.  
G. C. HUGHES, program director.

**Rates:** On request.

**Arbitron Data:** Not available.



**City of License:** Rocky Mount. **ADI:** Raleigh-Durham. **Rank:** 34.

# North Carolina—Washington-Greenville- New Bern

**WITN-TV**

Ch. 7

**Network Service:** NBC.

**Licensee:** American Family Broadcast Group Inc.

**Studio:** Hwy. 17 South, Washington, NC 27889.

**Mailing Address:** Box 468, Washington, NC 27889.

**Telephone:** 919-946-3131.

**Technical Facilities:** Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 31-kw aural. Antenna: Circularly polarized, 1950-ft. above av. terrain, 2000-ft. above ground, 2028-ft. above sea level.

Latitude 35° 21' 55"  
Longitude 77° 23' 38"

**Transmitter:** Hwy. 118, 2.5-mi. E of Grifton.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Scientific-Atlanta, 7-meter; Harris, 6-meter; Harris, 3-meter; Harris, Scientific-Atlanta receivers.

**News Services:** AP, NBC.

**Ownership:** American Family Corp., 100%. See Group Ownership of Television Stations.

**Began Operation:** September 28, 1955. Sale to present owner by W. R. Roberson Jr., et al., approved by FCC June 26, 1985 (Television Digest, Vol. 25:8).

**Represented (sales):** Katz Television.

**Represented (legal):** Schnader, Harrison, Segal & Lewis.

**Represented (engineering):** A. D. Ring & Associates, P.C.

**Personnel:**

HOWARD MEAGLE JR., vice president & general manager.  
BILL STANLEY, general sales manager.  
JEANETTE LECROY, national sales manager.  
HELEN S. JACKSON, national sales coordinator.  
AL MANNING, chief engineer.  
CHRIS McDANIEL, news director.  
MICHAEL RIDDLE, program director.  
FRANCES W. WILLIAMS, business manager.

**Rates:** On request.

**City of License:** Washington. **AOI:** Greenville-New Bern-Washington. **Rank:** 106.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>NORTH CAROLINA</b>				
<b>50% &amp; Over</b>	Beaufort	16,500	16,300	99
	Bertie	7,600	7,400	97
	Carteret	20,600	20,400	99
	Chowan	5,300	5,200	98
	Craven	30,000	29,700	99
	Dare	8,300	8,100	98
	Duplin	15,400	15,100	98
	Edgecombe	20,700	20,500	99
	Greene	5,400	5,300	98
	Halifax	19,700	19,300	98
	Hyde	2,100	2,000	95



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Jones	3,200	3,200	100
	Lenoir	22,400	22,100	99
	Martin	9,500	9,400	99
	Nash	27,400	27,000	99
	Northampton	7,700	7,500	98
	Onslow	37,900	37,600	99
	Pamlico	4,100	4,100	99
	Pitt	38,100	37,600	99
	Tyrrell	1,500	1,500	100
	Washington	5,200	5,100	98
	Wayne	36,100	35,600	99
	Wilson	24,000	23,700	99
<b>NORTH CAROLINA</b>				
<b>Between 25-49%</b>	Franklin	12,400	12,100	98
	Hertford	8,300	8,200	99
	Perquimans	4,200	4,100	99
	Sampson	18,800	18,500	98
	Warren	5,800	5,700	98
<b>NORTH CAROLINA</b>				
<b>Between 5-24%</b>	Camden	2,000	2,000	100
	Harnett	23,400	23,100	99
	Johnston	30,500	30,100	99
	Pasquotank	11,200	11,000	99
	Pender	9,400	9,200	98
	Vance	14,100	13,900	99
<b>VIRGINIA</b>				
	Brunswick	5,000	4,900	98
<b>Station Totals</b>		<b>513,800</b>	<b>506,500</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>				<b>346,900</b>
<b>Average Daily Circulation (1989)</b>				<b>195,900</b>

# North Carolina—Wilmington

**WECT**

Ch. 6

**Network Service:** NBC.

**Licensee:** Atlantic Telecasting Corp., 322 Shipyard Blvd., Wilmington, NC 28403.

**Studio:** 322 Shipyard Blvd., Wilmington, NC 28403.

**Mailing Address:** Box 4029, Wilmington, NC 28406.

**Telephone:** 919-791-8070. **TWX:** 510-937-0314.

**Technical Facilities:** Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1930-ft. above av. terrain, 2000-ft. above ground, 2055-ft. above sea level.

Latitude 34° 34' 32"  
Longitude 78° 26' 13"

**Transmitter:** State Hwy. 53, 1.1-mi. SE of Singletary Lake, Colly Twp.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Harris, 8-meter; Prodelin, 5-meter; Harris, 3-meter; Harris, Pinzone receivers.

**News Services:** AP, Conus, NBC.

**Ownership:** News Press & Gazette Co., 96.16%. See Group Ownership of Television Stations.

**Began Operation:** April 9, 1954. Sale of 60% of stock by Richard A. Dunlea & wife to WNCT and James Jackson approved Dec. 11, 1957 by FCC (*Television Digest*, Vol. 13:44, 50). Sale to present owner approved by FCC Nov. 21, 1986.

**Represented (sales):** Katz Television.

**Represented (legal):** Dow, Lohnes & Albertson.

**Represented (engineering):** Cohen, Dippell & Everist, P.C.

**Personnel:**

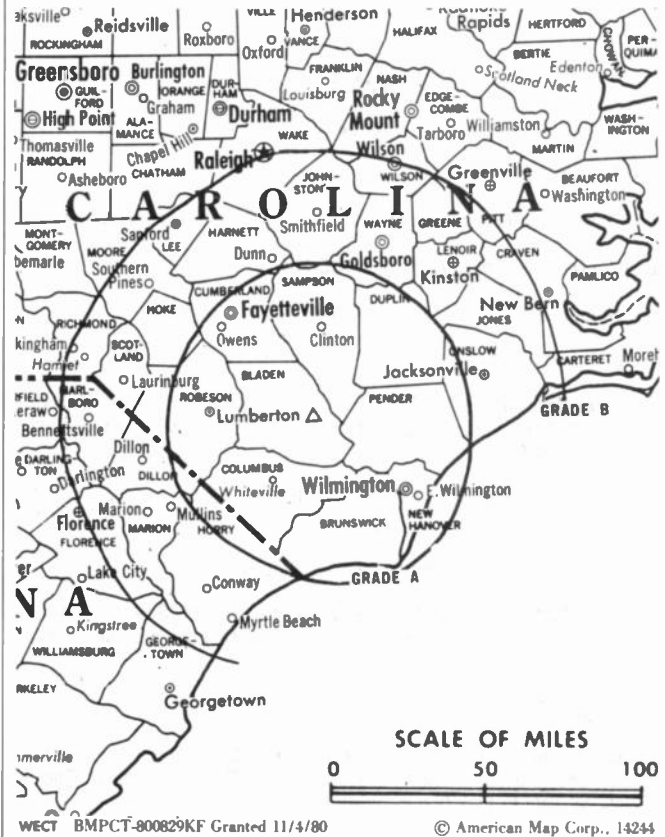
ROBERT B. BEALL, vice president & general manager.  
HARVEY HUTCHINSON, general sales manager.  
WAYNE TINER, chief engineer.  
RAEFORD BROWN, news director.  
KAREN FOX, program director.  
TOM CHEATHAM, production manager.

**Rates:** On request.

**City of License:** Wilmington. **ADI:** Wilmington. **Rank:** 149.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>NORTH CAROLINA</b>				
<b>50% &amp; Over</b>	Bladen	11,400	11,100	98
	Brunswick	18,800	18,500	98
	Columbus	19,000	18,700	98
	Cumberland	86,500	85,500	99
	Duplin	15,400	15,100	98
	Hoke	7,200	7,000	98
	New Hanover	45,800	45,300	99
	Pender	9,400	9,200	98
	Richmond	17,800	17,600	99



Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	Robeson	35,600	35,000	98
	Sampson	18,800	18,500	98
	Scotland	11,900	11,700	98
<b>SOUTH CAROLINA</b>				
	Dillon	10,600	10,400	98
	Horry	52,000	51,100	98
	Marion	12,100	11,900	98
<b>NORTH CAROLINA</b>				
<b>Between 25-49%</b>	Harnett	23,400	23,100	99
	Moore	23,300	23,000	98
	Onslow	37,900	37,600	99
<b>SOUTH CAROLINA</b>				
	Marlboro	10,700	10,500	98
<b>NORTH CAROLINA</b>				
<b>Between 5-24%</b>	Greene	5,400	5,300	98
	Jones	3,200	3,200	100
	Lee	15,800	15,600	99
	Wayne	36,100	35,600	99
<b>SOUTH CAROLINA</b>				
	Florence	42,800	42,200	99
	Georgetown	17,100	16,700	98
<b>Station Totals</b>		<b>588,000</b>	<b>579,400</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>				<b>330,100</b>
<b>Average Daily Circulation (1989)</b>				<b>184,700</b>

# North Carolina—Wilmington

**WJKA**

**Ch. 26**

**Network Service:** CBS.

**Licensee:** Wilmington Telecasters Inc., 1926 Oleander Drive, Greenville, NC 27834.

**Studio:** 1926 Oleander Drive, Wilmington, NC 28403.

**Mailing Address:** Box 2626, Wilmington, NC 28403.

**Telephone:** 919-343-8826.

**Technical Facilities:** Channel No. 26 (542-548 MHz). Authorized power: 4325-kw max. visual, 432.50-kw max. aural. Antenna: 1641-ft. above av. terrain, 1629-ft. above ground, 1689-ft. above sea level.

Latitude 34° 07' 51"  
Longitude 78° 11' 16"

**Transmitter:** 5-mi. NNW of Bolivia on Lewis Swamp Rd.

**Satellite Earth Stations:** Transmit/receive Microdyne, 7-meter; Scientific-Atlanta, 6.2-meter; Harris, 4.7-meter; Harris, 3.7-meter; Harris, M/A-Corn, Scientific-Atlanta receivers.

**News Services:** AP, NIWS.

**Ownership:** Katherine R. Everett, 37.5%; Robinson O. Everett, 37.5%; Jacob H. Froelich Jr., 12.5%; George Lyles Jr., 12.5%. See the Everetts in Group Ownership of Television Stations. Sale to Park Communications Inc. pends.

**Began Operation:** September 24, 1984.

**Represented (sales):** Seltel Inc.

**Represented (legal):** Baraff, Koerner, Oleander & Hochberg, P.C.

**Represented (engineering):** Moffet, Larson & Johnson Inc.

**Personnel:**

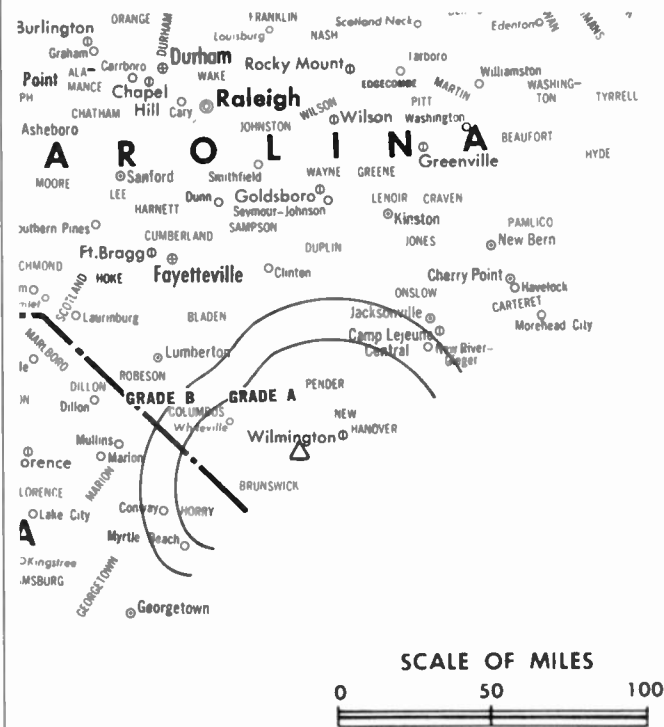
TY WATTS, general manager.  
BOB WATSON, general sales manager.  
RICK CARROLL, chief engineer.  
AILEEN LeBLANC, news, program & promotion director.  
GINA KLINEFELTER, business manager.

**Highest One Hour Rate:** \$3000.

**Highest 30 Sec. Rate:** \$600.

**City of License:** Wilmington. **AOI:** Wilmington. **Rank:** 149.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



WJKA BLCT—841009KW Granted 3/28/85

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>NORTH CAROLINA</b>			
	Brunswick	18,800	18,500	98
	New Hanover	45,800	45,300	99
	Pender	9,400	9,200	98
<b>Between 25-49%</b>	<b>NORTH CAROLINA</b>	19,000	18,700	98
<b>Between 5-24%</b>	<b>NORTH CAROLINA</b>			
	Bladen	11,400	11,100	98
	Duplin	15,400	15,100	98
	<b>SOUTH CAROLINA</b>			
	Horry	52,000	51,100	98
	Marion	12,100	11,900	98
<b>Station Totals</b>		<b>183,900</b>	<b>180,900</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>				<b>69,600</b>
<b>Average Daily Circulation (1989)</b>				<b>31,700</b>

# North Carolina—Wilmington

**WWAY**

Ch. 3

**Network Service:** ABC.

**Licensee:** Adams TV of Wilmington Inc.

**Studio:** 615 N. Front St., Wilmington, NC 28401.

**Mailing Address:** Box 2068, Wilmington, NC 28401.

**Telephone:** 919-762-8581.

**Technical Facilities:** Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: Circularly polarized, 1953-ft. above av. terrain, 1941-ft. above ground, 2001-ft. above sea level.

Latitude 34° 07' 51"  
Longitude 78° 11' 16"

**Transmitter:** 5-mi. NNW of Bolivia on Lewis Swamp Rd.

**Satellite Earth Stations:** Andrew, 7.3-meter C-band; Scientific-Atlanta, 4.6-meter C-band; Andrew, 4.5-meter C-band; RCA, 3.2-meter Ku-band; Avantek, M/A-Corn, Scientific-Atlanta receivers.

**News Service:** AP.

**Ownership:** Adams Communications Corp., 100%. See Group Ownership of Television Stations.

**Began Operation:** October 30, 1964. Sale to Price Communications Corp. by Clay Communications approved by FCC June 23, 1987 (*Television Digest*, Vol. 27:21). Sale to Cape Fear Telecasting Inc. (William G. Broadfoot Jr., Charles B. Britt, Ferebee Sledge & Craig Wall approved by FCC Aug. 28, 1968. **Note:** Left air temporarily Jan. 24, 1981 when plane collided with tower (Vol. 21:5). Sale to Adams TV approved July 11, 1988.

**Represented (sales):** Blair Television.

**Represented (legal):** Kaye, Scholer, Fierman, Hays & Handler.

**Personnel:**

- C. D. MARTIN, president & general manager.
- J. A. SCHLEGEL, general sales manager.
- ELLIOT HUNTER, chief engineer.
- STELLA SHELTON, news director.
- RANSOM BENFIELD, production manager.
- GEORGE ALLEN, operations manager.

**Highest One Hour Rate:** \$2500.

**Highest 30 Sec. Rate:** \$900.

**NETWORK BASE HOURLY RATE:** \$600.

**City of License:** Wilmington. ADI: Wilmington. Rank: 149.

Total Households: © MSI Consumer Market Data as of 11/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>NORTH CAROLINA</b>			
	Bladen	11,400	11,100	98
	Brunswick	18,800	18,500	98
	Columbus	19,000	18,700	98



WWAY BPCT—841213K1 Granted 1/30/85 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>50% &amp; Over</b>	<b>SOUTH CAROLINA</b>				
	New Hanover	45,800	45,300	99	
	Pender	9,400	9,200	98	
<b>Between 25-49%</b>	<b>SOUTH CAROLINA</b>				
	Robeson	35,600	35,000	98	
	Horry	52,000	51,100	98	
<b>Between 5-24%</b>	<b>NORTH CAROLINA</b>				
	Duplin	15,400	15,100	98	
	Onslow	37,900	37,600	99	
<b>Between 5-24%</b>	<b>SOUTH CAROLINA</b>				
	Sampson	18,800	18,500	98	
	Marion	12,100	11,900	98	
<b>Between 5-24%</b>	<b>NORTH CAROLINA</b>				
	Cumberland	86,500	85,500	99	
	Hoke	7,200	7,000	98	
<b>Between 5-24%</b>	<b>SOUTH CAROLINA</b>				
	Jones	3,200	3,200	100	
	Dillon	10,600	10,400	98	
<b>Station Totals</b>			443,600	437,000	99
	<b>Net Weekly Circulation (1989)</b>				198,600
	<b>Average Daily Circulation (1989)</b>				109,500

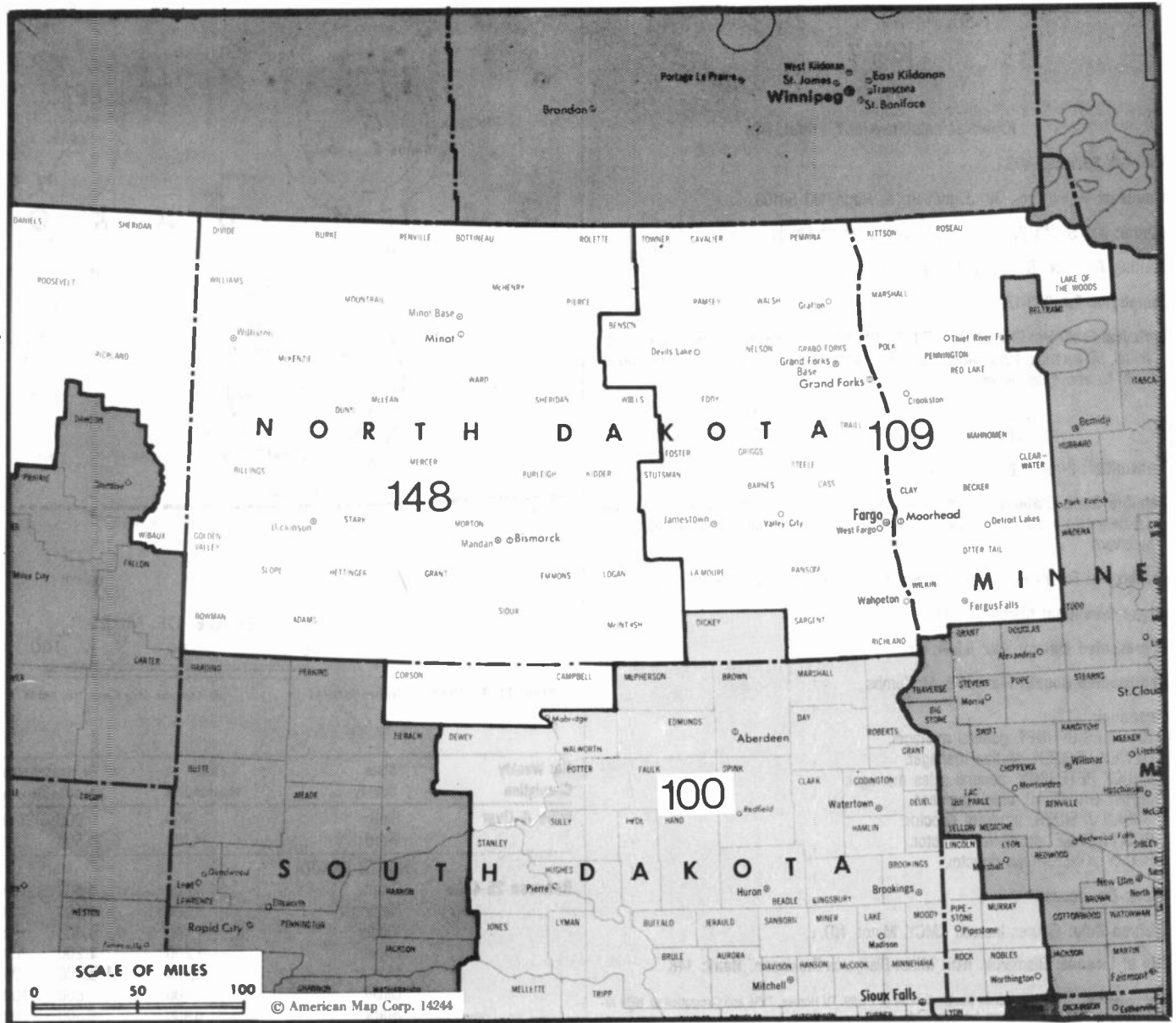
## North Carolina

### WBTV, Charlotte (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>Between 5-24%</b>	<b>NORTH CAROLINA</b>			
	Scotland	11,900	11,700	98
	Surry	24,300	24,000	99
	Yadkin	11,500	11,300	99
	<b>SOUTH CAROLINA</b>			
	Darlington	23,300	23,000	98
	Fairfield	6,900	6,800	98
Kershaw	16,200	16,000	98	

### WBTV—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>Between 5-24%</b>	Laurens	19,000	18,800	99
	Marlboro	10,700	10,500	98
	Newberry	12,500	12,300	98
	Saluda	6,200	6,100	98
	<b>TENNESSEE</b>			
	Johnson	5,500	5,400	98
	<b>VIRGINIA</b>			
Grayson	9,300	9,200	98	



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Sioux Falls-Mitchell, SD .....	227,800	100	KABY-TV (9), KDLO-TV (3), KDLT (5), KELO-TV (11), KPLO-TV (6), KPRY-TV (4), KSFY-TV (13), KTTW (17)
Fargo, ND .....	212,700	109	KBRR (10), KJRR (7), KNRR (12), KTHI-TV (11), KVRR (15), KXJB-TV (4), WDAY-TV (6), WDAZ-TV (8)
Minot-Bismarck-Dickinson, ND .....	139,600	148	KBMY (17), KFYZ-TV (5), KMCY (14), KMOT (10), KQCD-TV (7), KUMV-TV (8), KXMA-TV (2), KXMB-TV (12), KXMC-TV (13), KXMD-TV (11)

**State Cross Reference List**

Communities that receive programs of stations that are located elsewhere.

**KXJB-TV, Fargo** ..... See Valley City, ND  
**KTHI-TV, Grand Forks** ..... See Fargo, ND

**North Dakota Station Totals as of October 1, 1989**

	VHF	UHF	TOTAL
<b>Commercial Television Stations</b>	14	3	17
<b>Educational Television Stations</b>	6	0	6
	20	3	23



# North Dakota—Bismarck

## KBMY

Ch. 17

(Operates satellite KMCY, Minot, ND)

**Network Service:** ABC.

**Licensee:** WDAY Inc., 301 Eighth St. S, Fargo, ND 58103.

**Studio:** 919 S. 7th St., Suite 600, Bismarck, ND 58501.

**Mailing Address:** Box 7277, Bismarck, ND 58502.

**Telephone:** 701-223-1700.

**Technical Facilities:** Channel No. 17 (488-494 MHz). Authorized power: 510-kw max. visual, 90-kw max. aural. Antenna: 948-ft. above av. terrain, 649-ft. above ground, 2869-ft. above sea level.

Latitude 46° 35' 11"  
Longitude 100° 48' 20"

**Transmitter:** 2-mi. S & 4-mi. E of St. Anthony.

**Satellite Earth Stations:** Scientific-Atlanta, 4.6-meter C-band; Scientific-Atlanta, 4.6-meter Ku-band; Harris, 3-meter C-band; M/A-Com, Standard Communications receivers.

**Ownership:** Forum Publishing Co. See Group Ownership of Television Stations.

**Began Operation:** March 31, 1985.

**Represented (sales):** Katz Television.

**Represented (legal):** Marmet & McCombs.

**Personnel:**

- CHARLES BOHNET, general manager.
- DEWEY HEGGEN, station manager.
- CHUCK PETERSON, general sales manager.
- JERRY GRIMSTAD, chief engineer.
- SUSAN J. EIDER, program director.
- BOB PROWSE, promotion director.
- BECKY JONES, news director.

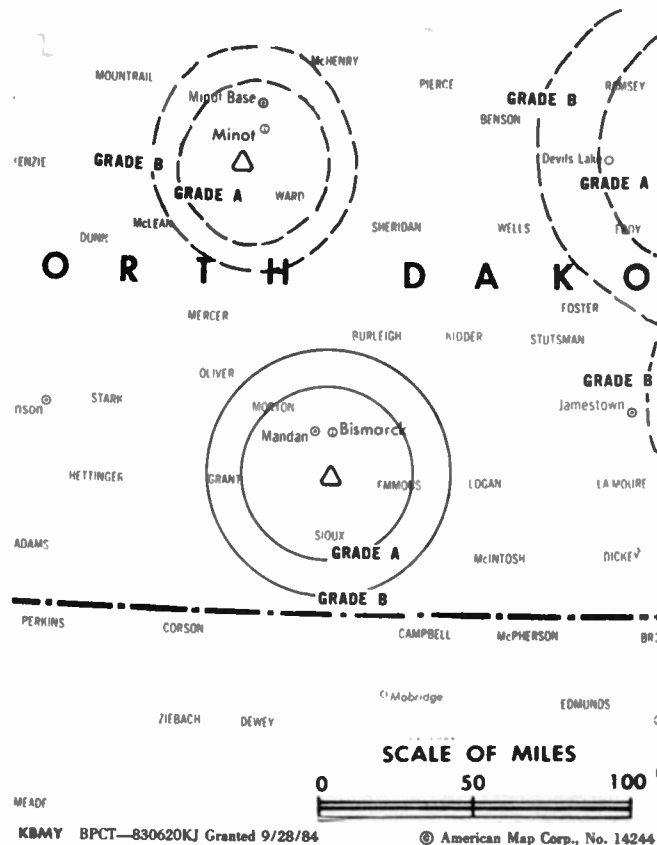
**Rates:** On request.

**Arbitron Data:** Figures include KMCY, Minot, ND.

**City of License:** Bismarck. **ADI:** Minot-Bismarck-Dickinson. **Rank:** 148.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>NORTH DAKOTA</b>			
	Bottineau	3,200	3,200	98
	Burleigh	23,500	23,300	99
	Emmons	2,000	2,000	100
	Mc Henry	2,800	2,800	100
	Mc Lean	4,600	4,500	98
	Morton	9,900	9,800	99
	Mountrail	2,900	2,900	100
	Renville	1,300	1,300	100



Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	Sioux	900	900	100
	Ward	21,700	21,500	99
<b>Between 25-49%</b>	<b>NORTH DAKOTA</b>			
	Grant	1,600	1,600	100
	Hettinger	1,500	1,500	100
	Kidder	1,400	1,400	100
	Logan	1,200	1,200	100
	Mercer	5,300	5,200	98
	Stark	800	800	100
<b>Between 5-24%</b>	<b>NORTH DAKOTA</b>			
	Burke	1,400	1,400	100
	Mc Intosh	1,900	1,900	100
	Mc Kenzie	2,800	2,800	100
	Sheridan	1,000	1,000	100
<b>SOUTH DAKOTA</b>	Campbell	800	800	100
	Corson	1,500	1,400	93
<b>Station Totals</b>		<b>102,900</b>	<b>102,000</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>				<b>56,300</b>
<b>Average Daily Circulation (1989)</b>				<b>26,400</b>

# North Dakota—Bismarck

## KFYR-TV

Ch. 5

(Operates satellites KQCD-TV, Dickinson; KMOT, Minot & KUMV-TV, Williston, ND)

Network Service: NBC.

Licensee: Meyer Broadcasting Co., Box 1738, Bismarck, ND 58502.

Studio: 200 1/2 N. Fourth St., Bismarck, ND 58501.

Telephone: 701-255-5757. TWX: 910-677-2339.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 13.5-kw aural. Antenna: 1402-ft. above av. terrain, 1101-ft. above ground, 3373-ft. above sea level.

Latitude 46° 36' 17"  
Longitude 100° 48' 30"

Transmitter: 12-mi. S of city.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: GE, 6-meter Ku-band; Harris, 3-meter C-band; Simulcast Ku & C-band; Comsat, Harris, Scientific-Atlanta, Standard Components receivers.

AM Affiliate: KFYZ, 5-kw, 550 kHz (ABC).

FM Affiliate: KYYY, 100-kw, 92.9 MHz (No. 225), 1402-ft.

News Services: Agri-data, AP, NBC, Sports News Satellite.

Ownership: Meyer Broadcasting Co., 100%. See Group Ownership of Television Stations.

Began Operation: December 19, 1953.

Represented (sales): Blair Television; Target Broadcast Sales (Canada).

Represented (legal): Hogan & Hartson.

Represented (engineering): Jules Cohen & Associates, P.C.

### Personnel:

JUDITH JOHNSON, president & chief executive officer.  
TOM BARR, general manager.  
JIM SANDE, operations & programming manager.  
DAVE STUART, national & regional sales manager.  
JERRY HEGEL, local sales manager.  
RICH BEIERLE, chief engineer.  
DICK HEIDT, news director.  
LINDA JOHNSON, promotion director.  
ED KAUTZMAN, business manager.

Highest One Hour Rate: \$3000.

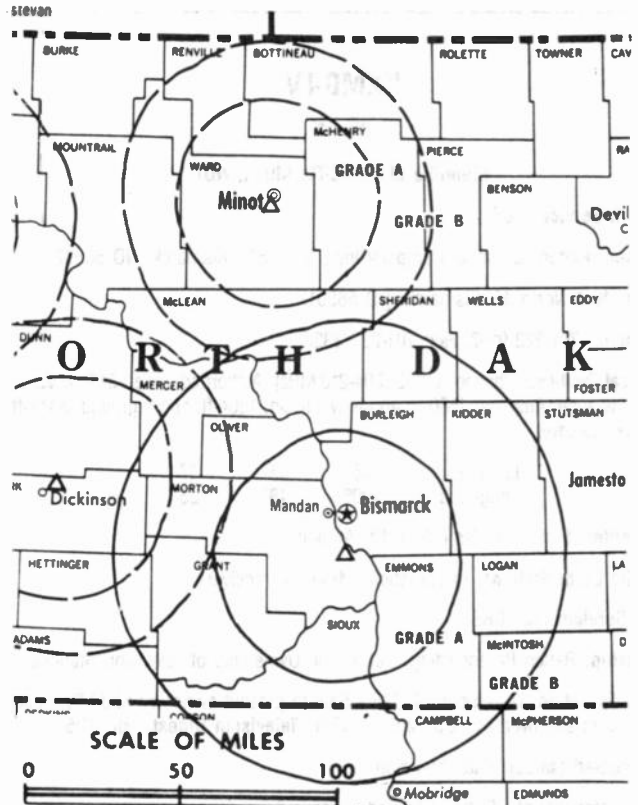
Highest 30 Sec. Rate: \$745.

Rates: Include KQCD-TV, Dickinson; KMOT, Minot & KUMV-TV, Williston, ND.

City of License: Bismarck. ADI: Minot-Bismarck-Dickinson. Rank: 148.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households Households %
<b>NORTH DAKOTA</b>			
50% & Over	Burleigh	23,500	23,300 99
	Emmons	2,000	2,000 100
	Grant	1,600	1,600 100
	Hettinger	1,500	1,500 100
	Kidder	1,400	1,400 100
	Logan	1,200	1,200 100
	Mc Intosh	1,900	1,900 100
	Mc Lean	4,600	4,500 98
	Mercer	5,300	5,200 98
	Morton	9,900	9,800 99



KFYR-TV BPCT-2965 Granted 2/24/63

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Net Weekly Circulation	State County	Total Households	TV Households Households %
<b>50% &amp; Over</b>			
	Oliver	800	800 100
	Sioux	900	900 100
<b>SOUTH DAKOTA</b>			
	Campbell	800	800 100
	Corson	1,500	1,400 93
	Perkins	1,800	1,700 94
	Walworth	2,800	2,700 96
<b>NORTH DAKOTA</b>			
<b>Between 25-49%</b>	Foster	1,600	1,600 100
	Sheridan	1,000	1,000 100
	Stutsman	9,200	9,100 99
<b>SOUTH DAKOTA</b>			
	Mc Pherson	1,500	1,500 100
<b>NORTH DAKOTA</b>			
<b>Between 5-24%</b>	Adams	1,300	1,300 100
	Eddy	1,300	1,300 100
	Mountrail	2,900	2,900 100
	Stark	8,900	8,800 99
	Wells	2,700	2,700 100
<b>SOUTH DAKOTA</b>			
	Dewey	1,500	1,400 93
<b>Station Totals</b>		<b>93,400</b>	<b>92,300 99</b>
<b>Net Weekly Circulation (1989)</b>			<b>59,200</b>
<b>Average Daily Circulation (1989)</b>			<b>43,100</b>

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# North Dakota—Bismarck

## KXMB-TV

Ch. 12

(Satellite of KXMC-TV, Minot, ND)

**Network Service:** CBS.

**Licensee:** Reiten Television Company Inc., Box 1617, Bismarck, ND 58502.

**Studio:** 1811 North 15, Bismarck, ND 58501.

**Telephone:** 701-223-9197. **Fax:** 701-223-3320.

**Technical Facilities:** Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1580-ft. above av. terrain, 1204-ft. above ground, 3449-ft. above sea level.

Latitude 46° 35' 17"  
Longitude 100° 48' 26"

**Transmitter:** 5-mi. E & 2-mi. S of St. Anthony.

**Satellite Earth Stations:** In operation; M/A-Com receivers.

**News Services:** AP, CBS.

**Ownership:** Reiten Broadcasting. See Group Ownership of Television Stations.

**Began Operation:** November 19, 1955. Sale to present owner by KXJB-TV, Valley City-Fargo approved by FCC Jan. 27, 1971 (*Television Digest*, Vol. 11:5).

**Represented (sales):** Katz Television.

**Represented (legal):** Fisher, Wayland, Cooper & Leader.

**Personnel:**

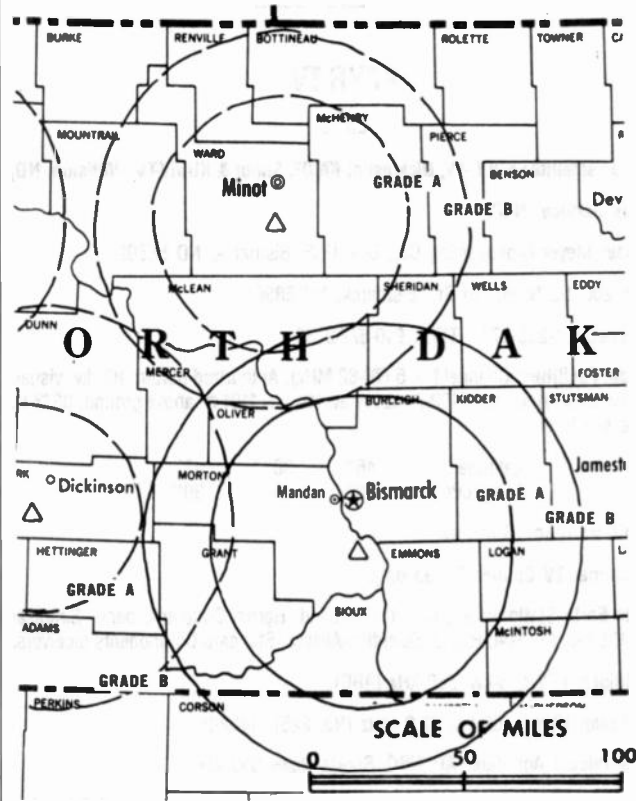
JOHN VON REUDEN, manager.  
ROCKY HEFTY, chief engineer.  
TIM J. REITEN, news director.

**Rates:** Sold with KXMC-TV, Minot; KXMD-TV, Williston & KXMA-TV, Dickinson, ND.

**City of License:** Bismarck. **ADI:** Minot-Bismarck-Dickinson. **Rank:** 148.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>50% &amp; Over</b>	<b>NORTH DAKOTA</b>			
	Burleigh	23,500	23,300	99
	Emmons	2,000	2,000	100
	Grant	1,600	1,600	100
	Kidder	1,400	1,400	100
	Logan	1,200	1,200	100
	Mc Intosh	1,900	1,900	100
	Morton	9,900	9,800	99
	Oliver	800	800	100
	Sioux	900	900	100
	<b>SOUTH DAKOTA</b>			
	Campbell	800	800	100
	Corson	1,500	1,400	93
	Mc Pherson	1,500	1,500	100



KXMB-TV BMPCT-7664 Granted 2/15/77

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Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>Between 25-49%</b>	<b>NORTH DAKOTA</b>			
	Hettinger	1,500	1,500	100
	Mc Lean	4,600	4,500	98
	Mercer	5,300	5,200	98
	Wells	2,700	2,700	100
	<b>SOUTH DAKOTA</b>			
	Dewey	1,500	1,400	93
	Perkins	1,800	1,700	94
	Wahworth	2,800	2,700	96
	<b>Between 5-24%</b>	<b>NORTH DAKOTA</b>		
Adams		1,300	1,300	100
Dunn		1,600	1,600	100
Eddy		1,300	1,300	100
Foster		1,600	1,600	100
Sheridan		1,000	1,000	100
<b>Station Totals</b>		<b>74,000</b>	<b>73,100</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>48,300</b>	
<b>Average Daily Circulation (1989)</b>			<b>27,500</b>	

# North Dakota—Devils Lake-Grand Forks

## WDAZ-TV

Ch. 8

(Satellite of WDAY-TV, Fargo, ND.)

**Network Service:** ABC.

**Licensee:** WDAY Inc., 301 S. 8th St., Fargo, ND 58108.

**Studio:** See WDAY-TV, Fargo.

**Telephone:** 701-237-6500. **Fax:** 701-746-4507.

**Technical Facilities:** Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 50-kw aural. Antenna: 1480-ft. above av. terrain, 1458-ft. above ground, 2979-ft. above sea level.

Latitude 48° 08' 24"  
Longitude 97° 59' 38"

**Transmitter:** 9-mi. N of Petersburg, ND.

**Satellite Earth Station:** Harris, 4.5-meter; Harris, Microdyne receivers.

**News Service:** AP.

**Ownership:** Forum Publishing Co. See Group Ownership of Television Stations.

**Began Operation:** February 8, 1967.

**Represented (sales):** Katz Television.

**Represented (legal):** Marmet & McCombs.

**Personnel:**

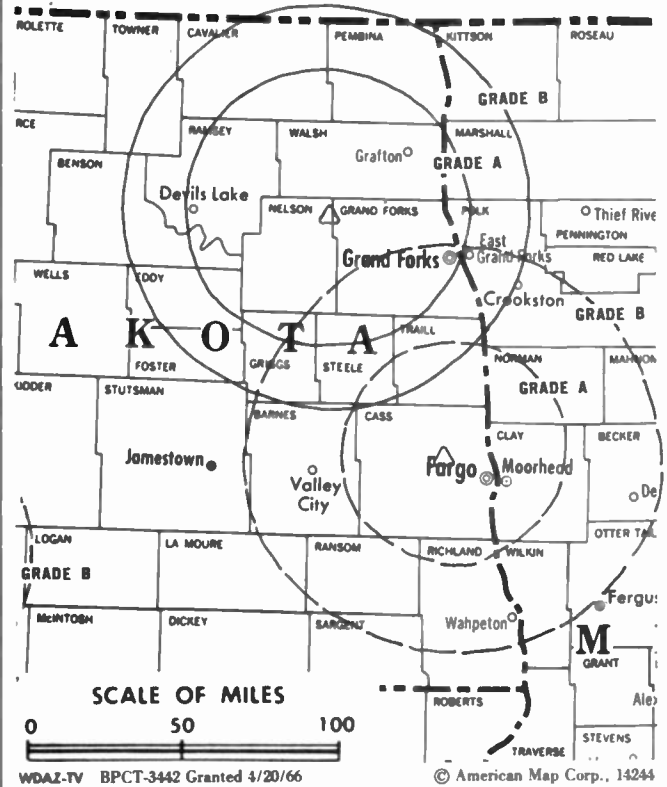
ROBERT KERR, station manager.  
CHUCK BUNDLIE, news director.  
JACK EISENGIMMER, local sales manager.  
DENNIS CLEMENSON, chief engineer.

**Rates:** Sold in combination with WDAY-TV, Fargo, ND. Separate rates available on request.

**City of License:** Devils Lake. **ADI:** Fargo. **Rank:** 109.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>MINNESOTA</b>			
	Kittson	2,400	2,300	96
	Lake Of The Woods	1,500	1,400	93
	Marshall	4,500	4,400	98
	Pennington	5,700	5,600	98
	Polk	12,500	12,300	98
	Red Lake	1,800	1,800	100
	Roseau	4,900	4,600	94
	<b>NORTH DAKOTA</b>			
	Benson	2,500	2,400	96
	Cavalier	2,600	2,500	96
	Eddy	1,300	1,300	100
	Foster	1,600	1,600	100
Grand Forks	24,200	24,000	99	
Nelson	2,000	2,000	100	
Pembina	3,700	3,600	97	



Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	Ramsey	5,000	4,900	98
	Towner	1,600	1,600	100
	Walsh	5,700	5,600	98
	Wells	2,700	2,700	100
<b>NORTH DAKOTA</b>				
<b>Between 25-49%</b>	Griggs	1,400	1,400	100
	Pierce	2,000	2,000	100
	Rolette	3,700	3,600	97
	Steele	1,100	1,100	100
	Trail	3,500	3,500	100
<b>Station Totals</b>		<b>97,900</b>	<b>96,200</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>				<b>74,480</b>
<b>Average Daily Circulation (1989)</b>				<b>44,880</b>

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# North Dakota—Dickinson

## KXMA-TV

Ch. 2

**Network Service:** CBS.

**Licensee:** Reiten Television Company Inc., Drawer B, Dickinson, ND 58602.

**Studio:** 119 Second Ave. W, Dickinson, ND 58601.

**Mailing Address:** Drawer B, Dickinson, ND 58602.

**Telephone:** 701-227-1400.

**Technical Facilities:** Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 840-ft. above av. terrain, 621-ft. above ground, 3556-ft. above sea level.

Latitude 46° 43' 30.15"  
Longitude 102° 54' 58.16"

**Transmitter:** 10.5-mi. S, 6-mi. W of Dickinson.

**Ownership:** Reiten Broadcasting. See Group Ownership of Television Stations.

**Began Operation:** October 15, 1956. Sale to present owner approved by FCC Dec. 4, 1984. Sale to Northern Plains Bcstg. Group by Stanley Deck approved by FCC April 22, 1983. Sale to Deck by Dickinson Radio Assn. increasing Stanley Deck's holdings from 5% to 99.5% was approved Oct. 25, 1966 (*Television Digest*, Vol. 6:44).

**Represented (sales):** Katz Television.

**Represented (legal):** Fisher, Wayland, Cooper & Leader.

**Personnel:**

CHARLES TIBOR, general manager.  
KEITH TYSUER, chief engineer.

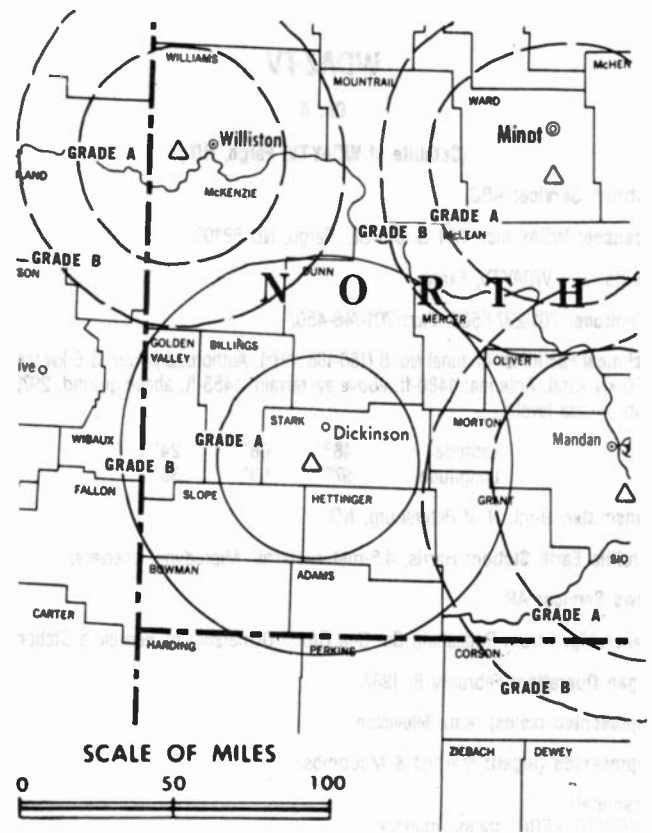
**Highest 30 Sec. Rate:** \$24.

**NETWORK BASE HOURLY RATE:** \$100.

**City of License:** Dickinson. ADI: Minot-Bismarck-Dickinson. Rank: 148.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>NORTH DAKOTA</b>			
	Adams	1,300	1,300	100
	Billings	400	400	100
	Bowman	1,600	1,600	100
	Dunn	1,600	1,600	100
	Golden Valley	900	900	100
	Slope	400	400	100
	Stark	8,900	8,800	99



KXMA-TV BPCT—3391 Granted 3/16/65

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>MONTANA</b>			
	Carter	600	600	100
	<b>NORTH DAKOTA</b>			
	Hettinger	1,500	1,500	100
<b>Between 5-24%</b>	<b>MONTANA</b>			
	Fallon	1,400	1,300	93
	Wibaux	500	500	100
	<b>NORTH DAKOTA</b>			
	Grant	1,600	1,600	100
	<b>SOUTH DAKOTA</b>			
	Harding	600	600	100
	Perkins	1,800	1,700	94
<b>Station Totals</b>		<b>23,100</b>	<b>22,800</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>13,200</b>	
<b>Average Daily Circulation (1989)</b>			<b>7,300</b>	

# North Dakota—Dickinson

## KQCD-TV

Ch. 7

(Satellite of KFYP-TV, Bismarck, ND)

Network Service: NBC.

Licensee: Meyer Broadcasting Co., Box 1738, Bismarck, ND 58502.

Studio: 373 21st St. East, Dickinson, ND 58601.

Telephone: 701-225-6843.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 63-kw aural. Antenna: 730-ft. above av. terrain, 649-ft. above ground, 3349-ft. above sea level.

Latitude 46° 56' 49"  
Longitude 102° 59' 17"

Transmitter: 10.5-mi. WNW of Dickinson.

Multichannel TV Sound: Stereo only.

Satellite Earth Station: Harris, 4.6-meter Ku-band; M/A-Com receivers.

News Services: Agri-data, AP, NBC.

Ownership: Meyer Broadcasting Co., 100%. See Group Ownership of Television Stations.

Began Operation: July 28, 1980.

Represented (sales): Blair Television.

Represented (legal): Hogan & Hartson.

Represented (engineering): Jules Cohen & Associates, P.C.

### Personnel:

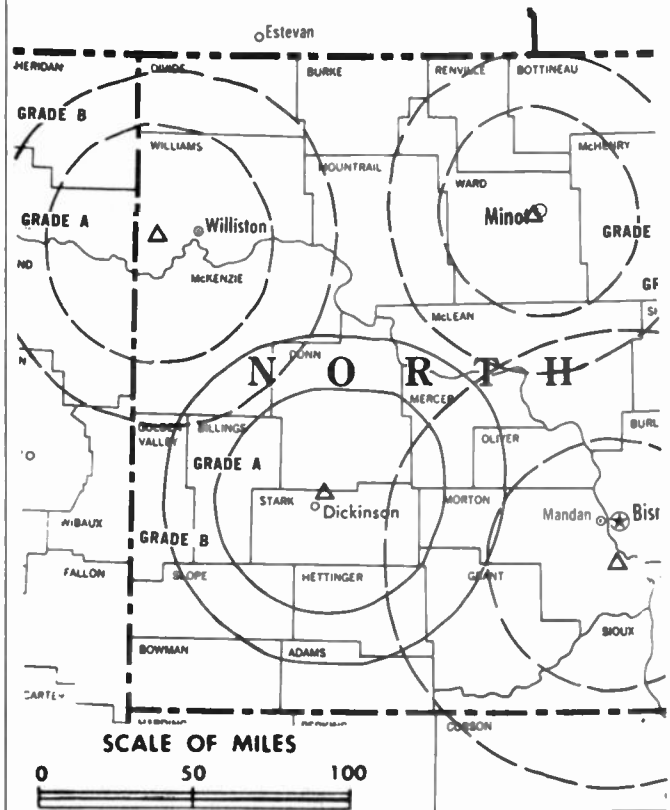
JUDITH JOHNSON, president & chief exec. officer (Bismarck).  
TOM BARR, general manager (Bismarck).  
SUSAN RYDBERG, manager.  
RON ZENOR, chief engineer.  
LINDA JAMES, news director.  
JOE HETZEL, program director.

Rates: Sold in combination with KFYP-TV, Bismarck.

City of License: Dickinson. ADI: Minot-Bismarck-Dickinson. Rank: 148.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MONTANA			
	Wibaux	500	500	100



KQCD-TV BPCT-4910 Granted 1/25/78

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>NORTH DAKOTA</b>			
	Adams	1,300	1,300	100
	Billings	400	400	100
	Bowman	1,600	1,600	100
	Dunn	1,600	1,600	100
	Golden Valley	900	900	100
	Hettinger	1,500	1,500	100
	Slope	400	400	100
Stark	8,900	8,800	99	
Between 5-24%	<b>NORTH DAKOTA</b>			
	Mc Kenzie	2,800	2,800	100
	<b>SOUTH DAKOTA</b>			
Perkins	1,800	1,700	94	
<b>Station Totals</b>		<b>21,700</b>	<b>21,500</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>14,300</b>	
<b>Average Daily Circulation (1989)</b>			<b>10,600</b>	

# North Dakota—Fargo-Grand Forks

**KTHI-TV**

**Ch. 11**

**Network Service:** NBC.

**Licensee:** Spokane Television Inc., 1350 21st Ave. S, Fargo, ND 58103.

**Studios:** 1350 21st Ave. S, Fargo, ND 58103; 314 9th Ave. N, Grand Forks, 58201.

**Mailing Address:** Box 1878, Fargo, ND 58107.

**Telephones:** 701-237-5211, Fargo; 701-772-3481, Grand Forks.

**TWX:** 910-673-8302.

**Technical Facilities:** Channel No. 11 (198-204 MHz). Authorized power: 304-kw visual, 45.7-kw aural. Antenna: 2000-ft. above av. terrain, 2063-ft. above ground, 3058-ft. above sea level.

Latitude 47° 20' 36"  
Longitude 97° 17' 17"

**Transmitter:** 3-mi. W of Blanchard.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Harris, 6.1-meter C-band; RCA, 4.5-meter Ku-band; ADM, 3.9-meter C-band; Harris, M/A-Com receivers.

**News Services:** AP, NBC.

**Ownership:** Evening Telegram Co., 100%. See Morgan Murphy Stations in Group Ownership of Television Stations.

**Began Operation:** October 11, 1959. Sale by Fuqua Communications to present owner approved by FCC Dec. 23, 1968 (*Television Digest*, Vol. 9:4). Previously, sale of control to Natco by Polaris Corp. approved Sept. 23, 1966 (Vol. 5:51; 6:39, 40). Sale of control to Polaris by North Dakota Bcstg. approved by FCC July 25, 1962 (Vol. 2:20).

**Represented (sales):** Harrington, Righter & Parsons Inc.

**Represented (legal):** Brown, Finn & Nietert, Chartered.

**Personnel:**

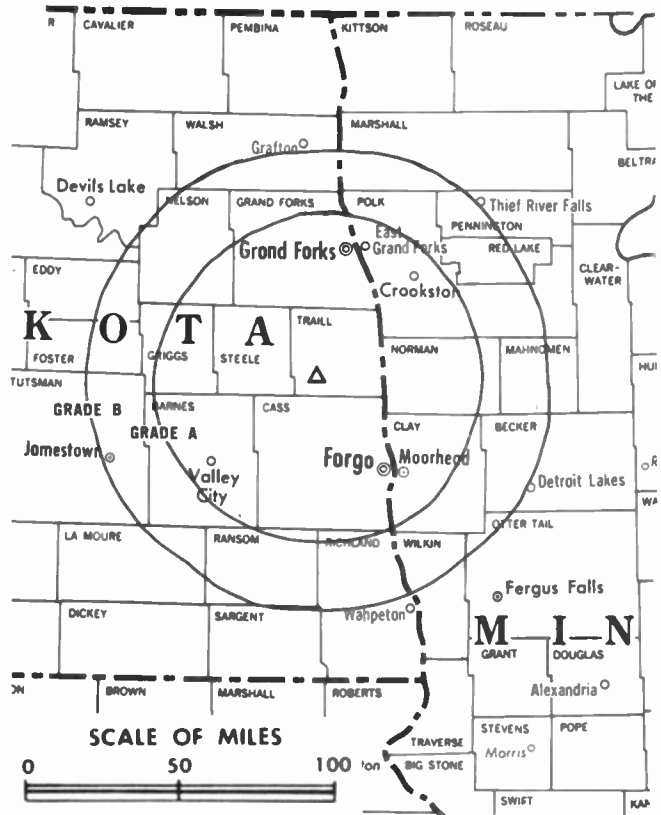
- ELIZABETH M. BURNS, president.
- JOHN P. HRUBESKY, vice president & general manager.
- DALE BOSCH, station manager & program director.
- GREG R. HOLDER, general sales manager.
- PETE ANDERSON, local sales manager.
- CHARLEY JOHNSON, news director.
- PAM PETRIK, creative services & promotion.
- CAROL GILLET, traffic manager.
- ROGER JOHNSON, chief engineer.
- ARNIE BUCK, business manager.

**Highest 30 Sec. Rate:** \$765.

**City of License:** Fargo. **ADI:** Fargo. **Rank:** 109.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>MINNESOTA</b>			
	Becker	11,100	10,900	98
	Clay	17,100	17,000	99
	Clearwater	3,200	3,100	97
	Grant	2,700	2,700	100
	Kittson	2,400	2,300	96
	Lake Of The Woods	1,500	1,400	93
	Mahnomen	1,700	1,700	100
	Marshall	4,500	4,400	98
	Norman	3,300	3,200	97
	Otter Tail	20,000	19,600	98
	Pennington	5,700	5,600	98
	Polk	12,500	12,300	98
	Red Lake	1,800	1,800	100
	Roseau	4,900	4,600	94
	Wilkon	2,800	2,800	100
	<b>NORTH DAKOTA</b>			
	Barnes	5,000	5,000	100
	Cass	39,000	38,700	99



KTHI-TV BMPCT-5881 Granted 8/13/63 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	Cavalier	2,600	2,500	96
	Eddy	1,300	1,300	100
	Foster	1,600	1,600	100
	Grand Forks	24,200	24,000	99
	Griggs	1,400	1,400	100
	La Moure	2,300	2,300	100
	Nelson	2,000	2,000	100
	Ramsey	5,000	4,900	98
	Ransom	2,400	2,400	100
	Richland	7,000	6,900	99
	Sargent	2,000	2,000	100
	Steele	1,100	1,100	100
	Stutsman	9,200	9,100	99
	Towner	1,600	1,600	100
	Traill	3,500	3,500	100
	Walsh	5,700	5,600	98
<b>Between 25-49%</b>	<b>MINNESOTA</b>			
	Beltrami	11,800	11,300	96
	Douglas	11,600	11,400	98
	Pope	4,600	4,500	98
	Stevens	3,700	3,600	97
	Traverse	1,800	1,800	100
<b>Between 5-24%</b>	<b>NORTH DAKOTA</b>			
	Benson	2,500	2,400	96
	Dickey	2,500	2,500	98
	Pembina	3,700	3,600	97
	Wells	2,700	2,700	100
	<b>SOUTH DAKOTA</b>			
Marshall	2,000	2,000	100	
Roberts	3,900	3,800	97	
<b>Station Totals</b>	<b>MINNESOTA</b>			
	Big Stone	2,900	2,900	100
	Hubbard	5,800	5,600	97
	Todd	9,500	9,300	98
<b>Net Weekly Circulation (1989)</b>		<b>281,100</b>	<b>276,700</b>	<b>98</b>
<b>Average Daily Circulation (1989)</b>				<b>118,500</b>

# North Dakota—Fargo-Moorhead, Minnesota

**KVRR**

Ch. 15

(Also operates KJRR, Jamestown; KNRR, Pembina, ND & KBRR, Thief River Falls, MN)

**Network Service:** Fox.

**Licensee:** Red River Broadcast Corp., 4015 9th Ave. SW, Fargo, ND 58102.

**Studio:** 4015 9th Ave. SW, Fargo, ND 58103.

**Telephone:** 701-277-1515. **TWX:** 501-600-6414. **Fax:** 701-277-1830.

**Technical Facilities:** Channel No. 15 (476-482 MHz). Authorized power: 4150-kw max. visual, 415-kw max. aural. Antenna: 1216-ft. above av. terrain, 1065-ft. above ground, 2503-ft. above sea level.

Latitude 46° 40' 27"  
Longitude 96° 13' 39"

**Transmitter:** 1-mi. N of Hwy. 32, 0.5-mi. E of intersection of Hwys. 32 & 34, Tansem, MN.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Andrew, 7-meter; Scientific-Atlanta, 7-meter; Scientific-Atlanta, 5-meter; Harris, 4.5-meter Ku-band; RCA Ku-band; Scientific-Atlanta, M/A-Com receivers.

**News Service:** INN.

**Ownership:** Red River Broadcast Corp. See Group Ownership of Television Stations.

**Began Operation:** February 14, 1983. Sale to Fargo Bcstg. Corp. approved by FCC March 12, 1985. Transfer of 50% to John W. Boler approved by FCC July 19, 1985. Transfer from Boler to present owner approved Aug. 4, 1987.

**Represented (sales):** Blair Television.

**Represented (legal):** Wilkinson, Barker, Knauer & Quinn.

**Represented (engineering):** A. D. Ring & Associates, P.C.

**Personnel:**

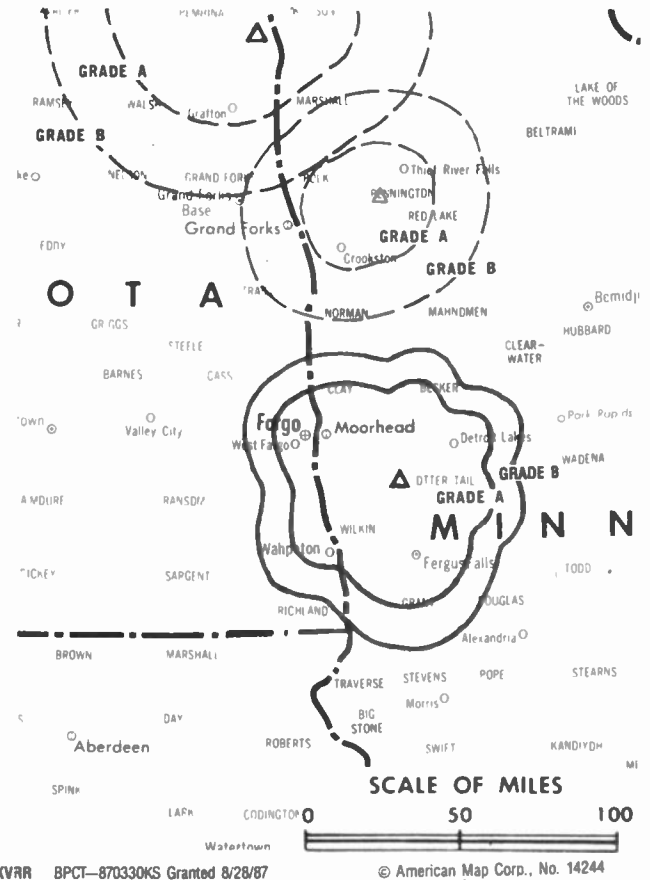
JANE BOLER, general manager.  
GREG BALDWIN, general sales manager.  
DEB SWANICH, local sales manager.  
KENT LIEN, program manager.  
CHUCK TRAUTNER, engineering director.  
MARK RACHELL, production manager.  
WAYNE RAMSEY, promotion director.  
GARY GOODRICH, marketing director.

**Rates:** On request.

**City of License:** Fargo. **ADI:** Fargo. **Rank:** 109.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MINNESOTA</b>			
	Becker	11,100	10,900	98
	Beltrami	11,800	11,300	96
	Clay	17,100	17,000	99
	Marshall	4,500	4,400	98
	Pennington	5,700	5,600	98
	Polk	12,500	12,300	98
	Red Lake	1,800	1,800	100
	<b>NORTH DAKOTA</b>			
	Cass	39,000	38,700	99
	Cavalier	2,600	2,500	96
	Grand Forks	24,200	24,000	99
	Ramsey	5,000	4,900	98
	Richland	7,000	6,900	99
Walsh	5,700	5,600	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>MINNESOTA</b>			
	Clearwater	3,200	3,100	97
	Grant	2,700	2,700	100
	Kittson	2,400	2,300	96
	Mahnomen	1,700	1,700	100
	Norman	3,300	3,200	97
	Otter Tail	20,000	19,600	98
	Wilkin	2,800	2,800	100
	<b>NORTH DAKOTA</b>			
	Dickey	2,500	2,500	98
	Foster	1,600	1,600	100
	La Moure	2,300	2,300	100
	Pembina	3,700	3,600	97
	Stutsman	9,200	9,100	99
Trails	3,500	3,500	100	
<b>Between 5-24%</b>	<b>MINNESOTA</b>			
	Cass	8,500	8,200	96
	Crow Wing	17,700	17,300	98
	Douglas	11,600	11,400	98
	Hubbard	5,800	5,600	97
	Itasca	16,400	16,100	98
	Roseau	4,900	4,600	94
	Traverse	1,800	1,800	100
	Wadena	5,000	4,800	96
	<b>NORTH DAKOTA</b>			
	Barnes	5,000	5,000	100
	Griggs	1,400	1,400	100
	Mc Intosh	1,900	1,900	100
	Nelson	2,000	2,000	100
Ransom	2,400	2,400	100	
Steele	1,100	1,100	100	
Towner	1,600	1,600	100	
<b>Station Totals</b>		<b>294,000</b>	<b>289,100</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>				<b>126,100</b>
<b>Average Daily Circulation (1989)</b>				<b>56,800</b>



# North Dakota—Fargo

## WDAY-TV

Ch. 6

(Operates satellite WDAZ-TV, Devils Lake)

**Network Service:** ABC.

**Licensee:** WDAY Inc., Box 2466, Fargo, ND 58108.

**Studio:** 301 S. 8th St., Fargo, ND 58108.

**Mailing Address:** Box 2466, Fargo, ND 58108.

**Telephone:** 701-237-6500. **TWX:** 910-673-8301. **Fax:** 701-241-5368.

**Technical Facilities:** Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 11.2-kw aural. Antenna: 1150-ft. above av. terrain, 1203-ft. above ground, 2149-ft. above sea level.

Latitude 47° 00' 43"  
Longitude 97° 11' 58"

**Transmitter:** 1-mi. E of Amenia, ND.

**Satellite Earth Stations:** Microdyne, 7-meter; Scientific-Atlanta, 7-meter; Microdyne, Scientific-Atlanta receivers.

**AM Affiliate:** WDAY, 5-kw, 970 kHz (NBC).

**FM Affiliate:** WDAY-FM, 100-kw, 93.7 MHz (No. 229), 1150-ft.

**News Services:** AP, Conus.

**Ownership:** Forum Publishing Co. See Group Ownership of Television Stations.

**Began Operation:** June 1, 1953. Sale of 55.56% control to **Fargo Forum** by E. C. & Marie E. Reineke to give its owners, Black family, 100% control approved July 20, 1960 by FCC (Television Digest, Vol. 16:31).

**Represented (sales):** Katz Television.

**Represented (legal):** Marmet & McCombs.

**Personnel:**

WILLIAM C. MARCIL, president.  
CHARLES BOHNET, executive vice president & general manager.  
COLE CARLEY, sales manager.  
BOB PROWSE, promotion & merchandising manager.  
AL AAMODT, news director.  
RICH KITTILSTVED, chief engineer.  
SUSAN EIDER, program director.

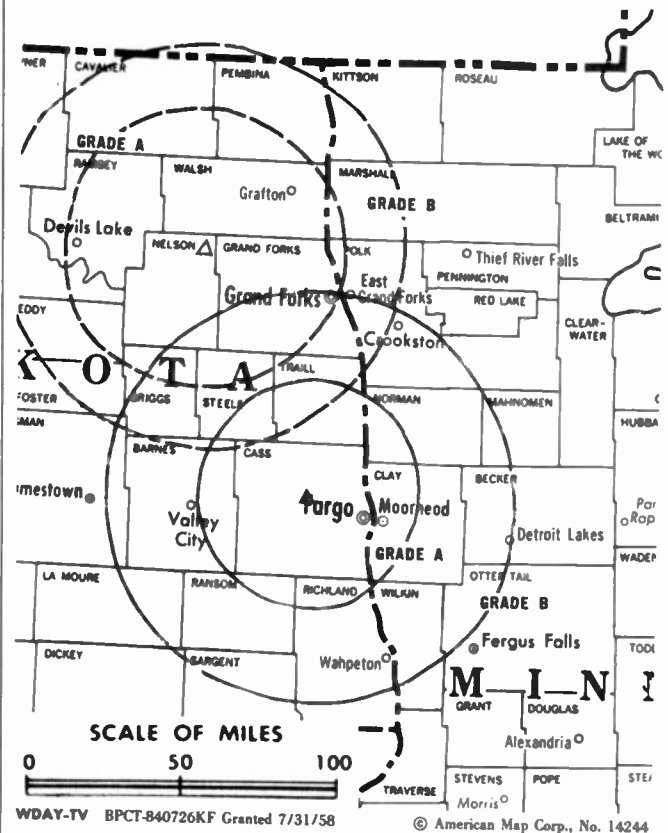
**Highest 30 Sec. Rate:** \$700.

**NETWORK BASE HOURLY RATE:** \$500.

**City of License:** Fargo. **ADI:** Fargo. **Rank:** 109.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MINNESOTA</b>			
	Becker	11,100	10,900	98
	Clay	17,100	17,000	99
	Clearwater	3,200	3,100	97
	Mahnomen	1,700	1,700	100
	Norman	3,300	3,200	97
	Otter Tail	20,000	19,600	98
	Wilkin	2,800	2,800	100
	<b>NORTH DAKOTA</b>			
	Barnes	5,000	5,000	100
	Cass	39,000	38,700	99
	Dickey	2,500	2,500	98



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	La Moure	2,300	2,300	100
	Ransom	2,400	2,400	100
	Richland	7,000	6,900	99
	Sargent	2,000	2,000	100
	Steele	1,100	1,100	100
	Stutsman	9,200	9,100	99
	Trail	3,500	3,500	100
<b>Between 25-49%</b>	<b>MINNESOTA</b>			
	Grant	2,700	2,700	100
	Polk	12,500	12,300	98
	Red Lake	1,800	1,800	100
Traverse	1,800	1,800	100	
<b>NORTH DAKOTA</b>	Foster	1,600	1,600	100
	Griggs	1,400	1,400	100
	<b>Between 5-24%</b>	<b>MINNESOTA</b>		
Beltrami		11,800	11,300	96
Douglas		11,600	11,400	98
Pennington	5,700	5,600	98	
<b>NORTH DAKOTA</b>	Kidder	1,400	1,400	100
	Logan	1,200	1,200	100
	Mc Intosh	1,900	1,900	100
	Nelson	2,000	2,000	100
	Ramsey	5,000	4,900	98
	<b>SOUTH DAKOTA</b>			
Marshall	2,000	2,000	100	
Roberts	3,900	3,800	97	
<b>Station Totals</b>		<b>201,500</b>	<b>198,900</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>				<b>119,100</b>
<b>Average Daily Circulation (1989)</b>				<b>71,500</b>

# North Dakota—Jamestown

**KJRR**

**Ch. 7**

(Satellite of KVRR, Fargo, ND)

**Network Service:** Fox.

**Licensee:** Red River Broadcast Corp., 4015 9th Ave. SW, Box 2801, Fargo, ND 58103.

**Studio:** See KVRR, Fargo.

**Telephone:** 701-277-1515. **TWX:** 501-600-6414. **Fax:** 701-277-1830.

**Technical Facilities:** Channel No. 7 (174-180 MHz). Authorized power: 316-kw max. visual. Antenna: 443-ft. above av. terrain, 449-ft. above ground, 1935-ft. above sea level.

Latitude	46°	55'	25"
Longitude	98°	46'	20"

**Transmitter:** 2.5-mi. WNW of Fort Seward Historic site, Jamestown.

**Ownership:** Red River Broadcast Corp. See Group Ownership of Television Stations.

**Began Operation:** October 7, 1988.

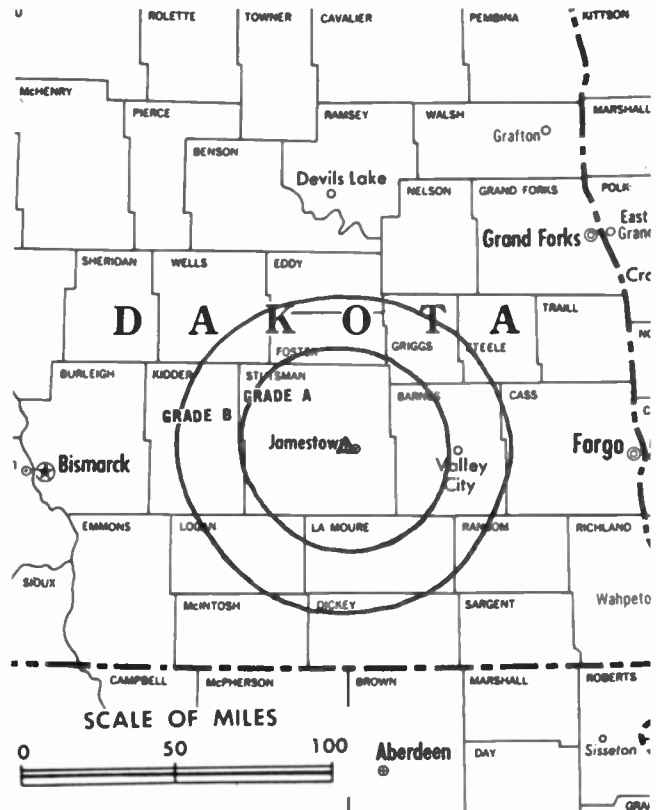
**Represented (sales):** Blair Television.

**Represented (legal):** Wilkinson, Barker, Knauer & Quinn.

**Represented (engineering):** A. D. Ring & Associates, P.C.

**Personnel:**

JANE BOLER, general manager.  
 GREG BALDWIN, general sales manager.  
 DEB SWANICK, local sales manager.  
 CHUCK TRAUTHER, director of engineering.  
 KENT LIEN, program director.  
 GARY GOODRICH, marketing director.  
 KATHY LAU, business manager.



KJRR BMPCT-880801LM Granted 1/27/89

© American Map Corp., No. 14244

**Rates:** On request.

**Arbitron Data:** Not available.

**City of License:** Jamestown. **ADI:** Fargo. **Rank:** 109.

# North Dakota—Minot

**KMCY**

Ch. 14

(Satellite of KBYM, Bismarck, ND)

**Network Service:** ABC.

**Grantee:** WDAY Inc., 301 S. Eighth St., Fargo, ND 58103.

**Studio:** See KBYM, Bismarck.

**Telephone:** 701-223-1700.

**Technical Facilities:** Channel No. 14 (470-476 MHz). Authorized power: 513-kw visual, 90-kw aural. Antenna: 829-ft. above av. terrain, 649-ft. above ground, 2723-ft. above sea level.

Latitude	48°	03'	13"
Longitude	101°	23'	05"

**Transmitter:** 11.5-mi. S & 4-mi. W of Minot.

**Satellite Earth Station:** Harris, 3.6-meter; Harris receivers.

**Ownership:** Forum Publishing Co. See Group Ownership of Television Stations.

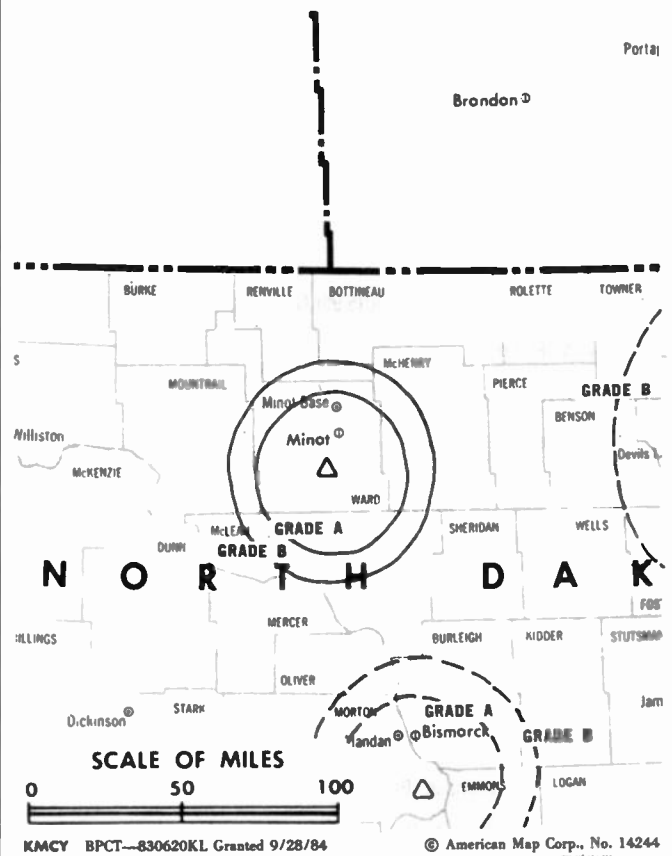
**Began Operation:** June 19, 1985.

**Represented (sales):** Katz Television.

**Represented (legal):** Marmet & McCombs.

**Personnel:**

DEWEY HEGGEN, station manager.  
CHUCK PETERSON, general sales manager.  
EARL GOETZ, local sales manager.  
SUSAN J. EIDER, program director.  
JERRY GRIMSTAD, chief engineer.  
BOB PROWSE, promotion director.



**Rates:** On request.

**Arbitron Data:** Included with KBYM, Bismarck, ND.

**City of License:** Minot. **ADI:** Minot-Bismarck-Dickinson. **Rank:** 148.

# North Dakota—Minot

## KMOT

Ch. 10

(Satellite of KFYP-TV, Bismarck, ND)

**Network Service:** NBC.

**Licensee:** Meyer Broadcasting Co., Box 1738, Bismarck, ND 58502.

**Studio:** 1800 S.W. 16th St., Minot, ND 58702.

**Mailing Address:** Box 1120, Minot, ND 58702.

**Telephone:** 701-852-4101. **Fax:** 701-838-8195.

**Technical Facilities:** Channel No. 10 (192-198 MHz). Authorized power: 214-kw visual, 42.7-kw aural. Antenna: 680-ft. above av. terrain, 687-ft. above ground, 2444-ft. above sea level.

Latitude 48° 12' 56"  
Longitude 101° 19' 05"

**Transmitter:** 1800 16th St. SW.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Station:** M/A-Com, 3-meter; M/A-Com receivers.

**News Services:** Agri-data, AP, NBC.

**Ownership:** Meyer Broadcasting Co., 100%. See Group Ownership of Television Stations.

**Began Operation:** January 20, 1958.

**Represented (sales):** Blair Television.

**Represented (legal):** Hogan & Hartson.

### Personnel:

JUDITH JOHNSON, president & chief executive officer (Bismarck).

TOM BARR, general manager (Bismarck).

WAYNE SANDERS, station manager.

RAY ROBERTS, chief engineer.

COLLEEN ANDERSON, local sales manager.

KEITH DARNEY, news director.

ROD WILSON, program director.

**Highest 30 Sec. Rate:** \$85.

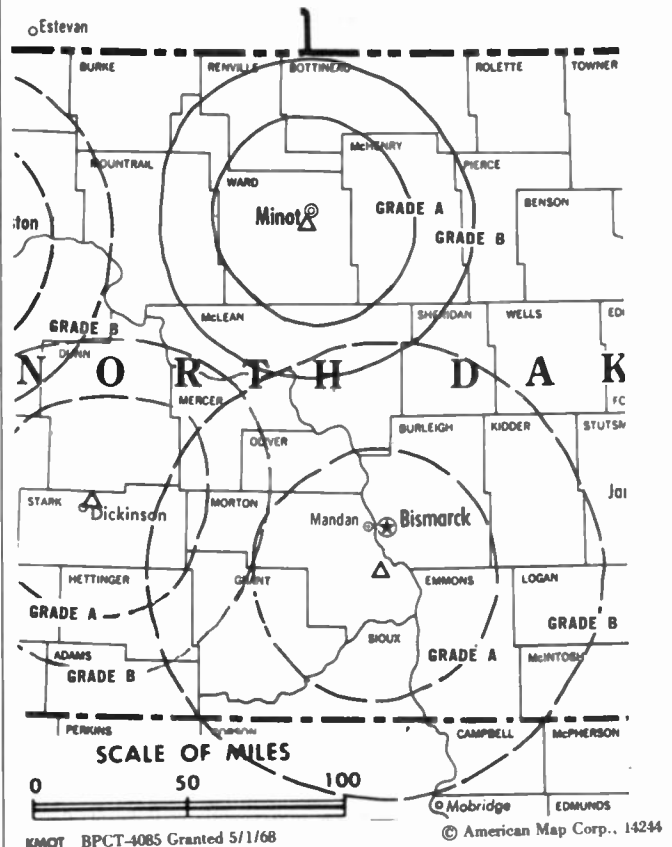
**Rates:** Sold in combination with KFYP-TV, Bismarck, ND.

**NETWORK BASE HOURLY RATE:** \$147.

**City of License:** Minot. **ADI:** Minot-Bismarck-Dickinson. **Rank:** 148.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>NORTH DAKOTA</b>			
	Bottineau	3,200	3,200	98
	Burke	1,400	1,400	100
	Mc Henry	2,800	2,800	100



Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	Mountrail	2,900	2,900	100
	Pierce	2,000	2,000	100
	Renville	1,300	1,300	100
	Rolette	3,700	3,600	97
	Ward	21,700	21,500	99
<b>NORTH DAKOTA</b>				
<b>Between 25-49%</b>	Benson	2,500	2,400	96
	Mc Lean	4,600	4,500	98
	Sheridan	1,000	1,000	100
	Towner	1,600	1,600	100
	Wells	2,700	2,700	100
<b>NORTH DAKOTA</b>				
<b>Between 5-24%</b>	Divide	1,200	1,200	100
	Mercer	5,300	5,200	98
<b>Station Totals</b>		<b>57,900</b>	<b>57,300</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>41,400</b>	
<b>Average Daily Circulation (1989)</b>			<b>28,800</b>	

# North Dakota—Minot

## KXMC-TV

Ch. 13

(Operates satellites KXMB-TV, Bismarck; KXMA-TV, Dickinson & KXMD-TV, Williston, ND)

Network Service: CBS.

Licensee: Reiten Television Inc., Box 1686, Minot, ND 58701.

Studio: 3425 S. Broadway, Minot, ND 58701.

Telephone: 701-852-2104. TWX: 910-675-2496. Fax: 701-838-9360.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1131-ft. above av. terrain, 1081-ft. above ground, 3146-ft. above sea level.

Latitude 48° 03' 02"

Longitude 101° 20' 29"

Transmitter: 11.5-mi. S of Minot.

Satellite Earth Stations: 2 in operation; Scientific-Atlanta receivers.

AM Affiliate: KCJB, 5-kw, 910 kHz.

FM Affiliate: KHHT-FM, 58-kw, 97.1 MHz (No. 246), 830-ft.

News Services: AP, National Weather Wire, NOAA.

Ownership: Reiten TV Inc., 100%. See Group Ownership of Television Stations.

Began Operation: April 4, 1953. Sale to present owners by North Dakota Bcstg. Co. Inc. approved Oct. 20, 1959 by FCC (Television Digest, Vol. 15:37, 43).

Represented (sales): Katz Television.

Represented (legal): Fisher, Wayland, Cooper & Leader.

### Personnel:

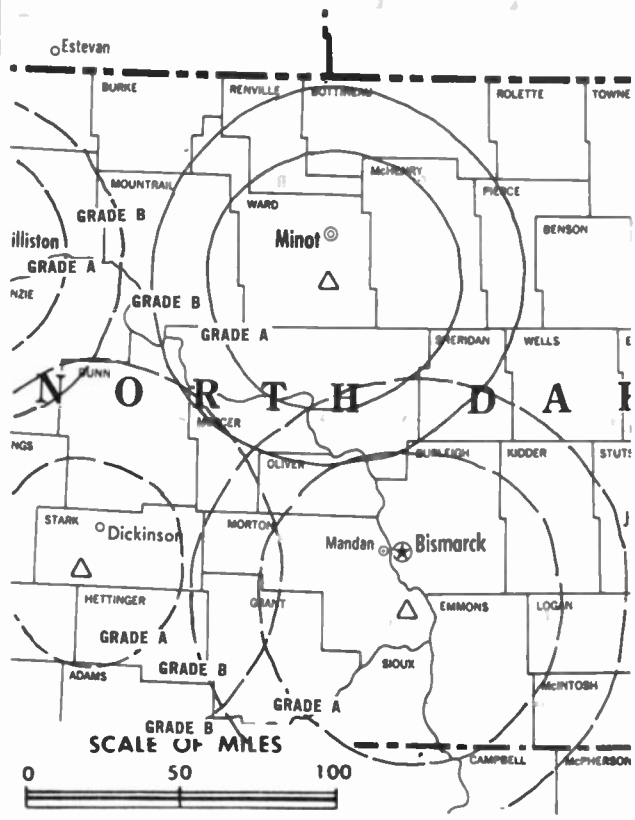
DAVID REITEN, president.  
 ROD ROMINE, general manager.  
 ROBERT ROMINE, local sales manager.  
 DUANE AASE, chief engineer.  
 MIKE MORKEN, news director.

Rates: Sold with KXMB-TV, Bismarck; KXMA-TV, Dickinson & KXMD-TV, Williston, ND.

City of License: Minot. ADI: Minot-Bismarck-Dickinson. Rank: 148.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>NORTH DAKOTA</b>			
	Bottineau	3,200	3,200	98
	Burke	1,400	1,400	100
	Mc Henry	2,800	2,800	100
	Mc Lean	4,600	4,500	98



Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>50% &amp; Over</b>	Mercer	5,300	5,200	98	
	Mountrail	2,900	2,900	100	
	Pierce	2,000	2,000	100	
	Renville	1,300	1,300	100	
	Rolette	3,700	3,600	97	
	Sheridan	1,000	1,000	100	
	Ward	21,700	21,500	99	
	Wells	2,700	2,700	100	
	<b>Between 25-49%</b>	<b>NORTH DAKOTA</b>			
		Benson	2,500	2,400	96
Towner		1,600	1,600	100	
<b>Between 5-24%</b>	<b>NORTH DAKOTA</b>				
	Dunn	1,600	1,600	100	
	Oliver	800	800	100	
<b>Station Totals</b>		<b>59,100</b>	<b>58,500</b>	<b>99</b>	
<b>Net Weekly Circulation (1989)</b>				<b>45,600</b>	
<b>Average Daily Circulation (1989)</b>				<b>31,100</b>	

# North Dakota—Pembina

## KNRR

Ch. 12

(Satellite of KVRN, Fargo, ND)

**Network Service:** Fox.

**Licensee:** Red River Broadcast Corp., 4015 9th Ave. SW, Fargo, ND 58103.

**Studio:** 4015 9th Ave. SW, Fargo, ND 58103.

**Telephone:** 701-277-1515.

**Technical Facilities:** Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1292-ft. above av. terrain, 1303-ft. above ground, 2034-ft. above sea level.

Latitude	48°	59'	42''
Longitude	97°	24'	26''

**Transmitter:** 7.5-mi. WNW of Pembina, 1.78-mi. N of State Hwy. 55.

**Multichannel TV Sound:** Stereo only.

**Ownership:** Red River Broadcast Corp. See Group Ownership of Television Stations.

**Began Operation:** August 11, 1985.

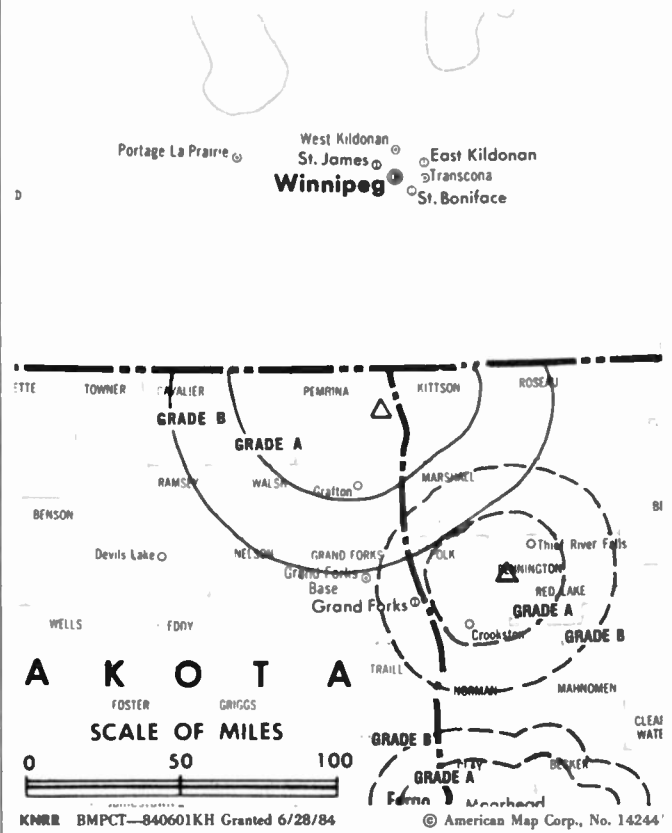
**Represented (sales):** Katz Television.

**Represented (legal):** Wilkinson, Barker, Knauer & Quinn.

**Represented (engineering):** A. D. Ring & Associates, P.C.

**Personnel:**

- JANE BOLER, general manager.
- CHUCK TRAUTNER, director of engineering.
- GREG BALDWIN, general sales manager.
- GARY GOODRICH, marketing director.
- KENT LIEN, program manager.
- JAMES ERICKSON, film department manager.
- WAYNE RAMSEY, promotion director.
- KATHY LAU, business manager.



**Rates:** On request.

**Arbitron Data:** Included with KVRN, Fargo, ND.

**City of License:** Pembina. ADI: Fargo. Rank: 109.

# North Dakota—Valley City-Fargo

## KXJB-TV

Ch. 4

Network Service: CBS.

Licensee: North American Communication Corp., Box 10399, Fargo, ND 58106-0399.

Studio: 4302 13th Ave. S, Fargo, ND 58103.

Mailing Address: Box 10399, Fargo, ND 58106-0399.

Telephone: 701-282-0444. TWX: 910-673-8307. Fax: 701-282-9331.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 97.7-kw visual, 10-kw aural. Antenna: 2030-ft. above av. terrain, 2060-ft. above ground, 3120-ft. above sea level.

Latitude 47° 16' 45"  
Longitude 97° 20' 18"

Transmitter: 3-mi. E of Galesburg, ND.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; Harris, 6.1-meter C-band; Vertex, 5-meter Ku-band; Scientific-Atlanta, 4.6-meter C-band; Harris, M/A-Com, Scientific-Atlanta receivers.

News Services: AP, UPI.

Ownership: Barnstable Group, 100%.

Began Operation: July 12, 1954. Sale to present owner approved by FCC Nov. 30, 1978.

Represented (sales): Seltel Inc.; Hyett/Ramsland Inc. (Minneapolis).

Represented (legal): Reed, Smith, Shaw & McClay.

### Personnel:

BRUCE E. BARNES, president & general manager.  
PAUL WICKRE, station & general sales manager.  
ARVID SONSTELIE, chief engineer.  
DAVID HOGLIN, news director.  
BERNADETTE HENDRICKSON, program director.  
LINDA BIRMINGHAM, promotion director.  
CURT SOMMER, business manager.

Highest One Hour Rate: \$2250.

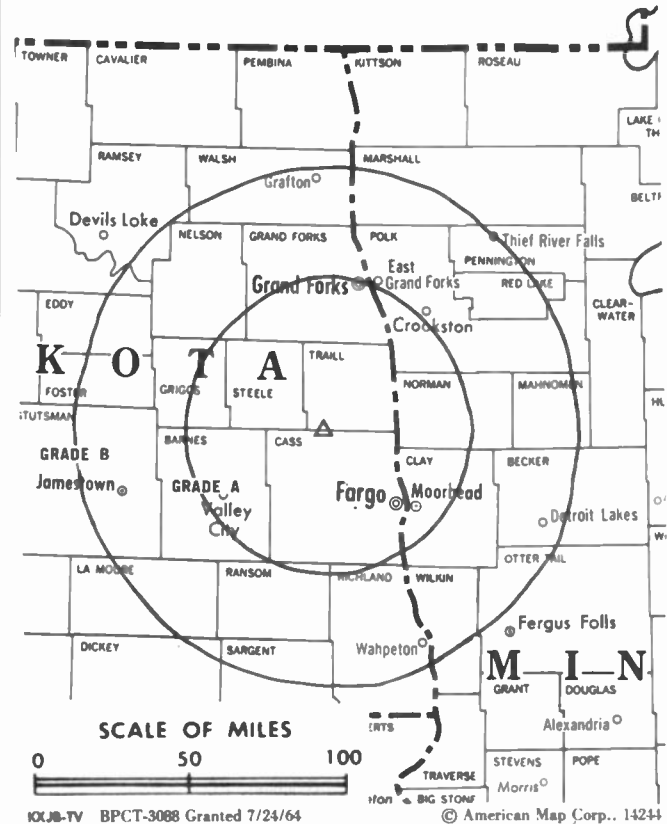
Highest 30 Sec. Rate: \$500.

NETWORK BASE HOURLY RATE: \$757.

City of License: Valley City. ADI: Fargo. Rank: 109.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MINNESOTA</b>			
	Becker	11,100	10,900	98
	Clay	17,100	17,000	99
	Clearwater	3,200	3,100	97
	Kittson	2,400	2,300	96
	Lake Of The Woods	1,500	1,400	93
	Mahnomen	1,700	1,700	100
	Marshall	4,500	4,400	98
	Norman	3,300	3,200	97
	Otter Tail	20,000	19,600	98
	Pennington	5,700	5,600	98
	Polk	12,500	12,300	98
	Red Lake	1,800	1,800	100
	Roseau	4,900	4,600	94
	Wilkin	2,800	2,800	100
	<b>NORTH OAKOTA</b>			
	Barnes	5,000	5,000	100



KXJB-TV BPCT-3088 Granted 7/24/64

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Benson	2,500	2,400	96
	Cass	39,000	38,700	99
	Cavalier	2,600	2,500	96
	Dickey	2,500	2,500	98
	Eddy	1,300	1,300	100
	Foster	1,600	1,600	100
	Grand Forks	24,200	24,000	99
	Griggs	1,400	1,400	100
	La Moure	2,300	2,300	100
	Nelson	2,000	2,000	100
	Pembina	3,700	3,600	97
	Ramsey	5,000	4,900	98
	Ransom	2,400	2,400	100
	Richland	7,000	6,900	99
	Sargent	2,000	2,000	100
	Steele	1,100	1,100	100
	Stutsman	9,200	9,100	99
	Towner	1,600	1,600	100
	Walsh	5,700	5,600	98
<b>Between 25-49%</b>	<b>MINNESOTA</b>			
	Traverse	1,800	1,800	100
	<b>SOUTH OAKOTA</b>			
Marshall	2,000	2,000	100	
<b>Between 5-24%</b>	<b>MINNESOTA</b>			
	Beltrami	11,800	11,300	96
	<b>NORTH OAKOTA</b>			
	Logan	1,200	1,200	100
Wells	2,700	2,700	100	
<b>Station Totals</b>		<b>237,600</b>	<b>234,100</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>				<b>186,900</b>
<b>Average Daily Circulation (1989)</b>				<b>119,700</b>

# North Dakota—Williston

## KUMV-TV

Ch. 8

(Satellite of KFYP-TV, Bismarck, ND)

**Network Service:** NBC.

**Licensee:** Meyer Broadcasting Co., Box 1738, Bismarck, ND 58502.

**Studio:** 602 Main, Box 1287, Williston, ND 58802.

**Telephone:** 701-572-4676.

**Technical Facilities:** Channel No. 8 (180-186 MHz). Authorized power: 166-kw visual, 33.1-kw aural. Antenna: 1060-ft. above av. terrain, 878-ft. above ground, 3221-ft. above sea level.

Latitude 48° 08' 02"  
Longitude 103° 51' 36"

**Transmitter:** U.S. Rte. 2, 10-mi. W of Williston.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Station:** M/A-Com, 3-meter; M/A-Com receivers.

**News Services:** Agri-data, AP, NBC, Sports News Satellite.

**Ownership:** Meyer Broadcasting Co., 100%. See Group Ownership of Television Stations.

**Began Operation:** February 11, 1957.

**Represented (sales):** Blair Television.

**Represented (legal):** Hogan & Hartson.

**Personnel:**

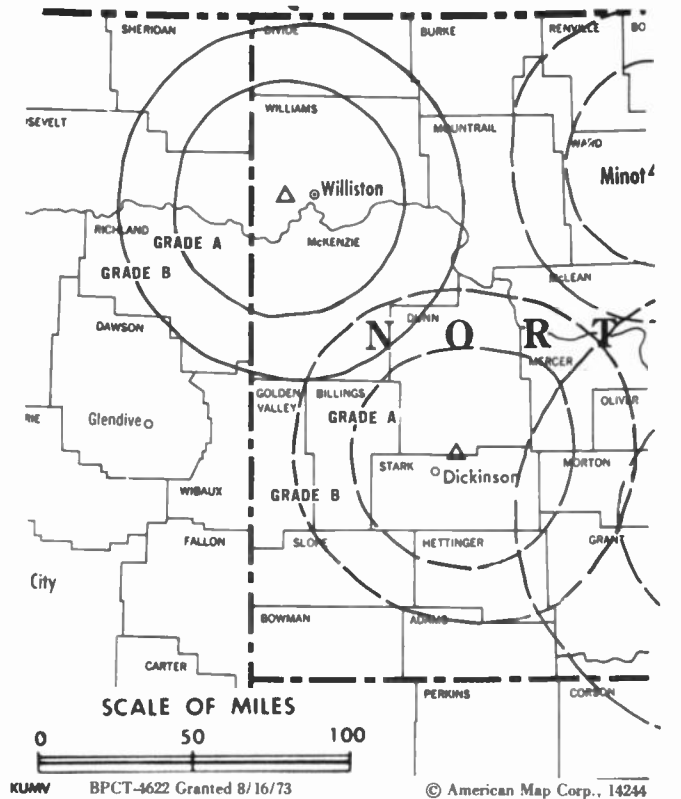
JUDITH JOHNSON, president & chief executive officer (Bismarck).  
TOM BARR, general manager (Bismarck).  
CHERIE OLSON, station manager.  
MIKEL HUSEBY, chief engineer.  
KELLY BUECHLER, news director.

**Rates:** Sold in combination with KFYP-TV, Bismarck, ND.

**City of License:** Williston. **ADI:** Minot-Bismarck-Dickinson. **Rank:** 148.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>MONTANA</b>			
	Daniels	1,000	1,000	100
	Dawson	4,700	4,500	96
	Mc Cone	900	900	100
	Richland	5,000	4,800	96
	Roosevelt	3,800	3,700	97
	Sheridan	2,100	2,000	95



Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	Valley	3,800	3,600	95
	<b>NORTH DAKOTA</b>			
	Divide	1,200	1,200	100
	Mc Kenzie	2,800	2,800	100
	Williams	10,300	10,200	99
<b>Between 25-49%</b>	<b>NORTH DAKOTA</b>			
	Burke	1,400	1,400	100
	Golden Valley	900	900	100
<b>Between 5-24%</b>	<b>MONTANA</b>			
	Wibaux	500	500	100
	<b>NORTH DAKOTA</b>			
Dunn	1,600	1,600	100	
Mountrail	2,900	2,900	100	
<b>Station Totals</b>		<b>42,900</b>	<b>42,000</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>				<b>30,000</b>
<b>Average Daily Circulation (1989)</b>				<b>21,300</b>



# North Dakota—Williston

## KXMD-TV

Ch. 11

(Satellite of KXMC-TV, Minot, ND)

**Network Service:** CBS.

**Licenses:** Reiten Television Inc., Box 790, Williston, ND 58801.

**Studio:** See KXMC-TV, Minot.

**Telephone:** 701-572-2345.

**Technical Facilities:** Channel No. 11 (198-204 MHz). Authorized power: 174-kw visual, 17.4-kw aural. Antenna: 980-ft. above av. terrain, 840-ft. above ground, 3140-ft. above sea level.

Latitude 48° 08' 22"  
Longitude 103° 53' 24"

**Transmitter:** 11-mi. W of Williston on U.S. 2.

**Satellite Earth Stations:** In operation; Microdyne receivers.

**Ownership:** Reiten TV Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** October 25, 1969.

**Represented (sales):** Katz Television.

**Represented (legal):** Fisher, Wayland, Cooper & Leader.

**Personnel:**

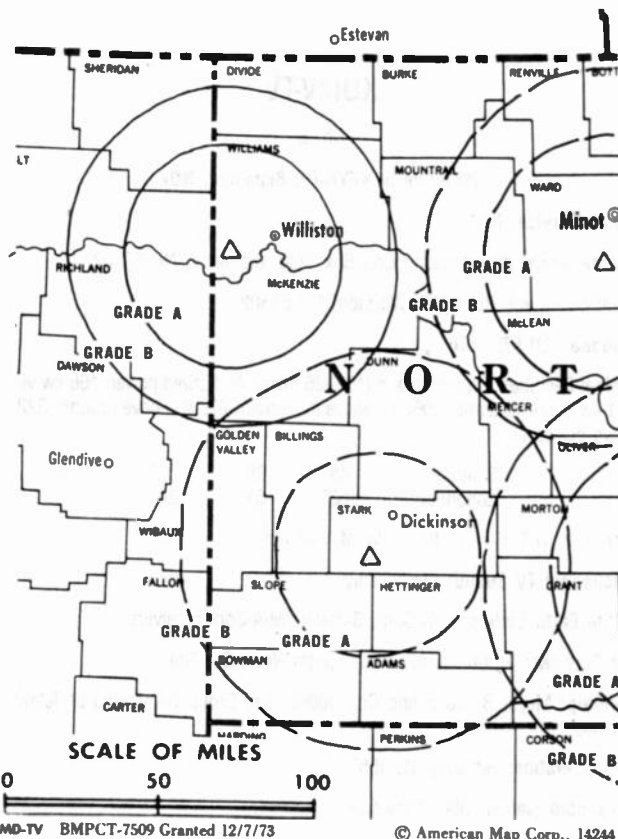
DAVID M. REITEN, president.  
MARILYN KAUST, manager.  
WAYNE McNAMARA, chief engineer.

**Rates:** Sold in combination with KXMC-TV, Minot.

**City of License:** Williston. **ADI:** Minot-Bismarck-Dickinson. **Rank:** 148.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

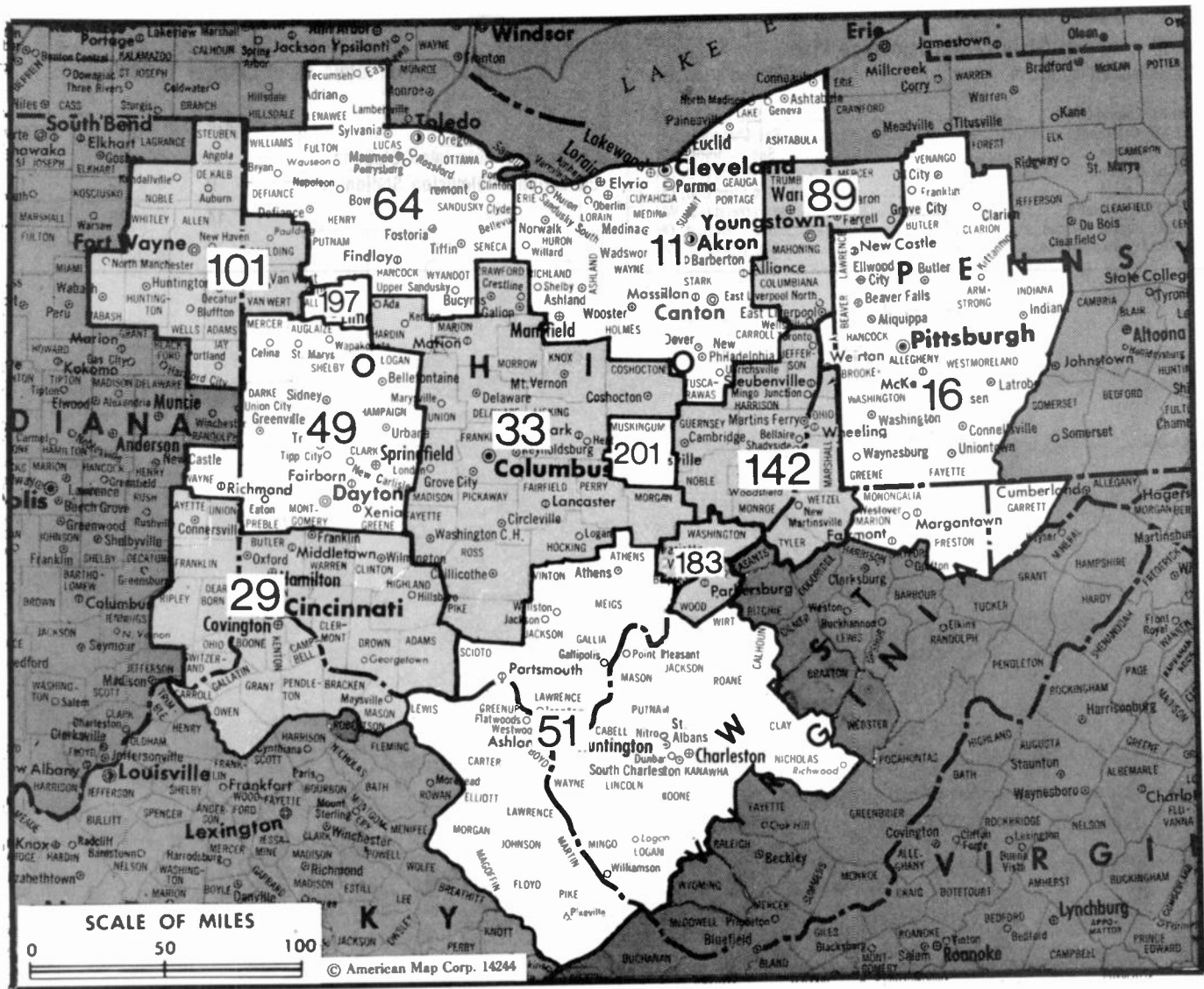
Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MONTANA</b>			
	Daniels	1,000	1,000	100
	Richland	5,000	4,800	96
	Roosevelt	3,800	3,700	97
	Sheridan	2,100	2,000	95
	<b>NORTH DAKOTA</b>			
	Divide	1,200	1,200	100
	Mc Kenzie	2,800	2,800	100
	Williams	10,300	10,200	99



KXMD-TV BMPCT-7509 Granted 12/7/73

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>MONTANA</b>			
	Mc Cone Valley	900	900	100
<b>Between 5-24%</b>	<b>MONTANA</b>			
	Dawson	4,700	4,500	96
	<b>NORTH DAKOTA</b>			
	Burke	1,400	1,400	100
	Dunn	1,600	1,600	100
Mountrail	2,900	2,900	100	
<b>Station Totals</b>		<b>41,500</b>	<b>40,600</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>			<b>21,600</b>	
<b>Average Daily Circulation (1989)</b>			<b>11,800</b>	



Market	Arbitron A01 TV Households	Rank	Market Area Commercial TV Stations
Cleveland, OH	1,420,100	11	WAKC-TV (23), WBNX-TV (55), WCOM (68), WDLI (17), WEWS (5), WJW-TV (8), WKYC-TV (3), WOAC (67), WOIO (19), WQHS (61), WUAB (43)
Pittsburgh, PA	1,186,800	16	KOKA-TV (2), WPCB-TV (40), WPGH-TV (53), WPTT-TV (22), WPXI (11), WTAE-TV (4)
Cincinnati, OH	737,400	29	WCPO-TV (9), WIII (64), WKRC-TV (12), WLWT (5), WXIX-TV (19)
Columbus, OH	667,800	33	WBNS-TV (10), WCMH-TV (4), WSFJ (51), WSYX (6), WTTE (28), WWAT (53)
Dayton, OH	491,700	49	WDTN (2), WHIO-TV (7), WKEF (22), WKOI (43), WRGT-TV (45), WTJC (26)
Charleston-Huntington, WV	488,100	51	WCHS-TV (8), WOWK-TV (13), WSAZ-TV (3), WTSF (61), WVAH-TV (11)
Toledo, OH	404,600	64	WGGN-TV (52), WNWO-TV (24), WTOL-TV (11), WTVG (13), WUPW (36)
Youngstown, OH	275,600	89	WFMJ-TV (21), WKBN-TV (27), WYTV (33)
Fort Wayne, IN	225,200	101	WANE-TV (15), WFFT-TV (55), WINM (63), WKJG-TV (33), WPTA (21)
Wheeling, WV-Stuebenville, OH	152,700	142	WTOV-TV (9), WTRF-TV (7)
Parkersburg, WV	58,800	183	WTAP-TV (15)
Lima, OH	40,600	197	WLIO (35), WTLW (44)
Zanesville, OH	31,400	201	WHIZ-TV (18)

**State Cross Reference List**

Communities that receive programs of stations that are located elsewhere.

WSFJ, Columbus .....	See Newark, OH
WWAT, Columbus .....	See Chillicothe, OH
WKDI, Dayton .....	See Richmond, IN
WTJC, Dayton .....	See Springfield, OH
WUAB, Lorain .....	See Cleveland, OH
WTAP-TV, Marietta .....	See Parkersburg, WV
WOIO, Shaker Heights .....	See Cleveland, OH
WTRF-TV, Steubenville .....	See Wheeling, WV

**Ohio Station Totals as of October 1, 1989**

	VHF	UHF	TOTAL
<b>Commercial Television Stations</b>	14	26	40
<b>Educational Television Stations</b>	0	12	12
	<hr/>	<hr/>	<hr/>
	14	38	52

# Ohio—Akron

## WAKC-TV

Ch. 23

**Network Service:** ABC.

**Licensee:** Group One Bcstg. Ltd. Partnership, 853 Copley Rd., Akron, OH 44320.

**Studio:** 853 Copley Rd., Akron, OH 44320.

**Telephone:** 216-535-7831.

**Technical Facilities:** Channel No. 23 (524-530 MHz). Authorized power: 1290-kw max. & 1000-kw horizontal visual, 175-kw max. & 138-kw horizontal aural. Antenna: 960-ft. above av. terrain, 960-ft. above ground, 2049-ft. above sea level.

Latitude 41° 03' 51"  
Longitude 81° 34' 59"

Requests CP for change 698-kw max. visual, 66.9-kw max. aural, 678-ft. above av. terrain, 798-ft. above ground, 1752-ft. above sea level.

**Transmitter:** 1561 Dreisbach Dr.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** 2 in operation.

**News Services:** ABC, UPI.

**Ownership:** Group One Bcstg. Ltd. Partnership. Roger C. Berk Jr., pres.; Robert C. Berk, v.p. & treas.; Phyllis V. Simms, secy.

**Began Operation:** June 7, 1953.

**Represented (sales):** Broadcast Spot Sales Inc.

**Represented (engineering):** Cohen, Dippell & Everist, P.C.

### Personnel:

ROGER G. BERK JR., president.  
ROBERT C. BERK, executive vice president & treasurer.  
FRANK J. (CHIP) FOX, vice president, sales.  
ANA PEREZ TRENCHARD, assistant station manager.  
MARK WILLIAMSON, news director.  
WILLIAM J. O'NEIL JR., program director.  
DENNIS LEBEC, production director.  
EARL L. MILLER, chief engineer.

**Rates:** On request.

**City of License:** Akron. **ADI:** Cleveland. **Rank:** 11.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	OHIO			
	Ashland	16,700	16,500	99
	Guernsey	15,300	14,900	97
	Portage	48,900	48,400	99
	Stark	139,300	137,700	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Summit	194,900	193,000	99
	Tuscarawas	33,300	32,600	98
	Wayne	36,300	35,400	98
<b>OHIO</b>				
Between 5-24%	Belmont	31,100	30,600	99
	Carroll	10,000	9,900	99
	Columbiana	41,400	40,800	99
	Cuyahoga	569,800	563,500	99
	Erie	29,200	28,900	99
	Geauga	25,300	24,900	99
	Harrison	6,200	6,100	98
	Holmes	9,100	8,600	94
	Huron	20,400	20,100	99
	Lorain	96,500	95,500	99
Medina	40,300	39,900	99	
Noble	4,400	4,200	95	
Trumbull	87,600	86,700	99	
<b>Station Totals</b>		<b>1,456,000</b>	<b>1,438,200</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>264,400</b>	
<b>Average Daily Circulation (1989)</b>			<b>92,100</b>	

# Ohio—Akron

## WBNX-TV

Ch. 55

Network Service: None, independent.

Licensee: Winston Bcstg. Network Inc., Box 91660, Cleveland, OH 44101.

Studio: 2690 State Rd., Cuyahoga Falls, OH 44223.

Telephones: 216-928-5711; 216-573-5511. Fax: 216-920-1057.

Technical Facilities: Channel No. 55 (716-722 MHz). Authorized power: 2290-kw max. visual, 229-kw max. aural. Antenna: 582-ft. above av. terrain, 397-ft. above ground, 1566-ft. above sea level.

Latitude 41° 16' 50"  
Longitude 81° 37' 22"

Transmitter: 8200 Snowville Rd., Brecksville.

Ownership: Winston Broadcasting Network Inc., 100%. Lou Spangler, pres.; Cathy Shupe, v.p.; Cathy Rudolph, secy.-treas.

Began Operation: December 1, 1985.

Represented (legal): Blakemore, Rosen, Meeker & Varian Co.

Represented (engineering): Carl E. Smith Consulting Engineers.

### Personnel:

- LOU SPANGLER, president & general manager.
- TERRY SCHULTZ, general sales manager.
- STEPHEN NELSON, chief engineer.
- ANNE KEITH, program director.
- MARGIE COGER, promotion director.

Rates: On request.

City of License: Akron. ADI: Cleveland. Rank: 11.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	OHIO			
	Ashland	16,700	16,500	99
	Cuyahoga	569,800	563,500	99
	Geauga	25,300	24,900	99



WBNX-TV BNPCT-851010KF Granted 4/25/86

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Lorain	96,500	95,500	99
	Medina	40,300	39,900	99
	Portage	48,900	48,400	99
	Stark	139,300	137,700	99
	Summit	194,900	193,000	99
	Wayne	36,300	35,400	98
<b>Station Totals</b>		<b>1,168,000</b>	<b>1,154,800</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>174,800</b>	
<b>Average Daily Circulation (1989)</b>			<b>52,500</b>	

# Ohio—Canton

## WDLI

Ch. 17

**Network Service:** None, independent.

**Licensee:** Trinity Bcstg. Network Inc., Box C11949, Santa Ana, CA 92711.

**Studio:** 6600 Atlantic Blvd., Louisville, OH 44641.

**Telephone:** 216-875-5542.

**Technical Facilities:** Channel No. 17 (488-494 MHz). Authorized power: 437-kw max. & 389-kw horizontal visual, 47.9-kw max. & 45.7-kw horizontal aural. Antenna: 450-ft. above av. terrain, 448-ft. above ground, 1613-ft. above sea level.

Latitude	40°	51'	04"
Longitude	81°	16'	37"

Requests CP for change to 5000-kw max. visual, 957-ft. above av. terrain, 1035-ft. above ground, 2010-ft. above sea level, lat. 41° 03' 20", long. 81° 35' 38", transmitter to Antenna Farm, 4.3-mi. from WAKC-TV & WONE-FM transmitter site. BPCT-880920KE.

**Transmitter:** U.S. Rte. 62, California Ave. & Reno Rd., Louisville, OH.

**Satellite Earth Station:** Scientific-Atlanta, 5-meter; Scientific-Atlanta receivers.

**Ownership:** Trinity Broadcasting Network Inc. See Group Ownership of Television Stations.

**Began Operation:** January 1, 1967. Sale to present owner by David Livingstone Missionary Foundation Inc. approved by FCC March 5, 1986. Sale by PTL approved Dec. 8, 1982. Sale to PTL by Janson Industries approved Aug. 5, 1977 (*Television Digest*, Vol. 17:35, 37).

**Represented (legal):** May & Dunne.

**Represented (engineering):** D. W. Sargent.

**Personnel:**  
DALE K. OSBORN, manager.  
REBECCA OSBORN, production & public affairs.

**Highest 30 Sec. Rate:** \$60.

**City of License:** Canton. **ADI:** Cleveland. **Rank:** 11.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



WDU BPCT-4988 Granted 4/20/77

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>OHIO</b>				
Between 5-24%	Harrison	6,200	6,100	98
<b>WASHINGTON</b>				
	Asotin	7,100	6,900	97
<b>Station Totals</b>		<b>13,300</b>	<b>13,000</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>				<b>18,600</b>
<b>Average Daily Circulation (1989)</b>				<b>6,100</b>

# Ohio—Canton

## WOAC

Ch. 67

**Network Service:** None, independent.

**Licensee:** Canton 67 Ltd., Debtor-in-Possession, 620 Osborne Office Center, Chattanooga, TN 37411.

**Studio:** 4867 Fulton Rd. NW, Canton, OH 44718.

**Telephone:** 216-492-5267. **TWX:** 88806. **Fax:** 216-492-8487.

**Technical Facilities:** Channel No. 67 (788-794 MHz). Authorized power: 1429-kw visual, 142.9-kw aural. Antenna: 290-ft. above av. terrain, 275-ft. above ground, 1405-ft. above sea level.

Latitude 40° 50' 49"  
Longitude 81° 26' 23"

Holds CP for change to 1230-kw max. visual, 123-kw max. aural, 860-ft. above av. terrain, 824-ft. above ground, 2028-ft. above sea level, lat. 40° 54' 20", long. 81° 16' 15", transmitter to approx. 0.3-mi. N of intersection of State St. & Preston Ave., near Louisville. BPCT-840507KG.

**Transmitter:** 4867 Fulton Dr., Jackson Twp., near Canton.

**Satellite Earth Stations:** M/A-Com, 3.5-meter Ku-band; Microdyne, 3.5-meter; Comtech, M/A-Com, Microdyne receivers.

**News Service:** UPI.

**Ownership:** Media Central Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** March 1, 1982. Sale to Discovery Bcstg. Systems Inc. approved by FCC June 20, 1985, but not consummated.

**Represented (sales):** Seltel Inc.

**Represented (legal):** Sidley & Austin.

### Personnel:

MICHAEL LARSON, general manager.  
PHILLIP SHERCK, general sales manager.  
SCOTT DAVIS, news director.  
LEE CARPENTER, operations manager & chief engineer.  
KEVIN HOFFMAN, program director.  
J. D. DIANGELIS, promotion director.  
SHELLY POLEN, business manager.  
RANDY RAMSEY, production manager.

**Highest 30 Sec. Rate:** \$100.



**City of License:** Canton. **ADI:** Cleveland. **Rank:** 11.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State	Total Households	TV Households	%
	<b>OHIO</b>			
<b>Between 25-49%</b>	Stark	139,300	137,700	99
	<b>OHIO</b>			
<b>Between 5-24%</b>	Summit	194,900	193,000	99
	Tuscarawas	33,300	32,600	98
	Wayne	36,300	35,400	98
<b>Station Totals</b>		<b>403,800</b>	<b>398,700</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>				<b>81,500</b>
<b>Average Daily Circulation (1989)</b>				<b>20,000</b>

# Ohio—Chillicothe

**WWAT**

**Ch. 53**

**Network Service:** None, independent.

**Licensee:** Triplett & Assoc., 1501 Rd. 235, Bellefontaine, OH 43311.

**Studio:** 1281 River Rd., Chillicothe, OH 45601.

**Mailing Address:** 2698 Sawbury Blvd., Worthington, OH 43085.

**Telephones:** 614-775-3578, Chillicothe; 614-766-9603, Worthington.

**Technical Facilities:** Channel No. 53 (704-710 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1190-ft. above av. terrain, 1189-ft. above ground, 1929-ft. above sea level.

Latitude 39° 35' 28"  
Longitude 83° 06' 40"

Holds CP for change to 2000-kw max. visual, 653-ft. above av. terrain, 623-ft. above ground, 1365-ft. above sea level, lat. 39° 35' 30", long. 83° 06' 38".  
BPCT-890612KF.

**Transmitter:** 0.67-mi. from intersection of Rte. 22 & Chillicothe Williamsport Rd.

**Satellite Earth Stations:** C-band; Ku-band.

**Ownership:** Wendell A. Triplett, 54%; Marc S. Triplett, 26%; Robert S. Triplett, 20%.

**Began Operation:** August 31, 1987.

**Represented (sales):** Independent TV Sales.

**Represented (legal):** Roy Perkins.

**Personnel:**

WENDELL A. TRIPLETT, general manager.  
TERRY PENROD, program operations & national sales manager.  
STEVEN TATE, traffic manager.  
ROBERT TRIPLETT, chief engineer.

**Highest 30 Sec. Rate:** \$150.

**City of License:** Chillicothe. **AOI:** Columbus, OH. **Rank:** 33.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



WWAT BPCT-890612KF Granted 8/31/89 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	% Households
<b>OHIO</b>				
<b>Between 5-24%</b>	Fayette	10,200	10,000	98
	Pickaway	15,500	15,300	99
	Ross	24,200	23,700	98
<b>Station Totals</b>		<b>49,900</b>	<b>49,000</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>			<b>22,200</b>	
<b>Average Daily Circulation (1989)</b>			<b>7,600</b>	



# Ohio—Cincinnati

## WCPO-TV

Ch. 9

Network Service: CBS.

Licensee: Scripps Howard Inc., 1100 Central Trust Tower, Box 5380, Cincinnati, OH 45201.

Studio: 500 Central Ave., Cincinnati, OH 45202.

Telephone: 513-721-9900. TWX: 810-461-2690. Fax: 513-721-6032.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw max. & 282-kw horizontal visual, 28.2-kw aural. Antenna: 1019-ft. above av. terrain, 909-ft. above ground, 1749-ft. above sea level.

Latitude 39° 07' 31"  
Longitude 84° 29' 57"

Transmitter: 2345 Symmes St.

Satellite Earth Stations: RCA Americom Ku-band; Scientific-Atlanta, 10-meter C-band; Scientific-Atlanta receivers.

News Services: AP, CBS, Group W Newsfeed.

Ownership: Scripps Howard Broadcasting Co., 100%. See Group Ownership of Television Stations.

Began Operation: July 26, 1949.

Represented (sales): Blair Television.

Represented (legal): Baker & Hostetler.

### Personnel:

FRANK GARDNER, vice president & general manager.  
J. B. CHASE, assistant general manager & general sales manager.  
JEFF SALES, national sales manager.  
IRIS SIMPSON-KELLY, local sales manager.  
C. NORMAN (RICK) REEVES, director of operations.  
RON ARENDALL, chief engineer.  
JACK CAHALAN, news director.  
MEG CALLAHAN, traffic manager.  
BERNARD BORDEN, film director.  
HENRY BLOOD, promotion director.  
ROBBIN HOLLIDAY, business manager.

Rates: On request.

City of License: Cincinnati. ADI: Cincinnati. Rank: 29.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>INDIANA</b>			
	Dearborn	13,300	13,100	98
	Fayette	9,900	9,700	98
	Franklin	6,500	6,300	97
	Ohio	2,000	2,000	100
	Ripley	8,700	8,500	98
	Switzerland	2,800	2,700	96
	Union	2,400	2,300	96
	<b>KENTUCKY</b>			
	Boone	18,000	17,900	100
	Bracken	2,700	2,700	100
	Campbell	29,100	29,000	100
	Gallatin	1,900	1,900	100
	Grant	5,000	4,900	99
<b>KENTUCKY</b>				
Boone	18,000	17,900	100	
Bracken	2,700	2,700	100	
Campbell	29,100	29,000	100	
Gallatin	1,900	1,900	100	
Grant	5,000	4,900	99	
Kenton	51,100	51,000	100	
Mason	6,300	6,200	98	
Owen	3,400	3,400	100	
Pendleton	4,000	4,000	100	
<b>OHIO</b>				
Adams	9,300	8,900	96	
Brown	12,500	12,200	98	
Butler	99,100	98,000	99	
Clermont	50,100	49,500	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Clinton	13,600	13,400	99
	Hamilton	337,400	332,600	99
	Highland	13,600	13,300	98
	Warren	36,600	36,200	99
<b>Between 25-49%</b>	<b>INDIANA</b>			
	Jefferson	10,400	10,200	98
	<b>KENTUCKY</b>			
	Bourbon	7,200	7,100	99
	Carroll	3,500	3,500	100
	Fleming	4,800	4,700	98
	Harrison	5,600	5,500	99
Lewis	5,000	4,900	98	
Robertson	800	800	100	
Trimble	2,200	2,200	100	
<b>OHIO</b>				
Preble	14,800	14,600	99	
<b>Between 5-24%</b>	<b>INDIANA</b>			
	Decatur	8,300	8,100	98
	Jennings	7,800	7,600	97
	Rush	6,500	6,400	98
	Wayne	27,000	26,500	98
	<b>KENTUCKY</b>			
	Clark	11,000	10,900	99
	Montgomery	7,800	7,700	98
	Nicholas	2,700	2,700	100
	Powell	4,000	3,900	98
	Rowan	6,400	6,300	98
	Scott	8,200	8,100	99
	<b>OHIO</b>			
	Darke	20,700	20,400	99
Fayette	10,200	10,000	98	
Greene	46,000	45,500	99	
Madison	11,400	11,200	98	
Miami	34,100	33,700	99	
Montgomery	223,900	221,800	99	
<b>Station Totals</b>		<b>1,229,600</b>	<b>1,214,000</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>714,600</b>	
<b>Average Daily Circulation (1989)</b>			<b>400,800</b>	

# Ohio—Cincinnati

WIII

Ch. 64

**Network Service:** None, independent.

**Licensee:** Channel 64 Acquisition Inc.

**Studio:** 5177 Fishwick Dr., Cincinnati, OH 45216.

**Telephone:** 513-641-4400.

**Technical Facilities:** Channel No. 64 (770-776 MHz). Authorized power: 1000-kw max. & 851-kw horizontal visual, 170-kw horizontal aural. Antenna: 940-ft. above av. terrain, 953-ft. above ground, 1788-ft. above sea level.

Latitude 39° 07' 31"  
Longitude 84° 29' 57"

Holds CP for change to 1148-kw max. visual, 940-ft. above av. terrain, 792-ft. above ground, 1627-ft. above sea level, lat. 39° 07' 28", long. 84° 31' 18". BNPCT-890331KJ.

**Transmitter:** 2222 Chickasaw St., Cincinnati.

**Satellite Earth Stations:** Scientific-Atlanta, 10-meter C-band; RCA, 3.6-meter Ku-band; Harris, 3-meter C-band; Harris, M/A-Com, Scientific-Atlanta receivers.

**News Service:** AP.

**Ownership:** Richard D. Lamm, trustee. Sale to Channel 64 Acquisition Inc. pends.

**Began Operation:** January 28, 1980. Began subscription TV operation Feb. 1, 1980. Sale to HEN Inc. by Buford TV Inc. approved by FCC Dec. 28, 1982. Sale to Channel 64 Joint Venture by HEN Inc. approved by FCC Nov. 14, 1984 (*Television Digest*, Vol. 24:25). Discontinued subscription TV operation January 1985. Sale to United Cable TV Corp. approved Feb. 9, 1988. Transfer to Richard D. Lamm, trustee approved Nov. 9, 1988.

**Represented (sales):** Seltel Inc.

**Represented (legal):** Baker & Hostetler.

**Represented (engineering):** Jules Cohen & Associates, P.C.

**Personnel:**

STEPHEN J. KENT, president & general manager.  
DAVID SCHACKMANN, general sales manager.  
RAY PELZEL, chief engineer.  
PETE PICKERING, program director.  
JILL CASAGRANDE, promotion director.  
DOLORES REHN, business manager.

**Rates:** On request.

**City of License:** Cincinnati. **ADI:** Cincinnati. **Rank:** 29.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
Between 25-49%	INDIANA Ohio	2,000	2,000	100
	KENTUCKY Boone	18,000	17,900	100
	Campbell	29,100	29,000	100



WIII BNPCT—790328LD Granted 6/29/79

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	Households %
Between 25-49%	Grant	5,000	4,900	99
	Kenton	51,100	51,000	100
	Pendleton	4,000	4,000	100
<b>OHIO</b>				
	Butler	99,100	98,000	99
	Clermont	50,100	49,500	99
	Hamilton	337,400	332,600	99
Between 5-24%	INDIANA Dearborn	13,300	13,100	98
	Franklin	6,500	6,300	97
	Ripley	8,700	8,500	98
	Union	2,400	2,300	96
<b>KENTUCKY</b>				
	Bracken	2,700	2,700	100
	Gallatin	1,900	1,900	100
<b>OHIO</b>				
	Adams	9,300	8,900	96
	Brown	12,500	12,200	98
	Clinton	13,600	13,400	99
	Warren	36,600	36,200	99
<b>Station Totals</b>		<b>703,300</b>	<b>694,400</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>201,800</b>	
<b>Average Daily Circulation (1989)</b>			<b>63,900</b>	

# Ohio—Cincinnati

## WKRC-TV

Ch. 12

**Network Service:** ABC.

**Licenses:** Great American Television & Radio Co. Inc., 1906 Highland Ave., Cincinnati, OH 45219.

**Studio:** 1906 Highland Ave., Cincinnati, OH 45219.

**Telephone:** 513-651-1200. **TWX:** 513-577-1617. **Fax:** 513-421-3820.

**Technical Facilities:** Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 998-ft. above av. terrain, 971-ft. above ground, 1746-ft. above sea level.

Latitude 39° 06' 58.40"  
Longitude 84° 30' 05.00"

**Transmitter:** 1906 Highland Ave.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Harris, 9-meter C-band; Andrew, 7.3-meter C-band; Andrew, 4.5-meter C-band; Vertex, 2.6-meter Ku-band; Harris receivers.

**AM Affiliate:** WKRC, 5-kw, (1-kw night), 550 kHz (CBS).

**FM Affiliate:** WKRQ, 10-kw, 101.9 MHz (No. 270), 87.5-ft.

**News Services:** AP, UPI.

**Ownership:** Great American Television & Radio Co. Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** April 4, 1949. Sale to present owner by Taft TV & Radio approved by FCC Oct. 2, 1987 (*Television Digest*, Vol. 27:16, 18, 23, 30, 41).

**Represented (sales):** TeleRep Inc.

**Represented (legal):** Koteen & Naftalin.

### Personnel:

TERRENCE CONNELLY, vice president & general manager.  
CRAIG MILLAR, general sales manager.  
LEON BROWN, engineering manager.  
DON NORTH, news director.  
ANN BRYANT, program director.  
TERRY MILLER, business manager.  
JOHN HILL, film director.

**Highest 30 Sec. Rate:** \$2500.

**NETWORK BASE HOURLY RATE:** \$1900.

**City of License:** Cincinnati. **ADI:** Cincinnati. **Rank:** 29.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>50% &amp; Over</b>	<b>INDIANA</b>				
		Dearborn	13,300	13,100	98
		Fayette	9,900	9,700	98
		Franklin	6,500	6,300	97
		Ohio	2,000	2,000	100
		Ripley	8,700	8,500	98
		Switzerland	2,800	2,700	96
		Union	2,400	2,300	96
	<b>KENTUCKY</b>				
		Boone	18,000	17,900	100
		Bracken	2,700	2,700	100
		Campbell	29,100	29,000	100
		Carroll	3,500	3,500	100
		Gallatin	1,900	1,900	100
	Grant	5,000	4,900	99	
	Kenton	51,100	51,000	100	
	Mason	6,300	6,200	98	
	Owen	3,400	3,400	100	
	Pendleton	4,000	4,000	100	
<b>OHIO</b>					
	Adams	9,300	8,900	96	
	Brown	12,500	12,200	98	
	Butler	99,100	98,000	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Clermont	50,100	49,500	99
	Clinton	13,600	13,400	99
	Hamilton	337,400	332,600	99
	Highland	13,600	13,300	98
	Warren	36,600	36,200	99
<b>Between 25-49%</b>	<b>KENTUCKY</b>			
	Bourbon	7,200	7,100	99
	Harrison	5,600	5,500	99
Robertson	800	800	100	
<b>Between 5-24%</b>	<b>OHIO</b>			
	Greene	46,000	45,500	99
	Montgomery	223,900	221,800	99
	<b>INDIANA</b>			
	Decatur	8,300	8,100	98
	Jefferson	10,400	10,200	98
	Rush	6,500	6,400	98
	Wayne	27,000	26,500	98
	<b>KENTUCKY</b>			
	Clark	11,000	10,900	99
	Fleming	4,800	4,700	98
	Henry	4,800	4,800	99
	Lewis	5,000	4,900	98
Montgomery	7,800	7,700	98	
Scott	8,200	8,100	99	
Trimble	2,200	2,200	100	
<b>OHIO</b>				
Champaign	13,100	12,900	98	
Clark	55,100	54,500	99	
Fayette	10,200	10,000	98	
Madison	11,400	11,200	98	
Miami	34,100	33,700	99	
Preble	14,800	14,600	99	
Shelby	15,300	15,100	99	
<b>Station Totals</b>		<b>1,276,300</b>	<b>1,260,400</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>737,300</b>	
<b>Average Daily Circulation (1989)</b>			<b>387,600</b>	

# Ohio—Cincinnati

**WLWT**

Ch. 5

**Network Service:** NBC.

**Licensee:** Multimedia Entertainment Inc., 140 W. 9th St., Cincinnati, OH 45202.

**Studio:** 140 W. 9th St., Cincinnati, OH 45202.

**Telephone:** 513-352-5000. TWX: 810-461-2610.

**Technical Facilities:** Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1000-ft. above av. terrain, 849-ft. above ground, 1687-ft. above sea level.

Latitude 39° 07' 27.10"  
Longitude 84° 31' 18.10"

**Transmitter:** 2222 Chickasaw St., Clifton Heights.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Harris, 9-meter C-band; Harris, 6-meter Ku-band; GE, 3.6-meter Ku-band; Harris, 3-meter Ku-band; Harris, M/A-Com, Standard Communications receivers.

**SNG Mobile Dish:** Transmit/receive Andrew, 2.3-meter Ku-band.

**News Services:** AP, NBC, Ohio State News Network, UPI.

**Ownership:** Multimedia Broadcasting Co., 100%. See Group Ownership of Television Stations.

**Began Operation:** February 9, 1948. Sale to present owner by Avco Bcstg. Corp. approved by FCC Jan. 16, 1976 (Television Digest, Vol. 15:24).

**Represented (sales):** Katz Television.

**Represented (legal):** Dow, Lohnes & Albertson.

**Represented (engineering):** Jules Cohen & Associates, P.C.

**Personnel:**

- TONY KIERNAN, vice president & general manager.
- CLIFF ABROMATS, station manager.
- NED PADDOCK, director of sales.
- TOM LAMARCHE, local sales manager.
- ALAN SAKALAS, director of broadcast operations.
- DURRY JONES, program manager.
- MIKE HEVEL, news director.
- JULIE SMITH, promotion director.
- TOM STOREY, program administrator.
- HARRY SCHNEIDER, controller.

**Highest 30 Sec. Rate:** \$6000.

**NETWORK BASE HOURLY RATE:** \$1850.

**City of License:** Cincinnati. **ADI:** Cincinnati. **Rank:** 29.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>INDIANA</b>			
	Dearborn	13,300	13,100	98
	Fayette	9,900	9,700	98
	Franklin	6,500	6,300	97
	Ohio	2,000	2,000	100
	Ripley	8,700	8,500	98
	Switzerland	2,800	2,700	96
	Union	2,400	2,300	96
	Wayne	27,000	26,500	98
	<b>KENTUCKY</b>			
	Boone	18,000	17,900	100
	Bracken	2,700	2,700	100
	Campbell	29,100	29,000	100
	Gallatin	1,900	1,900	100
Grant	5,000	4,900	99	
Kenton	51,100	51,000	100	
Lewis	5,000	4,900	98	
Mason	6,300	6,200	98	
Owen	3,400	3,400	100	



WLWT BPCT-5024 Granted 6/17/77 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	Pendleton	4,000	4,000	100
	<b>OHIO</b>			
	Adams	9,300	8,900	96
	Brown	12,500	12,200	98
	Butler	99,100	98,000	99
	Clermont	50,100	49,500	99
	Clinton	13,600	13,400	99
	Hamilton	337,400	332,600	99
	Highland	13,600	13,300	98
	Warren	36,600	36,200	99
<b>Between 25-49%</b>	<b>INDIANA</b>			
	Decatur	8,300	8,100	98
	<b>KENTUCKY</b>			
	Harrison	5,600	5,500	99
Robertson	800	800	100	
<b>Between 5-24%</b>	<b>OHIO</b>			
	Preble	14,800	14,600	99
	Scioto	30,500	29,900	98
	<b>INDIANA</b>			
Jefferson	10,400	10,200	98	
Jennings	7,800	7,600	97	
Randolph	10,800	10,600	98	
Rush	6,500	6,400	98	

(Continued on page A-889)

<b>Station Totals</b>	<b>1,061,400</b>	<b>1,046,800</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>		<b>709,200</b>	
<b>Average Daily Circulation (1989)</b>		<b>422,500</b>	

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# Ohio—Cincinnati-Newport, Kentucky

**WXIX-TV**

**Ch. 19**

**Network Service:** Fox.

**Licensee:** Mairite Communications Group Inc., 1200 Statler Office Tower, Cleveland, OH 44115.

**Studio:** 10490 Taconic Terrace, Cincinnati, OH 45215.

**Telephone:** 513-772-1919. **TWX:** 810-461-2439. **Fax:** 513-772-5850.

**Technical Facilities:** Channel No. 19 (500-506 MHz). Authorized power: 4495-kw max. visual, 449.5-kw max. aural. Antenna: 1005-ft. above av. terrain, 985-ft. above ground, 1713-ft. above sea level.

Latitude 39° 07' 19"  
Longitude 84° 32' 52"

**Transmitter:** 10490 Taconic Terrace, Cincinnati.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Harris, 6.2-meter C-band; RCA, 3.7-meter Ku-band; Harris, M/A-Com receivers.

**News Service:** AP.

**Ownership:** Mairite Communications Group Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** August 1, 1968. Sale to Metromedia by U.S. Communications Corp. approved by FCC Aug. 9, 1972 (*Television Digest*, Vol. 12:33). Sale to present owner by Metromedia approved Nov. 8, 1983 (Vol. 22:35).

**Represented (sales):** Petry Television Inc.

**Represented (legal):** Kaye, Scholer, Fierman, Hays & Handler.

**Personnel:**

- BILL JENKINS, executive vice president & general manager.
- PATRICE MOHN, station manager & program manager.
- JIM DONNELLY, general sales manager.
- BOB BEE, local sales manager.
- GREG KINGERY, national sales manager.
- BOB THURBER, chief engineer.
- HUGH DERMODY, news director.
- BRENDA CRADDOCK, business manager.
- RICK OLIVER, film director.
- JANE PEAK, promotion manager.
- MARK KESSLER, marketing director.

**Rates:** On request.

**City of License:** Newport, KY. **ADI:** Cincinnati. **Rank:** 29.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>INDIANA</b>			
	Dearborn	13,300	13,100	98
	Fayette	9,900	9,700	98
	Franklin	6,500	6,300	97
	Ohio	2,000	2,000	100
	Ripley	8,700	8,500	98
	Switzerland	2,800	2,700	96
	Union	2,400	2,300	96
	<b>KENTUCKY</b>			
	Boone	18,000	17,900	100
	Bracken	2,700	2,700	100
	Campbell	29,100	29,000	100
	Carroll	3,500	3,500	100
	Grant	5,000	4,900	99
Kenton	51,100	51,000	100	
Mason	6,300	6,200	98	
Pendleton	4,000	4,000	100	
Robertson	800	800	100	
Trimble	2,200	2,200	100	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>OHIO</b>			
	Adams	9,300	8,900	96
	Brown	12,500	12,200	98
	Butler	99,100	98,000	99
	Clermont	50,100	49,500	99
	Hamilton	337,400	332,600	99
Warren	36,600	36,200	99	
<b>Between 25-49%</b>	<b>INDIANA</b>			
	Jefferson	10,400	10,200	98
	Wayne	27,000	26,500	98
	<b>KENTUCKY</b>			
	Bourbon	7,200	7,100	99
	Boyd	20,500	20,400	100
	Franklin	17,400	17,200	99
	Gallatin	1,900	1,900	100
	Greenup	13,500	13,400	99
	Harrison	5,600	5,500	99
	Montgomery	7,800	7,700	98
	Nicholas	2,700	2,700	100
	Owen	3,400	3,400	100
	Powell	4,000	3,900	98
	<b>OHIO</b>			
	Clinton	13,600	13,400	99
	Darke	20,700	20,400	99
Fayette	10,200	10,000	98	
Greene	46,000	45,500	99	
Highland	13,600	13,300	98	
Miami	34,100	33,700	99	
Montgomery	223,900	221,800	99	
Preble	14,800	14,600	99	
Ross	24,200	23,700	98	

(Continued on page A-889)

<b>Station Totals</b>	<b>1,475,500</b>	<b>1,456,600</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>715,000</b>
<b>Average Daily Circulation (1989)</b>			<b>303,000</b>

# Ohio—Cleveland

**WEWS**

Ch. 5

**Network Service:** ABC.

**Licensee:** Scripps Howard Broadcasting Co., 1100 Central Trust Tower, Box 5380, Cincinnati, OH 45201.

**Studio:** 3001 Euclid Ave., Cleveland, OH 44115.

**Telephone:** 216-431-5555. TWX: 810-421-8593.

**Technical Facilities:** Channel No. 5 (76-82 MHz). Authorized power: 93.3-kw visual, 10-kw aural. Antenna: 1020-ft. above av. terrain, 851-ft. above ground, 1950-ft. above sea level.

Latitude 41° 22' 27"  
Longitude 81° 43' 06"

**Transmitter:** Parma, OH.

**Satellite Earth Stations:** Transmit/receive Satcom Technologies, 9.2-meter C-band; Andrew, 7.3-meter C-band; Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.6-meter C-band; Vertex, 4.57-meter Ku-band; Andrew, Scientific-Atlanta receivers.

**News Services:** AP, ABC, CNN, Group W Newsfeed, UPI.

**Ownership:** Scripps Howard Broadcasting Co. See Group Ownership of Television Stations.

**Began Operation:** December 17, 1947.

**Represented (sales):** Blair Television; Canadian Communications Co. (Canada).

**Represented (legal):** Baker & Hostetler.

**Personnel:**

- JAMES H. KNIGHT, vice president & general manager.
- THOMAS G. ALLEN, operations director.
- JANE L. SHERWIN, general sales manager.
- ED MILLER, engineering manager.
- GARY A. STARK, program director.
- MARY Z. REED, business & research director.
- ALAN BUSH, production manager.
- JOHN RAY, news director.
- SETH ALSPAUGH, director of creative services & marketing.

**Highest 30 Sec. Rate:** \$15,000.

**NETWORK BASE HOURLY RATE:** \$3500.

**City of License:** Cleveland. **AOI:** Cleveland. **Rank:** 11.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>OHIO</b>				
<b>50% &amp; Over</b>	Ashland	16,700	16,500	99
	Ashtabula	37,500	37,000	99
	Coshocton	14,100	13,700	97
	Crawford	18,600	18,300	98
	Cuyahoga	569,800	563,500	99
	Erie	29,200	28,900	99
	Geauga	25,300	24,900	99
	Holmes	9,100	8,600	94
	Huron	20,400	20,100	99
	Lake	78,500	78,000	99
	Lorain	96,500	95,500	99
	Medina	40,300	39,900	99
	Portage	48,900	48,400	99
	Richland	48,800	48,100	99
Stark	139,300	137,700	99	



WEWS BPCT-1291 Granted 5/28/53

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Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	Summit	194,900	193,000	99
	Tuscarawas	33,300	32,600	98
	Wayne	36,300	35,400	98
<b>OHIO</b>				
<b>Between 25-49%</b>	Carroll	10,000	9,900	99
	Knox	17,700	17,500	99
	Trumbull	87,600	86,700	99
<b>PENNSYLVANIA</b>				
	Crawford	32,400	31,600	98
<b>OHIO</b>				
<b>Between 5-24%</b>	Columbiana	41,400	40,800	99
	Hancock	25,000	24,700	99
	Mahoning	104,200	103,200	99
	Ottawa	15,300	15,100	99
	Sandusky	23,700	23,500	99
	Seneca	21,900	21,600	99
	Wyandot	8,200	8,000	98
<b>Station Totals</b>		<b>1,844,900</b>	<b>1,822,700</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>1,383,100</b>	
<b>Average Daily Circulation (1989)</b>			<b>882,800</b>	

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# Ohio—Cleveland

**WJW-TV**

Ch. 8

**Network Service:** CBS.

**Licensee:** Gillett Communications of Ohio Inc., 5800 S. Marginal Rd., Cleveland, OH 44103.

**Studio:** 5800 S. Marginal Rd., Cleveland, OH 44103.

**Telephone:** 216-431-8888. **TWX:** 810-421-8406. **Fax:** 216-432-4239.

**Technical Facilities:** Channel No. 8 (180-186 MHz). Authorized power: 302-kw visual, 30.2-kw aural. Antenna: 1000-ft. above av. terrain, 775-ft. above ground, 1945-ft. above sea level.

Latitude 41° 21' 47"  
Longitude 81° 42' 58"

**Transmitter:** 4501 Pleasant Valley Rd.

**Satellite Earth Stations:** Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.7-meter C-band Ku-band; Scientific-Atlanta receivers.

**News Services:** CBS, CNN, NIWS.

**Ownership:** Gillett Communications Co. See Group Ownership of Television Stations.

**Began Operation:** December 17, 1949. Sale to Storer Communications by Empire Coil Co. Inc. (Herbert Mayer) approved by FCC Oct. 27, 1954 (*Television Digest*, Vol. 10:2, 44). Sale to present owner by SCI Television Inc. approved by FCC Aug. 20, 1987.

**Represented (sales):** TeleRep Inc.

**Represented (engineering):** Jules Cohen & Associates, P.C.

**Personnel:**

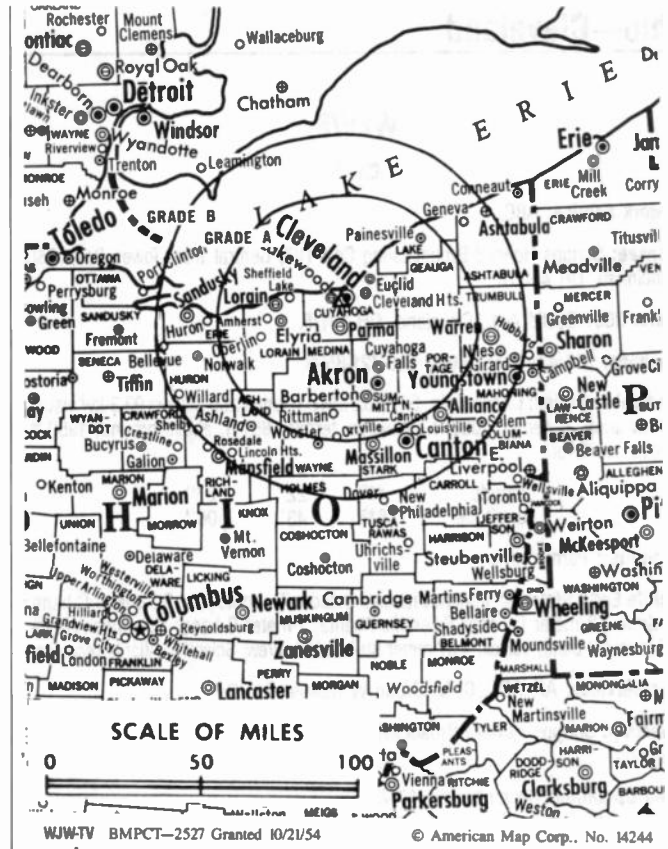
- VIRGIL DOMINIC, president & general manager.
- MICHAEL RENDA, general sales manager.
- DON ALEXANDER, local sales manager.
- KYRA BOSNIK, national sales manager.
- TOM MILLER, chief engineer.
- PHYLLIS QUAIL, news director.
- JOANNE STERN, creative services & promotion director.
- LOUIS A. GATTOZZI, director of operations.
- TOM FLAVELLE, business manager.
- JOANNE GOWDY, marketing director.
- JACKIE GOLNIK, traffic manager.
- KEVIN SALTER, publicity director.

**Rates:** On request.

**City of License:** Cleveland. **AD1:** Cleveland. **Rank:** 11.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>OHIO</b>			
	Ashland	16,700	16,500	99
	Ashtabula	37,500	37,000	99
	Cuyahoga	569,800	563,500	99
	Erie	29,200	28,900	99
	Geauga	25,300	24,900	99
	Holmes	9,100	8,600	94
	Huron	20,400	20,100	99



WJW-TV BMPCT-2527 Granted 10/21/54 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>Lake</b>	78,500	78,000	99
	<b>Lorain</b>	96,500	95,500	99
	<b>Medina</b>	40,300	39,900	99
	<b>Portage</b>	48,900	48,400	99
	<b>Richland</b>	48,800	48,100	99
	<b>Stark</b>	139,300	137,700	99
	<b>Summit</b>	194,900	193,000	99
	<b>Tuscarawas</b>	33,300	32,600	98
	<b>Wayne</b>	36,300	35,400	98
	<b>Between 25-49%</b>	<b>OHIO</b>		
Carroll		10,000	9,900	99
Crawford		18,600	18,300	98
<b>Between 5-24%</b>	<b>OHIO</b>			
	Columbiana	41,400	40,800	99
	Coshocton	14,100	13,700	97
	Harrison	6,200	6,100	98
	Knox	17,700	17,500	99
	Mahoning	104,200	103,200	99
	Marion	23,900	23,600	99
	Ottawa	15,300	15,100	99
	Sandusky	23,700	23,500	99
	Seneca	21,900	21,600	99
<b>PENNSYLVANIA</b>	Mercer	46,400	45,600	98
	<b>Station Totals</b>	<b>1,855,800</b>	<b>1,833,700</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>1,337,600</b>	
<b>Average Daily Circulation (1989)</b>			<b>805,400</b>	

# Ohio—Cleveland

**WKYC-TV**

Ch. 3

**Network Service:** NBC.

**Licensee:** NBC Subsidiary Inc. 6, 1403 East Sixth St., Cleveland, OH 44114.

**Studio:** 1403 E. 6th St., Cleveland, OH 44114.

**Telephone:** 216-344-3333. **TWX:** 810-421-8133. **Fax:** 216-344-7493; 216-344-3326.

**Technical Facilities:** Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1000-ft. above av. terrain, 906-ft. above ground, 1945-ft. above sea level.

Latitude 41° 23' 09.50"  
Longitude 81° 41' 23.40"

**Transmitter:** 6600 Broadview Rd., Parma, OH.

**Satellite Earth Stations:** Transmit/receive Harris, 6-meter; Scientific-Atlanta, 7-meter; Harris, Scientific-Atlanta receivers.

**News Services:** AP, NBC, UPI.

**Ownership:** National Broadcasting Co., 100%. See Group Ownership of Television Stations.

**Begin Operation:** October 31, 1948 as NBC owned-&-operated outlet. Transfer to Westinghouse approved by FCC Dec. 21, 1955 effective Jan. 15, 1956 (*Television Digest*, Vol. 11:21; 12:3). Transferred from Westinghouse back to NBC under order by FCC Feb. 17, 1965 (Vol. 5:7, 8, 25).

**Represented (sales):** NBC Spot Sales.

**Personnel:**

- JOHN M. LLEWELLYN, vice president & general manager.
- GREG BENDIN, director of sales.
- TOM HUMPAGE, sales manager.
- JANE YACOBELLIS, sales manager.
- THOMAS POWERS, director of technical operations.
- KATHLEEN McNULTY, director of finance & administration.
- RICHARD O'DELL, production manager.
- PAUL BEAVERS, news director.
- DANIEL KLINTWORTH, director of advertising & promotion.
- KAREN MALONE SMITH, press & community relations manager.

**Rates:** On request.

**City of License:** Cleveland. **ADI:** Cleveland. **Rank:** 11.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>OHIO</b>			
	Ashland	16,700	16,500	99
	Ashtabula	37,500	37,000	99
	Cuyahoga	569,800	563,500	99
	Erie	29,200	28,900	99
	Geauga	25,300	24,900	99
	Holmes	9,100	8,600	94
	Huron	20,400	20,100	99
	Lake	78,500	78,000	99



WKYC-TV BPCT-1789 Granted 1/12/54

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Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>50% &amp; Over</b>	Lorain	96,500	95,500	99	
	Medina	40,300	39,900	99	
	Portage	48,900	48,400	99	
	Richland	48,800	48,100	99	
	Stark	139,300	137,700	99	
	Summit	194,900	193,000	99	
	Tuscarawas	33,300	32,600	98	
	Wayne	36,300	35,400	98	
	<b>Between 25-49%</b>	<b>OHIO</b>			
		Carroll	10,000	9,900	99
Crawford		18,600	18,300	98	
<b>Between 5-24%</b>	Trumbull	87,600	86,700	99	
	<b>OHIO</b>				
	Columbiana	41,400	40,800	99	
	Coshocton	14,100	13,700	97	
	Mahoning	104,200	103,200	99	
	Sandusky	23,700	23,500	99	
	Seneca	21,900	21,600	99	
	<b>PENNSYLVANIA</b>				
	Crawford	32,400	31,600	98	
	<b>Station Totals</b>		<b>1,778,700</b>	<b>1,757,400</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>1,321,000</b>		
<b>Average Daily Circulation (1989)</b>			<b>777,100</b>		



# Ohio—Cleveland

**WQHS**

Ch. 61

**Network Service:** Home Shopping Network.

**Licensee:** Silver King Bcstg. of Ohio, 2861 W. Ridgewood Dr., Parma, OH 44134.

**Studio:** 2861 W. Ridgewood Dr., Parma, OH 44134.

**Telephone:** 216-888-0061. **Fax:** 216-888-6551.

**Technical Facilities:** Channel No. 61 (752-758 MHz). Authorized power: 2000-kw max. visual, 200-kw max. aural. Antenna: 1160-ft. above av. terrain, 1029-ft. above ground, 2049-ft. above sea level.

Latitude	41°	23'	02"
Longitude	81°	42'	06"

**Transmitter:** 2861 W. Ridgewood Dr., Parma, OH.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Harris, 6.1-meter C-band; Microdyne, 3.7-meter Ku-band; Harris, M/A-Com receivers.

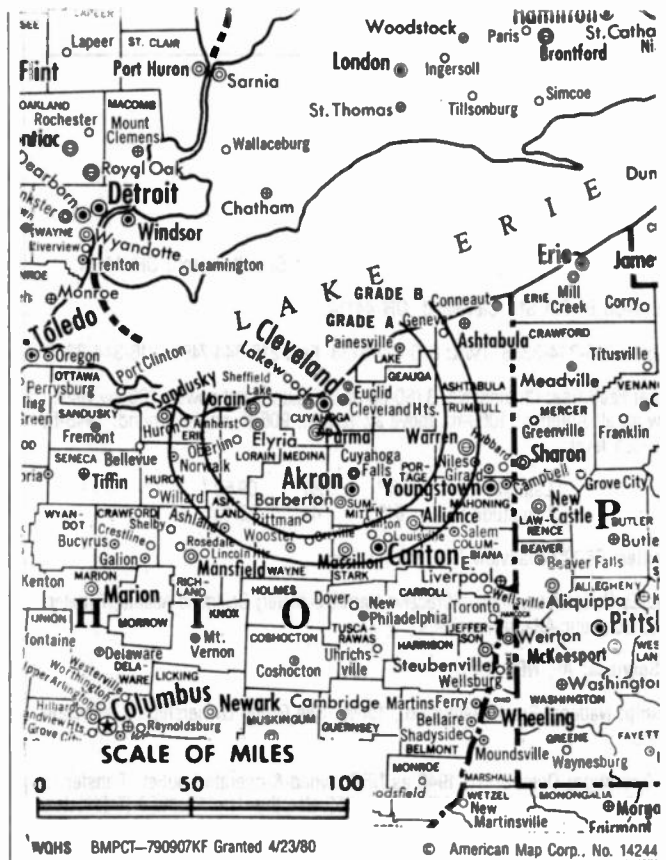
**News Service:** UPI.

**Ownership:** Silver King Broadcasting Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** January 13, 1981. FCC approved sale to present owner Nov. 6, 1986 (*Television Digest*, Vol. 26:45). Sale to Channel Communications Inc. by Cleveland Associates approved July 27, 1984.

**Personnel:**

GERALD KERWIN, vice president & station manager.  
 SHARON ROMAN, public affairs director.  
 DAVE SMITH, chief engineer.  
 TERRI JAMES, traffic manager.



**Highest 30 Sec. Rate:** \$750.

**Arbitron Data:** Not available.

**City of License:** Cleveland. **ADI:** Cleveland. **Rank:** 11.

# Ohio—Shaker Heights-Cleveland

**WOIO**

Ch. 19

**Network Service:** Fox.

**Licensee:** Channel 19 Inc., 2720 Van Aken Blvd., Shaker Heights, OH 44120.

**Studio:** 2720 Van Aken Blvd., Shaker Heights, OH 44120.

**Telephone:** 216-561-1919. **TWX:** 510-101-1723. **Easylink:** 629-58392.

**Fax:** 216-991-1932.

**Technical Facilities:** Channel No. 19 (500-506 MHz). Authorized power: 3720-kw max. visual, 372-kw max. aural. Antenna: 1150-ft. above av. terrain, 1149-ft. above ground, 2013-ft. above sea level.

Latitude 41° 23' 15"  
Longitude 81° 41' 43"

**Transmitter:** 0.3-mi. S of Ridgewood Dr., 0.55-mi. W of Broadview Rd., Parma.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Station:** Harris, 6.1-meter C-band; Harris receivers.

**News Service:** Fox News.

**Ownership:** Malrite Communications Group Inc., 51.0%; Diamond Bcstg. Inc., 16.3%; Metroplex Communications, 16.3%; Society National Bank, trustee, 9.80%; Carl E. Hirsch, 4.90%; Milton Maltz, 1.14%; John Wilson, 0.49%. See Malrite in Group Ownership of Television Stations.

**Began Operation:** May 19, 1985.

**Represented (sales):** Petry Television Inc.

**Represented (legal):** Fisher, Wayland, Cooper & Leader.

**Represented (engineering):** Evans Associates.

**Personnel:**

- DENNIS P. THATCHER, vice president & general manager.
- DAVID SMITH, general sales manager.
- JACKIE KREJCIK, local sales manager.
- STEVE DANILOFF, national sales manager.
- JIM SOMICH, chief engineer.
- RICHARD SULLIVAN, program director & operations manager.
- JUDY HACKETT, public relations & marketing director.
- CRAIG WRIGHT, on-air promotion director.
- KAREN BIZJAK, business manager.

**Highest One Hour Rate:** \$15,000.

**Highest 30 Sec. Rate:** \$2500.

**City of License:** Shaker Heights. **ADI:** Cleveland. **Rank:** 11.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	OHIO Cuyahoga	569,800	563,500	99
	Geauga	25,300	24,900	99



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Huron	20,400	20,100	99
	Lorain	96,500	95,500	99
	Medina	40,300	39,900	99
	Portage	48,900	48,400	99
	Summit	194,900	193,000	99
Wayne	36,300	35,400	98	
<b>OHIO</b>				
<b>Between 25-49%</b>	Ashland	16,700	16,500	99
	Ashtabula	37,500	37,000	99
	Erie	29,200	28,900	99
	Holmes	9,100	8,600	94
	Lake	78,500	78,000	99
Stark	139,300	137,700	99	
<b>OHIO</b>				
<b>Between 5-24%</b>	Carroll	10,000	9,900	99
	Columbiana	41,400	40,800	99
	Mahoning	104,200	103,200	99
	Richland	48,800	48,100	99
	Trumbull	87,600	86,700	99
	Tuscarawas	33,300	32,600	98
<b>Station Totals</b>		<b>1,668,000</b>	<b>1,648,700</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>771,000</b>	
<b>Average Daily Circulation (1989)</b>			<b>307,200</b>	

# Ohio—Lorain-Cleveland

**WUAB**

Ch. 43

**Network Service:** None, independent.

**Licensee:** Gaylord Broadcasting of Ohio, 8443 Day Dr., Parma, OH 44129.

**Studio:** 8443 Day Dr., Parma, OH 44129.

**Telephone:** 216-845-6043. **TWX:** 810-427-9153. **Fax:** 216-845-6061.

**Technical Facilities:** Channel No. 43 (644-650 MHz). Authorized power: 4800-kw max. visual, 480-kw max. aural. Antenna: 1071-ft. above av. terrain, 886-ft. above ground, 1938-ft. above sea level.

Latitude 41° 22' 45"  
Longitude 81° 43' 12"

**Transmitter:** 4800 Bruening Dr., Parma.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Andrew, 4.5-meter Ku & C-band; Scientific-Atlanta, 7-meter C-band; Andrew, Scientific-Atlanta receivers.

**News Services:** Accu-Weather, AP, PR Newswire, MediaLink, Sportsticker, UPI.

**Ownership:** Gaylord Broadcasting Co., 100%. See Group Ownership of Television Stations.

**Began Operation:** September 15, 1968. Sale to present owner by United Artists Bcstg. & Kaiser Bcstg. Co. approved by FCC June 30, 1977 (Television Digest, Vol. 16:39; 17:2, 28).

**Represented (sales):** MMT Sales Inc.

**Represented (legal):** Reed, Smith, Shaw & McClay.

**Represented (engineering):** A. D. Ring & Associates, P.C.

**Personnel:**

- BILL SCAFFIDE, vice president & general manager.
- RON ST. CHARLES, director of programming & operations.
- JOE OCCHIONERO, general sales manager.
- ERIN O'CONNOR, local sales manager.
- JOHN TAMERLANO, national sales manager.
- PAT CAMPBELL, business manager.
- DAVE HOWITT, promotion director.
- REX RICKLY, manager of engineering.
- DAN ACKLEN, news director.

**Highest 30 Sec. Rate:** \$1200.

**City of License:** Lorain. **ADI:** Cleveland. **Rank:** 11.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>OHIO</b>			
	Ashland	16,700	16,500	99
	Cuyahoga	569,800	563,500	99
	Geauga	25,300	24,900	99
	Huron	20,400	20,100	99
	Lake	78,500	78,000	99
	Lorain	96,500	95,500	99
	Medina	40,300	39,900	99
	Portage	48,900	48,400	99
	Richland	48,800	48,100	99
	Stark	139,300	137,700	99
	Summit	194,900	193,000	99
	Tuscarawas	33,300	32,600	98
	Wayne	36,300	35,400	98
<b>Between 25-49%</b>	<b>OHIO</b>			
	Ashtabula	37,500	37,000	99
	Coshocton	14,100	13,700	97
	Crawford	18,600	18,300	98



WUAB BPCT—851122KK Granted 2/27/86

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Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>Between 25-49%</b>	<b>ERIE</b>	29,200	28,900	99	
	Guernsey	15,300	14,900	97	
	Hancock	25,000	24,700	99	
	Holmes	9,100	8,600	94	
	Mahoning	104,200	103,200	99	
	Marion	23,900	23,600	99	
	Sandusky	23,700	23,500	99	
	Seneca	21,900	21,600	99	
	Trumbull	87,600	86,700	99	
	<b>PENNSYLVANIA</b>				
	Mercer	46,400	45,600	98	
<b>Between 5-24%</b>	<b>OHIO</b>				
	Carroll	10,000	9,900	99	
	Clark	55,100	54,500	99	
	Columbiana	41,400	40,800	99	
	Delaware	21,500	21,300	99	
	Franklin	363,900	359,800	99	
	Greene	46,000	45,500	99	
	Knox	17,700	17,500	99	
	Lawrence	23,500	23,100	98	
	Licking	47,300	46,800	99	
	Morrow	10,000	9,900	99	
	Noble	4,400	4,200	95	
	Ottawa	15,300	15,100	99	
	Scioto	30,500	29,900	98	
Wyandot	8,200	8,000	98		
<b>PENNSYLVANIA</b>					
Crawford	32,400	31,600	98		
Erie	103,500	102,200	99		
Lawrence	38,300	37,700	98		
<b>WEST VIRGINIA</b>					
Wayne	16,900	16,700	99		
<b>Station Totals</b>		<b>2,691,400</b>	<b>2,658,400</b>	<b>99</b>	
<b>Net Weekly Circulation (1989)</b>			<b>1,201,500</b>		
<b>Average Daily Circulation (1989)</b>			<b>510,100</b>		

# Ohio—Columbus

## WBNS-TV

Ch. 10

**Network Service:** CBS.

**Licensee:** WBNS-TV Inc., Box 1010, Columbus, OH 43216.

**Studio:** 770 Twin Rivers Dr., Columbus, OH 43215.

**Mailing Address:** Box 1010, Columbus, OH 43216.

**Telephone:** 614-460-3700. TWX: 810-482-1619.

**Technical Facilities:** Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 945-ft. above av. terrain, 1029-ft. above ground, 1749-ft. above sea level.

Latitude 39° 58' 16"  
Longitude 83° 01' 40"

**Transmitter:** 776 Twin Rivers Dr.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Harris, 6.1-meter C-band; Harris, 6.1-meter Ku-band; Harris receivers.

**AM Affiliate:** WBNS, 5-kw (1-kw night), 1460 kHz.

**FM Affiliate:** WBNS-FM, 16-kw, 97.1 MHz (No. 246), 780-ft.

**News Services:** AP, CBS, CNN, UPI.

**Ownership:** WBNS-TV Inc. See Group Ownership of Television Stations.

**Began Operation:** October 5, 1949.

**Represented (sales):** Blair Television; Paul Mulvihill & Co. Ltd. (Canada).

**Represented (legal):** Crowell & Moring.

**Represented (engineering):** David Steel & Associates Inc.

### Personnel:

- EUGENE D'ANGELO JR., president & general manager.
- JOHN A. HALDI, vice president, programs.
- WILLIAM ORR, vice president, engineering.
- JERRY CARY, treasurer.
- BILL VANCE, news director.
- ROBERT FOSTER, general sales manager.
- TIM D'ANGELO, national sales manager.
- JAMES R. LYNCH, local sales manager.
- MARVIN BORN, chief engineer.
- PHIL PIKELNY, director of marketing & promotion.
- MIKE BERRY, production manager.
- CHARLES WHITE, public service director.

**Highest 30 Sec. Rate:** \$2000.

**NETWORK BASE HOURLY RATE:** \$2074.

**City of License:** Columbus. **AOI:** Columbus, OH. **Rank:** 33.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>OHIO</b>			
	Champaign	13,100	12,900	98
	Crawford	18,600	18,300	98
	Delaware	21,500	21,300	99
	Fairfield	35,100	34,700	99
	Fayette	10,200	10,000	98
	Franklin	363,900	359,800	99
	Hardin	11,900	11,700	98
	Hocking	9,900	9,700	98
	Knox	17,700	17,500	99
	Licking	47,300	46,800	99
	Logan	15,700	15,500	99
	Madison	11,400	11,200	98
	Marion	23,900	23,600	99
	Morgan	5,300	5,100	96
	Morrow	10,000	9,900	99
	Muskingum	31,900	31,300	98



WBNS-TV BMPCT-800507KF Granted 3/30/81

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Perry	11,700	11,500	98
	Pickaway	15,500	15,300	99
	Pike	9,100	8,800	97
	Ross	24,200	23,700	98
	Union	11,200	11,000	98
<b>Between 25-49%</b>	<b>OHIO</b>			
	Athens	19,800	19,200	97
	Auglaize	16,200	15,900	98
	Clark	55,100	54,500	99
	Coshocton	14,100	13,700	97
	Guernsey	15,300	14,900	97
	Highland	13,600	13,300	98
	Jackson	11,200	10,900	97
	Richland	48,800	48,100	99
	Scioto	30,500	29,900	98
	Vinton	4,400	4,300	98
Washington	24,000	23,300	97	
Wyandot	8,200	8,000	98	
<b>WEST VIRGINIA</b>	Wood	35,900	35,500	99
	<b>OHIO</b>			
<b>Between 5-24%</b>	Allen	41,100	40,400	98
	Ashland	16,700	16,500	99
	Clinton	13,600	13,400	99
	Gallia	11,100	10,800	97
	Hancock	25,000	24,700	99
	Holmes	9,100	8,600	94
	Lawrence	23,500	23,100	98
	Meigs	9,100	8,900	98
	Miami	34,100	33,700	99
	Noble	4,400	4,200	95
	Shelby	15,300	15,100	99
<b>WEST VIRGINIA</b>				
Mason	10,000	9,900	99	
<b>Station Totals</b>		<b>1,229,200</b>	<b>1,210,400</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>			<b>754,100</b>	
<b>Average Daily Circulation (1989)</b>			<b>426,300</b>	

# Ohio—Columbus

## WCMH-TV

Ch. 4

**Network Service:** NBC.

**Licensee:** Outlet Communications Inc., 3165 Olentangy River Rd., Columbus, OH 43202.

**Studio:** 3165 Olentangy River Rd., Columbus, OH 43202.

**Telephone:** 614-263-4444. **Fax:** 614-447-9017.

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 15-kw aural. Antenna: Circularly polarized, 900-ft. above av. terrain, 876-ft. above ground, 1749-ft. above sea level.

Latitude 39° 58' 15"  
Longitude 83° 01' 39"

**Transmitter:** 766 Twin Rivers Dr., Columbus.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Transmit/receive Harris 5-meter Ku-band & 4.6-meter Ku-band; Scientific-Atlanta, 10-meter C-band; Harris, 3-meter Ku-band; Harris, Scientific-Atlanta, DX Antenna receivers.

**News Services:** AP, Conus, NBC.

**Ownership:** Outlet Communications Inc. See Group Ownership of Television Stations.

**Began Operation:** April 3, 1949. Sale to The Outlet Co. by Avco Bcstg. Corp. approved by FCC Dec. 22, 1975 (Television Digest, Vol. 15:21, 52). Sale to Rockefeller Group approved Nov. 23, 1983 (Vol. 23:19, 22; 26:6). Sale by Rockefeller Group approved April 29, 1986.

**Represented (sales):** Katz Television.

**Represented (legal):** Coffey, McGovern & Noel.

**Personnel:**

- DAVID E. HENDERSON, chairman & chief executive officer.
- GARY ROBINSON, vice president & general manager.
- JEFFREY M. CASH, general sales manager.
- DICK GROAT, local sales manager.
- BILL LANESEY, national sales manager.
- RALPH O. LANDON, chief engineer.
- RON BILEK, news director.
- JANNA PETRY, promotion manager.
- BOB SHAW, operations manager.
- PAUL ERNST, production manager.

**Rates:** On request.

**City of License:** Columbus. **AOI:** Columbus, OH. **Rank:** 33.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>OHIO</b>			
	Coshocton	14,100	13,700	97
	Delaware	21,500	21,300	99
	Fairfield	35,100	34,700	99
	Fayette	10,200	10,000	98
	Franklin	363,900	359,800	99
	Hocking	9,900	9,700	98
	Knox	17,700	17,500	99
	Licking	47,300	46,800	99
	Logan	15,700	15,500	99
	Madison	11,400	11,200	98
	Marion	23,900	23,600	99
	Morrow	10,000	9,900	99



WCMH-TV BPCT-810526KP Granted 10/8/81 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Perry	11,700	11,500	98
	Pickaway	15,500	15,300	99
	Pike	9,100	8,800	97
	Ross	24,200	23,700	98
	Union	11,200	11,000	98
<b>Between 25-49%</b>	<b>OHIO</b>			
	Athens	19,800	19,200	97
	Champaign	13,100	12,900	98
	Clark	55,100	54,500	99
	Crawford	18,600	18,300	98
	Guernsey	15,300	14,900	97
	Hardin	11,900	11,700	98
	Jackson	11,200	10,900	97
	Morgan	5,300	5,100	96
	Muskingum	31,900	31,300	98
<b>Between 5-24%</b>	Richland	48,800	48,100	99
	Vinton	4,400	4,300	98
	<b>OHIO</b>			
	Clinton	13,600	13,400	99
	Greene	46,000	45,500	99
	Highland	13,600	13,300	98
	Huron	20,400	20,100	99
	Noble	4,400	4,200	95
	Scioto	30,500	29,900	98
	Shelby	15,300	15,100	99
<b>Station Totals</b>		<b>1,073,100</b>	<b>1,057,300</b>	<b>99</b>
	<b>Net Weekly Circulation (1989)</b>		<b>689,300</b>	
<b>Average Daily Circulation (1989)</b>			<b>431,200</b>	

# Ohio—Columbus

**WSYX**

Ch. 6

**Network Service:** ABC.

**Licensee:** Anchor Media Ltd., 11300 Fourth St. N, Suite 349, St. Petersburg, FL.

**Studio:** 1261 Dublin Rd., Columbus, OH 43215.

**Mailing Address:** Box 718, Columbus, OH 43216.

**Telephone:** 614-481-6666. TWX: 614-759-0448.

**Technical Facilities:** Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 535-ft. above av. terrain, 672-ft. above ground, 1400-ft. above sea level.

Latitude 40° 01' 02"  
Longitude 83° 01' 07"

Requests CP for change 979-ft. above av. terrain, 1085-ft. above ground, 1813-ft. above sea level, lat. 40° 01' 02", long. 83° 01' 11". BPCT-871005KH.

**Transmitter:** 350 W. Dodridge St.

**Satellite Earth Stations:** Harris, 9-meter C-band; Andrew, 7.3-meter C-band; Andrew, 4.5-meter C-band; Avantek, Harris receivers.

**News Services:** ABC, AP, NIWS, UPI.

**Ownership:** Anchor Media Ltd., gen. partner. See Group Ownership of Television Stations.

**Began Operation:** September 29, 1949. Sale to Taft Bcstg. by Picture Waves Inc. approved by FCC Feb. 25, 1953 (Television Digest, Vol. 9:9). Sale to present owners approved by FCC Dec. 3, 1987.

**Represented (sales):** Petry Television Inc.

**Represented (legal):** Koteen & Naftain.

**Represented (engineering):** Cohen, Dippell & Everist, P.C.

**Personnel:**

- ROBERT L. WHITE, vice president & general manager.
- ROB WAGLEY, general sales manager.
- RUSS READ, program manager.
- KATHY WARD, publicity & promotion director.
- BILL SEAMAN, chief engineer.
- DOUG PARKER, programming & public service director.

**Highest 30 Sec. Rate:** \$7500.

**NETWORK BASE HOURLY RATE:** \$1875.

**City of License:** Columbus. **ADI:** Columbus, OH. **Rank:** 33.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>OHIO</b>				
<b>50% &amp; Over</b>	Champaign	13,100	12,900	98
	Delaware	21,500	21,300	99
	Fairfield	35,100	34,700	99
	Fayette	10,200	10,000	98
	Franklin	363,900	359,800	99
	Hocking	9,900	9,700	98
	Knox	17,700	17,500	99
	Licking	47,300	46,800	99
	Madison	11,400	11,200	98
	Marion	23,900	23,600	99
	Morgan	5,300	5,100	96
Morrow	10,000	9,900	99	



WSYX BPCT-4870 Granted 5/22/75

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Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	Muskingum	31,900	31,300	98
	Perry	11,700	11,500	98
	Pickaway	15,500	15,300	99
	Ross	24,200	23,700	98
	Union	11,200	11,000	98
<b>OHIO</b>				
<b>Between 25-49%</b>	Athens	19,800	19,200	97
	Crawford	18,600	18,300	98
	Hardin	11,900	11,700	98
	Highland	13,600	13,300	98
	Jackson	11,200	10,900	97
	Logan	15,700	15,500	99
	Pike	9,100	8,800	97
	Richland	48,800	48,100	99
	Scioto	30,500	29,900	98
Washington	24,000	23,300	97	
<b>WEST VIRGINIA</b>				
	Wood	35,900	35,500	99
<b>OHIO</b>				
<b>Between 5-24%</b>	Clark	55,100	54,500	99
	Coshocton	14,100	13,700	97
	Guernsey	15,300	14,900	97
	Meigs	9,100	8,900	98
	Miami	34,100	33,700	99
	Noble	4,400	4,200	95
	Vinton	4,400	4,300	98
	Wyandot	8,200	8,000	98
<b>Station Totals</b>		<b>1,047,600</b>	<b>1,032,000</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>				<b>683,600</b>
<b>Average Daily Circulation (1989)</b>				<b>377,100</b>

# Ohio—Columbus

**WTTE**

**Ch. 28**

**Network Service:** Fox.

**Licensee:** WTTE Channel 28 Inc., Box 280, Columbus, OH 43216.

**Studio:** 6130 Sunbury Rd., Westerville, OH 43081.

**Telephone:** 614-895-2800. **TWX:** 310-286-949. **Fax:** 614-895-3159.

**Technical Facilities:** Channel No. 28 (554-560 MHz). Authorized power: 1910-kw max. visual, 191-kw max. aural. Antenna: 965-ft. above av. terrain, 1124-ft. above ground, 2044-ft. above sea level.

Latitude 40° 09' 33.50"  
Longitude 82° 55' 21.50"

**Transmitter:** 6680 State Rte. 3, Westerville.

**Satellite Earth Stations:** Harris, 3-meter; Harris, 6.1-meter; Microdyne Ku-band; Microdyne receivers.

**News Service:** UPI.

**Ownership:** Commercial Radio Institute Inc. See Group Ownership of Television Stations.

**Began Operation:** June 1, 1984.

**Represented (sales):** Seltel Inc.

**Represented (legal):** Fisher, Wayland, Cooper & Leader.

**Represented (engineering):** Carl T. Jones Corp.

**Personnel:**

- CAROLYN SMITH, president.
- JOHN T. QUIGLEY, general manager.
- STEVE MARKS, general sales manager.
- MICHAEL C. SUMMERS, local sales manager.
- CHRIS BRADY, national sales manager.
- JOE SUBICH, chief engineer.
- ORAN GOUGH, operations director.
- JANE SACHS, news director.
- SUSAN GILBERT, promotion director.
- LOIS DEAN, business manager.

**Highest One Hour Rate:** \$7500.

**Highest 30 Sec. Rate:** \$1000.

**City of License:** Columbus. **ADI:** Columbus, OH. **Rank:** 33.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>OHIO</b>				
<b>50% &amp; Over</b>	Delaware	21,500	21,300	99
	Fairfield	35,100	34,700	99
	Franklin	363,900	359,800	99
	Knox	17,700	17,500	99
	Licking	47,300	46,800	99
	Marion	23,900	23,600	99
	Morrow	10,000	9,900	99
	Pickaway	15,500	15,300	99



WTTE BMPCT—830509KE Granted 9/22/83 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	Households %	
<b>50% &amp; Over</b>	Union	11,200	11,000	98	
	<b>OHIO</b>				
	<b>Between 25-49%</b>	Fayette	10,200	10,000	98
		Hocking	9,900	9,700	98
		Madison	11,400	11,200	98
		Muskingum	31,900	31,300	98
		Perry	11,700	11,500	98
Ross	24,200	23,700	98		
<b>Between 5-24%</b>	<b>OHIO</b>				
	Athens	19,800	19,200	97	
	Champaign	13,100	12,900	98	
	Clark	55,100	54,500	99	
	Coshocton	14,100	13,700	97	
	Crawford	18,600	18,300	98	
	Guemsey	15,300	14,900	97	
	Hardin	11,900	11,700	98	
	Highland	13,600	13,300	98	
	Holmes	9,100	8,600	94	
Logan	15,700	15,500	99		
Morgan	5,300	5,100	96		
Wyandot	8,200	8,000	98		
<b>Station Totals</b>		<b>845,200</b>	<b>833,000</b>	<b>99</b>	
<b>Net Weekly Circulation (1989)</b>			<b>380,000</b>		
<b>Average Daily Circulation (1989)</b>			<b>145,100</b>		

# Ohio—Dayton

**WDTN**

Ch. 2

**Network Service:** ABC.

**Licensee:** The Hearst Corp., 4595 S. Dixie Ave., Dayton, OH 45439.

**Studio:** 4595 S. Dixie Ave., Dayton, OH 45439.

**Telephone:** 513-293-2101. **TWX:** 810-459-1731. **Fax:** 513-294-6542.

**Technical Facilities:** Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1000-ft. above av. terrain, 960-ft. above ground, 1917-ft. above sea level.

Latitude 39° 43' 07"  
Longitude 84° 15' 22"

**Transmitter:** Frytown Rd. & Gettysburg Ave.

**Satellite Earth Stations:** Transmit/receive Andrew, 7-meter Ku-band; Andrew, 7-meter C-band; Andrew, 5-meter C-band; Drake, 3.4-meter C-band; Microdyne, 5-meter Ku-band; Avantek, Drake, M/A-Corn, Microdyne, Scientific-Atlanta receivers.

**News Services:** ABC, Conus, NIWS.

**Ownership:** The Hearst Corp. See Group Ownership of Television Stations.

**Began Operation:** March 15, 1949. Sale to present owner by Trustees of Grinnell College approved by FCC July 16, 1981 (*Television Digest*, Vol. 20:21; 21:29). Sale to Grinnell by Avco Bcstg. Corp. approved by FCC April 28, 1976 (Vol. 15:25).

**Represented (sales):** Blair Television.

**Represented (legal):** Peper, Martin, Jensen, Maichel & Hetlage.

**Personnel:**

- PHILIP STOLZ, general manager.
- STEVEN L. FISHER, program director & station manager.
- DAVID ROBERTS, news director.
- LARRY RYAN, general sales manager.
- MEGAN CARONE, sales manager.
- KIRK SZESNY, promotion director.
- ROGER BERARDINIS, business manager.
- KIM PETERS, marketing director.
- TED LESTER, chief engineer.

**Highest One Hour Rate:** \$12,000.

**Highest 30 Sec. Rate:** \$3500.

**City of License:** Dayton. **ADI:** Dayton. **Rank:** 49.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>50% &amp; Over</b>	<b>INDIANA</b>			
	Randolph	10,800	10,600	98
	Wayne	27,000	26,500	98
	<b>OHIO</b>			
	Auglaize	16,200	15,900	98
	Champaign	13,100	12,900	98
	Clark	55,100	54,500	99
	Clinton	13,600	13,400	99
	Darke	20,700	20,400	99
	Fayette	10,200	10,000	98
	Greene	46,000	45,500	99
	Mercer	13,400	13,200	99



WDTN BPCT-4987 Granted 5/6/77 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>50% &amp; Over</b>	Miami	34,100	33,700	99
	Montgomery	223,900	221,800	99
	Preble	14,800	14,600	99
	Shelby	15,300	15,100	99
	Warren	36,600	36,200	99
<b>Between 25-49%</b>	<b>INDIANA</b>			
	Union	2,400	2,300	96
	<b>OHIO</b>			
	Butler	99,100	98,000	99
Highland	13,600	13,300	98	
Logan	15,700	15,500	99	
<b>Between 5-24%</b>	<b>INDIANA</b>			
	Fayette	9,900	9,700	98
	Franklin	6,500	6,300	97
	Jay	8,200	8,000	98
	Ohio	2,000	2,000	100
	Ripley	8,700	8,500	98
	<b>OHIO</b>			
Adams	9,300	8,900	96	
Allen	41,100	40,400	98	
Brown	12,500	12,200	98	
Clermont	50,100	49,500	99	
Hamilton	337,400	332,600	99	
Madison	11,400	11,200	98	
<b>Station Totals</b>		<b>1,178,700</b>	<b>1,162,700</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>				<b>568,200</b>
<b>Average Daily Circulation (1989)</b>				<b>293,300</b>



# Ohio—Dayton-Springfield

## WHIO-TV

Ch. 7

Network Service: CBS.

Licensee: Miami Valley Broadcasting Corp., 1414 Wilmington Ave., Dayton, OH 45401.

Studio: 1414 Wilmington Ave., Dayton, OH 45401.

Telephone: 513-259-2111. TWX: 810-459-1760. Fax 513-259-2024.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 200-kw visual, 38-kw aural. Antenna: 1140-ft. above av. terrain, 1096-ft. above ground, 2046-ft. above sea level.

Latitude 39° 44' 03"  
Longitude 84° 14' 50"

Transmitter: 3316 Germantown St.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; Vertex, 4.6-meter Ku-band; DX Engineering, Scientific-Atlanta receivers.

AM Affiliate: WHIO, 5-kw, 1290 kHz (CBS).

FM Affiliate: WHIO-FM, 50-kw, 99.1 MHz (No. 256), 1060-ft.

News Service: AP.

Ownership: Cox Enterprises Inc. See Group Ownership of Television Stations.

Began Operation: February 26, 1949.

Represented (sales): TeleRep Inc.

Represented (legal): Dow, Lohnes & Albertson.

Represented (engineering): Jules Cohen & Associates, P.C.

### Personnel:

STANLEY MOUSE, president, Miami Valley Broadcasting.  
NEIL PUGH, vice president & general manager.  
DON KEMPER, station manager.  
JOHN HAYES, general sales manager.  
MIKE MANSOUR, national sales manager.  
TIM McVAY, local sales manager.  
BOB WELLS, director of marketing.  
JOHN CLARK, program director.  
RICHARD BIESER, director, community relations.  
HAROLD HAPNER, television news director.  
SIM A. KOLLINER, director of engineering.  
JOHN HANLEY, business manager.  
THERESE WEILER, research director.

Rates: On request.

City of License: Dayton. ADI: Dayton. Rank: 49.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	INDIANA			
	Randolph	10,800	10,600	98
	Union	2,400	2,300	96
	Wayne	27,000	26,500	98
OHIO	Allen	41,100	40,400	98
	Auglaize	16,200	15,900	98
	Champaign	13,100	12,900	98
	Clark	55,100	54,500	99
	Clinton	13,600	13,400	99
	Darke	20,700	20,400	99
	Greene	46,000	45,500	99



WHIO-TV BPCT-890 Granted 7/11/52

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Highland	13,600	13,300	98
	Logan	15,700	15,500	99
	Mercer	13,400	13,200	99
	Miami	34,100	33,700	99
	Montgomery	223,900	221,800	99
	Preble	14,800	14,600	99
	Shelby	15,300	15,100	99
OHIO	Warren	36,600	36,200	99
	OHIO			
Between 25-49%	Butler	99,100	98,000	99
	Fayette	10,200	10,000	98
Between 5-24%	INDIANA			
	Dearborn	13,300	13,100	98
	Fayette	9,900	9,700	98
	Franklin	6,500	6,300	97
	Henry	18,600	18,300	98
	Jay	8,200	8,000	98
	Ripley	8,700	8,500	98
OHIO	Adams	9,300	8,900	96
	Brown	12,500	12,200	98
	Clermont	50,100	49,500	99
	Hamilton	337,400	332,600	99
	Madison	11,400	11,200	98
	Putnam	11,100	10,900	98
	Ross	24,200	23,700	98
Union	11,200	11,000	98	
Van Wert	11,700	11,500	99	
Station Totals		1,266,800	1,249,200	99
Net Weekly Circulation (1989)			629,100	
Average Daily Circulation (1989)			354,100	

# Ohio—Dayton

**WKFE**

Ch. 22

Network Service: NBC.

Licensee: KT Communications Ltd. Partnership III, 203 N. LaSalle St., Room 2100, Chicago, IL 60601.

Studio: 1731 Soldiers Home Rd., Dayton, OH 45418.

Telephone: 513-263-2662. Easylink: 62154510.

Technical Facilities: Channel No. 22 (518-524 MHz). Authorized power: 2340-kw max. visual, 234-kw max. aural. Antenna: 1152-ft. above av. terrain, 1094-ft. above ground, 2049-ft. above sea level.

Latitude 39° 43' 15.50"  
Longitude 84° 15' 38.90"

Transmitter: 1731 Soldiers Home Rd.

Satellite Earth Stations: AFC, 6-meter; Harris, 3-meter; Microdyne, 7-meter; Harris, Microdyne receivers.

News Service: AP.

Ownership: KT Communications Ltd. Partnership II, gen. partner; Alexandria Media Group Inc. & 900 Communications Ltd. Partnership, gen. & ltd. partners. KTCLPII ownership: KT Communications Inc., gen. partner; AMGI & 900 CLP, ltd. partners. AMGI ownership: Harry L. Brock, pres., 55%; John F. Larison, exec. v.p. & Benton Burroughs Jr., v.p., 12.5% each; Christopher A. Kidd, v.p., Suzanne S. Brock, secy-treas., 15%. 900 CLP ownership: NCLP Inc., gen. partner; 900 Partners Investment & NC Partners Investments Ltd. partners. NCLP Inc. ownership: Judd D. Malkin, chmn.; Neil G. Bluhm, pres.; Burton Glazov, v.p. KTCI ownership: David A. Tolliver, pres., 25%; Noberto Raul Kogan, secy-treas., 75%.

Began Operation: September 27, 1964. Sale to Adams Communications Springfield TV Corp. approved by FCC Jan. 9, 1984 (Television Digest, Vol. 23:35). Sale to present owner by Adams Communications approved by FCC Jan. 5, 1989.

Represented (sales): Katz Television.

**Personnel:**

- JAMES D. GRAHAM, president & general manager.
- DOUGLAS E. GEALY, general sales manager.
- DARRELL HUNTER, chief engineer.
- BRUCE PARKER, director of news & public affairs.
- DUANE WALKER, production manager.
- SANDY PATTON, promotion manager.
- STEVE SACKMAN, business manager.

Highest 30 Sec. Rate: \$1300.

NETWORK BASE HOURLY RATE: \$1550.

City of License: Dayton. AOI: Dayton. Rank: 49.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>				
	OHIO			
	Champaign	13,100	12,900	98
	Clark	55,100	54,500	99
	Clinton	13,600	13,400	99
	Darke	20,700	20,400	99
	Greene	46,000	45,500	99
	Miami	34,100	33,700	99
	Montgomery	223,900	221,800	99



WKFE BPCT—841029KG Granted 11/29/84

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>				
	Preble	14,800	14,600	99
	Shelby	15,300	15,100	99
<b>Between 25-49%</b>				
<b>INDIANA</b>				
	Randolph	10,800	10,600	98
	Union	2,400	2,300	96
<b>OHIO</b>				
	Auglaize	16,200	15,900	98
	Butler	99,100	98,000	99
	Logan	15,700	15,500	99
	Warren	36,600	36,200	99
<b>Between 5-24%</b>				
<b>INDIANA</b>				
	Dearborn	13,300	13,100	98
	Fayette	9,900	9,700	98
	Franklin	6,500	6,300	97
	Wayne	27,000	26,500	98
<b>OHIO</b>				
	Brown	12,500	12,200	98
	Clermont	50,100	49,500	99
	Fayette	10,200	10,000	98
	Hamilton	337,400	332,600	99
	Highland	13,600	13,300	98
	Mercer	13,400	13,200	99
	Union	11,200	11,000	98
<b>Station Totals</b>				
		1,122,500	1,107,800	99
<b>Net Weekly Circulation (1989)</b>			<b>502,900</b>	
<b>Average Daily Circulation (1989)</b>			<b>253,600</b>	

# Ohio—Dayton

## WRGT-TV

Ch. 45

Network Service: Fox.

Licensee: Dayton Telecasting Inc., 45 Broadcast Plaza, Dayton, OH 45408.

Studio: 45 Broadcast Plaza, Dayton, OH 45408.

Telephone: 513-263-4500. TWX: 910-333-3284. Fax: 513-268-5265.

Technical Facilities: Channel No. 45 (656-662 MHz). Authorized power: 5000-kw max. visual, 501-kw max. aural. Antenna: 1170-ft. above av. terrain, 1149-ft. above ground, 2045-ft. above sea level.

Latitude 39° 43' 28.40"  
Longitude 84° 15' 17.60"

Transmitter: 2045 S. Gettysburg Ave., Dayton, OH.

Satellite Earth Station: Comtech, 5-meter.

Ownership: Act III Bcstg. Inc., 100%. See Group Ownership of Television Stations.

Began Operation: September 23, 1984. Sale to present owner by Meridian Communications approved by FCC Dec. 17, 1987 (Television Digest, Vol. 27:42).

Represented (sales): MMT Marketing.

Represented (engineering): Charles I. Gallagher, P.E., Consulting Radio Engineers.

### Personnel:

DAVID J. MILLER, vice president & general manager.  
KENNETH B. BEEDLE, general sales manager.  
MARCIA WOODWARD, national sales manager.  
RON SCHUETZE, chief engineer.  
LINDA TRIPLETT, operations manager.

Highest One Hour Rate: \$5000.

Highest 30 Sec. Rate: \$450.

City of License: Dayton. ADI: Dayton. Rank: 49.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>OHIO</b>			
	Champaign	13,100	12,900	98
	Clark	55,100	54,500	99
	Darke	20,700	20,400	99
	Greene	46,000	45,500	99
	Miami	34,100	33,700	99
	Montgomery	223,900	221,800	99
	Preble	14,800	14,600	99
Shelby	15,300	15,100	99	
<b>Between 25-49%</b>	<b>INDIANA</b>			
	Wayne	27,000	26,500	98
	<b>OHIO</b>			
	Auglaize	16,200	15,900	98
	Butler	99,100	98,000	99
Clermont	50,100	49,500	99	
Clinton	13,600	13,400	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	Fayette	10,200	10,000	98
	Logan	15,700	15,500	99
	Warren	36,600	36,200	99
<b>Between 5-24%</b>	<b>INDIANA</b>			
	Dearborn	13,300	13,100	98
	Jay	8,200	8,000	98
	Ohio	2,000	2,000	100
	Randolph	10,800	10,600	98
	Union	2,400	2,300	96
	<b>KENTUCKY</b>			
	Boone	18,000	17,900	100
	Bracken	2,700	2,700	100
	Grant	5,000	4,900	99
Pendleton	4,000	4,000	100	
<b>OHIO</b>	Adams	9,300	8,900	96
	Brown	12,500	12,200	98
	Hamilton	337,400	332,600	99
	Highland	13,600	13,300	98
	Madison	11,400	11,200	98
	Mercer	13,400	13,200	99
	<b>Station Totals</b>		<b>1,155,500</b>	<b>1,140,400</b>
<b>Net Weekly Circulation (1989)</b>			<b>392,000</b>	
<b>Average Daily Circulation (1989)</b>			<b>149,300</b>	

# Ohio—Lima

**WLIO**

**Ch. 35**

**Network Service:** NBC.

**Licensee:** Lima Communications Corp., Box 1689, Lima, OH 45802.

**Studio:** 1424 Rice Ave., Lima, OH 45805.

**Telephone:** 419-228-8835. **TWX:** 810-447-2720.

**Technical Facilities:** Channel No. 35 (596-602 MHz). Authorized power: 661-kw visual, 132-kw aural. Antenna: 540-ft. above av. terrain, 549-ft. above ground, 1419-ft. above sea level.

Latitude 40° 44' 53.50"  
Longitude 84° 07' 55.50"

**Transmitter:** 1424 Rice Ave.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Station:** Harris, 3-meter; Harris, RCA Americom receivers.

**News Service:** AP.

**Ownership:** Blade Communications Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** March 30, 1953. Sale to present owners by WLOK Inc. approved by FCC Jan. 19, 1972. Previous sale by Pixley & Case families approved Dec. 1, 1954 (*Television Digest*, Vol. 10:44, 49).

**Represented (sales):** Katz Television.

**Represented (legal):** Dow, Lohnes & Albertson.

**Represented (engineering):** Jules Cohen & Associates, P.C.

**Personnel:**

- JAMES C. DAGES, president & general manager.
- JAMES D. GARLING, program director.
- ANTELLE HAITHCOCK, promotion director.
- BRUCE OPPERMAN, sales manager.
- GEORGE DUNSTER, news director.
- FRED VOBBE, chief engineer.

**Highest One Hour Rate:** \$1600.

**Highest 30 Sec. Rate:** \$750.

**City of License:** Lima. **AOI:** Lima. **Rank:** 197.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	OHIO Allen	41,100	40,400	98
	Auglaize	16,200	15,900	98



WLIO BPCT-820712KP Granted 10/08/82

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Hardin	11,900	11,700	98
	Mercer	13,400	13,200	99
	Putnam	11,100	10,900	98
	Van Wert	11,700	11,500	99
<b>Between 25-49%</b>	OHIO Hancock	25,000	24,700	99
	Logan	15,700	15,500	99
	Paulding	7,500	7,400	99
<b>Between 5-24%</b>	INDIANA Adams	10,500	10,300	98
	OHIO Defiance	14,300	14,100	99
	Henry	10,500	10,400	99
	Shelby	15,300	15,100	99
	Wyandot	8,200	8,000	98
<b>Station Totals</b>		<b>212,400</b>	<b>209,100</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>				<b>101,400</b>
<b>Average Daily Circulation (1989)</b>				<b>61,900</b>

# Ohio—Lima

**WTLW**

**Ch. 44**

**Network Service:** None, independent.

**Licensee:** American Christian TV Services, 1844 Baty Rd., Lima, OH 45807.

**Studio:** 1844 Baty Rd., Lima, OH 45807.

**Telephone:** 419-339-4444.

**Technical Facilities:** Channel No. 44 (650-656 MHz). Authorized power: 904.9-kw visual, 100.2-kw aural. Antenna: 677-ft. above av. terrain, 705-ft. above ground, 1532-ft. above sea level.

Latitude 40° 45' 47"  
Longitude 84° 10' 59"

**Transmitter:** 1844 Baty Rd., near Lima.

**Satellite Earth Stations:** AFC, 2-meter Ku-band; R. H. Tyler, 3-meter C-band; Taco, 2-meter C-band; DX Antenna, Gardiner, M/A-Com, Uniden receivers.

**Ownership:** Paul Fisher; Andrea King; Gary Cooper; Gerald Eagy; Wayne Sharpes; Tom Newland; Ronald L. Mighell; Bob Blankemeyer; Phil McClain; Larry Whatley.

**Began Operation:** June 13, 1982.

**Represented (legal):** Fisher, Wayland, Cooper & Leader.

**Represented (engineering):** du Treil, Lundin & Rackley.

**Personnel:**

- RON MIGHELL, vice president & director.
- ROBERT PLACIE, general manager.
- HARRY BARNES, general sales manager.
- JOHN OWENS, production director.
- RAY TANNER, chief engineer.
- KEVIN BOWERS, program director.
- ROBERT R. ARMISTEAD, development director.

**Highest 30 Sec. Rate:** \$40.

**City of License:** Lima. ADI: Lima. Rank: 197.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households Households %
Between 5-24%	OHIO Allen	41,100	40,400 98
	Auglaize	16,200	15,900 98



WTLW BPCT—831209KG Granted 3/30/84

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Net Weekly Circulation	State County	Total Households	TV Households Households %
Between 5-24%	Defiance	14,300	14,100 99
	Hancock	25,000	24,700 99
	Hardin	11,900	11,700 98
	Mercer	13,400	13,200 99
	Paulding	7,500	7,400 99
	Putnam	11,100	10,900 98
	Van Wert	11,700	11,500 99
<b>Station Totals</b>		<b>152,200</b>	<b>149,800 98</b>
<b>Net Weekly Circulation (1989)</b>			<b>26,900</b>
<b>Average Daily Circulation (1989)</b>			<b>9,100</b>

# Ohio—Mansfield

**WCOM**

Ch. 68

**Network Service:** None, independent.

**Licensee:** Com III TV Inc., 1201 Oientangy River Rd., Columbus, OH 43212.

**Studio:** 77 N. Mulberry St., Mansfield, OH 44902.

**Telephone:** 614-297-6888; 419-526-6888.

**Technical Facilities:** Channel No. 68 (794-800 MHz). Authorized power: 2500-kw max. visual, 250-kw max. aural. Antenna: 1721-ft. above av. terrain, 1576-ft. above ground, 2916-ft. above sea level.

Latitude 40° 33' 21"  
Longitude 82° 26' 41"

**Transmitter:** 1.16-mi. SSE of intersection of Rte. 95 & Divilbliss Rd., 1.95-mi. SW of Butler.

**Satellite Earth Stations:** Transmit/receive Harris, 9-meter C-band; Vertex, 4.5-meter C-band; Vertex, 3-meter C-band; Harris receivers.

**Ownership:** Opportunities-I Ltd. Partner, 8%; Communications III Inc., 5%; remainder to be privately placed. Communications III Inc. ownership: George E. Coles; Peter B. Halliday; Paul J. Ogle. Coles has interest in WTMP(AM), Tampa, FL.

**Began Operation:** February 29, 1988. Suspended operation June 1, 1989.

**Represented (legal):** Pepper & Corazzini.

**Represented (engineering):** Cohen, Dippell & Everist, P.C.

**Personnel:**

- ROBERT STEGNER, vice president & general manager.
- MIKE GREENE, general sales manager.
- JOHN HEWITT, promotion & marketing director.
- MICK RETTIG, business manager.
- JIM VOELKER, chief engineer.

**Highest One Hour Rate:** \$500.

**Highest 30 Sec. Rate:** \$250.

**City of License:** Mansfield. **AOI:** Cleveland. **Rank:** 11.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	OHIO Morrow	10,000	9,900	99
	OHIO Richland	48,800	48,100	99
	OHIO Ashland	16,700	16,500	99



WCOM BMPCT-870204KE Granted 3/16/87 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	Coshocton	14,100	13,700	97
	Crawford	18,600	18,300	98
	Delaware	21,500	21,300	99
	Hardin	11,900	11,700	98
	Holmes	9,100	8,600	94
	Knox	17,700	17,500	99
	Marion	23,900	23,600	99
	Morgan	5,300	5,100	96
	Muskingum	31,900	31,300	98
	Perry	11,700	11,500	98
	Union	11,200	11,000	98
	Wayne	36,300	35,400	98
	Wyandot	8,200	8,000	98
<b>Station Totals</b>		<b>296,900</b>	<b>291,500</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>				<b>54,000</b>
<b>Average Daily Circulation (1989)</b>				<b>19,900</b>

# Ohio—Newark

**WSFJ**

**Ch. 51**

**Network Service:** None, independent.

**Licensee:** Christian Television of Ohio Inc., 10077 Jacksontown Rd., Box 770, Thornville, OH 43076.

**Studio:** 10077 Jacksontown Rd., Thornville, OH 43076.

**Telephone:** 614-833-0771.

**Technical Facilities:** Channel No. 51 (692-698 MHz). Authorized power: 724-kw max. visual, 72.4-kw max. aural. Antenna: 620-ft. above av. terrain, 500-ft. above ground, 1600-ft. above sea level.

Latitude 39° 56' 53"  
Longitude 82° 24' 33"

**Transmitter:** 0.8-mi. SSE of Jacksontown along Rte. 13, 0.3-mi. N of I-70.

**Satellite Earth Stations:** AFC, 3.66-meter Ku-band; RF Systems, 6-meter C-band; Scientific-Atlanta, 5-meter C-band; M/A-Com, Scientific-Atlanta, Standard Components receivers.

**Ownership:** Christian Television of Ohio Inc. non-profit corp. Betty J. Stanley, pres.; Lillian Davis, secy.; Galon Rodabaugh, treas.

**Began Operation:** March 9, 1980.

**Represented (sales):** Hugh Wallace Inc.

**Represented (legal):** Baraff, Koerner, Olender & Hochberg, P.C.

**Represented (engineering):** Lechman & Johnson Inc.

**Personnel:**

BETTY J. STANLEY, president & general manager.  
CHARLOTTE REICHEL, program director.  
RICK COVERT, production manager.  
TED ROSS, director of engineering.  
CRAIG STEVENSON, chief engineer.

**Highest One Hour Rate:** \$1100.

**City of License:** Newark. ADI: Columbus, OH. Rank: 33.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



WSFJ BNPCT-830930LJ Granted 3/14/84

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Net Weekly Circulation	State County	Total Households	TV Households	% Households
<b>OHIO</b>				
<b>Between 5-24%</b>	Fairfield	35,100	34,700	99
	Hocking	9,900	9,700	98
	Morrow	10,000	9,900	99
	Muskingum	31,900	31,300	98
	Perry	11,700	11,500	98
<b>Station Totals</b>		<b>98,600</b>	<b>97,100</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>			<b>20,300</b>	
<b>Average Daily Circulation (1989)</b>			<b>8,200</b>	

# Ohio—Portsmouth

**WUXA**

**Ch. 30**

**Network Service:** None, independent.

**Grantee:** Television Properties Inc., Box 900307, Knoxville, TN 37990.

**Studio:** 923 1/2 Findlay St., Portsmouth, OH 45662.

**Telephone:** 614-354-3030.

**Technical Facilities:** Channel No. 30 (566-572 MHz). Authorized power: 1353-kw max. visual, 135-kw max. aural. Antenna: 778-ft. above av. terrain, 851-ft. above ground, 1947-ft. above sea level.

Latitude 38° 45' 42"  
Longitude 83° 03' 41"

**Transmitter:** Navoo Pond Creek Rd., West Portsmouth.

**News Service:** CNN.

**Ownership:** Kenneth W. Russell, pres., 100%; Pearl G. Russell, secy.

**Began Operation:** May 8, 1988. Suspended operation 1989.

**Represented (engineering):** Consolidated Communications Inc.

**Personnel:**

TOM WATSON, general manager.  
FRANK WALLS, chief engineer.  
DON MOORE, program & promotion director.

**Highest One Hour Rate:** \$1200.

**Highest 30 Sec. Rate:** \$100.

**City of License:** Portsmouth. **AOI:** Charleston-Huntington. **Rank:** 51.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>OHIO</b>				
<b>Between 5-24%</b>	Adams	9,300	8,900	96
	Jackson	11,200	10,900	97
	Scioto	30,500	29,900	98
<b>Station Totals</b>		<b>51,000</b>	<b>49,700</b>	<b>97</b>
<b>Net Weekly Circulation (1989)</b>				<b>5,200</b>
<b>Average Daily Circulation (1989)</b>				<b>1,600</b>



# Ohio—Sandusky

## WGGN-TV

Ch. 52

**Network Service:** None, independent.

**Licensee:** Christian Faith Broadcast Inc., 3809 Maple Ave., Castalia, OH 44824.

**Studio:** 3809 Maple Ave., Castalia, OH 44824.

**Telephone:** 419-684-5311.

**Technical Facilities:** Channel No. 52 (698-704 MHz). Authorized power: 1482-kw max. visual, 148.2-kw max. aural. Antenna: 774-ft. above av. terrain, 715-ft. above ground, 1415-ft. above sea level.

Latitude	41°	23'	48"
Longitude	82°	47'	31"

**Transmitter:** 3809 Maple Ave., Castalia.

**Satellite Earth Stations:** In operation; Drake receivers.

**News Service:** CNN.

**Ownership:** Christian Faith Broadcast Inc. See Group Ownership of Television Stations.

**Began Operation:** December 5, 1982.

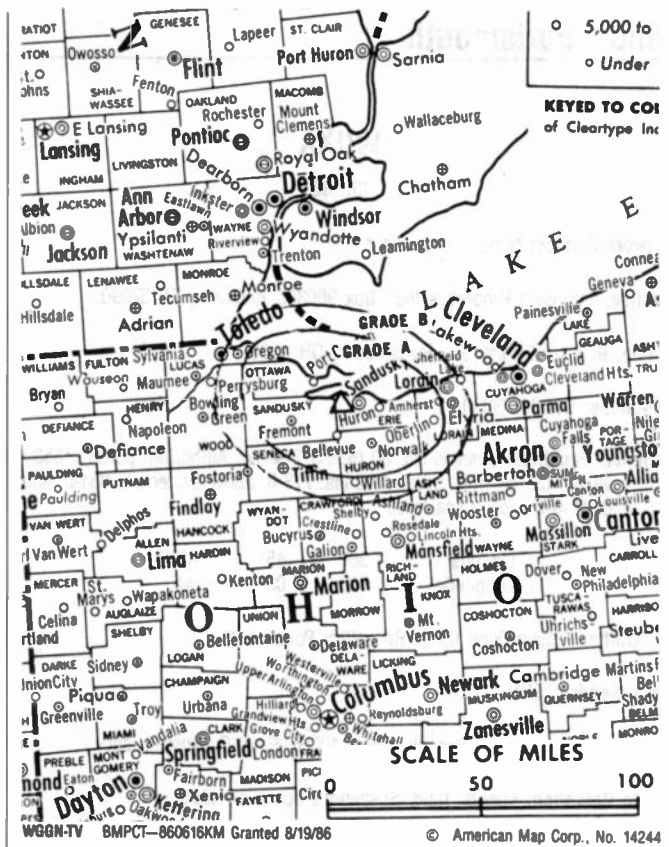
**Represented (legal):** May & Dunne, Chartered.

**Personnel:**

SHELBY GILLIAM, president.  
 RUSTY YOST, general manager.  
 BILL POUNDERS, sales manager.  
 LENA RECCE, traffic coordinator.

**Highest One Hour Rate:** \$800.

**Highest 30 Sec. Rate:** \$150.



**Arbitron Data:** Not available.

**City of License:** Sandusky. **ADI:** Toledo. **Rank:** 64.

# Ohio—Springfield

**WTJC**

**Ch. 26**

**Network Service:** None, independent.

**Grantee:** Miami Valley Christian Television Inc., Box 26, Dayton, OH 45401.

**Studio:** 2675 Dayton Rd., Springfield, OH 45506.

**Telephone:** 513-323-0026.

**Technical Facilities:** Channel No. 26 (542-548 MHz). Authorized power: 1230-kw max. & 1170-kw horizontal visual, 123-kw max. & 117-kw horizontal aural. Antenna: 490-ft. above av. terrain, 520-ft. above ground, 1540-ft. above sea level.

Latitude	39°	54'	33"
Longitude	83°	51'	36"

**Transmitter:** S of Wright Brothers Memorial Hwy., 0.15-mi. W of Springfield city limits.

**Satellite Earth Stations:** In operation.

**News Service:** AP.

**Ownership:** Miami Valley Christian Television Inc. See Group Ownership of Television Stations.

**Began Operation:** September 21, 1980.

**Represented (legal):** Miller & Fields.

**Represented (engineering):** R. L. Purcell.

**Personnel:**

MARVIN D. SPARKS, president & general manager.  
 JOHN ELLIOTT, chief engineer.  
 ROD ROBISON, promotion director.  
 GENE McCORKLE, administrative assistant.

**Highest 30 Sec. Rate:** \$38.

**City of License:** Springfield. **ADI:** Dayton. **Rank:** 49.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>OHIO</b>				
<b>Between 5-24%</b>	Clark	55,100	54,500	99
	Darke	20,700	20,400	99
	Logan	15,700	15,500	99
<b>Station Totals</b>		<b>91,500</b>	<b>90,400</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>20,900</b>	
<b>Average Daily Circulation (1989)</b>			<b>5,400</b>	

# Ohio—Steubenville-Wheeling, WV

## WTOV-TV

Ch. 9

**Network Service:** NBC.

**Licensee:** WTOV Associates, Box 9999, Steubenville, OH 43952.

**Studio:** Altamont Heights, Steubenville, OH 43952.

**Sales Office:** Riley Bldg., Wheeling, WV 26003.

**Mailing Address:** Box 9999, Steubenville, OH 43952-6799.

**Telephones:** 614-282-0911, Steubenville; 304-232-0430, Wheeling.

**TWX:** 810-339-2574.

**Technical Facilities:** Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 950-ft. above av. terrain, 881-ft. above ground, 2041-ft. above sea level.

Latitude 40° 20' 32"  
Longitude 80° 37' 14"

**Transmitter:** Altamont Heights, 1.3-mi. S of business center.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Harris, 3.5-meter Ku-band; Prodelin, 3.5-meter C-band; Paracclipse, 5.0-meter C-band; Drake receivers.

**News Services:** AP, Group W Newsfeed.

**Ownership:** Television Station Partners L.P., 100%. See Group Ownership of Television Stations.

**Began Operation:** December 10, 1953. Transfer of stations from WSTV Inc. and WPIT Inc. to United Printers & Publishers (name changed to Rust Craft Greeting Cards Inc.), approved by FCC Nov. 8, 1961 (*Television Digest*, Vol. 17:30, 33; 2:14). Sale to Ziff Corp. by Rust Craft approved by FCC May 10, 1978 (Vol. 17:26, 27, 36; 18:20, 41). Sale to present owners by Ziff approved by FCC Jan. 18, 1983 (Vol. 22:30).

**Represented (sales):** Petry Television Inc.

**Represented (legal):** Wiley, Rein & Fielding.

**Personnel:**

- RALPH E. BECKER, president.
- GARY R. BOLTON, vice president & general manager.
- BRIAN TRAURING, news director.
- TIM MCCOY, operations manager.
- JOANNE WOLF, general sales manager.
- LEN SMITH, chief engineer.
- CRIS COTTOM, promotion director.
- MIKE CUNNINGHAM, business manager.

**Highest One Hour Rate:** \$5000.

**Highest 30 Sec. Rate:** \$2000.

**City of License:** Steubenville. **AOI:** Wheeling, WV-Steubenville, OH. **Rank:** 142.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>OHIO</b>			
	Belmont	31,100	30,600	99
	Carroll	10,000	9,900	99
	Guemsey	15,300	14,900	97
	Harrison	6,200	6,100	98
	Jefferson	32,000	31,600	99
	Monroe	6,100	5,900	97
	<b>WEST VIRGINIA</b>			
	Brooke	10,700	10,700	100
	Hancock	14,900	14,900	100
Marshall	14,900	14,800	99	



Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	Ohio	23,200	23,100	100
	Westzel	7,900	7,800	99
<b>Between 25-49%</b>	<b>OHIO</b>			
	Columbiana	41,400	40,800	99
	Noble	4,400	4,200	95
<b>Between 5-24%</b>	Tuscarawas	33,300	32,600	98
	<b>PENNSYLVANIA</b>			
	Washington	80,900	79,700	99
	<b>WEST VIRGINIA</b>			
	Tucker	3,400	3,300	97
	Tyler	4,000	3,900	98
	<b>MARYLAND</b>			
	Garrett	9,900	9,800	98
	<b>OHIO</b>			
	Coshocton	14,100	13,700	97
Holmes	9,100	8,600	94	
Stark	139,300	137,700	99	
<b>PENNSYLVANIA</b>				
Armstrong	30,500	30,000	98	
Beaver	71,500	70,700	99	
Butler	55,400	54,700	99	
Fayette	60,100	58,800	98	
Greene	15,400	15,100	98	
Lawrence	38,300	37,700	98	
<b>WEST VIRGINIA</b>				
Barbour	6,200	6,100	98	
Doddridge	2,900	2,800	98	
Marion	25,100	24,900	99	
Monongalia	29,000	28,600	99	
Preston	11,500	11,300	98	
<b>Station Totals</b>		<b>858,000</b>	<b>845,300</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>292,900</b>	
<b>Average Daily Circulation (1989)</b>			<b>150,500</b>	

# Ohio—Toledo

## WNWO-TV

Ch. 24

**Network Service:** ABC.

**Licensee:** WNWO Associates, 300 S. Byrne Rd., Toledo, OH 43615.

**Studio:** 300 S. Byrne Rd., Toledo, OH 43615.

**Telephone:** 419-535-0024. **TWX:** 810-421-0064. **Fax:** 419-535-0202.

**Technical Facilities:** Channel No. 24 (530-536 MHz). Authorized power: 4370-kw max. & 1410-kw horizontal visual, 437-kw max. & 141-kw horizontal aural. Antenna: 1390-ft. above av. terrain, 1437-ft. above ground, 2016-ft. above sea level.

Latitude 41° 40' 03"  
Longitude 83° 21' 22"

**Transmitter:** 833 N. Cousino Rd. at Arquette Rd., Oregon, OH.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Andrew, 7.3-meter C-band; ADM, 6.1-meter C-band; Andrew, 4.5-meter C-band; Avantek, Scientific-Atlanta receivers.

**News Services:** AP, ABC.

**Ownership:** Toledo Television Investors Ltd. Partnership, 100%. Television of Toledo Inc., gen. partner; I. Martin Pompadur, chmn.-v.p.-secy., 50%; Ralph E. Becker, pres., 50%; James C. McCreary, treas. See Television Station Partners in Group Ownership of TV Stations.

**Began Operation:** May 3, 1966. FCC approved sale to present owners by The First National Bank of Boston which took control from D. H. Overmyer Telecasting Co. Inc. Jan. 31, 1986 (Television Digest, Vol. 25:24).

**Represented (sales):** Petry Television Inc.

**Represented (legal):** Wiley, Rein & Fielding.

### Personnel:

BRETT CORNWELL, vice president & general manager.  
LINDA BLACKBURN, general sales manager.  
SAM JACOBS, national sales manager.  
CHRISTOPHER JONES, program director.  
HAROLD THOMPSON, chief engineer.  
GEORGE NOLEFF, news director.  
LIBBY BEEMER, creative services director.  
MICHAEL PRZYBYLSKI, business manager.  
NANCY PRATT, traffic manager.

**Highest One Hour Rate:** \$5000.

**Highest 30 Sec. Rate:** \$1500.

**NETWORK BASE HOURLY RATE:** \$850.

**City of License:** Toledo. **ADI:** Toledo. **Rank:** 64.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>OHIO</b>			
	Allen	41,100	40,400	98
	Fulton	14,400	14,100	98
	Hancock	25,000	24,700	99
	Henry	10,500	10,400	99
	Lucas	178,800	176,900	99
	Ottawa	15,300	15,100	99
	Putnam	11,100	10,900	98
	Sandusky	23,700	23,500	99
	Seneca	21,900	21,600	99
Williams	14,100	13,800	98	



WNWO-TV BMPCT-6221 Granted 2/17/66

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Wood	38,900	38,500	99
	Wyandot	8,200	8,000	98
<b>Between 25-49%</b>	<b>MICHIGAN</b>			
	Lenawee	31,600	31,200	99
	Monroe	46,000	45,500	99
	<b>OHIO</b>			
	Defiance	14,300	14,100	99
<b>Between 5-24%</b>	Hardin	11,900	11,700	98
	Huron	20,400	20,100	99
	Paulding	7,500	7,400	99
	<b>MICHIGAN</b>			
	Hillsdale	15,100	14,800	98
	Washtenaw	160,000	97,900	98
	<b>OHIO</b>			
Auglaize	16,200	15,900	98	
Crawford	18,600	18,300	98	
Erie	29,200	28,900	99	
Van Wert	11,700	11,500	99	
<b>Station Totals</b>		<b>725,500</b>	<b>715,200</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>401,300</b>	
<b>Average Daily Circulation (1989)</b>			<b>181,500</b>	

Our firm acted as financial advisor  
and broker in the 1986 sale of  
**WDHO-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

# Ohio—Toledo

## WTOL-TV

Ch. 11

**Network Service:** CBS.

**Licensee:** Cosmos Broadcasting Corp., Box 715, Toledo, OH 43695.

**Studio:** 730 N. Summit St., Toledo, OH 43604.

**Telephone:** 419-248-1111. **Fax:** 419-244-7104.

**Technical Facilities:** Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 38-kw aural. Antenna: 1000-ft. above av. terrain, 1046-ft. above ground, 1625-ft. above sea level.

Latitude 41° 40' 22"  
Longitude 83° 22' 47"

**Transmitter:** Cedar Point, near Norden Rd., Oregon City, OH.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.5-meter Ku-band; Scientific-Atlanta, 4.5-meter C-band; Scientific-Atlanta receivers.

**News Services:** AP, CBS.

**Ownership:** Cosmos Broadcasting Corp. See Group Ownership of Television Stations.

**Began Operation:** December 5, 1958. Sale to present owner by Frazier Reams and associates approved March 10, 1965 by FCC (*Television Digest*, Vol. 4:46; 5:11).

**Represented (sales):** Harrington, Righter & Parsons Inc.

**Represented (legal):** Dow, Lohnes & Albertson.

**Represented (engineering):** Lohnes & Culver.

### Personnel:

S. WHEELER RUDD, vice president & general manager.  
JOHN COTTINGHAM, general sales manager.  
RITA MARTIN, national sales manager.  
STEVE ISRAEL, program manager.  
STEWART HINZE, chief engineer.  
RICK GEVERS, news director.  
GARY ALBERS, promotion director.  
DONALD C. KENNEDY, business manager.  
WAYNE THING, production manager.

**Highest One Hour Rate:** \$8000.

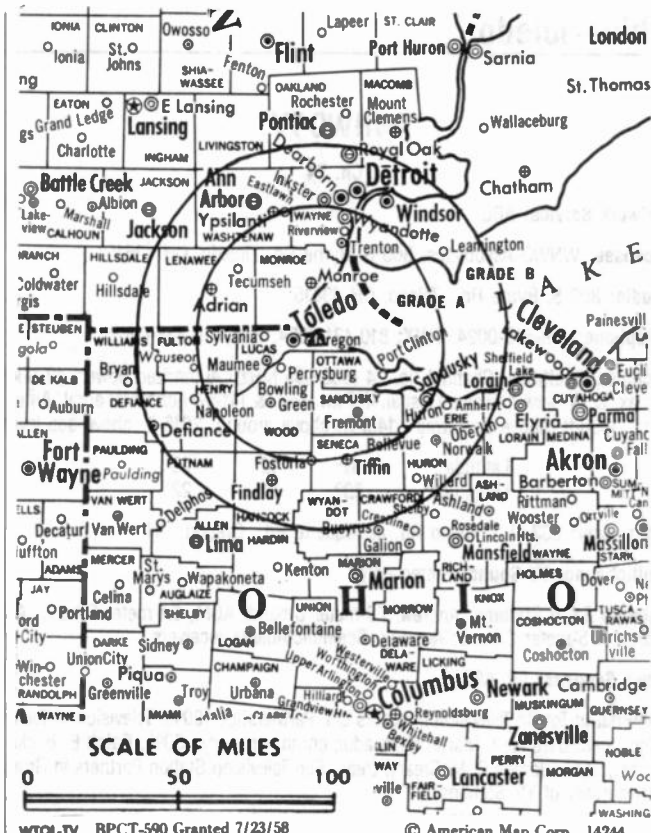
**Highest 30 Sec. Rate:** \$2500.

**NETWORK BASE HOURLY RATE:** \$2521.

**City of License:** Toledo. **ADI:** Toledo. **Rank:** 64.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households Households %
<b>50% &amp; Over</b>	<b>MICHIGAN</b>		
	Lenawee	31,600	31,200 99
	Monroe	46,000	45,500 99
	<b>OHIO</b>		
	Defiance	14,300	14,100 99
	Fulton	14,400	14,100 98
	Hancock	25,000	24,700 99
Henry	10,500	10,400 99	



Net Weekly Circulation	State County	Total Households	TV Households Households %	
<b>50% &amp; Over</b>	Lucas	178,800	176,900 99	
	Ottawa	15,300	15,100 99	
	Putnam	11,100	10,900 98	
	Sandusky	23,700	23,500 99	
	Seneca	21,900	21,600 99	
	Williams	14,100	13,800 98	
	Wood	38,900	38,500 99	
	Wyandot	8,200	8,000 98	
	<b>Between 25-49%</b>	<b>MICHIGAN</b>		
		Hillsdale	15,100	14,800 98
<b>OHIO</b>				
Allen		41,100	40,400 98	
Crawford		18,600	18,300 98	
Hardin	11,900	11,700 98		
Huron	20,400	20,100 99		
<b>Between 5-24%</b>	<b>MICHIGAN</b>			
	Livingston	36,400	36,100 99	
	Washtenaw	100,000	97,900 98	
	<b>OHIO</b>			
	Auglaize	16,200	15,900 98	
Erie	29,200	28,900 99		
Paulding	7,500	7,400 99		
<b>Station Totals</b>		<b>750,200</b>	<b>739,800 99</b>	
<b>Net Weekly Circulation (1989)</b>			<b>484,900</b>	
<b>Average Daily Circulation (1989)</b>			<b>283,100</b>	

# Ohio—Toledo

**WTVG**

Ch. 13

Network Service: NBC.

Licensee: WTVG Inc., 4247 Dorr St., Toledo, OH 43607.

Studio: 4247 Dorr St., Toledo, OH 43607.

Telephone: 419-531-1313.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 18.2-kw aural. Antenna: Directional, 1000-ft. above av. terrain, 1049-ft. above ground, 1629-ft. above sea level.

Latitude 41° 41' 00"  
Longitude 83° 24' 49"

Transmitter: 1701 N. Stadium Rd., Oregon, OH, 7-mi. NNE of Toledo.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 6.8-meter; Harris, 3-meter; Scientific-Atlanta, 7-meter; Scientific-Atlanta, 5-meter; Scientific-Atlanta, 4.6-meter; Harris, Microwave Assoc., Scientific-Atlanta receivers.

News Services: AP, CNN, NBC.

Ownership: Terry A. Lee, 49.9%; Jeffrey H. Lee, 49.9%; Terry H. Lee, 0.1%.

Began Operation: July 21, 1948. Sold to present owners by KKR in 1987 (Television Digest, Vol. 27:44).

Represented (sales): Katz Television.

Represented (legal): Koteen & Naftalin.

Represented (engineering): Jules Cohen & Associates, P.C.

**Personnel:**

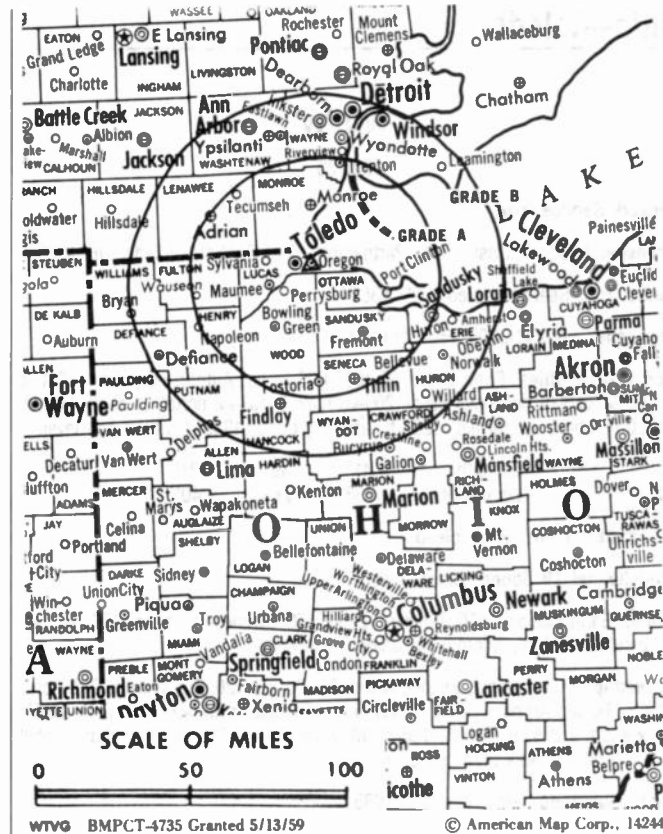
- H. W. (BUDDY) RAY, president & chief operating officer.
- ANDY LEE, vice president & station manager.
- GEORGE CARLINO, national sales manager.
- DON SCHALLER, director of technical services.
- MIKE SULLIVAN, director of news.
- MARSHA SCHROEDER, director of operations.
- BRENDA WEGHORST, director of community affairs.
- JAMES M. NOWAK, director of creative services.

Rates: On request.

City of License: Toledo. ADI: Toledo. Rank: 64.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MICHIGAN</b>			
	Lenawee	31,600	31,200	99
	Monroe	46,000	45,500	99
	<b>OHIO</b>			
	Defiance	14,300	14,100	99
	Fulton	14,400	14,100	98
	Hancock	25,000	24,700	99
	Henry	10,500	10,400	99
	Lucas	178,800	176,900	99
	Ottawa	15,300	15,100	99



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Putnam	11,100	10,900	98
	Sandusky	23,700	23,500	99
	Seneca	21,900	21,600	99
	Williams	14,100	13,800	98
	Wood	38,900	38,500	99
	Wyandot	8,200	8,000	98
<b>Between 25-49%</b>	<b>MICHIGAN</b>			
	Hillsdale	15,100	14,800	98
	<b>OHIO</b>			
	Allen	41,100	40,400	98
	Crawford	18,600	18,300	98
	Erie	29,200	28,900	99
<b>Between 5-24%</b>	Hardin	11,900	11,700	98
	Huron	20,400	20,100	99
	<b>MICHIGAN</b>			
	Washtenaw	100,000	97,900	98
	<b>OHIO</b>			
	Auglaize	16,200	15,900	98
Morrow	10,000	9,900	99	
Paulding	7,500	7,400	99	
Richland	48,800	48,100	99	
<b>Station Totals</b>		<b>772,600</b>	<b>761,700</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>484,400</b>	
<b>Average Daily Circulation (1989)</b>			<b>293,800</b>	

# Ohio—Toledo

## WUPW

Ch. 36

Network Service: Fox.

Licensee: Toledo Television Ltd. Partnership, Four SeaGate, Toledo, OH 43604.

Studio: Four SeaGate, Toledo, OH 43604.

Telephone: 419-244-3600. Fax: 419-244-8842.

Technical Facilities: Channel No. 36 (602-608 MHz). Authorized power: 2040-kw max. & 1033-kw horizontal visual, 206-kw max. & 103-kw horizontal aural. Antenna: 1220-ft. above av. terrain, 1253-ft. above ground, 1849-ft. above sea level.

Latitude 41° 39' 21"  
Longitude 83° 26' 40"

Transmitter: 1.7-mi. E of Toledo.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: AFC, 7-meter C-band; AFC, 3.6-meter Ku-band; AFC, 3.6-meter C-band; M/A-Com, Microdyne, Uniden receivers.

Ownership: T. Embrescia, 28.3%; Arthur M. Dorfner, 20.2%; William C. Mitchell, 15%; Richard Arnos, 11%; T. Garver, 5.7%; Pamela Fruth, 4.4%; R. Carter, 3.5%; T. Wilson, 2.2%; R. F. Bell, 1.95%; M. Stranahan, 1.6%; S. Stranahan, 1.56%; 11 others with less than 1% each.

Began Operation: September 22, 1985.

Represented (sales): Blair Television.

Represented (legal): Kaye, Scholer, Fierman, Hays & Handler.

Represented (engineering): Jansky & Bailey.

### Personnel:

LARRY BLUM, general manager.  
LARRY SCOTT, general sales manager.  
MIKE GIROCCO, local sales manager.  
STEVEN W. PUNTIERI, chief engineer.  
DENIS C. KATELL, program director.  
CHRIS KARL, promotion director.  
SANDY RILE, business manager.

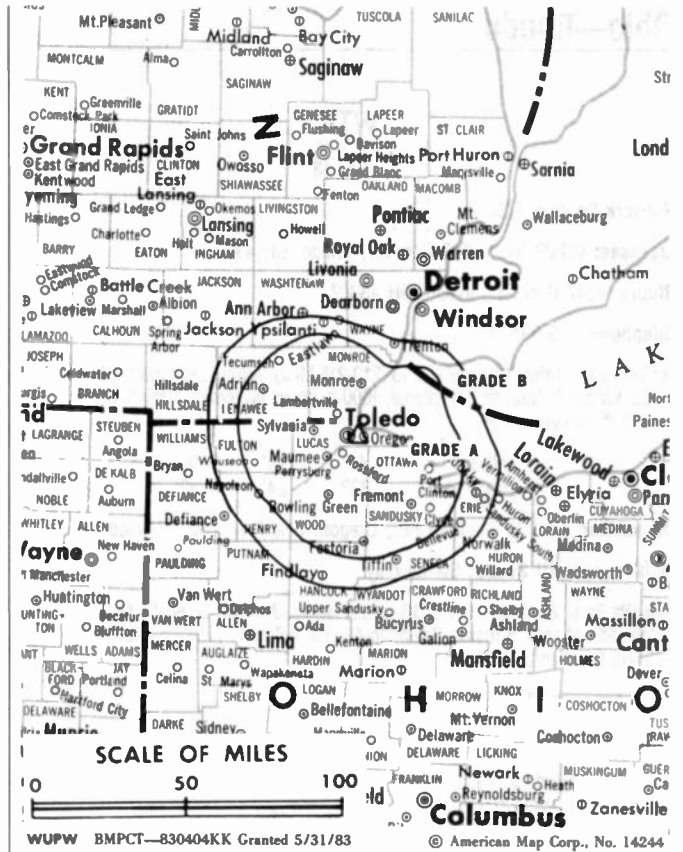
Highest One Hour Rate: \$5000.

Highest 30 Sec. Rate: \$1000.

City of License: Toledo. ADI: Toledo. Rank: 64.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>OHIO</b>			
	Fulton	14,400	14,100	98
	Hancock	25,000	24,700	99
	Henry	10,500	10,400	99
	Lucas	178,800	176,900	99
	Ottawa	15,300	15,100	99
	Putnam	11,100	10,900	98
	Sandusky	23,700	23,500	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Seneca	21,900	21,600	99
	Wood	38,900	38,500	99
	Wyandot	8,200	8,000	98
Between 25-49%	<b>MICHIGAN</b>			
	Lenawee	31,600	31,200	99
	Monroe	46,000	45,500	99
	<b>OHIO</b>			
	Allen	41,100	40,400	98
	Defiance	14,300	14,100	99
	Hardin	11,900	11,700	98
Between 5-24%	Huron	20,400	20,100	99
	Williams	14,100	13,800	98
	<b>MICHIGAN</b>			
	Hillsdale	15,100	14,800	98
	Washtenaw	100,000	97,900	98
	<b>OHIO</b>			
	Crawford	18,600	18,300	98
Erie	29,200	28,900	99	
Paulding	7,500	7,400	99	
Van Wert	11,700	11,500	99	
<b>Station Totals</b>		<b>709,300</b>	<b>699,300</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>305,800</b>	
<b>Average Daily Circulation (1989)</b>			<b>125,100</b>	

# Ohio—Youngstown

## WFMJ-TV

Ch. 21

**Network Service:** NBC.

**Licensee:** WFMJ-TV Inc., 101 W. Boardman St., Youngstown, OH 44503.

**Studio:** 101 W. Boardman St., Youngstown, OH 44503.

**Telephone:** 216-744-8611. **Fax:** 216-744-3402.

**Technical Facilities:** Channel No. 21 (512-518 MHz). Authorized power: 3720-kw max. & 955-kw horizontal visual, 375-kw max. & 97.7-kw horizontal aural. Antenna: 990-ft. above av. terrain, 1085-ft. above ground, 2118-ft. above sea level.

Latitude 41° 04' 46"  
Longitude 80° 38' 25"

**Transmitter:** Mabel St.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Station:** Comtech, 5-meter C-band; Pinzone receivers.

**AM Affiliate:** WFMJ, 5-kw, 1390 kHz (NBC).

**News Service:** AP.

**Ownership:** The Vindicator Printing Co. Elizabeth M. Brown, 82.13%; Betty J. H. Brown Jagnow, 12.07%; Mark A. Brown, 4%.

**Began Operation:** March 8, 1953 on Channel 73. On May 5, 1954, FCC approved sale by Polan Industries of CP and equipment for Ch. 21 to WFMJ-TV (*Television Digest*, Vol. 10:19). Began operation on Ch. 21 Aug. 7, 1954.

**Represented (sales):** Blair Television.

**Represented (legal):** Fisher, Wayland, Cooper & Leader.

**Represented (engineering):** Carl E. Smith Consulting Engineers.

### Personnel:

BETTY H. BROWN JAGNOW, president.  
JOHN A. GRDIC, general manager.  
KATHIE BRICKMAN, national sales & traffic manager.  
HOMAIN BAXTER, film director.  
LARRY OLESEN, chief engineer.  
ED BARON, news director.  
JAMES TERRY, marketing director.

**Highest One Hour Rate:** \$6000.

**Highest 30 Sec. Rate:** \$1800.

**NETWORK BASE HOURLY RATE:** \$725.

**City of License:** Youngstown. **ADI:** Youngstown. **Rank:** 89.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



WFMJ-TV BPCT-800131KU Granted 7/31/80

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Net Weekly Circulation	State	Total Households	TV Households	%	
<b>50% &amp; Over</b>	<b>OHIO</b>				
	Columbiana	41,400	40,800	99	
	Mahoning	104,200	103,200	99	
	Trumbull	87,600	86,700	99	
<b>PENNSYLVANIA</b>	Lawrence	38,300	37,700	98	
	Mercer	46,400	45,600	98	
	<b>OHIO</b>				
		Ashtabula	37,500	37,000	99
Carroll		10,000	9,900	99	
Portage		48,900	48,400	99	
<b>PENNSYLVANIA</b>	Stark	139,300	137,700	99	
	Beaver	71,500	70,700	99	
	Crawford	32,400	31,600	98	
	Venango	23,800	23,100	97	
<b>Station Totals</b>		<b>681,300</b>	<b>672,400</b>	<b>99</b>	
<b>Net Weekly Circulation (1989)</b>			<b>311,300</b>		
<b>Average Daily Circulation (1989)</b>			<b>182,500</b>		



# Ohio—Youngstown

## WKBN-TV

Ch. 27

**Network Service:** CBS.

**Licensee:** WKBN Broadcasting Corp., 3930 Sunset Blvd., Youngstown, OH 44501.

**Studio:** 3930 Sunset Blvd., Youngstown, OH 44501.

**Telephone:** 216-782-1144. **TWX:** 810-435-2825.

**Technical Facilities:** Channel No. 27 (548-554 MHz). Authorized power: 865-kw visual, 86.5-kw aural. Antenna: 1430-ft. above av. terrain, 1432-ft. above ground, 2535-ft. above sea level.

Latitude 41° 03' 23.6"  
Longitude 80° 38' 43.5"

**Transmitter:** 3930 Sunset Blvd.

**Satellite Earth Stations:** Comtech, 5-meter; RCA Americom Ku-band; 7-meter C-band; 5-meter C-band; Pinzone, Scientific-Atlanta receivers.

**AM Affiliate:** WKBN, 5-kw, 570 kHz (CBS).

**FM Affiliate:** WKBN-FM, 5.9-kw, 98.9 MHz (No. 255), 1370-ft.

**News Service:** UPI.

**Ownership:** The W. P. Williamson Family, 100%. W. P. Williamson III, pres.; Ruth L. Cruikshank, secy.; David Stewart, treas.

**Began Operation:** January 11, 1953. W. P. Williamson Jr. increased holdings from 60% to 100% in 1958 by purchasing 40% held by publisher of **Cleveland Plain Dealer and News** for undisclosed amount and retiring stock to treasury (**Television Digest**, Vol. 14:34).

**Represented (sales):** Katz Television.

**Represented (legal):** Bryan, Cave, McPheeters & McRoberts.

**Represented (engineering):** David Steel & Associates Inc.

### Personnel:

W. P. WILLIAMSON JR., chairman.  
W. P. WILLIAMSON III, president.  
J. D. WILLIAMSON II, vice president, broadcast operations.  
WILLIAM F. DECKER, television station manager.  
C. RICHARD WADE, sales manager.  
MICHAEL SEACHMAN, operations manager.  
E. LANNY NASS, director of engineering.  
RICHARD CHISHOLM, studio engineering manager.  
GARY HANSON, news director.  
KAREN RENNER, promotion director.

**Highest One Hour Rate:** \$3000.

**Highest 30 Sec. Rate:** \$1000.

**NETWORK BASE HOURLY RATE:** \$818.

**City of License:** Youngstown. **ADI:** Youngstown. **Rank:** 89.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



WKBN-TV BMPCT-7580 Granted 7/14/75

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>OHIO</b>			
	Columbiana	41,400	40,800	99
	Mahoning	104,200	103,200	99
	Trumbull	87,600	86,700	99
<b>Between 5-24%</b>	<b>PENNSYLVANIA</b>			
	Lawrence	38,300	37,700	98
	Mercer	46,400	45,600	98
	<b>OHIO</b>			
	Carroll	10,000	9,900	99
	Harrison	6,200	6,100	98
	Jefferson	32,000	31,600	99
	Portage	48,900	48,400	99
	Stark	139,300	137,700	99
	Summit	194,900	193,000	99
<b>PENNSYLVANIA</b>				
Beaver	71,500	70,700	99	
Butler	55,400	54,700	99	
Clarion	15,000	14,700	98	
Crawford	32,400	31,600	98	
Venango	23,800	23,100	97	
Warren	17,700	17,200	97	
<b>WEST VIRGINIA</b>				
Hancock	14,900	14,900	100	
<b>Station Totals</b>		<b>979,900</b>	<b>967,600</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>			<b>329,300</b>	
<b>Average Daily Circulation (1989)</b>			<b>187,300</b>	

# Ohio—Youngstown

**WYTV**

Ch. 33

**Network Service:** ABC.

**Licensee:** Youngstown Bcstg. Co. Inc., 3800 Shady Run Rd., Youngstown, OH 44502.

**Studio:** 3800 Shady Run Rd., Youngstown, OH 44502.

**Telephone:** 216-783-2930. **TWX:** 810-435-2816. **Fax:** 216-782-6661.

**Technical Facilities:** Channel No. 33 (584-590 MHz). Authorized power: 912-kw max. & 550-kw horizontal visual, 182.4-kw max. & 110-kw horizontal aural. Antenna: 557-ft. above av. terrain, 638-ft. above ground, 1666-ft. above sea level.

Latitude 41° 03' 43"  
Longitude 80° 38' 07"

**Transmitter:** 3800 Shady Run Rd., Youngstown.

**Satellite Earth Stations:** Andrew, 4.5-meter; Andrew, 7.3-meter; Microdyne, 7-meter; Paracclipse, 3.6-meter; RCA Americom Ku-band; AvanteK, M/A-Com, Microdyne receivers.

**News Service:** AP.

**Ownership:** A. Richard Benedek, pres., 100%. See Group Ownership of Television Stations.

**Began Operation:** April 4, 1953 as New Castle outlet, but left air Jan. 14, 1955, awaiting FCC action on petition to move transmitter to Youngstown, OH. Resumed operation Oct. 30, 1957 from present transmitter site (*Television Digest*, Vol. 13:44). Changed to Ch. 33 operation in Youngstown Nov. 26, 1959 (Vol. 15:48). Sale to WKSTV Inc. (wholly-owned by Communications Industries Corp.) by Samuel Townsend approved April 12, 1961 (Vol. 16:39; 17:16). Sale to Edwin G. Richter Jr., Edgewood Investment, Adam Young, Howard D. Duncan Jr., et al., approved Feb. 5, 1965 (Vol. 4:47; 5:7). Sale to Adams-Russell Co. approved Sept. 2, 1970 (Vol. 10:36). Sale to A. Richard Benedek & Robert L. Dudley approved April 15, 1983 (Vol. 22:32). Sale of Dudley's 50% to Benedek approved Nov. 25, 1985.

**Represented (sales):** MMT Marketing.

**Represented (legal):** Wiiner & Scheiner.

**Personnel:**

- RAYMOND P. MASELLI, vice president & general manager.
- JOSEPH S. DOBOSH, general sales manager.
- DEBBY BLAYLOCK, local sales manager.
- TOM MOCK, news director.
- FRANK MARAFIOTE, program director.
- R. DENNIS NYE, business manager.
- TONY MANCINO, promotion & marketing director.
- ARTHUR C. TAYLOR, chief engineer.

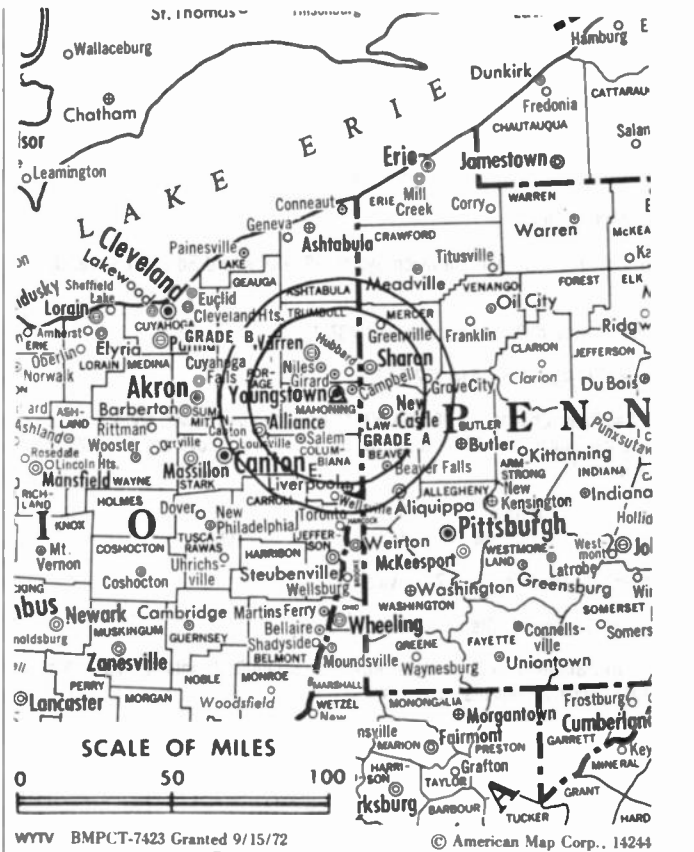
**Highest One Hour Rate:** \$7980.

**Highest 30 Sec. Rate:** \$1600.

**NETWORK BASE HOURLY RATE:** \$600.

**City of License:** Youngstown. **AOI:** Youngstown. **Rank:** 89.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>	<b>OHIO</b>			
	Columbiana	41,400	40,800	99
	Mahoning	104,200	103,200	99
	Trumbull	87,600	86,700	99
<b>Between 5-24%</b>	<b>PENNSYLVANIA</b>			
	Lawrence	38,300	37,700	98
	Mercer	46,400	45,600	98
	<b>OHIO</b>			
	Belmont	31,100	30,600	99
	Carroll	10,000	9,900	99
	Jefferson	32,000	31,600	99
	Portage	48,900	48,400	99
	Stark	139,300	137,700	99
	<b>PENNSYLVANIA</b>			
	Beaver	71,500	70,700	99
	Butler	55,400	54,700	99
Clarion	15,000	14,700	98	
Crawford	32,400	31,600	98	
Venango	23,800	23,100	97	
<b>WEST VIRGINIA</b>				
Brooke	10,700	10,700	100	
Hancock	14,900	14,900	100	
Ohio	23,200	23,100	100	
<b>Station Totals</b>		<b>826,100</b>	<b>815,700</b>	<b>99</b>
<b>Net Weekly Circulation (1989)</b>				<b>301,100</b>
<b>Average Daily Circulation (1989)</b>				<b>160,100</b>

# Ohio—Zanesville

## WHIZ-TV

Ch. 18

**Network Service:** NBC.

**Licensee:** Southeastern Ohio Television System, 629 Downerd Rd., Zanesville, OH 43701.

**Studio:** 629 Downerd Rd., Zanesville, OH 43701.

**Telephones:** 614-453-0361; 614-452-5431.

**Technical Facilities:** Channel No. 18 (494-500 MHz). Authorized power: 588-kw visual, 58.8-kw aural. Antenna: 533-ft. above av. terrain, 477-ft. above ground, 1387-ft. above sea level.

Latitude 39° 55' 42"  
Longitude 81° 59' 06"

**Transmitter:** 629 Downerd Rd., Zanesville.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** RCA, 3-meter Ku-band; Scientific-Atlanta, 6-meter; Pin-zone, RCA, Scientific-Atlanta receivers.

**AM Affiliate:** WHIZ, 1-kw, 1240 kHz (NBC).

**FM Affiliate:** WHIZ-FM, 50-kw, 102.5 MHz (No. 273), 490-ft.

**News Services:** AP, NBC, NIWS.

**Ownership:** Norma Jean Littick, 83%; Ernest B. Graham, 11%; John Graham, 3%; Ernest Graham Jr., 3%.

**Began Operation:** May 23, 1953.

**Represented (sales):** Katz Television; Regional Reps Corp. (Ohio).

**Represented (legal):** Dempsey & Koplovitz.

**Represented (engineering):** Moffet, Larson & Johnson Inc.

**Personnel:**

- ALLAN LAND, vice president & general manager.
- VAN VANNELLI, sales manager.
- C. E. HARTMEYER, chief engineer.
- BARBARA MITTER, director of programs.
- FRANKLIN YOUNG, film operation manager.
- GARY EARICH, production manager.
- GEORGE HIOTIS, news director.

**Highest 30 Sec. Rate:** \$375.

**NETWORK BASE HOURLY RATE:** \$175.

**City of License:** Zanesville. **ADI:** Zanesville. **Rank:** 201.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



WHIZ-TV BPCT-850828KX Granted 10/25/85

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>OHIO</b>				
<b>50% &amp; Over</b>	Guemsey	15,300	14,900	97
	Morgan	5,300	5,100	96
	Muskingum	31,900	31,300	98
<b>OHIO</b>				
<b>Between 25-49%</b>	Coshocton	14,100	13,700	97
	Noble	4,400	4,200	95
	Perry	11,700	11,500	98
<b>OHIO</b>				
<b>Between 5-24%</b>	Fairfield	35,100	34,700	99
	Hocking	9,900	9,700	98
	Licking	47,300	46,800	99
	Monroe	6,100	5,900	97
	Tuscarawas	33,300	32,600	98
	Washington	24,000	23,300	97
<b>Station Totals</b>		<b>238,400</b>	<b>233,700</b>	<b>98</b>
<b>Net Weekly Circulation (1989)</b>				<b>62,600</b>
<b>Average Daily Circulation (1989)</b>				<b>37,100</b>

# Ohio

## WXIX-TV, Cincinnati—Newport, KY (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>Between 5-24%</b>	<b>INDIANA</b>			
	Decatur	8,300	8,100	98
	Jennings	7,800	7,600	97
	<b>KENTUCKY</b>			
	Bath	3,600	3,500	97
	Clark	11,000	10,900	99
	Fleming	4,800	4,700	98
	Henry	4,800	4,800	99
	Scott	8,200	8,100	99
	Shelby	8,700	8,600	99
	<b>OHIO</b>			
	Auglaize	16,200	15,900	98
	Champaign	13,100	12,900	98
	Clark	55,100	54,500	99
	Hardin	11,900	11,700	98
	Lawrence	23,500	23,100	98
	Scioto	30,500	29,900	98
	Shelby	15,300	15,100	99
	<b>WEST VIRGINIA</b>			
	Wayne	16,900	16,700	99

## WLWT, Cincinnati (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>Between 5-24%</b>	<b>KENTUCKY</b>			
	Bourbon	7,200	7,100	99
	Carroll	3,500	3,500	100
	Fleming	4,800	4,700	98
	Madison	18,800	18,500	98
	Montgomery	7,800	7,700	98
	Nicholas	2,700	2,700	100
	Trimble	2,200	2,200	100
	<b>OHIO</b>			
	Champaign	13,100	12,900	98
	Darke	20,700	20,400	99
	Fayette	10,200	10,000	98
	Greene	46,000	45,500	99
	Lawrence	23,500	23,100	98
	Miami	34,100	33,700	99

**THIS DATA IS AVAILABLE ON TAPE OR DISKETTE  
FOR USE ON YOUR OWN COMPUTER  
OR AS CUSTOMIZED REPORTS**

Call Lynn Levine or Nancy Cramer  
202-872-9200