

Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Oklahoma City, OK.....	607,400	39	KAUT (43), KGMC (34), KOCO-TV (5), KOKH-TV (25), KSBI (52), KTBO-TV (14), KTVY (4), KWTV (9)
Tulsa, OK.....	460,900	54	KDOR (17), KGCTV (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), KLBV (4), KSAS-TV (24), KSNC (2), KSNG (11), KSNK (8), KSNW (3), KUPK-TV (13), KWCH-TV (12)
Shreveport, LA- <i>Texarkana</i> , TX.....	403,900	65	KMSS-TV (33), KSLA-TV (12), KTAL-TV (6), KTBS-TV (3)
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)
Wichita Falls, TX-Lawton, OK.....	159,300	135	KAUZ-TV (6), KFDX-TV (3), KJTL (18), KSWO-TV (7)
Fort Smith, AR.....	153,700	140	KFSM-TV (5), KHBS (40), KHOG-TV (29), KPOM-TV (24)
Ardmore-Ada, OK.....	74,400	175	KTEN (10), KXII (12)

State Cross Reference List

Communities that receive programs of stations that are located elsewhere.

- KAUZ-TV, LawtonSee Wichita Falls, TX
- KFOX-TV, LawtonSee Wichita Falls, TX
- KOOR, TulsaSee Bartlesville, OK

Oklahoma Station Totals as of October 1, 1989

	VHF	UHF	TOTAL
Commercial Television Stations	10	9	19
Educational Television Stations	4	1	5
	14	10	24

Oklahoma—Ada-Ardmore

KTEN

Ch. 10

Network Service: ABC, NBC.

Licensee: Eastern Oklahoma Television Co. Inc., Box 1450, Denison, TX 75020.

Studios: 1600 Arlington St., Ada, OK 74820; 101 E. Main, Denison, TX 75020.

Mailing Address: Box 1450, Denison, TX 75020.

Telephones: 405-332-3311, Ada; 214-465-5836, Denison.

TWX: 910-830-6740. **Fax:** 214-465-5859.

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

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

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

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

News Services: ABC, AP.

Ownership: James C. Hilliard, 100%.

Began Operation: April 28, 1954. Sale to TV 10, et al., by Bill Hoover, et al., approved by FCC Jan. 25, 1985. Transfer of control to present owner approved by FCC Nov. 16, 1988.

Represented (sales): Katz Television.

Represented (legal): Wilner & Scheiner.

Personnel:

TOM L. JOHNSON, president & general manager.
GARRY CARTER, general sales manager.
DON RUSHIN, local sales manager.
NOLEY KEENER, chief engineer.
DIRK JOHNSTON, news director.

Highest 30 Sec. Rate: \$200.

NETWORK BASE HOURLY RATE: \$700.

City of License: Ada. **ADI:** Ardmore-Ada. **Rank:** 175.

Total Households: © MSI Consumer Market Data as of 1/1/89. 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	OKLAHOMA			
	Atoka	4,900	4,800	99
	Bryan	13,200	12,900	98
	Carter	18,200	18,000	99
	Choctaw	6,100	5,900	97
	Coal	2,200	2,200	100
	Hughes	5,800	5,700	98
	Johnston	4,100	4,000	98
	Love	3,300	3,300	98
	Marshall	5,200	5,100	98
	Murray	5,100	5,100	100
	Pittsburg	17,200	16,900	99
	Pontotoc	13,500	13,400	99
	Pushmataha	5,200	5,100	98
Seminole	11,000	10,900	99	



Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	TEXAS			
	Lamar	17,200	16,700	97
Between 25-49%	OKLAHOMA			
	Garvin	11,600	11,500	99
	Latimer	3,800	3,700	97
Between 5-24%	TEXAS			
	Cooke	11,500	11,400	99
	Fannin	9,900	9,700	98
	Grayson	38,100	37,700	99
Between 5-24%	OKLAHOMA			
	Haskell	4,800	4,700	98
	Mc Curtain	13,000	12,700	98
	Okfuskee	4,500	4,400	98
Between 5-24%	Pottawatomie	23,500	23,200	99
	TEXAS			
	Delta	1,800	1,800	100
Station Totals		254,700	250,800	98
Net Weekly Circulation (1989)				130,000
Average Daily Circulation (1989)				69,100

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Oklahoma—Ardmore & Sherman-Denison, Texas

KXII
Ch. 12

Network Service: CBS, NBC.

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

Studios: 4201 Texoma Parkway, Sherman, TX 75090; 2624 S. Commerce, Ardmore, OK 73401.

Mailing Address: Box 1175, Sherman, TX 75091.

Telephones: 214-892-8123, Sherman; 405-223-0946, Ardmore.

TWX: 510-874-3402. Fax: 214-893-7958.

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

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

Transmitter: 5-mi. SSW of Madill.

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

News Services: CBS, Southwest Newswire, UPI.

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

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

Represented (sales): Seltel Inc.

Represented (legal): Cordon & Kelly.

Personnel:

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

Highest 30 Sec. Rate: \$475.

NETWORK BASE HOURLY RATE: \$1074.

City of License: Ardmore. ADI: Ardmore-Ada. Rank: 175.

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

KXII-TV is a market leader with



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KXII BPCT-830217KF Granted 6/10/83

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
OKLAHOMA				
	Atoka	4,900	4,800	99
	Bryan	13,200	12,900	98
	Carter	18,200	18,000	99
	Choctaw	6,100	5,900	97
	Coal	2,200	2,200	100
	Johnston	4,100	4,000	98
	Love	3,300	3,300	98
	Marshall	5,200	5,100	98
	Murray	5,100	5,100	100
	Pushmataha	5,200	5,100	98
TEXAS				
	Fannin	9,900	9,700	98
	Grayson	38,100	37,700	99
Between 25-49%				
OKLAHOMA				
	Pontotoc	13,500	13,400	99
TEXAS				
	Cooke	11,500	11,400	99
	Lamar	17,200	16,700	97
Between 5-24%				
OKLAHOMA				
	Garvin	11,600	11,500	99
	Hughes	5,800	5,700	98
	Jefferson	3,300	3,300	100
	Mc Curtain	13,000	12,700	98
	Pittsburg	17,200	16,900	99
TEXAS				
	Delta	1,800	1,800	100
	Montague	7,400	7,300	99
Station Totals		217,800	214,500	98
Net Weekly Circulation (1989)				118,600
Average Daily Circulation (1989)				71,700

Oklahoma—Bartlesville

KDOR

Ch. 17

Network Service: None, independent.

Licensee: All America TV Inc., 13181 Crossroads Parkway N, Suite 250, City of Industry, CA 91746.

Studio: 2120 N. Yellowwood, Broken Arrow, OK 74012.

Telephone: 918-250-0777.

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

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

Transmitter: 4.2-mi. WSW of Talala.

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

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

Began Operation: January 10, 1987.

Represented (legal): May & Dunne.

Personnel:

THOMAS HARRISON, general manager.
TROY A. COOK, chief engineer.
JOHN HASKINS, producer/director.

Highest One Hour Rate: \$400.

Highest 30 Sec. Rate: \$50.

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

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



Net Weekly Circulation	State County	Total Households	TV Households	Households %
OKLAHOMA				
Between 5-24%	Rogers	20,700	20,500	99
Station Totals		20,700	20,500	99
Net Weekly Circulation (1989)			7,200	
Average Daily Circulation (1989)			3,200	

Oklahoma—Lawton-Wichita Falls, Texas

KSWO-TV

Ch. 7

Network Service: ABC.

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

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

Mailing Address: Box 708, Lawton, OK 73502.

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

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

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

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

Multichannel TV Sound: Stereo only.

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

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

News Services: ABC, AP, CNN.

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

Began Operation: March 8, 1953.

Represented (sales): Petry Television Inc.

Personnel:

- R. H. DREWRY, president.
- LARRY PATTON, general manager.
- JERRY PURSLEY, general sales manager.
- CINDY COLEMAN, national sales manager.
- CHARLES THURSTON, chief engineer.
- MIKE TAYLOR, operations director.
- JAN STRATTON, news director.
- PAT PITTS, promotion director.
- DEBBIE TAYLOR, marketing director.

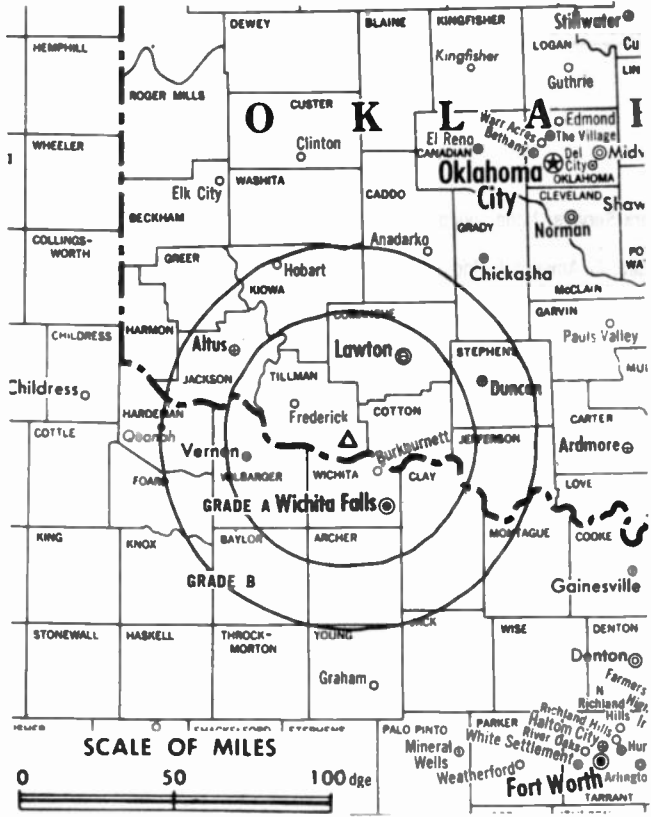
Highest 30 Sec. Rate: \$450.

NETWORK BASE HOURLY RATE: \$425.

City of License: Lawton. ADI: Wichita Falls, TX-Lawton, OK. Rank: 135.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OKLAHOMA			
	Comanche	38,500	38,200	99
	Cotton	2,900	2,900	100
	Greer	3,000	2,900	97
	Jackson	11,000	10,900	99
	Jefferson	3,300	3,300	100
	Kiowa	5,200	5,100	98
	Stephens	17,500	17,400	99
	Tillman	4,300	4,300	100



KSWO-TV BMPCT-5424 Granted 1/18/60 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Archer	3,000	3,000	100
	Baylor	1,900	1,900	100
	Clay	4,100	4,100	100
	Foard	900	900	100
	Hardeman	2,400	2,400	100
	Knox	1,900	1,900	100
	Throckmorton	900	900	100
	Wichita	46,300	46,100	99
	Wilbarger	6,200	6,200	100
Young	8,200	8,100	99	
Between 25-49%	OKLAHOMA			
	Harmon	1,700	1,700	100
	Washita	5,400	5,400	99
	TEXAS			
Jack	3,000	3,000	100	
Montague	7,400	7,300	99	
Between 5-24%	OKLAHOMA			
	Beckham	9,000	8,800	98
	Caddo	12,700	12,500	99
	Carter	18,200	18,000	99
	TEXAS			
	Cottle	1,100	1,100	100
Station Totals		220,000	218,300	99
Net Weekly Circulation (1989)				140,300
Average Daily Circulation (1989)				78,300

Oklahoma—Oklahoma City

KAUT

Ch. 43

Network Service: Fox.

Licensee: Heritage Media Corp., 13355 Noel Rd., Suite 1500, Lock Box 21, Dallas, TX 75240.

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

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

Telephone: 405-478-4300. TWX: 910-831-4072. Fax: 405-478-4343.

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

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

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

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

News Services: CNN, Fox News, NOAA.

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

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

Represented (sales): Petry Television Inc.

Represented (legal): Sidley & Austin.

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

Personnel:

HARLAN REAMS, president & general manager.
JULIE NELSON, general sales manager.
MOIRA MATTHIS, public affairs director.
JEREMIAH HOLMES, chief engineer.
BILL KELLEY, production manager.
CURTIS GRANT, promotion manager.
DIAN JOHNSON, program director.

Highest One Hour Rate: \$4000.

Highest 30 Sec. Rate: \$1500.

City of License: Oklahoma City. ADI: Oklahoma City. Rank: 39.

Total Households: © MSI Consumer Market Data as of 1/1/89. 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	OKLAHOMA			
	Cleveland	60,800	60,200	99
	Grady	16,800	16,600	99
	Lincoln	12,400	12,300	99
	Logan	11,400	11,300	99
	Oklahoma	254,400	252,600	99
Between 25-49%	OKLAHOMA			
	Alfalfa	2,700	2,700	100
	Blaine	5,300	5,200	98
	Caddo	12,700	12,500	99
	Canadian	26,200	26,000	99
	Dewey	2,200	2,200	100
	Garfield	25,400	25,200	99



Net Weekly Circulation	State County	Total Households	TV Households	Households %
Between 25-49%	Garvin	11,600	11,500	99
	Grant	2,600	2,600	100
	Kingfisher	5,800	5,800	100
	McClain	9,300	9,200	99
	Major	3,300	3,200	97
	Murray	5,100	5,100	100
	Payne	24,900	24,600	99
	Pontotoc	13,500	13,400	99
	Pottawatomie	23,500	23,200	99
	Seminole	11,000	10,900	99
	Washita	5,400	5,400	99
Between 5-24%	OKLAHOMA			
	Creek	26,900	26,600	99
	Custer	12,400	12,200	99
	Hughes	5,800	5,700	98
	Kay	20,700	20,500	99
	Noble	4,900	4,900	100
	Pawnee	7,100	7,000	99
	Woodward	8,200	8,000	98
Station Totals		632,300	626,600	99
Net Weekly Circulation (1989)			270,500	
Average Daily Circulation (1989)			97,900	

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Oklahoma—Oklahoma City

KGMC

Ch. 34

Network Service: None, independent.

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

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

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

Telephone: 405-478-3434.

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

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

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

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

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

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

Represented (sales): Katz Independent TV Sales.

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

Represented (engineering): Gallagher & Associates, Consulting Radio Engineers.

Personnel:

- TED BAZE, president & general manager.
- GREG MILLER, vice president & director of engineering.
- T. DAN LOVING, director of sales.
- PAT RATTERMAN, local sales manager.
- JUDY LISENBY, program & promotion director.
- GLEN PARKER, business manager.

Highest 30 Sec. Rate: \$300.

City of License: Oklahoma City. **ADI:** Oklahoma City. **Rank:** 39.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OKLAHOMA	5,300	5,200	98
	Blaine	12,700	12,500	99
	Caddo	60,800	60,200	99
	Cleveland	12,400	12,200	99
	Custer	2,200	2,200	100
	Dewey	11,600	11,500	99
	Garvin	16,800	16,600	99
	Grady	12,400	12,300	99
	Lincoln	11,400	11,300	99
	Logan	9,300	9,200	99
	McClain	254,400	252,600	99
	Oklahoma	2,200	2,200	100
	Roger Mills			



KGMC BPCT-4997 Granted 3/21/79 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	OKLAHOMA	2,700	2,700	100
	Alfalfa	26,200	26,000	99
	Canadian	25,400	25,200	99
	Garfield	2,600	2,600	100
	Grant	5,800	5,700	98
	Hughes	20,700	20,500	99
	Kay	5,800	5,800	100
	Kingfisher	3,300	3,200	97
	Major	5,100	5,100	100
	Murray	4,900	4,900	100
	Noble	24,900	24,600	99
	Payne	23,500	23,200	99
	Pottawatomie	11,000	10,900	99
	Seminole	5,400	5,400	99
Washita				
Between 5-24%	OKLAHOMA	9,000	8,800	98
	Beckham	26,900	26,600	99
	Creek	1,700	1,700	100
	Harmon	5,200	5,100	98
	Kiowa	4,500	4,400	98
	Okfuskee	7,100	7,000	99
	Pawnee	13,500	13,400	99
Pontotoc	17,500	17,400	99	
Stephens				
Station Totals		664,200	658,200	99
Net Weekly Circulation (1989)			286,400	
Average Daily Circulation (1989)			104,700	

Oklahoma—Oklahoma City

KOCO-TV

Ch. 5

Network Service: ABC.

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

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

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

Telephone: 405-478-3000. **TWX:** 405-842-3252. **Fax:** 405-478-4721.

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

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

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

Multichannel TV Sound: Stereo only.

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

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

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

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

Represented (sales): Blair Television.

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

Personnel:

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

Highest 30 Sec. Rate: \$1500.

NETWORK BASE HOURLY RATE: \$1600.

City of License: Oklahoma City. **AOI:** Oklahoma City. **Rank:** 39.

Total Households: © MSI Consumer Market Data as of 1/1/89. 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	OKLAHOMA			
	Alfalfa	2,700	2,700	100
	Blaine	5,300	5,200	98
	Caddo	12,700	12,500	99
	Canadian	26,200	26,000	99
	Cleveland	60,800	60,200	99
	Custer	12,400	12,200	99
	Dewey	2,200	2,200	100
	Ellis	2,200	2,100	95
	Garfield	25,400	25,200	99
	Garvin	11,600	11,500	99
	Grady	16,800	16,600	99
	Grant	2,600	2,600	100
	Greer	3,000	2,900	97
	Harper	1,800	1,800	100
	Hughes	5,800	5,700	98
	Kay	20,700	20,500	99



KOCO-TV BPC-T-2794 Granted 8/2/60

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	Kingfisher	5,800	5,800	100
	Lincoln	12,400	12,300	99
	Logan	11,400	11,300	99
	McClain	9,300	9,200	99
	Major	3,300	3,200	97
	Murray	5,100	5,100	100
	Noble	4,900	4,900	100
	Oklahoma	254,400	252,600	99
	Payne	24,900	24,600	99
	Pontotoc	13,500	13,400	99
	Pottawatomie	23,500	23,200	99
	Seminole	11,000	10,900	99
	Washita	5,400	5,400	99
	Woods	4,100	4,000	98
Woodward	8,200	8,000	98	
Between 25-49%	OKLAHOMA			
	Atoka	4,900	4,800	99
	Beckham	9,000	8,800	98
	Coal	2,200	2,200	100
	Kiowa	5,200	5,100	98
Stephens	17,500	17,400	99	
Between 5-24%	KANSAS			
	Cowley	14,600	14,400	99
	OKLAHOMA			
	Carter	18,200	18,000	99
	Comanche	38,500	38,200	99
	Creek	26,900	26,600	99
	Jackson	11,000	10,900	99
	Jefferson	3,300	3,300	100
	Okfuskee	4,500	4,400	98
	Osage	16,200	16,100	99
	Pawnee	7,100	7,000	99
Pittsburg	17,200	16,900	99	
Roger Mills	2,200	2,200	100	
Station Totals		807,900	800,100	99
Net Weekly Circulation (1989)			539,900	
Average Daily Circulation (1989)			298,900	

Oklahoma—Oklahoma City

KOKH-TV

Ch. 25

Network Service: None, independent.

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

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

Mailing Address: Box 14925, Oklahoma City, OK 73113.

Telephone: 405-843-2525.

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

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

Transmitter: 1228 E. Wilshire Blvd.

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

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

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

Represented (sales): MMT Sales Inc.

Represented (legal): Pepper & Corazzini.

Personnel:

- JAMES HARMEYER, president & general manager.
- CRAIG BACHMAN, general sales manager.
- CLIFF WALTON, local sales manager.
- D. K. HART, chief engineer.
- RONNIE KAYE, news director.
- PATRICIA WALLACE, director, program services.
- GARY W. ROBBINS, controller.

Rates: On request.

City of License: Oklahoma City. **ADI:** Oklahoma City. **Rank:** 39.

Total Households: © MSI Consumer Market Data as of 1/1/89. 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	OKLAHOMA			
	Beckham	9,000	8,800	98
	Blaine	5,300	5,200	98
	Caddo	12,700	12,500	99
	Canadian	26,200	26,000	99
	Cleveland	60,800	60,200	99
	Custer	12,400	12,200	99
	Garvin	11,600	11,500	99
	Grady	16,800	16,600	99
	Harmon	1,700	1,700	100
	Kingfisher	5,800	5,800	100
	Lincoln	12,400	12,300	99
	Logan	11,400	11,300	99
	Oklahoma	254,400	252,600	99
	Pottawatomie	23,500	23,200	99
	Seminole	11,000	10,900	99
	Washita	5,400	5,400	99



KOKH-TV BPCT-790625KE Granted 8/29/79

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Net Weekly Circulation	State County	Total Households	TV Households	Households %
Between 25-49%	OKLAHOMA			
	Alfalfa	2,700	2,700	100
	Dewey	2,200	2,200	100
	Garfield	25,400	25,200	99
	Grant	2,600	2,600	100
	Greer	3,000	2,900	97
	Hughes	5,800	5,700	98
	Kay	20,700	20,500	99
	McClain	9,300	9,200	99
	Major	3,300	3,200	97
	Murray	5,100	5,100	100
	Payne	24,900	24,600	99
	Pontotoc	13,500	13,400	99
	Roger Mills	2,200	2,200	100
Stephens	17,500	17,400	99	
Between 5-24%	OKLAHOMA			
	Carter	18,200	18,000	99
	Comanche	38,500	38,200	99
	Creek	26,900	26,600	99
	Jefferson	3,300	3,300	100
	Kiowa	5,200	5,100	98
	Noble	4,900	4,900	100
	Oklfuskee	4,500	4,400	98
	Pawnee	7,100	7,000	99
	Tillman	4,300	4,300	100
	Woods	4,100	4,000	98
TEXAS				
Hall	2,000	1,900	97	
Hardeman	2,400	2,400	100	
Station Totals		740,000	733,200	99
Net Weekly Circulation (1989)			322,200	
Average Daily Circulation (1989)			126,100	

Oklahoma—Oklahoma City

KSBI

Ch. 52

Network Service: None, independent.

Licensee: Locke Supply Co., Box 26128, Oklahoma City, OK 73126.

Telephone: 405-631-9701.

Technical Facilities: Channel No. 52 (698-704 MHz). Authorized power: 1355-kw max. visual, 135.5-kw max. aural. Antenna: 601-ft. above av. terrain, 520-ft. above ground, 1824-ft. above sea level.

Latitude	35°	22'	54"
Longitude	97°	29'	20"

Transmitter: 1300 S.E. 82nd St., Oklahoma City.

Ownership: Don J. Locke, pres., 55%; Bill R. Weaver, v.p.; Wanda Locke, secy-treas., 45%.

Began Operation: October 7, 1988.

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

Represented (engineering): Peter V. Gureckis & Associates.

Personnel:
DON LOCKE, general manager.

Rates: On request.



KSBI BMPCT-851114KJ Granted 12/20/85 © American Map Corp., No. 14244

Arbitron Data: Not available.

City of License: Oklahoma City. **ADI:** Oklahoma City. **Rank:** 39.

Oklahoma—Oklahoma City

KTBO-TV

Ch. 14

Network Service: Trinity Bcstg. Network.

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

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

Telephone: 405-848-1414.

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

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

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

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

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

News Service: UPI.

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

Began Operation: March 6, 1981.

Represented (legal): May & Dunne.

Represented (engineering): Smith & Powstenko.

Personnel:

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

Highest 30 Sec. Rate: \$50.



Arbitron Data: Not available.

City of License: Oklahoma City. **ADI:** Oklahoma City. **Rank:** 39.

Oklahoma—Oklahoma City

KTVY

Ch. 4

Network Service: NBC

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

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

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

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

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

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

Transmitter: 1401 E. Britton Rd.

Multichannel TV Sound: Stereo only.

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

SNG Mobile Dish: Transmit/receive Ku-band.

News Services: AP, NBC, UPI.

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

Began Operation: June 6, 1949. Sale to Palmer Communications approved by FCC May 8, 1989 (*Television Digest*, Vol. 28:41; 29:10). Previous sale to Knight-Ridder approved by FCC Jan. 13, 1986. Previous sale to Evening News Assn. by Gaylord Bcstg. Co. approved by FCC Oct. 29, 1975 (*Television Digest*, Vol. 15:29).

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

Represented (legal): Wilmer, Cutler & Pickering.

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

Personnel:

PAUL WISE, general sales manager.
HAROLD PATTERSON, national sales manager.
BOB ABLAH, chief engineer.
STU KELLOGG, news director.

Highest 30 Sec. Rate: \$3000.

NETWORK BASE HOURLY RATE: \$2075.

City of License: Oklahoma City. **ADI:** Oklahoma City. **Rank:** 39.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OKLAHOMA			
	Alfalfa	2,700	2,700	100
	Beckham	9,000	8,800	98
	Blaine	5,300	5,200	98
	Caddo	12,700	12,500	99
	Canadian	26,200	26,000	99
	Cleveland	60,800	60,200	99
	Custer	12,400	12,200	99
	Dewey	2,200	2,200	100
	Ellis	2,200	2,100	95
	Garfield	25,400	25,200	99
	Garvin	11,600	11,500	99
	Grady	16,800	16,600	99
	Grant	2,600	2,600	100
	Greer	3,000	2,900	97
	Harmon	1,700	1,700	100
	Harper	1,800	1,800	100
Hughes	5,800	5,700	98	
Jackson	11,000	10,900	99	
Kay	20,700	20,500	99	
Kingfisher	5,800	5,800	100	
Kiowa	5,200	5,100	98	



KTVY BMPCT-5994 Granted 8/13/64

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Lincoln	12,400	12,300	99
	Logan	11,400	11,300	99
	Mc Clain	9,300	9,200	99
	Major	3,300	3,200	97
	Murray	5,100	5,100	100
	Noble	4,900	4,900	100
	Okfuskee	4,500	4,400	98
	Oklahoma	254,400	252,600	99
	Payne	24,900	24,600	99
	Pontotoc	13,500	13,400	99
	Pottawatomie	23,500	23,200	99
	Roger Mills	2,200	2,200	100
	Seminole	11,000	10,900	99
Washita	5,400	5,400	99	
Woods	4,100	4,000	98	
Woodward	8,200	8,000	98	
Between 25-49%	OKLAHOMA			
	Atoka	4,900	4,800	99
	Carter	18,200	18,000	99
	Coal	2,200	2,200	100
	Comanche	38,500	38,200	99
	Stephens	17,500	17,400	99
Tillman	4,300	4,300	100	
Between 5-24%	OKLAHOMA			
	Cotton	2,900	2,900	100
	Creek	26,900	26,600	99
	Jefferson	3,300	3,300	100
	Johnston	4,100	4,000	98
	Mc Intosh	7,200	7,100	99
	Marshall	5,200	5,100	98
	Osage	16,200	16,100	99
	Pawnee	7,100	7,000	99
Pittsburg	17,200	16,900	99	
Station Totals		818,700	810,800	99
Net Weekly Circulation (1989)				599,400
Average Daily Circulation (1989)				365,500

Oklahoma—Oklahoma City

KWTV

Ch. 9

Network Service: CBS.

Licensee: Griffin Operating Co., 7401 N. Kelley Blvd., Oklahoma City, OK 73117.

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

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

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1525-ft. above av. terrain, 1577-ft. above ground, 2690-ft. above sea level.

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

Transmitter: 7401 N. Kelley Blvd.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; Harris, 4.6-meter Ku-band; Scientific-Atlanta, 4.5-meter C-band; Harris, 3-meter C-band; AFC, 3-meter Ku-band; DX Antenna, Harris, M/A-Com, Scientific-Atlanta receivers.

SNG Mobile Dish: Transmit/receive Midwest/Vertex, 3.7-meter Ku-band.

News Services: AP, UPI, CBS, Conus.

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

Began Operation: December 20, 1953.

Represented (sales): TeleRep Inc.

Represented (legal): Fletcher, Heald & Hildreth.

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

Personnel:

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

Highest 30 Sec. Rate: \$2000.

NETWORK BASE HOURLY RATE: \$1870.

City of License: Oklahoma City. ADI: Oklahoma City. Rank: 39.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OKLAHOMA			
	Alfalfa	2,700	2,700	100
	Beckham	9,000	8,800	98
	Blaine	5,300	5,200	98
	Caddo	12,700	12,500	99
	Canadian	26,200	26,000	99
	Cleveland	60,800	60,200	99
	Custer	12,400	12,200	99
	Dewey	2,200	2,200	100
	Ellis	2,200	2,100	95
	Garfield	25,400	25,200	99
	Garvin	11,600	11,500	99
	Grady	16,800	16,600	99
	Grant	2,600	2,600	100
	Greer	3,000	2,900	97
	Harmon	1,700	1,700	100
	Harper	1,800	1,800	100



KWTV BPCT-860520K1 Granted 7/29/86

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Hughes	5,800	5,700	98
	Jackson	11,000	10,900	99
	Kay	20,700	20,500	99
	Kingfisher	5,800	5,800	100
	Kiowa	5,200	5,100	98
	Lincoln	12,400	12,300	99
	Logan	11,400	11,300	99
	Mc Clain	9,300	9,200	99
	Major	3,300	3,200	97
	Murray	5,100	5,100	100
	Noble	4,900	4,900	100
	Okfuskee	4,500	4,400	98
	Oklahoma	254,400	252,600	99
	Payne	24,900	24,600	99
	Pontotoc	13,500	13,400	99
	Pottawatomie	23,500	23,200	99
	Roger Mills	2,200	2,200	100
	Seminole	11,000	10,900	99
	Stephens	17,500	17,400	99
	Washita	5,400	5,400	99
	Woods	4,100	4,000	98
	Woodward	8,200	8,000	98
Between 25-49%	OKLAHOMA			
	Carter	18,200	18,000	99
	Comanche	38,500	38,200	99
	Jefferson	3,300	3,300	100
	Tillman	4,300	4,300	100
Between 5-24%	OKLAHOMA			
	Cotton	2,900	2,900	100
	Marshall	5,200	5,100	98
	Osage	16,200	16,100	99
	Pawnee	7,100	7,000	99
	Pittsburg	17,200	16,900	99
Station Totals		773,400	766,100	99
Net Weekly Circulation (1989)			607,400	
Average Daily Circulation (1989)			377,700	

Oklahoma—Sayre

KVII-TV

Ch. 8

(Satellite of KVII-TV, Amarillo, TX)

Network Service: ABC.

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

Studio: See KVII-TV, Amarillo.

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

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

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

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

Multichannel TV Sound: Stereo only.

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

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

Represented (sales): Katz Television.

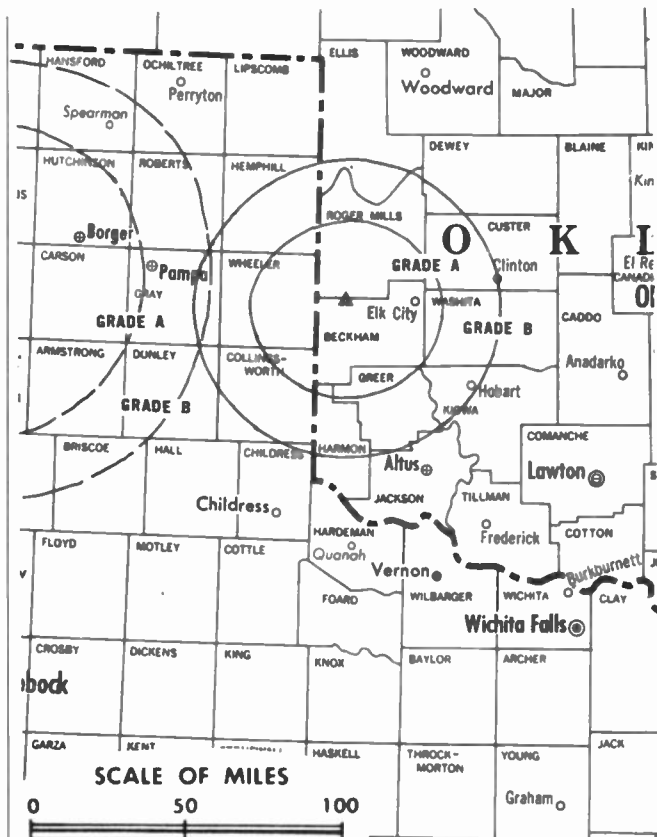
Represented (legal): Wiley, Rein & Fielding.

Represented (engineering): Smith & Powstenko.

Personnel:

GLEN NEAL, resident engineering supervisor.

Rates: See KVII-TV, Amarillo, TX.



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

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Arbltron Data: Figures included with KVII-TV, Amarillo, TX.

City of License: Sayre. ADI: Amarillo. Rank: 116.

Oklahoma—Tulsa

KGCT-TV

Ch. 41

Network Service: None, independent.

Licensee: Tulsa TV 41, Box 1547, Newport Beach, CA 92663.

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

Telephone: 918-252-9589.

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

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

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

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

News Services: INN, CBS.

Ownership: Armstrong Investment Co., a Limited Partnership. Ownership: Robert A. & Margaret F. Armstrong, 50% each.

Began Operation: March 18, 1981. Sale of interest held by Ray L. Beindorf to Armstrong Investment Co. approved by FCC April 26, 1989. Sale pend. Station left air Feb. 1, 1989; plans to resume operation late fall 1989.

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

Personnel:

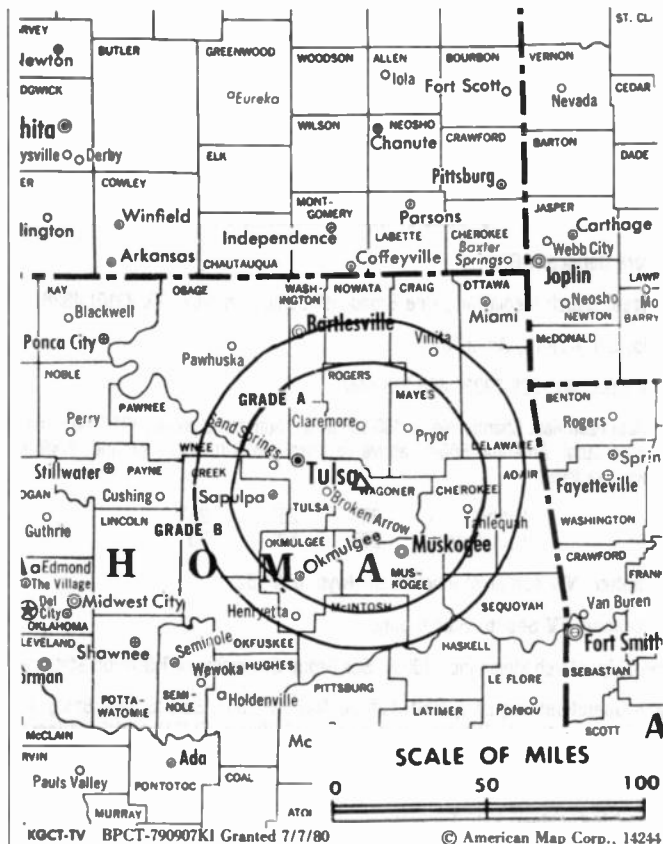
BOB DAVIS, general manager.

PEGGY MARSH, administrative assistant to general manager.

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

Total Households: © MSI Consumer Market Data as of 1/1/89. 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%	OKLAHOMA			
	Cherokee	12,600	12,400	98
	Creek	26,900	26,600	99
	Delaware	11,200	10,900	97
	Haskell	4,800	4,700	98
	Mc Intosh	7,200	7,100	99
	Mayer	13,300	13,100	98
	Muskogee	27,000	26,700	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Nowata	4,400	4,400	100
	Okmulgee	15,200	15,000	99
	Osage	16,200	16,100	99
	Pawnee	7,100	7,000	99
	Rogers	20,700	20,500	99
	Tulsa	210,400	208,900	99
	Wagoner	18,400	18,200	99
	Washington	18,600	18,500	99
Station Totals		414,000	410,100	99
Net Weekly Circulation (1989)			55,000	
Average Daily Circulation (1989)			16,000	

Oklahoma—Tulsa

KJRH

Ch. 2

Network Service: NBC.

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

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

Mailing Address: Box 2, Tulsa, OK 74101.

Telephone: 918-743-2222. **TWX:** 910-845-2134. **Fax:** 918-748-1460.

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

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

Transmitter: 9870 S. 273rd E. Ave.

Multichannel TV Sound: Stereo only.

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

News Services: AP, UPI, CNN, CNN Headline News, Oklahoma News Network, Southwest Newswire, NBC, NIWS.

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

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

Represented (sales): Blair Television.

Represented (legal): Baker & Hostetler.

Personnel:

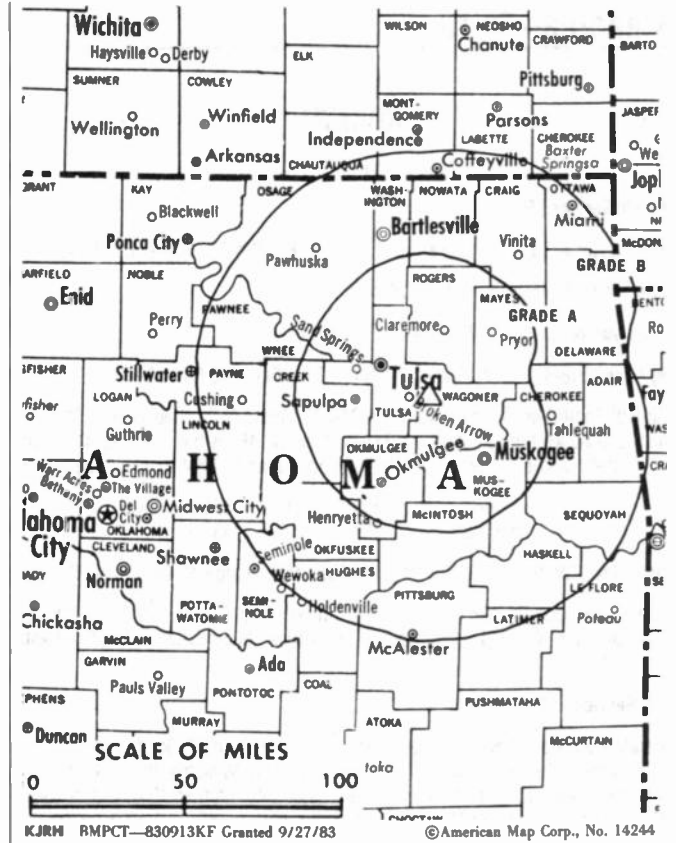
- WILLIAM J. DONAHUE, general manager.
- MICHAEL VRABAC, general sales manager.
- DICK NELSON, production manager.
- JOHN HILL, promotion manager.
- CRAIG ALLISON, national sales manager.
- TOM HAUFF, news director.
- VIC TURNER, director of engineering.
- JOHN HILL, promotion director.
- PEGGY LOOP, business manager.

Rates: On request.

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

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KANSAS			
	Chautauqua	2,300	2,300	100
	Montgomery	16,500	16,200	98
OKLAHOMA	Adair	7,100	6,900	97
	Cherokee	12,600	12,400	98
	Craig	5,700	5,600	98
	Creek	26,900	26,600	99
	Delaware	11,200	10,900	97
	Haskell	4,800	4,700	98
	Latimer	3,800	3,700	97
	Mc Intosh	7,200	7,100	99
	Mayes	13,300	13,100	98
	Muskogee	27,000	26,700	99
	Nowata	4,400	4,400	100
	Okmulgee	15,200	15,000	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Osage	16,200	16,100	99
	Pawnee	7,100	7,000	99
	Pittsburg	17,200	16,900	99
	Rogers	20,700	20,500	99
	Sequoyah	12,700	12,400	98
	Tulsa	210,400	208,900	99
	Wagoner	18,400	18,200	99
Washington	18,600	18,500	99	
Between 25-49%	OKLAHOMA			
Ottawa	13,100	13,000	99	
Between 5-24%	ARKANSAS			
	Benton	36,100	35,400	98
Washington	41,100	40,300	98	
KANSAS	Elk	1,600	1,600	100
	Labette	9,800	9,600	98
	Neosho	7,100	7,000	99
	Wilson	4,900	4,800	98
MISSOURI	Mc Donald	6,100	6,000	98
	OKLAHOMA			
Hughes	5,800	5,700	98	
Kay	20,700	20,500	99	
Le Flore	17,200	16,900	98	
Lincoln	12,400	12,300	99	
Noble	4,900	4,900	100	
Okfuskee	4,500	4,400	98	
Payne	24,900	24,600	99	
Pushmataha	5,200	5,100	98	
Seminole	11,000	10,900	99	
Station Totals		705,700	697,100	99
Net Weekly Circulation (1989)			432,600	
Average Daily Circulation (1989)			263,500	

Oklahoma—Tulsa

KOKI-TV

Ch. 23

Network Service: Fox.

Licensee: Tulsa 23, Limited Partnership, 7422 E. 46th Pl., Tulsa, OK 74145.

Studio: 7422 E. 46th Pl., Tulsa, OK 74145.

Mailing Address: Box 33223, Tulsa, OK 74153.

Telephone: 918-622-2300. TWX: 910-845-3036. Fax: 918-664-5504.

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

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

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

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

News Service: AP.

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

Began Operation: October 26, 1980. Sale to Clear Channel Communications pending (Television Digest, Vol. 29:11).

Represented (sales): Katz Independent TV Sales.

Represented (legal): Wiener & Scheiner.

Represented (engineering): Silliman & Silliman.

Personnel:

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

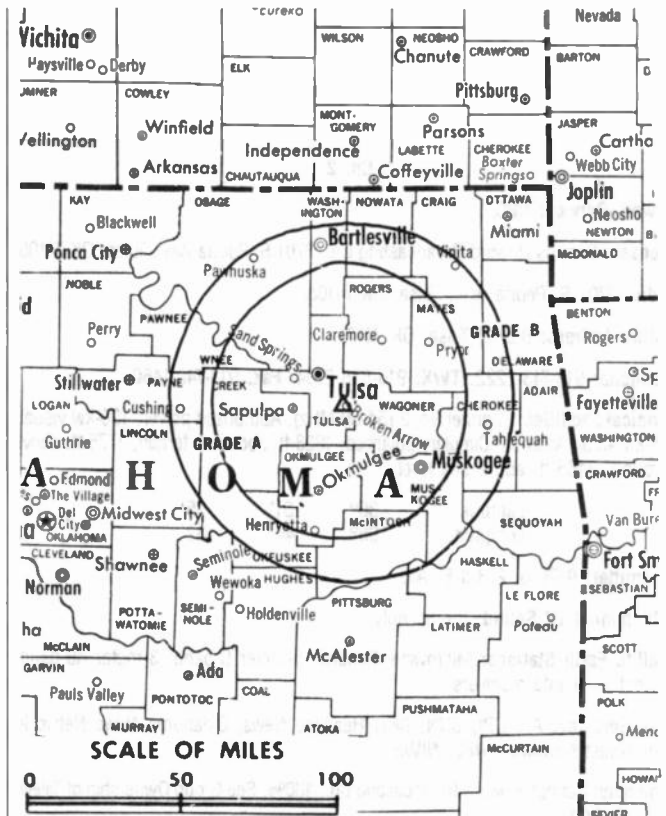
Highest One Hour Rate: \$5000.

Highest 30 Sec. Rate: \$350.

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

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OKLAHOMA			
	Creek	26,900	26,600	99
	Mc Intosh	7,200	7,100	99
	Mayes	13,300	13,100	98
	Muskogee	27,000	26,700	99
	Okmulgee	15,200	15,000	99
	Pittsburg	17,200	16,900	99
	Rogers	20,700	20,500	99



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

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Tulsa	210,400	208,900	99
	Wagoner	18,400	18,200	99
Between 25-49%	KANSAS			
	Chautauqua	2,300	2,300	100
	Labette	9,800	9,600	98
	Montgomery	16,500	16,200	98
	OKLAHOMA			
	Adair	7,100	6,900	97
Between 5-24%	Cherokee	12,600	12,400	98
	Craig	5,700	5,600	98
	Delaware	11,200	10,900	97
	Haskell	4,800	4,700	98
	Latimer	3,800	3,700	97
	Nowata	4,400	4,400	100
	Okfuskee	4,500	4,400	98
	Osage	16,200	16,100	99
	Ottawa	13,100	13,000	99
	Pawnee	7,100	7,000	99
Washington	18,600	18,500	99	
Between 5-24%	KANSAS			
	Cherokee	9,100	9,000	99
	OKLAHOMA			
	Hughes	5,800	5,700	98
	Kay	20,700	20,500	99
Le Flore	17,200	16,900	98	
Sequoyah	12,700	12,400	98	
Station Totals		559,500	553,200	99
Net Weekly Circulation (1989)			258,100	
Average Daily Circulation (1989)			107,000	

Oklahoma—Tulsa

KOTV

Ch. 6

Network Service: CBS.

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

Studio: 302 S. Frankfort St., Tulsa, OK 74120.

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

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

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

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

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

News Services: AP, CBS, CNN, UPI.

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

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

Represented (sales): TeleRep Inc.

Represented (legal): Dow, Lohnes & Albertson.

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

Personnel:

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

Rates: On request.

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

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KANSAS			
	Chautauqua	2,300	2,300	100
	Montgomery	16,500	16,200	98
	OKLAHOMA			
	Adair	7,100	6,900	97
	Cherokee	12,600	12,400	98
	Craig	5,700	5,600	98
	Creek	26,900	26,600	99
	Delaware	11,200	10,900	97
	Haskell	4,800	4,700	98
Latimer	3,800	3,700	97	
Mc Intosh	7,200	7,100	99	
Mayes	13,300	13,100	98	
Muskogee	27,000	26,700	99	



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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Nowata	4,400	4,400	100
	Okfuskee	4,500	4,400	98
	Okmulgee	15,200	15,000	99
	Osage	16,200	16,100	99
	Pawnee	7,100	7,000	99
	Pittsburg	17,200	16,900	99
	Rogers	20,700	20,500	99
	Tulsa	210,400	208,900	99
	Wagoner	18,400	18,200	99
	Washington	18,600	18,500	99
Between 25-49%	ARKANSAS			
	Washington	41,100	40,300	98
	KANSAS			
	Labette	9,800	9,600	98
	OKLAHOMA			
Kay	20,700	20,500	99	
Ottawa	13,100	13,000	99	
Sequoyah	12,700	12,400	98	
Between 5-24%	ARKANSAS			
	Benton	36,100	35,400	98
	KANSAS			
	Elk	1,600	1,600	100
	MISSOURI			
	Mc Donald	6,100	6,000	98
	OKLAHOMA			
	Coal	2,200	2,200	100
	Hughes	5,800	5,700	98
	Le Flore	17,200	16,900	98
Lincoln	12,400	12,300	99	
Payne	24,900	24,600	99	
Station Totals		674,800	666,600	99
Net Weekly Circulation (1989)			455,000	
Average Daily Circulation (1989)			276,900	

Oklahoma—Tulsa

KTUL-TV

Ch. 8

Network Service: ABC.

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

Studio: Lookout Mountain, Tulsa, OK 74107.

Mailing Address: Box 8, Tulsa, OK 74101.

Telephone: 918-446-3351. TWX: 910-845-2181. Fax: 918-445-9316.

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

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

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

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

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

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

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

Represented (sales): Petry Television Inc.

Represented (legal): Hogan & Hartson.

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

Personnel:

ALLEN S. FEUER, president & general manager.
RANDY PRATT, vice president & general sales manager.
LORI WACKER, director of business affairs.
CHARLIE RAY, promotion manager.
GARY PORTERFIELD, local sales manager.
ROMAN HLOHOWSKYJ, chief engineer.
MIKE SULLIVAN, news director.
DICK VAN DERA, production manager.
TERRY WREN, programming director.
REGINA MOON SANDERS, community affairs director.
DIANE POSTON, marketing director.
BYRAN HEALY, research.

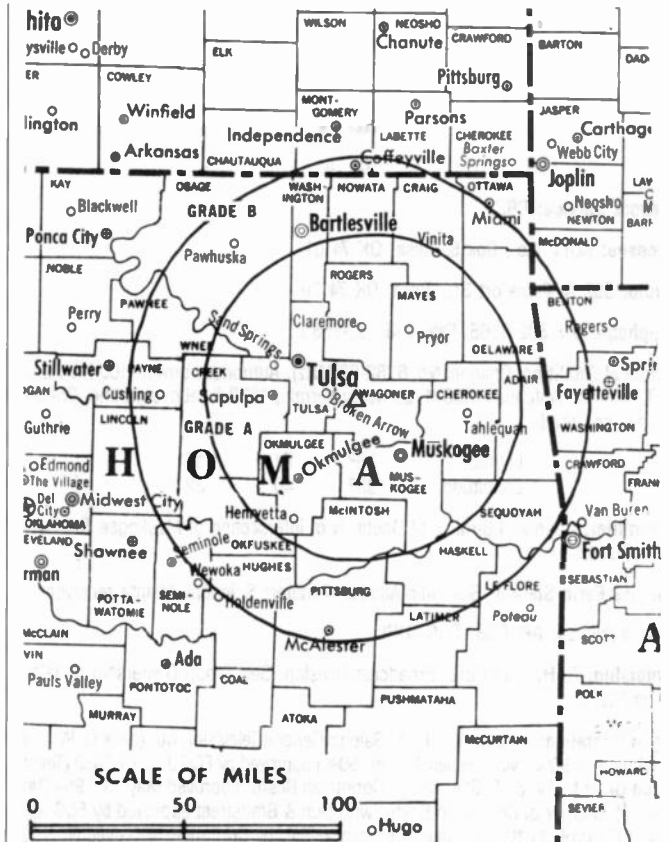
Highest 30 Sec. Rate: \$5000.

NETWORK BASE HOURLY RATE: \$1300.

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

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KANSAS			
	Chautauqua	2,300	2,300	100
	Montgomery	16,500	16,200	98
	OKLAHOMA			
	Adair	7,100	6,900	97
	Cherokee	12,600	12,400	98
	Craig	5,700	5,600	98
	Creek	26,900	26,600	99
	Delaware	11,200	10,900	97
	Haskell	4,800	4,700	98
	Latimer	3,800	3,700	97
	Mc Intosh	7,200	7,100	99
	Mayes	13,300	13,100	98
	Muskogee	27,000	26,700	99
Nowata	4,400	4,400	100	
Okfuskee	4,500	4,400	98	
Okmulgee	15,200	15,000	99	
Osage	16,200	16,100	99	
Pawnee	7,100	7,000	99	



KTUL-TV BPCT-2941 Granted 2/19/64 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	PITTSBURG			
	Pittsburg	17,200	16,900	99
	Rogers	20,700	20,500	99
	Sequoyah	12,700	12,400	98
	Tulsa	210,400	208,900	99
	Washington	18,400	18,200	99
Between 25-49%	ARKANSAS			
	Benton	36,100	35,400	98
	Washington	41,100	40,300	98
	KANSAS			
	Labette	9,800	9,600	98
	OKLAHOMA			
Hughes	5,800	5,700	98	
Le Flore	17,200	16,900	98	
Mc Curtain	13,000	12,700	98	
Ottawa	13,100	13,000	99	
Between 5-24%	ARKANSAS			
	Crawford	15,400	15,100	98
	Franklin	6,100	6,000	98
	Polk	6,600	6,400	97
	Scott	4,100	4,000	98
	Sebastian	40,000	39,600	99
	KANSAS			
	Cherokee	9,100	9,000	99
	Wilson	4,900	4,800	98
	MISSOURI			
Mc Donald	6,100	6,000	98	
Newton	16,500	16,300	99	
OKLAHOMA				
Kay	20,700	20,500	99	
Lincoln	12,400	12,300	99	
Payne	24,900	24,600	99	
Pushmataha	5,200	5,100	98	
Seminole	11,000	10,900	99	
Station Totals		802,900	792,700	99
Net Weekly Circulation (1989)			481,600	
Average Daily Circulation (1989)			281,700	

Oklahoma—Tulsa

KWHB

Ch. 47

Network Service: None, independent.

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

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

Mailing Address: Box 470047, Tulsa, OK 74147.

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

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

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

Transmitter: Oneta, OK.

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

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

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

Represented (legal): Pepper & Corazzini.

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

Personnel:

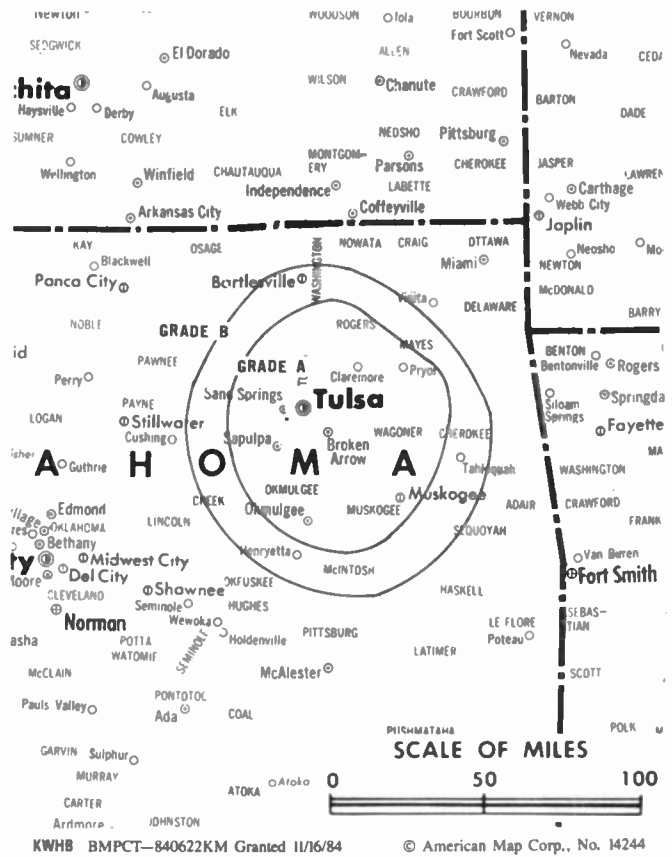
- STEVE MORGAN, operations manager.
- DARRYL FERGUSON, chief engineer.
- JIM SHAFFER, general sales manager & program director.
- GARY MURPHY, local sales manager.

Highest One Hour Rate: \$600.

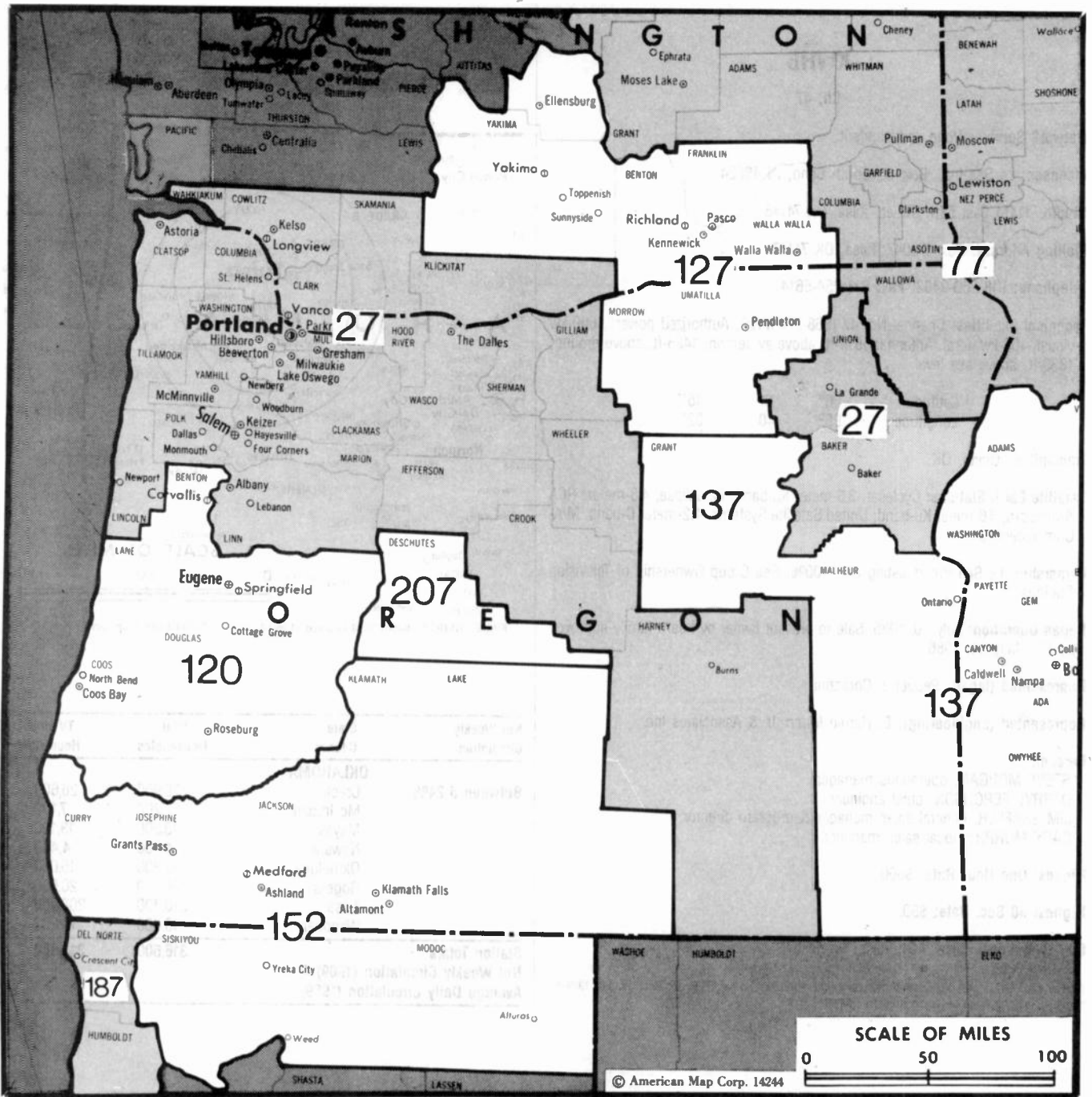
Highest 30 Sec. Rate: \$50.

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

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



Net Weekly Circulation	State County	Total Households	TV Households	%
OKLAHOMA				
Between 5-24%	Creek	26,900	26,600	99
	Mc Intosh	7,200	7,100	99
	Mayer	13,300	13,100	98
	Nowata	4,400	4,400	100
	Okmulgee	15,200	15,000	99
	Rogers	20,700	20,500	99
	Tulsa	210,400	208,900	99
	Wagoner	18,400	18,200	99
Station Totals		316,500	313,800	99
Net Weekly Circulation (1989)				25,700
Average Daily Circulation (1989)				8,200



Market	Arbitron A01 TV Households	Rank	Market Area Commercial TV Stations
Portland, OR	793,100	27	KATU (2), KBSP-TV (22), KGW-TV (8), KOIN-TV (6), KPDX (49), KPTV (12), KUTF (32)
Spokane, WA	323,300	77	KAYU-TV (28), KCWT (27), KHQ-TV (6), KREM-TV (2), KXLY-TV (4)
Eugene, OR	179,500	120	KCBY-TV (11), KEZI (9), KMTR-TV (16), KPIC (4), KVAL-TV (13)
Yakima, WA	164,400	127	KAPP (35), KEPR-TV (19), KIMA-TV (29), KLEW-TV (3), KNDO (23), KNDU (25), KVEV (42)
Boise, ID	155,600	137	KBCI-TV (2), KIVI (6), KTRV (12), KTVB (7)
Medford, OR	130,900	152	KDKF (31), KDRV (12), KOBI (5), KOTI (2), KTVL (10)
Eureka, CA	51,400	187	KAEF-TV (23), KIEM-TV (3), KVIQ-TV (6)
Bend, OR	25,600	207	KTVZ (21)

State Cross Reference List
Communities that receive programs of stations that are located elsewhere.

KBSP-TV & KUTF, Portland	See Salem, OR
KPDX, Portland	See Vancouver, WA

Oregon Station Totals as of October 1, 1989

	VHF	UHF	TOTAL
Commercial Television Stations	12	4	16
Educational Television Stations	5	1	6
	17	5	22

Oregon—Bend

KTVZ

Ch. 21

Network Service: NBC.

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

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

Mailing Address: Box 149, Bend, OR 97709.

Telephone: 503-389-6511. **TWX:** 910-459-6838. **Fax:** 503-382-1616.

Technical Facilities: Channel No. 21 (512-518 MHz). Authorized power: 77.90-kw max. visual & 31.60-kw horizontal visual, 3.16-kw aural. Antenna: 640-ft. above av. terrain, 169-ft. above ground, 4384-ft. above sea level.

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

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

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

News Services: AP, NBC.

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

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

Represented (sales): Katz Television.

Represented (legal): Dow, Lohnes & Albertson.

Represented (engineering): Hammett & Edison Inc.

Personnel:

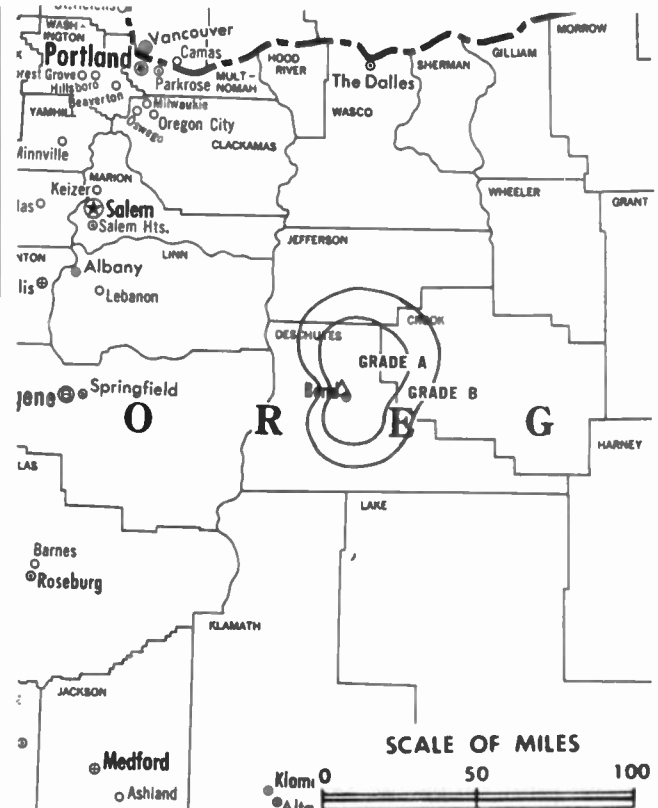
JOHN LARKIN, general manager.
DUNCAN LAING, general sales manager.
NATALIE FORWOOD, program director.
ERNIE PENDERGRAFT, chief engineer.
DAVE JONES, news director.
MARGE WEIMAR, business manager.

Rates: On request.

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

Total Households: © MSI Consumer Market Data as of 1/1/89. 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	OREGON			
	Crook	5,300	5,000	94
	Deschutes	26,900	25,400	94



KTVZ BPCF-4971 Granted 4/22/77 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	Jefferson	4,600	4,400	96
Station Totals		36,800	34,800	95
Net Weekly Circulation (1989)				27,400
Average Daily Circulation (1989)				15,600

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

Oregon—Coos Bay-North Bend

KCBY-TV

Ch. 11

(Satellite of KVAL-TV, Eugene, OR)

Network Service: CBS.

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

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

Telephone: 503-269-1111.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 11.50000-kw visual, 1.15-kw aural. Antenna: 680-ft. above av. terrain, 200-ft. above ground, 1115-ft. above sea level.

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

Transmitter: 5-mi. ENE of city center.

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

News Service: AP.

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

Began Operation: October 1, 1960.

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

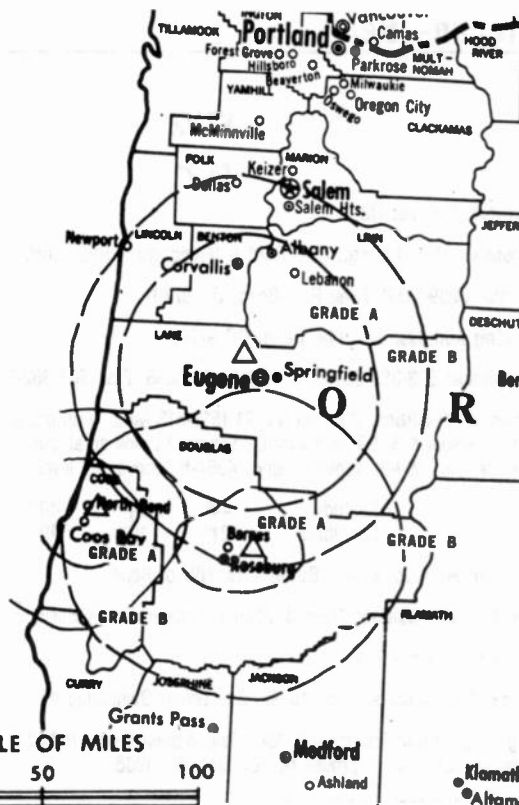
Represented (legal): Oow, Lohnes & Albertson.

Represented (engineering): McClanathan & Associates.

Personnel:

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

Highest 30 Sec. Rate: \$85.



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

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

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

City of License: Coos Bay. ADI: Eugene. Rank: 120.

Oregon—Eugene

KEZI

Ch. 9

Network Service: ABC.

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

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

Mailing Address: Box 7009, Eugene, OR 97401.

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

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 47.40-kw aural & 47.40-kw horizontal. aural. Antenna: 1769-ft. above av. terrain, 496-ft. above ground, 2604-ft. above sea level.

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

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

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

News Services: ABC, AP.

Ownership: Carolyn S. Chambers, pres.-treas., 100%. Chambers is a multiple cable system operator.

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

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

Represented (engineering): Hammett & Edison Inc.

Personnel:

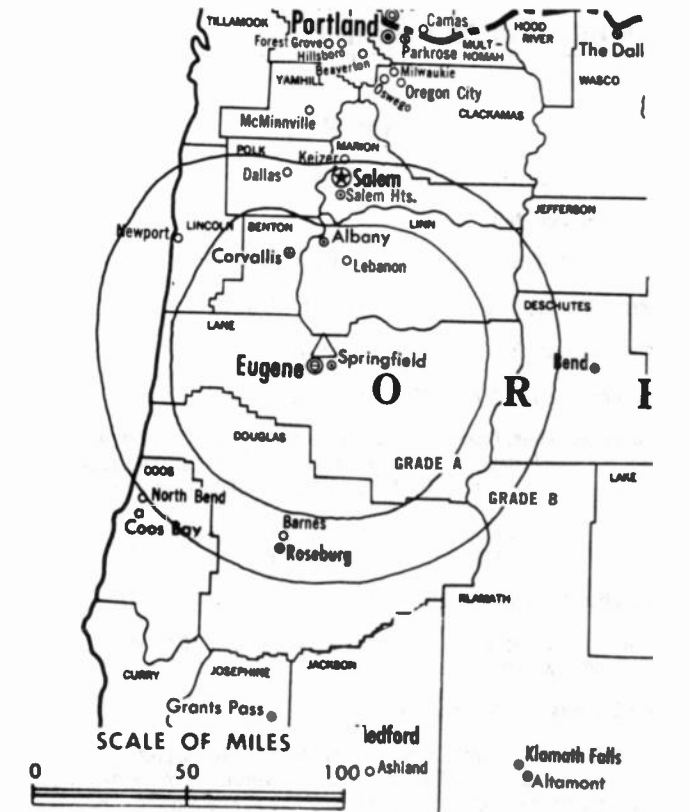
- CAROLYN S. CHAMBERS, president.
- BRUCE R. LILJEGREN, general manager.
- OAVE LARSON, director of operations.
- BRUCE A. BARRETT, general sales manager.
- R. CRAIG MONSON, local sales manager.
- BETH COOKSON, national & regional sales coordinator.
- JOE SMELSER, production manager.
- REBECCA FORCE, news director.
- DENNIS HUNT, chief engineer.
- DAVE COLE, assistant chief engineer.
- DOUG ZIMMERMAN, promotion coordinator.
- JIM PLUMMER, controller.

Highest 30 Sec. Rate: \$650.

City of License: Eugene. ADI: Eugene. Rank: 120.

Total Households: © MSI Consumer Market Data as of 1/1/89. 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	OREGON		
	Benton	24,000	22,400 94
	Coos	23,300	21,600 93
	Douglas	35,500	33,800 95



KEZI BPCF-820721KJ Granted 9/29/82 American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households Households %
50% & Over	Lane	104,900	101,100 96
	Linn	33,500	32,200 96
Between 25-49%	OREGON		
	Crook	5,300	5,000 94
	Deschutes	26,900	25,400 94
Between 5-24%	OREGON		
	Curry	7,100	6,600 92
	Lincoln	15,800	14,600 92
	Marion	81,800	78,500 96
	Polk	17,400	16,800 97
Station Totals		375,500	358,000 95
Net Weekly Circulation (1989)			182,500
Average Daily Circulation (1989)			94,500

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Oregon—Eugene-Springfield

KMTR-TV

Ch. 16

Network Service: NBC.

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

Studio: 3825 International Court, Springfield, OR 97477.

Mailing Address: Box 7308, Eugene, OR 97401.

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

Technical Facilities: Channel No. 16 (482-488 MHz). Authorized power: 1910-kw max. & 871-kw horizontal visual, 381.60-kw max. & 174-kw horizontal aural. Antenna: 1685-ft. above av. terrain, 496-ft. above ground, 2606-ft. above sea level.

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

Transmitter: Coburg Ridge, near Eugene.

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

News Services: AP, Group W Newsfeed, NBC.

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

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

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

Represented (legal): Haley, Bader & Potts.

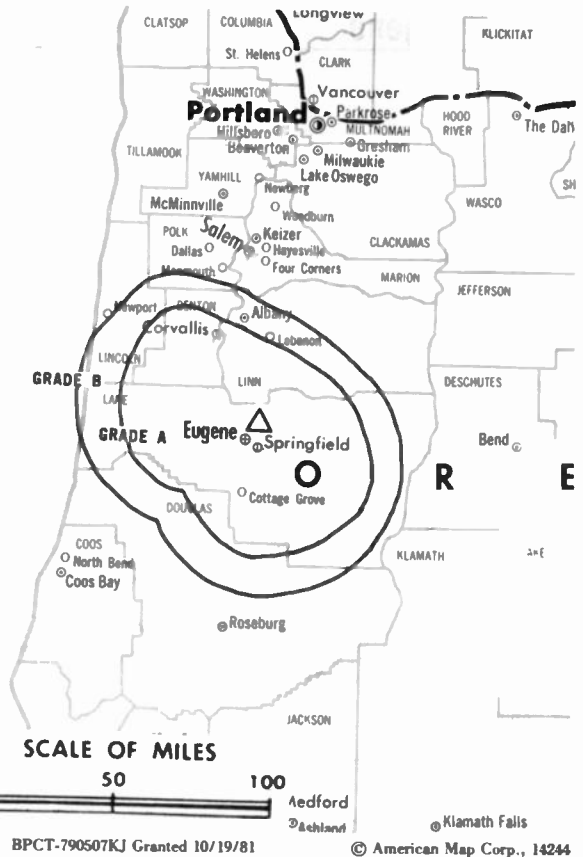
Represented (engineering): Hatfield & Dawson.

Personnel:

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

Highest One Hour Rate: \$3000.

Highest 30 Sec. Rate: \$855.



NETWORK BASE HOURLY RATE: \$375.

City of License: Eugene. ADI: Eugene. Rank: 120.

Total Households: © MSI Consumer Market Data as of 1/1/89. 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	OREGON Benton	24,000	22,400	94
	Lane	104,900	101,100	96
Between 25-49%	OREGON Linn	33,500	32,200	96
Between 5-24%	OREGON Douglas	35,500	33,800	95
Station Totals		197,900	189,500	96
Net Weekly Circulation (1989)				115,300
Average Daily Circulation (1989)				59,500

Oregon—Eugene

KVAL-TV

Ch. 13

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

Network Service: CBS.

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

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

Mailing Address: Box 1313, Eugene, OR 97440.

Telephone: 503-342-4961. TWX: 910-459-2033. Fax: 503-342-7252.

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

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

Transmitter: Blanton Heights.

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

News Service: AP.

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

Began Operation: April 15, 1954.

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

Represented (legal): Dow, Lohnes & Albertson.

Represented (engineering): McClanathan & Associates Inc.

Personnel:

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

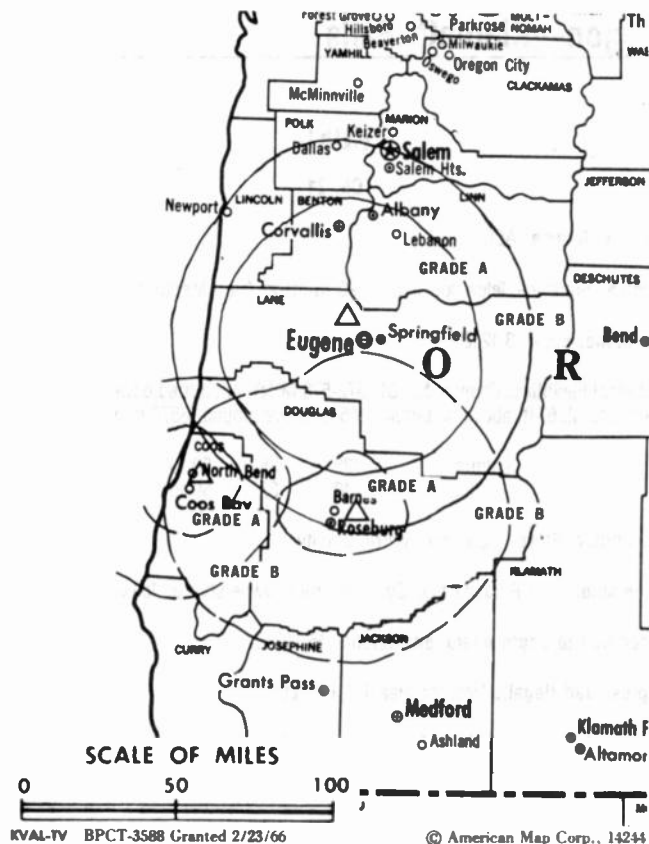
Highest 30 Sec. Rate: \$750.

NETWORK BASE HOURLY RATE: \$1430.

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

City of License: Eugene. ADI: Eugene. Rank: 120.

Total Households: © MSI Consumer Market Data as of 1/1/89. 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	OREGON			
	Benton	24,000	22,400	94
	Coos	23,300	21,600	93
	Douglas	35,500	33,800	95
	Lane	104,900	101,100	96
Between 25-49%	Linn	33,500	32,200	96
	OREGON			
	Curry	7,100	6,600	92
Between 5-24%	Deschutes	26,900	25,400	94
	OREGON			
	Lincoln	15,800	14,600	92
	Marion	81,800	78,500	96
	Polk	17,400	16,800	97
Wheeler	700	700	100	
Station Totals		370,900	353,700	95
Net Weekly Circulation (1989)				187,700
Average Daily Circulation (1989)				107,500

Oregon—Klamath Falls

KDKF

Ch. 31

Network Service: ABC.

Grantee: Sunshine Television Inc., 1090 Knutson Ave., Medford, OR 97504.

Telephone: 503-773-1212.

Technical Facilities: Channel No. 31 (572-578 MHz). Authorized power: 6-kw visual.
Antenna: 2267-ft. above av. terrain, 145-ft. above ground, 6579-ft. above sea level.

Latitude	42°	05'	50.10"
Longitude	121°	37'	59.10"

Transmitter: Stukel Mountain, Merrill County.

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

Scheduled to begin operation: October 15, 1989.

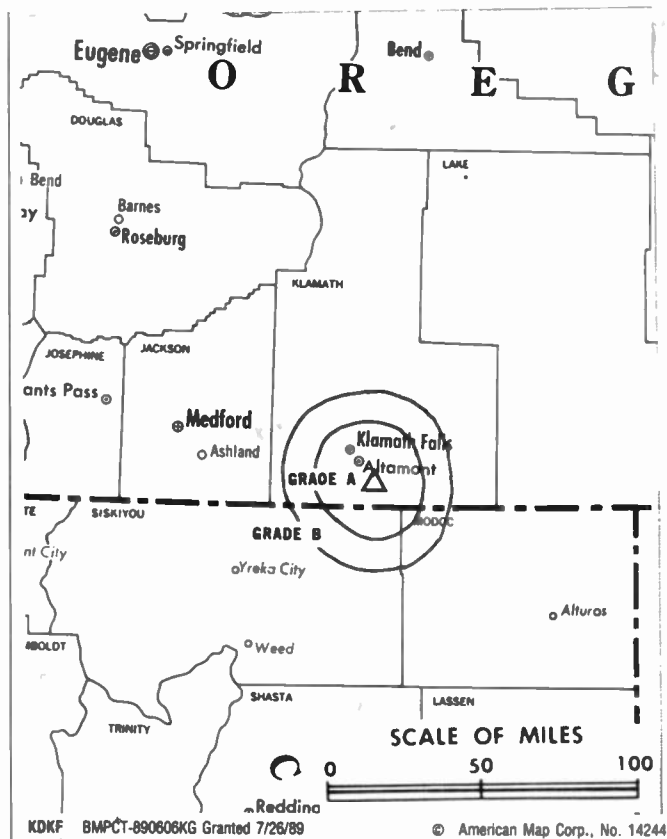
Represented (legal): Fletcher, Heald & Hildreth.

Represented (engineering): McClanathan & Associates Inc.

Personnel:

KEITH LOLLIS, general manager.
ROGER BIRD, general sales manager.
JONATHAN PIFF, local sales manager.
RICK CARRARA, chief engineer.
RENARD MAIURI, news director.
LARRY BLACK, promotion director.
DOUG LA FEVE, business manager.

Rates: On request.



Arbitron Data: Not available.

City of License: Klamath Falls. **ADI:** Medford. **Rank:** 152.

Oregon—Klamath Falls

KOTI

Ch. 2

Network Service: NBC.

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

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

Telephone: 503-882-2222.

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

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

Transmitter: 4-mi. ESE of city.

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

News Service: UPI.

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

Began Operation: August 13, 1956.

Represented (sales): Blair Television; Art Moore Inc. (Portland & Seattle.)

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

Represented (engineering): Lohnes & Culver.

Personnel:

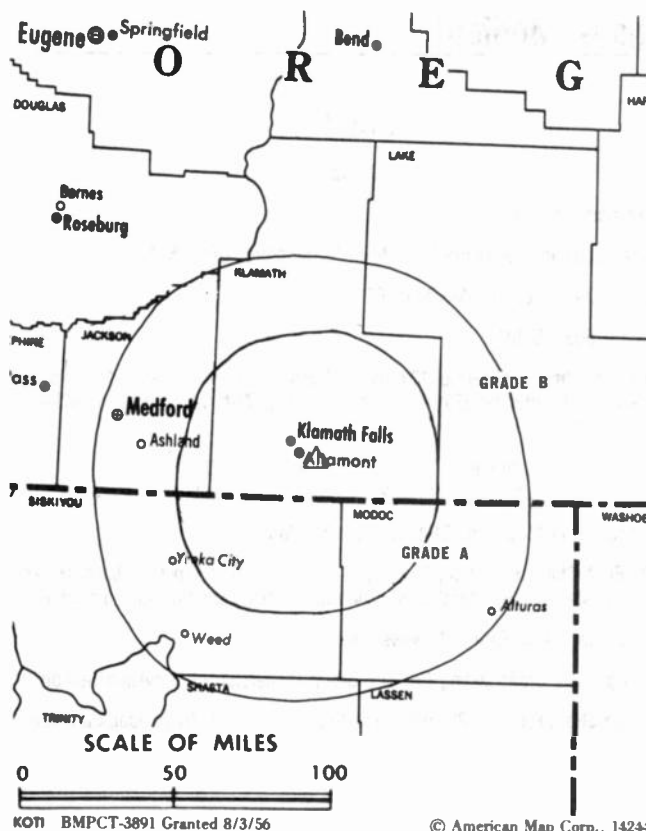
PATRICIA C. SMULLIN, president.
WILLIAM B. SMULLIN, secretary/founder.
EDWARD ZANDER, general manager.
SCOTT McMAHON, chief engineer.

Rates: See KOB1, Medford, OR.

NETWORK BASE HOURLY RATE: \$50.

City of License: Klamath Falls. **ADI:** Medford. **Rank:** 152.

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



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CALIFORNIA			
	Modoc	3,600	3,300	92
	OREGON			
	Klamath	22,100	21,300	96
	Lake	3,000	2,800	93
Between 5-24%	CALIFORNIA			
	Lassen	8,300	7,800	94
	Siskiyou	17,500	16,300	93
Station Totals		54,500	51,500	94
Net Weekly Circulation (1989)				26,000
Average Daily Circulation (1989)				16,900

Oregon—Medford

KDRV

Ch. 12

Network Service: ABC.

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

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

Telephone: 503-773-1212.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 191-kw visual, 38.10-kw aural. Antenna: 2701-ft. above av. terrain, 171-ft. above ground, 5434-ft. above sea level.

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

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

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

News Services: ABC, Group W Newsfeed.

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

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

Represented (sales): Katz Television.

Represented (legal): Fletcher, Heald & Hildreth.

Represented (engineering): McClanathan & Associates Inc.

Personnel:

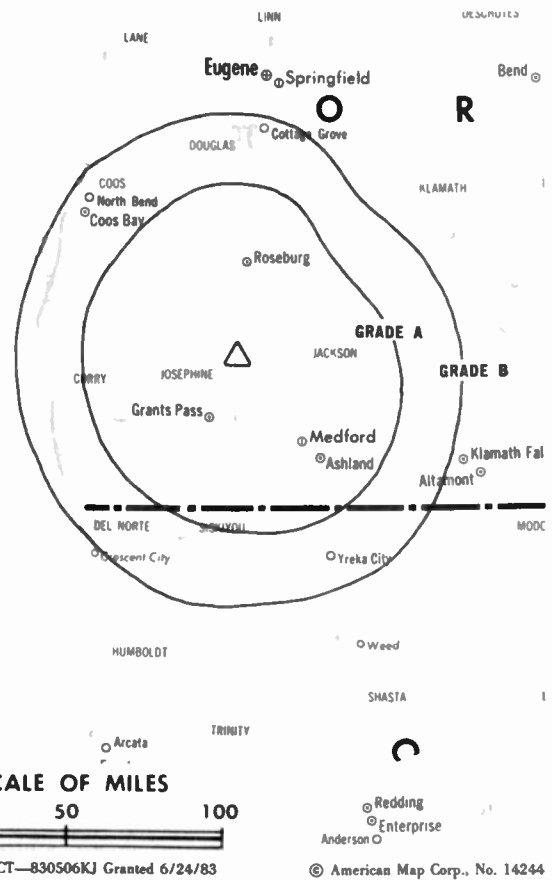
KEITH LOLLIS, general manager.
ROGER BIRD, general sales manager.
JONATHAN PIFF, local sales manager.
LARRY BLACK, promotion manager.
RICK CARRARA, chief operator.
RENARD MAIURI, news director.
DOUG LA FEVE, business manager.

Rates: On request.

City of License: Medford. **ADI:** Medford. **Rank:** 152.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OREGON			
	Curry	7,100	6,600	92
	Jackson	54,500	52,700	97



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Josephine	28,700	27,000	94
	Klamath	22,100	21,300	96
OREGON				
Between 25-49%	Douglas	35,500	33,800	95
CALIFORNIA				
Between 5-24%	Del Norte	7,600	7,100	93
	Siskiyou	17,500	16,300	93
OREGON				
	Coos	23,300	21,600	93
Station Totals		196,300	186,400	95
Net Weekly Circulation (1989)				101,100
Average Daily Circulation (1989)				55,000

Oregon—Medford

KOBI

Ch. 5

Network Service: NBC.

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

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

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

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

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

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

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

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

News Service: UPI.

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

Began Operation: August 1, 1953.

Represented (sales): Blair Television.

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

Represented (engineering): Lohnes & Culver.

Personnel:

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

Rates: On request.

NETWORK BASE HOURLY RATE: \$671.

City of License: Medford. **ADI:** Medford. **Rank:** 152.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CALIFORNIA Del Norte	7,600	7,100	93



KOBI BPCT—830601KG Granted 6/24/83

©American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Siskiyou	17,500	16,300	93
	OREGON			
	Coos	23,300	21,600	93
	Curry	7,100	6,600	92
	Douglas	35,500	33,800	95
	Jackson	54,500	52,700	97
	Josephine	28,700	27,000	94
Between 5-24%	OREGON			
	Klamath	22,100	21,300	96
	Lake	3,000	2,800	93
Station Totals		199,300	189,200	95
Net Weekly Circulation (1989)			138,300	
Average Daily Circulation (1989)			83,800	

Oregon—Medford

KTVL

Ch. 10

Network Service: CBS.

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

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

Mailing Address: Box 10, Medford, OR 97501.

Telephone: 503-773-7373. **TWX:** 510-757-0606. **Fax:** 503-779-0451.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 132-kw visual, 19.10-kw aural. Antenna: 3309-ft. above av. terrain, 154-ft. above ground, 7626-ft. above sea level.

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

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

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

News Service: AP.

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

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

Represented (sales): Petry Television.

Represented (legal): Latham & Watkins.

Represented (engineering): Carl T. Jones Corp.

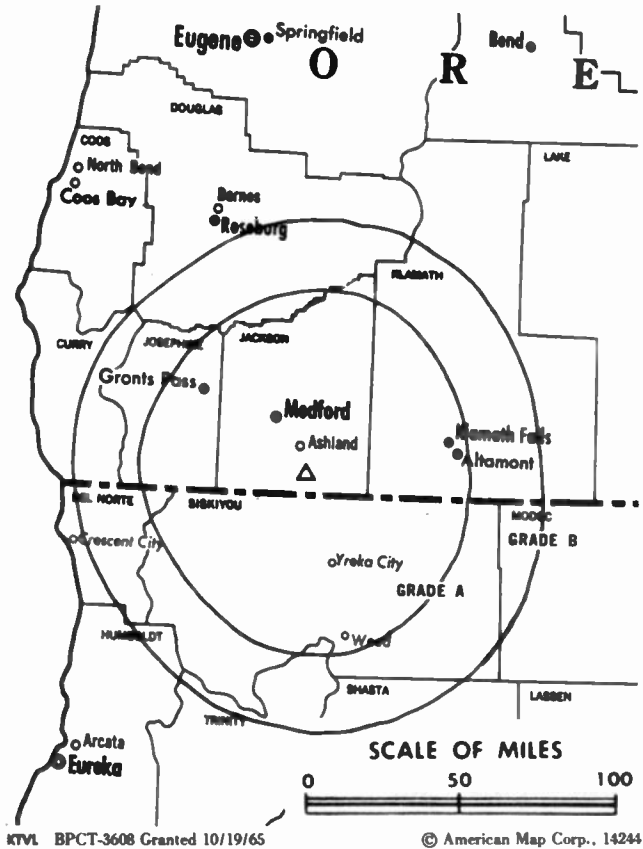
Personnel:

THOMAS M. LONG, vice president & general manager.
 CLAUDETTE ORR, local sales manager.
 MEL TYNAN, chief engineer.
 GAYLE MITCHELL, news director.
 MARVIN RHODES, program director.
 BARRY TEVIS, promotion director.
 ARLIS DUNCAN, operations manager.
 MATT CLAFLIN, business manager.

Rates: On request.

City of License: Medford. **AOI:** Medford. **Rank:** 152.

Total Households: © MSI Consumer Market Data as of 1/1/89. 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	CALIFORNIA			
	Modoc	3,600	3,300	92
	Siskiyou	17,500	16,300	93
	OREGON			
	Jackson	54,500	52,700	97
	Josephine	28,700	27,000	94
	Klamath	22,100	21,300	96
	Lake	3,000	2,800	93
	OREGON			
Between 25-49%	Curry	7,100	6,600	92
Station Totals		136,500	130,000	95
Net Weekly Circulation (1989)			106,200	
Average Daily Circulation (1989)			62,700	

Oregon—Portland

KATU

Ch. 2

Network Service: ABC.

Licensee: Fisher Broadcasting Inc., Portland, OR.

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

Mailing Address: Box 2, Portland, OR 97207.

Telephone: 503-231-4222. **TWX:** 910-464-4700. **Fax:** 503-236-0952.

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

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

Transmitter: 225 N. W. Skyline Blvd.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Scientific-Atlanta, 10-meter C-band; Andrew, 9.1-meter C-band; Andrew, 7-meter C-band; Andrew, 5.6-meter Ku-band; Andrew, 4.6-meter Ku-band; Vertex, 4-meter; Avantek, M/A-Com, Scientific-Atlanta receivers.

News Services: ABC, AP.

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

Began Operation: March 15, 1962.

Represented (sales): TeleRep Inc.

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

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

Personnel:

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

Highest One Hour Rate: \$12,000.

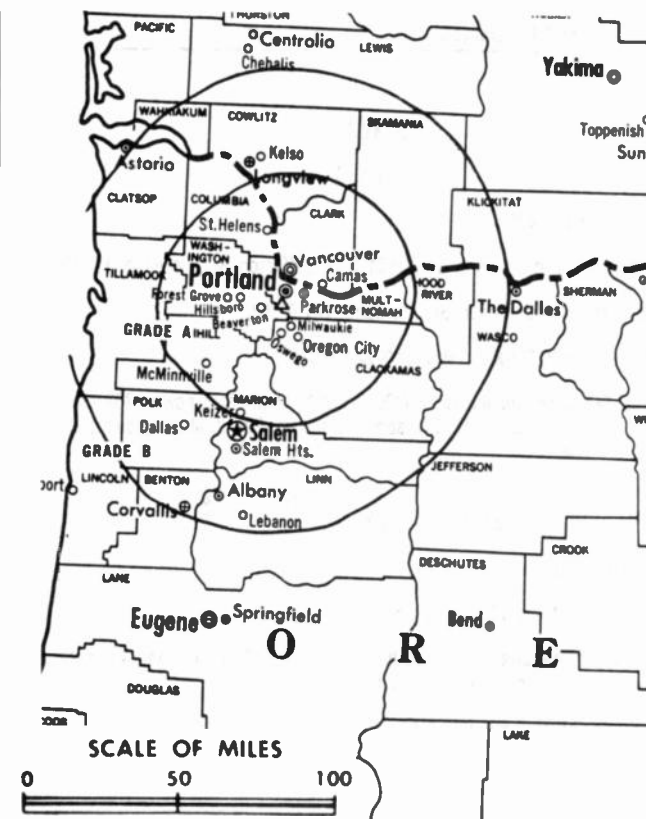
Highest 30 Sec. Rate: \$5000.

NETWORK BASE HOURLY RATE: \$1500.

City of License: Portland. **ADI:** Portland, OR. **Rank:** 27.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
OREGON				
50% & Over	Clackamas	93,900	90,800	97
	Clatsop	13,000	12,300	95
	Columbia	13,500	13,000	96
	Crook	5,300	5,000	94
	Deschutes	26,900	25,400	94
	Gilliam	800	700	88
	Harney	2,900	2,700	93
	Hood River	6,300	5,900	94
	Jefferson	4,600	4,400	96
	Lincoln	15,800	14,600	92
	Linn	33,500	32,200	96
	Marion	81,800	78,500	96
	Multnomah	240,600	231,800	96
	Polk	17,400	16,800	97



KATU BPCT-3063 Granted 6/26/63

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Sherman	800	800	100
	Tillamook	8,600	8,000	93
	Union	8,700	8,100	93
	Wasco	8,300	7,800	94
	Washington	109,200	106,800	98
	Wheeler	700	700	100
	Yamhill	21,100	20,100	95
WASHINGTON				
	Clark	81,800	79,800	97
	Cowlitz	30,800	29,800	97
	Klickitat	6,300	5,900	94
	Skamania	3,100	2,900	93
	Wahkiakum	1,400	1,300	93
OREGON				
Between 25-49%	Baker	6,100	5,800	95
	Benton	24,000	22,400	94
	Grant	3,300	2,900	88
	Lake	3,000	2,800	93
	Morrow	3,000	2,800	93
	Umatilla	22,100	20,700	94
WASHINGTON				
	Lewis	22,500	21,400	95
	Pacific	7,400	6,900	93
IDAHO				
Between 5-24%	Owyhee	2,900	2,800	96
	Payette	6,100	6,000	98
OREGON				
	Douglas	35,500	33,800	95
	Jackson	54,500	52,700	97
	Josephine	28,700	27,000	94
	Malheur	10,000	9,600	96
WASHINGTON				
	Skagit	28,300	27,200	96
Station Totals		1,094,500	1,050,900	96
Net Weekly Circulation (1989)			720,500	
Average Daily Circulation (1989)			382,100	

Oregon—Portland

KGW-TV

Ch. 8

Network Service: NBC.

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

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

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

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 302-kw visual, 60.30-kw aural. Antenna: 1770-ft. above av. terrain, 926-ft. above ground, 2049-ft. above sea level.

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

Transmitter: 299 N.W. Skyline Dr.

Multichannel TV Sound: Stereo only.

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

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

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

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

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

Began Operation: December 15, 1956.

Represented (sales): Blair Television.

Represented (legal): Fletcher, Heald & Hildreth.

Personnel:

DENNIS WILLIAMSON, vice president & general manager.
STEVE NEWMAN, general sales manager.
HOWARD NOLTE, national sales manager.
ROBERT RECTOR, local sales manager.
BRENDA BURATTI, program director.
JESS ORTEGA, chief engineer.
JOE FELLHAUER, promotion & marketing manager.
REAGAN RAMSEY, news director.
BOYD LEVET, public affairs director.
MARY WARNER, traffic manager.
MAUREEN DAVIS, business manager.

Highest 30 Sec. Rate: \$6000.

NETWORK BASE HOURLY RATE: \$1400.

City of License: Portland. ADI: Portland, OR. Rank: 27.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
OREGON				
50% & Over	Baker	6,100	5,800	95
	Clackamas	93,900	90,800	97
	Clatsop	13,000	12,300	95
	Columbia	13,500	13,000	96
	Crook	5,300	5,000	94
	Deschutes	26,900	25,400	94
	Harney	2,900	2,700	93
	Hood River	6,300	5,900	94
	Jefferson	4,600	4,400	96
	Lincoln	15,800	14,600	92
	Linn	33,500	32,200	96



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

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Marion	81,800	78,500	96
	Morrow	3,000	2,800	93
	Multnomah	240,600	231,800	96
	Polk	17,400	16,800	97
	Sherman	800	800	100
	Tillamook	8,600	8,000	93
	Union	8,700	8,100	93
	Wasco	8,300	7,800	94
	Washington	109,200	106,800	98
	Wheeler	700	700	100
	Yamhill	21,100	20,100	95
	WASHINGTON			
	Clark	81,800	79,800	97
	Cowlitz	30,800	29,800	97
	Klickitat	6,300	5,900	94
	Skamania	3,100	2,900	93
Between 25-49%	OREGON			
	Benton	24,000	22,400	94
	Coos	23,300	21,600	93
	Grant	3,300	2,900	88
	Umatilla	22,100	20,700	94
	WASHINGTON			
	Pacific	7,400	6,900	93
	Wahkiakum	1,400	1,300	93
Between 5-24%	IOAHO			
	Payette	6,100	6,000	98
	OREGON			
	Gilliam	800	700	88
	Lake	3,000	2,800	93
	Malheur	10,000	9,600	96
	WASHINGTON			
	Lewis	22,500	21,400	95
Station Totals		967,900	929,000	96
Net Weekly Circulation (1989)			728,400	
Average Daily Circulation (1989)			417,000	

Oregon—Portland

KOIN-TV

Ch. 6

Network Service: CBS.

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

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

Telephone: 503-464-0600. **TWX:** 910-464-1520. **Fax:** 503-464-0717.

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

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

Transmitter: 5516 S.W. Barnes Rd.

Multichannel TV Sound: Stereo and separate audio program.

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

News Services: AP, CBS, CNN.

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

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

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

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

Represented (engineering): David Steel & Associates.

Personnel:

- RICHARD M. (MICK) SCHAFFBUCH, vice president & general manager.
- BRIAN HOLMES, general sales manager.
- ELAINE DURST, local sales manager.
- STEVE CURRIE, broadcast operations manager.
- DAN MYERS, production manager.
- KAREN LEE RICE, creative services manager.
- LEE WOOD, director of engineering.
- LINDA SOUTH, traffic manager.
- CRAIG KUHLMAN, news director.
- DICK VARDANEGA, promotion director.
- MIKE SAVAGE, human resources manager.
- ANN HUNTER BENNIGHT, business manager.
- DEAN GUSTAFSON, marketing director.

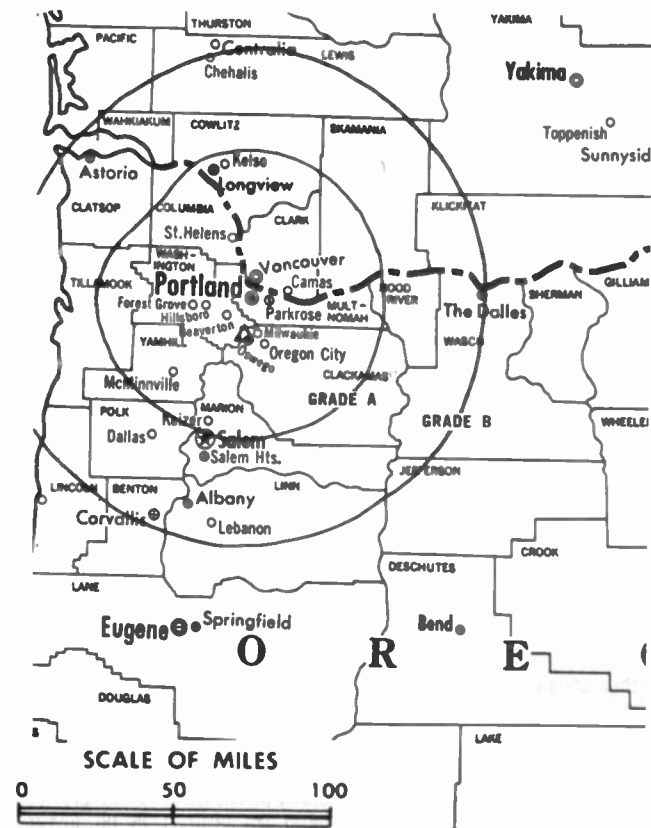
Highest One Hour Rate: \$12,000.

Highest 30 Sec. Rate: \$4500.

City of License: Portland. **ADI:** Portland, OR. **Rank:** 27.

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

Net Weekly Circulation	State County	Total Households	TV Households	Households %
OREGON				
50% & Over	Baker	6,100	5,800	95
	Benton	24,000	22,400	94
	Clackamas	93,900	90,800	97
	Clatsop	13,000	12,300	95
	Columbia	13,500	13,000	96
	Crook	5,300	5,000	94
	Deschutes	26,900	25,400	94
	Gilliam	800	700	88
	Harney	2,900	2,700	93
	Hood River	6,300	5,900	94
	Jefferson	4,600	4,400	96



KOIN-TV BMPCT-5941 Granted 3/19/64 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over				
	Lincoln	15,800	14,600	92
	Linn	33,500	32,200	96
	Marion	81,800	78,500	96
	Multnomah	240,600	231,800	96
	Polk	17,400	16,800	97
	Sherman	800	800	100
	Tillamook	8,600	8,000	93
	Wasco	8,300	7,800	94
	Washington	109,200	106,800	98
	Wheeler	700	700	100
	Yamhill	21,100	20,100	95
WASHINGTON				
	Clark	81,800	79,800	97
	Cowlitz	30,800	29,800	97
	Klickitat	6,300	5,900	94
	Pacific	7,400	6,900	93
	Skamania	3,100	2,900	93
Between 25-49%				
OREGON				
	Lake	3,000	2,800	93
	Morrow	3,000	2,800	93
	Umatilla	22,100	20,700	94
	Union	8,700	8,100	93
WASHINGTON				
	Lewis	22,500	21,400	95
	Wahkiakum	1,400	1,300	93
Between 5-24%				
IDAHO				
	Payette	6,100	6,000	98
OREGON				
	Lane	104,900	101,100	96
	Malheur	10,000	9,600	96
	Wallowa	3,000	2,800	93
WASHINGTON				
	Grays Harbor	25,200	23,600	94
Station Totals				
		1,074,400	1,032,000	96
Net Weekly Circulation (1989)			756,400	
Average Daily Circulation (1989)			434,600	

Oregon—Portland

KPTV

Ch. 12

Network Service: None, independent.

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

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

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

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 61.70-kw aural. Antenna: 1780-ft. above av. terrain, 1049-ft. above ground, 2049-ft. above sea level.

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

Transmitter: 212 N.W. Miller Rd.

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

News Service: CNN.

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

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

Represented (sales): Katz Independent TV Sales.

Represented (legal): Hogan & Hartson.

Personnel:

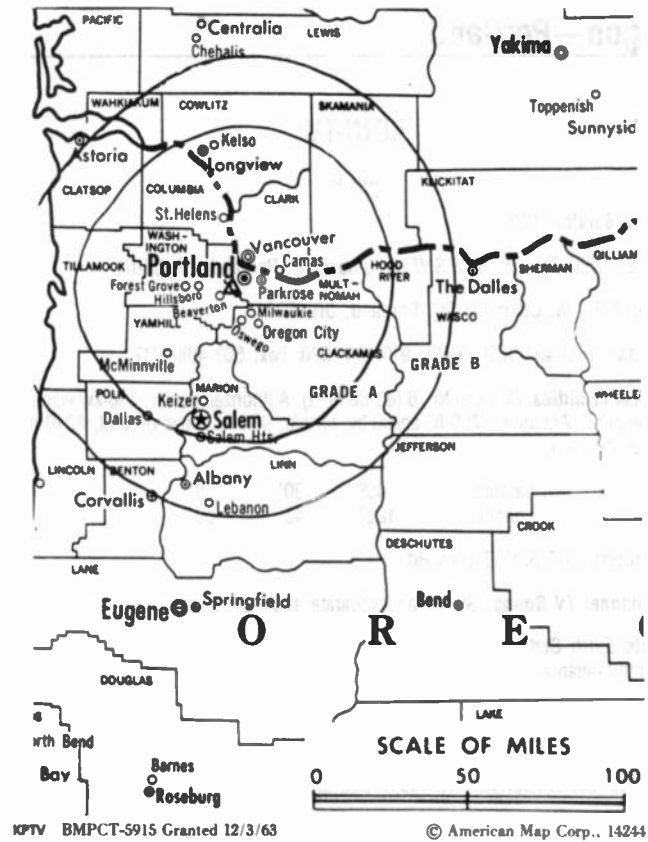
- L. MARTIN BRANTLEY, president & general manager.
- CONNIE MARTIN, general sales manager.
- COLLIN CHISHOLM, local sales manager.
- GREG SHELBY, national sales manager.
- GORDON WHITE, program manager & film buyer.
- BILL SWING, news director.
- BARBARA DEATON, promotion manager.
- ROBERT NELSON, chief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

Highest 30 Sec. Rate: \$2500.

City of License: Portland. **ADI:** Portland, OR. **Rank:** 27.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OREGON			
	Baker	6,100	5,800	95
	Benton	24,000	22,400	94
	Clackamas	93,900	90,800	97
	Clatsop	13,000	12,300	95
	Columbia	13,500	13,000	96
	Coos	23,300	21,600	93
	Crook	5,300	5,000	94
	Deschutes	26,900	25,400	94
	Hood River	6,300	5,900	94
	Jefferson	4,600	4,400	96
	Lincoln	15,800	14,600	92
	Linn	33,500	32,200	96
	Marion	81,800	78,500	96
	Multnomah	240,600	231,800	96
	Polk	17,400	16,800	97
	Sherman	800	800	100
Tillamook	8,600	8,000	93	



Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	OREGON				
	Umatilla	22,100	20,700	94	
	Union	8,700	8,100	93	
	Wasco	8,300	7,800	94	
	Washington	109,200	106,800	98	
	Yamhill	21,100	20,100	95	
	WASHINGTON				
	Clark	81,800	79,800	97	
	Cowlitz	30,800	29,800	97	
	Klickitat	6,300	5,900	94	
	Skamania	3,100	2,900	93	
	OREGON				
	Between 25-49%	Gilliam	800	700	88
	Harney	2,900	2,700	93	
	Klamath	22,100	21,300	96	
	Lake	3,000	2,800	93	
	Lane	104,900	101,100	96	
Morrow	3,000	2,800	93		
Wallowa	3,000	2,800	93		
Wheeler	700	700	100		
WASHINGTON					
Grays Harbor	25,200	23,600	94		
Lewis	22,500	21,400	95		
Pacific	7,400	6,900	93		
Wahkiakum	1,400	1,300	93		
IOAHO					
Between 5-24%	Owyhee	2,900	2,800	96	
Payette	6,100	6,000	98		
OREGON					
Douglas	35,500	33,800	95		
Jackson	54,500	52,700	97		
Josephine	28,700	27,000	94		
Malheur	10,000	9,600	96		
WASHINGTON					
Walla Walla	18,000	16,900	94		
Station Totals		1,259,400	1,208,100	96	
Net Weekly Circulation (1989)			734,800		
Average Daily Circulation (1989)			345,600		

Oregon—Roseburg

KPIC

Ch. 4

(Satellite of KVAL-TV, Eugene, OR)

Network Service: CBS.

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

Studio: See KVAL-TV, Eugene.

Telephone: 503-672-4481.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 5.37-kw visual, 0.55-kw aural. Antenna: 1000-ft. above av. terrain, 173-ft. above ground, 1873-ft. above sea level.

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

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

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

News Service: AP.

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

Began Operation: April 1, 1956.

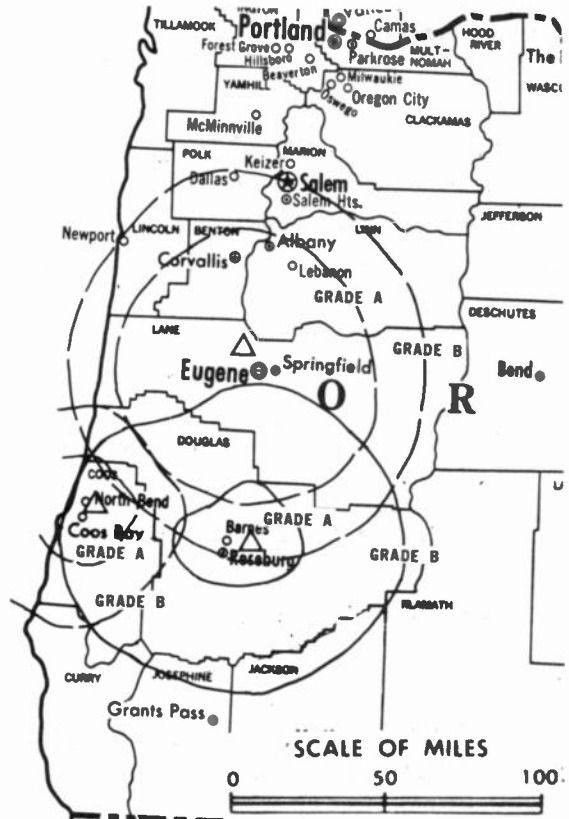
Represented (sales): Katz Television; Art Moore Inc.

Represented (legal): Dow, Lohnes & Albertson.

Represented (engineering): McClanathan & Associates.

Personnel:

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



KPIC BMPCT-3395 Granted 10/26/55

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Highest 30 Sec. Rate: \$100.

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

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

Oregon—Salem

KBSP-TV

Ch. 22

Network Service: Home Shopping Network.

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

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

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

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

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

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

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

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

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

Represented (legal): Dow, Lohnes & Albertson.

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

Personnel:

CHRIS DESMOND, general manager.
JUDY KOENIG, program director.
TIM MANCE, chief engineer.
CLAUDIA GRAYSON, business manager.



Highest 30 Sec. Rate: \$150.

Arbitron Data: Not available.

City of License: Salem. ADI: Portland, OR. Rank: 27.

Oregon—Salem

KUTF

Ch. 32

Network Service: None, independent.

Grantee: Dove Bcstg. Corp., 1154 Madison St. NE, Salem, OR 97303.

Studio: 1154 Madison St. NE, Salem, OR 97303.

Telephone: 503-585-3232.

Technical Facilities: Channel No. 32 (578-584 MHz). Authorized power: 5000-kw max. visual. Antenna: 1786-ft. above av. terrain, 220-ft. above ground, 4627-ft. above sea level.

Latitude	45°	00'	28''
Longitude	122°	20'	05''

Transmitter: 14.5-mi. SE of Molalla at High Camp Lookout.

Ownership: Steve W. McGee, gen. partner, 8.501%; Dove Bcstg. Inc., gen. partner, 8.168%; Gordon Thiessen, ltd. partner, 16.99%; Jerry E. O'Neill, ltd. partner, 8.501%; Bedros Daghlian, ltd. partner, 8.501%; Charles W. Jordan, ltd. partner, 8.501%; Dove Bcstg. Inc., ltd. partner, 40.83%. For other interests, see Carolina Christian Bcstg. in Group Ownership of Television Stations.

Began Operation: May 8, 1989.

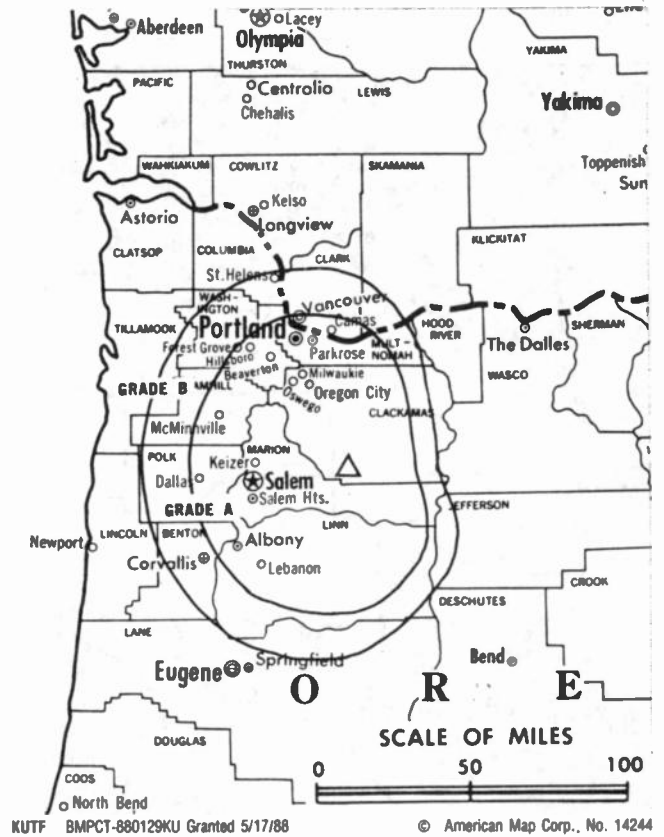
Represented (sales): Clemmings Media.

Represented (legal): McCampbell & Young.

Represented (engineering): Sterling Communications Inc.

Personnel:

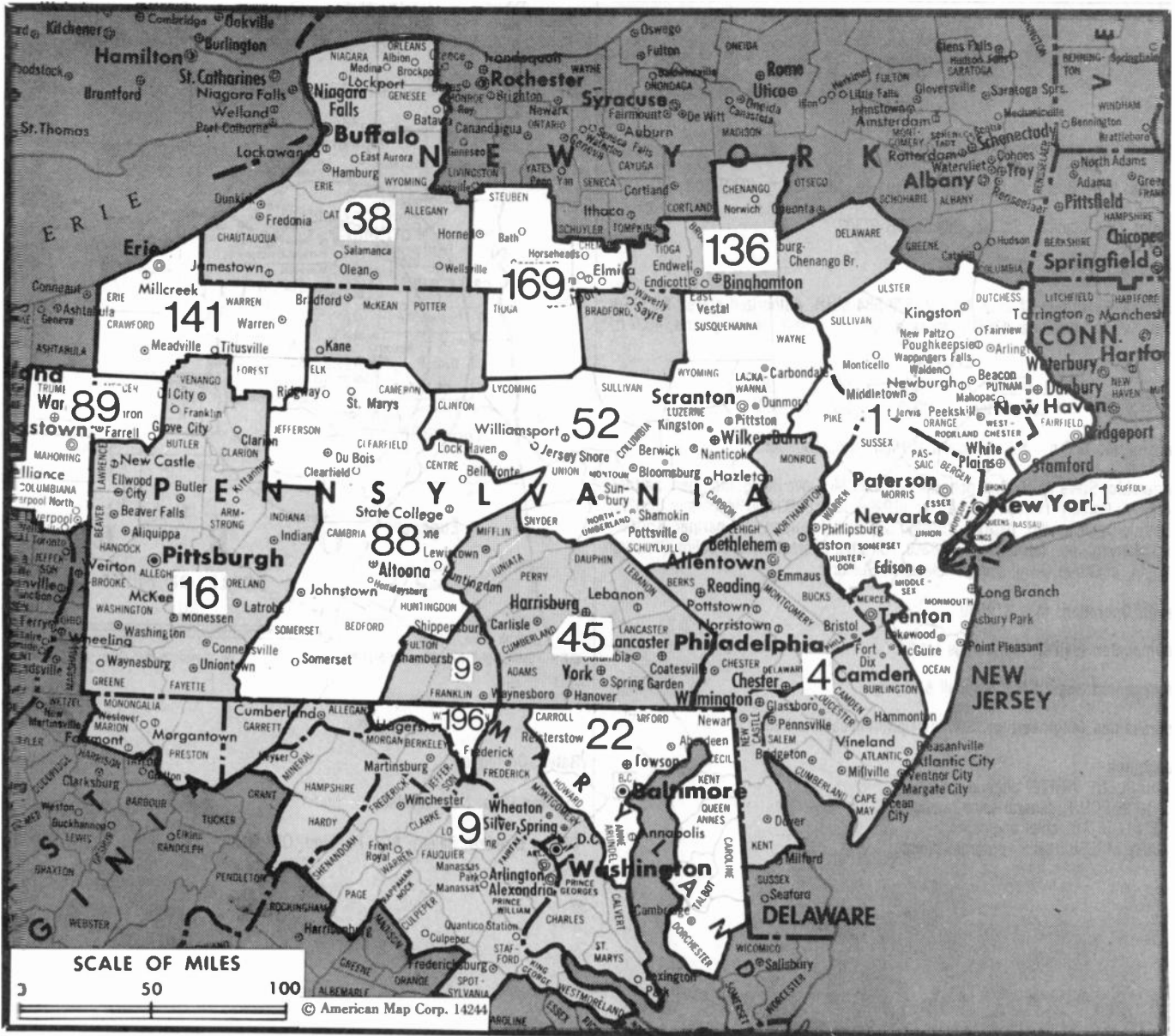
CHARLENE WHITE, general manager.
BRUCE POLVI, general sales manager.
KEN LOUITAG, chief engineer.
GARY MALSBERGER, program director.



Rates: On request.

Arbitron Data: Not available.

City of License: Salem. ADI: Portland, OR. Rank: 27.



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), WPXI (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)
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), WPTT-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)
Hartford-New Haven, CT	883,100	23	WFSB (3), WHCT-TV (18), WTIC-TV (61), WTNH-TV (8), WTWS (26), WVTX (20), WVIT (30)
Buffalo, NY	608,600	38	WGRZ-TV (2), WIVB-TV (4), WKBW-TV (7), WNYB-TV (49), WTJA (26), WUTV (29)
Harrisburg-York-Lancaster-Lebanon, PA	538,000	45	WGAL-TV (8), WGCN-TV (49), WHP-TV (21), WHTM-TV (27), WLYH-TV (15), WPMT (43)
Wilkes Barre-Scranton, PA	485,200	52	WBRE-TV (28), WNEP-TV (16), WOLF-TV (38), WWLF-TV (56), WYOU (22)
Johnstown-Altoona, PA	279,100	88	WATM-TV (23), WJAC-TV (6), WKBS-TV (47), WPTJ (19), WTAJ-TV (10), WWCP-TV (8)
Youngstown, OH	275,600	89	WFMJ-TV (21), WKBN-TV (27), WYTV (33)
Binghamton, NY	157,200	136	WBNG-TV (12), WICZ-TV (40), WMGC-TV (34)
Erie, PA	153,200	141	WETG (66), WICU-TV (12), WJET-TV (24), WSEE-TV (35)
Elmira, NY	83,800	169	WENY-TV (36), WETM-TV (18)
Hagerstown, MD	41,200	196	WHAG-TV (25), WJAL (68)

State Cross Reference List

Communities that receive programs of stations that are located elsewhere.

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

Pennsylvania Station Totals as of October 1, 1989

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

Pennsylvania—Allentown

WFMZ-TV

Ch. 69

Network Service: None, independent.

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

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

Telephone: 215-797-4530. Fax: 215-791-3000.

Technical Facilities: Channel No. 69 (800-806 MHz). Authorized power: 2147.8-kw max. visual, 214.8-kw max. aural. Antenna: 1080-ft. above av. terrain, 646-ft. above ground, 1578-ft. above sea level.

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

Transmitter: E. Rock Rd., Allentown.

Multichannel TV Sound: Stereo only.

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

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

News Services: CNN, INN.

Ownership: Richard C. Dean, pres., 55%; Richard Reichard, 25%; Paul R. Brittin, 7%; Richard Dean Sr., 7%; David G. Hinson, 5%.

Began Operation: November 25, 1976.

Represented (legal): Birch, Horton, Bittner, Cherot & Anderson.

Represented (engineering): James R. Audet.

Personnel:

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

Highest 30 Sec. Rate: \$300.

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

Total Households: © MSI Consumer Market Data as of 1/1/89. 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%	PENNSYLVANIA			
	Lehigh	112,400	110,800	99
	Northampton	89,600	88,200	98
Between 5-24%	NEW JERSEY			
	Warren	33,200	32,700	98
	PENNSYLVANIA			
	Berks	127,400	125,400	98
	Carbon	21,700	21,300	98
	Monroe	33,300	32,700	98
Station Totals		417,600	411,100	98
Net Weekly Circulation (1989)			130,800	
Average Daily Circulation (1989)			45,900	

Pennsylvania—Altoona

WATM-TV

Ch. 23

Network Service: ABC.

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

Studio: Wopsy Mountain, Altoona, PA.

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

Telephone: 814-266-8088. **TWX:** 41126248890. **Telex:** 62488950. **Fax:** 814-266-7749.

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

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

Transmitter: Wopsy Lookout, Wopsononock Mountain.

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

News Service: ABC.

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

Began Operation: November 28, 1974. Sale to present owners by John R. Powley approved by FCC Oct. 25, 1985. **Note:** Sale to Auburn Television Group Inc. pends.

Represented (sales): Katz Television.

Represented (legal): Hogan & Hartson.

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

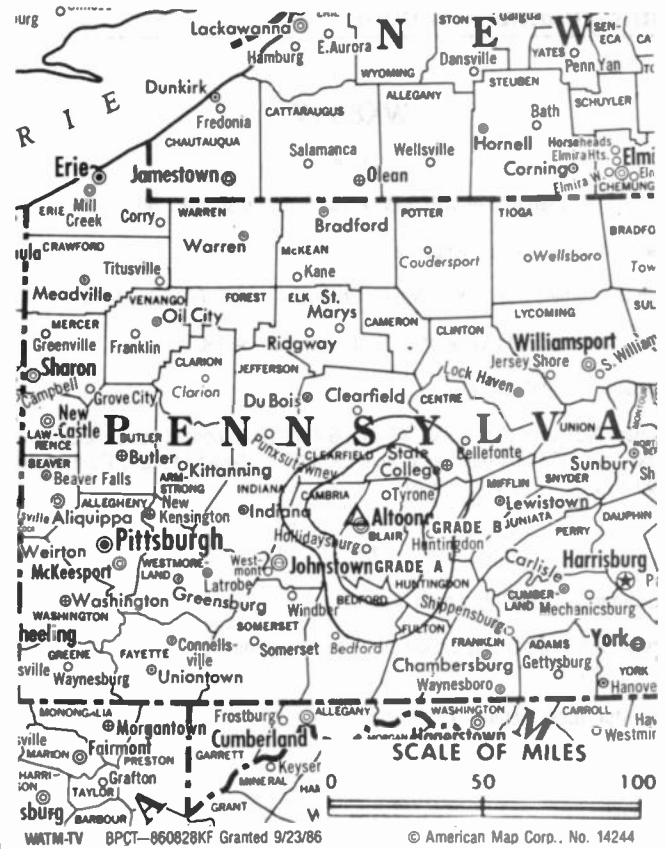
Personnel:

MARTY OSTROW, general manager.
CHRISTOPHER TAYLOR, station manager & program director.
RON KABO, local sales manager.
BOB ANDRADE, chief engineer.
MIKE WAKA, business manager.

Rates: On request.

City of License: Altoona. **ADI:** Johnstown-Altoona. **Rank:** 88.

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



Net Weekly Circulation	State County	Total Households	TV Households	%
PENNSYLVANIA				
Between 25-49%	Blair	51,000	50,200	98
	Centre	39,700	38,700	97
PENNSYLVANIA				
Between 5-24%	Bedford	17,700	17,200	97
	Cambria	63,600	62,800	99
	Clearfield	30,900	30,400	98
	Huntingdon	15,400	15,000	97
	Mifflin	18,100	17,500	97
Station Totals		236,400	231,800	98
Net Weekly Circulation (1989)				52,800
Average Daily Circulation (1989)				20,400

Pennsylvania—Altoona

WKBS-TV

Ch. 47

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

Network Service: None, independent.

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

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

Telephone: 814-942-3400.

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

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

Transmitter: Lookout Rd., Logan Twp.

Ownership: Comerstone Television Inc., non-stock, non-profit corp. See WPCB-TV, Greensburg.

Began Operation: October 1, 1985.

Represented (legal): Gammon & Grange.

Personnel:
DOROTHY HARRIS, manager.

Rates: On request.

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



City of License: Altoona. **ADI:** Johnstown-Altoona. **Rank:** 88.

Pennsylvania—Altoona

WTAJ-TV

Ch. 10

Network Service: CBS.

Licensee: Gateway Communications Inc., One Bala Plaza, Suite 237, Bala Cynwyd, PA 19004.

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

Telephone: 814-944-2031. TWX: 501-691-4841. Fax: 814-946-8746.

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

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

Transmitter: 3-mi. NW of Altoona.

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

News Services: AP, CNN, CBS.

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

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

Represented (sales): Blair Television.

Represented (legal): Wilner & Scheiner.

Personnel:

- STEPHEN W. DANT, general manager.
- ROBERT EGER, national sales manager.
- MIKE FOROSISKY, local sales manager.
- DAN DILLIER, production manager.
- RICHARD KLINE, chief engineer.
- THOMAS F. MURPHY, business manager.
- DAVID HOPKINS, news director.
- DAVID METZ, program director.
- LOWELL SOLLENBERGER, marketing director.

Highest One Hour Rate: \$6000.

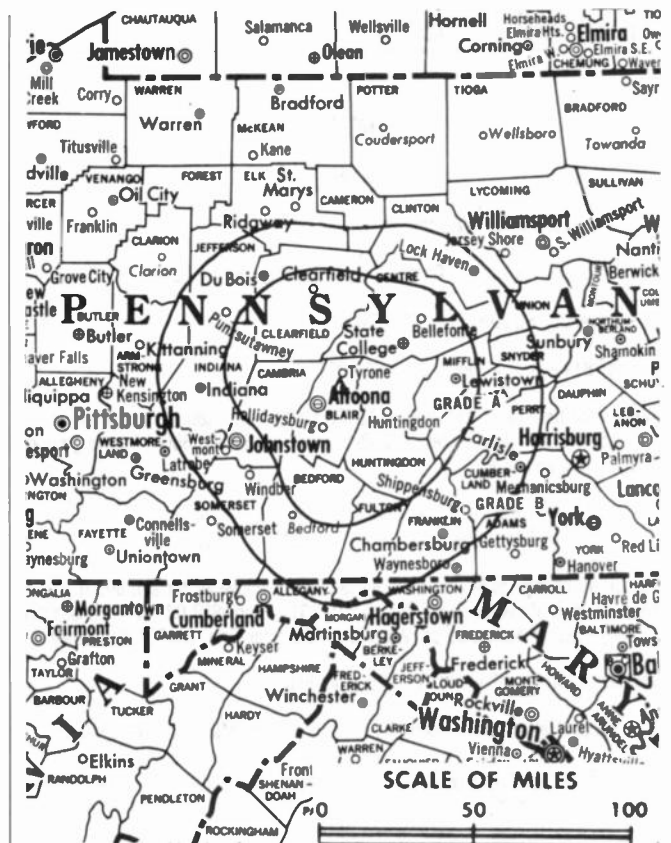
Highest 30 Sec. Rate: \$2000.

NETWORK BASE HOURLY RATE: \$1175.

City of License: Altoona. ADI: Johnstown-Altoona. Rank: 88.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
PENNSYLVANIA				
50% & Over	Bedford	17,700	17,200	97
	Blair	51,000	50,200	98
	Cambria	63,600	62,800	99
	Cameron	2,700	2,700	100
	Centre	39,700	38,700	97
	Clearfield	30,900	30,400	98
	Clinton	14,400	14,100	98



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

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Elk	13,900	13,600	98
	Huntingdon	15,400	15,000	97
	Jefferson	19,200	18,800	98
	Mifflin	18,100	17,500	97
PENNSYLVANIA				
Between 25-49%	Forest	1,900	1,900	100
	Fulton	5,500	5,300	96
	Indiana	32,700	32,100	98
	Somerset	30,900	30,200	98
PENNSYLVANIA				
Between 5-24%	Armstrong	30,500	30,000	98
	Clarion	15,000	14,700	98
	Juniata	7,600	7,300	96
	Lycoming	44,000	42,700	97
	Mc Kean	18,300	17,900	98
	Perry	15,100	14,800	98
	Potter	7,000	6,800	97
	Snyder	12,700	12,200	96
Warren	17,700	17,200	97	
Westmoreland	144,800	143,100	99	
WEST VIRGINIA				
	Hampshire	6,000	5,900	98
	Morgan	4,500	4,400	98
Station Totals		680,800	667,500	98
Net Weekly Circulation (1989)			296,100	
Average Daily Circulation (1989)			173,900	

Pennsylvania—Erie

WETG

Ch. 66

Network Service: None, independent.

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

Studio: University Square, Erie, PA 16541.

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

Technical Facilities: Channel No. 66 (782-788 MHz). Authorized power: 35-kw max. visual, 3.5-kw max. aural. Antenna: 500-ft. above av. terrain, 350-ft. above ground, 1667-ft. above sea level.

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

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

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

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

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

Began Operation: September 2, 1986.

Represented (sales): Regional Reps Corp.

Represented (legal): Haley, Bader & Potts.

Personnel:

- ANTHONY J. MICELI, general manager.
- MICHAEL K. ALBERSTADT, general sales manager.
- BARBARA HEWITT WEBER, program director.
- JEFF HONARD, production manager.
- DENNIS MADDOX, chief engineer.
- JUDY CORAPI, traffic manager.

Highest One Hour Rate: \$500.

Highest 30 Sec. Rate: \$80.



City of License: Erie. ADI: Erie. Rank: 141.

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

Net Weekly Circulation	State County	Total Households	TV Households	Households %
PENNSYLVANIA				
Between 25-49%	Erie	103,500	102,200	99
Station Totals		103,500	102,200	99
Net Weekly Circulation (1989)				29,200
Average Daily Circulation (1989)				9,300

Pennsylvania—Erie

WICU-TV

Ch. 12

Network Service: NBC.

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

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

Telephone: 814-454-5201. **TWX:** 510-696-6878. **Fax:** 814-455-0703.

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

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

Transmitter: Donation Rd.

Multichannel TV Sound: Stereo only.

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

News Services: AP, NBC.

Ownership: Great Lakes Communications Inc. Priscilla L. Schwier, 62.68%; Edward H. Lamb & Patricia Jo Lamb, 28.6% jointly. Schwier has LPTV interests.

Began Operation: March 15, 1949.

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

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

Personnel:

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

Highest One Hour Rate: \$2800.

Highest 30 Sec. Rate: \$900.

NETWORK BASE HOURLY RATE: \$1400.

Station also received in Canadian markets.

BBM Weekly Reach (Spring 1989): 283,000.

City of License: Erie. **ADI:** Erie. **Rank:** 141.

Total Households: © MSI Consumer Market Data as of 1/1/89. 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	PENNSYLVANIA			
	Crawford	32,400	31,600	98
	Erie	103,500	102,200	99
	Forest	1,900	1,900	100
	Warren	17,700	17,200	97
Between 25-49%	PENNSYLVANIA			
	Mc Kean	18,300	17,900	98
	Venango	23,800	23,100	97
Between 5-24%	NEW YORK			
	Cattaraugus	30,900	30,300	98
	Chautauqua	55,000	54,100	98
	OHIO			
	Ashtabula	37,500	37,000	99
	PENNSYLVANIA			
	Elk	13,900	13,600	98
	Mercer	46,400	45,600	98
Station Totals		381,300	374,500	98
Net Weekly Circulation (1989)			186,200	
Average Daily Circulation (1989)			123,300	

Pennsylvania—Erie

WJET-TV

Ch. 24

Network Service: ABC.

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

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

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

Fax: 814-868-3041.

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

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

Transmitter: 8455 Peach St.

Satellite Earth Stations: 3 in operation; Andrew receivers.

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

News Service: AP.

Ownership: Jet Broadcasting Co. Inc. Myron Jones, chief exec. officer, 74.8%; John Kanzius, pres., 25.2%. Myron Jones also controls WHOT(AM), Campbell, OH & WHOT-FM, Youngstown, OH.

Began Operation: April 3, 1966.

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

Represented (legal): Reddy, Begley & Martin.

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

Personnel:

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

Highest 30 Sec. Rate: \$500.

NETWORK BASE HOURLY RATE: \$850.

City of License: Erie. AOI: Erie. Rank: 141.

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



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	PENNSYLVANIA			
	Crawford	32,400	31,600	98
	Erie	103,500	102,200	99
	Forest	1,900	1,900	100
Between 25-49%	PENNSYLVANIA			
	Venango	23,800	23,100	97
	Warren	17,700	17,200	97
Between 5-24%	NEW YORK			
	Chautauqua	55,000	54,100	98
	OHIO			
	Ashtabula	37,500	37,000	99
	PENNSYLVANIA			
Elk	13,900	13,600	98	
Station Totals		285,700	280,700	98
Net Weekly Circulation (1989)				159,200
Average Daily Circulation (1989)				92,200

Pennsylvania—Erie

WSEE-TV

Ch. 35

Network Service: CBS.

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

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

Telephone: 814-455-7575. TWX: 814-453-6875. Fax: 814-454-5541.

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

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

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

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

News Services: AP, Group W Newfeed.

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

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

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

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

Represented (engineering): Smith & Powstenko.

Personnel:

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

Highest One Hour Rate: \$3000.

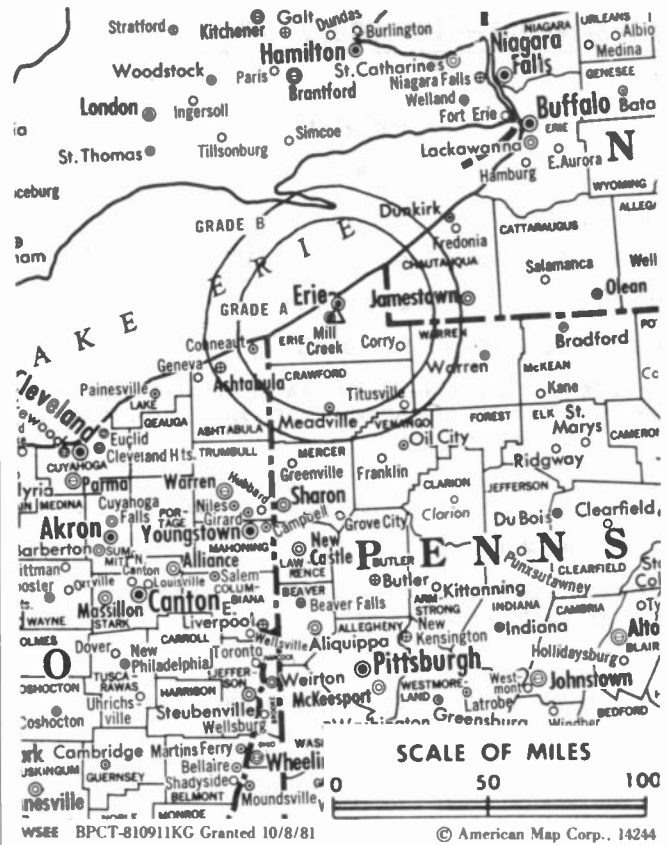
Highest 30 Sec. Rate: \$400.

NETWORK BASE HOURLY RATE: \$685.

City of License: Erie. AOI: Erie. Rank: 141.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	PENNSYLVANIA			
	Crawford	32,400	31,600	98
	Erie	103,500	102,200	99



Net Weekly Circulation	State County	Total Households	TV Households	%
PENNSYLVANIA				
Between 25-49%	Forest	1,900	1,900	100
	Venango	23,800	23,100	97
	Warren	17,700	17,200	97
NEW YORK				
Between 5-24%	Cattaraugus	30,900	30,300	98
	Chautauqua	55,000	54,100	98
OHIO				
	Ashtabula	37,500	37,000	99
PENNSYLVANIA				
	Mc Kean	18,300	17,900	98
Station Totals		321,000	315,300	98
Net Weekly Circulation (1989)			149,000	
Average Daily Circulation (1989)			74,400	

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

THE TED HEPBURN COMPANY

Ted Hepburn, President Todd Hepburn, Vice-President
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P.O. Box 42461, Cincinnati, Ohio 45242 (513) 791-8730

Pennsylvania—Harrisburg-York

WHP-TV

Ch. 21

Network Service: CBS.

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

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

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

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

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

Transmitter: Blue Mountain.

Satellite Earth Stations: Microdyne, 7-meter C-band; Scientific-Atlanta C-band; Microdyne, Scientific-Atlanta receivers.

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

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

News Services: AP, UPI.

Ownership: Commonwealth Communications Services Inc.

Began Operation: April 15, 1953.

Represented (sales): Katz Television.

Represented (legal): Dow, Lohnes & Albertson.

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

Personnel:

JOHN R. EBY, president & chief executive officer.
THOMAS G. MILLER, national sales manager.
BILL KIRK, local sales manager.
MAURICE GANNAWAY, director of engineering.
SCOTT BENJAMIN, news director.
M. E. HUGHES, program director.
MATTHEW HOPE, director, creative services.

Highest One Hour Rate: \$2500.

Highest 30 Sec. Rate: \$1500.

NETWORK BASE HOURLY RATE: \$550.

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

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

Net Weekly Circulation	State County	Total Households	TV Households	Households %
PENNSYLVANIA				
50% & Over	Cumberland	72,600	71,400	98
	Dauphin	96,600	94,800	98



Net Weekly Circulation	State County	Total Households	TV Households	Households %
PENNSYLVANIA				
50% & Over	Juniata	7,600	7,300	96
	Lebanon	41,700	40,800	98
	Perry	15,100	14,800	98
	York	125,900	123,700	98
PENNSYLVANIA				
Between 25-49%	Adams	25,600	25,000	98
	Franklin	45,300	43,900	97
	Lancaster	144,300	139,700	97
	Mifflin	18,100	17,500	97
	Snyder	12,700	12,200	96
PENNSYLVANIA				
Between 5-24%	Clinton	14,400	14,100	98
	Montour	6,100	5,900	97
	Northumberland	40,400	39,300	97
	Schuylkill	63,400	62,100	98
	Sullivan	2,300	2,200	96
	Union	11,200	10,700	96
Station Totals		743,300	725,400	98
Net Weekly Circulation (1989)			372,700	
Average Daily Circulation (1989)			189,300	

Pennsylvania—Harrisburg-York-Lebanon

WHTM-TV

Ch. 27

Network Service: ABC.

Licensee: WHTM-TV Inc., 3235 Hoffman St., Harrisburg, PA 17110.

Studio: 3235 Hoffman St., Harrisburg, PA 17110.

Telephone: 717-236-2727. **TWX:** 510-650-0803. **Fax:** 717-232-5272.

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

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

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

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

News Services: AP, UPI.

Ownership: Smith Acquisition Corp. Robert N. Smith, pres.-treas.; William S. Reyner Jr., v.p.-secy., 7.2%; John Purcell, 5%; Smith Broadcasting Group Inc., 12.8%; venture capital investor group holds remainder. See Smith Bcstg. Group in Group Ownership of Television Stations.

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

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

Represented (legal): Hogan & Hartson.

Represented (engineering): Lohnes & Culver.

Personnel:

- ROBERT N. SMITH, president.
- JOHN PURCELL, vice president & general manager.
- PAUL O'DELL, station manager.
- DICK ERGENBRIGHT, local sales manager.
- MARY FELDER, promotion director.
- HOLLY STEUART, news director.
- DONALD LANDIS, chief engineer.
- JOSEPH FRY, controller.

Rates: On request.

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

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

Net Weekly Circulation	State County	Total Households	TV Households	%
PENNSYLVANIA				
50% & Over	Cumberland	72,600	71,400	98
	Dauphin	96,600	94,800	98
	Juniata	7,600	7,300	96
	Lebanon	41,700	40,800	98
	Mifflin	18,100	17,500	97
	Perry	15,100	14,800	98
	Snyder	12,700	12,200	96
	York	125,900	123,700	98



Net Weekly Circulation	State County	Total Households	TV Households	%
PENNSYLVANIA				
Between 25-49%	Adams	25,600	25,000	98
	Franklin	45,300	43,900	97
	Huntingdon	15,400	15,000	97
	Lancaster	144,300	139,700	97
PENNSYLVANIA				
Between 5-24%	Berks	127,400	125,400	98
	Fulton	5,500	5,300	96
	Montour	6,100	5,900	97
	Northumberland	40,400	39,300	97
	Schuylkill	63,400	62,100	98
	Sullivan	2,300	2,200	96
	Union	11,200	10,700	96
Station Totals		877,200	857,000	98
Net Weekly Circulation (1989)				418,800
Average Daily Circulation (1989)				227,000

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Pennsylvania—Hazleton

WWLF-TV

Ch. 56

(Satellite of WOLF-TV, Scranton, PA)

Network Service: Fox.

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

Studio: See WOLF-TV, Scranton, PA.

Telephone: 717-347-9653.

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

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

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

Multichannel TV Sound: Stereo only.

Ownership: WOLF-TV Assoc. Ltd. Partnership, 40%; ltd. partners, 60%. See Craig Fox Group under Group Ownership of TV Stations.

Began Operation: June 3, 1985.

Represented (sales): Independent TV Sales.

Represented (legal): Latham & Watkins.

Personnel:

See WOLF-TV, Scranton, PA.

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



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

City of License: Hazleton. **ADI:** Wilkes Barre-Scranton. **Rank:** 52.

Pennsylvania—Johnstown

WJAC-TV

Ch. 6

Network Service: NBC.

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

Studio: 1949 Hickory Lane, Johnstown, PA 15905.

Telephone: 814-255-7600.

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

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

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

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Microdyne C-band; Harris, 7-meter Ku-band; Comtech, 5-meter C-band; ChannelMaster, 3.5-meter C-band; Microdyne, Drake, Harris, Pin-zone receivers.

News Services: NBC, AP, NIWS.

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

Began Operation: September 15, 1949.

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

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

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

Personnel:

JAMES M. EDWARDS SR., president & general manager.
RICHARD D. SCHROTT, vice president & general sales manager.
JAMES PARKER, local sales manager.
ROB ABELE, chief engineer.
RON MILLER, news director.
DINO TESSARI, operations manager.
KEN DeGENNARO, promotion & production manager.
JOLENE COURTER, program manager.
ROBERT HITE, personnel manager.
MICHAEL BROSIG, business manager.

Highest One Hour Rate: \$2100.

Highest 30 Sec. Rate: \$850.

NETWORK BASE HOURLY RATE: \$1300.

City of License: Johnstown. ADI: Johnstown-Altoona. Rank: 88.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MARYLAND			
	Garrett	9,900	9,800	98
PENNSYLVANIA	Armstrong	30,500	30,000	98
	Bedford	17,700	17,200	97
	Blair	51,000	50,200	98
	Cambria	63,600	62,800	99
	Cameron	2,700	2,700	100
	Centre	39,700	38,700	97
	Clarion	15,000	14,700	98
	Clearfield	30,900	30,400	98
	Elk	13,900	13,600	98
	Forest	1,900	1,900	100
	Huntingdon	15,400	15,000	97
	Indiana	32,700	32,100	98
	Jefferson	19,200	18,800	98
	Somerset	30,900	30,200	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WEST VIRGINIA			
	Grant	3,600	3,500	97
Between 25-49%	PENNSYLVANIA			
	Westmoreland	144,800	143,100	99
Between 5-24%	WEST VIRGINIA			
	Hardy	3,700	3,600	97
	MARYLAND			
	Allegany	29,000	28,700	99
	PENNSYLVANIA			
	Butler	55,400	54,700	99
	Clinton	14,400	14,100	98
	Fayette	60,100	58,800	98
	Fulton	5,500	5,300	96
	Greene	15,400	15,100	98
	Mifflin	18,100	17,500	97
	Potter	7,000	6,800	97
	Venango	23,800	23,100	97
	Warren	17,700	17,200	97
	WEST VIRGINIA			
Hampshire	6,000	5,900	98	
Mineral	10,300	10,200	99	
Pendleton	3,000	2,900	97	
Station Totals		792,800	778,600	98
Net Weekly Circulation (1989)			428,000	
Average Daily Circulation (1989)			255,500	

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

Pennsylvania—Johnstown

WPTJ

Ch. 19

Network Service: None, independent.

Licensee: WFAT Inc., Debtor-in-Possession, 108 Allen Bill Dr., Johnstown Industrial Park, Johnstown, PA 15904.

Studio: 108 Allen Bill Dr., Johnstown, PA 15904.

Telephone: 814-266-1919. **Fax:** 814-269-4697.

Technical Facilities: Channel No. 19 (500-506 MHz). Authorized power: 1661.5-kw max. & 1350.5-kw horizontal visual, 166.15-kw max. & 135.05-kw horizontal aural. Antenna: 1190-ft. above av. terrain, 296-ft. above ground, 3196-ft. above sea level.

Latitude 40° 10' 53"
Longitude 79° 09' 04"

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

Satellite Earth Stations: Comtech, 5-meter C-band; AFC, 2.7-meter Ku-band; Microwave Assoc., Harris, M/A-Corn receivers.

Ownership: Leon A. Crosby, 100%.

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

Personnel:

SILAS F. ROYSTER, general manager.
RON PATCHER, station manager.
EARL GARBER, chief engineer.

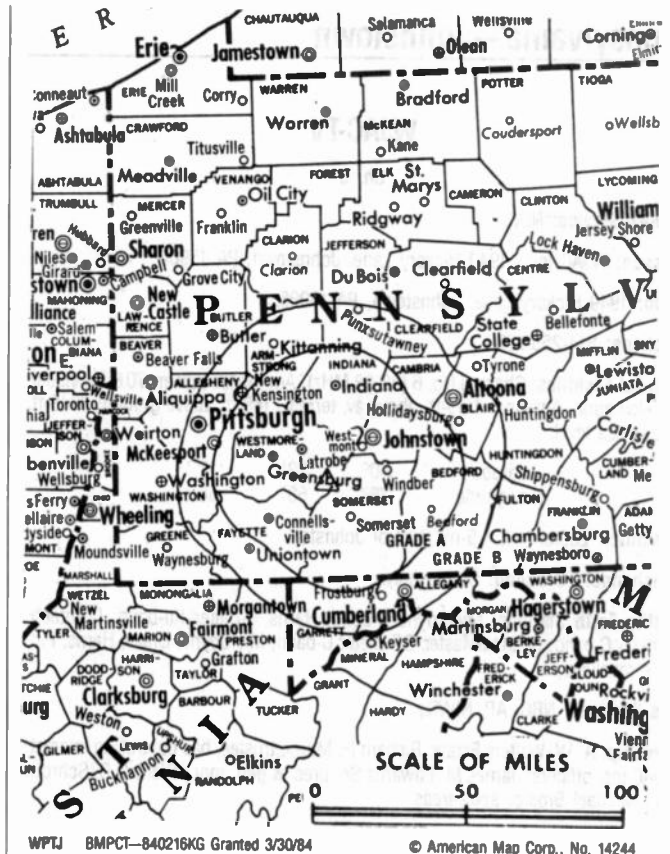
Highest One Hour Rate: \$200.

Highest 30 Sec. Rate: \$35.

City of License: Johnstown. **ADI:** Johnstown-Altoona. **Rank:** 88.

Total Households: © MSI Consumer Market Data as of 1/1/89. 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%	MARYLAND Garrett	9,900	9,800	98



Net Weekly Circulation	State County	Total Households	TV Households	%
PENNSYLVANIA				
Between 5-24%	Bedford	17,700	17,200	97
	Blair	51,000	50,200	98
	Cambria	63,600	62,800	99
	Indiana	32,700	32,100	98
	Somerset	30,900	30,200	98
Station Totals		205,800	202,300	98
Net Weekly Circulation (1989)			33,400	
Average Daily Circulation (1989)			9,100	

Pennsylvania—Johnstown

WWCP-TV

Ch. 8

Network Service: Fox.

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

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

Telephone: 814-266-8088. **TWX:** 411262488950. **Telex:** 62488950. **Fax:** 814-266-7749.

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

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

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

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

News Service: INN.

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

Began Operation: October 13, 1986.

Represented (sales): Katz Independent TV Sales.

Represented (legal): Hogan & Hartson.

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

Personnel:

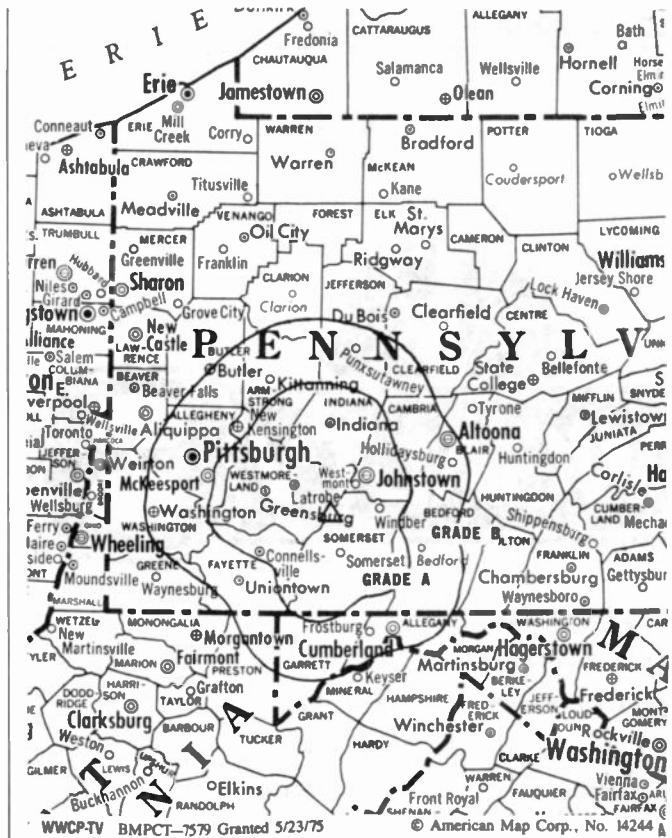
MARTIN H. OSTROW, general manager & general sales manager.
ROBERT ANDRADE, chief engineer.
CHRISTOPHER J. TAYLOR, director of operations.
RON KABO, local sales manager.

Rates: On request.

City of License: Johnstown. **ADI:** Johnstown-Altoona. **Rank:** 88.

Total Households: © MSI Consumer Market Data as of 1/1/89. 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	PENNSYLVANIA		
	Bedford	17,700	17,200 97
	Cambria	63,600	62,800 99
	Somerset	30,900	30,200 98
Between 25-49%	PENNSYLVANIA		
	Armstrong	30,500	30,000 98
	Blair	51,000	50,200 98
	Centre	39,700	38,700 97
	Elk	13,900	13,600 98
	Huntingdon	15,400	15,000 98



Net Weekly Circulation	State County	Total Households	TV Households Households %
Between 25-49%	Indiana	32,700	32,100 98
	Jefferson	19,200	18,800 98
	Westmoreland	144,800	143,100 99
Between 5-24%	MARYLAND		
	Garrett	9,900	9,800 98
	PENNSYLVANIA		
	Butler	55,400	54,700 99
	Clarion	15,000	14,700 98
	Clearfield	30,900	30,400 98
	Fayette	60,100	58,800 98
	Forest	1,900	1,900 100
	Fulton	5,500	5,300 96
	Mifflin	18,100	17,500 97
Washington	80,900	79,700 99	
WEST VIRGINIA	Grant	3,600	3,500 97
	Preston	11,500	11,300 98
	Station Totals	767,600	754,400 98
Net Weekly Circulation (1989)			235,500
Average Daily Circulation (1989)			97,100

Pennsylvania—Lancaster

WGAL-TV

Ch. 8



Network Service: NBC.

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

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

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

Mailing Address: Box 7127, Lancaster, PA 17604.

Telephone: 717-393-5851. **TWX:** 510-600-1877. **Fax:** 717-393-5851.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 107-kw visual, 21.4-kw aural. Antenna: 1360-ft. above av. terrain, 823-ft. above ground, 1849-ft. above sea level.

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

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

Multichannel TV Sound: Stereo and separate audio program.

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

News Services: AP, UPI.

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

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

Represented (sales): Blair Television.

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

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

Personnel:

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

Highest 30 Sec. Rate: \$2500.

NETWORK BASE HOURLY RATE: \$3350.

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



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

© 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	%
50% & Over	PENNSYLVANIA			
	Adams	25,600	25,000	98
	Berks	127,400	125,400	98
	Cumberland	72,600	71,400	98
	Dauphin	96,600	94,800	98
	Franklin	45,300	43,900	97
	Juniata	7,600	7,300	96
	Lancaster	144,300	139,700	97
	Lebanon	41,700	40,800	98
	Mifflin	18,100	17,500	97
Perry	15,100	14,800	98	
Snyder	12,700	12,200	96	
York	125,900	123,700	98	
Between 25-49%	PENNSYLVANIA			
	Northumberland	40,400	39,300	97
	Schuylkill	63,400	62,100	98
Between 5-24%	MARYLAND			
	Carroll	40,100	39,900	100
	Cecil	23,700	23,600	100
	Harford	55,600	55,300	99
	Queen Annes	11,100	11,000	99
PENNSYLVANIA	Centre	39,700	38,700	97
	Chester	123,200	121,600	99
	Fulton	5,500	5,300	96
	Huntingdon	15,400	15,000	97
	Montour	6,100	5,900	97
	Union	11,200	10,700	96
Station Totals		1,168,300	1,144,900	98
Net Weekly Circulation (1989)				660,800
Average Daily Circulation (1989)				391,900

Pennsylvania—Lancaster-Lebanon

WLYH-TV

Ch. 15

Network Service: CBS.

Licensee: Gateway Communications Inc., One Bala Plaza, Suite 237, Bala Cynwyd, PA 19004.

Studio: Park City Center, Lancaster, PA.

Mailing Address: Box 1283, Lebanon, PA 17042.

Telephone: 717-273-4551. **TWX:** 510-650-4953. **Fax:** 717-270-0901.

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

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

Transmitter: Television Hill, RD 5.

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

News Services: AP, CBS, CNN.

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

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

Represented (sales): Seitel Inc.

Represented (legal): Wilner & Scheiner.

Represented (engineering): Smith & Powstenko.

Personnel:

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

Highest One Hour Rate: \$1750.

Highest 30 Sec. Rate: \$600.

NETWORK BASE HOURLY RATE: \$400.

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

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



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
PENNSYLVANIA				
	Lancaster	144,300	139,700	97
	Lebanon	41,700	40,800	98
Between 25-49%				
PENNSYLVANIA				
	Berks	127,400	125,400	98
	Dauphin	96,600	94,800	98
	Juniata	7,600	7,300	96
	Perry	15,100	14,800	98
	York	125,900	123,700	98
Between 5-24%				
PENNSYLVANIA				
	Adams	25,600	25,000	98
	Cumberland	72,600	71,400	98
	Franklin	45,300	43,900	97
	Fulton	5,500	5,300	96
	Mifflin	18,100	17,500	97
	Northumberland	40,400	39,300	97
	Schuylkill	63,400	62,100	98
	Snyder	12,700	12,200	96
	Sullivan	2,300	2,200	96
Station Totals		844,500	825,400	98
Net Weekly Circulation (1989)				260,500
Average Daily Circulation (1989)				91,600

Pennsylvania—Philadelphia

KYW-TV

Ch. 3

Network Service: NBC.

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

Studio: Independence Mall East, Philadelphia, PA 19106.

Telephone: 215-238-4700.

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

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

Transmitter: Roxborough, PA.

Multichannel TV Sound: Stereo only.

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

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

News Services: AP, Group W Newsfeed, UPI.

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

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

Represented (sales): Group W Television Sales.

Personnel:

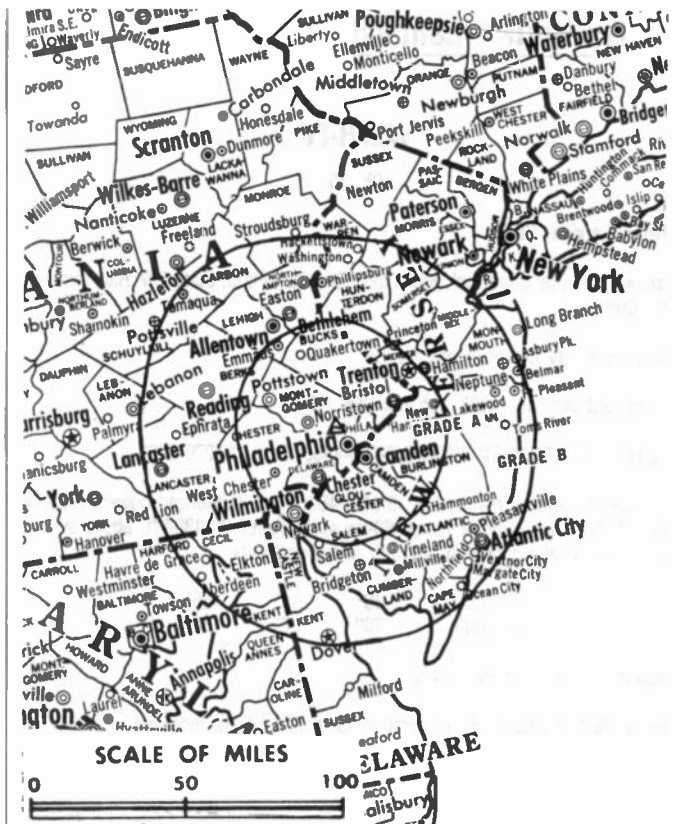
JIM THOMPSON, vice president & general manager.
MARCELLUS ALEXANDER, station manager.
ALLEN MURPHY, general sales manager.
GLENN ROSMOS, director of broadcast operations & engineering.
JAMES EATON, program director.
JIM ZURATT, controller.
RANDY COVINGTON, news director.
ALLAN LAFFERTY, communications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

Rates: On request.

City of License: Philadelphia. **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.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	DELAWARE			
	Kent	37,500	37,200	99
	New Castle	151,500	150,800	100
	NEW JERSEY			
	Atlantic	82,300	80,800	98
	Burlington	135,100	133,900	99
	Camden	181,200	179,600	99
	Cape May	40,900	40,200	98
	Cumberland	48,500	47,900	99
	Gloucester	76,400	75,800	99
Hunterdon	34,700	34,200	99	
Mercer	117,200	115,500	99	
Salem	25,000	24,600	98	



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

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	PENNSYLVANIA			
	Berks	127,400	125,400	98
	Bucks	185,900	184,200	99
	Chester	123,200	121,600	99
	Delaware	207,400	205,800	99
	Lehigh	112,400	110,800	99
	Monroe	33,300	32,700	98
	Montgomery	250,400	247,900	99
	Northampton	89,600	88,200	98
	Philadelphia	635,100	624,400	98
Between 25-49%	DELAWARE			
	Sussex	42,300	41,800	99
	MARYLAND			
	Cecil	23,700	23,600	100
Between 5-24%	NEW JERSEY			
	Ocean	168,400	166,800	99
	Warren	33,200	32,700	98
	PENNSYLVANIA			
Carbon	21,700	21,300	98	
Lancaster	144,300	139,700	97	
Schuylkill	63,400	62,100	98	
Station Totals	MARYLAND			
	Caroline	9,200	9,100	99
	NEW JERSEY			
	Monmouth	202,800	200,700	99
	Somerset	78,500	77,700	99
PENNSYLVANIA				
Lebanon	41,700	40,800	98	
Luzerne	129,000	127,300	99	
Station Totals		3,653,200	3,605,100	99
Net Weekly Circulation (1989)			2,544,400	
Average Daily Circulation (1989)			1,428,800	

Pennsylvania—Philadelphia

WCAU-TV

Ch. 10

Network Service: CBS.

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

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

Telephone: 215-668-5510.

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

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

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

Multichannel TV Sound: Stereo only.

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

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

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

News Services: AP, UPI.

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

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

Represented (sales): CBS Television Stations National Sales.

Personnel:

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

Rates: On request.

NETWORK BASE HOURLY RATE: \$4000.

City of License: Philadelphia. AOI: 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.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	DELAWARE			
	Kent	37,500	37,200	99
	New Castle	151,500	150,800	100
	NEW JERSEY			
	Atlantic	82,300	80,800	98
	Burlington	135,100	133,900	99
	Camden	181,200	179,600	99
	Cape May	40,900	40,200	98
	Cumberland	48,500	47,900	99
	Gloucester	76,400	75,800	99
	Mercer	117,200	115,500	99
	Salem	25,000	24,600	98
	PENNSYLVANIA			
Berks	127,400	125,400	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Bucks	185,900	184,200	99
	Chester	123,200	121,600	99
	Delaware	207,400	205,800	99
	Lehigh	112,400	110,800	99
	Montgomery	250,400	247,900	99
	Northampton	89,600	88,200	98
	Philadelphia	635,100	624,400	98
	Schuylkill	63,400	62,100	98
	MARYLAND			
	Cecil	23,700	23,600	100
Between 25-49%	NEW JERSEY			
	Hunterdon	34,700	34,200	99
	Ocean	168,400	166,800	99
	Warren	33,200	32,700	98
PENNSYLVANIA	Carbon	21,700	21,300	98
	Lancaster	144,300	139,700	97
	Monroe	33,300	32,700	98
	DELAWARE			
	Sussex	42,300	41,800	99
Between 5-24%	MARYLAND			
	Dorchester	11,500	11,300	99
	NEW JERSEY			
	Somerset	78,500	77,700	99
	Sussex	44,700	44,000	98
PENNSYLVANIA	Lebanon	41,700	40,800	98
	Northumberland	40,400	39,300	97
Station Totals		3,408,800	3,362,600	99
Net Weekly Circulation (1989)			2,426,200	
Average Daily Circulation (1989)			1,254,600	

Pennsylvania—Philadelphia

WGBS-TV

Ch. 57

Network Service: None, independent.

Licensee: Combined Broadcasting Inc.

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

Telephone: 215-563-5757.

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

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

Transmitter: Umbria & Paoli Ave., Roxborough.

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

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

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

Represented (sales): Katz Independent TV Sales.

Represented (legal): Loeb & Loeb.

Personnel:

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

Rates: On request.

City of License: Philadelphia. 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.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	DELAWARE			
	New Castle	151,500	150,800	100
	NEW JERSEY			
	Atlantic	82,300	80,800	98
	Burlington	135,100	133,900	99
	Camden	181,200	179,600	99
	Gloucester	76,400	75,800	99
	Salem	25,000	24,600	98
	PENNSYLVANIA			
	Bucks	185,900	184,200	99
Chester	123,200	121,600	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Delaware	207,400	205,800	99
	Montgomery	250,400	247,900	99
	Philadelphia	635,100	624,400	98
Between 5-24%	DELAWARE			
	Kent	37,500	37,200	99
	NEW JERSEY			
	Cape May	40,900	40,200	98
	Cumberland	48,500	47,900	99
	Hunterdon	34,700	34,200	99
	Mercer	117,200	115,500	99
	Ocean	168,400	166,800	99
	Warren	33,200	32,700	98
	PENNSYLVANIA			
Lancaster	144,300	139,700	97	
Monroe	33,300	32,700	98	
Station Totals		2,711,500	2,676,300	99
Net Weekly Circulation (1989)			879,900	
Average Daily Circulation (1989)			289,300	

Pennsylvania—Philadelphia

WPHL-TV

Ch. 17

Network Service: None, independent.

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

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

Telephone: 215-878-1700. Telex: 497-6664. Fax: 215-879-3665.

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

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

Transmitter: E. Domino Lane.

Multichannel TV Sound: Stereo only.

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

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

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

Represented (sales): TeleRep Inc.

Represented (legal): Koteen & Naftalin.

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

Personnel:

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

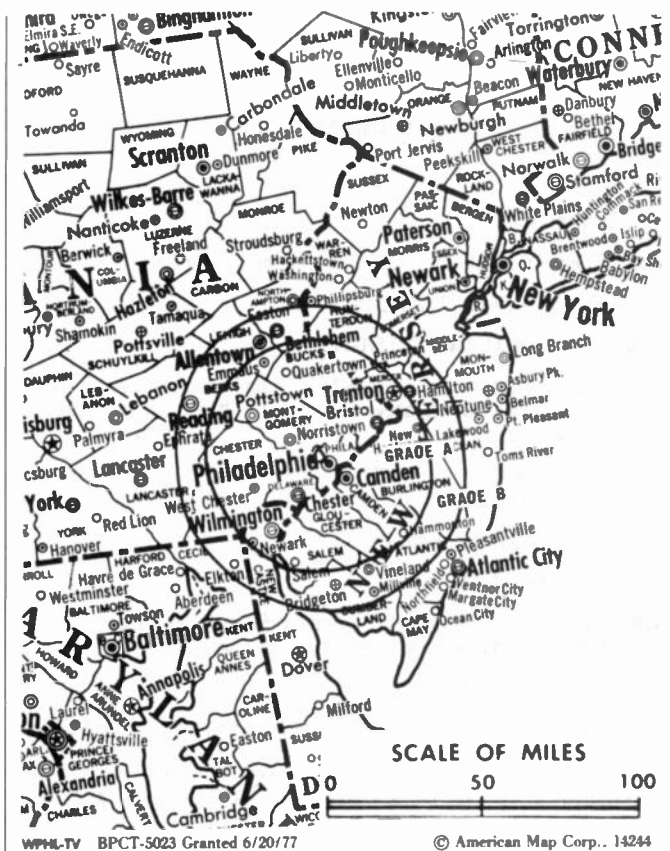
Highest One Hour Rate: \$18,000.

Highest 30 Sec. Rate: \$5000.

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

Total Households: © MSI Consumer Market Data as of 1/1/89. 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 JERSEY			
	Atlantic	82,300	80,800	98
	Camden	181,200	179,600	99
	Cumberland	48,500	47,900	99
	Salem	25,000	24,600	98
	PENNSYLVANIA			
	Philadelphia	635,100	624,400	98
Between 25-49%	DELAWARE			
	Kent	37,500	37,200	99
	New Castle	151,500	150,800	100
	NEW JERSEY			
	Burlington	135,100	133,900	99
	Cape May	40,900	40,200	98
	Gloucester	76,400	75,800	99
	Mercer	117,200	115,500	99
	Warren	33,200	32,700	98
	PENNSYLVANIA			
Berks	127,400	125,400	98	
Bucks	185,900	184,200	99	
Chester	123,200	121,600	99	



WPHL-TV BPCT-5023 Granted 6/20/77

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	Households %
Between 25-49%	DAUPHIN	96,600	94,800	98
	DELAWARE	207,400	205,800	99
	Lancaster	144,300	139,700	97
	Lebanon	41,700	40,800	98
	Lehigh	112,400	110,800	99
	Montgomery	250,400	247,900	99
	Northampton	89,600	88,200	98
	Northumberland	40,400	39,300	97
	Schuylkill	63,400	62,100	98

Between 5-24%	DELAWARE			
	Sussex	42,300	41,800	99
	MARYLAND			
	Caroline	9,200	9,100	99
	Cecil	23,700	23,600	100
	NEW JERSEY			
	Dorchester	11,500	11,300	99
	NEW JERSEY			
	Hunterdon	34,700	34,200	99
	Ocean	168,400	166,800	99
	Somerset	78,500	77,700	99

(Continued on page A-965)

Station Totals	3,780,800	3,726,800	99
Net Weekly Circulation (1989)		1,462,200	
Average Daily Circulation (1989)		479,000	

Our firm acted as financial advisor and broker in the 1978 sale of WPHL-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

Pennsylvania—Philadelphia

WPVI-TV

Ch. 6

Network Service: ABC.

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

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

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

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

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

Transmitter: Culp St., Roxborough, PA.

Multichannel TV Sound: Stereo only.

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

News Services: AP, UPI, ABC, CNN.

Ownership: Capital Cities/ABC Inc., 100%. See Group Ownership of Television Stations.

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

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

Represented (legal): Wilmer, Cutler & Pickering.

Personnel:

RICHARD F. SPINNER, president & general manager.
TODD WHEELER, director of sales.
NED WARWICK, news director.
MICHAEL CASCIO, director of public affairs.
CHARLES D. DUNN, national sales manager.
IRWIN L. ROSS, chief engineer.
ROBERT APFEL, business manager.
CHARLES R. BRADLEY, director of programming & operations.

Rates: On request.

City of License: Philadelphia. 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.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	DELAWARE			
	Kent	37,500	37,200	99
	New Castle	151,500	150,800	100
	NEW JERSEY			
	Atlantic	82,300	80,800	98
	Burlington	135,100	133,900	99
	Camden	181,200	179,600	99
	Cape May	40,900	40,200	98
	Cumberland	48,500	47,900	99
	Gloucester	76,400	75,800	99
Hunterdon	34,700	34,200	99	
Mercer	117,200	115,500	99	
Salem	25,000	24,600	98	
PENNSYLVANIA				
Berks	127,400	125,400	98	
Bucks	185,900	184,200	99	
Carbon	21,700	21,300	98	
Chester	123,200	121,600	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	DELAWARE			
	Lehigh	112,400	110,800	99
	Monroe	33,300	32,700	98
	Montgomery	250,400	247,900	99
	Northampton	89,600	88,200	98
	Philadelphia	635,100	624,400	98
	Schuylkill	63,400	62,100	98
Between 25-49%	MARYLAND			
	Cecil	23,700	23,600	100
	NEW JERSEY			
Ocean	168,400	166,800	99	
Warren	33,200	32,700	98	
Between 5-24%	PENNSYLVANIA			
	Lancaster	144,300	139,700	97
	DELAWARE			
	Sussex	42,300	41,800	99
	NEW JERSEY			
	Monmouth	202,800	200,700	99
	Somerset	78,500	77,700	99
	PENNSYLVANIA			
	Dauphin	96,600	94,800	98
	Lebanon	41,700	40,800	98
Northumberland	40,400	39,300	97	
Pike	9,500	9,200	97	
Station Totals		3,661,500	3,612,000	99
Net Weekly Circulation (1989)			2,628,200	
Average Daily Circulation (1989)			1,691,900	

Pennsylvania—Philadelphia

WTXF-TV

Ch. 29

Network Service: Fox.

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

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

Telephone: 215-925-2929. **TWX:** 710-670-1979. **Fax:** 215-925-2420.

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

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

Transmitter: 340 Domino Lane.

Satellite Earth Stations: Vertex, 8.8-meter C-band; Vertex, 3-meter C-band; Microdyne, 3.6-meter C-band; Winegard, 3-meter Ku & C-band; Chapparral, Kenwood, Harris receivers.

News Services: AP, CNN.

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

Began Operation: May 16, 1965. Sale to Taft Bcstg. approved by FCC May 7, 1969 (Television Digest, Vol. 9:21). Sale by Taft to present owners approved by FCC Feb. 20, 1987 (Vol. 27:9, 14, 15).

Represented (sales): Seltel Inc.

Personnel:

- JAMES D. BOAZ, general manager.
- MICHAEL CONWAY, station manager.
- WALT DeHAVEN, general sales manager.
- BILL BALLARD, national sales manager.
- LONNIE BURSTEIN, program manager.
- DENISE ROLFE, promotion manager.
- KENT VON HERTSENBERG, business manager.
- DIANE KRACH, chief engineer.
- ROGER LAMAY, news director.

Rates: On request.

City of License: Philadelphia. **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.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	DELAWARE			
	Kent	37,500	37,200	99
	New Castle	151,500	150,800	100
	NEW JERSEY			
	Atlantic	82,300	80,800	98
	Burlington	135,100	133,900	99
	Camden	181,200	179,600	99
	Cape May	40,900	40,200	98
	Cumberland	48,500	47,900	99
	Gloucester	76,400	75,800	99
	Salem	25,000	24,600	98
	PENNSYLVANIA			
	Berks	127,400	125,400	98
	Bucks	185,900	184,200	99
Chester	123,200	121,600	99	
Delaware	207,400	205,800	99	
Lehigh	112,400	110,800	99	
Montgomery	250,400	247,900	99	
Philadelphia	635,100	624,400	98	
Between 25-49%	MARYLAND			
	Cecil	23,700	23,600	100
	NEW JERSEY			
Mercer	117,200	115,500	99	
Warren	33,200	32,700	98	
PENNSYLVANIA				
Carbon	21,700	21,300	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	CUMBERLAND			
	Dauphin	96,600	94,800	98
	Lancaster	144,300	139,700	97
	Lycoming	44,000	42,700	97
	Monroe	33,300	32,700	98
	Montour	6,100	5,900	97
	Northampton	89,600	88,200	98
Schuylkill	63,400	62,100	98	

Between 5-24%	DELAWARE			
	Sussex	42,300	41,800	99
	MARYLAND			
	Caroline	9,200	9,100	99
	Dorchester	11,500	11,300	99
	Harford	55,600	55,300	99
	Kent	6,600	6,500	98
	NEW JERSEY			
	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	
Somerset	78,500	77,700	99	
Sussex	44,700	44,000	98	
Union	188,600	187,000	99	
NEW YORK				
Sullivan	25,800	25,100	97	

(Continued on page A-965)

Station Totals	5,447,000	5,374,500	99
Net Weekly Circulation (1989)		2,119,800	
Average Daily Circulation (1989)		870,300	

Pennsylvania—Pittsburgh

KDKA-TV

Ch. 2

Network Service: CBS.

Licensee: Group W Television Inc., One Gateway Center, Pittsburgh, PA 15222-1465.

Studio: One Gateway Center, Pittsburgh, PA 15222-1465.

Telephone: 412-392-2200. **TWX:** 710-664-4380. **Telex:** 62005478.

Fax: 412-392-3207; 412-392-2276 (sales).

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

Latitude 40° 29' 38.22"
Longitude 80° 01' 09.40"

Transmitter: 4101 Grizella St.

Multichannel TV Sound: Stereo and separate audio program.

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

SNG Mobile Dish: Transmit/receive Satcom, 2.3-meter Ku-band.

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

News Services: AP, Group W Newsfeed.

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

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

Represented (sales): Group W Television Sales.

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

Personnel:

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

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

NETWORK BASE HOURLY RATE: \$2800.

City of License: Pittsburgh. **ADI:** Pittsburgh. **Rank:** 16.

Total Households: © MSI Consumer Market Data as of 1/1/89. 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	MARYLAND			
	Garrett	9,900	9,800	98
	OHIO			
	Jefferson	32,000	31,600	99
	PENNSYLVANIA			
	Allegheny	547,800	540,800	99
	Armstrong	30,500	30,000	98
	Beaver	71,500	70,700	99
	Butler	55,400	54,700	99
	Cambria	63,600	62,800	99
Clarion	15,000	14,700	98	
Fayette	60,100	58,800	98	
Greene	15,400	15,100	98	
Indiana	32,700	32,100	98	



Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	JEFFERSON	19,200	18,800	98
	Lawrence	38,300	37,700	98
	Somerset	30,900	30,200	98
	Venango	23,800	23,100	97
	Washington	80,900	79,700	99
	Westmoreland	144,800	143,100	99
	WEST VIRGINIA			
	Brooke	10,700	10,700	100
	Hancock	14,900	14,900	100
	Marion	25,100	24,900	99
Between 25-49%	Monongalia	29,000	28,600	99
	Preston	11,500	11,300	98
	OHIO			
	Belmont	31,100	30,600	99
	Columbiana	41,400	40,800	99
PENNSYLVANIA	Harrison	6,200	6,100	98
	Monroe	6,100	5,900	97
	Elk	13,900	13,600	98
	Forest	1,900	1,900	100
	Mercer	46,400	45,600	98
WEST VIRGINIA	Harrison	29,500	29,300	99
	Marshall	14,900	14,800	99
	Ohio	23,200	23,100	100
	Taylor	6,200	6,100	98
	Wetzel	7,900	7,800	99
Between 5-24%	MARYLAND			
	Allegany	29,000	28,700	99
(Continued on page A-965)				
Station Totals		1,825,100	1,798,900	99
Net Weekly Circulation (1989)			1,282,500	
Average Daily Circulation (1989)			795,700	

Pennsylvania—Greensburg-Pittsburgh

WPCB-TV

Ch. 40

Network Service: None, independent.

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

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

Telephone: 412-824-3930.

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

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

Transmitter: Signal Hill Dr., Wall, PA.

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

Ownership: Comerstone Television Inc., non-stock, non-profit corp. R. Russell Bixler, pres.; Mitchell Nickols, dir.; Jack Foreman, dir.; Oleen Eagle, dir.; Ernest Frederick, dir. Comerstone also owns WKBS-TV, Altoona, PA.

Began Operation: April 15, 1979.

Represented (legal): Gammon & Grange.

Personnel:

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

Highest One Hour Rate: \$900.

Highest 30 Sec. Rate: \$55.

City of License: Greensburg. ADI: Pittsburgh. Rank: 16.

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



Net Weekly Circulation	State County	Total Households	TV Households	%
PENNSYLVANIA				
Between 5-24%	Beaver	71,500	70,700	99
	Juniata	7,600	7,300	96
	Westmoreland	144,800	143,100	99
Station Totals		223,900	221,100	99
Net Weekly Circulation (1989)			48,200	
Average Daily Circulation (1989)			14,600	

Pennsylvania—Pittsburgh

WPGH-TV

Ch. 53

Network Service: Fox.

Licensee: Channel 53 Licensee Inc., 750 Ivory Ave., Pittsburgh, PA 15214.

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

Telephone: 412-931-5300. Telex: 710-664-2088. Fax: 412-931-8029.

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

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

Transmitter: 750 Ivory Ave., Pittsburgh.

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

News Service: UPI.

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

Began Operation: July 14, 1953 as WKJF-TV, left air July 2, 1954. Resumed operation under new ownership Feb. 1, 1969; left air Aug. 16, 1971. Transfer to Henry Posner Jr. from Receiver in Bankruptcy approved Dec. 12, 1973. Returned to air Jan. 14, 1974. Sale to Meredith Corp. by Henry Posner Jr. approved by FCC Sept. 8, 1978 (Television Digest, Vol. 18:17, 38). FCC approved sale by Meredith to Lorimar-Telepictures Nov. 12, 1986 (Vol. 26:29, 46, 52; 27:2). Sale to present owner approved Nov. 23, 1988 (Vol. 29:3).

Represented (sales): MMT Sales Inc.

Represented (legal): Koteen & Naftalin.

Personnel:

GARY S. COZEN, vice president & general manager.
MARTY ROSS, general sales manager.
MIKE WOLFF, local sales manager.
DENNIS WELSH, national sales manager.
MICHAEL KARAS, director of programming.
JOHN GETZ, chief engineer.
TED SOHIER, news/public affairs director.
PETER KOCHIS, controller.
TERRY CAYWOOD, promotion director.

Rates: On request.

City of License: Pittsburgh. ADI: Pittsburgh. Rank: 16.

Total Households: © MSI Consumer Market Data as of 1/1/89. 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	PENNSYLVANIA			
	Allegheny	547,800	540,800	99
	Armstrong	30,500	30,000	98
	Beaver	71,500	70,700	99
	Butler	55,400	54,700	99
	Fayette	60,100	58,800	98
	Lawrence	38,300	37,700	98
	Washington	80,900	79,700	99
	Westmoreland	144,800	143,100	99
	WEST VIRGINIA			
	Brooke	10,700	10,700	100
	Hancock	14,900	14,900	100
	Monongalia	29,000	28,600	99
Between 25-49%	MARYLAND			
	Garrett	9,900	9,800	98
	OHIO			
	Belmont	31,100	30,600	99
	Columbiana	41,400	40,800	99
	Harrison	6,200	6,100	98



Net Weekly Circulation	State County	Total Households	TV Households	Households %	
Between 25-49%	Jefferson	32,000	31,600	99	
	Monroe	6,100	5,900	97	
PENNSYLVANIA	Clarion	15,000	14,700	98	
	Eik	13,900	13,600	98	
	Greene	15,400	15,100	98	
	Indiana	32,700	32,100	98	
	Jefferson	19,200	18,800	98	
	Somerset	30,900	30,200	98	
	Venango	23,800	23,100	97	
	WEST VIRGINIA	Harrison	29,500	29,300	99
		Marion	25,100	24,900	99
		Marshall	14,900	14,800	99
Ohio		23,200	23,100	100	
Randolph		10,600	10,400	98	
Taylor		6,200	6,100	98	
Upshur		9,000	8,900	99	
Between 5-24%	Carroll	10,000	9,900	99	
	Mahoning	104,200	103,200	99	
PENNSYLVANIA	Blair	51,000	50,200	98	
	Cambria	63,600	62,800	99	
	Clearfield	30,900	30,400	98	
	Forest	1,900	1,900	100	
	Mercer	46,400	45,600	98	
WEST VIRGINIA	Barbour	6,200	6,100	98	
	Preston	11,500	11,300	98	
	Tyler	4,000	3,900	98	
Station Totals		1,817,600	1,792,700	99	
Net Weekly Circulation (1989)			786,100		
Average Daily Circulation (1989)			327,400		

Pennsylvania—Pittsburgh

WPTT-TV

Ch. 22

Network Service: None, independent.

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

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

Telephone: 412-856-9010. TWX: 510-600-8950. Fax: 412-856-4170.

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

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

Transmitter: Hawkeye Dr. Extended.

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

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

Began Operation: September 29, 1978.

Represented (sales): Seltel Inc.

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

Represented (engineering): Carl T. Jones Corp.

Personnel:

JULIAN S. SMITH, chairman of the board.
CAROLYN SMITH, president.
BRUCE LUMPKIN, general manager.
THOMAS J. SHANNON, station manager.
MARK DRISCOLL, general sales manager.
ROBERT SKIVIAT, local sales manager.
WILLIAM STANTON, national sales manager.
FRED DELFOSSE, operations manager.
MIKE STEPHEN, creative services manager.
MARY SIVAK, business manager.

Highest One Hour Rate: \$6000.

Highest 30 Sec. Rate: \$1200.

City of License: Pittsburgh. ADI: Pittsburgh. Rank: 16.

Total Households: © MSI Consumer Market Data as of 1/1/89. 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			
	Belmont	31,100	30,600	99
	Jefferson	32,000	31,600	99
	PENNSYLVANIA			
	Allegheny	547,800	540,800	99
	Armstrong	30,500	30,000	98
	Beaver	71,500	70,700	99
	Butler	55,400	54,700	99
	Clarion	15,000	14,700	98
	Fayette	60,100	58,800	98
	Lawrence	38,300	37,700	98
	Venango	23,800	23,100	97
	Washington	80,900	79,700	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Westmoreland	144,800	143,100	99
	WEST VIRGINIA			
	Brooke	10,700	10,700	100
	Hancock	14,900	14,900	100
Between 5-24%	OHIO			
	Ohio	23,200	23,100	100
	MARYLAND			
	Garrett	9,900	9,800	98
	OHIO			
	Columbiana	41,400	40,800	99
	PENNSYLVANIA			
	Clearfield	30,900	30,400	98
	Crawford	32,400	31,600	98
	Forest	1,900	1,900	100
	Greene	15,400	15,100	98
	Indiana	32,700	32,100	98
	Jefferson	19,200	18,800	98
	Somerset	30,900	30,200	98
WEST VIRGINIA				
Barbour	6,200	6,100	98	
Harrison	29,500	29,300	99	
Marion	25,100	24,900	99	
Marshall	14,900	14,800	99	
Monongalia	29,000	28,600	99	
Preston	11,500	11,300	98	
Taylor	6,200	6,100	98	
Station Totals		1,517,100	1,496,000	99
Net Weekly Circulation (1989)			476,000	
Average Daily Circulation (1989)			152,700	

Pennsylvania—Pittsburgh

WPXI

Ch. 11

Network Service: NBC.

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

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

Telephone: 412-237-1100. **TWX:** 710-664-4340. **Fax:** 412-323-8097.

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

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

Transmitter: 11 Television Hill.

Multichannel TV Sound: Stereo & separate audio program.

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

SNM Mobile Dish: Transmit/receive Satcom Technologies, 2.8-meter.

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

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

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

Represented (sales): TeleRep Inc.

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

Personnel:

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

Highest 30 Sec. Rate: \$3000.

NETWORK BASE HOURLY RATE: \$2280.

City of License: Pittsburgh. **AOI:** Pittsburgh. **Rank:** 16.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OHIO			
	Jefferson	32,000	31,600	99
	PENNSYLVANIA			
	Allegheny	547,800	540,800	99
	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
	Indiana	32,700	32,100	98
	Lawrence	38,300	37,700	98
	Venango	23,800	23,100	97
	Washington	80,900	79,700	99
	Westmoreland	144,800	143,100	99
	WEST VIRGINIA			
	Brooke	10,700	10,700	100
	Hancock	14,900	14,900	100
Monongalia	29,000	28,600	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	OHIO			
	Belmont	31,100	30,600	99
	Columbiana	41,400	40,800	99
	Harrison	6,200	6,100	98
	PENNSYLVANIA			
	Cambria	63,600	62,800	99
	Clarion	15,000	14,700	98
	Clearfield	30,900	30,400	98
	Jefferson	19,200	18,800	98
	WEST VIRGINIA			
Marion	25,100	24,900	99	
Marshall	14,900	14,800	99	
Ohio	23,200	23,100	100	
Preston	11,500	11,300	98	
Taylor	6,200	6,100	98	
Between 5-24%	MARYLAND			
	Garrett	9,900	9,800	98
	OHIO			
	Carroll	10,000	9,900	99
	Monroe	6,100	5,900	97
	PENNSYLVANIA			
	Blair	51,000	50,200	98
	Elk	13,900	13,600	98
	Forest	1,900	1,900	100
	Mercer	46,400	45,600	98
Somerset	30,900	30,200	98	
WEST VIRGINIA				
Barbour	6,200	6,100	98	
Harrison	29,500	29,300	99	
Tyler	4,000	3,900	98	
Upshur	9,000	8,900	99	
Wetzel	7,900	7,800	99	
Station Totals		1,702,800	1,679,100	99
Net Weekly Circulation (1989)			1,136,900	
Average Daily Circulation (1989)			662,600	

Pennsylvania—Pittsburgh

WTAE-TV

Ch. 4

Network Service: ABC.

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

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

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

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

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

Transmitter: Elizabeth Township, PA.

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

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

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

News Services: AP, UPI.

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

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

Represented (sales): Katz Television.

Represented (legal): Peper, Martin, Jensen, Maichel & Hetlage.

Personnel:

JAMES R. HEFNER III, vice president & general manager.
RICK HENRY, general sales manager.
STEVE CARLSTON, local sales manager.
RICK ROGALA, national sales manager.
LINDA GUILER, sales development manager.
GLORIA SPENCE, resident controller.
DAVID CRANTZ, director of public relations & special projects.
MARTY FAUBELL, director of engineering.
JOSEPH HESTON, program director.
JOSEPH ROVITTO, news director.
VIKI GEDRYS-REGAN, creative services director.
ESTELLE D. GOULD, director of community affairs.

Highest 30 Sec. Rate: \$12,000.

City of License: Pittsburgh. ADI: Pittsburgh. Rank: 16.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MARYLAND			
	Garrett	9,900	9,800	98
	OHIO			
	Belmont	31,100	30,600	98
	Harrison	6,200	6,100	98
	Jefferson	32,000	31,600	98
	PENNSYLVANIA			
	Allegheny	547,800	540,800	98
	Armstrong	30,500	30,000	98
	Beaver	71,500	70,700	98
	Blair	51,000	50,200	98
	Butler	55,400	54,700	98
	Cambria	63,600	62,800	98
	Clarion	15,000	14,700	98
	Clearfield	30,900	30,400	98
	Elk	13,900	13,600	98
	Fayette	60,100	58,800	98
	Greene	15,400	15,100	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Indiana	32,700	32,100	98
	Jefferson	19,200	18,800	98
	Lawrence	38,300	37,700	98
	Somerset	30,900	30,200	98
	Venango	23,800	23,100	97
	Washington	80,900	79,700	99
	Westmoreland	144,800	143,100	99
	WEST VIRGINIA			
	Barbour	6,200	6,100	98
	Brooke	10,700	10,700	100
Hancock	14,900	14,900	100	
Harrison	29,500	29,300	99	
Lewis	7,200	7,100	99	
Marion	25,100	24,900	99	
Marshall	14,900	14,800	99	
Monongalia	29,000	28,600	99	
Ohio	23,200	23,100	100	
Preston	11,500	11,300	98	
Randolph	10,600	10,400	98	
Taylor	6,200	6,100	98	
Upshur	9,000	8,900	99	
Wetzel	7,900	7,800	99	
Between 25-49%	OHIO			
	Columbiana	41,400	40,800	99
	Monroe	6,100	5,900	97
PENNSYLVANIA				
Bedford	17,700	17,200	97	
Forest	1,900	1,900	100	
(Continued on page A-965)				
Station Totals		1,828,900	1,802,200	99
Net Weekly Circulation (1989)			1,346,100	
Average Daily Circulation (1989)			782,900	

Pennsylvania—Reading

WTVE

Ch. 51

Network Service: None, independent.

Licensee: Reading Broadcasting Inc., 1729 N. 11th St., Reading, PA 19604.

Studio: 1729 N. 11th St., Reading, PA 19604.

Telephone: 215-921-9181.

Technical Facilities: Channel No. 51 (692-698 MHz). Authorized power: 1450-kw max. & 1100-kw horizontal visual, 145-kw max. & 110-kw horizontal aural. Antenna: 750-ft. above av. terrain, 148-ft. above ground, 1248-ft. above sea level.

Latitude	40°	21'	15"
Longitude	75°	53'	56"

Transmitter: Mt. Penn, 1.9-mi. NE of center of Reading.

Satellite Earth Stations: Microdyne, 7-meter C-band; Andrew, 5-meter C-band; ChannelMaster, 3-meter C-band; AFC, 3-meter Ku-band; Microdyne, ChannelMaster, M/A-Com, Standard Communications receivers.

Ownership: Reading Broadcasting Inc. ownership: Henry N. Aurandt, pres. & Helen K. Aurandt, 36% jointly; Robert A. Denby, v.p., 10%; Irvin Cohen, 8%; Jack A. Linton, secy. & Nancy A. Linton, 2% jointly; 14 others, none with as much as 5%.

Began Operation: May 4, 1980.

Represented (legal): Dow, Lohnes & Albertson.

Represented (engineering): Smith & Powstenko.

Personnel:

JEFFREY D. MILLER, general manager.
 ROBERT PRITCHARD, chief engineer.
 DANIEL BENDETTI, production manager.
 RALPH TOBIAS, program director.

Highest 30 Sec. Rate: \$60.



Arbitron Data: Not available.

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

Pennsylvania—Red Lion-Lancaster

WGCB-TV

Ch. 49

Network Service: None, independent.

Licensee: Red Lion Television Inc., Windsor Rd., Box 88, Red Lion, PA 17356.

Studio: Windsor Rd., Red Lion, PA 17356.

Telephone: 717-246-1681. **Fax:** 717-244-9316.

Technical Facilities: Channel No. 49 (680-686 MHz). Authorized power: 550-kw visual, 110-kw aural. Antenna: 580-ft. above av. terrain, 374-ft. above ground, 1234-ft. above sea level.

Latitude 39° 54' 18"
Longitude 76° 35' 00"

Transmitter: State Rte. 66141, 1.75-mi. E of Red Lion.

Satellite Earth Stations: Gardiner, 5.6-meter C-band; 4.3-meter C-band; 3.3-meter Ku-band; 3.3-meter C-band; Microdyne receivers.

AM Affiliate: WGCB, 1-kw, 1440 KHz.

FM Affiliate: WGCB-FM, 50-kw, 96.1MHz (No. 241).

News Service: INN.

Ownership: Red Lion Television Inc. John H. Norris, 77.5%; Dorothy C. Norris, 22.5%. Red Lion Television Inc. is licensee of WGCB-AM-FM, Red Lion, PA & owns World International Bcstrs. Inc., licensee of WINB (short wave), Red Lion, PA.

Began Operation: April 28, 1979.

Represented (sales): Unirep Bcstg. Co.

Represented (legal): Benedict P. Cottone.

Personnel:

JOHN H. NORRIS, president & general manager.
JOHN E. STOCKSTILL, station manager.
GORDON MOUL, general sales manager.
DON HORST, chief engineer.
CLYDE CAMPBELL, business manager.
JERRY JACOBS, marketing director.

Highest One Hour Rate: \$350.

Highest 30 Sec. Rate: \$46.

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



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

Net Weekly Circulation	State County	Total Households	TV Households	%
PENNSYLVANIA				
Between 5-24%	Dauphin	96,600	94,800	98
	Lancaster	144,300	139,700	97
	York	125,900	123,700	98
Station Totals		366,800	358,200	98
Net Weekly Circulation (1989)			27,500	
Average Daily Circulation (1989)			8,600	

Pennsylvania—Wilkes-Barre & Scranton

WBRE-TV

Ch. 28

Network Service: NBC.

Licensee: Adams TV of Wilkes-Barre Inc., 1908 Royal Palm Way, Boca Raton, FL 33432.

Studio: 62 S. Franklin St., Wilkes-Barre, PA 18773.

Telephone: 717-823-2828. TWX: 510-658-3198.

Technical Facilities: Channel No. 28 (554-560 MHz). Authorized power: 4120-kw max. & 2290-kw horizontal visual, 470-kw max. & 230.1-kw horizontal aural. Antenna: 1645-ft. above av. terrain, 849-ft. above ground, 2949-ft. above sea level.

Latitude 41° 11' 01"
Longitude 75° 52' 02"

Requests CP for change to 3020-kw max. visual, 1670-ft. above av. terrain, 814-ft. above ground, 2920-ft. above sea level. BPCT-890503KH.

Transmitter: Penobscot Mountain, Hanover Twp.

Multichannel TV Sound: Stereo only.

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

News Services: AP, CNN, NBC.

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

Begin Operation: January 1, 1953. Sale to WBRE Associates by David M. Baltimore & family approved by FCC May 24, 1984 (Television Digest, Vol. 24:9). Sale to present owner by WBRE Associates approved by FCC June 22, 1989 (Vol. 29:17).

Represented (sales): Pety Television Inc.

Personnel:

RONALD PULERA, vice president & general manager.
TOM ROSING, general sales manager.
ART DAUBE, local sales manager.
TOM WILSON, program manager.
LARRY STIREWALT, news director.
KAREN ROGOWICZ, promotion director.
BEN JUSTUS, chief engineer.
CHARLES SAKOSKI JR., CATV engineer.
DAVID BAUM, business manager.

Highest One Hour Rate: \$6500.

Highest 30 Sec. Rate: \$4000.

NETWORK BASE HOURLY RATE: \$1750.

City of License: Wilkes-Barre. ADI: Wilkes Barre-Scranton. Rank: 52.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	PENNSYLVANIA			
	Carbon	21,700	21,300	98
	Clinton	14,400	14,100	98
	Columbia	23,300	22,900	98
	Lackawanna	85,400	84,400	99
	Luzerne	129,000	127,300	99
	Lycoming	44,000	42,700	97



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Montour	6,100	5,900	97
	Northumberland	40,400	39,300	97
	Pike	9,500	9,200	97
	Snyder	12,700	12,200	96
	Sullivan	2,300	2,200	96
	Susquehanna	15,100	14,800	98
	Union	11,200	10,700	96
	Wayne	15,300	14,800	97
	Wyoming	10,400	10,200	98
PENNSYLVANIA				
Between 25-49%	Bradford	24,000	23,500	98
	Monroe	33,300	32,700	98
	Schuylkill	63,400	62,100	98
NEW JERSEY				
Between 5-24%	Hunterdon	34,700	34,200	99
	NEW YORK			
Delaware	17,700	17,100	97	
Sullivan	25,800	25,100	97	
PENNSYLVANIA				
Centre	39,700	38,700	97	
Juniata	7,600	7,300	96	
Lehigh	112,400	110,800	99	
Northampton	89,600	88,200	98	
Tioga	15,000	14,500	97	
Station Totals		904,000	886,200	98
Net Weekly Circulation (1989)			446,500	
Average Daily Circulation (1989)			258,600	

Pennsylvania—Scranton & Wilkes-Barre

WNEP-TV

Ch. 16

Network Service: ABC.

Licensee: The New York Times Co., 229 W. 43rd St., New York, NY 10036.

Studio: 16 Montage Mountain Rd., Moosic, PA 18507.

Telephone: 717-346-7474. **Fax:** 717-347-0359.

Technical Facilities: Channel No. 16 (482-488 MHz). Authorized power: 1150-kw max. & 525-kw horizontal visual, 115-kw max. & 52.5-kw horizontal aural. Antenna: 1670-ft. above av. terrain, 829-ft. above ground, 2949-ft. above sea level.

Latitude 41° 10' 58"
Longitude 75° 52' 21"

Transmitter: Penobscot Nob, Electronic Heights, Wilkes-Barre.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Stations: Transmit/receive Scientific-Atlanta, 11-meter; Scientific-Atlanta, 5-meter; 2.4-meter Ku-band; Scientific-Atlanta receivers.

News Services: AP, ABC.

Ownership: The New York Times Co. See Group Ownership of Television Stations.

Began Operation: February 9, 1954. Sale to present owner by NEP Communications approved by FCC Oct. 29, 1985 (Television Digest, Vol. 25:32). Sale to NEP by Taft Bcstg. approved by FCC Oct. 30, 1973. Sale to Taft by Transcontinent Television Corp.'s subsidiary Northeastern Pennsylvania Broadcasting Inc. approved Feb. 19, 1964 (Vol. 3:15, 16, 31; 4:8). Merger & transfer of WARM-TV, Scranton (Ch. 16) and WILK-TV, Wilkes-Barre, PA (Ch. 34) into Northeastern Pennsylvania Bcstg. Co. approved Feb. 12, 1958 by FCC (Vol. 13:46; 14:7).

Represented (sales): Katz Television.

Represented (legal): Koteen & Naftalin.

Personnel:

ELDEN A. HALE JR., president & general manager.
RONALD KUPERS, vice president & controller.
WARREN REED, vice president & general sales manager.
FRANK CHEBALO, chief engineer.
TIM MORRISSEY, news director.
JIM ZARODA, local sales manager.
MARY CORDARO, program manager.
JEANNE PENNINGTON, promotion director.

Highest One Hour Rate: \$10,400.

Highest 30 Sec. Rate: \$4850.

NETWORK BASE HOURLY RATE: \$3500.

City of License: Scranton. **ADI:** Wilkes Barre-Scranton. **Rank:** 52.

Total Households: © MSI Consumer Market Data as of 1/1/89. 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	PENNSYLVANIA			
	Carbon	21,700	21,300	98
	Clinton	14,400	14,100	98
	Columbia	23,300	22,900	98
	Lackawanna	85,400	84,400	99
	Luzerne	129,000	127,300	99
	Lycoming	44,000	42,700	97
Montour	6,100	5,900	97	



Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	Northumberland	40,400	39,300	97
	Pike	9,500	9,200	97
	Schuylkill	63,400	62,100	98
	Snyder	12,700	12,200	96
	Sullivan	2,300	2,200	96
	Susquehanna	15,100	14,800	98
	Union	11,200	10,700	96
	Wayne	15,300	14,800	97
	Wyoming	10,400	10,200	98
	PENNSYLVANIA			
Between 25-49%	Bradford	24,000	23,500	98
	Centre	39,700	38,700	97
	Lehigh	112,400	110,800	99
	Monroe	33,300	32,700	98
NEW JERSEY				
Between 5-24%	Warren	33,200	32,700	98
	NEW YORK			
	Delaware	17,700	17,100	97
	Sullivan	25,800	25,100	97
PENNSYLVANIA				
	Juniata	7,600	7,300	96
	Mifflin	18,100	17,500	97
	Northampton	89,600	88,200	98
	Tioga	15,000	14,500	97
Station Totals		920,600	902,200	98
Net Weekly Circulation (1989)				538,400
Average Daily Circulation (1989)				330,900

Pennsylvania—Scranton

WOLF-TV

Ch. 38

(Operates satellite WWLF-TV, Hazleton, PA)

Network Service: Fox.

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

Studio: 916 Oak St., Scranton, PA 18508.

Telephone: 717-347-9653.

Technical Facilities: Channel No. 38 (614-620 MHz). Authorized power: 1280-kw max. visual, 128-kw max. aural. Antenna: 1164-ft. above av. terrain, 325-ft. above ground, 2227-ft. above sea level.

Latitude 41° 26' 09"
Longitude 75° 43' 45"

Transmitter: West Mountain Rd., Ransom Twp.

Multichannel TV Sound: Stereo only.

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

Ownership: Wolf TV Assoc. Ltd. Partnership, 40%; ltd. partners, 60%. See Craig Fox Group in Group Ownership of Television Stations.

Began Operation: June 6, 1985.

Represented (sales): Seltel Inc.

Represented (legal): Latham & Watkins.

Personnel:

GUYON W. TURNER, chief executive officer & general manager.
GILBERT HOBAN, general sales manager.
PETER KILCULLEN, director of programming & promotion.
DAVID SWARTZ, chief engineer.
MIKE YANUZZI, local sales manager.

Highest One Hour Rate: \$4000.

Highest 30 Sec. Rate: \$1000.

Rates: Include WWLF-TV, Hazleton, PA.

Arbitron Data: Includes coverage of WWLF-TV, Hazleton, PA.

City of License: Scranton. ADI: Wilkes Barre-Scranton. Rank: 52.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	PENNSYLVANIA			
	Lackawanna	85,400	84,400	99
	Luzerne	129,000	127,300	99
	Wayne	15,300	14,800	97
	Wyoming	10,400	10,200	98



WOLF-TV BPCT-860624KF Granted 7/31/86 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	PENNSYLVANIA			
	Bradford	24,000	23,500	98
	Columbia	23,300	22,900	98
	Montour	6,100	5,900	97
	Northumberland	40,400	39,300	97
	Pike	9,500	9,200	97
Between 5-24%	Susquehanna	15,100	14,800	98
	Union	11,200	10,700	96
NEW YORK	Sullivan	25,800	25,100	97
	Tioga	18,900	18,600	98
PENNSYLVANIA	Carbon	21,700	21,300	98
	Lycoming	44,000	42,700	97
	Monroe	33,300	32,700	98
	Schuylkill	63,400	62,100	98
	Snyder	12,700	12,200	96
Station Totals		589,500	577,700	98
Net Weekly Circulation (1989)			215,200	
Average Daily Circulation (1989)			79,600	

Pennsylvania—Scranton & Wilkes-Barre

WYOU

Ch. 22

Network Service: CBS.

Licensee: Diversified Communications, 5 Milk St., Portland, ME 04101.

Studio: 415 Lackawanna Ave., Scranton, PA 18503.

Telephone: 717-961-2222. **Fax:** 717-342-1254.

Technical Facilities: Channel No. 22 (518-524 MHz). Authorized power: 2945-kw max. visual, 295-kw max. aural. Antenna: 1686-ft. above av. terrain, 842-ft. above ground, 2949-ft. above sea level.

Latitude 41° 10' 58"
Longitude 75° 52' 26"

Transmitter: Penobscot Mountain, Hanover Twp.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Stations: Transmit/receive Varian, 2.37-meter Ku-band; Varian, 3.3-meter Ku-band; DX Engineering, Scientific-Atlanta receivers.

SNG Mobile Dish: Spacelink 22.

News Services: AP, CBS, Conus.

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

Began Operation: June 7, 1953. In 1959 Scranton Broadcasters reacquired control by purchasing stock held by WCAU Inc. (Philadelphia Evening Bulletin), which had held 75% control of station since 1956 (Television Digest, Vol. 12:31, 42; 15:16, 22). Sale to Southeastern Capital Corp. approved by FCC May 9, 1984. Sale to present owner approved July 18, 1986 (Vol. 26:23).

Represented (sales): Blair Television.

Represented (legal): Dow, Lohnes & Albertson.

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

Personnel:

- GARRY H. RITCHIE, vice president & general manager.
- MARILYN JAFFE, general sales manager.
- ROBERT FEIN, national sales manager.
- HARRY McCLINTOCK, operations manager.
- JAMES DePURY, news director.
- JOSEPH BALKAN, chief engineer.
- CATHY KEARNEY, business manager.

Highest One Hour Rate: \$11,000.

Highest 30 Sec. Rate: \$4500.

NETWORK BASE HOURLY RATE: \$1141.

City of License: Scranton. **ADI:** Wilkes Barre-Scranton. **Rank:** 52.

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



Net Weekly Circulation	State County	Total Households	TV Households	%
PENNSYLVANIA				
50% & Over	Carbon	21,700	21,300	98
	Columbia	23,300	22,900	98
	Lackawanna	85,400	84,400	99
	Luzerne	129,000	127,300	99

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	Lycoming	44,000	42,700	97	
	Montour	6,100	5,900	97	
	Northumberland	40,400	39,300	97	
	Pike	9,500	9,200	97	
	Snyder	12,700	12,200	96	
	Sullivan	2,300	2,200	96	
Between 25-49%	Susquehanna	15,100	14,800	98	
	Union	11,200	10,700	96	
	Wayne	15,300	14,800	97	
Between 5-24%	Wyoming	10,400	10,200	98	
	PENNSYLVANIA				
	Bradford	24,000	23,500	98	
Between 5-24%	Monroe	33,300	32,700	98	
	Schuylkill	63,400	62,100	98	
NEW YORK					
Between 5-24%	Sullivan	25,800	25,100	97	
	Tioga	18,900	18,600	98	
PENNSYLVANIA					
Station Totals	Clinton	14,400	14,100	98	
	Juniata	7,600	7,300	96	
	Tioga	15,000	14,500	97	
Net Weekly Circulation (1989)				411,900	
Average Daily Circulation (1989)				249,300	

Pennsylvania—York

WPMT

Ch. 43

Network Service: Fox.

Licensee: Westport-York Ltd. Partnership, 2005 S. Queen St., York, PA 17403-4806.

Studio: 2005 S. Queen St., York, PA 17403-4806.

Telephone: 717-843-0043. **TWX:** 510-657-4217. **Fax:** 717-843-9741.

Technical Facilities: Channel No. 43 (644-650 MHz). Authorized power: 2159-kw max. & 1795-kw horizontal visual, 215.9-kw max. & 179.5-kw horizontal aural. Antenna: 1360-ft. above av. terrain, 947-ft. above ground, 1847-ft. above sea level.

Latitude 40° 01' 38"
Longitude 76° 36' 00"

Transmitter: Hellam Twp., 0.5-mi. NE of Chimney Rock.

Satellite Earth Stations: M/A-Com, 5-meter C-band; Comtech, 5-meter C-band; AFC, 3.9-meter Ku-band; Standard Communications, M/A-Com, General Instrument, Standard Communications receivers.

Ownership: Westport-York Associates, 1%; Michael J. Rosenthal, ltd. partner, 99%.

Began Operation: December 22, 1952. Sale to Westport-York Assoc. Inc. approved by FCC Sept. 12, 1986. Previous sale to Kapuna Inc. by Susquehanna Bcstg. (Louis J. Appell) approved by FCC Dec. 30, 1982.

Represented (sales): Petry Television Inc.

Represented (legal): Nixon, Hargrave, Devans & Doyle.

Represented (engineering): John Fergie & Associates

Personnel:

- JONATHAN HAYES, president.
- JOHN RIGGLE, vice president & general manager.
- JON PAIVA, general sales manager.
- DAVID FARISH, promotion director.
- JOHN STERLING, director of engineering.
- CINDY JANSKY, program coordinator.
- TIMOTHY L. KOLLER, business manager.

Highest 30 Sec. Rate: \$1400.

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

Total Households: © MSI Consumer Market Data as of 1/1/89. 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	PENNSYLVANIA			
	Lebanon	41,700	40,800	98
	York	125,900	123,700	98
Between 25-49%	PENNSYLVANIA			
	Adams	25,600	25,000	98
	Cumberland	72,600	71,400	98
	Dauphin	96,600	94,800	98



WPMT BPCT-820715KJ Granted 10/18/82 © American Map Corp. 14244

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%	Juniata	7,600	7,300	96
	Lancaster	144,300	139,700	97
	Perry	15,100	14,800	98
Between 5-24%	MARYLAND			
	Carroll	40,100	39,900	100
	Cecil	23,700	23,600	100
	Harford	55,600	55,300	99
Station Totals	PENNSYLVANIA			
	Berks	127,400	125,400	98
	Franklin	45,300	43,900	97
	Huntingdon	15,400	15,000	97
	Mifflin	18,100	17,500	97
	Schuylkill	63,400	62,100	98
	Snyder	12,700	12,200	96
Station Totals		931,100	912,400	98
Net Weekly Circulation (1989)				316,400
Average Daily Circulation (1989)				113,200

Pennsylvania

WPHL-TV, Philadelphia (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	PENNSYLVANIA			
	Carbon	21,700	21,300	98
	Columbia	23,300	22,900	98
	Cumberland	72,600	71,400	98
	Lycoming	44,000	42,700	97
	Monroe	33,300	32,700	98
	Montour	6,100	5,900	97
	Perry	15,100	14,800	98
	Snyder	12,700	12,200	96
	Union	11,200	10,700	96
	York	125,900	123,700	98

KDKA-TV, Pittsburgh (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	OHIO			
	Carroll	10,000	9,900	99
	Guernsey	15,300	14,900	97
	PENNSYLVANIA			
	Bedford	17,700	17,200	97
	Blair	51,000	50,200	98
	Clearfield	30,900	30,400	98
	Crawford	32,400	31,600	98
	WEST VIRGINIA			
	Barbour	6,200	6,100	98
	Grant	3,600	3,500	97
	Mineral	10,300	10,200	99
	Randolph	10,600	10,400	98
	Tucker	3,400	3,300	97
	Tyler	4,000	3,900	98
	Upshur	9,000	8,900	99

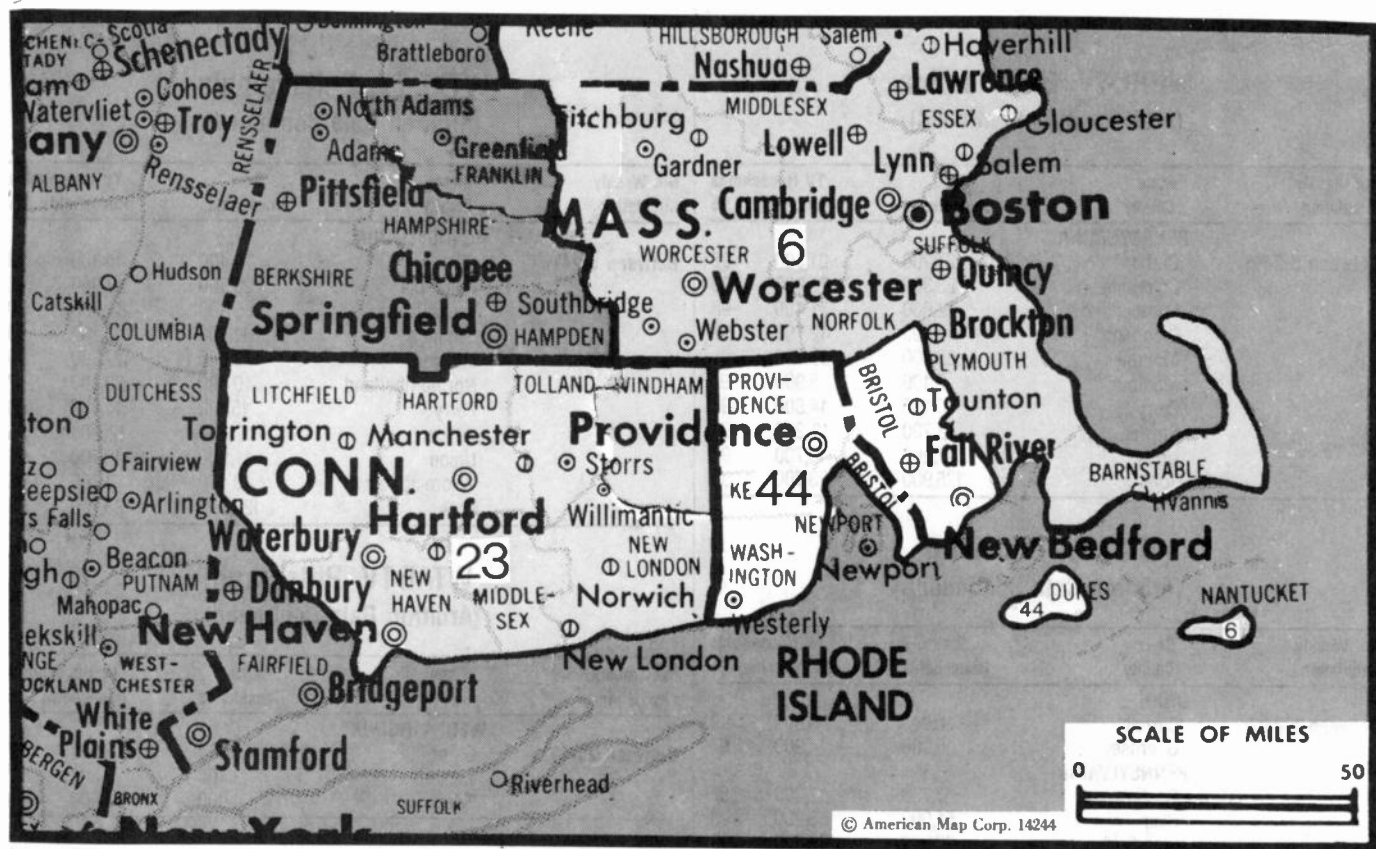
WTFX-TV, Philadelphia (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	PENNSYLVANIA			
	Clinton	14,400	14,100	98
	Columbia	23,300	22,900	98
	Lackawanna	85,400	84,400	99
	Lebanon	41,700	40,800	98
	Luzerne	129,000	127,300	99
	Northumberland	40,400	39,300	97
	Perry	15,100	14,800	98
	Snyder	12,700	12,200	96
	Union	11,200	10,700	96
	Wyoming	10,400	10,200	98
York	125,900	123,700	98	

WTAE-TV, Pittsburgh (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%	WEST VIRGINIA			
	Grant	3,600	3,500	97
	Tucker	3,400	3,300	97
	Tyler	4,000	3,900	98
Between 5-24%	OHIO			
	Carroll	10,000	9,900	99
	Guernsey	15,300	14,900	97
	PENNSYLVANIA			
	Centre	39,700	38,700	97
	Huntingdon	15,400	15,000	97
	Mercer	46,400	45,600	98
	WEST VIRGINIA			
	Doddridge	2,900	2,800	98
	Mineral	10,300	10,200	99

Rhode Island



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Boston, MA	2,045,100	6	WBZ-TV (4), WCVB-TV (5), WFXR (25), WGOT (60), WHLL (27), WHRC (46), WHSH (66), WLVI-TV (56), WMFP (62), WMUR-TV (9), WNDS (50), WNEV-TV (7), WQTV (68), WSBK-TV (38)
Hartford-New Haven, CT	883,100	23	WFSB (3), WHCT-TV (18), WTIC-TV (61), WTNH-TV (8), WTWS (26), WTXX (20), WVIT (30)
Providence, RI-New Bedford, MA	548,400	44	WCVX (58), WJAR (10), WLNE (6), WNAC-TV (64), WPRI-TV (12)

State Cross Reference List

Communities that receive programs of stations that are located elsewhere.

Note: WLNE Listed under Providence is licensed to New Bedford, MA

WCVX, Providence See Vineyard Haven, MA

Rhode Island Station Totals as of October 1, 1989

	VHF	UHF	TOTAL
Commercial Television Stations	3	1	4
Educational Television Stations	0	1	1
	3	2	5

Rhode Island—Providence

WJAR

Ch. 10

Network Service: NBC.

Licensee: Outlet Communications Inc., 111 Dorrance St., Providence, RI 02903.

Studio: 111 Dorrance St., Providence, RI 02903.

Telephone: 401-751-5700. TWX: 710-381-1765.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 49-kw aural. Antenna: 1000-ft. above av. terrain, 940-ft. above ground, 1136-ft. above sea level.

Latitude 41° 51' 54"
Longitude 71° 17' 15"

Transmitter: Rehoboth, MA.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Harris, 6-meter Ku-band; Harris, 3-meter Ku-band; Scientific-Atlanta, 10-meter C-band; Harris, Scientific-Atlanta receivers.

News Service: UPI.

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

Began Operation: July 10, 1949. Sale to present owner approved by FCC Nov. 23, 1983 (*Television Digest*, Vol. 23:19, 22; 24:6).

Represented (sales): Katz Television.

Represented (legal): Gerald Scher.

Represented (engineering): Lohnes & Culver.

Personnel:

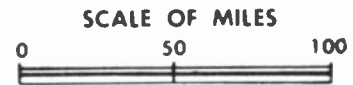
- JOHN D. SAWHILL, vice president & general manager.
- LINDA W. SULLIVAN, general sales manager.
- BRENDA WOLFE, local sales manager.
- CHARLES COMPAGNONE, national sales manager.
- FREDERICK WEISS, chief engineer.
- LARRY W. PRICE, news director.
- CHRISTOPHER S. WALDEN, program director.
- DONNA L. WESTON, promotion director.
- PETER LASSOTOVITCH, business manager.

Rates: On request.

City of License: Providence. **ADI:** Providence, RI-New Bedford, MA. **Rank:** 44.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CONNECTICUT			
	New London	90,500	88,700	98
	MASSACHUSETTS			
	Bristol	182,900	180,900	99
	Dukes	5,200	5,000	96
	Nantucket	2,700	2,600	96
	RHODE ISLAND			
	Bristol	16,200	16,100	99
	Kent	59,300	58,800	99
	Newport	30,700	30,300	99
Providence	220,300	217,700	99	



WJAR BPCT-3270 Granted 1/19/65

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Washington	37,200	36,600	98
Between 25-49%	CONNECTICUT			
	Windham	36,000	35,300	98
	MASSACHUSETTS			
	Barnstable	75,800	74,500	98
Plymouth	151,200	149,400	99	
Worcester	246,400	243,200	99	
Between 5-24%	CONNECTICUT			
	Tolland	41,900	41,100	98
	MASSACHUSETTS			
	Essex	249,800	247,100	99
	Middlesex	504,500	499,000	99
Norfolk	222,700	220,700	99	
NEW HAMPSHIRE				
Hillsborough	119,900	118,400	99	
Station Totals		2,293,200	2,265,400	99
Net Weekly Circulation (1989)			818,500	
Average Daily Circulation (1989)			435,000	

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Rhode Island—Providence-New Bedford, Massachusetts

WLNE

Ch. 6

Network Service: CBS.

Licensee: Freedom WLNE-TV Inc., 430 County St., New Bedford, MA 02741.

Studio: 10 Orms St., Providence, RI 02904.

Telephones: 617-992-6666; 401-751-6666. **TWX:** 710-344-6898.

Fax: 508-992-0180.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 930-ft. above av. terrain, 1001-ft. above ground, 1049-ft. above sea level.

Latitude 41° 35' 48"
Longitude 71° 11' 24"

Transmitter: 1.8-mi. N of Tiverton, RI on Lafayette Rd.

Satellite Earth Stations: Vertex, 8.8-meter C-band; Vertex, 4.6-meter Ku-band; Harris receivers.

News Services: AP, CBS, UPI.

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

Began Operation: January 1, 1963. Sale to present owner by Pulitzer Publishing Co. approved by FCC Dec. 14, 1982 (*Television Digest*, Vol. 22:35). Sale to Pulitzer by Steinman Stations approved Oct. 5, 1978 (Vol. 17:50). Sale to Steinman by WTEV Television Inc. was approved April 6, 1966 (Vol. 5:45; 6:7).

Represented (sales): Petry Television.

Represented (legal): Latham & Watkins.

Represented (engineering): Carl T. Jones Corp.

Personnel:

ED IVEY, vice president & general manager.
PAUL KILCULLEN, general sales manager.
DOREEN WADE, local sales manager.
TRUMAN B. TAYLOR, program manager & director of public affairs.
SIMONNE COUTINHO, controller.
PHILIP B. TAYLOR, chief engineer.
ERNIE PICHE, assistant chief engineer.
BRYN HAZELL, news director.
ROBERT RIESKE, special projects manager.
JULIANA OKINE, film department manager.

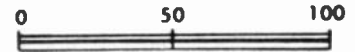
Rates: On request.

City of License: New Bedford, MA. **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.



SCALE OF MILES



WLNE BPC-3450 Granted 12/7/66

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MASSACHUSETTS			
	Barnstable	75,800	74,500	98
	Bristol	182,900	180,900	99
	Dukes	5,200	5,000	96
	Nantucket	2,700	2,600	96
Between 25-49%	RHOE ISLAND			
	Bristol	16,200	16,100	99
	Kent	59,300	58,800	99
	Newport	30,700	30,300	99
	Providence	220,300	217,700	99
Between 5-24%	CONNECTICUT			
	New London	90,500	88,700	98
	Windham	36,000	35,300	98
Station Totals	MASSACHUSETTS			
	Plymouth	151,200	149,400	99
	CONNECTICUT			
	Tolland	41,900	41,100	98
Net Weekly Circulation (1989)	MASSACHUSETTS			
	Norfolk	222,700	220,700	99
Average Daily Circulation (1989)	MASSACHUSETTS			
	Worcester	246,400	243,200	99
Station Totals		1,419,000	1,400,900	99
Net Weekly Circulation (1989)				617,300
Average Daily Circulation (1989)				260,800

Rhode Island—Providence

WPRI-TV

Ch. 12

Network Service: ABC.

Licensee: Narragansett Television L.P., 50 Kennedy Plaza, Providence, RI 02903.

Studio: 25 Catamore Blvd., East Providence, RI 02914.

Telephone: 401-438-7200. **Fax:** 401-434-3761.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1000-ft. above av. terrain, 969-ft. above ground, 1099-ft. above sea level.

Latitude 41° 52' 37"
Longitude 71° 16' 56"

Transmitter: Homestead Ave., Rehoboth, MA.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Andrew; Harris, 6.1-meter; Microdyne, 7-meter; RCA Americom Ku-band; AvanteK, Harris, Microdyne, Standard Components receivers.

News Services: AP, UPI.

Ownership: Narragansett Television L.P., 100%. See Group Ownership of Television Stations.

Began Operation: March 27, 1955. Sale to present owner by Knight-Ridder Bcstg. approved by FCC April 26, 1989 (Television Digest, Vol. 29:9). Sale to Knight-Ridder by Poole Bcstg. approved by FCC Dec. 21, 1977 (Vol. 16:26). Sale to Poole by Capital Cities Bcstg. approved June 15, 1967. Sale to Capital Cities by William S. Cherry and associates approved March 11, 1959 (Vol. 14:51; 15:11).

Represented (sales): TeleRep Inc.

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

Personnel:

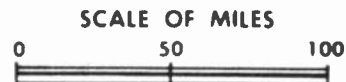
ROBERT F. FINKE, general manager.
SANDI MORVILLO, national sales manager.
SALLY DICKSON, local sales manager.
GRACELYN BROWN, director of marketing.
STEVEN M. DAVIS, director of operations & chief engineer.
RITA NEUSCHITZ, business manager.

Rates: On request.

City of License: Providence. **ADI:** Providence, RI-New Bedford, MA. **Rank:** 44.

Total Households: © MSI Consumer Market Data as of 1/1/89. 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	CONNECTICUT			
	Windham	36,000	35,300	98
	MASSACHUSETTS			
	Bristol	182,900	180,900	99
	Dukes	5,200	5,000	96
Nantucket	2,700	2,600	96	



WPRI-TV BPCT-3943 Granted 7/6/67

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Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	RHODE ISLAND			
	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	
Between 25-49%	CONNECTICUT			
	New London	90,500	88,700	98
	MASSACHUSETTS			
	Barnstable	75,800	74,500	98
Plymouth	151,200	149,400	99	
Worcester	246,400	243,200	99	
Between 5-24%	CONNECTICUT			
	Tolland	41,900	41,100	98
	MASSACHUSETTS			
	Essex	249,800	247,100	99
Middlesex	504,500	499,000	99	
Norfolk	222,700	220,700	99	
Station Totals		2,173,300	2,147,000	99
Net Weekly Circulation (1989)				801,800
Average Daily Circulation (1989)				381,600

Rhode Island—Providence

WNAC-TV

Ch. 64

Network Service: Fox.

Licensee: Rhode Island Bcstg. Corp., 45 Rockefeller Plaza, Suite 3201, New York, NY 10020.

Studio: 33 Pine St., Rehoboth, MA 02769-1406.

Telephone: 508-252-9711. Fax: 508-252-6210.

Technical Facilities: Channel No. 64 (770-776 MHz). Authorized power: 3720-kw max. visual, 372-kw aural. Antenna: Circularly polarized, 1033-ft. above av. terrain, 951-ft. above ground, 1125-ft. above sea level.

Latitude 41° 52' 14"
Longitude 71° 17' 45"

Transmitter: 33 Pine St., Rehoboth, MA.

Satellite Earth Stations: Antenna Technology, 7-meter C-band; Paracclipse, 3.9-meter C-band; Vertex, 4.7-meter Ku-band; M/A-Com, Microdyne, Scientific-Atlanta, Sony receivers.

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

Began Operation: December 1, 1981. Sale to Providence Television Ltd. Partnership by C. W. Murchison Jr. approved by FCC Dec. 9, 1983. Sale to Sudbrink Bcstg. approved by FCC July 14, 1986. Sale to present owner approved May 10, 1988 (Television Digest, Vol. 28:12).

Represented (sales): MMT Sales Inc.

Represented (legal): Cohn & Marks.

Personnel:

JOHN FIGNAR, general sales manager.
JON BARCELO, local sales manager.
IRMA RICO, national sales manager.
KEITH FOLZ, operations director.
BRAD MORGAN, director of engineering.
BILL ZUCKERMAN, promotion director.
KIM KNOTT, business manager.

Rates: On request.

City of License: Providence. ADI: Providence, RI-New Bedford, MA. Rank: 44.

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

THE TED HEPBURN COMPANY

Our firm acted as financial advisor and broker in the 1988 sale of WNAC-TV

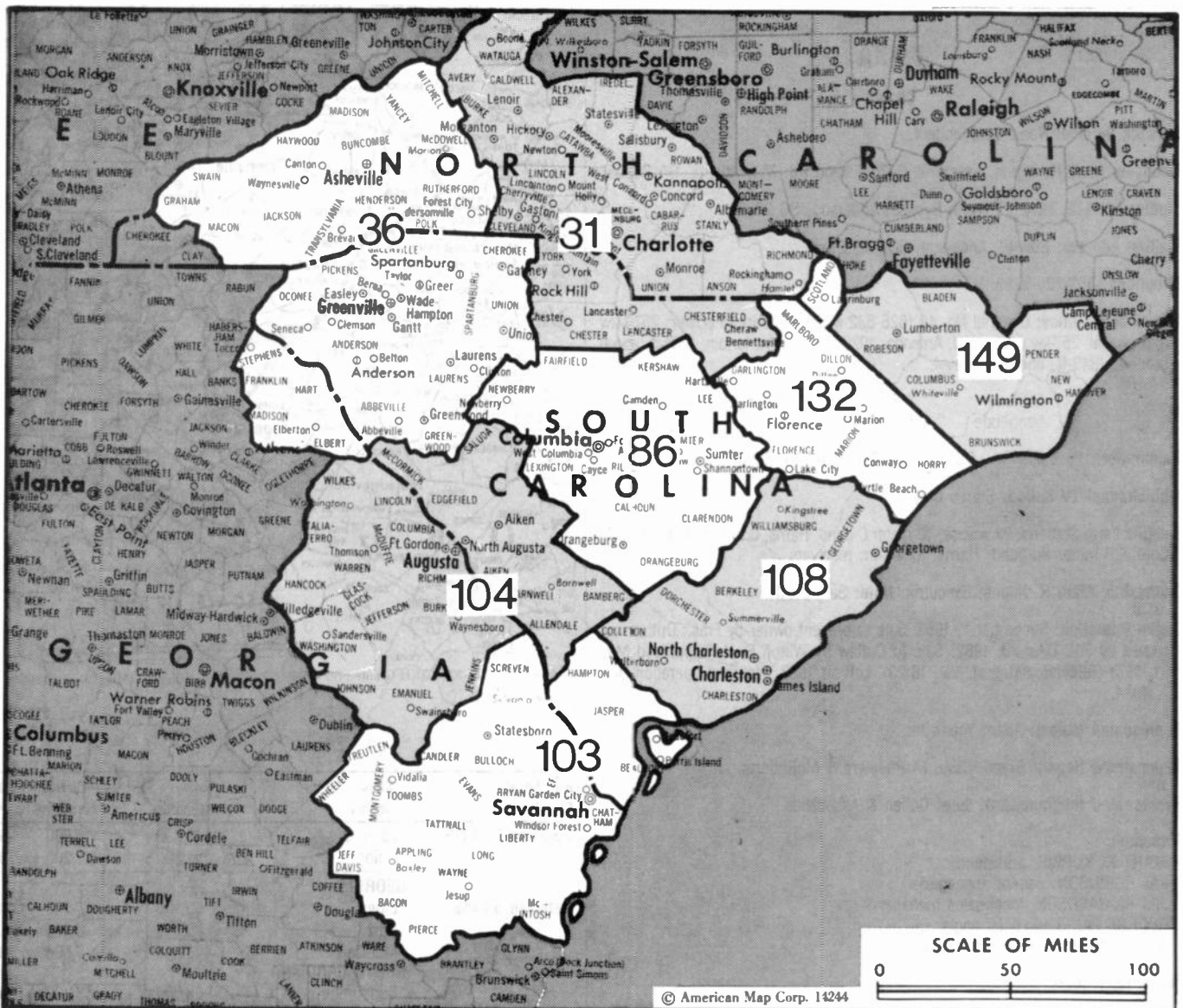
Ted Hepburn, President Todd Hepburn, Vice-President
325 Garden Road, Palm Beach, Florida 33460 (407) 863-8996
P.O. Box 42401, Cincinnati, Ohio 45242 (513) 791-8730



WNAC-TV BPCT-870916K1 Granted 11/8/87

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Net Weekly Circulation	State County	Total Households	TV Households	Households %
Between 25-49%	MASSACHUSETTS			
	Bristol	182,900	180,900	99
	RHODE ISLAND			
	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	
Between 5-24%	CONNECTICUT			
	Windham	36,000	35,300	98
	MASSACHUSETTS			
Barnstable	75,800	74,500	98	
Dukes	5,200	5,000	96	
Norfolk	222,700	220,700	99	
Plymouth	151,200	149,400	99	
Worcester	246,400	243,200	99	
Station Totals		1,283,900	1,268,500	99
Net Weekly Circulation (1989)				284,100
Average Daily Circulation (1989)				92,700



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Charlotte, NC	708,500	31	WBTV (3), WCCB (18), WCNC-TV (36), WHKY-TV (14), WJZY (46), WSOC-TV (9)
Greenville-Spartanburg, SC-Asheville, NC	634,500	36	WASV-TV (62), WAXA (40), WGGG-TV (16), WHNS (21), WLOS (13), WNEG-TV (32), WSPA-TV (7), WYFF-TV (4)
Columbia, SC	281,200	86	WACH (57), WIS-TV (10), WLTX (19), WOLO-TV (25)
Savannah, GA	224,100	103	WJCL (22), WSAV-TV (3), WTGS (28), WTOG-TV (11)
Augusta, GA	222,000	104	WAGT (26), WJBF (6), WRDW-TV (12)
Charleston, SC	212,800	108	WCBO-TV (2), WCV (4), WCSC-TV (5), WTAF-TV (24)
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.

WGSE, Florence	See Myrtle Beach, SC
WAXA, Greenville-Spartanburg	See Anderson, SC
WNEG-TV, Greenville-Spartanburg	See Toocoo, GA
WLOS, Spartanburg, SC-Asheville, NC	See Greenville, SC
WSPA-TV, Spartanburg	See Greenville, SC

South Carolina Station Totals as of October 1, 1989

	VHF	UHF	TOTAL
Commercial Television Stations	8	10	18
Educational Television Stations	1	10	11
	9	20	29

South Carolina—Anderson

WAXA

Ch. 40

Network Service: None, independent.

Licensee: Mary R. Kupris, Executrix, 3470 Tuxedo Rd. NW, Atlanta, GA 30305.

Studio: 520 U.S. Hwy. 29 North Bypass, Anderson, SC 29621.

Mailing Address: Box 40, Anderson, SC 29622.

Telephone: 803-226-9292.

Technical Facilities: Channel No. 40 (626-632 MHz). Authorized power: 2570-kw max. visual, 257-kw max. aural. Antenna: 1020-ft. above av. terrain, 1051-ft. above ground, 1849-ft. above sea level.

Latitude 34° 38' 51"
Longitude 82° 16' 13"

Transmitter: Woodside Rd., 0.9-mi. W of Fairview, Fork Shoals.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Paracclipse, 10-meter C-band; Harris, 6.1-meter C-band; M/A-Com, 3.6-meter Ku-band; Harris, M/A-Com receivers.

Ownership: Mary R. Kupris, Executrix. **Note:** Sale pends.

Began Operation: December 1, 1953. Sale to present owner by Frank Outlaw approved by FCC Dec. 28, 1982. Sale to Outlaw by Wilton E. Hall approved May 31, 1978 (*Television Digest*, Vol. 18:23). Left air 1983; resumed operation Oct. 1, 1984.

Represented (sales): Adam Young Inc.

Represented (legal): Bryan, Cave, McPheeters & McRoberts.

Represented (engineering): Jules Cohen & Associates.

Personnel:

- MARY R. KUPRIS, president.
- PAT ROBINSON, general manager.
- JIM RICHARDSON, local sales manager.
- GEORGE PANELLA, chief engineer.
- JAMES DAWSON, program manager.

Rates: On request.

City of License: Anderson. **ADI:** Greenville-Spartanburg, SC-Asheville, NC. **Rank:** 36.

Total Households: © MSI Consumer Market Data as of 1/1/89. 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%	SOUTH CAROLINA			
	Abbeville	8,700	8,600	98
	Anderson	55,800	55,200	99
	Cherokee	15,400	15,200	99
	Greenwood	23,400	23,100	99



WAXA BMPCT-821103KH Granted 6/29/83

© American Map Corp. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Laurens	19,000	18,800	99
	Union	11,300	11,200	99
Between 5-24%	GEORGIA			
	Elbert	7,100	7,000	99
	Hart	7,000	6,900	99
	Madison	7,600	7,500	99
	NORTH CAROLINA			
	Buncombe	69,000	68,200	99
	Cleveland	32,200	31,900	99
	Rutherford	21,800	21,600	99
	SOUTH CAROLINA			
	Edgefield	6,200	6,100	98
	Mc Cormick	2,400	2,400	100
	Oconee	21,500	21,300	99
	Pickens	31,700	31,200	99
	Saluda	6,200	6,100	98
Spartanburg	82,100	81,300	99	
Station Totals		549,300	543,500	99
Net Weekly Circulation (1989)			121,400	
Average Daily Circulation (1989)			34,400	

South Carolina—Charleston

WCBD-TV

Ch. 2

Network Service: ABC.

Licensee: Charleston Television Inc., Box 879, Charleston, SC 29402.

Studio: 210 W. Coleman Blvd., Mount Pleasant, SC 29464.

Mailing Address: Box 879, Charleston, SC 29402.

Telephone: 803-884-2222. **TWX:** 810-881-1891.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1950-ft. above av. terrain, 1940-ft. above ground, 1957-ft. above sea level.

Latitude 32° 56' 24"
Longitude 79° 41' 45"

Transmitter: Awendaw Section, Sewee Rd., 4-mi. NE of Ten Mile, Charleston County.

Satellite Earth Station: Harris, 6.1-meter; Andrew, Avantek, Harris, Microdyne receivers.

News Services: AP, UPI.

Ownership: Media General Broadcasting Group. See Group Ownership of Television Stations.

Began Operation: September 25, 1954. Sale to present owner by State Record Co. approved by FCC Dec. 28, 1982 (*Television Digest*, Vol. 22:27). Sale to State Record by Reeves Telecom Corp. approved May 26, 1971 (Vol. 10:42). Transfer of control from J. Drayton Hastie family to Reeves approved July 14, 1960 (Vol. 16:29).

Represented (sales): MMT Sales Inc.

Represented (legal): Cohn & Marks.

Personnel:

- JOSEPH W. (BILL) EVANS III, vice president & general manager.
- ROBERT H. BACON, general sales manager.
- STEPHEN GLEASON, programming director.
- MICHAEL SULLIVAN, news director.
- JERRY WALTHALL, chief engineer.
- PAULINE DAWLEY, traffic & operations manager.

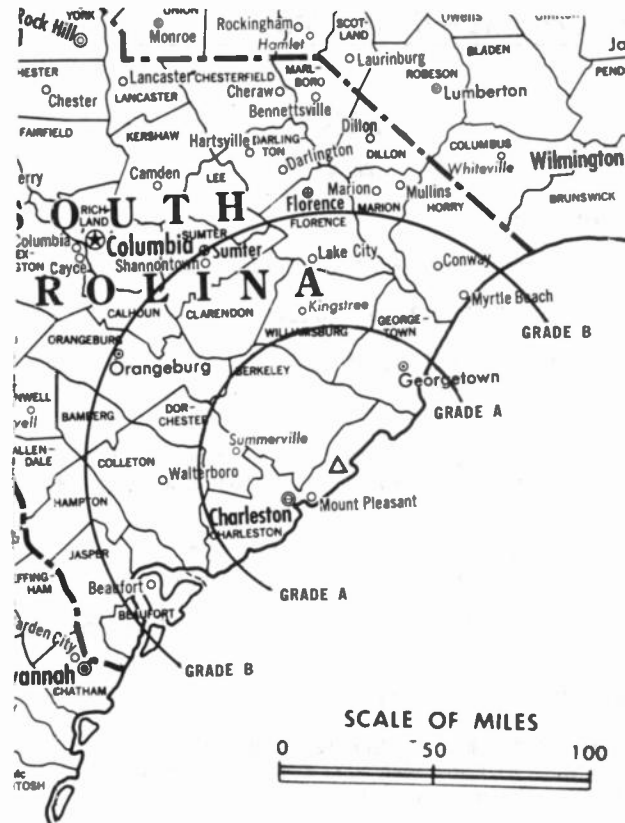
Highest 30 Sec. Rate: \$950.

NETWORK BASE HOURLY RATE: \$525.

City of License: Charleston. **ADI:** Charleston, SC. **Rank:** 108.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
SOUTH CAROLINA				
50% & Over	Berkeley	44,300	43,500	98
	Charleston	101,200	100,100	99



WCBD-TV BMPCT-850723KF Granted 12/6/85 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Colleton	12,700	12,400	98
	Dorchester	27,600	27,200	99
	Georgetown	17,100	16,700	98
	Williamsburg	13,100	12,700	97
SOUTH CAROLINA				
Between 25-49%	Beaufort	30,200	29,700	99
	Clarendon	9,900	9,600	97
	Hampton	7,000	6,800	97
	Orangeburg	31,300	30,500	98
SOUTH CAROLINA				
Between 5-24%	Bamberg	6,200	6,100	98
	Calhoun	4,600	4,500	98
	Florence	42,800	42,200	99
	Jasper	5,700	5,500	97
	Sumter	32,800	32,200	98
Station Totals		386,500	379,700	98
Net Weekly Circulation (1989)			227,000	
Average Daily Circulation (1989)			135,600	

South Carolina—Charleston

WCIV

Ch. 4

Network Service: NBC.

Licensee: First Charleston Corp., Box 10866, Charleston, SC 29411.

Studio: 1558 Hwy. 703, Mount Pleasant, SC 29464.

Mailing Address: Box 10866, Charleston, SC 29411.

Telephone: 803-884-8513.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1960-ft. above av. terrain, 1956-ft. above ground, 1972-ft. above sea level.

Latitude 32° 55' 28.00"
Longitude 79° 41' 05.80"

Transmitter: 3.4-mi. NE of Ten Mile, E of Hwy. 17-701, SE of intersection with Seewee Rd.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 10-meter Ku-band; Microdyne, 7-meter C-band; Comtech, 5-meter C-band; Harris, 3.5-meter Ku-band; RCA, 3.5-meter Ku-band; M/A-Com, Microdyne, Microwave Assoc. receivers.

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

Ownership: Allbritton Communications Co. See Group Ownership of Television Stations.

Began Operation: October 23, 1962. Sale by Washington Star Communications to present owner was finalized in 1976. Sale by First Charleston Corp. approved Oct. 5, 1966 by FCC (Television Digest, Vol. 6:28, 41).

Represented (sales): Katz Television.

Represented (legal): Hogan & Hartson.

Represented (engineering): Jansky & Bailey.

Personnel:

STEPHEN G. BROCK, president & general manager.
CELIA SHAW, vice president & station manager.
CARL SHAW, chief engineer.

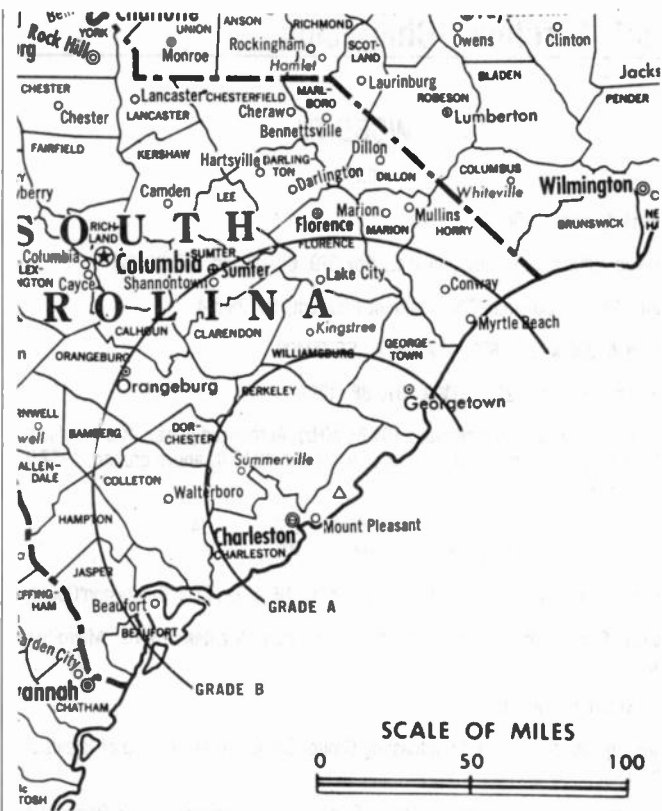
Highest One Hour Rate: \$3000.

Highest 30 Sec. Rate: \$1000.

NETWORK BASE HOURLY RATE: \$550.

City of License: Charleston. **ADI:** Charleston, SC. **Rank:** 108.

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



WCIV BMPCT—850912KU Granted 1/21/86

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Net Weekly Circulation	State County	Total Households	TV Households	%
SOUTH CAROLINA				
50% & Over	Berkeley	44,300	43,500	98
	Charleston	101,200	100,100	99
	Colleton	12,700	12,400	98
	Dorchester	27,600	27,200	99
	Georgetown	17,100	16,700	98
	Williamsburg	13,100	12,700	97
SOUTH CAROLINA				
Between 25-49%	Beaufort	30,200	29,700	99
	Clarendon	9,900	9,600	97
	Hampton	7,000	6,800	97
	Orangeburg	31,300	30,500	98
SOUTH CAROLINA				
Between 5-24%	Bamberg	6,200	6,100	98
	Calhoun	4,600	4,500	98
	Florence	42,800	42,200	99
	Jasper	5,700	5,500	97
Station Totals		353,700	347,500	98
Net Weekly Circulation (1989)				230,600
Average Daily Circulation (1989)				140,700

South Carolina—Charleston

WCSC-TV

Ch. 5

Network Service: CBS.

Licensee: WCSC Inc., 485 East Bay, Charleston, SC 29402.

Studio: 485 East Bay, Charleston, SC 29402.

Mailing Address: Box 186, Charleston, SC 29401.

Telephone: 803-723-8371. TWX: 803-881-1867.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1960-ft. above av. terrain, 1956-ft. above ground, 1972-ft. above sea level.

Latitude 32° 55' 28"
Longitude 79° 41' 58"

Transmitter: 3.4-mi. NE of Ten Mile, E of Hwy. 17-701, SE of intersection with Sewee Rd.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; Satcom Technologies, 5.5-meter Ku-band; Scientific-Atlanta, 4.6-meter C-band; M/A-Com, Microdyne, Scientific-Atlanta receivers.

SNG Mobile Dish: Transmit/receive Andrew, 1.9-meter Ku-band.

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

Ownership: Crump Communications Inc. Harold C. Crump, pres., 50%; David S. Allen, 50%.

Began Operation: June 19, 1953. Sale to present owners by John M. Rivers Sr., et al., approved by FCC Sept. 1, 1987 (Television Digest, Vol. 27: 29).

Represented (sales): Petry Television Inc.

Represented (legal): Tierney & Swift.

Represented (engineering): Lohnes & Culver.

Personnel:

HAROLD C. CRUMP, president.
LARRY SHRUM, vice president & station manager.
JACK R. BECKNELL JR., vice president & director of engineering.
DON FELDMAN, vice president & director of news.
CHARLIE THOMPSON, vice president & operations/program manager.
MIRIAM McMANUS, vice president & business manager.
LOVELL WAUGH, local sales manager.
EDDIE BOLLING, regional sales manager.
ROBERT LORENZEN, promotion director.
SALLIE MOULTRIE, traffic director.

Rates: On request.

NETWORK BASE HOURLY RATE: \$1411.

City of License: Charleston. ADI: Charleston, SC. Rank: 108.

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



WCSC-TV BMPCT-850910KR Granted 12/20/85

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Net Weekly Circulation	State County	Total Households	TV Households	Households %
SOUTH CAROLINA				
50% & Over	Beaufort	30,200	29,700	99
	Berkeley	44,300	43,500	98
	Charleston	101,200	100,100	99
	Clarendon	9,900	9,600	97
	Colleton	12,700	12,400	98
	Dorchester	27,600	27,200	99
	Georgetown	17,100	16,700	98
	Hampton	7,000	6,800	97
	Orangeburg	31,300	30,500	98
Williamsburg	13,100	12,700	97	
SOUTH CAROLINA				
Between 5-24%	Bamberg	6,200	6,100	98
	Calhoun	4,600	4,500	98
	Florence	42,800	42,200	99
	Horry	52,000	51,100	98
	Jasper	5,700	5,500	97
Station Totals		405,700	398,600	98
Net Weekly Circulation (1989)			261,000	
Average Daily Circulation (1989)			163,500	

South Carolina—Charleston

WTAT-TV

Ch. 24

Network Service: Fox.

Licensee: Act III Broadcasting of Charleston Inc., One CNN Center, South Tower, Atlanta, GA 30305.

Studio: 4301 Arco Lane, Charleston, SC 29418.

Telephone: 803-744-2424. **Fax:** 803-554-9649.

Technical Facilities: Channel No. 24 (530-536 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1630-ft. above av. terrain, 1667-ft. above ground, 1682-ft. above sea level.

Latitude 32° 55' 43"
 Longitude 79° 42' 39"

Transmitter: Approx. 0.3-mi. NE of intersection of Sewee Rd. & Ocean Hwy., 1-mi. E of Woodville.

Multichannel TV Sound: Stereo and separate audio program.

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

Ownership: Act III Bcstg. Inc., 100%. See Group Ownership of Television Stations. **Note:** Sale pends.

Began Operation: September 7, 1985. Sale to present owner by Terry A. Trousdale, et al., approved by FCC Oct. 22, 1987.

Represented (sales): Blair Television.

Represented (legal): Shack, Buenzle & Hill.

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

Personnel:

- WILLIAM WHITE, vice president & general manager.
- JOHN FRIEND, general sales manager.
- THOMAS J. PARKINSON, national sales manager.
- DAVID BIRD, chief engineer.
- BILL LITTLETON, program director.
- BARBARA PARSONS, business manager.

Rates: On request.

City of License: Charleston. **ADI:** Charleston, SC. **Rank:** 108.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
SOUTH CAROLINA				
50% & Over	Berkeley	44,300	43,500	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Charleston	101,200	100,100	99
	Dorchester	27,600	27,200	99
SOUTH CAROLINA				
Between 25-49%	Clarendon	9,900	9,600	97
	Colleton	12,700	12,400	98
	Georgetown	17,100	16,700	98
	Williamsburg	13,100	12,700	97
SOUTH CAROLINA				
Between 5-24%	Beaufort	30,200	29,700	99
	Orangeburg	31,300	30,500	98
Station Totals		287,400	282,400	98
Net Weekly Circulation (1989)			131,100	
Average Daily Circulation (1989)			58,600	

South Carolina—Columbia

WACH

Ch. 57

Network Service: Fox.

Licensee: FCV Communications Inc., 54 Hereford Rd., Bronxville, NY 10708.

Studio: 1221 Sunset Blvd., West Columbia, SC 29169.

Mailing Address: Box 5757, West Columbia, SC 29171.

Telephone: 803-796-7757.

Technical Facilities: Channel No. 57 (728-734 MHz). Authorized power: 5000-kw max. visual. Antenna: 633-ft. above av. terrain, 522-ft. above ground, 902-ft. above sea level.

Latitude 34° 02' 39"
Longitude 80° 59' 52"

Transmitter: 0.25-mi. W of Rte. 1 on Cushman Dr., near Columbia, Richland County.

News Service: INN.

Ownership: Walter K. Flynn, pres., 25%; William J. Voute, v.p.-treas., 24%; E. Craig Coats Jr., v.p.-secy., 24%; Ronald M. Stuart, v.p., 24%; Murray Michaels, v.p., 3%.

Began Operation: October 2, 1981. FCC approved sale by Carolina Christian Bcstg. March 14, 1988.

Represented (sales): Seitel Inc.

Represented (legal): Cordon & Kelly.

Personnel:

- WALTER K. FLYNN, president.
- JOHN LIVOTI, general sales manager.
- MIKE LEE, local sales manager.
- JOE MAHAN, national sales manager.
- PAUL GORMAN, chief engineer.
- MURRAY MICHAELS, program director.
- JIM MILLER, promotion director.
- JACK COLEGROVE, traffic manager.
- TERRI BECK, office manager.

Highest One Hour Rate: \$400.

Highest 30 Sec. Rate: \$50.

City of License: Columbia. **ADI:** Columbia, SC. **Rank:** 86.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
SOUTH CAROLINA				
Between 25-49%	Fairfield	6,900	6,800	98
	Kershaw	16,200	16,000	98
	Lexington	64,400	63,500	99
	Richland	100,200	99,000	99



Net Weekly Circulation	State County	Total Households	TV Households	%
SOUTH CAROLINA				
Between 5-24%	Calhoun	4,600	4,500	98
	Lee	6,000	5,900	98
	Newberry	12,500	12,300	98
	Orangeburg	31,300	30,500	98
	Sumter	32,800	32,200	98
Station Totals		274,900	270,700	98
Net Weekly Circulation (1989)			93,300	
Average Daily Circulation (1989)			40,400	

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

South Carolina—Columbia

WIS-TV

Ch. 10

Network Service: NBC.

Licensee: Cosmos Broadcasting Corp., Box 789, Greenville, SC 29602.

Studio: 1111 Bull St., Columbia, SC 29201.

Telephone: 803-799-1010. **TWX:** 810-666-2636. **Fax:** 803-799-2171.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 1546-ft. above av. terrain, 1526-ft. above ground, 1877-ft. above sea level.

Latitude 34° 07' 27"
Longitude 80° 45' 25"

Transmitter: State Hwy. 12, 20-mi. NE of city.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Comsat, 8-meter Ku-band; AFC, 3.6-meter Ku-band; Comsat, 3-meter Ku-band; Scientific-Atlanta, 7-meter C-band; Harris, M/A-Corn, Scientific-Atlanta receivers.

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

News Services: AP, NBC.

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

Began Operation: November 7, 1953.

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

Represented (legal): Dow, Lohnes & Albertson.

Personnel:

- DIXON C. LOVVORN, senior vice president & general manager.
- C. JOSEPH TONSING, general sales manager.
- MARK JOHNSON, local sales manager.
- RANDALL JUMP, national sales manager.
- JOHN AUGUSTINE, chief engineer.
- SCOTT PARKS, news director.
- DIANE K. BAGWELL, program/promotion manager.
- RICHARD M. STORA, production manager.
- KAY PONDER, promotion director.
- EVON A. TROTTER, business manager.

Rates: On request.

City of License: Columbia. **ADI:** Columbia, SC. **Rank:** 86.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
SOUTH CAROLINA				
50% & Over	Bamberg	6,200	6,100	98
	Calhoun	4,600	4,500	98
	Chester	11,100	10,900	99
	Clarendon	9,900	9,600	97
	Darlington	23,300	23,000	98
	Fairfield	6,900	6,800	98
	Florence	42,800	42,200	99
	Kershaw	16,200	16,000	98
	Lancaster	20,700	20,500	99
	Lee	6,000	5,900	98
	Lexington	64,400	63,500	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Marlboro	10,700	10,500	98
	Newberry	12,500	12,300	98
	Orangeburg	31,300	30,500	98
	Richland	100,200	99,000	99
	Saluda	6,200	6,100	98
	Sumter	32,800	32,200	98
SOUTH CAROLINA				
Between 25-49%	Aiken	46,200	45,800	99
	Allendale	3,800	3,700	97
	Barnwell	7,700	7,600	98
	Chesterfield	14,800	14,500	98
	Hampton	7,000	6,800	97
	Horry	52,000	51,100	98
	Marion	12,100	11,900	98
	York	44,400	43,900	99
NORTH CAROLINA				
Between 5-24%	Anson	9,100	8,900	98
	Cleveland	32,200	31,900	99
	Richmond	17,800	17,600	99
SOUTH CAROLINA				
	Colleton	12,700	12,400	98
	Dillon	10,600	10,400	98
	Edgefield	6,200	6,100	98
	Georgetown	17,100	16,700	98
	Greenwood	23,400	23,100	99
	Union	11,300	11,200	99
	Williamsburg	13,100	12,700	97
Station Totals		747,300	735,900	98
Net Weekly Circulation (1989)			427,500	
Average Daily Circulation (1989)			270,400	

South Carolina—Columbia

WLTX

Ch. 19

Network Service: CBS.

Licensee: Lewis Bcstg. Corp., Drawer M, Columbia, SC 29250.

Studio: 6027 Devine St., Columbia, SC 20209.

Mailing Address: Drawer M, Columbia, SC 29250.

Telephone: 803-776-3600. **TWX:** 810-666-2629. **Fax:** 803-783-2971.

Technical Facilities: Channel No. 19 (500-506 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1749-ft. above av. terrain, 1664-ft. above ground, 2014-ft. above sea level.

Latitude 34° 05' 49"
Longitude 80° 45' 51"

Transmitter: Screaming Eagle Rd., 11-mi. NE of Columbia.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.6-meter C-band; ChannelMaster, 3.6-meter C-band; RCA, 3.6-meter Ku-band; ChannelMaster, Scientific-Atlanta receivers.

News Services: AP, CBS.

Ownership: Lewis Broadcasting Corp. See Group Ownership of Television Stations.

Began Operation: September 1, 1953 on Ch. 67. Shifted to Ch. 19 on June 30, 1961. Sale to present owner by Palmetto Radio Corp. approved by FCC Feb. 22, 1978 (Television Digest, Vol. 18:9).

Represented (sales): Petry Television Inc.

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

Represented (engineering): Communications Engineering Services.

Personnel:

J. C. LEWIS JR., president.
RICHARD T. LAUGHRIDGE, vice president & general manager.
DEBBIE HOLLAND, local sales manager.
GENE UPRIGHT, program manager & film buyer.
WILLIAM F. AULL, director of technical operations.
RICHARD HALL, news director.
FRANCES COX, business manager.

Rates: On request.

City of License: Columbia. **ADI:** Columbia, SC. **Rank:** 86.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
SOUTH CAROLINA				
50% & Over	Calhoun	4,600	4,500	98
	Fairfield	6,900	6,800	98
	Kershaw	16,200	16,000	98
	Lee	6,000	5,900	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Lexington	64,400	63,500	99
	Orangeburg	31,300	30,500	98
	Richland	100,200	99,000	99
	Sumter	32,800	32,200	98
SOUTH CAROLINA				
Between 25-49%	Chester	11,100	10,900	99
	Clarendon	9,900	9,600	97
	Darlington	23,300	23,000	98
	Florence	42,800	42,200	99
	Newberry	12,500	12,300	98
	Saluda	6,200	6,100	98
SOUTH CAROLINA				
Between 5-24%	Aiken	46,200	45,800	99
	Allendale	3,800	3,700	97
	Bamberg	6,200	6,100	98
	Barnwell	7,700	7,600	98
	Hampton	7,000	6,800	97
	Lancaster	20,700	20,500	99
	Marlboro	10,700	10,500	98
Station Totals		470,500	463,500	99
Net Weekly Circulation (1989)			256,000	
Average Daily Circulation (1989)			132,200	

South Carolina—Columbia

WOLO-TV

Ch. 25

Network Service: ABC.

Licensee: Columbia TV Broadcasters Inc., Box 4217, Columbia, SC 29240.

Studio: 5807 Shakespeare Rd., Columbia, SC 29223.

Mailing Address: Box 4217, Columbia, SC 29240.

Telephone: 803-754-7525. TWX: 810-666-2100. Fax: 803-754-6147.

Technical Facilities: Channel No. 25 (536-542 MHz). Authorized power: 3589-kw max. & 2344-kw horizontal visual, 388-kw max. & 254-kw horizontal aural. Antenna: 688-ft. above av. terrain, 747-ft. above ground, 1149-ft. above sea level.

Latitude 34° 03' 23"
Longitude 80° 58' 49"

Transmitter: 5807 Shakespeare Rd.

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

News Services: ABC, AP, Group W Newsfeed, Sports News Satellite.

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

Began Operation: October 1, 1961. Sale to present owner by First Carolina Corp. approved May 5, 1964 by FCC (Television Digest, Vol. 4:14).

Represented (sales): Katz Television.

Represented (legal): Jeffrey Malickson.

Personnel:

- DAVID AIKEN JR., general manager.
- LINDA PATTERSON, general sales manager.
- DION MICHEL, local sales manager.
- RICK SPROTT, chief engineer.
- REGGIE HALL, news director.
- JIM FOREST, program director & operations manager.
- MARTY WHITE, business manager.
- WILLIE FULLER JR., production manager.
- ANNE COBB, public affairs director.

Highest One Hour Rate: \$4500.

Highest 30 Sec. Rate: \$1200.

NETWORK BASE HOURLY RATE: \$375.

City of License: Columbia. ADI: Columbia, SC. Rank: 86.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	SOUTH CAROLINA			
	Calhoun	4,600	4,500	98
	Fairfield	6,900	6,800	98
	Kershaw	16,200	16,000	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Lexington	64,400	63,500	99
	Richland	100,200	99,000	99
	Sumter	32,800	32,200	98
SOUTH CAROLINA				
Between 25-49%	Clarendon	9,900	9,600	97
	Lee	6,000	5,900	98
	Newberry	12,500	12,300	98
	Orangeburg	31,300	30,500	98
	Saluda	6,200	6,100	98
SOUTH CAROLINA				
Between 5-24%	Aiken	46,200	45,800	99
	Bamberg	6,200	6,100	98
	Barnwell	7,700	7,600	98
	Chesterfield	14,800	14,500	98
	Darlington	23,300	23,000	98
	Florence	42,800	42,200	99
	Lancaster	20,700	20,500	99
Station Totals		452,700	446,100	99
Net Weekly Circulation (1989)			222,300	
Average Daily Circulation (1989)			107,800	

South Carolina—Florence

WBTW

Ch. 13

Network Service: CBS.

Licensee: Spartan Radiocasting Co., 3430 TV Rd., Florence, SC 29501.

Studio: 3430 TV Rd., Florence, SC 29501.

Telephone: 803-662-1565. **TWX:** 803-622-2212.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: Circularly polarized, 1950-ft. above av. terrain, 2000-ft. above ground, 2115-ft. above sea level.

Latitude 34° 22' 02"
Longitude 79° 19' 22"

Transmitter: 3.1-mi. N of Floyd Dale, SC.

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

News Service: AP.

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

Began Operation: October 18, 1954. Sale to present owner by Daily Telegraph Printing Co. approved by FCC June 12, 1984 (*Television Digest*, Vol. 24:15). Sale by Jefferson Standard Life Insurance Co. approved Feb. 28, 1968 (Vol. 7:43; 8:10).

Represented (sales): Katz Television.

Represented (legal): Covington & Burling.

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

Personnel:

- JOHN W. WEST, general manager.
- LOUIS WALL, general sales manager.
- MARK OVERSTREET, local sales manager.
- BERNARD E. MOORE, chief engineer.
- JIM GRIFFIN, news director.
- MELANIE TRAMONTE, promotion director.
- MARTHA ROUSE, business manager.
- JAMES BRIGGS, operations manager.

Highest 30 Sec. Rate: \$1000.

NETWORK BASE HOURLY RATE: \$967.

City of License: Florence. **ADI:** Florence, SC. **Rank:** 132.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
NORTH CAROLINA				
50% & Over	Anson	9,100	8,900	98
	Bladen	11,400	11,100	98
	Columbus	19,000	18,700	98
	Hoke	7,200	7,000	98
	Richmond	17,800	17,600	99
	Robeson	35,600	35,000	98
	Scotland	11,900	11,700	98



Net Weekly Circulation	State County	Total Households	TV Households	%
SOUTH CAROLINA				
50% & Over	Chesterfield	14,800	14,500	98
	Darlington	23,300	23,000	98
	Dillon	10,600	10,400	98
	Florence	42,800	42,200	99
	Horry	52,000	51,100	98
	Lee	6,000	5,900	98
	Marion	12,100	11,900	98
	Marlboro	10,700	10,500	98
	Williamsburg	13,100	12,700	97
SOUTH CAROLINA				
Between 25-49%	Clarendon	9,900	9,600	97
	Georgetown	17,100	16,700	98
	Kershaw	16,200	16,000	98
	Sumter	32,800	32,200	98
NORTH CAROLINA				
Between 5-24%	Brunswick	18,800	18,500	98
	Cumberland	86,500	85,500	99
	Montgomery	8,800	8,700	99
	Moore	23,300	23,000	98
	Sampson	18,800	18,500	98
Station Totals		529,600	520,900	98
Net Weekly Circulation (1989)			278,600	
Average Daily Circulation (1989)			165,700	

South Carolina—Florence

WPDE-TV

Ch. 15

Network Service: ABC.

Licensee: Diversified Communications, 5 Milk St., Portland, ME 04112.

Studio: 3215 South Cashua Dr., Florence, SC 29501.

Telephone: 803-665-1515. Fax: 803-665-4907.

Technical Facilities: Channel No. 15 (476-482 MHz). Authorized power: 1290-kw max. & 562-kw horizontal visual, 129-kw max. & 56.2-kw horizontal aural. Antenna: 1950-ft. above av. terrain, 1997-ft. above ground, 2100-ft. above sea level.

Latitude 34° 21' 53"
Longitude 79° 19' 49"

Transmitter: 2.7-mi. S of State Rte. 9 & 1.2-mi. E of Little Pee Dee River.

Satellite Earth Station: ADM, 4-meter; Avcom receivers.

News Services: ABC, AP.

Ownership: Diversified Communications. See Group Ownership of Television Stations.

Began Operation: November 22, 1980. Sale to present owner by Eastern Carolinas Bcstg. approved by FCC June 27, 1985 (Television Digest, Vol. 25:24).

Represented (sales): Blair Television.

Represented (legal): Dow, Lohnes & Albertson.

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

Personnel:

WILLIAM CHRISTIAN, vice president & general manager.
MIKE REED, general sales manager.
LYNN YOUNG, national sales manager.
BILL ELKS, chief engineer.
TIM KENNY, news director & promotion manager.
LINDA McCASKILL, program manager.
MARSHALL LUCIUS, controller.
JOYCE JORDAN, business manager.
CARL JACKSON, operations manager.

Rates: On request.

City of License: Florence. ADI: Florence, SC. Rank: 132.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NORTH CAROLINA			
	Scotland	11,900	11,700	98
	SOUTH CAROLINA			
	Darlington	23,300	23,000	98
	Dillon	10,600	10,400	98
	Florence	42,800	42,200	99
	Horry	52,000	51,100	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Marion	12,100	11,900	98
	Marlboro	10,700	10,500	98
Between 25-49%	NORTH CAROLINA			
	Bladen	11,400	11,100	98
	Richmond	17,800	17,600	99
	Robeson	35,600	35,000	98
	SOUTH CAROLINA			
Chesterfield	14,800	14,500	98	
Lee	6,000	5,900	98	
Sumter	32,800	32,200	98	
Williamsburg	13,100	12,700	97	
Between 5-24%	NORTH CAROLINA			
	Anson	9,100	8,900	98
	Columbus	19,000	18,700	98
	Hoke	7,200	7,000	98
	SOUTH CAROLINA			
Clarendon	9,900	9,600	97	
Georgetown	17,100	16,700	98	
Station Totals		357,200	350,700	98
Net Weekly Circulation (1989)			171,200	
Average Daily Circulation (1989)			85,700	

South Carolina—Greenville

WGGG-TV

Ch. 16

Network Service: None, independent.

Licensee: Carolina Christian Broadcasting Inc., Box 1616, Greenville, SC 29602.

Studio: 3409 Rutherford Rd., Taylors, SC 29687.

Mailing Address: Box 1616, Greenville, SC 29602.

Telephone: 803-244-1616.

Technical Facilities: Channel No. 16 (482-488 MHz). Authorized power: 1150-kw max. & 717.9-kw horizontal visual, 115-kw max. & 71.79-kw horizontal aural. Antenna: 1149-ft. above av. terrain, 195-ft. above ground, 2185-ft. above sea level.

Latitude 34° 56' 26"
Longitude 82° 24' 41"

Transmitter: Ridge Rd. off Altamont Rd. on Paris Mountain near Greenville.

Satellite Earth Stations: Scientific-Atlanta, 5-meter C-band; AFC, 3.8-meter Ku-band; M/A-Com, Scientific-Atlanta receivers.

News Service: INN.

Ownership: Carolina Christian Broadcasting Co. See Group Ownership of Television Stations.

Began Operation: October 29, 1972.

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

Represented (engineering): Charles I. Gallagher, P.E., Consulting Radio Engineers.

Personnel:

JAMES H. THOMPSON, president & general manager.

NORVIN C. DUNCAN, assistant to the president.

TED McCALL, chief engineer.

GENE GIBSON, director of engineering.

HUGH McLEAN, program manager.

PEGGY DENNY, public affairs director.

Highest One Hour Rate: \$600.

Highest 30 Sec. Rate: \$75.

City of License: Greenville. ADI: Greenville-Spartanburg, SC-Asheville, NC. Rank: 36.

Total Households: © MSI Consumer Market Data as of 1/1/89. 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%	GEORGIA			
	Franklin	6,300	6,200	98
	Hart	7,000	6,900	99
	NORTH CAROLINA			
	Rutherford	21,800	21,600	99
SOUTH CAROLINA				
	Anderson	55,800	55,200	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Greenville	120,900	119,900	99
	Greenwood	23,400	23,100	99
	Laurens	19,000	18,800	99
	Pickens	31,700	31,200	99
	Spartanburg	82,100	81,300	99
	Union	11,300	11,200	99
Station Totals		379,300	375,400	99
Net Weekly Circulation (1989)			46,500	
Average Daily Circulation (1989)			14,500	

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South Carolina—Greenville-Spartanburg & Asheville, North Carolina

WHNS

Ch. 21

Network Service: Fox.

Licensee: Pappas Telecasting of the Carolinas Inc., 21 Interstate Court, Greenville, SC 29615.

Studio: 21 Interstate Court, Greenville, SC 29615.

Sales & Studio: 56 Central Ave., Suite 105, Asheville, NC 28801.

Telephones: 803-288-2100, Greenville; 704-258-2100, Asheville.

TWX: 810-281-2251. **Fax:** 803-297-0728.

Technical Facilities: Channel No. 21 (512-518 MHz). Authorized power: 3390-kw visual, 339-kw aural. Antenna: Circularly polarized, 2510-ft. above av. terrain, 1620-ft. above ground, 5049-ft. above sea level.

Latitude 35° 10' 56"
Longitude 82° 40' 56"

Transmitter: Slick Rock Mountain, Transylvania County.

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

Ownership: Pappas Telecasting Inc. See Group Ownership of Television Stations.

Began Operation: July 5, 1953. Sale to present owner by Thomas Bcstg. approved by FCC July 27, 1979 (*Television Digest*, Vol. 19:25). Resumed operation April 1, 1984.

Represented (sales): TeleRep Inc.

Represented (legal): Bryan, Cave, McPheeters & McRoberts.

Represented (engineering): Smith & Powstenko.

Personnel:

- HARRY J. PAPPAS, president.
- JOSEPH A. SHAFFER, vice president & general manager.
- LeBON G. ABERCROMBIE, vice president, planning & development.
- DENNIS J. DAVIS, vice president & chief financial officer.
- DALE P. KELLY, director of engineering.
- JERRY GARVIN, chief engineer.
- DAVID LUND, promotion director.
- TONY THOMPSON, general marketing manager.
- FRANK SAVAGE, national marketing manager.
- HY FARBMAN, retail marketing manager.
- RUTH BURNETTE, traffic systems coordinator/manager.

Rates: On request.

City of License: Asheville, NC. **AOI:** Greenville-Spartanburg, SC-Asheville, NC. **Rank:** 36.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	GEORGIA			
	Elbert	7,100	7,000	99
	Franklin	6,300	6,200	98
	Hart	7,000	6,900	99
	NORTH CAROLINA			
	Henderson	29,300	28,900	99
	Rutherford	21,800	21,600	99
	Transylvania	10,100	10,000	99
	SOUTH CAROLINA			
	Anderson	55,800	55,200	99
	Cherokee	15,400	15,200	99
	Greenville	120,900	119,900	99
	Greenwood	23,400	23,100	99
	Laurens	19,000	18,800	99
Oconee	21,500	21,300	99	
Pickens	31,700	31,200	99	
Spartanburg	82,100	81,300	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	GEORGIA			
	Banks	3,800	3,700	97
	Madison	7,600	7,500	99
	Oglethorpe	3,600	3,500	97
	Stephens	8,400	8,300	99
	NORTH CAROLINA			
	Buncombe	69,000	68,200	99
	Cleveland	32,200	31,900	99
	Haywood	19,400	19,100	98
	Madison	6,500	6,300	97
	Polk	5,800	5,700	98
	SOUTH CAROLINA			
	Abbeville	8,700	8,600	98
	Saluda	6,200	6,100	98
Between 5-24%	GEORGIA			
	Habersham	9,900	9,700	98
	Jackson	10,300	10,200	99
	Lincoln	2,300	2,300	100
	Rabun	4,300	4,200	98
	Wilkes	4,000	3,900	98
	NORTH CAROLINA			
	Gaston	63,900	63,300	99
	Lincoln	18,000	17,900	99
	Mc Dowell	13,600	13,400	99
	Swain	4,100	4,000	98
	Yancey	5,800	5,700	97
	SOUTH CAROLINA			
	Chester	11,100	10,900	99
Fairfield	6,900	6,800	98	
Mc Cormick	2,400	2,400	100	
Newberry	12,500	12,300	98	
York	44,400	43,900	99	
Station Totals		847,400	837,600	99
Net Weekly Circulation (1989)			365,300	
Average Daily Circulation (1989)			170,500	

South Carolina—Greenville-Spartanburg & Asheville, North Carolina

WLOS

Ch. 13

Network Service: ABC.

Licensee: WLOS Inc., Box 1300, Asheville, NC 28802.

Studios: 288 Macon Ave., Asheville, NC 28804; 105 N. Spring St., Greenville, SC 29601.

Mailing Address: Box 1300, Asheville, NC 28802.

Telephones: 704-255-0013, Asheville; 803-271-1313, Greenville.

TWX: 510-933-0166.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 178-kw visual, 19.6-kw aural. Antenna: 2804-ft. above av. terrain, 339-ft. above ground, 6056-ft. above sea level.

Latitude 35° 23' 32.21"
Longitude 82° 45' 25.06"

Transmitter: Mount Pisgah.

Satellite Earth Station: Harris, 3.1-meter; AvanteK, Harris, M/A-Com receivers.

News Services: AP, Carolina News Network, UPI.

Ownership: Anchor Media Ltd., 100%. See Group Ownership of Television Stations.

Began Operation: September 18, 1954. Sale to present owners by Wometco Broadcasting Co. approved by FCC April 10, 1987.

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

Represented (legal): Arnold & Porter.

Represented (engineering): Smith & Powstenko.

Personnel:

- ALAN HENRY, president.
- JAMES CONSCHAFTER, vice president & general manager.
- DAVID BUNNELL, general sales manager.
- ELLEN VAILLANCOURT, local sales manager.
- JIM CARRIER, chief engineer.
- KARL ZEDEL, news director.
- CLIFF PINE, program director.
- BOB MACKOWIAK, promotion director.
- BILL WALSH, business manager.
- JOE LEONARD, production manager.

Highest 30 Sec. Rate: \$1300.

City of License: Asheville, NC. ADI: Greenville-Spartanburg, SC-Asheville, NC. Rank: 36.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	GEORGIA			
	Elbert	7,100	7,000	99
	Franklin	6,300	6,200	98
	Hart	7,000	6,900	99
	Stephens	8,400	8,300	99
	NORTH CAROLINA			
	Buncombe	69,000	68,200	99
	Graham	2,500	2,500	98
	Haywood	19,400	19,100	98
	Henderson	29,300	28,900	99
	Jackson	9,700	9,500	98
	Mc Dowell	13,600	13,400	99
	Macon	9,800	9,500	97
	Madison	6,500	6,300	97
Polk	5,800	5,700	98	
Rutherford	21,800	21,600	99	
Swain	4,100	4,000	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Transylvania	10,100	10,000	99
	Yancey	5,800	5,700	97
SOUTH CAROLINA	Abbeville	8,700	8,600	98
	Anderson	55,800	55,200	99
	Cherokee	15,400	15,200	99
	Greenville	120,900	119,900	99
	Greenwood	23,400	23,100	99
	Laurens	19,000	18,800	99
	Oconee	21,500	21,300	99
	Pickens	31,700	31,200	99
	Spartanburg	82,100	81,300	99
	Union	11,300	11,200	99
Between 25-49%	GEORGIA			
	Banks	3,800	3,700	97
	Madison	7,600	7,500	99
KENTUCKY	Oglethorpe	3,600	3,500	97
	Harlan	14,500	14,300	99
NORTH CAROLINA	Burke	29,100	28,800	99
	Caldwell	26,900	26,600	99
	Cherokee	8,000	7,900	98
	Cleveland	32,200	31,900	99
	Mitchell	5,400	5,300	98
SOUTH CAROLINA	Mc Cormick	2,400	2,400	100
	Newberry	12,500	12,300	98
TENNESSEE	Greene	21,300	21,100	99
	Hawkins	17,500	17,200	99

(Continued on page A-990)

Station Totals	1,180,200	1,166,300	99
Net Weekly Circulation (1989)		620,100	
Average Daily Circulation (1989)		334,500	

South Carolina—Greenville-Spartanburg & Asheville, North Carolina

WSPA-TV

Ch. 7

Network Service: CBS.

Licensee: Spartan Radiocasting Co., Box 1717, Spartanburg, SC 29304.

Studio: Box 1717, Spartanburg, SC 29304.

Telephones: 803-576-7777, Spartanburg; 803-233-7777, Greenville; 803-242-0077, Greenville office; 704-684-2377, Asheville.

TWX: 810-282-2591.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 44.5-kw aural. Antenna: 2000-ft. above av. terrain, 254-ft. above ground, 3465-ft. above sea level.

Latitude 35° 10' 12"
Longitude 82° 17' 27"

Transmitter: Hogback Mountain, 25-mi. NW of Spartanburg.

Satellite Earth Stations: Microdyne, 7-meter; Scientific-Atlanta, 7-meter; ADM, 6.1-meter; Scientific-Atlanta, 4.6-meter; Scientific-Atlanta, 3.7-meter Ku-band; ADM, AFC, Microdyne, Scientific-Atlanta receivers.

AM Affiliate: WSPA, 5-kw, 950-kHz (CBS).

FM Affiliate: WSPA-FM, 100-kw, 98.9 MHz (No. 255), 1910-ft.

News Services: AP, CBS.

Ownership: Spartan Radiocasting Inc. See Group Ownership of Television Stations.

Began Operation: April 29, 1956.

Represented (sales): Blair Television.

Represented (legal): Covington & Burling.

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

Personnel:

- NICK EVANS, president.
- BOYD BUNTING, secretary-treasurer.
- TONY TWIBELL, general manager.
- GARY POWERS, general sales manager.
- OTIS PICKETT, local sales manager.
- FRED TUCK, chief engineer.
- HARVEY COX, news director.
- JIMMY SANDERS, program manager.
- BILL SHATTEN, advertising & promotion manager.
- ROLAN LITTLEFIELD, creative services director.
- BARBARA SPRAGUE, personnel director.
- BETTY FOSTER, traffic manager.
- THOMAS AHNER, chief transmitter engineer.

Highest One Hour Rate: \$6000.

Highest 30 Sec. Rate: \$2000.

NETWORK BASE HOURLY RATE: \$2271.

City of License: Spartanburg. ADI: Greenville-Spartanburg, SC-Asheville, NC. Rank: 36.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	GEORGIA			
	Elbert	7,100	7,000	99
	Franklin	6,300	6,200	98
	Hart	7,000	6,900	99
	Stephens	8,400	8,300	99
NORTH CAROLINA	Buncombe	69,000	68,200	99
	Cleveland	32,200	31,900	99



WSPA-TV BMPCT-5883 Granted 9/24/63

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Haywood	19,400	19,100	98
	Henderson	29,300	28,900	99
	Jackson	9,700	9,500	98
	Mc Dowell	13,600	13,400	99
	Macon	9,800	9,500	97
	Mitchell	5,400	5,300	98
	Polk	5,800	5,700	98
	Rutherford	21,800	21,600	99
	Transylvania	10,100	10,000	99
	SOUTH CAROLINA	Abbeville	8,700	8,600
Anderson		55,800	55,200	99
Cherokee		15,400	15,200	99
Chester		11,100	10,900	99
Greenville		120,900	119,900	99
Greenwood		23,400	23,100	99
Laurens		19,000	18,800	99
Newberry		12,500	12,300	98
Oconee		21,500	21,300	99
Pickens		31,700	31,200	99
Spartanburg	82,100	81,300	99	
Union	11,300	11,200	99	
GEORGIA	Banks	3,800	3,700	97
	Habersham	9,900	9,700	98
	Oglethorpe	3,600	3,500	97
NORTH CAROLINA	Burke	29,100	28,800	99
	Caldwell	26,900	26,600	99
	Madison	6,500	6,300	97
	Yancey	5,800	5,700	97
(Continued on page A-990)				
Station Totals		1,000,700	988,900	99
Net Weekly Circulation (1989)			613,700	
Average Daily Circulation (1989)			352,200	

South Carolina—Greenville-Spartanburg & Asheville, North Carolina

WYFF-TV

Ch. 4

Network Service: NBC.

Licensee: Pulitzer Broadcasting Co., 515 N. Sixth St., Suite 2020, One City Center, St. Louis, MO 63101.

Studio: Broadcast Place, 505 Rutherford St, Greenville, SC 29602.

Mailing Address: Box TV 4, Greenville, SC 29602.

Telephone: 803-242-4404. **TWX:** 803-282-1008. **Fax:** 803-240-5329.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 12.7-kw aural. Antenna: 2000-ft. above av. terrain, 892-ft. above ground, 3978-ft. above sea level.

Latitude 35° 06' 40"
Longitude 82° 36' 17"

Transmitter: Caesar's Head.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 8-meter Ku-band; BMS, 6.1-meter C-band; Harris, 3-meter Ku-band; DX Antenna, Harris, M/A-Com, Standard Communications receivers.

News Service: AP.

Ownership: Pulitzer Publishing Co., 100%. See Group Ownership of Television Stations.

Began Operation: December 31, 1953. Exchange (with WXII, Winston-Salem, NC) for KSDK, St. Louis, MO approved by FCC Feb. 17, 1983 (*Television Digest*, Vol. 21:12; 22:1; 23:8). Transfer to Multimedia Inc. from Southeastern Bcstg. Corp. approved Sept. 22, 1967 by FCC.

Represented (sales): Katz Television.

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

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

Personnel:

- DOUGLAS A. SMITH, vice president & general manager.
- WILLIAM WHELESS, station manager.
- JOHN SCOTT, general sales manager.
- REBECCA WALKER, local sales manager.
- JOHN MOORE, national sales manager.
- BOB KING, chief engineer.
- JOHN HARRIS, news director.
- FRITZIE MUMFORD, program director.
- H. A. SCOTT JR., promotion manager.
- PENNY HENDERSON, business manager.
- BEN LEONARD, farm director.
- JAN HASWELL, news/promotion.

Highest One Hour Rate: \$8000.

Highest 30 Sec. Rate: \$5000.

NETWORK BASE HOURLY RATE: \$2650.

City of License: Greenville. **AD1:** Greenville-Spartanburg, SC-Asheville, NC. **Rank:** 36.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	GEORGIA			
	Banks	3,800	3,700	97
	Elbert	7,100	7,000	99
	Franklin	6,300	6,200	98
	Habersham	9,900	9,700	98
	Hart	7,000	6,900	99
	Madison	7,600	7,500	99
	Oglethorpe	3,600	3,500	97
	Rabun	4,300	4,200	98



WYFF-TV BPCT-2395 Granted 11/18/57 © American Map Corp. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	Stephens	8,400	8,300	99	
	NORTH CAROLINA				
	Buncombe	69,000	68,200	99	
	Burke	29,100	28,800	99	
	Haywood	19,400	19,100	98	
	Henderson	29,300	28,900	99	
	Jackson	9,700	9,500	98	
	Mc Dowell	13,600	13,400	99	
	Macon	9,800	9,500	97	
	Madison	6,500	6,300	97	
	Polk	5,800	5,700	98	
	Rutherford	21,800	21,600	99	
	Swain	4,100	4,000	98	
	Transylvania	10,100	10,000	99	
	SOUTH CAROLINA				
	Abbeville	8,700	8,600	98	
	Anderson	55,800	55,200	99	
Cherokee	15,400	15,200	99		
Greenville	120,900	119,900	99		
Greenwood	23,400	23,100	99		
Laurens	19,000	18,800	99		
Mc Cormick	2,400	2,400	100		
Newberry	12,500	12,300	98		
Oconee	21,500	21,300	99		
Pickens	31,700	31,200	99		
Spartanburg	82,100	81,300	99		
Union	11,300	11,200	99		

Between 25-49%	GEORGIA			
	Lincoln	2,300	2,300	100
	Taliaferro	900	900	100
Wilkes	4,000	3,900	98	

(Continued on page A-990)

Station Totals	890,700	879,800	99
Net Weekly Circulation (1989)		641,000	
Average Daily Circulation (1989)		417,200	

South Carolina—Hardeeville

WTGS

Ch. 28

Network Service: Fox.

Licensee: Hilton Head Television Inc., 28 Broadcast Way, Ridgeland, SC 29936.

Studio: 28 Broadcast Way, Ridgeland, SC 29936.

Telephone: 803-726-5244. **TWX:** 510-600-1811.

Technical Facilities: Channel No. 28 (554-560 MHz). Authorized power: 4920-kw max. visual, 492-kw max. aural. Antenna: 795-ft. above av. terrain, 785-ft. above ground, 803-ft. above sea level.

Latitude 32° 19' 50"
Longitude 80° 56' 19"

Holds CP for change to 5000-kw max. visual, 500-kw max. aural, 1500-ft. above av. terrain, 1498-ft. above ground, 1515-ft. above sea level, lat. 32° 02' 48", long. 81° 20' 27", transmitter to 2.5-mi. NNW of intersection of I-95 & SC 204, S of Bloomingdale, GA. BPCT-880120KO.

Transmitter: 1.5-mi. S of Intersection of Hwys. 278 & 170, 0.53-mi. W. of Hwy. 278.

Satellite Earth Stations: AFC, 3.6-meter Ku-band; Paraclipse, 3.66-meter C-band; United Satellite Systems, 5-meter C-band; DX Antenna, M/A-Com, Scientific-Atlanta receivers.

Ownership: American Communications & Television Inc. See Group Ownership of Television Stations.

Began Operation: September 1, 1985.

Represented (sales): Independent TV Sales.

Represented (legal): Bechtel, Borsari, Cole & Paxson.

Represented (engineering): W. Lee Simmons & Associates Inc.

Personnel:

- ROBERT H. STARK, general manager.
- EDWARD YOUNG, station manager.
- RON SCIABARASI, general sales manager.
- BRYAN ALLPORT, local sales manager.
- BOB KEELE, program director.
- DAVE FLANDER, promotion director.
- SUZANNE KELLY, business manager.
- AL ANDRES, traffic manager.

Highest 30 Sec. Rate: \$350.

City of License: Hardeeville. **ADI:** Savannah. **Rank:** 103.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	SOUTH CAROLINA Jasper	5,700	5,500	97



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	GEORGIA Chatham	80,400	79,600	99
	Effingham	8,100	8,000	99
	Liberty	13,000	12,800	98
Between 5-24%	SOUTH CAROLINA Beaufort	30,200	29,700	99
	GEORGIA Bryan	4,700	4,600	98
	Bulloch	12,500	12,300	98
	Candler	2,700	2,600	96
	Emanuel	7,600	7,500	98
	Screven	5,700	5,600	98
Station Totals	SOUTH CAROLINA Colleton	12,700	12,400	98
	Hampton	7,000	6,800	97
	Net Weekly Circulation (1989)	190,300	187,400	98
Average Daily Circulation (1989)			68,900	24,400

South Carolina—Myrtle Beach

WGSE

Ch. 43

Network Service: None, independent.

Grantee: Carolina Christian Bcstg. Inc., Box 1243, Myrtle Beach, SC 29578.

Studio: 803-A Seaboard Industrial Park, Myrtle Beach, SC 29578.

Telephone: 803-626-4300.

Technical Facilities: Channel No. 43 (644-650 MHz). Authorized power: 156.4-kw visual, 15.64-kw aural. Antenna: 600-ft. above av. terrain, 609-ft. above ground, 649-ft. above sea level.

Latitude 33° 50' 10"
Longitude 89° 51' 08"

Transmitter: 0.6-mi. S of State Rte. 90, 1.8-mi. E of Nixonville.

Multichannel TV Sound: Separate audio program.

Satellite Earth Stations: RCA, 5-meter Ku-band; Trans-World, 5-meter C-band; M/A-Corn receivers.

News Service: INN.

Ownership: Carolina Christian Broadcasting Co. See Group Ownership of Television Stations.

Began Operation: July 5, 1984.

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

Personnel:

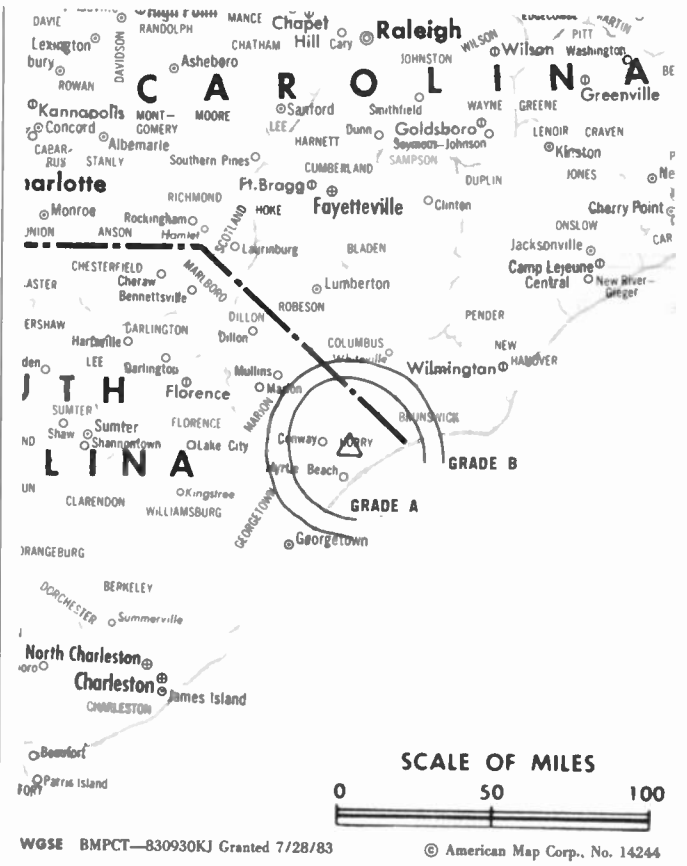
JAMES RIZZUTI, resident manager.
GENE GIBSON, chief engineer.
PAUL GORMAN, sales.

Highest One Hour Rate: \$250.

Highest 30 Sec. Rate: \$30.

City of License: Myrtle Beach. ADI: Florence, SC. Rank:132.

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



WGSE BMPCT—830930KJ Granted 7/28/83

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	Households %
SOUTH CAROLINA				
Between 5-24%	Horry	52,000	51,100	98
Station Totals		52,000	51,100	98
Net Weekly Circulation (1989)			6,200	
Average Daily Circulation (1989)			1,600	

South Carolina

WLOS, Greenville-Spartanburg (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	GEORGIA			
	Habersham	9,900	9,700	98
	Jackson	10,300	10,200	99
	Rabun	4,300	4,200	98
	Walton	12,100	12,000	99
	Wilkes	4,000	3,900	98
	KENTUCKY			
	Letcher	10,900	10,700	98
	NORTH CAROLINA			
	Catawba	44,100	43,800	99
	Clay	2,900	2,800	96
	Gaston	63,900	63,300	99
	Lincoln	18,000	17,900	99
	SOUTH CAROLINA			
	Chester	11,100	10,900	99
	Saluda	6,200	6,100	98
	York	44,400	43,900	99
	TENNESSEE			
	Claiborne	9,800	9,600	98
	Hamblen	21,300	21,100	99
	Hancock	2,300	2,300	100
Sullivan	58,100	57,700	99	
VIRGINIA				
Lee	9,600	9,400	98	
Scott	8,900	8,700	98	
Wise	17,300	17,000	98	

WSPA-TV, Greenville-Spartanburg (Arbitron Data Continued)

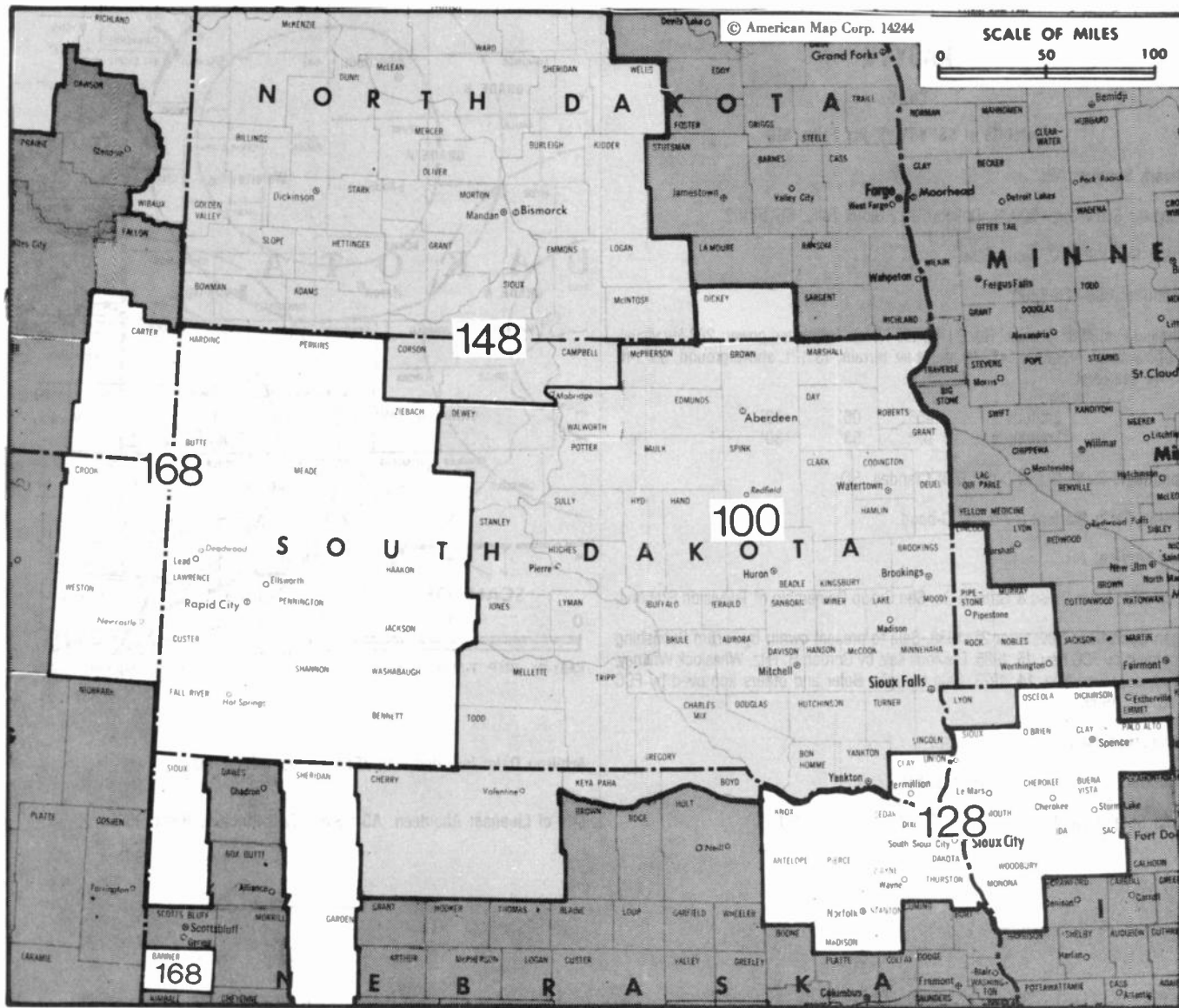
Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%	SOUTH CAROLINA			
	Mc Cormick	2,400	2,400	100
	Saluda	6,200	6,100	98
	York	44,400	43,900	99
Between 5-24%	GEORGIA			
	Madison	7,600	7,500	99

WSPA-TV—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	Rabun	4,300	4,200	98
	Wilkes	4,000	3,900	98
	NORTH CAROLINA			
	Avery	5,400	5,300	98
	Catawba	44,100	43,800	99
	Gaston	63,900	63,300	99
	Lincoln	18,000	17,900	99
	Swain	4,100	4,000	98
	SOUTH CAROLINA			
	Chesterfield	14,800	14,500	98
	Fairfield	6,900	6,800	98
	Lancaster	20,700	20,500	99

WYFF-TV, Greenville-Spartanburg (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%	NORTH CAROLINA			
	Cherokee	8,000	7,900	98
	Cleveland	32,200	31,900	99
	Graham	2,500	2,500	98
	Mitchell	5,400	5,300	98
	SOUTH CAROLINA			
	Saluda	6,200	6,100	98
Between 5-24%	GEORGIA			
	Greene	4,100	4,000	98
	Jackson	10,300	10,200	99
	Union	4,300	4,200	98
	White	4,500	4,400	98
	NORTH CAROLINA			
	Caldwell	26,900	26,600	99
	Yancey	5,800	5,700	97
	SOUTH CAROLINA			
	Chester	11,100	10,900	99
	Edgefield	6,200	6,100	98
	Lancaster	20,700	20,500	99
York	44,400	43,900	99	



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)
Sioux City, IA	164,200	128	KCAU-TV (9), KMEG (14), KTIV (4)
Minot-Bismarck-Dickinson, ND	139,600	148	KBMY (17), KFVR-TV (5), KMCCY (14), KMOT (10), KQCD-TV (7), KUMV-TV (8), KXMA-TV (2), KXMB-TV (12), KXMC-TV (13), KXMD-TV (11)
Rapid City, SD	84,300	168	KCLO-TV (15), KEVN-TV (7), KHSD-TV (11), KIVV-TV (5), KOTA-TV (3), KSGW-TV (12)

State Cross Reference List

Communities that receive programs of stations that are located elsewhere.

- KIVV-TV, Deadwood See Lead, SD
- KOLT, Mitchell See Sioux Falls, SD
- KOLO-TV, Watertown See Florence, SD

South Dakota Station Totals as of October 1, 1989

	VHF	UHF	TOTAL
Commercial Television Stations	11	2	13
Educational Television Stations	7	1	8
	18	3	21

South Dakota—Aberdeen

KABY-TV

Ch. 9

(Satellite of KSFY-TV, Sioux Falls, SD)

Network Service: ABC.

Licensee: SDTV Inc., 300 N. Dakota Ave., Sioux Falls, SD 57102.

Studio: See KSFY-TV, Sioux Falls.

Telephone: 605-225-9200.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 288-kw visual, 45.7-kw aural. Antenna: 1413-ft. above av. terrain, 1311-ft. above ground, 3071-ft. above sea level.

Latitude	45°	06'	32''
Longitude	97°	53'	30''

Transmitter: 3-mi. S and 3-mi. E of Crandall, SD.

Satellite Earth Station: 3.7-meter C-band.

News Service: AP.

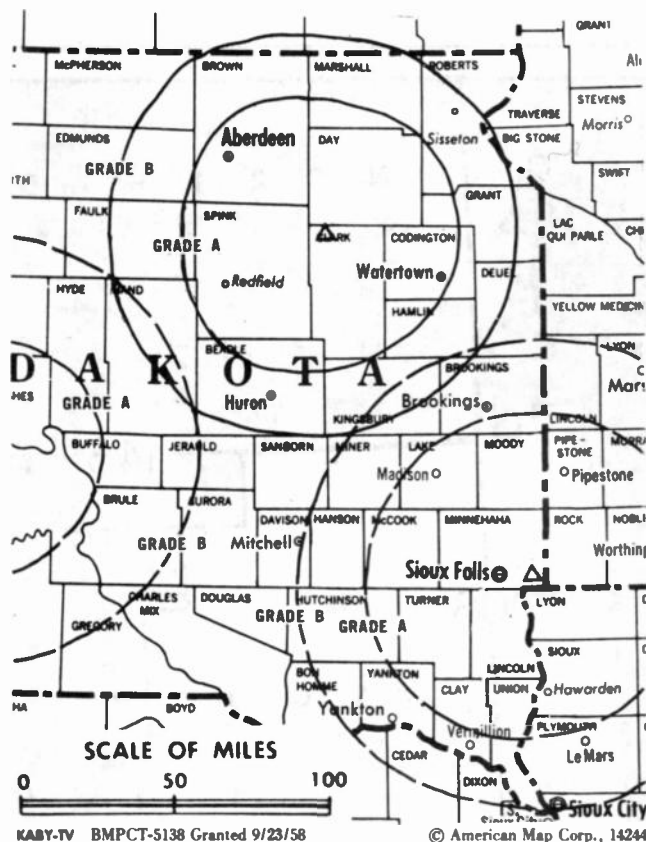
Ownership: News Press & Gazette Co. See Group Ownership of Television Stations.

Began Operation: November 27, 1958. Sale to present owner by Forum Publishing approved by FCC Nov. 15, 1985. Previous sale by Gordon H. Ritz, Wheelock Whitney, et al. approved Nov. 14, 1973. Sale by John Boler and others approved by FCC Dec. 23, 1969.

Represented (sales): Katz Television.

Personnel: See KSFY-TV, Sioux Falls, SD.

Rates: Sold in combination with KSFY-TV, Sioux Falls, SD.



Arbitron Data: Included with KSFY-TV, Sioux Falls, SD.

City of License: Aberdeen. ADI: Sioux Falls-Mitchell. Rank: 100.

South Dakota—Florence-Watertown

KDLO-TV

Ch. 3

(Satellite of KELO-TV, Sioux Falls, SD)

Network Service: CBS.

Licensee: Midcontinent Television of South Dakota Inc., Phillips at Thirteenth, Sioux Falls, SD 57102.

Studio: See KELO-TV, Sioux Falls.

Telephone: 605-336-1100.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1684-ft. above av. terrain, 1705-ft. above ground, 3552-ft. above sea level.

Latitude	44°	57'	56.50"
Longitude	97°	35'	22.00"

Transmitter: 0.5-mi. N of Garden City, SD.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: 3 in operation; Scientific-Atlanta receivers.

News Services: AP, Group W Newsfeed, CBS.

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

Began Operation: September 24, 1955.

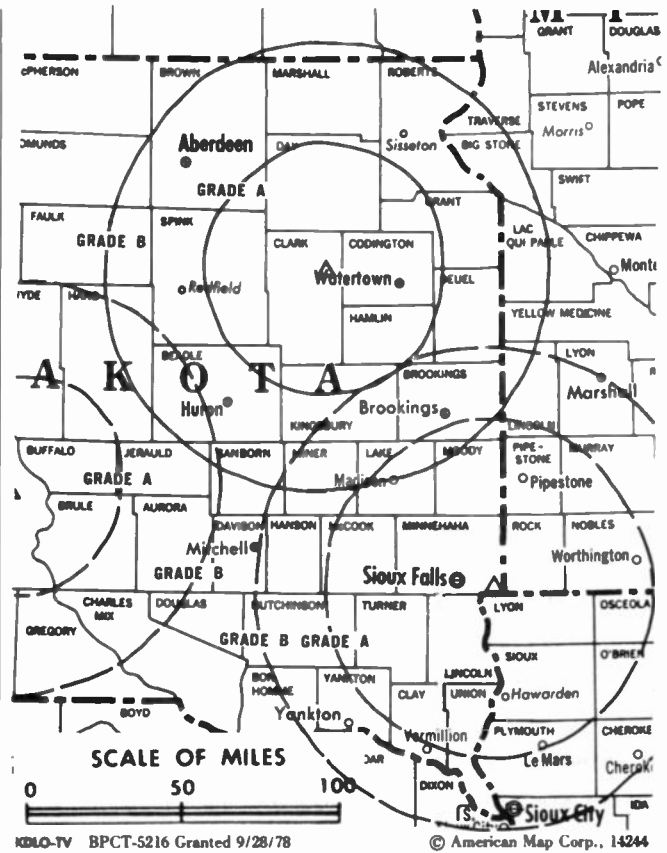
Represented (sales): Blair Television.

Represented (legal): Dow, Lohnes & Albertson.

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

Personnel:

JOSEPH A. CARRIERE, general manager.



Rates: Sold in combination with KELO-TV, Sioux Falls, SD.

NETWORK BASE HOURLY RATE: Bonus to KELO-TV, Sioux Falls.

Arbitron Data: Included with parent KELO-TV, Sioux Falls, SD.

City of License: Florence. **AOI:** Sioux Falls-Mitchell. **Rank:** 100.

South Dakota—Lead

KHSD-TV

Ch. 11

(Satellite of KOTA-TV, Rapid City, SD)

Network Service: ABC.

Licensee: Duhamel Bcstg. Enterprises, Box 1760, Rapid City, SD 57709.

Studio: See KOTA-TV, Rapid City.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1890-ft. above av. terrain, 605-ft. above ground, 7579-ft. above sea level.

Latitude	44°	19'	36"
Longitude	103°	50'	12"

Transmitter: Terry Peak.

Satellite Earth Stations: In operation.

News Services: AP, UPI.

Ownership: Duhamel Broadcasting Enterprises, 100%. See Group Ownership of Television Stations.

Began Operation: November 2, 1966.

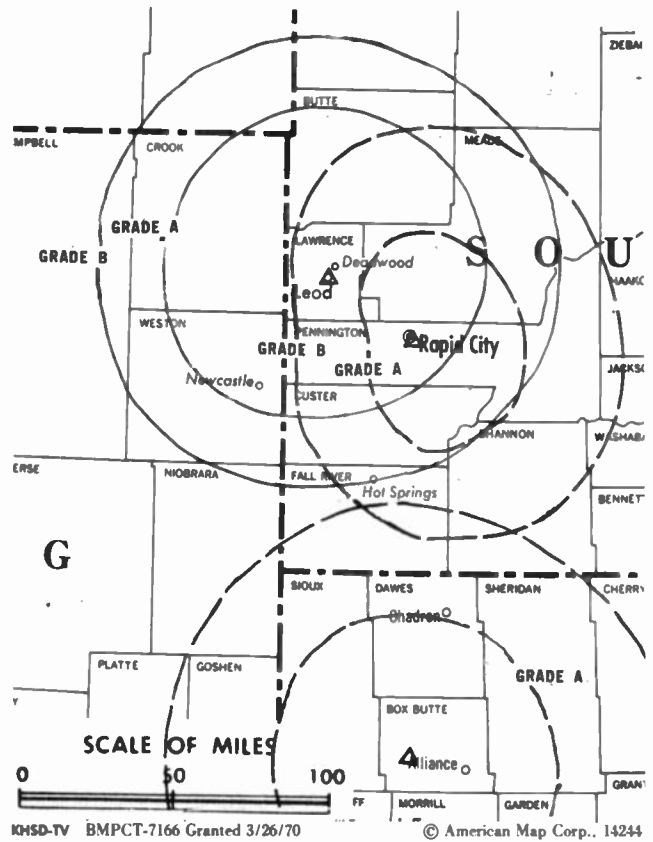
Represented (sales): Katz Television; The Soderlund Co. (Omaha-Lincoln).

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

Personnel:

WILLIAM F. DUHAMEL, general manager.
 WES HAUGEN, general sales manager.
 FRANK ETHERINGTON, director of engineering.

Rates: Sold in combination with KOTA-TV, Rapid City.



Arbitron Data: Included with parent KOTA-TV, Rapid City, SD.

City of License: Lead. **ADI:** Rapid City. **Rank:** 168.

South Dakota—Pierre

KPRY-TV

Ch. 4

(Satellite of KSFY-TV, Sioux Falls, SD)

Network Service: ABC.

Licensee: SDTV Inc., 300 N. Dakota Ave., Sioux Falls, SD 57102.

Studio: See KSFY-TV, Sioux Falls.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 12.3-kw aural. Antenna: 1283-ft. above av. terrain, 1089-ft. above ground, 3129-ft. above sea level.

Latitude 44° 03' 07"
Longitude 100° 05' 03"

Transmitter: 10-mi. N of Presho, SD.

Satellite Earth Station: 3.7-meter C-band.

News Service: AP.

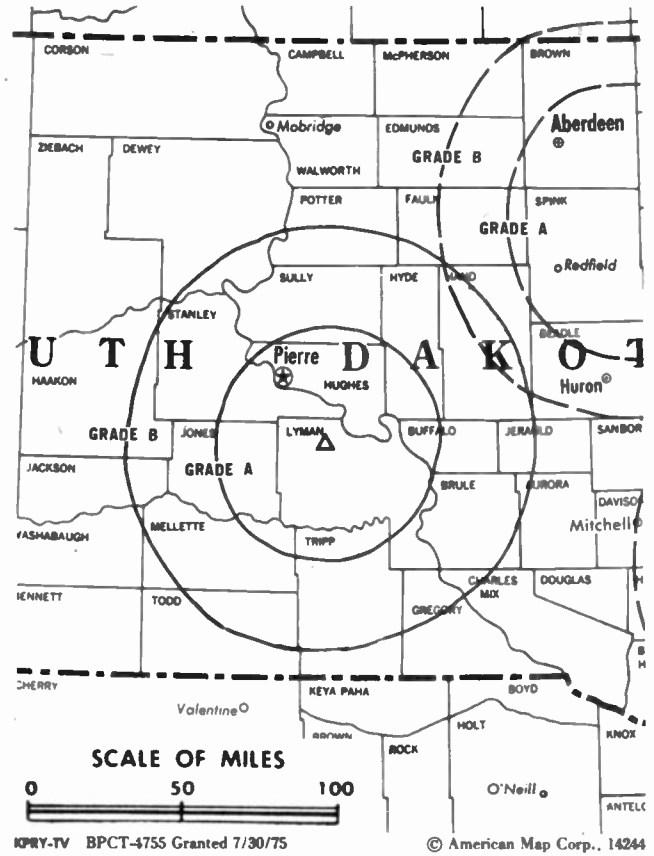
Ownership: News Press & Gazette Co. See Group Ownership of Television Stations.

Began Operation: January 30, 1976. Sale to present owner approved by FCC Nov. 15, 1985.

Represented (sales): Katz Television.

Rates: Sold in combination with KSFY-TV, Sioux Falls, SD.

Arbitron Data: Included with KSFY-TV, Sioux Falls, SD.



City of License: Pierre. **ADI:** Sioux Falls-Mitchell. **Rank:** 100.

South Dakota—Rapid City

KCLO-TV

Ch. 15

Network Service: CBS.

Licensee: Midcontinent Television of South Dakota Inc. 501 S. Phillips Ave., Sioux Falls, SD 57102.

Studio: 2497 W. Chicago, Rapid City, SD 57709.

Mailing Address: Box 9428, Rapid City, SD 57709.

Telephones: 605-336-1100; 605-341-1500. **Fax:** 605-348-5518.

Technical Facilities: Channel No. 15 (476-482 MHz). Authorized power: 690-kw max. visual, 69-kw max. aural. Antenna: 520-ft. above av. terrain, 421-ft. above ground, 4201-ft. above sea level.

Latitude 44° 04' 14"
Longitude 103° 15' 01"

Transmitter: Skyline Dr., approx. 0.8-mi. S of intersection of Rtes. 44 & 79, Rapid City.

Multichannel TV Sound: Stereo only.

Satellite Earth Station: Scientific-Atlanta, 3.2-meter C-band.

News Service: AP.

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

Began Operation: November 28, 1988.

Represented (sales): Blair Television.

Represented (legal): Dow, Lohnes & Albertson.

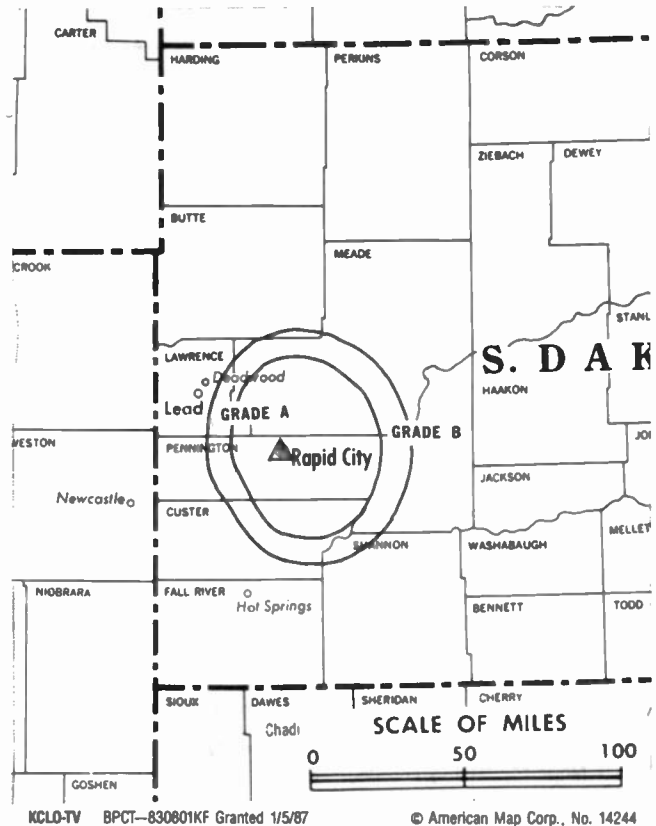
Personnel:

- WILLIAM ROGALA, general manager.
- MIKE BRAKER, general sales manager.
- PETE KARN, engineer.
- PERRY GROTEN, news director.
- DALE LARSEN, program director.
- KATHY APLAN, promotion director.

Highest 30 Sec. Rate: \$75.

City of License: Rapid City. **ADI:** Rapid City. **Rank:** 168.

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



Net Weekly Circulation	State County	Total Households	TV Households	%
SOUTH DAKOTA				
Between 5-24%	Custer	2,800	2,700	96
	Lawrence	8,000	7,900	99
	Meade	8,100	8,000	99
	Pennington	30,000	29,700	99
	Shannon	2,600	2,400	92
Station Totals		51,500	50,700	98
Net Weekly Circulation (1989)			5,900	
Average Daily Circulation (1989)			2,900	

South Dakota—Rapid City

KEVN-TV

Ch. 7

(Operates satellite KIVV-TV, Lead-Deadwood, SD)

Network Service: NBC.

Licensee: KEVN Inc., Box 677, Rapid City, SD 57709.

Studio: 7 Skyline Dr., Rapid City, SD 57701.

Telephone: 605-394-7777. **Telex:** 510-366-8021. **Fax:** 605-348-9128.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 262-kw visual, 26-kw aural. Antenna: 670-ft. above av. terrain, 626-ft. above ground, 4342-ft. above sea level.

Latitude 44° 04' 06"
Longitude 103° 15' 03"

Transmitter: Skyline Dr., 1.6-mi. from center of Rapid City.

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

News Services: AP, NBC.

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

Began Operation: July 11, 1976. Sale to present owner by Sherwood L. Comer & Gilbert D. Moyle approved by FCC Aug. 14, 1985.

Represented (sales): Petry Television Inc.

Represented (legal): Sidley & Austin.

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

Personnel:

GERRY FENSKE, president & general manager.
CHUCK OUTLAND, local sales manager.
HARVEY SACHAU, chief engineer.
LES HOFLAND, production manager.
BOB SLOCUM, program director & operations manager.
DAN SCHILLINGER, news director.
DON NEILSEN, promotion director.

Highest 30 Sec. Rate: \$500.

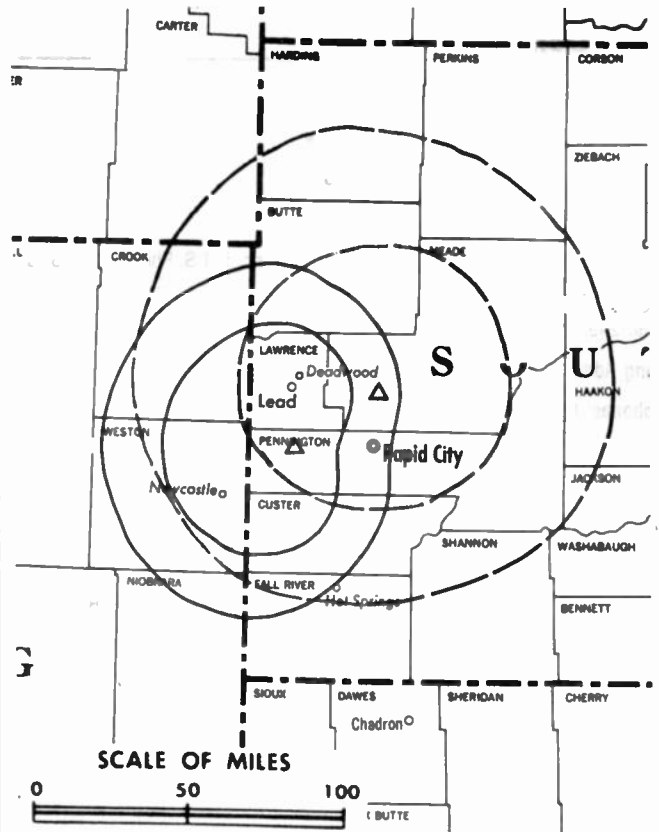
NETWORK BASE HOURLY RATE: \$600.

Arbitron Data: Figures include coverage of KIVV-TV, Lead-Deadwood, SD.

City of License: Rapid City. **ADI:** Rapid City. **Rank:** 168.

Total Households: © MSI Consumer Market Data as of 1/1/89. 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			
	Carter	600	600	100
	SOUTH DAKOTA			
	Bennett	1,000	1,000	100
	Butte	3,400	3,300	97
	Custer	2,800	2,700	96
	Fall River	3,400	3,300	97
	Haakon	1,000	1,000	100
	Harding	600	600	100
	Jackson	1,300	1,300	100
Lawrence	8,000	7,900	99	



KEVN-TV BPCT-4627 Granted 6/20/75

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Meade	8,100	8,000	99
	Pennington	30,000	29,700	99
	Shannon	2,600	2,400	92
	Ziebach	600	600	100
	WYOMING			
	Crook	2,300	2,200	96
Between 25-49%	MONTANA			
	Fallon	1,400	1,300	93
	NORTH DAKOTA			
	Bowman	1,600	1,600	100
	NEBRASKA			
	Dawes	3,500	3,400	97
	Sioux	700	700	100
	WYOMING			
	Weston	2,900	2,800	96
	Between 5-24%	MONTANA		
Powder River		900	800	89
NEBRASKA				
Sheridan		2,900	2,900	100
SOUTH DAKOTA				
Dewey	1,500	1,400	93	
Perkins	1,800	1,700	94	
WYOMING				
Campbell	12,200	11,600	95	
Station Totals		95,100	92,800	98
Net Weekly Circulation (1989)				63,100
Average Daily Circulation (1989)				42,700

South Dakota—Rapid City

KOTA-TV

Ch. 3

(Also operates affiliated KOUH-TV, Scottsbluff, NE;
KHSD-TV, Lead, SD & KSGW-TV, Sheridan, WY)

Network Service: ABC.

Licensee: Duhamel Broadcasting Enterprises, Box 1760, Rapid City, SD 57709.

Studio: Duhamel Bldg, 518-1/2 St. Joe St., Rapid City, SD 57701.

Mailing Address: Box 1760, Rapid City, SD 57709.

Telephone: 605-342-2000. TWX: 510-366-8012. Fax: 605-342-7305.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 659-ft. above av. terrain, 604-ft. above ground, 4364-ft. above sea level.

Latitude 44° 04' 05"
Longitude 103° 15' 03"

Transmitter: Skyline Dr.

Satellite Earth Stations: Simulsat, 7-meter; Harris, 5.8-meter; Scientific-Atlanta, Simulsat receivers.

AM Affiliate: KOTA, 5-kw, 1380 kHz (CBS).

News Services: ABC, UPI.

Ownership: Duhamel Broadcasting Enterprises, 100%. See Group Ownership of Television Stations.

Began Operation: May 29, 1955.

Represented (sales): Katz Television.

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

Personnel:

WILLIAM F. DUHAMEL, president & general manager.
PETER A. DUHAMEL, vice president.
WES HAUGEN, general sales manager.
LISA GREGORISCH, news director.
FRANK ETHERINGTON, director of engineering.
AL BAHE, sports director.
MONTE LOOS, program & operations manager.
MARY ANN HARRIS, women's programming director.

Highest 30 Sec. Rate: \$650.

Rates: Include affiliated KDUH-TV, Scottsbluff, NE; KHSD-TV, Lead, SD & KSGW-TV, Sheridan, WY.

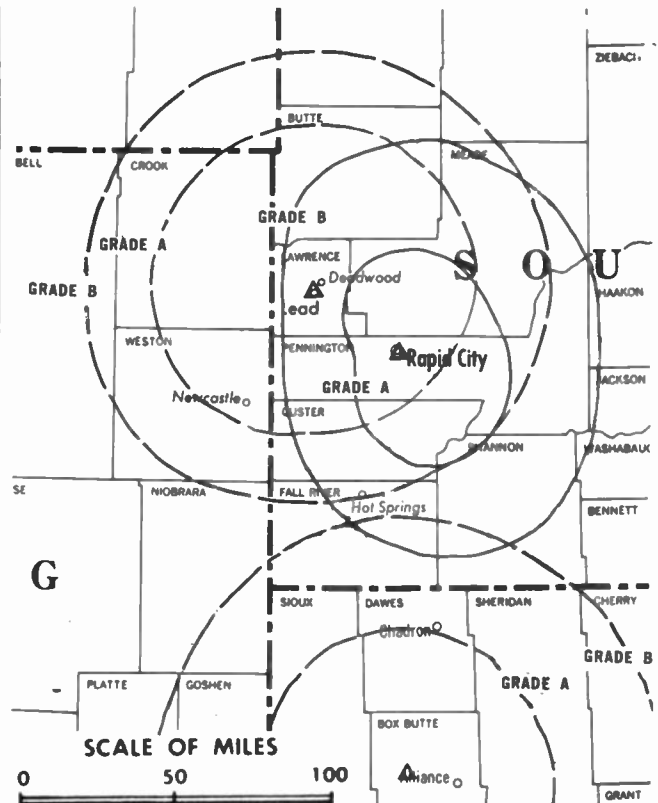
NETWORK BASE HOURLY RATE: \$550.

Arbitron Data: Figures include satellites KHSD-TV, Lead, SD & KSGW-TV, Sheridan, WY.

City of License: Rapid City. AOI: Rapid City. Rank: 168.

Total Households: © MSI Consumer Market Data as of 1/1/89. 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			
	Carter	600	600	100
	Powder River	900	800	89
	NORTH DAKOTA			
	Bowman	1,600	1,600	100
	SOUTH DAKOTA			
	Bennett	1,000	1,000	100
	Butte	3,400	3,300	97
	Custer	2,800	2,700	96
	Fall River	3,400	3,300	97
	Haakon	1,000	1,000	100
	Harding	600	600	100
	Jackson	1,300	1,300	100
	Lawrence	8,000	7,900	99
	Meade	8,100	8,000	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Pennington	30,000	29,700	99
	Perkins	1,800	1,700	94
	Shannon	2,600	2,400	92
	WYOMING			
	Campbell	12,200	11,600	95
	Crook	2,300	2,200	96
	Sheridan	10,400	9,900	95
	Weston	2,900	2,800	96
	MONTANA			
	Fallon	1,400	1,300	93
Between 25-49%	WYOMING			
	Johnson	2,600	2,500	96
	MONTANA			
Between 5-24%	Big Horn	3,600	3,400	94
	NORTH DAKOTA			
	Adams	1,300	1,300	100
	Slope	400	400	100
	NEBRASKA			
	Dawes	3,500	3,400	97
	SOUTH DAKOTA			
	Todd	1,900	1,800	95
	Ziebach	600	600	100
	WYOMING			
Converse	5,000	4,800	96	
Niobrara	1,200	1,200	100	
Station Totals		116,400	113,100	97
Net Weekly Circulation (1989)				79,300
Average Daily Circulation (1989)				51,900

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South Dakota—Reliance

KPLO-TV

Ch. 6

(Satellite of KELO-TV, Sioux Falls, SD)

Network Service: CBS.

Licensee: Midcontinent Television of South Dakota Inc., 501 S. Phillips Ave., Sioux Falls, SD 57102.

Studio: See KELO-TV, Sioux Falls.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1112-ft. above av. terrain, 711-ft. above ground, 2877-ft. above sea level.

Latitude	43°	57'	55"
Longitude	99°	36'	11"

Transmitter: Medicine Butte, 6-mi. N of Reliance.

Multichannel TV Sound: Stereo only.

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

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

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

Began Operation: July 15, 1957.

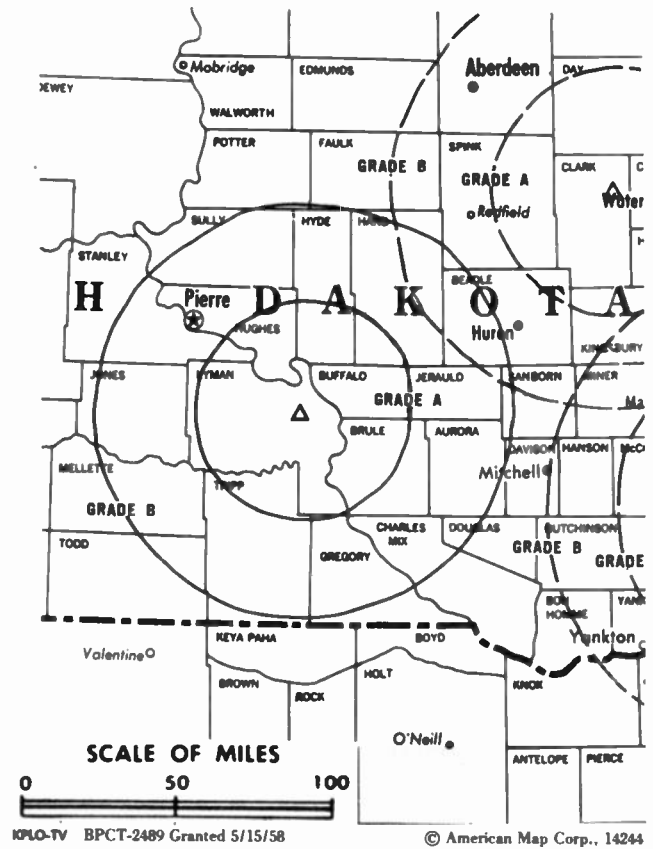
Represented (sales): Blair Television.

Represented (legal): Dow, Lohnes & Albertson.

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

Personnel:

JOSEPH CARRIERE, general manager.



KPLO-TV BPCT-2489 Granted 5/15/58

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Rates: Sold in combination with KELO-TV, Sioux Falls and other satellite KDLO-TV, Florence, SD.

Arbitron Data: Included with KELO-TV, Sioux Falls, SD.

City of License: Reliance. ADI: Sioux Falls-Mitchell. Rank: 100.

South Dakota—Sioux Falls

KELO-TV

Ch. 11

(Operates satellites KDLO-TV, Florence & KPLO-TV, Reliance, SD)

Network Service: CBS.

Licensee: Midcontinent Television of South Dakota Inc., 501 S. Phillips Ave., Sioux Falls, SD 57102.

Studio: 501 S. Phillips Ave., Sioux Falls, SD 57102.

Telephone: 605-336-1100. TWX: 910-660-0552. Easylink: 62869880.

Fax: 605-334-3447.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 28.8-kw aural. Antenna: 2000-ft. above av. terrain, 1985-ft. above ground, 3444-ft. above sea level.

Latitude 43° 31' 07"
Longitude 96° 32' 04"

Transmitter: 1.1-mi. E of Rowena, SD.

Multichannel TV Sound: Stereo only.

Satellite Earth Station: Scientific-Atlanta, 7-meter; M/A-Com, Scientific-Atlanta receivers.

AM Affiliate: KELO, 5-kw, 1320 kHz.

FM Affiliate: KELO-FM, 100-kw, 92.5 MHz (No. 223), 1900-ft.

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

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

Began Operation: May 12, 1953.

Represented (sales): Blair Television.

Represented (legal): Dow, Lohnes & Albertson.

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

Personnel:

JOE L. FLOYD, chairman & chief executive officer.
JOSEPH A. CARRIERE, vice president & general manager.
MIKE BRAKER, general sales manager.
JOHN HERTZ, director of engineering.
MARK MILLAGE, news director.
DEVIN DUNCAN, promotion manager.
DEBRA CRONN, business manager.
SCOTT BURRI, production manager.
JONNY TOWNSEND, operations manager.

Highest 30 Sec. Rate: \$850 (in combination with satellites).

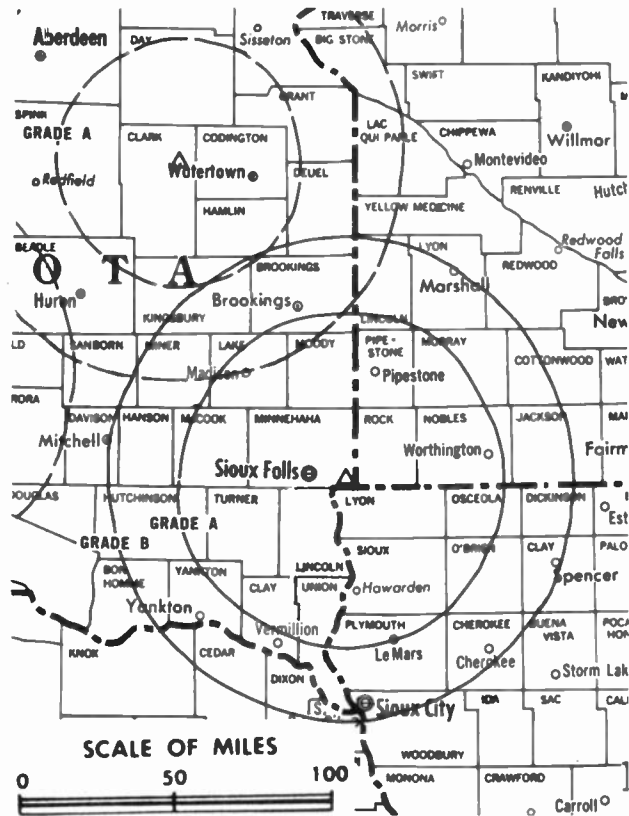
NETWORK BASE HOURLY RATE: \$2500.

Arbitron Data: Figures include KDLO-TV, Florence & KPLO-TV, Reliance, SD.

City of License: Sioux Falls. ADI: Sioux Falls-Mitchell. Rank: 100.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IOWA			
	Clay	7,700	7,600	99
	Dickinson	6,300	6,200	98
	Lyon	4,500	4,400	98
	O'Brien	6,300	6,300	100
	Osceola	3,200	3,200	100
	Plymouth	9,000	8,900	99
	Sioux	10,800	10,600	98
	MINNESOTA			
	Big Stone	2,900	2,900	100
Jackson	4,900	4,800	98	
Lincoln	2,900	2,900	100	



KELO-TV BPCT-3821 Granted 10/21/66

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Murray	3,900	3,900	100
	Nobles	7,700	7,600	99
	Pipestone	4,300	4,200	98
	Rock	3,800	3,800	100
NEBRASKA				
	Cherry	2,600	2,600	100
	Keya Paha	500	500	100
	Knox	4,000	3,900	98
SOUTH DAKOTA				
	Aurora	1,100	1,100	100
	Beadle	7,400	7,300	99
	Bon Homme	3,000	2,900	97
	Brookings	8,900	8,800	99
	Brown	14,300	14,200	99
	Brule	2,100	2,100	100
	Buffalo	400	400	100
	Charles Mix	3,400	3,300	97
	Clark	1,900	1,900	100
	Clay	4,800	4,700	98
	Codington	8,800	8,700	99
	Davison	6,700	6,600	98
	Day	3,100	3,100	100
	Deuel	1,900	1,900	100
	Douglas	1,500	1,500	100
	Edmunds	1,800	1,800	100
	Faulk	1,200	1,200	100
	Grant	3,200	3,100	97
	Gregory	2,100	2,100	100
	Haakon	1,000	1,000	100
	Hamlin	1,900	1,900	100
	Hand	1,800	1,800	100

(Continued on page A-1005)

Station Totals	426,800	421,500	99
Net Weekly Circulation (1989)			291,100
Average Daily Circulation (1989)			186,700

South Dakota—Sioux Falls

KSFY-TV

Ch. 13

(Operates satellites KABY-TV, Aberdeen & KPRY-TV, Pierre, SD)

Network Service: ABC.

Licensee: SDTV Inc., 300 N. Dakota Ave., Sioux Falls, SD 57102.

Studio: 300 N. Dakota Ave., Suite 13, Sioux Falls, SD 57102.

Telephone: 605-336-1300. TWX: 910-660-0569.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 285-kw visual, 39.5-kw aural. Antenna: 2000-ft. above av. terrain, 1985-ft. above ground, 3444-ft. above sea level.

Latitude 43° 31' 07"
Longitude 96° 32' 05"

Transmitter: Rowena, 9-mi. E of Sioux Falls.

Satellite Earth Stations: Andrew, 7.3-meter C-band; Andrew, 4.5-meter C-band; Microdyne, 3.7-meter Ku-band; Avantek, DX Antenna receivers.

News Service: AP.

Ownership: News Press & Gazette Co. See Group Ownership of Television Stations.

Began Operation: July 31, 1960. Sale to present owner by Forum Publishing Co. approved by FCC Nov. 15, 1985. Sale to Forum by Gordon H. Ritz, Wheelock Whitney, et al., approved Nov. 14, 1973. Sale of control to Ritz and Whitney by former owners approved Aug. 23, 1965 (Television Digest, Vol. 5:35).

Represented (sales): Katz Television.

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

Personnel:

RANDALL J. CLELAND, vice president & general manager.
GARY PIERONE, general sales manager.
TOM JEANS, production director.
STEVE CARTER, promotion manager.
MARGE HOKENSTAD, program director.
KEN WALKER, news director.
WAYNE GUDGEL, chief engineer.
MARILYN BRINK, business manager.

Highest One Hour Rate: \$3500.

Highest 30 Sec. Rate: \$500.

Rates: Sold in combination with KABY-TV, Aberdeen & KPRY-TV, Pierre, SD.

NETWORK BASE HOURLY RATE: \$1000.

Arbitron Data: Figures include KABY-TV, Aberdeen & KPRY-TV, Pierre, SD.

City of License: Sioux Falls. ADI: Sioux Falls-Mitchell. Rank: 100.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IOWA			
	Lyon	4,500	4,400	98
	O'Brien	6,300	6,300	100
	Osceola	3,200	3,200	100
	Sioux	10,800	10,600	98
	MINNESOTA			
	Jackson	4,900	4,800	98
	Lincoln	2,900	2,900	100
	Murray	3,900	3,900	100
	Nobles	7,700	7,600	99
	Pipestone	4,300	4,200	98
	Rock	3,800	3,800	100
NORTH DAKOTA				
Dickey	2,500	2,500	98	
NEBRASKA				
Keya Paha	500	500	100	



KSFY-TV BPCT-3802 Granted 9/12/66

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	SOUTH DAKOTA			
	Aurora	1,100	1,100	100
	Beadle	7,400	7,300	99
	Bon Homme	3,000	2,900	97
	Brookings	8,900	8,800	99
	Brown	14,300	14,200	99
	Brule	2,100	2,100	100
	Buffalo	400	400	100
	Charles Mix	3,400	3,300	97
	Clark	1,900	1,900	100
	Clay	4,800	4,700	98
	Codington	8,800	8,700	99
	Davison	6,700	6,600	98
	Day	3,100	3,100	100
	Deuel	1,900	1,900	100
	Dewey	1,500	1,400	93
	Douglas	1,500	1,500	100
	Edmunds	1,800	1,800	100
	Faulk	1,200	1,200	100
	Grant	3,200	3,100	97
	Gregory	2,100	2,100	100
	Hamlin	1,900	1,900	100
	Hand	1,800	1,800	100
	Hanson	1,100	1,100	100
	Hughes	6,200	6,100	98
	Hutchinson	3,300	3,200	97
	Hyde	800	800	100
	Jerauld	1,100	1,100	100
	Jones	600	600	100
	Kingsbury	2,600	2,600	100
	Lake	4,300	4,300	100
	Lincoln	5,300	5,200	98

(Continued on page A-1005)

Station Totals	356,100	352,000	99
Net Weekly Circulation (1989)		244,600	
Average Daily Circulation (1989)		147,300	

South Dakota—Sioux Falls

KTTW

Ch. 17

Network Service: Fox.

Licensee: Independent Communications Inc., 2000 W. 42nd St., Sioux Falls, SD 57105.

Studio: 2000 W. 42nd St., Sioux Falls, SD 57105.

Telephone: 605-338-0017.

Technical Facilities: Channel No. 17 (488-494 MHz). Authorized power: 20.56-kw max. visual, 2.06-kw max. aural. Antenna: 209-ft. above av. terrain, 155-ft. above ground, 1654-ft. above sea level.

Latitude 43° 29' 20"
Longitude 96° 45' 40"

Transmitter: 1-mi. S of Sioux Falls.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: In operation.

Ownership: Charles D. Poppen, pres., 23.37%; Richard T. DeVaney, v.p.; Thomas J. Whalen, secy.-treas.; Independent Bcstg. Inc., 29.89%; Family Bcstg. Co. Inc., 23.37%; Charles W. Bemard Jr., 14.67%; David & Marilyn K. Hoversten, 4.34% jointly; 3 others with less than 3%. Independent Bcstg. Inc. ownership: Charles D. Poppen, pres.; Thomas J. Whalen, secy.-treas., 3%; RiBobb & ElJim Co., 22%; E. C. Strangland, 20%; Tele/Tech Inc., 20%; Prostollo Leasing Corp., 11%; Wenk Produce, 11%; 4 others with less than 5%. Family Bcstg. Co. Inc. ownership: Jerry D. Montgomery, pres., 48%; Donna Montgomery, secy., 48%; Betty J. Harris, v.p., 1%; Peggy Jo Kinden, 1%; Karla Schimdt, 1%; Opal Montgomery, 1%. Family Bcstg. Co. Inc. is permittee of KTVG(TV) Grand Island, NE; new FM in Carlsbad, NM; has interest in permittee of Ch. 48 Cedar Rapids, IA; applicant for new FM Brooklyn, IA.

Began Operation: May 25, 1987. Sale to present owners approved by FCC Jan. 15, 1988.

Represented (legal): Reddy, Begley & Martin.

Represented (engineering): Gary M. McGlothlen.

Personnel:

BOB MATSON, general manager.
DAVE GeBAUER, production manager.
DARCY HUNSAKER, program director.

Rates: On request.

City of License: Sioux Falls. **ADI:** Sioux Falls-Mitchell. **Rank:** 100.

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



KTTW BMPCT-861009KH Granted 12/16/86 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
SOUTH DAKOTA				
Between 25-49%	Minnehaha	50,400	50,100	99
SOUTH DAKOTA				
Between 5-24%	Lincoln	5,300	5,200	98
Station Totals		55,700	55,300	99
Net Weekly Circulation (1989)			16,600	
Average Daily Circulation (1989)			5,800	

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South Dakota—Mitchell-Sioux Falls

KDLT

Ch. 5

Network Service: NBC.

Licensee: Heritage Media Corp.

Studio: 3600 Westport Ave., Sioux Falls, SD 57116-0196.

Telephone: 605-361-5555. TWX: 910-668-0598.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1510-ft. above av. terrain, 1565-ft. above ground, 3049-ft. above sea level.

Latitude 43° 37' 56"
Longitude 97° 22' 21"

Transmitter: 6.5-mi. S of Salem, SD.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 6-meter Ku-band; Harris, 3.5-meter Ku-band; Comtech 3-meter C-band; M/A-Com, 3-meter C-band; Harris, M/A-Com receivers.

News Services: AP, NBC, NIWS.

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

Began Operation: June 12, 1960. Sale to present owner approved by FCC Aug. 14, 1985. Sale to Sherwood L. Corner & Gilbert D. Moyle by Gillett Bcstg. approved by FCC May 12, 1982. Sale to Gillett by Buford TV approved Jan. 17, 1978 (Television Digest, Vol. 17:44). Sale to Buford by R. V. Eppel, et al., approved Oct. 4, 1972.

Represented (sales): Pety Television Inc.

Represented (legal): Sidley & Austin.

Represented (engineering): D. Sargeant Broadcast Services.

Personnel:

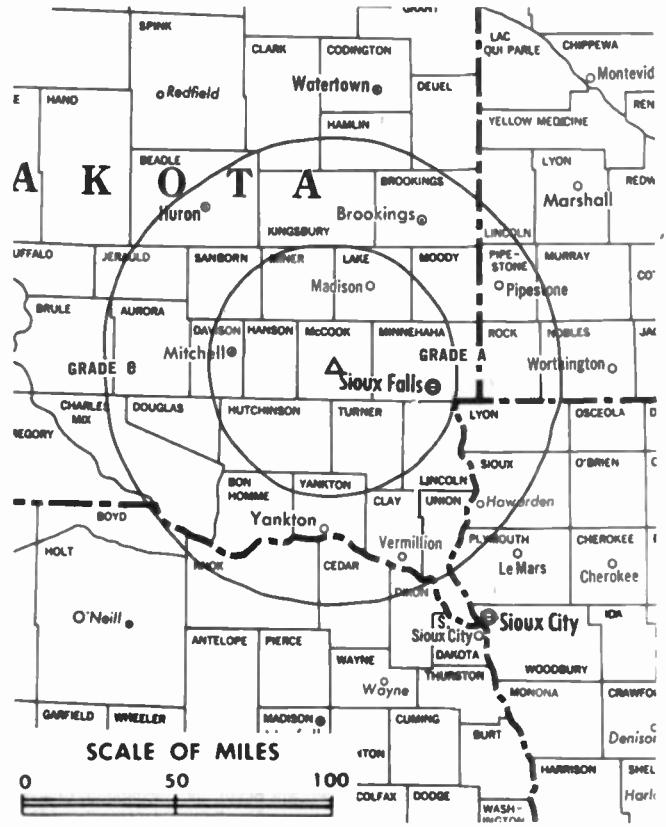
- STEVEN M. HERMAN, president & general manager.
- NANCY WEEDEN, programming coordinator.
- DON STURZENBECHER, chief engineer.
- STEVE SNYDER, news director.

Rates: On request.

City of License: Mitchell. ADI: Sioux Falls-Mitchell. Rank: 100.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MINNESOTA			
	Pipestone	4,300	4,200	98
	Rock	3,800	3,800	100
	NEBRASKA			
	Boyd	1,300	1,300	100
	SOUTH OAKOTA			
	Aurora	1,100	1,100	100
	Beadle	7,400	7,300	99
	Bon Homme	3,000	2,900	97
	Brookings	8,900	8,800	99
	Brown	14,300	14,200	99
	Buffalo	400	400	100
	Charles Mix	3,400	3,300	97
	Codington	8,800	8,700	99
	Davison	6,700	6,600	98
	Deuel	1,900	1,900	100
	Douglas	1,500	1,500	100
	Edmunds	1,800	1,800	100
	Faulk	1,200	1,200	100
	Hamlin	1,900	1,900	100
Hanson	1,100	1,100	100	
Hughes	6,200	6,100	98	
Hutchinson	3,300	3,200	97	
Jerauld	1,100	1,100	100	
Kingsbury	2,600	2,600	100	
Lake	4,300	4,300	100	



KDLT BPCT-4928 Granted 8/12/76

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	Lincoln	5,300	5,200	98	
	Mc Cook	2,400	2,400	100	
	Mc Pherson	1,500	1,500	100	
	Miner	1,400	1,400	100	
	Minnehaha	50,400	50,100	99	
	Moody	2,400	2,400	100	
	Sanborn	1,200	1,200	100	
	Stanley	1,000	1,000	100	
	Tripp	2,800	2,800	100	
	Turner	3,500	3,500	100	
	Yankton	7,200	7,100	99	
	Between 25-49%	IOWA			
		Lyon	4,500	4,400	98
MINNESOTA					
Lincoln		2,900	2,900	100	
NORTH OAKOTA					
Dickey		2,500	2,500	98	
NEBRASKA					
Knox		4,000	3,900	98	
SOUTH OAKOTA					
Brule		2,100	2,100	100	
Clark		1,900	1,900	100	
Clay		4,800	4,700	98	
Day		3,100	3,100	100	
Gregory	2,100	2,100	100		
Hand	1,800	1,800	100		
Potter	1,300	1,300	100		
Spink	3,400	3,400	100		
Union	4,200	4,200	100		
Between 5-24%	IOWA				
	Sioux	10,800	10,600	98	

(Continued on page A-1006)

Station Totals	253,200	250,700	99
Net Weekly Circulation (1989)			144,400
Average Daily Circulation (1989)			79,300

South Dakota

KELO-TV, Sioux Falls (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%	
50% & Over	SOUTH DAKOTA				
	Hanson	1,100	1,100	100	
	Hughes	6,200	6,100	98	
	Hutchinson	3,300	3,200	97	
	Hyde	800	800	100	
	Jackson	1,300	1,300	100	
	Jerauld	1,100	1,100	100	
	Jones	600	600	100	
	Kingsbury	2,600	2,600	100	
	Lake	4,300	4,300	100	
	Lincoln	5,300	5,200	98	
	Lyman	1,300	1,300	100	
	Mc Cook	2,400	2,400	100	
	Mc Pherson	1,500	1,500	100	
	Marshall	2,000	2,000	100	
	Mellette	700	700	100	
	Miner	1,400	1,400	100	
	Minnehaha	50,400	50,100	99	
	Moody	2,400	2,400	100	
	Pennington	30,000	29,700	99	
	Potter	1,300	1,300	100	
	Roberts	3,900	3,800	97	
	Sanborn	1,200	1,200	100	
	Spink	3,400	3,400	100	
	Stanley	1,000	1,000	100	
	Sully	800	800	100	
	Todd	1,900	1,800	95	
	Tripp	2,800	2,800	100	
	Turner	3,500	3,500	100	
	Union	4,200	4,200	100	
	Walworth	2,800	2,700	96	
	Yankton	7,200	7,100	99	
	Between 25-49%	IOWA			
		Cherokee	6,000	5,900	98
		MINNESOTA			
Lac Qui Parle		3,800	3,700	97	
Lyon		9,000	8,800	98	
Traverse		1,800	1,800	100	
NORTH DAKOTA					
Dickey		2,500	2,500	98	
NEBRASKA					
Boyd		1,300	1,300	100	
Brown		1,700	1,700	100	
Cedar		4,000	4,000	100	
SOUTH DAKOTA					
Bennett	1,000	1,000	100		
Butte	3,400	3,300	97		
Campbell	800	800	100		
Custer	2,800	2,700	96		
Dewey	1,500	1,400	93		
Fall River	3,400	3,300	97		
Lawrence	8,000	7,900	99		
Meade	8,100	8,000	99		
Between 5-24%	IOWA				
	Ida	3,500	3,500	100	
	Pocahontas	4,100	4,000	98	
	MINNESOTA				
	Cottonwood	5,300	5,100	96	
	Douglas	11,600	11,400	98	
	Redwood	6,700	6,500	97	
	Stevens	3,700	3,600	97	
	Yellow Medicine	4,600	4,400	96	
	NEBRASKA				
	Dixon	2,700	2,700	100	
	Pierce	3,100	3,100	100	

KELO-TV—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	SOUTH DAKOTA			
	Corson	1,500	1,400	93
	Ziebach	600	600	100

KSFY-TV, Sioux Falls (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%	
50% & Over	SOUTH DAKOTA				
	Lyman	1,300	1,300	100	
	Mc Cook	2,400	2,400	100	
	Mc Pherson	1,500	1,500	100	
	Marshall	2,000	2,000	100	
	Mellette	700	700	100	
	Miner	1,400	1,400	100	
	Minnehaha	50,400	50,100	99	
	Moody	2,400	2,400	100	
	Potter	1,300	1,300	100	
	Roberts	3,900	3,800	97	
	Sanborn	1,200	1,200	100	
	Spink	3,400	3,400	100	
	Stanley	1,000	1,000	100	
	Sully	800	800	100	
	Todd	1,900	1,800	95	
	Tripp	2,800	2,800	100	
	Turner	3,500	3,500	100	
	Union	4,200	4,200	100	
	Walworth	2,800	2,700	96	
	Yankton	7,200	7,100	99	
	Between 25-49%	IOWA			
		Cherokee	6,000	5,900	98
		Clay	7,700	7,600	99
		Dickinson	6,300	6,200	98
Plymouth		9,000	8,900	99	
MINNESOTA					
Big Stone		2,900	2,900	100	
Cottonwood		5,300	5,100	96	
Lyon		9,000	8,800	98	
NORTH DAKOTA					
Mc Intosh		1,900	1,900	100	
Sargent		2,000	2,000	100	
NEBRASKA					
Boyd		1,300	1,300	100	
Knox		4,000	3,900	98	
SOUTH DAKOTA					
Campbell	800	800	100		
Haakon	1,000	1,000	100		
Jackson	1,300	1,300	100		
Ziebach	600	600	100		
Between 5-24%	IOWA				
	Emmet	4,900	4,800	98	
	MINNESOTA				
	Lac Qui Parle	3,800	3,700	97	
	Redwood	6,700	6,500	97	
	Traverse	1,800	1,800	100	
	Yellow Medicine	4,600	4,400	96	
	NEBRASKA				
	Brown	1,700	1,700	100	
	Cedar	4,000	4,000	100	
	Cherry	2,600	2,600	100	
	Pierce	3,100	3,100	100	
	Rock	900	900	100	
	Wayne	3,400	3,400	100	

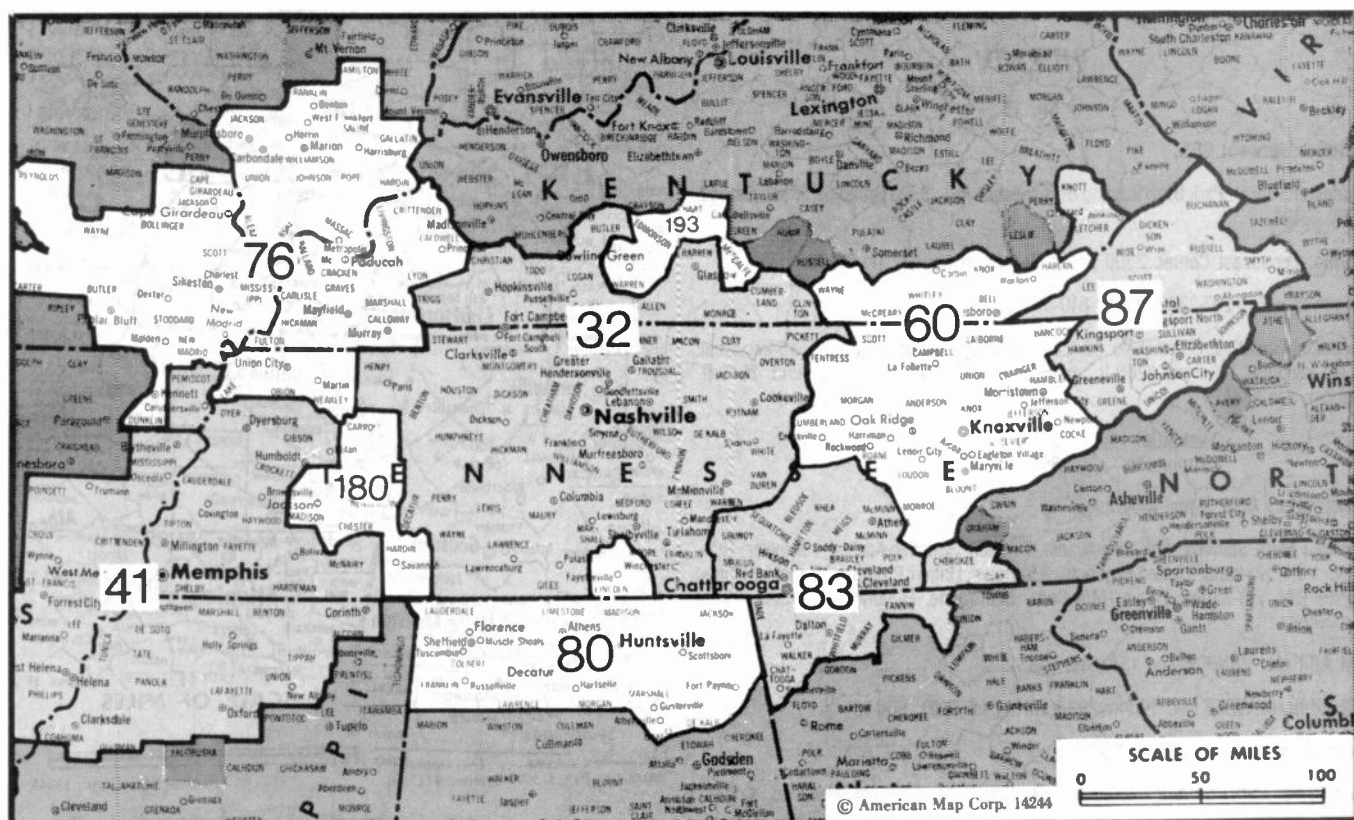
South Dakota

KDLT, Mitchell-Sioux Falls (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	MINNESOTA			
	Murray	3,900	3,900	100
	Nobles	7,700	7,600	99
	Yellow Medicine	4,600	4,400	96
	NEBRASKA			
Antelope	3,200	3,100	97	
Dakota	6,700	6,700	100	

KDLT--(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	Pierce	3,100	3,100	100
	SOUTH DAKOTA			
	Campbell	800	800	100
	Hyde	800	800	100
	Sully	800	800	100
Walworth	2,800	2,700	96	



Market	Arbitron A01 TV Households	Rank	Market Area Commercial TV Stations
Nashville, TN.....	698,300	32	WCAY-TV (30), WHTN (39), WJFB (66), WKRN-TV (2), WMTT (28), WSMV (4), WTVF (5), WZTV (17)
Memphis, TN.....	586,500	41	WHBQ-TV (13), WMC-TV (5), WMKW-TV (30), WPTY-TV (24), WREG-TV (3)
Knoxville, TN.....	426,700	60	WATE-TV (6), WBIR-TV (10), WINTV (20), WKCH-TV (43), WKXTV (8)
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), WAAY-TV (31), WAFF (48), WHNTV (19), WOWL-TV (15), WTRT (26), WZDX (54)
Huntsville-Decatur-Florence, AL.....	300,500	80	WDEF-TV (12), WDSI-TV (61), WFLI-TV (53), WRCB-TV (3), WTVG (9)
Chattanooga, TN.....	291,300	83	WCYB-TV (5), WETO (39), WJHL-TV (11), WKPTV (19)
Bristol, VA-Kingsport-Johnson City, TN.....	280,800	87	WBBI-TV (7), WJMT (16)
Jackson, TN.....	63,000	180	WBKO (13)
Bowling Green, KY.....	44,100	193	

State Cross Reference List

Communities that receive programs of stations that are located elsewhere.

WFLI-TV, Chattanooga.....	See Cleveland, TN
WJHL-TV, Bristol & Kingsport.....	See Johnson City, TN
WKPT-TV, Bristol.....	See Kingsport, TN
WCYB-TV, Johnson City.....	See Bristol, VA
WKPT-TV, Johnson City.....	See Kingsport, TN
WETO, Kingsport-Johnson City.....	See Greenville, TN
WHTN, Nashville.....	See Murfreesboro, TN
WJFB, Nashville.....	See Lebanon, TN

Tennessee Station Totals as of October 1, 1989

	VHF	UHF	TOTAL
Commercial Television Stations	14	14	28
Educational Television Stations	4	2	6
	18	16	34

Tennessee—Chattanooga

WDEF-TV

Ch. 12

Network Service: CBS.

Licensee: Roy H. Park Broadcasting of Tennessee Inc., 3300 Broad St., Chattanooga, TN 37408.

Studio: Broadcast Center, 3300 Broad St., Chattanooga, TN 37408.

Telephone: 615-267-3392. TWX: 810-573-5207.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 37.1-kw aural. Antenna: 1260-ft. above av. terrain, 641-ft. above ground, 2549-ft. above sea level.

Latitude 35° 08' 06"
Longitude 85° 19' 25"

Transmitter: Atop Signal Mountain.

Satellite Earth Stations: Scientific-Atlanta, 7-meter; Scientific-Atlanta, 4.6-meter; RCA, 3.5-meter Ku-band; United Products, 3.5-meter; United Products, 3-meter; United Products, 2.8-meter; Drake, M/A-Com, Microdyne, Regency, Scientific-Atlanta receivers.

AM Affiliate: WDEF, 5-kw, 1370 kHz (CBS).

FM Affiliate: WDEF-FM, 100-kw, 92.3 MHz (No. 222), 900-ft.

News Services: AP, CBS, NIWS.

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

Began Operation: April 25, 1954. Sale to present owner by Carter M. Parham Group approved by FCC Feb. 28, 1964 (Television Digest, Vol. 4:7).

Represented (sales): Blair Television.

Represented (legal): Wiley, Rein & Fielding.

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

Personnel:

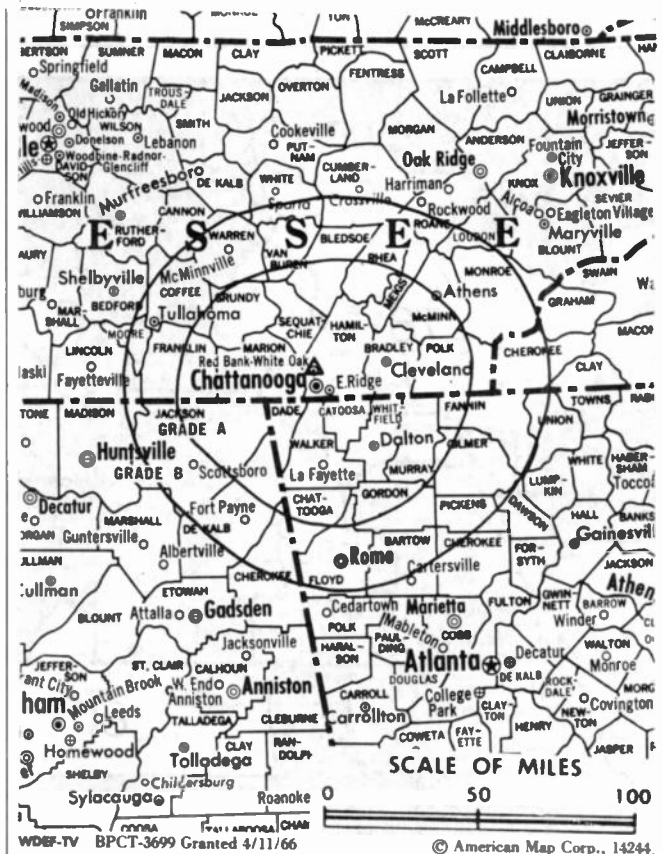
MARK KEOWN, vice president & general manager.
MICHAEL HOOD, general sales manager.
CAROL GARDNER, national sales manager.
WILLIAM CHRISTMAN, chief engineer.
TONY WINDSOR, news director.
DORIS ELLIS, program director.
RONNIE MINTON, promotion director.
MIKE NEWBERRY, business manager.

Rates: On request.

City of License: Chattanooga. ADI: Chattanooga. Rank: 83.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	GEORGIA			
	Catoosa	14,600	14,500	99
	Chattooga	7,900	7,800	99
	Dade	4,300	4,300	100
	Fannin	6,300	6,200	98
	Murray	8,500	8,400	98
	Walker	20,500	20,300	99
	Whitfield	25,700	25,500	99
	NORTH CAROLINA			
	Cherokee	8,000	7,900	98
TENNESSEE				
Bledsoe	3,500	3,400	99	
Bradley	27,100	26,900	99	
Grundey	5,100	5,000	98	
Hamilton	111,800	111,200	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Mcminn	16,300	16,100	99
	Marion	9,500	9,400	99
	Meigs	2,800	2,800	100
	Polk	5,000	4,900	99
	Rhea	9,300	9,200	99
	Sequatchie	3,400	3,400	100
Between 25-49%	ALABAMA			
	De Kalb	21,300	21,000	99
	Jackson	19,900	19,600	99
	GEORGIA			
	Bartow	17,300	17,200	99
Floyd	30,200	29,900	99	
Gilmer	4,600	4,500	98	
Gordon	12,300	12,200	99	
TENNESSEE				
Franklin	12,200	12,100	99	
Monroe	11,200	11,000	99	
Morgan	5,600	5,500	99	
Roane	18,700	18,600	99	
Between 5-24%	GEORGIA			
	Forsyth	14,200	14,100	99
	Polk	12,300	12,200	99
	Towns	2,700	2,700	100
	Union	4,300	4,200	98
NORTH CAROLINA				
Clay	2,900	2,800	96	
Jackson	9,700	9,500	98	
TENNESSEE				
Cumberland	12,500	12,300	98	
Van Buren	1,500	1,500	100	
Warren	13,100	12,900	99	
White	7,900	7,800	99	
Station Totals		524,000	518,800	99
Net Weekly Circulation (1989)			312,900	
Average Daily Circulation (1989)			171,400	

Tennessee—Chattanooga

WDSI-TV

Ch. 61

Network Service: Fox.

Licensee: Donatelli & Klein Inc., 2401 E. Main St., Chattanooga, TN 37404.

Studio: 2401 E. Main St., Chattanooga, TN 37404.

Telephone: 615-697-0661.

Technical Facilities: Channel No. 61 (752-758 MHz). Authorized power: 584-kw max. & 457-kw horizontal visual, 117-kw max. & 91.2-kw horizontal aural. Antenna: 980-ft. above av. terrain, 343-ft. above ground, 2313-ft. above sea level.

Latitude 35° 12' 34"
Longitude 85° 16' 39"

Holds CP for change to 2218-kw max. visual, 221.8-kw max. aural, 974-ft. above av. terrain, 340-ft. above ground, 2310-ft. above sea level.

Requests CP for change to 5000-kw max. visual, 1232-ft. above av. terrain, 573-ft. above ground, 2543-ft. above sea level. BPCT-890607KH.

Transmitter: Needleseye, Chattanooga.

Satellite Earth Stations: 4 in operation; Harris, Scientific-Atlanta receivers.

Ownership: Louis Donatelli, gen. partner, 91.5%; Michael Starr, gen. partner, 5%; Wilford Goodwyn, ltd. partner, 1.5%; Howard Tucker, ltd. partner, 1%; IFGA Ltd. Partnership, 0.005%; Donatelli & Klein Inc., 1%.

Began Operation: January 24, 1972. Sale to present owners by Roy L. Hess, et al., approved by FCC Jan. 30, 1985. Previous sale by Col. Jay Sadov approved Jan. 18, 1983 (Television Digest, Vol. 22:39).

Represented (sales): Seltel Inc.

Represented (engineering): John Fergie & Associates.

Personnel:

- ALAN B. BARROWS, general manager.
- KEVIN M. MIREK, general sales manager.
- RICK JORDAN, operations manager.
- CHERYL MORGAN, program director.
- ROD McGEHEE, promotion manager.
- JERRY BALES, operations manager.
- CAROLYN IVESTOR, bookkeeper.

Highest One Hour Rate: \$1000.

Highest 30 Sec. Rate: \$200.

City of License: Chattanooga. ADI: Chattanooga. Rank: 83.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TENNESSEE			
	Sequatchie	3,400	3,400	100
Between 25-49%	GEORGIA			
	Catoosa	14,600	14,500	99
	Walker	20,500	20,300	99
	Whitfield	25,700	25,500	99
	TENNESSEE			
	Bradley	27,100	26,900	99
	Grundey	5,100	5,000	98



WDSI-TV BPCT-830722KG Granted 7/29/83 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Hamilton	111,800	111,200	99
	Mcminn	16,300	16,100	99
	Meigs	2,800	2,800	100
	Rhea	9,300	9,200	99
Between 5-24%	ALABAMA			
	Jackson	19,900	19,600	99
	GEORGIA			
	Chattooga	7,900	7,800	99
	Dade	4,300	4,300	100
	Murray	8,500	8,400	98
	TENNESSEE			
	Bledsoe	3,500	3,400	99
	Marion	9,500	9,400	99
	Polk	5,000	4,900	99
Station Totals		295,200	292,700	99
Net Weekly Circulation (1989)			108,400	
Average Daily Circulation (1989)			41,900	

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

Tennessee—Chattanooga

WRCB-TV

Ch. 3

Network Service: NBC.

Licensee: Sarkes Tarzian Inc., 205 N. College Ave., Bloomington, IN 47402.

Studio: 900 Whitehall Rd., Chattanooga, TN 37405.

Telephone: 615-267-5412. TWX: 810-573-5240. Fax: 619-267-5412.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1050-ft. above av. terrain, 251-ft. above ground, 2313-ft. above sea level.

Latitude 35° 09' 40"
Longitude 85° 18' 52"

Transmitter: Fairmont Rd., near Hwy. 8, near Chattanooga.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 3.7-meter Ku-band; Harris, 3-meter C-band; Harris, M/A-Com receivers.

SNG Mobile Dish: Transmit/receive 2.4-meter Ku-band.

News Service: AP.

Ownership: Sarkes Tarzian Inc. See Group Ownership of Television Stations.

Began Operation: May 6, 1956. Sale of 70% to WSTV Inc. by Ramon G. & Helen Patterson approved Nov. 25, 1959 by FCC (*Television Digest*, Vol. 15:43, 48). Follansbee Steel (interlocking ownership with WSTV Inc.) acquired 30% from H-R Television Inc. early in 1959 for undisclosed amount. For transfer of WSTV Inc. properties to United Printers & Publishers Inc. (name changed to Rust Craft Greeting Cards Inc.) and later sale to Ziff-Davis, see WTOV-TV, Steubenville, OH. Sale to present owner by Ziff-Davis Bcstg. Co. approved by FCC Sept. 29, 1982.

Represented (sales): Katz Television.

Represented (legal): Cohn & Marks.

Represented (engineering): Jules Cohen & Associates.

Personnel:

TOM TOLAR, president & general manager.
DOUG SHORT, general sales manager.
GREG BRISSETTE, local sales manager.
EDWIN ASLINGER, chief engineer.
LEE MEREDITH, news director.
LAWSON FOX, program director & operations manager.
PATTI DUFFY, promotion director.
PAM TEAGUE, business manager.

Rates: On request.

NETWORK BASE HOURLY RATE: \$160.

City of License: Chattanooga. ADI: Chattanooga. Rank: 83.

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



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Grundy	5,100	5,000	98
	Hamilton	111,800	111,200	99
	Mcminn	16,300	16,100	99
	Marion	9,500	9,400	99
	Meigs	2,800	2,800	100
	Polk	5,000	4,900	99
	Rhea	9,300	9,200	99
Sequatchie	3,400	3,400	100	
Between 25-49%	ALABAMA			
	De Kalb	21,300	21,000	99
	GEORGIA			
	Floyd	30,200	29,900	99
	Gilmer	4,600	4,500	98
Pickens	5,100	5,000	98	
NORTH CAROLINA	Clay	2,900	2,800	96
	TENNESSEE			
	Cumberland	12,500	12,300	98
Monroe	11,200	11,000	99	
Between 5-24%	ALABAMA			
	Cherokee	7,300	7,200	99
	GEORGIA			
	Bartow	17,300	17,200	99
	Polk	12,300	12,200	99
	Towns	2,700	2,700	100
	Union	4,300	4,200	98
	NORTH CAROLINA			
	Graham	2,500	2,500	98
	TENNESSEE			
	Franklin	12,200	12,100	99
Morgan	5,600	5,500	98	
Roane	18,700	18,600	99	
Van Buren	1,500	1,500	100	
White	7,900	7,800	99	
Station Totals		501,900	497,000	99
Net Weekly Circulation (1989)			324,500	
Average Daily Circulation (1989)			211,400	

Tennessee—Chattanooga

WTVG

Ch. 9

Network Service: ABC.

Licensee: Freedom-TV Sub Inc., Box 1150, Chattanooga, TN 37401.

Studio: 410 W. Sixth St., Chattanooga, TN 37402.

Mailing Address: Box 1150, Chattanooga, TN 37401.

Telephone: 615-756-5500.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1040-ft. above av. terrain, 278-ft. above ground, 2353-ft. above sea level.

Latitude 35° 09' 41"
Longitude 85° 19' 03"

Requests CP for change to 1732-ft. above av. terrain, 928-ft. above ground, 2989-ft. above sea level, lat. 35° 09' 37.80", long. 85° 19' 07.70", transmitter to Taft Hwy., 1.3-mi. NNW of intersection with Fairmont Rd., Signal Mountain. BPCT-851023KI.

Transmitter: Taft Hwy. & Anderson Pike, Signal Mountain, TN.

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

News Services: AP, ABC.

Ownership: Freedom Newspapers Inc. See Group Ownership of Television Stations.

Began Operation: June 15, 1953 as WROM-TV, Rome, GA but quit air Dec. 5, 1957. Moved to Chattanooga and resumed operation Feb. 11, 1958 after transfer to Martin Theatres of Georgia Inc. by Dean Covington and associates was approved Oct. 30, 1957 (Television Digest, Vol. 13:40, 44). Sale of Martin Theatres to Fuqua Industries approved Feb. 7, 1969. Sale to Belo Bcstg. approved June 13, 1980. Sale to present owner approved Dec. 13, 1983 (Vol. 23:42).

Represented (sales): Petry Television Inc.

Represented (legal): Latham & Watkins.

Represented (engineering): Carl T. Jones Corp.

Personnel:

F. LEWIS ROBERTSON, general manager.
JERRY LINGERFELT, general sales manager.
BOB BRANDY, local sales manager.
DENNIS BROWN, chief engineer.
JIM CHURCH, news director.
RONNIE MINTON, promotion & marketing director.
HAROLD TALLANT, business manager.

Highest 30 Sec. Rate: \$2000.

NETWORK BASE HOURLY RATE: \$725.

City of License: Chattanooga. ADI: Chattanooga. Rank: 83.

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

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	GEORGIA				
		Catoosa	14,600	14,500	99
		Chattooga	7,900	7,800	99
		Dade	4,300	4,300	100
		Fannin	6,300	6,200	98
		Gordon	12,300	12,200	99
		Murray	8,500	8,400	98
		Walker	20,500	20,300	99
		Whitfield	25,700	25,500	99
	TENNESSEE				
		Bledsoe	3,500	3,400	99



WTVG BMPCT-4945 Granted 1/30/58

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	BRADLEY				
		Bradley	27,100	26,900	99
	GRUNDY				
		Grundy	5,100	5,000	98
	HAMILTON				
		Hamilton	111,800	111,200	99
	MCMINN				
		McMinn	16,300	16,100	99
	MARION				
		Marion	9,500	9,400	99
Between 25-49%	MURRAY				
		Murray	2,800	2,800	100
	POLK				
		Polk	5,000	4,900	99
	RHEA				
		Rhea	9,300	9,200	99
	SEQUATCHIE				
		Sequatchie	3,400	3,400	100
	ALABAMA				
		De Kalb	21,300	21,000	99
	Jackson	19,900	19,600	99	
Between 5-24%	NORTH CAROLINA				
		Cherokee	8,000	7,900	98
	GEORGIA				
	Bartow	17,300	17,200	99	
	Floyd	30,200	29,900	99	
	Gilmer	4,600	4,500	98	
	Towns	2,700	2,700	100	
	Union	4,300	4,200	98	
NORTH CAROLINA					
	Clay	2,900	2,800	96	
TENNESSEE					
	Cumberland	12,500	12,300	98	
	Franklin	12,200	12,100	99	
	Monroe	11,200	11,000	99	
	Morgan	5,600	5,500	98	
	Roane	18,700	18,600	99	
	Van Buren	1,500	1,500	100	
Station Totals		466,800	462,300	99	
Net Weekly Circulation (1989)			294,600		
Average Daily Circulation (1989)			172,800		

Tennessee—Cleveland

WFLI-TV

Ch. 53

Network Service: None, independent.

Licensee: WFLI-TV Inc., Box 4285, Cleveland, TN 37320.

Studio: 4654 Cohutta-Varnell Rd., Cohutta, GA 30710.

Telephone: 404-694-3337.

Technical Facilities: Channel No. 53 (704-710 MHz). Authorized power: 1306-kw max. visual, 131-kw max. aural. Antenna: 1169-ft. above av. terrain, 1039-ft. above ground, 2023-ft. above sea level.

Latitude 34° 55' 57"
Longitude 84° 58' 32"

Transmitter: Cohutta Ridge, 2.1-mi. N of Varnell.

Satellite Earth Stations: 10-meter Ku & C-band; 3.8-meter Ku & C-band; DX Antenna, Uniden receivers.

Ownership: William E. Bennis Jr., pres., 35%; Ying Hua Bennis, v.p., 21.7%; William E. Bennis III, v.p., 17.7%; Michael J. Bennis, secy., 17.7%; Robert A. Bennis, treas., 20.7%; Patricia Bennis Komorowski, 4.90%. WFLI is licensee of WFLI(AM) Lookout Mountain, TN. W. E. Bennis Jr., M. J. & R. A. Bennis have interest in WHYW-FM Braddock, PA. R. A. & M. J. Bennis have interest in WMKY(FM) Elizabeth City, NC. R. A. Bennis & P. Bennis Komorowski have interest in WZAM(AM) Norfolk, VA.

Began Operation: May 25, 1987.

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

Represented (engineering): Peter V. Gureckis & Associates.

Personnel:

YING BENNIS, general manager.
PAUL WHITE, general sales manager.
JEFF GREGORY, engineering director.
PAIGE BENNINGTON, program & promotion director.

Highest One Hour Rate: \$500.

Highest 30 Sec. Rate: \$100.

City of License: Cleveland. ADI: Chattanooga. Rank: 83.

Total Households: © MSI Consumer Market Data as of 1/1/89. 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%	GEORGIA Catoosa	14,600	14,500	99



WFLI-TV BMPCT-85112KM Granted 10/15/86

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Gordon	12,300	12,200	99
	Murray	8,500	8,400	98
	Walker	20,500	20,300	99
	Whitfield	25,700	25,500	99
TENNESSEE				
	Bradley	27,100	26,900	99
	Hamilton	111,800	111,200	99
	Mcminn	16,300	16,100	99
	Meigs	2,800	2,800	100
Station Totals		239,600	237,900	99
Net Weekly Circulation (1989)			25,700	
Average Daily Circulation (1989)			6,200	

Tennessee—Cookeville

WMTT

Ch. 28

Network Service: None, independent.

Grantee: Steven J. Sweeney, Box 769, Crossville, TN 38557.

Studio: 2046 N. Main St., Crossville, TN 38557.

Telephone: 615-528-8828.

Technical Facilities: Channel No. 28 (554-560 MHz). Authorized power: 230-kw max. visual. Antenna: 869-ft. above av. terrain, 466-ft. above ground, 2444-ft. above sea level.

Latitude 36° 07' 33"
Longitude 85° 17' 33"

Transmitter: Goff Hill, 1.2-mi. S of Monterey.

Ownership: Steve J. Sweeney, 100%.

Began Operation: November 5, 1988.

Personnel:

- STEVEN SWEENEY, general manager.
- GREG TABOR, sales manager.
- ROBERT HUDDLESTON, chief engineer.

Rates: On request.

City of License: Cookeville. **ADI:** Nashville. **Rank:** 32.

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

Net Weekly Circulation	State County	Total Households	TV Households Households	%
TENNESSEE				
Between 5-24%	Overton	6,700	6,600	98
	Pickett	1,600	1,600	100
Station Totals		8,300	8,200	99
Net Weekly Circulation (1989)			2,400	
Average Daily Circulation (1989)			1,100	



WMTT BMPCT-880713KF Granted 10/31/88

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Tennessee—Crossville

WINT-TV

Ch. 20

Network Service: None, independent.

Licensee: WINT-TV Inc., Box 608, Crossville, TN 38555.

Studio: Box 608, Crossville, TN 38555.

Technical Facilities: Channel No. 20 (506-512 MHz). Authorized power: 14.8-kw max. visual, 1.48-kw max. aural. Antenna: 159-ft. above av. terrain, 157-ft. above ground, 1949-ft. above sea level.

Latitude	35°	56'	12"
Longitude	85°	00'	46"

Transmitter: Wells Rd., Crossville.

Ownership: Helen L. Cunningham, pres., 51%; John A. Cunningham, v.p., 25%; Helen R. Cunningham, secy.-treas., 24%.

Began Operation: October 3, 1976 on Ch. 55; left air 1983. Sale to Larry D. Hudson, James C. Thompson & Cunningham by Calvin C. Smith & John A. Cunningham approved by FCC June 3, 1983. Previous sale by Edward M. Johnson approved Feb. 27, 1979.

Personnel:
HELEN L. CUNNINGHAM, president.

Rates: On request.

Arbitron Data: Not available.



City of License: Crossville. **ADI:** Knoxville. **Rank:** 60.

Tennessee—Greenville

WETO

Ch. 39

Network Service: Fox.

Licensee: East Tennessee Bcstg. Corp., 300 Peabody St., Nashville, TN 37210.

Studio: Industrial Rd., Greenville, TN 37743.

Telephone: 615-256-3030. **Easylink:** 62958328.

Technical Facilities: Channel No. 39 (620-626 MHz). Authorized power: 3000-kw max. visual, 300-kw max. aural. Antenna: 2628-ft. above av. terrain, 141-ft. above ground, 4981-ft. above sea level.

Latitude 36° 01' 24"
Longitude 82° 42' 56"

Transmitter: Camp Creek Bald, Bald Mountain.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: 3 in operation; Harris, M/A-Com, Satellite Technology receivers.

Ownership: MT Communications Inc., 100%. Michael Perry Thompson, pres.-treas., 100%. MTCI owns 40% of Central Tennessee Bcstg. Corp., licensee of WCAY-TV Nashville, TN. Thompson owns West Tennessee Bcstg. Corp., licensee of WMKW-TV Memphis, TN.

Began Operation: November 8, 1985.

Represented (sales): Busby, Finch, Latham & Widman.

Personnel:

- DICK TAYLOR, president & general manager.
- JERRY BRITTON, general sales manager.
- DENNIS WILSON, chief engineer.
- BOBBY RADER, program & promotion director.

Highest One Hour Rate: \$1000.

Highest 30 Sec. Rate: \$250.

City of License: Greenville. **ADI:** Bristol, VA-Kingsport-Johnson City, TN. **Rank:** 87.

Total Households: © MSI Consumer Market Data as of 1/1/89. 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	TENNESSEE			
	Cocke	11,400	11,200	99
	Greene	21,300	21,100	99
Between 25-49%	TENNESSEE			
	Carter	20,000	19,800	99
	Grainger	6,400	6,300	98
	Hamblen	21,300	21,100	99
	Hawkins	17,500	17,200	99
	Jefferson	12,600	12,500	99
	Sullivan	58,100	57,700	99
	Unicoi	6,500	6,400	98
Washington	35,200	34,900	99	
VIRGINIA				
Wise	17,300	17,000	98	



Net Weekly Circulation	State County	Total Households	TV Households	Households %
Between 5-24%	KENTUCKY			
	Harlan	14,500	14,300	99
	Leslie	5,000	4,800	97
	Perry	12,000	11,700	98
NORTH CAROLINA	Buncombe	69,000	68,200	99
	Madison	6,500	6,300	97
TENNESSEE		9,800	9,600	98
	Claiborne	2,300	2,300	100
	Hancock	5,500	5,400	98
	Knox	132,600	131,700	99
	Sevier	19,100	18,900	99
	VIRGINIA			
Dickenson	7,000	6,900	99	
Lee	9,600	9,400	98	
Russell	11,900	11,700	98	
Scott	8,900	8,700	98	
Smyth	11,800	11,700	99	
Washington	24,200	23,900	99	
Station Totals		577,300	570,700	99
Net Weekly Circulation (1989)			129,200	
Average Daily Circulation (1989)			49,000	

Tennessee—Jackson

WBBJ-TV

Ch. 7

Network Service: ABC.

Licensee: Jackson Telecasters Inc., 346 Muse St., Box 2387, Jackson, TN 38301.

Studio: 346 Muse St., Jackson, TN 38301.

Mailing Address: Box 2387, Jackson, TN 38301.

Telephone: 901-424-4515. **TWX:** 810-592-7100. **Fax:** 901-424-5448.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1060-ft. above av. terrain, 1065-ft. above ground, 1545-ft. above sea level.

Latitude 35° 38' 15"
Longitude 88° 41' 32"

Transmitter: 6-mi. E of Jackson.

Satellite Earth Stations: Harris, 6.1-meter C-band; AFC, 3.7-meter Ku-band; Harris, M/A-Com receivers.

News Service: AP.

Ownership: Bahakel Communications Ltd. See Group Ownership of Television Stations.

Began Operation: March 6, 1955. Sale to present owner by Dixie Bcstg. (estate of Aaron B. Robinson, majority owner) approved Aug. 17, 1966 by FCC (Television Digest, Vol. 6:17, 34).

Represented (sales): Katz Television.

Personnel:

- AL MARRA, general manager.
- JOHN MAYBIN, sales manager.
- ED WARD, director of engineering.
- STEVE THOMAS, news director.
- GAIL MIDDLETON, program director.

Highest One Hour Rate: \$3000.

Highest 30 Sec. Rate: \$550.

NETWORK BASE HOURLY RATE: \$450.

City of License: Jackson. **AOI:** Jackson, TN. **Rank:** 180.

Total Households: © MSI Consumer Market Data as of 1/1/89. 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	KENTUCKY			
	Fulton	3,200	3,200	100
	MISSISSIPPI			
	Alcorn	13,300	13,100	98
	TENNESSEE			
	Carroll	10,900	10,800	99
	Chester	4,900	4,800	99
	Decatur	4,500	4,400	98
	Dyer	13,400	13,300	99
	Gibson	19,000	18,800	99
	Hardin	8,700	8,500	98
	Haywood	7,100	7,000	99
	Henderson	9,100	9,000	99
	Lake	2,600	2,600	100
Mc Nairy	9,500	9,400	98	
Madison	30,000	29,700	99	
Obion	13,200	13,100	99	



WBBJ-TV BPCT-4266 Granted 3/17/70 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	Households %	
50% & Over	Weakley	12,500	12,300	99	
	KENTUCKY				
	Calloway	12,100	12,000	99	
	MISSISSIPPI				
	Tishomingo	7,100	7,000	99	
	TENNESSEE				
	Benton	6,200	6,100	98	
	Crockett	5,300	5,200	98	
	Fayette	8,300	8,200	98	
	Hardeman	8,400	8,300	99	
	Henry	11,800	11,600	99	
	Wayne	5,300	5,200	98	
	Between 25-49%	KENTUCKY			
		Graves	13,200	13,100	99
Hickman		2,000	2,000	100	
MISSOURI					
Pemiscot		8,500	8,300	98	
MISSISSIPPI					
Benton		2,700	2,700	98	
Prentiss		9,300	9,200	99	
Tippah		7,200	7,100	99	
TENNESSEE					
Humphreys	6,200	6,200	99		
Lauderdale	9,400	9,300	99		
Perry	2,500	2,500	100		
Tipton	12,500	12,300	99		
Station Totals		299,900	296,300	99	
Net Weekly Circulation (1989)			164,500		
Average Daily Circulation (1989)			94,400		

Tennessee—Jackson

WJWT

Ch. 16

Network Service: Fox.

Licensee: Star North Communications Inc., c/o William D. Moore Jr., 4023 Charles St., Rockford, IL 61108-6199.

Studio: 57 Conrad St., Jackson, TN 38302.

Telephone: 901-664-1600.

Technical Facilities: Channel No. 16 (482-488 MHz). Authorized power: 588-kw max. visual, 58.8-kw max. aural. Antenna: 572-ft. above av. terrain, 486-ft. above ground, 1006-ft. above sea level.

Latitude 35° 31' 33"
Longitude 88° 47' 10"

Transmitter: Norton Hill, Jackson.

Ownership: Dwight McKee, pres., 100%. Sale to Michael P. Thompson pends (Television Digest, Vol. 29:11).

Began Operation: April 18, 1985. Sale to present owner by Aztec Communications approved by FCC Oct. 27, 1988.

Represented (sales): Adam Young Inc.

Represented (legal): John Midlen.

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

Personnel:

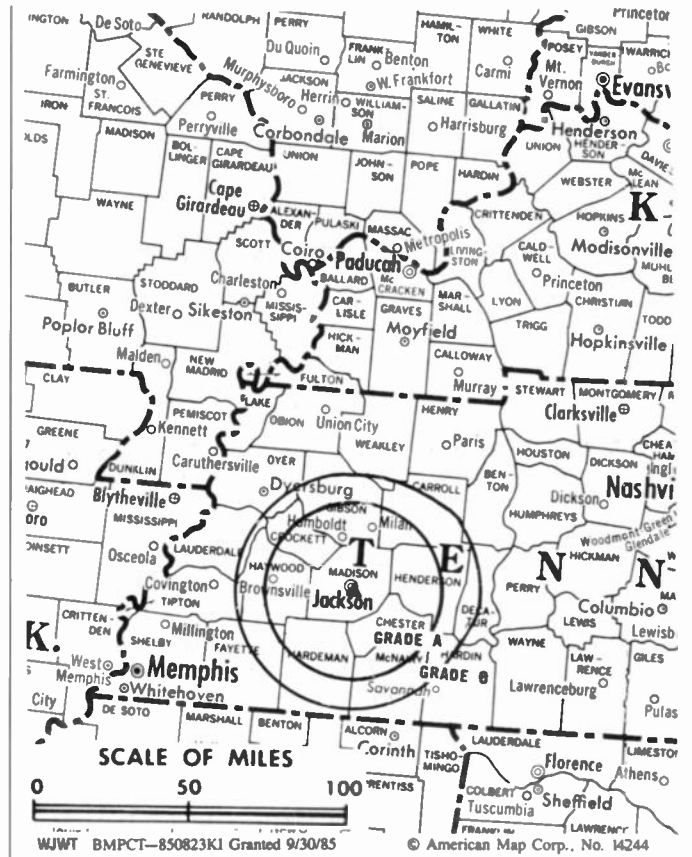
BUD BORCHERT, general manager.
BILL KING, sales manager.

Highest 30 Sec. Rate: \$100.

City of License: Jackson. ADI: Jackson, TN. Rank: 180.

Total Households: © MSI Consumer Market Data as of 1/1/89. 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%	TENNESSEE		
	Chester	4,900	4,800 99
	Henderson	9,100	9,000 99
	Mc Nairy	9,500	9,400 98
	Madison	30,000	29,700 99



Net Weekly Circulation	State County	Total Households	TV Households Households %
TENNESSEE			
Between 5-24%	Carroll	10,900	10,800 99
	Crockett	5,300	5,200 98
	Decatur	4,500	4,400 98
	Gibson	19,000	18,800 99
	Hardin	8,700	8,500 98
	Haywood	7,100	7,000 99
	Weakley	12,500	12,300 99
Station Totals		121,500	119,900 99
Net Weekly Circulation (1989)			31,300
Average Daily Circulation (1989)			9,900

Tennessee—Kingsport-Johnson City-Bristol

WKPT-TV

Ch. 19

Network Service: ABC.

Licensee: Holston Valley Bcstg. Corp., Box WKPT, Kingsport, TN 37662.

Studio: 222 Commerce St., Kingsport, TN 37660.

Telephone: 615-246-9578. TWX: 810-574-5180.

Technical Facilities: Channel No. 19 (500-506 MHz). Authorized power: 1255-kw max. & 447-kw horizontal visual, 251-kw max. & 89.1-kw horizontal aural. Antenna: 2320-ft. above av. terrain, 225-ft. above ground, 4398-ft. above sea level.

Latitude 36° 25' 54"
Longitude 82° 08' 15"

Transmitter: Holston Mountain, Cherokee National Forest.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Stations: AFC, 5-meter; AFC, 3-meter; AFC, 3-meter Ku-band; Av-com, M/A-Com, Microdyne, Scientific-Atlanta receivers.

News Services: ABC, AP, ESPN, Potomac News Service.

Ownership: The Home News Co. See Group Ownership of Television Stations.

Began Operation: August 20, 1969.

Represented (sales): Seltel Inc.

Represented (legal): Cordon & Kelly.

Represented (engineering): Moffet, Larson & Johnson Inc.

Personnel:

GEORGE E. DEVAULT JR., president & general manager.
RAY WALKER, executive vice president, station & general sales manager.
HAROLD T. DOUGHERTY, senior vice president, engineering.
BETTE LAWSON, vice president & controller.
JACK JETER, sales manager.
BETTY PAYNE, news director.
FRED FALIN, program director.
JEFF FAUST, production director.

Highest One Hour Rate: \$4000.

Highest 30 Sec. Rate: \$600.

NETWORK BASE HOURLY RATE: \$325.

City of License: Kingsport. ADI: Bristol, VA-Kingsport-Johnson City, TN. Rank: 87.

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



WKPT-TV BPCT-3760 Granted 12/8/66

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Net Weekly Circulation	State County	Total Households	TV Households	% Households
Between 25-49%	NORTH CAROLINA			
	Avery	5,400	5,300	98
	TENNESSEE			
	Greene	21,300	21,100	99
	Hawkins	17,500	17,200	99
Between 5-24%	VIRGINIA			
	Russell	11,900	11,700	98
	KENTUCKY			
	Bell	11,900	11,700	98
	Floyd	18,400	18,100	99
Station Totals	Harlan	14,500	14,300	99
	Knott	6,100	5,900	98
	Leslie	5,000	4,800	97
	Perry	12,000	11,700	98
	Pike	29,900	29,400	98
	NORTH CAROLINA			
	Watauga	12,800	12,600	98
	TENNESSEE			
	Hamblen	21,300	21,100	99
	Hancock	2,300	2,300	100
VIRGINIA				
Bland	2,200	2,100	95	
Lee	9,600	9,400	98	
Tazewell	17,600	17,400	99	
Wythe	9,500	9,300	98	
Station Totals		446,900	440,500	99
Net Weekly Circulation (1989)				182,400
Average Daily Circulation (1989)				74,800

Net Weekly Circulation	State County	Total Households	TV Households	% Households
50% & Over	TENNESSEE			
	Carter	20,000	19,800	99
	Sullivan	58,100	57,700	99
	Unicoi	6,500	6,400	98
	Washington	35,200	34,900	99
Between 25-49%	VIRGINIA			
	Buchanan	12,300	12,000	98
	Dickenson	7,000	6,900	99
	Scott	8,900	8,700	98
	Smyth	11,800	11,700	99
Between 5-24%	Washington	24,200	23,900	99
	Wise	17,300	17,000	98
Between 25-49%	KENTUCKY			
Letcher	10,900	10,700	98	

Tennessee—Knoxville

WATE-TV

Ch. 6

Network Service: ABC.

Licensee: Nationwide Communications Inc., Box 2349, Knoxville, TN 37901.

Studio: 1306 Broadway NE, Knoxville, TN 37917.

Telephones: 615-637-6666; 615-637-0711. TWX: 810-583-0114.

Fax: 615-525-4091.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1490-ft. above av. terrain, 1153-ft. above ground, 2549-ft. above sea level.

Latitude 36° 00' 13"
Longitude 83° 56' 35"

Transmitter: Sharp's Ridge Memorial Park Rd.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Andrew, 7.2-meter; Comtech, 5-meter; Andrew, 4.5-meter; AFC, 3.7-meter Ku-band; Avanteq, M/A-Com, Pinzone, Scientific-Atlanta receivers.

News Service: AP.

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

Began Operation: October 1, 1953. Sale to present owner by Paul Montcastle and associates approved on April 8, 1965 by FCC (Television Digest, Vol. 5:9, 15).

Represented (sales): Blair Television.

Represented (legal): Fletcher, Heald & Hildreth.

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

Personnel:

JIM MIKELS, general manager.
JAMES ABBOTT, station manager.
RICK McCUE, general sales manager.
DICK BRADLEY, local sales manager.
TIMOTHY FRAME, national sales manager.
BOB WILLIAMS, chief engineer.
DAVID SMITH, news director.
STEVE OGLESBY, promotion director.
DEBBIE FARMER, business manager.

Highest 30 Sec. Rate: \$2000.

NETWORK BASE HOURLY RATE: \$1600.

City of License: Knoxville. ADI: Knoxville. Rank: 60.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KENTUCKY			
	Bell	11,900	11,700	98
	Knox	10,900	10,700	98
	Mc Creary	5,700	5,600	98
	Whitley	13,400	13,200	99
	TENNESSEE			
	Anderson	27,400	27,200	99
	Blount	32,700	32,400	99
	Campbell	13,700	13,500	99
	Claiborne	9,800	9,600	98
	Cocke	11,400	11,200	99
	Cumberland	12,500	12,300	98
	Fentress	5,600	5,500	98
	Grainger	6,400	6,300	98
Hamblen	21,300	21,100	99	
Hancock	2,300	2,300	100	
Jefferson	12,600	12,500	99	
Knox	132,600	131,700	99	
Loudon	11,900	11,800	99	



WATE-TV BPCT-4672 Granted 1/14/74

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Monroe	11,200	11,000	99
	Morgan	5,600	5,500	98
	Roane	18,700	18,600	99
	Scott	7,500	7,300	98
	Sevier	19,100	18,900	99
	Union	4,800	4,700	98
VIRGINIA	Lee	9,600	9,400	98
	KENTUCKY			
Between 25-49%	Harlan	14,500	14,300	99
	TENNESSEE			
	Bledsoe	3,500	3,400	99
	Greene	21,300	21,100	99
	Hawkins	17,500	17,200	99
	Mcminn	16,300	16,100	99
	Meigs	2,800	2,800	100
VIRGINIA				
Wise	17,300	17,000	98	
Between 5-24%	GEORGIA			
	Fannin	6,300	6,200	98
	KENTUCKY			
	Laurel	15,300	15,000	98
	Leslie	5,000	4,800	97
	Pulaski	18,700	18,300	98
	Russell	5,600	5,500	98
	Wayne	6,600	6,400	97
	NORTH CAROLINA			
	Jackson	9,700	9,500	98
	Transylvania	10,100	10,000	99
TENNESSEE				
Overton	6,700	6,600	98	
Polk	5,000	4,900	99	
Rhea	9,300	9,200	99	
Sequatchie	3,400	3,400	100	
Sullivan	58,100	57,700	99	
Station Totals		671,600	663,400	99
Net Weekly Circulation (1989)			397,700	
Average Daily Circulation (1989)			223,500	

Tennessee—Knoxville

WBIR-TV

Ch. 10

Network Service: NBC.

Licensee: Multimedia WBIR Inc., Box 2760, Greenville, SC 29602.

Studio: 1513 Hutchinson Ave., Knoxville, TN 37917.

Telephone: 615-637-1010. TWX: 810-583-0172.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 35.5-kw aural. Antenna: 1790-ft. above av. terrain, 1504-ft. above ground, 2849-ft. above sea level.

Latitude 36° 00' 19"
Longitude 83° 56' 23"

Transmitter: Memorial Park Rd., Sharp's Ridge, Knoxville.

Satellite Earth Stations: Scientific-Atlanta, 7-meter; Anixter-Mark, 5-meter; Scientific-Atlanta, 4.6-meter; RCA Americom, 3.6-meter Ku-band; Harris, 3-meter; Harris, M/A-Com, Scientific-Atlanta receivers.

News Services: AP, CNN, NIWS.

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

Began Operation: August 12, 1956. Transfer to Multimedia Inc. by Southeastern Bcstg. Co. approved Sept. 22, 1967 by FCC. Previous sale to WMRC Inc. by Taft Bcstg. Co. approved Nov. 16, 1960 (Television Digest, Vol. 16:39, 47). Sale of 70% by Gilmore N. Nunn, Mr. & Mrs. Robert L. Ashe & John P. Hart to Taft Bcstg., which previously had held other 30%, was approved Oct. 29, 1959 (Vol. 15:41, 44).

Represented (sales): Katz Television.

Represented (legal): Dow, Lohnes & Albertson.

Represented (engineering): Jules Cohen & Associates.

Personnel:

JAMES M. HART, vice president & general manager.
STEVE DEAN, creative services director.
ROBERT E. HORTON, chief engineer.
BOB W. FRANKLIN, news director.

Highest 30 Sec. Rate: \$1500.

NETWORK BASE HOURLY RATE: \$1225.

City of License: Knoxville. AOI: Knoxville. Rank: 60.

Total Households: © MSI Consumer Market Data as of 1/1/89. 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	KENTUCKY			
	Bell	11,900	11,700	98
	Harlan	14,500	14,300	99
	Knox	10,900	10,700	98
	Mc Creary	5,700	5,600	98
	Wayne	6,600	6,400	97
	Whitley	13,400	13,200	99
	NORTH CAROLINA			
	Graham	2,500	2,500	98
	TENNESSEE			
Anderson	27,400	27,200	99	
Blount	32,700	32,400	99	
Campbell	13,700	13,500	99	
Claiborne	9,800	9,600	98	
Cocke	11,400	11,200	99	
Cumberland	12,500	12,300	98	
Fentress	5,600	5,500	98	
Grainger	6,400	6,300	98	
Greene	21,300	21,100	99	
Hamblen	21,300	21,100	99	
Jefferson	12,600	12,500	99	
Knox	132,600	131,700	99	
Loudon	11,900	11,800	99	
Mcminn	16,300	16,100	99	



WBIR-TV BPCT-781006KH Granted 3/14/79

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Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	Monroe	11,200	11,000	99
	Morgan	5,600	5,500	98
	Roane	18,700	18,600	99
	Scott	7,500	7,300	98
	Sevier	19,100	18,900	99
	Union	4,800	4,700	98
Between 25-49%	KENTUCKY			
	Clay	7,700	7,500	97
	Laurel	15,300	15,000	98
	Pulaski	18,700	18,300	98
Russell	5,600	5,500	98	
Between 5-24%	TENNESSEE			
	Bledsoe	3,500	3,400	99
	Hancock	2,300	2,300	100
	Hawkins	17,500	17,200	99
	Meigs	2,800	2,800	100
	Rhea	9,300	9,200	99
	VIRGINIA			
	Lee	9,600	9,400	98
	GEORGIA			
	Fannin	6,300	6,200	98
Station Totals	KENTUCKY			
	Casey	5,700	5,600	98
	Leslie	5,000	4,800	97
	NORTH CAROLINA			
Cherokee	8,000	7,900	98	
Jackson	9,700	9,500	98	
Madison	6,500	6,300	97	
TENNESSEE				
Overton	6,700	6,600	98	
Polk	5,000	4,900	99	
Sullivan	58,100	57,700	99	
Station Totals		671,200	662,800	99
Net Weekly Circulation (1989)				440,900
Average Daily Circulation (1989)				286,600

Tennessee—Knoxville

WKCH-TV

Ch. 43

Network Service: Fox.

Licensee: Knoxville Television Ltd., Debtor-in-Possession, 7401 Kingston Pike, Knoxville, TN 37919.

Studio: 109 E. Churchwell, Knoxville, TN 37917.

Mailing Address: Box 3809, Knoxville, TN 37927.

Telephone: 615-971-4343. Fax: 615-637-6956.

Technical Facilities: Channel No. 43 (644-650 MHz). Authorized power: 2210-kw max. visual, 221-kw max. aural. Antenna: 1150-ft. above av. terrain, 1079-ft. above ground, 2179-ft. above sea level.

Latitude 35° 59' 20"
Longitude 83° 57' 45"

Transmitter: Cadock Ave., Sharp's Ridge.

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

News Services: AP, CNN.

Ownership: Media Central Inc. See Group Ownership of Television Stations. Note: Sale pends.

Began Operation: December 31, 1983. Sale to present owner by H. Bernard Dixon, et al., approved by FCC Oct. 1, 1985.

Represented (sales): Seltel Inc.

Represented (legal): Seymour M. Chase, P.C.

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

Personnel:

JASON ELKIN, general manager.
MATT PRYOR, general sales manager.
BILL DEWERT, national sales manager.
CARL WOLFE, chief engineer.
PHIL RAINEY, news director.
AMY KOZAR, program director.
SANDY BOWERS, business manager.
GREG PERRY, promotion director.

Highest One Hour Rate: \$4000.

Highest 30 Sec. Rate: \$300.

City of License: Knoxville. ADI: Knoxville. Rank: 60.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TENNESSEE			
	Blount	32,700	32,400	99
	Campbell	13,700	13,500	99
	Knox	132,600	131,700	99
Between 25-49%	KENTUCKY			
	Bell	11,900	11,700	98



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	TENNESSEE			
	Anderson	27,400	27,200	99
	Claiborne	9,800	9,600	98
	Grainger	6,400	6,300	98
	Hamblen	21,300	21,100	99
	Jefferson	12,600	12,500	99
	Loudon	11,900	11,800	99
	Monroe	11,200	11,000	99
	Morgan	5,600	5,500	98
	Roane	18,700	18,600	99
	Sevier	19,100	18,900	99
Union	4,800	4,700	98	
Between 5-24%	KENTUCKY			
	Harlan	14,500	14,300	99
	Knox	10,900	10,700	98
	Mc Creary	5,700	5,600	98
	TENNESSEE			
Whitley	13,400	13,200	99	
Cocke	11,400	11,200	99	
Station Totals		395,600	391,500	99
Net Weekly Circulation (1989)			164,000	
Average Daily Circulation (1989)			58,400	

Tennessee—Knoxville

WKXT-TV

Ch. 8

Network Service: CBS.

Licensee: Knoxville Ch. 8 Ltd. Partnership, Box 59088, Knoxville, TN 37901.

Studio: Sharp's Ridge Memorial Park Rd., Knoxville, TN 37917.

Mailing Address: Box 59088, Knoxville, TN 37950-9088.

Telephone: 615-689-8000. **Fax:** 615-689-9047.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: Circularly polarized, 1254-ft. above av. terrain, 1016-ft. above ground, 2274-ft. above sea level.

Latitude 36° 00' 35.90"
Longitude 83° 55' 56.50"

Transmitter: 0.18-mi. NE of Sharp's Ridge Memorial Park, Knox County.

Ownership: South Central Communications Corp., Ltd. Partner & Tennessee Telecorp. Inc., Ltd. Partner, 100% jointly. South Central Communications Corp. ownership: John D. Engelbrecht, pres., 88%; Bettie A. Engelbrecht, secy., 12%; Leighman D. Groves, treas., 0.5%. Tennessee Telecorp. Inc. ownership: Donald K. Bagwell, pres., 20%; Ralph N. Boston, 20%; Lewis F. Cosby, 20%; Earl R. Taylor, 20% & Sue C. Walker, 20%

Began Operation: December 8, 1988.

Represented (sales): Pety Television.

Represented (legal): McCampbell & Young, P.C.

Represented (engineering): Smith & Powstenko.

Personnel:

- LEWIS F. COSBY, general manager.
- EARL R. TAYLOR, general sales manager.
- ANDREW R. REEVES, assistant general sales manager.
- ROBERT H. GLENN, chief engineer.
- DONALD K. BAGWELL, news director.
- SUE CARR WALKER, promotion director.
- EVELYN CANNON, business manager.
- WILLIAM E. ECKSTEIN, cable relations.
- RALPH H. BOSTON, sports director.

Rates: On request.

City of License: Knoxville. **ADI:** Knoxville. **Rank:** 60.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KENTUCKY			
	Bell	11,900	11,700	98
	TENNESSEE			
	Anderson	27,400	27,200	99
	Blount	32,700	32,400	99
	Campbell	13,700	13,500	99
	Claiborne	9,800	9,600	98
	Cocke	11,400	11,200	99
	Grainger	6,400	6,300	98
	Hamblen	21,300	21,100	99
	Jefferson	12,600	12,500	99
	Knox	132,600	131,700	99
	Loudon	11,900	11,800	99
	Monroe	11,200	11,000	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Morgan	5,600	5,500	98
	Roane	18,700	18,600	99
	Sevier	19,100	18,900	99
	Union	4,800	4,700	98
Between 25-49%	KENTUCKY			
	Knox	10,900	10,700	98
	Mc Creary	5,700	5,600	98
	Pulaski	18,700	18,300	98
TENNESSEE	Whitley	13,400	13,200	99
	Cumberland	12,500	12,300	98
	Scott	7,500	7,300	98
	Between 5-24%	KENTUCKY		
Harlan		14,500	14,300	99
Laurel		15,300	15,000	98
TENNESSEE				
Fentress	5,600	5,500	98	
Greene	21,300	21,100	99	
Hancock	2,300	2,300	100	
Hawkins	17,500	17,200	99	
McMinn	16,300	16,100	99	
Polk	5,000	4,900	99	
Rhea	9,300	9,200	99	
VIRGINIA				
Lee	9,600	9,400	98	
Station Totals		536,500	530,100	99
Net Weekly Circulation (1989)			308,600	
Average Daily Circulation (1989)			174,400	

Tennessee—Lebanon

WJFB

Ch. 66

Network Service: None, independent.

Licensee: Joe F. Bryant, 200 E. Spring St., Lebanon, TN 38087.

Studio: 200 E. Spring St., Lebanon, TN 38087.

Telephones: 615-244-5142; 615-444-4797. **Fax:** 615-444-7215.

Technical Facilities: Channel No. 66 (782-788 MHz). Authorized power: 100-kw max. visual, 10-kw max. aural. Antenna: 436-ft. above av. terrain, 315-ft. above ground, 1105-ft. above sea level.

Latitude	36°	08'	24''
Longitude	86°	18'	47''

Holds CP for change to 250-kw max. visual, 528-ft. above av. terrain, 259-ft. above ground, 1148-ft. above sea level, lat. 36° 09' 13'', long. 86° 22' 46''; transmitter to 4.3-mi. S of Lebanon on Franklin Rd., Wilson County. BPCT-881028KH.

Transmitter: 0.2-mi. E of State Rd. 2315, 4.6-mi. S of Lebanon Square.

Ownership: Joe F. Bryant, 100%. Bryant owns permittee of WMST(AM), Mount Juliet, TN.

Began Operation: July 8, 1987.

Represented (engineering): James H. Hayes.

Personnel:

JOE BRYANT, president & general manager.
 PAT BRYANT, program director.
 DALE HOWARD, chief engineer.

Rates: On request.



WJFB BPCT-881028KH Granted 1/6/89

© American Map Corp., No. 14244

Arbitron Data: Not available.

City of License: Lebanon. **ADI:** Nashville. **Rank:** 32.

Tennessee—Memphis

WHBQ-TV

Ch. 13

Network Service: ABC.

Licensee: RKO General Inc., 485 S. Highland, Box 11407, Memphis, TN 38111.

Studio: 485 S. Highland, Box 11407, Memphis, TN 38111.

Telephone: 901-320-1313. TWX: 810-591-1877. Fax: 901-323-0092.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 1013-ft. above av. terrain, 1076-ft. above ground, 1336-ft. above sea level.

Latitude 35° 10' 28"
Longitude 89° 50' 41"

Transmitter: 6555 Raleigh-La Grange Rd.

Satellite Earth Stations: 2 Andrew, 7.3-meter; Andrew, 4.5-meter; Avantek receivers.

News Service: AP.

Ownership: GenCorp. Sale to Adams Communications pends (Television Digest, Vol. 29:20).

Began Operation: September 27, 1953.

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

Represented (legal): Wilmer, Cutler & Pickering.

Personnel:

- ALEX BONNER, vice president & general manager.
- JACK BOLTON, general sales manager.
- JIMMIE MITCHELL, local sales manager.
- DON BRADLEY, news director.
- BOB LEWIS, program director.
- JANICE KNAPP, promotion director.
- JEAN PIERCY, controller.
- LARRY COUGHLAN, chief engineer.
- PAT BOREN, sales service director.

Highest One Hour Rate: \$10,000.

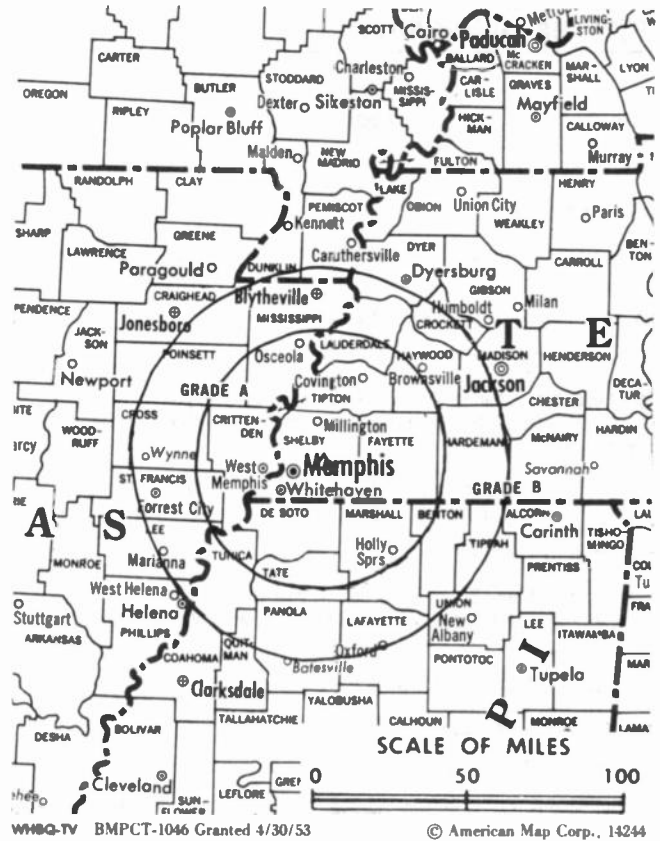
Highest 30 Sec. Rate: \$2000.

NETWORK BASE HOURLY RATE: \$1250.

City of License: Memphis. ADI: Memphis. Rank: 41.

Total Households: © MSI Consumer Market Data as of 1/1/89. 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			
	Crittenden	16,800	16,500	98
	Cross	6,800	6,700	99
	Lee	5,100	4,900	97
	Mississippi	19,600	19,300	98
	Phillips	11,000	10,700	97
	St Francis	9,900	9,700	98
	MISSOURI			
	Pemiscot	8,500	8,300	98
	MISSISSIPPI			
	Benton	2,700	2,700	98
	Coahoma	12,200	12,000	98
	De Soto	21,600	21,200	98
	Marshall	10,500	10,300	98
	Panola	9,900	9,800	98
	Quitman	4,000	3,900	97
	Tate	7,000	6,900	99
	Tippah	7,200	7,100	99
	Tunica	3,000	2,900	97
	Yalobusha	5,000	4,900	98
	TENNESSEE			
	Crockett	5,300	5,200	98
	Dyer	13,400	13,300	99
	Fayette	8,300	8,200	98
	Gibson	19,000	18,800	99
	Hardeman	8,400	8,300	99
	Haywood	7,100	7,000	99
Lauderdale	9,400	9,300	99	
Madison	30,000	29,700	99	



WHBQ-TV BMPCT-1046 Granted 4/30/53 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Shelby	298,400	296,300	99
	Tipton	12,500	12,300	99
Between 25-49%	ARKANSAS			
	Craighead	24,200	23,900	99
	Poinsett	9,300	9,200	99
	MISSOURI			
	Dunklin	13,200	12,900	98
	MISSISSIPPI			
	Alcorn	13,300	13,100	98
	Grenada	7,200	7,000	98
	Lafayette	11,500	11,400	99
	Lee	24,500	24,200	99
Prentiss	9,300	9,200	99	
Tallahatchie	5,400	5,300	97	
Union	9,000	8,900	99	
TENNESSEE				
Chester	4,900	4,800	99	
Lake	2,600	2,600	100	
Mc Nairy	9,500	9,400	98	
Between 5-24%	ARKANSAS			
	Clay	7,800	7,700	99
	Greene	12,400	12,200	98
	Jackson	7,700	7,600	99
	Lawrence	7,200	7,000	97
	MISSISSIPPI			
	Lowndes	21,800	21,600	99
	Pontotoc	8,500	8,400	99
	Tishomingo	7,100	7,000	99
	TENNESSEE			
Carroll	10,900	10,800	99	
Henderson	9,100	9,000	99	
Obion	13,200	13,100	99	
Weakley	12,500	12,300	99	
Station Totals		834,700	824,800	99
Net Weekly Circulation (1989)				518,100
Average Daily Circulation (1989)				261,300

Tennessee—Memphis

WMC-TV

Ch. 5

Network Service: NBC.

Licensee: Scripps Howard Inc., 1100 Central Trust Tower, Box 5380, Cincinnati, OH 45201.

Studio: 1960 Union Ave., Memphis, TN 38104.

Telephone: 901-726-0555.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1013-ft. above av. terrain, 1088-ft. above ground, 1335-ft. above sea level.

Latitude 35° 10' 09"
Longitude 89° 53' 12"

Transmitter: 5317 Crestview Dr., U.S. 70 & Macon Rd.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; GE, 5-meter Ku-band; Miralite, 3.9-meter Ku & C-band; Harris, M/A-Com, Scientific-Atlanta, Standard Components receivers.

AM Affiliate: WMC, 5-kw, 790 kHz (ABC).

FM Affiliate: WMC-FM, 300-kw, 99.7 MHz (No. 259), 910-ft (ABC).

News Services: AP, CNN, NBC, UPI.

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

Began Operation: December 11, 1948.

Represented (sales): Blair Television.

Represented (legal): Baker & Hostetler.

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

Personnel:

RON KLAYMAN, vice president & general manager.
JOE COOPER, assistant general manager, sales.
CHARLOTTE ENGLISH, assistant general manager, programming & promotion.
JAMES C. WRIGHT, local sales manager.
WILLIAM FEE, national sales manager.
MASON GRANGER, news director.
MICHAEL I. SCHWARTZ, engineering manager.
JAMES FROMMEL, business manager.
PHILIP SLAVICK, operations manager.
ROB MIZE, creative services manager.

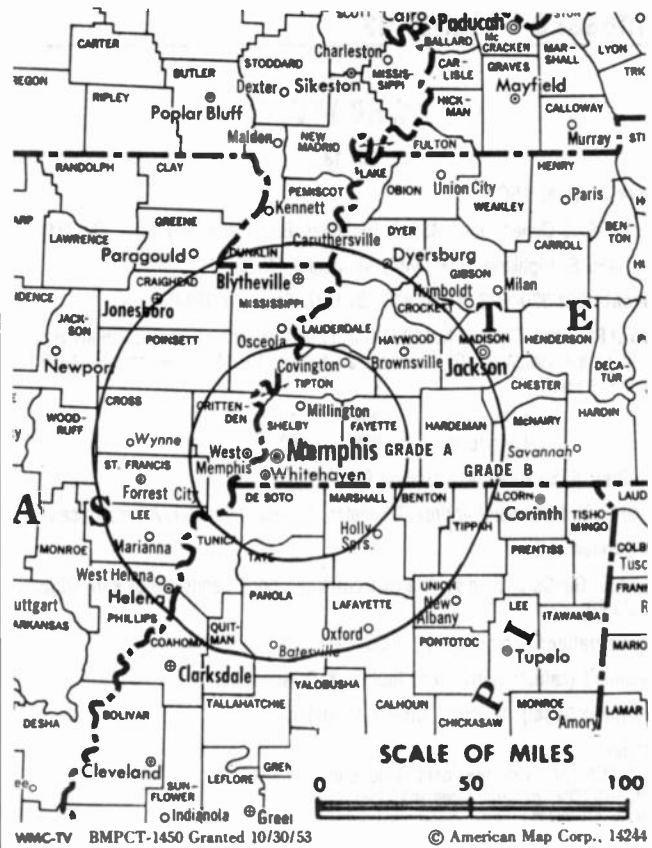
Highest 30 Sec. Rate: \$3500.

NETWORK BASE HOURLY RATE: \$2650.

City of License: Memphis. ADI: Memphis. Rank: 41.

Total Households: © MSI Consumer Market Data as of 1/1/89. 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			
	Craighead	24,200	23,900	99
	Crittenden	16,800	16,500	98
	Cross	6,800	6,700	99
	Greene	12,400	12,200	98
	Lee	5,100	4,900	97
	Mississippi	19,600	19,300	98
	Phillips	11,000	10,700	97
	Poinsett	9,300	9,200	99
	St Francis	9,900	9,700	98
	MISSOURI			
	Dunklin	13,200	12,900	98
	Pemiscot	8,500	8,300	98
	MISSISSIPPI			
Alcorn	13,300	13,100	98	
Benton	2,700	2,700	98	
Coahoma	12,200	12,000	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	De Soto	21,600	21,200	98
	Grenada	7,200	7,000	98
	Lafayette	11,500	11,400	99
	Leflore	13,700	13,500	98
	Marshall	10,500	10,300	98
	Panola	9,900	9,800	98
	Quitman	4,000	3,900	97
	Tate	7,000	6,900	99
	Tippah	7,200	7,100	99
	Tunica	3,000	2,900	97
	Union	9,000	8,900	99
	Yalobusha	5,000	4,900	98
	TENNESSEE			
	Chester	4,900	4,800	99
	Crockett	5,300	5,200	98
	Dyer	13,400	13,300	99
	Fayette	8,300	8,200	98
	Gibson	19,000	18,800	99
Hardeman	8,400	8,300	99	
Haywood	7,100	7,000	99	
Lauderdale	9,400	9,300	99	
Mc Nairy	9,500	9,400	98	
Madison	30,000	29,700	99	
Shelby	298,400	296,300	99	
Tipton	12,500	12,300	99	

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	ARKANSAS			
	Clay	7,800	7,700	99
	Jackson	7,700	7,600	99
	Lawrence	7,200	7,000	97
Randolph	6,600	6,400	97	

(Continued on page A-1036)

Station Totals	946,100	933,500	99
Net Weekly Circulation (1989)		691,000	
Average Daily Circulation (1989)		451,400	

Tennessee—Memphis

WMKW-TV

Ch. 30

Network Service: Fox.

Licensee: West Tennessee Bcstg. Corp., 2876 Directors Cove, Memphis, TN 38131.

Studio: 2876 Directors Cove, Memphis, TN 38131.

Mailing Address: Box 30030, Memphis, TN 38130.

Telephone: 901-346-3030. **Easylink:** 62958386. **Fax:** 901-346-1451.

Technical Facilities: Channel No. 30 (566-572 MHz). Authorized power: 5000-kw max. visual, 50-kw aural. Antenna: 1002-ft. above av. terrain, 1114-ft. above ground, 1449-ft. above sea level.

Latitude 35° 09' 17"
Longitude 89° 49' 20"

Transmitter: WKNO-TV tower, 2.5-mi. NE of Memphis on L & N Railroad.

Satellite Earth Stations: Scientific-Atlanta, 4.6-meter; M/A-Com, 4.2-meter Ku-band; Automation Techniques, 3.8-meter; Automation Techniques, M/A-Com, Scientific-Atlanta receivers.

Ownership: MT Communications Inc., 100%. Ownership: Michael P. Thompson, 100%. MTC owns 40% of Central Tennessee Bcstg. Corp., licensee of WCAY-TV Nashville. Michael P. Thompson owns 53% of CTBC.

Began Operation: April 18, 1983. Sale to present owner by TVX Bcst. Group approved by FCC March 10, 1989 (Television Digest, Vol. 29:7).

Represented (sales): Settel Inc.

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

Personnel:

THOMAS MacARTHUR, general manager.
FRED PROCISE, general sales manager.
TREY MURPHREE, local sales manager.
JIM MATTSON, chief engineer.
JAMES WARNER, program director.
JEAN ANDERS, promotion director.
DENISE REBER, business manager.

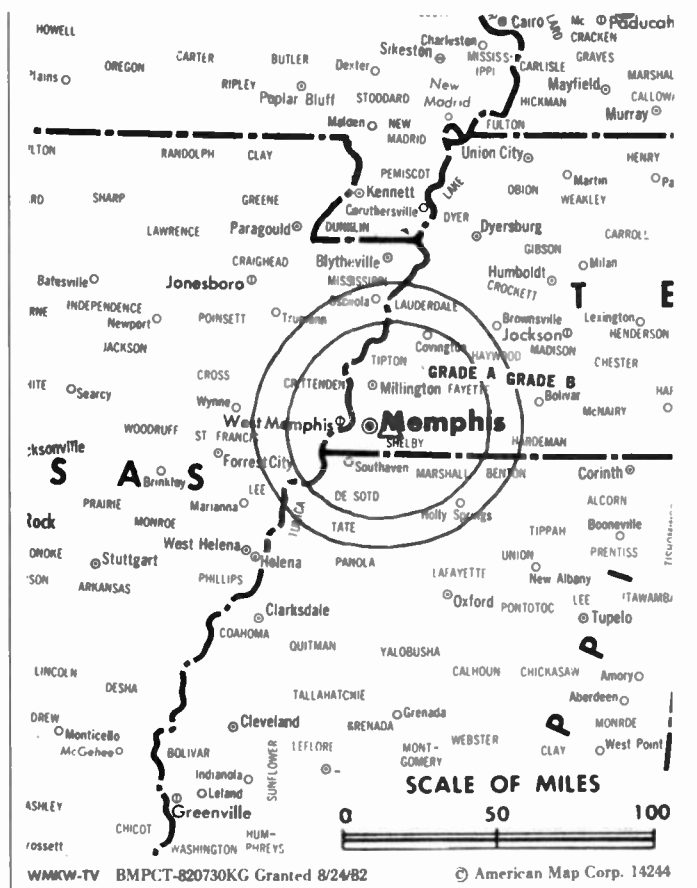
Highest One Hour Rate: \$5000.

Highest 30 Sec. Rate: \$1200.

City of License: Memphis. **ADI:** Memphis. **Rank:** 41.

Total Households: © MSI Consumer Market Data as of 1/1/89. 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			
	Crittenden	16,800	16,500	98
	MISSISSIPPI			
	De Soto	21,600	21,200	98
	Tate	7,000	6,900	99
	TENNESSEE			
	Shelby	298,400	296,300	99
Between 25-49%	ARKANSAS			
	Cross	6,800	6,700	99
	Mississippi	19,600	19,300	98
	Phillips	11,000	10,700	97



WMKW-TV BNPCT-820730KG Granted 8/24/82

© American Map Corp. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	MISSISSIPPI			
	Benton	2,700	2,700	98
	Marshall	10,500	10,300	98
	Panola	9,900	9,800	98
	Tunica	3,000	2,900	97
TENNESSEE	Dyer	13,400	13,300	99
	Fayette	8,300	8,200	98
	Hardeman	8,400	8,300	99
	Tipton	12,500	12,300	99
	Between 5-24%	ARKANSAS		
Craighead		24,200	23,900	99
Lee		5,100	4,900	97
Poinsett		9,300	9,200	99
St Francis		9,900	9,700	98
MISSISSIPPI	Alcorn	13,300	13,100	98
	Coahoma	12,200	12,000	98
	Lafayette	11,500	11,400	99
	Quitman	4,000	3,900	97
	Tippah	7,200	7,100	99
TENNESSEE	Crockett	5,300	5,200	98
	Haywood	7,100	7,000	99
	Lauderdale	9,400	9,300	99
Station Totals		568,400	562,100	99
Net Weekly Circulation (1989)				255,900
Average Daily Circulation (1989)				99,200

Tennessee—Memphis

WPTY-TV

Ch. 24

Network Service: None, independent.

Licensee: Chase Bcstg. of Memphis Inc., One Commercial Plaza, Hartford, CT 06103.

Studio: 2225 Union Ave, Memphis, TN 38104.

Telephone: 901-278-2424. **TWX:** 810-591-1201. **Fax:** 901-278-8924.

Technical Facilities: Channel No. 24 (530-536 MHz). Authorized power: 3003-kw max. visual, 600.6-kw max. aural. Antenna: 1011-ft. above av. terrain, 1043-ft. above ground, 1338-ft. above sea level.

Latitude 35° 12' 11"
Longitude 89° 48' 16"

Transmitter: Kate Bond Rd. & U.S. Hwy. 64, Memphis.

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

Ownership: Chase Bcstg. of Memphis, gen. partner, 1%; Roger M. Freedman, Ltd. partner, 99%. See Chase Communications Corp. in Group Ownership of TV Stations.

Began Operation: September 10, 1978. Sale to present owners by Precht Communications, et al., approved by FCC March 28, 1986. Previous sale by Martin F. Connelly, Arthur E. Muth, et al., to Precht Communications. approved by FCC July 23, 1984. Sale to Channel 24 Memphis Ltd. Partnership approved March 28, 1986. Sale to present owners approved by FCC May 31, 1988.

Represented (sales): Petry Television Inc.

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

Represented (engineering): Andrus & Associates.

Personnel:

- KENT E. LILLIE, vice president & general manager.
- ROBIN BARNES, director of national sales.
- HOWARD ROBERTSON, director of regional sales.
- STEPHEN W. PICKELL, chief engineer.
- BILL GRAFF, program director.
- JON KECK, promotion director.
- LINDA THREET, business manager.

Highest One Hour Rate: \$8000.

Highest 30 Sec. Rate: \$2000.

City of License: Memphis. **ADI:** Memphis. **Rank:** 41.

Total Households: © MSI Consumer Market Data as of 1/1/89. 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			
	Crittenden	16,800	16,500	98
	Mississippi	19,600	19,300	98
	Phillips	11,000	10,700	97
	Poinsett	9,300	9,200	99
	MISSOURI			
	Dunklin	13,200	12,900	98
	Pemiscot	8,500	8,300	98
	MISSISSIPPI			
	Benton	2,700	2,700	98
	De Soto	21,600	21,200	98
	Marshall	10,500	10,300	98
	Tate	7,000	6,900	99
	TENNESSEE			
	Dyer	13,400	13,300	99
Fayette	8,300	8,200	98	
Hardeman	8,400	8,300	99	
Lake	2,600	2,600	100	
Shelby	298,400	296,300	99	
Tipton	12,500	12,300	99	
Between 25-49%	ARKANSAS			
	Clay	7,800	7,700	99
	Craighead	24,200	23,900	99
Cross	6,800	6,700	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Greene	12,400	12,200	98
	St Francis	9,900	9,700	98
	MISSISSIPPI			
	Alcorn	13,300	13,100	98
	Coahoma	12,200	12,000	98
	Panola	9,900	9,800	98
	Tippah	7,200	7,100	99
	Tunica	3,000	2,900	97
	Union	9,000	8,900	99
	TENNESSEE			
	Crockett	5,300	5,200	98
	Haywood	7,100	7,000	99
	Lauderdale	9,400	9,300	99
	Mc Nairy	9,500	9,400	98
	Madison	30,000	29,700	99
Between 5-24%	ARKANSAS			
	Jackson	7,700	7,600	99
	Lawrence	7,200	7,000	97
	Lee	5,100	4,900	97
	MISSOURI			
	New Madrid	7,800	7,600	97
	MISSISSIPPI			
	Lafayette	11,500	11,400	99
	Lee	24,500	24,200	99
	Prentiss	9,300	9,200	99
	Quitman	4,000	3,900	97
	Tallahatchie	5,400	5,300	97
	Yaibussha	5,000	4,900	98
	TENNESSEE			
	Chester	4,900	4,800	99
Gibson	19,000	18,800	99	
Weakley	12,500	12,300	99	
Station Totals		764,700	755,500	99
Net Weekly Circulation (1989)				359,600
Average Daily Circulation (1989)				142,700

Tennessee—Memphis

WREG-TV

Ch. 3

Network Service: CBS.

Licensee: The New York Times Broadcasting Service Inc, 803 Channel 3 Dr., Memphis, TN 38103.

Studio: 803 Channel 3 Drive, Memphis, TN 38103.

Telephone: 901-577-0100. TWX: 910-250-3814. Fax: 901-577-0167.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1000-ft. above av. terrain, 1077-ft. above ground, 1349-ft. above sea level.

Latitude 35° 10' 52.19"
Longitude 89° 49' 56.11"

Transmitter: 2.75-mi. SE of Bartlett, 2105 Charles Bryan Rd.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Satcom Technologies, 5-meter Ku & C-band; Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.7-meter C-band; DX Engineering, Scientific-Atlanta receivers.

News Services: AP, CBS, National Weather Service, UPI.

Ownership: The New York Times Co. See Group Ownership of Television Stations.

Began Operation: January 1, 1956. Sale to present owner by Cowles Bcstg. approved by FCC Aug. 18, 1971 (Television Digest, Vol. 10:44; 11:34). Sale to Cowles by Hoyt B. Wooten approved by FCC April 24, 1963 (Vol. 3:1, 17).

Represented (sales): Katz Television.

Represented (legal): Koteen & Naftalin.

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

Personnel:

OLIN MORRIS, president & general manager.
HUGH PULLEY, vice president & general sales manager.
PEGGY VYNCKE, vice president & business manager.
RON WALTER, vice president, employe relations.
JIM HAWKINS, national sales manager.
JIM ANHALT, director of engineering.
BILL BERRA, news director.
STELLA L. FIELDS, program traffic manager.
CARL BAUMAN, manager of advertising & promotion.
CAL CROWELL, production manager.
VIRGINIA FORD, traffic manager.

Highest 30 Sec. Rate: \$3500.

NETWORK BASE HOURLY RATE: \$2272.

City of License: Memphis. ADI: Memphis. Rank: 41.

Total Households: © MSI Consumer Market Data as of 1/1/89. 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			
	Craighead	24,200	23,900	99
	Crittenden	16,800	16,500	98
	Cross	6,800	6,700	99
	Greene	12,400	12,200	98
	Lee	5,100	4,900	97
	Mississippi	19,600	19,300	98
	Phillips	11,000	10,700	97
	Poinsett	9,300	9,200	99
	St Francis	9,900	9,700	98
	MISSOURI			
	Pemiscot	8,500	8,300	98
	MISSISSIPPI			
	Alcorn	13,300	13,100	98
Benton	2,700	2,700	98	
Coahoma	12,200	12,000	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	De Soto	21,600	21,200	98
	Lafayette	11,500	11,400	99
	Marshall	10,500	10,300	98
	Panola	9,900	9,800	98
	Quitman	4,000	3,900	97
	Tate	7,000	6,900	99
	Tippah	7,200	7,100	99
	Tunica	3,000	2,900	97
	Union	9,000	8,900	99
	Yalobusha	5,000	4,900	98
	TENNESSEE			
	Chester	4,900	4,800	99
	Crockett	5,300	5,200	98
	Dyer	13,400	13,300	99
	Fayette	8,300	8,200	98
	Gibson	19,000	18,800	99
	Hardeman	8,400	8,300	99
	Hardin	8,700	8,500	98
	Haywood	7,100	7,000	99
Lauderdale	9,400	9,300	99	
Mc Nairy	9,500	9,400	98	
Madison	30,000	29,700	99	
Shelby	298,400	296,300	99	
Tipton	12,500	12,300	99	
Between 25-49%	ARKANSAS			
	Clay	7,800	7,700	99
	Jackson	7,700	7,600	99
	Lawrence	7,200	7,000	97
	Randolph	6,600	6,400	97
MISSOURI				
Dunklin	13,200	12,900	98	

(Continued on page A-1036)

Station Totals	902,100	890,400	99
Net Weekly Circulation (1989)		638,900	
Average Daily Circulation (1989)		390,300	

Tennessee—Murfreesboro-Nashville

WHTN

Ch. 39

Network Service: None, independent.

Licensee: Tennessee Television Inc., 14 Public Square N, Murfreesboro, TN 37130.

Studio: 5202 Lebanon Rd., Old Hickory, TN 37138.

Telephone: 615-895-3240.

Technical Facilities: Channel No. 39 (620-626 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 821-ft. above av. terrain, 878-ft. above ground, 1449-ft. above sea level.

Latitude	36°	04'	54"
Longitude	86°	25'	57"

Transmitter: Lone Oak Rd., 2.36-mi. SW of Gladeville.

Satellite Earth Stations: 3 in operation.

Ownership: Christian TV Network, 100%. See Group Ownership of Television Stations.

Began Operation: December 30, 1983. Sale to Murfreesboro TV Corp by Channel 39 of Murfreesboro approved by FCC Aug. 2, 1985. Sale to present owners approved Aug. 21, 1986.

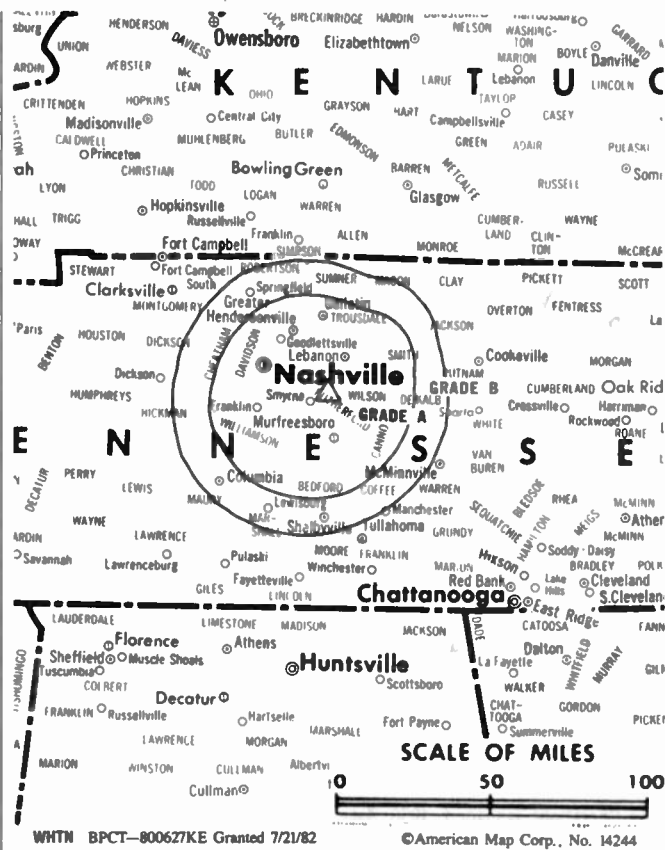
Personnel:

TERRY BOOKOUT, president & general manager.

Highest One Hour Rate: \$580.

Highest 30 Sec. Rate: \$70.

Arbitron Data: Not available.



City of License: Murfreesboro. **ADI:** Nashville. **Rank:** 32.

Tennessee—Nashville

WCAY-TV

Ch. 30

Network Service: Fox.

Licensee: Central Tennessee Bcstg. Corp., 5519 Hoback Glen Rd., Hidden Hills, CA 91302.

Studio: 300 Peabody St., Nashville, TN 37210.

Telephone: 615-256-3030.

Technical Facilities: Channel No. 30 (566-572 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1415-ft. above av. terrain, 1249-ft. above ground, 2017-ft. above sea level.

Latitude 36° 15' 50"
Longitude 86° 47' 38"

Transmitter: 1-mi. S of intersection of 124 & Old Hickory Blvd.

Satellite Earth Stations: 4 in operation.

Ownership: Michael P. Thompson, pres., 100%; Law Conner, secy. See Group Ownership of Television Stations.

Began Operation: February 18, 1984. Sale to present owner by TVX Broadcast Group approved by FCC Oct. 19, 1988.

Represented (sales): Seltel Inc.

Represented (engineering): Lawrence Behr Associates Inc.

Personnel:

- JAMES C. WARNER, general manager.
- DALE FOSHEE, general sales manager.
- DAMON FULTZ, local sales manager.
- BRUCE ELDER, director of engineering.
- KRISTEN BAILEY, director of operations.
- DEBORAH LITTLE, promotion manager.
- DEBORAH TAYLOR, business manager.

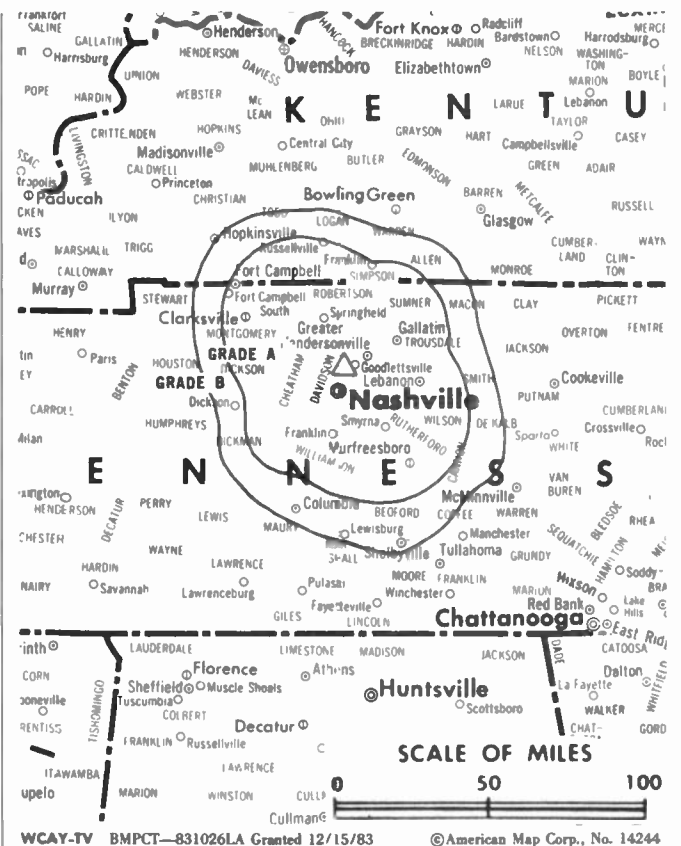
Highest One Hour Rate: \$3000.

Highest 30 Sec. Rate: \$500.

City of License: Nashville. ADI: Nashville. Rank: 32.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TENNESSEE			
	Cheatham	9,400	9,300	99
	Montgomery	32,500	32,300	99
	Robertson	14,700	14,600	99
	Rutherford	38,400	38,100	99
Between 25-49%	KENTUCKY			
	Allen	5,800	5,700	98
	Christian	20,500	20,300	99
	Logan	10,000	9,900	99
	Monroe	4,800	4,700	99
	Simpson	5,500	5,500	99
	Todd	4,200	4,100	99
	Trigg	3,600	3,600	100
	Warren	30,800	30,600	99
	TENNESSEE			
	Cannon	4,200	4,200	99
	Coffee	15,900	15,800	99
Davidson	201,000	200,100	100	
De Kalb	5,800	5,700	98	
Dickson	12,500	12,400	99	



WCAY-TV BNPCT-831026LA Granted 12/15/83 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%	
Between 25-49%	Hickman	5,700	5,700	99	
	Maury	20,900	20,700	99	
	Overton	6,700	6,600	98	
	Smith	5,800	5,700	99	
	Sumner	34,900	34,700	99	
	Trousdale	2,600	2,600	100	
	Van Buren	1,500	1,500	100	
	Williamson	26,100	25,900	99	
	Wilson	24,400	24,200	99	
	Between 5-24%	KENTUCKY			
		Barren	12,900	12,800	99
Butler		4,200	4,100	99	
Caldwell		4,900	4,800	98	
Muhlenberg		11,700	11,600	99	
TENNESSEE					
Bedford		11,100	11,000	99	
Franklin		12,200	12,100	99	
Giles		9,500	9,300	98	
Houston		2,400	2,400	100	
Humphreys		6,200	6,200	99	
Lewis		3,600	3,600	99	
Macon		6,200	6,100	98	
Marshall	8,100	8,000	99		
Putnam	19,200	19,000	99		
Stewart	3,800	3,800	100		
Warren	13,100	12,900	99		
White	7,900	7,800	99		
Station Totals		685,200	680,000	99	
Net Weekly Circulation (1989)			251,700		
Average Daily Circulation (1989)			92,000		

Tennessee—Nashville

WKRN-TV

Ch. 2

Network Service: ABC.

Licensee: Young Broadcasting of Nashville Inc., 3 East 54th St., New York, NY 10022.

Studio: 441 Murfreesboro Rd., Nashville, TN 37210.

Telephone: 615-259-2200.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1353-ft. above av. terrain, 942-ft. above ground, 2049-ft. above sea level.

Latitude 36° 02' 49"
Longitude 86° 49' 49"

Transmitter: 1406 Old Hickory Blvd., 8-mi. S of Nashville.

Satellite Earth Stations: Andrew, 9-meter C-band; Scientific-Atlanta, 7-meter C-band; Andrew, 4.5-meter C-band; Vertex, 4.5-meter Ku-band; Avantek, DX Engineering, M/A-Com, Scientific-Atlanta receivers.

News Services: AP, UPI.

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

Begin Operation: November 28, 1953 on Ch. 8. Sale to Young Bcstg. by Knight-Ridder approved by FCC April 17, 1989 (*Television Digest*, Vol. 29:9) Sale to Knight-Ridder by General Electric Bcstg. Co. approved by FCC Sept. 28, 1983 (*Television Digest*, Vol. 22:48; 23:18). Sale to General Electric by Louis R. Draughton & Associates approved April 6, 1966 (Vol. 5:41; 6:15).

Represented (sales): Adam Young Inc.

Personnel:

DAN MASLAN, president & general manager.
PHILLIP CRICHFIELD, general sales manager.
KATHY POZGAR, national sales manager.
GENE PARKER, chief engineer.
DEBORAH McDERMOTT, operations manager.
ROBERT BRENNAN, business manager.
JAN WADE, marketing director.

Highest One Hour Rate: \$15,000.

Highest 30 Sec. Rate: \$6,000.

NETWORK BASE HOURLY RATE: \$1250.

City of License: Nashville. **AOI:** Nashville. **Rank:** 32.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KENTUCKY			
	Christian	20,500	20,300	99
	Cumberland	2,800	2,800	98
	Monroe	4,800	4,700	99
	Todd	4,200	4,100	99
	Trigg	3,600	3,600	100
	TENNESSEE			
Bedford	11,100	11,000	99	
Benton	6,200	6,100	98	
Cannon	4,200	4,200	99	
Cheatham	9,400	9,300	99	
Coffee	15,900	15,800	99	
Davidson	201,000	200,100	100	
De Kalb	5,800	5,700	98	
Dickson	12,500	12,400	99	
Franklin	12,200	12,100	99	
Giles	9,500	9,300	98	
Hickman	5,700	5,700	99	
Houston	2,400	2,400	100	
Humphreys	6,200	6,200	99	
Jackson	3,300	3,300	98	
Lawrence	13,300	13,100	99	



WKRN-TV Doc—19617 Granted 8/23/73

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Lewis	3,600	3,600	99
	Macon	6,200	6,100	98
	Marshall	8,100	8,000	99
	Maury	20,900	20,700	99
	Montgomery	32,500	32,300	99
	Moore	1,800	1,800	100
	Overton	6,700	6,600	98
	Perry	2,500	2,500	100
	Pickett	1,600	1,600	100
	Putnam	19,200	19,000	99
	Robertson	14,700	14,600	99
	Rutherford	38,400	38,100	99
	Smith	5,800	5,700	99
	Stewart	3,800	3,800	100
	Sumner	34,900	34,700	99
	Trousdale	2,600	2,600	100
Van Buren	1,500	1,500	100	
Warren	13,100	12,900	99	
Wayne	5,300	5,200	98	
White	7,900	7,800	99	
Williamson	26,100	25,900	99	
Wilson	24,400	24,200	99	

Between 25-49%	KENTUCKY			
	Allen	5,800	5,700	98
	Barren	12,900	12,800	99
	Clinton	3,600	3,500	97
	Logan	10,000	9,900	99
Simpson	5,500	5,500	99	
TENNESSEE				
Carroll	10,900	10,800	99	
Clay	3,200	3,100	98	

(Continued on page A-1036)

Station Totals	811,300	804,300	99
Net Weekly Circulation (1989)		572,800	
Average Daily Circulation (1989)		324,600	

Tennessee—Nashville

WSMV

Ch. 4

Network Service: NBC.

Licensee: Cook Inlet Television Partners L.P., 2525 C St., Suite 500, Anchorage, AK 99509-3330.

Studio: 5700 Knob Rd., Nashville, TN 37209.

Telephone: 615-749-2244. **TWX:** 810-371-1148. **Fax:** 615-749-2364.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 200-kw visual, 20-kw aural. Antenna: 1425-ft. above av. terrain, 1368-ft. above ground, 2049-ft. above sea level.

Latitude 36° 08' 27.20"
Longitude 86° 51' 56.20"

Transmitter: 5700 Knob Rd.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 6.1-meter Ku-band; Odom, 5-meter C-band; Harris, 3.5-meter Ku-band; Odom, 5-meter C-band; Harris, Microdyne receivers.

SNG Mobile Dish: Transmit/receive Dalsat, 3-meter Ku-band.

News Services: AP, UPI.

Ownership: Cook Inlet Communications Inc. & WCC Assoc., 50% each. See Group Ownership of Television Stations.

Began Operation: September 30, 1950. Sale to present owners approved April 17, 1989. Sale to Gillett Bcstg. by NLT Corp. approved by FCC Sept. 14, 1981 (Television Digest, Vol. 21:20).

Represented (sales): TeleRep Inc.

Represented (legal): Wilmer, Cutler & Pickering.

Personnel:

- MIKE KETTENRING, president & general manager.
- DAN AKENS, station manager.
- BOB STETTNER, general sales manager.
- BILL LAMB, local sales manager.
- JIM BANKSTON, national sales manager.
- ALAN GRIGGS, news director.
- BRENDA JORDAN, program coordinator.
- TERESA McDANIEL, controller.
- CAROLYN LAWRENCE, creative services director.
- LARRY EMSWELLER, operations manager.

Rates: On request.

NETWORK BASE HOURLY RATE: \$1800.

City of License: Nashville. **ADI:** Nashville. **Rank:** 32.

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

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	KENTUCKY				
	Allen	5,800	5,700	98	
	Barren	12,900	12,800	99	
	Butler	4,200	4,100	99	
	Christian	20,500	20,300	99	
	Clinton	3,600	3,500	97	
	Cumberland	2,800	2,800	98	
	Edmonson	3,600	3,500	97	
	Logan	10,000	9,900	99	
	Metcalfe	3,800	3,700	99	
	Monroe	4,800	4,700	99	
	Simpson	5,500	5,500	99	
	Todd	4,200	4,100	99	
	Trigg	3,600	3,600	100	
	Warren	30,800	30,600	99	
	TENNESSEE				
	Bedford	11,100	11,000	99	



WSMV BPCT-860206KE Granted 3/24/86 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Benton	6,200	6,100	98
	Cannon	4,200	4,200	99
	Cheatham	9,400	9,300	99
	Clay	3,200	3,100	98
	Coffee	15,900	15,800	99
	Davidson	201,000	200,100	100
	Decatur	4,500	4,400	98
	De Kalb	5,800	5,700	98
	Dickson	12,500	12,400	99
	Franklin	12,200	12,100	99
	Giles	9,500	9,300	98
	Henderson	9,100	9,000	99
	Henry	11,800	11,600	99
	Hickman	5,700	5,700	99
	Houston	2,400	2,400	100
	Humphreys	6,200	6,200	99
	Jackson	3,300	3,300	98
	Lawrence	13,300	13,100	99
	Lewis	3,600	3,600	99
	Macon	6,200	6,100	98
Marshall	8,100	8,000	99	
Maury	20,900	20,700	99	
Montgomery	32,500	32,300	99	
Moore	1,800	1,800	100	
Overton	6,700	6,600	98	
Perry	2,500	2,500	100	
Pickett	1,600	1,600	100	
Putnam	19,200	19,000	99	
Robertson	14,700	14,600	99	
Rutherford	38,400	38,100	99	
Smith	5,800	5,700	99	

(Continued on page A-1036)

Station Totals	929,700	921,200	99
Net Weekly Circulation (1989)		694,500	
Average Daily Circulation (1989)		466,900	

Tennessee—Nashville

WTWF

Ch. 5

Network Service: CBS.

Licensee: H & C Communications Inc., 474 James Robertson Pkwy., Nashville, TN 37219.

Studio: 474 James Robertson Pkwy., Nashville, TN 37219.

Telephone: 615-244-5000. **Fax:** 615-248-5309.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: Circularly-polarized, 1394-ft. above av. terrain, 1179-ft. above ground, 2049-ft. above sea level.

Latitude 36° 16' 05"
Longitude 86° 47' 16"

Transmitter: Brick Church Pike & Old Hickory Blvd.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Scientific-Atlanta, 7-meter; Harris, 6.1-meter Ku-band; C-band; Scientific-Atlanta, 5-meter C-band; Scientific-Atlanta, 4.6-meter C-band; DX Engineering, Microdyne, Scientific-Atlanta receivers.

SWG Mobile Dish: Transmit/receive Hubcom, 2.4-meter Ku-band.

News Services: AP, Conus, NIWS.

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

Began Operation: August 6, 1954. Working control of Life & Casualty Insurance Co. was acquired in 1958 by John D. & Clint W. Murchinson Jr., but FCC didn't approve this transfer of control until July 29, 1959 (*Television Digest*, Vol. 14:35, 15:30). American General Insurance Co. acquired 100% of the stock of Life & Casualty Co. on Jan. 1, 1969. Sale to present owner approved by FCC Oct. 15, 1975.

Represented (sales): Petry Television Inc.

Represented (legal): Dow, Lohnes & Albertson.

Represented (engineering): Jules Cohen & Associates.

Personnel:

THOMAS E. ERVIN, president & general manager.
CARRIE L. BROOKS, vice president & treasurer.
CHRIS CLARK, vice president & director of news.
MARK A. BINDA, director of programming.
NEIL SCHWARTZ, director of marketing & sales development.
BOB CLIFFT, national sales manager.
T. W. PATTERSON, chief engineer.
DAVID EARNHARDT, operations manager.

Rates: On request.

City of License: Nashville. **ADI:** Nashville. **Rank:** 32.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
KENTUCKY				
50% & Over	Allen	5,800	5,700	98
	Barren	12,900	12,800	99
	Butler	4,200	4,100	99
	Christian	20,500	20,300	99
	Claire	3,600	3,500	97
	Cumberland	2,800	2,800	98
	Edmonson	3,600	3,500	97
	Logan	10,000	9,900	99
	Metcalfe	3,800	3,700	99
	Monroe	4,800	4,700	99
	Muhlenberg	11,700	11,600	99
	Simpson	5,500	5,500	99
	Todd	4,200	4,100	99
	Trigg	3,600	3,600	100
	Warren	30,800	30,600	99



Net Weekly Circulation	State County	Total Households	TV Households	%
TENNESSEE				
50% & Over	Bedford	11,100	11,000	99
	Benton	6,200	6,100	98
	Cannon	4,200	4,200	99
	Cheatham	9,400	9,300	99
	Clay	3,200	3,100	98
	Coffee	15,900	15,800	99
	Davidson	201,000	200,100	100
	De Kalb	5,800	5,700	98
	Dickson	12,500	12,400	99
	Franklin	12,200	12,100	99
	Henry	11,800	11,600	99
	Hickman	5,700	5,700	99
	Houston	2,400	2,400	100
	Humphreys	6,200	6,200	99
	Jackson	3,300	3,300	98
	Lawrence	13,300	13,100	99
	Lewis	3,600	3,600	99
	Macon	6,200	6,100	98
	Marshall	8,100	8,000	99
	Maury	20,900	20,700	99
	Montgomery	32,500	32,300	99
	Moore	1,800	1,800	100
	Overton	6,700	6,600	98
	Perry	2,500	2,500	100
	Pickett	1,600	1,600	100
	Putnam	19,200	19,000	99
	Robertson	14,700	14,600	99
	Rutherford	38,400	38,100	99
	Smith	5,800	5,700	99
	Stewart	3,800	3,800	100

(Continued on page A-1037)

Station Totals	921,200	912,900	99
Net Weekly Circulation (1989)		674,100	
Average Daily Circulation (1989)		404,700	

Tennessee—Nashville

WZTV

Ch. 17

Network Service: None, independent.

Licensee: Act III Bcstg. Inc., One CNN Center, South Tower, Suite 800, Atlanta, GA 30303.

Studio: 631 Mainstream Dr., Nashville, TN 37228.

Telephone: 615-244-1717. TWX: 810-371-1280. Fax: 615-259-3962.

Technical Facilities: Channel No. 17 (488-494 MHz). Authorized power: 2340-kw max. & 1580-kw horizontal visual, 234-kw max. & 158-kw horizontal aural. Antenna: 1160-ft. above av. terrain, 1369-ft. above ground, 2049-ft. above sea level.

Latitude 36° 08' 27"
Longitude 86° 51' 56"

Transmitter: 5700 Knob Rd., Nashville.

Satellite Earth Station: Scientific-Atlanta, 5-meter; M/A-Corn, Scientific-Atlanta receivers.

News Service: AP.

Ownership: Act III Communications Holdings L.P., 100%. See Group Ownership of Television Stations.

Began Operation: August 5, 1968 as WMCV; left air March 14, 1971. Sale to Hudson Bcstg. approved by FCC Aug. 1974. Sale to Robert Zelle approved Sept. 30, 1975. Resumed operation March 6, 1976. Sale to Multimedia by Robert K. Zelle, et al., approved by FCC Dec. 14, 1979 (Television Digest, Vol. 19:5; 20:10). Sale to Act III Bcstg. by Multimedia approved by FCC April 29, 1988 (Vol. 28:5, 12, 26).

Represented (sales): Katz Independent TV Sales.

Represented (legal): Dow, Lohnes & Albertson.

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

Personnel:

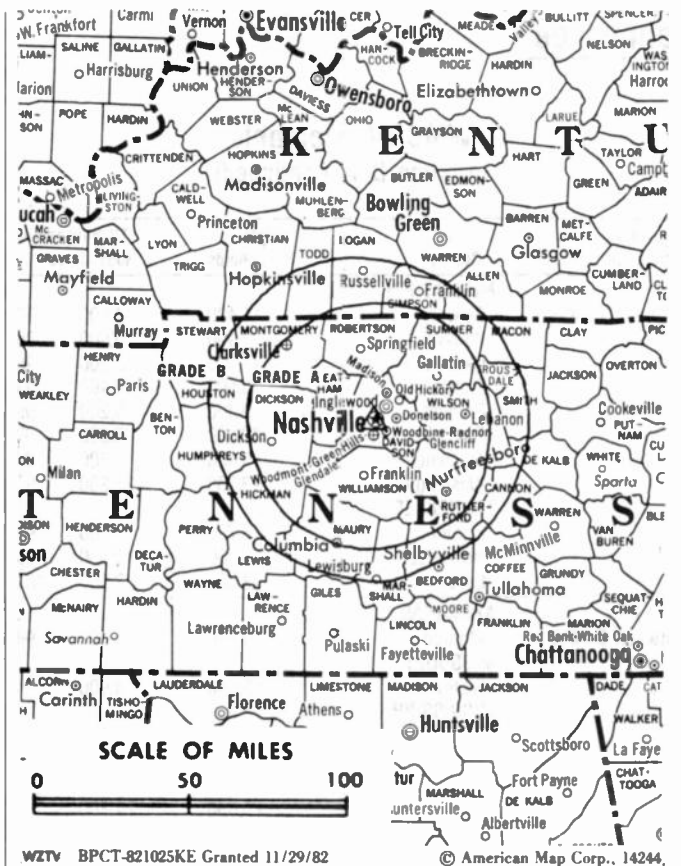
- GARY DREISPUL, vice president & general manager.
- ROBERT JAY, general sales manager.
- GLORIA CDSCARELLI, local sales manager.
- DALE HOWARD, chief engineer.
- CATHY KRONSBELN, business manager.

Highest 30 Sec. Rate: \$600.

City of License: Nashville. ADI: Nashville. Rank: 32.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KENTUCKY			
	Allen	5,800	5,700	98
	Christian	20,500	20,300	99
	Logan	10,000	9,900	99
	Monroe	4,800	4,700	99
	Todd	4,200	4,100	99
	TENNESSEE			
	Cheatham	9,400	9,300	99
	Davidson	201,000	200,100	100
	Dickson	12,500	12,400	99
	Lewis	3,600	3,600	99
	Maury	20,900	20,700	99
	Montgomery	32,500	32,300	99
	Rutherford	38,400	38,100	99
Smith	5,800	5,700	99	
Sumner	34,900	34,700	99	
Trousdale	2,600	2,600	100	
Williamson	26,100	25,900	99	
Wilson	24,400	24,200	99	
Between 25-49%	KENTUCKY			
	Barren	12,900	12,800	99
	Muhlenberg	11,700	11,600	99
	Simpson	5,500	5,500	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	TENNESSEE			
	Bedford	11,100	11,000	99
	Benton	6,200	6,100	98
	Cannon	4,200	4,200	99
	Clay	3,200	3,100	98
	Coffee	15,900	15,800	99
	De Kalb	5,800	5,700	98
	Hickman	5,700	5,700	99
	Houston	2,400	2,400	100
	Humphreys	6,200	6,200	99
	Lawrence	13,300	13,100	99
	Macon	6,200	6,100	98
	Marshall	8,100	8,000	99
	Overton	6,700	6,600	98
	Perry	2,500	2,500	100
	Pickett	1,600	1,600	100
	Putnam	19,200	19,000	99
	Robertson	14,700	14,600	99
	Van Buren	1,500	1,500	100
Warren	13,100	12,900	99	
Wayne	5,300	5,200	98	
White	7,900	7,800	99	
Between 5-24%	KENTUCKY			
	Butler	4,200	4,100	99
	Clinton	3,600	3,500	97
	Cumberland	2,800	2,800	98
	Edmonson	3,600	3,500	97
	Hart	6,100	6,000	98
Marshall	10,500	10,400	99	
Metcalfe	3,800	3,700	99	
Trigg	3,600	3,600	100	
(Continued on page A-1037)				
Station Totals		790,700	784,000	99
Net Weekly Circulation (1989)			343,600	
Average Daily Circulation (1989)			142,900	

Tennessee

WMC-TV, Memphis (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%	MISSISSIPPI			
	Bolivar	14,400	14,000	98
	Itawamba	7,900	7,800	99
	Oktibbeha	12,500	12,200	98
	Pontotoc	8,500	8,400	99
	Prentiss	9,300	9,200	99
	Sunflower	10,800	10,500	97
	Tallahatchie	5,400	5,300	97
	Washington	23,700	23,200	98
	TENNESSEE			
Hardin	8,700	8,500	98	
Henderson	9,100	9,000	99	
Lake	2,600	2,600	100	
Between 5-24%	ARKANSAS			
	Monroe	4,500	4,400	98
	MISSOURI			
	Ripley	5,200	4,900	94
	MISSISSIPPI			
	Calhoun	5,700	5,600	98
	Chickasaw	6,300	6,200	98
	Clay	7,400	7,300	99
	Lee	24,500	24,200	99
	Monroe	12,900	12,800	99
TENNESSEE				
Carroll	10,900	10,800	99	
Obion	13,200	13,100	99	
Weakley	12,500	12,300	99	

WREG-TV, Memphis (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%	MISSISSIPPI			
	Bolivar	14,400	14,000	98
	Grenada	7,200	7,000	98
	Itawamba	7,900	7,800	99
	Lee	24,500	24,200	99
	Pontotoc	8,500	8,400	99
	Prentiss	9,300	9,200	99
	TENNESSEE			
	Carroll	10,900	10,800	99
	Henderson	9,100	9,000	99
Between 5-24%	MISSISSIPPI			
	Calhoun	5,700	5,600	98
	Chickasaw	6,300	6,200	98
	Oktibbeha	12,500	12,200	98
	Sunflower	10,800	10,500	97
	Tallahatchie	5,400	5,300	97
	Tishomingo	7,100	7,000	99
	TENNESSEE			
	Decatur	4,500	4,400	98
	Henry	11,800	11,600	99
Lake	2,600	2,600	100	
Obion	13,200	13,100	99	
Weakley	12,500	12,300	99	

WKRN-TV, Nashville (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%	TENNESSEE			
	Decatur	4,500	4,400	98
	Henry	11,800	11,600	99
Between 5-24%	KENTUCKY			
	Adair	5,800	5,700	98
	Butler	4,200	4,100	99
	Calloway	12,100	12,000	99
	Edmonson	3,600	3,500	97
	Graves	13,200	13,100	99
	Metcalfe	3,800	3,700	99
	Warren	30,800	30,600	99
	TENNESSEE			
	Grundy	5,100	5,000	98
Hardin	8,700	8,500	98	
Henderson	9,100	9,000	99	
Lincoln	10,500	10,400	99	

WSMV, Nashville (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	TENNESSEE			
	Stewart	3,800	3,800	100
	Sumner	34,900	34,700	99
	Trousdale	2,600	2,600	100
	Van Buren	1,500	1,500	100
	Warren	13,100	12,900	99
	Wayne	5,300	5,200	98
	White	7,900	7,800	99
	Williamson	26,100	25,900	99
	Wilson	24,400	24,200	99
Between 25-49%	TENNESSEE			
	Carroll	10,900	10,800	99
	Fentress	5,600	5,500	98
	Hardin	8,700	8,500	98
Lincoln	10,500	10,400	99	
Between 5-24%	KENTUCKY			
	Caldwell	4,900	4,800	98
	Calloway	12,100	12,000	99
	Graves	13,200	13,100	99
	Green	4,000	3,900	97
	Hart	6,100	6,000	98
	Hopkins	18,000	17,800	99
	Marshall	10,500	10,400	99
	Muhlenberg	11,700	11,600	99
	Ohio	8,400	8,300	99
TENNESSEE				
Cumberland	12,500	12,300	98	
Grundy	5,100	5,000	98	
Madison	30,000	29,700	99	
Weakley	12,500	12,300	99	

Tennessee

WTVF, Nashville (Arbitron Data Continued)

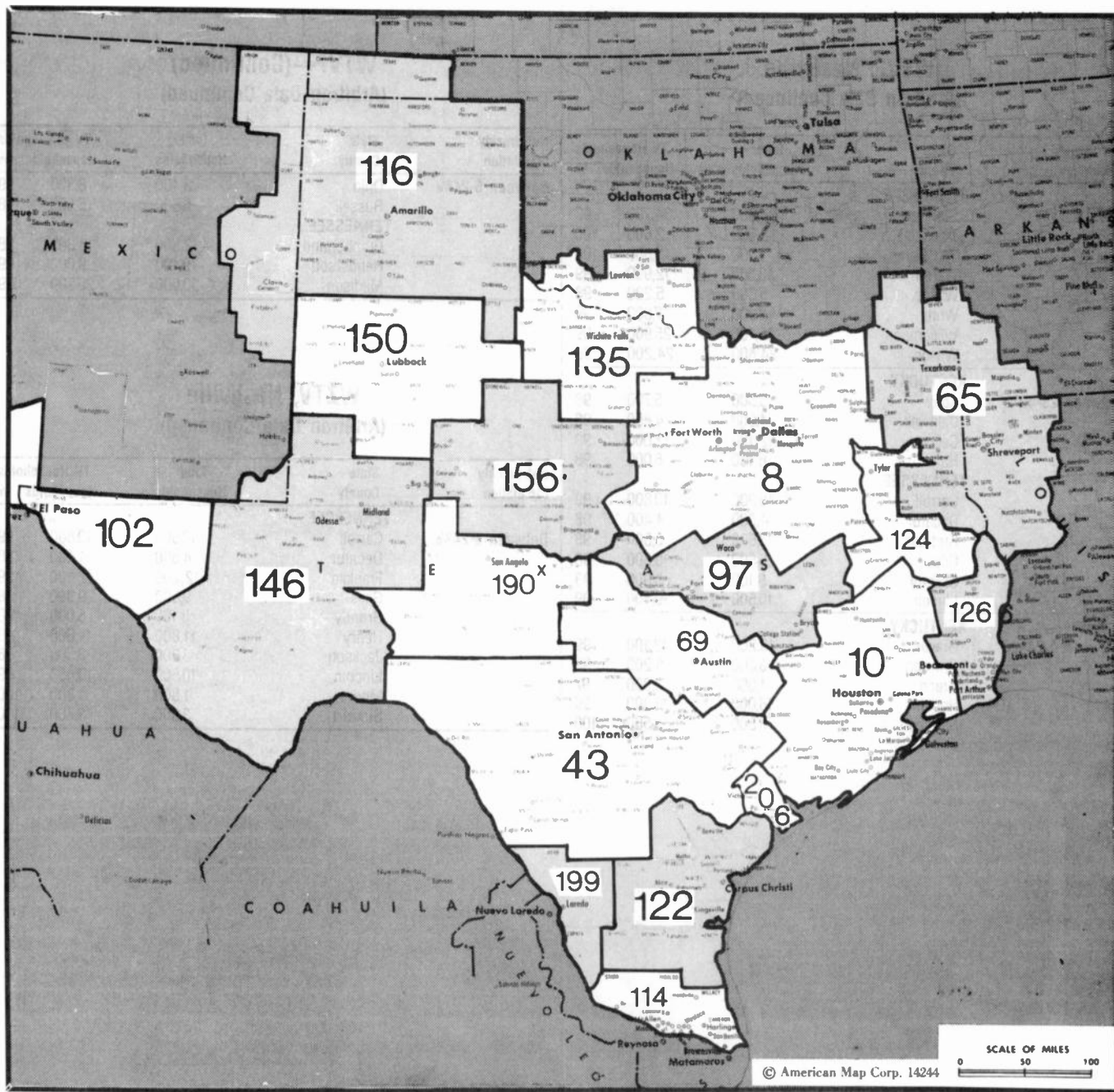
Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	TENNESSEE			
	Sumner	34,900	34,700	99
	Trousdale	2,600	2,600	100
	Van Buren	1,500	1,500	100
	Warren	13,100	12,900	99
	Wayne	5,300	5,200	98
	White	7,900	7,800	99
	Williamson	26,100	25,900	99
Wilson	24,400	24,200	99	
Between 25-49%	KENTUCKY			
	Adair	5,800	5,700	98
	Caldwell	4,900	4,800	98
	Calloway	12,100	12,000	99
	Hart	6,100	6,000	98
Between 5-24%	TENNESSEE			
	Carroll	10,900	10,800	99
	Decatur	4,500	4,400	98
	Fentress	5,600	5,500	98
	Giles	9,500	9,300	98
	Grundy	5,100	5,000	98
	Lincoln	10,500	10,400	99
KENTUCKY				
Graves	13,200	13,100	99	
Grayson	8,300	8,200	99	
Green	4,000	3,900	97	
Hopkins	18,000	17,800	99	
Mc Lean	3,500	3,500	100	

WTVF—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	Ohio	8,400	8,300	99
	Russell	5,600	5,500	98
	TENNESSEE			
	Cumberland	12,500	12,300	98
	Henderson	9,100	9,000	99
	Madison	30,000	29,700	99

WZTV, Nashville (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	TENNESSEE			
	Carroll	10,900	10,800	99
	Decatur	4,500	4,400	98
	Franklin	12,200	12,100	99
	Giles	9,500	9,300	98
	Grundy	5,100	5,000	98
	Henry	11,800	11,600	99
	Jackson	3,300	3,300	98
	Lincoln	10,500	10,400	99
	Moore	1,800	1,800	100
	Stewart	3,800	3,800	100



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Dallas-Fort Worth, TX	1,676,700	8	KDFW (33), KDFI-TV (27), KDFW-TV (4), KDTX-TV (58), KFWD (52), KHSX (49), KTVT (11), KTXA (21), KUVN (23), KXAS-TV (5), KXTX-TV (39), WFAA-TV (8)
Houston, TX	1,447,800	10	KHOU-TV (11), KHSH (67), KHTV (39), KPRC-TV (2), KRIV (26), KRTW (57), KTFH (49), KTMD (48), KTRK-TV (13), KTXH (20), KXLN-TV (45)
San Antonio, TX	554,100	43	KABB (29), KENS-TV (5), KMOL-TV (4), KRRT (35), KSAF-TV (12), KVDA-TV (60), KWEX-TV (41)
Shreveport, LA-Texarkana, TX	403,900	65	KMSS-TV (33), KSLA-TV (12), KTAL-TV (6), KTBS-TV (3)
Austin, TX	353,400	69	KBVO-TV (42), KTBC-TV (7), KVUE-TV (24), KXAN-TV (36)
Waco-Temple, TX	239,100	97	KBTX-TV (3), KCEN-TV (6), KWKT (44), KWTX-TV (10), KXXV (25)
El Paso, TX	224,500	102	KASK-TV (48), KCIK (14), KDCC-TV (4), KINTV (26), KTSM-TV (9), KVIA-TV (7), XEJ-TV (5), XEPM-TV (2), XHII-TV (44)
McAllen-Brownsville, TX	189,200	114	KGBT-TV (4), KRGV-TV (5), KVED (23), XHRI (2)
Amarillo, TX	184,800	116	KAMR-TV (4), KCIT (14), KFDA-TV (10), KVII-TV (7), KVIJ-TV (8)
Corpus Christi, TX	174,200	122	KIII (3), KORO (28), KRIS-TV (6), KZTV (10)
Tyler-Longview, TX	169,000	124	KETK-TV (56), KLMG-TV (51), KLTV (7), KTRF-TV (9)
Beaumont-Port Arthur, TX	165,200	126	KBMT (12), KFDM-TV (6), KJAC-TV (4)
Wichita Falls, TX-Lawton, OK	159,300	135	KAUZ-TV (6), KFDX-TV (3), KJTL (18), KSWO-TV (7)
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), KVH-TV (12)
Abilene-Sweetwater, TX	116,500	156	KRBC-TV (9), KTAB-TV (32), KTXS-TV (12)
San Angelo, TX	47,700	190	KACB-TV (3), KIDY (6), KLST (8), KWIY (13)
Laredo, TX	24,700	199	KGNS-TV (8), KLDO-TV (27), KVTU (13), XEFE-TV (2)
Victoria, TX	25,800	206	KAVU-TV (25), KVCT (19)

State Cross Reference List

Communities that receive programs of stations that are located elsewhere.

KGBT-TV, Brownsville	See Harlingen, TX
KRGV-TV, Brownsville	See Weslaco, TX
KHSX, Dallas-Fort Worth	See Irving, TX
KUVN, Dallas-Fort Worth	See Garland, TX
KXII, Denison	See Ardmore, OK
KTVT, KTXA, KXAS-TV, Fort Worth	See Dallas, TX
KTMD, Galveston	See Houston, TX
KRGV-TV, Harlingen	See Weslaco, TX
KHSH, Houston	See Alvin, TX
KRTW, Houston	See Baytown, TX
KXLN-TV, Houston	See Rosenberg, TX
KETK-TV, Jacksonville	See Tyler, TX
KLMG-TV, Longview	See Tyler, TX
KLTV, Longview	See Tyler, TX
KOSA-TV, Midland & Monahans	See Odessa, TX
KPTX, Monahans	See Odessa, TX
KTRE-TV, Nacogdoches	See Lufkin, TX
KMID-TV, Odessa	See Midland, TX
KBMT, KJAC-TV & KFDM-TV, Port Arthur	See Beaumont, TX
KRRT, San Antonio	See Kerrville, TX
KXII, Sherman	See Ardmore, OK
KTXS-TV, Sweetwater	See Abilene, TX
KWTX-TV & KCEN-TV, Temple	See Waco, TX
KTAL-TV, Texarkana	See Shreveport, LA
KGBT-TV, Weslaco	See Harlingen, TX
KSWO-TV, Wichita Falls	See Lawton, OK

Texas Station Totals as of October 1, 1989

	VHF	UHF	TOTAL
Commercial Television Stations	45	39	84
Educational Television Stations	8	12	20
	53	51	104

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Texas—Abilene

KRBC-TV

Ch. 9

(Also operates satellite KACB-TV, San Angelo, TX)

Network Service: NBC.

Licensee: Abilene Radio & Television Co., 4510 S. 14th St., Abilene, TX 79605.

Studio: 4510 S. 14th St., Abilene, TX 79605.

Mailing Address: Box 178, Abilene, TX 79604.

Telephone: 915-692-4242. TWX: 710-372-7788.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 850-ft. above av. terrain, 543-ft. above ground, 2893-ft. above sea level.

Latitude 32° 17' 13"
Longitude 99° 44' 20"

Transmitter: Cedar Gap Mountain.

Multichannel TV Sound: Stereo only.

Satellite Earth Station: Transmit/receive.

News Service: AP.

Ownership: L. Dale Ackers, pres., 33.2%; Christine Ackers Cagle, v.p., 24.16%; Jack Andrews, secy-treas., 29.17%; Florence A. Andrews, 4.17%. Abilene Radio & Television also owns satellite KACB-TV, San Angelo, TX.

Began Operation: August 24, 1953. Sale by Abilene Reporter News approved Sept. 16, 1953 (Television Digest, Vol. 9:35, 38).

Represented (sales): Blair Television.

Represented (legal): Kenkel, Barnard & Edmundson.

Personnel:

DALE ACKERS, president.
KEN KNOX, station & sales manager.
JERRY SHACKELFORD, program director.
BOB WRIGHT, news director.
BOB LLOYD, chief engineer.
KEVIN BROWN, promotion director.
JOHN HUGHES, business manager.

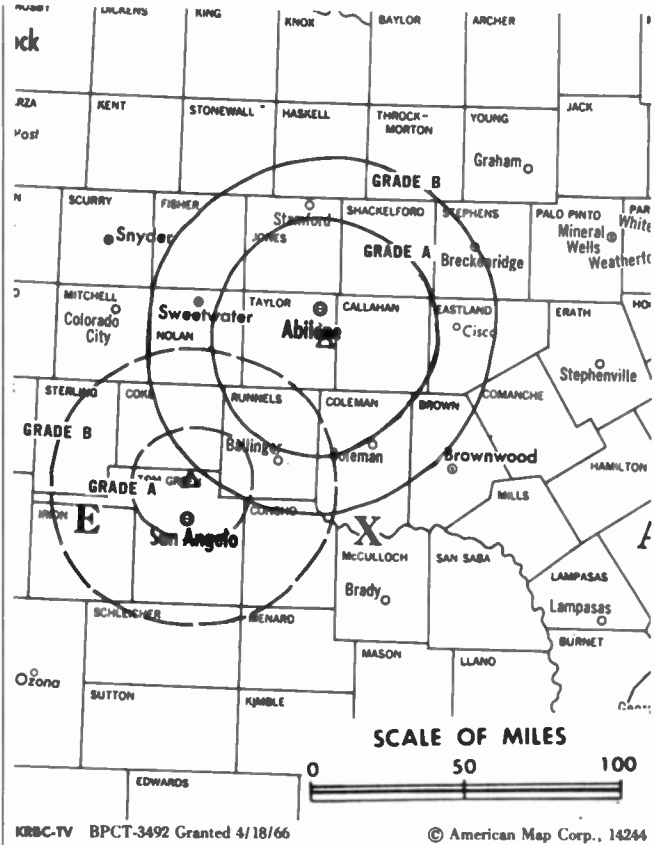
Rates: On request.

NETWORK BASE HOURLY RATE: \$625.

City of License: Abilene. AOI: Abilene-Sweetwater. Rank: 156.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Brown	14,100	13,800	98
	Callahan	4,900	4,800	98
	Coke	1,300	1,300	100
	Coleman	4,300	4,200	99
	Concho	1,100	1,100	100
	Crockett	1,600	1,600	100
	Eastland	8,000	7,900	99
	Fisher	2,100	2,100	100
	Haskell	2,800	2,800	100
	Irion	600	600	100



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Jones	6,700	6,600	99
	Kimble	1,600	1,500	94
	Knox	1,900	1,900	100
	Mc Culloch	3,600	3,500	97
	Menard	900	900	100
	Mitchell	3,300	3,300	100
	Nolan	6,400	6,300	98
	Runnels	4,800	4,700	98
	Schleicher	1,000	1,000	100
	Scurry	7,100	7,000	99
	Shackelford	1,500	1,500	100
	Stephens	4,300	4,200	98
	Sterling	400	400	100
	Stonewall	1,000	1,000	100
Sutton	1,800	1,700	94	
Taylor	45,400	45,100	99	
Tom Green	36,400	36,000	99	
Between 25-49%	TEXAS			
	Comanche	5,000	4,900	98
	Mills	1,900	1,900	100
	Reagan	1,500	1,500	100
Throckmorton	900	900	100	
Between 5-24%	TEXAS			
	Kent	400	400	100
	Palo Pinto	10,000	9,900	99
	San Saba	2,400	2,400	100
Station Totals		191,000	188,700	99
Net Weekly Circulation (1989)				146,400
Average Daily Circulation (1989)				82,700

Texas—Abilene

KTAB-TV

Ch. 32

Network Service: CBS.

Licensee: Big Country TV of Abilene Inc., Abilene, TX 79608.

Studio: 5401 S. 14th St., Abilene, TX 79605.

Mailing Address: Box 5676, Abilene, TX 79608.

Telephone: 915-695-2777. TWX: 910-897-5439. Fax: 915-695-9922.

Technical Facilities: Channel No. 32 (578-584 MHz). Authorized power: 2040-kw max. & 1230-kw horizontal visual, 408-kw & 245-kw horizontal aural. Antenna: 920-ft. above av. terrain, 749-ft. above ground, 2949-ft. above sea level.

Latitude 32° 16' 35"
Longitude 99° 35' 39"

Transmitter: Near Hwy. 36, 15-mi. SE of Abilene.

Satellite Earth Stations: Transmit/receive Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.7-meter C-band; Vertex, 4.7-meter Ku-band; M/A-Com, Scientific-Atlanta receivers.

News Service: AP.

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

Began Operation: October 6, 1979. Sale to present owners by Television Investors Ltd. Partnership approved by FCC Nov. 25, 1986 (Television Digest, Vol. 26:42). Previous sale by Big Country TV of Abilene Inc. approved by FCC Dec. 31, 1984. Sale to Big Country by William Terry, et al., approved by FCC May 25, 1984.

Represented (sales): Katz Television.

Represented (legal): Leventhal, Senter & Lerman.

Represented (engineering): Connelly Consulting Corp.

Personnel:

WAYNE M. ROY, general manager.
JERRY MARSHALL, local sales manager.
LELAND OHLHAUSEN, chief engineer.
BOB BARTLETT, news director.
BRIANA BROOKS, promotion director.
DARLENE LOZA, business manager.
BRYAN MUNDY, operations manager.

Highest One Hour Rate: \$1500.

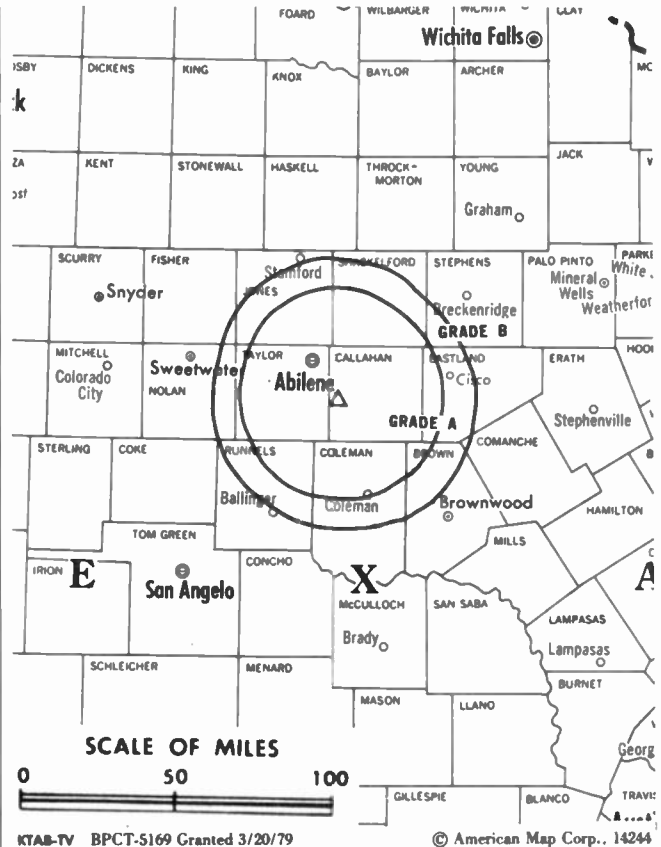
Highest 30 Sec. Rate: \$600.

NETWORK BASE HOURLY RATE: \$521.

City of License: Abilene. ADI: Abilene-Sweetwater. Rank: 156.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Brown	14,100	13,800	98
	Callahan	4,900	4,800	98
	Coleman	4,300	4,200	99
	Comanche	5,000	4,900	98
	Eastland	8,000	7,900	99
	Fisher	2,100	2,100	100
	Haskell	2,800	2,800	100



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Jones	6,700	6,600	99
	Knox	1,900	1,900	100
	Mitchell	3,300	3,300	100
	Nolan	6,400	6,300	98
	Runnels	4,800	4,700	98
	Scurry	7,100	7,000	99
	Shackelford	1,500	1,500	100
	Stephens	4,300	4,200	98
	Stonewall	1,000	1,000	100
	Taylor	45,400	45,100	99
Between 25-49%	TEXAS			
	Mills	1,900	1,900	100
Between 5-24%	TEXAS			
	Coke	1,300	1,300	100
	Throckmorton	900	900	100
Station Totals		127,700	126,200	99
Net Weekly Circulation (1989)			98,800	
Average Daily Circulation (1989)			68,500	

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Texas—Sweetwater-Abilene

KTXS-TV

Ch. 12

Network Service: ABC.

Licensee: Abilene-Sweetwater Bcstg. Co., Box 2997, Abilene, TX 79604.

Studio: U.S. Hwy. 83, Abilene, TX.

Mailing Address: Box 2997, Abilene, TX 79604.

Mailing Address: 4420 N. Clack, Abilene, TX 79603.

Telephones: 915-677-2281, Abilene; 915-235-1238, Sweetwater.

TWX: 910-897-5401.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 257-kw visual, 25.7-kw aural. Antenna: 1400-ft. above av. terrain, 1063-ft. above ground, 3543-ft. above sea level.

Latitude 32° 24' 47.70"
Longitude 100° 06' 24.80"

Transmitter: 6.8-mi. SW of Merkel off U.S. 80.

Satellite Earth Stations: ADM, 6.2-meter; ADM, 4.5-meter; Automation Techniques receivers.

News Service: AP.

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

Began Operation: January 30, 1956. Operation by former owners A. R. Elam and Associates as Texas Key Bcstrs. Inc. (to whom Grayson Enterprises leased equipment) was terminated when transfer of all Texas Key stock to Grayson Enterprises was approved June 15, 1966 by FCC (Television Digest, Vol. 6:25). For sale to Prima Inc., see KLBK-TV, Lubbock, TX. Sale to S. M. Moore Jr. by Prima approved by FCC July 25, 1983. Sale to SouthWest MultiMedia Corp. approved Oct. 30, 1985. FCC approved sale to Lamco Nov. 25, 1986.

Represented (sales): Seltel Inc.

Represented (legal): Koteen & Naftalin.

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

Personnel:

CLAY MILSTEAD, general manager.
JACKIE RUTLEDGE, local sales manager.
MONTE WILLIAMS, chief engineer.
JOHN HARROD, news director.
DAVID CALDWELL, promotion director.
EDDIE SIDES, business manager.

Highest One Hour Rate: \$1500.

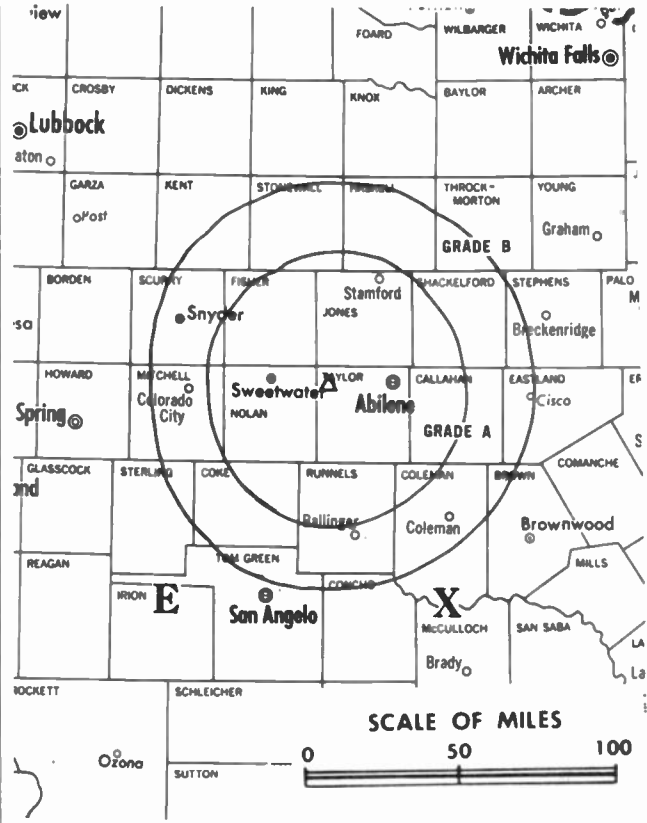
Highest 30 Sec. Rate: \$350.

NETWORK BASE HOURLY RATE: \$550.

City of License: Sweetwater. **AOI:** Abilene-Sweetwater. **Rank:** 156.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
TEXAS				
50% & Over	Callahan	4,900	4,800	98
	Coke	1,300	1,300	100
	Coleman	4,300	4,200	99
	Eastland	8,000	7,900	99



KTXS-TV BMPCT-5021 Granted 4/25/58 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Fisher	2,100	2,100	100
	Haskell	2,800	2,800	100
	Irion	600	600	100
	Jones	6,700	6,600	99
	Kent	400	400	100
	King	200	200	100
	Mitchell	3,300	3,300	100
	Nolan	6,400	6,300	98
	Runnels	4,800	4,700	98
	Scurry	7,100	7,000	99
	Shackelford	1,500	1,500	100
	Sterling	400	400	100
	Stonewall	1,000	1,000	100
	Taylor	45,400	45,100	99
TEXAS				
Between 25-49%	Brown	14,100	13,800	98
	Concho	1,100	1,100	100
	Knox	1,900	1,900	100
	Stephens	4,300	4,200	98
	Tom Green	36,400	36,000	99
TEXAS				
Between 5-24%	Borden	300	300	100
	Comanche	5,000	4,900	98
	Mc Culloch	3,600	3,500	97
	Mills	1,900	1,900	100
	Throckmorton	900	900	100
Station Totals		170,700	168,700	99
Net Weekly Circulation (1989)				110,800
Average Daily Circulation (1989)				59,000

Texas—Alvin

KHSH

Ch. 67

Network Service: Home Shopping Network.

Licensee: Silver King Bcstg. of Houston Inc., 2522 Highland Square Mall, Alvin, TX 77511.

Studio: 2522 Highland Square Mall, Alvin, TX 77511.

Telephone: 713-331-8867.

Technical Facilities: Channel No. 67 (788-794 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1783-ft. above av. terrain, 1769-ft. above ground, 1848-ft. above sea level.

Latitude 29° 34' 06''
Longitude 95° 29' 57''

Transmitter: 18.5-mi. NW of Alvin.

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

Began Operation: January 27, 1986. Sale to present owners by Four Star Bcstg. Inc. approved by FCC Nov. 30, 1986 (*Television Digest*, Vol. 26:39, 45).

Represented (sales): Independent TV Sales.

Represented (legal): Dow, Lohnes & Albertson.

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

Personnel:

JODIE TRIBBLE, vice president & station manager.
RAY CISNEROS, engineering director.
ANN PENN, program administrator.
SHERRY BELL, business manager.

Rates: On request.

City of License: Alvin. **ADI:** Houston. **Rank:** 10.

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



KHSH BMPCT-841221LB Granted 1/17/85

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households Households	%
	TEXAS			
Between 5-24%	Waller	7,200	7,100	98
Station Totals		7,200	7,100	99
Net Weekly Circulation (1989)				13,500
Average Daily Circulation (1989)				4,800

Texas—Amarillo

KAMR-TV

Ch. 4

Network Service: NBC.

Licensee: Cannan Communications Inc., Box 1224, Wichita Falls, TX 76307.

Studio: 2000 N. Polk St., Amarillo, TX 79107.

Mailing Address: Box 751, Amarillo, TX 79189.

Telephones: 806-383-3321; 817-322-3252. TWX: 910-898-4146.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1420-ft. above av. terrain, 1444-ft. above ground, 4906-ft. above sea level.

Latitude 35° 18' 52"
Longitude 101° 50' 47"

Transmitter: N of Amarillo at Broadway & Mobley Dr.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 6.1-meter C-band; Kavouras, 3-meter C-band; RCA Americom, 3-meter Ku-band; Cyclesat, Harris, M/A-Com receivers.

News Service: AP.

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

Began Operation: March 18, 1953. Sale to present owners by Stauffer Publications approved by FCC July 1, 1974 (*Television Digest*, Vol. 13:43, 14:31). Sale to Stauffer by Globe News Publishing Co. approved Jan. 12, 1966 (Vol. 5:42; 6:3).

Represented (sales): Blair Television.

Represented (legal): Hogan & Hartson.

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

Personnel:

DARROLD A. CANNAN, president.
WILLIAM M. DUNAWAY, vice president & general manager.
LARRY TAYLOR, general sales manager.
KEN HIGH, chief engineer.
LYNN WALKER, news director.
JOHN SCHNABEL, business manager.

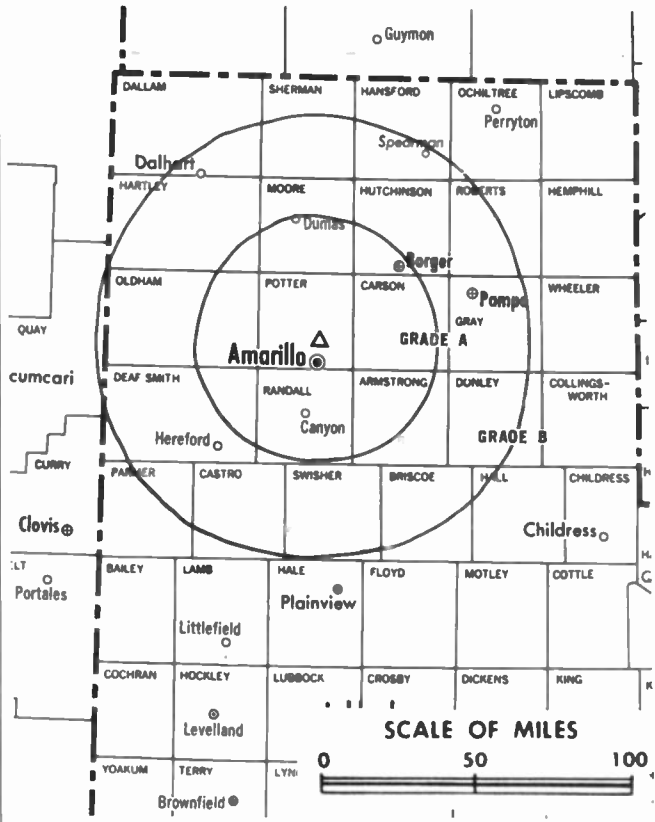
Highest 30 Sec. Rate: \$600.

NETWORK BASE HOURLY RATE: \$988.

City of License: Amarillo. ADI: Amarillo. Rank: 116.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KANSAS			
	Seward	6,900	6,800	99
	NEW MEXICO			
	Curry	16,100	15,700	98
	Quay	4,600	4,400	96
	Union	1,900	1,800	95
	OKLAHOMA			
	Cimarron	1,600	1,600	100
	Texas	6,600	6,500	98
	TEXAS			
	Armstrong	800	800	100
	Briscoe	1,000	1,000	100
	Carson	2,400	2,400	100
	Castro	3,200	3,200	100
Childress	2,600	2,600	100	
Collingsworth	1,700	1,700	97	
Cottle	1,100	1,100	100	
Dallam	2,600	2,600	100	
Deaf Smith	6,500	6,400	98	
Donley	1,600	1,600	100	
Gray	10,200	10,100	99	
Hall	2,000	1,900	97	



KAMR-TV BPCT-4146 Granted 6/4/69

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Hansford	2,500	2,500	100
	Hartley	1,300	1,300	100
	Hemphill	2,100	2,100	100
	Hutchinson	10,500	10,400	99
	Lipscomb	1,400	1,400	100
	Moore	6,100	6,100	100
	Motley	800	800	100
	Ochiltree	3,700	3,700	100
	Oldham	700	700	100
	Parmer	3,400	3,400	100
	Potter	41,400	41,100	99
	Randall	35,200	35,100	100
	Roberts	400	400	100
	Sherman	1,100	1,100	100
Swisher	3,300	3,300	100	
Wheeler	3,200	3,100	97	
Between 25-49%	KANSAS			
	Morton	1,200	1,200	100
	OKLAHOMA			
	Beaver	3,100	3,100	100
TEXAS	Hale	12,200	12,100	99
	NEW MEXICO			
Between 5-24%	Harding	400	400	100
	OKLAHOMA			
	Beckham	9,000	8,800	98
	Ellis	2,200	2,100	95
	Greer	3,000	2,900	97
	Harmon	1,700	1,700	100
	Roger Mills	2,200	2,200	100
	TEXAS			
	Foard	900	900	100
	Hardeman	2,400	2,400	100
Lamb	6,000	5,900	99	
Station Totals		234,800	232,400	99
Net Weekly Circulation (1989)				173,100
Average Daily Circulation (1989)				103,400

Texas—Amarillo

KCIT

Ch. 14

Network Service: Fox.

Licensee: Ralph C. Wilson Industries Inc., 1585 Schallenger Rd., Box 36, San Jose, CA 95131.

Studio: 1015 S. Fillmore, Amarillo, TX 79105.

Mailing Address: Box 1414, Amarillo, TX 79105.

Telephone: 806-374-1414. **TWX:** 910-898-4102. **Fax:** 806-371-0408.

Technical Facilities: Channel No. 14 (470-476 MHz). Authorized power: 1280-kw max. visual, 128-kw max. aural. Antenna: 1521-ft. above av. terrain, 1463-ft. above ground, 1492-ft. above sea level.

Latitude 35° 20' 33.00"
Longitude 101° 49' 20.50"

Transmitter: 1.5-mi. NNE of Hwy. 87 & Givens Ave., near Amarillo.

Satellite Earth Stations: Calsat, 5-meter C-band; AFC, 3.6-meter Ku-band; M/A-Com, Scientific-Atlanta receivers.

Ownership: Ralph C. Wilson Jr., chmn.-pres., 100%. See Group Ownership of Television Stations.

Began Operation: October 29, 1982. Sale to present owner by Ray Moran approved by FCC Dec. 11, 1984.

Represented (sales): MMT Sales Inc.

Represented (legal): Leventhal, Senter & Lerman.

Represented (engineering): Smith & Powstenko.

Personnel:

FRED M. HUTCHING, vice president & general manager.
BILL EMBRY, sales manager.
DICK STAFFORD, chief engineer.
BONNIE LOE, program director.
ANITA ADAIR, promotion director.
MINKA ALLEN, business manager.

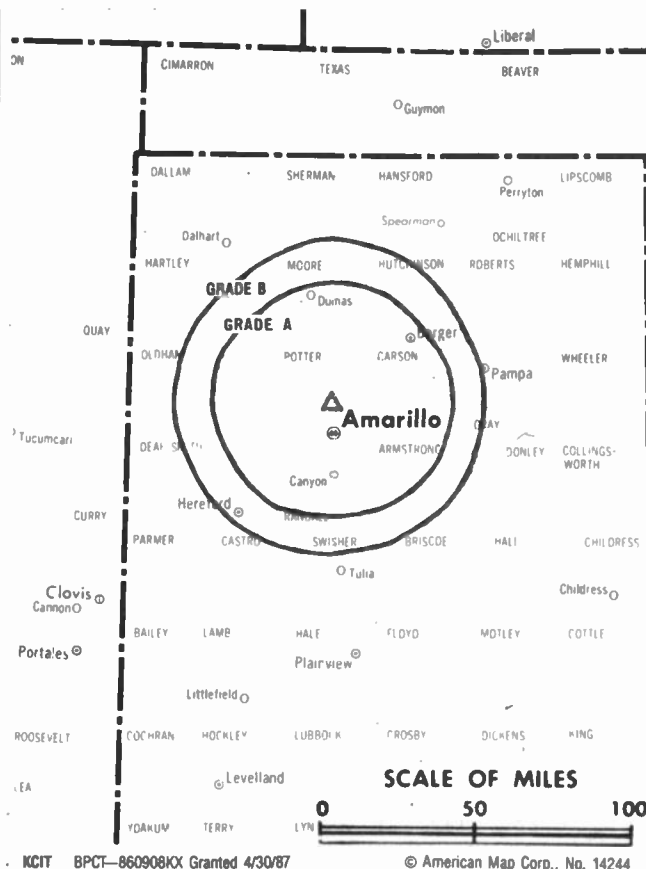
Highest One Hour Rate: \$1500.

Highest 30 Sec. Rate: \$200.

City of License: Amarillo. **ADI:** Amarillo. **Rank:** 116.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
TEXAS				
50% & Over	Armstrong	800	800	100
	Deaf Smith	6,500	6,400	98
	Donley	1,600	1,600	100
	Hartley	1,300	1,300	100
	Hutchinson	10,500	10,400	99
	Moore	6,100	6,100	100
	Oldham	700	700	100
	Potter	41,400	41,100	99
	Randall	35,200	35,100	100



Net Weekly Circulation	State County	Total Households	TV Households	%
TEXAS				
Between 25-49%	Carson	2,400	2,400	100
	Dallam	2,600	2,600	100
	Gray	10,200	10,100	99
	Hansford	2,500	2,500	100
	Parmer	3,400	3,400	100
	Sherman	1,100	1,100	100
	Swisher	3,300	3,300	100
TEXAS				
Between 5-24%	Briscoe	1,000	1,000	100
	Castro	3,200	3,200	100
Station Totals		133,800	133,100	99
Net Weekly Circulation (1989)			72,800	
Average Daily Circulation (1989)			32,400	

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Texas—Amarillo

KFDA-TV

Ch. 10

Network Service: CBS.

Licensee: Panhandle Telecasting Co., Gen. Partnership, Box 1400, Amarillo, TX 79189-1400.

Studio: Broadway at Cherry Ave., Amarillo, TX 79108.

Mailing Address: Box 1400, Amarillo, TX 79189-1400.

Telephones: 806-383-2226; 806-383-8262, news. TWX: 910-898-4124.

Fax: 806-581-9859.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1530-ft. above av. terrain, 1493-ft. above ground, 5047-ft. above sea level.

Latitude 35° 17' 34"
Longitude 101° 50' 42"

Transmitter: Broadway St. at Cherry Ave., Amarillo.

Multichannel TV Sound: Stereo only.

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

News Services: AP, CBS, NIWS, SWINS.

Ownership: Lawton Cablevision Inc., 50%; KSWO-TV Co. Inc., 45%; Oklahoma Quality Bcstg. Co. Inc., 2.5%; Duncan Bcstg. Co. Inc., 2.5%. KSWO-TV Inc. is licensee of KSWO-TV, Lawton, OK. Oklahoma Quality Bcstg. is licensee of KSWO(AM), Lawton, OK. Duncan Bcstg. is licensee of KRHD-AM-FM, Duncan, OK.

Began Operation: April 4, 1953. Sale of 61% by Sid W. Richardson Foundation to Bass Bcstg. and subsequent transfer of 19.6% by Gene L. Cagle was approved by FCC Feb. 2, 1966. Sale to Midessa Cablevision by Bass Bcstg. approved by FCC Aug. 20, 1976. Sale of 50% by Midessa Television Inc. to Lawton Cablevision Inc. approved Feb. 27, 1984.

Represented (sales): Petry Television Inc.

Represented (legal): Gardner, Carton & Douglas.

Personnel:

- MIKE LEE, station manager.
- JOY SHERROD, local sales manager.
- JOYCE AUSTIN, national sales manager.
- TIM WINN, chief engineer.
- WALT HOWARD, news director.
- ERICH EINFALT, promotion director.
- SHARON HARLIN, business manager.
- JENNIE AUSTIN, marketing director.

Highest One Hour Rate: \$2500.

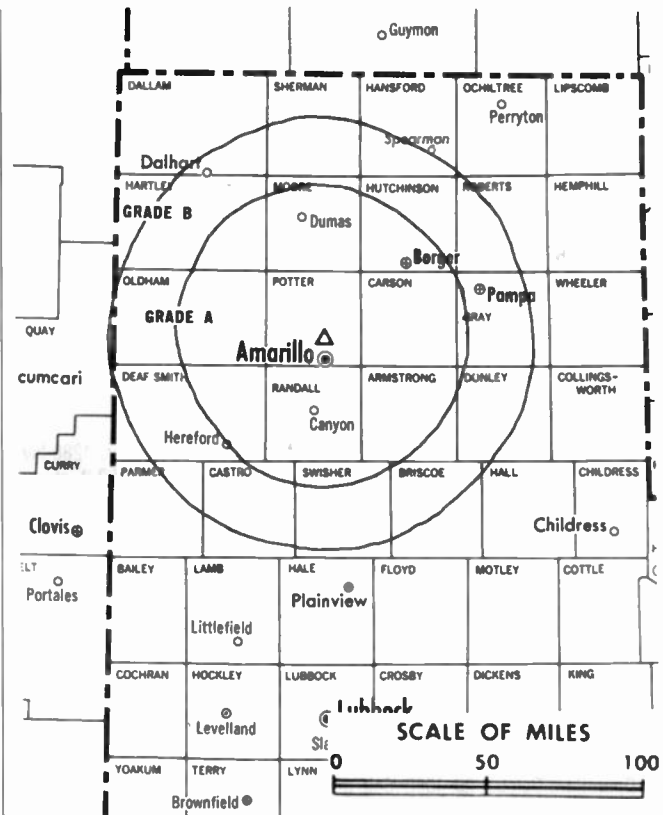
Highest 30 Sec. Rate: \$800.

NETWORK BASE HOURLY RATE: \$585.

City of License: Amarillo. AOI: Amarillo. Rank: 116.

Total Households: © MSI Consumer Market Data as of 1/1/89. 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 MEXICO			
	Curry	16,100	15,700	98
	Quay	4,600	4,400	96
	Union	1,900	1,800	95
	OKLAHOMA			
	Cimarron	1,600	1,600	100
	Texas	6,600	6,500	98
	TEXAS			
	Armstrong	800	800	100
	Briscoe	1,000	1,000	100
	Carson	2,400	2,400	100
	Castro	3,200	3,200	100
	Childress	2,600	2,600	100
	Collingsworth	1,700	1,700	97



KFDA-TV BPCT-801024KF Granted 12/20/80 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Cottle	1,100	1,100	100
	Dallam	2,600	2,600	100
	Deaf Smith	6,500	6,400	98
	Donley	1,600	1,600	100
	Gray	10,200	10,100	99
	Hall	2,000	1,900	97
	Hansford	2,500	2,500	100
	Hartley	1,300	1,300	100
	Hemphill	2,100	2,100	100
	Hutchinson	10,500	10,400	99
	Lipscomb	1,400	1,400	100
	Moore	6,100	6,100	100
	Motley	800	800	100
	Ochiltree	3,700	3,700	100
	Oldham	700	700	100
	Parmer	3,400	3,400	100
Potter	41,400	41,100	99	
Randall	35,200	35,100	100	
Roberts	400	400	100	
Sherman	1,100	1,100	100	
Swisher	3,300	3,300	100	
Wheeler	3,200	3,100	97	
Between 25-49%	KANSAS			
	Morton	1,200	1,200	100
Seward	6,900	6,800	99	
Between 5-24%	NEW MEXICO			
	Harding	400	400	100
	Roosevelt	6,200	6,000	97
OKLAHOMA				
Beaver	3,100	3,100	100	
Ellis	2,200	2,100	95	
Harmon	1,700	1,700	100	
TEXAS				
Hardeman	2,400	2,400	100	
Lamb	6,000	5,900	99	
Station Totals		213,700	211,500	99
Net Weekly Circulation (1989)				160,800
Average Daily Circulation (1989)				83,700

Texas—Amarillo

KVII-TV

Ch. 7

(Operates satellites KVIJ-TV, Sayre, OK & KVIH-TV, Clovis, NM)

Network Service: ABC.

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

Studio: 1101 S. Pierce St., Amarillo, TX 79101-4328.

Telephone: 806-373-1787. **TWX:** 910-898-4136.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1703-ft. above av. terrain, 1626-ft. above ground, 5049-ft. above sea level.

Latitude 35° 22' 29"
Longitude 101° 52' 58"

Transmitter: 10.4-mi. N of Amarillo.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Scientific-Atlanta, 7-meter; Avantek, M/A-Com, Scientific-Atlanta receivers.

News Service: AP.

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

Began Operation: December 21, 1957. Sale to Marsh family by John B. Walton Jr. approved by FCC Jan. 31, 1968 (*Television Digest*, Vol. 7:43). Previous sale to Walton by Southwest States approved Nov. 12, 1963 (Vol. 3:46). Sale of control to TV Properties (Southwest States) approved July 16, 1958 (Vol. 14:24, 26, 29).

Represented (sales): Katz Television.

Represented (legal): Wiley, Rein & Fielding.

Represented (engineering): Smith & Powstenko.

Personnel:

JAMES R. McCORMICK, president & general manager.
JOHN W. PATRICK, general sales manager.
WILLIAM R. CANADY, director of engineering.
STEVE PRITCHETT, news director.
PHIL HUFFMAN, promotion director.
JOHN JANEWAY, business manager.
JACKIE SMITH, production manager.
CHARLES M. DOUGLAS, operations manager.

Highest 30 Sec. Rate: \$550.

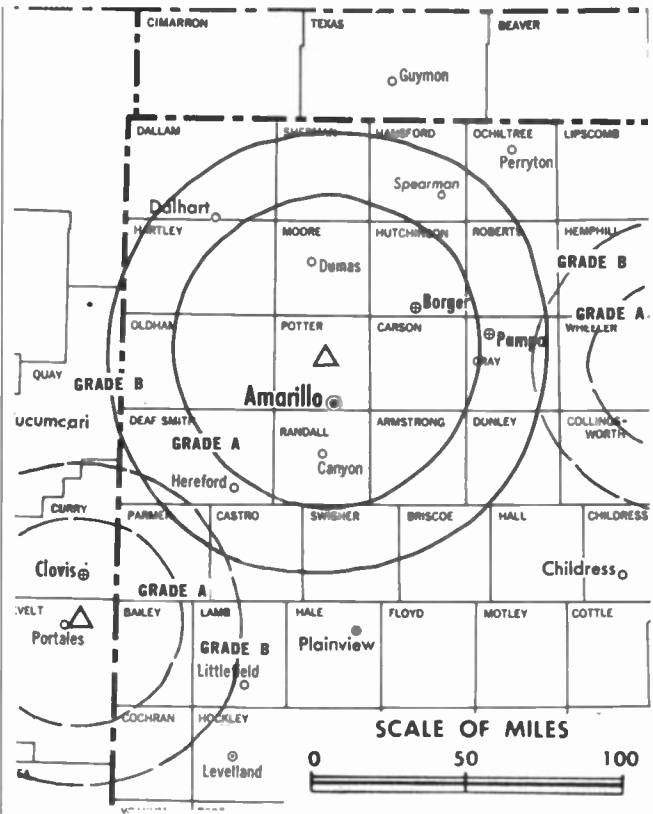
NETWORK BASE HOURLY RATE: \$600.

Arbitron Data: Figures include KVIJ-TV, Sayre, OK & KVIH-TV, Clovis, NM.

City of License: Amarillo. **AOI:** Amarillo. **Rank:** 116.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KANSAS			
	Seward	6,900	6,800	99
	NEW MEXICO			
	Curry	16,100	15,700	98
	Quay	4,600	4,400	96
	Roosevelt	6,200	6,000	97
	Union	1,900	1,800	95
	OKLAHOMA			
	Beckham	9,000	8,800	98
	Cimarron	1,600	1,600	100
	Harmon	1,700	1,700	100
	Roger Mills	2,200	2,200	100
	Texas	6,600	6,500	98
	TEXAS			
	Armstrong	800	800	100
Bailey	2,700	2,700	100	
Briscoe	1,000	1,000	100	



KVII-TV BPCT-4170 Granted 4/2/69

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Carson	2,400	2,400	100
	Castro	3,200	3,200	100
	Childress	2,600	2,600	100
	Collingsworth	1,700	1,700	97
	Cottle	1,100	1,100	100
	Dallam	2,600	2,600	100
	Deaf Smith	6,500	6,400	98
	Donley	1,600	1,600	100
	Gray	10,200	10,100	99
	Hall	2,000	1,900	97
	Hansford	2,500	2,500	100
	Hartley	1,300	1,300	100
	Hemphill	2,100	2,100	100
	Hutchinson	10,500	10,400	99
	Lipscomb	1,400	1,400	100
	Moore	6,100	6,100	100
	Motley	800	800	100
	Ochiltree	3,700	3,700	100
	Oldham	700	700	100
	Parmer	3,400	3,400	100
Potter	41,400	41,100	99	
Randall	35,200	35,100	100	
Roberts	400	400	100	
Sherman	1,100	1,100	100	
Swisher	3,300	3,300	100	
Wheeler	3,200	3,100	97	

Between 25-49%	KANSAS			
	Morton	1,200	1,200	100
	NEW MEXICO			
De Baca	1,100	1,100	100	

(Continued on page A-1131)

Station Totals	289,900	286,900	99
Net Weekly Circulation (1989)			200,200
Average Daily Circulation (1989)			126,300

Texas—Austin

KBVO-TV

Ch. 42

Network Service: Fox.

Licensee: Austin Television, c/o Darold A. Cannan Jr., 503 City National Bank Bldg., Wichita Falls, TX 76301.

Studio: 10700 Metric Blvd., Austin, TX 78758.

Mailing Address: Box 2728, Austin, TX 78768-2728.

Telephone: 512-835-0042. **Telax:** 776437. **Fax:** 512-837-6753.

Technical Facilities: Channel No. 42 (638-644 MHz). Authorized power: 2510-kw max. & 720-kw horizontal visual, 251-kw max. & 72-kw horizontal aural. Antenna: 1290-ft. above av. terrain, 1311-ft. above ground, 2049-ft. above sea level.

Latitude 30° 19' 10"
Longitude 97° 48' 06"

Transmitter: 1.4-mi. W of Austin, 0.8-mi. NW of Mt. Larson.

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

News Services: AP, CNN Headline News.

Ownership: Cannan Communications Inc., 40.89%; Channel 42 of Austin Inc., 40.89%; Beard Management Inc., 13%; Six Percent Inc., 5.22%. See Cannan Communications in Group Ownership of Television Stations. Channel 42 of Austin ownership: Michael D. McKinnon, pres., 20%; South Texas Telecasting Inc., 80%. See McKinnon Bcstg. in Group Ownership of TV Stations. Beard Management ownership: Steven F. Beard Jr., pres., 100%. Six Percent Inc. ownership: Joy Manning Scott, pres., 28.56%; Joe M. Kilgore, Ben T. Head, Henry M. Whittington, Dr. John Q. Taylor King & Mary Nell Garrison, 14.28% each.

Began Operation: December 4, 1983.

Represented (sales): Katz Independent TV Sales.

Represented (legal): Hogan & Hartson.

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

Personnel:

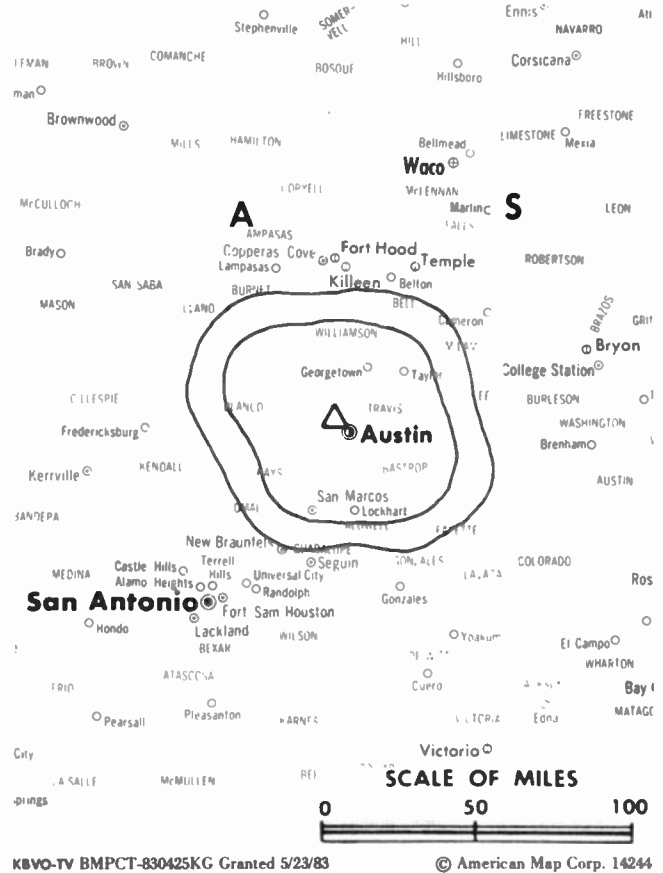
STEVE BEARD, general manager.
RAY McEACHERN, station manager & business manager.
JOSEPH KILLEBREW, general sales manager.
PATSY HOFFMAN, national sales coordinator.
MARIO LAZZARI, chief engineer.
CINDIE BROOKS, news & public affairs.
GAIL VORSAS, promotion director.

Rates: On request.

City of License: Austin. ADI: Austin, TX. Rank: 69.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Bastrop	13,400	13,100	98
	Blanco	2,600	2,600	100
	Burnet	10,500	10,400	99
	Caldwell	9,300	9,100	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Hays	19,500	19,200	98
	Lampasas	5,600	5,500	98
	Lee	4,900	4,800	98
	Llano	5,600	5,500	98
	Travis	231,700	229,300	99
Williamson	40,300	39,700	99	
Between 25-49%	TEXAS			
	Bell	62,100	61,600	99
	Fayette	8,300	8,000	96
	Gillespie	6,500	6,300	97
	Gonzales	6,400	6,300	98
	Mason	1,600	1,500	94
Milam	9,000	8,800	98	
Between 5-24%	TEXAS			
	Burleson	5,400	5,200	97
	Coryell	17,700	17,500	99
	Falls	7,300	7,200	99
	Guadalupe	20,900	20,600	99
	Lavaca	7,500	7,200	96
Robertson	6,200	6,100	98	
San Saba	2,400	2,400	100	
Station Totals		504,700	497,900	99
Net Weekly Circulation (1989)				259,400
Average Daily Circulation (1989)				105,000

Texas—Austin

KTBC-TV

Ch. 7

Network Service: CBS.

Licensee: KTBC-TV Inc., Subsidiary of Times Mirror Co., Times Mirror Square, Los Angeles, CA.

Studio: 119 E. 10th St., Austin, TX 78701.

Mailing Address: Box 2223, Austin, TX 78768.

Telephone: 512-476-7777. TWX: 910-874-1301.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1261-ft. above av. terrain, 1077-ft. above ground, 1977-ft. above sea level.

Latitude 30° 18' 36"
Longitude 97° 47' 33"

Transmitter: Mt. Larson, 4-mi. NW of State Capitol building.

Satellite Earth Stations: Prodelin, 3.8-meter; Scientific-Atlanta, 7-meter; Scientific-Atlanta, 3.6-meter.

News Services: AP, CBS, NIWS.

Ownership: Times Mirror Co. See Group Ownership of Television Stations.

Began Operation: November 27, 1952. Sale to present owner by Claudia Taylor Johnson, et al., approved by FCC Sept. 6, 1973 (*Television Digest*, Vol. 12:37; 13:37).

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

Represented (legal): Wilmer, Cutler & Pickering.

Represented (engineering): Lohnes & Culver.

Personnel:

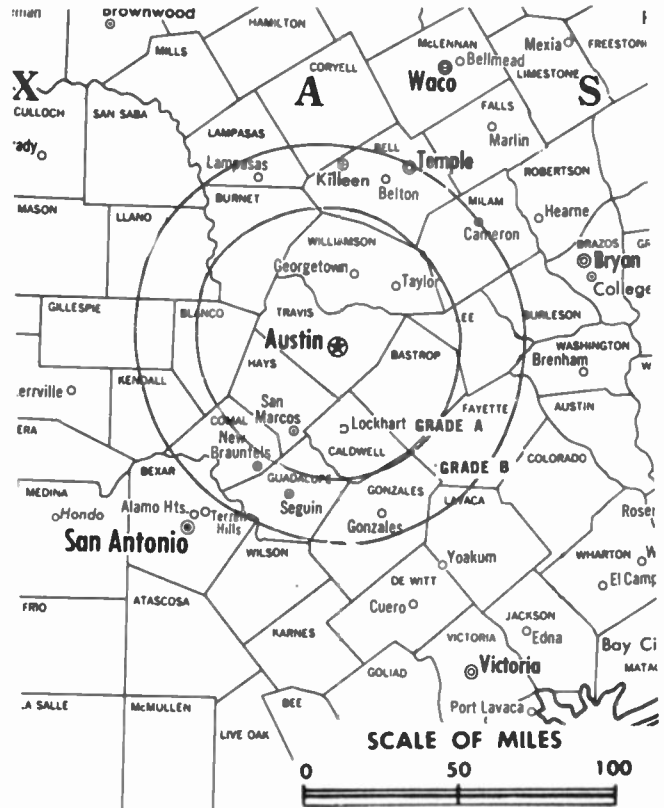
- JACK HARRISON, vice president & general manager.
- CHARLIE KING, general sales manager.
- LONDA TRIAL, program director.
- STAN TEATER, promotion director.
- TIM GARDNER, news director.
- TROY BROWN, chief engineer.

Rates: On request.

City of License: Austin. ADI: Austin, TX. Rank: 69.

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

Net Weekly Circulation	State County	Total Households	TV Households	Households %
TEXAS				
50% & Over	Bastrop	13,400	13,100	98
	Bell	62,100	61,600	99
	Blanco	2,600	2,600	100
	Burnet	10,500	10,400	99
	Caldwell	9,300	9,100	98
	Fayette	8,300	8,000	96
	Gillespie	6,500	6,300	97
	Hays	19,500	19,200	98
	Lampasas	5,600	5,500	98
	Lee	4,900	4,800	98
	Llano	5,600	5,500	98
	Mason	1,600	1,500	94
	Milam	9,000	8,800	98
	Travis	231,700	229,300	99



KTBC-TV BPC-T-861029KW Granted 11/24/86

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	Williamson	40,300	39,700	99
TEXAS				
Between 25-49%	Burleson	5,400	5,200	97
	Coryell	17,700	17,500	99
	Gonzales	6,400	6,300	98
	San Saba	2,400	2,400	100
TEXAS				
Between 5-24%	Colorado	7,500	7,300	97
	Comal	18,700	18,500	99
	De Witt	7,300	7,100	97
	Guadalupe	20,900	20,600	99
	Lavaca	7,500	7,200	96
	Robertson	6,200	6,100	98
	Washington	9,200	8,900	97
Station Totals		540,100	532,500	99
Net Weekly Circulation (1989)			366,000	
Average Daily Circulation (1989)			216,500	

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Texas—Austin

KVUE-TV

Ch. 24

Network Service: ABC.

Licensee: KVUE-TV Inc., Box 9927, Austin, TX 78766.

Studio: 3201 Steck Ave., Austin, TX 78758.

Telephone: 512-459-6521. TWX: 910-874-1346. Fax: 512-459-4023.

Technical Facilities: Channel No. 24 (530-536 MHz). Authorized power: 1950-kw max. & 711-kw horizontal visual, 327-kw max. & 145-kw horizontal aural. Antenna: 1290-ft. above av. terrain, 1184-ft. above ground, 2049-ft. above sea level.

Latitude 30° 19' 21"
Longitude 97° 48' 10"

Transmitter: On hill W of Trail of the Madrones Rd., near Austin.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Andrew, 7.3-meter C-band; Andrew, 4.6-meter Ku-band; Andrew, 4.5-meter C-band; Andrew, Avantek, Scientific-Atlanta receivers.

News Services: ABC, AP, CNN, UPI.

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

Began Operation: September 12, 1971. Sale to present owner by Evening News Assn. approved by FCC Jan. 13, 1986 (Television Digest, Vol. 26:3). Sale to Evening News by Tolbert Foster, Allen Shivers, et al., approved Sept. 8, 1978 (Vol. 18:21, 38).

Represented (sales): Petry Television Inc.

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

Personnel:

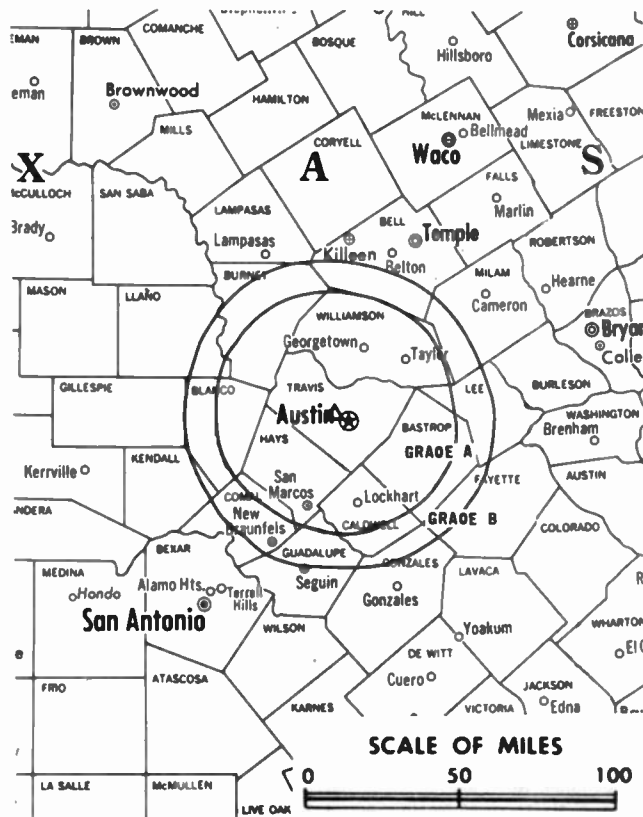
CRAIG A. DUBOW, vice president & general manager.
MICHAEL J. WENGLAR, vice president, engineering.
EVE VICKERS, vice president & controller.
DEBBIE BRIZENDINE, general sales manager.
MARTHA BREWSTER, local sales manager.
JIM CARSON, national sales manager.
CAROLE KNEELAND, news director.
MARK ZACHARIAS, marketing director.
PAT CROVISIER, public affairs director.

Rates: On request.

City of License: Austin. ADI: Austin, TX. Rank: 69.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
TEXAS				
50% & Over	Bastrop	13,400	13,100	98
	Blanco	2,600	2,600	100
	Burnet	10,500	10,400	99
	Caldwell	9,300	9,100	98
	Fayette	8,300	8,000	96



KVUE-TV BMPCT-7272 Granted 3/2/71

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Hays	19,500	19,200	98
	Lee	4,900	4,800	98
	Llano	5,600	5,500	98
	Mason	1,600	1,500	94
	Milam	9,000	8,800	98
	Travis	231,700	229,300	99
	Williamson	40,300	39,700	99
TEXAS				
Between 25-49%	Burleson	5,400	5,200	97
	Gillespie	6,500	6,300	97
	Lampasas	5,600	5,500	98
TEXAS				
Between 5-24%	Bell	62,100	61,600	99
	Coryell	17,700	17,500	99
	Gonzales	6,400	6,300	98
	Guadalupe	20,900	20,600	99
	San Saba	2,400	2,400	100
	Washington	9,200	8,900	97
Station Totals		492,900	486,300	99
Net Weekly Circulation (1989)				319,000
Average Daily Circulation (1989)				183,300

Texas—Austin

KXAN-TV

Ch. 36

Network Service: NBC.

Licensee: K.C.I. (Texas), Box 490, Austin, TX 78767.

Studio: 908 W. Martin L. King Jr. Blvd., Austin, TX 78701.

Mailing Address: Box 490, Austin, TX 78767.

Telephone: 512-476-3636. **TWX:** 910-874-1370. **Fax:** 512-469-0630.

Technical Facilities: Channel No. 36 (602-608 MHz). Authorized power: 5000-kw max. & 1380-kw horizontal visual, 500-kw max. & 138-kw horizontal aural. Antenna: Directional, 1290-ft. above av. terrain, 1199-ft. above ground, 2049-ft. above sea level.

Latitude 30° 19' 33"
Longitude 97° 47' 58"

Transmitter: Trail of Madrones Rd.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 8-meter; Microdyne, 5-meter; Microdyne, 3-meter; Harris, Microdyne receivers.

News Services: AP, UPI.

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

Began Operation: February 12, 1965 on Ch. 42. Changed to Ch. 36 Jan. 12, 1973. Sale to present owner by Kingstip Communications Inc. approved by FCC May 2, 1979 (*Television Digest*, Vol. 18:16, 17).

Represented (sales): Blair Television.

Represented (legal): Covington & Burling.

Personnel:

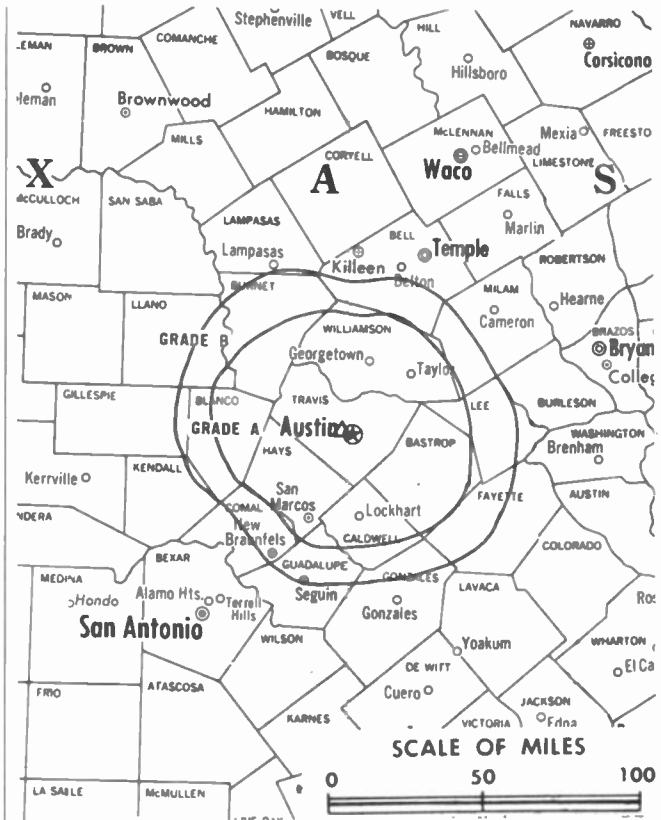
JANE WALLACE, general manager.
LYLE BANKS, general sales manager.
SAM ROSENWASSER, local sales manager.
LARRY COLE, national sales manager.
GEORGE CSAHANIN, director of engineering.
HENRY CHU, news director.
MEL PENNINGTON, program director.
MARGARET MOHR, promotion director.
RUTH CHERRY, business manager.

Highest 30 Sec. Rate: \$2500.

City of License: Austin. **ADI:** Austin, TX. **Rank:** 69.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Bastrop	13,400	13,100	98
	Burnet	10,500	10,400	99
	Caldwell	9,300	9,100	98
	Fayette	8,300	8,000	96
	Hays	19,500	19,200	98
	Lee	4,900	4,800	98
	Llano	5,600	5,500	98
	Mason	1,600	1,500	94
	Travis	231,700	229,300	99
	Williamson	40,300	39,700	99



KXAN-TV BPCT-4496 Granted 7/25/72

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%	
Between 25-49%	TEXAS				
	Bell	62,100	61,600	99	
	Blanco	2,600	2,600	100	
	Burleson	5,400	5,200	97	
	Gillespie	6,500	6,300	97	
	Lampasas	5,600	5,500	98	
	Milam	9,000	8,800	98	
	Between 5-24%	TEXAS			
		Austin	8,000	7,800	98
Brazos		46,600	45,900	99	
Coryell		17,700	17,500	99	
Gonzales		6,400	6,300	98	
Guadalupe		20,900	20,600	99	
Lavaca		7,500	7,200	96	
Robertson		6,200	6,100	98	
San Saba	2,400	2,400	100		
Station Totals		552,000	544,400	99	
Net Weekly Circulation (1989)				326,600	
Average Daily Circulation (1989)				168,100	

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Call Lynn Levine or Nancy Cramer
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Texas—Baytown

KRTW

(formerly KLJJ)

Ch. 57

Network Service: None, independent.

Licensee: Pray Inc., 11063 Shady Trail, Dallas, TX 75229.

Studio: 3737 Red Bluff Rd., Pasadena, TX 77503.

Telephone: 713-473-5585.

Technical Facilities: Channel No. 57 (728-734 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1020-ft. above av. terrain, 1017-ft. above ground, 1024-ft. above sea level.

Latitude	29°	38'	47"
Longitude	94°	40'	33"

Transmitter: 0.5-mi. S of Oak Island, Chambers County.

Multichannel TV Sound: Stereo only.

Satellite Earth Station: Comtech, 5-meter C-band; Scientific-Atlanta receivers.

Ownership: Eldred Thomas, pres., 100%; Raynell Thomas, secy.

Began Operation: May 18, 1988.

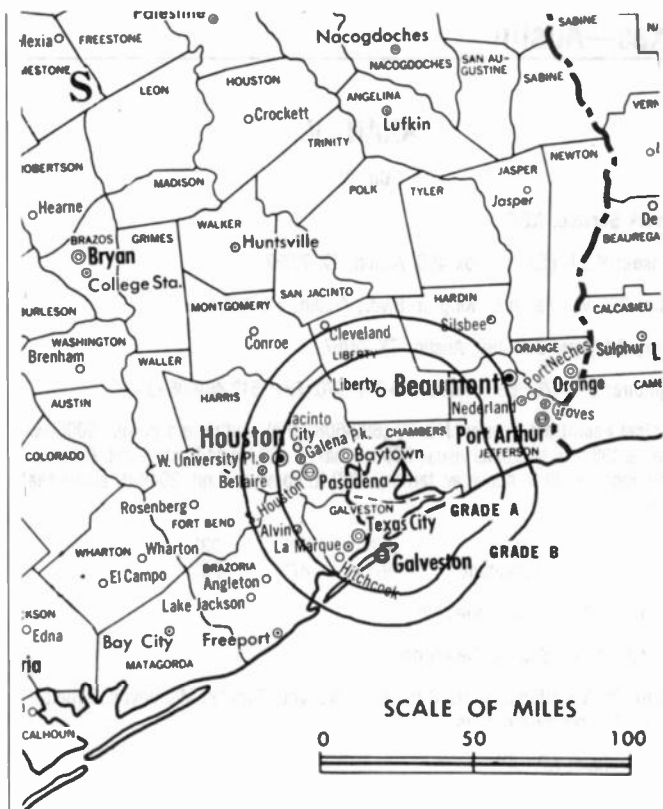
Represented (legal): Ward & Mendelsohn, P.C.

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

Personnel:

ELDRED THOMAS, general manager.
 RUBEN MENDEZ, station manager & general sales manager.
 RON BROWN, chief engineer.
 NATHAN WILLIAMS, program director.

Highest One Hour Rate: \$1500.



KRTW BMPCT-870921KK Granted 10/30/87

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Highest 30 Sec. Rate: \$150.

Arbitron Data: Not available.

City of License: Baytown. **ADI:** Houston. **Rank:** 10.

Texas—Beaumont-Port Arthur

KBMT

Ch. 12

Network Service: ABC.

Licensee: Texas Telecasting Inc., 525 Interstate Hwy. 10 South, Beaumont, TX 77701.

Studio: 525 Interstate Hwy. 10 South, Beaumont, TX 77701.

Mailing Address: Box 1550, Beaumont, TX 77704.

Telephone: 409-833-7512. **Fax:** 409-833-4007.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 42.7-kw aural. Antenna: 1000-ft. above av. terrain, 1032-ft. above ground, 1059-ft. above sea level.

Latitude 30° 11' 26"
Longitude 93° 53' 08"

Transmitter: 2-mi. W of Mauriceville, TX.

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

News Services: AP, CNN.

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

Began Operation: June 18, 1961. Transfer of control to Harbour TV Systems from A. O. Banning & William G. Hill Jr. approved by FCC Feb. 11, 1976. Sale to Banning & Hill by Devon Corp. approved by FCC Sept. 28, 1973. Sale to present owners by Liberty National Corp. approved by FCC Oct. 21, 1976 (*Television Digest*, Vol. 16:27).

Represented (sales): Katz Television.

Represented (legal): Cohn & Marks.

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

Personnel:

MICHAEL D. MCKINNON, president.
MAX SKLOWER, vice president & general manager.
TOM MICHALK, station manager & general sales manager.
TERRI BANGERIER, local sales manager.
ANNAMARIE CIRAMELLA, national sales.
WALLY P. DECKER, chief engineer.
DAVE PATTEN, news director.
DON DAVIS, promotion director.
ROBERT NOLAND, business manager.

Highest One Hour Rate: \$5000.

Highest 30 Sec. Rate: \$1000.

NETWORK BASE HOURLY RATE: \$425.

City of License: Beaumont. **ADI:** Beaumont-Port Arthur. **Rank:** 126.

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



KBMT BPCT-3266 Granted 1/6/65

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Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	LOUISIANA			
	Calcasieu	62,100	61,600	99
	Cameron	3,400	3,400	99
	TEXAS			
	Hardin	15,600	15,400	99
Jasper	12,400	12,200	98	
Jefferson	94,300	93,700	99	
Newton	5,000	4,900	98	
Orange	29,700	29,400	99	
Tyler	8,000	7,800	98	
Between 25-49%	LOUISIANA			
	Beauregard	11,400	11,200	98
	TEXAS			
Chambers	8,000	7,900	99	
San Augustine	3,300	3,200	97	
Between 5-24%	LOUISIANA			
	Jefferson Davis	11,100	10,900	98
	Vernon	18,400	18,000	98
	TEXAS			
	Liberty	20,300	20,000	99
Polk	12,600	12,300	98	
Sabine	4,400	4,300	98	
Station Totals		320,000	316,200	99
Net Weekly Circulation (1989)				201,500
Average Daily Circulation (1989)				107,300

Texas—Beaumont-Port Arthur

KFDM-TV

Ch. 6

Network Service: CBS.

Licensee: Freedom-TV Sub Inc., Box 7128, Beaumont, TX 77706.

Studio: 2955 Interstate 10 East, Beaumont, TX 77702.

Mailing Address: Box 7128, Beaumont, TX 77706.

Telephone: 409-892-6622. TWX: 62771648. Fax: 409-892-6665.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 960-ft. above av. terrain, 1031-ft. above ground, 1049-ft. above sea level.

Latitude 30° 08' 24"
Longitude 93° 58' 44"

Transmitter: U.S. Hwy. 90, approx. 2.3-mi. ENE of Vidor, TX.

Satellite Earth Stations: Microdyne, 7-meter C-band; RCA Americom, 4.6-meter Ku-band.

News Service: AP.

Ownership: Freedom Newspapers Inc. See Group Ownership of Television Stations.

Began Operation: April 24, 1955. Sale to present owner by Belo Bcstg. Corp. approved by FCC Dec. 13, 1983 (*Television Digest*, Vol. 23:42). Sale to Belo by Beaumont Bcstg. Corp. approved by FCC May, 1969 (Vol. 9:19).

Represented (sales): Petry Television Inc.

Represented (legal): Latham & Watkins.

Represented (engineering): Carl T. Jones Corp.

Personnel:

LARRY BEAULIEU, general manager.
C. RIX GAREY, general sales manager.
SUZANNE HEISE WOLFROM, national sales manager.
RICHARD KIHN, chief engineer.
DAVID LOWELL, news director.
KAREN AGNEW, program director.
GINA YOUNG, promotion director.
KATHERINE READ, business manager.
ROBERT BOGGS, production director.

Rates: On request.

City of License: Beaumont. ADI: Beaumont-Port Arthur. Rank: 126.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Hardin	15,600	15,400	99
	Jasper	12,400	12,200	98
	Jefferson	94,300	93,700	99
	Newton	5,000	4,900	98



KFDM-TV BPCT-3107 Granted 1/30/63

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Orange	29,700	29,400	99
	Tyler	8,000	7,800	98
Between 25-49%	LOUISIANA			
	Calcasieu	62,100	61,600	99
	Cameron	3,400	3,400	99
	TEXAS			
Between 5-24%	Sabine	4,400	4,300	98
	LOUISIANA			
	Allen	7,600	7,500	99
	Beauregard	11,400	11,200	98
	TEXAS			
	Chambers	8,000	7,900	99
	Liberty	20,300	20,000	99
	Polk	12,600	12,300	98
	San Augustine	3,300	3,200	97
	San Jacinto	6,000	5,800	97
Station Totals		304,100	300,600	99
Net Weekly Circulation (1989)			201,600	
Average Daily Circulation (1989)			129,400	

Texas—Port Arthur-Beaumont

KJAC-TV

Ch. 4

Network Service: NBC.

Licensee: Southeast Texas Broadcasting Corp., Box 3257, Port Arthur, TX 77643.

Studio: 2900 17th St., Port Arthur, TX 77642.

Mailing Address: Box 3257, Port Arthur, TX 77643.

Telephone: 409-985-5557. TWX: 910-886-5307.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1180-ft. above av. terrain, 1225-ft. above ground, 1249-ft. above sea level.

Latitude 30° 09' 31"
Longitude 93° 59' 11"

Transmitter: NW of State Rte. 235, 2.8-mi. NE of Vidor.

Satellite Earth Station: ADM, 3.38-meter; Drake, Harris receivers.

News Services: AP, NBC, Texas State Network.

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

Began Operation: October 22, 1957 equally owned by Port Arthur College & Jefferson Amusement Co. Sale of its 50% by Port Arthur College to Jefferson Amusement approved by FCC Nov. 15, 1965 (*Television Digest*, Vol. 5:43, 47). Transfer of control from Jefferson Amusement to Robert H. Park, Janet Gordon Jack, et al., approved by FCC May 1, 1969. Sale to Clay Communications approved May 31, 1973. Sale to present owner approved by FCC June 23, 1987 (Vol. 27:21).

Represented (sales): MMT Sales Inc.

Personnel:

RUSH K. EVANS, vice president & general manager.
ROBERT VERDE, general sales manager.
CHARLES RAVELL, chief engineer.
BOB WRIGHT, news director.
SAMMY GRAFFAGNINO, promotion director.

Highest One Hour Rate: \$5000.

Highest 30 Sec. Rate: \$1000.

City of License: Port Arthur. ADI: Beaumont-Port Arthur. Rank: 126.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Hardin	15,600	15,400	99
	Jasper	12,400	12,200	98
	Jefferson	94,300	93,700	99
	Newton	5,000	4,900	98
	Orange	29,700	29,400	99



KJAC-TV BPCT-4322 Granted 5/13/70

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Sabine	4,400	4,300	98
	San Augustine	3,300	3,200	97
	Tyler	8,000	7,800	98
Between 25-49%	LOUISIANA			
	Cameron	3,400	3,400	99
	TEXAS			
Chambers	8,000	7,900	99	
Polk	12,600	12,300	98	
Between 5-24%	LOUISIANA			
	Beauregard	11,400	11,200	98
	Calcasieu	62,100	61,600	99
	Vernon	18,400	18,000	98
	TEXAS			
	Angelina	25,100	24,800	99
Liberty	20,300	20,000	99	
San Jacinto	6,000	5,800	97	
Station Totals		340,000	335,900	99
Net Weekly Circulation (1989)				188,400
Average Daily Circulation (1989)				116,400

Texas—Big Spring

KWAB-TV

Ch. 4

(Satellite of KTPX, Odessa, TX)

Network Service: NBC.

Licensee: James T. Taylor, Receiver, c/o Harbor Acquisitions Inc., 14180 Dallas Pkwy., Suite 619, Dallas, TX 75246.

Studio: 2500 Kentucky Way, Big Spring, TX 79720.

Telephone: 915-263-4901.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 12.75-kw visual, 2.51-kw aural. Antenna: 380-ft. above av. terrain, 497-ft. above ground, 2957-ft. above sea level.

Latitude	32°	15'	14''
Longitude	101°	26'	44''

Transmitter: 2500 Kentucky Way, Big Spring.

Satellite Earth Stations: 4 in operation; Harris, M/A-Com, Scientific-Atlanta receivers.

News Services: NBC, UPI.

Ownership: First Capital Corp. of Chicago, 90%; Madison Dearborn Partners, 10%.

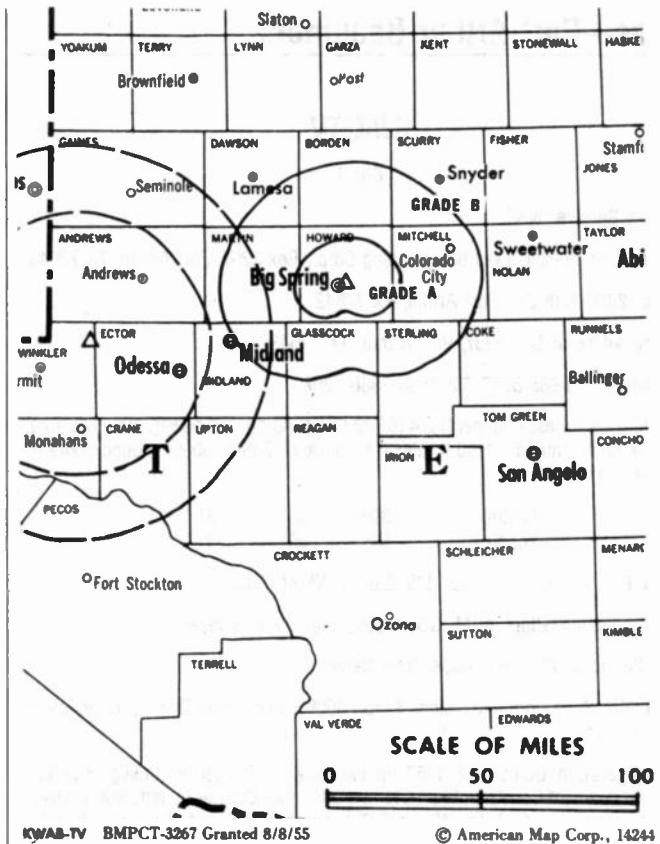
Began Operation: January 15, 1956.

Represented (sales): Petry Television Inc.

Represented (legal): Bryan, Cave, McPheeters & McRoberts.

Personnel:
See KTPX, Odessa, TX.

Rates: Sold in combination with KTPX, Odessa, TX.



Arbitron Data: Included with KTPX, Odessa, TX.

City of License: Big Spring. ADI: Odessa-Midland. Rank: 146.

Texas—Brady

KWIY

Ch. 13

Network Service: CBS.

Grantee: Jewell Television Corp., 2800 Armstrong, San Angelo, TX 76903.

Telephone: 915-949-8800. **TWX:** 510-871-3805. **Fax:** 915-658-4006.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1030-ft. above av. terrain, 844-ft. above ground, 2914-ft. above sea level.

Latitude	30°	46'	43"
Longitude	99°	32'	37"

Transmitter: E side of Hwy. 1221, approx. 6.53-mi. S of Hext.

Ownership: Estate of T. B. Lanford, Tedford E. Kimbell & Mary Jane Harper, co-executors. See T. B. Lanford Estate in Group Ownership of TV Stations.

Scheduled to Begin Operation: November 20, 1989.

Represented (sales): Katz Television.

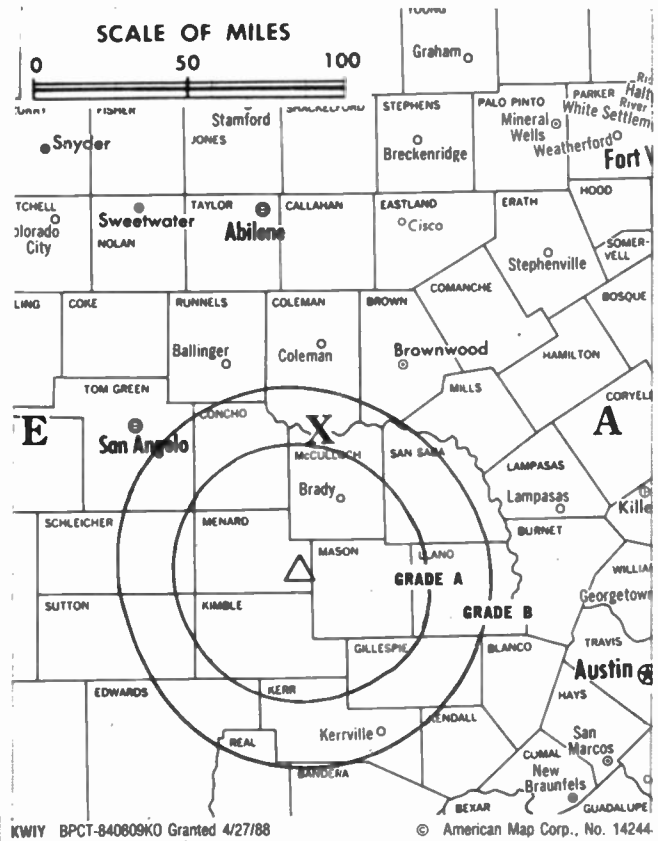
Represented (legal): Wiley, Rein & Fielding.

Represented (engineering): Gallagher & Associates, Consulting Radio Engineers.

Personnel:

- PHIL BRASSIE, general manager.
- GORDON HAY, station manager.
- SCOTT UNDERWOOD, general sales manager.
- LARRY W. WHITE, chief engineer.
- LOU KORDEK, news director.
- KEVIN SETTLE, promotion director.
- VIVIAN AYLOR, business manager.
- PAUL PADGETT, marketing director.

Rates: On request.



Arbitron Data: Not available.

City of License: Brady. **ADI:** San Angelo. **Rank:** 190.

Texas—Brownsville

KVEO

Ch. 23

Network Service: NBC.

Licensee: SouthWest MultiMedia Corp., 6100 Corporate Dr., Suite 500, Houston, TX 77036.

Studio: 394 North Expressway, Brownsville, TX 78521.

Telephone: 512-544-2323. **Telex:** 910-870-1723. **Fax:** 512-544-4636.

Technical Facilities: Channel No. 23 (524-530 MHz). Authorized power: 2600-kw max. & 735-kw horizontal visual, 41-kw aural. Antenna: 1487-ft. above av. terrain, 1489-ft. above ground, 1549-ft. above sea level.

Latitude 26° 06' 59"
Longitude 97° 50' 16"

Transmitter: 2-mi. S of La Feria, TX.

Satellite Earth Stations: Harris, 6.1-meter Ku-band; Vertex, 4.57-meter Ku-band; Comtech, 3.5-meter C-band; Harris, M/A-Com, Microwave Assoc. receivers.

News Service: NBC.

Ownership: SouthWest MultiMedia Corp. See Group Ownership of Television Stations.

Began Operation: December 18, 1981. Sale to Valley Bcstg. Co. by Trustee-in-Bankruptcy approved by FCC August 31, 1984. Sale to present owner approved Nov. 29, 1985.

Represented (sales): Seltel Inc.

Represented (legal): Wilner & Scheiner.

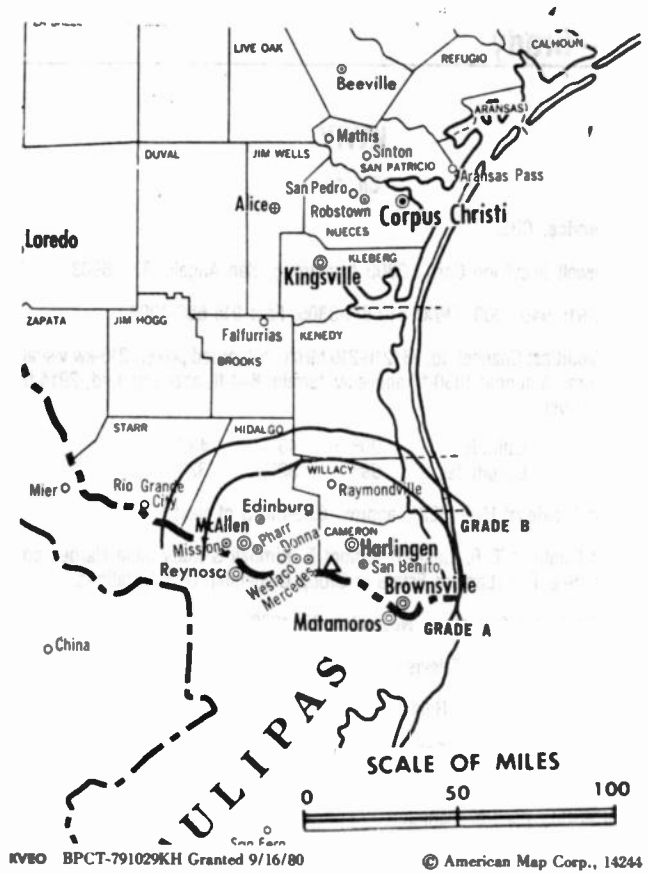
Personnel:

- L. WILLIAM HEYMAN JR., general manager.
- BRENT SKINNER, general sales manager.
- LALI RIVERA, national sales manager.
- IGNACIO CANTU, chief engineer.
- BRAD LEVY, program, promotion & production director.
- ROBERT GONZALEZ, business manager.
- NICOLE SMITH, marketing director.
- MORELSA GARZA, traffic manager.

Highest One Hour Rate: \$2000.

Highest 30 Sec. Rate: \$750.

NETWORK BASE HOURLY RATE: \$200.



KVEO BPCT-791029KH Granted 9/16/80 © American Map Corp., 14244

City of License: Brownsville. **ADI:** McAllen-Brownsville. **Rank:** 114.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
TEXAS				
50% & Over	Cameron	74,360	73,300	99
	Hidalgo	102,200	100,600	98
	Starr	9,600	9,300	97
	Willacy	4,900	4,800	98
Station Totals		191,000	188,000	98
Net Weekly Circulation (1989)			146,300	
Average Daily Circulation (1989)			83,100	

Texas—McAllen-Brownsville-Matamoros,
Mexico

XHRIO

Ch. 2

Network Service: Telemundo.

Licensee: Amerimex International Media Inc., 2100 Trawood, El Paso, TX 79935.

Studio: 801 Nolana, Suite 201, McAllen, TX 78501.

Mailing Address: Box 9112, El Paso, TX 79982.

Telephone: 915-595-6700. **Telex:** 749-413.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1096-ft. above av. terrain.

Satellite Earth Station: Scientific-Atlanta.

Began Operation: August 3, 1979.

Represented (sales): Telemundo Television Group.

Personnel:

JOHN W. DORAN, executive vice president & general manager.

EDDIE GONGORA, station manager.

FRED WITT, national sales manager & promotion director.

Rates: On request.

Arbitron Data: Not available.

ADI: McAllen-Brownsville. **Rank:** 114.

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Texas—Bryan

KBTX-TV

Ch. 3

(Affiliated with KWTX-TV, Waco, TX)

Network Service: CBS.

Licensee: Brazos Broadcasting Co., Box 3730, Bryan, TX 77805.

Studio: 4141 E. 29th St., Bryan, TX 77802.

Telephone: 409-846-7777. **Easylink:** 981046. **Fax:** 409-846-1490.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 70-kw visual, 7-kw aural. Antenna: 1687-ft. above av. terrain, 1705-ft. above ground, 2036-ft. above sea level.

Latitude 30° 33' 10"
Longitude 96° 01' 50"

Transmitter: 4-mi. SE of Carlos, TX.

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

News Service: UPI.

Ownership: KWTX Broadcasting Co., 50%; M. N. Bostick, chmn., 10%; Estate of Harry L. Gillam, 5%; John M. Lawrence III, secy-treas., 5%; Estate of Ann Mitchell, 10%; Estate of Brazas A. Varisco, 10%; Mrs. W. W. Callan Sr., 10%. See KWTX Bcstg. in Group Ownership of Television Stations.

Began Operation: May 22, 1957.

Represented (sales): Seltel Inc.

Represented (legal): Cordon & Kelly.

Personnel:

M. N. BOSTICK, chairman of the board.
THOMAS G. PEARS, president.
WAYNE KUBE, chief engineer.
ULMAN McMULLEN, operations manager.
JEFF BRAUN, news director.

Rates: On request.

City of License: Bryan. **ADI:** Waco-Temple. **Rank:** 97.

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

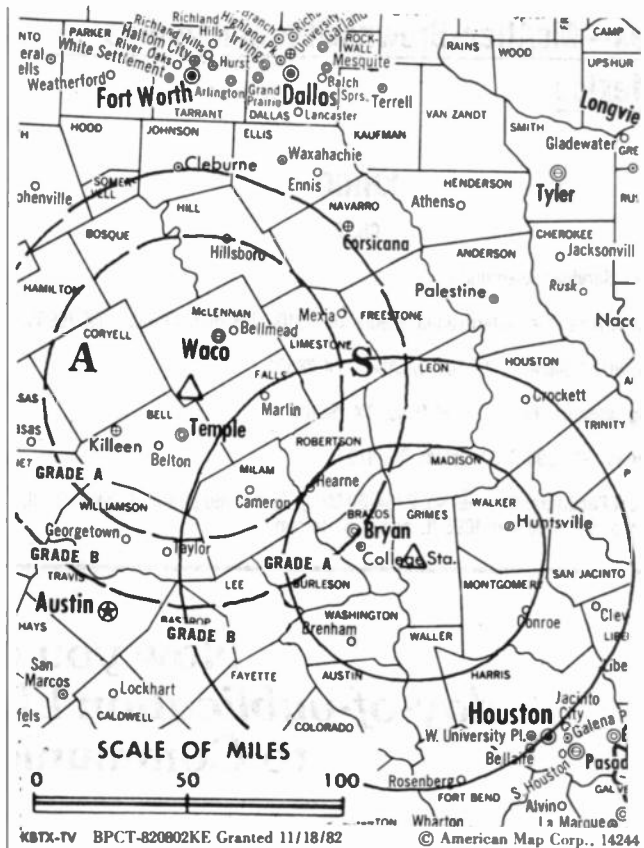
Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Brazos	46,600	45,900	99
	Burleson	5,400	5,200	97

KBTX-TV is a market leader with



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See our ad on Page C-115



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Grimes	5,800	5,700	98
	Leon	5,500	5,300	96
	Madison	3,700	3,600	97
	Robertson	6,200	6,100	98
	Trinity	4,700	4,600	97
	Walker	16,900	16,400	97
	Washington	9,200	8,900	97
Between 25-49%	TEXAS			
	Houston	8,700	8,500	98
	San Jacinto	6,000	5,800	97
Between 5-24%	TEXAS			
	Anderson	15,000	14,700	98
	Colorado	7,500	7,300	97
	Fayette	8,300	8,000	96
	Jackson	4,700	4,600	98
	Lee	4,900	4,800	98
	Milam	9,000	8,800	98
	Montgomery	60,700	59,700	98
Polk	12,600	12,300	98	
	Waller	7,200	7,100	98
Station Totals		248,600	243,300	98
Net Weekly Circulation (1989)				107,000
Average Daily Circulation (1989)				63,500

Texas—Conroe

KTFH

Ch. 49

Network Service: None, independent.

Grantee: San Jacinto Television Corp., Suite 49, 256 N. Belt, Houston, TX 77060.

Studio: 256 N. Belt, Houston, TX 77060.

Telephone: 713-820-4900.

Technical Facilities: Channel No. 49 (680-686 MHz). Authorized power: 4082-kw max. visual. Antenna: 1178-ft. above av. terrain, 1204-ft. above ground, 1316-ft. above sea level.

Latitude	30°	15'	45"
Longitude	95°	14'	50"

Transmitter: N of State Rd. 2090, 12-mi. SE of Conroe, 1.05-mi. N of Hwy. 2090.

Ownership: Max Vigil, pres., 10.57%; Timothy Lee Crosby, v.p., 24.39%; Bill Maxwell, secy.-treas., 0.44%; Florence E. Coaxum, 9.7%; Arlans Agency Inc., 33.5%; Dupont Investment Group 85 Ltd., 21%. Arlans Agency Inc. ownership: Ernest Solomon, pres.-treas.-dir., 100%. Dupont Investment Group 85 Ltd. ownership: Max Vigil, gen.-ltd. partner, 20%; Bill Maxwell, Ted Binder, Don Criswell, Charles Kastler, Ralph Kelsey, Denis Rouse, Rick Rouse, ltd. partners, 10% each; Lawrence Johnson, ltd. partner, 6%; William S. E. Baleirmie, ltd. partner, 4%.

Began Operation: June 16, 1989.

Represented (legal): Davis, Graham & Stubbs.

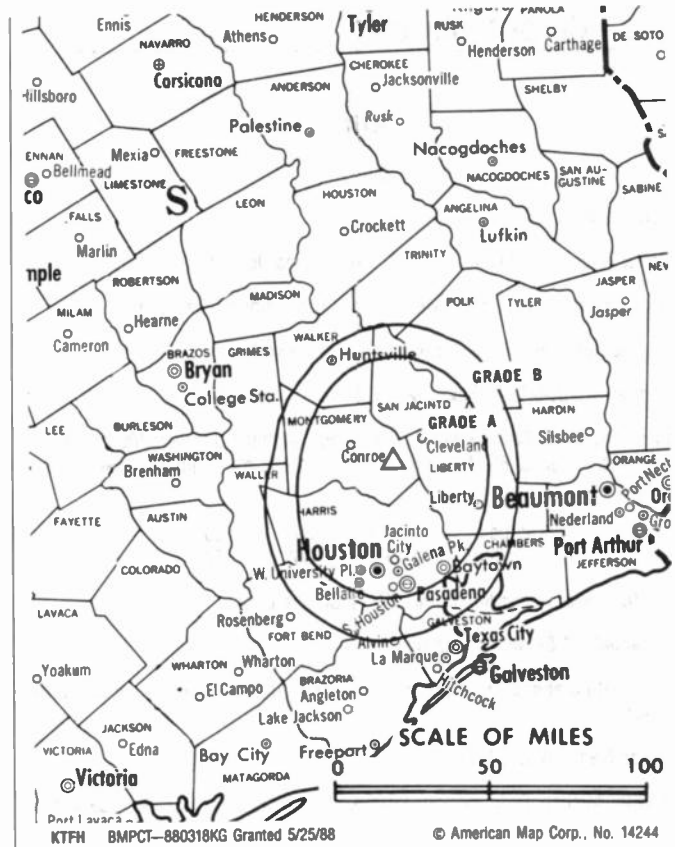
Represented (engineering): E. Harold Munn Jr. & Associates Inc.

Personnel:

HUGH VAN EATON, general manager.
 TIMOTHY CROSBY, station manager.
 H. C. HILL, sales, promotion & marketing director.
 SCOTT ROGERS, program director.
 CALVIN SMITH, chief engineer.

Rates: On request.

Arbitron Data: Not available.



City of License: Conroe. **ADI:** Houston. **Rank:** 10.

KTFH-TV is a market leader with



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 Sacramento, CA 95828
 916-383-1177
 See our ad on Page C-115

Texas—Corpus Christi

KIII

Ch. 3

Network Service: ABC.

Licensee: Texas Television Inc., 4750 S. Padre Island Dr., Corpus Christi, TX 78411.

Studio: S. Padre Island Dr. & Everhart Rd, Corpus Christi, TX 78411.

Mailing Address: Box 6669, Corpus Christi, TX 78411.

Telephone: 512-854-4733. **Fax:** 512-855-8419.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 860-ft. above av. terrain, 899-ft. above ground, 949-ft. above sea level.

Latitude 27° 39' 29"
Longitude 97° 36' 04"

Transmitter: Near Petronilla, 15-mi. SW of Corpus Christi.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 6.1-meter C-band; Andrew C-band; Andrew, Harris receivers.

News Services: NIWS, CNN.

Ownership: Michael D. McKinnon, 66.65%; Dan McKinnon, 30.85%. See Group Ownership of Television Stations.

Began Operation: May 4, 1964 on Ch. 3. Prior to transfer of control to Clinton D. McKinnon, station operated as KVDO-TV on Channel 22 from June 9, 1954 until it left the air Aug. 19, 1957 and later was granted change to Ch. 3.

Represented (sales): Katz Television.

Represented (legal): Cohn & Marks.

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

Personnel:

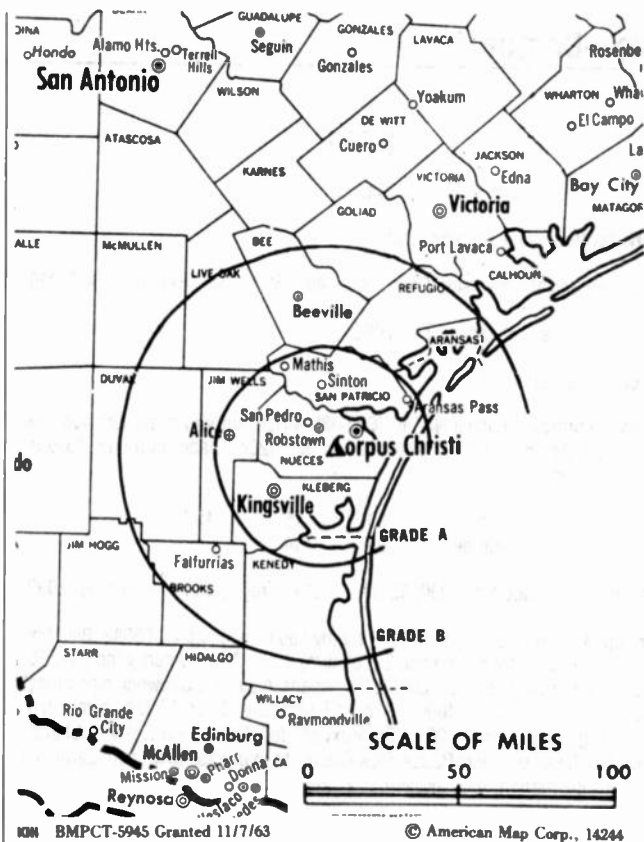
MICHAEL D. MCKINNON, president.
MAX SKLOWER, general manager.
BILLY BROTHERTON, vice president, station & general sales manager.
BILL STOLP, local sales manager.
JULIE PAULSEN, national sales manager.
FRED HOFFMAN, chief engineer.
ROB DEAN, news director.
JAY SANCHEZ, promotion director.
LEONARD ROPER, business manager.

Highest One Hour Rate: \$3750.

Highest 30 Sec. Rate: \$650.

NETWORK BASE HOURLY RATE: \$500.

City of License: Corpus Christi. **ADI:** Corpus Christi. **Rank:** 122.



Net Weekly Circulation	State County	Total Households	TV Households	Households %
TEXAS				
50% & Over	Aransas	7,100	7,000	99
	Bee	8,800	8,600	98
	Brooks	2,800	2,700	96
	Duval	4,300	4,200	98
	Jim Hogg	1,900	1,800	95
	Jim Wells	12,700	12,500	98
	Kenedy	200	200	100
	Kieberg	10,600	10,500	99
	Nueces	102,500	101,400	99
Refugio	3,100	3,100	100	
San Patricio	19,800	19,500	98	
TEXAS				
Between 25-49%	Live Oak	3,600	3,500	97
	Zapata	2,700	2,600	96
TEXAS				
Between 5-24%	Goliad	1,900	1,900	100
	Karnes	4,600	4,500	98
Station Totals		186,600	184,000	99
Net Weekly Circulation (1989)				165,200
Average Daily Circulation (1989)				115,900

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

Texas—Corpus Christi

KORO

Ch. 28

Network Service: Univision.

Licensee: Telecorpus Inc., 102 N. Mesquite, Corpus Christi, TX 78401.

Studio: 102 N. Mesquite, Corpus Christi, TX 78401.

Telephone: 512-883-2823.

Technical Facilities: Channel No. 28 (554-560 MHz). Authorized power: 1459-kw max. visual, 146-kw max. aural. Antenna: 762-ft. above av. terrain, 750-ft. above ground, 820-ft. above sea level.

Latitude 27° 45' 11"
Longitude 97° 38' 14"

Transmitter: 2-mi. S of Hwy. 44 on Ch. 10 Rd., 2-mi. SE of Robstown.

Satellite Earth Station: Comtech, 10-meter.

News Service: AP.

Ownership: Jose R. De Leon Jr., pres., 11.11%; Olivero Everett, v.p., 11.11%; C. G. Oliveira, secy.-treas., 11.11%; Tony Bonilla, 11.11%; Roberto Bosquez, 11.11%; Oscar Garcia, 11.11%; Ernesto Sierra, 11.11%; Humberto Garcia, 11.11%.

Began Operation: April 13, 1977.

Represented (sales): Univision.

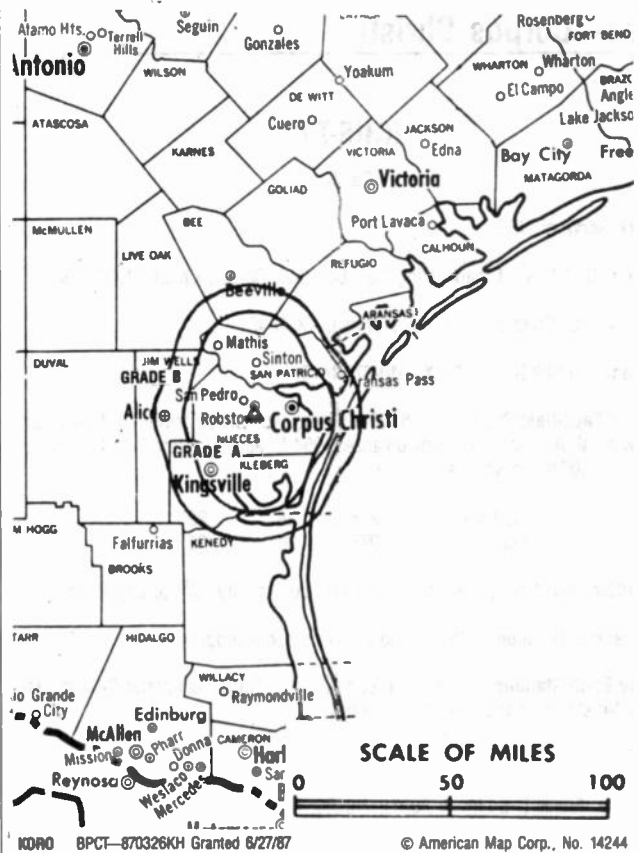
Personnel:

SERVANDO CABALLERO, general manager.
FELIPE FRANCO, chief engineer.

Highest 30 Sec. Rate: \$210.

City of License: Corpus Christi. **ADI:** Corpus Christi. **Rank:** 122.

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



Net Weekly Circulation	State County	Total Households	TV Households	%
TEXAS				
Between 5-24%	Jim Wells	12,700	12,500	98
	Kleberg	10,600	10,500	99
	Nueces	102,500	101,400	99
	San Patricio	19,800	19,500	98
Station Totals		145,600	143,900	99
Net Weekly Circulation (1989)			20,000	
Average Daily Circulation (1989)			11,500	

Texas—Corpus Christi

KRIS-TV

Ch. 6

Network Service: NBC.

Licensee: Gulf Coast Broadcasting Co., Box 840, Corpus Christi, TX 78403.

Studio: 409 S. Staples St., Corpus Christi, TX 78401.

Telephone: 512-883-6511. **TWX:** 910-876-1442.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: Circularly polarized, 954-ft. above av. terrain, 945-ft. above ground, 1007-ft. above sea level.

Latitude 27° 44' 28"
Longitude 97° 36' 08"

Transmitter: Violet Rd., 2.94-mi. S of Violet community, SW of city limits.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Stations: Harris, 9.1-meter Ku-band; Harris, 6.1-meter C-band; Harris, 4.1-meter Ku-band; Harris receivers.

News Service: AP.

Ownership: Frank T. Smith Jr., pres., 100%.

Began Operation: May 25, 1956.

Represented (sales): Petry Television Inc.

Represented (legal): Nixon, Hargrave, Devans & Doyle.

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

Personnel:

T. FRANK SMITH JR., president & general manager.
DORISE STEELE, vice president, station & program manager.
CHARLIE BRITE, general sales manager.
T. FRANK SMITH IV, local sales manager.
LISA PETERSON, national sales manager.
STEVE WEST, chief engineer.
FRED JORDAN, news director.
SUSAN M. HINES, business manager.
LAWRENCE GARZA, public service director.

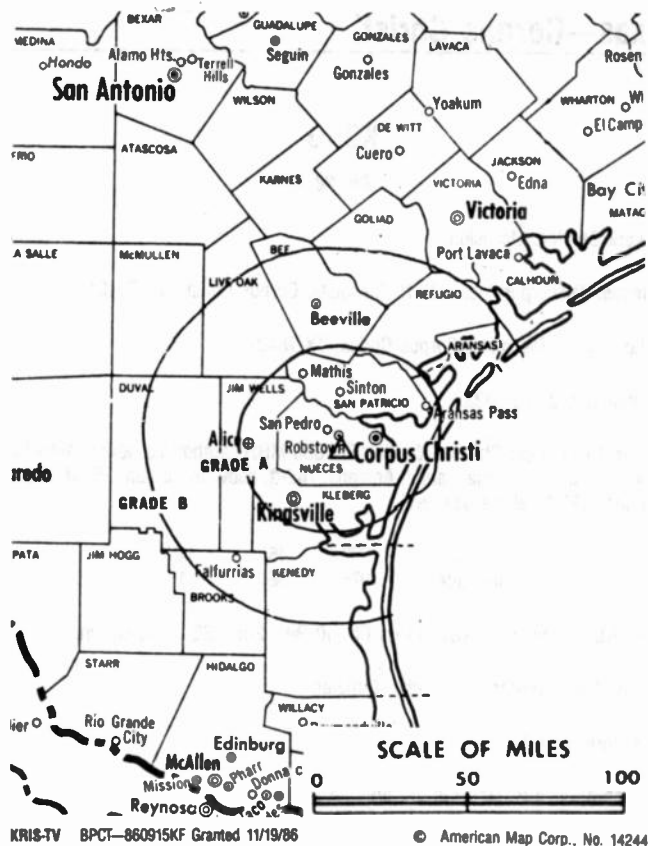
Highest One Hour Rate: \$3500.

Highest 30 Sec. Rate: \$1000.

NETWORK BASE HOURLY RATE: \$600.

City of License: Corpus Christi. **ADI:** Corpus Christi. **Rank:** 122.

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



KRIS-TV BPCT-860915KF Granted 11/19/86

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
TEXAS				
	Aransas	7,100	7,000	99
	Bee	8,800	8,600	98
	Brooks	2,800	2,700	96
	Duval	4,300	4,200	98
	Jim Hogg	1,900	1,800	95
	Jim Wells	12,700	12,500	98
	Kenedy	200	200	100
	Kleberg	10,600	10,500	99
	Live Oak	3,600	3,500	97
	Nueces	102,500	101,400	99
	Refugio	3,100	3,100	100
	San Patricio	19,800	19,500	98
Between 25-49%				
TEXAS				
	Zapata	2,700	2,600	96
Between 5-24%				
TEXAS				
	Goliad	1,900	1,900	100
Station Totals		182,000	179,500	99
Net Weekly Circulation (1989)				154,200
Average Daily Circulation (1989)				98,000

Texas—Corpus Christi

KZTV

Ch. 10

(Operates satellite KVTM, Laredo, TX)

Network Service: CBS.

Licensee: K-SIX Television Inc., 301 Artesian St., Corpus Christi, TX 78401.

Studio: 301 Artesian St., Corpus Christi, TX 78401.

Mailing Address: Box TV-10, Corpus Christi, TX 78403.

Telephone: 512-883-7070. **Telex:** 910-876-1480.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 47.9-kw aural. Antenna: 940-ft. above av. terrain, 982-ft. above ground, 1049-ft. above sea level.

Latitude 27° 46' 50"
Longitude 97° 38' 03"

Transmitter: State Hwy. 44, 1.7-mi. E of Robstown, TX.

Satellite Earth Stations: 4 in operation; Pinzone, RCA, Scientific-Atlanta receivers.

AM Affiliate: KSIX, 1-kw, 1230 kHz (CBS).

News Services: AP, CBS.

Ownership: Corpus Christi Bcstg. Co. Inc. (K-SIX), 54.26%; Vann M. Kennedy, pres., 29%; Charles R. Manning, v.p., 0.66%; Cecil E. Burney, secy., 1.2%; Lillian R. Mahoney, treas.; 32 others, none with more than 3%. Kennedy owns 51% of K-SIX. K-SIX also owns KVTM, Laredo, TX.

Began Operation: September 30, 1956.

Represented (sales): Seitel Inc.

Personnel:

VANN M. KENNEDY, president & general manager.
BOB WHITE, station manager.
GENE LOOPER, program director.
JIM BIXLER, commercial manager.
LESTER WATERS, chief engineer.
WALTER FURLEY, news director.
ALICE BENSON, promotion director.

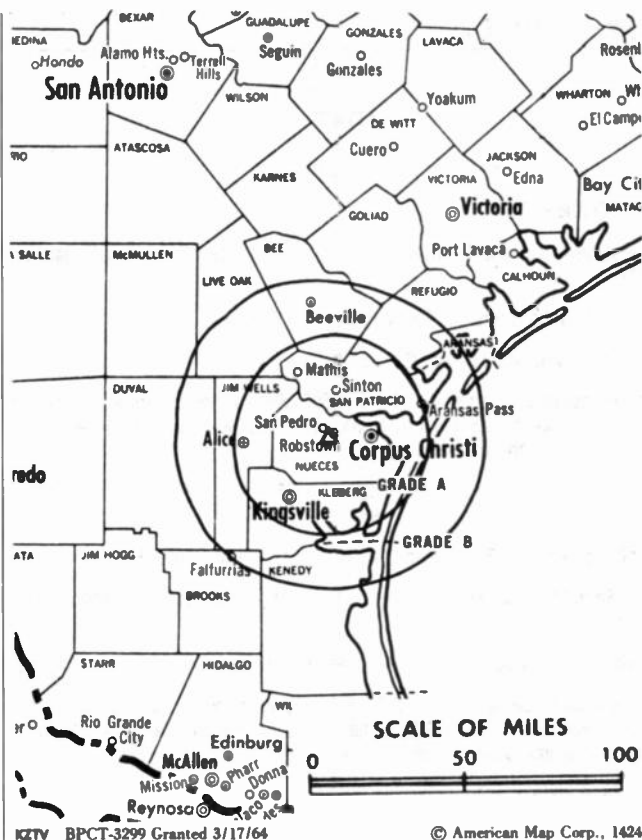
Highest 30 Sec. Rate: \$450.

NETWORK BASE HOURLY RATE: \$450.

City of License: Corpus Christi. **ADI:** Corpus Christi. **Rank:** 122.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Aransas	7,100	7,000	99
	Bee	8,800	8,600	98
	Brooks	2,800	2,700	96



KZTV BPCT-3299 Granted 3/17/64

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Duval	4,300	4,200	98
	Jim Hogg	1,900	1,800	95
	Jim Wells	12,700	12,500	98
	Kenedy	200	200	100
	Kleberg	10,600	10,500	99
	Live Oak	3,600	3,500	97
	Nueces	102,500	101,400	99
	Refugio	3,100	3,100	100
	San Patricio	19,800	19,500	98
	TEXAS			
Between 25-49%	Zapata	2,700	2,600	96
	TEXAS			
Between 5-24%	Calhoun	7,500	7,400	99
	Goliad	1,900	1,900	100
	Victoria	26,800	26,300	98
Station Totals		216,300	213,200	99
Net Weekly Circulation (1989)				150,100
Average Daily Circulation (1989)				88,600

Texas—Dallas

KDAF

Ch. 33

Network Service: Fox.

Licensee: News America Television Inc., 8001 John Carpenter Freeway, Dallas, TX 75247.

Studio: 8001 John Carpenter Freeway, Dallas, TX 75247.

Telephone: 214-634-8833. **Fax:** 214-634-0435.

Technical Facilities: Channel No. 33 (584-590 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1696-ft. above av. terrain, 1501-ft. above ground, 2321-ft. above sea level.

Latitude 32° 35' 22"
Longitude 96° 58' 10"

Transmitter: Belt Line Rd., 0.81-mi. W of Cedar Hill Rd., Cedar Hill.

Satellite Earth Stations: Harris, 6.1-meter; Harris, 4.57-meter; Harris, Scientific-Atlanta receivers.

Ownership: Fox Television Station Group. See Group Ownership of Television Stations.

Began Operation: September 29, 1980. Sale to present owner by Metromedia approved by FCC Nov. 14, 1985. Sale to Metromedia by Sheldon K. Turner and Nolanda Turner Hill approved by FCC Nov. 8, 1983.

Represented (sales): Petry Television Inc.

Personnel:

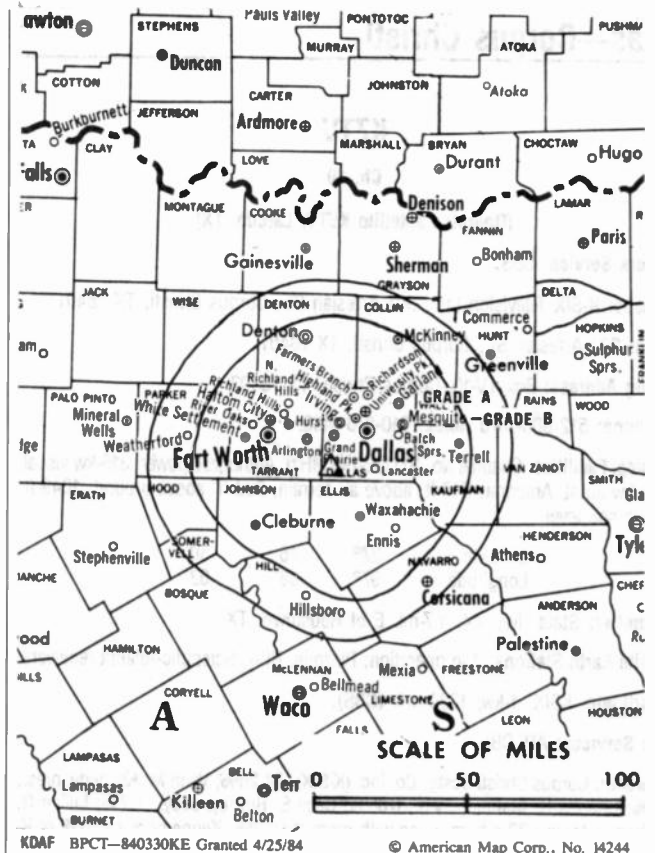
- D. GAYLE BRAMMER, vice president & general manager.
- KATHY SAUNDERS, vice president & general sales manager.
- BILL MUNK, local sales manager.
- ANDRE WOODSON, national sales manager.
- JOE MAGGIO, chief engineer.
- MARK SALDITCH, program director.
- CRAIG A. MILLER, advertising & promotion manager.
- SHERI GERMAIN-STAMBAUGH, business manager.
- CARL CRAMER, marketing director.

Rates: On request.

City of License: Dallas. **ADI:** Dallas-Fort Worth. **Rank:** 8.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Hood	11,500	11,400	99
	Johnson	33,500	33,200	99
	Parker	21,900	21,700	99
	Rockwall	9,200	9,100	99
Between 25-49%	TEXAS			
	Collin	72,600	71,800	99
	Dallas	717,600	712,700	99
	Denton	76,600	75,900	99
	Ellis	26,700	26,400	99
	Fannin	9,900	9,700	98
	Grayson	38,100	37,700	99
	Henderson	23,900	23,500	98
	Hunt	25,600	25,300	99



KDAF BPCT-840330KE Granted 4/25/84 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Kaufman	18,100	17,800	98
	Navarro	15,400	15,100	98
	Somervell	2,000	2,000	100
	Tarrant	415,700	412,800	99
	Wise	12,900	12,800	99
Between 5-24%	OKLAHOMA			
	Love	3,300	3,300	98
	Marshall	5,200	5,100	98
	TEXAS			
	Bosque	6,200	6,100	98
Cooke	11,500	11,400	99	
Delta	1,800	1,800	100	
Erath	10,200	10,100	99	
Freestone	6,600	6,500	98	
Hill	10,600	10,400	99	
Hopkins	11,400	11,200	98	
Limestone	8,700	8,500	98	
Montague	7,400	7,300	99	
Palo Pinto	10,000	9,900	99	
Rains	2,700	2,700	100	
Van Zandt	15,700	15,400	98	
Station Totals		1,642,500	1,628,600	99
Net Weekly Circulation (1989)				718,700
Average Daily Circulation (1989)				252,100

Texas—Dallas-Fort Worth

KDFI-TV

Ch. 27

Network Service: None, independent.

Licensee: Dallas Media Investors Corp.

Studio: 433 Regal Row, Dallas, TX 75247.

Mailing Address: Box 561427, Dallas, TX 75356.

Telephone: 214-637-2727.

Technical Facilities: Channel No. 27 (548-554 MHz). Authorized power: 5000-kw max. & 1490-kw horizontal visual, 251-kw aural. Antenna: 1690-ft. above av. terrain, 1529-ft. above ground, 2349-ft. above sea level.

Latitude 32° 35' 22"
Longitude 96° 58' 10"

Transmitter: Belt Line Rd., 0.81-mi. W of Cedar Hill Rd.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: United Satellite Systems, 5-meter; M/A-Com receivers.

News Services: Southwest Newswire, UPI.

Ownership: John A. McKay, pres., 23.1%; Francis A. Green, secy.-treas.; Warburg, Pincus Capital Partners Ltd., 70.2%; James R. Grant, 5.7%; Brenda K. Meyer, 1.1%.

Began Operation: January 26, 1981.

Represented (sales): Independent TV Sales.

Represented (legal): Dow, Lohnes & Albertson.

Personnel:

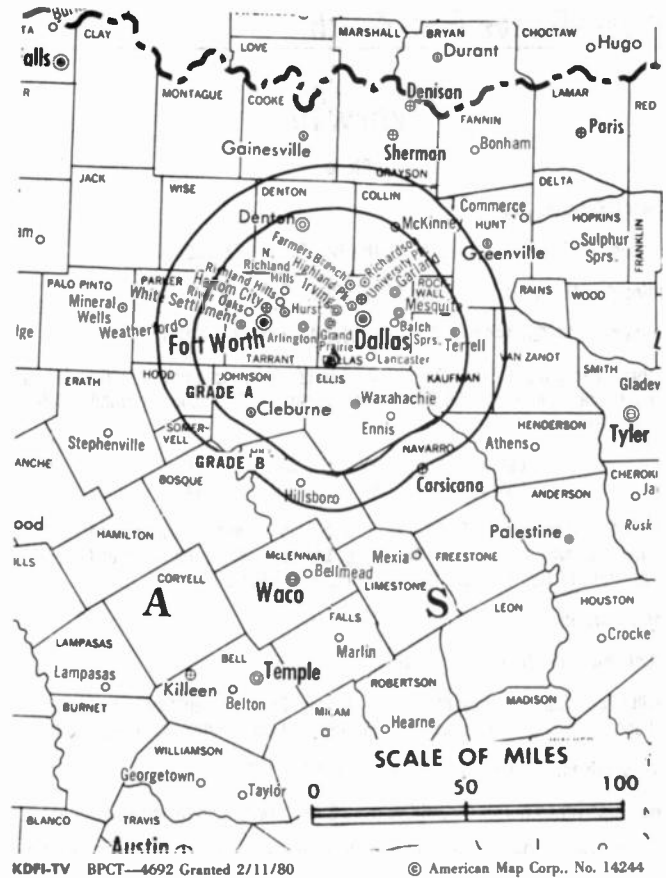
JOHN A. MCKAY, president & chief executive officer.
MARK LAMBERTI, director of broadcast operations.

Rates: On request.

City of License: Dallas. ADI: Dallas-Fort Worth. Rank: 8.

Total Households: © MSI Consumer Market Data as of 1/1/89. 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%	TEXAS			
	Collin	72,600	71,800	99
	Dallas	717,600	712,700	99
	Denton	76,600	75,900	99
	Ellis	26,700	26,400	99
	Erath	10,200	10,100	99
	Fannin	9,900	9,700	98
	Grayson	38,100	37,700	99
	Hill	10,600	10,400	99
	Hood	11,500	11,400	99
	Hopkins	11,400	11,200	98
	Johnson	33,500	33,200	99
	Kaufman	18,100	17,800	98
	Rockwall	9,200	9,100	99



KDFI-TV BPCT—4692 Granted 2/11/80

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	Households %
Between 25-49%	Somervell	2,000	2,000	100
	Tarrant	415,700	412,800	99
Between 5-24%	OKLAHOMA			
	Love	3,300	3,300	98
	TEXAS			
	Bosque	6,200	6,100	98
	Cooke	11,500	11,400	99
	Henderson	23,900	23,500	98
	Hunt	25,600	25,300	99
	Jack	3,000	3,000	100
	Montague	7,400	7,300	99
	Navarro	15,400	15,100	98
	Palo Pinto	10,000	9,900	99
	Parker	21,900	21,700	99
	Rains	2,700	2,700	100
	Van Zandt	15,700	15,400	98
Wise	12,900	12,800	99	
Station Totals		1,623,200	1,609,700	99
Net Weekly Circulation (1989)			549,400	
Average Daily Circulation (1989)			152,000	

Texas—Dallas-Fort Worth

KDFW-TV

Ch. 4

Network Service: CBS.

Licensee: KDFW-TV Inc., 400 N. Griffin St., Dallas, TX 75202.

Studio: 400 N. Griffin St., Dallas, TX 75202.

Telephone: 214-720-4444. TWX: 910-861-4111. Fax: 214-720-3207.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1685-ft. above av. terrain, 1521-ft. above ground, 2349-ft. above sea level.

Latitude 32° 35' 17"
Longitude 96° 58' 34"

Holds CP for change to 1677-ft. above av. terrain, 1496-ft. above ground, 2306-ft. above sea level, lat. 32° 35' 06", long. 96° 58' 41", transmitter to Cedar Hill at junction of Belt Line & Mansfield Rds. BPCT-881130KF.

Transmitter: 1570 W. Belt Line Rd., Cedar Hill.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.6-meter C-band; Vertex, 6.1-meter; Vertex, 4.6-meter C-band; Vertex, 4.6-meter Ku-band.

News Services: AP, CBS, DataTime, HMS, NIWS, UPI.

Ownership: Times Mirror Co., 100%. See Group Ownership of Television Stations.

Began Operation: December 3, 1949. Sale to present owner by Times Herald Printing Co. along with Dallas-Times Herald, approved by FCC May 15, 1970 (Television Digest, Vol. 9:38; 10:20).

Represented (sales): Katz Television.

Represented (legal): Wilmer, Cutler & Pickering.

Represented (engineering): Lohnes & Culver.

Personnel:

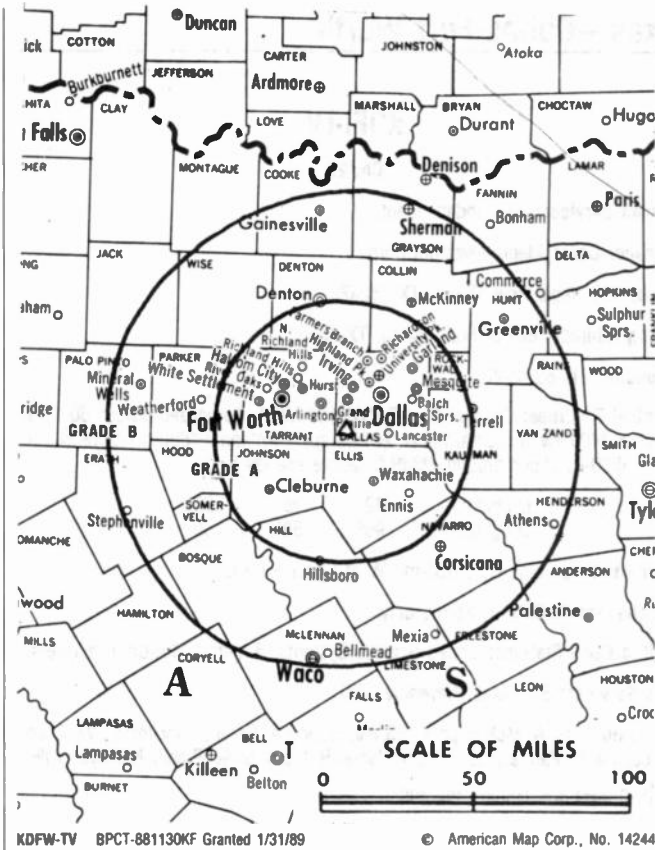
- CARL V. CAREY, president.
- I. W. (BILL) BAKER, vice president & general manager.
- WENDELL HARRIS, vice president & news director.
- TOM COLLIER, general sales manager.
- BOB BROCK, local sales manager.
- RICK THOMPSON, national sales manager.
- WARREN FARRAR, chief engineer.
- JOE BELL, program director.
- ED DELANEY, promotion director.
- ANN ROLLINS, business manager.

Rates: On request.

City of License: Dallas. ADI: Dallas-Fort Worth. Rank: 8.

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

Net Weekly Circulation	State County	Total Households	TV Households Households %
TEXAS			
50% & Over	Anderson	15,000	14,700 98
	Bosque	6,200	6,100 98
	Collin	72,600	71,800 99
	Comanche	5,000	4,900 98
	Cooke	11,500	11,400 99
	Dallas	717,600	712,700 99
	Delta	1,800	1,800 100
	Denton	76,600	75,900 99
	Ellis	26,700	26,400 99
	Erath	10,200	10,100 99
	Fannin	9,900	9,700 98
	Freestone	6,600	6,500 98
	Grayson	38,100	37,700 99
	Hamilton	3,700	3,600 97
	Henderson	23,900	23,500 98
	Hill	10,600	10,400 99



KDFW-TV BPCT-881130KF Granted 1/31/89

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households Households %
50% & Over	Hood	11,500	11,400 99
	Hopkins	11,400	11,200 98
	Hunt	25,600	25,300 99
	Johnson	33,500	33,200 99
	Kaufman	18,100	17,800 98
	Lamar	17,200	16,700 97
	Limestone	8,700	8,500 98
	Navarro	15,400	15,100 98
	Palo Pinto	10,000	9,900 99
	Parker	21,900	21,700 99
	Rains	2,700	2,700 100
	Rockwall	9,200	9,100 99
	Smith	58,400	57,700 99
	Somervell	2,000	2,000 100
	Tarrant	415,700	412,800 99
	Van Zandt	15,700	15,400 98
	Wise	12,900	12,800 99
	Wood	11,600	11,400 98

OKLAHOMA				
Between 25-49%	Choctaw	6,100	5,900 97	
	Love	3,300	3,300 98	
	Mc Curtain	13,000	12,700 98	
TEXAS				
	Cherokee	15,500	15,200 98	
	Franklin	3,200	3,100 97	
	Jack	3,000	3,000 100	
	Mc Lennan	70,400	69,800 99	
	Mills	1,900	1,900 100	
	Montague	7,400	7,300 99	
	Red River	6,300	6,100 97	
	Young	8,200	8,100 99	

(Continued on page A-1131)

Station Totals	2,031,000	2,011,000	99
Net Weekly Circulation (1989)			1,557,500
Average Daily Circulation (1989)			851,300

Texas—Dallas

KDTX-TV

Ch. 58

Network Service: Trinity Bcstg. Network.

Licensee: Trinity Bcstg. of Texas Inc., 1360 W. Belt Line Rd., Cedar Hill, TX 75104.

Studio: 2823 W. Irving Blvd., Irving, TX 75061.

Telephone: 214-291-9900.

Technical Facilities: Channel No. 58 (734-740 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1437-ft. above av. terrain, 1241-ft. above ground, 2061-ft. above sea level.

Latitude 32° 35' 22"
Longitude 96° 58' 10"

Transmitter: Belt Line Rd., 0.8-mi. W of Cedar Hill.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Dalsat, 9.2-meter; Scientific-Atlanta, 7-meter; Wagner receivers.

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

Began Operation: February 9, 1987.

Represented (legal): May & Dunne, Chartered.

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

Personnel:

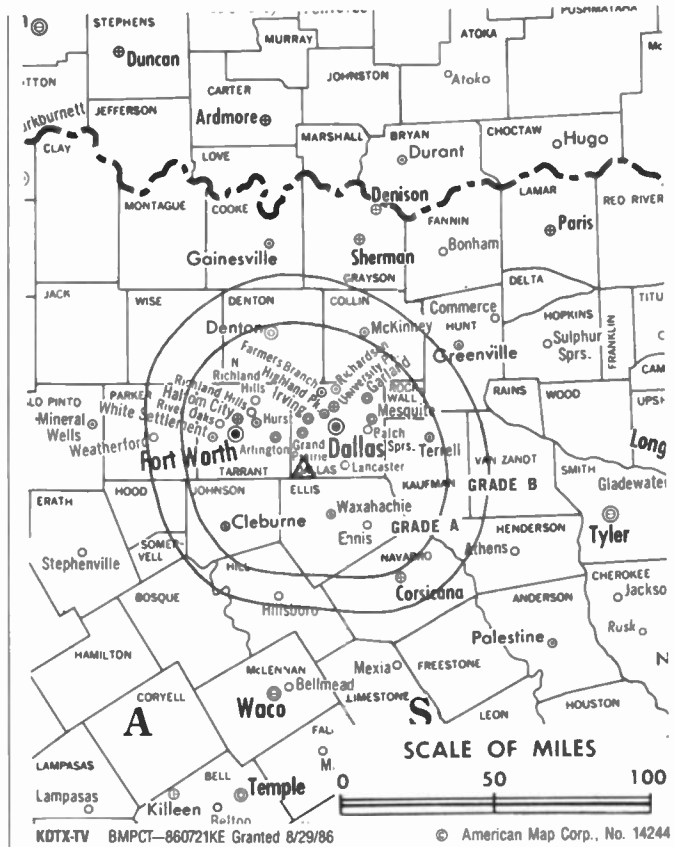
- PAGE GRAHAM, station manager.
- STEVE FJORDBAK, production manager.
- DANA HOOPER, public affairs director.
- JAN IRBY, promotion director.

Highest One Hour Rate: \$120.

Highest 30 Sec. Rate: \$95.

City of License: Dallas. **AOI:** Dallas-Fort Worth. **Rank:** 8.

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



Net Weekly Circulation	State County	Total Households	TV Households	%
TEXAS				
Between 5-24%	Freestone	6,600	6,500	98
Station Totals		6,600	6,500	98
Net Weekly Circulation (1989)			34,100	
Average Daily Circulation (1989)			12,600	

Texas—Fort Worth-Dallas

KFWD

Ch. 52

Network Service: Telemundo.

Licensee: Interspan Communications, 1720 Regal Row, Suite 240, Dallas, TX 75235.

Studio: 1720 Regal Row, Suite 240, Dallas, TX 75235.

Telephone: 214-263-8137. **Fax:** 214-637-4930.

Technical Facilities: Channel No. 52 (698-704 MHz). Authorized power: 5000-kw max. visual. Antenna: 1076-ft. above av. terrain, 1053-ft. above ground, 1680-ft. above sea level.

Latitude	32°	45'	01''
Longitude	97°	16'	07''

Transmitter: Near 3900 Barnett St., Fort Worth.

Ownership: Ronald Ulloa, 100%.

Began Operation: September 1, 1988.

Represented (legal): Paul, Hastings, Janofsky & Walker.

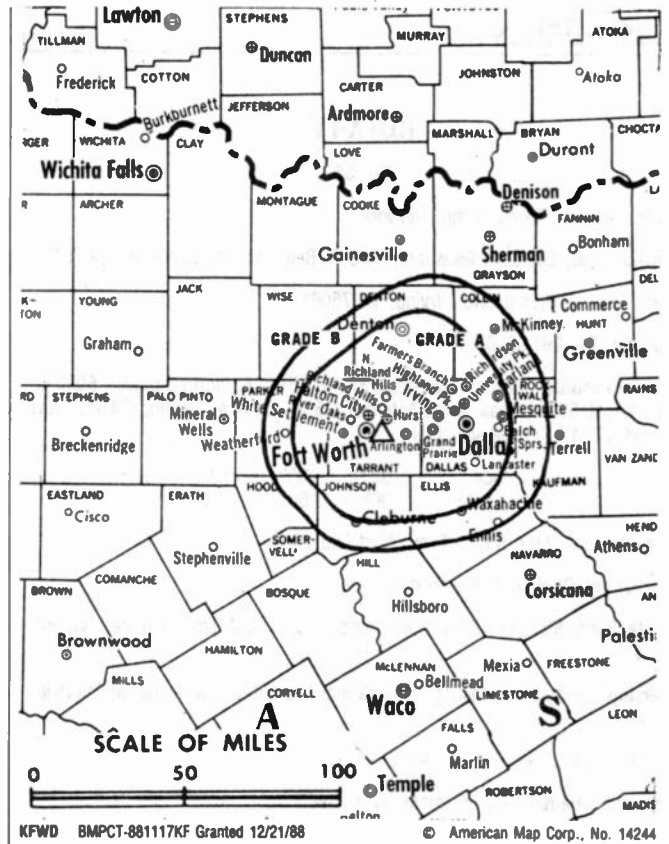
Represented (engineering): Silliman & Silliman.

Personnel:

ARTHUR GRAY, station manager.
 CERI SE CARTER, local sales manager.
 LOLLY BRIANO, promotion director.
 BILL WISE, chief engineer.

Rates: On request.

Arbitron Data: Not available.



City of License: Fort Worth. ADI: Dallas-Fort Worth. Rank: 8.

Texas—Fort Worth-Dallas

KTVT

Ch. 11

Network Service: None, independent.

Licensee: Gaylord Broadcasting Co.

Studio: 5233 Bridge St., Fort Worth, TX 76103.

Mailing Address: Box 2495, Fort Worth, TX 76113.

Telephones: 817-451-1111, Fort Worth; 214-770-4411, Dallas.

TWX: 910-893-5051.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1669-ft. above av. terrain, 1553-ft. above ground, 2349-ft. above sea level.

Latitude 32° 34' 43"
Longitude 96° 57' 12"

Transmitter: Approx. 0.7-mi. S of Cedar Hill, TX.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 6.1-meter C-band; Harris, 4.7-meter C-band; Harris, 3-meter C-band; Vertex receivers.

News Service: AP.

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

Began Operation: September 11, 1955. Sale to present owner by NAFI Telecasting approved Aug. 1, 1962 (*Television Digest*, Vol. 2:11, 32). Sale to NAFI Telecasting by Texas State Network approved July 27, 1960 by FCC (Vol. 16:21, 31).

Represented (sales): MMT Sales Inc.

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

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

Personnel:

E. D. TRIMBLE, exec. vice president & general manager.
RICK MILLS, general sales manager.
GARY SCHNEIDER, local sales manager, Dallas.
DONNA CDOMER, local sales manager, Fort Worth.
BRIAN JONES, regional sales manager, northeast.
PAUL HASTABA, regional sales manager, southwest.
OLNEY KELLY, chief engineer.
PENNY PRESTON, news director.
KEN FOOTE, program director.
DALE PALECEK, promotion director.
ED CUELLAR, business manager.

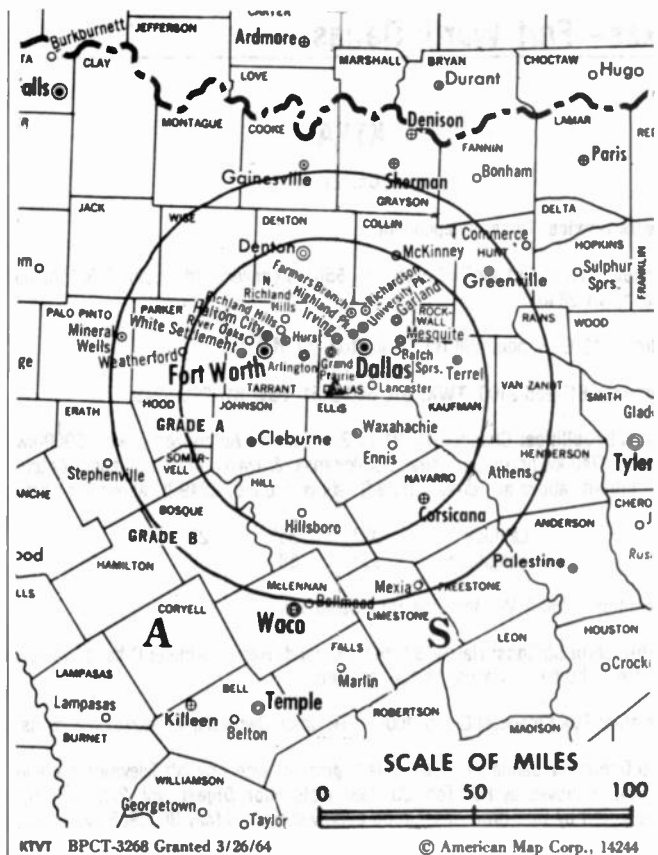
Highest One Hour Rate: \$20,000.

Highest 30 Sec. Rate: \$6000.

City of License: Fort Worth. ADI: Dallas-Fort Worth. Rank: 8.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OKLAHOMA			
	Comanche	38,500	38,200	99
	TEXAS			
	Bosque	6,200	6,100	98
	Collin	72,600	71,800	99
	Cooke	11,500	11,400	99
	Dallas	717,600	712,700	99
	Delta	1,800	1,800	100
	Denton	76,600	75,900	99
	Ellis	26,700	26,400	99
	Erath	10,200	10,100	99
	Fannin	9,900	9,700	98
	Freestone	6,600	6,500	98
	Grayson	38,100	37,700	99



KTVT BPCT-3268 Granted 3/26/64

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Henderson	23,900	23,500	98
	Hill	10,600	10,400	99
	Hood	11,500	11,400	99
	Hopkins	11,400	11,200	98
	Hunt	25,600	25,300	99
	Johnson	33,500	33,200	99
	Kaufman	18,100	17,800	98
	Lamar	17,200	16,700	97
	Limestone	8,700	8,500	98
	Navarro	15,400	15,100	98
	Parker	21,900	21,700	99
	Rockwall	9,200	9,100	99
	Sherman	1,100	1,100	100
	Somervell	2,000	2,000	100
	Tarrant	415,700	412,800	99
Van Zandt	15,700	15,400	98	
Wise	12,900	12,800	99	
Between 25-49%	ARKANSAS			
	Quachita	12,800	12,500	98
	Sebastian	40,000	39,600	99
LOUISIANA	Union	18,600	18,300	98
	LOUISIANA			
	Bossier	32,700	32,400	99
OKLAHOMA	OKLAHOMA			
	Bryan	13,200	12,900	98
	Carter	18,200	18,000	99
	Choctaw	6,100	5,900	97
	Greer	3,000	2,900	97
	Jackson	11,000	10,900	99
	Love	3,300	3,300	98
Mc Curtain	13,000	12,700	98	

(Continued on page A-1132)

Station Totals	3,949,200	3,907,600	99
Net Weekly Circulation (1989)		1,623,400	
Average Daily Circulation (1989)		594,200	

Texas—Fort Worth-Dallas

KTXA

Ch. 21

Network Service: None, independent.

Licensee: TVX of Fort Worth-Dallas Inc., 5501 Greenwich Rd., Suite 275, Virginia Beach, VA 23462.

Studio: 1712 E. Randol Mill Rd., Arlington, TX 76011.

Telephone: 817-265-2100. **TWX:** 910-890-5151. **Fax:** 817-265-5949.

Technical Facilities: Channel No. 21 (512-518 MHz). Authorized power: 5000-kw max. & 1740-kw horizontal visual, 500-kw max. & 174-kw horizontal aural. Antenna: 1690-ft. above av. terrain, 1529-ft. above ground, 2349-ft. above sea level.

Latitude 32° 35' 22"
Longitude 96° 58' 10"

Transmitter: 1360-A W. Belt Line Rd., Cedar Hill.

Satellite Earth Stations: Harris, 6.1-meter C-band; Harris, 3-meter C-band; Vertex, 4.6-meter Ku-band; Harris, Vertex receivers.

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

Began Operation: January 4, 1981. Sale to present owners by Taft Television & Radio Co. Inc. approved by FCC Feb. 20, 1987 (*Television Digest*, Vol. 27:9, 14, 15). Sale to Taft by Gulf Broadcast Group approved by FCC May 30, 1985 (Vol. 25:5, 20, 22). Sale to Gulf by Sidney L. Schlenker, J. Livingston Kosberg, et al., approved Dec. 11, 1984 (Vol. 24:23, 53).

Represented (sales): Seitel Inc.

Represented (legal): Kenkel Barnard & Edmundson.

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

Personnel:

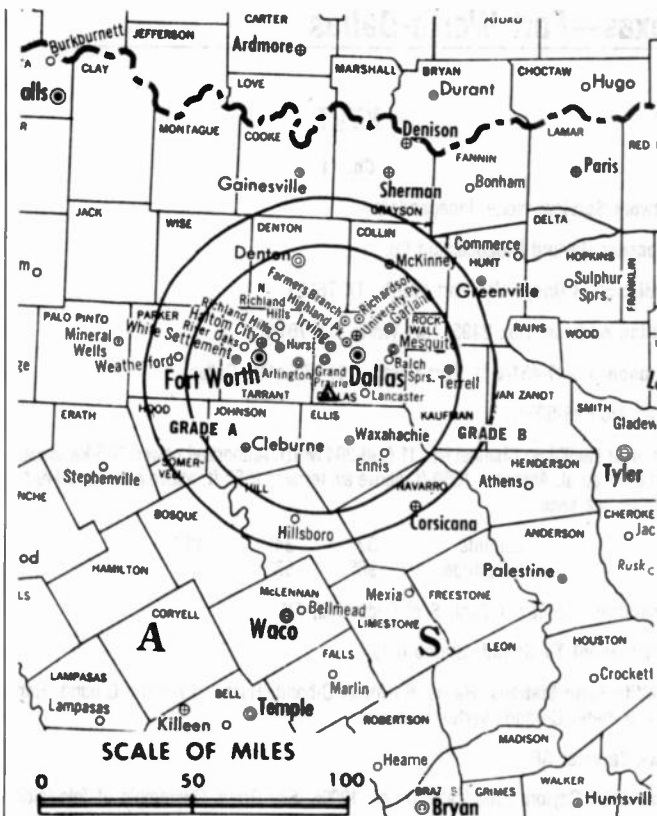
DIRK M. BRINKERHOFF, vice president & general manager.
MIKE DUNLOP, general sales manager.
LINDA DANNA, local sales manager.
GREG PITTMAN, national sales manager.
GEORGE DELACERDA, chief engineer.
TAMMY SALINAS, program manager.
SUE STUECHELI, business manager.
RICK DAVEY, production/operations manager.
PAT O'CONNOR, traffic manager.

Highest 30 Sec. Rate: \$3000.

City of License: Arlington. **ADI:** Dallas-Fort Worth. **Rank:** 8.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Collin	72,600	71,800	99
	Dallas	717,600	712,700	99
	Denton	76,600	75,900	99
	Ellis	26,700	26,400	99
	Hood	11,500	11,400	99
	Parker	21,900	21,700	99
	Rockwall	9,200	9,100	99
	Tarrant	415,700	412,800	99
	Wise	12,900	12,800	99



KTXA BPCT-4962 Granted 3/31/80

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	TEXAS			
	Bosque	6,200	6,100	98
	Cooke	11,500	11,400	99
	Delta	1,800	1,800	100
	Erath	10,200	10,100	99
	Fannin	9,900	9,700	98
	Grayson	38,100	37,700	99
	Henderson	23,900	23,500	98
	Hill	10,600	10,400	99
	Hunt	25,600	25,300	99
	Johnson	33,500	33,200	99
	Kaufman	18,100	17,800	98
	Limestone	8,700	8,500	98
	Navarro	15,400	15,100	98
Palo Pinto	10,000	9,900	99	
Somervell	2,000	2,000	100	
Between 5-24%	OKLAHOMA			
	Love	3,300	3,300	98
	Marshall	5,200	5,100	98
TEXAS	Freestone	6,600	6,500	98
	Hamilton	3,700	3,600	97
	Hopkins	11,400	11,200	98
	Jack	3,000	3,000	100
	Montague	7,400	7,300	99
	Rains	2,700	2,700	100
	Van Zandt	15,700	15,400	98
Station Totals		1,649,200	1,635,200	99
Net Weekly Circulation (1989)				815,000
Average Daily Circulation (1989)				303,700

Texas—Fort Worth-Dallas

KXAS-TV

Ch. 5

Network Service: NBC.

Licensee: North Texas Broadcasting Corp., 3900 Barnett St., Fort Worth, TX 76103.

Studio: 3900 Barnett St., Fort Worth, TX 76103.

Mailing Address: Box 1780, Fort Worth, TX 76101.

Telephone: 817-429-1550. **TWX:** 910-893-5070. **Fax:** 817-531-0162.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1685-ft. above av. terrain, 1521-ft. above ground, 2349-ft. above sea level.

Latitude 32° 35' 17"
Longitude 96° 58' 34"

Holds CP for change to 1686-ft. above av. terrain, 1496-ft. above ground, 2306-ft. above sea level, lat. 32° 35' 15", long. 96° 57' 59", transmitter to 1.12-mi. W of Belt Line Rd. & Rte. 67 intersection, Cedar Hill. BPCT-890124KM.

Transmitter: Mansfield & Belt Line Rds., Cedar Hill, Dallas County.

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

News Services: AP, NBC, UPI.

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

Began Operation: September 29, 1948. Sale to present owner by Carter Publications Inc. (Fort Worth Star-Telegram) approved by FCC May 13, 1974 (Television Digest, Vol. 13:2; 14:19).

Represented (sales): Blair Television.

Represented (legal): Koteen & Naftalin.

Personnel:

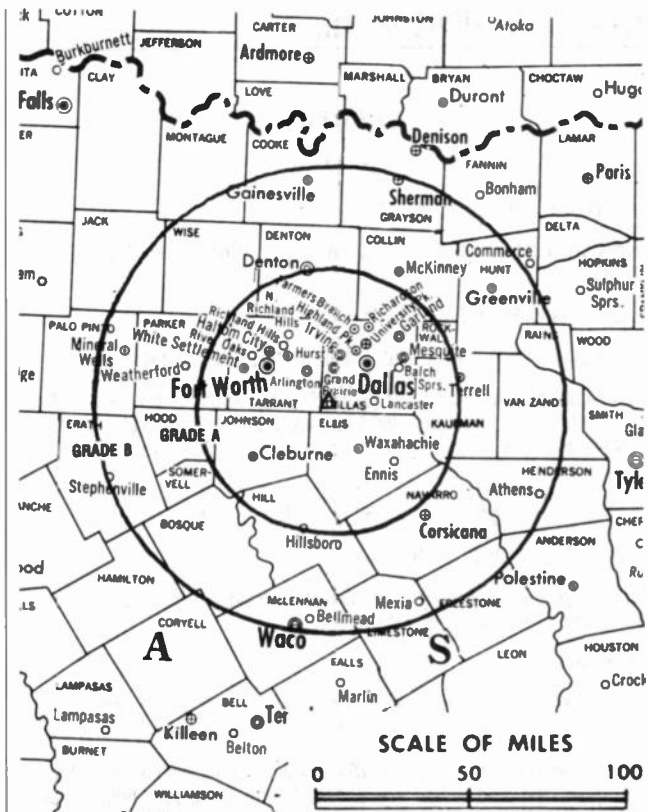
FRANK O'NEIL, president & general manager.
PATTY PARKER, general sales manager.
KATHY WOOD, national sales manager.
LINDA SPEAR, national sales manager.
BILL SCHOCK, engineering director.
MIKE McDONALD, news director.
RUSS THORNTON, director, administration & programming.
ANNETTE HERRMAN, director of advertising & promotion.
MEREDITH SMITH, business manager.
CHUCK BAKER, director of community affairs.
BILL KELLEY, operations director.

Rates: On request.

City of License: Fort Worth. **ADI:** Dallas-Fort Worth. **Rank:** 8.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
TEXAS				
50% & Over	Anderson	15,000	14,700	98
	Bosque	6,200	6,100	98
	Collin	72,600	71,800	99
	Comanche	5,000	4,900	98
	Cooke	11,500	11,400	99
	Dallas	717,600	712,700	99
	Delta	1,800	1,800	100
	Denton	76,600	75,900	99
	Ellis	26,700	26,400	99
	Erath	10,200	10,100	99
	Fannin	9,900	9,700	98
	Freestone	6,600	6,500	98
	Grayson	38,100	37,700	99
	Henderson	23,900	23,500	98
	Hill	10,600	10,400	99
	Hood	11,500	11,400	99
	Hopkins	11,400	11,200	98
	Hunt	25,600	25,300	99
	Jack	3,000	3,000	100
	Johnson	33,500	33,200	99
	Kaufman	18,100	17,800	98
	Lamar	17,200	16,700	97
	Limestone	8,700	8,500	98



KXAS-TV BPCT-890124KM Granted 3/20/89

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Navarro	15,400	15,100	98
	Palo Pinto	10,000	9,900	99
	Parker	21,900	21,700	99
	Rains	2,700	2,700	100
	Rockwall	9,200	9,100	99
	Tarrant	415,700	412,800	99
	Van Zandt	15,700	15,400	98
	Wise	12,900	12,800	99
	Wood	11,600	11,400	98
Between 25-49%	OKLAHOMA			
	Bryan	13,200	12,900	98
	Choctaw	6,100	5,900	97
	Love	3,300	3,300	98
	Marshall	5,200	5,100	98
	TEXAS			
	Cherokee	15,500	15,200	98
	Hamilton	3,700	3,600	97
	Montague	7,400	7,300	99
	Red River	6,300	6,100	97
	Smith	58,400	57,700	99
	Somervell	2,000	2,000	100
	Young	8,200	8,100	99
Between 5-24%	TEXAS			
	Camp	4,100	4,000	98
	Eastland	8,000	7,900	99
	Franklin	3,200	3,100	97
	Gregg	42,400	41,900	99
	Houston	8,700	8,500	98
	Leon	5,500	5,300	96
	Mc Lennan	70,400	69,800	99
	Mills	1,900	1,900	100
	Stephens	4,300	4,200	98
	Titus	8,900	8,800	98
	Upshur	12,200	12,000	98
Station Totals		1,975,300	1,956,200	99
Net Weekly Circulation (1989)			1,547,700	
Average Daily Circulation (1989)			877,000	

Texas—Dallas-Fort Worth

KXTX-TV

Ch. 39

Network Service: None, independent.

Licensee: CBN Continental Broadcasting Network Inc., CBN Center, Virginia Beach, VA 23463.

Studio: 3900 Harry Hines Blvd., Dallas, TX 75219.

Telephone: 214-521-3900. **TWX:** 910-240-8075. **Fax:** 214-522-8311.

Technical Facilities: Channel No. 39 (620-626 MHz). Authorized power: 4508-kw max. & 2480-kw horizontal visual, 450.8-kw max. & 248-kw horizontal aural. Antenna: 1679-ft. above av. terrain, 1520-ft. above ground, 2334-ft. above sea level.

Latitude 32° 35' 07"
Longitude 96° 58' 06"

Transmitter: 1200 W. Belt Line Rd., Cedar Hill.

Satellite Earth Stations: Scientific-Atlanta, 10-meter C-band; Scientific-Atlanta, 3-meter Ku & C-band; Scientific-Atlanta receivers.

News Service: UPI.

Ownership: CBN Continental Broadcasting Network Inc., 100%. Tim Robertson, pres.; Robert E. Johnson, senior v.p.; B. James Reid, senior v.p. & chief operating officer.

Began Operation: February 5, 1968 as KDTV. Donation to present owner by Double-day Bcstg. Co. approved by FCC Nov. 9, 1973. Following transfer Christian Bcstg. switched to Ch. 39 from Ch. 33 which went dark. Proposed sale to Family Group Bcstg. (Ian N. Wheeler, et al.) dismissed Nov. 24, 1986.

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

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

Personnel:

- TED NORMAN, vice president & general manager.
- MIKE CARTER, station manager.
- PERRY SOOK, general sales manager.
- JOANNE MAY, national sales manager.
- GEORGE BECKER, national sales manager, New York City.
- DEBBIE MURPHY, regional sales manager.
- HAROLD NASH, chief engineer.
- KARIN HOYER, news & public affairs director.
- NELSON FLANAGAN, program & promotion director.
- LARRY BROWN, business manager.
- DENNIS BRUNS, production manager.
- JEFF SERIO, retail sales manager.

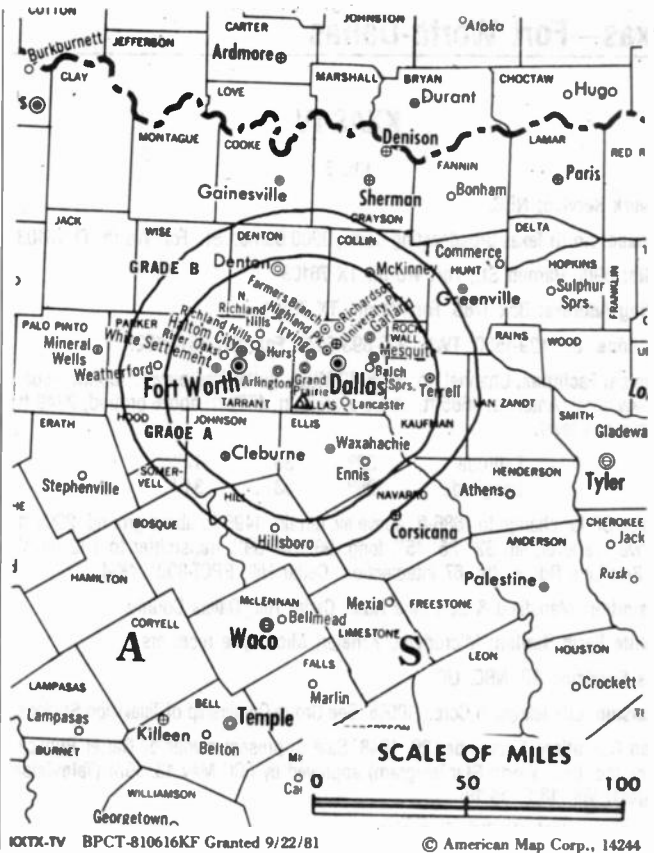
Highest One Hour Rate: \$12,000.

Highest 30 Sec. Rate: \$2000.

City of License: Dallas. **AOI:** Dallas-Fort Worth. **Rank:** 8.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Hood	11,500	11,400	99
	Kaufman	18,100	17,800	98
Between 25-49%	ARKANSAS			
	St Francis	9,900	9,700	98
	OKLAHOMA			
	Love	3,300	3,300	98
	Marshall	5,200	5,100	98
	TEXAS			
	Bosque	6,200	6,100	98
	Collin	72,600	71,800	99
	Cooke	11,500	11,400	99
	Dallas	717,600	712,700	99
Denton	76,600	75,900	99	
Ellis	26,700	26,400	99	
Erath	10,200	10,100	99	
Fannin	9,900	9,700	98	



KXTX-TV BPCT-810616KF Granted 9/22/81

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	TEXAS			
	Freestone	6,600	6,500	98
	Grayson	38,100	37,700	99
	Henderson	23,900	23,500	98
	Hill	10,600	10,400	99
	Hopkins	11,400	11,200	98
	Hunt	25,600	25,300	99
	Jack	3,000	3,000	100
	Johnson	33,500	33,200	99
	Limestone	8,700	8,500	98
	Mc Lennan	70,400	69,800	99
	Nacogdoches	19,100	18,700	98
	Navarro	15,400	15,100	98
	Palo Pinto	10,000	9,900	99
	Parker	21,900	21,700	99
	Rains	2,700	2,700	100
	Rockwall	9,200	9,100	99
	Smith	58,400	57,700	99
Somervell	2,000	2,000	100	
Tarrant	415,700	412,800	99	
Van Zandt	15,700	15,400	98	
Wise	12,900	12,800	99	
Young	8,200	8,100	99	
Between 5-24%	ARKANSAS			
	Arkansas	8,600	8,500	99
	Cross	6,800	6,700	99
	Garland	32,300	31,800	98
	Hempstead	8,700	8,500	98
	Jefferson	30,800	30,300	99
Lee	5,100	4,900	97	
Ouachita	12,800	12,500	98	
(Continued on page A-1131)				
Station Totals		2,275,300	2,253,200	99
Net Weekly Circulation (1989)			713,500	
Average Daily Circulation (1989)			239,200	

Texas—Dallas

WFAA-TV

Ch. 8

Network Service: ABC.

Licensee: WFAA Television Inc., Communications Center, 600 Young St., Dallas, TX 75202-4810.

Studio: Communications Center, 600 Young St., Dallas, TX 75202-4810.

Telephone: 214-748-9631. **TWX:** 214-899-8413. **Fax:** 214-977-6268.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1680-ft. above av. terrain, 1521-ft. above ground, 2349-ft. above sea level.

Latitude 32° 35' 17"
Longitude 96° 58' 34"

Holds CP for change to 1680-ft. above av. terrain, 1499-ft. above ground, 2310-ft. above sea level, lat. 32° 35' 06", long. 96° 58' 41", transmitter to 1570 W. Belt Line Rd., 0.5-mi. W of Cedar Hill. BPCT-861003KS.

Transmitter: 1-mi. W of Cedar Hill, TX.

Multichannel TV Sound: Stereo and separate audio program.

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

News Services: ABC, AP, CNN, Group W Newsfeed, UPI.

Ownership: A. H. Belo Corp., 100%. See Group Ownership of Television Stations.

Began Operation: September 17, 1949 as KBTV. Sold to present owner February 1950 (Television Digest, Vol. 6:4, 11).

Represented (sales): TeleRep Inc.

Represented (legal): Dow, Lohnes & Albertson.

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

Personnel:

DAVID T. LANE, president & general manager.
BUFF PARHAM, general sales manager.
JOHN RIZZUTI, local sales manager.
KATHY CLEMENTS, national sales manager.
BEAVEN ELS, chief engineer.
JOHN MILLER, news director.
MICHAEL GRANT, executive director, programming & creative services.
GAYLE ALLEN, promotion manager.
PAT OSWALD, controller.
CLYDE CHAPPELL, production manager.
JOHN IRVIN, executive director of administration.
ALLAN BEUTLER, design director.
DEBBIE JOHNSTON, business manager, creative services.

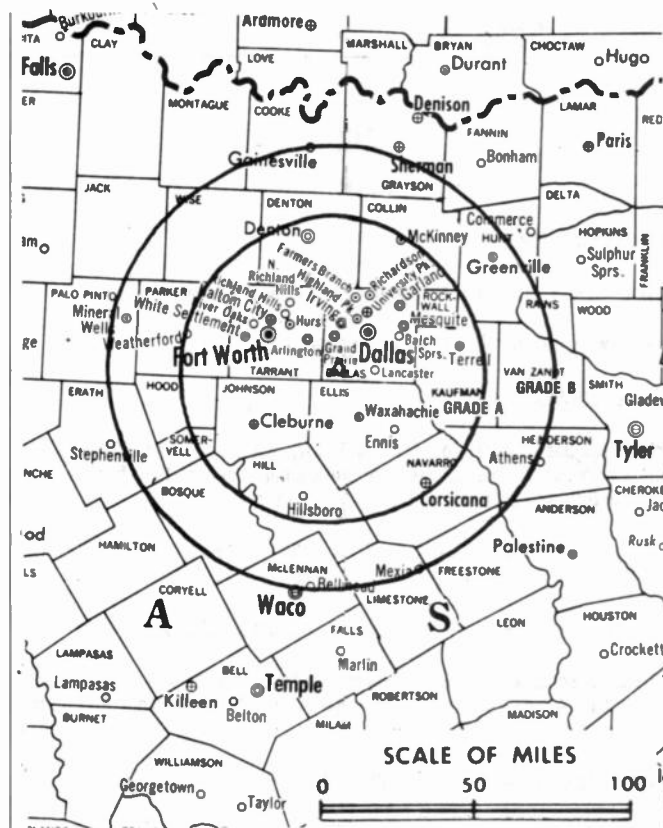
Rates: On request.

NETWORK BASE HOURLY RATE: \$2650.

City of License: Dallas. **AOI:** Dallas-Fort Worth. **Rank:** 8.

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

Net Weekly Circulation	State County	Total Households	TV Households Households %
TEXAS			
50% & Over	Anderson	15,000	14,700 98
	Bosque	6,200	6,100 98
	Collin	72,600	71,800 99
	Comanche	5,000	4,900 98
	Cooke	11,500	11,400 99
	Crockett	1,600	1,600 100
	Dallas	717,600	712,700 99
	Delta	1,800	1,800 100
	Denton	76,600	75,900 99
	Ellis	26,700	26,400 99
	Erath	10,200	10,100 99
	Fannin	9,900	9,700 98



WFAA-TV BPCT-861003KS Granted 1/31/89

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households Households %
50% & Over	Freestone	6,600	6,500 98
	Grayson	38,100	37,700 99
	Hamilton	3,700	3,600 97
	Henderson	23,900	23,500 98
	Hill	10,600	10,400 99
	Hood	11,500	11,400 99
	Hopkins	11,400	11,200 98
	Hunt	25,600	25,300 99
	Johnson	33,500	33,200 99
	Kaufman	18,100	17,800 98
	Kimble	1,600	1,500 94
	Lamar	17,200	16,700 97
	Limestone	8,700	8,500 98
	Mitchell	3,300	3,300 100
	Navarro	15,400	15,100 98
	Palo Pinto	10,000	9,900 99
	Parker	21,900	21,700 99
	Rockwall	9,200	9,100 99
	Schleicher	1,000	1,000 100
	Scurry	7,100	7,000 99
	Somervell	2,000	2,000 100
	Stephens	4,300	4,200 98
	Sutton	1,800	1,700 94
	Tarrant	415,700	412,800 99
	Tom Green	36,400	36,000 99
	Van Zandt	15,700	15,400 98
	Wise	12,900	12,800 99
OKLAHOMA			
Between 25-49%	Bryan	13,200	12,900 98
	Carter	18,200	18,000 99

(Continued on page A-1131)

Station Totals	2,170,900	2,149,900	99
Net Weekly Circulation (1989)		1,666,100	
Average Daily Circulation (1989)		1,023,900	

Texas—El Paso

KCIK

Ch. 14

Network Service: Fox.

Licensee: KCIK-TV Inc., 3100 N. Stanton St., El Paso, TX 79902.

Studio: 3100 N. Stanton St., El Paso, TX 79902.

Telephone: 915-533-1414.

Technical Facilities: Channel No. 14 (470-476 MHz). Authorized power: 402-kw max. & 214-kw horizontal visual, 21.4-kw horizontal aural. Antenna: 1980-ft. above av. terrain, 366-ft. above ground, 6114-ft. above sea level.

Latitude 31° 48' 55"
Longitude 106° 29' 20"

Transmitter: Approx 3.9-mi. NNW of County Courthouse, El Paso.

Satellite Earth Stations: Microdyne, 4.5-meter Ku-band; Prodelin, 4.5-meter C-band; Weatherscan, 4-meter C-band; Prodelin, 3.9-meter C-band; Gardiner, M/A-Com, Microdyne receivers.

Ownership: John Mulderrig, chmn., 100%; Scott H. Robb, pres.-secy.

Began Operation: August 1, 1979. Sale to Santa Fe Communications & DeRance Foundation by Cristo Rey Corp. approved by FCC April 20, 1983. Sale to present owners granted June 17, 1988; consummated Aug. 1988.

Represented (sales): MMT Sales Inc.

Represented (legal): Robb & Henning.

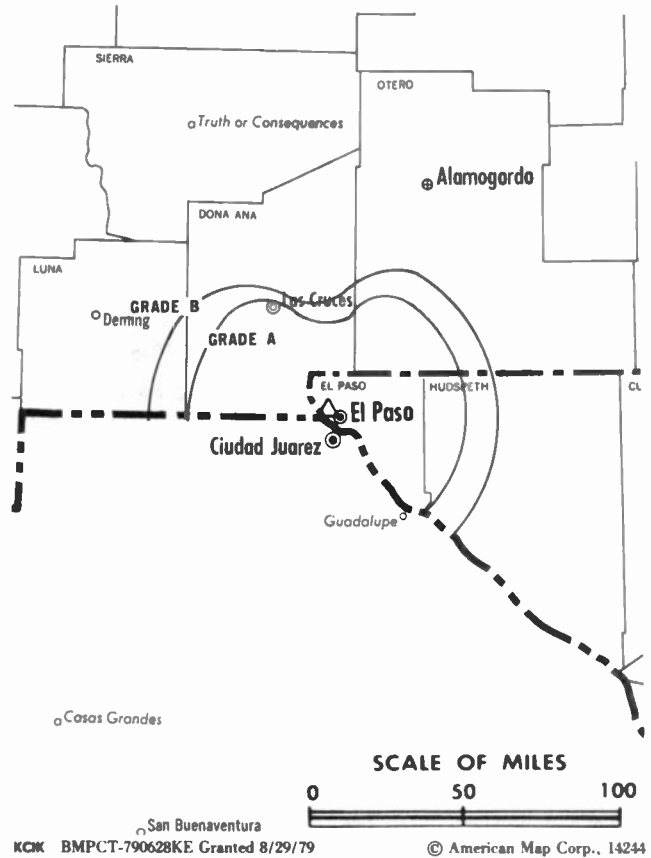
Personnel:

DON CAPARIS, president & general manager.
LARRY PEPIN, station & business manager.
HELEN BARRY, national sales manager.
CURTIS KEMP, chief engineer.
REBECCA BENSON, promotion & marketing director.

Rates: On request.

City of License: El Paso. **ADI:** El Paso. **Rank:** 102.

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



Net Weekly Circulation	State County	Total Households	TV Households	Households %
TEXAS				
50% & Over	El Paso	170,800	169,400	99
NEW MEXICO				
Between 25-49%	Dona Ana	43,500	42,100	97
NEW MEXICO				
Between 5-24%	Otero	17,600	17,200	98
TEXAS				
	Hudspeth	900	900	100
Station Totals		232,800	229,600	99
Net Weekly Circulation (1989)				128,100
Average Daily Circulation (1989)				59,900

Texas—El Paso

KDBC-TV

Ch. 4

Network Service: CBS.

Licensee: KDBC-TV Ltd. Partnership, Box 1799, El Paso, TX 79999.

Studio: 2201 Wyoming Ave., El Paso, TX 79903.

Telephone: 915-532-6551. **TWX:** 910-964-1323. **Fax:** 915-544-2591.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1563-ft. above av. terrain, 410-ft. above ground, 5610-ft. above sea level.

Latitude 31° 47' 46"
Longitude 106° 28' 57"

Transmitter: Comanche Peak, El Paso.

Satellite Earth Stations: Scientific-Atlanta, 7-meter; Comtech, 5-meter; Scientific-Atlanta, 5-meter C-band; Comrex, 4.6-meter; Scientific-Atlanta, 3-meter; Harris, Microdyne, Pinzone, Scientific-Atlanta receivers.

News Service: AP.

Ownership: Imes Communications of El Paso Inc., gen. partner, 20%; Columbus Television Inc., ltd. partner, 20%; Commercial Dispatch Co. Inc., ltd. partner, 20%; WBOY-TV Inc., ltd. partner, 20%; WMUR-TV Inc., ltd. partner, 20%. See Birney Imes Jr. in Group Ownership of TV Stations.

Began Operation: December 14, 1952. Sale to present owners by United Broadcasting Corp. approved May 10, 1988. Sale to United Bcstg. Corp. by El Paso TV Co. approved by FCC April 21, 1986 (*Television Digest*, Vol. 26:14, 25). Sale to Evening Post Publishing Co. by Doubleday Bcstg. Co. approved Aug. 30, 1974. Previous sale of Trigg-Vaughn station group to Doubleday approved Feb. 1, 1967 (Vol. 6:44; 7:6). Sale as KROD-TV-AM to Trigg-Vaughn interests by Dorrance Roderick and family, publisher of El Paso Times, approved Oct. 29, 1959 (Vol. 15:36, 44).

Represented (sales): Seltel Inc.

Represented (legal): Latham & Watkins.

Personnel:

HUGH V. ROCHE, vice president & general manager.
DAVID HORNACK, sales manager.
MARTHA SAPIEN, national sales manager.
WALTER W. WARD, chief engineer.
STEVE HINKLE, news director.
DIANE LOZANO, program coordinator.
MARGIE LA FLEUR, promotion director.
RICHARD MORALES, business manager.

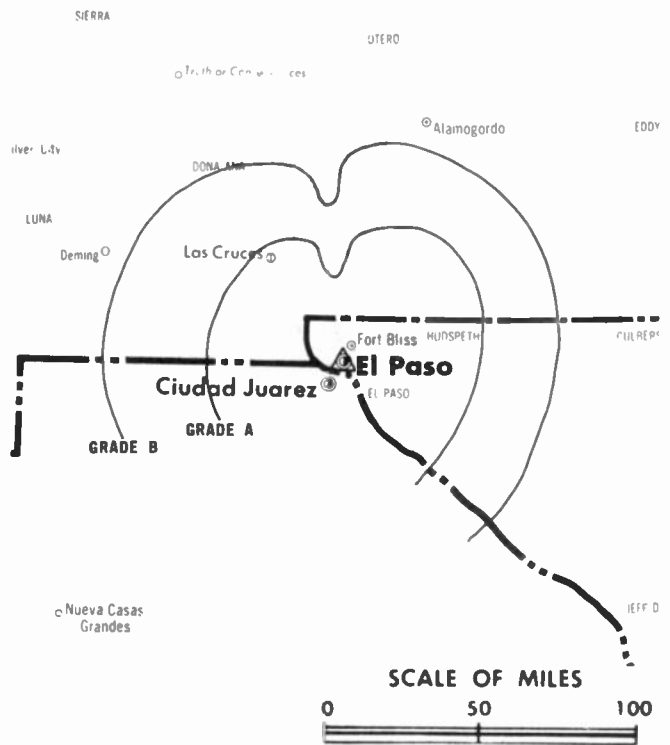
Highest One Hour Rate: \$2000.

Highest 30 Sec. Rate: \$500.

NETWORK BASE HOURLY RATE: \$493.

City of License: El Paso. **ADI:** El Paso. **Rank:** 102.

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



KDBC-TV BPCT—821013KE Granted 2/28/83

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW MEXICO			
	Dona Ana	43,500	42,100	97
	Otero	17,600	17,200	98
	TEXAS			
	Culberson	1,000	1,000	100
	El Paso	170,800	169,400	99
	Hudspeth	900	900	100
Between 25-49%	NEW MEXICO			
	Grant	9,300	8,800	95
	Hidalgo	2,100	2,000	95
	Luna	6,500	6,300	97
Between 5-24%	NEW MEXICO			
	Lincoln	6,100	5,800	95
	Sierra	4,200	4,000	95
Station Totals		262,000	257,500	98
Net Weekly Circulation (1989)			198,600	
Average Daily Circulation (1989)			113,300	

Texas—El Paso

KINT-TV

Ch. 26

Network Service: Univision.

Licensee: Paso del Norte Bcstg. Corp., 5426 N. Mesa St., El Paso, TX 79912.

Studio: 5426 N. Mesa St., El Paso, TX 79912.

Telephone: 915-581-1126.

Technical Facilities: Channel No. 26 (542-548 MHz). Authorized power: 2250-kw max. visual, 225-kw max. aural. Antenna: 1500-ft. above av. terrain, 316-ft. above ground, 5516-ft. above sea level.

Latitude	31°	47'	46"
Longitude	106°	28'	56"

Transmitter: Comanche Peak, El Paso.

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

News Services: AP, Univision.

Ownership: Paso del Norte Bcstg. Corp. Richard A. Najera, chmn., 11.1%; Mary S. Ponce, pres., 11.1%; George Salom, v.p., 11.1%; Gus Rallis, treas., 11.1%; Martin Silva, secy., 11.1%; Angel Beltran, 11.1%; Dr. Luz A. Candelaria, 11.1%; Jose A. Silva Jr., 11.1%.

Began Operation: May 5, 1984.

Represented (sales): Univision.

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

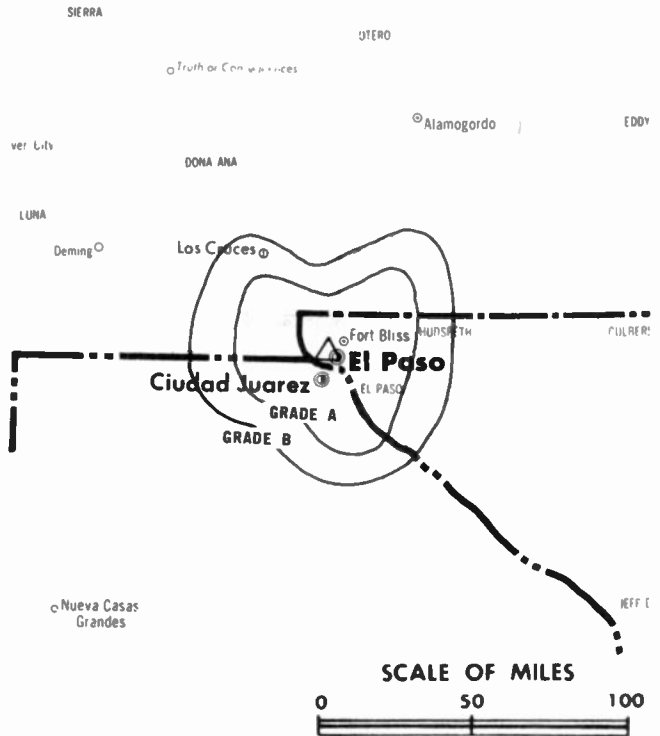
Personnel:

MARY S. PONCE, president.
 STEVE GIUST, general manager.
 JOHN McCAMMON, general sales manager.
 ALFREDO DURAND, chief engineer.
 JOSE LUIS TORRES, news director.
 SYLVIA MARTINEZ, program director.
 ARMANDO De La FUENTE, promotion director.
 KARL MORAN, comptroller.

Highest One Hour Rate: \$2500.

Highest 30 Sec. Rate: \$500.

NETWORK BASE HOURLY RATE: \$400.



KINT-TV BMPCT—830422KH Granted 11/1/83

© American Map Corp., No. 14244

City of License: El Paso. **ADI:** El Paso. **Rank:** 102.

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

Net Weekly Circulation	State County	Total Households	TV Households	Households %
NEW MEXICO				
Between 5-24%	Dona Ana	43,500	42,100	97
TEXAS				
	El Paso	170,800	169,400	99
	Hudspeth	900	900	100
Station Totals		215,200	212,400	99
Net Weekly Circulation (1989)			41,800	
Average Daily Circulation (1989)			23,200	

Texas—El Paso

KTSM-TV

Ch. 9

Network Service: NBC.

Licensee: Tri-State Broadcasting Co. Inc., 801 N. Oregon St., El Paso, TX 79902.

Studio: 801 N. Oregon St., El Paso, TX 79902.

Telephone: 915-532-5423. **TWX:** 910-964-1329. **Fax:** 915-533-7253.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 42.7-kw aural. Antenna: 1910-ft. above av. terrain, 370-ft. above ground, 5993-ft. above sea level.

Latitude 31° 48' 18.50"
Longitude 106° 28' 57.00"

Transmitter: Ranger Peak, Franklin Mountains, 1-mi. NW of El Paso.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 6.1-meter; Harris, 3-meter; Harris, Scientific-Atlanta receivers.

AM Affiliate: KTSM, 5-kw, (0.5-kw night), 1380 kHz (NBC).

FM Affiliate: KTSM-FM, 100-kw, 99.9 MHz (No. 260), 1820-ft.

News Services: AP, CBS, NBC.

Ownership: Karl O. Wyler, pres., 55%; Karl O. Wyler Jr., 30%; F. L. Koons, 10%; W. C. Bailey, 5%.

Began Operation: January 4, 1953.

Represented (sales): Blair Television.

Represented (legal): Bryan, Cave, McPheeters & McRoberts.

Personnel:

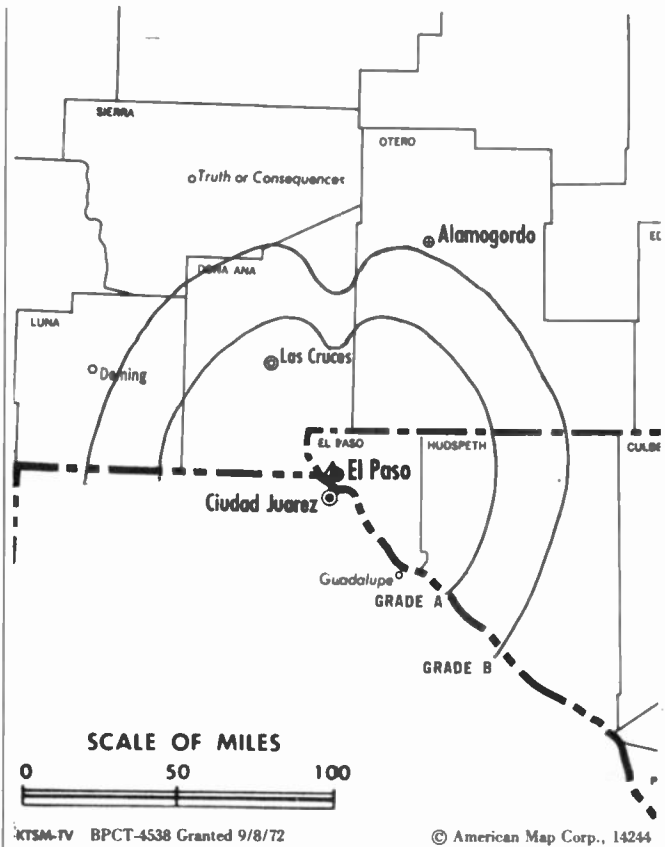
KARL O. WYLER, president & general manager.
JACK RYE, executive vice president & program director.
JOHN PHELAN, vice president & general sales manager.
W. T. MCGILL, vice president & chief engineer.
JUNE ADKINS, secretary & treasurer.
FRANK DELLA, local sales manager.
RALPH WILSON GREEN, news director.
CINDY COLLINS, promotion director.
JAY PILANT, production manager.
TED BENDER, director of public affairs.

Highest 30 Sec. Rate: \$900.

NETWORK BASE HOURLY RATE: \$500.

City of License: El Paso. **ADI:** El Paso. **Rank:** 102.

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



KTSM-TV BPCT-4538 Granted 9/8/72

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW MEXICO			
	Dona Ana	43,500	42,100	97
	Luna	6,500	6,300	97
	Otero	17,600	17,200	98
	Sierra	4,200	4,000	95
	TEXAS			
	Culberson	1,000	1,000	100
	El Paso	170,800	169,400	99
Between 25-49%	Hudspeth	900	900	100
	NEW MEXICO			
	Grant	9,300	8,800	95
	Hidalgo	2,100	2,000	95
Station Totals		255,900	251,700	98
Net Weekly Circulation (1989)			203,700	
Average Daily Circulation (1989)			127,600	

Texas—El Paso

KVIA-TV

Ch. 7

(Operates satellite KVIO-TV, Carlsbad, NM)

Network Service: ABC.

Licensee: Marsh Media of El Paso.

Studio: 4140 Rio Bravo St., El Paso, TX 79902.

Telephone: 915-532-7777. **TWX:** 910-964-1307. **Fax:** 915-532-0070.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 820-ft. above av. terrain, 296-ft. above ground, 4916-ft. above sea level.

Latitude 31° 47' 17"
Longitude 106° 28' 46"

Transmitter: South slope of Comanche Peak, 0.4-mi. N of Scenic Dr., near El Paso.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Stations: Andrew, 7.3-meter; Scientific-Atlanta, 7-meter; Superior, 5-meter C & Ku-band; Andrew, 4.5-meter; RCA, 4.5-meter Ku-band; Satcom Technologies, 4.3-meter C & Ku-band; M/A-Corn, 0.7-meter; Andrew, DX Engineering, M/A-Corn, RCA, Scientific-Atlanta receivers.

News Services: AP, Conus, Sun World Satellite News.

Ownership: Marsh Media Inc. See Group Ownership of Television Stations.

Began Operation: September 1, 1956. Sale to present owners by John B. Walton Jr. approved by FCC Feb. 24, 1976. Sale to Walton by Joseph Harris & Norman Alexander approved Jan. 19, 1966 (*Television Digest*, Vol. 6:4). Sale to Harris & Alexander by McLendon Investment Corp. approved March 20, 1957 (Vol. 13:12).

Represented (sales): Katz Television.

Represented (legal): Wiley, Rein & Fielding.

Represented (engineering): Smith & Powstenko.

Personnel:

RICHARD E. PEARSON, general manager.
DAN OVERSTREET, general sales manager.
LARRY BRACHER, local sales manager.
DAN KRIEGER, director of news & broadcasting.
JACK WILKINSON, chief engineer.
CATHY FRANCO, program & marketing director.
LISA LEM, promotion director.
BONNIE BARRON, business manager.

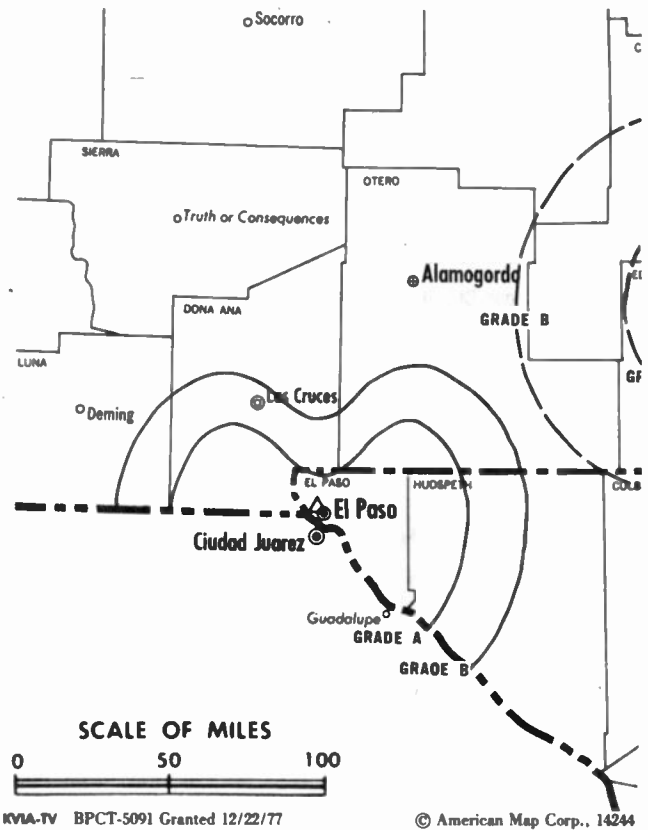
Highest 30 Sec. Rate: \$600.

NETWORK BASE HOURLY RATE: \$425.

Arbitron Data: Figures include KVIO-TV, Carlsbad, NM.

City of License: El Paso. **ADI:** El Paso. **Rank:** 102.

Total Households: © MSI Consumer Market Data as of 1/1/89. 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 MEXICO			
	Dona Ana	43,500	42,100	97
	Luna	6,500	6,300	97
	Otero	17,600	17,200	98
	TEXAS			
	Culberson	1,000	1,000	100
	El Paso	170,800	169,400	99
	Presidio	1,800	1,700	94
Between 25-49%	NEW MEXICO	19,400	19,000	98
Between 5-24%	NEW MEXICO			
	Chaves	21,600	21,200	98
	Lea North	20,900	20,400	97
	Sierra	4,200	4,000	95
	TEXAS			
	Gaines	4,900	4,900	100
	Hudspeth	900	900	100
Station Totals		313,100	308,100	98
Net Weekly Circulation (1989)				215,200
Average Daily Circulation (1989)				128,800

Texas—El Paso-Juarez, Mexico

XEJ-TV

Ch. 5

Network Service: Univision.

Licensee: Television de la Frontera, S. A., Box 9555, El Paso, TX 79985.

Studio: Edificio XEJ, Apartada 111, Juarez, Mexico.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 63-kw visual, 10-kw aural.

Transmitter: Penon Mountain.

Ownership: Pedro Meneses Hoyos.

Began Operation: May 17, 1954.

Represented (sales): Univision.

Personnel:

PEDRO MENESES HOYOS, general manager.
STEVE GUERRERO, chief engineer.

Highest 30 Sec. Rate: \$100.

ADI: El Paso. **Rank:** 102.

XEPM-TV

Ch. 2

Network Service: None, independent.

Licensee: XEPM-TV Television Inc., Apdo. No. 271, Juarez, Mexico.

Business Office: Television de la Frontera, El Paso, TX 79985.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 6.3-kw visual, 3.15-kw aural. Antenna: 1150-ft. above av. terrain. Additional data unavailable.

Ownership: Pedro Meneses Hoyos. Also owns XEJ, XEPZ & XEJ-TV, Juarez-El Paso.

Began Operation: January 16, 1961.

Represented (sales): Univision.

Personnel:

M. D. HEREDIA, general manager.
SERGIO D. MOLINAR JR., sales manager.

ADI: El Paso. **Rank:** 102.

Texas—El Paso-Juarez, Mexico

XHIJ-TV

Ch. 44

Network Service: Telemundo.

Licensee: Arnoldo Cabada de la O, Av. Vincente Guerrero Ote., Juarez, Chihuahua, Mexico.

Studio: Av. Vincente Guerrero, Juarez.

Mailing Address: B-100, 123 Pioneer Plaza, El Paso, TX 79901.

Telephone: 915-533-9143. **Telex:** XHIJ-ME 33869. **Fax:** 915-533-8034.

Technical Facilities: Channel No. 44 (650-656 MHz). Authorized power: 240-kw visual. Antenna: 1200-ft. above av. terrain, 150-ft. above ground, 5773-ft. above sea level.

Transmitter: Cerro Del 44, 2-mi. SW of Juarez.

Ownership: Televisora Nacional S. A. de C. V., 100%.

Began Operation: October 16, 1980.

Represented (sales): XHIJ Channel 44 International Division; Telemundo.

Represented (legal): Marshall E. Yeager & Assoc.

Personnel:

ARNOLDO CABADA de la O, chief executive officer & general manager.
LUIS ARNOLDO CABADA, executive vice president.
JESUS CABADA, vice president & comptroller.
SERGIO CABADA, vice president & director of marketing.
RAY POTTER, general manager, El Paso.
EDUARDO SANCHEZ, local sales manager, El Paso.
GABRIEL RIOS, chief engineer.
ARMANDO CHACON, news director.
CONSUELO de la O, program director.
MARIA ELANA SOLORZANO, production manager.
GERMAN SANCHEZ TRUJILLO, director of public affairs.
ERNESTO JUAREZ, chief of advertising.
GUADALUPE LEON, general manager, international division, El Paso.

Highest One Hour Rate: \$1200.

Highest 30 Sec. Rate: \$375.

NETWORK BASE HOURLY RATE: \$700.

AOI: El Paso. Rank: 102.

Texas—Garland

KUVN

Ch. 23

Network Service: Univision.

Licensee: Univision Station Group Inc., 330 Madison Ave., New York, NY 10017-5002.

Studio: 3720 Marquis Dr., Garland, TX 75042.

Telephone: 214-494-0023.

Technical Facilities: Channel No. 23 (524-530 MHz). Authorized power: 5000-kw max. visual, 1000-kw max. aural. Antenna: 1142-ft. above av. terrain, 603-ft. above ground, 1215-ft. above sea level.

Latitude	32°	54'	04''
Longitude	96°	41'	12''

Transmitter: 3720 Marquis Dr., Garland.

Multichannel TV Sound: Planned.

Satellite Earth Station: Harris, 6.1-meter C-band.

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

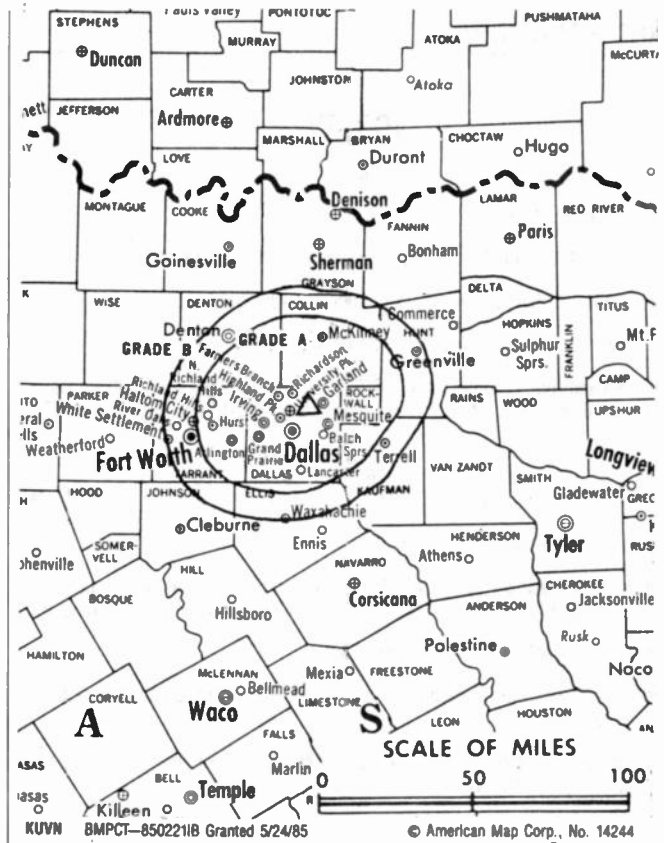
Began Operation: September 25, 1986. Purchase by Univision from Elizabeth R. Vaughn approved by FCC June 28, 1988.

Represented (legal): Gammon & Grange.

Personnel:

LEOPOLDO L. RAMOS, general manager.
RICHARD CRAIG, chief engineer.

Rates: On request.



Arbitron Data: Not available.

City of License: Garland. **ADI:** Dallas-Fort Worth. **Rank:** 8.

Texas—Harlingen

KGBT-TV

Ch. 4

Network Service: CBS.

Licensee: KGBT-TV Ltd. Partnership, Box 2567, Harlingen, TX 78551.

Studio: 9201 W. Expressway 83, Harlingen, TX 78552.

Telephone: 512-421-4444. Fax: 512-421-4444.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1299-ft. above av. terrain, 1292-ft. above ground, 1347-ft. above sea level.

Latitude 26° 08' 55"
Longitude 97° 49' 17"

Transmitter: 0.125-mi. S of La Feria, TX.

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

News Services: AP, CBS, Sports News Satellite.

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

Began Operation: October 4, 1953. Sale to present owner by Tichenor Media System Inc. approved by FCC Feb. 7, 1986.

Represented (sales): Katz Television.

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

Represented (engineering): O. W. Sargent Broadcast Service.

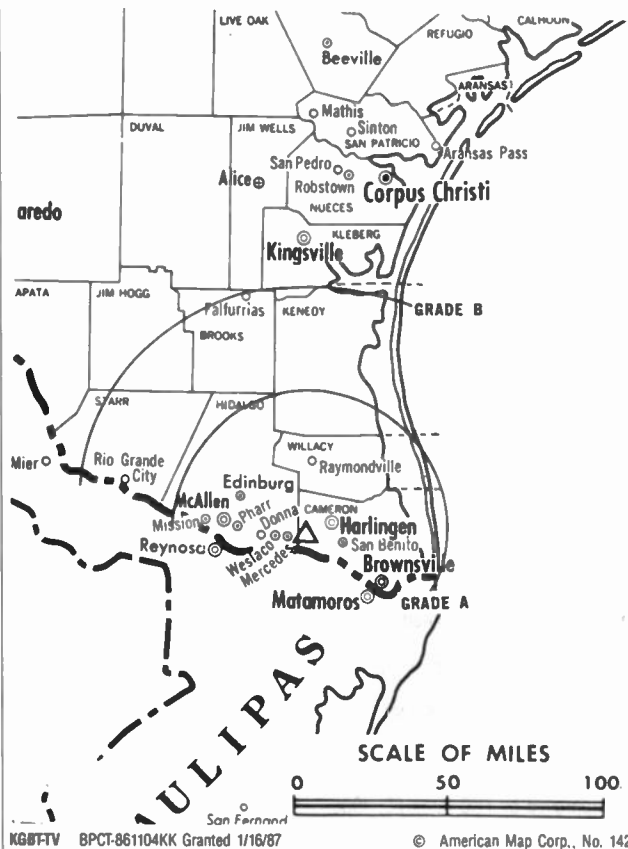
Personnel:

VINCENT E. OONOVAN, vice president & general manager.
JOHN CLARK, general sales manager.
BRENT WATERS, local sales manager.
JAMES CROSS, chief engineer.
PATTI SMITH, news director.
JIM CHANCEY, program director & production manager.
DIANA BANOVA, creative services director.
MARK REEO, promotion director.
LOUISE McCARTY, business manager.

Highest One Hour Rate: \$3000.

Highest 30 Sec. Rate: \$1500.

NETWORK BASE HOURLY RATE: \$1215.



KGBT-TV BPCT-861104KK Granted 1/16/87

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City of License: Harlingen. **AOI:** McAllen-Brownsville. **Rank:** 114.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
TEXAS				
50% & Over	Cameron	74,300	73,300	99
	Hidalgo	102,200	100,600	98
	Starr	9,600	9,300	97
	Willacy	4,900	4,800	98
Station Totals		191,000	188,000	98
Net Weekly Circulation (1989)			168,800	
Average Daily Circulation (1989)			117,900	

Texas—Houston

KHOU-TV

Ch. 11

Network Service: CBS.

Licensee: Gulf Television Corp., Box 11, Houston, TX 77001-0011.

Studio: 1945 Allen Parkway, Houston, TX 77019.

Mailing Address: Box 11, Houston, TX 77001-0011.

Telephone: 713-526-1111. **Fax:** 713-521-4326.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 47.5-kw aural. Antenna: 1435-ft. above av. terrain, 1424-ft. above ground, 1500-ft. above sea level.

Latitude 29° 33' 25"
Longitude 95° 30' 04"

Holds CP for change to 1870-ft. above av. terrain, 1936-ft. above ground, 2008-ft. above sea level lat. 29° 33' 40", long. 95° 30' 04", transmitter to 0.5-mi. N of Senior Rd., near Mustang Bayou, 6.9-mi. S of Houston boundary. BPCT-880219KF.

Transmitter: 3101 Senior Rd., 3-mi. E of De Walt, TX.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Scientific-Atlanta, 10-meter C-band; Andrew, 7-meter Ku & C-band; Vertex, 6-meter Ku-band; Andrew, M/A-Corn, Scientific-Atlanta receivers.

SNG Mobile Dish: Transmit/receive Andrew, 2.4-meter Ku-band.

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

Ownership: A. H. Belo Corp. 100%. See Group Ownership of Television Stations.

Began Operation: March 22, 1953. Transfer of control to Corinthian Bcstg. by Paul E. Taft, et al., approved July 11, 1956 by FCC (*Television Digest*, Vol. 12:19, 28). Sale to present owner by Corinthian Bcstg. approved by FCC Nov. 22, 1983.

Represented (sales): TeleRep Inc.

Represented (legal): Dow, Lohnes & Albertson.

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

Personnel:

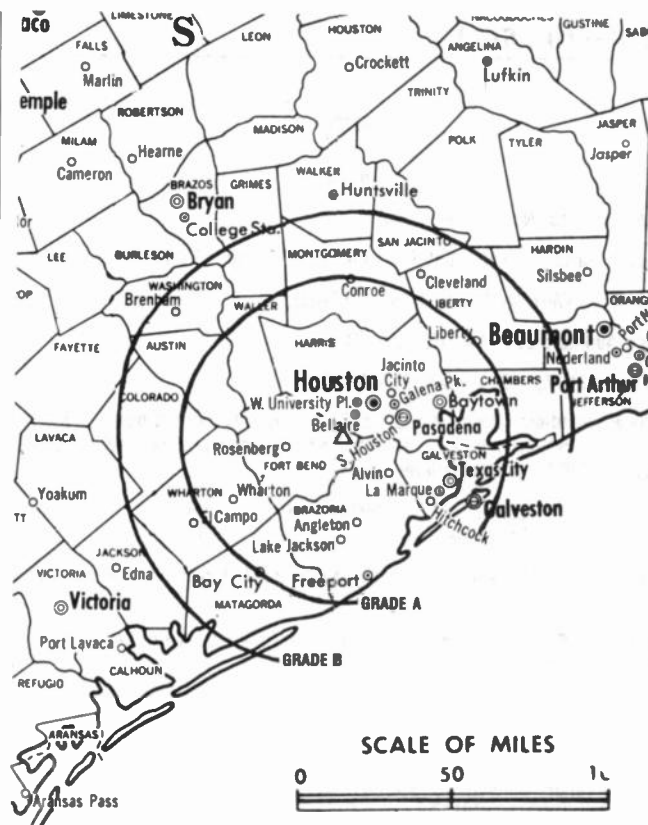
ALLAN HOWARD, president & general manager.
PETER DIAZ, local sales manager.
KENLYN ZSCHUNKE, regional sales manager.
MARIO HEWITT, national sales manager.
FRANK DAVIS, director of engineering.
PAULA WALKER, news director.
RON CROWE, director of advertising & promotion.
ANDREW KLARER, production manager.
PAUL LATHAM, financial manager.
JEFFREY LOVINS, sales & program research director.
ROBERT LEVY, director of operations.

Rates: On request.

City of License: Houston. **ADI:** Houston. **Rank:** 10.

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

Net Weekly Circulation	State County	Total Households	TV Households	Households %
TEXAS				
50% & Over	Austin	8,000	7,800	98
	Brazoria	68,500	68,000	99
	Calhoun	7,500	7,400	99
	Chambers	8,000	7,900	99
	Colorado	7,500	7,300	97



KHOU-TV BPCT-880819KF Granted 11/30/88

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	Fort Bend	67,200	66,300	99
	Galveston	80,300	79,500	99
	Harris	1,046,200	1,037,500	99
	Jackson	4,700	4,600	98
	Liberty	20,300	20,000	99
	Matagorda	16,100	15,800	98
	Montgomery	60,700	59,700	98
	Polk	12,600	12,300	98
	San Jacinto	6,000	5,800	97
	Trinity	4,700	4,600	97
	Walker	16,900	16,400	97
	Waller	7,200	7,100	98
	Washington	9,200	8,900	97
Wharton	15,200	15,000	98	
TEXAS				
Between 25-49%	Angelina	25,100	24,800	99
	Fayette	8,300	8,000	96
	Grimes	5,800	5,700	98
	Houston	8,700	8,500	98
	Lavaca	7,500	7,200	96
TEXAS				
Between 5-24%	Brazos	46,600	45,900	99
	Burleson	5,400	5,200	97
	De Witt	7,300	7,100	97
	Madison	3,700	3,600	97
	Tyler	8,000	7,800	98
Station Totals		1,593,200	1,575,700	99
Net Weekly Circulation (1989)			1,258,200	
Average Daily Circulation (1989)			700,200	

Texas—Houston

KHTV

Ch. 39

Network Service: None, independent.

Licensee: Gaylord Broadcasting Co., Box 1439, Houston, TX 77251.

Studio: 7700 Westpark Dr., Houston, TX 77063.

Mailing Address: Box 1439, Houston, TX 77251.

Telephone: 713-781-3939. TWX: 910-881-3664.

Technical Facilities: Channel No. 39 (620-626 MHz). Authorized power: 5000-kw max. visual, 501-kw max. aural. Antenna: 1950-ft. above av. terrain, 1970-ft. above ground, 2049-ft. above sea level.

Latitude 29° 34' 06"
Longitude 95° 29' 57"

Transmitter: 4126 McHard Rd., 0.8-mi. S of Rte. 2234, 1.27-mi. E of Missouri City boundary.

Satellite Earth Stations: Scientific-Atlanta, 7-meter; Paracclipse, 4.8-meter; Microdyne, Scientific-Atlanta receivers.

News Service: AP.

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

Began Operation: October 10, 1953 as KNUZ-TV, but quit air June 25, 1954. Sale of 80% to WKY-TV by KNUZ Television Co. approved Oct. 13, 1965 by FCC (Television Digest, Vol. 5:21, 42). Transfer of remaining 20% approved June 17, 1966 (Vol. 6:26). Resumed operations Jan. 6, 1967.

Represented (sales): MMT Sales Inc.

Represented (legal): Pierson, Ball & Dowd.

Represented (engineering): David Steel & Associates Inc.

Personnel:

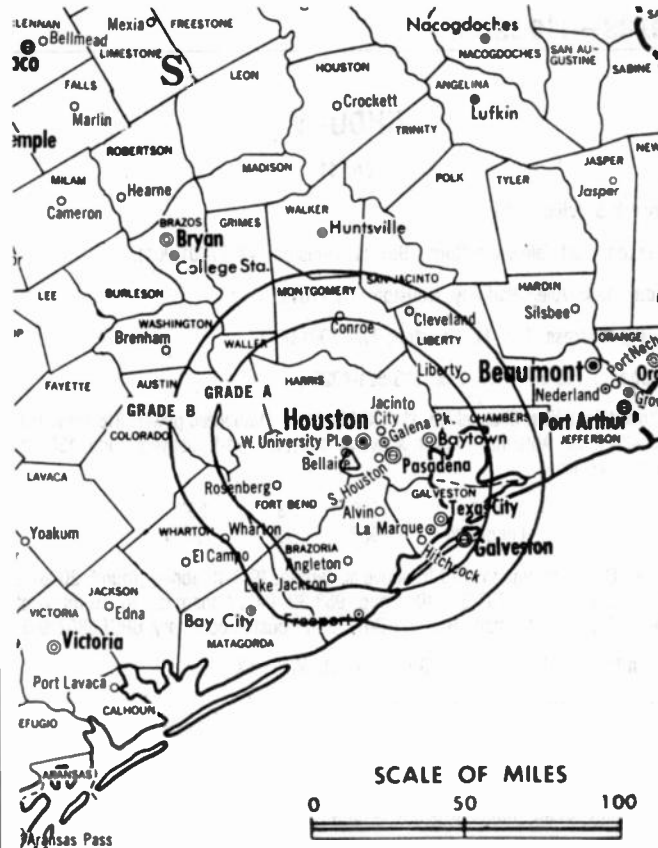
- STEVE MAULDIN, vice president & general manager.
- JOHN De ROCHE, general sales manager.
- NANCY McNEIL, local sales manager.
- GARY CASPER, national sales manager.
- MIKE MURRAY, national sales manager.
- BOB CLARK, operations & program director.
- MIKE MALERNEE, production manager.
- JODIE SINCLAIR, news & public service director.
- JOHN R. SCHILBERG, director of engineering.
- JIM SKAGGS, business manager.
- TRISH NABER-SILVAS, promotion manager.

Rates: On request.

City of License: Houston. **ADI:** Houston. **Rank:** 10.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Austin	8,000	7,800	98
	Brazoria	68,500	68,000	99
	Chambers	8,000	7,900	99
	Fort Bend	67,200	66,300	99
	Galveston	80,300	79,500	99
	Harris	1,046,200	1,037,500	99
	Liberty	20,300	20,000	99
	Matagorda	16,100	15,800	98



KHTV BLCT--850416KH Granted 6/27/85

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Waller	7,200	7,100	98
	Washington	9,200	8,900	97
Between 25-49%	TEXAS			
	Angelina	25,100	24,800	99
	Brazos	46,600	45,900	99
	Burleson	5,400	5,200	97
	Calhoun	7,500	7,400	99
	Colorado	7,500	7,300	97
	Jackson	4,700	4,600	98
	Montgomery	60,700	59,700	98
	Polk	12,600	12,300	98
	San Jacinto	6,000	5,800	97
	Victoria	26,800	26,300	98
	Walker	16,900	16,400	97
Wharton	15,200	15,000	98	
Between 5-24%	TEXAS			
	Fayette	8,300	8,000	96
	Grimes	5,800	5,700	98
	Hardin	15,600	15,400	99
	Houston	8,700	8,500	98
	Jasper	12,400	12,200	98
	Madison	3,700	3,600	97
	Robertson	6,200	6,100	98
Trinity	4,700	4,600	97	
Tyler	8,000	7,800	98	
Station Totals		1,639,400	1,621,400	99
Net Weekly Circulation (1989)			804,700	
Average Daily Circulation (1989)			313,700	

Texas—Houston

KPRC-TV

Ch. 2

Network Service: NBC.

Licensee: Channel Two TV Co., Box 2222, Houston, TX 77252.

Studio: 8181 Southwest Freeway, Houston, TX 77074.

Mailing Address: Box 2222, Houston, TX 77252.

Telephone: 713-771-4631. **TWX:** 910-881-2587. **Fax:** 713-995-4792.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1930-ft. above av. terrain, 1970-ft. above ground, 2049-ft. above sea level.

Latitude 29° 34' 06''
Longitude 95° 29' 57''

Transmitter: 0.8-mi. S of Rte. 2234, 1.27-mi. E of Missouri City line.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Harris, 8-meter Ku-band; Harris, 6.1-meter Ku-band; Scientific-Atlanta, 7-meter C-band; Harris, M/A-Com, Microdyne, Scientific-Atlanta receivers.

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

AM Affiliate: KPRC-AM.

News Services: AP, UPI.

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

Began Operation: January 1, 1949 as KLEE-TV. Sold to present owner May 1950 (*Television Digest*, Vol. 6:13, 21).

Represented (sales): Petry Television Inc.

Represented (legal): Dow, Lohnes & Albertson.

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

Personnel:

THOMAS REIFF, president & general manager.
DICK DAGGETT, vice president, sales.
ART BIGGS, vice president, engineering.
RED KOCH, vice president, programming.
MARTHA HARVEY, vice president, administration.
JIM HORKY, local sales director.
CHAS WILSON, national sales manager.
PAUL PAOLICELLI, news director.
VON JOHNSON, business manager.
BRUCE BRYANT, creative services director.
NANCY BROWN, traffic manager.
ELSIE HAYWOOD, VTR/film scheduling supervisor.

Rates: On request.

NETWORK BASE HOURLY RATE: \$3150.

City of License: Houston. **ADI:** Houston. **Rank:** 10.

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

Net Weekly Circulation	State County	Total Households	TV Households Households	%
TEXAS				
50% & Over	Austin	8,000	7,800	98
	Brazoria	68,500	68,000	99
	Calhoun	7,500	7,400	99
	Chambers	8,000	7,900	99



KPRC-TV BMPCT—831007KF Granted 11/22/83

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	Colorado	7,500	7,300	97
	Fort Bend	67,200	66,300	99
	Galveston	80,300	79,500	99
	Harris	1,046,200	1,037,500	99
	Liberty	20,300	20,000	99
	Matagorda	16,100	15,800	98
	Montgomery	60,700	59,700	98
	Polk	12,600	12,300	98
	San Jacinto	6,000	5,800	97
	Trinity	4,700	4,600	97
	Walker	16,900	16,400	97
	Waller	7,200	7,100	98
	Washington	9,200	8,900	97
Wharton	15,200	15,000	98	
TEXAS				
Between 25-49%	Angelina	25,100	24,800	99
	Fayette	8,300	8,000	96
	Grimes	5,800	5,700	98
	Houston	8,700	8,500	98
	Jackson	4,700	4,600	98
	Madison	3,700	3,600	97
	Nacogdoches	19,100	18,700	98
TEXAS				
Between 5-24%	Burleson	5,400	5,200	97
	Hardin	15,600	15,400	99
	Lavaca	7,500	7,200	96
	Victoria	26,800	26,300	98
Station Totals		1,592,800	1,575,300	99
Net Weekly Circulation (1989)			1,288,200	
Average Daily Circulation (1989)			746,400	

Texas—Houston

KRIV

Ch. 26

Network Service: Fox.

Licensee: News America Television Inc.

Studio: 3935 Westheimer Rd., Houston, TX 77027.

Telephone: 713-626-2610. TWX: 910-881-6212.

Technical Facilities: Channel No. 26 (542-548 MHz). Authorized power: 5000-kw max. & 1303-kw horizontal visual, 500-kw max. & 130-kw horizontal aural. Antenna: 1950-ft. above av. terrain, 1970-ft. above ground, 2049-ft. above sea level.

Latitude 29° 34' 28"
Longitude 95° 29' 37"

Transmitter: 0.4-mi. S of Rte. 2234, 0.1-mi. W of intersection with Blue Ridge Rd.

Satellite Earth Stations: Harris, 6.1-meter; Microdyne, 5-meter; Harris, Microdyne receivers.

News Services: AP, CNN, Fox News, Houston Metro News, National Weather Service, UPI.

Ownership: Fox Television Station Group. See Group Ownership of Television Stations.

Began Operation: August 15, 1971. Sale to present owner by Metromedia approved by FCC Nov. 14, 1985. Sale to Metromedia by Crest Bcstg. approved April 6, 1978 (Television Digest, Vol. 17:34).

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

Represented (engineering): Hammett & Edison Inc.

Personnel:

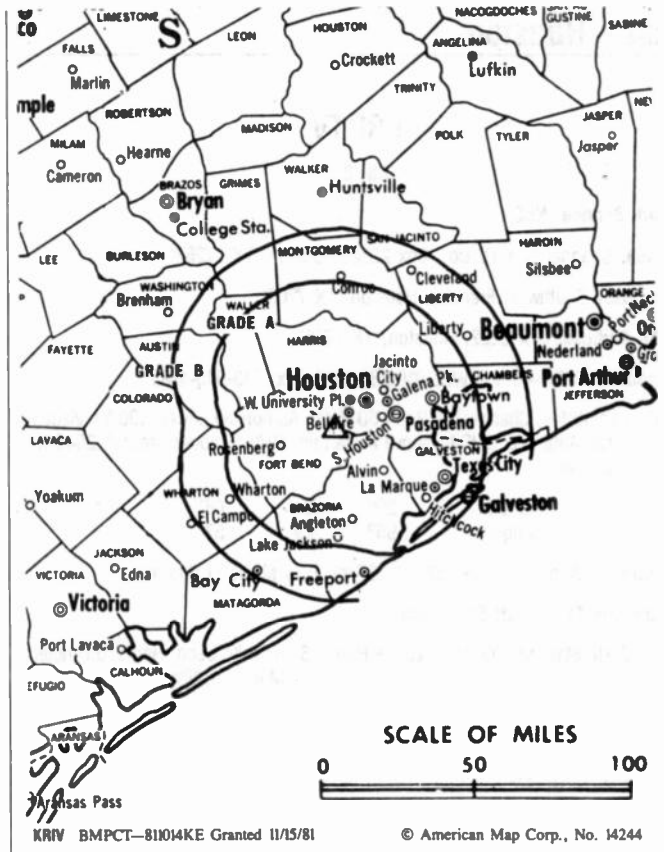
- M. JERRY MARCUS, vice president & general manager.
- MATT REIFF, vice president & general sales manager.
- WENDELL WYBORN, vice president & chief engineer.
- WILL WRIGHT, vice president & news director.
- ROZ BROWN, vice president & program director.
- MARY DELANEY, vice president & promotion director.
- RICK ORINGEL, local sales manager.
- CRAIG BLAND, national sales manager.
- KATHY FOUNTAIN, business manager.

Rates: On request.

City of License: Houston. **ADI:** Houston. **Rank:** 10.

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

Net Weekly Circulation	State County	Total Households	TV Households	Households %
TEXAS				
50% & Over	Austin	8,000	7,800	98
	Brazoria	68,500	68,000	99
	Chambers	8,000	7,900	99
	Colorado	7,500	7,300	97
	Fort Bend	67,200	66,300	99
	Galveston	80,300	79,500	99
	Harris	1,046,200	1,037,500	99
	Liberty	20,300	20,000	99
	Matagorda	16,100	15,800	98



Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	Montgomery	60,700	59,700	98
	Waller	7,200	7,100	98
	Washington	9,200	8,900	97
	Wharton	15,200	15,000	98
TEXAS				
Between 25-49%	Burleson	5,400	5,200	97
	Grimes	5,800	5,700	98
	Polk	12,600	12,300	98
	San Jacinto	6,000	5,800	97
	Walker	16,900	16,400	97
TEXAS				
Between 5-24%	Fayette	8,300	8,000	96
	Hardin	15,600	15,400	99
	Jackson	4,700	4,600	98
	Jasper	12,400	12,200	98
	Jefferson	94,300	93,700	99
	Madison	3,700	3,600	97
	Orange	29,700	29,400	99
Trinity	4,700	4,600	97	
Station Totals		1,634,500	1,617,700	99
Net Weekly Circulation (1989)			884,800	
Average Daily Circulation (1989)			374,000	

KRIV BMPCT-811014KE Granted 11/15/81

Texas—Galveston-Houston

KTMD

Ch. 48

Network Service: Telemundo.

Licensee: Telemundo Group Inc., 1740 Broadway, 18th Floor, New York, NY 10019.

Studio: 3903 Stoney Brook, Houston, TX 77063.

Telephone: 713-974-4848. **Fax:** 713-974-5875.

Technical Facilities: Channel No. 48 (674-680 MHz). Authorized power: 4198-kw max. & 1062-kw horizontal visual, 323-kw max. & 212-kw horizontal aural. Antenna: 1176-ft. above av. terrain, 1199-ft. above ground, 1212-ft. above sea level.

Latitude	29°	27'	57"
Longitude	95°	13'	23"

Transmitter: Rte. 3, Box 32, Alvin.

Satellite Earth Stations: Comtech, 5-meter Ku & C-band; Vertex, 6.1-meter C-band; Pinzone receivers.

News Services: CNN, CNN Headline News, UPI.

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

Began Operation: February 1, 1988. Sale to present owner by Raymond G. Schindler, et al., approved by FCC March 9, 1988.

Represented (sales): Telemundo.

Represented (legal): Hogan & Hartson.

Represented (engineering): Hammett & Edison Inc.

Personnel:

MAURICIO MENDEZ, vice president & general manager.
BECKY DIAZ, general sales manager.
BLANE HUHN, chief engineer.
GUILLERMO RESTREPO, news director.
ANNA CARDONA, program & promotions manager.
P. J. GRIGGS, business manager.
PATRICIA TORRES, news producer.
MARCELLO MARINI, governmental & community affairs director.



KTMD BPCT-780907KF Granted 3/1/85

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Highest One Hour Rate: \$3000.

Highest 30 Sec. Rate: \$600.

Arbitron Data: Not available.

City of License: Galveston. **ADI:** Houston. **Rank:** 10.

Texas—Houston

KTRK-TV

Ch. 13

Network Service: ABC.

Licensee: WXYZ Inc., 24 E. 51st St., New York, NY 10022.

Studio: 3310 Bissonnet St., Houston, TX 77005.

Telephone: 713-666-0713. TWX: 910-881-1511.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 39.8-kw aural. Antenna: 1930-ft. above av. terrain, 1970-ft. above ground, 2049-ft. above sea level.

Latitude 29° 34' 28"
Longitude 95° 29' 37"

Transmitter: 0.5-mi. E of S. Post Rd. & FM Rd. 2234 intersection, near Houston.

Satellite Earth Stations: Vertex, 9-meter C-band; Andrew, 7-meter C-band; Vertex, 6-meter Ku-band; Avantek, Harris receivers.

News Services: AP, Sportsticker, UPI.

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

Began Operation: November 20, 1954. Sale to present owner by Houston Consolidated TV Co. approved by FCC June 15, 1967 (Television Digest, Vol. 6:48; 7:25).

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

Represented (legal): Wilmer, Cutler & Pickering.

Personnel:

PAUL BURES, president & general manager.
JAMES MASUCCI, vice president & operations manager.
JIM KEELEY, general sales manager.
WINFRED FRAZIER, local & regional sales manager.
GERALD LYLES, national sales manager.
J. L. HAMILTON, chief engineer.
THOMAS DOERR, news director.
JOHN JANCAR, business manager.
CHARLES E. WOLF, creative services manager.

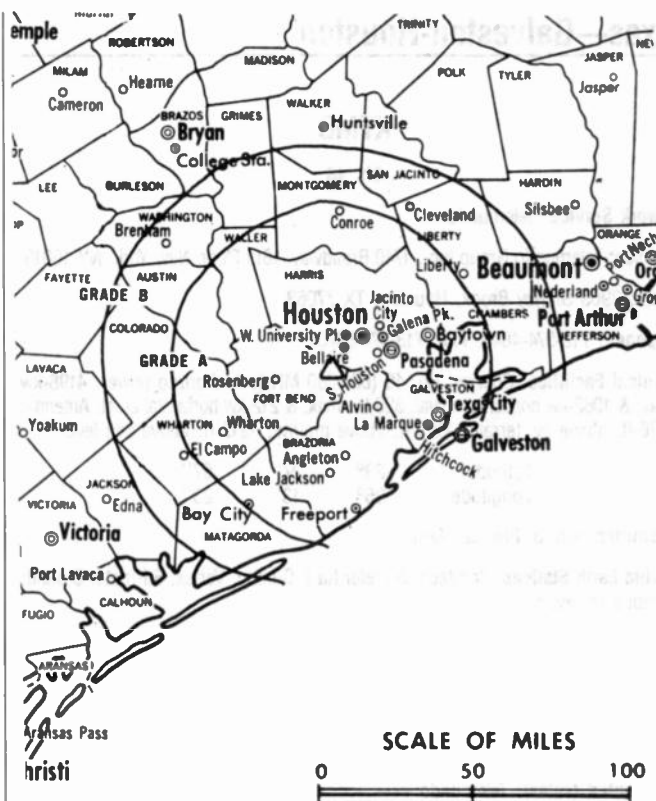
Highest 30 Sec. Rate: \$25,000.

NETWORK BASE HOURLY RATE: \$3200.

City of License: Houston. ADI: Houston. Rank: 10.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Austin	8,000	7,800	98
	Brazoria	68,500	68,000	99
	Calhoun	7,500	7,400	99
	Chambers	8,000	7,900	99
	Colorado	7,500	7,300	97
	Fort Bend	67,200	66,300	99
	Galveston	80,300	79,500	99
	Grimes	5,800	5,700	98
	Harris	1,046,200	1,037,500	99
	Jackson	4,700	4,600	98
	Liberty	20,300	20,000	99
	Matagorda	16,100	15,800	98



KTRK-TV BPCT-7808251B Granted 12/12/80

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Montgomery	60,700	59,700	98
	Polk	12,600	12,300	98
	San Jacinto	6,000	5,800	97
	Trinity	4,700	4,600	97
	Walker	16,900	16,400	97
	Waller	7,200	7,100	98
	Washington	9,200	8,900	97
Wharton	15,200	15,000	98	
Between 25-49%	TEXAS			
	Brazos	46,600	45,900	99
	Burleson	5,400	5,200	97
	Fayette	8,300	8,000	96
	Houston	8,700	8,500	98
Madison	3,700	3,600	97	
Between 5-24%	TEXAS			
	Angelina	25,100	24,800	99
	Hardin	15,600	15,400	99
	Jasper	12,400	12,200	98
	Lavaca	7,500	7,200	96
	Robertson	6,200	6,100	98
Tyler	8,000	7,800	98	
Station Totals		1,620,100	1,602,300	99
Net Weekly Circulation (1989)			1,329,900	
Average Daily Circulation (1989)			807,400	

Texas—Houston

KTXH

Ch. 20

Network Service: None, independent.

Licensee: TVX of Houston Inc., 8950 Kirby Dr., Houston, TX 77054.

Studio: 8950 Kirby Dr., Houston, TX 77054.

Telephone: 713-661-2020. **TWX:** 910-881-4440. **Fax:** 713-665-3909.

Technical Facilities: Channel No. 20 (506-512 MHz). Authorized power: 5000-kw max. & 2275-kw horizontal visual, 500-kw max. & 228-kw horizontal aural. Antenna: 1807-ft. above av. terrain, 1971-ft. above ground, 2049-ft. above sea level.

Latitude 29° 34' 34"
Longitude 95° 30' 36"

Transmitter: 4120 McHard Rd., Missouri City.

Satellite Earth Stations: Scientific-Atlanta, 10-meter C-band; Harris, 6.1-meter; Harris, 3-meter; Harris receivers.

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

Began Operation: November 7, 1982, left air Dec. 7, 1982; resumed operation Feb. 13, 1983. Sale to present owner by Taft Television & Radio Co. approved by FCC Feb. 20, 1987 (*Television Digest*, Vol. 27:9, 14, 15). Previous sale to Taft by Gulf Broadcast Group approved by FCC May 30, 1985 (Vol. 25:5, 20, 22). Sale to Gulf by Peter S. McMullen, Sidney Schlenker, et al., approved Dec. 11, 1984 (Vol. 24:23, 53).

Represented (sales): Settel Inc.

Represented (legal): McFadden, Evans & Sill.

Personnel:

- JULIO BERMUDEZ, vice president & general manager.
- BENNY HERZOG, local sales manager.
- TONY NALDRETT, national sales manager.
- TOM DANIELS, chief engineer.
- KYM KING, news & public affairs director.
- PATRIA DUNCAN, program director.
- ROBERT KOBARG, promotion director.
- JIM ALDENDORF, business manager.

Highest One Hour Rate: \$25,000.

Highest 30 Sec. Rate: \$2,500.

City of License: Houston. **ADI:** Houston. **Rank:** 10.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Chambers	8,000	7,900	99
	Colorado	7,500	7,300	97
	Fort Bend	67,200	66,300	99
	Galveston	80,300	79,500	99
	Harris	1,046,200	1,037,500	99
	Liberty	20,300	20,000	99
	Montgomery	60,700	59,700	98
	Waller	7,200	7,100	98
	Washington	9,200	8,900	97



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Wharton	15,200	15,000	98
TEXAS				
Between 25-49%	Austin	8,000	7,800	98
	Brazoria	68,500	68,000	99
	Grimes	5,800	5,700	98
	Matagorda	16,100	15,800	98
	Polk	12,600	12,300	98
	San Jacinto	6,000	5,800	97
	Walker	16,900	16,400	97
TEXAS				
Between 5-24%	Brazos	46,600	45,900	99
	Burleson	5,400	5,200	97
	Calhoun	7,500	7,400	99
	Fayette	8,300	8,000	96
	Hardin	15,600	15,400	99
	Jackson	4,700	4,600	98
	Jefferson	94,300	93,700	99
	Madison	3,700	3,600	97
	Orange	29,700	29,400	99
	Robertson	6,200	6,100	98
Trinity	4,700	4,600	97	
Station Totals		1,682,400	1,664,900	99
Net Weekly Circulation (1989)			847,300	
Average Daily Circulation (1989)			331,100	

Texas—Irving

KHSX

Ch. 49

Network Service: Home Shopping Network.

Grantee: Silver King Bcstg. Co. Inc. of Dallas, 1957 E. Irving Blvd., Irving, TX 75060.

Studio: 1957 E. Irving Blvd., Irving, TX 75060.

Telephone: 214-579-4900. **Fax:** 214-579-1105.

Technical Facilities: Channel No. 49 (680-686 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1171-ft. above av. terrain, 952-ft. above ground, 1784-ft. above sea level.

Latitude	32°	35'	24"
Longitude	96°	58'	21"

Transmitter: 1574 W. Belt Line Rd., Cedar Hill.

Multichannel TV Sound: Planned.

Satellite Earth Station: Pinzone, 6.1-meter C-band.

Ownership: Silver King Broadcasting Inc. See Group Ownership of Television Stations.

Began Operation: April 17, 1984. Sale to present owner by Cela Inc. approved by FCC April 7, 1987.

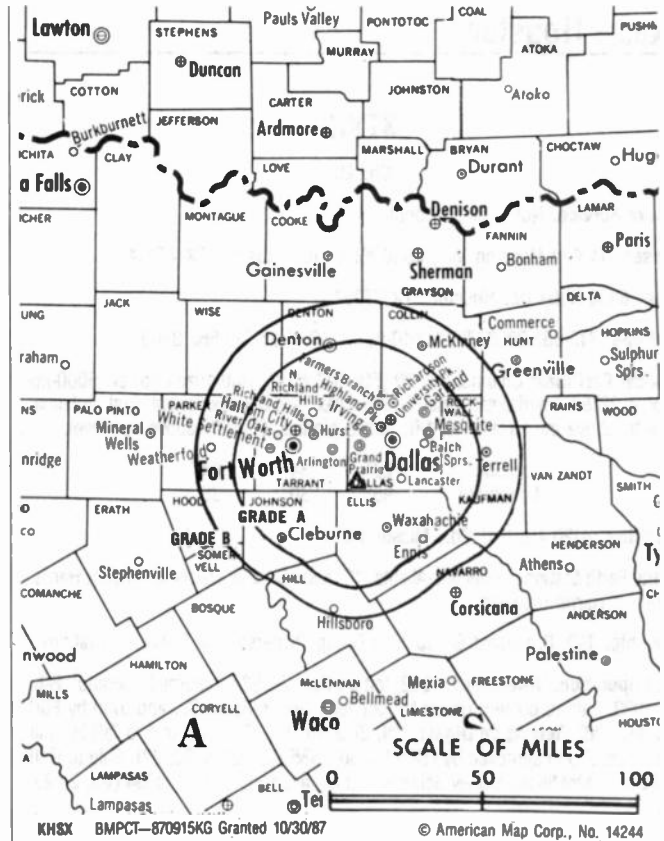
Represented (legal): Dow, Lohnes & Albertson.

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

Personnel:

BRAD FOLTYN, station manager.
 ART RUNYON, chief engineer.
 TONY MONTES, program manager.
 CAROL HOLLER, business manager.

Highest One Hour Rate: \$2000.



Highest 30 Sec. Rate: \$200.

Arbitron Data: Not available.

City of License: Irving. **ADI:** Dallas-Fort Worth. **Rank:** 8.

Texas—Kerrville

KRRT

Ch. 35

Network Service: Fox.

Licensee: TVX of Kerrville/San Antonio.

Studio: 6218 N.W. Loop 410, San Antonio, TX 78238.

Telephone: 512-684-0035. **Telex:** 763-603. **Fax:** 512-523-6416.

Technical Facilities: Channel No. 35 (596-602 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1763-ft. above av. terrain, 1520-ft. above ground, 3016-ft. above sea level.

Latitude 29° 36' 37"
Longitude 98° 53' 35"

Transmitter: 2.3-mi. ENE of intersection of Hwys. 1283 & 37, Lake Hills.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: United Satellite Systems, 5-meter C-band; U.S. Tower, 2-meter Ku-band; Collins, Scientific-Atlanta receivers.

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

Began Operation: November 6, 1985.

Represented (sales): Seltel Inc.

Represented (legal): McFadden, Evans & Sill.

Personnel:

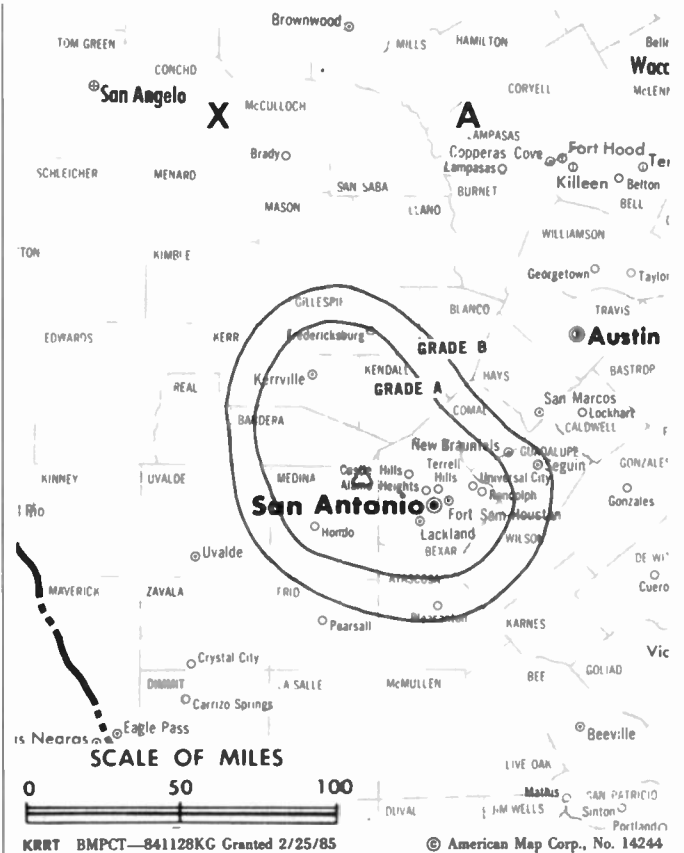
- MORRIE BEITCH, vice president & general manager.
- TOM HURLEY, sales director.
- BILL DAVIS, local sales manager.
- MARY PEISER, national sales manager.
- KEVIN BUSSELMAN, chief engineer.
- TOM BUMBERA, program director.
- ANDI FRAZIER, promotion director.
- CHRIS WESTCOTT, business manager.

Highest 30 Sec. Rate: \$1000.

City of License: Kerrville. **ADI:** San Antonio. **Rank:** 43.

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

Net Weekly Circulation	State County	Total Households	TV Households	Households %
TEXAS				
50% & Over	Bandera	3,800	3,800	100
	Bexar	395,800	391,600	99
	Edwards	700	700	100
	Frio	4,500	4,400	98
	Gillespie	6,500	6,300	97
	Kerr	15,300	15,000	98
	Medina	9,100	8,900	98



Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	Uvalde	7,900	7,700	97
	Wilson	6,800	6,600	97
TEXAS				
Between 25-49%	Atascosa	10,300	10,100	98
	Comal	18,700	18,500	99
	Guadalupe	20,900	20,600	99
	Kendall	5,400	5,300	98
	Val Verde	12,700	12,300	97
TEXAS				
Between 5-24%	Blanco	2,600	2,600	100
	De Witt	7,300	7,100	97
	Hays	19,500	19,200	98
	Karnes	4,600	4,500	98
	Kimble	1,600	1,500	94
	Real	1,000	1,000	100
Station Totals		555,000	547,700	99
Net Weekly Circulation (1989)				272,200
Average Daily Circulation (1989)				115,700

Texas—Laredo

KGNS-TV

Ch. 8

Network Service: NBC.

Licensee: KGNS Laredo Inc., Box 2829, Laredo, TX 78041.

Studio: 102 West Del Mar Blvd., Laredo, TX 78041.

Mailing Address: Box 2829, Laredo, TX 78041.

Telephone: 512-727-8888.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 42.2-kw aural. Antenna: 1020-ft. above av. terrain, 1049-ft. above ground, 1549-ft. above sea level.

Latitude 27° 40' 22"
Longitude 99° 39' 23"

Transmitter: 0.8-mi. N of Isitas.

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

News Service: AP.

Ownership: Malcolm I. Glazer, pres.-treas., 100%; Kevin Glazer, v.p.-secy. See Group Ownership of Television Stations.

Began Operation: January 5, 1956. Transfer from partners H. C. Avery Jr. & David H. Cole to Donald W. Reynolds approved July 30, 1958 by FCC (*Television Digest*, Vol. 14:28, 32). Sale to T. Frank Smith Jr., et al., approved by FCC Oct. 4, 1977. Sale to Burke Bcstg. approved by FCC Oct. 28, 1983. Rescinded Nov. 2, 1983. Granted Dec. 15, 1983. Federal court subsequently ordered that Burke sell station back to Gulf Coast Bcstg. Co., to be followed by sale to Century Development Co. (Malcolm I. Glazer).

Represented (sales): Katz Television.

Represented (legal): Dow, Lohnes & Albertson.

Personnel:

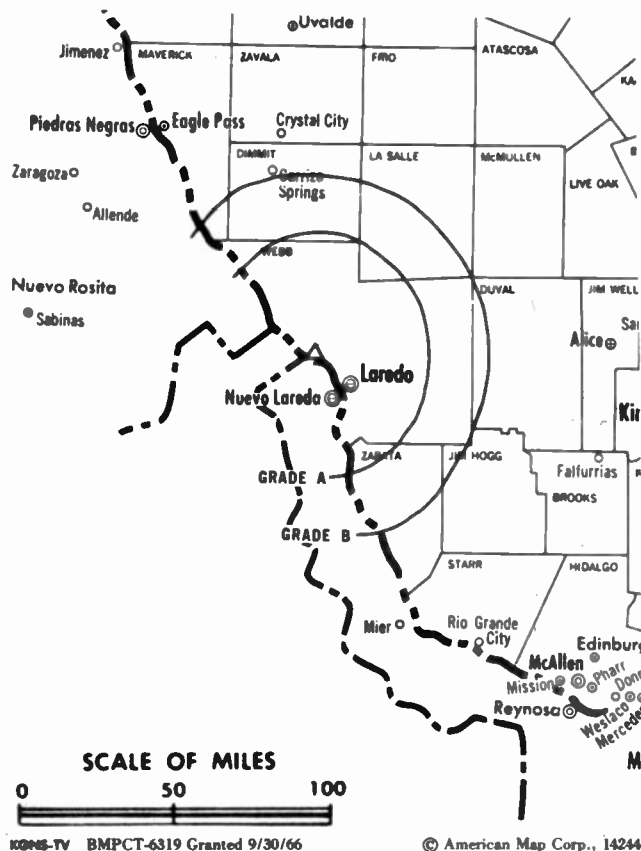
RAUL DAVILA, vice president & general manager.
VELIA HERRERA, office manager & national sales.
TOM SULLIVAN, sales manager.
DAVID YORK, chief engineer.

Rates: On request.

NETWORK BASE HOURLY RATE: \$230.

City of License: Laredo. **ADI:** Laredo. **Rank:** 199.

Total Households: © MSI Consumer Market Data as of 1/1/89. 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	TEXAS Webb	32,600	32,100	98
	Zapata	2,700	2,600	96
Between 25-49%	TEXAS La Salle	1,800	1,700	94
	TEXAS Dimmit	3,400	3,300	97
Between 5-24%	Duval	4,300	4,200	98
	Jim Hogg	1,900	1,800	95
	Zavala	3,200	3,100	97
Station Totals		49,900	48,800	98
Net Weekly Circulation (1989)				29,500
Average Daily Circulation (1989)				17,900

Texas—Laredo

KLDO-TV

Ch. 27

Network Service: Telemundo.

Licensee: Panorama Broadcasting Co., Riverdrive Mall, 1600 Water St., Laredo, TX 78040.

Studio: Riverdrive Mall, 1600 Water St., Laredo, TX 78040.

Telephone: 512-727-0027. **Telex:** 910-380-5208.

Technical Facilities: Channel No. 27 (548-554 MHz). Authorized power: 3715-kw max. visual, 372-kw max. aural. Antenna: 221-ft. above av. terrain, 352-ft. above ground, 733-ft. above sea level.

Latitude 27° 30' 03.50"
Longitude 99° 30' 37.00"

Transmitter: 1600 Water St., Laredo.

Satellite Earth Stations: Scientific-Atlanta, 5-meter C-band; Avcom, Scientific-Atlanta receivers.

News Services: AP, UPI.

Ownership: Oscar M. Laurel Sr., pres., 18.3%; Hector H. Garcia, v.p., 18.3%; Eduardo Pena Jr., secy-treas., 18.3%; Oscar M. Laurel Jr., 13.3%; Raymond Botello, 15.9%; Reynaldo S. Gonzalez, 15.9%.

Began Operation: December 18, 1984.

Represented (sales): Adam Young Inc.

Represented (legal): Sanford, Adams, McCullough & Beard.

Represented (engineering): John Fergie & Associates.

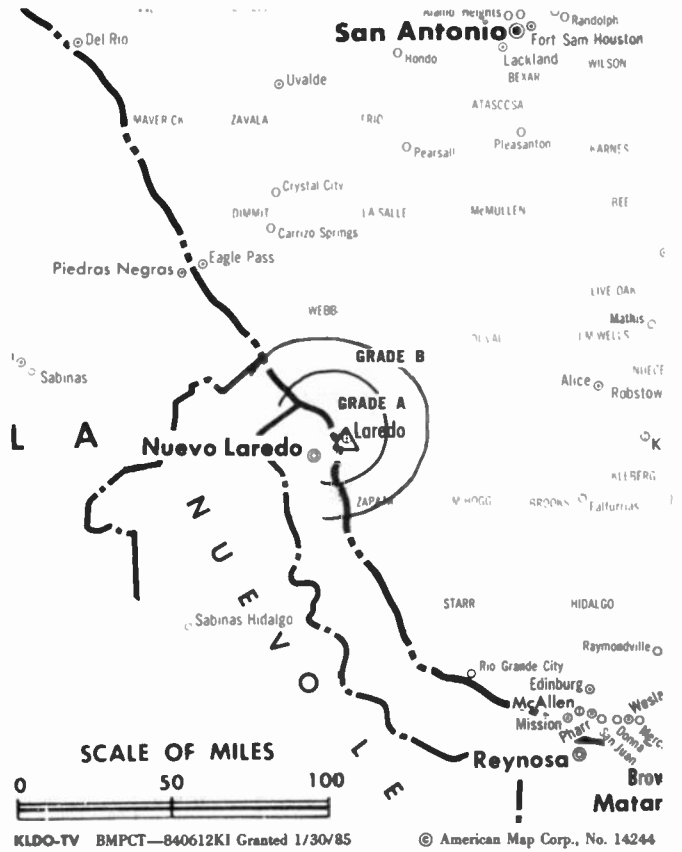
Personnel:

ELIA JOHNSTON, general manager.
CHARLIE VAN, local sales manager.
ELVA GONZALEZ, production manager.
RENE J. GONZALEZ, chief engineer.
RANDY KENT, news director.
DIANA CHAPA, program director.
CINDY RODRIGUEZ, promotion director.
ELSA NICHOLSEN, business manager.

Rates: On request.

City of License: Laredo. **ADI:** Laredo. **Rank:** 199.

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



Net Weekly Circulation	State County	Total Households	TV Households	Households %
TEXAS				
50% & Over	Webb	32,600	32,100	98
TEXAS				
Between 25-49%	Zapata	2,700	2,600	96
TEXAS				
Between 5-24%	La Salle	1,800	1,700	94
Station Totals		37,100	36,400	98
Net Weekly Circulation (1989)			24,700	
Average Daily Circulation (1989)			14,000	

Texas—Laredo

KVTV

Ch. 13

(Satellite of KZTV, Corpus Christi, TX)

Network Service: CBS.

Licensee: K-SIX Television Inc., 301 Artesian St., Corpus Christi, TX 78401.

Studio: Anna & Shea Sts., Laredo, TX 78041.

Mailing Address: Box 2039, Laredo, TX 78044.

Telephone: 512-723-2923.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 87.5-kw visual, 17.4-kw aural. Antenna: 920-ft. above av. terrain, 1035-ft. above ground, 1449-ft. above sea level.

Latitude 27° 31' 04"
Longitude 99° 31' 20"

Transmitter: Anna & Shea Sts.

Satellite Earth Stations: In operation; Pinzone, RCA, Scientific-Atlanta receivers.

News Services: CBS, Southwest Newswire, UPI.

Ownership: Corpus Christi Bcstg. Co. Inc. (K-SIX), 54.2%; Vann M. Kennedy, pres., 29%; Charles R. Manning, v.p., 0.66%; Cecil E. Burney, secy., 1.2%; Lillian R. Mahoney, treas.; 32 others, none with more than 3%. Kennedy owns 51% of K-SIX.

Began Operation: December 28, 1973.

Represented (sales): Seitel Inc.

Personnel:

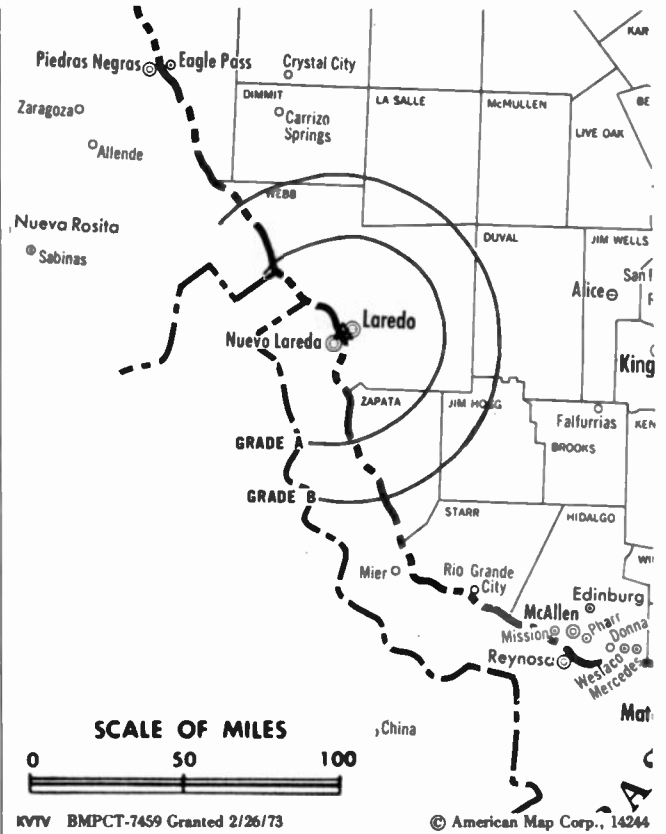
VANN M. KENNEDY, president & general manager.
JAY DICKEY, station manager.
DEBORAH SHOUP, news director.
RALPH QUIROZ, chief engineer.

Highest 30 Sec. Rate: \$250.

NETWORK BASE HOURLY RATE: \$140.

City of License: Laredo. ADI: Laredo. Rank: 199.

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



KVTV BMPCT-7459 Granted 2/26/73

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Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	TEXAS			
	Webb	32,600	32,100	98
	Zapata	2,700	2,600	96
Between 5-24%	TEXAS			
	Dimmit	3,400	3,300	97
	La Salle	1,800	1,700	94
	Zavala	3,200	3,100	97
Station Totals		43,700	42,800	98
Net Weekly Circulation (1989)				26,400
Average Daily Circulation (1989)				13,100

Texas—Laredo-Nuevo Laredo, Mexico

XEFE-TV

Ch. 2

Network Service: Univision.

Licensee: Ramoncita Esparza G., 212 Oklahoma, Laredo, TX 78042.

Studio: 212 Oklahoma, Laredo, TX 78042.

Mailing Address: Box 1484, Laredo, TX 78040.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 105-kw max. visual, 15-kw max. aural. Antenna: 550-ft. above av. terrain.

Began Operation: December 1, 1958.

Personnel:

RAMONCITA ESPARAZA, general manager.

ENRIQUE ESPARAZA, sales manager.

RUBEN LOPEZ, chief engineer.

ARTURO ESPARZA, chief engineer.

ANTONIO ESPARZA, program manager.

Rates: On request.

Arbitron Data: Not available.

City of License: Nuevo Laredo. **ADI:** Laredo. **Rank:** 199.

SATELLITE WEEK

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Texas—Lubbock

KAMC

Ch. 28

Network Service: ABC.

Licensee: McAlister TV Enterprises Inc., Box 3790, Lubbock, TX 79452-3790.

Studio: 1201 84th St., Lubbock, TX 79423.

Mailing Address: Box 3790, Lubbock, TX 79452-3790.

Telephone: 806-745-2828. TWX: 910-896-4357. Fax: 806-748-1080.

Technical Facilities: Channel No. 28 (554-560 MHz). Authorized power: 2000-kw max. & 788-kw horizontal visual, 374-kw max. & 153-kw horizontal aural. Antenna: 840-ft. above av. terrain, 875-ft. above ground, 4081-ft. above sea level.

Latitude 33° 30' 57"
Longitude 101° 50' 54"

Transmitter: 0.2-mi. SW of 84th St. & Ave. J, Lubbock.

Satellite Earth Stations: Andrew, 7.3-meter C-band; Satcom Technologies, 5-meter C-band; Vertex, 4.57-meter Ku-band; Andrew, 4.5-meter C-band; Harris, 3-meter C-band; Andrew, M/A-Corn receivers.

News Service: AP.

Ownership: Bill B. McAlister Estate (Robert A. Nash, independent executor), 75%; Marjorie Thompson, 25%.

Began Operation: November 11, 1968. Transfer of control to present owners approved by FCC March 24, 1975.

Represented (sales): Petry Television Inc.

Represented (legal): Bryan, Cave, McPheeters & McRoberts.

Personnel:

- ROBERT A. NASH, president & general manager.
- A. C. WIMBERLY, executive vice president & station manager.
- BILL MADDUX, vice president & general sales manager.
- BILL ENLOE, chief engineer.
- LARRY ELLIOTT, news director.
- BOB McCUISTON, promotion director.
- DON GARTH, business manager.

Highest One Hour Rate: \$2000.

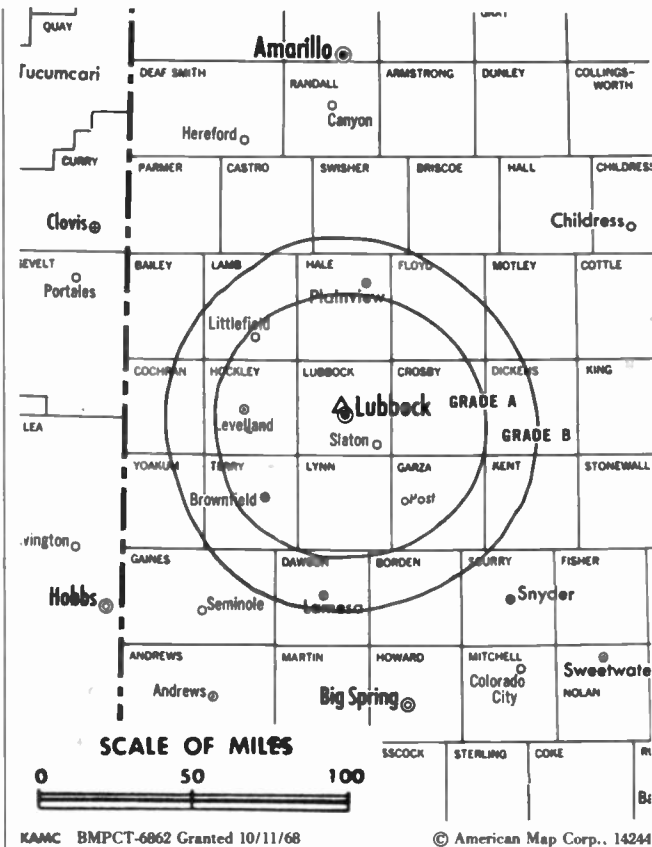
Highest 30 Sec. Rate: \$450.

NETWORK BASE HOURLY RATE: \$300.

City of License: Lubbock. AOI: Lubbock. Rank: 150.

Total Households: © MSI Consumer Market Data as of 1/1/89. 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	TEXAS			
	Bailey	2,700	2,700	100
	Borden	300	300	100
	Cochran	1,600	1,600	100
	Crosby	2,800	2,800	100



KAMC BMPCT-6862 Granted 10/11/68

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	Dawson	5,400	5,300	98
	Dickens	1,300	1,300	100
	Floyd	3,100	3,100	100
	Garza	1,800	1,800	100
	Hale	12,200	12,100	99
	Hockley	8,400	8,400	100
	Lamb	6,000	5,900	99
	Lubbock	79,000	78,400	99
	Lynn	2,600	2,600	100
	Terry	5,200	5,100	98
Yoakum	3,500	3,500	100	
Between 25-49%	TEXAS			
	Castro	3,200	3,200	100
	Motley	800	800	100
Between 5-24%	TEXAS			
	Gaines	4,900	4,900	100
	Kent	400	400	100
	Scurry	7,100	7,000	99
Swisher	3,300	3,300	100	
Station Totals		155,600	154,500	99
Net Weekly Circulation (1989)				111,000
Average Daily Circulation (1989)				60,400

Texas—Lubbock

KCBD-TV

Ch. 11

Network Service: NBC.

Licensee: Holsum Inc., Box 370, Roswell, NM 88201.

Studio: 5600 Ave. A, Lubbock, TX 79404.

Mailing Address: Box 2190, Lubbock, TX 79408.

Telephone: 806-744-1414. **TWX:** 910-896-4306. **Fax:** 806-744-0449.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 57.5-kw aural. Antenna: 760-ft. above av. terrain, 814-ft. above ground, 4014-ft. above sea level.

Latitude 33° 32' 32"
Longitude 101° 50' 14"

Transmitter: U.S. Hwy. 87 between 50th & 66th Sts.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Scientific-Atlanta, 10-meter; Scientific-Atlanta, 6-meter; Scientific-Atlanta, 4.6-meter; Harris, M/A-Com, Scientific-Atlanta receivers.

News Services: AP, NBC.

Ownership: Gene Reischman, 44.67%; J. Kenneth Smith, 14.64%; W. C. Taylor, 2.19%; Stephen Smith, 15.34%; Joseph A. Carriere, 2.14%.

Began Operation: May 10, 1953. Sale to State Record by Bryant Radio & Television Inc. approved by FCC May 26, 1971 (*Television Digest*, Vol. 11:4). Sale to present owner by State Record approved by FCC Aug. 12, 1983.

Represented (sales): Katz Television.

Represented (legal): Dow, Lohnes & Albertson.

Represented (engineering): Lohnes & Culver.

Personnel:

BILL DeTOURNILLON, general manager.
CRAIG WELLS, general sales manager.
SHERRELL LAMBERT, director of engineering.
SKIP WATSON, news director.
ROD McCLENDON, promotion director.
WAYNE CLARK, business manager.

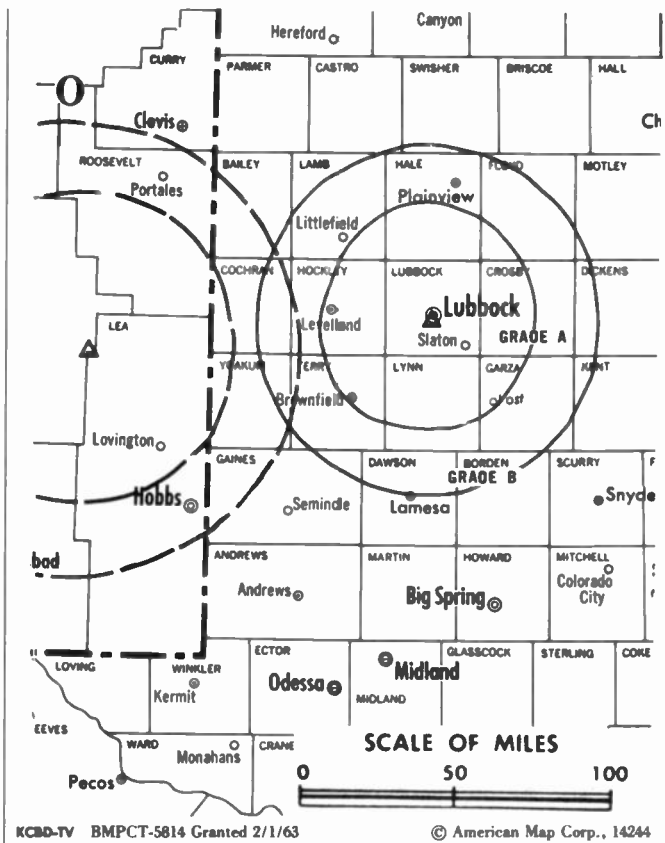
Highest One Hour Rate: \$7000.

Highest 30 Sec. Rate: \$1000.

City of License: Lubbock. **ADI:** Lubbock. **Rank:** 150.

Total Households: © MSI Consumer Market Data as of 1/1/89. 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	TEXAS			
	Bailey	2,700	2,700	100
	Borden	300	300	100
	Cochran	1,600	1,600	100
	Crosby	2,800	2,800	100
	Dawson	5,400	5,300	98
	Dickens	1,300	1,300	100



Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	Floyd	3,100	3,100	100
	Garza	1,800	1,800	100
	Hale	12,200	12,100	99
	Hockley	8,400	8,400	100
	Kent	400	400	100
	Lamb	6,000	5,900	99
	Lubbock	79,000	78,400	99
	Lynn	2,600	2,600	100
	Scurry	7,100	7,000	99
	Terry	5,200	5,100	98
	Yoakum	3,500	3,500	100
Between 25-49%	TEXAS			
	Gaines	4,900	4,900	100
	King	200	200	100
Between 5-24%	TEXAS			
	Briscoe	1,000	1,000	100
	Castro	3,200	3,200	100
Station Totals		156,800	155,700	99
	Net Weekly Circulation (1989)			129,400
Average Daily Circulation (1989)			83,700	

Texas—Lubbock

KJTV

Ch. 34

Network Service: Fox.

Licensee: Ramar Communications Inc., Box 3757, Lubbock, TX 79452.

Studio: 9800 University Ave., Lubbock, TX 79423.

Telephone: 806-745-3434. **TWX:** 800-397-1097. **Fax:** 806-748-1949.

Technical Facilities: Channel No. 34 (590-596 MHz). Authorized power: 3752-kw visual, 373.25-kw aural. Antenna: 844-ft. above av. terrain, 893-ft. above ground, 4100-ft. above sea level.

Latitude 33° 30' 08"
Longitude 101° 52' 20"

Transmitter: 100th & University, Lubbock.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Antenna Technology Ku & C-band; KJ Technologies, 5-meter C-band; Prodelin, 5-meter C-band; Vertex, 4.6-meter Ku-band; KJ Technologies, 3.7-meter Ku & C-band; DX Antenna, M/A-Com receivers.

News Services: Fox News, INN.

Ownership: Troy Raymond Moran, 100%.

Began Operation: December 10, 1981.

Represented (sales): Seltel Inc.

Represented (legal): Eugene L. Burke.

Personnel:

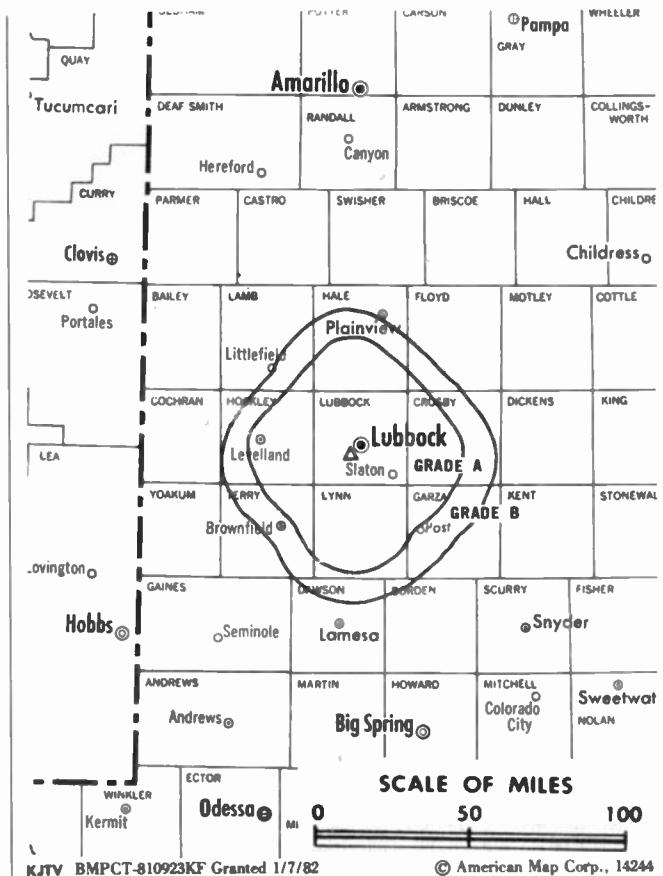
- RAY MORAN, president.
- BRAD MORAN, vice president & general manager.
- RANDY ROBERTS, general sales manager.
- GUY SMITH, chief engineer.
- BRIAN BENSCHOTER, operations manager & promotion director.

Rates: On request.

City of License: Lubbock. **ADI:** Lubbock. **Rank:** 150.

Total Households: © MSI Consumer Market Data as of 1/1/89. 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				
	TEXAS			
	Bailey	2,700	2,700	100
	Borden	300	300	100
	Cochran	1,600	1,600	100
	Dickens	1,300	1,300	100
	Floyd	3,100	3,100	100
	Hale	12,200	12,100	99
	Hockley	8,400	8,400	100
	Lamb	6,000	5,900	99
	Lubbock	79,000	78,400	99
	Lynn	2,600	2,600	100



KJTV BMPCT-810923KF Granted 1/7/82

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Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over				
	Motley	800	800	100
	Scurry	7,100	7,000	99
	Terry	5,200	5,100	98
BETWEEN 25-49%				
TEXAS				
	Castro	3,200	3,200	100
	Crosby	2,800	2,800	100
	Dawson	5,400	5,300	98
	Garza	1,800	1,800	100
	Mitchell	3,300	3,300	100
BETWEEN 5-24%				
TEXAS				
	Briscoe	1,000	1,000	100
	Donley	1,600	1,600	100
	Gaines	4,900	4,900	100
	Hall	2,000	1,900	97
	Kent	400	400	100
	Swisher	3,300	3,300	100
	Yoakum	3,500	3,500	100
Station Totals		163,500	162,300	99
Net Weekly Circulation (1989)				96,500
Average Daily Circulation (1989)				45,700

Texas—Lubbock

KLBK-TV

Ch. 13

Network Service: CBS.

Licensee: Charles Woods Television Corp.

Studio: 7400 University Ave., Lubbock, TX 79423.

Mailing Address: Box 1559, Lubbock, TX 79408.

Telephone: 806-745-2345. TWX: 910-896-4321.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 251-kw visual, 25.1-kw aural. Antenna: 880-ft. above av. terrain, 923-ft. above ground, 4143-ft. above sea level.

Latitude 33° 31' 33"
Longitude 101° 52' 07"

Transmitter: 7400 University Ave.

Satellite Earth Stations: Scientific-Atlanta, 7-meter; Scientific-Atlanta, 4.6-meter; Scientific-Atlanta, 4-meter; RCA, Scientific-Atlanta receivers.

News Service: AP.

Ownership: Charles Woods, 100%. See Group Ownership of Television Stations.

Began Operation: November 13, 1952. Sale by W. D. (Dub) Rogers and associates to Grayson Enterprises approved by FCC Oct. 11, 1961 (*Television Digest*, Vol. 17:27; 1:5). Sale of control to Theodore Shanbaum, Ellis Carp, Lee Optical and associated companies pension plan trust approved March 25, 1964. Sale of 1/3 interest from Ellis Carp to Dal-Tex Optical Co. Inc. approved March 19, 1971. Sale of 1/3 interest back to Carp by Dal-Tex approved Dec. 24, 1974. Sale to Robert L. Dudley, et al., conditionally granted March 27, 1980; full grant by FCC May 23, 1980 (Vol. 20:13). Sale of 50% by Dudley to Charles Woods, giving him 100%, approved Oct. 14, 1983.

Represented (sales): Blair Television.

Represented (legal): Kenkel, Barnard & Edmundson.

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

Personnel:

CHARLES WOODS, president.
DAVID UNDERWOOD, general manager.
DON KING, chief engineer.
BILL BLANN, production manager.

Highest One Hour Rate: \$1500.

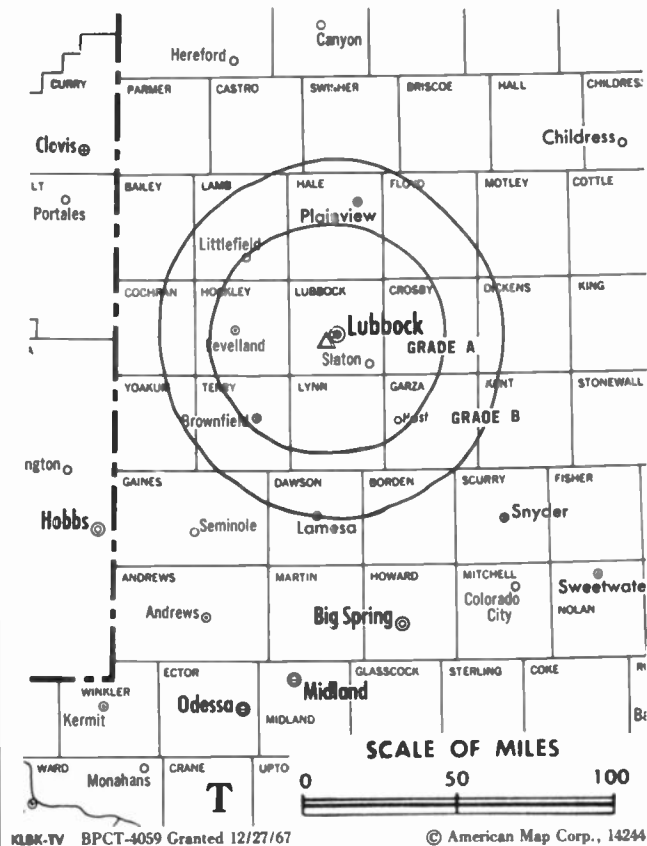
Highest 30 Sec. Rate: \$1000.

NETWORK BASE HOURLY RATE: \$900.

City of License: Lubbock. ADI: Lubbock. Rank: 150.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Bailey	2,700	2,700	100
	Borden	300	300	100
	Cochran	1,600	1,600	100
	Crosby	2,800	2,800	100



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Dawson	5,400	5,300	98
	Dickens	1,300	1,300	100
	Floyd	3,100	3,100	100
	Gaines	4,900	4,900	100
	Garza	1,800	1,800	100
	Hale	12,200	12,100	99
	Hockley	8,400	8,400	100
	Kent	400	400	100
	Lamb	6,000	5,900	99
	Lubbock	79,000	78,400	99
	Lynn	2,600	2,600	100
	Scurry	7,100	7,000	99
	Terry	5,200	5,100	98
Yoakum	3,500	3,500	100	
Between 25-49%	TEXAS			
	Castro	3,200	3,200	100
	King	200	200	100
Between 5-24%	TEXAS			
	Briscoe	1,000	1,000	100
	Howard	13,200	13,100	99
Station Totals		170,000	168,800	99
Net Weekly Circulation (1989)				132,100
Average Daily Circulation (1989)				76,400

Texas—Lufkin-Nacogdoches

KTRE-TV

Ch. 9

(Satellite of KLTV, Tyler-Longview, TX)

Network Service: ABC.

Licensee: TV-3 Inc., 715 S. Jefferson, Jackson, MS 39205.

Studio: 1.4-mi. NW of Clawson.

Telephone: 409-853-5873.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 158-kw visual, 31.6-kw aural. Antenna: 670-ft. above av. terrain, 522-ft. above ground, 932-ft. above sea level.

Latitude 31° 25' 09"
Longitude 94° 48' 02"

Transmitter: 1.4-mi. NW of Clawson.

Satellite Earth Stations: 3 in operation; Harris receivers.

News Services: AP, ABC.

Ownership: Civic Communications Corp. See Group Ownership of Television Stations.

Began Operation: August 17, 1955. Sale to present owners by Buford Television Inc. approved by FCC Feb. 16, 1989. Sale to Buford by R. W. Wortham Jr. and associates approved by FCC July 18, 1962 (*Television Digest*, Vol. 2:31).

Represented (sales): Katz Television.

Represented (engineering): Jules Cohen & Associates.

Personnel:

FRANK MELTON, president.
ERROL KAPELLUSCH, general manager.
BRET BENGE, sales manager.
TINA ALEXANDER, news director.

Rates: Sold in combination with KLTV, Tyler-Longview, TX.

Highest 30 Sec. Rate: \$500.

NETWORK BASE HOURLY RATE: \$510.

City of License: Lufkin. ADI: Tyler-Longview. Rank: 124.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Angelina	25,100	24,800	99
	Houston	8,700	8,500	98
	Nacogdoches	19,100	18,700	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Sabine	4,400	4,300	98
	San Augustine	3,300	3,200	97
	Trinity	4,700	4,600	97
Between 25-49%	TEXAS			
	Polk	12,600	12,300	98
	Shelby	9,400	9,200	98
Between 5-24%	TEXAS			
	Cherokee	15,500	15,200	98
	Jasper	12,400	12,200	98
	Leon	5,500	5,300	96
	Madison	3,700	3,600	97
	Tyler	8,000	7,800	98
Walker	16,900	16,400	97	
Station Totals		149,300	146,100	98
Net Weekly Circulation (1989)			73,200	
Average Daily Circulation (1989)			48,600	

Texas—Midland & Odessa

KMID-TV

Ch. 2

Network Service: ABC.

Licensee: Davis-Goldfarb Co., 2121 Avenue of the Stars, Suite 2800, Los Angeles, CA 90067.

Studio: Midland-Odessa Air Terminal, Midland, TX 79711.

Mailing Address: Drawer 60230, Midland, TX 79711.

Telephone: 915-563-2222. TWX: 910-897-5682. Fax: 915-563-5819.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1052-ft. above av. terrain, 1137-ft. above ground, 4049-ft. above sea level.

Latitude 32° 05' 14''
Longitude 102° 17' 12''

Transmitter: 13.5-mi. NW of Midland.

Satellite Earth Stations: Scientific-Atlanta, 7-meter; Harris, 6.1-meter; Prodelin, 5-meter; Scientific-Atlanta, 5-meter; Harris, Scientific-Atlanta receivers.

News Services: ABC, CNN, NIWS.

Ownership: Davis-Goldfarb Co., 100%. See Group Ownership of Television Stations.

Began Operation: December 18, 1953. Sale to Lorimar-Telepictures Corp. by Midessa TV Co. Inc. approved by FCC Jan. 4, 1984 (*Television Digest*, Vol. 23:38). FCC approved sale to present owners Feb. 12, 1988 (Vol. 28:7).

Represented (sales): Katz Television.

Personnel:

JOHN L. FOSTER, general manager.
DELORES STOKES, station manager.
JUDY K. DILLARD, general sales manager.
RICK WOOD, local sales manager.
DOUG FALTUS, chief engineer.
CHUCK COOPER, assistant chief engineer.
DEANN HOLCOMB, news director.
DOLORES WOODS, program director.
KATHY WILLIAMS, promotion director.
DIXIE JORDAN, business manager.

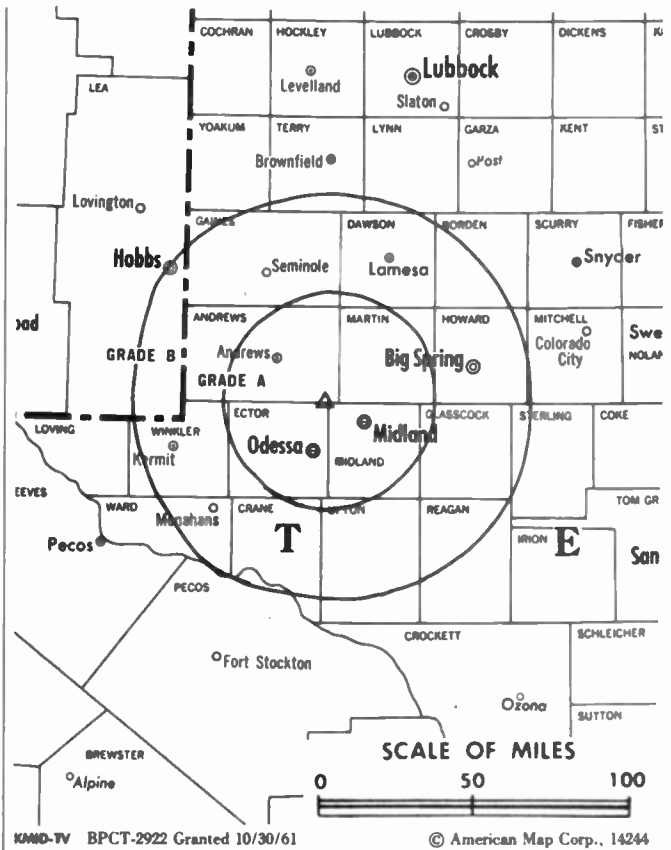
Highest 30 Sec. Rate: \$800.

NETWORK BASE HOURLY RATE: \$900.

City of License: Midland. AOI: Odessa-Midland. Rank: 146.

Total Households: © MSI Consumer Market Data as of 1/1/89. 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 MEXICO			
	Lea South	2,400	2,400	100
	TEXAS			
	Andrews	5,400	5,300	98
	Crane	1,700	1,700	100
	Crockett	1,600	1,600	100
Dawson	5,400	5,300	98	



Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	Ector	50,100	49,700	99
	Gaines	4,900	4,900	100
	Glasscock	400	400	100
	Howard	13,200	13,100	99
	Jeff Davis	600	600	100
	Martin	1,600	1,600	100
	Midland	43,600	43,300	99
	Pecos	5,000	4,900	98
	Reagan	1,500	1,500	100
	Reeves	4,800	4,700	98
	Terrell	600	600	100
	Upton	1,800	1,800	100
	Ward	5,100	5,000	99
	Winkler	3,400	3,400	100
Between 25-49%	NEW MEXICO			
	Lea North	20,900	20,400	97
Between 5-24%	TEXAS			
	Loving	100	100	100
Station Totals	TEXAS			
	Brewster	2,900	2,800	97
Net Weekly Circulation (1989)		177,000	175,100	99
Average Daily Circulation (1989)				138,300
				86,800

Texas—Odessa

KMLM

Ch. 42

Network Service: Trinity Bcstg. Network.

Grantee: National Minority TV Inc., Box C-11949, Santa Ana, CA 92711.

Mailing Address: Box 305, Gardendale, TX 79758.

Telephone: 714-832-2950.

Technical Facilities: Channel No. 42 (638-644 MHz). Authorized power: 1130-kw max. visual, 113-kw max. aural. Antenna: 480-ft. above av. terrain, 475-ft. above ground, 3392-ft. above sea level.

Latitude	32°	02'	52.50''
Longitude	102°	17'	44.00''

Transmitter: 1.2-mi. W of junction of State Rtes. 158 & 1788, near Odessa.

Ownership: National Minority TV Inc., non-profit, non-stock corp. Paul F. Crouch, pres.; P. Jane Duff, v.p.-asst. secy.; Phillip David Espinoza, treas. NMTVI owns permittee of KTDZ-TV, Portland, OR. For Crouch's other interests, see Trinity Bcstg. Network Inc. in Group Ownership of TV Stations.

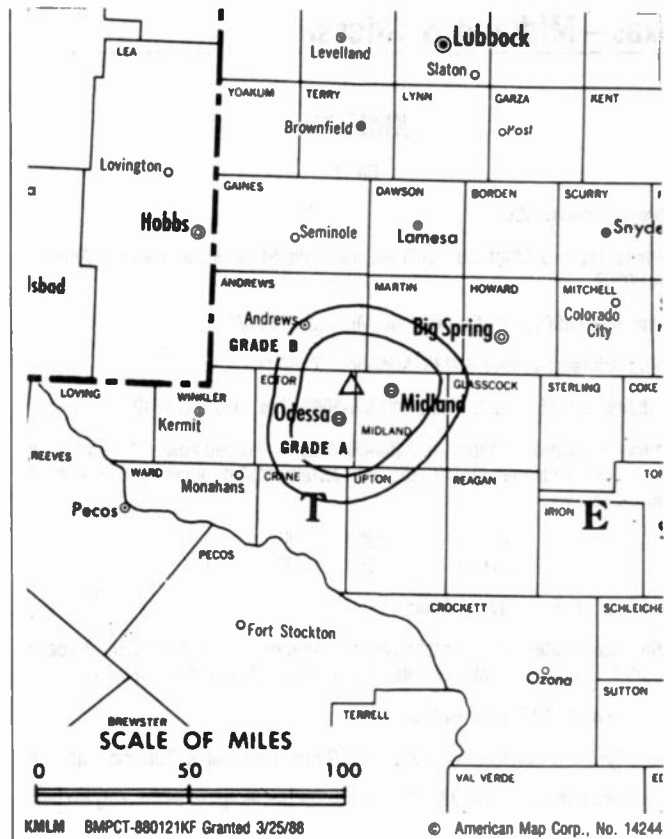
Began Operation: October 17, 1988.

Represented (engineering): Omni Communications Inc.

Personnel:
TIM R. ULLERY, chief engineer.

Rates: On request.

Arbitron Data: Not available.



KMLM BMPCT-880121KF Granted 3/25/88

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City of License: Odessa. **ADI:** Odessa-Midland. **Rank:** 146.

Texas—Odessa

KOSA-TV

Ch. 7

Network Service: CBS.

Licensee: Adams TV of Odessa Inc., 1908 Royal Palm Way, Boca Raton, FL 33432.

Studio: 1211 N. Whitaker Ave., Odessa, TX 79763.

Mailing Address: Box 4186, Odessa, TX 79760.

Telephone: 915-337-8301. **TWX:** 910-897-5504. **Fax:** 915-337-0536.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 39.8-kw aural. Antenna: 740-ft. above av. terrain, 726-ft. above ground, 3856-ft. above sea level.

Latitude 31° 51' 50.50"
Longitude 102° 34' 41.00"

Transmitter: Farm Rd. No. 866, 11-mi. W of Odessa.

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

News Service: AP.

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

Began Operation: January 1, 1956. Transfer of control to Wesray Communications Corp. approved by FCC Aug. 16, 1984. Previous sale to Forward by Doubleday Bcstg. Co. approved by FCC Sept. 11, 1973. Sale to International Bcstg. Co. approved Feb. 27, 1986 but not consummated. FCC approved sale of Forward stations to Adams Communications Dec. 23, 1987.

Represented (sales): Blair Television.

Represented (legal): Wiley, Rein & Fielding.

Personnel:

VIC LUDINGTON, president & general manager.
ROBERT JACKSON, local sales manager.
AL HARRIS, chief engineer.
DON SCOTT, news director.

Highest One Hour Rate: \$2000.

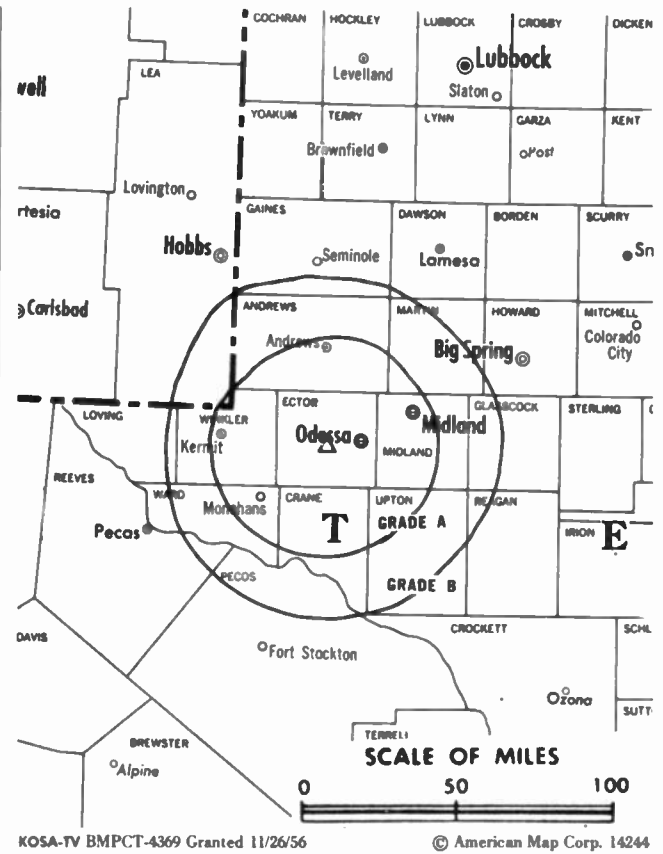
Highest 30 Sec. Rate: \$600.

NETWORK BASE HOURLY RATE: \$875.

City of License: Odessa. **ADI:** Odessa-Midland. **Rank:** 146.

Total Households: © MSI Consumer Market Data as of 1/1/89. 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 MEXICO			
	Lea South	2,400	2,400	100
	TEXAS			
	Andrews	5,400	5,300	98
	Brewster	2,900	2,800	97
	Crane	1,700	1,700	100
	Culberson	1,000	1,000	100
	Ector	50,100	49,700	99
Glasscock	400	400	100	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Howard	13,200	13,100	99
	Jeff Davis	600	600	100
	Loving	100	100	100
	Martin	1,600	1,600	100
	Midland	43,600	43,300	99
	Pecos	5,000	4,900	98
	Presidio	1,800	1,700	94
	Reagan	1,500	1,500	100
	Reeves	4,800	4,700	98
	Upton	1,800	1,800	100
	Ward	5,100	5,000	99
	Winkler	3,400	3,400	100
Between 25-49%	NEW MEXICO			
	Lea North	20,900	20,400	97
	TEXAS			
Between 5-24%	Crockett	1,600	1,600	100
	Gaines	4,900	4,900	100
Station Totals		179,200	177,200	99
Net Weekly Circulation (1989)			138,100	
Average Daily Circulation (1989)			82,100	

Texas—Odessa

KPEJ

Ch. 24

Network Service: Fox.

Licensee: SWMM/Odessa-Midland Corp., 6100 Corporate Dr., Suite 500, Houston, TX 77036.

Studio: 1550 West Interstate 20, Odessa, TX 79763.

Mailing Address: Box 11009, Odessa, TX 79760.

Telephones: 915-563-2424; 915-337-2424. **TWX:** 910-881-0145.

Fax: 915-337-3707.

Technical Facilities: Channel No. 24 (530-536 MHz). Authorized power: 4453.2-kw visual, 890.6-kw aural. Antenna: 1100-ft. above av. terrain, 1102-ft. above ground, 4014-ft. above sea level.

Latitude 32° 05' 51"
Longitude 102° 17' 21"

Transmitter: E of Hwy. 1788, 14-mi. NW of Midland.

Multichannel TV Sound: Stereo only.

Ownership: SouthWest MultiMedia Corp., 100%. See Group Ownership of Television Stations.

Began Operation: June 16, 1986.

Represented (sales): MMT Sales Inc.

Represented (legal): Lackshin & Nathan.

Represented (engineering): William Thompson.

Personnel:

JOSEPH SUGG, general manager.
JAMES BEEGHLEY, general sales manager.
JOEL JACKSON, local sales manager.
GLEN EDWARDS, chief engineer.
LEIGH ANN KALINEC, program director.
SUE McEWEN, promotion director.
JEANNIE MANALLI, business manager.

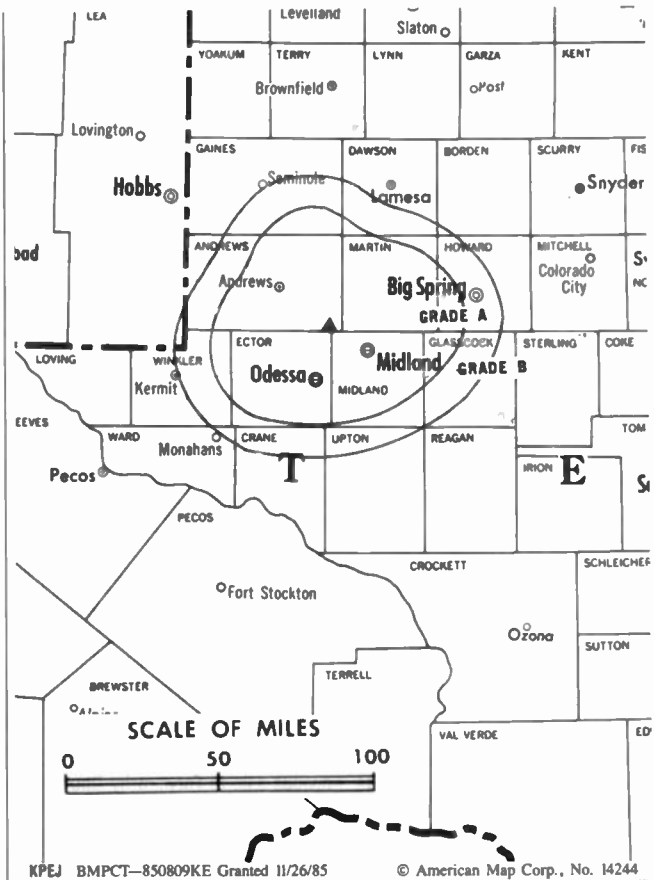
Highest One Hour Rate: \$2000.

Highest 30 Sec. Rate: \$300.

City of License: Odessa. **ADI:** Odessa-Midland. **Rank:** 146.

Total Households: © MSI Consumer Market Data as of 1/1/89. 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	TEXAS Andrews	5,400	5,300	98
	Ector	50,100	49,700	99
	Reagan	1,500	1,500	100



Net Weekly Circulation	State County	Total Households	TV Households	Households %
Between 25-49%	NEW MEXICO Lea South	2,400	2,400	100
	TEXAS Dawson	5,400	5,300	98
	Gaines	4,900	4,900	100
	Glasscock	400	400	100
	Martin	1,600	1,600	100
	Midland	43,600	43,300	99
	Pecos	5,000	4,900	98
	Upton	1,800	1,800	100
	Ward	5,100	5,000	99
	Winkler	3,400	3,400	100
	Yoakum	3,500	3,500	100
Between 5-24%	TEXAS Crane	1,700	1,700	100
	Howard	13,200	13,100	99
Station Totals		149,000	147,800	99
Net Weekly Circulation (1989)				69,600
Average Daily Circulation (1989)				31,600

Texas—Odessa

KTPX

Ch. 9

(Also operates satellite KWAB-TV, Big Spring, TX)

Network Service: NBC.

Licensee: James T. Taylor, Receiver, c/o Harbor Acquisitions Inc., 14180 Dallas Pkwy., Suite 619, Dallas, TX 75246.

Studio: 10900 County Rd. 125 W, Midland, TX 79711.

Mailing Address: Box 6699, Midland, TX 79711.

Telephone: 915-563-4210. **TWX:** 910-895-5346.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1270-ft. above av. terrain, 1080-ft. above ground, 4490-ft. above sea level.

Latitude 31° 59' 17"
Longitude 102° 51' 59"

Transmitter: 17-mi. ENE of Kermit, TX; 26-mi. NW of Odessa; 27-mi. NE of Monahans.

Satellite Earth Stations: Harris, 7.5-meter Ku-band; RCA, 4.5-meter Ku-band; 4.5-meter C-band; Harris, 3.5-meter Ku-band; Harris, M/A-Com, Scientific-Atlanta receivers.

News Services: Conus, NBC, UPI.

Ownership: MSP Television of Midland-Odessa Inc. Francis A. Martin III, chmn.; James H. Smith, pres.; Glen E. Pickell, exec. v.p.-treas.; Richard C. Spaulding, secy. MSP Television of Midland-Odessa Inc. ownership: First Capital Corp. of Chicago, 90%; Madison Dearborn Partners, 10%.

Began Operation: December 1, 1958. Moved to new site and higher power Feb. 1, 1963. Sale to Grayson Enterprises by Tri-Cities Bcstrs. (John B. Walton) approved by FCC Feb. 12, 1969. Distress sale to Permian Basin TV Corp. conditionally approved by FCC March 27, 1980; full grant April 22, 1980 (*Television Digest*, Vol. 20:13). Sale to present owners approved Nov. 19, 1985.

Represented (sales): Seltel Inc.

Personnel:

DAN ROBBINS, general manager.
STAN KAYE, general sales manager.
GRADY WOODWARD, chief engineer.
RICHARD HOWARD, news director.

Rates: On request.

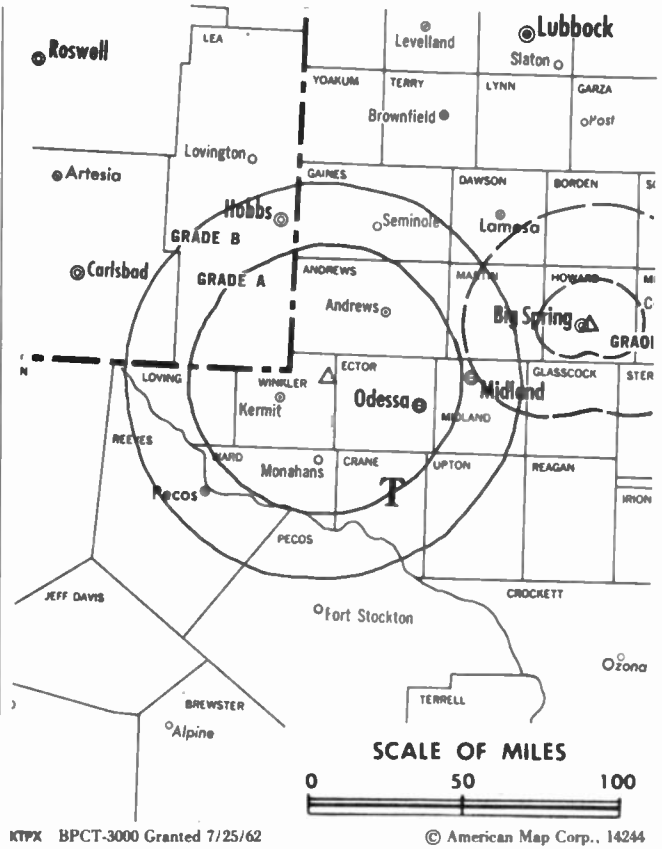
NETWORK BASE HOURLY RATE: \$700.

Arbitron Data: Includes KWAB-TV, Big Spring, TX.

City of License: Odessa. **ADI:** Odessa-Midland. **Rank:** 146.

Total Households: © MSI Consumer Market Data as of 1/1/89. 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 MEXICO			
	Lea North	20,900	20,400	97
	Lea South	2,400	2,400	100
	TEXAS			
	Andrews	5,400	5,300	98
Brewster	2,900	2,800	97	
Crane	1,700	1,700	100	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Culberson	1,000	1,000	100
	Ector	50,100	49,700	99
	Gaines	4,900	4,900	100
	Howard	13,200	13,100	99
	Loving	100	100	100
	Martin	1,600	1,600	100
	Midland	43,600	43,300	99
	Mitchell	3,300	3,300	100
	Pecos	5,000	4,900	98
	Presidio	1,800	1,700	94
	Reagan	1,500	1,500	100
	Reeves	4,800	4,700	98
	Upton	1,800	1,800	100
	Ward	5,100	5,000	99
Winkler	3,400	3,400	100	
Between 25-49%	TEXAS			
	Crockett	1,600	1,600	100
	Glasscock	400	400	100
	Jeff Davis	600	600	100
Yoakum	3,500	3,500	100	
Between 5-24%	TEXAS			
Dawson	5,400	5,300	98	
Station Totals	186,000	184,000	99	
Net Weekly Circulation (1989)			140,100	
Average Daily Circulation (1989)			79,600	

Texas—Rosenberg

KXLN-TV

Ch. 45

Network Service: Univision.

Licensee: Pueblo Bcstg. Corp., 9440 Kirby Dr., Houston, TX 77054.

Studio: 9440 Kirby Dr., Houston, TX 77054.

Telephone: 713-662-4545. **Telex:** 765474. **Fax:** 713-668-9054.

Technical Facilities: Channel No. 45 (656-662 MHz). Authorized power: 2500-kw max. visual, 250-kw max. aural. Antenna: 1440-ft. above av. terrain, 1429-ft. above ground, 1505-ft. above sea level.

Latitude 29° 33' 25"
Longitude 95° 30' 04"

Holds CP for change to 2173-kw max. visual. BMPCT-880314KE.

Transmitter: 3101 Senior Rd., 3-mi. E of Dewalt.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: SatCom, 5-meter; Scientific-Atlanta, 4.6-meter; Scientific-Atlanta receivers.

Ownership: Carlos Nava, 4%; Dr. Victor Belgado, 12%; Mary Medina, 10%; Jose Adan Trevino, 24%; Alfonso C. Pena, 35%; Syncorn, 4%; Anthony Dickens-Lara, 12.2%; Elma Barrera, 2%.

Began Operation: September 1, 1986.

Represented (sales): Univision.

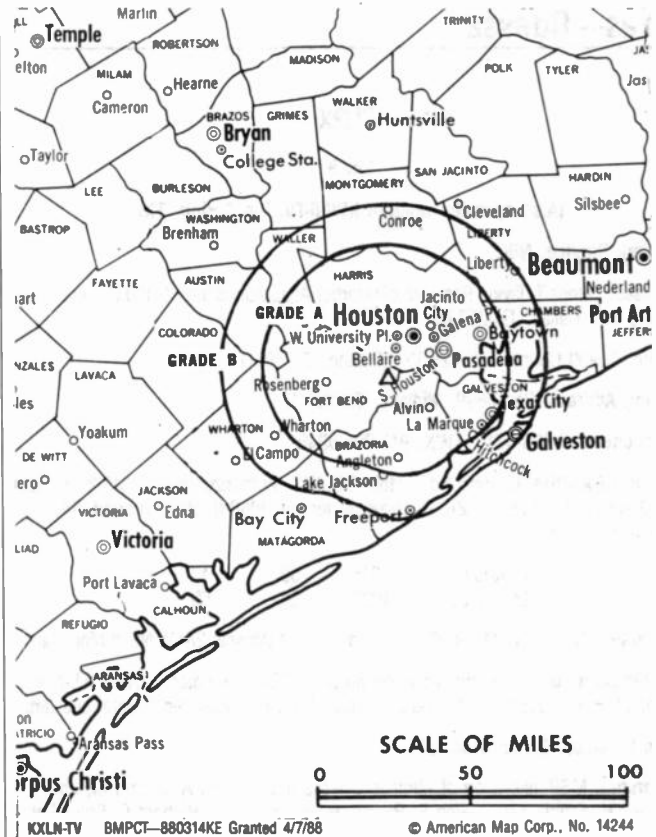
Represented (legal): Mullin, Rhyne, Emmons & Topel, P.C.

Represented (engineering): Jules Cohen & Associates.

Personnel:

JOSE ADAN TREVINO, president, chief executive officer & general manager.
ZANETTA KELLEY, general sales manager.
ART BRADSHAW, local sales manager.
JOYCE WADDELL, national sales manager.
STEVE LOONEY, engineering director.
MANNY LOPEZ, news director.
LAURINDA FLORES, program director.
CHRIS BROWN, business manager.

Rates: On request.



City of License: Rosenberg. **ADI:** Houston. **Rank:** 10.

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

Net Weekly Circulation	State County	Total Households	TV Households Households %
	TEXAS		
Between 5-24%	Waller	7,200	7,100 98
Station Totals		7,200	7,100 99
Net Weekly Circulation (1989)			56,100
Average Daily Circulation (1989)			35,500

Texas—San Angelo

KACB-TV

Ch. 3

(Satellite of KRBC-TV, Abilene)

Network Service: NBC.

Licensee: Abilene Radio & TV Co., 4510 14th St., Abilene, TX 79605.

Studio: See KRBC-TV, Abilene.

Telephone: 915-692-4242. TWX: 915-492-9210.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 17.87-kw visual, 3.55-kw aural. Antenna: 600-ft. above av. terrain, 469-ft. above ground, 2719-ft. above sea level.

Latitude 31° 37' 22"
Longitude 100° 26' 14"

Transmitter: 7.7-mi. N of San Angelo, 0.4-mi. W of State Hwy. 208.

News Service: AP.

Ownership: L. Dale Ackers, pres., 33.2%; Christine Ackers Cagle, v.p., 24.16%; Jack Andrews, secy.-treas., 29.17%; Florence A. Andrews, 4.17%.

Began Operation: February 8, 1962.

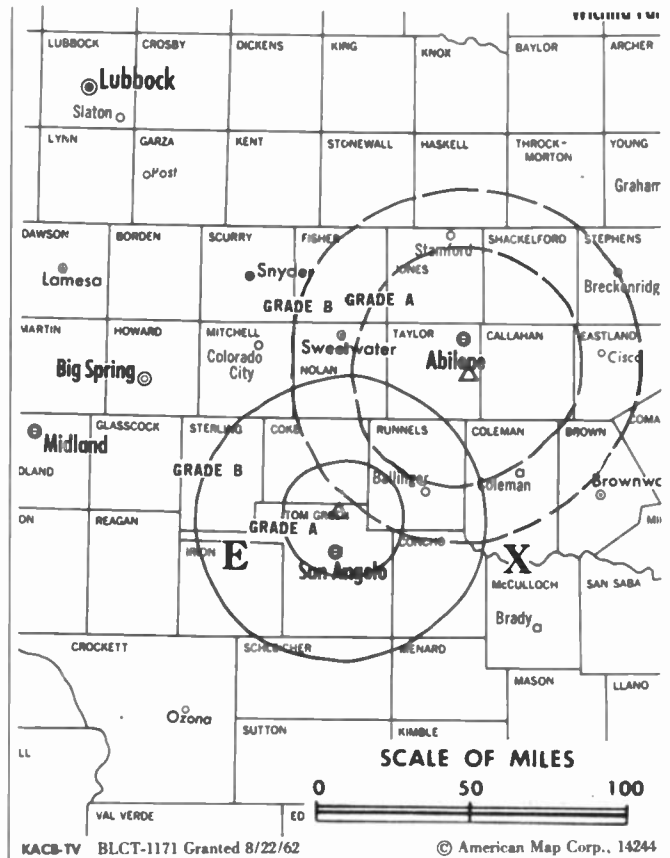
Represented (sales): Blair Television.

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

Personnel:

DALE ACKERS, president.
KEN KNOX, station manager & sales manager.
JERRY SHACKELFORD, program director.
BOB LLOYD, chief engineer.

Rates: Sold in combination with KRBC-TV, Abilene.



Arbitron Data: Included with KRBC-TV, Abilene, TX.

City of License: San Angelo. **ADI:** San Angelo. **Rank:** 190.

Texas—San Angelo

KIDY

Ch. 6

Network Service: Fox.

Licensee: Sage Bcstg. Corp., 406 S. Irving St., San Angelo, TX 76903.

Studio: 406 S. Irving St., San Angelo, TX 76903.

Telephone: 915-658-2666. **Easylink:** 62959264.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 910-ft. above av. terrain, 1000-ft. above ground, 3023-ft. above sea level.

Latitude 31° 35' 21"
Longitude 100° 31' 00"

Transmitter: 2.31-mi. N of intersection of U.S. 87 & March Rd., San Angelo.

Satellite Earth Stations: Harris, 6.1-meter C-band; RCA, 4.5-meter Ku-band; Harris, 3.5-meter C-band; Harris, RCA receivers.

Ownership: Raymond G. Schindler, pres., 86%; Paris R. Schindler, v.p., 5%; Timothy R. Brown, secy., 5%; Anne-Marie Barrabes Altemir, 3%; Oliver Bell & Rosetta Bell, 1%.

Began Operation: May 12, 1984.

Represented (sales): Independent TV Sales.

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

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

Personnel:

RAYMOND G. SCHINDLER, president.
BILL CARTER, vice president & secretary.
LEE SMITH, general manager.
ERNESTO MEJIA, chief engineer.
RACHEL KISSKO, news director.
JOHN TALLEY, program director.
NOEL HURST, promotion director.
JAMIE GEORGE, business manager.

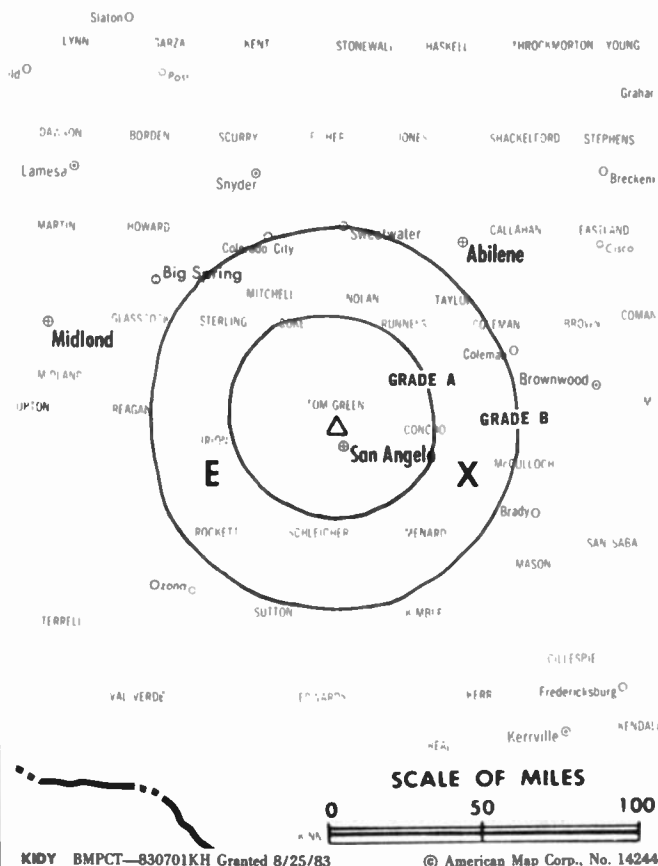
Highest One Hour Rate: \$1200.

Highest 30 Sec. Rate: \$175.

City of License: San Angelo. **ADI:** San Angelo. **Rank:** 190.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Irion	600	600	100
	Sterling	400	400	100



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Tom Green	36,400	36,000	99
Between 25-49%	TEXAS			
	Coke	1,300	1,300	100
	Concho	1,100	1,100	100
	Reagan	1,500	1,500	100
	Runnels	4,800	4,700	98
Between 5-24%	TEXAS			
	Coleman	4,300	4,200	99
	Mc Culloch	3,600	3,500	97
	Menard	900	900	100
	Mitchell	3,300	3,300	100
	Nolan	6,400	6,300	98
	Schleicher	1,000	1,000	100
Sutton	1,800	1,700	94	
Station Totals		67,400	66,500	99
Net Weekly Circulation (1989)				27,700
Average Daily Circulation (1989)				11,200

Texas—San Angelo

KLST

Ch. 8

Network Service: CBS.

Licensee: Jewell Television Corp., Box 1941, San Angelo, TX 76902.

Studio: 2800 Armstrong St., San Angelo, TX 76903.

Mailing Address: Box 1941, San Angelo, TX 76902.

Telephone: 915-949-8800. **TWX:** 510-871-3805. **Fax:** 915-658-4006.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1450-ft. above av. terrain, 1500-ft. above ground, 3326-ft. above sea level.

Latitude 31° 22' 01"
Longitude 100° 02' 48"

Transmitter: 3.3-mi. SE of Eola.

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

News Service: AP.

Ownership: Estate of T. B. Lanford, 100%. See Group Ownership of Television Stations.

Began Operation: June 26, 1953. Transfer of 74% to KGKL and R. H. Simmons approved March 13, 1957 by FCC (*Television Digest*, Vol. 13:2, 11). Transfer of 49% from KGKL to Big Spring Bcstg. Co. effective March 25, 1959. Transfer to Westex TV Co. owners approved by FCC Dec. 4, 1962. Sale to present owner by Houston H. & Edward H. Harte & A. L. Hall approved Jan. 20, 1971.

Represented (sales): Katz Television.

Represented (legal): Wiley, Rein & Fielding.

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

Personnel:

- PHIL BRASSIE, vice president & general manager.
- GORDON HAY, station manager & director of operations.
- SCOTT UNDERWOOD, general sales manager.
- DENISE MILLER, national sales assistant.
- LARRY WHITE, chief engineer.
- LOU KORDEK, news director.
- KEVIN SETTLE, promotion director.
- VIVIAN AYLOR, controller.
- PAUL PADGETT, marketing director.
- CAROL HENNECKE, administrative assistant.

Highest One Hour Rate: \$4800.

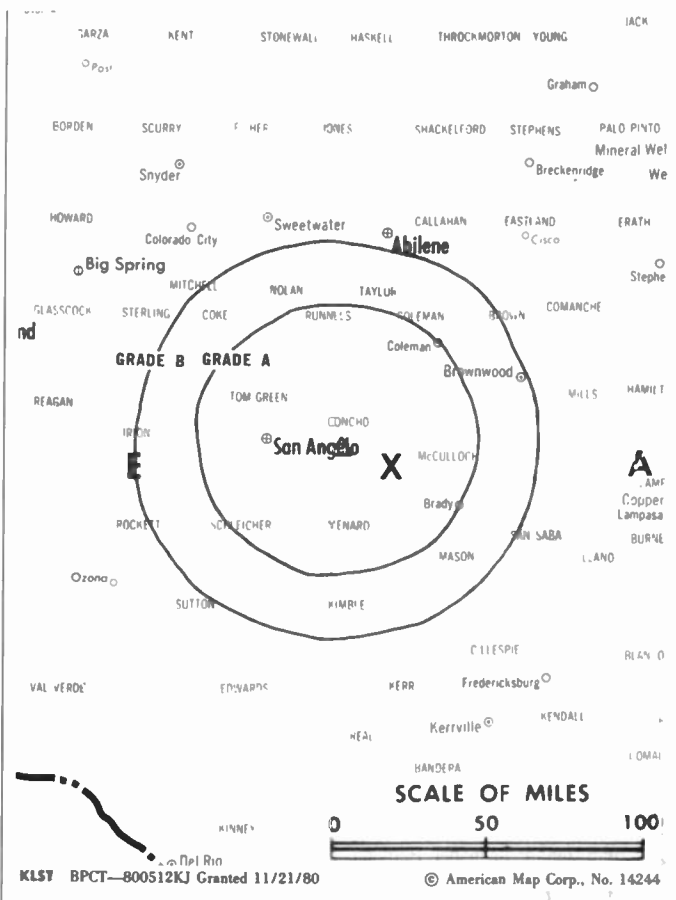
Highest 30 Sec. Rate: \$750.

NETWORK BASE HOURLY RATE: \$371.

City of License: San Angelo. **AOI:** San Angelo. **Rank:** 190.

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

Net Weekly Circulation	State County	Total Households	TV Households	Households %
TEXAS				
50% & Over	Coke	1,300	1,300	100
	Concho	1,100	1,100	100
	Crockett	1,600	1,600	100



Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over				
	Irion	600	600	100
	Kimble	1,600	1,500	94
	Mc Culloch	3,600	3,500	97
	Mason	1,600	1,500	94
	Menard	900	900	100
	Runnels	4,800	4,700	98
	Schleicher	1,000	1,000	100
	Sterling	400	400	100
	Sutton	1,800	1,700	94
	Tom Green	36,400	36,000	99
TEXAS				
Between 5-24%				
	Brown	14,100	13,800	98
	Coleman	4,300	4,200	99
	Comanche	5,000	4,900	98
	Edwards	700	700	100
	Fisher	2,100	2,100	100
	Gillespie	6,500	6,300	97
	Lampasas	5,600	5,500	98
	Mills	1,900	1,900	100
	Mitchell	3,300	3,300	100
	Nolan	6,400	6,300	98
	Reagan	1,500	1,500	100
	San Saba	2,400	2,400	100
Station Totals		110,500	108,700	98
Net Weekly Circulation (1989)				58,700
Average Daily Circulation (1989)				40,300

Texas—San Antonio

KABB

Ch. 29

Network Service: None, independent.

Licensee: Alamo Bcstg. Corp., 520 N. Medina, San Antonio, TX 78207-3027.

Studio: 520 N. Medina, San Antonio, TX 78207-3027.

Phone: 512-299-1129. **Fax:** 512-299-1545.

Technical Facilities: Channel No. 29 (560-566 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1453-ft. above av. terrain, 1470-ft. above ground, 1982-ft. above sea level.

Latitude 29° 17' 27"
Longitude 98° 16' 12"

Transmitter: 12480-B Adkins-Elmendorf Rd.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: 6.1-meter Ku & C-band; 3.5-meter Ku-band; Pinzone, Standard Communications receivers.

Ownership: Paris R. Schindler, pres., 46%; Sherry L. Schindler-Hauk, 31%; Suzanne S. Brown-Schindler, 15%; Timothy R. Brown, 3%; 2 others with less than 5%. Paris Schindler also has interest in KIDY(TV), San Angelo, TX.

Began Operation: December 16, 1987.

Represented (sales): TeleRep Inc.

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

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

Personnel:

PARIS SCHINDLER, president.
BILL CARTER, general manager.
TOM WATSON, general sales manager.
DALE TAYLOR, chief engineer.
SAM BICKEL, program director.
SCOTT MACANINCH, promotion director.
BILL DRIESSEIN, controller.

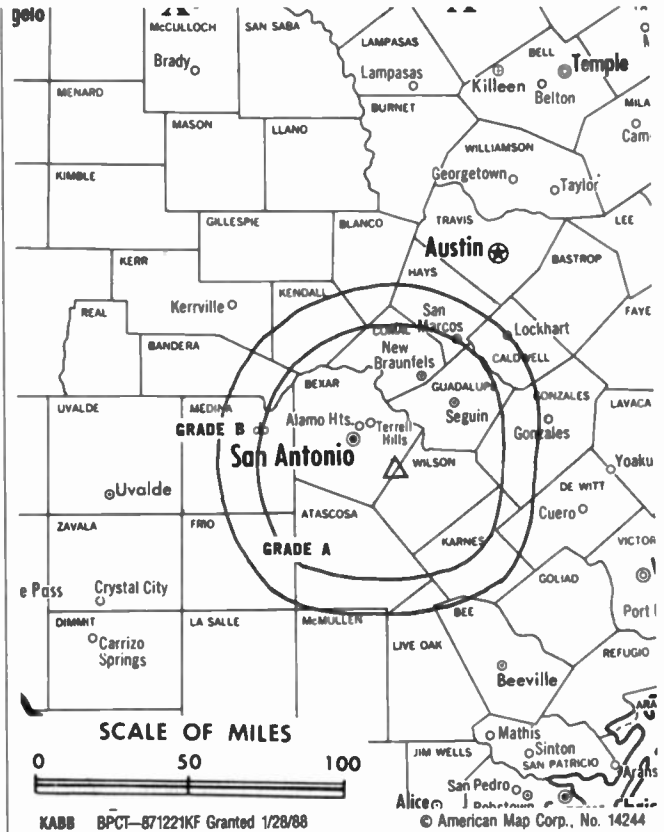
Highest One Hour Rate: \$4000.

Highest 30 Sec. Rate: \$450.

City of License: San Antonio. **ADI:** San Antonio. **Rank:** 43.

Total Households: © MSI Consumer Market Data as of 1/1/89. 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	TEXAS Wilson	6,800	6,600	97
	TEXAS Atascosa	10,300	10,100	98
Between 25-49%	TEXAS Bexar	395,800	391,600	99



Net Weekly Circulation	State County	Total Households	TV Households	Households %
Between 25-49%	Blanco	2,600	2,600	100
	Comal	18,700	18,500	99
	Guadalupe	20,900	20,600	99
	Kames	4,600	4,500	98
	Mcmullen	300	300	100
	Medina	9,100	8,900	98
TEXAS				
Between 5-24%	Bandera	3,800	3,800	100
	Caldwell	9,300	9,100	98
	De Witt	7,300	7,100	97
	Frio	4,500	4,400	98
	Goliad	1,900	1,900	100
	Gonzales	6,400	6,300	98
	Hays	19,500	19,200	98
	Kendall	5,400	5,300	98
	Uvalde	7,900	7,700	97
	Station Totals		535,100	528,500
Net Weekly Circulation (1989)				215,100
Average Daily Circulation (1989)				80,700

Texas—San Antonio

KENS-TV

Ch. 5

Network Service: CBS.

Licensee: Harte-Hanks Television Inc., Box TV 5, San Antonio, TX 78299.

Studio: 5400 Fredericksburg Rd., San Antonio, TX 78229.

Telephone: 512-366-5000. **TWX:** 910-871-1012. **Fax:** 512-377-0740.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1392-ft. above av. terrain, 1531-ft. above ground, 2049-ft. above sea level.

Latitude 29° 16' 07"
Longitude 98° 15' 55"

Transmitter: Tower Rd., 4-mi. NE of Elmendorf, TX.

Satellite Earth Stations: Transmit/receive Satcom Technologies, 9.2-meter; Satcom Technologies, 7-meter; Satcom Technologies, 5.5-meter Ku-band; Scientific-Atlanta receivers.

News Services: AP, NIWS.

Ownership: Harte-Hanks Communications Inc., 100%. Robert G. Marbut, pres. & chief exec. officer, communications; Michael J. Conly, pres., KENS-TV. Harte-Hanks Communications Inc. ownership: Corpus Christi Caller & Times, etc., 99.2%. For other interests, see Newspaper Ownership of TV Stations.

Began Operation: February 15, 1950. Transfer to present owners from owners of San Antonio Express and News approved by FCC July 3, 1962. Sale to San Antonio Express and News by Storer Bcstg. Co., which acquired it in Oct. 1951, approved by FCC Oct. 27, 1954 (*Television Digest*, Vol. 7:30, 41; 10:15, 22, 26, 44).

Represented (sales): Blair Television.

Represented (legal): Arnold & Porter.

Personnel:

MICHAEL J. CONLY, president & general manager.
JACK W. FOREHAND, vice president & station manager.
BOB ROGERS, vice president & director of news & public affairs.
ROBERT KING, vice president & chief engineer.
MICHAEL SIMPSON, local sales manager.
JERRY POLICOFF, national sales manager.
LAURA HORANSKY, promotion director.
MARCELINO RODRIGUEZ, business manager.
SUSAN KORBEL, marketing director.

Highest One Hour Rate: \$20,000.

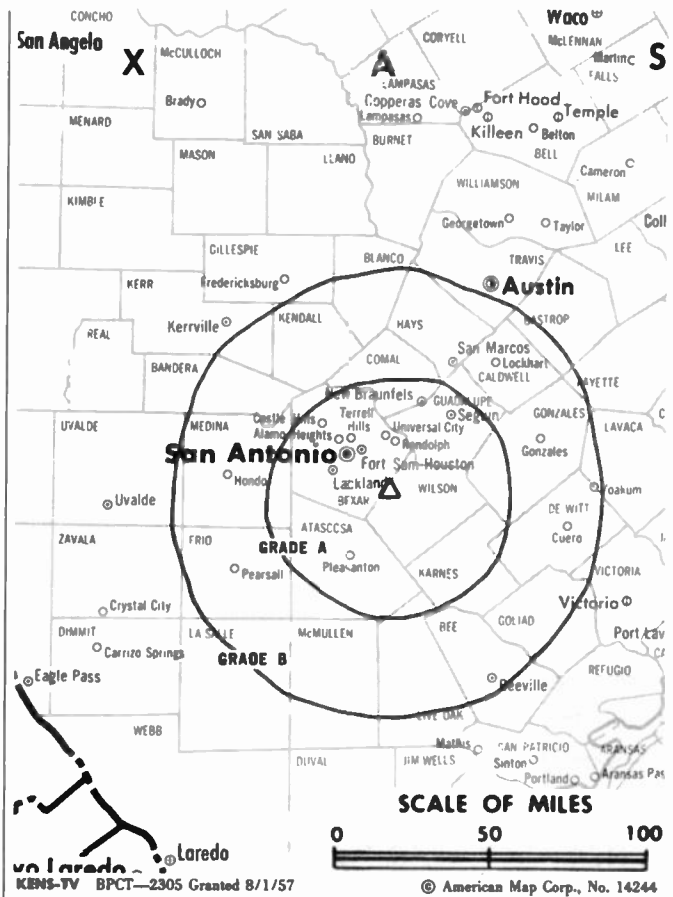
Highest 30 Sec. Rate: \$5000.

NETWORK BASE HOURLY RATE: \$1850.

City of License: San Antonio. **ADI:** San Antonio. **Rank:** 43.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Atascosa	10,300	10,100	98
	Bandera	3,800	3,800	100
	Bee	8,800	8,600	98
	Bexar	395,800	391,600	99
	Blanco	2,600	2,600	100
	Caldwell	9,300	9,100	98
	Comal	18,700	18,500	99
	De Witt	7,300	7,100	97
	Dimmit	3,400	3,300	97
	Edwards	700	700	100
	Frio	4,500	4,400	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Gillespie	6,500	6,300	97
	Goliad	1,900	1,900	100
	Gonzales	6,400	6,300	98
	Guadalupe	20,900	20,600	99
	Karnes	4,600	4,500	98
	Kendall	5,400	5,300	98
	Kerr	15,300	15,000	98
	Kinney	900	900	100
	La Salle	1,800	1,700	94
	Lavaca	7,500	7,200	96
	Live Oak	3,600	3,500	97
	Mcmullen	300	300	100
	Maverick	10,000	9,600	96
	Medina	9,100	8,900	98
	Real	1,000	1,000	100
	Uvalde	7,900	7,700	97
	Val Verde	12,700	12,300	97
	Victoria	26,800	26,300	98
	Wilson	6,800	6,600	97
Zavala	3,200	3,100	97	
Between 25-49%	TEXAS			
	Hays	19,500	19,200	98
Between 5-24%	TEXAS			
	Duval	4,300	4,200	98
	Fayette	8,300	8,000	96
	Kimble	1,600	1,500	94
	Lee	4,900	4,800	98
	Refugio	3,100	3,100	100
	Webb	32,600	32,100	98
Station Totals		692,100	681,700	98
Net Weekly Circulation (1989)			545,700	
Average Daily Circulation (1989)			350,100	

Texas—San Antonio

KMOL-TV

Ch. 4

Network Service: NBC.

Licensee: United Television Inc., Box 2641, San Antonio, TX 78299.

Studio: 1031 Navarro St., San Antonio, TX 78205.

Mailing Address: Box 2641, San Antonio, TX 78299.

Telephone: 512-226-4251. TWX: 512-571-0920. Fax: 512-223-5693.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1476-ft. above av. terrain, 1531-ft. above ground, 2049-ft. above sea level.

Latitude 29° 16' 10"
Longitude 98° 15' 55"

Transmitter: 4-mi. from Elmendorf on bearing of N 79 E.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Harris, 8-meter Ku-band; Harris, 3-meter Ku-band; Satcom Technologies, 7-meter C-band; Comtech, Harris receivers.

SNG Mobile Dish: Transmit/receive Andrew, 2.4-meter Ku-band.

News Services: AP, CNN.

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

Began Operation: December 11, 1949. Sale to present owner by Avco Bcstg. Corp. approved by FCC Sept. 18, 1975 (Television Digest, Vol. 14:48). Sale to Avco by Hugh Halff Jr. and associates approved Sept. 15, 1965 (Vol. 5:22, 38).

Represented (sales): MMT Sales Inc.

Represented (legal): Hogan & Hartson.

Personnel:

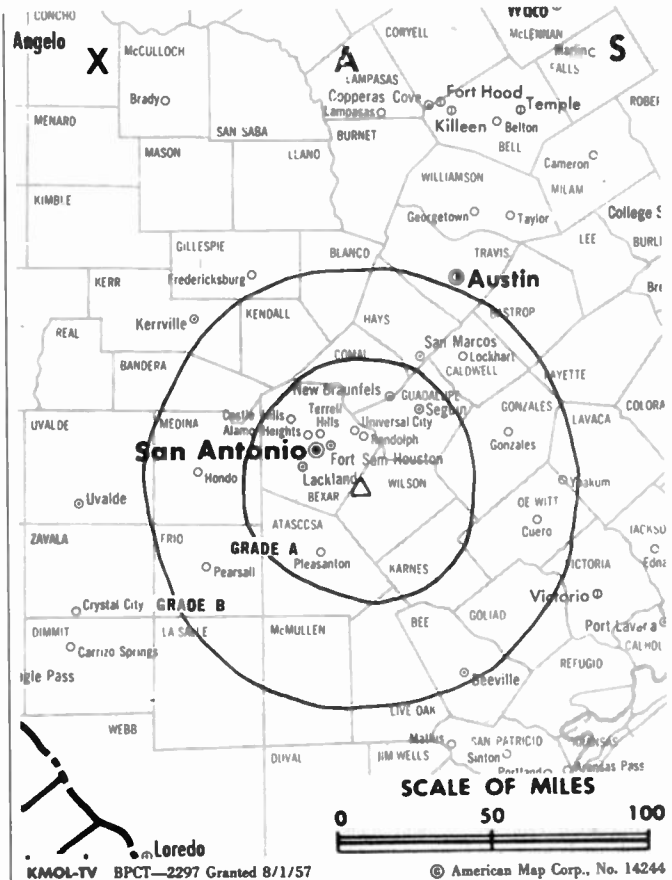
ROBERT DONOHUE, vice president & general manager.
KEVIN DONOHUE, general sales manager.
PHIL JOHNSON, local sales manager.
JOHN SEABERS, national sales manager.
HAROLD FRIESENHAHN, chief engineer.
RON HARIG, news director.
DENNIS MARSHALL, promotion manager & creative services director.
GENE HANSBAUER, business manager.
JACK CARROLL, operations manager.
RENE KOZIK, community services coordinator.

Rates: On request.

City of License: San Antonio. ADI: San Antonio. Rank: 43.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Atascosa	10,300	10,100	98
	Bandera	3,800	3,800	100
	Bee	8,800	8,600	98
	Bexar	395,800	391,600	99
	Blanco	2,600	2,600	100
	Caldwell	9,300	9,100	98
	Comal	18,700	18,500	99
	De Witt	7,300	7,100	97
	Dimmit	3,400	3,300	97
	Edwards	700	700	100
	Frio	4,500	4,400	98
	Gillespie	6,500	6,300	97



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Goliad	1,900	1,900	100
	Gonzales	6,400	6,300	98
	Guadalupe	20,900	20,600	99
	Karnes	4,600	4,500	98
	Kendall	5,400	5,300	98
	Kerr	15,300	15,000	98
	Kinney	900	900	100
	La Salle	1,800	1,700	94
	Lavaca	7,500	7,200	96
	Mcmullen	300	300	100
	Maverick	10,000	9,600	96
	Medina	9,100	8,900	98
	Real	1,000	1,000	100
	Uvalde	7,900	7,700	97
Between 25-49%	Val Verde	12,700	12,300	97
	Wilson	6,800	6,600	97
	Zavala	3,200	3,100	97
	TEXAS			
Between 25-49%	Hays	19,500	19,200	98
	Live Oak	3,600	3,500	97
	Victoria	26,800	26,300	98
	Webb	32,600	32,100	98
Between 5-24%	TEXAS			
	Bastrop	13,400	13,100	98
	Fayette	8,300	8,000	96
Kimble	1,600	1,500	94	
Station Totals		693,200	682,700	98
Net Weekly Circulation (1989)			531,000	
Average Daily Circulation (1989)			322,800	

Texas—San Antonio

KSAT-TV

Ch. 12

Network Service: ABC.

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

Studio: 1408 N. St. Mary's St., San Antonio, TX 78215.

Mailing Address: Box 2478, San Antonio, TX 78298.

Telephone: 512-351-1200. **TWX:** 910-871-1022. **Telex:** 510-100-4872.

Fax: 512-351-1297.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 1483-ft. above av. terrain, 1505-ft. above ground, 2049-ft. above sea level.

Latitude 29° 16' 11"
Longitude 98° 15' 31"

Transmitter: 4.5-mi. ENE of Elmendorf, TX.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Stations: Scientific-Atlanta, 10-meter C-band; Andrew, 7.3-meter C-band; Andrew, 4.5-meter C-band; Scientific-Atlanta, 4.5-meter Ku-band; M/A-Com, Microdyne, Scientific-Atlanta receivers.

News Services: ABC, AP, Conus, Texas State Network.

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

Begin Operation: January 21, 1957. Sale to present owner by Rockefeller Group Inc. approved by FCC April 29, 1986 (*Television Digest*, Vol. 26:6, 12). Sale to Rockefeller Group approved by FCC Nov. 23, 1983 (Vol. 23:19, 22; 24:6). Sale to the Outlet Co. by Mission Telecasting Corp. approved Nov. 22, 1967.

Represented (sales): Petry Television Inc.

Represented (legal): Dow, Lohnes & Albertson.

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

Personnel:

JAMES SCHIAVONE, president & general manager.
JACK DIX, general sales manager.
BARBARA MONTEMAYOR, local sales manager.
RICHARD YZAGUIRRE, national sales manager.
DAVID CARR, chief engineer.
JAMES BOYLE, news director.
RICHARD ANDRYCHA, program manager.
CHARLES B. CRAIG, business manager.
CHERYL PORTER, advertising & promotion manager.
LYDIA ALEGRIA, community affairs director.
DEBRA JOHNSON, research manager.

Highest One Hour Rate: \$18,000.

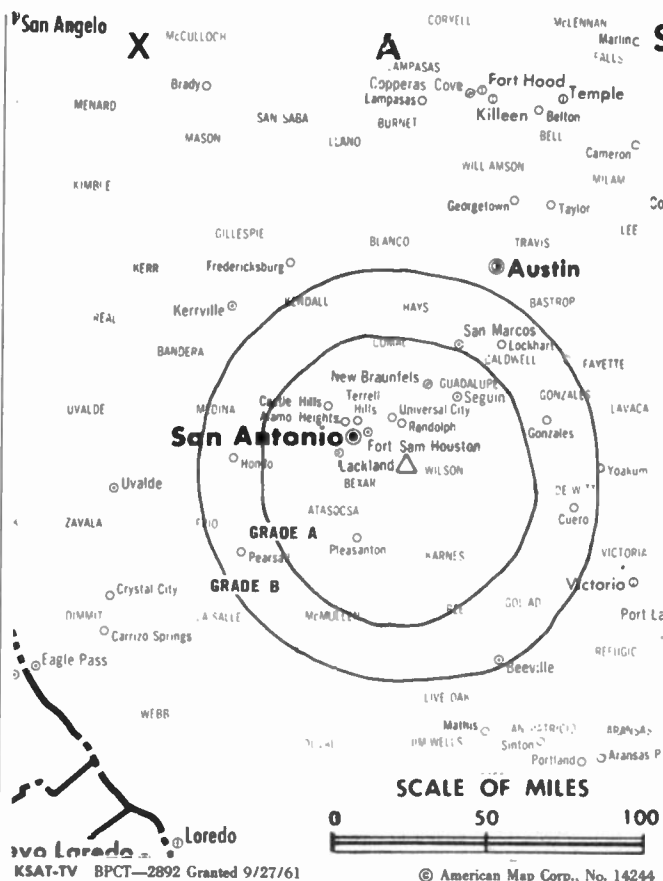
Highest 30 Sec. Rate: \$3600.

NETWORK BASE HOURLY RATE: \$1025.

City of License: San Antonio. **AOI:** San Antonio. **Rank:** 43.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Atascosa	10,300	10,100	98
	Bandera	3,800	3,800	100
	Bexar	395,800	391,600	99
	Blanco	2,600	2,600	100
	Caldwell	9,300	9,100	98
	Comal	18,700	18,500	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	De Witt	7,300	7,100	97
	Dimmit	3,400	3,300	97
	Edwards	700	700	100
	Frio	4,500	4,400	98
	Goliad	1,900	1,900	100
	Gonzales	6,400	6,300	98
	Guadalupe	20,900	20,600	99
	Karnes	4,600	4,500	98
	Kendall	5,400	5,300	98
	Kerr	15,300	15,000	98
	Kinney	900	900	100
	La Salle	1,800	1,700	94
	Lavaca	7,500	7,200	96
	Live Oak	3,600	3,500	97
	Mcmullen	300	300	100
Maverick	10,000	9,600	96	
Medina	9,100	8,900	98	
Real	1,000	1,000	100	
Uvalde	7,900	7,700	97	
Val Verde	12,700	12,300	97	
Wilson	6,800	6,600	97	
Zavala	3,200	3,100	97	
TEXAS				
Between 25-49%	Bee	8,800	8,600	98
	Gillespie	6,500	6,300	97
	Hays	19,500	19,200	98
	Victoria	26,800	26,300	98
	Webb	32,600	32,100	98
TEXAS				
Between 5-24%	Duval	4,300	4,200	98
	Fayette	8,300	8,000	96
Station Totals		682,500	672,300	99
Net Weekly Circulation (1989)				521,500
Average Daily Circulation (1989)				296,100

Texas—San Antonio

KVDA

Ch. 60

Network Service: None, independent.

Grantee: Nueva Vista Productions, 8000 IH 10 West, Suite 425, San Antonio, TX 78230.

Telephone: 512-340-8860.

Technical Facilities: Channel No. 60 (746-752 MHz). Authorized power: 1471-kw max. visual. Antenna: 1496-ft. above av. terrain, 1499-ft. above ground, 2024-ft. above sea level.

Latitude	29°	17'	39"
Longitude	98°	15'	30"

Transmitter: 2.5 mi. E of Calveras Lake, Bexar County.

Ownership: David A. Davila, gen. partner, 51%; Nicasio O. Flores, gen. partner, 15%; Edward Lozano Gonzalez, gen. partner, 15%; Maria Norma Flores, 15%.

Began Operation: September 10, 1989.

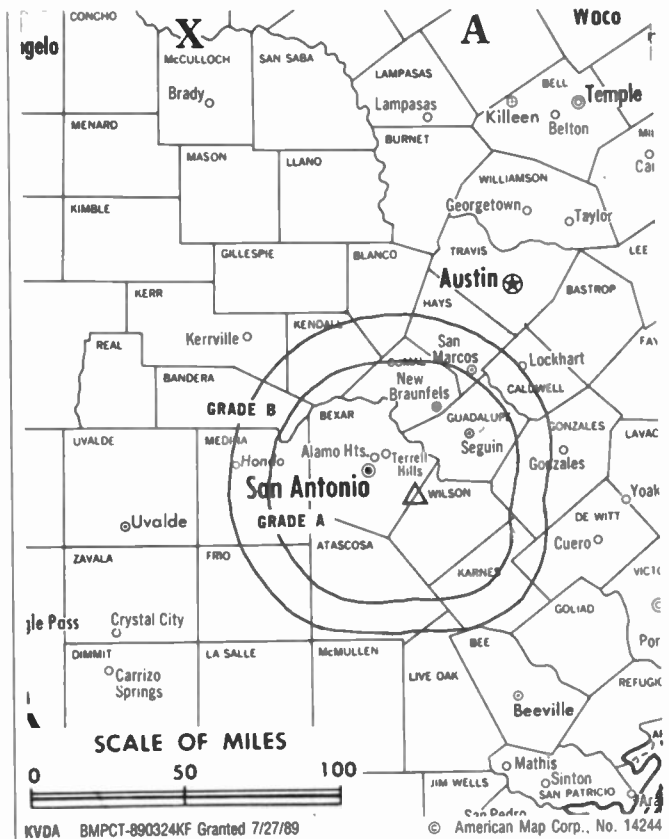
Represented (legal): Reddy, Begley & Martin.

Represented (engineering): Evans Associates.

Personnel:

ARTHUR ROJAS EMERSON, vice president & general manager.
 ARACELI de LEON, director of operations.
 ROGER TOPPING, chief engineer.
 REBECCA BLOM, director of promotion & programming.
 PATRICIO ESPINOZA, news director.
 ARMANDO SOLIS, business manager.

Arbitron Data: Not available.



City of License: San Antonio. **ADI:** San Antonio. **Rank:** 43.

Texas—San Antonio

KWEX-TV

Ch. 41

Network Service: Univision.

Licensee: Univision Holdings Inc., 303 Madison Ave., New York, NY 10017.

Studio: 411 E. Durango, San Antonio, TX 78204.

Telephone: 512-227-4141. **Telex:** 767430. **Fax:** 512-227-0469.

Technical Facilities: Channel No. 41 (632-638 MHz). Authorized power: 1000-kw max. & 832-kw horizontal visual, 100-kw max. & 83.2-kw horizontal aural. Antenna: 500-ft. above av. terrain, 604-ft. above ground, 1224-ft. above sea level.

Latitude 29° 25' 03"
Longitude 98° 29' 26"

Transmitter: 411 E. Durango.

Satellite Earth Stations: Transmit/receive Scientific-Atlanta, 10-meter; Scientific-Atlanta, 7-meter; Scientific-Atlanta receivers.

News Services: AP, Televisa, Univision.

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

Began Operation: June 10, 1955. Sale as KUAL-TV by Raul A. Cortez and associates approved by FCC Dec. 6, 1961 (*Television Digest*, Vol. 17:35; 2:1). Sale to Hallmark Cards (Univision Holdings) by Spanish International approved June 12, 1987.

Represented (sales): Univision.

Represented (legal): Wiley, Rein & Fielding.

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

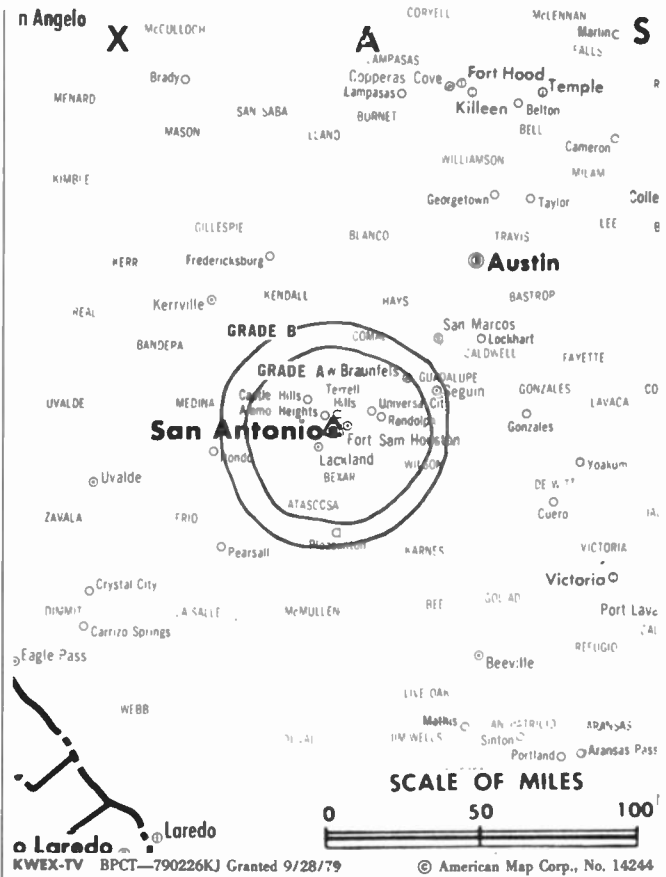
Personnel:

- HEBERTO GUTIERREZ, general manager.
- JON YASUDA, general sales manager.
- MARGARET CASTRO, local sales manager.
- JAMES R. MEEK, director of engineering.
- ANTONIO GONZALEZ, chief engineer.
- ED BARRERA, news director.
- JOSIE GOYTISOLO, program director.
- JOE NOLASCO, comptroller.
- FRANCOISE LUCA, marketing director.
- MARTHA TIJERINA, public service director.
- JUAN GATTAS, operations manager.

Highest 30 Sec. Rate: \$1000.

City of License: San Antonio. **ADI:** San Antonio. **Rank:** 43.

Total Households: © MSI Consumer Market Data as of 1/1/89. 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%	TEXAS			
	Maverick	10,000	9,600	96
	Zavala	3,200	3,100	97
Between 5-24%	TEXAS			
	Atascosa	10,300	10,100	98
	Bexar	395,800	391,600	99
	Dimmit	3,400	3,300	97
	Frio	4,500	4,400	98
	Gonzales	6,400	6,300	98
	La Salle	1,800	1,700	94
	Live Oak	3,600	3,500	97
Medina	9,100	8,900	98	
Uvalde	7,900	7,700	97	
Station Totals		456,000	450,200	99
Net Weekly Circulation (1989)				78,500
Average Daily Circulation (1989)				45,400

Texas—Jacksonville-Tyler-Longview

KETK-TV

Ch. 56

Network Service: NBC.

Licensee: Texas American Bcstg. Ltd., 5656 N. Jackson St., Jacksonville, TX 75766.

Studio: 5656 N. Jackson St., Jacksonville, TX 75766.

Telephone: 214-586-5644. **TWX:** 910-861-0094. **Fax:** 214-586-5676.

Technical Facilities: Channel No. 56 (722-728 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1786-ft. above av. terrain, 1497-ft. above ground, 2222-ft. above sea level.

Latitude 32° 03' 40"
Longitude 95° 18' 50"

Transmitter: 1.8-mi. W of Mt. Selman.

Multichannel TV Sound: Stereo only.

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

News Service: AP.

Ownership: Texas American Investors Ltd., gen. partner, 80%; Philip Hurley, Ltd. partner, 6%; Oklahoma American Television Inc., Ltd. partner, 11%; John T. Gaston, Ltd. partner, 3%. Texas American Investors Ltd. ownership: Carl Westcott, chief exec. officer, 92%; Phil Hurley, pres., 3%.

Began Operation: March 9, 1987.

Represented (sales): Blair Television.

Represented (legal): Wilner & Scheiner.

Represented (engineering): Andrus & Associates Inc.

Personnel:

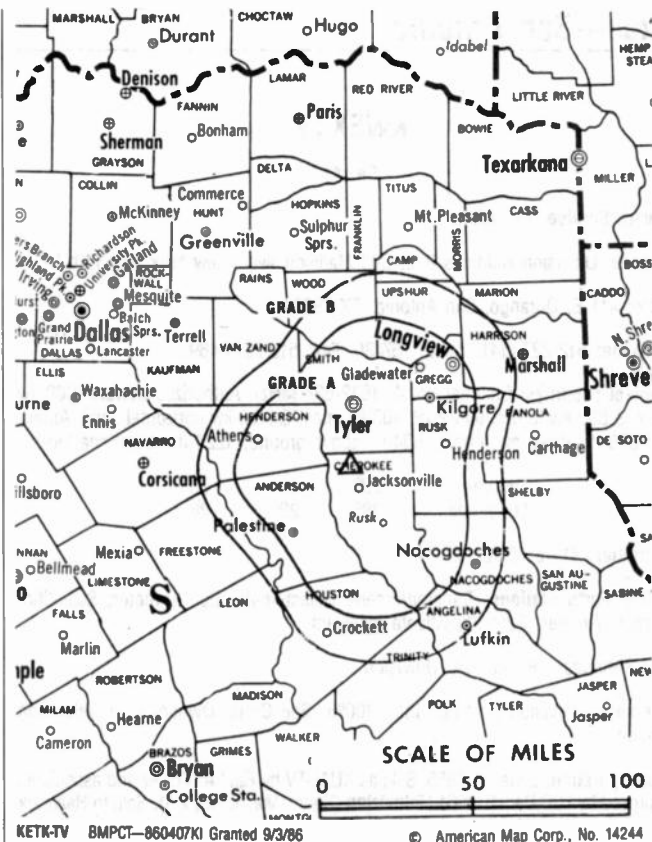
PHILIP H. HURLEY, general manager.
JOHN T. GASTON, general sales manager.
ANTHONY B. CRUZ, national sales manager.
MAURICE STROUT, chief engineer.
JON McCALL, news director.
JEAN PAVELKA, traffic & program director.
REBECCA CANTU, promotion director.
ROBY SOMERFORD, business manager.
MIKE STANFORD, operations director.

Rates: On request.

City of License: Jacksonville. **ADI:** Tyler-Longview. **Rank:** 124.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Anderson	15,000	14,700	98
	Angelina	25,100	24,800	99
	Cherokee	15,500	15,200	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Gregg	42,400	41,900	99
	Smith	58,400	57,700	99
Between 25-49%	TEXAS			
	Nacogdoches	19,100	18,700	98
	Rusk	16,800	16,600	99
Between 5-24%	TEXAS			
	Freestone	6,600	6,500	98
	Harrison	20,300	20,000	99
	Henderson	23,900	23,500	98
	Houston	8,700	8,500	98
	Leon	5,500	5,300	96
	Shelby	9,400	9,200	98
	Trinity	4,700	4,600	97
	Upshur	12,200	12,000	98
	Van Zandt	15,700	15,400	98
	Wood	11,600	11,400	98
Station Totals		310,900	306,000	98
Net Weekly Circulation (1989)			129,700	
Average Daily Circulation (1989)			65,700	

Texas—Longview-Tyler

KLMG-TV

Ch. 51

Network Service: CBS.

Licensee: KLMG-TV Inc., Debtor-in-Possession, 701 N. Access Rd., Longview, TX 75608.

Studio: 701 N. Access Rd., Longview

Mailing Address: Box 5151, Longview, TX 75608.

Telephone: 214-753-5051.

Technical Facilities: Channel No. 51 (692-698 MHz). Authorized power: 3097-kw max. visual, 309.7-kw max. aural. Antenna: 1249-ft. above av. terrain, 1175-ft. above ground, 1695-ft. above sea level.

Latitude 32° 15' 35"
Longitude 94° 57' 02"

Transmitter: 1-mi. NW of intersection of Hwys. 42 & 1513, New London.

Satellite Earth Stations: RCA Ku-band; Harris, RCA, Scientific-Atlanta receivers.

News Services: AP, CBS.

Ownership: Clara J. McLaughlin, as trustee for Voting Trust, 36.5%; Barry Johnson, 20.4%; Robert Kemp, 6.8%; J. Wesley Ferns, 5.2%; Theodore Adams Jr., 5%; John Grayson, 5%; 14 others, each with less than 5%.

Began Operation: September 9, 1984.

Represented (sales): Seltel Inc.

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

Represented (engineering): Moffet, Larson & Johnson Inc.

Personnel:

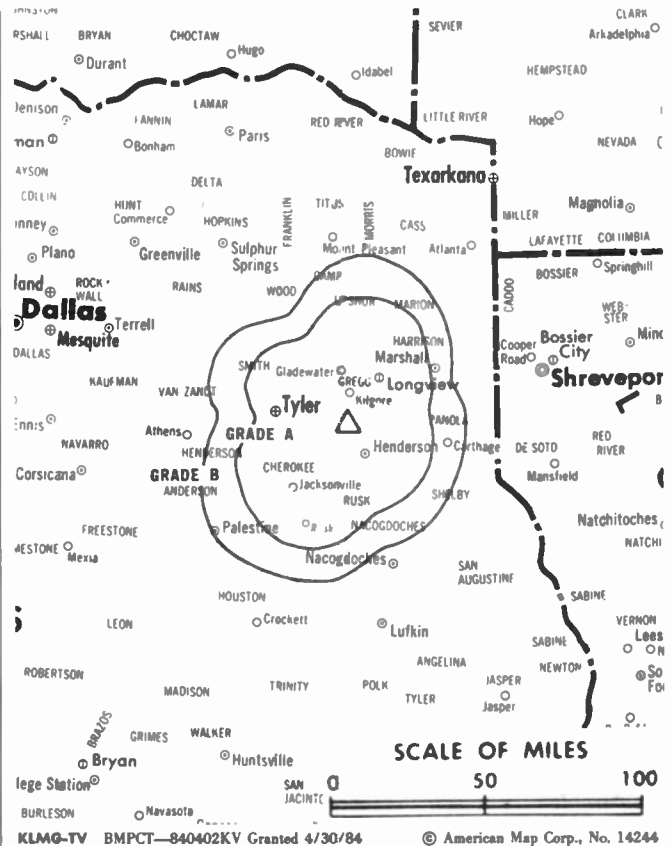
STAN DECK, president & general manager.
JOHN BLAKE, station manager.
TERRY JAMES, chief engineer.
VICKIE LAFOLLETT, news director.
LAURIE McANALLY, program director.
TED DECK, promotion director.
NANCY DENTON, business manager.

Highest 30 Sec. Rate: \$600.

City of License: Longview. **ADI:** Tyler-Longview. **Rank:** 124.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS Cherokee	15,500	15,200	98
	Gregg	42,400	41,900	99



KLMG-TV BNPCT—840402KV Granted 4/30/84 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	SMITH	58,400	57,700	99
TEXAS				
Between 25-49%	Anderson	15,000	14,700	98
	Rusk	16,800	16,600	99
	Upshur	12,200	12,000	98
TEXAS				
Between 5-24%	Camp	4,100	4,000	98
	Cass	11,400	11,200	98
	Harrison	20,300	20,000	99
	Morris	5,400	5,300	98
	Panola	8,500	8,400	99
	Shelby	9,400	9,200	98
	Titus	8,900	8,800	98
	Van Zandt	15,700	15,400	98
Wood	11,600	11,400	98	
Station Totals		255,600	251,800	99
Net Weekly Circulation (1989)			97,800	
Average Daily Circulation (1989)			43,500	

Texas—Tyler-Longview

KLTV

Ch. 7

(Operates satellite KTRE-TV, Lufkin, TX)

Network Service: ABC.

Licensee: TV-3 Inc., 715 S. Jefferson, Jackson, MS 39205.

Studio: Kilgore Hwy. at Loop 323, Tyler, TX 75705.

Mailing Address: Box 957, Tyler, TX 75710.

Telephone: 214-597-5588. TWX: 910-860-5810.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 990-ft. above av. terrain, 1038-ft. above ground, 1388-ft. above sea level.

Latitude	32°	32'	21"
Longitude	95°	13'	16"

Transmitter: 1.28-mi. SSW of intersection of Texas State Hwys. 14 & 2015, near Hawkins.

Satellite Earth Stations: Andrew, 7.3-meter; American Horizon, 6.1-meter; RCA, 4.5-meter; RCA, 3.7-meter; Avantek receivers.

News Services: ABC, AP.

Ownership: Civic Communications Corp. See Group Ownership of Television Stations.

Began Operation: October 14, 1954.

Represented (sales): Katz Television.

Represented (engineering): Jules Cohen & Associates.

Personnel:

- FRANK MELTON, president.
- LARRY HARRIS, general manager.
- SHELLEY MARTIN, general sales manager.
- RON WHITE, local sales manager.
- BUTCH ADAIR, director of engineering.
- JERRY GUMBERT, news director.
- ERROL KAPELUSCH, program director.
- KEN SIGMAN, promotion director.
- GLENDA LONDON, business manager.
- PAT STACEY, marketing director.
- BOB LOVELADY, operations manager.

Highest 30 Sec. Rate: \$500.

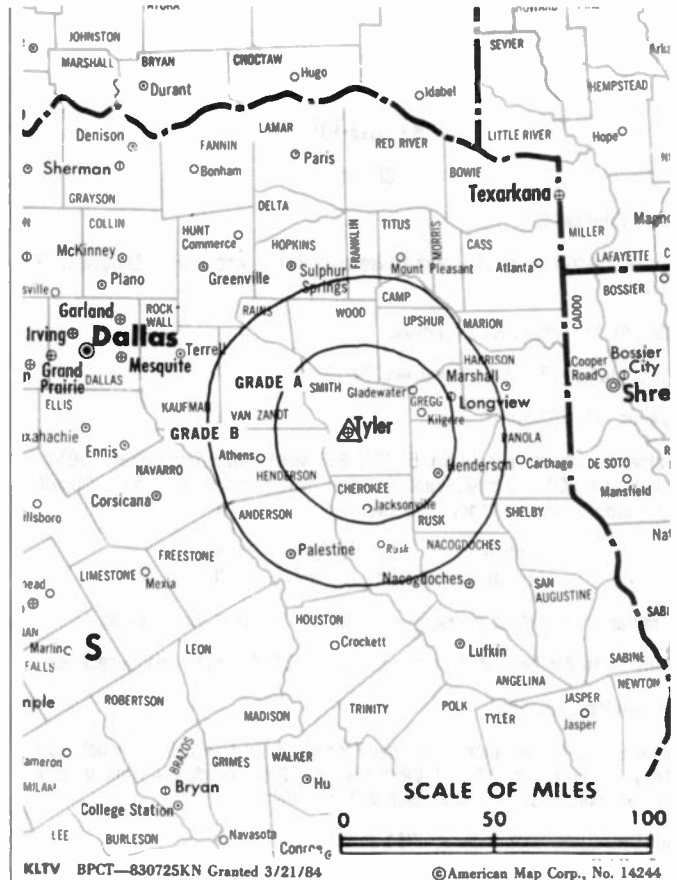
Rates: Spot rates include KTRE-TV, Lufkin, TX.

NETWORK BASE HOURLY RATE: \$600.

City of License: Tyler. ADI: Tyler-Longview. Rank: 124.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Anderson	15,000	14,700	98
	Camp	4,100	4,000	98
	Cherokee	15,500	15,200	98
	Franklin	3,200	3,100	97
	Gregg	42,400	41,900	99



Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	Henderson	23,900	23,500	98	
	Hopkins	11,400	11,200	98	
	Rains	2,700	2,700	100	
	Rusk	16,800	16,600	99	
	Smith	58,400	57,700	99	
	Titus	8,900	8,800	98	
	Upshur	12,200	12,000	98	
	Wood	11,600	11,400	98	
	TEXAS				
	Between 25-49%	Delta	1,800	1,800	100
Morris		5,400	5,300	98	
Van Zandt		15,700	15,400	98	
TEXAS					
Between 5-24%	Cass	11,400	11,200	98	
	Harrison	20,300	20,000	99	
	Houston	8,700	8,500	98	
	Lamar	17,200	16,700	97	
	Marion	4,200	4,100	98	
	Nacogdoches	19,100	18,700	98	
	Panola	8,500	8,400	99	
	Red River	6,300	6,100	97	
Shelby	9,400	9,200	98		
Station Totals		354,100	348,200	98	
Net Weekly Circulation (1989)				195,600	
Average Daily Circulation (1989)				127,900	

Texas—Victoria

KAVU-TV

Ch. 25

Network Service: NBC.

Licensee: Community Broadcasting of Coastal Bend Inc., 3808 N. Navarro St., Victoria, TX 77901.

Studio: 3808 N. Navarro St., Victoria, TX 77901.

Mailing Address: Box 4929, Victoria, TX 77903.

Telephone: 512-576-5288. **Fax:** 512-576-9358.

Technical Facilities: Channel No. 25 (536-542 MHz). Authorized power: 2140-kw max. & 933-kw horizontal visual, 214-kw max. & 93-kw horizontal aural. Antenna: 1020-ft. above av. terrain, 1049-ft. above ground, 1079-ft. above sea level.

Latitude 28° 48' 06"
Longitude 96° 33' 09"

Transmitter: County Rd. 1639, 2.8-mi. S of Lolita.

Satellite Earth Stations: Harris, 5-meter C-band; RCA, 5-meter Ku-band; Pinzone receivers.

Ownership: Visus Inc., 19.92%; Ruth L. Constant, exec. v.p., 18.78%; George Constant, 19.93%; Anthony Constant, 7.41%; 48 others with less than 5% each. **Note:** Sale pending to First Victoria Corp.

Began Operation: July 21, 1982.

Represented (sales): Katz Television.

Personnel:

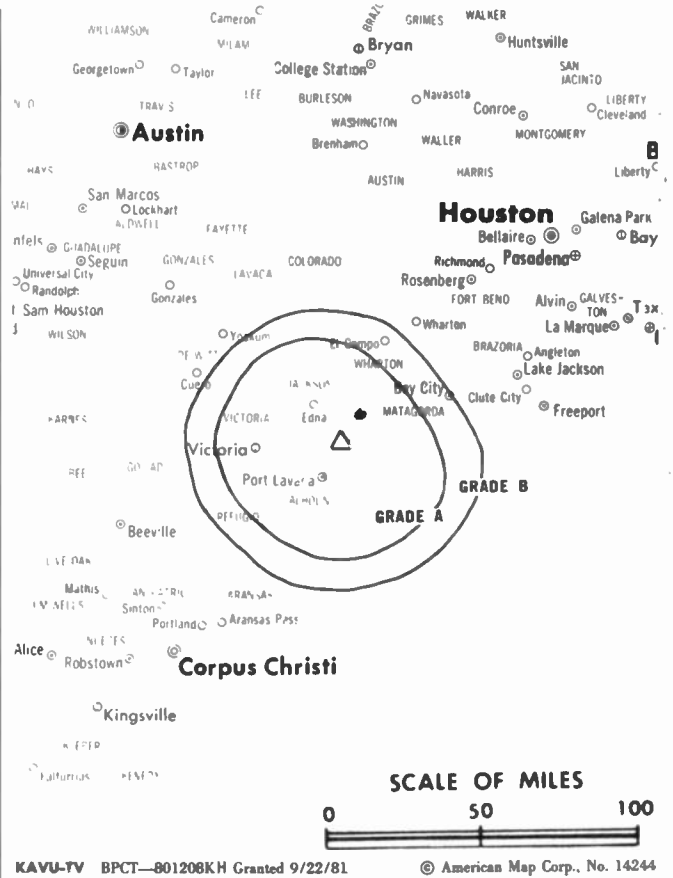
NEWTON M. WARZECHA, general manager.
BOB HESSE, general sales manager.
CHARLIE SMITHEY, chief engineer.
MIKE SIZEMORE, news director.
TZENA FUNKHOUSER, program, promotion & marketing director.

Highest 30 Sec. Rate: \$375.

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

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Calhoun	7,500	7,400	99
	Jackson	4,700	4,600	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Victoria	26,800	26,300	98
Between 25-49%	TEXAS			
	Goliad	1,900	1,900	100
	Lavaca	7,500	7,200	96
Between 5-24%	TEXAS			
	De Witt	7,300	7,100	97
	Refugio	3,100	3,100	100
	Wharton	15,200	15,000	98
Station Totals		74,000	72,600	98
Net Weekly Circulation (1989)			39,800	
Average Daily Circulation (1989)			23,700	

Texas—Victoria

KVCT

Ch. 19

Network Service: ABC.

Licensee: Victoria Communications Corp., Box 1879, Victoria, TX 77902.

Studio: One Eastgate Industrial Plaza, Victoria, TX 77902.

Telephone: 512-576-5131.

Technical Facilities: Channel No. 19 (500-506 MHz). Authorized power: 153.2-kw max. visual, 15.32-kw max. aural. Antenna: 490-ft. above av. terrain, 495-ft. above ground, 584-ft. above sea level.

Latitude	28°	46'	41"
Longitude	96°	57'	38"

Transmitter: SE corner of By-Pass Loop 175 & Port Lavaca Hwy.

Satellite Earth Station: Prostar, 4.8-meter; Comtech receivers.

News Services: ABC, AP.

Ownership: William M. Murphy, pres., 18.43%; Raymond Uherek, secy-treas., 8.06%; Betty Grimsinger, v.p., 0.22%; O. F. Jones, 14.84%; Philip A. Sims, 4.79%.

Began Operation: October 1, 1969. Sale to present owners by South Texas Telecasting Co. Inc. (Michael D. & C. Dan McKinnon, et al.) approved by FCC March 4, 1976.

Represented (sales): Adam Young Inc.

Represented (legal): Cohn & Marks.

Personnel:

WILLIAM M. MURPHY, president.
 BETTY GRIMSINGER, general manager.
 PAUL EASTER, director of engineering.
 BRENDA SIMPSON, news director.
 DORIS LITTLES, program director.
 SANDRA WINGATE, business manager.

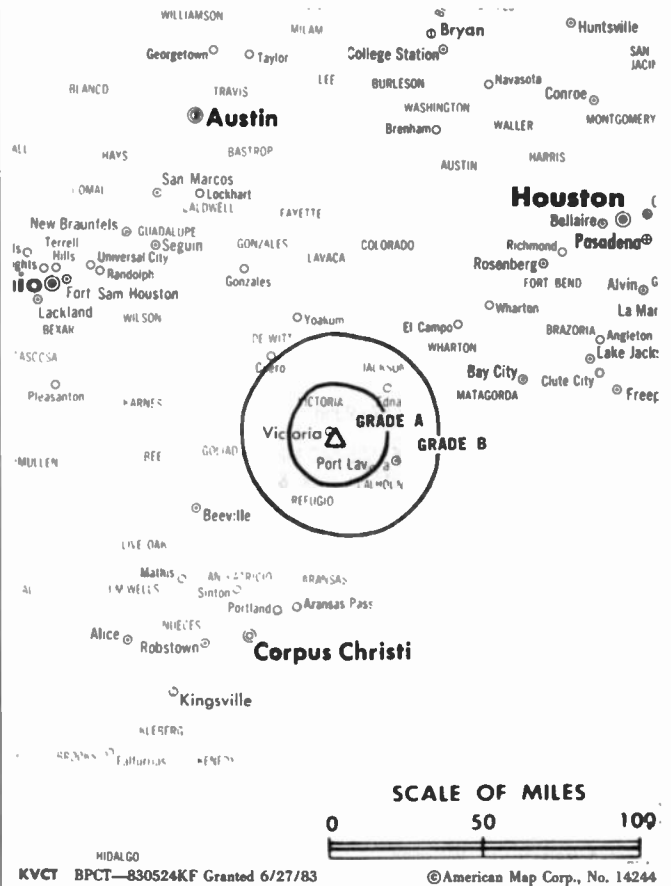
Highest One Hour Rate: \$1000.

Highest 30 Sec. Rate: \$300.

NETWORK BASE HOURLY RATE: \$75.

City of License: Victoria. ADI: Victoria. Rank: 206.

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



Net Weekly Circulation	State County	Total Households	TV Households	%
TEXAS				
50% & Over	Victoria	26,800	26,300	98
TEXAS				
Between 25-49%	Calhoun	7,500	7,400	99
	De Witt	7,300	7,100	97
	Goliad	1,900	1,900	100
	Jackson	4,700	4,600	98
TEXAS				
Between 5-24%	Lavaca	7,500	7,200	96
Station Totals		55,700	54,500	98
Net Weekly Circulation (1989)				30,700
Average Daily Circulation (1989)				16,100

Texas—Waco

KWKT

Ch. 44

Network Service: Fox.

Licensee: SWMM/Waco Corp., 6100 Corporate Dr., Suite 500, Houston, TX 77036.

Studio: 8803 Woodway Dr., Waco, TX 76712.

Mailing Address: Box 2544, Waco, TX 76712.

Telephone: 817-776-3844. **TWX:** 910-250-8769. **Easylink:** 62806618.

Fax: 817-776-8032.

Technical Facilities: Channel No. 44 (650-656 MHz). Authorized power: 4207-kw max. visual, 420.7-kw max. aural. Antenna: 1811-ft. above av. terrain, 1673-ft. above ground, 2497-ft. above sea level.

Latitude 31° 18' 52''
Longitude 97° 19' 37''

Transmitter: 1.5-mi. NE of Moody.

Multichannel TV Sound: Stereo only.

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

Ownership: SouthWest MultiMedia Corp., 80%; Focus Bcstg. of Waco Inc., 20%. See SWMM in Group Ownership of Television Stations. Focus Bcstg. of Waco Inc. ownership: Richard R. Geissler, pres.; Jacqueline B. Franko, secy.-treas., 90%; Pablo Jacobo Suneson, 1%.

Began Operation: March 13, 1988.

Represented (sales): MMT Sales Inc.

Represented (legal): Wilner & Scheiner.

Represented (engineering): Marsand Inc.

Personnel:

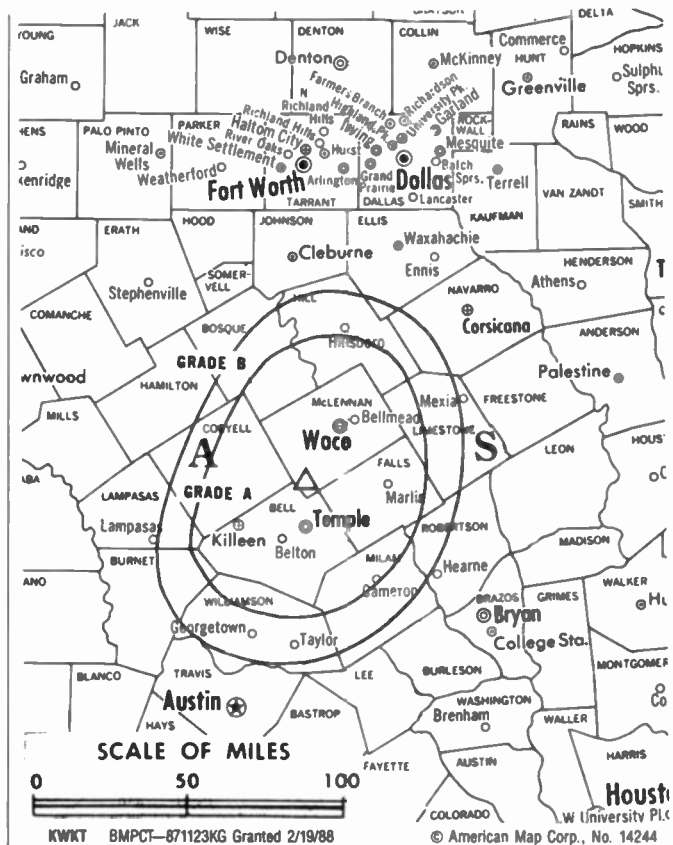
RON CROWDER, general manager.
JIM PRESTWOOD, general sales manager.
MIKE DeCLUE, chief engineer & operations manager.
MARK McKAY, director, programming & promotion.
EDNA WILLIAMSON, business manager.

Rates: On request.

City of License: Waco. **ADI:** Waco-Temple. **Rank:** 97.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Bell	62,100	61,600	99
	Coryell	17,700	17,500	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Falls	7,300	7,200	99
TEXAS				
Between 25-49%	Limestone	8,700	8,500	98
	Mc Lennan	70,400	69,800	99
	Milam	9,000	8,800	98
	Robertson	6,200	6,100	98
TEXAS				
Between 5-24%	Bosque	6,200	6,100	98
	Burleson	5,400	5,200	97
	Burnet	10,500	10,400	99
	Freestone	6,600	6,500	98
	Hamilton	3,700	3,600	97
	Hill	10,600	10,400	99
	Lampasas	5,600	5,500	98
	Mills	1,900	1,900	100
	Station Totals		231,900	229,100
Net Weekly Circulation (1989)			99,700	
Average Daily Circulation (1989)			44,200	

Texas—Waco

KWTX-TV

Ch. 10

(Affiliated with KBTX-TV, Bryan, TX)

Network Service: CBS.

Licensee: KWTX Broadcasting Company, Box 2636, Waco, TX 76702-2636.

Studio: 6700 American Plaza, Waco, TX 76712.

Mailing Address: Box 2636, Waco, TX 76702-2636.

Telephone: 817-776-1330. TWX: 910-894-5206.

Fax: 817-751-1088; 817-776-4010.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 209-kw max. visual, 19.1-kw aural. Antenna: 1810-ft. above av. terrain, 1679-ft. above ground, 2532-ft. above sea level.

Latitude 31° 19' 19"
Longitude 97° 18' 58"

Transmitter: 2.7-mi. ENE of Moody, TX.

Multichannel TV Sound: Stereo only.

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

AM Affiliate: KWTX, 1-kw, 1230 KHz.

FM Affiliate: KWTX-FM, 100-kw, 97.5 MHz (No. 248), 1569-ft.

News Service: UPI.

Ownership: M. N. Bostick, chmn., 12.46%; Estate of Hilton E. Howell, 6.233%; L. L. Sams & Sons, 12.46%; Estate of W. W. Callan Sr., 4.878%; Robert Levy, 8.643%; W. Woody Callan Jr., 3.794%; Diana C. Braswell, 3.794%; Thomas D. Stribling, 7.972%; George Chase & E. S. Chase, 4.493%; Donna Howell, 3.116%; Donald Howell, 3.116%; LBJ Corp., 29.03%. See Group Ownership of Television Stations.

Began Operation: April 3, 1955.

Represented (sales): Seltel Inc.

Represented (legal): Cordon & Kelly.

Personnel:

M. N. (BUDDY) BOSTICK, chairman of the board.
THOMAS G. PEARS, president.
RAY DEEVER, vice president & general manager.
KEN MUSGRAVE, chief engineer.
CRAIG HARPER, engineering administrator.
RICK BRADFIELD, news director.
RALPH WEBB, program manager.

Rates: On request.

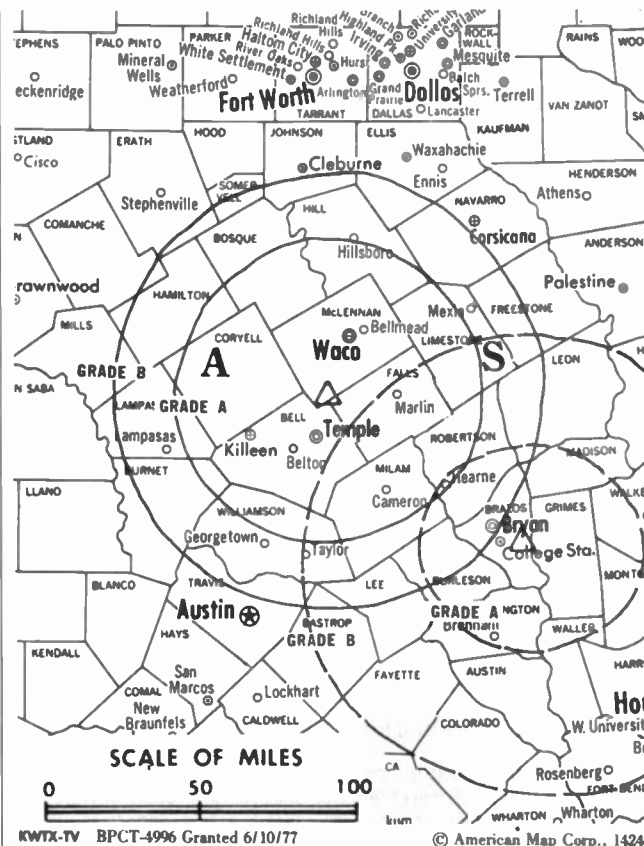
City of License: Waco. ADI: Waco-Temple. Rank: 97.

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

KWTX-TV is a market leader with



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



Net Weekly Circulation	State County	Total Households	TV Households	%
TEXAS				
50% & Over	Bell	62,100	61,600	99
	Bosque	6,200	6,100	98
	Coryell	17,700	17,500	99
	Falls	7,300	7,200	99
	Hamilton	3,700	3,600	97
	Hill	10,600	10,400	99
	Lampasas	5,600	5,500	98
	Limestone	8,700	8,500	98
	Mc Lennan	70,400	69,800	99
	Milam	9,000	8,800	98
	Mills	1,900	1,900	100
	San Saba	2,400	2,400	100
TEXAS				
Between 25-49%	Freestone	6,600	6,500	98
	Leon	5,500	5,300	96
	Robertson	6,200	6,100	98
TEXAS				
Between 5-24%	Burleson	5,400	5,200	97
	Burnet	10,500	10,400	99
	Comanche	5,000	4,900	98
	Erath	10,200	10,100	99
	Hood	11,500	11,400	99
	Lee	4,900	4,800	98
	Navarro	15,400	15,100	98
	Somervell	2,000	2,000	100
	Washington	9,200	8,900	97
Station Totals		298,000	294,000	99
Net Weekly Circulation (1989)				185,600
Average Daily Circulation (1989)				117,100

Texas—Waco

KXXV

Ch. 25

Network Service: ABC.

Licensee: Shamrock Bcstg. Co. Inc., 1909 S. New Rd., Waco, TX 76711.

Studio: 1909 S. New Rd., Waco, TX 76711.

Mailing Address: Box 2522, Waco, TX 76702.

Telephone: 817-754-2525. TWX: 910-380-3983.

Technical Facilities: Channel No. 25 (536-542 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1828-ft. above av. terrain, 1732-ft. above ground, 2532-ft. above sea level.

Latitude 31° 20' 15.00"
Longitude 97° 18' 36.90"

Transmitter: 3.1-mi. NE of Moody.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Andrew, 7.2-meter; Harris, 6.2-meter; Andrew, 4-meter; Harris, 3-meter; AvanteK, Harris receivers.

News Service: UPI.

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

Began Operation: March 22, 1985. Sale to present owners by Robert Mann, et al., approved by FCC Oct. 1, 1987 (Television Digest, Vol. 27:20).

Represented (sales): Katz Television.

Personnel:

- BOB GOOD, general manager.
- DON SHORES, sales manager.
- RANDY RICH, local sales manager.
- LOU STROWGER, chief engineer.
- DON MARION, news director.
- JINX DENNIS, program director.
- MARK PUCKETT, promotion director.
- ROY BESSIRE, business manager.

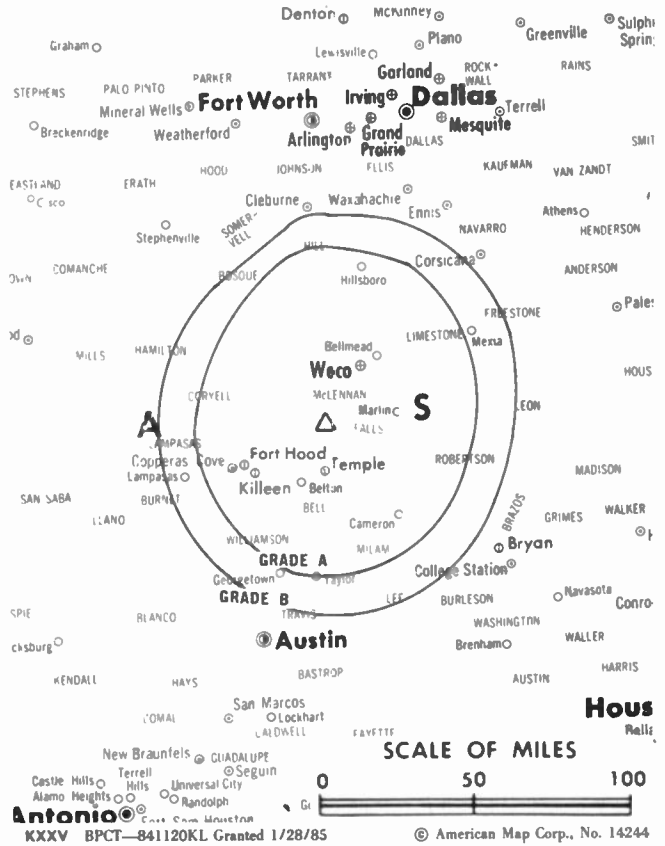
Highest 30 Sec. Rate: \$500.

NETWORK BASE HOURLY RATE: \$600.

City of License: Waco. ADI: Waco-Temple. Rank: 97.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Bell	62,100	61,600	99
	Brazos	46,600	45,900	99
	Coryell	17,700	17,500	99
	Falls	7,300	7,200	99
	Lampasas	5,600	5,500	98
	Limestone	8,700	8,500	98
	Mc Lennan	70,400	69,800	99
	Robertson	6,200	6,100	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	San Saba	2,400	2,400	100
Between 25-49%	TEXAS			
	Hamilton	3,700	3,600	97
	Milam	9,000	8,800	98
Between 5-24%	Mills	1,900	1,900	100
	TEXAS			
	Bosque	6,200	6,100	98
	Freestone	6,600	6,500	98
	Hill	10,600	10,400	99
	Leon	5,500	5,300	96
	Madison	3,700	3,600	97
Navarro	15,400	15,100	98	
Station Totals		289,600	285,800	99
Net Weekly Circulation (1989)				175,600
Average Daily Circulation (1989)				90,900

Our firm acted as financial advisor and broker in the 1987 sale of **KXXV-TV**

THE TED HEPBURN COMPANY

Ted Hepburn, President Todd Hepburn, Vice-President
325 Garden Road, Palm Beach, Florida 33480 (407) 853-8995
PO Box 42401, Cincinnati, Ohio 45242 (513) 791-8730

Texas—Temple-Waco

KCEN-TV

Ch. 6

Network Service: NBC.

Licensee: Channel 6 Inc., 17 S. Third St., Box 6103, Temple, TX 76503-6103.

Studio: 314 S. Interstate 35, Eddy, TX 76524.

Waco Office: 4716 W. Waco Dr., Waco, TX 76710-7016.

Telephone: 817-859-5481. TWX: 910-890-4870.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1866-ft. above av. terrain, 1924-ft. above ground, 2549-ft. above sea level.

Latitude 31° 16' 24"
Longitude 97° 13' 14"

Transmitter: 2.4-mi. SE of I-35, on Old Bleivins Rd., near Eddy, TX.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 7.5-meter Ku-band; Andrew, 7.3-meter; Andrew, 4.5-meter; Fort Worth Tower, 3.9-meter; Harris, 3.6-meter Ku-band; Andrew, Avantek, M/A-Com, Microdyne receivers.

News Service: AP.

Ownership: Ansy Sue Mayborn, 100%. Mayborn owns Bell Publishing Co. (Temple Daily Telegram); Killeen Publishing Co. (Killeen Herald).

Began Operation: November 1, 1953.

Represented (sales): Blair Television.

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

Represented (engineering): Silliman & Silliman.

Personnel:

ANYSE SUE MAYBORN, president.
DANIEL C. LESMEISTER, vice president & general manager.
JOHN TALLERICO JR., assistant general manager.
BILL FELKNER, local & national sales manager.
KEN SMITH, chief engineer.
RON WOLFE, news director.
RAYMOND BRITTON, program manager.
ROBYN WILSON-SCHULTZ, promotion director.
HAL MOORE, business manager.

Highest One Hour Rate: \$3000.

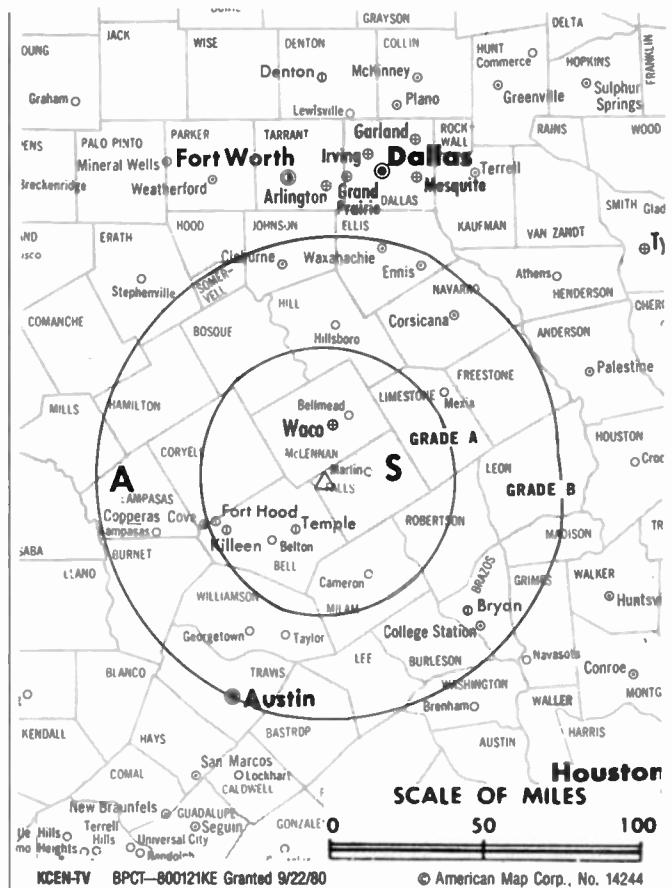
Highest 30 Sec. Rate: \$550.

NETWORK BASE HOURLY RATE: \$2350.

City of License: Temple. ADI: Waco-Temple. Rank: 97.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Bell	62,100	61,600	99
	Brazos	46,600	45,900	99
	Burleson	5,400	5,200	97
	Coryell	17,700	17,500	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Falls	7,300	7,200	99
	Freestone	6,600	6,500	98
	Hamilton	3,700	3,600	97
	Hill	10,600	10,400	99
	Lampasas	5,600	5,500	98
	Leon	5,500	5,300	96
	Limestone	8,700	8,500	98
	Mc Lennan	70,400	69,800	99
	Madison	3,700	3,600	97
	Milam	9,000	8,800	98
	Mills	1,900	1,900	100
	Robertson	6,200	6,100	98
San Saba	2,400	2,400	100	
Between 25-49%	TEXAS			
	Bosque	6,200	6,100	98
	Grimes	5,800	5,700	98
Between 5-24%	TEXAS			
	Comanche	5,000	4,900	98
	Erath	10,200	10,100	99
	Fayette	8,300	8,000	96
	Houston	8,700	8,500	98
	Lee	4,900	4,800	98
Station Totals		322,500	317,900	99
Net Weekly Circulation (1989)				223,100
Average Daily Circulation (1989)				126,700

Texas—Weslaco

KRGV-TV

Ch. 5

Network Service: ABC.

Licensee: Mobile Video Tapes Inc., Box 5, Weslaco, TX 78596.

Studio: 900 E. Expressway, Weslaco, TX 78596.

Mailing Address: Box 5, Weslaco, TX 78596.

Telephone: 512-968-5555. **TWX:** 910-870-1850.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 19.1-kw aural. Antenna: 950-ft. above av. terrain, 995-ft. above ground, 1049-ft. above sea level.

Latitude 26° 09' 54"
Longitude 97° 48' 45"

Transmitter: La Feria, 7-mi. SW of Harlingen, TX.

Satellite Earth Stations: Andrew, 7.3-meter; Scientific-Atlanta, 7-meter; Vertex, 4.8-meter; Andrew, 4.5-meter; Avantek, M/A-Corn, Scientific-Atlanta receivers.

News Services: ABC, AP, NIWS.

Ownership: Douglas L. Manship, 49.28%; Charles P. Manship Jr., 49.28%; KRGV-TV Employee Stock Option Plan, 1.44%. For other interests, see Manship Stations in Group Ownership of TV Stations.

Began Operation: April 10, 1954. Sale to present owners by Kenco Enterprises approved by FCC Jan. 28, 1964 (*Television Digest*, Vol. 4:5). Sale to Kenco Enterprises by LBJ Co. approved Oct. 18, 1961 (Vol. 17:35). LBJ Co. acquired full control of TV and radio when FCC approved sale of 50% by O. L. Taylor (Vol. 14:12, 14). Original 50% of TV acquired by LBJ from Taylor after FCC approved transfer April 4, 1956 (Vol. 12:11, 14), with LBJ exercising option April 1, 1957 on 50% of radio.

Represented (sales): Blair Television.

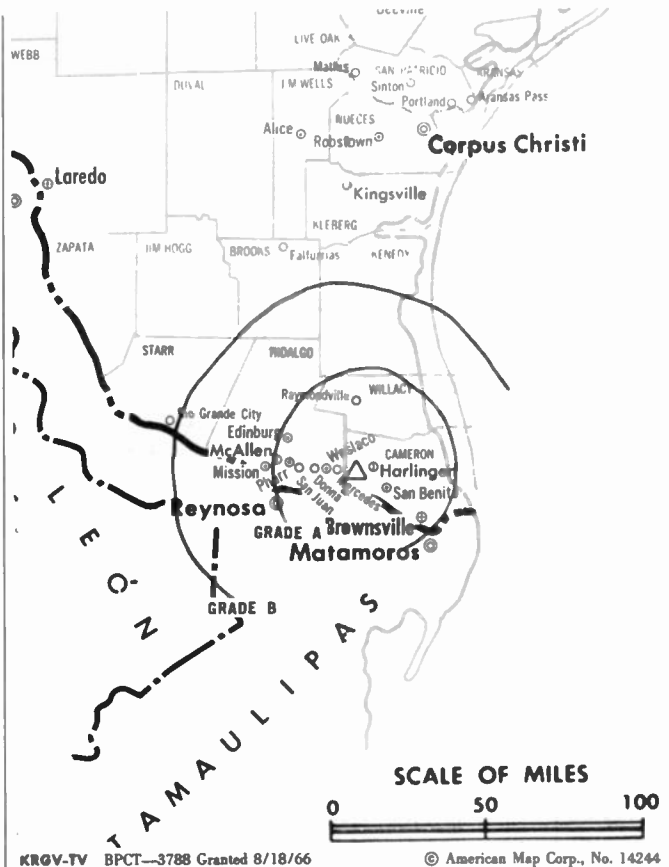
Represented (legal): Cohn & Marks.

Personnel:

RAY ALEXANDER, general manager.
TOM HAGNER, general sales manager.
JIM COOK, local sales manager.
BERT WALLING, chief engineer.
RICK DIAZ, news director.
JULIAN ADAME, program director.
MARY GRACE LANDSBERG, promotion director.
FRANKIE HARTWIG, business manager.

Highest 30 Sec. Rate: \$700.

NETWORK BASE HOURLY RATE: \$700.



City of License: Weslaco. **ADI:** McAllen-Brownsville. **Rank:** 114.

Total Households: © MSI Consumer Market Data as of 1/1/89. 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	TEXAS			
	Cameron	74,300	73,300	99
	Hidalgo	102,200	100,600	98
	Starr	9,600	9,300	97
	Willacy	4,900	4,800	98
Between 5-24%	TEXAS			
	Zapata	2,700	2,600	96
Station Totals		193,700	190,600	98
Net Weekly Circulation (1989)				163,900
Average Daily Circulation (1989)				111,200

Texas—Wichita Falls

KAUZ-TV

Ch. 6

Network Service: CBS.

Licensee: Adams TV of Wichita Falls Inc., Box 2130, Wichita Falls, TX 76307.

Studio: 3601 Seymour Hwy., 2.5-mi. W of center of Wichita Falls.

Mailing Address: Box 2130, Wichita Falls, TX 76307.

Telephone: 817-322-6957. **TWX:** 910-890-5836. **Fax:** 817-761-3331.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1021-ft. above av. terrain, 1028-ft. above ground, 2046-ft. above sea level.

Latitude 33° 54' 04"
Longitude 98° 32' 21"

Transmitter: Seymour Hwy., 2.5-mi. W of center of Wichita Falls.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.7-meter C-band; Houston Tracker, 4.27-meter C-band; RCA, 3.7-meter Ku-band; DX Antenna, Scientific-Atlanta receivers.

News Services: CBS, UPI.

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

Began Operation: March 1, 1953 as KWFT-TV. Sale to present owner by Ray Clymer & W. Erle White approved Jan. 5, 1984 (*Television Digest*, Vol. 23:31). Sale to Clymer & White approved by FCC May 30, 1978 (Vol. 18:23). Previous sale by Bass Bros. approved Sept. 19, 1974. Sale to Bass Bros. by Mid-New York Bcstg. (Paul F. Harron) approved April 10, 1968. Sale by Sidney A. Grayson and associates approved March 13, 1963 (Vol. 3:11). Transfer to Sidney A. Grayson group by E. H. Rowley theatre chain family and Kenyon Brown approved Jan. 11, 1956 (Vol. 11:46, 48; 12:2).

Represented (sales): Blair Television.

Represented (legal): Wiley, Rein & Fielding.

Personnel:

MARK CUMMINGS, vice president & general manager.
NINA JACKSON, general sales manager.
LEON HOEFFNER, chief engineer.
BILL JACKSON, news director.
LINDA HILDEN, program manager.
CAROLYN JONES, promotion director.
GARY LUCUS, business manager.
SCOTT HILL, production manager.

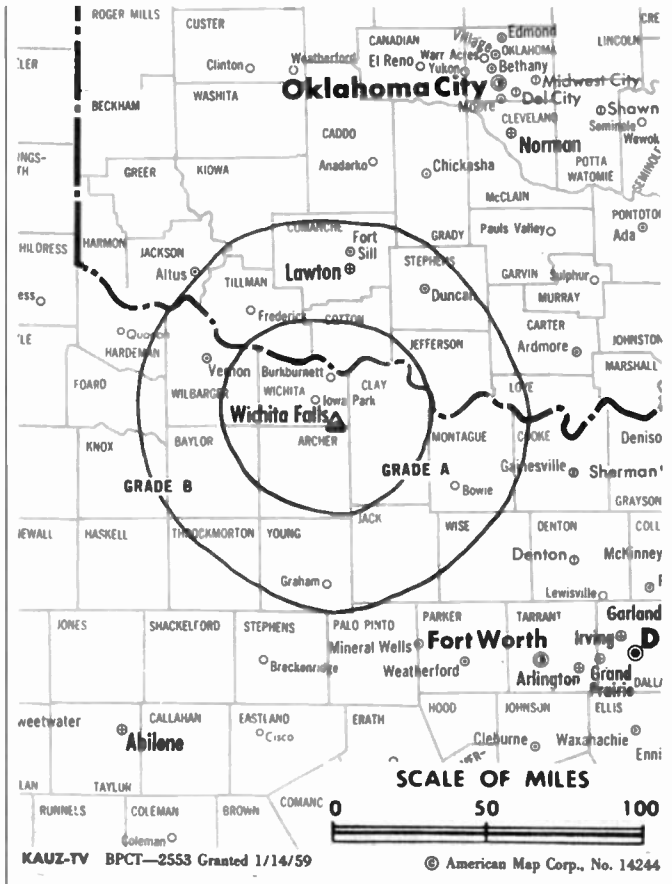
Highest 30 Sec. Rate: \$1000.

NETWORK BASE HOURLY RATE: \$591.

City of License: Wichita Falls. **ADI:** Wichita Falls, TX-Lawton, OK. **Rank:** 135.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OKLAHOMA			
	Cornanche	38,500	38,200	99
	Cotton	2,900	2,900	100
	Jackson	11,000	10,900	99
	Jefferson	3,300	3,300	100
	Stephens	17,500	17,400	99
	Tillman	4,300	4,300	100



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Archer	3,000	3,000	100
	Baylor	1,900	1,900	100
	Clay	4,100	4,100	100
	Foard	900	900	100
	Hardeman	2,400	2,400	100
	Jack	3,000	3,000	100
	Montague	7,400	7,300	99
	Throckmorton	900	900	100
	Wichita	46,300	46,100	99
Wilbarger	6,200	6,200	100	
Young	8,200	8,100	99	
Between 25-49%	OKLAHOMA			
	Greer	3,000	2,900	97
	Kiowa	5,200	5,100	98
Between 5-24%	TEXAS			
	King	200	200	100
	Knox	1,900	1,900	100
Between 5-24%	OKLAHOMA			
	Beckham	9,000	8,800	98
	Carter	18,200	18,000	99
	Love	3,300	3,300	98
Between 5-24%	TEXAS			
	Cottle	1,100	1,100	100
	Palo Pinto	10,000	9,900	99
Station Totals		213,700	212,100	99
Net Weekly Circulation (1989)				138,800
Average Daily Circulation (1989)				77,800

Texas—Wichita Falls

KFDX-TV

Ch. 3

Network Service: NBC.

Licensee: Texoma Bcstg. Corp.

Studio: 4500 Seymour Hwy., Wichita Falls, TX 76309.

Mailing Address: Box 4000, Wichita Falls, TX 76308.

Telephone: 817-692-4530. **TWX:** 910-890-5825. **Fax:** 817-691-4384.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1000-ft. above av. terrain, 1045-ft. above ground, 2049-ft. above sea level.

Latitude 33° 53' 23"
Longitude 98° 33' 20"

Transmitter: 4500 Seymour Rd.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 6-meter Ku-band; Comtech, 5-meter C-band; AFC, 3.66-meter Ku-band; Paracclipse, 3.66-meter C-band; Harris, 3-meter Ku-band; Drake, Harris, M/A-Com, Pinzone receivers.

News Service: AP.

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

Began Operation: March 13, 1953. Sale to Clay Communications by Darrold A. Cannon, et al., approved by FCC Jan. 27, 1971 (*Television Digest*, Vol. 11:5). Sale to present owners by Clay Communications approved by FCC June 23, 1987 (Vol. 27:21).

Represented (sales): Katz Television.

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

Personnel:

- WARREN W. SILVER, consulting general manager.
- JACK YOUNG, local sales manager.
- JIM SMITH, chief engineer.
- CINDY BRADFORD, news director.
- JESSIE CASSITY, promotion director.
- MAXINE COLLINS, business manager.

Highest One Hour Rate: \$2200.

Highest 30 Sec. Rate: \$650.

NETWORK BASE HOURLY RATE: \$625.

City of License: Wichita Falls. **ADI:** Wichita Falls, TX-Lawton, OK. **Rank:** 135.

Total Households: © MSI Consumer Market Data as of 1/1/89. 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	OKLAHOMA			
	Comanche	38,500	38,200	99
	Cotton	2,900	2,900	100
	Jackson	11,000	10,900	99
	Jefferson	3,300	3,300	100
	Stephens	17,500	17,400	99
	Tillman	4,300	4,300	100
	TEXAS			
	Archer	3,000	3,000	100



Net Weekly Circulation	State County	Total Households	TV Households	Households %	
50% & Over	Baylor	1,900	1,900	100	
	Clay	4,100	4,100	100	
	Foard	900	900	100	
	Hardeman	2,400	2,400	100	
	Jack	3,000	3,000	100	
	Knox	1,900	1,900	100	
	Montague	7,400	7,300	99	
	Throckmorton	900	900	100	
	Wichita	46,300	46,100	99	
	Wilbarger	6,200	6,200	100	
	Young	8,200	8,100	99	
	Between 25-49%	OKLAHOMA			
		Greer	3,000	2,900	97
Kiowa		5,200	5,100	98	
Between 5-24%	OKLAHOMA				
	Beckham	9,000	8,800	98	
	Carter	18,200	18,000	99	
	Love	3,300	3,300	98	
	TEXAS				
	Collingsworth	1,700	1,700	97	
	Cottle	1,100	1,100	100	
King	200	200	100		
Palo Pinto	10,000	9,900	99		
Wise	12,900	12,800	99		
Station Totals		228,300	226,600	99	
Net Weekly Circulation (1989)				149,600	
Average Daily Circulation (1989)				90,100	

Texas—Wichita Falls

KJTL

Ch. 18

Network Service: Fox.

Licensee: BSP Bcstg., 3800 Call Field Rd., Wichita Falls, TX 76308.

Studio: 3800 Callfield Rd., Wichita Falls, TX 76308.

Mailing Address: Box 4865, Wichita Falls, TX 76308.

Telephones: 817-691-1808; 817-696-5931. **TWX:** 910-861-0018.

Fax: 817-696-5766.

Technical Facilities: Channel No. 18 (494-500 MHz). Authorized power: 2820-kw visual, 282-kw aural. Antenna: 1080-ft. above av. terrain, 1034-ft. above ground, 2146-ft. above sea level.

Latitude 34° 12' 06"
Longitude 98° 43' 44"

Transmitter: Approx. 2.8-mi. SW of Grandfield, 2-mi. S of Hwy. 70.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 6.1-meter C-band; AFC, 3.7-meter Ku-band; Harris, M/A-Com receivers.

Ownership: F. Lanham Lyne Jr., pres.-secy., 100%. BSP Bcstg. Inc. is licensee of LPTV station K3580, Wichita Falls.

Began Operation: May 14, 1985. Sold to Wichita Falls Television Ltd. by Janet T. Lee, et al., Aug. 1986. Sale to present owner approved by FCC June 29, 1989.

Represented (sales): Seltel Inc.

Represented (legal): Goldberg & Spector.

Personnel:

PETE D'ACOSTA, general manager.
KYLE WILLIAMS, sales manager.
KEN THOMASON, chief engineer.

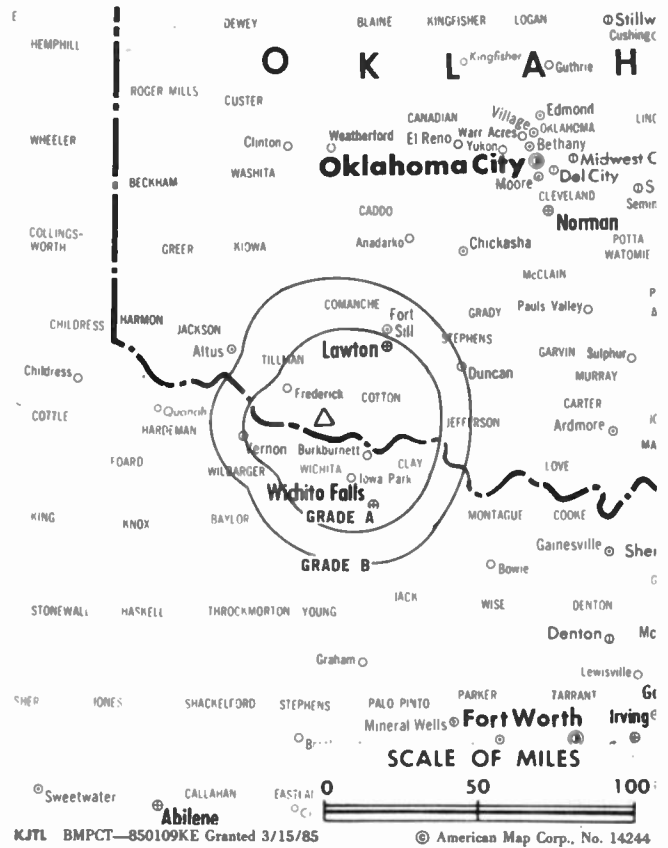
Highest One Hour Rate: \$2500.

Highest 30 Sec. Rate: \$300.

City of License: Wichita Falls. **ADI:** Wichita Falls, TX-Lawton, OK. **Rank:** 135.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OKLAHOMA			
	Comanche	38,500	38,200	99
	TEXAS			
	Archer	3,000	3,000	100
	Baylor	1,900	1,900	100
	Clay	4,100	4,100	100
	Wichita	46,300	46,100	99
Between 25-49%	OKLAHOMA			
	Cotton	2,900	2,900	100



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Jackson	11,000	10,900	99
	Jefferson	3,300	3,300	100
	Kiowa	5,200	5,100	98
	Stephens	17,500	17,400	99
	Tillman	4,300	4,300	100
	TEXAS			
	Foard	900	900	100
	Knox	1,900	1,900	100
	Wilbarger	6,200	6,200	100
Between 5-24%	OKLAHOMA			
	Caddo	12,700	12,500	99
	TEXAS			
	Hardeman	2,400	2,400	100
	Jack	3,000	3,000	100
	Montague	7,400	7,300	99
	Throckmorton	900	900	100
Station Totals		173,400	172,300	99
Net Weekly Circulation (1989)			82,500	
Average Daily Circulation (1989)			33,100	

Texas

KVII-TV, Amarillo (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%	OKLAHOMA			
	Beaver	3,100	3,100	100
	Dewey	2,200	2,200	100
	Ellis	2,200	2,100	95
	Greer	3,000	2,900	97
	TEXAS			
	Hale	12,200	12,100	99
Between 5-24%	NEW MEXICO			
	Guadalupe	1,500	1,400	93
	Harding	400	400	100
	OKLAHOMA			
	Custer	12,400	12,200	99
	Jackson	11,000	10,900	99
	Washita	5,400	5,400	99
	TEXAS			
	Cochran	1,600	1,600	100
	Hardeman	2,400	2,400	100
Hockley	8,400	8,400	100	
Lamb	6,000	5,900	99	
Yoakum	3,500	3,500	100	

KDFW-TV, Dallas-Fort Worth (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	OKLAHOMA			
	Bryan	13,200	12,900	98
	Marshall	5,200	5,100	98
	TEXAS			
	Brown	14,100	13,800	98
	Camp	4,100	4,000	98
	Coryell	17,700	17,500	99
	Eastland	8,000	7,900	99
	Gregg	42,400	41,900	99
	Houston	8,700	8,500	98
	Lampasas	5,600	5,500	98
	Leon	5,500	5,300	96
	Morris	5,400	5,300	98
	Stephens	4,300	4,200	98
	Titus	8,900	8,800	98
	Upshur	12,200	12,000	98

KXTX-TV, Dallas-Fort Worth (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	LOUISIANA			
	Caddo	104,500	103,500	99
	OKLAHOMA			
	Bryan	13,200	12,900	98
	Carter	18,200	18,000	99
TEXAS				
Anderson	15,000	14,700	98	

KXTX-TV—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	TEXAS			
	Archer	3,000	3,000	100
	Cherokee	15,500	15,200	98
	Coryell	17,700	17,500	99
	Falls	7,300	7,200	99
	Gregg	42,400	41,900	99
	Hamilton	3,700	3,600	97
	Harrison	20,300	20,000	99
	Montague	7,400	7,300	99
	Panola	8,500	8,400	99
	Rusk	16,800	16,600	99
	Stephens	4,300	4,200	98
	Upshur	12,200	12,000	98
	Wichita	46,300	46,100	99
Wood	11,600	11,400	98	

WFAA-TV, Dallas (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%	OKLAHOMA			
	Choctaw	6,100	5,900	97
	Love	3,300	3,300	98
	Marshall	5,200	5,100	98
	TEXAS			
Bell	62,100	61,600	99	
Brown	14,100	13,800	98	
Concho	1,100	1,100	100	
Coryell	17,700	17,500	99	
Eastland	8,000	7,900	99	
Howard	13,200	13,100	99	
Jack	3,000	3,000	100	
Mc Culloch	3,600	3,500	97	
Mc Lennan	70,400	69,800	99	
Menard	900	900	100	
Mills	1,900	1,900	100	
Montague	7,400	7,300	99	
Nolan	6,400	6,300	98	
Rains	2,700	2,700	100	
Red River	6,300	6,100	97	
Runnels	4,800	4,700	98	
Smith	58,400	57,700	99	
Titus	8,900	8,800	98	
Wood	11,600	11,400	98	
Young	8,200	8,100	99	
Between 5-24%	TEXAS			
	Camp	4,100	4,000	98
	Cherokee	15,500	15,200	98
	Coleman	4,300	4,200	99
	Falls	7,300	7,200	99
	Franklin	3,200	3,100	97
	Lampasas	5,600	5,500	98
Morris	5,400	5,300	98	
Shackelford	1,500	1,500	100	
Taylor	45,400	45,100	99	

Texas

KTVT, Fort Worth-Dallas (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%	OKLAHOMA			
	Murray	5,100	5,100	100
	Tillman	4,300	4,300	100
	Washington	18,600	18,500	99
	TEXAS			
	Anderson	15,000	14,700	98
	Andrews	5,400	5,300	98
	Bell	62,100	61,600	99
	Bowie	30,800	30,400	99
	Brazos	46,600	45,900	99
	Brown	14,100	13,800	98
	Childress	2,600	2,600	100
	Coleman	4,300	4,200	99
	Collingsworth	1,700	1,700	97
	Comanche	5,000	4,900	98
	Coryell	17,700	17,500	99
	Crockett	1,600	1,600	100
	Eastland	8,000	7,900	99
	Gregg	42,400	41,900	99
	Hall	2,000	1,900	97
	Hamilton	3,700	3,600	97
	Jack	3,000	3,000	100
	Mc Lennan	70,400	69,800	99
	Mills	1,900	1,900	100
	Mitchell	3,300	3,300	100
	Montague	7,400	7,300	99
	Nacogdoches	19,100	18,700	98
	Nolan	6,400	6,300	98
	Ochiltree	3,700	3,700	100
	Palo Pinto	10,000	9,900	99
	Pecos	5,000	4,900	98
	Rains	2,700	2,700	100
	Red River	6,300	6,100	97
	Reeves	4,800	4,700	98
	Shackelford	1,500	1,500	100
	Smith	58,400	57,700	99
	Stephens	4,300	4,200	98
	Taylor	45,400	45,100	99
	Terry	5,200	5,100	98
	Wood	11,600	11,400	98
	Young	8,200	8,100	99
Between 5-24%	ALABAMA			
	Greene	3,600	3,500	97
	Pike	10,400	10,200	98
	ARKANSAS			
	Arkansas	8,600	8,500	99
	Bradley	5,200	5,100	98
	Clark	8,200	8,100	99
	Clay	7,800	7,700	99
	Cleburne	8,200	8,000	98
	Desha	6,600	6,500	98
	Drew	6,500	6,300	97
	Franklin	6,100	6,000	98
	Hempstead	8,700	8,500	98
	Hot Spring	10,700	10,500	98
	Lawrence	7,200	7,000	97
	Little River	5,100	5,000	98
	Lonoke	13,800	13,600	99
	Miller	14,300	14,100	99
	Monroe	4,500	4,400	98
	Polk	6,600	6,400	97
	Pulaski	135,800	134,600	99
	Randolph	6,600	6,400	97
	Sharp	6,500	6,300	97
	COLORADO			
	Ouray	700	700	100
	GEORGIA			
	Union	4,300	4,200	98

KTVT--(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	IOWA			
	Lee	16,500	16,300	99
	IOAHO			
	Clearwater	3,500	3,400	97
	ILLINOIS			
	Iroquois	12,400	12,100	98
	KANSAS			
	Stevens	1,800	1,700	97
	KENTUCKY			
	Casey	5,700	5,600	98
	Mc Lean	3,500	3,500	100
	LOUISIANA			
	Tangipahoa	31,800	31,200	98
	MISSOURI			
	Pike	6,000	5,900	98
	MONTANA			
	Fallon	1,400	1,300	93
	NORTH DAKOTA			
	Emmons	2,000	2,000	100
	Mercer	5,300	5,200	98
	NEBRASKA			
	Banner	300	300	100
	NEW MEXICO			
	Catron	900	800	89
	Sierra	4,200	4,000	95
	NEVADA			
	Churchill	6,500	6,400	98
	Douglas	10,400	10,000	96
	Humboldt	4,400	4,300	97
	Lyon	7,300	7,000	96
	OKLAHOMA			
	Atoka	4,900	4,800	99
	Canadian	26,200	26,000	99
	Cimarron	1,600	1,600	100
	Coal	2,200	2,200	100
	Creek	26,900	26,600	99
	Grady	16,800	16,600	99
	Harmon	1,700	1,700	100
	Johnston	4,100	4,000	98
	Kiowa	5,200	5,100	98
	Mc Intosh	7,200	7,100	99
	Marshall	5,200	5,100	98
	Muskogee	27,000	26,700	99
	Noble	4,900	4,900	100
	Oklahoma	254,400	252,600	99
	Okmulgee	15,200	15,000	99
	Osage	16,200	16,100	99
	Pushmataha	5,200	5,100	98
	Sequoyah	12,700	12,400	98
	Tulsa	210,400	208,900	99
	Washita	5,400	5,400	99
	PENNSYLVANIA			
	Potter	7,000	6,800	97
	SOUTH DAKOTA			
	Lake	4,300	4,300	100
	Todd	1,900	1,800	95
	TENNESSEE			
	Franklin	12,200	12,100	99
	TEXAS			
	Aransas	7,100	7,000	99
	Callahan	4,900	4,800	98
	Camp	4,100	4,000	98
	Cherokee	15,500	15,200	98
	Cochran	1,600	1,600	100
	Cottle	1,100	1,100	100
	Crane	1,700	1,700	100
	Crosby	2,800	2,800	100

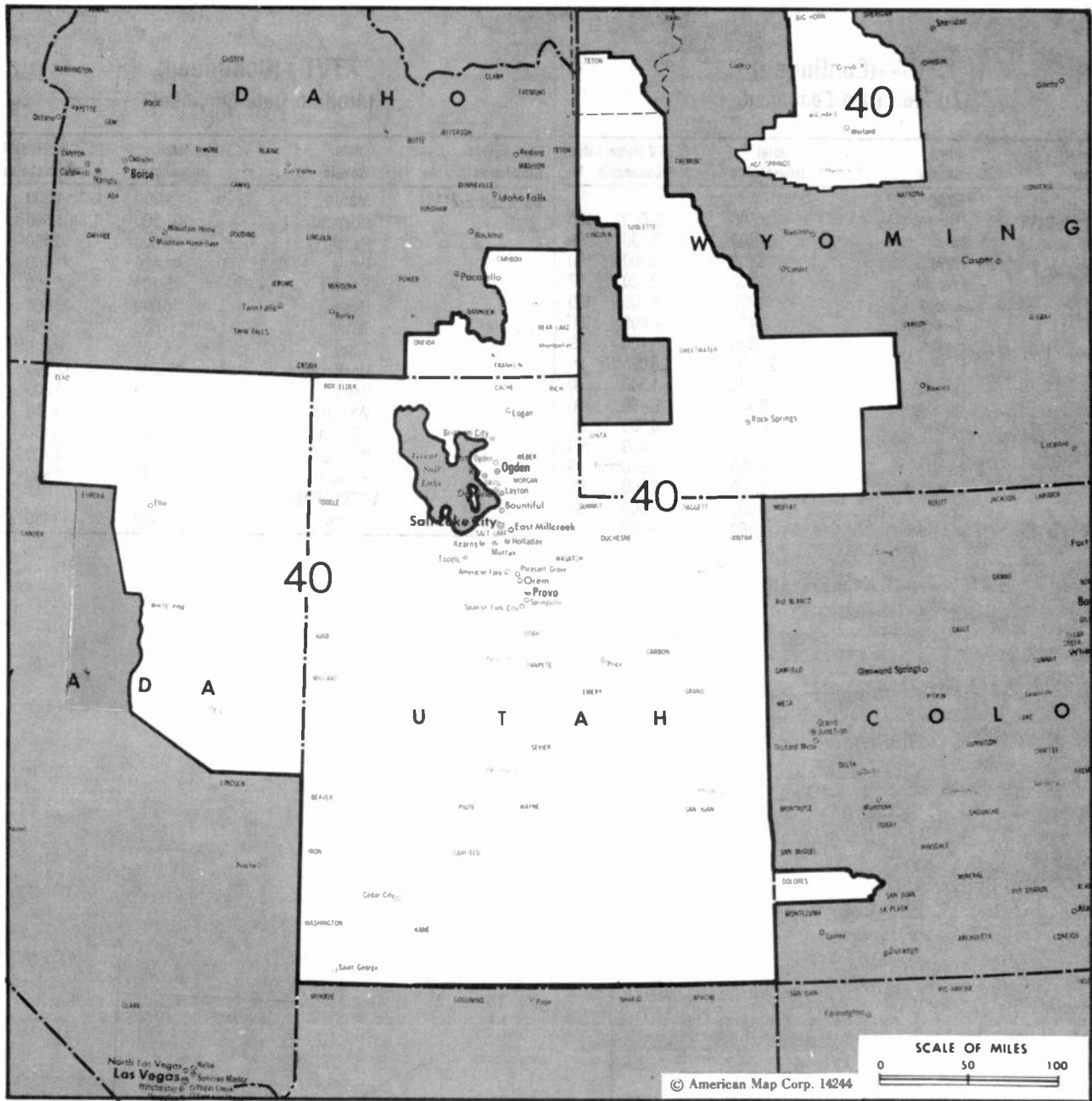
Texas

KTVT—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	TEXAS			
	Dallam	2,600	2,600	100
	Falls	7,300	7,200	99
	Floyd	3,100	3,100	100
	Franklin	3,200	3,100	97
	Gaines	4,900	4,900	100
	Hardeman	2,400	2,400	100
	Hardin	15,600	15,400	99
	Harrison	20,300	20,000	99
	Hartley	1,300	1,300	100
	Hockley	8,400	8,400	100
	Jones	6,700	6,600	99
	Kent	400	400	100
	Lamb	6,000	5,900	99
	Lampasas	5,600	5,500	98
	Leon	5,500	5,300	96
	Mc Culloch	3,600	3,500	97

KTVT—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%	
Between 5-24%	Martin	1,600	1,600	100	
	Nueces	102,500	101,400	99	
	Panola	8,500	8,400	99	
	Potter	41,400	41,100	99	
	Randall	35,200	35,100	100	
	Rusk	16,800	16,600	99	
	Terrell	600	600	100	
	Titus	8,900	8,800	98	
	Upshur	12,200	12,000	98	
	Ward	5,100	5,000	99	
	Wheeler	3,200	3,100	97	
	Wichita	46,300	46,100	99	
	Winkler	3,400	3,400	100	
	Yoakum	3,500	3,500	100	
	WISCONSIN				
	Monroe	13,400	13,100	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 (14)

Utah Station Totals as of October 1, 1989

	VHF	UHF	TOTAL
Commercial Television Stations	4	2	6
Educational Television Stations	3	0	3
	<hr/>	<hr/>	<hr/>
	7	2	9

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

Utah—Ogden

KOOG-TV

Ch. 30

Network Service: None, independent.

Licensee: Ogden Television Inc., 1309 16th St., Ogden, UT 84404.

Studio: 1309 16th St., Ogden, UT 84404.

Telephone: 801-621-3030. **Fax:** 801-394-1451.

Technical Facilities: Channel No. 30 (566-572 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 776-ft. above av. terrain, 349-ft. above ground, 5001-ft. above sea level.

Latitude 41° 15' 17"
Longitude 112° 14' 13"

Requests CP for change 1537-kw max. visual, 3904-ft. above av. terrain, 223-ft. above ground, 9101-ft. above sea level, lat. 40° 39' 25", long. 112° 12' 07"; transmitter to Farnsworth Peak Antenna Farm W of Salt Lake City. BPCF-890523KG.

Transmitter: Little Mountain, 14.5-mi. W of Ogden.

Satellite Earth Stations: AFC, 3.66-meter Ku-band; Birdview, 1.82-meter C-band; United Satellite Systems, 4.57-meter C-band; Birdview, M/A-Com, Scientific-Atlanta receivers.

News Service: INN.

Ownership: Trivest Financial Services Corp., 56.56%; American Communications & Television Inc., 43.44%. See Group Ownership of Television Stations.

Began Operation: November 1, 1985.

Personnel:

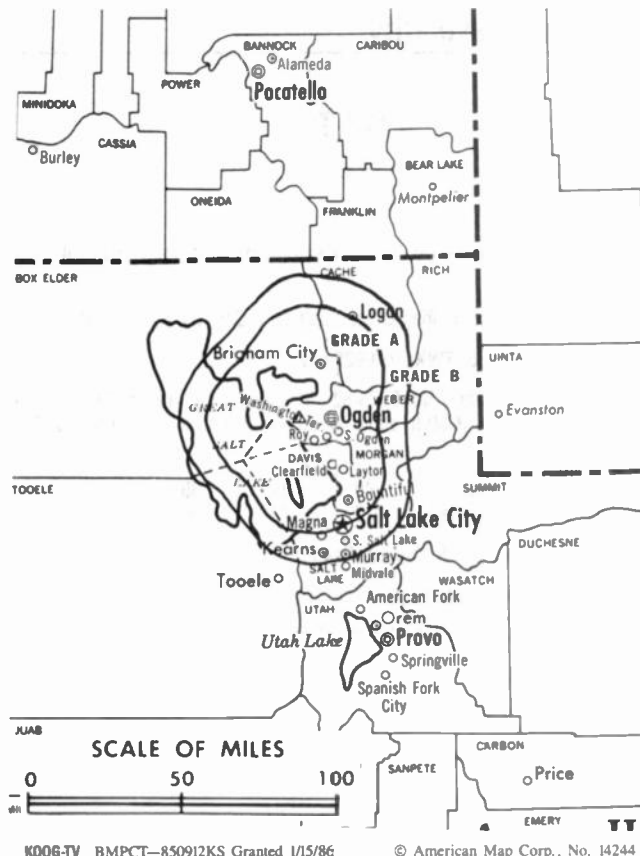
- CURT WESTPHAL, station manager & program director.
- LEE LATHAM, chief engineer.
- BRIAN HILL, promotion director.
- BECKY SMITH, business manager.
- DALE BRADSHAW, production manager.

Highest One Hour Rate: \$1200.

Highest 30 Sec. Rate: \$90.

City of License: Ogden. **ADI:** Salt Lake City. **Rank:** 40.

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



Net Weekly Circulation	State County	Total Households	TV Households	Households %
	UTAH			
Between 5-24%	Box Elder	11,200	11,100	99
	Davis	52,100	51,600	99
	Salt Lake	238,100	234,900	99
	Summit	4,900	4,800	98
	Tooele	9,200	9,100	99
	Weber	55,300	54,600	99
Station Totals		370,800	366,100	99
Net Weekly Circulation (1989)				35,400
Average Daily Circulation (1989)				9,200

Utah—Salt Lake City

KSL-TV

Ch. 5

Network Service: CBS.

Licensee: Bonneville Holding Co., 5 Triad Center, Broadcast House, Salt Lake City, UT 84180-1160.

Studio: Broadcast House, 5 Triad Center, Salt Lake City, UT 84180-1160.

Telephone: 801-575-5555. **TWX:** 910-925-5822.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 34-kw visual, 6.76-kw aural. Antenna: 3780-ft. above av. terrain, 219-ft. above ground, 9258-ft. above sea level.

Latitude 40° 39' 35"
Longitude 112° 12' 05"

Transmitter: Farnsworth Peak, Oquirrh Range.

Multichannel TV Sound: Stereo only.

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

AM Affiliate: KSL, 50-kw, 1160 kHz (CBS).

News Services: AP, UPI.

Ownership: Bonneville International Corp., 100%. See Group Ownership of Television Stations.

Began Operation: June 1, 1949.

Represented (sales): Petry Television Inc.; Art Moore Co. (Pacific Northwest).

Personnel:

- JACK ADAMSON, president.
- WILLIAM R. MURDOCH, executive vice president & general manager.
- SPENCE KINARD, vice president, news & public affairs.
- CLIFF SNYDER, general sales manager.
- JIM MONROE, marketing director.
- DAVE MANOOKIN, director of programming.
- J. TALMAGE BALL, chief engineer.

Highest 30 Sec. Rate: \$2500.

NETWORK BASE HOURLY RATE: \$925.

City of License: Salt Lake City. **ADI:** Salt Lake City. **Rank:** 40.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	COLORADO			
	Dolores	600	500	83
	IOAHO			
	Bear Lake	2,500	2,400	96
	Caribou	3,100	3,000	97
	Franklin	2,800	2,700	96
	Oneida	1,100	1,100	100
	NEVAOA			
	Elko	9,400	8,800	94
	White Pine	3,100	3,000	97
	UTAH			
	Beaver	1,700	1,700	100
	Box Elder	11,200	11,100	99
	Cache	20,700	20,200	98
Carbon	8,300	8,100	98	
Daggett	200	200	100	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Davis	52,100	51,600	99
	Duchesne	4,500	4,300	96
	Emery	3,600	3,500	97
	Garfield	1,200	1,100	92
	Grand	2,900	2,700	93
	Iron	6,800	6,400	95
	Juab	1,800	1,800	100
	Kane	1,600	1,500	94
	Millard	4,600	4,500	98
	Morgan	1,500	1,500	100
	Piute	400	400	100
	Rich	700	700	100
	Salt Lake	238,100	234,900	99
	San Juan	3,200	3,000	94
	Sanpete	5,300	5,200	98
	Sevier	5,100	5,000	98
	Summit	4,900	4,800	98
	Tooele	9,200	9,100	99
	Uintah	8,000	7,700	96
	Utah	69,500	68,300	98
	Wasatch	3,300	3,200	97
	Washington	12,000	11,400	95
	Wayne	600	600	100
	Weber	55,300	54,600	99
	WYOMING			
	Big Horn	4,500	4,300	96
	Hot Springs	2,200	2,100	95
	Sublette	2,200	2,100	95
	Sweetwater	16,300	15,700	96
	Uinta	7,600	7,300	97
	Washakie	3,500	3,400	97

(Continued on page A-1141)

Station Totals	863,900	845,700	98
Net Weekly Circulation (1989)			570,100
Average Daily Circulation (1989)			330,500

KSL-TV is a market leader with

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

Utah—Salt Lake City

KSTU

Ch. 13

Network Service: Fox.

Licensee: MWT Ltd., 2257 Texas St., Salt Lake City, UT 84109.

Studio: 5020 W. Amelia Earhart Dr., Salt Lake City, UT 84116.

Telephone: 801-532-1300. **TWX:** 910-925-5178. **Fax:** 801-537-5335.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 112-kw max. visual, 11.2-kw aural. Antenna: 3661-ft. above av. terrain, 157-ft. above ground, 9114-ft. above sea level.

Latitude 40° 39' 33"
Longitude 112° 12' 08"

Transmitter: Farnsworth Peak, Oquirrh Range.

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

Ownership: MWT Corp., 25.31%; Sidney W. Foulger, 1.07%; George L. Gonzales, 1.26%; JoAnn Wong, 1.51%; Joseph C. Lee, 2.78%; David B. & Marilyn D. Lee, 2.78% jointly; Clayton F. Foulger, 1.07%; Bryant F. Foulger, 1.07%; Brent K. Pratt, 1.07%; Northstar Communications Inc., Ltd. partner, 62.025%. MWT Corp. ownership: Sidney W. Foulger, pres., 34%; Joseph C. Lee, exec. v.p.-secy., 44%; George Gonzalez, v.p., 10%; JoAnn Wong, secy., 12%. Northstar Communications Inc. ownership: Farragut Communications, 90%; Charles H. Kadlec, 10%. See Farragut Communications in Group Ownership of TV Stations.

Began Operation: October 24, 1978 on Channel 20. Began operation on Channel 13 Nov. 2, 1987. Sale to present owner approved by FCC Feb. 29, 1988. Sale to MWT Corp., et al. approved by FCC Sept. 9, 1987. Sale to Adams Communications by Springfield Television Corp. approved by FCC Jan. 9, 1984 (Television Digest, Vol. 23:35).

Represented (sales): TeleRep Inc.

Personnel:

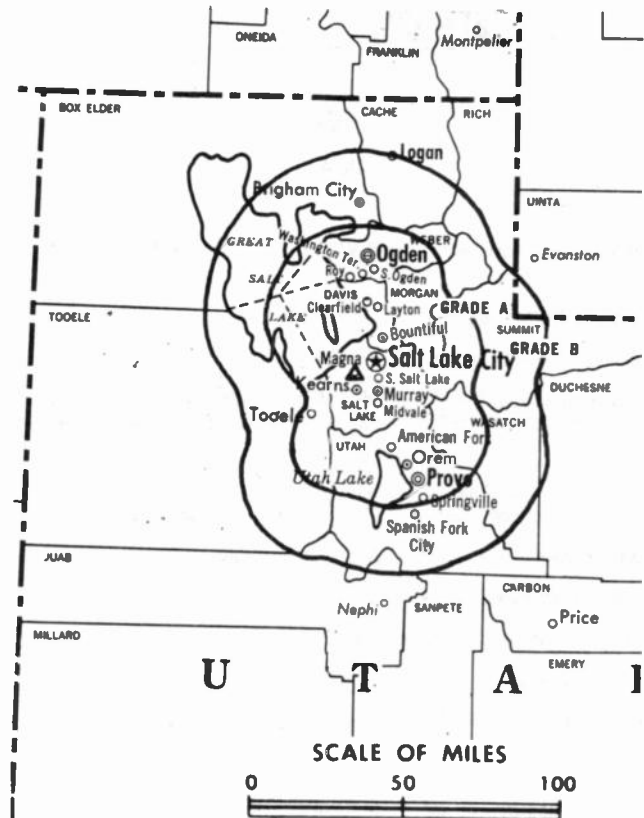
- MILT JOUFLAS, general manager.
- JOE LEE, station manager.
- SUSAN ADAMS, national sales manager.
- JOEL MORRIS, local sales manager.
- AL SCHULTZ, chief engineer.
- DEVI FOURNIER, promotion director.
- BARRY EVANS, business manager.

Highest One Hour Rate: \$5000.

Highest 30 Sec. Rate: \$500.

City of License: Salt Lake City. **ADI:** Salt Lake City. **Rank:** 40.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



KSTU BMPCT-870803KF Granted 11/2/87 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	Summit	4,900	4,800	98
	Tooele	9,200	9,100	99
	Utah	69,500	68,300	98
	Weber	55,300	54,600	99
Between 25-49%	IDAHO			
	Bear Lake	2,500	2,400	96
	UTAH			
	Beaver	1,700	1,700	100
	Carbon	8,300	8,100	98
	Emery	3,600	3,500	97
	Kane	1,600	1,500	94
	Millard	4,600	4,500	98
	Morgan	1,500	1,500	100
	Rich	700	700	100
	Sanpete	5,300	5,200	98
Sevier	5,100	5,000	98	
Uintah	8,000	7,700	96	
Wasatch	3,300	3,200	97	
Wayne	600	600	100	
Between 5-24%	COLORA00			
	Montezuma	7,000	6,700	96
	IOAHO			
	Caribou	3,100	3,000	97
	UTAH			
	Juab	1,800	1,800	100
Washington	12,000	11,400	95	
WYDMING				
Uinta	7,600	7,300	97	
Station Totals		559,900	549,900	98
Net Weekly Circulation (1989)				348,400
Average Daily Circulation (1989)				165,700

Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	COLORA00			
	Dolores	600	500	83
	IDAHO			
	Franklin	2,800	2,700	96
	Oneida	1,100	1,100	100
	UTAH			
	Box Elder	11,200	11,100	99
	Cache	20,700	20,200	98
	Davis	52,100	51,600	99
	Duchesne	4,500	4,300	96
	Garfield	1,200	1,100	92
	Iron	6,800	6,400	95
	Piute	400	400	100
	Salt Lake	238,100	234,900	99
	San Juan	3,200	3,000	94

Utah—Salt Lake City

KTVX

Ch. 4

Network Service: ABC.

Licensee: United Television Inc., 8501 Wilshire Blvd., Suite 340, Beverly Hills, CA 90211.

Studio: 1760 Fremont Dr., Salt Lake City, UT 84104.

Telephone: 801-972-1776. Fax: 801-972-9341.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 32.4-kw visual, 4.9-kw aural. Antenna: 3870-ft. above av. terrain, 131-ft. above ground, 9470-ft. above sea level.

Latitude 40° 36' 50"
Longitude 112° 11' 05"

Transmitter: Nelson Peak, 18-mi. SW of Salt Lake City.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: 7.5-meter C-band; 2 Ku-band.

News Service: ABC.

Ownership: United Television Inc., 100%. See Group Ownership of Television Stations.

Began Operation: July 1, 1948. Sale to present owner by Screen Gems Stations Inc., subsidiary of Columbia Pictures Industries Inc., approved by FCC Aug. 12, 1975 (Television Digest, Vol. 15:18). Sale to Screen Gems by TLF Bcstrs. Inc. (Time Inc.) approved Nov. 5, 1959 (Vol. 15:30, 45). Sale to Time Inc. by Inter-mountain Bcstg. & Television Corp. (S. S. Fox, et al.) approved June 24, 1953 (Vol. 9:14, 26).

Represented (sales): MMT Sales Inc.

Represented (legal): Hogan & Hartson.

Represented (engineering): Hammett & Edison Inc.

Personnel:

- DAVID J. WOODCOCK, vice president & general manager.
- ROBERT A. GALLE, general sales manager.
- KIRT BURTON, national sales manager.
- RON FESSENDEN, local sales manager.
- VIC SHAPIRO, promotion director.
- K. RANDALL KIMBALL, business manager.
- DENNIS SHINER, production manager.
- GORDON ACKER, operations manager.
- JOHN EDWARDS, news director.
- JIM McDERMAID, chief engineer.
- MICHELE STRATTON, director of public affairs.
- DIANE McCALL, marketing director.

Highest 30 Sec. Rate: \$3000.

NETWORK BASE HOURLY RATE: \$1050.

City of License: Salt Lake City. **ADI:** Salt Lake City. **Rank:** 40.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	COLORADO			
	Dolores	600	500	83
	IOAHO			
	Caribou	3,100	3,000	97
	Franklin	2,800	2,700	96
	Oneida	1,100	1,100	100
	NEVADA			
	Elko	9,400	8,800	94
	White Pine	3,100	3,000	97
	UTAH			
	Beaver	1,700	1,700	100
	Box Elder	11,200	11,100	99
	Cache	20,700	20,200	98
	Carbon	8,300	8,100	98



KTVX BMPCT-790616KG Granted 10/15/79

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Daggett	200	200	100
	Davis	52,100	51,600	99
	Duchesne	4,500	4,300	96
	Emery	3,600	3,500	97
	Garfield	1,200	1,100	92
	Grand	2,900	2,700	93
	Iron	6,800	6,400	95
	Juab	1,800	1,800	100
	Kane	1,600	1,500	94
	Millard	4,600	4,500	98
	Morgan	1,500	1,500	100
	Piute	400	400	100
	Rich	700	700	100
	Salt Lake	238,100	234,900	99
	San Juan	3,200	3,000	94
	Sanpete	5,300	5,200	98
	Sevier	5,100	5,000	98
	Summit	4,900	4,800	98
	Tooele	9,200	9,100	99
	Uintah	8,000	7,700	96
Utah	69,500	68,300	98	
Wasatch	3,300	3,200	97	
Washington	12,000	11,400	95	
Wayne	600	600	100	
Weber	55,300	54,600	99	
WYOMING	Sublette	2,200	2,100	95
	Sweetwater	16,300	15,700	96
	Uinta	7,600	7,300	97
IDAHO				
Bear Lake	2,500	2,400	96	

(Continued on page A-1141)

Station Totals	835,500	817,600	98
Net Weekly Circulation (1989)			548,000
Average Daily Circulation (1989)			316,100

Utah—Salt Lake City

KUTV

Ch. 2

Network Service: NBC.

Licensee: KUTV Inc., 2185 South 3600 West, Salt Lake City, UT 84119.

Studio: 2185 South 3600 West, Salt Lake City, UT 84119.

Telephone: 801-973-3000.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 45.7-kw visual, 9.12-kw aural. Antenna: 3060-ft. above av. terrain, 233-ft. above ground, 8736-ft. above sea level.

Latitude 40° 36' 23"
Longitude 112° 09' 47"

Transmitter: Pix Peak.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive RCA Ku-band; Satcom Technologies, 7-meter; Scientific-Atlanta, 5-meter; Harris, Microdyne, Scientific-Atlanta receivers.

AM Affiliate: KALL, 5-kw (1-kw night), 910 kHz (ABC).

FM Affiliate: KLCY-FM, 40kw, 94.1 MHz.

News Services: AP, Conus, NBC.

Ownership: Standard Corp., 80%; Communications Investment Corp., 20%. The Standard Corp. is owned by the Hatch family. CIC is owned by George C. & Wilda G. Hatch who also own KALL(AM) & KLCY-FM, Salt Lake City; KUPI & KQPI-FM, Idaho Falls, ID; KVEL-AM-FM, Vernal, UT.

Began Operation: September 10, 1954. Sale to present owners by Frank C. Carman, Grant R. Wrathall & Kearns-Tribune Corp., approved March 7, 1956 (Television Digest, Vol. 11:31, 38; 12:10). Acquisition of Kearns-Tribune Corp. minority interest approved Jan. 29, 1972.

Represented (sales): Katz Television.

Represented (legal): Haley, Bader & Potts.

Personnel:

JEFFREY HATCH, president & general manager.
JOHN BAILEY, general sales manager.
PAT KIRK, national sales manager.
MARIA SMITH, director of programming & community affairs.
BILL BRADFORD, vice president & director of engineering.
DEBORAH HAMBERLIN, promotion director.
ASHER ATKINSON, film.
TOM MITCHELL, director of operations & technical services.
DANIEL WEBSTER, news director.

Rates: On request.

City of License: Salt Lake City. **AOI:** Salt Lake City. **Rank:** 40.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	COLORADO			
	Dolores	600	500	83
	IDAHO			
	Bear Lake	2,500	2,400	96
	Caribou	3,100	3,000	97
	Franklin	2,800	2,700	96
	Oneida	1,100	1,100	100
	MONTANA			
	Deer Lodge	4,200	4,100	98
	NEVADA			
	Elko	9,400	8,800	94
	White Pine	3,100	3,000	97
	UTAH			
	Beaver	1,700	1,700	100
Box Elder	11,200	11,100	99	
Cache	20,700	20,200	98	



KUTV BMPCT-2149 Granted 6/18/54

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Carbon	8,300	8,100	98
	Daggett	200	200	100
	Davis	52,100	51,600	99
	Duchesne	4,500	4,300	96
	Emery	3,600	3,500	97
	Garfield	1,200	1,100	92
	Grand	2,900	2,700	93
	Iron	6,800	6,400	95
	Juab	1,800	1,800	100
	Kane	1,600	1,500	94
	Millard	4,600	4,500	98
	Morgan	1,500	1,500	100
	Piute	400	400	100
	Rich	700	700	100
	Salt Lake	238,100	234,900	99
	San Juan	3,200	3,000	94
	Sanpete	5,300	5,200	98
	Sevier	5,100	5,000	98
	Summit	4,900	4,800	98
	Tooele	9,200	9,100	99
	Uintah	8,000	7,700	96
	Utah	69,500	68,300	98
	Wasatch	3,300	3,200	97
Washington	12,000	11,400	95	
Wayne	600	600	100	
Weber	55,300	54,600	99	
WYOMING				
Big Horn	4,500	4,300	96	
Hot Springs	2,200	2,100	95	
Sublette	2,200	2,100	95	
Sweetwater	16,300	15,700	96	
Teton	5,100	4,900	96	

(Continued on page A-1141)

Station Totals	871,300	852,800	98
Net Weekly Circulation (1989)			572,500
Average Daily Circulation (1989)			335,000

Utah—Salt Lake City

KXIV

Ch. 14

Network Service: None, independent.

Licensee: American Television of Utah Inc., Box 27477, Salt Lake City, UT 84127.

Studio: 5181 Amelia Earhart Dr., Salt Lake City, UT 84119.

Telephone: 801-537-1414.

Technical Facilities: Channel No. 14 (470-476 MHz). Authorized power: 15-kw max. visual. Antenna: 344-ft. above av. terrain, 272-ft. above ground, 4613-ft. above sea level.

Latitude	40°	46'	09"
Longitude	111°	53'	12"

Transmitter: 136 East South Temple, Salt Lake City.

Ownership: American Stores Co./Skaggs Telecommunications Service. Principals: L. S. Skaggs, chmn.; Don Skaggs, pres.

Began Operation: February 14, 1989.

Represented (legal): Kaye, Scholer, Fierman, Hays & Handler.

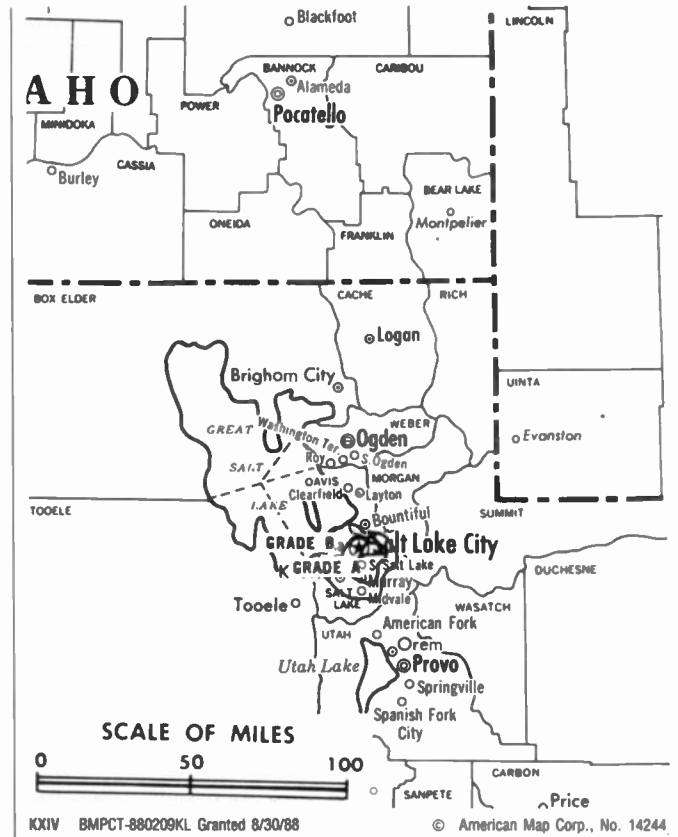
Represented (engineering): Moffet, Larson & Johnson Inc.

Personnel:

ROBERT QUIGLEY, general manager.
RUSS HEATON, general sales manager
MIKE HEMINGWAY, program director.
ELDON SORENSON, chief engineer.

Rates: On request.

Arbitron Data: Not available.



City of License: Salt Lake City. **ADI:** Salt Lake City. **Rank:** 40.

Utah

KSL-TV, Salt Lake City (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%	COLORADO			
	Rio Blanco	2,300	2,200	96
	IDAHO			
	Bonneville	23,700	23,400	99
	MONTANA			
	Beaverhead	3,200	3,000	94
	Custer	5,500	5,200	95
	Deer Lodge	4,200	4,100	98
	Fergus	5,100	4,900	96
	Park	5,800	5,600	97
	Powell	2,400	2,300	96
	Silver Bow	14,300	14,000	98
	NEVADA			
	Eureka	500	500	100
	WYOMING			
	Lincoln	5,700	5,400	95
	Park	9,300	8,900	96
Teton	5,100	4,900	96	
Between 5-24%	IDAHO			
	Bannock	24,600	24,100	98
	Cassia	6,500	6,400	98
	Gooding	4,500	4,400	98
	Jefferson	5,200	5,200	100
	Jerome	5,600	5,500	98
	Madison	5,800	5,700	98
	Minidoka	6,800	6,600	97
	Twin Falls	19,900	19,600	98
	MONTANA			
	Gallatin	19,100	18,500	97
	Lewis + Clark	19,600	19,000	97
	Yellowstone	48,000	47,200	98
	NEVADA			
	Lincoln	1,400	1,300	93
	WYOMING			
	Fremont	12,600	12,300	98

KTVX, Salt Lake City (Arbitron Data Continued)

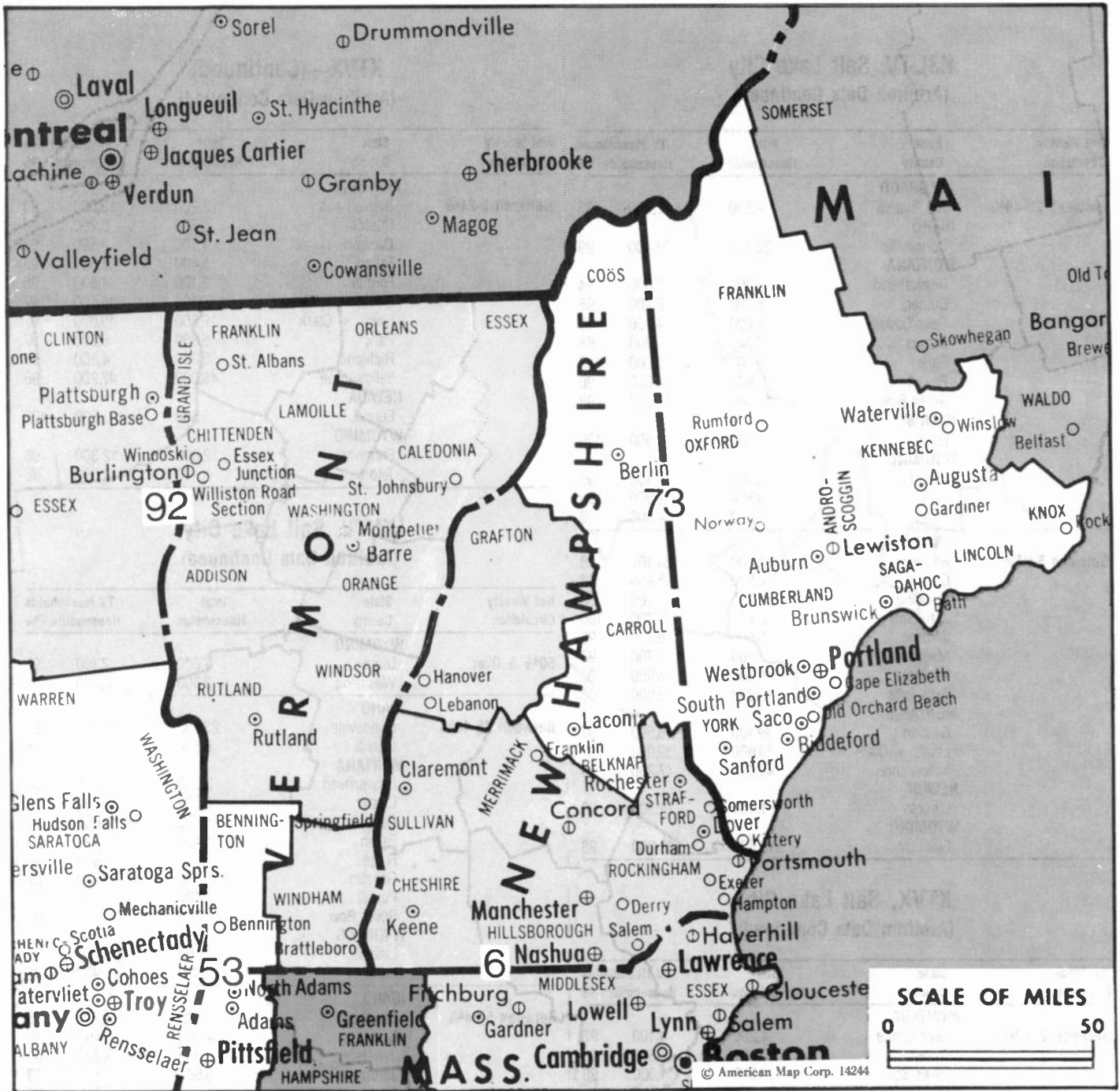
Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%	MONTANA			
	Deer Lodge	4,200	4,100	98
	Powell	2,400	2,300	96
	Silver Bow	14,300	14,000	98
	WYOMING			
	Big Horn	4,500	4,300	96
	Hot Springs	2,200	2,100	95
	Lincoln	5,700	5,400	95
	Park	9,300	8,900	96
	Washakie	3,500	3,400	97
Between 5-24%	IDAHO			
	Bannock	24,600	24,100	98
	Bonneville	23,700	23,400	99
	Cassia	6,500	6,400	98
	Jefferson	5,200	5,200	100
	Minidoka	6,800	6,600	97

KTVX—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	MONTANA			
	Beaverhead	3,200	3,000	94
	Custer	5,500	5,200	95
	Dawson	4,700	4,500	96
	Fallon	1,400	1,300	93
	Fergus	5,100	4,900	96
	Gallatin	19,100	18,500	97
	Lewis + Clark	19,600	19,000	97
	Park	5,800	5,600	97
	Richland	5,000	4,800	96
	Yellowstone	48,000	47,200	98
	NEVADA			
	Eureka	500	500	100
	WYOMING			
	Fremont	12,600	12,300	98
	Teton	5,100	4,900	96

KUTV, Salt Lake City (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%	
50% & Over	WYOMING				
	Uinta	7,600	7,300	97	
	Washakie	3,500	3,400	97	
Between 25-49%	IDAHO				
	Bonneville	23,700	23,400	99	
	Cassia	6,500	6,400	98	
	MONTANA				
	Beaverhead	3,200	3,000	94	
	Custer	5,500	5,200	95	
	Dawson	4,700	4,500	96	
	Fallon	1,400	1,300	93	
	Fergus	5,100	4,900	96	
	Gallatin	19,100	18,500	97	
	Powell	2,400	2,300	96	
	Silver Bow	14,300	14,000	98	
	WYOMING				
	Lincoln	5,700	5,400	95	
	Park	9,300	8,900	96	
	Between 5-24%	IDAHO			
		Bannock	24,600	24,100	98
Gooding		4,500	4,400	98	
Jefferson		5,200	5,200	100	
Jerome		5,600	5,500	98	
Madison		5,800	5,700	98	
Minidoka		6,800	6,600	97	
Twin Falls		19,900	19,600	98	
MONTANA					
Lewis + Clark		19,600	19,000	97	
Park		5,800	5,600	97	
Richland		5,000	4,800	96	
Yellowstone		48,000	47,200	98	
NEVADA					
Eureka		500	500	100	
WYOMING					
Fremont		12,600	12,300	98	



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), WHSH (66), WLVI-TV (56), WMFP (62), WMUR-TV (9), WNDZ (50), WNEV-TV (7), WQTV (68), WSBK-TV (38)
Albany-Schenectady-Troy, NY	483,300	53	WCDC (19), WNYT (13), WOCD (55), WRGB (6), WTEN (10), WXXA-TV (23)
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.

- WPTZ, Burlington See Plattsburgh, NY
- WNNE-TV, White River Junction See Hartford, VT

Vermont Station Totals as of October 1, 1989

	VHF	UHF	TOTAL
Commercial Television Stations	1	2	3
Educational Television Stations	0	4	4
	1	6	7

Vermont—Burlington

WCAX-TV

Ch. 3

Network Service: CBS.

Licensee: Mt. Mansfield Television Inc., Joy Drive, South Burlington, VT 05403.

Studio: Joy Dr., South Burlington, VT 05401.

Mailing Address: Box 608, Burlington, VT 05403.

Telephone: 802-658-6300. TWX: 510-299-0026.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 37.6-kw visual, 7.4-kw aural. Antenna: 2740-ft. above av. terrain, 116-ft. above ground, 4176-ft. above sea level.

Latitude 44° 31' 36"
Longitude 72° 48' 57"

Transmitter: Atop Mt. Mansfield.

Satellite Earth Stations: Harris, 9-meter; RCA Americom Ku-band; Harris, Scientific-Atlanta receivers.

News Services: AP, UPI.

Ownership: S. T. Martin, pres. & dir., 61.75%.

Began Operation: September 3, 1954.

Represented (sales): Harrington, Righter & Parsons Inc.

Represented (legal): Wilmer, Cutler & Pickering.

Personnel:

STUART T. MARTIN, president & general manager.
PETER R. MARTIN, executive vice president.
KEN JARVIS, vice president, sales.
STUART HALL, vice president & production manager.
MARSELIS PARSONS, news director.
CHARLES LIESE, chief engineer.

Highest One Hour Rate: \$2000.

Highest 30 Sec. Rate: \$1200.

NETWORK BASE HOURLY RATE: \$1135.

Station also received in Canadian markets.

BBM Weekly Reach (Spring 1989): 1,135,000.

City of License: Burlington. **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	NEW HAMPSHIRE			
	Coos	13,300	13,100	98
	Grafton	26,100	25,300	97
	Sullivan	15,100	14,600	97
	NEW YORK			
	Clinton	26,900	26,600	99
	Essex	14,300	14,000	98
	Franklin	16,000	15,600	97
	VERMONT			
	Addison	11,200	10,900	97
	Caledonia	10,500	10,300	98
	Chittenden	46,100	45,400	98
	Essex	2,600	2,600	100
	Franklin	13,300	13,200	99
Grand Isle	1,900	1,900	100	



WCAX-TV BPC1-3188 Granted 11/20/64

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Lamoille	7,000	6,900	99
	Orange	9,300	9,100	98
	Orleans	9,000	8,900	99
	Rutland	23,400	22,900	98
	Washington	20,800	20,400	98
	Windsor	22,000	21,400	97
Between 25-49%	NEW HAMPSHIRE			
	Cheshire	25,100	24,400	97
	VERMONT			
	Bennington	13,700	13,400	98
	Windham	16,300	15,600	96
Between 5-24%	NEW HAMPSHIRE			
	Merrimack	42,600	41,800	98
	NEW YORK			
	St Lawrence	38,200	37,500	98
	Warren	20,900	20,500	98
	Washington	20,000	19,700	98
Station Totals		465,600	456,000	98
Net Weekly Circulation (1989)			262,200	
Average Daily Circulation (1989)			165,600	

**Need Broadcast TV or Cable TV Mail Labels
From the Factbook?**

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Vermont—Burlington-Plattsburgh, New York

WVNY

Ch. 22

Network Service: ABC.

Licensee: Citadel Communications Co. Ltd., 100 Market Square, Burlington, VT 05401.

Studio: 100 Market Square, Burlington, VT 05401.

Telephone: 802-658-8022. TWX: 510-299-0022.

Technical Facilities: Channel No. 22 (518-524 MHz). Authorized power: 1000-kw max. & 589-kw horizontal visual, 100-kw max. & 58.9-kw horizontal aural. Antenna: 2740-ft. above av. terrain, 309-ft. above ground, 4172-ft. above sea level.

Latitude 44° 31' 40"
Longitude 72° 48' 58"

Transmitter: Mt. Mansfield.

Satellite Earth Stations: 2 in operation; Andrew receivers.

News Service: AP.

Ownership: Citadel Communications Co. Ltd., 100%. See Group Ownership of Television Stations.

Began Operation: April 19, 1968. Left air April 2, 1971; resumed operation Sept. 17, 1971. Sale to International TV Corp. (Donald G. Martin, et al.) by Vermont-New York TV Inc. approved by FCC April 17, 1974. Sale to present owner approved Oct. 18, 1982 (*Television Digest*, Vol. 22:34).

Represented (sales): Katz Television.

Represented (legal): Arent, Fox, Kintner, Plotkin & Kahn.

Personnel:

PHILIP J. LOMBARDO, chairman & president.
WILLIAM BRADLEY, vice president & general manager.
CHARLIE CUSIMANO, general sales manager.
CLIFF SMITH, local sales manager.
MICHELLE BAKER, comptroller.
LINDA RAUB, promotion director.
GARY WHEELLOCK, news director.
PAUL BRENNER, chief engineer.
TOM HANSEN, operations director.

Highest One Hour Rate: \$8500.

Highest 30 Sec. Rate: \$2000.

NETWORK BASE HOURLY RATE: \$225.

Station also received in Canadian markets.

BBM Weekly Reach (Spring 1989): 922,000.

City of License: Burlington. **AOI:** 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	NEW YORK			
	Clinton	26,900	26,600	99
	Essex	14,300	14,000	98



WVNY BPCT-791219KE Granted 2/11/80

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	VERMONT			
	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
	Washington	20,800	20,400	98
Between 25-49%	NEW YORK			
	Franklin	16,000	15,600	97
	VERMONT			
	Caledonia	10,500	10,300	98
	Orleans	9,000	8,900	99
	Rutland	23,400	22,900	98
Between 5-24%	NEW HAMPSHIRE			
	Grafton	26,100	25,300	97
	VERMONT			
	Essex	2,600	2,600	100
	Orange	9,300	9,100	98
	Windsor	22,000	21,400	97
Station Totals		260,400	255,400	98
Net Weekly Circulation (1989)				116,100
Average Daily Circulation (1989)				49,700

Vermont—Hartford-Hanover, New Hampshire

WNNE-TV

Ch. 31

Network Service: NBC.

Licensee: WNNE-TV Inc., Box 1310, White River Junction, VT 05001.

Studio: Holiday Inn Dr., White River Junction, VT 05001.

Telephones: 802-295-3100; 800-451-0031. TWX: 710-227-1301.

Fax: 802-295-9056.

Technical Facilities: Channel No. 31 (572-578 MHz). Authorized power: 2240-kw max. visual, 224-kw max. aural. Antenna: 2220-ft. above av. terrain, 149-ft. above ground, 3299-ft. above sea level.

Latitude 43° 26' 38"
Longitude 72° 27' 17"

Transmitter: Mt. Ascutney, Windsor, VT.

Satellite Earth Station: Transmit/receive Harris, 6.1-meter Ku-band; Scientific-Atlanta, 7-meter C-band; Vertex, 4.5-meter Ku-band; Harris, 3-meter Ku-band; Harris, Scientific-Atlanta receivers.

News Services: AP, Group W Newsfeed, NBC, Skycorn, Potomac News Service.

Ownership: Taft Communications Inc., 84.5%; Northern New England Television, 15.5%. Taft Communications Inc. ownership: Paul E. Taft, 56%; Phillip D. Taft, 17.1%; Jerry G. Bridges, 9.3%; Paul E. Milling, 4.1%; 13 others, none with as much as 1%. Taft Communications Inc. has multiple MDS interests.

Began Operation: September 27, 1978.

Represented (legal): Steptoe & Johnson, Chartered.

Represented (engineering): du Treil, Lundin & Rackley.

Personnel:

GARY ELFSTROM, vice president & general manager.
COURTNEY GALLUZZO, general sales manager.
JANE MCGARY, local sales manager.
KEN ALDRICH, chief engineer.
BRETT DAVIDSON, news director.
MIKE SMITH, program director.
PAUL SHYKULA, promotion director.
ANNE CANDON, business manager.

Highest One Hour Rate: \$1200.

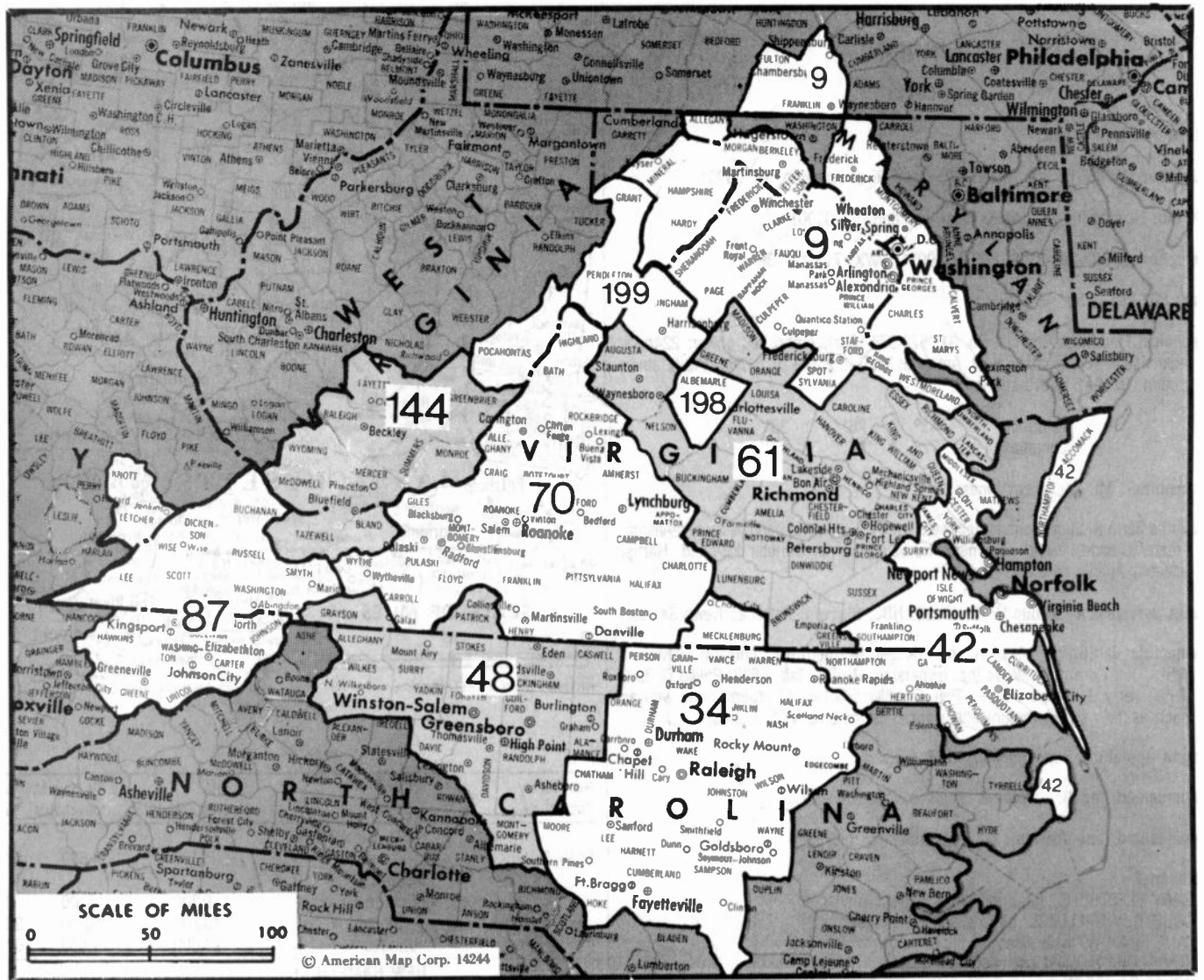
Highest 30 Sec. Rate: \$375.

City of License: Hartford. 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	Total Households	TV Households	%
50% & Over	NEW HAMPSHIRE			
	Sullivan	15,100	14,600	97
	VERMONT			
	Orange	9,300	9,100	98
	Windham	16,300	15,600	96
	Windsor	22,000	21,400	97
Between 25-49%	NEW HAMPSHIRE			
	Cheshire	25,100	24,400	97
	Grafton	26,100	25,300	97
Between 5-24%	NEW HAMPSHIRE			
	Merrimack	42,600	41,800	98
	VERMONT			
	Lamoille	7,000	6,900	99
	Rutland	23,400	22,900	98
Washington	20,800	20,400	98	
Station Totals		207,700	202,400	97
Net Weekly Circulation (1989)				82,500
Average Daily Circulation (1989)				39,800



Market	Arbitron A01 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) (11), WYED (17)
Raleigh-Durham, NC	659,400	34	WVTV-TV (10), WGNT (27), WTKR-TV (3), WTVZ (33), WVEC-TV (13)
Norfolk-Portsmouth-Newport News-Hampton, VA	556,700	42	WEJC (20), WFMY-TV (2), WGGT (48), WGHP-TV (8), WLXI-TV (61), WNRW (45), WRDG (16), WXII (12)
Greensboro-Winston Salem-High Point, NC	509,900	48	WRLH-TV (35), WTVR-TV (6), WWBT (12), WXEX-TV (8)
Richmond, VA	426,600	61	WDBJ (7), WFCF (38), WJPR (21), WSET-TV (13), WSLS-TV (10), WVFT (27)
Roanoke-Lynchburg, VA	353,300	70	WVCY-TV (5), WETO (39), WJHL-TV (11), WKPT-TV (19)
Bristol, VA-Kingsport-Johnson City, TN	280,800	87	WQAY-TV (4), WVVA (6)
Bluefield-Beckley-Dak Hill, WV	150,200	144	WVIR-TV (29)
Charlottesville, VA	39,800	198	WHSV-TV (3)
Harrisonburg, VA	34,700	199	

State Cross Reference List

Communities that receive programs of stations that are located elsewhere.

WJHL-TV, Bristol	See Johnson City, TN
WKPT-TV, Bristol	See Kingsport, TN
WVEC-TV, Hampton	See Norfolk, VA
WOBJ & WSLS-TV, Lynchburg	See Roanoke, VA
WAVY-TV & WGNT Norfolk	See Portsmouth, VA
WXEX-TV, Petersburg	See Richmond, VA
WJPR & WSET-TV, Roanoke	See Lynchburg, VA

Virginia Station Totals as of October 1, 1989

	VHF	UHF	TOTAL
Commercial Television Stations	11	10	21
Educational Television Stations	0	10	10
	11	20	31

Virginia—Ashland

WZXX

Ch. 65

Network Service: Trinity Bcstg. Network.

Grantee: Christel Bcstg. Inc., 10211 Staples Mill Rd., Glen Allen, VA 23060.

Telephone: 804-672-2966.

Technical Facilities: Channel No. 65 (776-782 MHz). Authorized power: 824-kw max. visual. Antenna: 860-ft. above av. terrain, 869-ft. above ground, 968-ft. above sea level.

Latitude	37°	44'	32''
Longitude	77°	15'	18''

Transmitter: Rte. 652, 1-mi. from intersection of Rte. 615.

Ownership: Sherry L. Campana; Robert E. Smith; John R. Hall; James E. Campana.

Scheduled to Begin Operation: November 1, 1989.

Represented (legal): May & Dunne, Chartered.

Represented (engineering): Serge Bergen.

Personnel:
JIM CAMPANA, general manager.

Highest 30 Sec. Rate: \$25.

Arbitron Data: Not available.



City of License: Ashland. ADI: Richmond. Rank: 61.

Virginia—Bristol-Kingsport-Johnson City, TN

WCYB-TV

Ch. 5

Network Service: NBC.

Licensee: Appalachian Bcstg. Corp., Cumberland & Lee Sts., Bristol, VA 24201.

Studio: 101 Lee St., Bristol, VA 24203.

Mailing Address: Box 2069, Bristol, VA 24203; Box 397, Bristol, TN 37620.

Telephone: 703-669-4161. TWX: 510-580-2019. Fax: 703-669-8896.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 83.2-kw visual, 11.5-kw aural. Antenna: 2230-ft. above av. terrain, 140-ft. above ground, 4380-ft. above sea level.

Latitude 36° 26' 57"
Longitude 82° 06' 31"

Transmitter: Rye Patch Knob, Cherokee National Forest.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 6.1-meter C-band; Harris, 6.1-meter Ku-band; Comtech, 3.8-meter Ku & C-band; Harris, 3-meter Ku-band; Harris, Standard Communications receivers.

News Services: AP, NBC, NIWS, Sports News Satellite.

Ownership: The DGH Co., 100%. DGH ownership: Lamco Communications Inc., 100%. See Group Ownership of TV Stations.

Began Operation: August 13, 1956. Sale to present owner by Starr Bcstg. Group approved by FCC March 17, 1977 (Television Digest, Vol. 16:33). Sale to Starr by Robert H. Smith, J. Fey Rogers, Charles M. Gore & Harry M. Daniel approved Nov. 12, 1970 (Vol. 10:6, 46).

Represented (sales): Petry Television Inc.

Represented (legal): Koteen & Naftalin.

Represented (engineering): Cohen, Dippell & Everist, P.C.

Personnel:

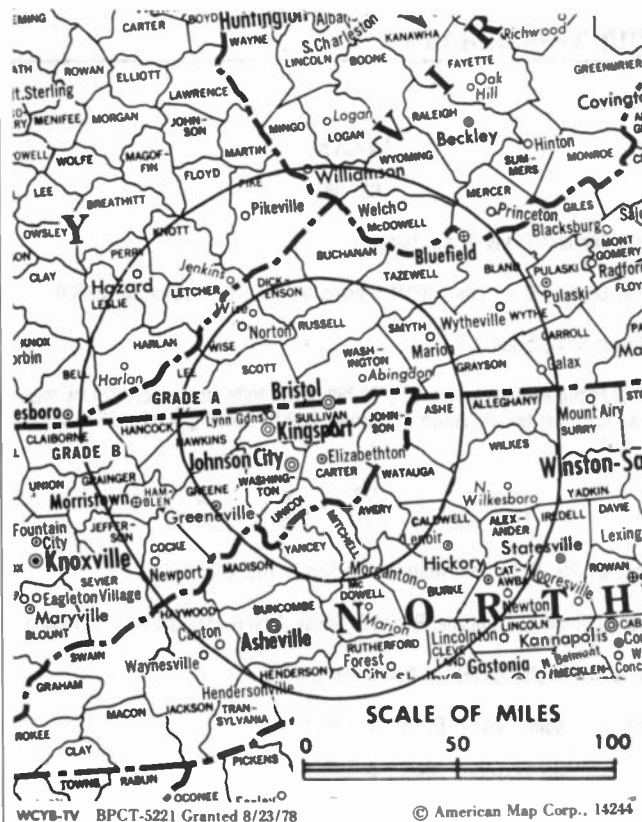
ROBERT H. SMITH JR., executive vice president & general manager.
JACK SHAVER, vice president, sales & promotion.
RICHARD TORBETT, local sales manager.
ECHEL EDENS, chief engineer.
STEVE HAWKINS, news & public service director.
CHARLES LINEBERGER, program manager.
RICK McVEY, director, creative services & promotion.
LISA KELECHAVA, promotion director.
LOUISE TAYLOR, business manager.

Rates: On request.

City of License: Bristol. ADI: Bristol, VA-Kingsport-Johnson City, TN. Rank: 87.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KENTUCKY			
	Knott	6,100	5,900	98
	Letcher	10,900	10,700	98
	NORTH CAROLINA			
	Ashe	9,300	9,100	98
	Avery	5,400	5,300	98
	Watauga	12,800	12,600	98
	Yancey	5,800	5,700	97
	TENNESSEE			
	Carter	20,000	19,800	99
Greene	21,300	21,100	99	
Hancock	2,300	2,300	100	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	HAWKINS	17,500	17,200	99
	JOHNSON	5,500	5,400	98
	SULLIVAN	58,100	57,700	99
	UNICOI	6,500	6,400	98
	WASHINGTON	35,200	34,900	99
	VIRGINIA			
	Buchanan	12,300	12,000	98
	Dickenson	7,000	6,900	99
	Lee	9,600	9,400	98
	Russell	11,900	11,700	98
Between 25-49%	KENTUCKY			
	Harlan	14,500	14,300	99
	Leslie	5,000	4,800	97
	NORTH CAROLINA			
	Mitchell	5,400	5,300	98
	TENNESSEE			
	Cocke	11,400	11,200	99
	VIRGINIA			
	Tazewell	17,600	17,400	99
	Between 5-24%	KENTUCKY		
Clay		7,700	7,500	97
Knox		10,900	10,700	98
Perry		12,000	11,700	98
Pike		29,900	29,400	98
Whitley		13,400	13,200	99
NORTH CAROLINA				
Alleghany		4,000	3,900	97
Caldwell		26,900	26,600	99
(Continued on page A-1168)				
Station Totals		581,800	573,300	99
Net Weekly Circulation (1989)			326,500	
Average Daily Circulation (1989)			220,000	

Virginia—Charlottesville

WVIR-TV

Ch. 29

Network Service: NBC.

Licensee: Virginia Broadcasting Corp., Box 769, Charlottesville, VA 22902.

Studio: 503 E. Market St., Charlottesville, VA 22901.

Telephone: 804-977-7082. **TWX:** 510-600-6977. **Fax:** 804-972-2800.

Technical Facilities: Channel No. 29 (560-566 MHz). Authorized power: 1290-kw max. & 427-kw horizontal visual, 129-kw max. & 42.7-kw horizontal aural. Antenna: 1200-ft. above av. terrain, 301-ft. above ground, 1765-ft. above sea level.

Latitude 37° 59' 00"
Longitude 78° 28' 54"

Transmitter: Carter Mountain, 3.5-mi. S of Charlottesville.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Scientific-Atlanta, 5-meter.

News Service: UPI.

Ownership: Waterman Broadcasting Corp., 100%. See Group Ownership of Television Stations.

Began Operation: March 11, 1973. Sale to present owner by Harold B. Wright Jr., et al., approved by FCC Oct. 30, 1986.

Represented (sales): Katz Television.

Represented (legal): Cohn & Marks.

Represented (engineering): Cohen, Dippell & Everist, P.C.

Personnel:

- HAROLD B. WRIGHT JR., vice president & general manager.
- JIM FERNALD, general sales manager.
- SID SHUMATE, chief engineer.
- DAVE CUPP, news director.
- BOB DOYLE, program director.
- PHYLLIS MELTON, business manager.

Highest One Hour Rate: \$1000.

Highest 30 Sec. Rate: \$200.

NETWORK BASE HOURLY RATE: \$50.

City of License: Charlottesville. **ADI:** Charlottesville. **Rank:** 198.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	VIRGINIA Albemarle	40,200	39,500	98
	Fluvanna	4,100	4,000	98



WVIR-TV BPCT-4474 Granted 3/1/72

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Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	Greene	3,200	3,100	97	
	VIRGINIA				
	Augusta	33,400	33,000	99	
	Buckingham	3,900	3,800	97	
	Madison	3,900	3,800	97	
Between 25-49%	Orange	7,500	7,400	98	
	Rockingham	28,300	27,900	99	
	VIRGINIA				
	Amelia	2,800	2,700	96	
	Culpeper	8,700	8,600	99	
Between 5-24%	Cumberland	2,900	2,800	96	
	Louisa	6,900	6,800	98	
	Nelson	4,300	4,200	98	
	Nottoway	5,400	5,300	98	
	WEST VIRGINIA				
Hardy	3,700	3,600	97		
Station Totals		159,200	156,500	98	
Net Weekly Circulation (1989)				75,100	
Average Daily Circulation (1989)				43,600	

Virginia—Harrisonburg

WHSV-TV

Ch. 3

Network Service: ABC.

Licensee: Benedek Bcstg. of Virginia Inc., Box TV3, Harrisonburg, VA 22801-0030.

Studio: Rte. 33 West, Harrisonburg, VA 22801.

Mailing Address: Box TV3, Harrisonburg, VA 22801-0030.

Telephone: 703-433-9191. TWX: 710-839-1394.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 8.32-kw visual, 0.83-kw aural (maximum power permitted by FCC, 100-kw equivalent for antenna height). Antenna: 2130-ft. above av. terrain, 332-ft. above ground, 3287-ft. above sea level.

Latitude 38° 36' 05"
Longitude 78° 37' 57"

Transmitter: Big Mountain, New Market, VA.

Satellite Earth Stations: ADM, 6.1-meter C-band; Andrew, 4.7-meter C-band; ChannelMaster, 3.7-meter C-band; AFC, 3.6-meter Ku-band; Avartek, M/A-Corn receivers.

News Services: AP, ABC.

Ownership: A. Richard Benedek, 100%. See Group Ownership of Television Stations.

Began Operation: October 9, 1953. Sale to present owner by Worrell Bcstg. approved by FCC Nov. 5, 1986. Sale to Worrell Bcstg. by Gilmore Bcstg. approved by FCC Jan. 15, 1976; transfer completed June 3, 1976. Sale to Gilmore Bcstg. by Evening Star and Hamilton Shea approved Aug. 9, 1965 (*Television Digest*, Vol. 5:23, 33). Previous sale of 50% by Transcontinent Corp. and 1% by Hamilton Shea to the Evening Star Broadcasting Co. approved Sept. 23, 1959 (Vol. 15:30, 32, 39). Sale to Transcontinent Corp. & Hamilton Shea as co-equal owners by Frederick L. Ailman approved May 29, 1956 (Vol. 12:15, 22).

Represented (sales): Katz Television.

Represented (legal): Wilner & Scheiner.

Personnel:

- ROBERT GANZER, general manager.
- BOB BOLYARD, general sales manager.
- G. F. EKLUND, local sales manager.
- PATTI SKINMORE, national sales coordinator.
- RICHARD HIETT, chief engineer & operations manager.
- GARY SMITH, news director.
- JOHN DODSON, program director.
- KATRINA GRUNDY, promotion director.
- BRENDA BROWN, business manager.
- DIANE CHANDLER, marketing director.

Highest One Hour Rate: \$2000.

Highest 30 Sec. Rate: \$600.

NETWORK BASE HOURLY RATE: \$900.

City of License: Harrisonburg. **ADI:** Harrisonburg. **Rank:** 199.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	VIRGINIA			
	Augusta	33,400	33,000	99
	Page	7,700	7,700	100



WHSV-TV BMPCT-1171 Granted 7/28/53

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Rockingham	28,300	27,900	99
	Shenandoah	11,400	11,300	99
	WEST VIRGINIA			
	Hardy	3,700	3,600	97
	Pendleton	3,000	2,900	97
Between 25-49%	VIRGINIA			
	Albemarle	40,200	39,500	98
	Frederick	21,300	21,100	99
	Greene	3,200	3,100	97
	Warren	9,200	9,000	98
	WEST VIRGINIA			
	Grant	3,600	3,500	97
	Hampshire	6,000	5,900	98
Between 5-24%	VIRGINIA			
	Amelia	2,800	2,700	96
	Culpeper	8,700	8,600	99
	Madison	3,900	3,800	97
	Orange	7,500	7,400	98
	Rockbridge	10,300	10,200	99
	Spotsylvania	20,900	20,700	99
	WEST VIRGINIA			
	Morgan	4,500	4,400	98
	Pocahontas	3,800	3,700	96
Station Totals		233,400	230,000	99
Net Weekly Circulation (1989)			107,000	
Average Daily Circulation (1989)			58,100	

Virginia—Lynchburg

WJPR

Ch. 21

Network Service: Fox.

Licensee: Lynchburg-Roanoke TV Corp., Debtor-in-Possession, 2820 Linkhorne Dr., Lynchburg, VA 24503.

Studio: 2820 Linkhorne Dr., Lynchburg, VA 24503.

Telephone: 804-384-0021. **Fax:** 804-384-0103.

Technical Facilities: Channel No. 21 (512-518 MHz). Authorized power: 4207-kw max. visual, 421-kw max. aural. Antenna: 1638-ft. above av. terrain, 964-ft. above ground, 2744-ft. above sea level.

Latitude 37° 19' 14"
Longitude 79° 37' 57"

Transmitter: Flat Top Mountain, Bedford County.

Multichannel TV Sound: Stereo only.

Satellite Earth Station: Comtech, 5-meter; M/A-Com, Pinzone receivers.

Ownership: Thomas F. Carney, gen. partner, 60%; Rinaldo (Rye B.) Page, gen. partner, 20%; Martin J. O'Meara, gen. partner, 10%; Ralph Renick, Ltd. partner, 5%; I. Paul Arcuri, Ltd. partner, 2%; Jonathan A. Samen, Ltd. partner, 3%. Carney & O'Meara have interest in WJTC(TV), Pensacola, FL.

Began Operation: March 23, 1986.

Represented (sales): Adam Young Inc.

Represented (legal): Arter & Hadden.

Represented (engineering): Broadcast Engineering Services Inc.

Personnel:

LON MIROLLI, vice president & general manager.
MIKE RACANELLI, program director.
DIANE FANNING, promotion director.
HELEN SCARBORO, business manager.
GEORGE STEIN, chief engineer.

Highest 30 Sec. Rate: \$120.

City of License: Lynchburg. **AOI:** Roanoke-Lynchburg. **Rank:** 70.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	VIRGINIA			
	Bedford	15,800	15,600	98
Between 25-49%	VIRGINIA			
	Appomattox	4,500	4,400	98
	Campbell	41,800	41,300	98
	Franklin	13,000	12,800	98
	Roanoke	78,500	77,800	99



WJPR BMPCT-85110IKI Granted 12/5/85

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	VIRGINIA			
	Alleghany	9,600	9,500	99
	Amherst	10,000	9,800	98
	Halifax	12,200	12,000	98
	Montgomery	26,800	26,500	99
	Pittsylvania	40,700	40,200	99
	Prince Edward	5,200	5,100	98
Rockbridge	10,300	10,200	99	
Station Totals		268,400	265,200	99
Net Weekly Circulation (1989)			67,300	
Average Daily Circulation (1989)			23,100	

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Virginia—Lynchburg

WSET-TV

Ch. 13

Network Service: ABC.

Licensee: WSET Inc., Box 11588, Lynchburg, VA 24506.

Studio: 2320 Langhome Rd., Lynchburg, VA 24501.

Mailing Address: Box 11588, Lynchburg, VA 24506.

Telephone: 804-528-1313. **Fax:** 804-847-0458.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 300-kw visual, 29.5-kw aural. Antenna: 836-ft. above av. terrain, 620-ft. above ground, 1960-ft. above sea level.

Latitude 37° 18' 54"
Longitude 79° 38' 06"

Transmitter: Thaxton Mountain, 15-mi. E of Roanoke.

Satellite Earth Stations: Andrew, 7-meter; Microdyne, 7-meter; Avantek, M/A-Com, Microdyne receivers.

News Services: ABC, AP, UPI.

Ownership: Allbritton Communications Co., 100%. See Group Ownership of Television Stations.

Began Operation: February 8, 1953. Sale to present owner by Evening Star Bcstg. Co. approved May 5, 1976. Sale to Evening Star by Lynchburg Bcstg. Co. approved Aug. 23, 1965 by FCC (Television Digest, Vol. 5:25, 35).

Represented (sales): Katz Television.

Represented (legal): Hogan & Hartson.

Represented (engineering): Jansky & Bailey.

Personnel:

DAVID McATEE, president & general manager.
DOROTHY BALLAGH, manager, operations.
DOUGLAS DANIEL, director of engineering.
WILLIAM BOUYER, news director.
BAILEY DWIGGINS, program director.
JOHN CRUMPLER, promotion director.
BEVE LUTZ, manager, business services.
MONIQUE BUTLER, community services director.

Rates: On request.

City of License: Lynchburg. **ADI:** Roanoke-Lynchburg. **Rank:** 70.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	VIRGINIA			
	Alleghany	9,600	9,500	99
	Amherst	10,000	9,800	98
	Appomattox	4,500	4,400	98
	Bath	2,000	2,000	100
	Bedford	15,800	15,600	98
	Botetourt	9,000	8,900	99
	Campbell	41,800	41,300	99
	Charlotte	4,000	3,900	98
	Franklin	13,000	12,800	98
	Giles	6,200	6,100	98
	Halifax	12,200	12,000	98
	Montgomery	26,800	26,500	99
	Pittsylvania	40,700	40,200	99
Roanoke	78,500	77,800	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	VIRGINIA			
	Buckingham	3,900	3,800	97
	Floyd	4,500	4,400	98
	Henry	28,100	27,800	99
	Highland	1,100	1,100	100
	Mecklenburg	10,600	10,400	98
	Nelson	4,300	4,200	98
	Pulaski	12,900	12,700	99
	Rockbridge	10,300	10,200	99
	Wythe	9,500	9,300	98
WEST VIRGINIA	Pocahontas	3,800	3,700	96
	NORTH CAROLINA			
Between 5-24%	Caswell	7,300	7,200	99
	Person	11,200	11,100	99
	Rockingham	33,300	33,000	99
VIRGINIA	Albemarle	40,200	39,500	98
	Augusta	33,400	33,000	99
	Bland	2,200	2,100	95
	Carroll	9,700	9,500	98
	Craig	1,600	1,600	100
	Cumberland	2,900	2,800	96
	Lunenburg	4,200	4,100	98
	Patrick	6,500	6,400	98
	Prince Edward	5,200	5,100	98
	Tazewell	17,600	17,400	99
WEST VIRGINIA	Greenbrier	14,400	14,100	98
	Mercer	27,400	27,100	99
	Monroe	4,800	4,700	97
Station Totals		585,000	577,100	99
Net Weekly Circulation (1989)			272,700	
Average Daily Circulation (1989)			142,500	

Virginia—Manassas

WTKK

Ch. 66

Network Service: None, independent.

Licensee: National Capital Christian Broadcasting Inc., Box 3150, Manassas, VA 22110.

Studio: 9008 Center St., Manassas, VA 22110.

Telephone: 703-369-3400. **Telex:** 62576490.

Technical Facilities: Channel No. 66 (782-788 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 550-ft. above av. terrain, 459-ft. above ground, 897-ft. above sea level.

Latitude	38°	47'	16"
Longitude	77°	19'	48"

Transmitter: 6110 Ox Rd., Fairfax Station.

Satellite Earth Stations: Weatherscan, 10-meter; Weatherscan, 3-meter; Weatherscan, 2.3-meter Ku-band.

Ownership: National Capital Christian Broadcasting Inc., non-stock corp. Lester R. Raker, pres.; K. L. Raker, v.p.; T. L. Foltz, secy-treas.

Began Operation: March 26, 1978.

Represented (sales): Hugh Wallace Inc.

Represented (legal): John H. Midlen Jr.

Represented (engineering): A. D. Ring & Associates, P.C.

Personnel:

- LESTER R. RAKER, president & general manager.
- THOMAS L. FOLTZ, station manager.
- KEVIN THOMAS, general sales manager.
- BOBBY POWELL, chief engineer.
- ROGER RAKER, news director.

Highest One Hour Rate: \$1500.



WTKK BMPCT-820128KE Granted 3/5/82

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Highest 30 Sec. Rate: \$64.

Arbitron Data: Not available.

City of License: Manassas. **AOI:** Washington, DC. **Rank:** 9.

Virginia—Norfolk

WJCB

Ch. 49

Network Service: None, independent.

Grantee: Tidewater Christian Communications Corp., 1930 E. Pembroke Ave., Hampton, VA 23663.

Mailing Address: Box 1892, Norfolk, VA 23501.

Telephone: 804-627-7500.

Technical Facilities: Channel No. 49 (680-686 MHz). Authorized power: 495.9-kw max. visual. Antenna: 509-ft. above av. terrain, 499-ft. above ground, 522-ft. above sea level.

Latitude	36°	48'	32"
Longitude	76°	30'	13"

Transmitter: On Hwy. 337, 0.75-mi. S of Driver.

Ownership: Rev. James E. Vaughan, chmn.-pres., 10%; Rev. Daniel Burton, v.p., 10%; Maurice Barco, secy., 10%; Rev. Anne T. Barnes, treas., 10%; Rev. Samuel Carruth, 10%; Rev. Charles E. Williams, 10%; Rev. C. K. Jones, 10%; Bishop Samuel Green Jr., 10%; Richard R. Honablu, 10%; Dr. Wilbert D. Edgerton, 10%.

Began Operation: May 29, 1989.

Personnel:
 REV. DWIGHT GREEN, general manager.
 LEONARD PARSON, local sales manager.

Rates: On request.

Arbitron Data: Not available.



City of License: Norfolk. **ADI:** Norfolk-Portsmouth-Newport News-Hampton. **Rank:** 42.

Virginia—Norfolk

WTKR-TV

Ch. 3

Network Service: CBS.

Licensee: Narragansett Television L. P., 720 Boush St., Norfolk, VA 23510.

Studio: 720 Boush St., Norfolk, VA 23510.

Telephone: 804-446-1000.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 980-ft. above av. terrain, 1029-ft. above ground, 1049-ft. above sea level.

Latitude 36° 48' 56"
Longitude 76° 28' 00"

Transmitter: 5277 Nansemond Pkwy., Suffolk, VA 23434.

Satellite Earth Stations: C-band; Ku-band; Harris, Scientific-Atlanta receivers.

News Services: AP, CBS, Conus, NIWS, UPI.

Ownership: Narragansett Capital Assoc., 100%. See Group Ownership of Television Stations.

Began Operation: April 2, 1950. Sale to Knight-Ridder by Landmark Television approved by FCC Jan. 16, 1981 (Television Digest, Vol. 20:33; 21:4) Sale to present owners approved April 26, 1989 (Vol. 29:9).

Represented (sales): Harrington, Righter & Parsons Inc.

Represented (legal): Reed, Smith, Shaw & McClay.

Personnel:

CHRISTOPHER W. PIKE, general manager.
MARJORIE NELOWET, general sales manager.
JON ERKENBRACK, local sales manager.
CHARLOTTE HARWOOD, national sales manager.
GENE GILDOW, chief engineer.
CAROL RUEPPEL, news director.
JACK WELSBY, business manager.
DAVID TRESSEL, director of marketing.
JULIE MCCOLLUM, director of personnel & community relations.
DALE GAUDING, editorial director.

Highest One Hour Rate: \$5500.

Highest 30 Sec. Rate: \$2000.

NETWORK BASE HOURLY RATE: \$1600.

City of License: Norfolk. ADI: Norfolk-Portsmouth-Newport News-Hampton. Rank: 42.

Total Households: © MSI Consumer Market Data as of 1/1/89. 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	NORTH CAROLINA			
	Camden	2,000	2,000	100
	Chowan	5,300	5,200	98
	Currituck	5,400	5,300	98
	Dare	8,300	8,100	98
	Gates	3,300	3,200	97
	Hertford	8,300	8,200	99
	Northampton	7,700	7,500	98
	Pasquotank	11,200	11,000	99
	Perquimans	4,200	4,100	99
	VIRGINIA			
	Accomack	11,800	11,500	98
	Gloucester	10,400	10,300	99
	Greensville	5,000	4,900	98
Isle Of Wight	8,500	8,400	99	
James City	13,000	12,900	99	



Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	Lancaster	4,300	4,200	98
	Mathews	3,700	3,600	97
	Middlesex	3,500	3,400	97
	Northampton	5,600	5,500	98
	Southampton	7,900	7,800	98
	Surry	2,100	2,100	100
	York	16,700	16,500	99
	Chesapeake City	46,100	45,700	99
	Hampton City	44,500	44,200	99
	Newport News City	58,900	58,600	99
	Norfolk City	93,700	92,900	99
	Portsmouth City	40,100	39,800	99
	Suffolk City	17,700	17,400	98
	Va Beach City	116,500	115,800	99
VIRGINIA				
Between 25-49%	Sussex	3,400	3,300	97
NORTH CAROLINA				
Between 5-24%	Bertie	7,600	7,400	97
	Halifax	19,700	19,300	98
	Tyrrell	1,500	1,500	100
	Washington	5,200	5,100	98
VIRGINIA				
Charles City	2,000	2,000	98	
King And Queen	2,300	2,200	98	
King William	3,600	3,600	100	
New Kent	4,000	3,900	98	
Northumberland	4,100	4,100	99	
Westmoreland	5,900	5,800	98	
Station Totals		625,000	618,300	99
Net Weekly Circulation (1989)			496,100	
Average Daily Circulation (1989)			298,600	

Virginia—Norfolk

WTVZ

Ch. 33

(Also serves Virginia Beach, Hampton, Newport News, Portsmouth & Chesapeake, VA)

Network Service: Fox.

Licensee: WTVZ Inc., 900 Granby St., Norfolk, VA 23510.

Studio: 900 Granby St., Norfolk, VA 23510.

Telephone: 804-622-3333. **Fax:** 804-623-1541.

Technical Facilities: Channel No. 33 (584-590 MHz). Authorized power: 5000-kw max. & 1320-kw horizontal visual, 204-kw horizontal aural. Antenna: 910-ft. above av. terrain, 1027-ft. above ground, 1049-ft. above sea level.

Latitude 36° 48' 32"
Longitude 76° 30' 13"

Transmitter: 1-mi. S of Driver, VA.

Satellite Earth Stations: Andrew, 5-meter C-band; Continental, 4.9-meter C-band; AFC, 3.7-meter Ku-band; DX Engineering, M/A-Com, Scientific-Atlanta receivers.

Ownership: Charles McFadden.

Began Operation: September 24, 1979. Sale to present owner by TVX Broadcast Group approved by FCC May 24, 1989 (Television Digest, Vol. 29:15).

Represented (sales): Seltel Inc.

Represented (legal): Heron, Burchette, Ruckert & Rothwell.

Personnel:

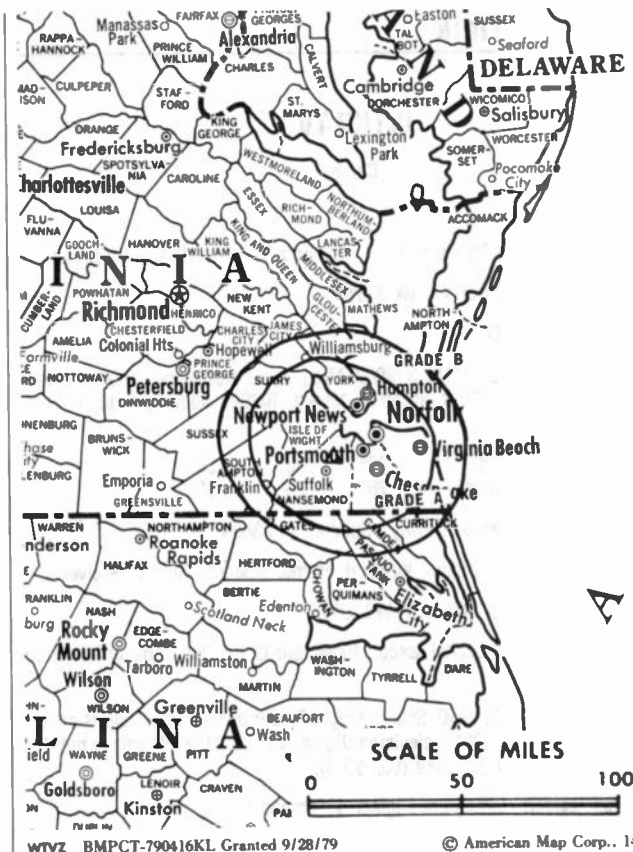
- CHARLES McFADDEN, president.
- ELISE TUCKER, general sales manager.
- JEFF ARMSTRONG, national sales manager.
- ED CUTHEROLL, chief engineer.
- MARK HUDGINS, program director.
- SHELLEY STILES, promotion director.

Rates: On request.

City of License: Norfolk. **ADI:** Norfolk-Portsmouth-Newport News-Hampton. **Rank:** 42.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NORTH CAROLINA			
	Camden	2,000	2,000	100
	VIRGINIA			
	Isle Of Wight	8,500	8,400	99
	Northampton	5,600	5,500	98
	York	16,700	16,500	99
	Chesapeake City	46,100	45,700	99
	Hampton City	44,500	44,200	99
	Newport News City	58,900	58,600	99
	Norfolk City	93,700	92,900	99
Portsmouth City	40,100	39,800	99	
Suffolk City	17,700	17,400	98	
Between 25-49%	NORTH CAROLINA			
	Chowan	5,300	5,200	98
	Currituck	5,400	5,300	98



WTVZ BMPCT-790416KL Granted 9/28/79

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Net Weekly Circulation	State County	Total Households	TV Households	%	
Between 25-49%	Gates	3,300	3,200	97	
	Hertford	8,300	8,200	99	
	Pasquotank	11,200	11,000	99	
	Perquimans	4,200	4,100	99	
	VIRGINIA				
	Accomack	11,800	11,500	98	
	Gloucester	10,400	10,300	99	
	James City	13,000	12,900	99	
	Southampton	7,900	7,800	98	
	Surry	2,100	2,100	100	
	Va Beach City	116,500	115,800	99	
Between 5-24%	NORTH CAROLINA				
	Bertie	7,600	7,400	97	
	Northampton	7,700	7,500	98	
	Tyrrell	1,500	1,500	100	
	Washington	5,200	5,100	98	
VIRGINIA					
	King And Queen	2,300	2,200	98	
	Mathews	3,700	3,600	97	
	New Kent	4,000	3,900	98	
	Sussex	3,400	3,300	97	
Station Totals		568,600	562,900	99	
Net Weekly Circulation (1989)				284,100	
Average Daily Circulation (1989)				115,000	

Virginia—Hampton-Norfolk

WVEC-TV

Ch. 13

Network Service: ABC.

Licensee: WVEC Television Inc., 613 Woodis Ave., Norfolk, VA 23510.

Studio: 613 Woodis Ave., Norfolk, VA 23510.

Hampton Bureau: 1932 Pembroke Ave., Hampton, VA 23663.

Telephone: 804-625-1313; 804-722-6331. Fax: 804-628-6220.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 234-kw visual, 23.4-kw aural. Antenna: 980-ft. above av. terrain, 1028-ft. above ground, 1049-ft. above sea level.

Latitude 36° 49' 00"
Longitude 76° 28' 05"

Transmitter: Shoulders Hill Rd., 2-mi. E of Driver, VA.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Scientific-Atlanta, 10-meter C-band; Andrew, 7.3-meter C-band; Andrew, 4.5-meter C-band; RCA, 3.7-meter Ku-band; Andrew, RCA, Scientific-Atlanta receivers.

News Service: AP.

Ownership: A. H. Belo Corp. See Group Ownership of Television Stations.

Began Operation: September 19, 1953 on Ch. 15. Nov. 13, 1959 it switched to Ch. 13. Sale to Corinthian Bcstg. by Thomas P. Chisman, et al., approved by FCC Feb. 12, 1980 (Television Digest, Vol. 19:21). Sale to present owner approved Nov. 29, 1983 (Vol. 23:20).

Represented (sales): TeleRep Inc.

Represented (legal): Dow, Lohnes & Albertson.

Personnel:

- J. WILLIAM BEINDORF, president & general manager.
- MARK YOUNG, general sales manager.
- HARROL A. BRAUER III, local sales manager.
- JIM LAURA, national sales manager.
- DICK CANNON, chief engineer.
- TONY BALLEW, news director.
- MEYER DAVIS, director of programming & operations.
- CIL FRAZIER, advertising & promotion director.
- DAVE YARASHES, business manager.
- CHRIS DALEY, marketing director.
- PETE McELVEEN, production manager.
- SHERRI BRENNEN, community affairs director.

Rates: On request.

NETWORK BASE HOURLY RATE: \$1275.

City of License: Hampton. ADI: Norfolk-Portsmouth-Newport News-Hampton. Rank: 42.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes. TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	NORTH CAROLINA				
		Camden	2,000	2,000	100
		Chowan	5,300	5,200	98
		Currituck	5,400	5,300	98
		Dare	8,300	8,100	98
		Gates	3,300	3,200	97
		Hertford	8,300	8,200	99
		Pasquotank	11,200	11,000	99
		Perquimans	4,200	4,100	99
		VIRGINIA			
		Accomack	11,800	11,500	98
		Gloucester	10,400	10,300	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Isle Of Wight	8,500	8,400	99
	James City	13,000	12,900	99
	Mathews	3,700	3,600	97
	Northampton	5,600	5,500	98
	Southampton	7,900	7,800	98
	Surry	2,100	2,100	100
	York	16,700	16,500	99
	Chesapeake City	46,100	45,700	99
	Hampton City	44,500	44,200	99
	Newport News City	58,900	58,600	99
	Norfolk City	93,700	92,900	99
	Portsmouth City	40,100	39,800	99
	Suffolk City	17,700	17,400	98
Va Beach City	116,500	115,800	99	
Between 25-49%	NORTH CAROLINA			
	Bertie	7,600	7,400	97
	Northampton	7,700	7,500	98
	Tyrrell	1,500	1,500	100
	VIRGINIA			
Greensville	5,000	4,900	98	
Lancaster	4,300	4,200	98	
Middlesex	3,500	3,400	97	
Between 5-24%	NORTH CAROLINA			
	Washington	5,200	5,100	98
	VIRGINIA			
	King And Queen	2,300	2,200	98
	King William	3,600	3,600	100
	New Kent	4,000	3,900	98
	Northumberland	4,100	4,100	99
Sussex	3,400	3,300	97	
Station Totals		597,400	591,200	99
Net Weekly Circulation (1989)			488,400	
Average Daily Circulation (1989)			294,500	

Virginia—Portsmouth-Norfolk-Newport News

WAVY-TV

Ch. 10

Network Service: NBC.

Licensee: WAVY TV Inc., 300 Wavy St., Portsmouth, VA 23704.

Studio: 300 Wavy St., Portsmouth, VA 23704.

Telephone: 804-393-1010. Fax: 804-399-7628.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 38.9-kw aural. Antenna: 990-ft. above av. terrain, 1026-ft. above ground, 1050-ft. above sea level.

Latitude 36° 49' 14"
Longitude 76° 30' 41"

Transmitter: 2865 Kings Hwy., Driver, VA.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Harris, 6.1-meter Ku-band; Andrew, 4.5-meter Ku & C-band; Harris, 3.5-meter Ku-band; Harris, 3.1-meter C-band; Andrew, DX Engineering, Harris, Microdyne receivers.

News Services: AP, UPI.

Ownership: LIN Television Corp., 100%. See Group Ownership of Television Stations.

Began Operation: September 1, 1957. Sale to LIN Bcstg. by Tidewater Teleradio Inc. approved by FCC March 27, 1968.

Represented (sales): Blair Television.

Represented (legal): Covington & Burling.

Personnel:

- DOUG ADAMS, general manager.
- BILL LOGAN, station manager.
- JACK PARIS, general sales manager.
- JOE BOWMAN, local sales manager.
- GARY B. SMART, national sales manager.
- TED HAND, chief engineer.
- DAVE OVERTON, news director.
- CHRIS COOK, promotion & marketing director.
- MANNY MUNOZ, business manager.

Highest 30 Sec. Rate: \$2500.

NETWORK BASE HOURLY RATE: \$1000.

City of License: Portsmouth. ADI: Norfolk-Portsmouth-Newport News-Hampton. Rank: 42.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NORTH CAROLINA			
	Camden	2,000	2,000	100
	Chowan	5,300	5,200	98
	Currituck	5,400	5,300	98
	Dare	8,300	8,100	98
	Gates	3,300	3,200	97
	Hertford	8,300	8,200	99
	Northampton	7,700	7,500	98
	Pasquotank	11,200	11,000	99
	Perquimans	4,200	4,100	99
	VIRGINIA			
	Accomack	11,800	11,500	98
	Gloucester	10,400	10,300	99
	Greensville	5,000	4,900	98
	Isle Of Wight	8,500	8,400	99
James City	13,000	12,900	99	
Lancaster	4,300	4,200	98	



WAVY-TV BPCT-1750 Granted 5/29/56

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Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	Mathews	3,700	3,600	97	
	Northampton	5,600	5,500	98	
	Southampton	7,900	7,800	98	
	Surry	2,100	2,100	100	
	York	16,700	16,500	99	
	Chesapeake City	46,100	45,700	99	
	Hampton City	44,500	44,200	99	
	Newport News City	58,900	58,600	99	
	Norfolk City	93,700	92,900	99	
	Portsmouth City	40,100	39,800	99	
	Suffolk City	17,700	17,400	98	
	Va Beach City	116,500	115,800	99	
	Between 25-49%	NORTH CAROLINA			
Bertie		7,600	7,400	97	
Halifax		19,700	19,300	98	
	Tyrrell	1,500	1,500	100	
VIRGINIA	Middlesex	3,500	3,400	97	
	Sussex	3,400	3,300	97	
	MARYLAND				
Between 5-24%	Somerset	6,900	6,800	99	
	NORTH CAROLINA				
	Washington	5,200	5,100	98	
VIRGINIA	Charles City	2,000	2,000	98	
	King And Queen	2,300	2,200	98	
	King William	3,600	3,600	100	
	New Kent	4,000	3,900	98	
	Northumberland	4,100	4,100	99	
	Westmoreland	5,900	5,800	98	
	Station Totals		631,900	625,100	99
	Net Weekly Circulation (1989)			514,000	
Average Daily Circulation (1989)			312,900		

Virginia—Portsmouth-Norfolk-Newport News

WGNT

(formerly WYAH)

Ch. 27

Network Service: None, independent.

Licensee: Centennial Communications Inc., 600 Thimble Shoals Blvd., Newport News, VA 23612-2888.

Studio: 1318 Spratley St., Portsmouth, VA 23704.

Telephone: 804-393-2501. TWX: 710-882-7526. Fax: 804-399-3303.

Technical Facilities: Channel No. 27 (548-554 MHz). Authorized power: 2341-kw max. & 1440-kw horizontal visual, 478-kw max. & 288-kw horizontal aural. Antenna: 970-ft. above av. terrain, 1025-ft. above ground, 1045-ft. above sea level.

Latitude 36° 48' 47"
Longitude 76° 27' 45"

Transmitter: State Rte. 337, 0.4-mi. E of junction of Rtes. 337 & 626, near Shoulders Hill.

Satellite Earth Stations: AFC, 3.7-meter; M/A-Com, 3.6-meter Ku-band; M/A-Com receivers.

Ownership: Raymond B. Bottom Jr., chmn.-pres., 72%; Robert L. Freeman, 10%; W. Howard Jernigan Jr., exec. v.p. & Ernest T. Harris, v.p., 5.75% each; Robert L. Freeman Jr., secy.-treas., 5%; Dorothy Duffy, 1.5%.

Began Operation: October 1, 1961 as a non-commercial religious station. Began commercial operation July 1967. Sale to present owners approved by FCC May 22, 1989.

Represented (sales): Katz Television.

Represented (legal): Cohen & Berfield.

Personnel:

- THOMAS W. SMITH, general manager.
- BRYAN RHODES, general sales manager.
- MICHAEL STRICKLAND, local sales manager.
- KEN REICHENBACH, chief engineer.
- DAVE WHITENER, program director.
- APRIL CARTER, promotion director.
- VERN BAKER, business manager.
- CINDY BONNER, data services manager.

Highest One Hour Rate: \$3000.

Highest 30 Sec. Rate: \$270.

City of License: Portsmouth. **AOI:** Norfolk-Portsmouth-Newport News-Hampton. **Rank:** 42.

Total Households: © MSI Consumer Market Data as of 1/1/89. 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	NORTH CAROLINA			
	Camden	2,000	2,000	100
	Chowan	5,300	5,200	98
	Gates	3,300	3,200	97
	Pasquotank	11,200	11,000	99
	Perquimans	4,200	4,100	99
	VIRGINIA			
	Isle Of Wight	8,500	8,400	99
	Northampton	5,600	5,500	98
	Chesapeake City	46,100	45,700	99
Newport News City	58,900	58,600	99	
Suffolk City	17,700	17,400	98	
Between 25-49%	NORTH CAROLINA			
	Currituck	5,400	5,300	98
	Dare	8,300	8,100	98
	Hertford	8,300	8,200	99



WGNT BPCT-4187 Granted 9/18/69

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Net Weekly Circulation	State County	Total Households	TV Households	Households %	
Between 25-49%	VIRGINIA				
	Accomack	11,800	11,500	98	
	Gloucester	10,400	10,300	99	
	Greensville	5,000	4,900	98	
	James City	13,000	12,900	99	
	Lancaster	4,300	4,200	98	
	Middlesex	3,500	3,400	97	
	Southampton	7,900	7,800	98	
	Surry	2,100	2,100	100	
	Sussex	3,400	3,300	97	
	York	16,700	16,500	99	
	Hampton City	44,500	44,200	99	
	Norfolk City	93,700	92,900	99	
Portsmouth City	40,100	39,800	99		
Va Beach City	116,500	115,800	99		
Between 5-24%	NORTH CAROLINA				
	Bertie	7,600	7,400	97	
	Halifax	19,700	19,300	98	
	Northampton	7,700	7,500	98	
	Tyrrell	1,500	1,500	100	
Washington	5,200	5,100	98		
VIRGINIA	Charles City	2,000	2,000	98	
	King And Queen	2,300	2,200	98	
	King William	3,600	3,600	100	
	Mathews	3,700	3,600	97	
	New Kent	4,000	3,900	98	
	Northumberland	4,100	4,100	99	
	Prince George	15,500	15,400	99	
	Richmond	2,600	2,600	100	
	Station Totals		637,200	630,500	99
	Net Weekly Circulation (1989)				267,100
Average Daily Circulation (1989)				101,700	

Virginia—Richmond

WRLH-TV

Ch. 35

Network Service: Fox.

Licensee: Act III Bcstg. of Richmond Inc., One CNN Center, Suite 800, South Tower, Atlanta, GA 30303.

Studio: 1925 Westmoreland St., Richmond, VA 23230.

Mailing Address: Box 11169, Richmond, VA 23230.

Telephone: 804-358-3535. **Fax:** 804-358-1495.

Technical Facilities: Channel No. 35 (596-602 MHz). Authorized power: 2588-kw max. & 1183-kw horizontal visual, 259-kw max. & 118-kw horizontal aural. Antenna: 1259-ft. above av. terrain, 1212-ft. above ground, 1514-ft. above sea level.

Latitude 37° 30' 22"
Longitude 77° 42' 03"

Transmitter: 15703 Midlothian Turnpike, Chesterfield.

Satellite Earth Stations: United Satellite Systems, 5-meter C-band; 5-meter C-band; AFC, 3.6-meter Ku-band; M/A-Com, Viewstar receivers.

Ownership: Act III Bcstg. Inc., 100%. See Group Ownership of Television Stations.

Began Operation: February 20, 1982. Sale to Gillett Group by Times Mirror Co. following merger with A. S. Abell Co. approved by FCC Sept. 4, 1986 (Television Digest, Vol. 26:28). Sale to A.S. Abell Co. by Television Corp. of Richmond approved by FCC April 24, 1985. Transfer to Busse Bcstg. approved 1987. Sale to present owner approved Sept. 9, 1988.

Represented (sales): MMT Sales Inc.

Represented (legal): Goldberg & Spector.

Personnel:

- DON RICHARDS, general manager.
- DAN PELTIER, general sales manager.
- ELDON BROWN, chief engineer.
- ANNE DRISCOLL, program director.
- VICKY COSIO, business manager.
- CINDY CREAMY, marketing director.
- DAVE DONAHUE, creative services manager.

Rates: On request.

City of License: Richmond. **ADI:** Richmond. **Rank:** 61.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	VIRGINIA			
	Amelia	2,800	2,700	96
	Charles City	2,000	2,000	98
	Chesterfield	64,800	64,500	99
	Cumberland	2,900	2,800	96
	Dinwiddie	21,500	21,200	99
	Fluvanna	4,100	4,000	98
	Goochland	4,300	4,200	98
	Greensville	5,000	4,900	98
	Hanover	19,200	18,900	98
	Louisa	6,900	6,800	98
	Lunenburg	4,200	4,100	98



Our firm acted as financial advisor and broker in the 1988 sale of WRLH-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



WRLH-TV BPCT-861230KF Granted 3/26/87

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Powhatan	3,800	3,700	97
	Prince George	15,500	15,400	99
	Richmond	2,600	2,600	100
Between 25-49%	VIRGINIA			
	Brunswick	5,000	4,900	98
	Buckingham	3,900	3,800	97
	Caroline	6,500	6,400	98
	Essex	3,200	3,100	97
	Henrico	77,400	76,700	99
	King And Queen	2,300	2,200	98
	King William	3,600	3,600	100
	New Kent	4,000	3,900	98
	Nottoway	5,400	5,300	98
	Prince Edward	5,200	5,100	98
	Richmond City	88,700	87,900	99
Between 5-24%	VIRGINIA			
	Albemarle	40,200	39,500	98
	Appomattox	4,500	4,400	98
	Charlotte	4,000	3,900	98
	James City	13,000	12,900	99
	Madison	3,900	3,800	97
	Mecklenburg	10,600	10,400	98
	Middlesex	3,500	3,400	97
	Nelson	4,300	4,200	98
	Northumberland	4,100	4,100	99
	Orange	7,500	7,400	98
	Spotsylvania	20,900	20,700	99
	Surry	2,100	2,100	100
	Sussex	3,400	3,300	97
Westmoreland	5,900	5,800	98	
York	16,700	16,500	99	
Station Totals		509,400	503,100	99
Net Weekly Circulation (1989)				197,400
Average Daily Circulation (1989)				80,200

Virginia—Richmond

WTVR-TV

Ch. 6

Network Service: CBS.

Licensee: Roy H. Park Bcstg. of Virginia Inc., Box 11064, Richmond, VA 23230.

Studio: 3301 W. Broad St., Richmond, VA 23230.

Telephone: 804-254-3600. TWX: 710-956-0178. Fax: 804-254-3699.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 15.1-kw aural. Antenna: 840-ft. above av. terrain, 844-ft. above ground, 1049-ft. above sea level.

Latitude 37° 34' 00"
Longitude 77° 28' 36"

Transmitter: Tilden St. & Cutshaw Ave.

Satellite Earth Station: In operation.

AM Affiliate: WTVR, 5-kw, 1380 kHz (CBS).

FM Affiliate: WTVR-FM, 50-kw, 98.1 MHz (No. 251), 844-ft.

News Services: AP, Group W Newsfeed, UPI.

Ownership: Park Communications Inc., 100%. See Group Ownership of Television Stations.

Began Operation: April 15, 1948. Sale to present owner by Wilbur M. Havens approved Oct. 13, 1965 by FCC (Television Digest, Vol. 5:42).

Represented (sales): Blair Television.

Represented (legal): Wiley, Rein & Fielding.

Personnel:

- RICHARD PEGRAM, executive vice president & general manager.
- WANDA LEWIS, vice president, sales.
- JAMES COSBY, local sales manager.
- KEN MILLER, chief engineer.
- CHARLES FISHBURNE, news director.
- DON LaCOMBE, program & operations manager.
- LEEANNE SEAVER, promotion director.
- JIM BERRYMAN, business manager.

Highest 30 Sec. Rate: \$2000.

NETWORK BASE HOURLY RATE: \$1045.

City of License: Richmond. ADI: Richmond. Rank: 61.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	VIRGINIA			
	Albemarle	40,200	39,500	98
	Amelia	2,800	2,700	96
	Augusta	33,400	33,000	99
	Brunswick	5,000	4,900	98
	Buckingham	3,900	3,800	97
	Caroline	6,500	6,400	98
	Charles City	2,000	2,000	98
	Chesterfield	64,800	64,500	99
	Cumberland	2,900	2,800	96
	Dinwiddie	21,500	21,200	99
	Essex	3,200	3,100	97
	Fluvanna	4,100	4,000	98
	Goochland	4,300	4,200	98
	Greene	3,200	3,100	97
	Greensville	5,000	4,900	98



WTVR-TV BMPCT-882 Granted 12/12/52 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Hanover	19,200	18,900	98
	Henrico	77,400	76,700	99
	King And Queen	2,300	2,200	98
	King William	3,600	3,600	100
	Lancaster	4,300	4,200	98
	Louisa	6,900	6,800	98
	Lunenburg	4,200	4,100	98
	Madison	3,900	3,800	97
	Middlesex	3,500	3,400	97
	Nelson	4,300	4,200	98
	New Kent	4,000	3,900	98
	Northumberland	4,100	4,100	99
	Nottoway	5,400	5,300	98
	Orange	7,500	7,400	98
	Page	7,700	7,700	100
	Powhatan	3,800	3,700	97
	Prince Edward	5,200	5,100	98
Prince George	15,500	15,400	99	
Richmond	2,600	2,600	100	
Spotsylvania	20,900	20,700	99	
Sussex	3,400	3,300	97	
Westmoreland	5,900	5,800	98	
Richmond City	88,700	87,900	99	
Between 25-49%	VIRGINIA			
	Gloucester	10,400	10,300	99
	James City	13,000	12,900	99
	King George	4,200	4,100	99
	Mecklenburg	10,600	10,400	98
	Rockingham	28,300	27,900	99
Surry	2,100	2,100	100	

(Continued on page A-1168)

Station Totals	743,300	734,100	99
Net Weekly Circulation (1989)		459,200	
Average Daily Circulation (1989)		254,800	

Virginia—Richmond

WWBT

Ch. 12

Network Service: NBC.

Licensee: Jefferson-Pilot Communications Co. of Virginia, 5710 Midlothian Pike, Richmond, VA 23225.

Studio: 5710 Midlothian Pike, Richmond, VA 23225.

Mailing Address: Box 12, Richmond, VA 23201.

Telephone: 804-233-5461. TWX: 710-956-0196.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 790-ft. above av. terrain, 790-ft. above ground, 1000-ft. above sea level.

Latitude 37° 30' 22.50"
Longitude 77° 30' 11.95"

Transmitter: 5710 Midlothian Pike.

Multichannel TV Sound: Stereo only.

Satellite Earth Station: Satcom Technologies, 9.2-meter; Harris, Microwave Assoc. receivers.

News Services: AP, UPI.

Ownership: Jefferson-Pilot Communications Co., 100%. See Group Ownership of Television Stations.

Began Operation: April 29, 1956. Sale to Jefferson Standard Bcstg. by Richmond Television Corp. approved Oct. 16, 1968 (Television Digest, Vol. 8:43).

Represented (sales): Petry Television Inc.

Represented (legal): Wiley, Rein & Fielding.

Represented (engineering): A. D. Ring & Associates.

Personnel:

JOHN HUTCHINSON, vice president & managing director.
DAVID G. FRASIER, broadcast operations manager.
ELLEN SHULER, general sales manager.
JOHN SHREVES, program operations manager.
HARVEY POWERS, news manager.
MICHAEL MOSS, local sales manager.

Highest 30 Sec. Rate: \$2500.

NETWORK BASE HOURLY RATE: \$925.

City of License: Richmond. **ADI:** Richmond. **Rank:** 61.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
VIRGINIA				
50% & Over	Amelia	2,800	2,700	96
	Augusta	33,400	33,000	99
	Brunswick	5,000	4,900	98
	Buckingham	3,900	3,800	97
	Caroline	6,500	6,400	98
	Charles City	2,000	2,000	98
	Chesterfield	64,800	64,500	99
	Cumberland	2,900	2,800	96
	Dinwiddie	21,500	21,200	99
	Essex	3,200	3,100	97
	Fluvanna	4,100	4,000	98
	Goochland	4,300	4,200	98
	Greene	3,200	3,100	97
	Greensville	5,000	4,900	98
	Hanover	19,200	18,900	98
	Henrico	77,400	76,700	99
	King And Queen	2,300	2,200	98
	King William	3,600	3,600	100
	Louisa	6,900	6,800	98
	Lunenburg	4,200	4,100	98



WWBT BPCT-1622 Granted 11/30/55

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Middlesex	3,500	3,400	97
	New Kent	4,000	3,900	98
	Northumberland	4,100	4,100	99
	Nottoway	5,400	5,300	98
	Powhatan	3,800	3,700	97
	Prince Edward	5,200	5,100	98
	Prince George	15,500	15,400	99
	Richmond	2,600	2,600	100
	Sussex	3,400	3,300	97
	Richmond City	88,700	87,900	99

Net Weekly Circulation	State County	Total Households	TV Households	%
VIRGINIA				
Between 25-49%	Albemarle	40,200	39,500	98
	James City	13,000	12,900	99
	Lancaster	4,300	4,200	98
	Madison	3,900	3,800	97
	Mecklenburg	10,600	10,400	98
	Nelson	4,300	4,200	98
	Orange	7,500	7,400	98
	Page	7,700	7,700	100
	Rockingham	28,300	27,900	99
	Spotsylvania	20,900	20,700	99
	Surry	2,100	2,100	100
	Westmoreland	5,900	5,800	98

Net Weekly Circulation	State County	Total Households	TV Households	%
VIRGINIA				
Between 5-24%	Acomack	11,800	11,500	98
	Amherst	10,000	9,800	98
	Appomattox	4,500	4,400	98
	Gloucester	10,400	10,300	99
	King George	4,200	4,100	99
	Rockbridge	10,300	10,200	99
	Southampton	7,900	7,800	98
	Stafford	16,800	16,600	99
	York	16,700	16,500	99

Station Totals	653,700	645,400	99
Net Weekly Circulation (1989)		427,200	
Average Daily Circulation (1989)		247,200	

Virginia—Richmond-Petersburg

WXEX-TV

Ch. 8

Network Service: ABC.

Licensee: Nationwide Communications Inc., One Nationwide Plaza, Columbus, OH 43216.

Studio: 230 S. Crater Rd., Petersburg, VA 23803.

Business Office: 21 Buford Rd., Richmond, VA 23235.

Telephone: 804-733-8888, Petersburg; 804-320-3201, Richmond.

TWX: 710-956-0249. Fax: 804-320-1271.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 269-kw visual, 26.9-kw aural. Antenna: 1052-ft. above av. terrain, 999-ft. above ground, 1356-ft. above sea level.

Latitude 37° 30' 46"
Longitude 77° 36' 06"

Transmitter: 23 Sesame St., Midlothian District.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Andrew, 7-meter C-band; Comtech, 5.3-meter C-band; Scientific-Atlanta, 4.5-meter Ku & C-band; AvanteK, M/A-Com, Scientific-Atlanta receivers.

News Services: ABC, AP, CNN, NIWS.

Ownership: Nationwide Communications Inc., 100%. See Group Ownership of Television Stations.

Began Operation: August 15, 1955. Sold to Nationwide Communications Inc. by Thomas G. Tinsley Jr. & Assoc. in 1968 (Television Digest, Vol. 7:45).

Represented (sales): Katz Television.

Represented (legal): Fletcher, Heald & Hildreth.

Personnel:

- JOSEPH LEWIN, general manager.
- JACK PORRAY, general sales manager.
- CLAUDIA BROOKS, national sales manager.
- TOM BEAUCHAMP, chief engineer.
- WAYNE LYNCH, news director.
- ANN FITZGIBBON, promotion director.
- JANET SOUTH, business manager.
- SANDHI KOZSUCH, director of operations.

Highest 30 Sec. Rate: \$2000.

NETWORK BASE HOURLY RATE: \$950.

City of License: Petersburg. **ADI:** Richmond. **Rank:** 61.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	VIRGINIA			
	Albemarle	40,200	39,500	98
	Amelia	2,800	2,700	96
	Brunswick	5,000	4,900	98
	Buckingham	3,900	3,800	97
	Caroline	6,500	6,400	98
	Charles City	2,000	2,000	98
	Chesterfield	64,800	64,500	99
	Cumberland	2,900	2,800	96
	Dimwiddie	21,500	21,200	99
	Essex	3,200	3,100	97
	Fluvanna	4,100	4,000	98
	Goochland	4,300	4,200	98
	Greensville	5,000	4,900	98
	Hanover	19,200	18,900	98
Henrico	77,400	76,700	99	
King And Queen	2,300	2,200	98	
King William	3,600	3,600	100	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Lancaster	4,300	4,200	98
	Louisa	6,900	6,800	98
	Lunenburg	4,200	4,100	98
	Middlesex	3,500	3,400	97
	New Kent	4,000	3,900	98
	Northumberland	4,100	4,100	99
	Nottoway	5,400	5,300	98
	Powhatan	3,800	3,700	97
	Prince Edward	5,200	5,100	98
	Prince George	15,500	15,400	99
	Richmond	2,600	2,600	100
Surry	2,100	2,100	100	
Sussex	3,400	3,300	97	
Richmond City	88,700	87,900	99	
BETWEEN 25-49%	VIRGINIA			
	Augusta	33,400	33,000	99
	Gloucester	10,400	10,300	99
	Greene	3,200	3,100	97
	James City	13,000	12,900	99
	Madison	3,900	3,800	97
	Mecklenburg	10,600	10,400	98
	Nelson	4,300	4,200	98
Orange	7,500	7,400	98	
Spotsylvania	20,900	20,700	99	
Westmoreland	5,900	5,800	98	
BETWEEN 5-24%	VIRGINIA			
	Appomattox	4,500	4,400	98
	Culpeper	8,700	8,600	99
	King George	4,200	4,100	99
	Page	7,700	7,700	100
	Rockbridge	10,300	10,200	99
	Rockingham	28,300	27,900	99
Stafford	16,800	16,600	99	
York	16,700	16,500	99	
Station Totals		632,700	624,900	99
Net Weekly Circulation (1989)			410,600	
Average Daily Circulation (1989)			223,800	

Virginia—Roanoke

WDBJ

Ch. 7

Network Service: CBS.

Licensee: WDBJ Television Inc., Box 7, Roanoke, VA 24022-0007.

Studio: 2001 Colonial Ave. SW, Roanoke, VA 24015.

Mailing Address: Box 7, Roanoke, VA 24022-0007.

Telephone: 703-344-7000. TWX: 710-870-0437.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 62.5-kw aural. Antenna: 2000-ft. above av. terrain, 146-ft. above ground, 3936-ft. above sea level.

Latitude 37° 11' 42"
Longitude 80° 09' 22"

Transmitter: On Poor Mountain, 13-mi. SW of city.

Multichannel TV Sound: Planned.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; Harris, 6.1-meter C-band; Scientific-Atlanta, 4.6-meter C-band; AFC, 3.7-meter Ku-band; Harris, M/A-Com, Scientific-Atlanta receivers.

News Services: AP, CBS, Conus, UPI, WSI.

Ownership: Schurz Communications Inc., 100%. See Group Ownership of Television Stations.

Began Operation: October 3, 1955. Sale to present owner by Times World Corp. approved by FCC Oct. 29, 1969 (Television Digest, Vol. 9:44).

Represented (sales): Harrington, Righter & Parsons Inc.

Represented (legal): Brown, Finn & Nietert.

Represented (engineering): David L. Steel & Associates.

Personnel:

- CHARLES H. McKEEVER, president & general manager.
- GEORGE BASSETT, director, sales & marketing.
- JAN BLIWAS, national sales manager.
- CARL GUFFEY, director of engineering & operations.
- L. A. DYSON, chief engineer.
- JAMES N. SHAVER, news director.
- KAY HALL, director, programming & promotion.
- EDWARD ALLEN, business manager.
- MEL MAYFIELD, director of research & development.
- ELLEN BISHOP, traffic manager.
- ROGER FOWLER, director of public affairs.

Rates: On request.

City of License: Roanoke. ADI: Roanoke-Lynchburg. Rank: 70.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	VIRGINIA			
	Alleghany	9,600	9,500	99
	Amherst	10,000	9,800	98
	Appomattox	4,500	4,400	98
	Bath	2,000	2,000	100
	Bedford	15,800	15,600	98
	Bland	2,200	2,100	95
	Botetourt	9,000	8,900	99
	Campbell	41,800	41,300	99
	Carroll	9,700	9,500	98
	Charlotte	4,000	3,900	98
	Craig	1,600	1,600	100



WDBJ BMPCT—3023 Granted 4/14/56

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	Floyd	4,500	4,400	98	
	Franklin	13,000	12,800	98	
	Giles	6,200	6,100	98	
	Grayson	9,300	9,200	98	
	Halifax	12,200	12,000	98	
	Henry	28,100	27,800	99	
	Highland	1,100	1,100	100	
	Montgomery	26,800	26,500	99	
	Pittsylvania	40,700	40,200	99	
	Pulaski	12,900	12,700	99	
	Roanoke	78,500	77,800	99	
	Rockbridge	10,300	10,200	99	
	Tazewell	17,600	17,400	99	
Wythe	9,500	9,300	98		
WEST VIRGINIA	Greenbrier	14,400	14,100	98	
	Mercer	27,400	27,100	99	
	Monroe	4,800	4,700	97	
	Pocahontas	3,800	3,700	96	
	NORTH CAROLINA	Rockingham	33,300	33,000	99
VIRGINIA		Mecklenburg	10,600	10,400	98
		Nelson	4,300	4,200	98
Smyth	11,800	11,700	99		
WEST VIRGINIA	Pendleton	3,000	2,900	97	
	Summers	5,400	5,200	97	
Between 25-49%	NORTH CAROLINA	Alamance	40,000	39,700	99
		Caswell	7,300	7,200	99
(Continued on page A-1168)					
Station Totals		671,300	662,500	99	
Net Weekly Circulation (1989)			411,000		
Average Daily Circulation (1989)			259,500		

Virginia—Roanoke

WEFC

Ch. 38

Network Service: None, independent.

Licensee: Vine & Branch Inc., 612 Bullitt Ave. SE, Roanoke, VA 24013.

Studio: 612 Bullitt Ave. SE, Roanoke, VA 24013.

Telephone: 703-982-3694.

Technical Facilities: Channel No. 38 (614-620 MHz). Authorized power: 1334-kw max. visual, 66.7-kw max. aural. Antenna: 2022-ft. above av. terrain, 166-ft. above ground, 3926-ft. above sea level.

Latitude 37° 11' 35"
Longitude 80° 09' 29"

Transmitter: 3-mi. NW of Bent Mountain.

Satellite Earth Stations: Scientific-Atlanta, 4.6-meter C-band; M/A-Com, 3.2-meter Ku-band; M/A-Com, Microdyne, Scientific-Atlanta receivers.

Ownership: Evangel Four Square Church, 100%. C. Kenneth Wright, pres.; Elizabeth A. Dowdy, secy.; Betty S. Wright, treas.

Began Operation: January 3, 1986.

Represented (legal): Baraff, Koerner, Olender & Hochberg, P.C.

Represented (engineering): Lechman & Johnson Inc.

Personnel:

C. KENNETH WRIGHT, president & general manager.
ED GRIFFIS, station manager.
ANDY WRIGHT, chief engineer.

Highest One Hour Rate: \$500.

Highest 30 Sec. Rate: \$65.

City of License: Roanoke. **AOI:** Roanoke-Lynchburg. **Rank:** 70.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	Households %
NORTH CAROLINA				
Between 5-24%	Caswell	7,300	7,200	99
	VIRGINIA			
	Franklin	13,000	12,800	98
Station Totals		20,300	20,000	99
Net Weekly Circulation (1989)			7,700	
Average Daily Circulation (1989)			2,100	

Virginia—Roanoke

WLSL-TV

Ch. 10

Network Service: NBC.

Licensee: Park Communications Inc., Church Ave. at Third St., Roanoke, VA 24011.

Studio: Church Ave. at Third St., Roanoke, VA 24011.

Mailing Address: Box 2161, Roanoke, VA 24009.

Telephone: 703-981-9110. TWX: 710-870-0428.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 47-kw aural. Antenna: 2000-ft. above av. terrain, 268-ft. above ground, 3988-ft. above sea level.

Latitude 37° 12' 02"
Longitude 80° 08' 55"

Transmitter: Poor Mountain, approx. 13-mi. SW of Roanoke.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: 4 in operation; Harris, M/A-Com receivers.

News Services: AP, Business Day, NBC, NIWS.

Ownership: Park Communications Inc., 100%. See Group Ownership of Television Stations.

Began Operation: December 11, 1952. Sale to present owner by Shenandoah Life Insurance Co. approved by FCC Sept. 10, 1969 (Television Digest, Vol. 9:36, 37).

Represented (sales): Blair Television.

Represented (engineering): A. D. Ring & Associates, P.C.

Personnel:

JAMES L. DeSCHEPPER, vice president & general manager.
PIERRE (PETE) WATKINS, general sales manager.
MIKE BERKEY, engineering manager.
MARU WARREN, program director.
MARK LESLIE, promotion director.

Highest One Hour Rate: \$2000.

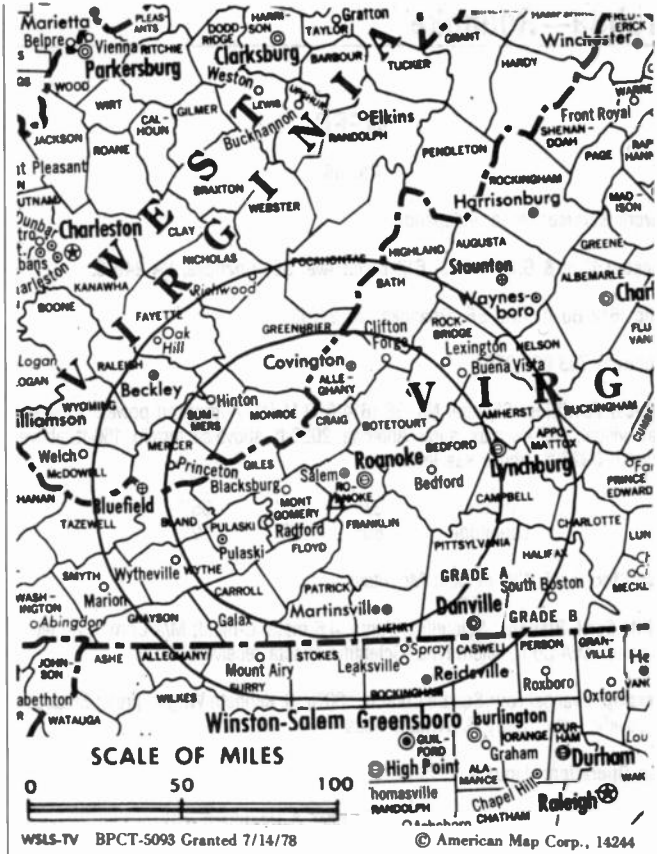
Highest 30 Sec. Rate: \$550.

NETWORK BASE HOURLY RATE: \$850.

City of License: Roanoke. **ADI:** Roanoke-Lynchburg. **Rank:** 70.

Total Households: © MSI Consumer Market Data as of 1/1/89. 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	VIRGINIA			
	Alleghany	9,600	9,500	99
	Amherst	10,000	9,800	98
	Appomattox	4,500	4,400	98
	Bath	2,000	2,000	100
	Bedford	15,800	15,600	98
	Botetourt	9,000	8,900	99
	Campbell	41,800	41,300	99
	Carroll	9,700	9,500	98
	Charlotte	4,000	3,900	98
	Craig	1,600	1,600	100
	Floyd	4,500	4,400	98
	Franklin	13,000	12,800	98
	Giles	6,200	6,100	98
	Grayson	9,300	9,200	98
	Halifax	12,200	12,000	98
	Henry	28,100	27,800	99
	Highland	1,100	1,100	100
	Montgomery	26,800	26,500	99
	Pittsylvania	40,700	40,200	99



WLSL-TV BPCT-5093 Granted 7/14/78

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Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	Pulaski	12,900	12,700	99
	Roanoke	78,500	77,800	99
	Rockbridge	10,300	10,200	99
	Wythe	9,500	9,300	98
	WEST VIRGINIA			
	Pocahontas	3,800	3,700	96
Between 25-49%	NORTH CAROLINA			
	Caswell	7,300	7,200	99
	VIRGINIA			
	Bland	2,200	2,100	95
	Mecklenburg	10,600	10,400	98
	Nelson	4,300	4,200	98
Between 5-24%	WEST VIRGINIA			
	Greenbrier	14,400	14,100	98
	Monroe	4,800	4,700	97
	Pendleton	3,000	2,900	97
	NORTH CAROLINA			
Alamance	40,000	39,700	99	
Alleghany	4,000	3,900	97	
Person	11,200	11,100	99	
Rockingham	33,300	33,000	99	
Station Totals	VIRGINIA			
	Augusta	33,400	33,000	99
	Buckingham	3,900	3,800	97
	Patrick	6,500	6,400	98
	Prince Edward	5,200	5,100	98
	Smyth	11,800	11,700	99
Station Totals	WEST VIRGINIA			
	Mercer	27,400	27,100	99
	Summers	5,400	5,200	97
Station Totals		593,600	585,900	99
Net Weekly Circulation (1989)			349,100	
Average Daily Circulation (1989)			204,200	

Virginia—Roanoke

WVFT

Ch. 27

Network Service: None, independent.

Grantee: Family Group Ltd. V, Debtor-in-Possession, 5401 W. Kennedy Blvd., Tampa, FL 33609.

Studio: 2618 Colonial Avenue, Roanoke, VA 24015.

Telephone: 703-345-7227.

Technical Facilities: Channel No. 27 (548-554 MHz). Authorized power: 1242-kw visual, 124.2-kw aural. Antenna: 2049-ft. above av. terrain, 249-ft. above ground, 3988-ft. above sea level.

Latitude	37°	11'	46"
Longitude	80°	09'	16"

Holds CP for change to 1230-kw max. visual, 2000-ft. above av. terrain, 157-ft. above ground, 3892-ft. above sea level, lat. 37° 11' 46", long. 80° 09' 16", transmitter to 13.1-mi. from Roanoke at 246°T. BMPCT-880115KF.

Transmitter: Poor Mountain, S of Roanoke.

Multichannel TV Sound: Stereo only.

Satellite Earth Station: Comtech, 3.5-meter.

Ownership: Ian N. Wheeler, gen. partner, 25%; Roanoke Christian Bcstg. Inc., gen. partner, 5%; Henry A. Ash, ltd. partner, 70%. See Family Group Ltd. in Group Ownership of TV Stations. Roanoke Christian Bcstg. ownership: Non-stock, non-profit corp. L. L. Fisher, chmn. & pres.

Began Operation: November 11, 1986.

Represented (sales): Independent TV Sales.

Represented (legal): Nixon, Hargrave, Devans & Doyle.

Represented (engineering): Broadcast Media Services Inc.

Personnel:

- LEW FISCHER, general manager.
- AL COLGROVE, general sales manager.
- KEN MILLER, chief engineer.
- WENDELL PRESTON, program director.
- SHERRY FREEMAN, business manager.

Highest One Hour Rate: \$500.

Highest 30 Sec. Rate: \$100.

City of License: Roanoke. **AOI:** Roanoke-Lynchburg. **Rank:** 70.

Total Households: © MSI Consumer Market Data as of 1/1/89. 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%	VIRGINIA			
	Alleghany	9,600	9,500	99
	Botetourt	9,000	8,900	99
	Campbell	41,800	41,300	99
	Franklin	13,000	12,800	98



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Montgomery	26,800	26,500	99
	Pulaski	12,900	12,700	99
Between 5-24%	NORTH CAROLINA			
	Rockingham	33,300	33,000	99
	VIRGINIA			
	Amherst	10,000	9,800	98
	Appomattox	4,500	4,400	98
	Bath	2,000	2,000	100
	Bedford	15,800	15,600	98
	Carroll	9,700	9,500	98
	Craig	1,600	1,600	100
	Floyd	4,500	4,400	98
	Giles	6,200	6,100	98
	Halifax	12,200	12,000	98
	Roanoke	78,500	77,800	99
Rockbridge	10,300	10,200	99	
Wythe	9,500	9,300	98	
Station Totals		311,200	307,400	99
Net Weekly Circulation (1989)				69,100
Average Daily Circulation (1989)				22,300

Virginia

WCYB-TV, Bristol-Kingsport-Johnson City (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households %
Between 5-24%	NORTH CAROLINA		
	Haywood	19,400	19,100 98
	Madison	6,500	6,300 97
	TENNESSEE		
	Claiborne	9,800	9,600 98
	Grainger	6,400	6,300 98
	Hamblen	21,300	21,100 99
	Jefferson	12,600	12,500 99
	VIRGINIA		
	Bland	2,200	2,100 95
	Grayson	9,300	9,200 98
	WEST VIRGINIA		
Mc Dowell	15,900	15,700 98	

WTVR-TV, Richmond (Arbitron Data Continued)

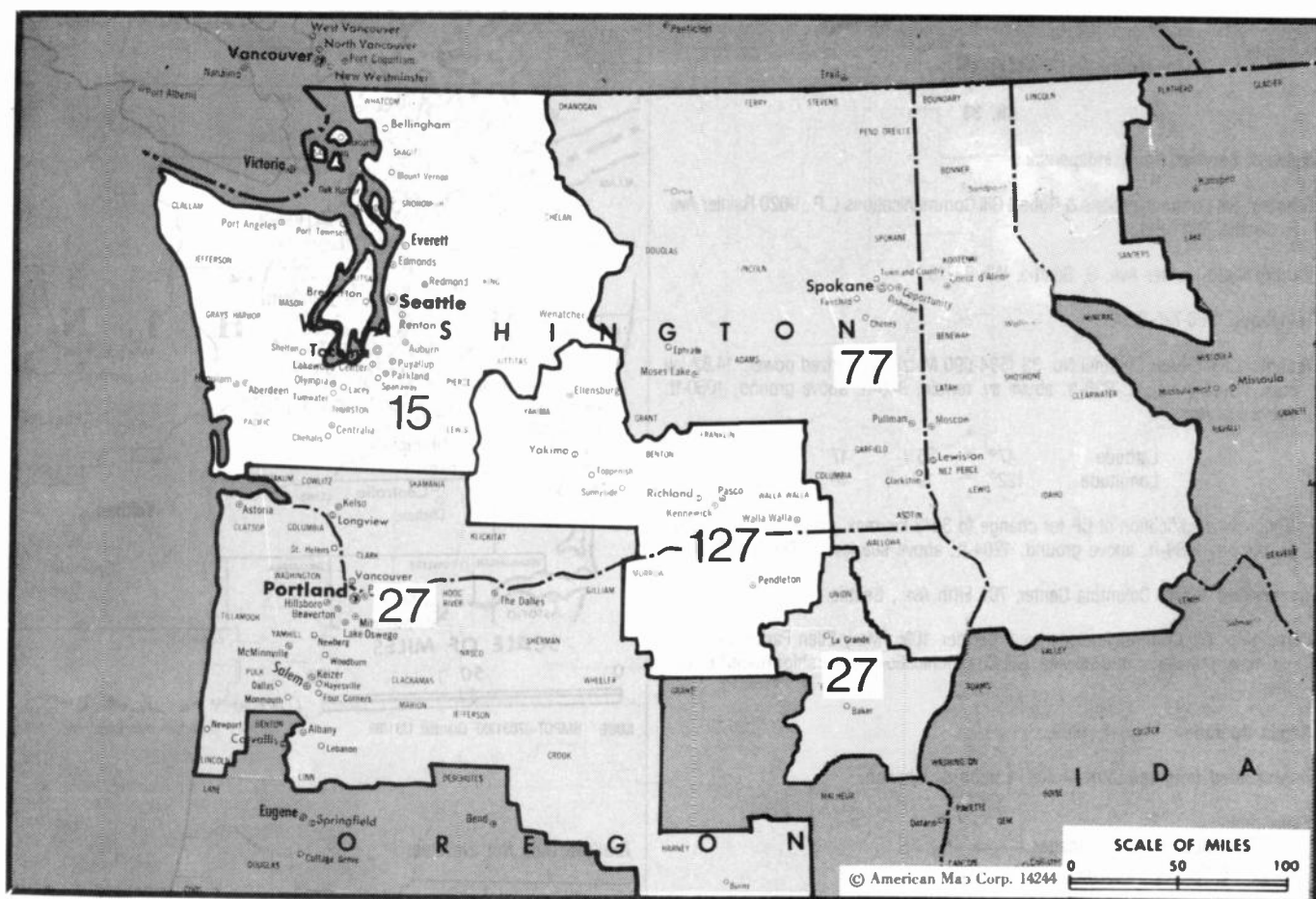
Net Weekly Circulation	State County	Total Households	TV Households Households %
Between 5-24%	NORTH CAROLINA		
	Hertford	8,300	8,200 99
	VIRGINIA		
	Amherst	10,000	9,800 98
	Appomattox	4,500	4,400 98
	Culpeper	8,700	8,600 99
	Mathews	3,700	3,600 97
	Northampton	5,600	5,500 98
	Rappahannock	2,600	2,600 100

WTVR-TV—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households %
Between 5-24%	Shenandoah	11,400	11,300 99
	Southampton	7,900	7,800 98
	Stafford	16,800	16,600 99
	Warren	9,200	9,000 98
	York	16,700	16,500 99
	Hampton City	44,500	44,200 99
	Suffolk City	17,700	17,400 98

WDBJ, Roanoke (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households %
Between 5-24%	NORTH CAROLINA		
	Person	11,200	11,100 99
	Stokes	13,500	13,300 99
	TENNESSEE		
	Johnson	5,500	5,400 98
	VIRGINIA		
	Augusta	33,400	33,000 99
	Buckingham	3,900	3,800 97
	Patrick	6,500	6,400 98
	Prince Edward	5,200	5,100 98
	Russell	11,900	11,700 98
	Wise	17,300	17,000 98
	WEST VIRGINIA		
	Mc Dowell	15,900	15,700 98



Market	Arbitron A01 TV Households	Rank	Market Area Commercial TV Stations
Seattle-Tacoma, WA	1,255,000	15	KBGE (33), KCPO (13), KING-TV (5), KIRO-TV (7), KOMO-TV (4), KSTW (11), KTBW-TV (20), KTZZ-TV (22), KVOS-TV (12)
Portland, OR	793,100	27	KATU (2), KBSP-TV (22), KGW-TV (8), KOIN-TV (6), KPDX (49), KPVT (12), KUTF (32)
Spokane, WA	323,300	77	KAYU-TV (28), KCWT (27), KHQ-TV (6), KREM-TV (2), KXLY-TV (4)
Yakima, WA	164,400	127	KAPP (35), KEPR-TV (19), KIMA-TV (29), KLEW-TV (3), KNDO (23), KNDU (25), KVEW (42)

State Cross Reference List

Communities that receive programs of stations that are located elsewhere.

KEPR-TV, Kennewick	See Pasco, WA
KNDU, Kennewick	See Richland, WA
KNDU, Pasco	See Richland, WA
KVEW, Pasco	See Kennewick, WA
KEPR-TV, Richland	See Pasco, WA
KVEW, Richland	See Kennewick, WA
KBGE, Seattle	See Bellevue, WA
KCWT, Spokane	See Wenatchee, WA
KCPO, KSTW & KTBW-TV, Tacoma	See Seattle, WA

Washington Station Totals as of October 1, 1989

	VHF	UHF	TOTAL
Commercial Television Stations	9	12	21
Educational Television Stations	3	4	7
	12	16	28

Washington—Bellevue

KBGE

Ch. 33

Network Service: None, independent.

Grantee: Gill Communications & Robert Gill Communications L.P., 9620 Rainier Ave. S, Seattle, WA 98118.

Studio: 9620 Rainier Ave. S, Seattle, WA 98118.

Telephone: 206-725-3202.

Technical Facilities: Channel No. 33 (584-590 MHz). Authorized power: 14.82-kw max. visual. Antenna: 938-ft. above av. terrain, 945-ft. above ground, 1060-ft. above sea level.

Latitude	47°	36'	17"
Longitude	122°	19'	46"

Requests modification of CP for change to 3813-kw max. visual, 1083-ft. above av. terrain, 1089-ft. above ground, 1204-ft. above sea level. BMPCT-890714KF.

Transmitter: Top of Columbia Center, 701 Fifth Ave., Seattle.

Ownership: Gill Communications, gen. partner, 10%; Mary Ellen Parker, Ltd. partner, 10%; remainder undisclosed. Gill Communications ownership: Robert L. Gill, pres.

Began Operation: May 17, 1989.

Represented (engineering): Moffet, Larson & Johnson.

Personnel:

ROBERT GILL, general manager.
LEE PENSKI, chief engineer.

Rates: On request.



KBGE BMPCT-870312KF Granted 1/31/89

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Arbitron Data Not available.

City of License: Bellevue. ADI: Seattle-Tacoma. Rank: 15.

Washington—Bellingham

KVOS-TV

Ch. 12

Network Service: None, independent.

Licensee: ACKO Inc., 1151 Ellis St., Bellingham, WA 98225.

Studio: 1151 Ellis St., Bellingham, WA 98225.

Telephones: 206-671-1212; 604-681-1212. **TWX:** 152113.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 229-kw visual, 45.7-kw aural. Antenna: 2370-ft. above av. terrain, 141-ft. above ground, 2550-ft. above sea level.

Latitude 48° 40' 40"
Longitude 122° 49' 48"

Transmitter: Mt. Constitution, Orcas Island, WA.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 7-meter; Microdyne, 7-meter; Microdyne receivers.

News Services: AP, Canadian Press, CBS, CNN, UPI.

Ownership: Ackerley Communications Inc., 100%. See Group Ownership of Television Stations.

Began Operation: May 23, 1953. Sale to present owner approved by FCC June 5, 1985. Sale to Wometco Enterprises Inc. by Rogan Jones and associates approved March 29, 1961 by the FCC (*Television Digest*, Vol. 16:48; 17:14).

Represented (sales): Seltel Inc; Airtime Sales (Toronto & Montreal).

Represented (legal): Rubin, Winston & Diercks.

Personnel:

DAVID P. REID, vice president & general manager.
JOHN GIBSON, general sales manager.
DOUG PROBY, local sales manager.
DUANE LEE, national sales manager.
JOAN MALEN, controller.
MARGOT WILSON, news director.
JOYCE LORENZ, traffic manager.
DONALD LUCHSINGER, chief engineer.
BERNAOETTE HOLSWORTH, marketing director.

Highest 30 Sec. Rate: \$850.

NETWORK BASE HOURLY RATE: \$125.

Station also received in Canadian markets.

BBM Weekly Reach (Spring 1989): 1,172,000.

City of License: Bellingham. **ADI:** Seattle-Tacoma. **Rank:** 15.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	Households %
WASHINGTON				
50% & Over	Island	19,800	19,400	98
	Skagit	28,300	27,200	96
WASHINGTON				
Between 25-49%	Cllalam	21,800	20,900	96
	Kitsap	65,500	63,900	98
	San Juan	4,200	4,000	95
	Snohomish	153,100	148,900	97
	Whatcom	45,800	43,900	96
WASHINGTON				
Between 5-24%	Jefferson	8,000	7,700	96
	King	573,800	553,800	97
Station Totals		920,300	889,700	97
Net Weekly Circulation (1989)			239,000	
Average Daily Circulation (1989)			80,500	

Washington—Kennewick-Pasco-Richland

KVEW

Ch. 42

(Satellite of KAPP, Yakima, WA)

Network Service: ABC.

Licensee: Apple Valley Broadcasting Inc., 1610 S. 24th Ave., Yakima, WA 98902.

Studio: 601 Edison, Kennewick, WA 99336.

Telephone: 509-735-8369.

Technical Facilities: Channel No. 42 (638-644 MHz). Authorized power: 501-kw max. & 200-kw horizontal visual, 100-kw max. & 39.8-kw horizontal aural. Antenna: 1280-ft. above av. terrain, 208-ft. above ground, 2328-ft. above sea level.

Latitude 46° 06' 11"
Longitude 119° 07' 54"

Transmitter: Jump Off Joe Butte, near Kennewick.

Multichannel TV Sound: Stereo only.

Satellite Earth Station: M/A-Com, 5-meter; Avantek, M/A-Com receivers.

News Service: AP.

Ownership: Evening Telegram Co., 100%. See Morgan Murphy Stations in Group Ownership of Television Stations.

Began Operation: October 29, 1970.

Represented (sales): Harrington, Righter & Parsons Inc.

Represented (legal): Brown, Finn & Nietert.

Personnel:

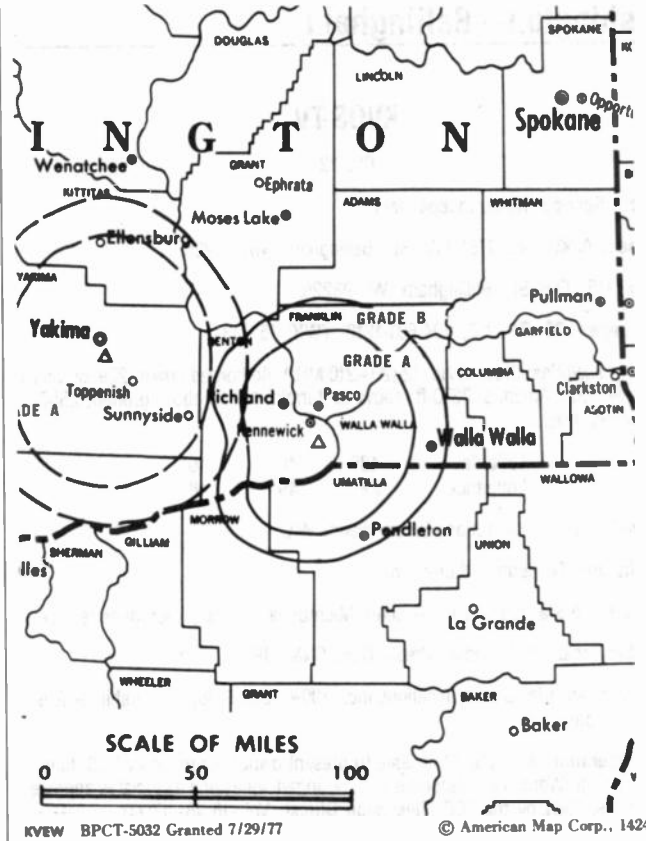
ELIZABETH MURPHY BURNS, president.
DARRELL BLUE, vice president & general manager.
MARCUS WOOD, station manager.
NEIL BENNETT, chief engineer.
THOM SPENCER, news director.
DAVE WILLIAMS, production manager.

Rates: Sold in combination with KAPP, Yakima.

City of License: Kennewick. **ADI:** Yakima. **Rank:** 127.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OREGON			
	Gilliam	800	700	88
	Morrow	3,000	2,800	93
	Umatilla	22,100	20,700	94



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WASHINGTON			
	Benton	38,200	37,000	97
	Franklin	13,100	12,700	97
	Walla Walla	18,000	16,900	94
Between 25-49%	WASHINGTON			
	Adams	5,200	5,000	96
Between 5-24%	OREGON			
	Wheeler	700	700	100
Station Totals	WASHINGTON			
	Columbia	1,600	1,500	94
	Klickitat	6,300	5,900	94
Net Weekly Circulation (1989)		109,000	103,900	95
Average Daily Circulation (1989)				73,600
				41,100

Washington—Pasco-Kennewick-Richland

KEPR-TV

Ch. 19

(Associated with KIMA-TV, Yakima)

Network Service: CBS.

Licensee: Retlaw Enterprises Inc., Box 702, Yakima, WA 98907.

Studio: 2807 W. Lewis, Pasco, WA 99301.

Telephone: 509-547-0547.

Technical Facilities: Channel No. 19 (500-506 MHz). Authorized power: 490-kw max. & 380-kw horizontal visual, 88.3-kw max. & 69.20-kw horizontal aural. Antenna: 1250-ft. above av. terrain, 351-ft. above ground, 2394-ft. above sea level.

Latitude 46° 05' 48"
Longitude 119° 11' 36"

Transmitter: Johnson Butte, Horse Heaven Hills, 8-mi. SW of Kennewick.

Satellite Earth Stations: Harris, 7.1-meter; Harris, Scientific-Atlanta receivers.

News Services: AP, CBS, Group W Newsfeed.

Ownership: Retlaw Enterprises Inc. See Group Ownership of Television Stations.

Began Operation: December 28, 1954.

Represented (sales): Katz Television.

Represented (legal): Wiley, Rein & Fielding.

Represented (engineering): Hammett & Edison Inc.

Personnel:

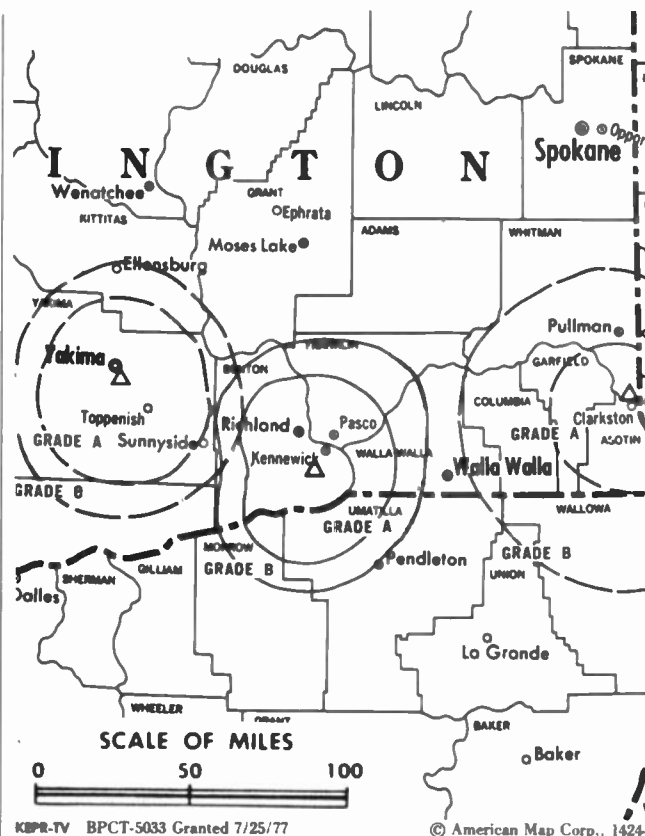
STEVE CROW, station manager.
RICK OLSEN, news director.
DON ECKIS, chief engineer.

Rates: Sold in combination with KIMA-TV, Yakima.

City of License: Pasco. ADI: Yakima. Rank: 127.

Total Households: © MSI Consumer Market Data as of 1/1/89. 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	OREGON			
	Gilliam	800	700	88
	Morrow	3,000	2,800	93
	Umatilla	22,100	20,700	94
	WASHINGTON			
	Benton	38,200	37,000	97
	Franklin	13,100	12,700	97
Walla Walla	18,000	16,900	94	
Between 25-49%	OREGON			
	Wheeler	700	700	100



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	WASHINGTON			
	Adams	5,200	5,000	96
Between 5-24%	OREGON			
	Sherman	800	800	100
WASHINGTON	Grant	20,300	19,500	96
	Klickitat	6,300	5,900	94
	Station Totals	128,500	122,700	95
Net Weekly Circulation (1989)			78,600	
Average Daily Circulation (1989)			45,400	

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703-560-0710

Washington—Richland-Pasco-Kennewick

KNDU

Ch. 25

(Associated with KNDO, Yakima, WA)

Network Service: NBC.

Licensee: Columbia Empire Bcstg. Corp., a Delaware Corp, 1608 S. 24th Ave., Box 10028, Yakima, WA 98909.

Studio: 3312 W. Kennewick Ave., Kennewick, WA 99336-2916.

Telephone: 509-783-6151.

Technical Facilities: Channel No. 25 (536-542 MHz). Authorized power: 677-kw max. & 550-kw horizontal visual, 67.7-kw max. & 55-kw horizontal aural. Antenna: 1351-ft. above av. terrain, 228-ft. above ground, 2415-ft. above sea level.

Latitude 46° 06' 11"
Longitude 119° 07' 47"

Transmitter: Jump Off Joe Butte, S of Kennewick, WA.

Satellite Earth Stations: Microdyne, 3.7-meter; Microdyne, 5.1-meter; M/A-Com, Microdyne receivers.

News Services: AP, NBC.

Ownership: Farragut Communications Inc., 100%. See Group Ownership of Television Stations.

Began Operation: October 10, 1961. Sale to present owners by Hugh Davis, et al., approved by FCC Jan. 29, 1988.

Represented (sales): Seltel Inc.; Art Moore Inc. (Washington & Oregon).

Represented (legal): Wiley, Rein & Fielding.

Personnel:

- ELLIOT KLEEMAN, general manager.
- DAVE DALTHORP, station & sales manager.
- ROGER GADLEY, news director.
- ED LYON, chief engineer.
- DALE CHANEY, sales manager.
- RITA LOCKHART, program director.
- KEN TONEY, promotion director.

Rates: Sold separately or in combination with KNDO, Yakima.

City of License: Richland. **ADI:** Yakima. **Rank:** 127.

Total Households: © MSI Consumer Market Data as of 1/1/89. 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	OREGON			
	Gilliam	800	700	88
	Umatilla	22,100	20,700	94



Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	WASHINGTON			
	Benton	38,200	37,000	97
	Franklin	13,100	12,700	97
	Walla Walla	18,000	16,900	94
Between 25-49%	OREGON			
	Morrow	3,000	2,800	93
	Wheeler	700	700	100
Between 5-24%	WASHINGTON			
	Adams	5,200	5,000	96
Station Totals	OREGON			
	Sherman	800	800	100
	WASHINGTON			
	Columbia	1,600	1,500	94
	Grant	20,300	19,500	96
	Klickitat	6,300	5,900	94
Station Totals		130,100	124,200	95
Net Weekly Circulation (1989)			78,700	
Average Daily Circulation (1989)			45,800	

Washington—Seattle

KIRO-TV

Ch. 7

Network Service: CBS.

Licensee: KIRO Inc., Broadcast House, 2807 Third Ave., Seattle, WA 98111 7777.

Studio: 2807 Third Ave., Seattle, WA 98111-7777.

Telephone: 206-728-7777. **TWX:** 910-444-2233. **Fax:** 206-441-7905.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 820-ft. above av. terrain, 599-ft. above ground, 1013-ft. above sea level.

Latitude 47° 38' 01"
Longitude 122° 21' 20"

Transmitter: 1518 Queen Anne Ave. N.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Scientific-Atlanta, 10-meter; Scientific-Atlanta, 7-meter; Scientific-Atlanta receivers.

AM Affiliate: KIRO, 50-kw, 710 kHz.

FM Affiliate: KSEA, 100-kw, 100.7 MHz (No. 264), 730-ft.

News Services: AP, UPI.

Ownership: Bonneville International Corp., 99.91%. See Group Ownership of Television Stations.

Began Operation: February 8, 1958. Sale of control to present owner by Saul Haas and associates approved Dec. 17, 1963 by FCC (*Television Digest*, Vol. 3:51).

Represented (sales): Petry Television Inc.

Represented (legal): Wilkinson, Barker, Knauer & Quinn; Preston, Thorgrimson, Ellis & Holman.

Represented (engineering): Hammett & Edison Inc.

Personnel:

KENNETH L. HATCH, president & chairman of board, KIRO Inc.
A. F. MLADENICH, senior vice president.
GLENN C. WRIGHT, executive vice president & general manager.
JOHN NORDEN, vice president & general sales manager.
MICHAEL POTH, vice president & director of sales operations.
NICK FREEMAN, vice president, programs, video & technical operations & production services.
CHARLES MORRIS, engineering director.
RICHARD JACOBY, production manager.
JANEEN GUTIERREZ, operations/traffic director.
TIM GARRIGAN, public affairs director.
MARIA MARGARIS, assistant program director.
STAN WALDERHAUG, national sales manager.
JOHN LIPPMAN, news director.
DAVE BAUMANN, promotion director.
KELL VITUMS, business manager.
JIM JOHNSON, marketing director.

Rates: On request.

NETWORK BASE HOURLY RATE: \$1549.

City of License: Seattle. **ADI:** Seattle-Tacoma. **Rank:** 15.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WASHINGTON			
	Chelan	21,000	20,100	96
	Clallam	21,800	20,900	96
	Grays Harbor	25,200	23,600	94
	Island	19,800	19,400	98
	Jefferson	8,000	7,700	96
	King	573,800	553,800	97
	Kitsap	65,500	63,900	98
	Kittitas West	2,000	1,900	95
	Lewis	22,500	21,400	95
	Mason	14,400	14,000	97
	Pierce	209,600	204,200	97
Between 25-49%	WASHINGTON			
	San Juan	4,200	4,000	95
	Skagit	28,300	27,200	96
	Snohomish	153,100	148,900	97
	Thurston	59,900	58,200	97
	Whatcom	45,800	43,900	96
	Between 5-24%	WASHINGTON		
Wahkiakum		1,400	1,300	93
Station Totals		1,357,500	1,312,300	97
Net Weekly Circulation (1989)			1,039,900	
Average Daily Circulation (1989)			554,700	

Washington—Seattle

KOMO-TV

Ch. 4

Network Service: ABC.

Licensee: Fisher Broadcasting Inc., 100 4th Ave. N, Seattle, WA 98109.

Studio: 100 4th Ave. N., Seattle, WA 98109.

Telephone: 206-443-4000. **TWX:** 910-444-2251. **Fax:** 206-443-8272.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 16.2-kw aural. Antenna: 810-ft. above av. terrain, 550-ft. above ground, 1006-ft. above sea level.

Latitude 47° 37' 55"
Longitude 122° 21' 09"

Requests CP for change to 1126-ft. above av. terrain, 834-ft. above ground, 1276-ft. above sea level, lat. 47° 37' 56", long. 122° 21' 11". BPCT-870206KF.

Transmitter: 157 Galer St.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Scientific-Atlanta, 10-meter C-band; Andrew, 7.3-meter C-band; Andrew, 5.6-meter Ku-band; Andrew, 4.5-meter C-band; Vertex, 4.5-meter Ku-band; Avantek, Scientific-Atlanta receivers.

AM Affiliate: KOMO, 50-kw, 1000 kHz.

News Services: AP, UPI.

Ownership: Fisher Broadcasting Inc. See Group Ownership of Television Stations.

Began Operation: December 10, 1953. Sale of 1/3 to Fisher's Blend Station (making it 100% owner) by Theodore Gamble & C. Howard Lane consummated in April 1959 (*Television Digest*, Vol. 15:16).

Represented (sales): Katz Television.

Represented (legal): Fisher, Wayland, Cooper & Leader.

Represented (engineering): A. D. Ring & Associates, P.C.

Personnel:

JOHN BEHNKE, president & chief executive officer.
JAY W. GIESA, exec. vice president, administration & secretary.
ED LACKNER, vice president, corporate affairs.
PATRICK SCOTT, vice president & general manager.
PHELPS FISHER, vice president & director of marketing.
SCOTT HAYNER, general sales manager.
TYRONE NOBLE, local sales manager.
DAN JOHNSON, local sales manager.
MIKE EGUCHI, national sales manager.
RICHARD WARSINSKE, program manager.
JAMES BOYER, director of television news.
DON WILKINSON, vice president & director of engineering.
DEBORAH JOHNSON, promotion manager.
JACK BARNES, chief engineer.
JOHN ULMAN, business manager.
CAROLE AARON, marketing research director.

Highest One Hour Rate: \$10,000.

Highest 30 Sec. Rate: \$4800.

NETWORK BASE HOURLY RATE: \$2000.

City of License: Seattle. **ADI:** Seattle-Tacoma. **Rank:** 15.

Total Households: © MSI Consumer Market Data as of 1/1/89. 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	WASHINGTON				
		Chelan	21,000	20,100	96
		Clallam	21,800	20,900	96
		Grays Harbor	25,200	23,600	94
		Island	19,800	19,400	98
		Jefferson	8,000	7,700	96
		King	573,800	553,800	97
		Kitsap	65,500	63,900	98
		Kittitas West	2,000	1,900	95
		Lewis	22,500	21,400	95
		Mason	14,400	14,000	97
		Pacific	7,400	6,900	93
		Pierce	209,600	204,200	97
	San Juan	4,200	4,000	95	
	Skagit	28,300	27,200	96	
	Snohomish	153,100	148,900	97	
	Thurston	59,900	58,200	97	
	Whatcom	45,800	43,900	96	
Between 25-49%	OREGON				
		Clatsop	13,000	12,300	95
	WASHINGTON				
		Cowlitz	30,800	29,800	97
		Douglas	9,700	9,400	97
	Grant	20,300	19,500	96	
	Kittitas East	7,800	7,300	94	
Station Totals		1,363,900	1,318,300	97	
Net Weekly Circulation (1989)				1,096,700	
Average Daily Circulation (1989)				622,800	

Washington—Seattle-Tacoma

KSTW

Ch. 11

Network Service: None, independent.

Licensee: Gaylord Broadcasting Co., Box 11411, Tacoma, WA 98411.

Studio: 2320 S. 19th St., Tacoma, WA 98405.

Office: United Airlines Bldg., Seattle, WA 98121.

Telephones: 206-572-5789, Tacoma; 206-441-1111, Seattle.

TWX: 910-441-2622. Fax: 206-272-7581.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 43.7-kw aural. Antenna: Circularly polarized, 900-ft. above av. terrain, 637-ft. above ground, 1049-ft. above sea level.

Latitude 47° 36' 56"
Longitude 122° 18' 29"

Holds CP for change to 1191-ft. above terrain, 896-ft. above ground, 1309-ft. above sea level. BPCT-890810KF.

Transmitter: 1715 E. Madison St., Seattle.

Satellite Earth Stations: Andrew, 10-meter C-band; Andrew, 7.3-meter Ku & C-band; Vertex, 4.5-meter Ku-band; Andrew, M/A-Corn, Scientific-Atlanta receivers.

News Services: AP, CNN.

Ownership: Gaylord Broadcasting Co. See Group Ownership of Television Stations.

Began Operation: February 22, 1953. Sale to present owner by Tribune Publishing Co. approved by FCC Jan. 30, 1974 (Television Digest, Vol. 13:13; 14:5).

Represented (sales): MMT Sales Inc.

Represented (legal): Reed, Smith, Shaw & McClay.

Personnel:

- KEVIN T. HALE, vice president & general manager.
- SCOTT BAUER, general sales manager.
- JON RAND, Seattle sales manager.
- CURTIS M. HOLMAN, business manager.
- JOE AGOSTINO, production manager.
- PAUL CRITTENDEN, chief engineer.
- JACK EDDY, news director.
- JIM CUMMINGS, national sales manager.
- GREG BILTE, national sales manager.
- BRENDA RAIDER, promotion director.

Highest One Hour Rate: \$25,000.

Highest 30 Sec. Rate: \$3000.

City of License: Tacoma. ADI: Seattle-Tacoma. Rank: 15.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OREGON			
	Clatsop	13,000	12,300	95
	WASHINGTON			
	Grays Harbor	25,200	23,600	94
	Island	19,800	19,400	98
	King	573,800	553,800	97
	Kitsap	65,500	63,900	98
	Lewis	22,500	21,400	95



KSTW BPCT-890810KF Granted 9/29/89

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Pierce	209,600	204,200	97
	Skagit	28,300	27,200	96
	Snohomish	153,100	148,900	97
	Thurston	59,900	58,200	97
	Whatcom	45,800	43,900	96
Between 25-49%	IOAHO			
	Kootenai	26,600	26,200	98
	Latah	10,900	10,600	97
	WASHINGTON			
	Benton	38,200	37,000	97
	Chelan	21,000	20,100	96
	Clallam	21,800	20,900	96
	Cowlitz	30,800	29,800	97
	Franklin	13,100	12,700	97
	Jefferson	8,000	7,700	96
Kittitas West	2,000	1,900	95	
Mason	14,400	14,000	97	
Okanogan	13,000	12,200	94	
Pacific	7,400	6,900	93	
Walla Walla	18,000	16,900	94	
Whitman	15,300	14,700	96	
Yakima	69,600	66,600	96	
Between 5-24%	WASHINGTON			
	Douglas	9,700	9,400	97
	San Juan	4,200	4,000	95
	Spokane	142,600	138,100	97
Station Totals		1,683,100	1,626,500	97
Net Weekly Circulation (1989)				918,300
Average Daily Circulation (1989)				407,400

Washington—Tacoma-Seattle

KTBW-TV

Ch. 20

Network Service: Trinity Bcstg. Network.

Licensee: Trinity Broadcasting of Washington, Box A, Santa Ana, CA 92711.

Studio: 1909 S. 341st Place, Federal Way, WA 98003.

Telephones: 206-927-7720, Tacoma; 206-874-7420, Seattle.

Fax: 206-874-7432.

Technical Facilities: Channel No. 20 (506-512 MHz). Authorized power: 3550-kw max. visual, 355-kw max. aural. Antenna: 1610-ft. above av. terrain, 330-ft. above ground, 2000-ft. above sea level.

Latitude 47° 32' 50"
Longitude 122° 47' 39"

Transmitter: Gold Mountain, 4-mi. W of Bremerton.

Satellite Earth Station: Harris, 7-meter C-band; Scientific-Atlanta receivers.

News Service: TBN.

Ownership: Trinity Broadcasting Network Inc. See Group Ownership of Television Stations.

Began Operation: March 30, 1984. Sale to present owner by Family Bcstg. Co. approved by FCC Oct. 25, 1984.

Represented (legal): May & Dunne, Chartered.

Personnel:

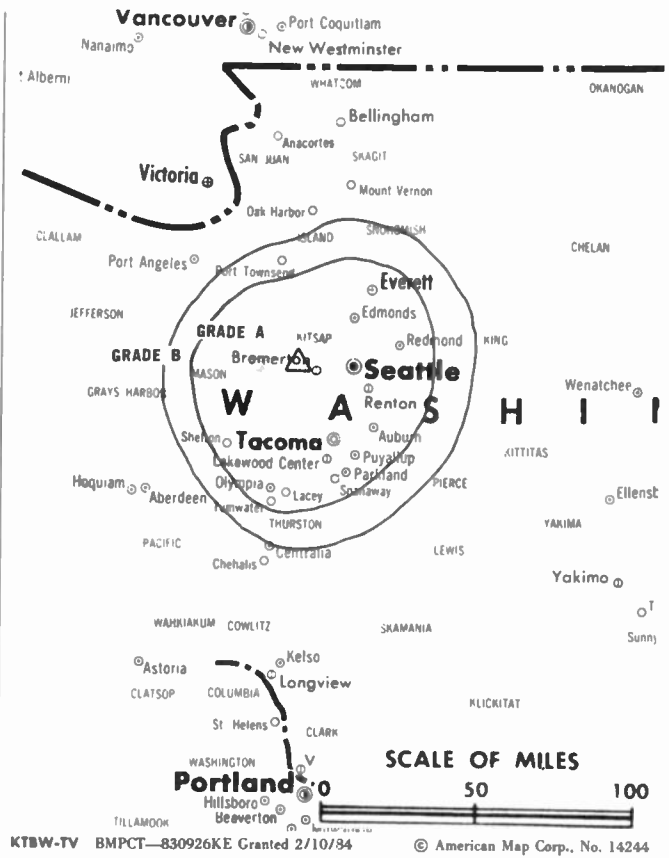
DICK F. ENGH, station manager.
KEITH NORBUT, chief engineer.
LINDA GIBSON, news director.

Highest One Hour Rate: \$530.

Highest 30 Sec. Rate: \$70.

City of License: Tacoma. **ADI:** Seattle-Tacoma. **Rank:** 15.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



KTBW-TV BMPCT—830926KE Granted 2/10/84 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	Households %
WASHINGTON				
Between 5-24%	Mason	14,400	14,000	97
Station Totals		14,400	14,000	97
Net Weekly Circulation (1989)			18,500	
Average Daily Circulation (1989)			6,800	

Washington—Seattle

KTZZ-TV

Ch. 22

Network Service: None, independent.

Licensee: USTV Washington Inc., Box 6066, Wausau, WI 54402-6066.

Studio: 945 Dexter Ave. N, Seattle, WA 98109.

Telephone: 206-282-2202. **Telex:** 152-546. **Fax:** 206-281-0207.

Technical Facilities: Channel No. 22 (518-524 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 894-ft. above av. terrain, 637-ft. above ground, 1049-ft. above sea level.

Latitude 47° 36' 57"
Longitude 122° 18' 26"

Requests CP for change to 1200-ft. above terrain, 909-ft. above ground, 1319-ft. above sea level. BPCT-890821KE.

Transmitter: 1618 18th Ave., Seattle.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 6.1-meter C-band; Harris, 4.5-meter Ku-band; Harris receivers.

News Services: AP, INN.

Ownership: Robert L. Dudley, chmn., 100%.

Began Operation: June 22, 1985. Sale by United States Television Seattle Ltd. Partnership to present owner approved by FCC Sept. 29, 1988 (Television Digest, Vol. 29:19).

Represented (sales): Seltel Inc.

Represented (legal): Davis, Wright & Jones.

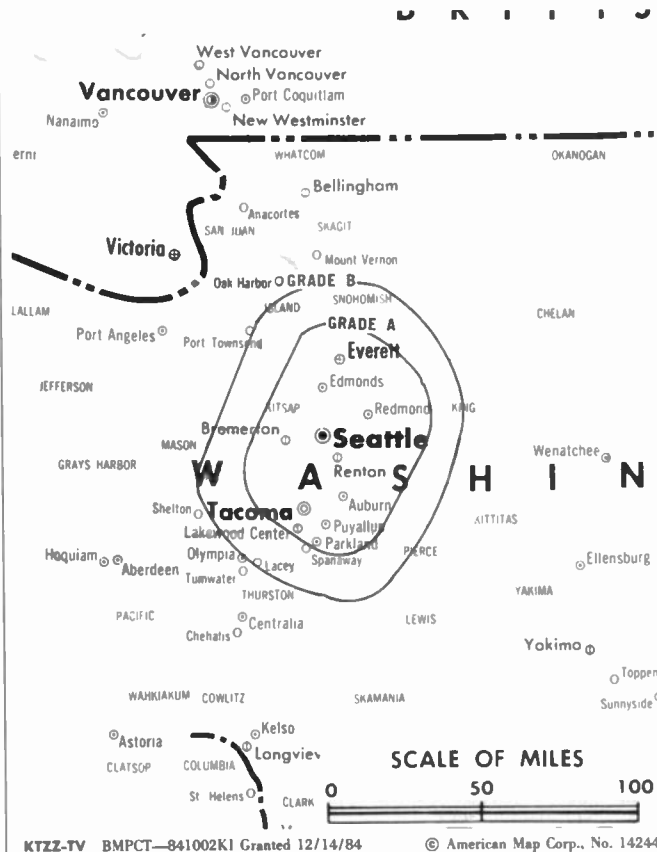
Represented (engineering): Cohen, Dippell & Everist, P.C.

Personnel:

DANIEL LUTGEN, general manager.
WILLIE WAGONER, national sales manager.
COLLEEN MORGAN, local sales manager.
MARY LARSON, program coordinator.
CHUCK JOHNSON, chief engineer.
JACK CLAWSON, assistant chief engineer.
JOHN SCHOONOVER, promotion director.
BETTE JEFFERSON, accounting manager.
WENDY TOTH, traffic manager.

Highest One Hour Rate: \$10,000.

Highest 30 Sec. Rate: \$2000.



KTZZ-TV BNPCT-841002K1 Granted 12/14/84

© American Map Corp., No. 14244

City of License: Seattle. **ADI:** Seattle-Tacoma. **Rank:** 15.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
WASHINGTON				
Between 25-49%	King	573,800	553,800	97
	Kitsap	65,500	63,900	98
	Pierce	209,600	204,200	97
	Snohomish	153,100	148,900	97
WASHINGTON				
Between 5-24%	Grays Harbor	25,200	23,600	94
	Island	19,800	19,400	98
	Jefferson	8,000	7,700	96
	Lewis	22,500	21,400	95
	San Juan	4,200	4,000	95
Thurston	59,900	58,200	97	
Station Totals		1,141,600	1,105,100	97
Net Weekly Circulation (1989)				297,400
Average Daily Circulation (1989)				89,100

Washington—Tacoma-Seattle

KCPQ

Ch. 13

Network Service: Fox.

Licensee: Kelly Television Co., Box 98828, Tacoma, WA 98499.

Studio: 4400 Steilacoom Blvd., Tacoma, WA 98499.

Sales Office: 100 S. King, Seattle, WA 98104.

Telephone: 206-582-8613. TWX: 910-441-1606. Fax: 206-383-9551.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: Circularly polarized, 2000-ft. above av. terrain, 708-ft. above ground, 2395-ft. above sea level.

Latitude 47° 32' 53"
Longitude 122° 48' 22"

Transmitter: Gold Mountain, 6.5-mi. W of Bremerton.

Satellite Earth Stations: Scientific-Atlanta, 11-meter C-band; Scientific-Atlanta, 10-meter C-band; Vertex, 4.6-meter Ku-band; DX Antenna, M/A-Corn, Scientific-Atlanta receivers.

News Service: CNN.

Ownership: Jon S. Kelly, gen. partner, 45%; Robert E. Kelly, gen. partner, 45%; Jon S. Kelly, ltd. partner, 5%; Robert E. Kelly, ltd. partner, 5%. See Kelly Bcstg. in Group Ownership of TV Stations.

Began Operation: August 2, 1953 as a commercial station. Left air Dec. 13, 1974. Sale to Clover Park School District No. 400 approved by FCC Sept. 9, 1975. Resumed operation as an educational station Jan. 4, 1976. Sale to present owners approved by FCC Dec. 4, 1979. Resumed operation as a commercial station Nov. 4, 1980.

Represented (sales): TeleRep Inc.

Represented (legal): Koteen & Naftalin.

Represented (engineering): Jules Cohen & Associates, P.C.

Personnel:

- ROBERT KELLY, partner/program director.
- ROGER OTTENBACH, general manager.
- DAN JENSEN, station manager.
- JAY MAXEY, general sales manager.
- LLOYD LOW, western regional sales manager.
- MIKE SEIFERT, eastern regional sales manager.
- DENNIS McCORMICK, local sales manager.
- BOB GALVIN, promotion director.
- MARLENE GOTTFRIED, accounting supervisor.
- LARRY BRANDT, chief engineer.

Rates: On request.

City of License: Tacoma. **ADI:** Seattle-Tacoma. **Rank:** 15.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



KCPQ BPCT-900307KF Granted 8/15/80 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
WASHINGTON				
50% & Over	Island	19,800	19,400	98
	King	573,800	553,800	97
	Kitsap	65,500	63,900	98
	Lewis	22,500	21,400	95
	Mason	14,400	14,000	97
	Pierce	209,600	204,200	97
	Snohomish	153,100	148,900	97
Thurston	59,900	58,200	97	
WASHINGTON				
Between 25-49%	Clallam	21,800	20,900	96
	Grays Harbor	25,200	23,600	94
	Jefferson	8,000	7,700	96
	Kittitas West	2,000	1,900	95
	Pacific	7,400	6,900	93
	San Juan	4,200	4,000	95
	Skagit	28,300	27,200	96
Whatcom	45,800	43,900	96	
WASHINGTON				
Between 5-24%	Chelan	21,000	20,100	96
	Cowlitz	30,800	29,800	97
	Douglas	9,700	9,400	97
Station Totals		1,322,800	1,279,200	97
Net Weekly Circulation (1989)			696,300	
Average Daily Circulation (1989)			261,800	

Washington—Spokane

KAYU-TV

Ch. 28

Network Service: Fox.

Licensee: KAYU-TV Partners Ltd., S. 4600 Regal St., Box 8115, Spokane, WA 99203.

Studio: S. 4600 Regal St., Spokane, WA 99223.

Mailing Address: Box 8115, Spokane, WA 99203.

Telephone: 509-448-2828. **TWX:** 510-773-1889. **Fax:** 509-448-3815.

Technical Facilities: Channel No. 28 (554-560 MHz). Authorized power: 2400-kw max. visual, 120-kw max. aural. Antenna: 2000-ft. above av. terrain, 823-ft. above ground, 4399-ft. above sea level.

Latitude 47° 34' 44"
Longitude 117° 17' 46"

Holds CP for change to 1998-ft. above av. terrain, 794-ft. above ground, 4469-ft. above sea level. BPCF-880111KF.

Transmitter: 3-mi. SE of Spokane on Krell Hill.

Satellite Earth Stations: Microdyne, 5-meter C-band; Prodelin, 5-meter C-band; Vertex, 4.5-meter Ku-band; M/A-Com, Microdyne, Pinzone receivers.

Ownership: Robert J. Hamacher, gen. partner.

Began Operation: October 31, 1982. Sale to Bingham Communications by Robert J. Hamacher, et al., approved by FCC Jan. 29, 1988 (*Television Digest*, Vol. 27:42) but never consummated.

Represented (sales): Petry Television Inc.

Represented (legal): Heron, Burchette, Ruckert & Rothwell.

Personnel:

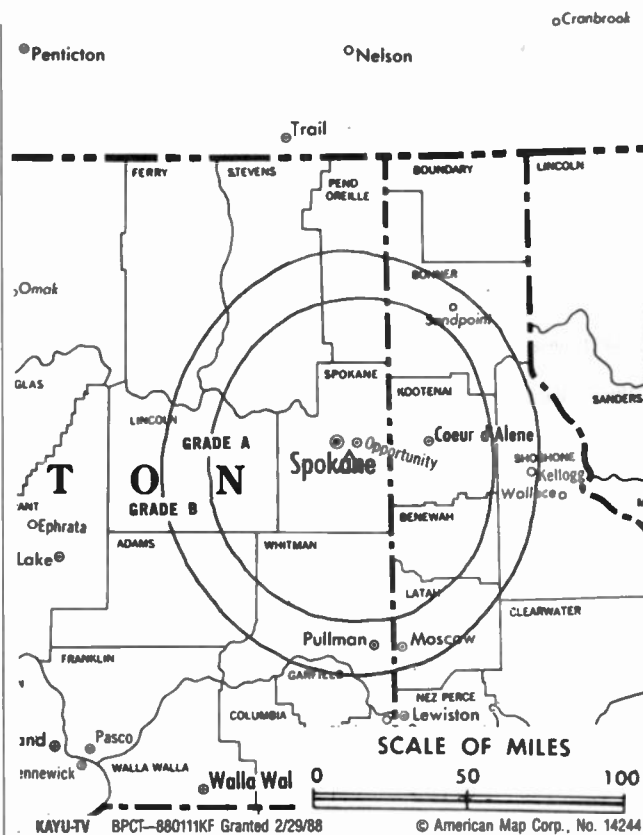
ROBERT J. HAMACHER, president & general manager.
TIM BURROWS, director of programming & promotion.
HOLLY FRY, business manager.
D. LANE GUIN, general sales manager.
JUDY SUNDERLAND, national sales manager.
JAN BRANDVOLD, local sales manager.
RONALD VALLEY, director of engineering.

Highest 30 Sec. Rate: \$150.

City of License: Spokane. **ADI:** Spokane. **Rank:** 77.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IDAHO			
	Benewah	3,200	3,100	97
	Boundary	2,700	2,600	96
	WASHINGTON			
	Lincoln	3,800	3,700	97
	Spokane	142,600	138,100	97
Between 25-49%	IDAHO			
	Kootenai	26,600	26,200	98
	Shoshone	6,200	6,100	98



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	WASHINGTON			
	Adams	5,200	5,000	96
	Benton	38,200	37,000	97
	Columbia	1,600	1,500	94
	Franklin	13,100	12,700	97
	Garfield	1,000	900	90
	Pend Oreille	3,400	3,300	97
	Stevens	11,200	10,600	95
	Walla Walla	18,000	16,900	94
	Whitman	15,300	14,700	96
Between 5-24%	IDAHO			
	Bonner	10,700	10,400	97
	Latah	10,900	10,600	97
	Nez Perce	12,900	12,600	98
OREGON	Umatilla	22,100	20,700	94
	WASHINGTON			
	Chelan	21,000	20,100	96
	Douglas	9,700	9,400	97
	Ferry	2,100	2,000	95
	Grant	20,300	19,500	96
	Okanogan	13,000	12,200	94
	Yakima	69,600	66,600	96
Station Totals		484,400	466,500	96
Net Weekly Circulation (1989)				159,300
Average Daily Circulation (1989)				63,400

Washington—Spokane

KHQ-TV

Ch. 6

Network Service: NBC.

Licensee: KHQ Inc., 4202 S. Regal St., Spokane, WA 99223.

Studio: 4202 S. Regal St., Spokane, WA 99223.

Mailing Address: Box 8088, Spokane, WA 99203.

Telephone: 509-448-6000. **Fax:** 509-448-4694.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 87.1-kw visual, 17.4-kw aural. Antenna: 2150-ft. above av. terrain, 904-ft. above ground, 4549-ft. above sea level.

Latitude 47° 34' 53.40"
Longitude 117° 17' 46.60"

Transmitter: Tower Mountain, 3.25-mi. SE of Spokane.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 8-meter Ku-band; Harris, 3-meter Ku-band; Scientific-Atlanta, 7-meter C-band; Vertex, 4.57-meter Ku-band; Harris, M/A-Com, Scientific-Atlanta receivers.

News Services: AP, PR Newswire.

Ownership: Cowles Publishing Co. W. H. Cowles III, pres.; Michael K. Nielsen, treas.

Began Operation: December 20, 1952.

Represented (sales): Katz Television.

Represented (legal): Wiley, Rein & Fielding.

Represented (engineering): Cohen, Dippell & Everist, P.C.

Personnel:

JACK REBER, president & general manager.
MIKE GEE, general sales manager.
DON CARMICHAEL, operations manager.
LARRY GANTS, program director.
WILLIAM ISBELL, chief engineer.
DEAN MELL, news director.
LOUISE HANSEN, promotion director.
BOB BUSSE, business manager.

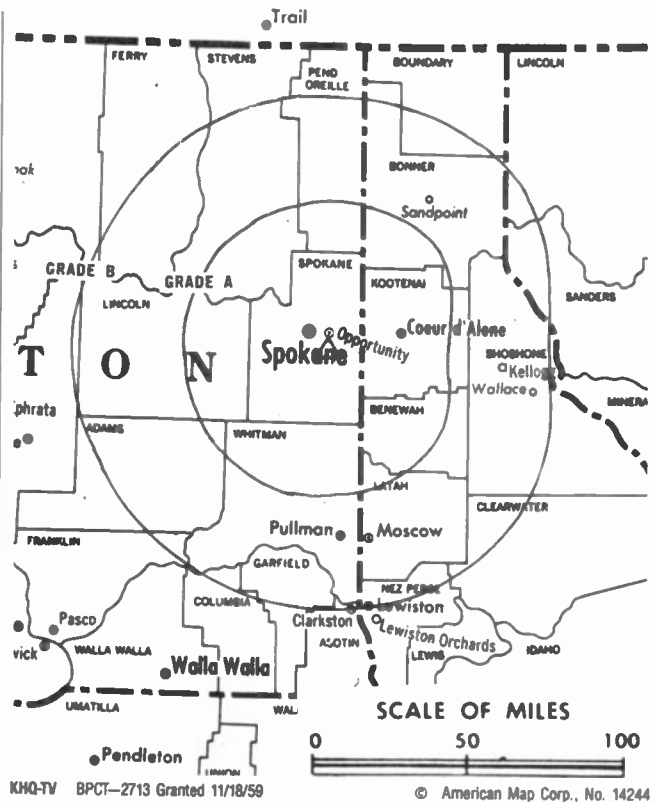
Highest 30 Sec. Rate: \$800.

NETWORK BASE HOURLY RATE: \$1100.

City of License: Spokane. **ADI:** Spokane. **Rank:** 77.

Total Households: © MSI Consumer Market Data as of 1/1/89. 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			
	Benehah	3,200	3,100	97
	Bonner	10,700	10,400	97
	Boundary	2,700	2,600	96
	Clearwater	3,500	3,400	97
	Idaho	5,400	5,200	96
	Kootenai	26,600	26,200	98
	Latah	10,900	10,600	97
	Lewis	1,400	1,400	100
	Nez Perce	12,900	12,600	98
	Shoshone	6,200	6,100	98
	MONTANA			
	Lincoln	6,700	6,400	96
	OREGON			
Wallowa	3,000	2,800	93	
WASHINGTON				
Adams	5,200	5,000	96	
Asotin	7,100	6,900	97	



Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	Columbia	1,600	1,500	94
	Douglas	9,700	9,400	97
	Ferry	2,100	2,000	95
	Garfield	1,000	900	90
	Grant	20,300	19,500	96
	Lincoln	3,800	3,700	97
	Okanogan	13,000	12,200	94
	Pend Oreille	3,400	3,300	97
	Spokane	142,600	138,100	97
	Stevens	11,200	10,600	95
	Walla Walla	18,000	16,900	94
	Whitman	15,300	14,700	96
	Between 25-49%	MONTANA		
Cascade		30,900	30,400	98
Flathead		23,600	22,900	97
Glacier		3,800	3,600	95
Hill		6,900	6,700	97
Missoula		32,000	31,000	97
Toole	2,300	2,200	96	
Between 5-24%	MONTANA			
	Lake	8,300	8,000	96
	Ravalli	10,600	10,300	97
	Sanders	3,900	3,700	95
OREGON				
Umatilla	22,100	20,700	94	
Union	8,700	8,100	93	
WASHINGTON				
Benton	38,200	37,000	97	
Chelan	21,000	20,100	96	
Franklin	13,100	12,700	97	
Station Totals		572,900	552,900	97
Net Weekly Circulation (1989)				329,600
Average Daily Circulation (1989)				190,700

Washington—Spokane

KREM-TV

Ch. 2

Network Service: CBS.

Licensee: KING Broadcasting Co., 4103 S. Regal St., Spokane, WA 99223.

Studio: 4103 S. Regal St., Spokane, WA 99223.

Telephone: 509-448-2000. **TWX:** 510-773-1833. **Fax:** 509-838-7308.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 84.7-kw visual, 15.5-kw aural. Antenna: 2203-ft. above av. terrain, 969-ft. above ground, 4549-ft. above sea level.

Latitude 47° 35' 42"
Longitude 117° 17' 53"

Transmitter: 7-mi. SE of center of Spokane.

Multichannel TV Sound: Stereo only.

Satellite Earth Station: Scientific-Atlanta, 7-meter; Scientific-Atlanta receivers.

News Services: AP, CBS, UPI.

Ownership: King Broadcasting Co. See Group Ownership of Television Stations.

Began Operation: October 29, 1954. Sale to present owners by founder Louis Wasmer approved Sept. 25, 1957 (*Television Digest*, Vol. 13:28, 39, 51).

Represented (sales): Blair Television.

Represented (legal): Fletcher, Heald & Hildreth.

Represented (engineering): Hammett & Edison Inc.

Personnel:

STEVE CLIFFORD, president & chief executive officer (Seattle).
ERIC BREMNER, president, broadcasting (Seattle).
BARRY BARTH, vice president & general manager.
JOHN ROWLAND, general sales manager.
JIM OSTRANDER, local sales manager.
MEG ANTONIUS, program director.
SCOTT BLAIR, operations manager.
BOYD LUNDBERG, chief engineer.
BARBARA NARGANG-GRANT, business manager.
LINDA KUHN, community relations manager.
ROBERT GRANT, promotion manager.

Highest One Hour Rate: \$7000.

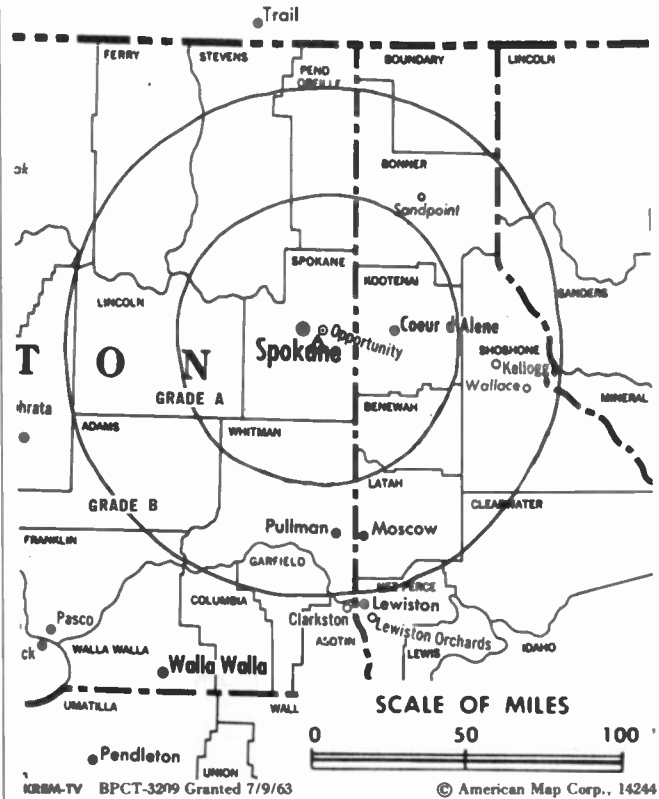
Highest 30 Sec. Rate: \$1000.

NETWORK BASE HOURLY RATE: \$1000.

City of License: Spokane. **AOI:** Spokane. **Rank:** 77.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
IOAHO				
50% & Over	Benehah	3,200	3,100	97
	Bonner	10,700	10,400	97
	Boundary	2,700	2,600	96
	Clearwater	3,500	3,400	97
	Idaho	5,400	5,200	96
	Kootenai	26,600	26,200	98
	Latah	10,900	10,600	97
	Lewis	1,400	1,400	100
	Nez Perce	12,900	12,600	98
	Shoshone	6,200	6,100	98
MONTANA				
	Lincoln	6,700	6,400	96
OREGON				
	Wallowa	3,000	2,800	93



Net Weekly Circulation	State County	Total Households	TV Households	%
WASHINGTON				
50% & Over	Adams	5,200	5,000	96
	Columbia	1,600	1,500	94
	Douglas	9,700	9,400	97
	Ferry	2,100	2,000	95
	Garfield	1,000	900	90
	Grant	20,300	19,500	96
	Lincoln	3,800	3,700	97
	Okanogan	13,000	12,200	94
	Pend Oreille	3,400	3,300	97
	Spokane	142,600	138,100	97
Stevens	11,200	10,600	95	
Whitman	15,300	14,700	96	
MONTANA				
Between 25-49%	Cascade	30,900	30,400	98
	Flathead	23,600	22,900	97
	Hill	6,900	6,700	97
	Missoula	32,000	31,000	97
	Sanders	3,900	3,700	95
OREGON				
	Union	8,700	8,100	93
WASHINGTON				
	Asotin	7,100	6,900	97
	Chelan	21,000	20,100	96
	Walla Walla	18,000	16,900	94
MONTANA				
Between 5-24%	Lake	8,300	8,000	96
	Mineral	1,700	1,700	100
	Ravalli	10,600	10,300	97
OREGON				
	Baker	6,100	5,800	95
	Umatilla	22,100	20,700	94
WASHINGTON				
	Benton	38,200	37,000	97
	Franklin	13,100	12,700	97
Station Totals		574,600	554,600	97
Net Weekly Circulation (1989)				328,400
Average Daily Circulation (1989)				182,000

Washington—Spokane

KXLY-TV

Ch. 4

Network Service: ABC.

Licensee: Spokane TV Inc., West 500 Boone Ave., Spokane, WA 99201.

Studio: West 500 Boone Ave., Spokane, WA 99201.

Telephone: 509-328-9084. **Fax:** 509-328-5274.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 48-kw visual, 9.55-kw aural. Antenna: 3060-ft. above av. terrain, 153-ft. above ground, 6030-ft. above sea level.

Latitude 47° 55' 18"
Longitude 117° 06' 48"

Transmitter: Top of Mount Spokane.

Satellite Earth Stations: Andrew, 7.3-meter C-band; Andrew, 4.5-meter C-band; Vertex, 4.6-meter Ku-band; Avantek, M/A-Com receivers.

AM Affiliate: KXLY, 5-kw, 920 kHz.

FM Affiliate: KXLY-FM, 37-kw, 99.9 MHz (No. 260), 2998-ft.

News Services: AP, CNN, NIWS.

Ownership: Evening Telegram Co., 100%. See Morgan Murphy Stations in Group Ownership of Television Stations.

Began Operation: January 16, 1953. Sale to present owners by Joseph Harris and Norman E. Alexander approved by FCC Jan. 17, 1962 (*Television Digest*, Vol. 17:34; 2:4, 6, 7). Sale to Harris and Alexander by Symons Bcstg. Co. (E. B. Craney) and Bing Crosby approved Jan. 6, 1954 (Vol. 9:49; 10:2).

Represented (sales): Harrington, Righter & Parsons Inc.

Represented (legal): Brown, Finn & Nietert.

Represented (engineering): Jules Cohen & Associates, P.C.

Personnel:

STEPHEN R. HERLING, vice president & general manager.
TEDDIE GIBBON, general sales manager.
DEBBIE SIEVERDING, local sales manager.
DONALD POPE, director of engineering.
EILEEN MCKINNON, program director.
BETH YEAGER, promotion manager.
STEVE JOHNSON, news director.
ED WALSH, business manager.

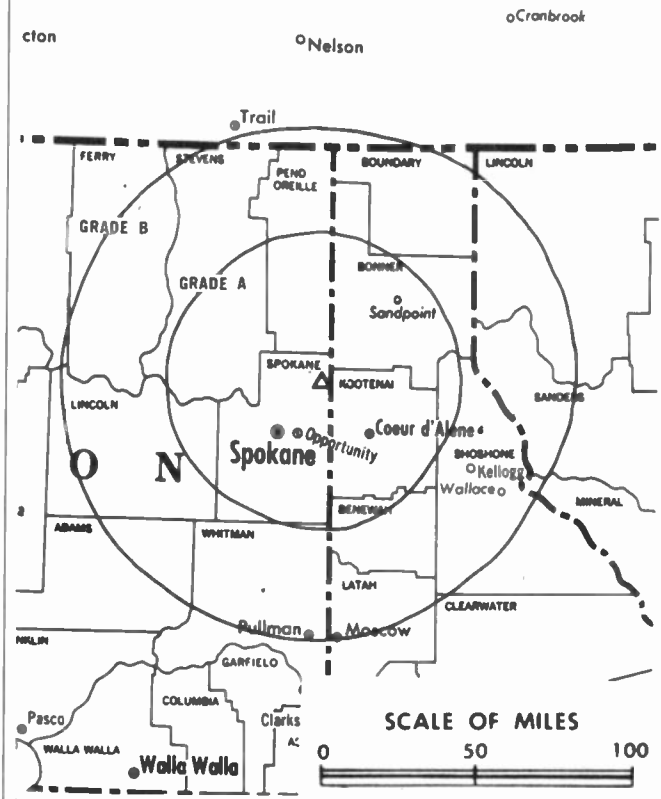
Highest 30 Sec. Rate: \$600.

NETWORK BASE HOURLY RATE: \$675.

City of License: Spokane. **ADI:** Spokane. **Rank:** 77.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IDAHO			
	Benewah	3,200	3,100	97
	Bonner	10,700	10,400	97
	Boundary	2,700	2,600	96
	Clearwater	3,500	3,400	97
	Idaho	5,400	5,200	96
	Kootenai	26,600	26,200	98
	Latah	10,900	10,600	97
	Lewis	1,400	1,400	100
	Nez Perce	12,900	12,600	98
	Shoshone	6,200	6,100	98
	MONTANA			
	Lincoln	6,700	6,400	96
	OREGON			
	Wallowa	3,000	2,800	93
WASHINGTON				
Asotin	7,100	6,900	97	
Columbia	1,600	1,500	94	



KXLY-TV BMPCT 306 Granted 10/17/52 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Douglas	9,700	9,400	97
	Ferry	2,100	2,000	95
	Garfield	1,000	900	90
	Grant	20,300	19,500	96
	Lincoln	3,800	3,700	97
	Okanogan	13,000	12,200	94
	Pend Oreille	3,400	3,300	97
	Spokane	142,600	138,100	97
	Stevens	11,200	10,600	95
	Whitman	15,300	14,700	96
Between 25-49%	MONTANA			
	Cascade	30,900	30,400	98
	Flathead	23,600	22,900	97
	Glacier	3,800	3,600	95
	Hill	6,900	6,700	97
	Mineral	1,700	1,700	100
	Missoula	32,000	31,000	97
	Sanders	3,900	3,700	95
	Toole	2,300	2,200	96
	WASHINGTON			
Adams	5,200	5,000	96	
Chelan	21,000	20,100	96	
Between 5-24%	MONTANA			
	Lake	8,300	8,000	96
	Ravalli	10,600	10,300	97
	OREGON			
	Baker	6,100	5,800	95
	Umatilla	22,100	20,700	94
	Union	8,700	8,100	93
	WASHINGTON			
	Benton	38,200	37,000	97
	Franklin	13,100	12,700	97
Walla Walla	18,000	16,900	94	
Station Totals		580,700	560,400	97
Net Weekly Circulation (1989)			325,000	
Average Daily Circulation (1989)			174,000	

Washington—Vancouver

KPDX

Ch. 49

Network Service: Fox.

Licensee: Columbia River Television Inc., One Columbia River, Vancouver, WA 98660.

Studio: One Columbia River, Vancouver, WA 98660.

Business Office: 910 N.E. Union, Portland, OR 97232.

Telephones: 206-254-4949; 503-239-4949. **Telex:** 151021.

Fax: 503-239-6184.

Technical Facilities: Channel No. 49 (680-686 MHz). Authorized power: 2630-kw max. visual, 263-kw max. aural. Antenna: 1780-ft. above av. terrain, 1081-ft. above ground, 2021-ft. above sea level.

Latitude 45° 31' 22"
Longitude 122° 45' 07"

Transmitter: 211 N.W. Miller Rd., Portland, OR.

News Service: INN.

Ownership: Jack F. Matranga, pres., 85%; Dennis J. Updegraff, v.p., 15%.

Began Operation: October 1, 1983.

Represented (sales): MMT Sales Inc.

Represented (legal): Arent, Fox, Kintner, Plotkin & Kahn.

Represented (engineering): Hammett & Edison Inc.

Personnel:

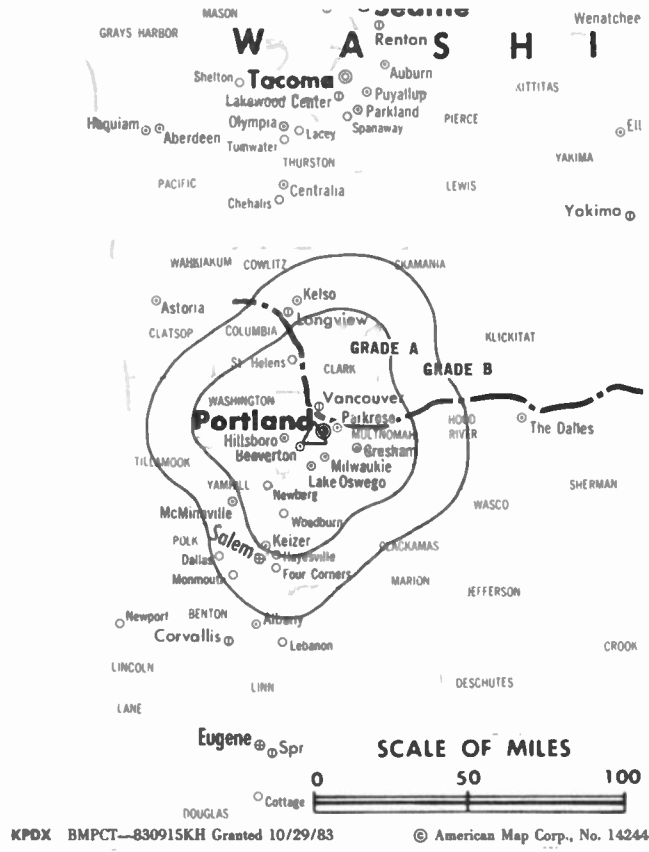
JACK F. MATRANGA, general manager.
WALT ADLER, general sales manager.
DALE COLOMA, local sales manager.
DENNIS BEAUCHAMP, chief engineer.
DENNIS UPDEGRAFF, program director.
LINDA BEZILA, business manager.
SALLY KNOWLTON, marketing director.

Rates: On request.

City of License: Vancouver. **ADI:** Portland, OR. **Rank:** 27.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WASHINGTON Clark	81,800	79,800	97
	OREGON Clackamas	93,900	90,800	97



KPDx BMPCT—83091SKH Granted 10/29/83 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Columbia	13,500	13,000	96
	Hood River	6,300	5,900	94
	Marion	81,800	78,500	96
	Multnomah	240,600	231,800	96
	Polk	17,400	16,800	97
	Wasco	8,300	7,800	94
	Washington	109,200	106,800	98
	Yamhill	21,100	20,100	95
	WASHINGTON Cowlitz	30,800	29,800	97
	OREGON Lincoln	15,800	14,600	92
Between 5-24%	WASHINGTON Klickitat	6,300	5,900	94
	Station Totals	726,800	701,600	97
Net Weekly Circulation (1989)			319,800	
Average Daily Circulation (1989)			117,700	

Washington—Wenatchee

KCWT

Ch. 27

Network Service: None, independent.

Licensee: Bingham Communications Group, 32 N. Mission St., Wenatchee, WA 98801.

Studio: 32-B N. Mission St., Wenatchee, WA 98801.

Mailing Address: Box 2809, Wenatchee, WA 98807-2809.

Telephone: 509-622-5298.

Technical Facilities: Channel No. 27 (548-554 MHz). Authorized power: 266.56-kw max. visual, 26.65-kw max. aural. Antenna: 1393-ft. above av. terrain, 174-ft. above ground, 3894-ft. above sea level.

Latitude 47° 19' 26''
Longitude 120° 13' 55''

Transmitter: Jump Off Ridge, 7-mi. SSW of Wenatchee.

Satellite Earth Stations: M/A-Com, 4-meter C-band; RCA, 8-meter Ku-band; M/A-Com receivers.

News Services: CNN, INN, UPI.

Ownership: Bingham Communications Group Ltd. Partnership. Robert R. Bingham & BCG Management Inc., gen. partners, 1% each; Michael O. Barry, ltd. partner, 34.7%; Robert R. Bingham, ltd. partner, 51.7%; Jerry Martin, 5.1%; Jerry Knoll & Kent Carlson, ltd. partners, 1% each. BCGM Inc. also owns KBRO(AM), Bremerton, WA. BCG Management Inc. ownership: Robert R. Bingham, chmn.-pres., 76%; Michael O. Berry, secy., 20%; Jerome C. Knoll, exec. v.p., 2%; C. Kent Carlson, 2%.

Began Operation: April 9, 1984. Transfer of 51% to Jerry R. Martin by Fred Alan Ross approved by FCC Dec. 11, 1984. Sale to present owners approved by FCC Oct. 20, 1986.

Represented (legal): Miller & Young.

Personnel:

- MIKE BARRY, general manager.
- ROBERT CLARKE, station manager.
- WES OLINGER, general sales manager.
- TIM DIETZ, chief engineer.
- CASI SMITH, news director.

Highest 30 Sec. Rate: \$150.

City of License: Wenatchee. **ADI:** Spokane. **Rank:** 77.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	Households %
WASHINGTON				
Between 25-49%	Chelan	21,000	20,100	96
	Douglas	9,700	9,400	97
	Grant	20,300	19,500	96
WASHINGTON				
Between 5-24%	Kittitas East	7,800	7,300	94
	Okanogan	13,000	12,200	94
	Skamania	3,100	2,900	93
Station Totals		74,900	71,400	95
Net Weekly Circulation (1989)			21,400	
Average Daily Circulation (1989)			7,700	

Washington—Yakima

KAPP

Ch. 35

(Operates satellite KVEW, Kennewick, WA)

Network Service: ABC.

Licensee: Apple Valley Broadcasting Co., 1610 S. 24th Ave., Yakima, WA 98902.

Studio: 1610 S. 24th Ave., Yakima, WA 98902.

Telephone: 509-453-0351.

Technical Facilities: Channel No. 35 (596-602 MHz). Authorized power: 646-kw max. & 257-kw horizontal visual, 64.6-kw max. & 25.7-kw horizontal aural. Antenna: 960-ft. above av. terrain, 175-ft. above ground, 2150-ft. above sea level.

Latitude 46° 31' 57"
Longitude 120° 30' 37"

Transmitter: Ahtanum Ridge.

Satellite Earth Stations: 3 in operation.

News Service: AP.

Ownership: Evening Telegram Co., 100%. See Morgan Murphy Stations in Group Ownership of TV Stations.

Began Operation: September 21, 1970.

Represented (sales): Harrington, Righter & Parsons Inc.

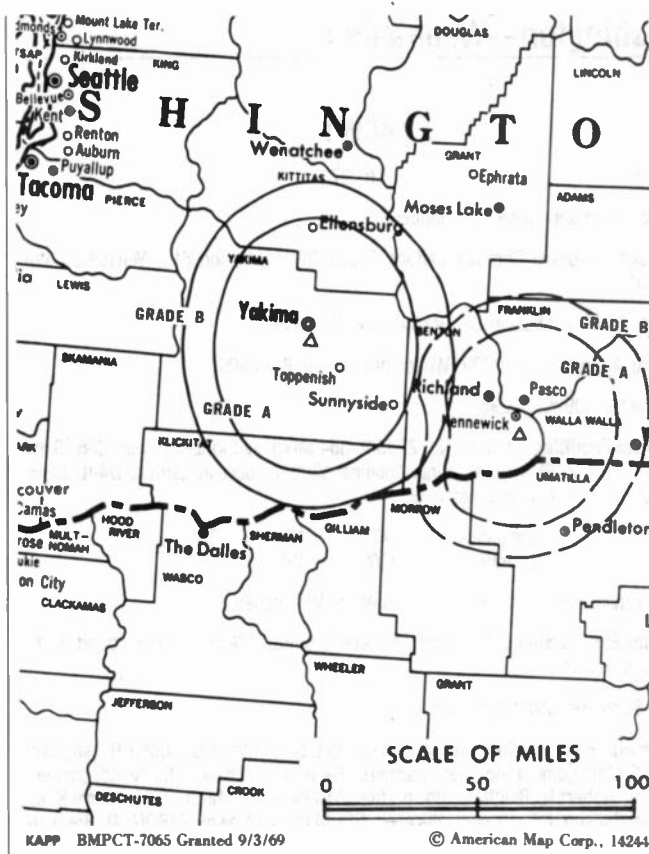
Represented (legal): Brown, Finn & Nietert.

Personnel:

- ELIZABETH MURPHY BURNS, president.
- DARRELL BLUE, vice president & general manager.
- RON SIMMONS, director, programming & operations.
- BOB COUCHMAN, chief engineer.
- JUDY ERNESTI, national/regional sales manager.
- SHANE PIERONE, local sales manager.
- D. W. CLARK, production manager.
- JULIA CLARK, promotion director.
- DAVE ETTL, news director.

Rates: On request.

NETWORK BASE HOURLY RATE: \$350.



City of License: Yakima. AOI: Yakima. Rank: 127.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WASHINGTON			
	Kittitas East	7,800	7,300	94
	Yakima	69,600	66,600	96
Between 5-24%	WASHINGTON			
	Benton	38,200	37,000	97
Station Totals		115,600	110,900	96
Net Weekly Circulation (1989)				71,200
Average Daily Circulation (1989)				44,900

Washington—Yakima

KIMA-TV

Ch. 29

(Also operates associated stations KEPR-TV, Pasco, WA; KLEW-TV, Lewiston, ID)

Network Service: CBS.

Licensee: Retlaw Enterprises Inc., 4880 N. First St., Fresno, CA 93755.

Studio: 2801 Terrace Heights Dr., Yakima, WA 98907.

Mailing Address: Box 702, Yakima, WA 98907.

Telephone: 509-575-0029. TWX: 510-777-5356. Fax: 509-248-1218.

Technical Facilities: Channel No. 29 (560-566 MHz). Authorized power: 490-kw max. & 380-kw horizontal visual, 87-kw max. & 6.76-kw horizontal aural. Antenna: 970-ft. above av. terrain, 166-ft. above ground, 2166-ft. above sea level.

Latitude 46° 31' 58"
Longitude 120° 30' 33"

Transmitter: Ahtanum Ridge.

Satellite Earth Stations: Harris, 6.3-meter C-band; RCA Ku-band; Scientific-Atlanta C-band; Harris, Scientific-Atlanta receivers.

News Services: AP, CBS, Group W Newsfeed.

Ownership: Retlaw Enterprises Inc. See Group Ownership of Television Stations.

Began Operation: July 19, 1953. Sale to present owner by NWG Bcstg. Co. approved by FCC Nov. 25, 1986 (Television Digest, Vol. 26:45). Sale to NWG Bcstg. by Filmways Inc. approved by FCC Aug. 30, 1972 (Vol. 12:4). Previously, merger of Filmways Inc. & Cascade Bcstg. approved by FCC July 23, 1969. Sale to Cascade Bcstg. by A. W. Talbot and Ralph Sundquist, et al., approved Feb. 21, 1962 (Vol. 1:14).

Represented (sales): Katz Television.

Represented (legal): Wiley, Rein & Fielding.

Represented (engineering): Hammett & Edison Inc.

Personnel:

DALE HAZEN, vice president & general manager.
STU SEIBEL, program director.
KEN MESSER, station manager.
T. J. CLOSE, news director.
DOW LAMBERT, chief engineer.

Highest One Hour Rate: \$2500.

Highest 30 Sec. Rate: \$650.

Rates: Include KEPR-TV, Pasco, WA & KLEW-TV, Lewiston, ID.



KIMA-TV BPCT-5034 Granted 7/25/77

© American Map Corp., 14244

NETWORK BASE HOURLY RATE: \$810.

City of License: Yakima. ADI: Yakima. Rank: 127.

Total Households: © MSI Consumer Market Data as of 1/1/89. 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	WASHINGTON			
	Kittitas East	7,800	7,300	94
	Yakima	69,600	66,600	96
Between 5-24%	WASHINGTON			
	Benton	38,200	37,000	97
	Franklin	13,100	12,700	97
Station Totals		128,700	123,600	96
Net Weekly Circulation (1989)			73,000	
Average Daily Circulation (1989)			48,000	

Washington—Yakima

KNDO

Ch. 23

(Also operates associated station KNDU, Richland-Pasco-Kennewick, WA)

Network Service: NBC.

Licensee: Columbia Empire Bcstg. Corp., a Delaware Corp, 1608 S. 24th Ave., Yakima, WA 98901.

Studio: 1608 S. 24th Ave., Yakima, WA 98901.

Mailing Address: Box 10028, Yakima, WA 98909.

Telephone: 509-248-2300. Fax: 509-575-0266.

Technical Facilities: Channel No. 23 (524-530 MHz). Authorized power: 500-kw max. & 389-kw horizontal visual, 63-kw max. & 38-kw horizontal aural. Antenna: 960-ft. above av. terrain, 160-ft. above ground, 2155-ft. above sea level.

Latitude 46° 31' 59"
Longitude 120° 30' 26"

Transmitter: Ahtanum Ridge, S of Yakima.

Satellite Earth Stations: Harris, 6.1-meter; Harris, 3.1-meter; Microdyne, 3.7-meter; Harris, M/A-Com receivers.

News Services: NBC, AP.

Ownership: Farragut Communications Inc., 100%. See Group Ownership of Television Stations.

Began Operation: October 15, 1959. Sale to Hugh E. Davis, et al., by Ralph Tronrud approved by FCC Feb. 1, 1961 (*Television Digest*, Vol. 16:34; 17:6) FCC approved sale to Farragut Communications Jan. 29, 1988 (Vol. 27:51).

Represented (sales): Seltel Inc.; Art Moore Inc. (Northwest).

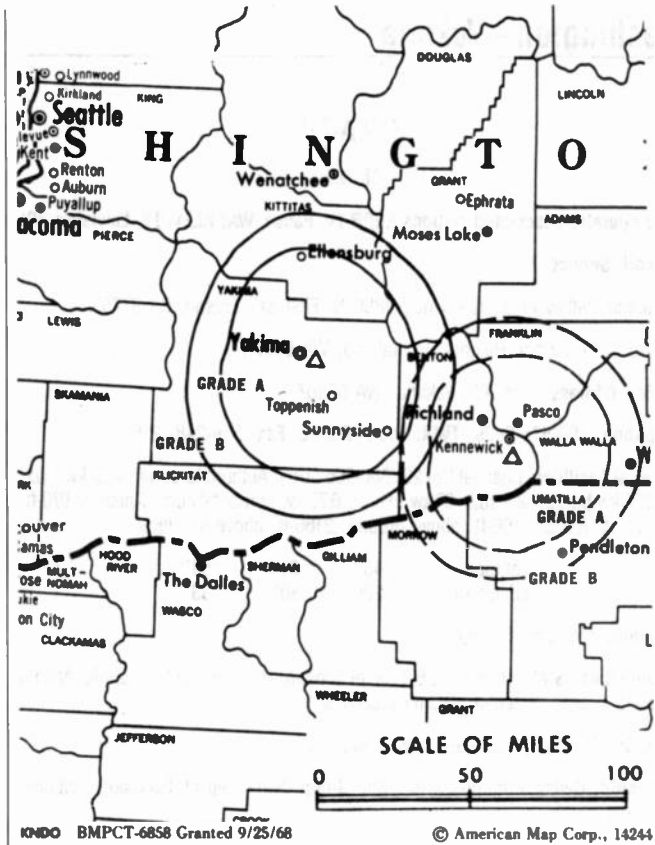
Represented (legal): Wiley, Rein & Fielding.

Personnel:

- ELLIOT KLEEMAN, general manager.
- DALE CHANEY, general sales manager.
- DOUG DIETRICH, business manager.
- WAYNE WHITAKER, director of engineering.
- ROGER GADLEY, news director.
- RITA LOCKHART, program director.
- JIM LEWIS, community affairs director.
- KEN TONEY, promotion director.

Rates: On request.

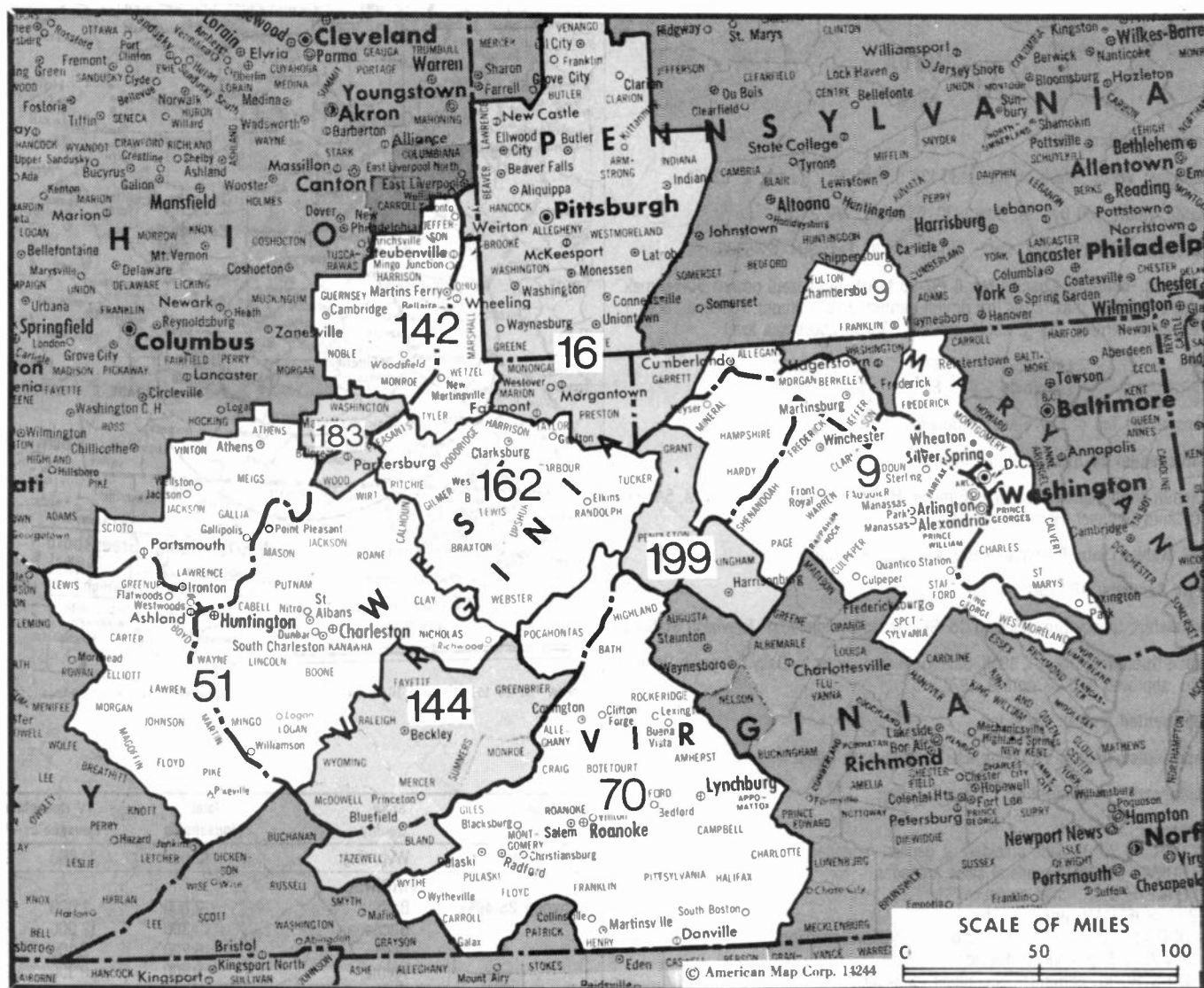
NETWORK BASE HOURLY RATE: \$600.



City of License: Yakima. ADI: Yakima. Rank: 127.

Total Households: © MSI Consumer Market Data as of 1/1/89. 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	WASHINGTON			
	Kittitas East	7,800	7,300	94
	Yakima	69,600	66,600	96
Between 5-24%	WASHINGTON			
	Benton	38,200	37,000	97
	Franklin	13,100	12,700	97
	Kittitas West	2,000	1,900	95
Station Totals		130,700	125,500	96
Net Weekly Circulation (1989)			75,000	
Average Daily Circulation (1989)			45,200	



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), WPTT-TV (22), WPXI (11), WTAE-TV (4)
Charleston-Huntington, WV	488,100	51	WCHS-TV (8), WOWK-TV (13), WSAZ-TV (3), WTSF (61), WVAH-TV (11)
Roanoke-Lynchburg, VA	353,300	70	WDBJ (7), WEFC (38), WJPR (21), WSET-TV (13), WSLs-TV (10), WVFT (27)
Wheeling, WV-Steubenville, OH	152,700	142	WTOV-TV (9), WTRF-TV (7)
Bluefield-Beckley-Oak Hill, WV	150,200	144	WOAY-TV (4), WVVA (6)
Clarksburg-Weston, WV	94,000	162	WBOY-TV (12), WDTV (5), WLYJ (46)
Parkersburg, WV	58,800	183	WTAP-TV (15)
Harrisonburg, VA	34,700	199	WHSV-TV (3)

State Cross Reference List

Communities that receive programs of stations that are located elsewhere.

WOAY-TV, Beckley-Bluefield	See Oak Hill, WV
WTSF, Charleston	See Ashland, KY
WBOY-TV, Fairmont	See Clarksburg, WV
WOWK-TV, Huntington	See Charleston, WV
WSAZ-TV, Huntington	See Charleston, WV
WCHS-TV, Huntington	See Charleston, WV
WTSF, Huntington	See Ashland, KY
WVAH-TV, Huntington	See Charleston, WV
WDTV, Weston	See Clarksburg, WV
WTOV-TV, Wheeling	See Steubenville, OH

West Virginia Station Totals as of October 1, 1989

	VHF	UHF	TOTAL
Commercial Television Stations	9	2	11
Educational Television Stations	1	2	3
	10	4	14

West Virginia—Bluefield

WVVA

Ch. 6

Network Service: NBC.

Licensee: WVVA Television Inc., 130-138 S. Fifth St., Quincy, IL 62301.

Studio: Route 460 Bypass, Box 1930, Bluefield, WV 24701.

Telephone: 304-325-5487. **TWX:** 710-938-8380. **Fax:** 304-327-5586.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 50-kw max. visual, 6.03-kw max. aural (maximum permitted for altitude). Antenna: 1220-ft. above av. terrain, 185-ft. above ground, 3837-ft. above sea level.

Latitude 37° 15' 21.31"
Longitude 81° 10' 55.43"

Transmitter: Top of East River Mountain.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Gardiner, 6-meter; Harris, 6-meter Ku-band; ADM, 5-meter C-band; Gardiner, Harris receivers.

SNG Mobile Dish: Transmit/receive 3.9-meter Ku-band.

News Services: AP, NBC.

Ownership: Quincy Broadcasting Co. See Group Ownership of Television Stations.

Began Operation: July 31, 1955. Sale to present owner by Daily Telegraph Printing Co. approved by FCC April 9, 1979.

Represented (sales): Seltel Inc.

Represented (legal): Wilkinson, Barker, Knauer & Quinn.

Represented (engineering): Lohnes & Culver.

Personnel:

- CHARLES WEBB, vice president & general manager.
- THOMAS BENNETT, general sales manager.
- KENNETH DICK, chief engineer.
- BILL HUFFMAN, news director.
- TODD ANDRICK, program director & operations manager.
- DAN KURTZ, promotion director.
- LOU STRONG, computer operations manager.

Highest 30 Sec. Rate: \$600.

NETWORK BASE HOURLY RATE: \$850.

City of License: Bluefield. **ADI:** Bluefield-Beckley-Oak Hill. **Rank:** 144.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	VIRGINIA			
	Bland	2,200	2,100	95
	Tazewell	17,600	17,400	99
	WEST VIRGINIA			
	Greenbrier	14,400	14,100	98
	Mc Dowell	15,900	15,700	98
	Mercer	27,400	27,100	99
	Monroe	4,800	4,700	97
	Raleigh	32,400	32,000	99
	Summers	5,400	5,200	97



WVVA BPCT-1515 Granted 10/20/54

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Wyoming	12,000	11,800	98
	VIRGINIA			
Between 25-49%	Bath	2,000	2,000	100
	Buchanan	12,300	12,000	98
	Giles	6,200	6,100	98
	Wythe	9,500	9,300	98
	WEST VIRGINIA			
Between 5-24%	Fayette	21,200	21,000	99
	Mingo	12,700	12,500	98
	Pocahontas	3,800	3,700	96
	VIRGINIA			
	Alleghany	9,600	9,500	99
Station Totals	Carroll	9,700	9,500	98
	Floyd	4,500	4,400	98
	Grayson	9,300	9,200	98
	Pulaski	12,900	12,700	99
	Russell	11,900	11,700	98
	Smyth	11,800	11,700	99
	WEST VIRGINIA			
	Boone	11,000	10,900	99
	Clay	4,200	4,100	98
	Logan	17,500	17,300	99
Nicholas	10,600	10,400	99	
Station Totals		312,800	308,100	98
Net Weekly Circulation (1989)				155,100
Average Daily Circulation (1989)				97,800

West Virginia—Charleston

WCHS-TV

Ch. 8

Network Service: ABC.

Licensee: WCHS Ltd., One Galleria Tower, 13355 Noel Rd., Suite 1500, Dallas, TX 75240.

Studio: 1301 Piedmont Rd., Charleston, WV 25301.

Mailing Address: Box 11138, Charleston, WV 25339.

Telephone: 304-346-5358. **TWX:** 710-930-8720. **Fax:** 304-346-4765.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 158-kw visual, 19.1-kw aural. Antenna: 1236-ft. above av. terrain, 996-ft. above ground, 2046-ft. above sea level.

Latitude 38° 24' 27.90"
Longitude 81° 54' 13.30"

Transmitter: Coal Mountain, 3.5-mi. W of St. Albans, WV.

Satellite Earth Stations: Andrew, 7-meter C-band; Scientific-Atlanta, 7-meter C-band; Andrew, 4.6-meter C-band; AFC, 3.6-meter Ku-band; Avantek, M/A-Corn, Scientific-Atlanta receivers.

News Service: AP.

Ownership: Heritage Media Corp. See Group Ownership of Television Stations.

Began Operation: August 16, 1954. Sale to present owner by Rollins Communications approved by FCC Sept. 19, 1986. Sale to Rollins by Tierney Co. approved Sept. 28, 1960 (*Television Digest*, Vol. 16:29, 40).

Represented (sales): Petry Television Inc.

Represented (legal): Sidley & Austin.

Personnel:

- DENNIS ADKINS, president & general manager.
- ROBERT S. KNOWLES, general sales manager.
- TOM WRIGHT, local sales manager.
- KIM JUSTICE, national sales coordinator.
- ROBERT W. ROUSH, chief engineer.
- TIMOTHY A. SHARP, news director.
- MICHAEL J. HOOPER, promotion manager.
- JO COREY, operations manager.

Highest One Hour Rate: \$4200.

Highest 30 Sec. Rate: \$2000.

City of License: Charleston. **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.

Net Weekly Circulation	State County	Total Households	TV Households	Households %	
50% & Over	KENTUCKY				
		Boyd	20,500	20,400	100
		Carter	9,000	8,900	99
		Elliott	2,500	2,500	100
		Floyd	18,400	18,100	99
		Greenup	13,500	13,400	99
		Johnson	9,000	8,900	99
		Lawrence	5,300	5,300	99
		Magoffin	4,900	4,800	98
		Martin	4,600	4,500	98
		Pike	29,900	29,400	98
		OHIO			
		Athens	19,800	19,200	97
		Gallia	11,100	10,800	97
		Jackson	11,200	10,900	97
		Lawrence	23,500	23,100	98
		Meigs	9,100	8,900	98
	Scioto	30,500	29,900	98	
	Vinton	4,400	4,300	98	
	Washington	24,000	23,300	97	



Net Weekly Circulation	State County	Total Households	TV Households	Households %	
50% & Over	WEST VIRGINIA				
		Boone	11,000	10,900	99
		Braxton	5,500	5,400	98
		Cabell	42,100	41,800	99
		Calhoun	3,400	3,300	97
		Clay	4,200	4,100	98
		Fayette	21,200	21,000	99
		Jackson	9,600	9,500	99
		Kanawha	89,900	89,300	99
		Lincoln	7,900	7,800	99
		Logan	17,500	17,300	99
		Mc Dowell	15,900	15,700	98
		Mason	10,000	9,900	99
		Mingo	12,700	12,500	98
		Nicholas	10,600	10,400	99
		Putnam	16,400	16,300	99
		Raleigh	32,400	32,000	99
	Roane	5,500	5,400	98	
	Wayne	16,900	16,700	99	
	Webster	4,500	4,400	98	
	Wirt	1,800	1,800	100	
	Wood	35,900	35,500	99	
	Wyoming	12,000	11,800	98	
Between 25-49%	KENTUCKY				
		Morgan	4,300	4,200	98
	OHIO				
		Pike	9,100	8,800	97
	WEST VIRGINIA				
		Gilmer	3,100	3,000	97
		Pleasants	2,900	2,900	100
	Ritchie	4,500	4,400	98	
	Summers	5,400	5,200	97	

(Continued on page A-1203)

Station Totals	775,200	763,700	99
Net Weekly Circulation (1989)			500,900
Average Daily Circulation (1989)			265,900

West Virginia—Huntington-Charleston

WOWK-TV

Ch. 13

Network Service: CBS.

Licensee: Gateway Communications Co.

Studio: WOWK-TV Center, 555 Fifth Ave., Huntington, WV 25701.

Mailing Address: Box 13, Huntington, WV 25706-0013.

Telephone: 304-525-7661. **TWX:** 710-931-8078. **Fax:** 304-523-0545.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 132-kw visual, 26.3-kw aural. Antenna: 1270-ft. above av. terrain, 1109-ft. above ground, 2049-ft. above sea level.

Latitude 38° 30' 21"
Longitude 82° 12' 30"

Transmitter: Barker's Ridge Rd., Huntington.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.6-meter C-band; Comtech, 3.8-meter Ku-band; ChannelMaster, 3.5-meter C-band; RCA, 3.5-meter Ku-band; ChannelMaster, M/A-Com, Scientific-Atlanta, Standard Communications receivers.

News Services: AP, CBS, CNN.

Ownership: Gateway Communications Inc. See Group Ownership of Television Stations.

Began Operation: October 2, 1955. Sale to present owner by Reeves Telecom approved by FCC Sept. 13, 1974. Sale to Reeves by Cowles Bcstg. Co. approved Dec. 21, 1960 (*Television Digest*, Vol. 16:43, 52). Sale to Cowles by S. J. Hyman theatre interests approved June 20, 1956 (Vol. 12:18, 25).

Represented (sales): Blair Television.

Represented (legal): Wilner & Scheiner.

Represented (engineering): Smith & Powstenko.

Personnel:

LEO M. MacCOURTNEY, vice president & general manager.
MICHAEL J. FERKO, general sales manager.
ANDREW FOOTO, national & regional sales manager.
PAUL DICKER, program director.
ROBERT WILLIS, promotion director.
AL GROSSNIKLAUS, chief engineer.
BRIAN PETERSON, news director.

Highest One Hour Rate: \$6000.

Highest 30 Sec. Rate: \$1200.

NETWORK BASE HOURLY RATE: \$1450.

City of License: Huntington. **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 %
50% & Over	KENTUCKY		
	Boyd	20,500	20,400 100
	Carter	9,000	8,900 99
	Elliott	2,500	2,500 100
	Floyd	18,400	18,100 99
	Greenup	13,500	13,400 99
	Johnson	9,000	8,900 99
	Lawrence	5,300	5,300 99
	Magoffin	4,900	4,800 98
	Martin	4,600	4,500 98
	Pike	29,900	29,400 98
	OHIO		
	Athens	19,800	19,200 97
	Gallia	11,100	10,800 97
Jackson	11,200	10,900 97	
Lawrence	23,500	23,100 98	
Meigs	9,100	8,900 98	
Scioto	30,500	29,900 98	



WOWK-TV BMPCT-7566 Granted 2/3/75

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Net Weekly Circulation	State County	Total Households	TV Households Households %
50% & Over	Vinton	4,400	4,300 98
	WEST VIRGINIA		
	Boone	11,000	10,900 99
	Cabell	42,100	41,800 99
	Clay	4,200	4,100 98
	Fayette	21,200	21,000 99
	Jackson	9,600	9,500 99
	Kanawha	89,900	89,300 99
	Lincoln	7,900	7,800 99
	Logan	17,500	17,300 99
	Mc Dowell	15,900	15,700 98
	Mason	10,000	9,900 99
	Mingo	12,700	12,500 98
	Putnam	16,400	16,300 99
	Raleigh	32,400	32,000 99
	Roane	5,500	5,400 98
	Wayne	16,900	16,700 99
	Wirt	1,800	1,800 100
	Wood	35,900	35,500 99
	Wyoming	12,000	11,800 98
	Between 25-49%	KENTUCKY	
Lewis		5,000	4,900 98
Morgan		4,300	4,200 98
OHIO			
Pike		9,100	8,800 97
Washington	24,000	23,300 97	
WEST VIRGINIA	Calhoun	3,400	3,300 97
	Nicholas	10,600	10,400 99
	Pleasants	2,900	2,900 100

(Continued on page A-1203)

Station Totals	733,100	722,200	99
Net Weekly Circulation (1989)		483,700	
Average Daily Circulation (1989)		267,000	

West Virginia—Huntington-Charleston

WSAZ-TV

Ch. 3

Network Service: NBC.

Licensee: Lee Enterprises Inc., WSAZ Bldg., 645 Fifth Ave., Huntington, WV 25701.

Studios: 645 Fifth Ave., Huntington, WV 25701; Columbia Ave. & Virginia St., Charleston, WV.

Telephones: 304-697-4780, Huntington; 304-344-3521, Charleston.

TWX: 710-931-8034.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 46.8-kw visual, 6.92-kw aural. Antenna: 1253-ft. above av. terrain, 1069-ft. above ground, 2049-ft. above sea level.

Latitude 38° 30' 34"
Longitude 82° 13' 09"

Holds CP for change to 42.7-kw max. visual, 1274-ft. above av. terrain, 1009-ft. above ground, 2020-ft. above sea level. BPC-890414KL.

Transmitter: Barker's Ridge, WV.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive SatCom, 5.5-meter C-band; Pinzone, 5-meter C-band; 5-meter Ku-band; DX Engineering, Harris, M/A-Com, Pinzone receivers.

News Services: AP, NBC.

Ownership: Lee Enterprises Inc. See Group Ownership of Television Stations.

Began Operation: October 14, 1949. Sale to present owner by Capital Cities Bcstg. approved by FCC Feb. 1971. Previous sale by Goodwill Stations Inc. approved July 29, 1964 (*Television Digest*, Vol. 4:9, 18, 19, 31). Sale to Goodwill Stations by Huntington Publishing Co. & Mrs. Eugene Katz approved March 20, 1961 (Vol. 17:6, 14).

Represented (sales): Katz Television.

Represented (legal): Reed, Smith, Shaw & McClay.

Personnel:

DONALD RAY, general manager.
CHRIS LEISTER, general sales manager.
RICK VORHEES, local sales manager.
BOB DEAN, manager of engineering.
BILL CUMMINGS, news manager.
GEORGE M. CURRY, program manager.
BILL ALLEN, business manager.
HELEN BOWE, traffic manager.
GARY McNAIR, creative services manager.
ROBERT HARRIS, Charleston operations manager.

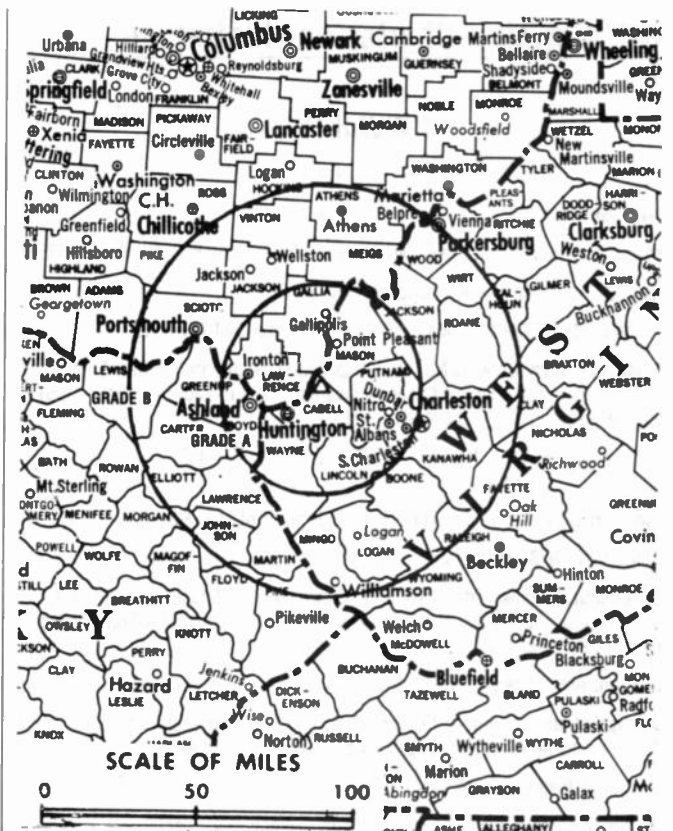
Highest 30 Sec. Rate: \$3500.

NETWORK BASE HOURLY RATE: \$1700.

City of License: Huntington. 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.

Net Weekly Circulation	State County	Total Households	TV Households	Households %	
50% & Over	KENTUCKY				
		Boyd	20,500	20,400	100
		Carter	9,000	8,900	99
		Elliott	2,500	2,500	100
		Floyd	18,400	18,100	99
		Greenup	13,500	13,400	99
		Johnson	9,000	8,900	99
		Lawrence	5,300	5,300	99
		Lewis	5,000	4,900	98
		Magoffin	4,900	4,800	98
		Martin	4,600	4,500	98
		Morgan	4,300	4,200	98
		Pike	29,900	29,400	98



WSAZ-TV BPC-890414KL Granted 6/28/89

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Net Weekly Circulation	State County	Total Households	TV Households	Households %	
50% & Over	OHIO				
		Athens	19,800	19,200	97
		Gallia	11,100	10,800	97
		Jackson	11,200	10,900	97
		Lawrence	23,500	23,100	98
		Meigs	9,100	8,900	98
		Scioto	30,500	29,900	98
		Vinton	4,400	4,300	98
	Between 25-49%	WEST VIRGINIA			
			Boone	11,000	10,900
		Braxton	5,500	5,400	98
		Cabell	42,100	41,800	99
		Calhoun	3,400	3,300	97
		Clay	4,200	4,100	98
		Fayette	21,200	21,000	99
		Jackson	9,600	9,500	99
		Kanawha	89,900	89,300	99
		Lincoln	7,900	7,800	99
		Logan	17,500	17,300	99
		Mason	10,000	9,900	99
		Mingo	12,700	12,500	98
		Nicholas	10,600	10,400	99
		Putnam	16,400	16,300	99
		Raleigh	32,400	32,000	99
		Roane	5,500	5,400	98
		Wayne	16,900	16,700	99
		Webster	4,500	4,400	98
		Wirt	1,800	1,800	100
	Wood	35,900	35,500	99	
	KENTUCKY				
	Rowan	6,400	6,300	98	
(Continued on page A-1203)					
Station Totals		767,900	756,200	98	
Net Weekly Circulation (1989)				537,800	
Average Daily Circulation (1989)				350,200	

West Virginia—Charleston-Huntington

WVAH-TV

Ch. 11

Network Service: Fox.

Licensee: Act III Bcstg. Inc., One CNN Center, S. Tower, Suite 800, Atlanta, GA 30303.

Studio: 11 Broadcast Plaza, Hurricane, WV 25526.

Telephone: 304-757-0011. **TWX:** 710-938-8211. **Fax:** 304-757-7533.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 51-kw max. visual, 5.1-kw aural. Antenna: Circularly polarized, 1722-ft. above av. terrain, 1551-ft. above ground, 2522-ft. above sea level.

Latitude 38° 25' 15"
Longitude 81° 55' 27"

Transmitter: S side of Poplar Fork Rd., 1.53-mi. N of U.S. Rte. 60.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Vidare, 5.6-meter C-band; AFC, 3.7-meter Ku-band; Automation Techniques, 3.7-meter C-band; Automation Techniques, M/A-Com, Standard Components receivers.

Ownership: Act III Bcstg. Inc., 100%. See Group Ownership of Television Stations.

Began Operation: September 19, 1982 on Ch. 23. Began operation on Ch. 11 April 1988. Sale to Act III Bcstg. approved by FCC Dec. 17, 1987.

Represented (sales): Seltel Inc.

Represented (legal): Wiley, Rein & Fielding; Goldberg & Spector.

Represented (engineering): Charles I. Gallagher, P. E.

Personnel:

- WILLIAM WHITE, general manager.
- STEPHEN RABB, general sales manager.
- P. J. RYAL, local & regional sales manager.
- GEORGE PARNICZA, chief engineer.
- JUDY LYONS, program & promotion director.
- GLORIA STERNS, business manager.

Highest One Hour Rate: \$2500.

Highest 30 Sec. Rate: \$350.

City of License: Charleston. **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.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KENTUCKY			
	Boyd	20,500	20,400	100
	Carter	9,000	8,900	99
	Elliott	2,500	2,500	100
	Floyd	18,400	18,100	99
	Greenup	13,500	13,400	99
	Lawrence	5,300	5,300	99
	Martin	4,600	4,500	98
	Morgan	4,300	4,200	98
	OHIO			
Gallia	11,100	10,800	97	
Jackson	11,200	10,900	97	
Lawrence	23,500	23,100	98	
Meigs	9,100	8,900	98	
Vinton	4,400	4,300	98	
WEST VIRGINIA				
Boone	11,000	10,900	99	
Cabell	42,100	41,800	99	
Calhoun	3,400	3,300	97	
Clay	4,200	4,100	98	
Fayette	21,200	21,000	99	
Jackson	9,600	9,500	99	
Kanawha	89,900	89,300	99	
Lincoln	7,900	7,800	99	
Logan	17,500	17,300	99	
Mason	10,000	9,900	99	
Mingo	12,700	12,500	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Nicholas	10,600	10,400	99
	Putnam	16,400	16,300	99
	Raleigh	32,400	32,000	99
	Wayne	16,900	16,700	99
	Wirt	1,800	1,800	100
Between 25-49%	KENTUCKY			
	Johnson	9,000	8,900	99
	Magoffin	4,900	4,800	98
	Pike	29,900	29,400	98
	Rowan	6,400	6,300	98
OHIO	Athens	19,800	19,200	97
	Morgan	5,300	5,100	96
	Pike	9,100	8,800	97
	Scioto	30,500	29,900	98
	Washington	24,000	23,300	97
	WEST VIRGINIA			
	Braxton	5,500	5,400	98
Greenbrier	14,400	14,100	98	
Mc Dowell	15,900	15,700	98	
Ritchie	4,500	4,400	98	
Roane	5,500	5,400	98	
Wood	35,900	35,500	99	
Wyoming	12,000	11,800	98	
Between 5-24%	KENTUCKY			
	Knott	6,100	5,900	98
	Lewis	5,000	4,900	98
	Menifee	1,700	1,700	100
OHIO				
Hocking	9,900	9,700	98	
WEST VIRGINIA				
Gilmer	3,100	3,000	97	
Pocahontas	3,800	3,700	96	
Webster	4,500	4,400	98	
Station Totals		711,700	701,200	99
Net Weekly Circulation (1989)			371,800	
Average Daily Circulation (1989)			164,500	

West Virginia—Clarksburg-Fairmont

WBOY-TV

Ch. 12

Network Service: NBC.

Licensee: WBOY-TV Inc., 912 W. Pike St., Clarksburg, WV 26301.

Studio: 912 W. Pike St., Clarksburg, WV 26301.

Mailing Address: Box 1590, Clarksburg, WV 26301.

Telephone: 304-623-3311. TWX: 710-939-6813.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 265-kw visual, 26.2-kw aural. Antenna: 860-ft. above av. terrain, 572-ft. above ground, 2024-ft. above sea level.

Latitude 39° 17' 06''
Longitude 80° 19' 47''

Transmitter: Pinnickinnick Mountain.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Microdyne, 5-meter; Microdyne, Harris receivers.

News Service: AP.

Ownership: Birney Imes Jr., 56%; Nancy T. Imes, 36%; Stan Siegal, 8%. See Birney Imes in Group Ownership of Television Stations.

Began Operation: November 17, 1957. Sale to present owners by Marion R. Ascoli, Max Ascoli & Nathan W. Levin approved by FCC Nov. 5, 1976. Previous sale by Rust Craft Bcstg. Co. was granted March 11, 1964 by FCC (Television Digest, Vol. 3:12, 46; 4:11). For transfer of all WSTV Inc. properties to Rust Craft Broadcasting Co. Inc., see WTOV, Steubenville, OH.

Represented (sales): Seltel Inc.

Represented (legal): Latham & Watkins.

Represented (engineering): A. D. Ring & Associates, P.C.

Personnel:

STAN SIEGAL, vice president & general manager.
FRANCES BASILE, program director.
RANDY THOMAS, news director.
JOE WRIGHT, chief engineer.
MIKE SIMONS, promotion director.

Highest One Hour Rate: \$1500.

Highest 30 Sec. Rate: \$450.

NETWORK BASE HOURLY RATE: \$750.

City of License: Clarksburg. ADI: Clarksburg-Weston. Rank: 162.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households Households %
WEST VIRGINIA			
50% & Over	Barbour	6,200	6,100 98
	Braxton	5,500	5,400 98
	Doddridge	2,900	2,800 98
	Harrison	29,500	29,300 99
	Lewis	7,200	7,100 99
	Marion	25,100	24,900 99
	Monongalia	29,000	28,600 99
	Preston	11,500	11,300 98
	Randolph	10,600	10,400 98
	Taylor	6,200	6,100 98
	Tucker	3,400	3,300 97



Net Weekly Circulation	State County	Total Households	TV Households Households %
50% & Over	Tyler	4,000	3,900 98
	Upshur	9,000	8,900 99
	Wetzel	7,900	7,800 99
WEST VIRGINIA			
Between 25-49%	Calhoun	3,400	3,300 97
	Gilmer	3,100	3,000 97
	Pleasants	2,900	2,900 100
	Ritchie	4,500	4,400 98
	Webster	4,500	4,400 98
OHIO			
Between 5-24%	Monroe	6,100	5,900 97
	Noble	4,400	4,200 95
WEST VIRGINIA			
	Grant	3,600	3,500 97
	Nicholas	10,600	10,400 99
	Pocahontas	3,800	3,700 96
	Roane	5,500	5,400 98
Station Totals		210,400	207,000 98
Net Weekly Circulation (1989)			138,100
Average Daily Circulation (1989)			83,500

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

West Virginia—Clarksburg-Weston

WDTV

Ch. 5

Network Service: CBS.

Licensee: W. Russell Withers Jr., Box 480, Bridgeport, WV 26330.

Studio: 5 Television Dr., Bridgeport, WV 26330.

Mailing Address: Box 480, Bridgeport, WV 26330.

Telephone: 304-623-5555. **TWX:** 710-935-1142. **Fax:** 304-842-7501.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 884-ft. above av. terrain, 505-ft. above ground, 2165-ft. above sea level.

Latitude 39° 04' 27"
Longitude 80° 25' 28"

Transmitter: Television Park, Fisher Mountain, U.S. Rte. 19, Weston, WV.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; ADM, 6-meter C-band; Scientific-Atlanta, 4.6-meter C-band; AFC, 3.3-meter Ku-band; General Instrument, M/A-Com, Scientific-Atlanta receivers.

News Service: AP.

Ownership: W. Russell Withers Jr., 100%. See Group Ownership of Television Stations.

Began Operation: June 22, 1960. Sale to present owner by Broadcasting Industries of WV approved by FCC April 5, 1973. Transfer of control to William A. Meehan, Receiver, from Broadcast Industries of WV, approved by FCC June 30, 1971. Sale to Broadcast Industries (formerly Medallion Pictures) by J. Patrick Beacom, Thomas P. Johnson & George W. Eby approved Aug. 24, 1966 (*Television Digest*, Vol. 6:34, 35).

Represented (sales): Katz Television.

Represented (legal): Gardner, Carton & Douglas.

Personnel:

W. RUSSELL WITHERS JR., owner.
MELVIN KOFOD, general manager.
MIKE SMITH, local sales manager.
MAURICE E. HESKETT, chief engineer.
DICK CANTER, news director.
NICK PELLEGRIN, program director.

Highest One Hour Rate: \$1300.

Highest 30 Sec. Rate: \$500.

NETWORK BASE HOURLY RATE: \$1300.

City of License: Weston. **ADI:** Clarksburg-Weston. **Rank:** 162.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
WEST VIRGINIA				
50% & Over	Barbour	6,200	6,100	98
	Braxton	5,500	5,400	98
	Doddridge	2,900	2,800	98
	Gilmer	3,100	3,000	97
	Harrison	29,500	29,300	99
	Lewis	7,200	7,100	99
	Marion	25,100	24,900	99
	Monongalia	29,000	28,600	99
	Preston	11,500	11,300	98
	Randolph	10,600	10,400	98
	Ritchie	4,500	4,400	98



WDTV BPC-T-2310 Granted 11/4/59

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Taylor	6,200	6,100	98
	Tucker	3,400	3,300	97
	Upshur	9,000	8,900	99
	Webster	4,500	4,400	98
MARYLAND				
Between 25-49%	Garrett	9,900	9,800	98
OHIO				
	Washington	24,000	23,300	97
WEST VIRGINIA				
	Calhoun	3,400	3,300	97
	Nicholas	10,600	10,400	99
	Pocahontas	3,800	3,700	96
	Tyler	4,000	3,900	98
	Wirt	1,800	1,800	100
OHIO				
Between 5-24%	Monroe	6,100	5,900	97
WEST VIRGINIA				
	Clay	4,200	4,100	98
	Fayette	21,200	21,000	99
	Grant	3,600	3,500	97
	Mineral	10,300	10,200	99
	Pendleton	3,000	2,900	97
	Pleasants	2,900	2,900	100
	Roane	5,500	5,400	98
	Wetzel	7,900	7,800	99
	Wood	35,900	35,500	99
Station Totals		316,300	311,400	98
Net Weekly Circulation (1989)			155,700	
Average Daily Circulation (1989)			88,400	

West Virginia—Clarksburg

WLYJ

Ch. 46

Network Service: None, independent.

Licensee: Christian Communication Center Inc., 775 W. Pike St., Clarksburg, WV 26301.

Studio: 775 W. Pike St., Clarksburg, WV 26301.

Mailing Address: Box 2544, Clarksburg, WV 26302-2544.

Telephone: 304-623-5782.

Technical Facilities: Channel No. 46 (662-668 MHz). Authorized power: 156-kw max. visual, 15.6-kw max. aural. Antenna: 796-ft. above av. terrain, 632-ft. above ground, 1992-ft. above sea level.

Latitude 39° 18' 02''
Longitude 80° 20' 37''

Transmitter: N. 16th Extended, Clarksburg.

Satellite Earth Stations: Scientific-Atlanta, 5-meter; Paradigm, 3.7-meter; DX Antenna receivers.

Ownership: Joseph Rose, pres.; Lucien Sammons Jr., v.p.; A. M. Roberts, treas.; Jack L. Kincaid, secy.

Began Operation: February 8, 1981.

Represented (legal): Gammon & Grange.

Represented (engineering): Serge Bergen.

Personnel:

JACK L. KINCAID, general manager.
WAYNE L. FAST, chief engineer.
MARILYN HUFF, program & promotion director & business manager.

Highest One Hour Rate: \$300.

Highest 30 Sec. Rate: \$40.

City of License: Clarksburg. ADI: Clarksburg-Weston. Rank: 162.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



WLYJ BPCT-801222KH Granted 4/14/81

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Net Weekly Circulation	State County	Total Households	TV Households	Households %
WEST VIRGINIA				
Between 5-24%	Barbour	6,200	6,100	98
	Doddridge	2,900	2,800	98
	Wetzel	7,900	7,800	99
Station Totals		17,000	16,700	98
Net Weekly Circulation (1989)			6,100	
Average Daily Circulation (1989)			2,400	

West Virginia—Beckley-Bluefield-Oak Hill

WOAY-TV

Ch. 4

Network Service: ABC.

Licensee: Thomas Broadcasting Co., Box 251, Oak Hill, WV 25901.

Studio: Rte. 16 S, Oak Hill, WV 25901.

Mailing Address: Box 251, Oak Hill, WV 25901.

Telephones: 304-469-3361; 304-255-5224. **TWX:** 710-938-1633.

Fax: 304-465-1420.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 740-ft. above av. terrain, 688-ft. above ground, 2683-ft. above sea level.

Latitude 37° 57' 30"
Longitude 81° 09' 03"

Transmitter: U.S. Hwy. 16, 0.7-mi. S of Oak Hill city limits.

Satellite Earth Station: In operation.

AM Affiliate: WOAY, 10-kw, 860 kHz.

FM Affiliate: WVMA-FM, 26-kw, 94.1 MHz (No. 231), 660-ft.

News Services: ABC, AP.

Ownership: Thomas Broadcasting Co. Helen G. Thomas, 42.7%; Robert R. Thomas III, 11.46%; Helen L. Thomas, 11.46%; John G. Thomas, 11.46%; Barbara L. T. Canterbury, 11.46%; Sarah A. Thomas, 11.46%.

Began Operation: December 3, 1954.

Represented (sales): Katz Television.

Represented (legal): Fletcher, Heald & Hildreth.

Represented (engineering): Silliman & Silliman.

Personnel:

ROBERT R. THOMAS III, president.
CURTIS W. BUTLER, vice president & general manager.
STEVE BAIR, local sales manager.
JIM MARTIN, chief engineer.
MIKE JACKSON, news director.
MIKE McMILLON, promotion manager.
DON WATKINS, production manager.

Highest One Hour Rate: \$3500.

Highest 30 Sec. Rate: \$500.

NETWORK BASE HOURLY RATE: \$375.

City of License: Oak Hill. **ADI:** Bluefield-Beckley-Oak Hill. **Rank:** 144.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	VIRGINIA			
	Tazewell	17,600	17,400	99
	WEST VIRGINIA			
	Clay	4,200	4,100	98
	Fayette	21,200	21,000	99
	Greenbrier	14,400	14,100	98
	Mc Dowell	15,900	15,700	98



WOAY-TV BMPCT-2280 Granted 8/3/54

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Mercer	27,400	27,100	99
	Nicholas	10,600	10,400	99
	Raleigh	32,400	32,000	99
	Summers	5,400	5,200	97
	Webster	4,500	4,400	98
	Wyoming	12,000	11,800	98
Between 25-49%	WEST VIRGINIA			
	Boone	11,000	10,900	99
	Braxton	5,500	5,400	98
	Calhoun	3,400	3,300	97
	Monroe	4,800	4,700	97
	Pocahontas	3,800	3,700	96
Between 5-24%	VIRGINIA			
	Bland	2,200	2,100	95
	Buchanan	12,300	12,000	98
	Carroll	9,700	9,500	98
	Grayson	9,300	9,200	98
	WEST VIRGINIA			
Doddridge	2,900	2,800	98	
Gilmer	3,100	3,000	97	
Jackson	9,600	9,500	99	
Kanawha	89,900	89,300	99	
Putnam	16,400	16,300	99	
Roane	5,500	5,400	98	
Station Totals		355,000	350,300	99
Net Weekly Circulation (1989)			158,100	
Average Daily Circulation (1989)			82,200	

West Virginia—Parkersburg-Marietta, Ohio

WTAP-TV

Ch. 15

Network Service: NBC.

Licensee: Benedek Broadcasting Corp., 123 W. 7th St., Parkersburg, WV 26101.

Studio: 123 W. 7th St., Parkersburg, WV 26101.

Telephone: 304-485-4588. **TWX:** 62768849. **Fax:** 304-422-3920.

Technical Facilities: Channel No. 15 (476-482 MHz). Authorized power: 236-kw max. & 208-kw horizontal visual, 46.6-kw max. & 41.4-kw horizontal aural. Antenna: 620-ft. above av. terrain, 435-ft. above ground, 1395-ft. above sea level.

Latitude 39° 20' 59"
Longitude 81° 33' 56"

Transmitter: Dole's Knob, Constitution, OH.

Satellite Earth Station: ADM, 3.9-meter; Drake, Harris receivers.

News Services: NPS, UPI.

Ownership: A. Richard Benedek, 100%. See Group Ownership of Television Stations.

Began Operation: October 8, 1953. Sale to present owner by Robert E. Richardson, et al., approved by FCC Oct. 3, 1979 (*Television Digest*, Vol. 19:44). Previous sale by R. L. Drake Co. approved Nov. 1974. Sale by T/R Inc. (Zanesville Publishing) approved Nov. 2, 1967. Sale by Frank Baer-Howard Chernoff group approved March 30, 1955 (Vol. 11:10, 14).

Represented (sales): MMT Sales Inc.; Dome & Assoc.

Represented (legal): Wilner & Scheiner.

Personnel:

DANIEL E. OLSEN, general manager.
REBECCA COOPER, general sales & marketing manager.
ED WILHELM, chief engineer.
ALAN JONES, news director.
JOYCE ANCRILE, program & promotion director.
LARRY WHEATLEY, business manager.

Highest 30 Sec. Rate: \$250.

NETWORK BASE HOURLY RATE: \$125.

City of License: Parkersburg. **ADI:** Parkersburg. **Rank:** 183.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OHIO Washington	24,000	23,300	97
	WEST VIRGINIA Wood	35,900	35,500	99



WTAP-TV BMPCT-7043 Granted 9/30/69

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	OHIO Morgan	5,300	5,100	96
	WEST VIRGINIA Pleasants	2,900	2,900	100
	Ritchie	4,500	4,400	98
	Wirt	1,800	1,800	100
Between 5-24%	OHIO Athens	19,800	19,200	97
	Meigs	9,100	8,900	98
	Monroe	6,100	5,900	97
	Noble	4,400	4,200	95
WEST VIRGINIA	Calhoun	3,400	3,300	97
	Doddridge	2,900	2,800	98
	Mason	10,000	9,900	99
	Roane	5,500	5,400	98
	Tyler	4,000	3,900	98
Station Totals		139,600	136,500	98
Net Weekly Circulation (1989)				59,800
Average Daily Circulation (1989)				35,900

West Virginia—Wheeling

WTRF-TV

Ch. 7

Network Service: CBS, ABC.

Licensee: Adams TV of Wheeling Inc., 1908 Royal Palm Way, Boca Raton, FL 33432.

Studio: 96 16th St., Wheeling, WV 26003.

Telephone: 304-232-7777. TWX: 710-932-8241. Fax: 304-232-4975.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 30.9-kw aural. Antenna: 962-ft. above av. terrain, 740-ft. above ground, 2025-ft. above sea level.

Latitude 40° 03' 41"
Longitude 80° 45' 08"

Transmitter: RD 1, Kirkwood Heights, Bridgeport, OH.

Satellite Earth Stations: Chapparral Ku & C-band; M/A-Com Ku-band; Microdyne, 7-meter C-band; Scientific-Atlanta, 7-meter C-band; Uniden, 3.5-meter; Chapparral, M/A-Com, Microdyne, Scientific-Atlanta, Uniden receivers.

News Services: NIWS, UPI.

Ownership: Adams Communications, 100%. See Group Ownership of Television Stations.

Began Operation: October 24, 1953. Sale to Wesray Corp. approved by FCC Aug. 16, 1984. FCC approved transfer of control to Forward Communications from Albert V. Dix family Feb. 28, 1969. Forward assumed control April 8, 1969. Previously, Dix family increased holdings from 30% to 90% by stock purchases from **Wheeling Intelligencer** and **News Register** (30%) and Thomas Bloch family and estate after FCC approved transfer of control Dec. 17, 1958 (**Television Digest**, Vol. 14:46, 48, 52). Sale to present owners approved Dec. 23, 1987.

Represented (sales): Blair Television.

Represented (legal): Wiley, Rein & Fielding.

Personnel:

- DAVID L. TRABERT, president & general manager.
- MARILYN BOYD, local sales manager.
- JOE DUMAS, chief engineer.
- DAVE KIRBY, news director.
- GEORGE CARROLL, promotion, production & public service manager.
- CHUCK HASWELL, business manager.
- DAWNA PETKASH, assignments editor.

Highest One Hour Rate: \$2400.

Highest 30 Sec. Rate: \$600.

NETWORK BASE HOURLY RATE: \$2297.

City of License: Wheeling. **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	%
50% & Over	OHIO			
	Belmont	31,100	30,600	99
	Carroll	10,000	9,900	99
	Coshocton	14,100	13,700	97
	Guernsey	15,300	14,900	97
	Harrison	6,200	6,100	98
	Jefferson	32,000	31,600	99
	Monroe	6,100	5,900	97
	Noble	4,400	4,200	95
	WEST VIRGINIA			
	Brooke	10,700	10,700	100
	Hancock	14,900	14,900	100
	Marshall	14,900	14,800	99
Ohio	23,200	23,100	100	
Pleasants	2,900	2,900	100	



WTRF-TV BPC1-3111 Granted 1/4/63

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Tyler	4,000	3,900	98
	Wetzel	7,900	7,800	99
Between 25-49%	OHIO			
	Columbiana	41,400	40,800	99
	Tuscarawas	33,300	32,600	98
	WEST VIRGINIA			
	Doddridge	2,900	2,800	98
	Monongalia	29,000	28,600	99
	Preston	11,500	11,300	98
Ritchie	4,500	4,400	98	
Tucker	3,400	3,300	97	
Upshur	9,000	8,900	99	
Between 5-24%	MARYLAND			
	Garrett	9,900	9,800	98
	OHIO			
	Holmes	9,100	8,600	94
	Morgan	5,300	5,100	96
	Muskingum	31,900	31,300	98
	Washington	24,000	23,300	97
	PENNSYLVANIA			
	Beaver	71,500	70,700	99
	Fayette	60,100	58,800	98
Greene	15,400	15,100	98	
Washington	80,900	79,700	99	
WEST VIRGINIA				
Barbour	6,200	6,100	98	
Harrison	29,500	29,300	99	
Lewis	7,200	7,100	99	
Marion	25,100	24,900	99	
Randolph	10,600	10,400	98	
Taylor	6,200	6,100	98	
Station Totals		725,600	714,000	98
Net Weekly Circulation (1989)			293,300	
Average Daily Circulation (1989)			158,400	

West Virginia

WCHS-TV, Charleston (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	KENTUCKY			
	Lewis	5,000	4,900	98
	OHIO			
	Hocking	9,900	9,700	98
	Morgan	5,300	5,100	96
	VIRGINIA			
	Buchanan	12,300	12,000	98
	WEST VIRGINIA			
	Doddridge	2,900	2,800	98
	Greenbrier	14,400	14,100	98
	Lewis	7,200	7,100	99
	Mercer	27,400	27,100	99
	Pocahontas	3,800	3,700	96
	Randolph	10,600	10,400	98
	Upshur	9,000	8,900	99

WOWK-TV, Huntington-Charleston (Arbitron Data Continued)

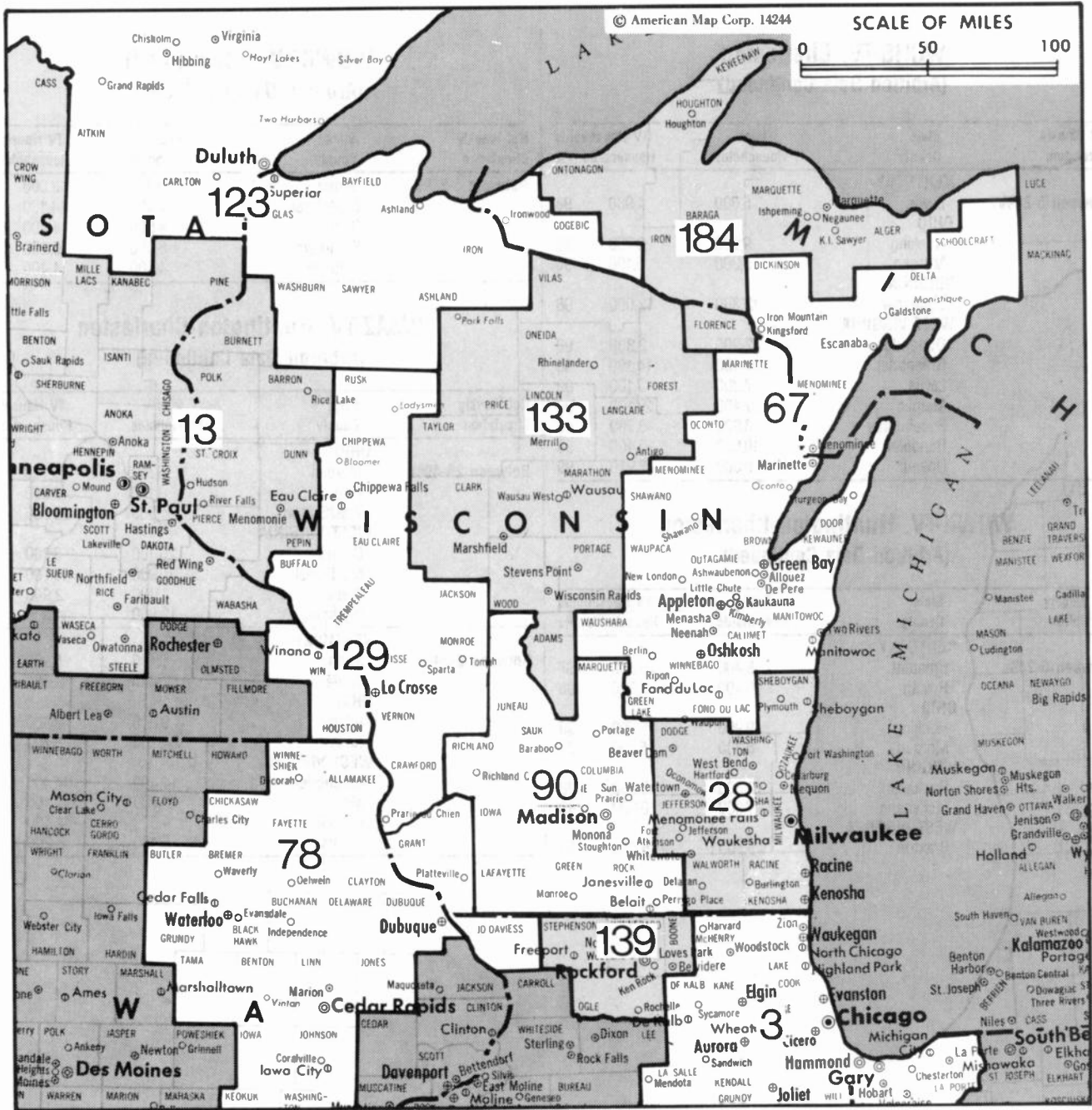
Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	KENTUCKY			
	Breathitt	5,400	5,300	97
	Rowan	6,400	6,300	98
	OHIO			
	Hocking	9,900	9,700	98
	Morgan	5,300	5,100	96
	VIRGINIA			
	Buchanan	12,300	12,000	98
	Dickenson	7,000	6,900	99
	WEST VIRGINIA			
	Braxton	5,500	5,400	98

WOWK-TV—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	Gilmer	3,100	3,000	97
	Greenbrier	14,400	14,100	98
	Ritchie	4,500	4,400	98
	Summers	5,400	5,200	97
	Webster	4,500	4,400	98

WSAZ-TV, Huntington-Charleston (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%	OHIO			
	Morgan	5,300	5,100	96
	Pike	9,100	8,800	97
	Washington	24,000	23,300	97
	WEST VIRGINIA			
	Gilmer	3,100	3,000	97
	Mc Dowell	15,900	15,700	98
	Pleasants	2,900	2,900	100
	Wyoming	12,000	11,800	98
	Between 5-24%	KENTUCKY		
Knott		6,100	5,900	98
Wolfe		2,400	2,300	96
OHIO				
Adams		9,300	8,900	96
Ross		24,200	23,700	98
WEST VIRGINIA				
Greenbrier		14,400	14,100	98
Mercer		27,400	27,100	99
Ritchie		4,500	4,400	98
Summers	5,400	5,200	97	



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Chicago, IL	2,860,600	3	WBBM-TV (2), WCFC-TV (38), WCIU-TV (26), WEHS (60), WFLD (32), WGB0-TV (66), WGN-TV (9), WHKE (55), WLS-TV (7), WMAQ-TV (5), WPWR-TV (50), WSNS-TV (44), WWTO-TV (35)
Minneapolis-St. Paul, MN	1,307,200	13	KARE (11), KCCO-TV (7), KCCW-TV (12), KITN (29), KMSX-TV (9), KRWF (43), KSAX (42), KSTP-TV (5), KTMA-TV (23), WCCO-TV (4)
Milwaukee, WI	747,900	28	WCGV-TV (24), WDJT-TV (58), WISN-TV (12), WITI-TV (6), WTMJ-TV (4), WVCY-TV (30), WVTM (18)
Green Bay-Appleton, WI	375,100	67	WBAY-TV (2), WFRV-TV (5), WGBA (26), WJMN-TV (3), WLUC-TV (11), WSCO (14), WXGZ-TV (32)
Cedar Rapids-Waterloo-Dubuque, IA	313,300	78	KCRG-TV (9), KDUB-TV (40), KGAN (2), KWWL (7)
Madison, WI	268,700	90	WISC-TV (3), WKOW-TV (27), WMSN-TV (47), WMTV (15)
Duluth, MN-Superior, WI	169,800	123	KBJR-TV (6), KDLH-TV (3), WDIO-TV (10), WIRT (13)
La Crosse-Eau Claire, WI	163,500	129	WEAU-TV (13), WKBT (8), WLAX (25), WOOW-TV (18), WXOW-TV (19)
Wausau-Rhineland, WI	160,100	133	WAOW-TV (9), WJFW-TV (12), WSAW-TV (7)
Rockford, IL	154,500	139	WIFR-TV (23), WQRF-TV (39), WREX-TV (13), WTVO (17)
Marquette, MI	55,400	184	WLUC-TV (6)

State Cross Reference List

Communities that receive programs of stations that are located elsewhere.

WSCO, Green Bay	See Suring, WI
WXGZ-TV, Green Bay	See Appleton, WI
WFRV-TV & WLUK-TV, Marinette	See Green Bay, WI
WJFW-TV, Rhinelander	See Wausau, WI
KDLH-TV, KBJR-TV & WOIO-TV, Superior	See Duluth, MN

Wisconsin Station Totals as of October 1, 1989

	VHF	UHF	TOTAL
Commercial Television Stations	12	14	26
Educational Television Stations	1	7	8
	<hr/>	<hr/>	<hr/>
	13	21	34

Wisconsin—Appleton

WXGZ-TV

Ch. 32

Network Service: Fox.

Licensee: Appleton Midwestern TV Ltd., Debtor-in-Possession, Two Ravinia Dr., Suite 1550, Atlanta, GA 30346.

Studio: 3025 N. Marshall Rd., Appleton, WI 54915.

Mailing Address: Box 995, Appleton, WI 54912.

Telephone: 414-731-3232.

Technical Facilities: Channel No. 32 (578-584 MHz). Authorized power: 1070-kw max. visual, 107-kw max. aural. Antenna: 1190-ft. above av. terrain, 1025-ft. above ground, 1971-ft. above sea level.

Latitude 44° 21' 32"
Longitude 87° 58' 58"

Transmitter: N side of Shirley Rd. between Ridgeview & Morrison Rd.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Vertex, 4.57-meter Ku-band; Fiberdome, 4-meter C-band; Harris, 3-meter C-band; DX Antenna, Harris, M/A-Corn receivers.

News Service: AP.

Ownership: Appleton Midwestern Television Ltd. David R. Vaughan, gen. partner, 53%; Appleton-Green Bay TV Ltd., ltd. partner, 47%. Vaughan has interest in Media Central Inc., see Group Ownership of TV Stations.

Began Operation: January 15, 1984. Transfer of control to present owners approved by FCC April 9, 1985.

Represented (sales): Adam Young Inc.

Represented (legal): Goldberg & Spector.

Personnel:

- ROY SMITH, general manager.
- JONI PAYE, general sales manager.
- CAROL BUSEY, local sales manager.
- HAROLD DAVITCH, program manager.
- CAMERON RAUTMANN, promotion manager.
- KURT JESKE, chief engineer.
- JANINE HERMAN, traffic manager.
- DEBORAH DeSIMONE-SCHMIDT, business manager.

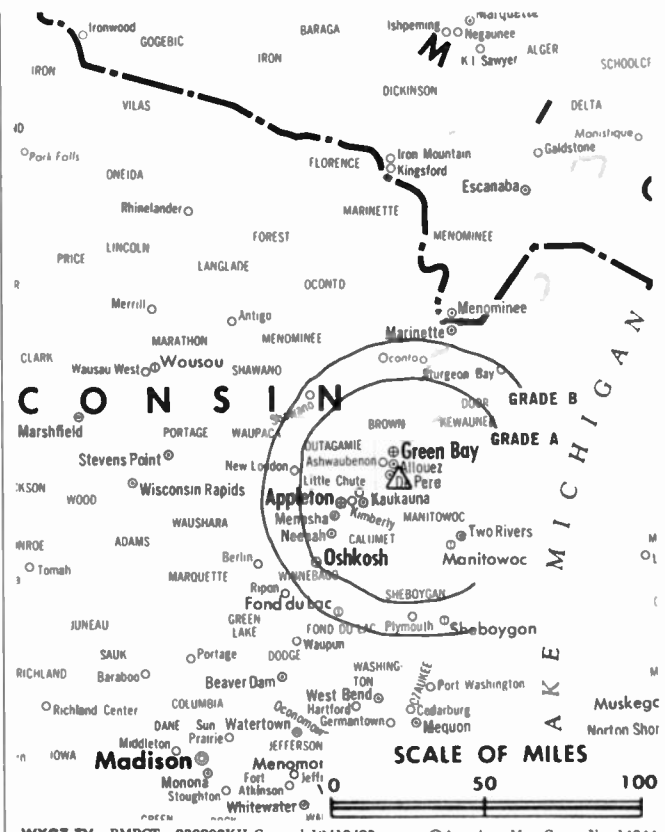
Highest One Hour Rate: \$1200.

Highest 30 Sec. Rate: \$175.

City of License: Appleton. **ADI:** Green Bay-Appleton. **Rank:** 67.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WISCONSIN			
	Brown	70,400	69,900	99
	Kewaunee	6,900	6,800	99
	Oconto	11,700	11,500	98
	Outagamie	49,200	48,900	99



WXGZ-TV BNPCT-830802KH Granted 12/12/83 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%	
Between 25-49%	MICHIGAN				
	Menominee	9,700	9,500	98	
	WISCONSIN				
	Calumet	12,000	11,800	98	
	Door	10,800	10,700	99	
	Fond Du Lac	32,100	31,600	98	
	Manitowoc	30,000	29,800	99	
	Marinette	16,000	15,800	99	
	Menominee	900	900	100	
	Shawano	14,200	14,000	99	
	Waupaca	16,700	16,500	99	
	Waushara	8,500	8,300	98	
	Winnebago	53,000	52,500	99	
	Between 5-24%	MICHIGAN			
		Dickinson	10,700	10,500	99
WISCONSIN					
Green Lake		7,500	7,300	98	
Langlade		7,500	7,400	98	
Marquette		5,600	5,400	96	
Portage	20,500	20,100	98		
Sheboygan	38,200	37,800	99		
Station Totals		432,100	427,000	99	
Net Weekly Circulation (1989)				175,100	
Average Daily Circulation (1989)				62,500	

Wisconsin—Eau Claire

WEAU-TV

Ch. 13

Network Service: NBC.

Licensee: WRLH Inc., 590 W. Maple St., Kalamazoo, MI 49008.

Studio: 1907 S. Hastings Way, Eau Claire, WI 54702-0047.

Mailing Address: Box 47, Eau Claire, WI 54702-0047.

Telephones: 715-832-3474; 715-835-1313. TWX: 910-282-1633.

Fax: 715-832-0246.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1990-ft. above av. terrain, 1997-ft. above ground, 3077-ft. above sea level.

Latitude 44° 39' 51"
Longitude 90° 57' 41"

Transmitter: 4.4-mi. N of Fairchild, WI on County Rd. H.

Multichannel TV Sound: Stereo only.

Satellite Earth Station: Harris, 6-meter; DX Antenna, Harris, Microdyne, Wegener receivers.

News Services: AP, NBC, Potomac News Service.

Ownership: Busse Broadcasting Corp., 100%. See Group Ownership of Television Stations.

Began Operation: December 17, 1953. Sale to Post Corp. by Morgan Murphy interests approved by FCC May 16, 1962 (*Television Digest*, Vol. 2:4, 21). Sale to Gillett Bcstg. by Post Corp. approved by FCC June 19, 1984. Sale to present owner approved July 31, 1987.

Represented (sales): TeleRep Inc.

Represented (legal): Pepper & Corazzini.

Represented (engineering): Cohen, Dippell & Everist, P.C.

Personnel:

- ALVIN LEITL, president & general manager.
- JOHN HURLEY, general sales manager.
- ROBERT SMITH, local sales manager.
- NANCY YULE, program director.
- KRISTEN LORENTZ, promotion manager.
- DICK DIONNE, operations manager.
- LINDA MUELLER, traffic manager.
- RON WIEDEMEIER, chief engineer.
- JOHN HOFFLAND, news director.
- CHERI WEINKE, controller.

Highest One Hour Rate: \$2500.

Highest 30 Sec. Rate: \$1000.

NETWORK BASE HOURLY RATE: \$875.

City of License: Eau Claire. **ADI:** La Crosse-Eau Claire. **Rank:** 129.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
WISCONSIN				
50% & Over	Adams	5,300	5,100	96
	Buffalo	5,500	5,400	98
	Chippewa	18,900	18,600	98
	Clark	12,200	11,800	97
	Dunn	12,200	11,900	98
	Eau Claire	31,700	31,200	98
	Jackson	6,400	6,200	97



Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	Juneau	8,600	8,300	97
	La Crosse	35,900	35,500	99
	Monroe	13,400	13,100	98
	Pepin	2,800	2,700	96
	Portage	20,500	20,100	98
	Rusk	5,800	5,600	97
	Taylor	6,500	6,300	97
	Trempealeau	9,700	9,400	97
	Vernon	10,100	9,900	98
	Wood	29,400	29,000	99
Between 25-49%	MINNESOTA			
	Houston	6,400	6,300	98
	Winona	16,200	15,900	98
	WISCONSIN			
Barron	15,700	15,300	97	
Marathon	41,500	41,100	99	
Price	6,400	6,200	97	
Sawyer	5,600	5,400	96	
Between 5-24%	MINNESOTA			
	Fillmore	7,900	7,800	99
	Wabasha	7,500	7,400	99
	WISCONSIN			
	Burnett	5,500	5,300	96
	Langlade	7,500	7,400	98
	Lincoln	11,100	10,900	99
	Marquette	5,600	5,400	96
	Pierce	11,500	11,300	98
	Richland	6,500	6,300	97
St Croix	16,700	16,500	99	
Washburn	5,700	5,600	98	
Station Totals		412,200	404,200	98
Net Weekly Circulation (1989)			221,800	
Average Daily Circulation (1989)			132,000	

Wisconsin—Eau Claire

WQOW-TV

Ch. 18

(Satellite of WXOW-TV, La Crosse, WI)

Network Service: ABC.

Licensee: Tak-WGRZ Inc., 1577 Springhill Rd., Suite 500, Vienna, VA 22180.

Studio: 2881 S. Hastings Way, Eau Claire, WI 54701.

Telephone: 715-835-1881. **TWX:** 510-101-1565. **Fax:** 715-835-8009.

Technical Facilities: Channel No. 18 (494-500 MHz). Authorized power: 1150-kw max. & 407-kw horizontal visual, 115-kw max. & 40.7-kw horizontal aural. Antenna: 740-ft. above av. terrain, 506-ft. above ground, 1776-ft. above sea level.

Latitude 44° 57' 39"
Longitude 91° 40' 05"

Transmitter: 3.9-mi. SE of Colfax.

Satellite Earth Station: United Satellite Systems, 5-meter; M/A-Corn, Scientific-Atlanta, Uniden receivers.

News Service: UPI.

Ownership: Tak Communications Inc. See Group Ownership of Television Stations.

Began Operation: September 22, 1980. Sale to present owner by Liberty Bcstg. approved by FCC Jan. 7, 1985 (*Television Digest*, Vol. 24:43).

Represented (sales): Katz Television.

Represented (legal): Dow, Lohnes & Albertson.

Personnel:

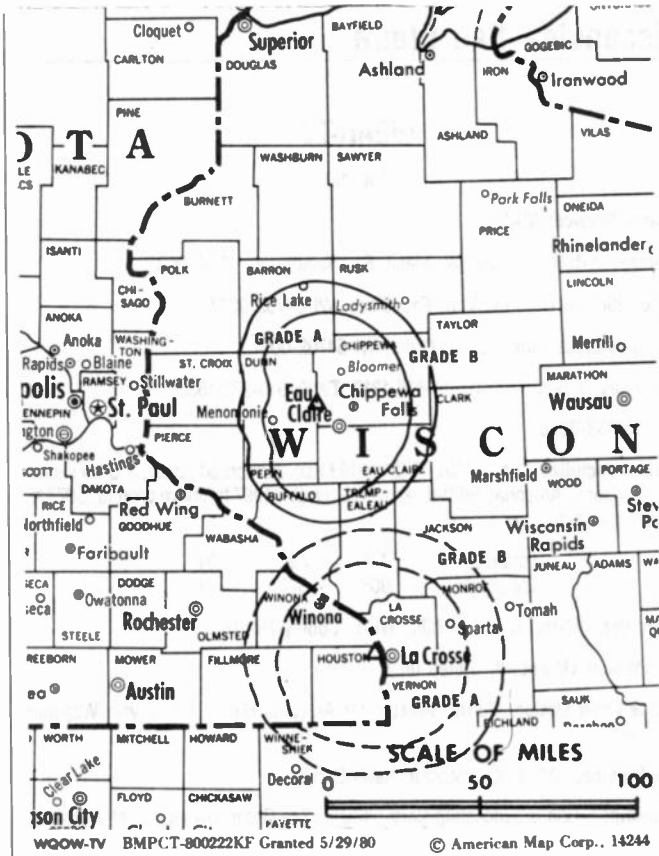
- CHUCK ROTH, president.
- RON MONTEZON, station manager.
- BOB BRAUN, local sales manager.
- DAVE WHITE, chief engineer.
- JIM ADAMS, promotion manager.
- LARRY WENTZ, news director.

Highest 30 Sec. Rate: \$200.

City of License: Eau Claire. **ADI:** La Crosse-Eau Claire. **Rank:** 129.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WISCONSIN			
	Chippewa	18,900	18,600	98
	Eau Claire	31,700	31,200	98
	Rusk	5,800	5,600	97

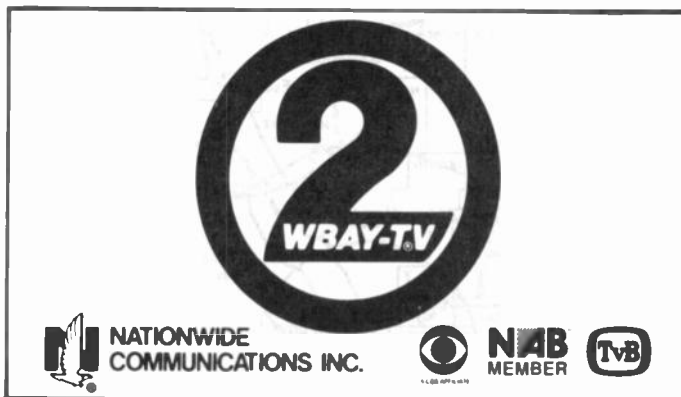


Net Weekly Circulation	State County	Total Households	TV Households	%	
Between 25-49%	WISCONSIN				
	Dunn	12,200	11,900	98	
	Between 5-24%	WISCONSIN			
		Barron	15,700	15,300	97
		Buffalo	5,500	5,400	98
		Jackson	6,400	6,200	97
Pepin		2,800	2,700	96	
Pierce	11,500	11,300	98		
Trempealeau	9,700	9,400	97		
Station Totals		120,200	117,600	98	
Net Weekly Circulation (1989)				51,500	
Average Daily Circulation (1989)				25,100	

Wisconsin—Green Bay

WBAY-TV

Ch. 2



Network Service: CBS.

Licensee: Nationwide Communications Inc., 115 S. Jefferson St., Green Bay, WI 54301.

Studio: 115 S. Jefferson St., Green Bay, WI 54301.

Telephone: 414-432-3331. TWX: 910-263-1260.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1205-ft. above av. terrain, 1149-ft. above ground, 2049-ft. above sea level.

Latitude 44° 24' 35"
Longitude 88° 00' 05"

Transmitter: Town of DePere, WI.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; Comtech, 5-meter C-band; Scientific-Atlanta, 4.7-meter C-band; Pinzone, Scientific-Atlanta receivers.

News Services: AP, CBS.

Ownership: Nationwide Communications Inc. See Group Ownership of Television Stations.

Began Operation: March 17, 1953. Sale to present owner by Norbertine Fathers approved by FCC Dec. 30, 1974 (*Television Digest*, Vol. 15:3).

Represented (sales): Katz Television.

Represented (legal): Fletcher, Heald & Hildreth.

Represented (engineering): Cohen, Dippell & Everist, P.C.

Personnel:

- TED KOHL, general manager.
- ROB KRIEGHOFF, general sales manager.
- RICHARD D. MILLHISER, program/promotion director.
- ARTHUR J. WILLIAMS, chief engineer.
- STEVE VAN VLIET, news director.
- LOIS M. KOSTNER, business manager.

Rates: On request.

NETWORK BASE HOURLY RATE: \$1000.

City of License: Green Bay. **ADI:** Green Bay-Appleton. **Rank:** 67.

Total Households: © MSI Consumer Market Data as of 1/1/89. 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			
	Menominee	9,700	9,500	98
	WISCONSIN			
	Brown	70,400	69,900	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Calumet	12,000	11,800	98
	Door	10,800	10,700	99
	Fond Du Lac	32,100	31,600	98
	Green Lake	7,500	7,300	98
	Kewaunee	6,900	6,800	99
	Manitowoc	30,000	29,800	99
	Marinette	16,000	15,800	99
	Menominee	900	900	100
	Oconto	11,700	11,500	98
	Outagamie	49,200	48,900	99
	Shawano	14,200	14,000	99
	Sheboygan	38,200	37,800	99
	Waupaca	16,700	16,500	99
Wausara	8,500	8,300	98	
Winnebago	53,000	52,500	99	
Between 25-49%	MICHIGAN			
	Manistee	9,500	9,300	98
	Mason	10,600	10,200	97
WISCONSIN	Forest	3,500	3,400	97
	Langlade	7,500	7,400	98
	Between 5-24%	MICHIGAN		
Dickinson		10,700	10,500	99
Grand Traverse		22,800	22,300	98
Oceana		8,400	8,200	97
WISCONSIN				
Florence	1,400	1,400	100	
Marathon	41,500	41,100	99	
Marquette	5,600	5,400	96	
Portage	20,500	20,100	98	
Station Totals		529,800	522,900	99
Net Weekly Circulation (1989)			350,700	
Average Daily Circulation (1989)			216,700	

Wisconsin—Green Bay

WFRV-TV

Ch. 5

(Operates satellite WJMN-TV, Escanaba, MI)

Network Service: ABC.

Licensee: WFRV Television Inc., Box 19055, Green Bay, WI 54307-9055.

Studio: 1181 E. Mason St., Green Bay, WI 54301.

Telephone: 414-437-5411. TWX: 910-263-1258. Fax: 414-437-4576.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 93.3-kw visual, 18.6-kw aural. Antenna: 1120-ft. above av. terrain, 999-ft. above ground, 1916-ft. above sea level.

Latitude 44° 24' 21"
Longitude 88° 00' 19"

Transmitter: 3-mi. SE of DePere.

Satellite Earth Stations: Andrew, 7.3-meter; Comtech, 5-meter; Vertex, 4.6-meter Ku-band; Andrew, 4.5-meter; Avantek, Microdyne, M/A-Com receivers.

News Services: AP, UPI.

Ownership: Midwest Communications Inc., 100%. See Group Ownership of Television Stations.

Began Operation: May 21, 1955. Sale to present owner by Orion Bcstg. approved by FCC Aug. 14, 1981 (Television Digest, Vol. 21:4). Sale to Orion by S. N. Pickard group approved Jan. 4, 1961 (Vol. 16:49; 17:2).

Represented (sales): TeleRep Inc.

Represented (legal): Koteen & Naftalin.

Personnel:

ROBERT B. FARROW, vice president & general manager.
MITCH LAMBERT, general sales manager.
GERALD R. JENSEN, news director.
GREG BUZZELL, chief engineer.
ALAN EATON, director of broadcast operations & marketing.

Highest 30 Sec. Rate: \$650.

NETWORK BASE HOURLY RATE: \$1050.

City of License: Green Bay. AOI: Green Bay-Appleton. Rank: 67.

Total Households: © MSI Consumer Market Data as of 1/1/89. 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			
	Alger	3,200	3,100	97
	Delta	13,900	13,600	98
	Dickinson	10,700	10,500	99
	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
	Menominee	9,700	9,500	98
	Schoolcraft	3,000	2,900	97
	WISCONSIN			
	Brown	70,400	69,900	99
	Calumet	12,000	11,800	98
	Door	10,800	10,700	99
	Florence	1,400	1,400	100
	Fond Du Lac	32,100	31,600	98
	Green Lake	7,500	7,300	98
	Kewaunee	6,900	6,800	99
	Manitowoc	30,000	29,800	99
Marinette	16,000	15,800	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Menominee	900	900	100
	Oconto	11,700	11,500	98
	Outagamie	49,200	48,900	99
	Shawano	14,200	14,000	99
	Sheboygan	38,200	37,800	99
	Waupaca	16,700	16,500	99
	Waushara	8,500	8,300	98
Winnebago	53,000	52,500	99	
Between 25-49%	MICHIGAN			
	Baraga	3,000	2,900	97
	Gogebic	7,400	7,200	97
Between 5-24%	Ontonagon	3,500	3,400	97
	WISCONSIN			
	Forest	3,500	3,400	97
Langlade	7,500	7,400	98	
Marquette	5,600	5,400	96	
Portage	20,500	20,100	98	
Station Totals	MICHIGAN			
	Mackinac	3,800	3,700	97
	Manistee	9,500	9,300	98
	Mason	10,600	10,200	97
	WISCONSIN			
	Ashland	6,400	6,300	98
	Bayfield	5,600	5,500	98
	Dodge	26,800	26,300	98
	Iron	2,700	2,700	100
	Marathon	41,500	41,100	99
Wood	29,400	29,000	99	
Station Totals		654,500	645,300	99
Net Weekly Circulation (1989)			418,700	
Average Daily Circulation (1989)			243,800	

Wisconsin—Green Bay

WGBA

Ch. 26

Network Service: None, independent.

Licensee: Family Group Ltd. III, Debtor-in-Possession, 5401 W. Kennedy Blvd., Tampa, FL 33609.

Studio: Shirley Rd. at Ridgeview Rd., Glenmore Twp.

Mailing Address: Box 19099, 1391 North Rd., Green Bay, WI 54307.

Telephone: 414-494-2626. TWX: 510-600-6937. Fax: 414-494-9550.

Technical Facilities: Channel No. 26 (542-548 MHz). Authorized power: 2510-kw max. visual, 250-kw max. aural. Antenna: 1180-ft. above av. terrain, 980-ft. above ground, 2000-ft. above sea level.

Latitude 44° 21' 30"
Longitude 87° 58' 48"

Transmitter: Shirley Rd. at Ridgeview Rd., Glenmore Twp.

Satellite Earth Station: Comtech, 5-meter; Pinzone receivers.

Ownership: Family Group Ltd., 100%. See Group Ownership of Television Stations.

Began Operation: December 31, 1980. Sale to present owner by TV-26 Inc., Debtor-in-Possession, approved by FCC Sept. 27, 1985.

Represented (sales): Blair Television.

Represented (legal): Arter & Hadden.

Represented (engineering): L. R. Evans Engineering.

Personnel:

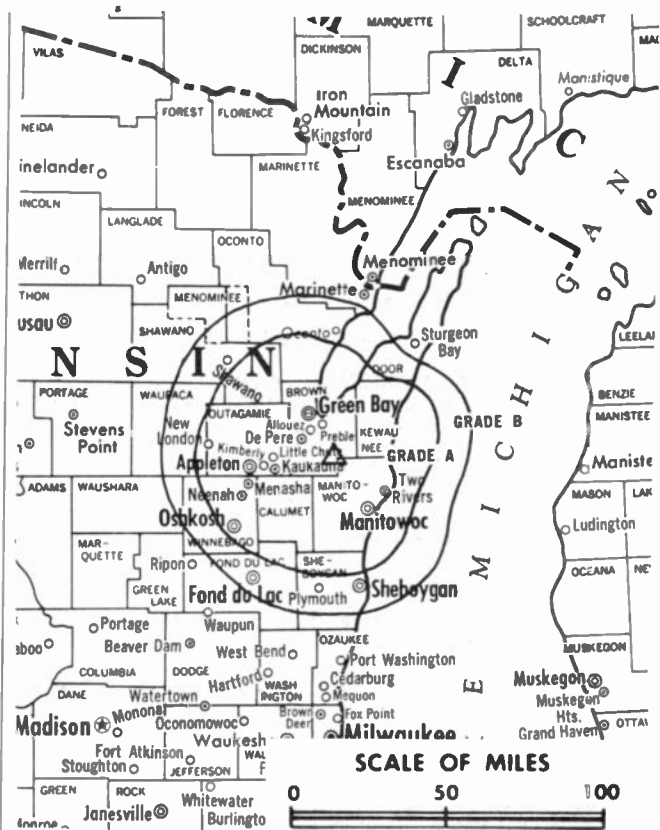
JAMES TOMLIN, general manager.
MIKE SHUSTOL, general sales manager.
BOB DEBONVILLE, local sales manager.
MIKE SCHUSTER, national sales manager.
MARK CRAMER, chief engineer.
DONNA KILEY, program director.
KIM GULSETH, promotion director.
DAVID LENT, business manager.

Rates: On request.

City of License: Green Bay. ADI: Green Bay-Appleton. Rank: 67.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WISCONSIN			
	Brown	70,400	69,900	99
	Calumet	12,000	11,800	98
	Door	10,800	10,700	99
	Kewaunee	6,900	6,800	99
	Manitowoc	30,000	29,800	99
	Oconto	11,700	11,500	98
	Outagamie	49,200	48,900	99
	Shawano	14,200	14,000	99
	Waupaca	16,700	16,500	99
	Winnebago	53,000	52,500	99
	Between 25-49%	MICHIGAN		
Dickinson		10,700	10,500	99
Menominee		9,700	9,500	98



WGBA BMPCT-831026KG Granted 11/22/83

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	WISCONSIN			
	Fond Du Lac	32,100	31,600	98
	Green Lake	7,500	7,300	98
	Langlade	7,500	7,400	98
	Marinette	16,000	15,800	99
	Menominee	900	900	100
	Sheboygan	38,200	37,800	99
Waushara	8,500	8,300	98	
Between 5-24%	MICHIGAN			
	Iron	5,700	5,600	98
	WISCONSIN			
	Florence	1,400	1,400	100
Marquette	5,600	5,400	96	
Portage	20,500	20,100	98	
Station Totals		439,200	434,000	99
Net Weekly Circulation (1989)			213,200	
Average Daily Circulation (1989)			84,500	

Need Broadcast TV or Cable TV Mail Labels From the Factbook?

Call Information Marketing Services
703-560-0710

Wisconsin—Green Bay

WLUK-TV

Ch. 11

Network Service: NBC.

Licensee: Burnham Broadcasting Co., Box 19011, Green Bay, WI 54307-9011.

Studio: 787 Lombardi Ave., Green Bay, WI 54303.

Telephone: 414-494-8711. Fax: 414-494-8782. Easylink: 62930444.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 47.9-kw aural. Antenna: 1260-ft. above av. terrain, 1160-ft. above ground, 2046-ft. above sea level.

Latitude 44° 24' 31.40"
Longitude 87° 59' 29.00"

Transmitter: Glenmore Rd., DePere Township.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 6.1-meter; KLM, 5-meter; Microdyne; Harris, 3.5-meter; Harris, Microdyne receivers.

Ownership: Burnham Broadcasting Co., 100%. See Group Ownership of Television Stations.

Began Operation: August 9, 1954. Sale to present owner approved by FCC June 19, 1984. Sale to Post Corp. by M & M Broadcasting Co. Inc. approved Jan. 6, 1965 by FCC (Television Digest, Vol. 4:41; 5:2). Sale to M & M Bcstg. by W. E. Walker (50%), J. D. Mackin (23.3%) and associates approved March 19, 1958 by FCC (Vol. 13:52; 14:2, 12).

Represented (sales): Harrington, Righter & Parsons Inc.

Represented (legal): Fisher, Wayland, Cooper & Leader.

Personnel:

WILLIAM C. FYFFE, president & general manager.
JAY ZOLLAR, general sales manager.
PETER STAVENHAGEN, national sales manager.
AL VOLKER, news director.
JIM LUECK, chief engineer.
DAVE CAMPBELL, director of production.
PAULA BRUCE, program & promotion director.

Highest One Hour Rate: \$12,000.

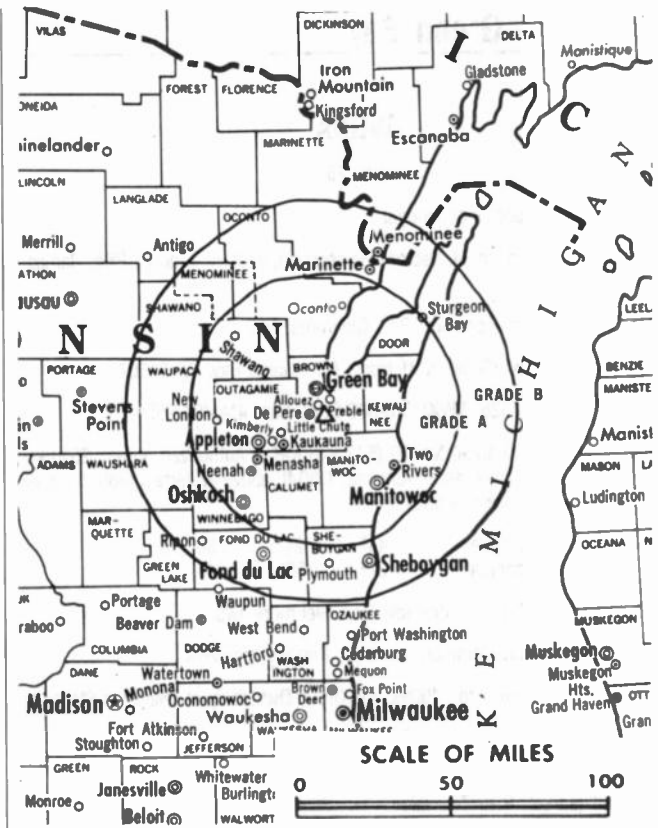
Highest 30 Sec. Rate: \$3000.

NETWORK BASE HOURLY RATE: \$1100.

City of License: Green Bay. ADI: Green Bay-Appleton. Rank: 67.

Total Households: © MSI Consumer Market Data as of 1/1/89. 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	MICHIGAN			
	Delta	13,900	13,600	98
	Dickinson	10,700	10,500	99
	Houghton	13,500	13,100	97
	Luce	2,100	2,000	95
	Marquette	25,200	24,900	99
	Menominee	9,700	9,500	98
	WISCONSIN			
	Brown	70,400	69,900	99
	Calumet	12,000	11,800	98
	Door	10,800	10,700	99
	Fond Du Lac	32,100	31,600	98
	Green Lake	7,500	7,300	98
	Kewaunee	6,900	6,800	99



WLUK-TV BMPCT-5591 Granted 8/7/62

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	Households %	
50% & Over	Manitowoc	30,000	29,800	99	
	Marinette	16,000	15,800	99	
	Menominee	900	900	100	
	Oconto	11,700	11,500	98	
	Outagamie	49,200	48,900	99	
	Shawano	14,200	14,000	99	
	Waupaca	16,700	16,500	99	
	Waushara	8,500	8,300	98	
	Winnebago	53,000	52,500	99	
	MICHIGAN	Alger	3,200	3,100	97
		Baraga	3,000	2,900	97
Keweenaw		700	700	100	
Manistee		9,500	9,300	98	
WISCONSIN	Langlade	7,500	7,400	98	
	Marquette	5,600	5,400	96	
	Portage	20,500	20,100	98	
	Sheboygan	38,200	37,800	99	
	MICHIGAN	Iron	5,700	5,600	98
Mason		10,600	10,200	97	
Ontonagon		3,500	3,400	97	
WISCONSIN		Dodge	26,800	26,300	98
		Florence	1,400	1,400	100
	Forest	3,500	3,400	97	
Wood	29,400	29,000	99		
Station Totals		584,100	575,900	99	
Net Weekly Circulation (1989)			397,600		
Average Daily Circulation (1989)			233,100		

Wisconsin—Kenosha

WHKE

Ch. 55

Network Service: None, independent.

Licensee: LeSea Bcstg. Corp., Box 1455, Kenosha, WI 53141.

Studio: 4300 43rd Ave., Kenosha, WI 53142.

Telephone: 414-657-9453. **Fax:** 414-656-7664.

Technical Facilities: Channel No. 55 (716-722 MHz). Authorized power: 741-kw max. visual, 18.84-kw max. aural. Antenna: 449-ft. above av. terrain, 413-ft. above ground, 1142-ft. above sea level.

Latitude	42°	30'	36"
Longitude	87°	53'	11"

Transmitter: 700-ft. NE of Hwy. 31 & Tobin Rd., Kenosha.

Ownership: Le Sea Broadcasting Co. See Group Ownership of Television Stations.

Began Operation: June 1, 1988.

Represented (sales): Landin Media Sales.

Represented (legal): Heron, Burchette, Ruckert & Rothwell.

Personnel:

PETER SUMRALL, general manager.
 DAVID RUSSELL, station manager.
 JIM SHAFFER, general sales manager.
 EDWARD BIERMAN, chief engineer.
 DUANE KIRISH, business manager.

Rates: On request.

Arbitron Data: Not available.



City of License: Kenosha. **ADI:** Chicago. **Rank:** 3.

Wisconsin—La Crosse

WKBT

Ch. 8

Network Service: CBS.

Licensee: Young Bcstg. of La Crosse Inc., 3 E. 54th St., New York, NY 10022.

Studio: 141 S. 6th St., La Crosse, WI 54601.

Telephone: 608-782-4678. **TWX:** 910-287-2572. **Fax:** 608-782-4674.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 57.5-kw aural. Antenna: 1540-ft. above av. terrain, 1625-ft. above ground, 2449-ft. above sea level.

Latitude 44° 05' 28"
Longitude 91° 20' 15"

Transmitter: Galesville, WI.

Satellite Earth Stations: Scientific-Atlanta, 7-meter; Scientific-Atlanta, 4.6-meter; Scientific-Atlanta receivers.

News Service: AP.

Ownership: Young Broadcasting Inc. See Group Ownership of Television Stations.

Began Operation: August 1, 1954. Sale to present owner by Backe Communications approved by FCC May 14, 1986 (*Television Digest*, Vol. 25:15). Sale to Backe by Gross Telecasting approved April 26, 1984 (Vol. 24:12). Sale to Gross by *La Crosse Tribune*, Dahl family & others approved by FCC Dec. 10, 1969 (Vol. 9:24, 50).

Represented (sales): Adam Young Inc.

Represented (legal): Wiley, Rein & Fielding.

Personnel:

- TOM BEST, general manager.
- ARTHUR FAHEY, general sales manager.
- GALE NDYES, national sales manager.
- MARK QUADE, news director.
- DICK KONRAD, operations manager.
- HUGH McDOWELL, chief engineer.
- CINDY RICK, program director.
- LARRY JOHNSON, promotion/public service director.

Highest One Hour Rate: \$2350.

Highest 30 Sec. Rate: \$650.

NETWORK BASE HOURLY RATE: \$760.

City of License: La Crosse. **ADI:** La Crosse-Eau Claire. **Rank:** 129.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IOWA			
	Allamakee	5,400	5,300	98
	MINNESOTA			
	Houston	6,400	6,300	98
	Winona	16,200	15,900	98
	WISCONSIN			
	Buffalo	5,500	5,400	98
	Chippewa	18,900	18,600	98
	Crawford	6,100	6,000	98
	Eau Claire	31,700	31,200	98
	Jackson	6,400	6,200	97
Juneau	8,600	8,300	97	
La Crosse	35,900	35,500	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Monroe	13,400	13,100	98
	Trempealeau	9,700	9,400	97
	Vernon	10,100	9,900	98
Between 25-49%	IOWA			
	Winneshiek	7,600	7,500	99
	MINNESOTA			
	Fillmore	7,900	7,800	99
	WISCONSIN			
Clark	12,200	11,800	97	
Dunn	12,200	11,900	98	
Pepin	2,800	2,700	96	
Richland	6,500	6,300	97	
Between 5-24%	MINNESOTA			
	Dodge	5,500	5,400	98
	Goodhue	14,800	14,600	99
	Olmsted	37,000	36,700	99
	Wabasha	7,500	7,400	99
	WISCONSIN			
	Adams	5,300	5,100	96
	Barron	15,700	15,300	97
	Grant	17,700	17,200	97
	Pierce	11,500	11,300	98
Rusk	5,800	5,600	97	
Taylor	6,500	6,300	97	
Wood	29,400	29,000	99	
Station Totals		380,200	373,000	98
Net Weekly Circulation (1989)			174,400	
Average Daily Circulation (1989)			94,600	

Wisconsin—La Crosse

WLAX

Ch. 25

Network Service: None, independent.

Licensee: Family Group Ltd. III, Debtor-in-Possession, The Professional Center, 201 West Marion Ave., Suite 301, Punta Gorda, FL 33950.

Studio: 1305 Interchange Place, La Crosse, WI 54603.

Telephone: 608-781-0025. **Telex:** 910-240-3351.

Technical Facilities: Channel No. 25 (536-542 MHz). Authorized power: 501-kw max. visual, 50.1-kw max. aural. Antenna: 995-ft. above av. terrain, 677-ft. above ground, 1872-ft. above sea level.

Latitude 43° 48' 15.70"
Longitude 91° 22' 18.00"

Transmitter: 1000 Tschumper Rd., La Crescent, MN.

Satellite Earth Stations: Comtech, 5-meter C-band; United Satellite Systems, 4-meter C-band; Microdyne, 3.7-meter Ku-band; Pinzone receivers.

Ownership: Family Group Ltd. See Group Ownership of Television Stations.

Began Operation: November 10, 1986.

Represented (sales): Blair Television.

Represented (legal): Nixon, Hargrave, Devans & Doyle.

Represented (engineering): Lyle R. Evans.

Personnel:

- NANCY MARTINSON, general manager.
- WES MICHAELSON, local sales manager.
- BARB QUILLIN, program director.
- SHERRY NIEBUHR, traffic director.
- MARK BURG, engineering director.
- CHAD JOHNSTONE, production director.
- BILL WIESJAHN, business manager.

Highest One Hour Rate: \$1000.

Highest 30 Sec. Rate: \$150.

City of License: La Crosse. **ADI:** La Crosse-Eau Claire. **Rank:** 129.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MINNESOTA Houston	6,400	6,300	98
	WISCONSIN La Crosse	35,900	35,500	99
Between 25-49%	MINNESOTA Winona	16,200	15,900	98
	WISCONSIN Crawford	6,100	6,000	98
	Jackson	6,400	6,200	97
	Monroe	13,400	13,100	98
	Trempealeau	9,700	9,400	97



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Vernon	10,100	9,900	98
Between 5-24%	IOWA Allamakee	5,400	5,300	98
	Winneshiek	7,600	7,500	99
MINNESOTA	Fillmore	7,900	7,800	99
	Wabasha	7,500	7,400	99
WISCONSIN	Buffalo	5,500	5,400	98
	Juneau	8,600	8,300	97
	Richland	6,500	6,300	97
	Station Totals		153,200	150,300
Net Weekly Circulation (1989)				57,200
Average Daily Circulation (1989)				22,100

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Wisconsin—La Crosse

WXOW-TV

Ch. 19

Network Service: ABC.

Licensee: Tak-WGRZ Inc., 1577 Springhill Rd., Suite 500, Vienna, VA 22180.

Studio: 3705 County Hwy. 25, La Crescent, MN 55947.

Mailing Address: Box C-4019, La Crosse, WI 54602.

Telephone: 507-895-9969. **TWX:** 510-100-9511. **Fax:** 507-895-8124.

Technical Facilities: Channel No. 19 (500-506 MHz). Authorized power: 625-kw max. visual, 62.5-kw max. aural. Antenna: 1140-ft. above av. terrain, 814-ft. above ground, 2049-ft. above sea level.

Latitude 43° 48' 23"
Longitude 91° 22' 04"

Transmitter: 3705 County Hwy. 25, La Crescent, MN.

Satellite Earth Stations: 3 in operation; ChannelMaster, Cyclesat, M/A-Corn, Scientific-Atlanta receivers.

News Service: AP.

Ownership: Tak Communications Inc. See Group Ownership of Television Stations.

Began Operation: March 7, 1970. Sale to present owner by Liberty Bcstg. approved by FCC Jan. 7, 1985 (*Television Digest*, Vol. 24:43).

Represented (sales): Katz Television.

Represented (legal): Dow, Lohnes & Albertson.

Represented (engineering): Lohnes & Culver.

Personnel:

CHUCK ROTH, president & general manager.
BRIAN SCHUMACHER, general sales manager.
PAT BELLACERO, local sales manager.
BRAD HEINKEL, national sales manager.
BARB BENNETT, program director.
SUZANNE GRETHEN, promotion director.
BILL HOEL, news director.
DALE SCHERBRING, chief engineer.

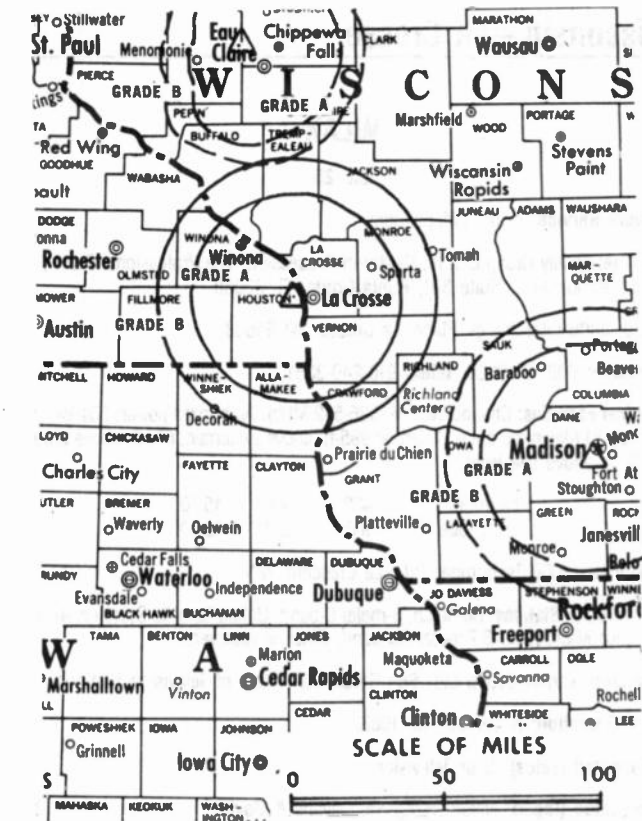
Highest 30 Sec. Rate: \$600.

NETWORK BASE HOURLY RATE: \$225.

City of License: La Crosse. **AOI:** La Crosse-Eau Claire. **Rank:** 129.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MINNESOTA			
	Houston	6,400	6,300	98
	Winona	16,200	15,900	98
	WISCONSIN			
	Jackson	6,400	6,200	97



WXOW-TV BPCT-820617KE Granted 7/27/82 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	La Crosse	35,900	35,500	99
	Monroe	13,400	13,100	98
	Trempealeau	9,700	9,400	97
	Vernon	10,100	9,900	98
Between 25-49%	MINNESOTA			
	Fillmore	7,900	7,800	99
Between 5-24%	WISCONSIN			
	Buffalo	5,500	5,400	98
	IOWA			
	Allamakee	5,400	5,300	98
	Winneshiek	7,600	7,500	99
	MINNESOTA			
	Wabasha	7,500	7,400	99
	WISCONSIN			
	Crawford	6,100	6,000	98
	Grant	17,700	17,200	97
Richland	6,500	6,300	97	
Station Totals		162,300	159,200	98
Net Weekly Circulation (1989)			80,700	
Average Daily Circulation (1989)			43,800	

Wisconsin—Madison

WISC-TV

Ch. 3

Network Service: CBS.

Licensee: Television Wisconsin Inc., 7025 Raymond Rd., Madison, WI 53719.

Studio: 7025 Raymond Rd., Madison, WI 53719.

Telephone: 608-271-4321. **TWX:** 910-286-2720. **Fax:** 608-271-1709.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 56.2-kw visual, 11-kw aural. Antenna: 1190-ft. above av. terrain, 1107-ft. above ground, 2227-ft. above sea level.

Latitude 43° 01' 52"
Longitude 89° 30' 18"

Transmitter: Raymond Rd., 6-mi. WSW of Madison.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 6.1-meter; Scientific-Atlanta, 7-meter C-band; 3.7-meter Ku-band; 3-meter C-band; Harris, M/A-Com, Scientific-Atlanta receivers.

News Services: AP, UPI, NIWS.

Ownership: Morgan Murphy Stations. See Group Ownership of Television Stations.

Began Operation: June 24, 1956.

Represented (sales): Harrington, Righter & Parsons Inc.

Represented (legal): Brown, Finn & Nietert.

Represented (engineering): Jules Cohen & Associates, P.C.

Personnel:

ELIZABETH MURPHY BURNS, president.
GARY DeHAVEN, vice president & general manager.
DAVID SANKS, station manager.
DONNA KIRNER, national sales manager.
MARK FRIESCH, local sales manager.
CHRIS CAIN, chief engineer.
JILL KOEHN, program director.
TOM BIER, news director.
JENIFER WINIGER, promotion director.

Highest 30 Sec. Rate: \$1300.

NETWORK BASE HOURLY RATE: \$1226.

City of License: Madison. **ADI:** Madison. **Rank:** 90.

Total Households: © MSI Consumer Market Data as of 1/1/89. 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	WISCONSIN			
	Columbia	18,000	17,700	98
	Dane	138,700	135,800	98
	Dodge	26,800	26,300	98
	Grant	17,700	17,200	97
	Green	12,300	12,100	98
	Iowa	7,600	7,400	97
	Jefferson	24,600	24,300	99
Juneau	8,600	8,300	97	



Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	Lafayette	6,200	6,100	98
	Marquette	5,600	5,400	96
	Richland	6,500	6,300	97
	Rock	51,800	51,200	99
	Sauk	17,700	17,300	98
Between 25-49%	ILLINOIS			
	Stephenson	19,400	19,100	98
	WISCONSIN			
	Adams	5,300	5,100	96
Between 5-24%	Green Lake	7,500	7,300	98
	Walworth	27,400	27,000	99
Between 5-24%	IOWA			
	Dubuque	31,200	30,800	99
	ILLINOIS			
	Boone	11,000	10,800	98
	Jo Daviess	9,100	8,800	97
	WISCONSIN			
	Crawford	6,100	6,000	98
Fond Du Lac	32,100	31,600	98	
Vernon	10,100	9,900	98	
Waushara	8,500	8,300	98	
Station Totals		509,800	500,100	98
Net Weekly Circulation (1989)				317,500
Average Daily Circulation (1989)				180,000

Wisconsin—Madison

WKOW-TV

Ch. 27

(Also operates WAOW-TV, Wausau; WXOW-TV, La Crosse & WQOW-TV, Eau Claire, WI)

Network Service: ABC.

Licensee: Tak-WGRZ Inc., 1577 Springhill Rd., Suite 500, Vienna, VA 22180.

Studio: 5727 Tokay Blvd., Madison, WI 53719.

Mailing Address: Box 100, Madison, WI 53701.

Telephone: 608-274-1234. TWX: 910-262-0018. Fax: 608-274-9514.

Technical Facilities: Channel No. 27 (548-554 MHz). Authorized power: 1000-kw max. & 879-kw horizontal visual, 100-kw max. & 87.9-kw horizontal aural. Antenna: 1250-ft. above av. terrain, 1182-ft. above ground, 2245-ft. above sea level.

Latitude 43° 03' 09.00"
Longitude 89° 28' 41.60"

Transmitter: 5727 Tokay Blvd.

Satellite Earth Stations: ADM, 6.1-meter C-band; Andrew, 4.5-meter C-band; Andrew, 7.3-meter C-band; RCA, 5-meter Ku-band; ADM, Andrew, Avantek, Avcom, RCA receivers.

News Service: AP.

Ownership: Tak Communications Inc. See Group Ownership of Television Stations.

Began Operation: June 30, 1953. Sale to present owner by Liberty Broadcasting approved by FCC Jan. 7, 1985 (Television Digest, Vol. 24:43). Sale to Liberty by Horizons Communications approved by FCC Sept. 20, 1978 (Vol. 18:24). Sale to Horizons by Midcontinent Bcstg. Co. (Joseph L. Floyd, N. L. Bentson & Edmund R. Ruben) approved Sept. 9, 1970 (Vol. 10:37). Previous sale to Midcontinent by Monona Bcstg. Co. approved July 20, 1960 (Vol. 16:24, 26, 30).

Represented (sales): Katz Television.

Represented (legal): Dow, Lohnes & Albertson.

Personnel:

BOB McCALL, president & general manager.
KEN SIMMONS, general sales manager.
ERIC PRICE, national sales manager.
JEFF KLOTZMAN, news director.
ELLEN BUSS, program director.
STEVE ZIMMERMAN, chief engineer.
JOHN HARDMAN, promotion director.
JIM HOETGER, business manager.
ROSANNE HEPNER, marketing director.

Highest 30 Sec. Rate: \$1000.

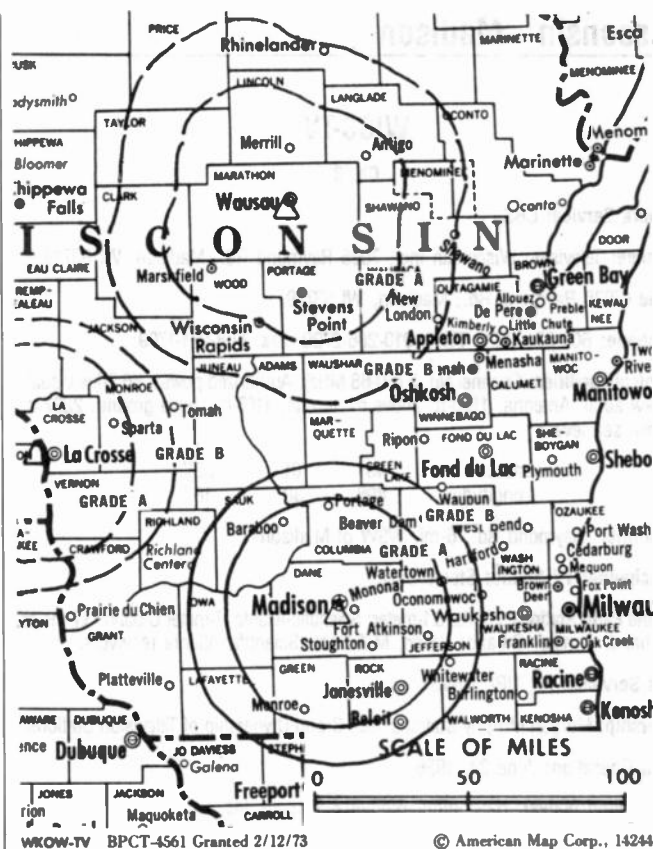
Rates: Combination rates on request.

NETWORK BASE HOURLY RATE: \$500.

City of License: Madison. ADI: Madison. Rank: 90.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WISCONSIN Columbia	18,000	17,700	98
	Dane	138,700	135,800	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Grant	17,700	17,200	97
	Green	12,300	12,100	98
	Iowa	7,600	7,400	97
	Juneau	8,600	8,300	97
	Lafayette	6,200	6,100	98
	Marquette	5,600	5,400	96
	Richland	6,500	6,300	97
	Rock	51,800	51,200	99
	Sauk	17,700	17,300	98
Between 25-49%	WISCONSIN Crawford	6,100	6,000	98
	Dodge	26,800	26,300	98
	Jefferson	24,600	24,300	99
	Vernon	10,100	9,900	98
Between 5-24%	IOWA Allamakee	5,400	5,300	98
	ILLINOIS Stephenson	19,400	19,100	98
	WISCONSIN Adams	5,300	5,100	96
	Green Lake	7,500	7,300	98
	Walworth	27,400	27,000	99
Station Totals		423,300	415,100	98
Net Weekly Circulation (1989)			257,100	
Average Daily Circulation (1989)			131,700	

Wisconsin—Madison

WMSN-TV

Ch. 47

Network Service: Fox.

Licensee: Channel 47 Ltd. Partnership, 7847 Big Sky Drive, Madison, WI 53719.

Studio: 7847 Big Sky Drive, Madison, WI 53719.

Telephone: 608-833-0047. **TWX:** 910-262-0019. **Fax:** 608-833-5055.

Technical Facilities: Channel No. 47 (668-674 MHz). Authorized power: 1007-kw max. visual, 100-kw max. aural. Antenna: 1167-ft. above av. terrain, 1024-ft. above ground, 2151-ft. above sea level.

Latitude 43° 03' 22"
Longitude 89° 32' 07"

Transmitter: Intersection of Hwy. S & Hwy. M, Madison.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Comtech, 5-meter C-band; Microdyne, 3-meter Ku-band; M/A-Com, Pinzone receivers.

Ownership: Channel 47 Inc., gen. partner, 40%; Madison TV 47 Ltd. Partnership, ltd. partner, 60%. Madison TV 47 Ltd. ownership: Nathan Brandt, Ch. 47 Inc. ownership: P. A. Lovrien, pres., 25.5%; Nathan F. Brandt, treas., 12.25%; Paula Baird, v.p., 50%; Fred Mohs, secy., 12.25%. Paula S. Baird Pruett owns KASN(TV), Pine Bluff, AR.

Began Operation: June 8, 1986.

Represented (sales): MMT Marketing.

Represented (legal): Bechtel, Borsari, Cole & Paxson.

Represented (engineering): Media Management Corp.

Personnel:

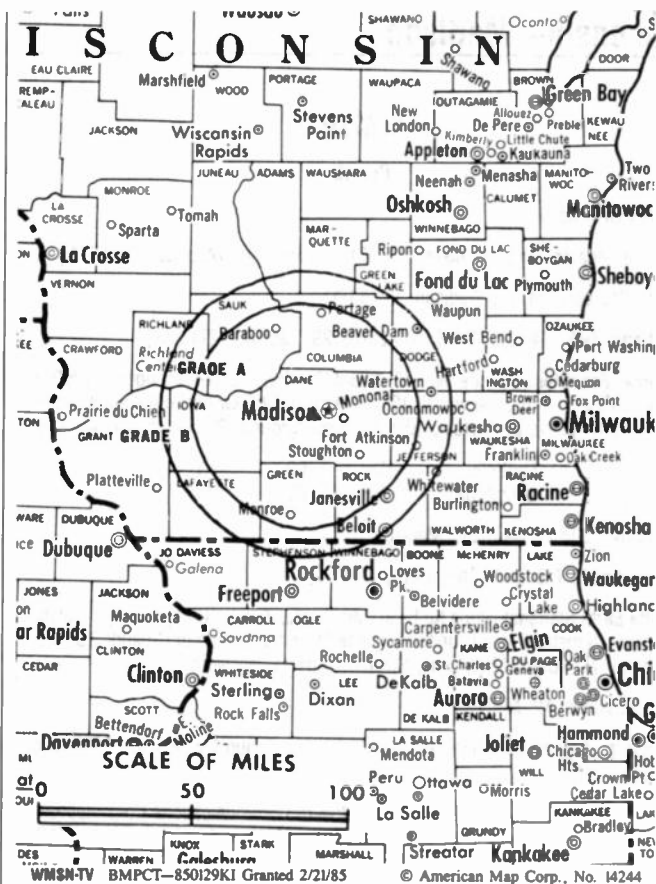
BILL SCHERECK, general manager.
J. CORKEY CUSTER, general sales manager.
KEITH TRILLER, local sales manager.
JOHN NOONAN, program director.
WAYNE WOOCK, controller.
GORDON YOUNG, promotion manager.
ANDY MURPHY, chief engineer.

Rates: On request.

City of License: Madison. **ADI:** Madison. **Rank:** 90.

Total Households: © MSI Consumer Market Data as of 1/1/89. 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	WISCONSIN			
	Columbia	18,000	17,700	98
	Dane	138,700	135,800	98
	Green	12,300	12,100	98
	Iowa	7,600	7,400	97
	Lafayette	6,200	6,100	98
	Richland	6,500	6,300	97
Sauk	17,700	17,300	98	



Net Weekly Circulation	State County	Total Households	TV Households	Households %
Between 25-49%	WISCONSIN			
	Dodge	26,800	26,300	98
	Grant	17,700	17,200	97
	Jefferson	24,600	24,300	99
	Juneau	8,600	8,300	97
	Marquette	5,600	5,400	96
Between 5-24%	Rock	51,800	51,200	99
	ILLINOIS			
	Boone	11,000	10,800	98
Station Totals	Jo Daviess	9,100	8,800	97
	Stephenson	19,400	19,100	98
	WISCONSIN			
	Adams	5,300	5,100	96
	Crawford	6,100	6,000	98
	Green Lake	7,500	7,300	98
	Monroe	13,400	13,100	98
Vernon	10,100	9,900	98	
Station Totals		424,000	415,500	98
Net Weekly Circulation (1989)			201,400	
Average Daily Circulation (1989)			84,400	

Wisconsin—Madison

WMTV

Ch. 15

Network Service: NBC.

Licensee: Adams TV of Madison Inc., 615 Forward Dr., Madison, WI 53711.

Studio: 615 Forward Dr., Madison, WI 53711.

Telephone: 608-274-1515. **TWX:** 910-286-2729. **Fax:** 608-274-2737.

Technical Facilities: Channel No. 15 (476-482 MHz). Authorized power: 1050-kw max. & 794-kw horizontal visual, 105-kw max. & 79.4-kw horizontal aural. Antenna: 1160-ft. above av. terrain, 1099-ft. above ground, 2157-ft. above sea level.

Latitude 43° 03' 01"
Longitude 89° 29' 15"

Transmitter: 615 Forward Dr., Madison.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris Ku-band; Microdyne, 7-meter C-band; United Satellite Systems, 5-meter C-band; United Satellite Systems, 3.8-meter C-band; 3.8-meter Ku-band; M/A-Com, Microdyne, Scientific-Atlanta receivers.

News Services: AP, NBC.

Ownership: Adams Communications, 100%. See Group Ownership of Television Stations.

Began Operation: July 8, 1953. Sale by Forward Communications Corp. approved by FCC Aug. 16, 1984. Previous sale to Forward by Lee P. Loomis approved May 15, 1963 by FCC (*Television Digest*, Vol. 3:20). Sale to Loomis by WTVJ interests (Mitchell Wolfson) approved April 2, 1958 (Vol. 14:10, 14). Previous sale to WTVJ interests by founding Gerald A. Bartell family approved July 25, 1957 (Vol. 13:26, 30). Sale to present owner approved Dec. 23, 1987.

Represented (sales): Blair Television.

Represented (legal): Wiley, Rein & Fielding.

Personnel:

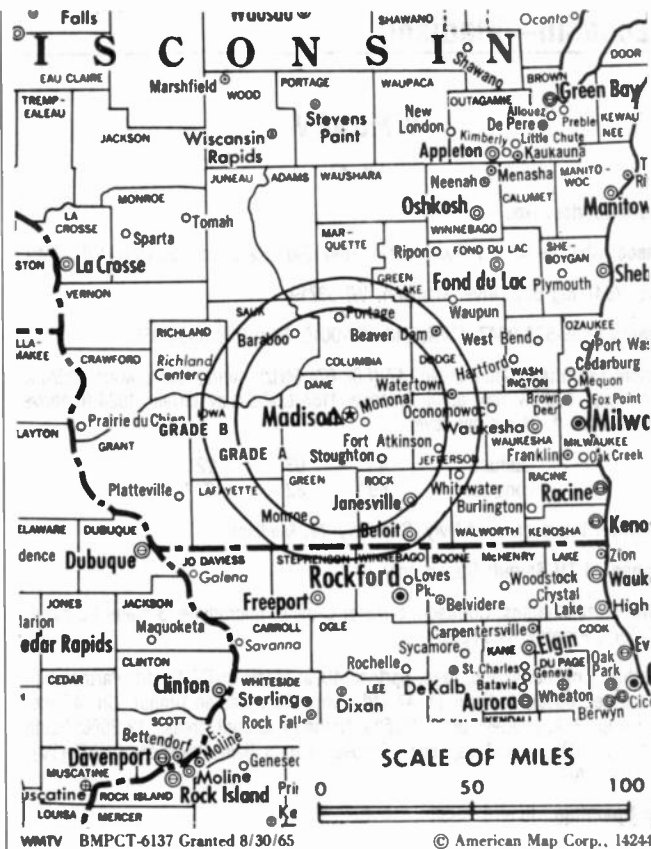
- VICKIE STREET, president & general manager.
- BRUCE PFEIFFER, local sales manager.
- FRED SOLE, operations & program director.
- BRYAN BROSAMLE, news director.
- DAVID GERISCH, chief engineer.
- GREGG BURMEISTER, promotion director.
- JEAN BUEGE, business manager.

Highest 30 Sec. Rate: \$1200.

City of License: Madison. **ADI:** Madison. **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	%
50% & Over	WISCONSIN			
	Columbia	18,000	17,700	98
	Dane	138,700	135,800	98
	Grant	17,700	17,200	97
	Green	12,300	12,100	98
	Iowa	7,600	7,400	97



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Jefferson	24,600	24,300	99
	Lafayette	6,200	6,100	98
	Marquette	5,600	5,400	96
	Richland	6,500	6,300	97
	Rock	51,800	51,200	99
	Sauk	17,700	17,300	98
Between 25-49%	WISCONSIN			
	Dodge	26,800	26,300	98
	Juneau	8,600	8,300	97
Between 5-24%	ILLINOIS			
	Jo Daviess	9,100	8,800	97
	Stephenson	19,400	19,100	98
WISCONSIN	Adams	5,300	5,100	96
	Crawford	6,100	6,000	98
	Green Lake	7,500	7,300	98
	Vernon	10,100	9,900	98
	Walworth	27,400	27,000	99
	Waukesha	100,700	99,700	99
Station Totals		527,700	518,300	98
Net Weekly Circulation (1989)			269,100	
Average Daily Circulation (1989)			144,300	

Wisconsin—Milwaukee

WCGV-TV

Ch. 24

Network Service: Fox.

Licensee: HR Broadcasting Corp. of Milwaukee Inc., 5445 N. 27th St., Milwaukee, WI 53209.

Studio: 5445 N. 27th St., Milwaukee, WI 53209.

Telephone: 414-527-2424. **TWX:** 910-262-3019. **Fax:** 414-527-5560.

Technical Facilities: Channel No. 24 (530-536 MHz). Authorized power: 3000-kw max. visual, 300-kw max. aural. Antenna: 1028-ft. above av. terrain, 1089-ft. above ground, 1747-ft. above sea level.

Latitude 43° 05' 15"
Longitude 87° 54' 12"

Transmitter: 3950 N. Holton St.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Microwave Specialties, 5-meter; Scientific-Atlanta, 4.6-meter; Paraclipse; Scientific-Atlanta, Standard Communications receivers.

Ownership: HR Broadcasting Corp., 100%. See Group Ownership of Television Stations.

Began Operation: March 19, 1980. Sale to present owner by Byron Lasky, Howard Heckel, et al., approved by FCC July 14, 1986 (*Television Digest*, Vol. 26:26).

Represented (sales): Katz Independent TV Sales.

Personnel:

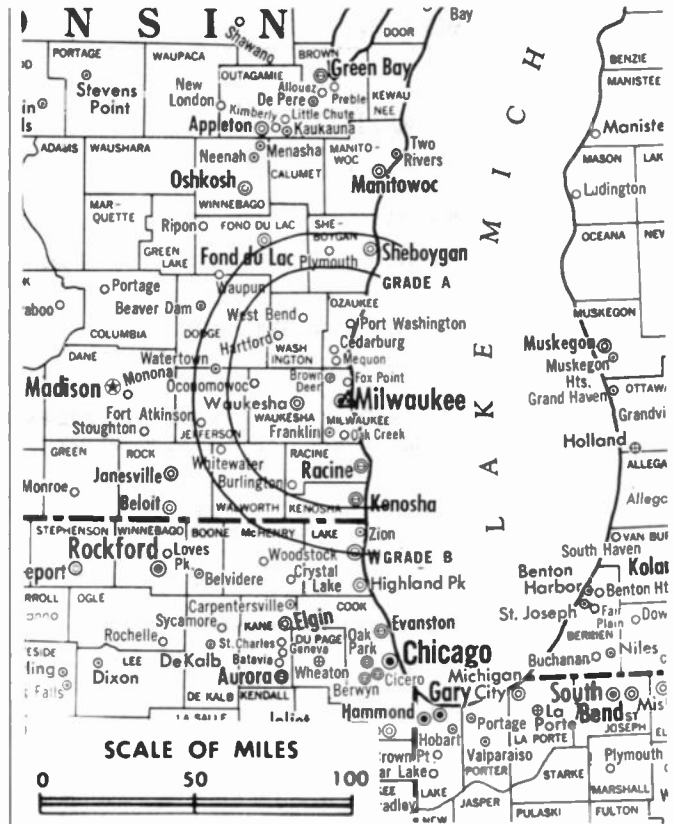
ROBERT J. FURLONG, vice president & general manager.
MITCHELL NYE, vice president & general sales manager.
BETTY HERTZ, vice president & program director.
RIK DeGRAVE, local sales manager.
NANCY STEPHENS, national sales manager.
LORI WUCHERER, promotion director.
WALTER WHITE, chief engineer.
SHIRLEY PUTNAM, business manager.

Rates: On request.

City of License: Milwaukee. **ADI:** Milwaukee. **Rank:** 28.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WISCONSIN			
	Milwaukee	373,800	369,400	99
	Ozaukee	25,000	24,700	99
	Racine	63,800	63,300	99
	Sheboygan	38,200	37,800	99
	Washington	31,300	31,000	99



WCGV-TV BMPCT-7528 Granted 10/11/74

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Waukesha	100,700	99,700	99
Between 25-49%	WISCONSIN			
	Dodge	26,800	26,300	98
	Jefferson	24,600	24,300	99
	Kenosha	43,900	43,400	99
Between 5-24%	Walworth	27,400	27,000	99
	WISCONSIN			
	Columbia	18,000	17,700	98
	Fond Du Lac	32,100	31,600	98
	Manitowoc	30,000	29,800	99
Station Totals	Marathon	41,500	41,100	99
	Portage	20,500	20,100	98
Net Weekly Circulation (1989)		897,600	887,200	99
Average Daily Circulation (1989)			455,500	177,300

Wisconsin—Milwaukee

WDJT-TV

Ch. 58

Network Service: None, independent.

Licensee: Weigel Bcstg. Co., Board of Trade Bldg., 141 W. Jackson Blvd., Chicago, IL 60604.

Studio: 509 W. Wisconsin Ave., Milwaukee, WI 53203.

Telephone: 414-271-5800. **Fax:** 414-272-1368.

Technical Facilities: Channel No. 58 (734-740 MHz). Authorized power: 2800-kw max. visual. Antenna: 535-ft. above av. terrain, 630-ft. above ground, 1230-ft. above sea level.

Latitude	43°	02'	20"
Longitude	87°	55'	04"

Transmitter: Marc Plaza Hotel, Fifth & Wisconsin Ave., Milwaukee.

Ownership: Weigel Broadcasting Co. See Group Ownership of TV Stations.

Began Operation: November 1, 1988.

Represented (legal): Cohn & Marks.

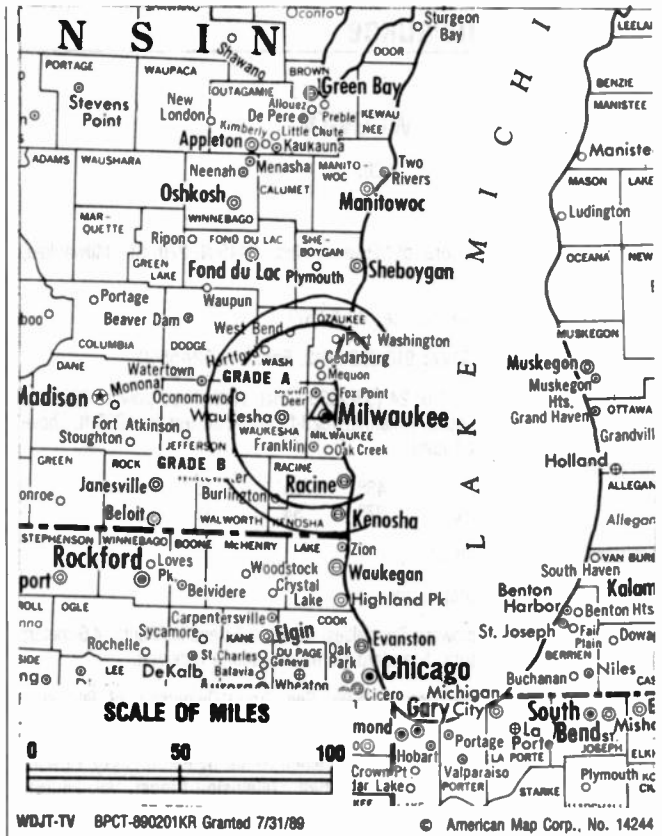
Represented (engineering): Donald S. Wilson.

Personnel:

ERIC OWENS, chief engineer.
ANN WHISLER, local sales manager.

Rates: On request.

Arbitron Data: Not available.



City of License: Milwaukee. **ADI:** Milwaukee. **Rank:** 28.

Wisconsin—Milwaukee

WISN-TV

Ch. 12

Network Service: ABC.

Licensee: The Hearst Corp., Box 402, Milwaukee, WI 53201.

Studio: 19th & Wells Sts., Milwaukee, WI 53201.

Mailing Address: Box 402, Milwaukee, WI 53201.

Telephone: 414-342-8812. **TWX:** 910-262-3417. **Fax:** 414-342-6490.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1000-ft. above av. terrain, 1105-ft. above ground, 1735-ft. above sea level.

Latitude 43° 06' 41"
Longitude 87° 55' 38"

Transmitter: 5201 N. Milwaukee River Pkwy.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Vertex, 4.5-meter Ku-band; Andrew, 5-meter; Andrew, 4.5-meter; Andrew, 7.3-meter; SatCom, 5.6-meter; Scientific-Atlanta, AvanteK receivers.

AM Affiliate: WISN, 50-kw, 1130 kHz.

FM Affiliate: WLTO, 11.5-kw, 97.3 MHz (No. 247), 910-ft.

News Services: ABC, AP, UPI, Group W Newsfeed, Conus.

Ownership: The Hearst Corp. See Group Ownership of Television Stations.

Began Operation: October 27, 1954 as WTVW; sale to present owners by group headed by L. F. Gran, Paul A. Pratt & Loron Thurwachter approved by FCC March 2, 1955 (Television Digest, Vol. 11:2, 5, 10).

Represented (sales): Blair Television.

Represented (legal): Dempsey & Koplovitz.

Represented (engineering): Quarles & Brady.

Personnel:

- HOWARD RITCHIE JR., vice president & general manager.
- JOHN STEWART, general sales manager.
- LAURA HARGIS, national sales manager.
- DEAN MAYTAG, director of broadcast services.
- STEPHEN OLSZYK, news director.
- GARY SEYMOUR, production manager.
- PATRICK BALDWIN, director of promotion.
- RANDY PRICE, chief engineer.
- RITA HAGEN-ALEMAN, director of community services/public affairs.

Highest 30 Sec. Rate: \$8000.

NETWORK BASE HOURLY RATE: \$1850.

City of License: Milwaukee. **ADI:** Milwaukee. **Rank:** 28.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WISCONSIN Dodge	26,800	26,300	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Jefferson	24,600	24,300	99
	Kenosha	43,900	43,400	99
	Milwaukee	373,800	365,400	99
	Ozaukee	25,000	24,700	99
	Racine	63,800	63,300	99
	Sheboygan	38,200	37,800	99
	Walworth	27,400	27,000	99
	Washington	31,300	31,000	99
	Waukesha	100,700	99,700	99
	WISCONSIN			
Between 25-49%	Fond Du Lac	32,100	31,600	98
	ILLINOIS			
Between 5-24%	Mchenry	59,100	58,700	99
	WISCONSIN			
	Calumet	12,000	11,800	98
	Columbia	18,000	17,700	98
	Green Lake	7,500	7,300	98
	Manitowoc	30,000	29,800	99
	Marquette	5,600	5,400	96
	Winnebago	53,000	52,500	99
Station Totals		972,800	961,700	99
Net Weekly Circulation (1989)			670,000	
Average Daily Circulation (1989)			363,800	

Wisconsin—Milwaukee

WITI-TV

Ch. 6

Network Service: CBS.

Licensee: Gillett Communications of Milwaukee.

Studio: 9001 N. Green Bay Rd., Milwaukee, WI 53217.

Mailing Address: Box 17600, Milwaukee, WI 53217.

Telephone: 414-355-6666. **TWX:** 910-262-3425. **Telex:** 414-355-3263.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1000-ft. above av. terrain, 1078-ft. above ground, 1720-ft. above sea level.

Latitude 43° 05' 24"
Longitude 87° 53' 47"

Transmitter: NE corner of Capitol Dr. & Estabrook Pkwy., Shorewood, WI.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Scientific-Atlanta, 7-meter; Vertex, 6.2-meter Ku & C-band; Scientific-Atlanta, 4.5-meter Ku-band; M/A-Com, Scientific-Atlanta, Pinzone receivers.

SNG Mobile Dish: Transmit/receive BAF, 2.3-meter Ku-band.

News Services: AP, UPI.

Ownership: Gillett Communications Co., 100%. See Group Ownership of Television Stations.

Began Operation: May 21, 1956.

Represented (sales): TeleRep Inc.

Represented (legal): Pepper & Corazzini.

Represented (engineering): Jules Cohen & Associates, P.C.

Personnel:

ANDREW P. POTOS, president & general manager.
RAYMOND H. ENGELHART, director of operations.
MARIA TULLY, general sales manager.
ANNE CLAUSEN, director of creative services.
JILL GEISLER, news director.
DONALD ROERING, chief engineer.
JAMES KURZ, controller.

Rates: On request.

NETWORK BASE HOURLY RATE: \$1838.

City of License: Milwaukee. **ADI:** Milwaukee. **Rank:** 28.

Total Households: © MSI Consumer Market Data as of 1/1/89. 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	WISCONSIN			
	Dodge	26,800	26,300	98
	Jefferson	24,600	24,300	99
	Kenosha	43,900	43,400	99
	Milwaukee	373,800	369,400	99



Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	WISCONSIN			
	Ozaukee	25,000	24,700	99
	Racine	63,800	63,300	99
	Sheboygan	38,200	37,800	99
	Walworth	27,400	27,000	99
	Washington	31,300	31,000	99
	Waukesha	100,700	99,700	99
	WISCONSIN			
Between 25-49%	Fond Du Lac	32,100	31,600	98
	ILLINOIS			
Between 5-24%	Lake	162,100	160,900	99
	Mchenry	59,100	58,700	99
	MICHIGAN			
	Mason	10,600	10,200	97
	WISCONSIN			
	Calumet	12,000	11,800	98
	Columbia	18,000	17,700	98
	Green Lake	7,500	7,300	98
	Manitowoc	30,000	29,800	99
Station Totals		1,086,900	1,074,900	99
Net Weekly Circulation (1989)			675,700	
Average Daily Circulation (1989)			374,200	

Wisconsin—Milwaukee

WTMJ-TV

Ch. 4

Network Service: NBC.

Licensee: WTMJ Inc., 720 E. Capitol Dr., Milwaukee, WI 53201.

Studio: 720 E. Capitol Dr., Milwaukee, WI 53201.

Telephone: 414-332-9611. **TWX:** 910-262-3141. **Fax:** 414-223-5255.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1000-ft. above av. terrain, 1096-ft. above ground, 1728-ft. above sea level.

Latitude 43° 05' 29"
Longitude 87° 54' 07"

Transmitter: 720 E. Capitol Dr.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Stations: Transmit/receive Harris, 5-meter C-band; Harris, 5-meter Ku-band; M/A-Com, 5-meter C-band; Andrew, 4.6-meter Ku-band; Andrew, 4.6-meter C-band; Andrew, Harris, M/A-Com, Scientific-Atlanta receivers.

SNG Mobile Dish: Transmit/receive Roscor, 2.8-meter Ku-band.

AM Affiliate: WTMJ, 5-kw, 620 kHz.

FM Affiliate: WKTJ, 15.5-kw, 94.5 MHz (No. 233), 910-ft.

News Services: CNN, NBC, NIWS, NPS.

Ownership: WTMJ Inc. See Group Ownership of Television Stations.

Began Operation: December 3, 1947.

Represented (sales): MMT Sales Inc.

Represented (legal): Hogan & Hartson.

Represented (engineering): Jansky & Bailey.

Personnel:

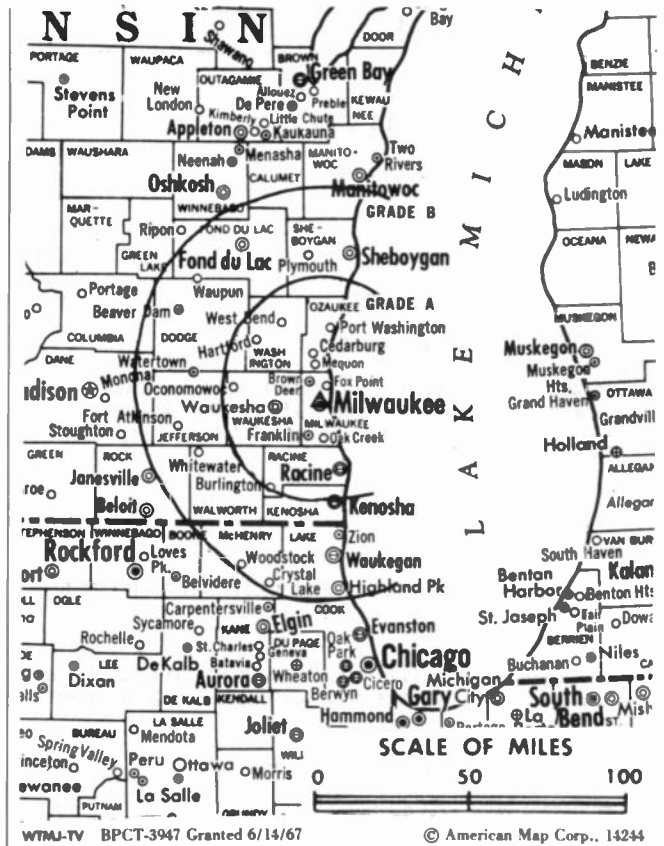
STEVEN SMITH, president.
WAYNE BARNETT, vice president & general manager.
NORB RYAN, general sales manager.
MARK LEGRAND, local sales manager.
MARK STRACHOTA, national sales manager.
GERALD McGRATH, program manager.
TOM MIKKELSEN, director of engineering.
LIA ALCALAY RIGER, promotion director.
TOM LULJAK, news director.
MIKE STUTZ, news manager.
ED HINSHAW, manager of editorial affairs.
MARY ALICE TIERNEY, community affairs manager.
DENNIS MAJEWSKI, production manager.
ROD SYNNE, community relations director.
HANK STODDARD, sports director.
RON KURTIS, business manager.

Highest 30 Sec. Rate: \$4000.

NETWORK BASE HOURLY RATE: \$1850.

City of License: Milwaukee. **ADI:** Milwaukee. **Rank:** 28.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WISCONSIN			
	Dodge	26,800	26,300	98
	Fond Du Lac	32,100	31,600	98
	Jefferson	24,600	24,300	99
	Kenosha	43,900	43,400	99
	Milwaukee	373,800	369,400	99
	Ozaukee	25,000	24,700	99
	Racine	63,800	63,300	99
Between 25-49%	Sheboygan	38,200	37,800	99
	Walworth	27,400	27,000	99
Between 5-24%	Washington	31,300	31,000	99
	Waukesha	100,700	99,700	99
Between 25-49%	WISCONSIN			
	Green Lake	7,500	7,300	98
Between 5-24%	ILLINOIS			
	Mchenry	59,100	58,700	99
Between 5-24%	MICHIGAN			
	Oceana	8,400	8,200	97
Between 5-24%	WISCONSIN			
	Calumet	12,000	11,800	98
	Columbia	18,000	17,700	98
	Manitowoc	30,000	29,800	99
	Rock	51,800	51,200	99
	Waushara	8,500	8,300	98
	Winnebago	53,000	52,500	99
Station Totals		1,035,900	1,024,000	99
Net Weekly Circulation (1989)			725,600	
Average Daily Circulation (1989)			453,300	

Wisconsin—Milwaukee

WVCY-TV

Ch. 30

Network Service: None, independent.

Licensee: Wisconsin Voice of Christian Youth, 2712 W. Vliet St., Milwaukee, WI 53208.

Studio: 2712 W. Vliet St., Milwaukee, WI 53208.

Telephone: 414-935-3000. **Fax:** 414-935-3015.

Technical Facilities: Channel No. 30 (566-572 MHz). Authorized power: 1070-kw max. & 550-kw horizontal visual, 107-kw max. & 55-kw horizontal aural. Antenna: 960-ft. above av. terrain, 1089-ft. above ground, 1747-ft. above sea level.

Latitude	43°	05'	15"
Longitude	87°	54'	12"

Transmitter: 3950 N. Holton St.

Satellite Earth Stations: ChannelMaster, 3-meter C-band; Kaultronics, 4-meter C-band.

News Service: CNN.

Ownership: Wisconsin Voice of Christian Youth Inc. Dr. Randall Melchert, pres.; Victor C. Eliason, v.p.; David Welcomer, secy.; Walter Lecocq, treas. Also operates WSCO(TV), Suring, WI.

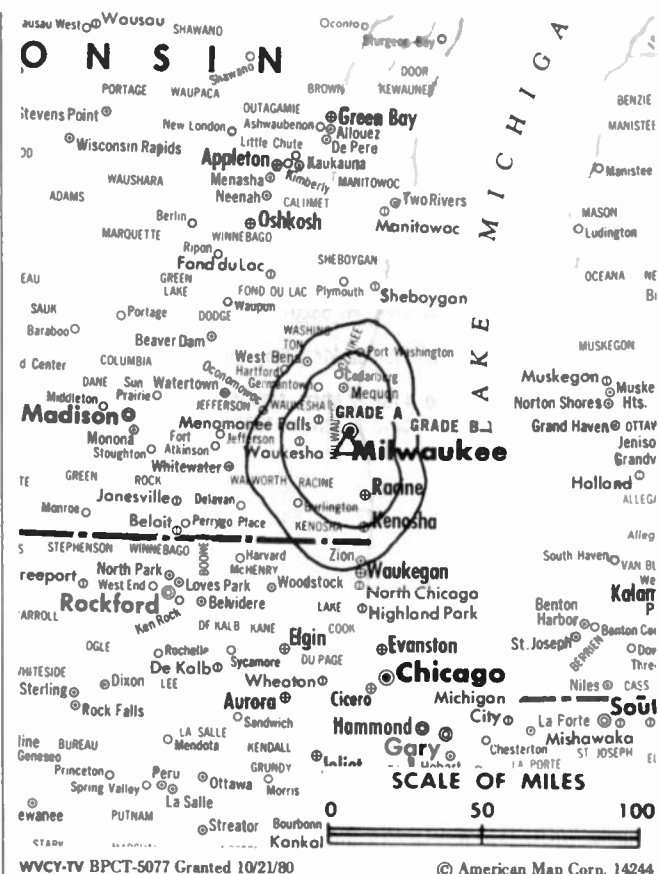
Began Operation: January 1, 1983.

Represented (legal): Wiley, Rein & Fielding.

Personnel:

VIC ELIASON, general manager.
 GARY PIEDOT, chief engineer.
 JIM SCHNEIDER, program director.
 TOM SANDER, promotion director.

Rates: On request.



Arbitron Data: Not available.

City of License: Milwaukee. **ADI:** Milwaukee. **Rank:** 28.

Wisconsin—Milwaukee

WTV

Ch. 18

Network Service: None, independent.

Licensee: Gaylord Broadcasting Co., Box 1818, Milwaukee, WI 53201-1818.

Studio: 4041 N. 35th St., Milwaukee, WI 53201.

Telephone: 414-442-7050. TWX: 910-262-3466. Fax: 414-874-1899.

Technical Facilities: Channel No. 18 (494-500 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1008-ft. above av. terrain, 1101-ft. above ground, 1732-ft. above sea level.

Latitude 43° 05' 48"
Longitude 87° 54' 19"

Transmitter: 0.5-mi. N of E. Capitol Dr. on N. Humboldt Ave., Milwaukee.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; Comtech, 5-meter C-band; Comtech, 4.6-meter Ku-band; M/A-Com, Microwave Assoc., Pinzone, Scientific-Atlanta, Standard Communications receivers.

News Service: AP.

Ownership: Gaylord Broadcasting Co. See Group Ownership of Television Stations.

Began Operation: July 20, 1959. Sale to present owner by Harold & Bernard Sampson approved by FCC March 24, 1966 (Television Digest, Vol. 5:45; 6:13). Previous sale of 51% by Gene Posner to Harold & Bernard Sampson approved Aug. 9, 1962 (Vol. 2:26).

Represented (sales): Petry Television Inc.

Represented (legal): Reed, Smith, Shaw & McClay.

Personnel:

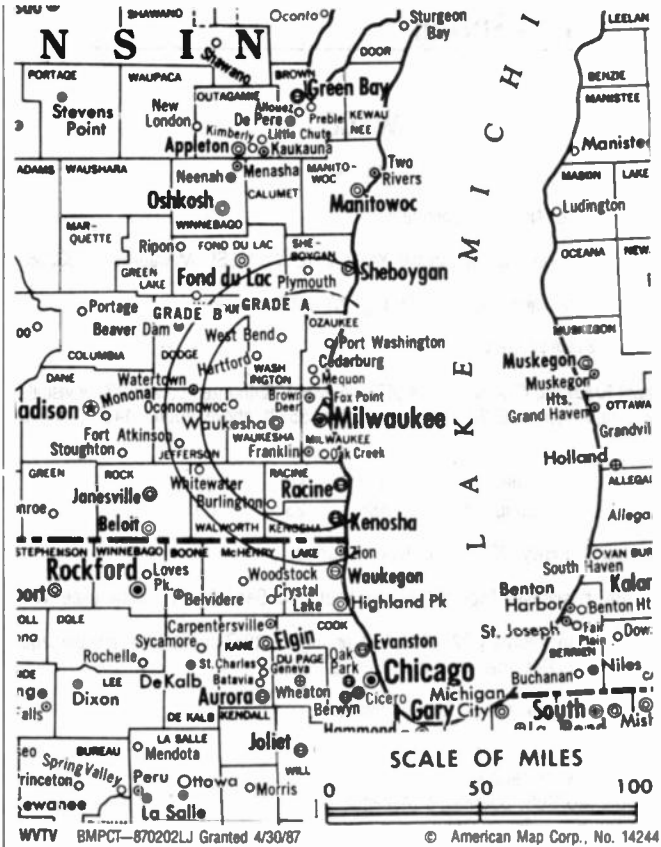
- MICHAEL SCHUCH, vice president & general manager.
- STEVE KOLB, general sales manager.
- DEANNE HAVILAND, national sales manager.
- ALISON GRAF, business manager.
- BYRON KING, program director.
- JOHN KALPUS, chief engineer.
- LIZ TALBOT, news director.
- BRAD GONZALEZ, promotion director.
- JIM HALL, director of engineering & production.

Rates: On request.

City of License: Milwaukee. ADI: Milwaukee. Rank: 28.

Total Households: © MSI Consumer Market Data as of 1/1/89. 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	WISCONSIN			
	Dodge	26,800	26,300	98
	Jefferson	24,600	24,300	99
	Milwaukee	373,800	369,400	99
	Ozaukee	25,000	24,700	99
	Racine	63,800	63,300	99
	Sheboygan	38,200	37,800	99
	Washington	31,300	31,000	99



Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	Waukesha	100,700	99,700	99
	WISCONSIN			
	Fond Du Lac	32,100	31,600	98
	Kenosha	43,900	43,400	99
	Rock	51,800	51,200	99
Between 25-49%	Walworth	27,400	27,000	99
	Winnebago	53,000	52,500	99
	ILLINOIS			
	Lake	162,100	160,900	99
	Mchenry	59,100	58,700	99
	WISCONSIN			
	Calumet	12,000	11,800	98
	Columbia	18,000	17,700	98
	Green Lake	7,500	7,300	98
	Manitowoc	30,000	29,800	99
Between 5-24%	Marathon	41,500	41,100	99
	Portage	20,500	20,100	98
	Sauk	17,700	17,300	98
	Wood	29,400	29,000	99
	Station Totals		1,290,200	1,275,900
Net Weekly Circulation (1989)			596,900	
Average Daily Circulation (1989)			238,600	

Wisconsin—Suring

WSCO

Ch. 14

Network Service: None, independent.

Licensee: Wisconsin Voice of Christian Youth, 2712 W. Vliet St., Milwaukee, WI 53208.

Studio: Hwy. 32 West, Box 414, Suring, WI 54174.

Telephone: 414-842-4014.

Technical Facilities: Channel No. 14 (470-476 MHz). Authorized power: 20-kw visual, 2-kw aural. Antenna: 622-ft. above av. terrain, 557-ft. above ground, 1497-ft. above sea level.

Latitude	44°	59'	30"
Longitude	88°	23'	55"

Transmitter: On Hwy. 32, 1.7-mi. NW of Suring.

Ownership: Wisconsin Voice of Christian Youth Inc. See WVCY-TV, Milwaukee, WI.

Began Operation: February 22, 1984. Left air July 28, 1987 due to extensive damage to transmitter. Resumed operation Dec. 27, 1988.

Represented (engineering): Lyle R. Evans.

Personnel:

- VIC ELIASON, general manager.
- GORDON MORRIS, operations manager.
- GARY PIEDOT, chief engineer.
- JIM SCHNEIDER, news & program director.

Rates: On request.

Arbitron Data: Not available.



City of License: Suring. **ADI:** Green Bay-Appleton. **Rank:** 67.

Wisconsin—Wausau-Rhinelander

WJFW-TV

Ch. 12

Network Service: NBC.

Licensee: Northland TV Inc., Box 858, Rhinelander, WI 54501.

Studio: S. Oneida Ave., Rhinelander, WI 54501.

Telephone: 715-369-4700.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 57.6-kw aural. Antenna: 1662-ft. above av. terrain, 1679-ft. above ground, 3323-ft. above sea level.

Latitude 45° 40' 02''
Longitude 89° 12' 27''

Transmitter: County Hwy. C at Starks.

Satellite Earth Stations: 3 in operation; Channel Master, Harris receivers.

News Services: NBC, UPI.

Ownership: Seaway Communications Inc. See Group Ownership of Television Stations.

Began Operation: October 20, 1966. Left air Nov. 17, 1968 following destruction of transmitter by plane crash. Resumed operation Sept. 10, 1969 (*Television Digest*, Vol. 9:37). Distress sale to present minority-owned company by Alvin E. O'Konski approved by FCC April 20, 1979 (Vol. 19:16).

Represented (sales): Seltel Inc.

Represented (legal): Mullin, Rhyne, Emmons & Topel, P.C.

Personnel:

MARIE PLATTETER, general manager.
JULIE SWAN, traffic director.
BRIAN HENNING, chief engineer.
MICHAEL MICHALAK, news director.

Highest 30 Sec. Rate: \$400.

NETWORK BASE HOURLY RATE: \$275.

City of License: Rhinelander. **ADI:** Wausau-Rhinelander. **Rank:** 133.

Total Households: © MSI Consumer Market Data as of 1/1/89. 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	MICHIGAN			
	Iron	5,700	5,600	98
	Ontonagon	3,500	3,400	97
	WISCONSIN			
	Florence	1,400	1,400	100
Forest	3,500	3,400	97	
Langlade	7,500	7,400	98	



Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	Lincoln	11,100	10,900	99
	Marathon	41,500	41,100	99
	Oneida	13,000	12,700	98
	Price	6,400	6,200	97
	Vilas	7,500	7,300	97
Between 25-49%	MICHIGAN			
	Dickinson	10,700	10,500	99
	Gogebic	7,400	7,200	97
Between 5-24%	WISCONSIN			
	Iron	2,700	2,700	100
	WISCONSIN			
	Ashland	6,400	6,300	98
	Marinette	16,000	15,800	99
Portage	20,500	20,100	98	
Taylor	6,500	6,300	97	
Station Totals		171,300	168,300	98
Net Weekly Circulation (1989)				87,300
Average Daily Circulation (1989)				44,900

Wisconsin—Wausau

WAOW-TV

Ch. 9

Network Service: ABC.

Licensee: Tak-WGRZ Inc., 1577 Springhill Rd., Suite 500, Vienna, VA 22180.

Studio: 1908 Grand Ave., Wausau, WI 54401.

Telephone: 715-842-2251. TWX: 510-601-0101. Fax: 715-848-0195.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 63-kw aural. Antenna: 1210-ft. above av. terrain, 647-ft. above ground, 2549-ft. above sea level.

Latitude 44° 55' 14.30"
Longitude 89° 41' 30.60"

Transmitter: Rib Mountain.

Satellite Earth Station: United Satellite Systems, 5-meter; United Satellite Systems receivers.

News Services: AP, CNN.

Ownership: Tak Communications Inc. See Group Ownership of Television Stations.

Began Operation: May 7, 1965. Sale to present owner by Liberty Broadcasting approved by FCC Jan. 7, 1985 (Television Digest, Vol. 24:43).

Represented (sales): Katz Television.

Represented (legal): Dow, Lohnes & Albertson.

Personnel:

LAURIN JORSTAD, general manager.
JIM GRAHAM, station manager.
MARSHALL PORTER, local & national sales manager.
SHARON REYER, promotion director.
BRUCE STEIN, news director.
RUSS CRASS, chief engineer.

Highest 30 Sec. Rate: \$350.

NETWORK BASE HOURLY RATE: \$450.

City of License: Wausau. ADI: Wausau-Rhineland. Rank: 133.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WISCONSIN			
	Adams	5,300	5,100	96
	Clark	12,200	11,800	97
	Forest	3,500	3,400	97
	Langlade	7,500	7,400	98
	Lincoln	11,100	10,900	99
	Marathon	41,500	41,100	99
	Oneida	13,000	12,700	98
	Portage	20,500	20,100	98
	Price	6,400	6,200	97



WAOW-TV BPCT-4608 Granted 2/26/75

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Taylor	6,500	6,300	97
	Vilas	7,500	7,300	97
	Wood	29,400	29,000	99
Between 25-49%	WISCONSIN			
	Juneau	8,600	8,300	97
	Waupaca	16,700	16,500	99
Between 5-24%	WISCONSIN			
	Ashland	6,400	6,300	98
	Chippewa	18,900	18,600	98
	Iron	2,700	2,700	100
	Jackson	6,400	6,200	97
	Marquette	5,600	5,400	96
	Menominee	900	900	100
	Monroe	13,400	13,100	98
	Rusk	5,800	5,600	97
Shawano	14,200	14,000	99	
Waushara	8,500	8,300	98	
Station Totals		272,500	267,200	98
Net Weekly Circulation (1989)			167,800	
Average Daily Circulation (1989)			106,000	

Wisconsin—Wausau

WSAW-TV

Ch. 7

Network Service: CBS.

Licensee: Adams TV of Wausau Inc., Box 8088, Wausau, WI 54402.

Studio: 1114 Grand Ave., Wausau, WI 54401.

Telephone: 715-845-4211. **Fax:** 715-845-2649.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 1209-ft. above av. terrain, 645-ft. above ground, 2547-ft. above sea level.

Latitude 44° 55' 14.30"
Longitude 89° 41' 30.60"

Transmitter: Rib Mountain.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; Comtech, 5-meter C-band; Scientific-Atlanta, 4.6-meter C-band; Vertex, 4.6-meter Ku-band; RCA, Scientific-Atlanta, M/A-Com receivers.

News Services: AP, UPI, CBS, CNN.

Ownership: Adams Communications, 100%. See Group Ownership of Television Stations.

Began Operation: October 24, 1954. Sale by Forward Communications Corp. approved by FCC August 16, 1984 (*Television Digest*, Vol. 23:44). Sale to present owner approved Dec. 23, 1987.

Represented (sales): Blair Television.

Personnel:

JOHN D. DUDLEY, executive vice president & general manager.
DONALD COCHART, vice president, operations.
MARK ZELICH, vice president, news & sports director.
MIKE RUESCH, vice president, business manager.
SHIRLEY A. BICKFORD, executive assistant to the president.
CHRIS J. EIGENBERGER, general sales manager.
JOE KAMENICK, chief engineer.

Highest One Hour Rate: \$1400.

Highest 30 Sec. Rate: \$540.

City of License: Wausau. **ADI:** Wausau-Rhineland. **Rank:** 133.

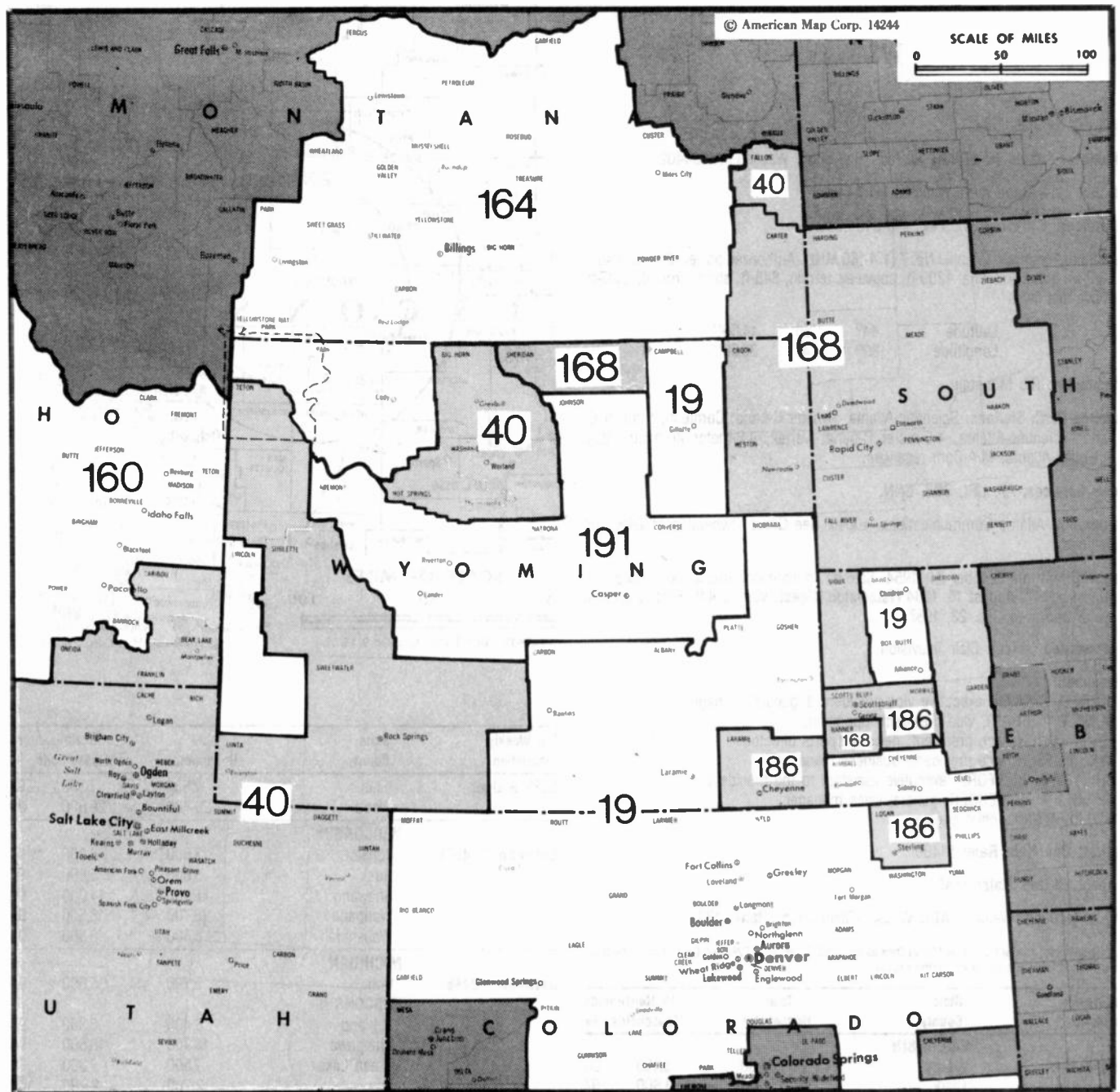
Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WISCONSIN			
	Adams	5,300	5,100	96
	Clark	12,200	11,800	97
	Forest	3,500	3,400	97
	Langlade	7,500	7,400	98
	Lincoln	11,100	10,900	99
	Marathon	41,500	41,100	99
	Oneida	13,000	12,700	98
	Portage	20,500	20,100	98
	Price	6,400	6,200	97
Taylor	6,500	6,300	97	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Vilas	7,500	7,300	97
	Wood	29,400	29,000	99
WISCONSIN				
Between 25-49%	Juneau	8,600	8,300	97
	Rusk	5,800	5,600	97
	Shawano	14,200	14,000	99
	Waupaca	16,700	16,500	99
	Waushara	8,500	8,300	98
MICHIGAN				
Between 5-24%	Iron	5,700	5,600	98
	WISCONSIN			
	Ashland	6,400	6,300	98
	Chippewa	18,900	18,600	98
	Green Lake	7,500	7,300	98
	Iron	2,700	2,700	100
	Jackson	6,400	6,200	97
	Marquette	5,600	5,400	96
	Monroe	13,400	13,100	98
	Sawyer	5,600	5,400	96
Station Totals		290,400	284,600	98
Net Weekly Circulation (1989)			174,900	
Average Daily Circulation (1989)			115,800	

Wyoming



Market	Arbitron A-DI TV Households	Rank	Market Area Commercial TV Stations
Denver, CO.....	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)
Salt Lake City, UT.....	590,400	40	KOOG-TV (30), KSL-TV (5), KSTU (13), KTVX (4), KUTV (2), KXIV (14)
Idaho Falls-Pocatello, ID.....	102,500	160	KIDK (3), KIFI-TV (8), KPVI (6)
Billings-Hardin, MT.....	90,500	164	KOUS-TV (4), KTQV (2), KULR-TV (8), KYUS-TV (3)
Rapid City, SD.....	84,300	168	KCLD-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)
Casper-Riverton, WY.....	45,600	191	KGWC-TV (14), KGWL-TV (5), KGWR-TV (13), KTWO-TV (2)

State Cross Reference List	
Communities that receive programs of stations that are located elsewhere.	
KGWL-TV, Riverton.....	See Lander, WY

Wyoming Station Totals as of October 1, 1989			
	VHF	UHF	TOTAL
Commercial Television Stations	6	2	8
Educational Television Stations	1	0	1
	7	2	9

Wyoming—Jackson

KJVI

Ch. 2

Network Service: None, independent.

Grantee: Western Telecasting Co., 7600 Potomac Falls Rd., McLean, VA 22102.

Telephone: 202-224-5941.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 0.19-kw visual, 0.91-kw aural. Antenna: 997-ft. above av. terrain, 11-ft. above ground, 8051-ft. above sea level.

Latitude	43°	27'	42"
Longitude	110°	45'	09"

Transmitter: Snow King Mountain, approx. 1.25-mi. S of Jackson.

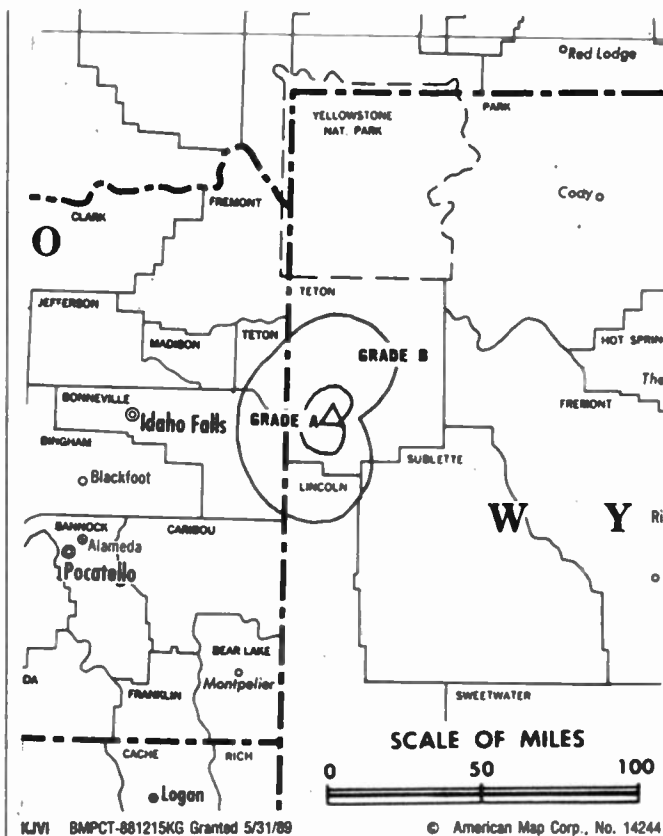
Ownership: William L. Armstrong III, pres. & Ellen M. Armstrong, secy.-treas., 100% jointly. The Armstrongs own 45% each of KPVI(TV) Pocatello, ID; 50% each of KKVI, Ch. 35, Twin Falls, ID; have interest in KEZW(AM) Aurora, CO & LPTV interests.

Scheduled to Begin Operation: April 27, 1990.

Represented (legal): Hopkins, Sutter, Hamel & Park.

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202-872-9200*



City of License: Jackson. **ADI:** Salt Lake City. **Rank:** 40.

Wyoming—Casper

KGWC-TV

Ch. 14

(Operates satellites KGWL-TV Lander & KGWR-TV, Rock Springs, WY)

Network Service: CBS.

Licensee: Stauffer Communications Inc., Box 119, Topeka, KS 66601.

Studio: 304 N. Center St., Casper, WY 82601.

Telephone: 307-234-1111. Telex: 910-949-4551. Fax: 307-234-2835.

Technical Facilities: Channel No. 14 (470-476 MHz). Authorized power: 1380-kw max. & 759-kw horizontal visual, 140-kw max. & 79.4-kw horizontal aural. Antenna: 1880-ft. above av. terrain, 235-ft. above ground, 8255-ft. above sea level.

Latitude 42° 44' 26"
Longitude 106° 21' 34"

Transmitter: R79W, T32N, Section 18, Natrona County.

Satellite Earth Stations: Magnatech, 5-meter C-band; Magnatech, 3-meter C-band; AEL, 4-meter Ku-band; M/A-Com; Microdyne, M/A-Com receivers.

News Services: AP, CBS.

Ownership: Stauffer Communications Inc., 100%. See Group Ownership of Television Stations.

Began Operation: August 12, 1980. Sale to present owner by Rocky Mountain Communications Network approved by FCC August 25, 1986 (Television Digest, Vol. 26:23).

Represented (sales): Katz Television.

Represented (legal): Dow, Lohnes & Albertson.

Personnel:

CARL OCCHIPINTI, general manager.
ALAN NICKSIC, station manager.
TIM SWANSON, general sales manager.
ROB FLYGARE, news director.
JEREMY PATEY, program director.
ROBERT SPAIN, chief engineer.

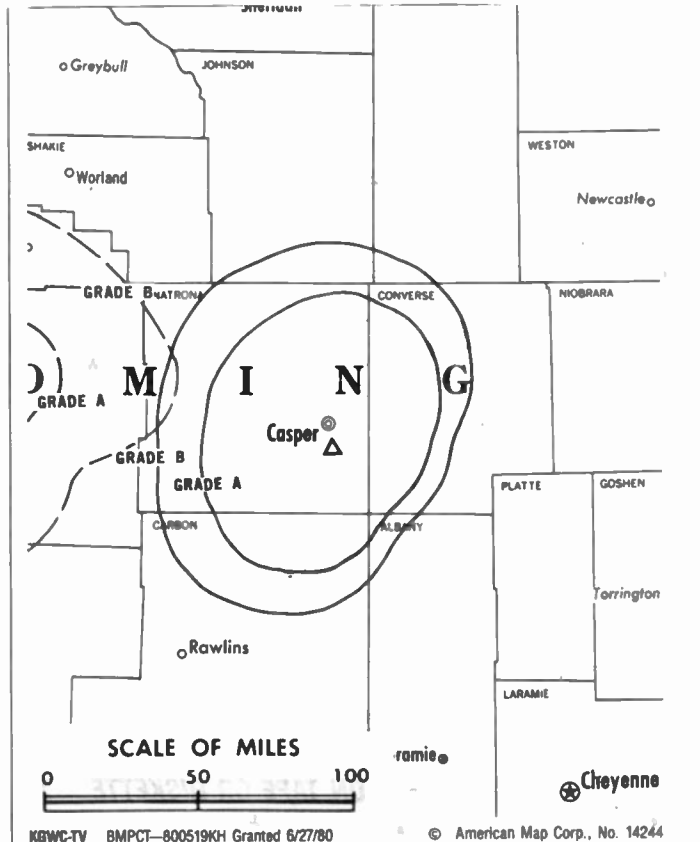
Highest 30 Sec. Rate: \$300.

NETWORK BASE HOURLY RATE: \$375.

Arbitron Data: Figures include satellites KGWL-TV, Lander & KGWR-TV, Rock Springs, WY.

City of License: Casper. ADI: Casper-Riverton. Rank: 191.

Total Households: © MSI Consumer Market Data as of 1/1/89. TV Homes, TV% and Circulation © 1989 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WYOMING			
	Converse	5,000	4,800	96
	Fremont	12,600	12,300	98
	Natrona	27,200	26,600	98
Between 25-49%	WYOMING			
	Campbell	12,200	11,600	95
	Hot Springs	2,200	2,100	95
	Johnson	2,600	2,500	96
	Washakie	3,500	3,400	97
	Weston	2,900	2,800	96
Between 5-24%	WYOMING			
	Crook	2,300	2,200	96
	Park	9,300	8,900	96
	Sweetwater	16,300	15,700	96
Station Totals		96,100	92,900	97
Net Weekly Circulation (1989)				43,500
Average Daily Circulation (1989)				19,900

Wyoming—Casper

KTWO-TV

Ch. 2

(Operates satellite KKTU, Cheyenne, WY)

Network Service: NBC.

Licensee: KTWO Corp., 212 E. Liberty St., Wooster, OH 44691.

Studio: 4200 E. 2nd St., Casper, WY 82609.

Telephone: 307-237-3711. **TWX:** 910-949-4462. **Fax:** 307-234-9866.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 22-kw aural. Antenna: 2000-ft. above av. terrain, 375-ft. above ground, 8485-ft. above sea level.

Latitude 42° 44' 03"
Longitude 106° 20' 00"

Transmitter: 8-mi. S of Casper.

News Service: AP.

Ownership: Wooster Republican Printing Co., 100%. See Group Ownership of Television Stations.

Began Operation: March 8, 1957. Sale of station by Harriscop Bcstg. Corp. to present owner approved by FCC Dec. 12, 1986 (*Television Digest*, Vol. 26:45).

Represented (sales): Blair Television.

Represented (legal): Baker & Hostetler.

Represented (engineering): Hammett & Edison Inc.

Personnel:

MICHELLE FERGUSON, general manager.
BRUCE CUMMINGS, local sales manager.
DEBBIE HALES-McLEMORE, national sales manager.
WES STURR, news director.
DAVE BORINO, program director.
BOB DAVIS, director of engineering.
LINDA MAKINEN, business manager.
JANE BARRY, promotion director.

Highest One Hour Rate: \$3100.

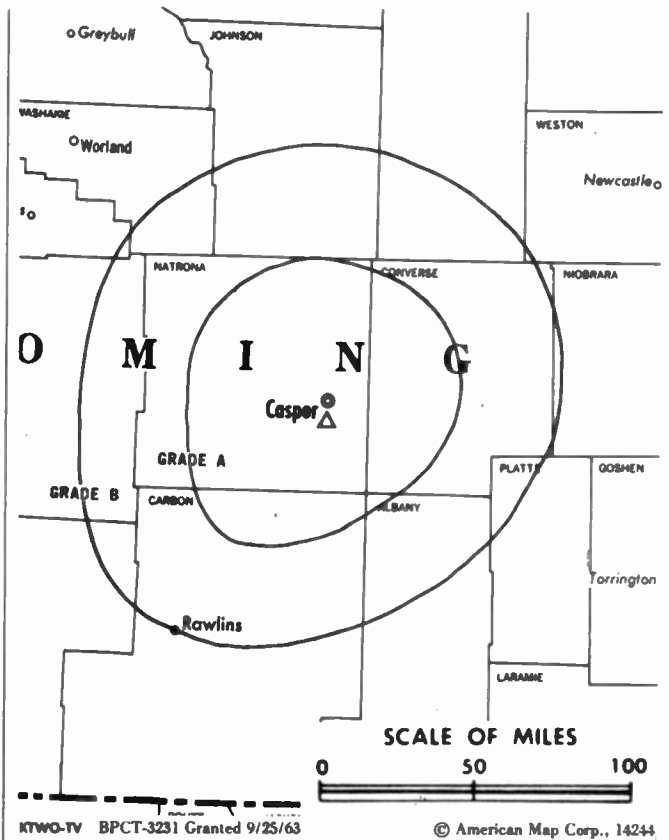
Highest 30 Sec. Rate: \$425.

Arbitron Data: Includes KKTU, Cheyenne, WY.

City of License: Casper. **ADI:** Casper-Riverton. **Rank:** 191.

Total Households: © MSI Consumer Market Data as of 1/1/89. 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	WYOMING			
	Big Horn	4,500	4,300	96
	Campbell	12,200	11,600	95
	Carbon	6,900	6,600	96
	Converse	5,000	4,800	96
	Fremont	12,600	12,300	98



Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	Hot Springs	2,200	2,100	95
	Johnson	2,600	2,500	96
	Natrona	27,200	26,600	98
	Niobrara	1,200	1,200	100
	Park	9,300	8,900	96
	Sweetwater	16,300	15,700	96
	Washakie	3,500	3,400	97
	Weston	2,900	2,800	96
Between 25-49%	WYOMING			
	Crook	2,300	2,200	96
	Laramie	29,000	28,500	98
	Lincoln	5,700	5,400	95
	Platte	4,200	4,000	95
	Sheridan	10,400	9,900	95
	Sublette	2,200	2,100	95
Uinta	7,600	7,300	97	
Between 5-24%	WYOMING			
	Albany	12,000	11,500	96
	Goshen	5,100	5,000	98
	Teton	5,100	4,900	96
Station Totals		190,000	183,600	97
Net Weekly Circulation (1989)			99,400	
Average Daily Circulation (1989)			55,700	

Wyoming—Cheyenne

KGWN-TV

Ch. 5

(Operates satellites KSTF, Scottsbluff, NE and KTVS, Sterling, CO)

Network Service: CBS, ABC.

Licensee: Stauffer Communications Inc., 2923 E. Lincolnway, Cheyenne, WY 82001.

Studio: 2923 E. Lincolnway, Cheyenne, WY 82001.

Telephone: 307-634-7755. **TWX:** 910-949-4067.

Fax: 307-637-8604; 307-634-7511.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 620-ft. above av. terrain, 483-ft. above ground, 7260-ft. above sea level.

Latitude 41° 06' 03"
Longitude 105° 00' 16"

Transmitter: Borie, WY, 10.2-mi. WSW of Cheyenne.

Satellite Earth Stations: Scientific-Atlanta, 7-meter; Scientific-Atlanta, 3.5-meter; RCA, Scientific-Atlanta receivers.

News Service: AP.

Ownership: Stauffer Communications Inc., 100%. See Group Ownership of Television Stations.

Began Operation: March 22, 1954. Sale to Lamb Enterprises by Frontier Bcstg. Co. (McCraken) approved by FCC July 6, 1972 (*Television Digest*, Vol. 11:47; 12:28). Sale to Burke Bcstg. approved Oct. 14, 1983. Sale to present owner approved July 8, 1986 (Vol. 26:13).

Represented (sales): Katz Television.

Represented (legal): Dow, Lohnes & Albertson.

Personnel:

CARL J. OCCHIPINTI, general manager.
DUSTY THEIN, general sales manager.
BARBARA PARENTI, program director.
BRIAN OLSON, news director.
STEVE VANCOURT, promotion director.
TONY SCHAEFER, chief engineer.
BERT GRANT, business manager.

Highest One Hour Rate: \$2100.

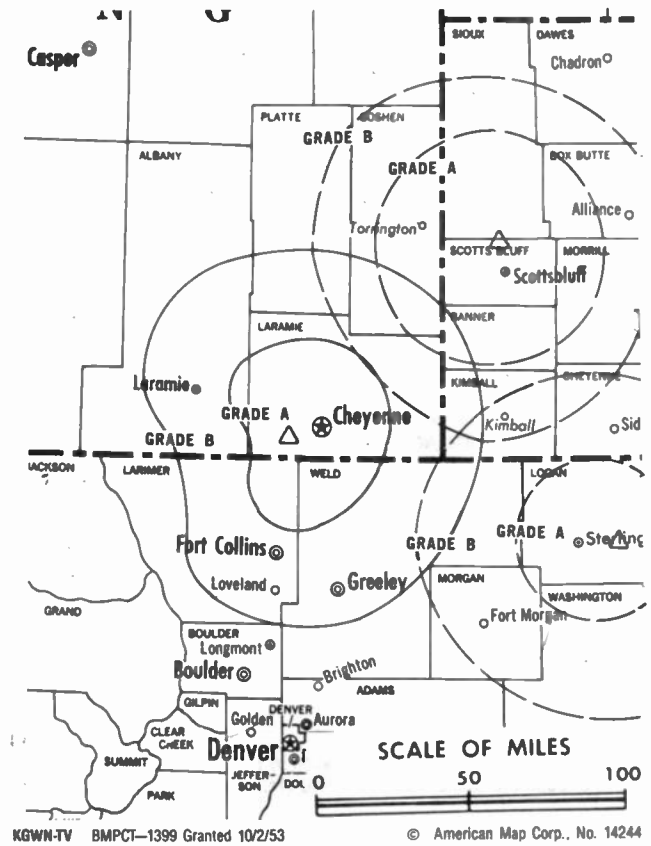
Highest 30 Sec. Rate: \$550.

Rates: KSTF & KTVS sold in combination with KGWN-TV, separate rates are also available.

NETWORK BASE HOURLY RATE: \$715.

Arbitron Data: Figures do not include KSTF, Scottsbluff, NE & KTVS, Sterling, CO.

City of License: Cheyenne. **AOI:** 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	%
50% & Over	WYOMING			
	Laramie	29,000	28,500	98
Between 25-49%	COLORADO			
	Weld	51,600	50,700	98
	WYOMING			
	Albany	12,000	11,500	96
	Platte	4,200	4,000	95
Between 5-24%	COLORADO			
	Larimer	71,800	70,300	98
	Logan	7,600	7,400	97
	NEBRASKA			
Banner	300	300	100	
WYOMING				
Fremont	12,600	12,300	98	
Station Totals		189,100	185,000	98
Net Weekly Circulation (1989)				69,700
Average Daily Circulation (1989)				33,000

Wyoming—Cheyenne

KKTU

Ch. 33

(Satellite of KTWO-TV Casper, WY)

Network Service: NBC.

Licensee: KTWO Corp., 4200 E. 2nd St., Casper, WY 82609.

Studio: See KTWO-TV, Casper.

Telephone: 307-237-3711. **TWX:** 910-949-4462. **Fax:** 07-234-9866.

Technical Facilities: Channel No. 33 (584-590 MHz). Authorized power: 253-kw max. visual. Antenna: 485-ft. above av. terrain, 482-ft. above ground, 6940-ft. above sea level.

Latitude	41°	08'	55''
Longitude	104°	57'	22''

Transmitter: 6.25-mi. W of Cheyenne.

Ownership: The Wooster Republican Printing Co., 100%. See Group Ownership of Television Stations.

Began Operation: August 28, 1987.

Represented (sales): Blair Television.

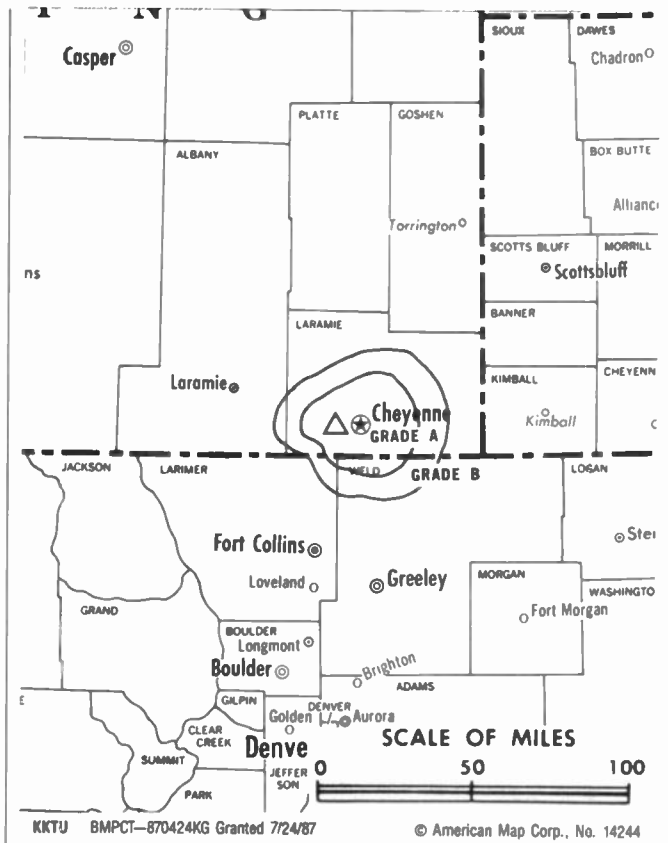
Represented (legal): Baker & Hostetler.

Represented (engineering): Hammett & Edison Inc.

Personnel:

See KTWO-TV, Casper, WY.

Arbitron Data: Included with KTWO-TV, Casper, WY.



City of License: Cheyenne. **ADI:** Cheyenne, WY-Scottsbluff, NE-Sterling, CO. **Rank:** 186.

Wyoming—Lander-Riverton

KGWL-TV

Ch. 5

(Satellite of KGWC-TV, Casper, WY)

Network Service: CBS.

Licensee: Stauffer Communications Inc., Topeka, KS.

Studio: See KGWC-TV, Casper.

Telephone: 307-234-1111.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 272-ft. above av. terrain, 183-ft. above ground, 6003-ft. above sea level.

Latitude	42°	53'	41.50"
Longitude	108°	43'	34.00"

Transmitter: 3.6-mi. N of Lander on Sand Hills.

News Services: CBS, AP.

Ownership: Stauffer Communications Inc., 100%. See Group Ownership of Television Stations.

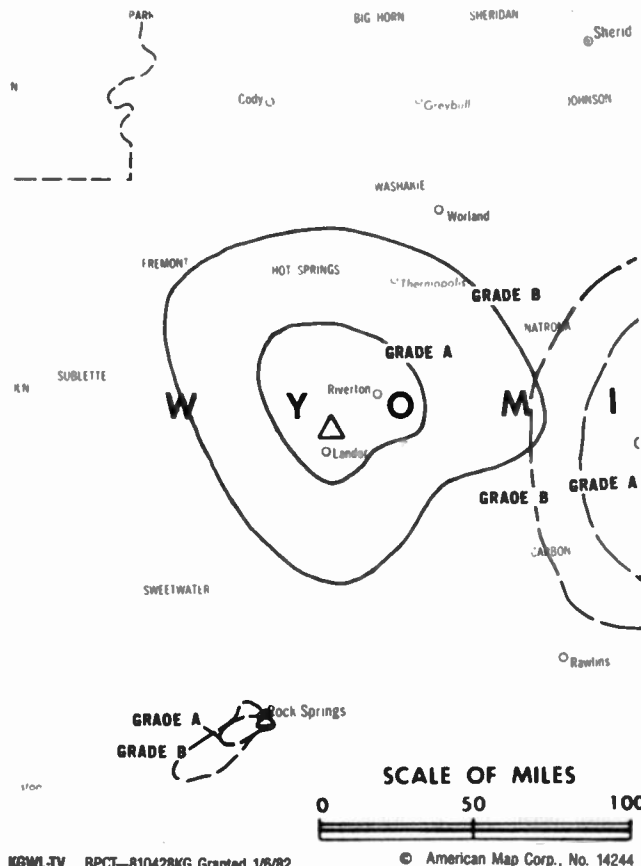
Began Operation: September 12, 1982. Sale to present owner by Rocky Mountain Communications Network approved by FCC Aug. 25, 1986 (*Television Digest*, Vol. 26:23).

Represented (sales): Katz Television.

Represented (legal): Dow, Lohnes & Albertson.

Personnel:

See KGWC-TV, Casper, WY.



Arbitron Data: Included with KGWC-TV, Casper, WY.

City of License: Lander. **ADI:** Casper-Riverton. **Rank:** 191.

Wyoming—Rock Springs

KGWR-TV

Ch. 13

(Satellite of KGWC-TV, Casper, WY)

Network Service: CBS.

Licensee: Stauffer Communications Inc., Topeka, KS.

Studio: See KGWC-TV, Casper.

Telephone: 307-234-1111.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 14-kw visual, 1.4-kw aural. Antenna: 1708-ft. above av. terrain, 50-ft. above ground, 8792-ft. above sea level.

Latitude	41°	26'	33"
Longitude	109°	06'	28"

Holds CP for change to 210-kw visual, 21-kw max. aural. BPCT-860418KG.

Transmitter: Aspen Mountain, Rock Springs.

News Services: CBS, AP.

Ownership: Stauffer Communications Inc., 100%. See Group Ownership of Television Stations.

Began Operation: October 21, 1977. Sale to Rocky Mountain Communications by Gerald E. & Linda K. Devine approved by FCC July 13, 1982. Resumed operation Jan. 27, 1983. Sale to present owners approved Aug. 25, 1986 (*Television Digest*, Vol. 26:23).

Represented (sales): Katz Television.

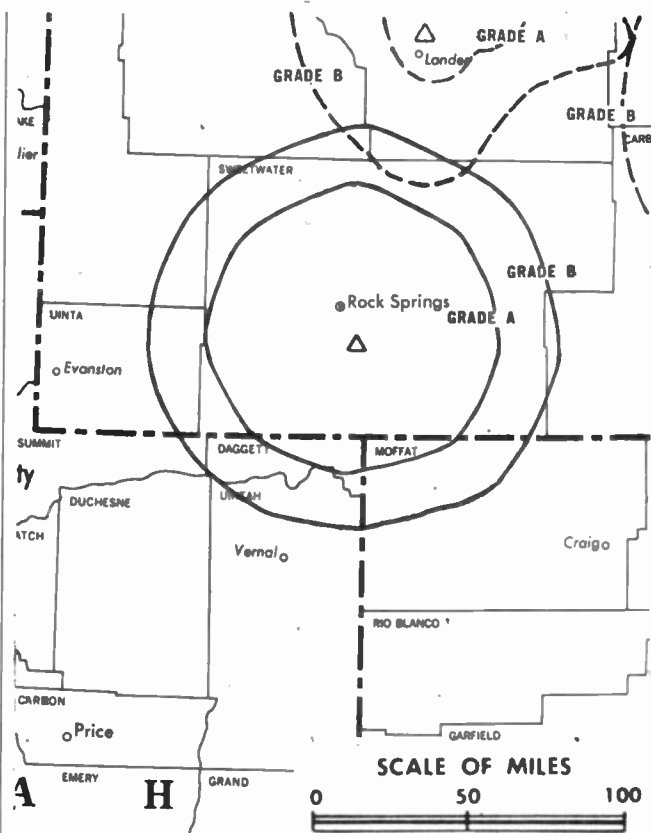
Represented (legal): Dow, Lohnes & Albertson.

Represented (engineering): Kenneth Williams.

Personnel:

See KGWC, Casper, WY.

Rates: Sold in combination with KGWC-TV, Casper & KGWL-TV, Lander-Riverton, WY.



KGWR-TV BPCT-860418KG Granted 4/18/88

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Arbitron Data: Included with KGWC-TV, Casper, WY.

City of License: Rock Springs. ADI: Casper-Riverton. Rank: 191.

Wyoming—Sheridan

KSGW-TV

Ch. 12

(Satellite of KOTA-TV, Rapid City, SD)

Network Service: ABC.

Licensee: Duhamel Broadcasting Enterprises, Box 1760, Rapid City, SD 57709.

Studio: See KOTA-TV, Rapid City.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 18-kw aural. Antenna: 1220-ft. above av. terrain, 144-ft. above ground, 7824-ft. above sea level.

Latitude	44°	37'	20''
Longitude	107°	06'	57''

Transmitter: 12-mi. S & 8-mi. W of Sheridan.

Satellite Earth Stations: In operation; Simulcast receivers.

News Services: UPI, ABC.

Ownership: Duhamel Broadcasting Enterprises, 100%. See Group Ownership of Television Stations.

Began Operation: October 28, 1977.

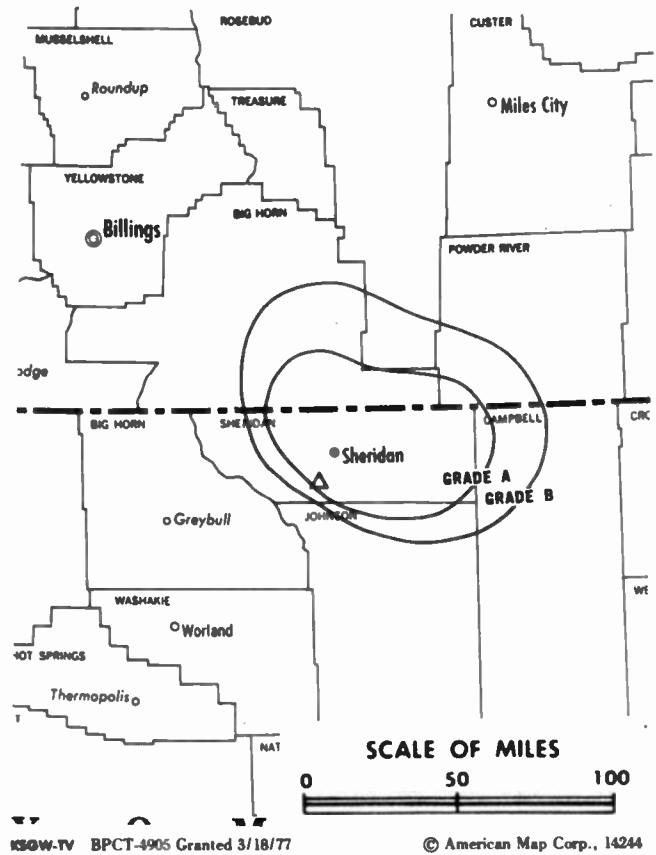
Represented (sales): Katz Television.

Represented (legal): Fisher, Wayland, Cooper & Leader.

Personnel:

See KOTA-TV, Rapid City, SD.

Rates: Sold in combination with KOTA-TV.



Arbitron Data: Included with KOTA-TV, Rapid City, SD.

City of License: Sheridan. ADI: Rapid City. Rank: 168.

Guam—Agana

KUAM-TV

Ch. 8

Network Service: CBS, NBC, ABC.

Licensee: Pacific Telestations Inc., Debtor-in-Possession, Box 368, Agana, GU 96910.

Studio: 1.9-mi. SE of Agana.

Mailing Address: Box 368, Agana, GU 96910. **Cable:** KUAM.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 21.9-kw visual, 3.8-kw aural. Antenna: 936-ft. above av. terrain, 121-ft. above ground, 1139-ft. above sea level.

Latitude	13°	25'	53''
Longitude	144°	42'	36''

Transmitter: Mt. Alutom.

AM Affiliate: KUAM, 10-kw, 610 khz.

FM Affiliate: KUAM-FM, 2.5-kw, 93.9 MHz (No. 230), 77-ft.

News Services: ABC, CBS, NBC, UPI.

Ownership: Micronesia Bcstg. Corp., 100%. Micronesia Bcstg. Corp. ownership: Calvo Enterprises Inc. & Air Micronesia Inc., 100% jointly. Calvo Enterprises Inc.

ownership: Paul M. Calvo, pres.-trustee; Edward M. Calvo & Thomas J. M. Calvo, v.p.s-trustees, 33% each. Air Micronesia Inc. ownership: Larry L. Hillblom, pres.-chief exec. officer; Manuel T. Tenorio, chmn.-v.p., percentages undisclosed.

Began Operation: August 5, 1956. Transfer of control to present owners approved by FCC April 13, 1989. Sale to Pacific Telestation Inc. by H. S. Killgore approved by FCC Sept. 15, 1977 (*Television Digest*, Vol. 17:38). Sale to Killgore by Phil Berg approved April 9, 1964 (Vol. 3:48; 4:16). Previously, 5% sold by John P. Heame to Berg, raising Berg's holdings from 45.5% to 54.5% (Vol. 2:34).

Represented (sales): Intercontinental Services Ltd.

Represented (engineering): Hammett & Edison Inc.

Personnel:

ROBERT S. BERGER, general manager.
JANICE MALONEY, director, news & public affairs.
WILLIAM McBRIDE, chief engineer.
ANNA LORENZO, sales manager.

Highest One Hour Rate: \$700.

Highest 30 Sec. Rate: \$100.

NETWORK BASE HOURLY RATE: \$100.

City of License: Agana.

Guam—Tamuning

KTGM

Ch. 14

Network Service: None, independent.

Licensee: Guahan Airwaves Corp., 692 N. Marine Dr., Tamuning, GU 96911.

Studio: 692 N. Marine Dr., Tamuning, GU 96911.

Telephone: 671-646-4873.

Technical Facilities: Channel No. 14 (470-476 MHz). Authorized power: 12.8-kw max. visual. Antenna: Minus 52-ft. above av. terrain, 66-ft. above ground, 230-ft. above sea level.

Latitude	13°	30'	09''
Longitude	144°	48'	17''

Transmitter: Atlantica Guam Corp. Bldg., Marine Dr., Upper Tumon.

Ownership: Guahan Airwaves Corp. Edmund Y. Lee, pres., 23%; David M. Larson, v.p., 54%; Gary Hull, secy., 4%; Marie Martin, treas., 1%; Tsugio Mitsujii, 10%; Thomas Salsbury, 5%; William R. Phillips, 2%.

Began Operation: October 19, 1987.

Represented (legal): Davis, Graham & Stubbs.

Represented (engineering): Moffet, Larson & Johnson.

Personnel:

DAVID M. LARSON, general manager & chief engineer.
SHARON ALDRIDGE, sales manager.

City of License: Tamuning.

Puerto Rico—Aguadilla-Mayaguez

WOLE-TV

Ch. 12

Network Service: None, independent.

Licensee: Western Broadcasting Corp. of Puerto Rico, Box 1200, Mayaguez, PR 00709-1200.

Studio: 17 Marina St., Aguadilla, PR 00603.

Telephone: 809-833-1200. **Fax:** 809-831-6330.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1250-ft. above av. terrain, 362-ft. above ground, 1549-ft. above sea level.

Latitude	18°	18'	51''
Longitude	67°	11'	30''

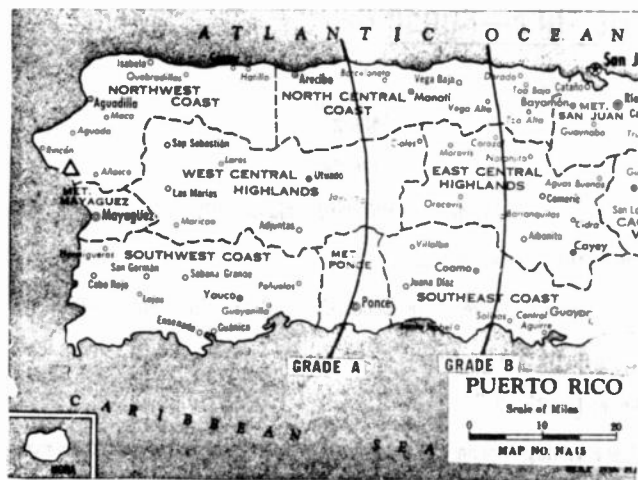
Transmitter: Pico Atalaya, 4.5-mi. SE of Rincon, PR.

Ownership: Du Art Film Labs Inc., 63%; Jose Bechara, 32%; A. Gimenez-Aguayo, pres., 5%. Gimenez-Aguayo is 41.4% owner of WPAB, Ponce. Bechara owns WKJB-AM-FM, Mayaguez.

Began Operation: May 10, 1960.

Represented (legal): Dempsey & Koplovitz.

Represented (engineering): Cohen, Dippell & Everist, P.C.



WOLE-TV

© American Map Corp., 14244

Personnel:

IRWIN YOUNG, president.
LUIS A. MORALES, general manager.
DOEL ORIOL, chief engineer.

Highest One Hour Rate: \$250.

Highest 30 Sec. Rate: \$160.

City of License: Aguadilla.

Puerto Rico—Aguadilla

WVEO

Ch. 44

(Satellite of WPRV-TV, Fajardo, PR)

Network Service: None, independent.

Licensee: James C. Leake, Barrio Cocos, Buzon C-339, Quebradillas, PR 00742.

Studio: Road 411, km 77, Aguada.

Telephone: 809-895-3033.

Technical Facilities: Channel No. 44 (650-656 MHz). Authorized power: 993-kw max. & 948-kw horizontal visual, 198-kw max. aural. Antenna: 1220-ft. above av. terrain, 235-ft. above ground, 1448-ft. above sea level.

Latitude	18°	19'	06''
Longitude	67°	10'	42''

Transmitter: Barrio Atalaya, Aguada, PR.

Ownership: James C. Leake, 100%. Leake has interest in WPRV-TV, Fajardo, PR.

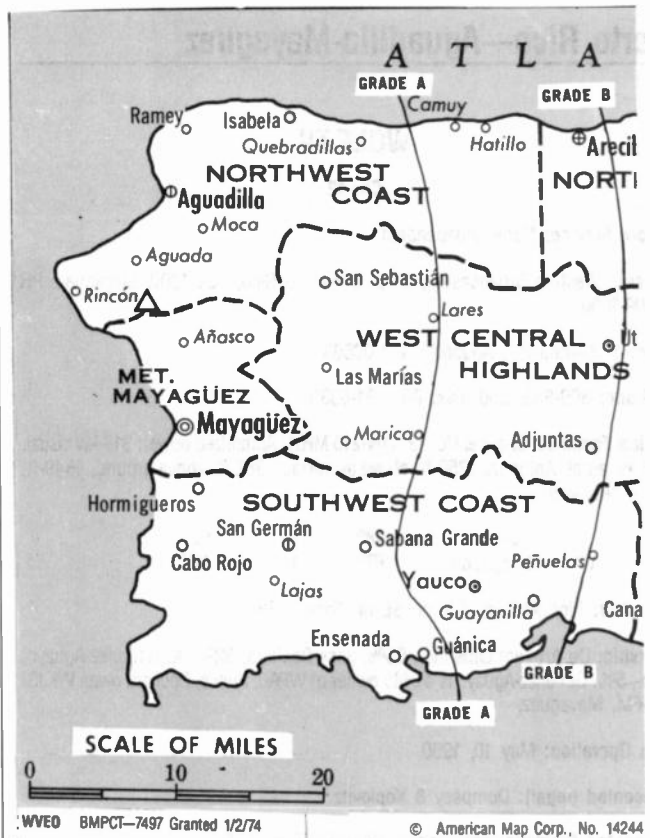
Began Operation: October 7, 1974. Sale to Seglares Iglesia Catolica Inc. by Video Empresas Del Oeste approved by FCC March 7, 1985. Sale to present owner granted April 20, 1987.

Represented (sales): Contemporary Media.

Represented (legal): Hopkins, Sutter, Hamel & Park.

Personnel:

See WPRV-TV, Fajardo, PR.



City of License: Aguadilla.

Puerto Rico—Arecibo

WCCV-TV

(formerly WATX-TV)

Ch. 54

Network Service: Univision.

Licensee: Asociacion Evangelista Cristo Viene Inc., Box 949, Camuy, PR 00627-0949.

Studio: 62 Luis Gandia Santos St., Arecibo, PR 00612.

Technical Facilities: Channel No. 54 (710-716 MHz). Authorized power: 11.78-kw max. visual, 2.34-kw max. aural. Antenna: Minus 219-ft. above av. terrain, 127-ft. above ground, 157-ft. above sea level.

Latitude	18°	28'	28''
Longitude	66°	43'	36''

Holds CP for change to 1500-kw max. visual, 1969-ft. above av. terrain, 512-ft. above ground, 3571-ft. above sea level, lat. 18° 14' 06", long. 66° 45' 36", transmitter to Cerro Roncadon, 4.3-mi. to Utuado on 60° T. BPCT-890609KF.

Transmitter: Luis Gandia Santos St., No. 62, Arecibo.

Satellite Earth Stations: In operation; Drake receivers.

Ownership: Jose J. Avila, pres., 25%; Edwin Tavarez, secy., 25%; Vicente Vales, treas., 25%; Tito Apiles, 25%.

Began Operation: April 9, 1982. Sale to present owners by Arecibo Video Corp. approved by FCC March 17, 1989.

Represented (engineering): Robert L. Purcell.



Personnel:

JOSE J. AVILA, president.
JENNY R. VELAZQUEZ, general manager.
WILLIAM ARCE, chief engineer.

Highest One Hour Rate: \$400.

Highest 30 Sec. Rate: \$30.

City of License: Arecibo.

Puerto Rico—Fajardo

WPRV-TV

Ch. 13

(Operates satellite WVEO, Aguadilla, PR)

Network Service: Fox.

Licensee: WPRV-TV Inc., Debtor Evangelina Vives, trustee, 11-11 First St., Hillside, Rio Pedras, PR 00926.

Business: No. 10 Simon Madera, Rio Piedras, PR 00929.

Mailing Address: Box 31313, Rio Piedras, PR 00929.

Telephone: 809-758-0013.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 170-kw visual, 17-kw aural. Antenna: 2825-ft. above av. terrain, 259-ft. above ground, 3506-ft. above sea level.

Latitude	18°	18'	36''
Longitude	65°	47'	41''

Transmitter: El Yunque Peak, 9-mi. W of Fajardo.

Satellite Earth Station: Harris, 13-meter C-band; Harris receivers.

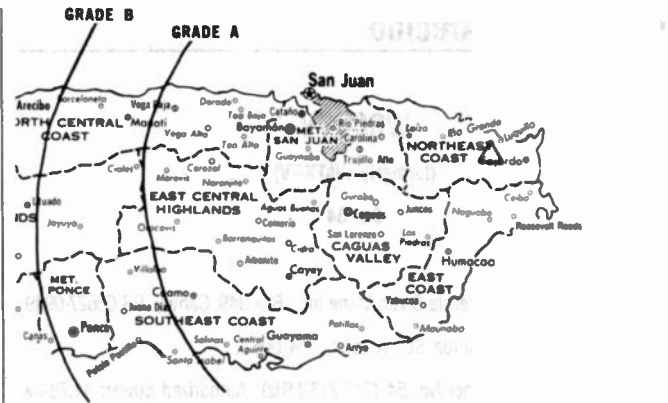
News Services: AP, ABC.

Ownership: James C. Leake, pres., 54.4%; Carmina M. Miller, asst.-secy., 20%; Jean Leake, 12.8%; Nancy L. Sevenoaks, 12.8%. James Leake has controlling interest in WVEO(TV), Aguadilla, PR.

Began Operation: December 22, 1984.

Represented (legal): Mullin, Rhyne, Emmons & Topel, P.C.

Represented (engineering): Cohen, Dippell & Everist, P.C.



WPRV-TV BNPCT-820830KG Granted 11/10/82

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Personnel:

JAMES C. LEAKE, chairman.
 CARMINA MENDEZ MILLER, president.
 RICHARD SEVENOAKS, station manager.
 DANNY GARCIA, sales manager.
 MARIO LAZZARI, chief engineer.
 JORGE MIRANDA, promotion director.

Highest One Hour Rate: \$4500.

Highest 30 Sec. Rate: \$385.

City of License: Fajardo.

Puerto Rico—Mayaguez

WNJX-TV

Ch. 22

Network Service: None, independent.

Licensee: WNJX-TV Inc., Box 1030, Mayaguez, PR 00709.

Studio: 22 Guanajibo Shopping Center, Mayaguez, PR 00708.

Telephone: 809-834-2222. **Fax:** 809-831-2222.

Technical Facilities: Channel No. 22 (518-524 MHz). Authorized power: 200-kw max. visual, 20-kw max. aural. Antenna: 1137-ft. above av. terrain, 130-ft. above ground, 1344-ft. above sea level.

Latitude	18°	19'	06''
Longitude	67°	10'	42''

Transmitter: Atalaya Mountain, Aguada.

Satellite Earth Station: In operation; C-band.

Ownership: Ana J. Plaza, pres. & Glenn Tryon, v.p., 33.33% jointly; T. Michael Whitney, v.p., 22.22%; David A. Peterson, v.p., 22.22%; Michael L. Carter, secy.-treas., 22.22%.

Began Operation: April 27, 1986.

Represented (legal): Latham & Watkins.

Represented (engineering): D.B. Communications.

Personnel:

ANA P. TRYON, president & office manager.
GLENN A. TRYON, general manager.
RAMON RIVERA PEREZ, chief engineer.



WNJX-TV BMPCT-860109KG Granted 6/24/86 © American Map Corp., No. 14244

FRANCES IRIZARRY, general sales manager.
PEDRO CARABALLO, production director.
NYDIA PLAZA, traffic director.

Highest 30 Sec. Rate: \$100.

City of License: Mayaguez.

Puerto Rico—Mayaguez-Aguadilla

WORA-TV

Ch. 5

Network Service: None, independent.

Licensee: Telecinco Inc., Box 43, Mayaguez, PR 00708.

Studio: Darlington Bldg., Box 43, Mayaguez, PR 00708.

Telephones: 809-834-5500; 809-721-4054. **Cable:** RACO.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 95.5-kw visual, 19.1-kw aural. Antenna: 2000-ft. above av. terrain, 240-ft. above ground, 3060-ft. above sea level.

Latitude	18°	09'	02''
Longitude	66°	59'	20''

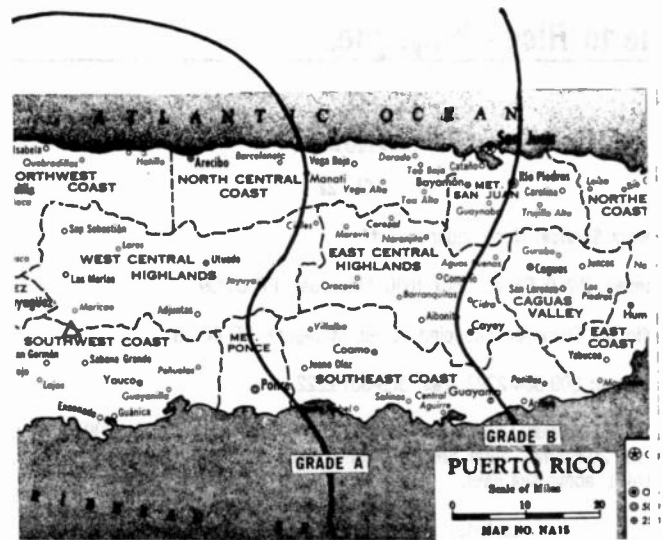
Transmitter: 2.2-mi. S of Maricao on Road No. 120.

News Service: UPI.

Ownership: Telecinco Inc. Alfredo R. de Arellano, pres.; Alfredo R. de Arellano Jr., exec. v.p.; Esther V. de Arellano, v.p.; Gloria R. de Arellano, secy.; Josefina R. de Arellano, treas.; Arnado M. Reyes, v.p.-asst. treas. Stockholders of Telecinco also have radio holdings.

Began Operation: October 1, 1955.

Represented (legal): Bryan, Cave, McPheeters & McRoberts.



WORA-TV

© American Map Corp., 14244

Personnel:

ALFREDO R. de ARELLANO JR., president.
EDUARDO BADO, general manager.
JESUS ECHEVARRIA, chief engineer.
ELEUTERIO VEGA, director of operations.
G. A. BONET, director of engineering.

Highest 30 Sec. Rate: \$200.

City of License: Mayaguez.

Puerto Rico—Mayaguez

WTRA

Ch. 16

Network Service: None, independent.

Licensee: Century Telecast Corp., Box 4630, Hato Rey, PR 00919.

Studio: Calle Rio No. 3, Second Floor, Mayaguez, PR 00709.

Technical Facilities: Channel No. 16 (482-488 MHz). Authorized power: 219-kw max. visual, 22-kw max. aural. Antenna: 1137-ft. above av. terrain, 130-ft. above ground, 1344-ft. above sea level.

Latitude	18°	19'	06''
Longitude	67°	10'	42''

Transmitter: Rd. 711 km 07 on Mt. Atalaya, Aguada.

Ownership: Adolpho Flores, pres., 30.8%; Rev. Ramon Rodriguez, 30.8%; Rev. Jose O. Camacho, 7.6%; Florida Financial Advisors Inc., 30.8%, Florida Financial Advisors Inc. ownership: Anthony & Linda Esteves, 100% jointly. CTC also owns WRWR-TV, San Juan, PR.

Began Operation: December 1, 1986.

Represented (legal): Baraff, Koerner, Olender & Hochberg, P.C.

Represented (engineering): Hector Nicolau.

Personnel:
EDELINDA CAMARA, general manager.

Rates: On request.



City of License: Mayaguez.

Puerto Rico—Naranjito

WECN

Ch. 64

Network Service: None, independent.

Licensee: Encuentro Christian Network Corp., Box 310, Bayamon, PR 00621.

Telephones: 809-799-6400; 809-797-3447. **Fax:** 809-797-2450.

Technical Facilities: Channel No. 64 (770-776 MHz). Authorized power: 1000-kw max. visual, 15.8-kw max. aural. Antenna: 467-ft. above av. terrain, 117-ft. above ground, 1724-ft. above sea level.

Latitude	18°	17'	34''
Longitude	66°	16'	02''

Holds CP for change to 771.25-kw max. visual. BPCT-890125KH.

Transmitter: Bario Cedro Abajo.

Ownership: Raphael Torres Ortega, pres., 11.1%; Ramon Luis Acevedo, v.p., 11.1%; Iris Padilla, 11.1%; Ricardo Cruz, 11.1%; Daramid Ayala, 11.1%; Joffre Ayala, 11.1%; Samuel Acevedo, 11.1%; Frank Lauzau, 11.1%; Victor Sotomayor Clavel, 11.1%.

Began Operation: January 1, 1989.

Represented (legal): Mitchell, Fielstra & Associates, P.C.

Represented (engineering): Satellite Technology for Christ.

Personnel:

JOFRE AYALA TORRES, general manager.
YAMIL AYALA TORRES, local sales manager.
JORGE FIGUEROA, chief engineer.
JOSE A. AYALA, program director.

Highest One Hour Rate: \$500.



WECN BPCT-860926KH Granted 11/7/86

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Highest 30 Sec. Rate: \$75.

City of License: Naranjito.

Puerto Rico—Ponce

WKPV

Ch. 20

Network Service: None, independent.

Licensee: Multi-Media Television, Box 2556, San Juan, PR 00936-2556.

Studio: Vayas Torres, Mercedita, Ponce

Telephones: 809-725-3305; 809-840-2017.

Technical Facilities: Channel No. 20 (506-512 MHz). Authorized power: 100-kw max. visual, 10-kw max. aural. Antenna: 849-ft. above av. terrain, 105-ft. above ground, 2073-ft. above sea level.

Latitude	18°	04'	46''
Longitude	66°	44'	43''

Transmitter: 2-mi. N 315°T E of Penuelas.

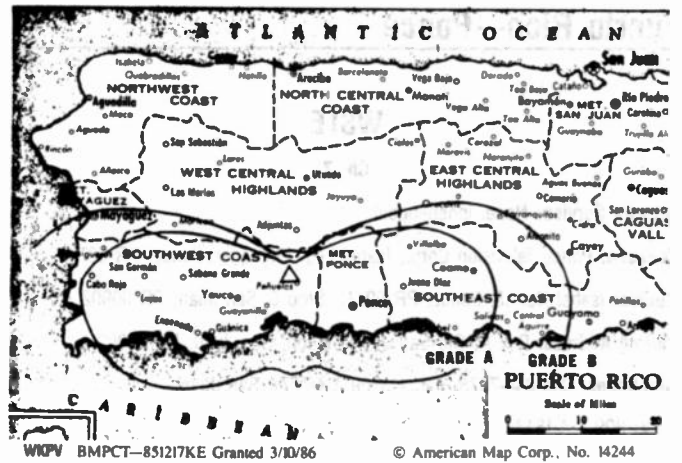
News Service: AP.

Ownership: Multi-Media Television. Maria E. Rivera, chmn., 100%; Franklin D. Lopez, pres.; Vilma Diaz, v.p.; Mary O'Reilly-Lopez, secy.-treas. Multi-Media Television also owns WSJN-TV, San Juan, PR.

Began Operation: August 6, 1985.

Represented (legal): Dow, Lohnes & Albertson.

Represented (engineering): Kessler & Gehman Associates.



Personnel:

FRANKLIN D. LOPEZ, general manager.
DESIREE ORTIZ, sales manager.
RICARDO L. ALFARO, engineering director.
MANOLO PURCELL, news director.
ANNETTE URRUTIA, promotion director.

Highest 30 Sec. Rate: \$160.

City of License: Ponce.

Puerto Rico—Ponce

WSTE

Ch. 7

Network Service: None, independent.

Licensee: Ponce Television Corp., Isabel Esq. Montaner, Ponce, PR 00731.

Studios: Isabel No. 15, Ponce, PR 00731; Stop 8, San Juan, PR 00902.

Mailing Address: Box A, Old San Juan Station, San Juan, PR 00902.

Telephones: 809-844-7575, Ponce; 809-724-7777, San Juan.

Telex: 809-724-1348.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 186-kw max. & 166-kw horizontal visual, 22.4-kw aural. Antenna: 2710-ft. above av. terrain, 440-ft. above ground, 4377-ft. above sea level.

Latitude	18°	09'	17''
Longitude	66°	33'	16''

Transmitter: Cerro Maravilla, 5-mi. SE of Jayuya, PR.

Satellite Earth Stations: Avantek, 13-meter; Gardiner, 13-meter; Gardiner, Avcom receivers.

News Service: UPI.

Ownership: Channel 7 Inc. Malrite Communications Group Inc., 80%; Lucas T. Muniz, 20%. See Malrite in Group Ownership of Television Stations.

Began Operation: February 2, 1958. Sale of 80% to Malrite by Lucas Tomas Muniz approved by FCC Sept. 27, 1985 (*Television Digest*, Vol. 25:23). Previous sale by United Artists Bcstg. approved by FCC Dec. 21, 1978. Sale to United Artists approved March 11, 1970 (Vol. 9:31). Sale of 36.67% to Alfredo C. Ramirez, giving him control, approved Dec. 23, 1964 (Vol. 5:1).

Represented (legal): Verner, Lipfert, Bernhard, McPherson & Hand.



WSTE BIMPCT—861223KN Granted 1/29/87

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Personnel:

- WAYNE CASA, general manager.
- LEANDRO BLANCO, director of broadcasting.
- MARGARITA SILVESTRE, general sales manager.
- ANDRES DIAZ, chief engineer.
- WANDA COSTANZO, program director.
- PAUL F. MARINO, promotion director.
- YVETTE PEREZ, public relations.
- JOSE L. PEREZ, marketing director.
- SUZIE M. RAMOS, marketing analyst.
- MARIO RODRIGUEZ, controller.

Highest One Hour Rate: \$4500.

Highest 30 Sec. Rate: \$750.

City of License: Ponce.

Puerto Rico—Ponce

WSUR-TV

Ch. 9

Network Service: None, independent.

Licensee: TeleOnce Corp., Box S-4189, San Juan, PR 00905.

Studio: La Rambla, Ponce

Sales Office: 657 Ave. Condado, Santurce, PR.

Telephone: 809-842-4178.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 57.5-kw visual, 7.24-kw aural. Antenna: 2775-ft. above av. terrain, 276-ft. above ground, 4466-ft. above sea level.

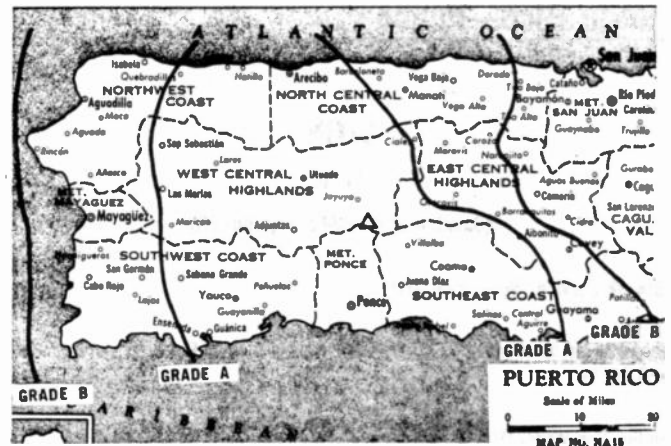
Latitude	18°	10'	17''
Longitude	66°	34'	30''

Transmitter: Mt. Jayuya.

News Service: AP.

Ownership: Anne P. Jones, trustee.

Began Operation: February 20, 1958. Sale to Lorimar-Telepictures, et al., by American Colonial Bcstg. Corp. approved by FCC July 22, 1985 (*Television Digest*, Vol. 23:52) Sale to Timothy Brumlik pends (Vol. 28:51; 29:3).



WSUR-TV

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Personnel:

LUIS FELIPE RODRIGUEZ, production manager.
ROBERT L. BEURKET, chief engineer.

Rates: On request.

City of License: Ponce.

Puerto Rico—Ponce

WTIN

Ch. 14

(Satellite of WPRV-TV, Fajardo, PR)

Network Service: None, independent.

Licensee: Hector Nicolau, Valle Verde Urbanizacion, AS-15 Rio Orocovis, Bayamon, PR 00619.

Studio: See WPRV-TV, Fajardo, PR.

Telephone: 809-848-5250.

Technical Facilities: Channel No. 14 (470-476 MHz). Authorized power: 1513.6-kw max. visual. Antenna: 1834-ft. above av. terrain, 174-ft. above ground, 3281-ft. above sea level.

Latitude	18°	09'	00''
Longitude	66°	52'	50''

Transmitter: El Cerro Penuelas, PR.

Ownership: Hector Nicolau, 100%. Nicolau is consulting engineer.

Began Operation: December 27, 1985.

Represented (legal): Baraff, Koerner, Olender & Hochberg, P.C.

Personnel:

HECTOR NICOLAU, general manager.

City of License: Ponce.

Puerto Rico—San Juan

WAPA-TV

Ch. 4

Network Service: None, independent.

Licensee: Pegasus Bcstg. of San Juan, PR Inc., Box 2050, San Juan, PR 00936.

Studio: State Rd. 19, km 0.5, Guaynabo

Telephone: 809-792-4444. **Telex:** 345-0245.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 53.7-kw visual, 8.1-kw aural. Antenna: 2863-ft. above av. terrain, 1046-ft. above ground, 4002-ft. above sea level.

Latitude	18°	06'	42''
Longitude	66°	03'	05''

Transmitter: Cerro La Santa, 21-mi. S of San Juan.

Satellite Earth Station: Harris, 13-meter; Harris receivers.

News Service: CNN.

Ownership: Pegasus Broadcasting, 100%. See Group Ownership of Television Stations.

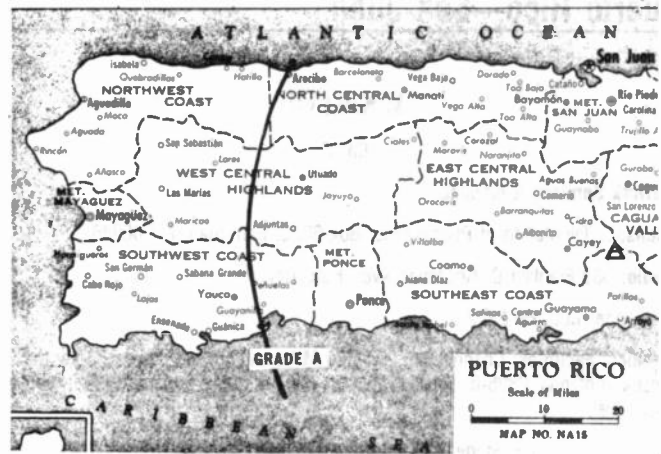
Began Operation: March 5, 1954. Sale of 80% to Winston-Salem Bcstg. by Jose R. Quinones interests was approved May 1, 1957 (*Television Digest*, Vol. 13:13, 14, 18). Sale to Columbia Pictures Industries by Winston-Salem Bcstg. & Jose R. Quinones approved April 25, 1962. Sale to Western Bcstg. Co. by Columbia approved May 26, 1976. Sale to SFN Communications by Western Bcstg. approved June 15, 1984. Sale to present owner by SFN approved Oct. 2, 1986.

Represented (legal): Cohn & Marks.

Represented (engineering): John F. X. Browne & Associates, P.C.

Personnel:

GARY L. ANDERSON, president & general manager.
CANDIDO VALCARCEL, vice president, production.
HECTAR MARTINEZ, vice president, sales.
JAMES NUGENT, national sales manager.



JUAN ABEL GONZALEZ, chief engineer.
ENRIQUE CRUZ, news director.
ALICIA ALCALA, program director.
MARIA GONZALEZ, promotion director.
MARIA RODRIGUEZ, business manager.

Highest 30 Sec. Rate: \$1700.

City of License: San Juan.

WAPA-TV is a market leader with



6939 Power Inn Road
Sacramento, CA 95828
916-383-1177
See our ad on Page C-115

Puerto Rico—San Juan

WKAQ-TV

Ch. 2

Network Service: Telemundo.

Licensee: Telemundo of Puerto Rico, Box 6222, San Juan, PR 00936.

Studio: 383 Franklin D. Roosevelt Ave., Hato Rey

Telephone: 809-758-2222.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 55-kw max. visual. Antenna: 2825-ft. above av. terrain, 1047-ft. above ground, 3999-ft. above sea level.

Latitude	18°	06'	54''
Longitude	66°	03'	10''

Transmitter: Atop La Santa Peak, La Santa County.

News Services: AP, CBS, UPI.

Ownership: Telemundo Group Inc., 100%. See Group Ownership of Television Stations.

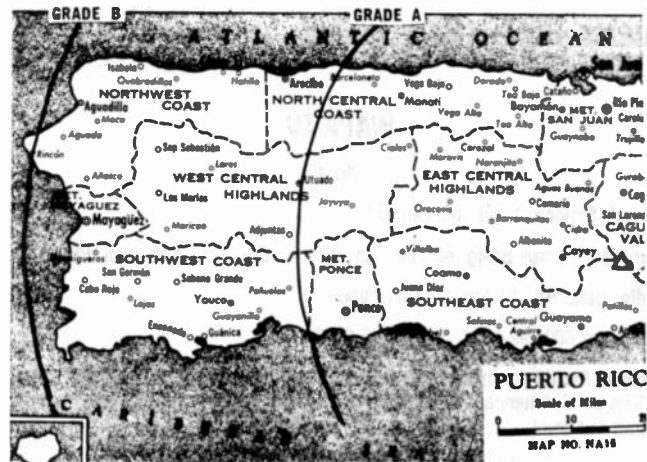
Began Operation: March 28, 1954. Sale to present owner by Angel Ramos estate, et al., approved by FCC Aug. 9, 1983.

Represented (sales): Blair Television.

Represented (legal): Covington & Burling.

Personnel:

DAVID MURPHY, president & general manager.
JOE RAMOS, general sales manager.



WKAQ-TV

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MARGARITA MILLAN, program director.
MANUEL COLLAZO, chief engineer.
JOE PAGAN, local sales manager.
ANTONIO MUJENA, promotion director.
HECTOR VALDES, business manager.

Highest One Hour Rate: \$8000.

Highest 30 Sec. Rate: \$1350.

City of License: San Juan.

Puerto Rico—Caguas-San Juan

WLII

Ch. 11

Network Service: None, independent.

Licensee: Teleonce Corp., Call Box 10000, Santurce Station, Santurce, PR 00908.

Studio: 657 Condado Ave., Santurce, PR 00907.

Mailing Address: Call Box 10000, Santurce Station, Santurce, PR 00908.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 200-kw visual, 39.8-kw aural. Antenna: 1635-ft. above av. terrain, 240-ft. above ground, 1180-ft. above sea level.

Latitude	18°	16'	54"
Longitude	66°	06'	46"

Transmitter: Cerro Marquessa Mountain, 6-mi. NW of Caguas.

Satellite Earth Station: Vertex, 13-meter C-band; Harris receivers.

News Services: AP, NBC, NIWS, UPI, WSI.

Ownership: Anne P. Jones, trustee.

Began Operation: April 22, 1960. Sale to present owners by American Colonial Bcstg. Corp. approved by FCC July 22, 1985 (*Television Digest*, Vol. 23:52).

Represented (sales): Katz Television.

Represented (legal): Arnaldo Villamil.

Personnel:

RAFAEL RUIZ, executive vice president.
 EDUARDO PENEDO, vice president & general manager.



WLII

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ALEXIS TORRES, vice president & comptroller.
 HILARY HATTLER, vice president & sales manager.
 CRISTINA MARTINEZ, program director.
 MAGGY ALONSO, promotional director.
 LINDA HERNANDEZ, news director.
 JOSE A. MEDINA, chief engineer.

Highest One Hour Rate: \$10,000.

Highest 30 Sec. Rate: \$1600.

City of License: Caguas.

Puerto Rico—San Juan

WRWR-TV

Ch. 30

Network Service: None, independent.

Grantee: Century Telecast Corp., Box 4630, Hato Rey, PR 00919.

Studio: RD 2, km-9.2, Bayamon, PR 00918.

Technical Facilities: Channel No. 30 (566-572 MHz). Authorized power: 2630-kw max. & 288-kw horizontal visual, 263-kw max. & 28.8-kw horizontal aural. Antenna: 942-ft. above av. terrain, 196-ft. above ground, 1672-ft. above sea level.

Latitude	18°	16'	30''
Longitude	66°	05'	36''

Transmitter: 1.4-mi. N, 30° E directly from Aguas Buenas.

Ownership: Century Telecast Corp., 100%. See WTRA(TV), Mayaguez, PR.

Began Operation: January 1, 1987.

Represented (legal): Gammon & Grange.

Personnel:

RAMON RODRIGUEZ NIEVES, general manager.

Rates: On request.

City of License: San Juan.

Puerto Rico—San Juan

WSJN-TV

Ch. 24

Network Service: None, independent.

Licenses: Multi-Media Television Inc., Box 2556, San Juan, PR 00936-2556.

Studio: 171 Quisqueya St., Hato Rey, PR 00917.

Telephones: 809-766-0024; 809-766-4115.

Technical Facilities: Channel No. 24 (530-536 MHz). Authorized power: 537-kw max. visual, 53.7-kw max. aural. Antenna: 1963-ft. above av. terrain, 276-ft. above ground, 2703-ft. above sea level.

Latitude	18°	16'	47"
Longitude	65°	51'	14"

Transmitter: 0.5-mi. E of State Rd. 186 in Cubuy Barrio.

Satellite Earth Stations: 7.3-meter C-band; Drake, DX Antenna, M/A-Corn, Scientific-Atlanta receivers.

News Services: AP, Group W Newsfeed.

Ownership: Multi-Media Television, María E. Rivera, chmn. 100%; Franklin D. Lopez, pres.; Vilma Diaz, v.p.; Mary O'Reilly-Lopez, secy.-treas. MMT also owns WKPV(TV), Ponce, PR.

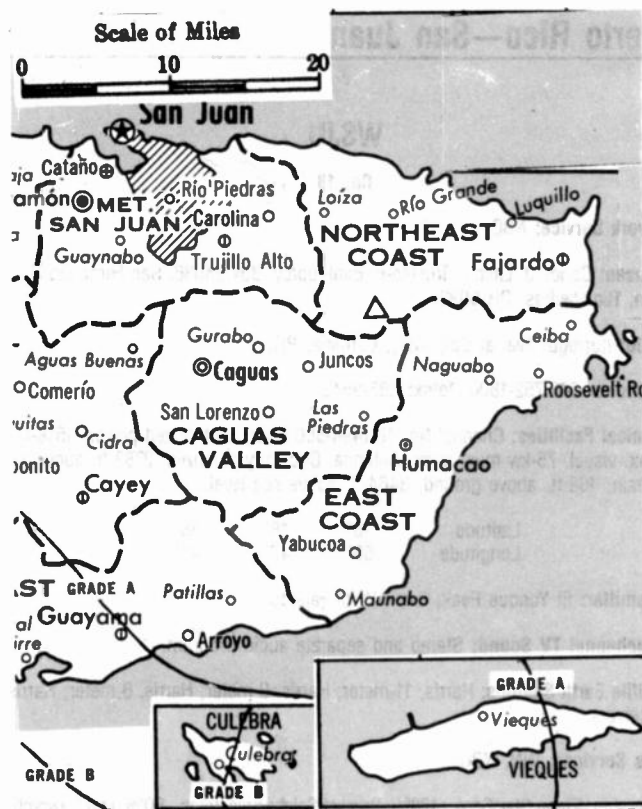
Began Operation: February 15, 1987.

Represented (legal): Dow, Lohnes & Albertson.

Represented (engineering): Kessler & Gehman Associates.

Personnel:

FRANKLIN D. LOPEZ, general manager.
DESIREE ORTIZ, sales manager.
RICARDO L. ALFARO, engineering director.
RICARDO MEDINA, news director.
CLARAINES VALENZUELA, program director.



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ANNETTE URRUTIA, promotion director.
VILMA DIAZ, business manager.
ENRIQUE MELENDEZ, marketing director.

Rates: On request.

City of License: San Juan.

Puerto Rico—San Juan

WSJU

Ch. 18

Network Service: NBC.

Licensee: Carlos J. Lastra, Trustee-in-Bankruptcy, Box 34086, San Fernando Station, Rio Piedras, PR 00926.

Studio: Iturregui Ave. at Baldorioty, Carolina, PR.

Telephone: 809-752-1800. **Telex:** 385-9518.

Technical Facilities: Channel No. 18 (494-500 MHz). Authorized power: 1518-kw max. visual, 75-kw max. aural. Antenna: Circularly polarized, 2783-ft. above av. terrain, 168-ft. above ground, 3464-ft. above sea level.

Latitude	18°	18'	36"
Longitude	65°	47'	41"

Transmitter: El Yunque Peak, 9-mi. W of Fajardo.

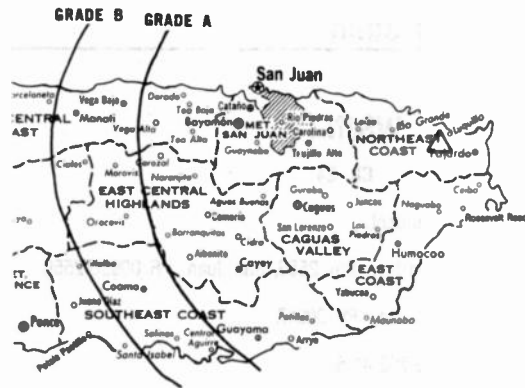
Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Stations: Harris, 11-meter; Harris, 9-meter; Harris, 6-meter; Harris receivers.

News Services: INN, NBC.

Ownership: Three Star Corp., 100%. Barakat Saleh, pres.-treas., 60%; Len Gawrych, v.p.-secy., 20%; Walter Beaver, v.p., 20%. Saleh, Gawrych & Beaver own WSVI(TV), Christiansted, VI.

Began Operation: July 29, 1984.



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Represented (sales): Intercontinental Services Ltd.

Represented (legal): Marmet & McCombs, P.C.

Represented (engineering): Raymond E. Rohrer.

Personnel:

BARAKAT SALEH, president & general manager.
JORGE L. ALVAREZ, assistant manager & comptroller.
RAFAEL CRUZ, chief engineer.

Highest 30 Sec. Rate: \$750.

City of License: San Juan.

Puerto Rico—San Sebastian

WJWN-TV

Ch. 38

Network Service: None, independent.

Grantee: Tele 38 Inc., Box 4522, San Juan, PR 00936.

Studio: Military Road, San Sebastian, PR 00901.

Telephone: 809-765-1810.

Technical Facilities: Channel No. 38 (614-620 MHz). Authorized power: 85.9-kw max. visual, 8.6-kw max. aural. Antenna: 1088-ft. above av. terrain, 81-ft. above ground, 1295-ft. above sea level.

Latitude	18°	19'	06''
Longitude	67°	10'	42''

Transmitter: Atalaya Peak, 3.2-mi. NW of Anasco, Aguada.

Ownership: Haydee Diaz, pres., 66.5%; Jose Cordero, secy.-treas., 33.5%; Mary O'Reilly Diaz, asst. secy.-treas.

Began Operation: January 1, 1987.

Represented (legal): James L. Oyster.

Represented (engineering): Hector Nicolau.

Personnel:
HAYDEE DIAZ, president.



Rates: On request.

City of License: San Sebastian.

Virgin Islands—Charlotte Amalie

WBNB-TV

Ch. 10

Network Service: CBS.

Licensee: Benedek Broadcasting of Virgin Islands Inc., Box 1947, St. Thomas, VI 00801.

Studio: 158 Haypiece Hill, St. Thomas, VI 00801.

Telephone: 809-774-0300. **Cable:** 347-0150. **Fax:** 809-776-3511.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 113-kw visual, 1.13-kw aural. Antenna: 1709-ft. above av. terrain, 203-ft. above ground, 1709-ft. above sea level.

Latitude	18°	21'	23''
Longitude	64°	56'	43''

Holds CP for change to 316-kw max. visual, 31.60-kw max. aural, 1830-ft. above av. terrain, 400-ft. above ground, 1906-ft. above sea level, transmitter to 11D Estate Solberg, St. Thomas. BPCT-860918KN.

Transmitter: Signal Hill, Mountain Top Estates.

Satellite Earth Stations: Scientific-Atlanta, 10-meter C-band; Harris, 6.1-meter C-band; DX Antenna, Scientific-Atlanta receivers.

News Service: AP.

Ownership: A. Richard Benedek, 100%. See Group Ownership of Television Stations.

Began Operation: July 1, 1961. Sale to present owner by Worrell Bcstg. approved by FCC Nov. 5, 1986. Sale to Worrell by District Communications Inc. approved by FCC June 6, 1980. Previous sale by Federated Media Inc. approved Sept. 6, 1974 (*Television Digest*, Vol. 13:48). Sale to Federated Media by Robert Moss, Robert E. Noble Jr., Kenneth H. Granger & Faye R. Russell approved May 1970 (Vol. 9:16).

Represented (sales): Katz Television.

Represented (legal): Wilner & Scheiner.

Represented (engineering): A. D. Ring & Associates, P.C.

Personnel:

JOE POTTER, senior vice president.
PAGE STULL, vice president & general manager.
MARI MORSE, general sales manager.
SAM JAMES, chief engineer.
JOANN NEWHART, production manager.
YVONNE WRIGHT, news director.
JOAN SIBILLY, business manager.

Highest One Hour Rate: \$1500.

Highest 30 Sec. Rate: \$225.

NETWORK BASE HOURLY RATE: \$50.

City of License: Charlotte Amalie.

Virgin Islands—Christiansted

WSVI

Ch. 8

Network Service: ABC.

Licensee: Antilles Bcstg. Corp., Sunny Isle Shopping Center, Box 8 ABC, St. Croix, VI 00820.

Studios: Sunny Isle Shopping Center, St. Croix, VI 00820; Suite 220, Island Marine Bldg., St. Thomas, VI 00801.

Telephone: 809-778-5008. **Fax:** 809-778-5011.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 200-kw visual, 20-kw aural. Antenna: 1141-ft. above av. terrain, 265-ft. above ground, 1341-ft. above sea level.

Latitude	17°	45'	25''
Longitude	67°	47'	59''

Transmitter: Blue Mountain, 6-mi. W of Christiansted.

Satellite Earth Stations: Harris, 11-meter C-band; Harris, 9-meter C-band; Harris, 6-meter C-band; Harris, 3-meter C-band; Harris, Pinzone receivers.

News Service: ABC, AP.

Ownership: Barakat Saleh, 57%; Len Gawrych, 43%. Saleh & Gawrych have interest in WSJU(TV), San Juan, PR.

Began Operation: November 10, 1965. Sale to Peoples Bcstg. by Quality Telecasting approved by FCC Nov. 19, 1973. Left air Nov. 14, 1975. Sale to Antilles Bcstg. Corp. approved Jan. 31, 1978. Resumed operations Nov. 1978. Sale to John A. Lack & Jay Emmett approved by FCC June 18, 1985 (*Television Digest*, Vol. 25:20) but not consummated. Sale to Commonwealth Enterprises Inc. approved by FCC Dec. 22, 1986 but not consummated.

Represented (sales): Intercontinental Services Ltd.; Schellenberg & Kirwan Inc.

Represented (legal): Marmet & McCombs.

Personnel:

BARAKAT SALEH, president.
LEN GAWRYCH, vice president & general manager.
CHESTER BENJAMIN, chief engineer.
KIM JAMESON, news director.
BARBARA SNELL, program director.
DONNA SEALE, business manager.

Highest One Hour Rate: \$1250.

Highest 30 Sec. Rate: \$200.

City of License: Christiansted.