

Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Oklahoma City, OK	600,200	40	KAUT (43), KFOR-TV (4), KGMC (34), KOCO-TV (5), KOKH-TV (25), KSBI (52), KTBO-TV (14), KWTW (9)
Tulsa, OK	460,200	58	KDOR (17), KJRH (2), KOKI-TV (23), KOTV (6), KTUL-TV (8), KWHB (47)
Wichita-Hutchinson, KS	434,700	61	KAAS-TV (18), KAKE-TV (10), KBSD-TV (6), KBSH-TV (7), KBSL-TV (10), KLBY (4), KSAS-TV (24), KSNC (2), KSNB (11), KSNK (8), KSNW (3), KUPK-TV (13), KWCH-TV (12)
Shreveport, LA-Texarkana, TX	406,000	65	KMSS-TV (33), KSLA-TV (12), KTAL-TV (6), KTBS-TV (3)
Fort Smith, AR	194,400	115	KFSM-TV (5), KHBS (40), KHOG-TV (29), KPOM-TV (24)
Amarillo, TX	185,100	118	KAMR-TV (4), KCIT (14), KFDA-TV (10), KVIH-TV (12), KVII-TV (7), KVIJ-TV (8)
Wichita Falls, TX-Lawton, OK	161,900	132	KAUZ-TV (6), KFDX-TV (3), KJTL (18), KSWO-TV (7)
Joplin, MO-Pittsburg, KS	143,000	148	KFAA (51), KOAM-TV (7), KODE-TV (12), KSNF (16)
Ardmore-Ada, OK	73,800	173	KTEN (10), KXII (12)

State Cross Reference List

Communities that receive programs of stations that are located elsewhere.

KAUZ-TV, Lawton	See Wichita Falls, TX
KFDX-TV, Lawton	See Wichita Falls, TX
KOOR, Tulsa	See Bartlesville, OK

Oklahoma Station Totals as of October 1, 1990

	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.

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

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: Eastern Oklahoma Television Co. Inc.

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.

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: 173.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
OKLAHOMA				
50% & Over	Atoka	4,700	4,700	100
	Bryan	13,400	13,200	98
	Carter	18,000	17,800	99
	Choctaw	6,100	5,900	97
	Coal	2,200	2,200	100
	Hughes	5,700	5,600	99
	Johnston	4,100	4,000	98
	Love	3,300	3,300	100
	Marshall	5,200	5,100	98
	Murray	5,000	5,000	100
	Pittsburg	17,200	17,000	99



KTEN BPCT-3560 Granted 5/28/65

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Pontotoc	13,400	13,300	99
	Pushmataha	5,000	4,900	98
	TEXAS			
	Grayson	38,400	38,000	99
	Lamar	17,200	16,700	97
Between 25-49%	OKLAHOMA			
	Garvin	11,400	11,300	99
	Mc Curtain	13,000	12,700	98
	Seminole	10,700	10,600	99
	TEXAS			
	Fannin	10,000	9,800	98
Between 5-24%	OKLAHOMA			
	Haskell	4,700	4,600	98
	Jefferson	3,200	3,200	100
	Latimer	3,800	3,700	97
	OKTUSKEE			
	Oktuskee	4,500	4,400	98
	TEXAS			
	Cooke	11,500	11,400	99
Totals		231,700	228,400	99
Net Weekly Circulation (1990)				134,000
Average Daily Circulation (1990)				79,400

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 (Group Owner).

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

Represented (sales): Sektel Inc.

Represented (legal): Cordon & Kelly.

Personnel:

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

Highest 30 Sec. Rate: \$475.

NETWORK BASE HOURLY RATE: \$1074.

City of License: Ardmore. ADI: Ardmore-Ada. Rank: 173.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OKLAHOMA			
	Atoka	4,700	4,700	100
	Bryan	13,400	13,200	98
	Carter	18,000	17,800	99
	Choctaw	6,100	5,900	97
	Coal	2,200	2,200	100
	Johnston	4,100	4,000	98
	Love	3,300	3,300	100
	Marshall	5,200	5,100	98
	Murray	5,000	5,000	100



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS	5,000	4,900	98
	PUSHMATAHA			
	Fannin	10,000	9,800	98
	Grayson	38,400	38,000	99
	Lamar	17,200	16,700	97
Between 25-49%	OKLAHOMA			
	Portotoc	13,400	13,300	99
	TEXAS			
Cooke	11,500	11,400	99	
Between 5-24%	OKLAHOMA			
	Garvin	11,400	11,300	99
	Hughes	5,700	5,600	99
	Jefferson	3,200	3,200	100
	Mc Curtain	13,000	12,700	98
	Pittsburg	17,200	17,000	99
	TEXAS			
Montague	7,300	7,200	99	
Totals		215,300	212,300	99
Net Weekly Circulation (1990)				119,600
Average Daily Circulation (1990)				73,900

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Television & Cable Factbook

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. (Group Owner).

Began Operation: January 10, 1987.

Represented (legal): May & Dunne.

Personnel:

THOMAS HARRISON, general manager.

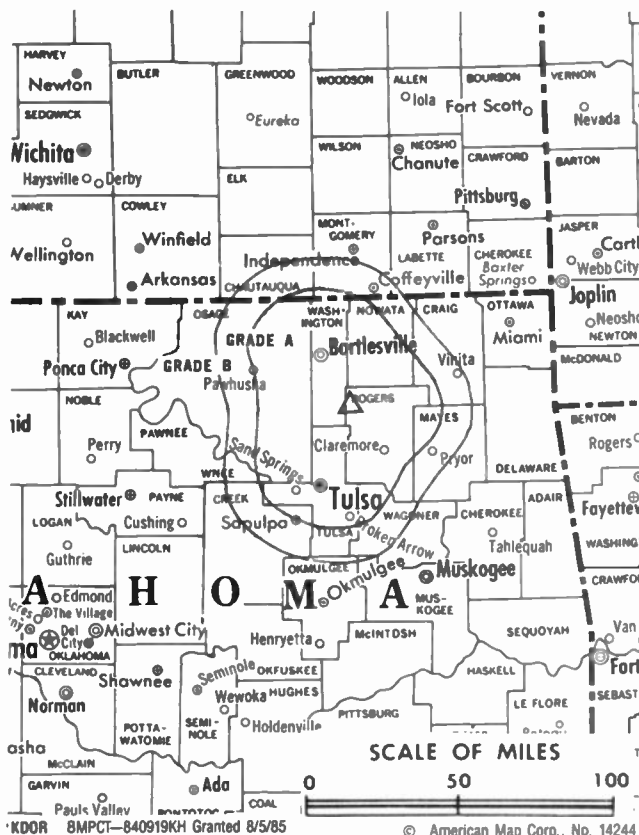
TROY A. COOK, chief engineer.

DARRELL HIGHFIELD, production assistant.

Highest 30 Sec. Rate: \$50.

City of License: Bartlesville. ADI: Tulsa. Rank: 58.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.



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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	OKLAHOMA			
	Craig	5,600	5,500	98
	Nowata	4,300	4,300	100
Totals		9,900	9,800	99
Net Weekly Circulation (1990)			7,400	
Average Daily Circulation (1990)			3,800	

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: KSWO-TV Co. Inc.

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.

DERRICK McMILLIAN, chief engineer.

MIKE TAYLOR, operations director.

JAN STRATTON, news director.

PAT PITTS, promotion director.

KRISTA SCHERLER, marketing director.

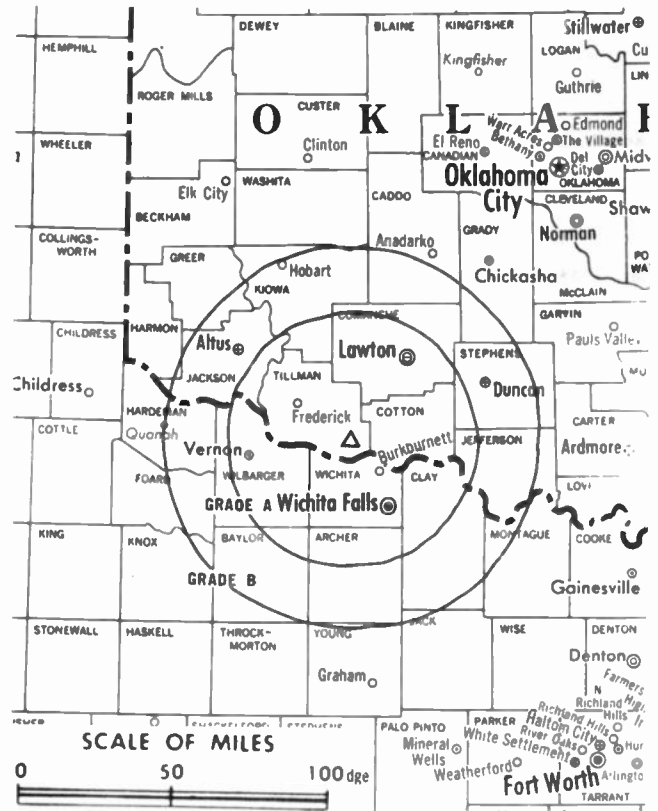
Highest 30 Sec. Rate: \$450.

NETWORK BASE HOURLY RATE: \$425.

City of License: Lawton. ADI: Wichita Falls, TX—Lawton, OK. Rank: 132.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OKLAHOMA			
	Comanche	38,900	38,600	99
	Cotton	2,900	2,900	100
	Greer	2,900	2,800	97
	Harmon	1,700	1,700	100
	Jackson	11,000	10,900	99
	Jefferson	3,200	3,200	100
	Kiowa	5,100	5,000	98
	Stephens	17,100	17,000	99
Tillman	4,200	4,200	100	



KSWO-TV BMPCT-5424 Granted 1/18/60

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Archer	3,100	3,100	100
	Baylor	1,800	1,800	100
	Clay	4,200	4,200	100
	Foard	900	900	100
	Hardeman	2,400	2,400	100
	Throckmorton	900	900	100
	Wichita	46,500	46,300	100
	Wilbarger	6,100	6,100	100
Young	8,000	7,900	99	
Between 25-49%	OKLAHOMA			
	Washita	5,200	5,200	100
	TEXAS			
	Jack	2,900	2,900	100
Between 5-24%	OKLAHOMA			
	Beckham	8,500	8,300	98
	Caddo	12,500	12,400	99
Murray	5,000	5,000	100	
Totals		204,200	202,800	99
Net Weekly Circulation (1990)				140,300
Average Daily Circulation (1990)				81,100

Oklahoma—Oklahoma City

KAUT
Ch. 43

Network Service: Fox

Licenses: 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, 2 Scientific-Atlanta, Zenith receivers.

News Services: CNN, Fox News, NOAA.

Ownership: Heritage Media Corp. (Group Owner).

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.
LOUIS PALOS, local sales manager.
MOIRA MATTHIS, public affairs director.
JEREMIAH HOLMES, chief engineer.
DIAN JOHNSON, program director.
CURTIS GRANT, promotion manager.
BILL KELLEY, production manager.
DONNA ECKLAND, kids club supervisor.

Highest 30 Sec. Rate: \$200.

City of License: Oklahoma City. **ADI:** Oklahoma City. **Rank:** 40.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OKLAHOMA			
	Caddo	12,500	12,400	99
	Canadian	26,400	26,200	99
	Kingfisher	5,600	5,600	100
	Lincoln	12,100	12,000	99
	McClain	9,300	9,200	99
	Oklahoma	252,700	251,000	99
Between 25-49%	OKLAHOMA			
	Blaine	5,200	5,100	98
	Cleveland	61,000	60,400	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Garfield	24,300	24,100	99
	Garvin	11,400	11,300	99
	Grady	16,500	16,300	99
	Grant	2,500	2,500	100
	Logan	11,300	11,200	99
	Major	3,300	3,200	97
	Murray	5,000	5,000	100
	Noble	4,800	4,800	100
	Payne	24,400	24,100	99
	Pottawatomie	13,400	13,300	99
	Seminole	22,600	22,400	99
	10,700	10,600	99	
Between 5-24%	OKLAHOMA			
	Alfalfa	2,600	2,600	100
	Creek	26,600	26,300	99
	Custer	12,000	11,900	99
	Dewey	2,200	2,200	100
	Hughes	5,700	5,600	99
	Kay	20,400	20,200	99
	Kiowa	5,100	5,000	98
	Okfuskee	4,500	4,400	98
	Pawnee	7,000	6,900	99
	Stephens	17,100	17,000	99
Washita	5,200	5,200	100	
Woods	4,100	4,000	98	
Totals		647,500	642,000	99
Net Weekly Circulation (1990)				260,900
Average Daily Circulation (1990)				94,800

Oklahoma—Oklahoma City

KFOR-TV
(formerly KTVY)
Ch. 4

Network Service: NBC.

Licensee: Palmer Oklahoma City Inc., Box 14068, Oklahoma City, OK 73113.

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

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

Telephones: 405-478-1212; 405-478-6289. TWX: 910-830-6866.

Fax: 405-478-6206.

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-Corn receivers.

SNG Mobile Dish: 2.7 meter Ku-band.

News Services: AP, NBC, UPI.

Ownership: Palmer Communications Inc. (Group Owner).

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 Oct. 29, 1975 (Vol. 15:29).

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

Represented (legal): Wilmer, Cutler & Pickering.

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

Personnel:
WILLIAM J. KATSAFANAS, vice president & general manager.
PAUL WISE, general sales manager.
NANCY DAVIS, local sales manager.
HAROLD PATTERSON, national sales manager.
JERRY GUMBERT, news director.
BOB BROOKS, program director.
DENNIS KELLY, business manager.
GENE PARRISH, chief engineer.
RANDY PYBURN, creative services director.
AMY TYNER, public relations director.

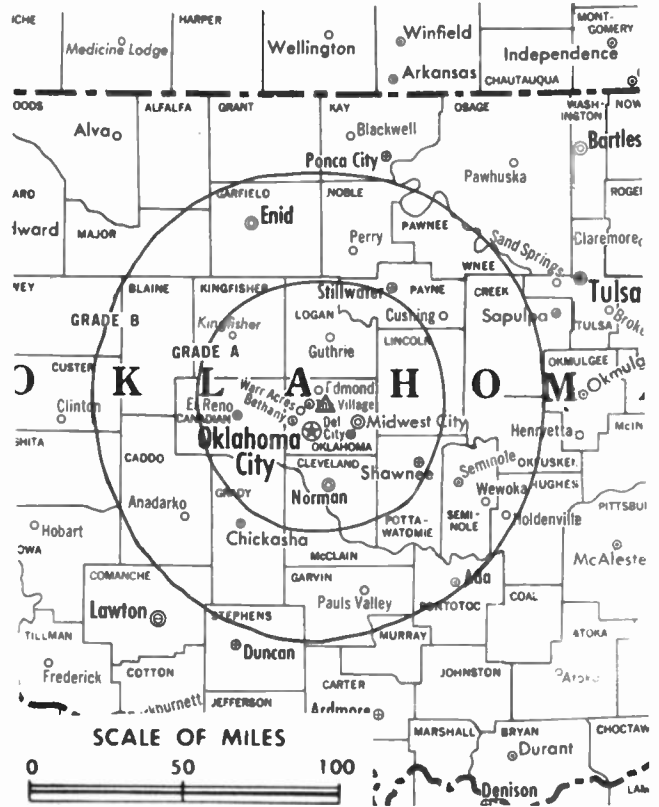
Highest 30 Sec. Rate: \$3000.

NETWORK BASE HOURLY RATE: \$2075.

City of License: Oklahoma City. ADI: Oklahoma City. Rank: 40.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OKLAHOMA			
	Alfalfa	2,600	2,600	100
	Beckham	8,500	8,300	98
	Blaine	5,200	5,100	98
	Caddo	12,500	12,400	99
	Canadian	26,400	26,200	99
	Carter	18,000	17,800	99
	Cleveland	61,000	60,400	99
	Custer	12,000	11,900	99
	Dewey	2,200	2,200	100



KFOR-TV BMPCT-5994 Granted 8/13/64

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Ellis	2,200	2,100	95
	Garfield	24,300	24,100	99
	Garvin	11,400	11,300	99
	Grady	16,500	16,300	99
	Grant	2,500	2,500	100
	Greer	2,900	2,800	97
	Harmon	1,700	1,700	100
	Hughes	5,700	5,600	99
	Kay	20,400	20,200	99
	Kingfisher	5,600	5,600	100
	Kiowa	5,100	5,000	98
	Lincoln	12,100	12,000	99
	Logan	11,300	11,200	99
	McClain	9,300	9,200	99
	Major	3,300	3,200	97
	Murray	5,000	5,000	100
	Noble	4,800	4,800	100
	OKLAHOMA	252,700	251,000	99
	Payne	24,400	24,100	99
	Pontotoc	13,400	13,300	99
Pottawatomie	22,600	22,400	99	
Roger Mills	2,000	2,000	100	
Seminole	10,700	10,600	99	
Washita	5,200	5,200	100	
Woods	4,100	4,000	98	
Woodward	7,700	7,600	98	
Between 25-49%	OKLAHOMA			
	Coal	2,200	2,200	100
	Comanche	38,900	38,600	99

(Continued on page A-931)

Totals	829,700	822,400	99
Net Weekly Circulation (1990)			595,300
Average Daily Circulation (1990)			363,800

Oklahoma—Oklahoma City

KOCB
(formerly KGMC)
Ch. 34

Network Service: None, independent.

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

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

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

Telephone: 405-478-3434.

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

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

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

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

Ownership: Oklahoma City Bcstg. Co.

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. Transfer of control to present owner approved Jan. 5, 1990.

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: 40.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OKLAHOMA			
	Blaine	5,200	5,100	98
	Caddo	12,500	12,400	99
	Custer	12,000	11,900	99
	Garvin	11,400	11,300	99
	Grady	16,500	16,300	99
	Lincoln	12,100	12,000	99
Between 25-49%	OKLAHOMA			
	Canadian	26,400	26,200	99
	Cleveland	61,000	60,400	99
	Dewey	2,200	2,200	100
	Garfield	24,300	24,100	99
	Greer	2,900	2,800	97
	Kay	20,400	20,200	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Kingfisher	5,600	5,600	100
	Logan	11,300	11,200	99
	McClain	9,300	9,200	99
	Major	3,300	3,200	97
	Murray	5,000	5,000	100
	Noble	4,800	4,800	100
	Oklfuskee	4,500	4,400	98
	Oklahoma	252,700	251,000	99
	Payne	24,400	24,100	99
	Pottawatomie	22,600	22,400	99
	Seminole	10,700	10,600	99
	Washita	5,200	5,200	100
Between 5-24%	OKLAHOMA			
	Alfalfa	2,600	2,600	100
	Beckham	8,500	8,300	98
	Creek	26,600	26,300	99
	Grant	2,500	2,500	100
	Hughes	5,700	5,600	99
	Jackson	11,000	10,900	99
	Kiowa	5,100	5,000	98
	Pawnee	7,000	6,900	99
	Pontotoc	13,400	13,300	99
Roger Mills	2,000	2,000	100	
Stephens	17,100	17,000	99	
Totals		667,800	662,000	99
Net Weekly Circulation (1990)				271,400
Average Daily Circulation (1990)				91,400

Oklahoma—Oklahoma City

KOCO-TV

Ch. 5

Network Service: ABC.

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

Studio: 1300 E. Britton Rd., Oklahoma City, OK 73131.

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

SNG Mobile Dish: Andrew, 2.4-meter Ku-band.

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

Ownership: Gannett Broadcasting Group (Group Owner).

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.
MIKE HOWEY, vice president & director of engineering.
MIKE PALMER, vice president & program director.
LOU MORLINO, general sales manager.
BRENT HENSLEY, local sales manager.
MARIE CURKAN FLANAGAN, news director.
SHEILA PHIPPS, promotion manager.
LYNETTE RODRIGUEZ, business manager.
JERRY HART, production manager.

Highest 30 Sec. Rate: \$1500.

NETWORK BASE HOURLY RATE: \$1600.

City of License: Oklahoma City. AOI: Oklahoma City. Rank: 40.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
	Alfalfa	2,600	2,600	100
	Blaine	5,200	5,100	98
	Caddo	12,500	12,400	99
	Canadian	26,400	26,200	99
	Cleveland	61,000	60,400	99
	Custer	12,000	11,900	99
	Dewey	2,200	2,200	100
	Ellis	2,200	2,100	95
	Garfield	24,300	24,100	99
	Garvin	11,400	11,300	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
	Grady	16,500	16,300	99
	Grant	2,500	2,500	100
	Kay	20,400	20,200	99
	Kingfisher	5,600	5,600	100
	Lincoln	12,100	12,000	99
	Logan	11,300	11,200	99
	McClain	9,300	9,200	99
	Major	3,300	3,200	97
	Murray	5,000	5,000	100
	Noble	4,800	4,800	100
	Oklahoma	252,700	251,000	99
	Payne	24,400	24,100	99
	Pontotoc	13,400	13,300	99
	Pottawatomie	22,600	22,400	99
	Seminole	10,700	10,600	99
	Washita	5,200	5,200	100
	Woods	4,100	4,000	98
	Woodward	7,700	7,600	98

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%				
	OKLAHOMA Beckham	8,500	8,300	98
	Harper	1,800	1,800	100
	Hughes	5,700	5,600	99
	Jackson	11,000	10,900	99
	Kiowa	5,100	5,000	98
	Oklfuskee	4,500	4,400	98
	Stephens	17,100	17,000	99

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%				
	KANSAS Cowley	14,500	14,300	99

(Continued on page A-931)

Totals	Total Households	TV Households	%
Totals	819,700	812,300	99
Net Weekly Circulation (1990)		540,200	
Average Daily Circulation (1990)		301,000	

Oklahoma—Oklahoma City

KOKH-TV

Ch. 25

Network Service: None, independent.

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

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

Telephone: 405-843-2525.

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

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

Transmitter: 1228 E. Wilshire Blvd.

Satellite Earth Stations: 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. (Group Owner).

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): Settel 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: 40.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OKLAHOMA			
	Beckham	8,500	8,300	98
	Blaine	5,200	5,100	98
	Caddo	12,500	12,400	99
	Canadian	26,400	26,200	99
	Custer	12,000	11,900	99
	Dewey	2,200	2,200	100
	Garvin	11,400	11,300	99
	Grady	16,500	16,300	99
	Harmon	1,700	1,700	100
	Kingfisher	5,600	5,600	100
	Lincoln	12,100	12,000	99
	Logan	11,300	11,200	99
	Major	3,300	3,200	97
	Murray	5,000	5,000	100
Oklahoma	252,700	251,000	99	
Seminole	10,700	10,600	99	
Washita	5,200	5,200	100	
Between 25-49%	OKLAHOMA			
	Cleveland	61,000	60,400	99
	Garfield	24,300	24,100	99



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

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	OKLAHOMA			
	Grant	2,500	2,500	100
	Greer	2,900	2,800	97
	Hughes	5,700	5,600	99
	Kay	20,400	20,200	99
	Kiowa	5,100	5,000	98
	McClain	9,300	9,200	99
	Noble	4,800	4,800	100
	Okfuskee	4,500	4,400	98
	Payne	24,400	24,100	99
	Pontotoc	13,400	13,300	99
	Pottawatomie	22,600	22,400	99
	Stephens	17,100	17,000	99
TEXAS				
Hardeman	2,400	2,400	100	
Between 5-24%	OKLAHOMA			
	Alfalfa	2,600	2,600	100
	Carter	18,000	17,800	99
	Comanche	38,900	38,600	99
	Creek	26,600	26,300	99
	Jackson	11,000	10,900	99
	Jefferson	3,200	3,200	100
	Osage	15,800	15,700	99
	Pawnee	7,000	6,900	99
	Roger Mills	2,000	2,000	100
	Tillman	4,200	4,200	100
	Totals		752,000	745,600
Net Weekly Circulation (1990)			323,700	
Average Daily Circulation (1990)			125,800	

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: Locke Supply Co.

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.

Arbitron Data: Not available.



City of License: Oklahoma City. **ADI:** Oklahoma City. **Rank:** 40.

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. & 72-kw horizontal aural. Antenna: 1130-ft. above av. terrain, 1185-ft. above ground, 2355-ft. above sea level.

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

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

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

News Service: UPI.

Ownership: Trinity Broadcasting Network Inc. (Group Owner).

Began Operation: March 6, 1981.

Represented (legal): May & Dunne.

Represented (engineering): Smith & Powstenko.

Personnel:

JOHN GORDON, general manager.

JOANNE MANN, production coordinator.

Highest 30 Sec. Rate: \$72.

Arbitron Data: Not available.



City of License: Oklahoma City. ADI: Oklahoma City. Rank: 40.

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: Midwest/Vertex, 3.7-meter Ku-band.

News Services: AP, CBS, Conus, UPI.

Ownership: Griffin Television Inc. (Group Owner).

Began Operation: December 20, 1953.

Represented (sales): TeleRep Inc.

Represented (legal): Fletcher, Heald & Hildreth.

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

Personnel:

JOSEPH A. CARRIERE, executive vice president & general manager.

JERRY DALRYMPLE, vice president, operations.

A. R. SANDUBRAE, station manager & program director.

FRANCIS H. CONWAY, general sales manager.

ROB KRIER, national sales manager.

LUIS 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: 40.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OKLAHOMA			
	Alfalfa	2,600	2,600	100
	Beckham	8,500	8,300	98
	Blaine	5,200	5,100	98
	Caddo	12,500	12,400	99
	Canadian	26,400	26,200	99
	Carter	18,000	17,800	99
	Cleveland	61,000	60,400	99
	Custer	12,000	11,900	99
	Dewey	2,200	2,200	100
	Ellis	2,200	2,100	95
	Garfield	24,300	24,100	99
	Garvin	11,400	11,300	99
	Grady	16,500	16,300	99
	Grant	2,500	2,500	100
	Greer	2,900	2,800	97
	Harmon	1,700	1,700	100



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Hughes	5,700	5,600	99
	Kay	20,400	20,200	99
	Kingfisher	5,600	5,600	100
	Kiowa	5,100	5,000	98
	Lincoln	12,100	12,000	99
	Logan	11,300	11,200	99
	McClain	9,300	9,200	99
	Major	3,300	3,200	97
	Murray	5,000	5,000	100
	Noble	4,800	4,800	100
	Oklahoma	252,700	251,000	99
	Payne	24,400	24,100	99
	Pontotoc	13,400	13,300	99
	Pottawatomie	22,600	22,400	99
	Roger Mills	2,000	2,000	100
	Seminole	10,700	10,600	99
	Stephens	17,100	17,000	99
	Washita	5,200	5,200	100
	Woods	4,100	4,000	98
	Woodward	7,700	7,600	98
Between 25-49%	OKLAHOMA			
	Comanche	38,900	38,600	99
	Cotton	2,900	2,900	100
	Harper	1,800	1,800	100
	Jackson	11,000	10,900	99
	Okfuskee	4,500	4,400	98
	Pittsburg	17,200	17,000	99
	Tillman	4,200	4,200	100
(Continued on page A-931)				
Totals		802,800	795,600	99
Net Weekly Circulation (1990)				587,700
Average Daily Circulation (1990)				366,000

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. Fax: 806-371-7329.

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. (Group Owner).

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:

JAMES R. McCORMICK, general manager & station manager.

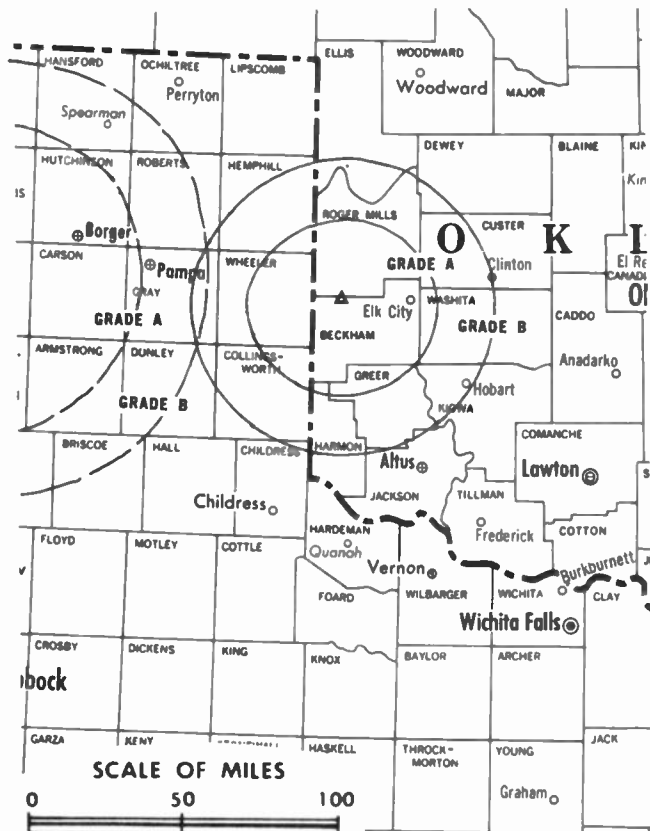
JOHN PATRICK, general sales manager.

BILL CANADY, chief engineer.

STEVE PRITCHETT, news director.

MAC DOUGLAS, program director.

PHIL HUFFMAN, promotion & marketing director.



KVII-TV 8PCT-861007KI Granted 12/11/86

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JOHN JANEWAY, business manager.

Rates: See KVII-TV, Amarillo, TX.

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

City of License: Sayre. ADI: Amarillo. Rank: 118.

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

News Services: CBS, INN.

Ownership: Armstrong Investment Co. Note: Sale to R.D.S. Bcstg. Inc. pends.

Began Operation: March 18, 1981. Sale of interest held by Ray L. Beindorf to Armstrong Investment Co. approved by FCC April 26, 1989. Sale pends. Station left air Feb. 1, 1989; plans to resume operation late fall 1990.

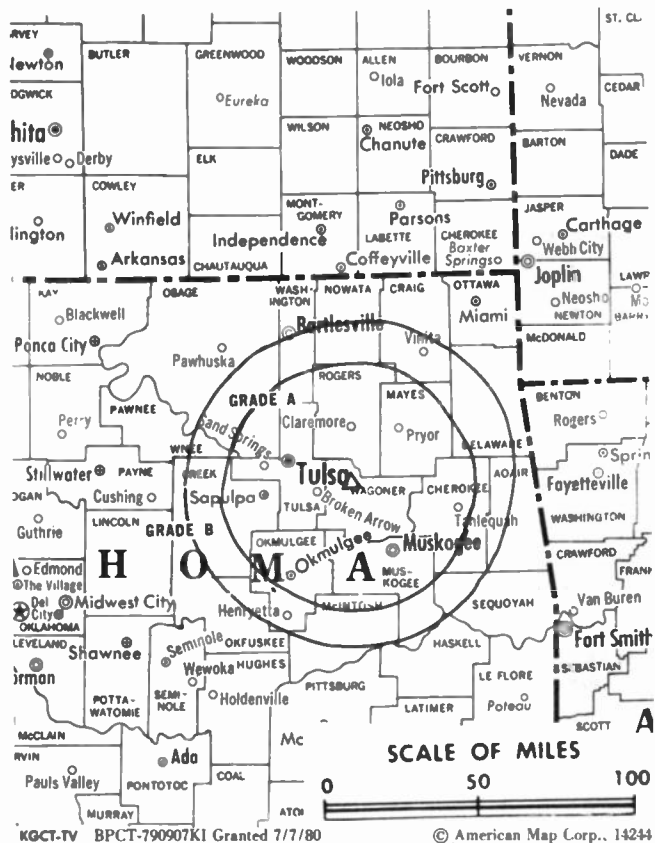
Represented (legal): Ward & Mendelsohn, P.C.

Personnel:

BOB DAVIS, general manager.

PEGGY MARSH, administrative assistant to general manager.

Rates: On request.



Arbitron Data: Not available.

City of License: Tulsa. ADI: Tulsa. Rank: 58.

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: Circularly polarized, 1828-ft. above av. terrain, 1775-ft. above ground, 2465-ft. above sea level.

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

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

Ownership: Scripps Howard Broadcasting Co. (Group Owner).

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:

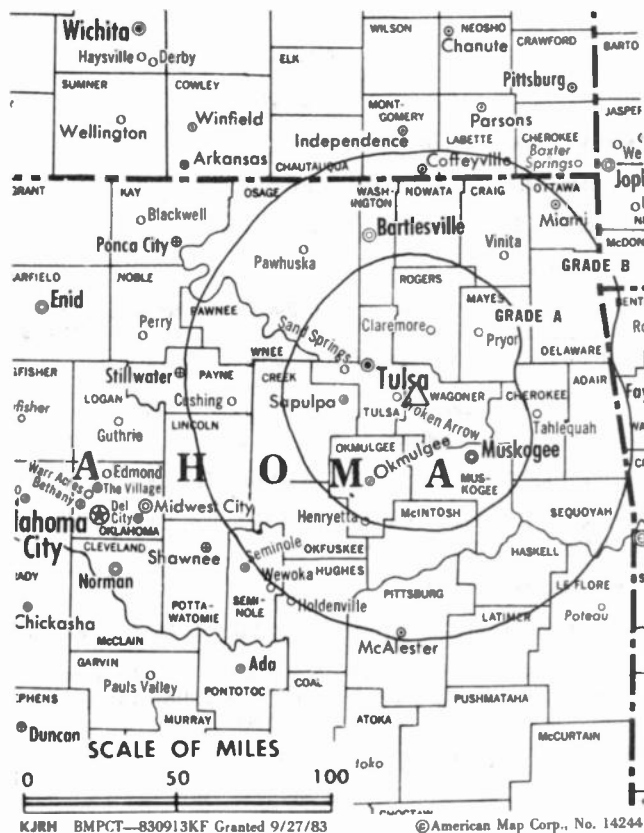
WILLIAM J. DONAHUE, general manager.
MICHAEL VRABAC, general sales manager.
CRAIG ALLISON, national sales manager.
VIC TURNER, director of engineering.
ED SCRIPPS, news director.
STEVE ARNETT, marketing manager.
PEGGY LOOP, business manager.
DICK NELSON, production manager.

Rates: On request.

City of License: Tulsa. ADI: Tulsa. Rank: 58.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

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



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Pawnee	7,000	6,900	99
	Pittsburg	17,200	17,000	99
	Rogers	20,700	20,500	99
	Tulsa	211,500	210,100	99
	Wagoner	18,300	18,100	99
Washington	17,900	17,800	99	
Between 25-49%	KANSAS			
	Chautauqua	2,200	2,200	100
	Neosho	7,000	6,900	99
	OKLAHOMA			
Hughes	5,700	5,600	99	
Ottawa	12,700	12,600	99	
Sequoyah	12,800	12,600	98	
Between 5-24%	ARKANSAS			
	Benton	37,400	36,700	98
	Washington	42,300	41,500	98
	KANSAS			
	Elk	1,600	1,600	100
	Labette	9,700	9,600	99
	Wilson	4,900	4,800	98
	MISSOURI			
	McDonald	6,300	6,200	98
	OKLAHOMA			
Kay	20,400	20,200	99	
LeFlore	17,400	17,100	98	
Payne	24,400	24,100	99	
Pushmataha	5,000	4,900	98	
Seminole	10,700	10,600	99	
Totals		688,500	680,500	99
Net Weekly Circulation (1990)				429,900
Average Daily Circulation (1990)				249,700

Oklahoma—Tulsa

KOKI-TV

Ch. 23

Network Service: Fax.

Licensee: Clear Channel Television Inc., 175 E. Houston St., 500 Two Republic Plaza, San Antonio, TX 78205-2225.

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; Odum, 3-meter C-band; RCA, 3-meter Ku-band; Automation Techniques, Microdyme, Scientific-Atlanta receivers.

News Service: AP.

Ownership: Clear Channel Television Inc. (Group Owner).

Began Operation: October 26, 1980. Sale to Clear Channel Communications by Tulsa 23 Ltd. Partnership approved by FCC Nov. 17, 1989 (Television Digest, Vol. 29:11, 48).

Represented (sales): Katz Independent TV Sales.

Represented (legal): Cohn & Marks.

Represented (engineering): Marsand Inc.

Personnel:

RICHARD B. LOWE, general manager.
JERRY WHITENER, general sales manager.
DARNELL WASHINGTON, national sales manager.
MIKE DeCLUE, chief engineer.
DALINDA JEFFERS, news director.
DAVID FLING, director of operations/programming.
SANDEE COOPER, business manager.
IRV JOHNSON, production supervisor.
LEE REAMS, creative services manager.
JOAN KING, traffic supervisor.

Highest 30 Sec. Rate: \$350.

City of License: Tulsa. ADI: Tulsa. Rank: 58.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OKLAHOMA			
	Cherokee	12,600	12,400	98
	Craig	5,600	5,500	98
	Creek	26,600	26,300	99
	Mayes	13,200	13,000	98
	Muskogee	26,700	26,400	99
	Nowata	4,300	4,300	100
	Okmulgee	15,300	15,100	99
	Osage	15,800	15,700	99
	Rogers	20,700	20,500	99
	Tulsa	211,500	210,100	99
	Wagoner	18,300	18,100	99
	Between 25-49%	KANSAS		
Montgomery		16,600	16,300	98



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

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	OKLAHOMA			
	Adair	7,200	7,000	97
	Delaware	11,300	11,100	98
	Haskell	4,700	4,600	98
	Kay	20,400	20,200	99
	Latimer	3,800	3,700	97
	McIntosh	7,200	7,100	99
	Okfuskee	4,500	4,400	98
	Ottawa	12,700	12,600	99
	Pawnee	7,000	6,900	99
Between 5-24%	KANSAS			
	Chautauqua	2,200	2,200	100
	Labette	9,700	9,600	99
	OKLAHOMA			
	Hughes	5,700	5,600	99
Totals	Le Flore	17,400	17,100	98
	Lincoln	12,100	12,000	99
	Sequoyah	12,800	12,600	98
	Totals	561,000	555,200	99
Net Weekly Circulation (1990)			269,500	
Average Daily Circulation (1990)			113,900	

Some 23,705 key industry people can see your message when you advertise in the
Television & Cable Factbook

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 (Group Owner).

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 & program manager.
SHAWN JORDAN, local sales manager.
MARY ANN SKINNER, national sales manager.
SCOTT PARKS, news director.
STEVE KENNETT, business manager.
BUD BROWN, creative services director.
DILENE PRUITT, marketing director.
DON STAFFORD, chief engineer.

Rates: On request.

City of License: Tulsa. ADI: Tulsa. Rank: 58.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

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



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Okmulgee	15,300	15,100	99
	Osage	15,800	15,700	99
	Pawnee	7,000	6,900	99
	Pittsburg	17,200	17,000	99
	Rogers	20,700	20,500	99
	Tulsa	211,500	210,100	99
	Wagoner	18,300	18,100	99
	Washington	17,900	17,800	99
Between 25-49%	KANSAS			
	Elk	1,600	1,600	100
	Montgomery	16,600	16,300	98
	OKLAHOMA			
Kay	20,400	20,200	99	
Ottawa	12,700	12,600	99	
Sequoyah	12,800	12,600	98	
Between 5-24%	ARKANSAS			
	Benton	37,400	36,700	98
	Washington	42,300	41,500	98
	KANSAS			
	Labette	9,700	9,600	99
	MISSOURI			
	Holt	2,700	2,600	96
	Mc Donald	6,300	6,200	98
	OKLAHOMA			
	Atoka	4,700	4,700	100
Coal	2,200	2,200	100	
Le Flore	17,400	17,100	98	
Lincoln	12,100	12,000	99	
Payne	24,400	24,100	99	
Pushmataha	5,000	4,900	98	
Totals		687,600	679,700	99
Net Weekly Circulation (1990)			452,500	
Average Daily Circulation (1990)			267,000	

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 Stations: Andrew, 7.3-meter C-band; Andrew, 4.5-meter Ku & C-band; Andrew; Avartek receivers.

SNG Mobile Dish: Andrew, 2.7-meter Ku-band.

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

Ownership: Allbritton Communications Company (Group Owner).

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:

DAN BATES, president & general manager.
RANDY PRATT, vice president & general sales manager.
GARY PORTERFIELD, local sales manager.
MIKE SULLIVAN, news director.
TERRY WREN, programming director.
REGINA MOON, promotion manager.
LORI WACKER, director of business affairs.
DIANE POSTON, marketing director.
DICK VAN DERA, production manager.
ROMAN HLOHOSKYJ, chief engineer.

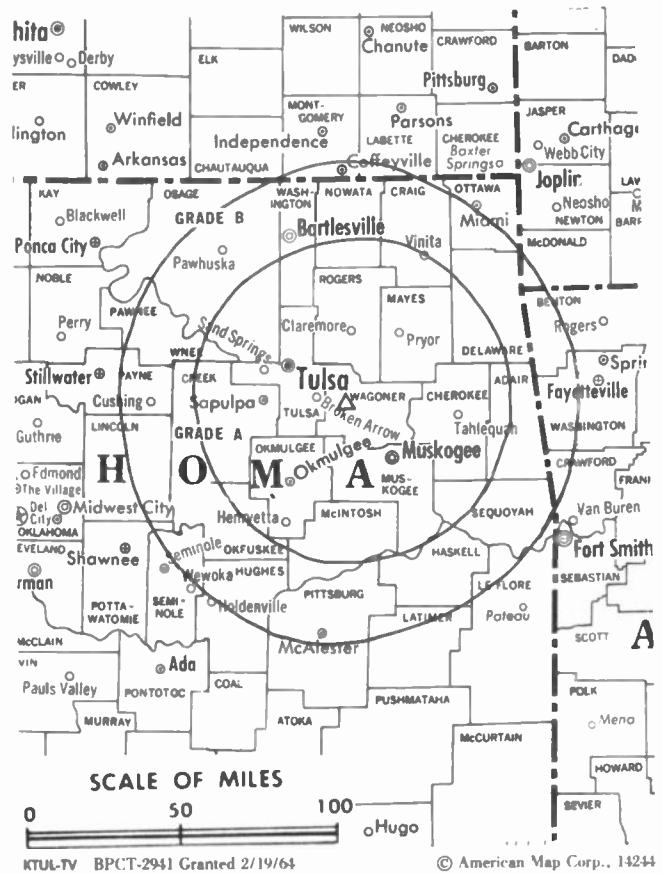
Highest 30 Sec. Rate: \$5000.

NETWORK BASE HOURLY RATE: \$1300.

City of License: Tulsa. **ADI:** Tulsa. **Rank:** 58.

Total Households: ©MSI Consumer Market Data as of 1/1/90. **TV Homes, TV% and Circulation** ©1990 Arbitron. County coverage based on Arbitron study.

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



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OKMULGEE	15,300	15,100	99
	Osage	15,800	15,700	99
	Ottawa	12,700	12,600	99
	Pawnee	7,000	6,900	99
	Pittsburg	17,200	17,000	99
	Rogers	20,700	20,500	99
	Sequoyah	12,800	12,600	98
	Tulsa	211,500	210,100	99
	Wagoner	18,300	18,100	99
	Washington	17,900	17,800	99
Between 25-49%	ARKANSAS			
	Benton	37,400	36,700	98
	Washington	42,300	41,500	98
	KANSAS			
	Elk	1,600	1,600	100
Labette	9,700	9,600	99	
Wilson	4,900	4,800	98	
OKLAHOMA	Le Flore	17,400	17,100	98
	Mc Curtain	13,000	12,700	98
	Between 5-24%	ARKANSAS		
Crawford		15,900	15,600	98
Franklin		6,000	5,900	98
Sebastian		40,500	40,100	99
KANSAS				
Cherokee	9,100	9,000	99	
Rush	1,700	1,700	100	
MISSOURI				
Mc Donald	6,300	6,200	98	
(Continued on page A-931)				
Totals		801,500	792,100	99
Net Weekly Circulation (1990)				507,700
Average Daily Circulation (1990)				304,000

Oklahoma—Tulsa

KWHB
Ch. 47

Network Service: None, independent.

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

Studio: 11414 E. 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: Cyclopsat, 3.6-meter Ku-band; Paracclipse, 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. (Group Owner).

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

Represented (Sales): Landin Media Sales.

Represented (legal): Pepper & Corazzini.

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

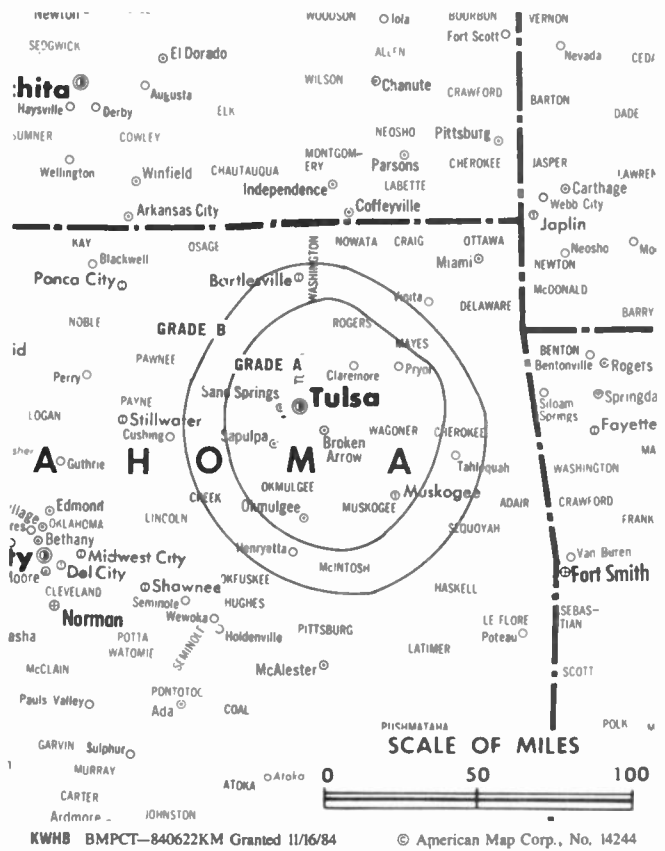
Personnel:

- PETE SUMRALL, general manager.
- STEVE MORGAN, station manager & program director.
- JIM SHAFFER, general sales manager.
- GARY MURPHY, local sales manager.
- KEN HANSEN, chief engineer.

Highest 30 Sec. Rate: \$50.

City of License: Tulsa. ADI: Tulsa. Rank: 58.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%				
	OKLAHOMA			
	Craig	5,600	5,500	98
	Creek	26,600	26,300	99
	Mc Intosh	7,200	7,100	99
	Osage	15,800	15,700	99
	Rogers	20,700	20,500	99
	Tulsa	211,500	210,100	99
	Wagoner	18,300	18,100	99
	Washington	17,900	17,800	99
Totals		323,600	321,100	99
Net Weekly Circulation (1990)			22,000	
Average Daily Circulation (1990)			6,900	

Oklahoma

KFOR-TV, Oklahoma City (Arbitron Data Continued)

Net Weekly Circulation	State County	Total		TV Households %
		Households	Households	
Between 25-49%	OKLAHOMA			
	Harper	1,800	1,800	100
	Jackson	11,000	10,900	99
	Johnston	4,100	4,000	98
	Okfuskee	4,500	4,400	98
	Pittsburg	17,200	17,000	99
	Stephens	17,100	17,000	99
Between 5-24%	OKLAHOMA			
	Atoka	4,700	4,700	100
	Cotton	2,900	2,900	100
	Creek	26,600	26,300	99
	Jefferson	3,200	3,200	100
	Okmulgee	15,300	15,100	99
	Osage	15,800	15,700	99
	Pawnee	7,000	6,900	99
	Tillman	4,200	4,200	100
	Washington	17,900	17,800	99

KOCO-TV, Oklahoma City (Arbitron Data Continued)

Net Weekly Circulation	State County	Total		TV Households %
		Households	Households	
Between 5-24%	OKLAHOMA			
	Atoka	4,700	4,700	100
	Carter	18,000	17,800	99
	Coal	2,200	2,200	100
	Comanche	38,900	38,600	99
	Creek	26,600	26,300	99
	Greer	2,900	2,800	97
	Jefferson	3,200	3,200	100
	Johnston	4,100	4,000	98

KOCO-TV—(Continued) (Arbitron Data Continued)

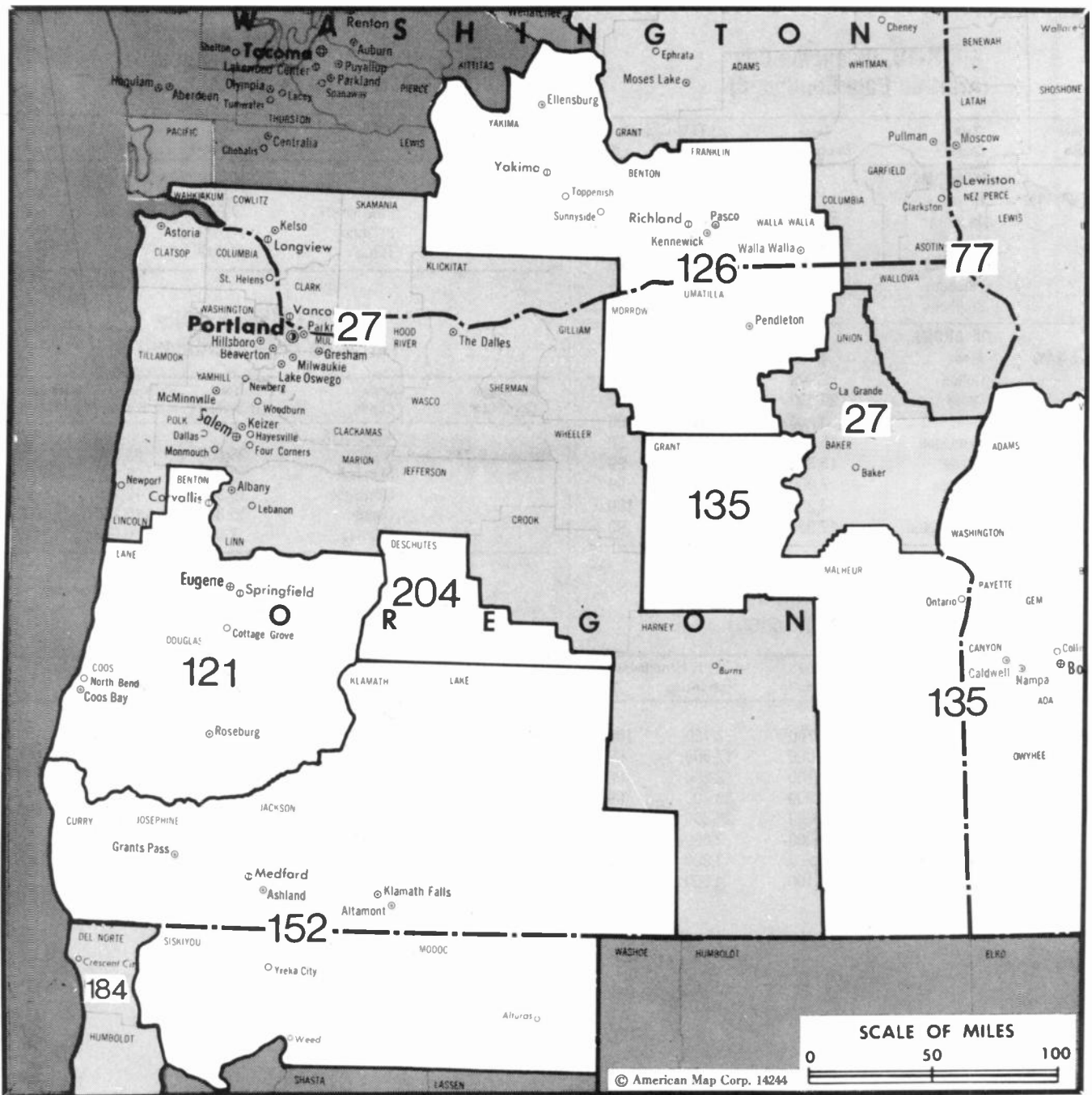
Net Weekly Circulation	State County	Total		TV Households %
		Households	Households	
Between 5-24%	Okmulgee	15,300	15,100	99
	Osage	15,800	15,700	99
	Pawnee	7,000	6,900	99
	Pittsburg	17,200	17,000	99
	Tillman	4,200	4,200	100

KWTV, Oklahoma City (Arbitron Data Continued)

Net Weekly Circulation	State County	Total		TV Households %
		Households	Households	
Between 5-24%	OKLAHOMA			
	Creek	26,600	26,300	99
	Marshall	5,200	5,100	98
	Okmulgee	15,300	15,100	99
	Osage	15,800	15,700	99
	Pawnee	7,000	6,900	99

KTUL-TV, Tulsa (Arbitron Data Continued)

Net Weekly Circulation	State County	Total		TV Households %
		Households	Households	
Between 5-24%	MISSOURI			
	Newton	16,900	16,700	99
	OKLAHOMA			
	Kay	20,400	20,200	99
	Lincoln	12,100	12,000	99
	Noble	4,800	4,800	100
	Payne	24,400	24,100	99
	Pushmataha	5,000	4,900	98
	Seminole	10,700	10,600	99



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Portland, OR	804,100	27	KATU (2), KBSP-TV (22), KGW-TV (8), KNMT (24), KOIN-TV (6), KPDX (49), KPTV (12), KUTF (32)
Spokane, WA	320,500	77	KAYU-TV (28), KCWT (27), KHQ-TV (6), KREM-TV (2), KXLY-TV (4)
Eugene, OR	182,400	121	KCBY-TV (11), KEZI (9), KMTR-TV (16), KPIC (4), KVAL-TV (13)
Yakima, WA	169,300	126	KAPP (35), KEPR-TV (19), KIMA-TV (29), KLEW-TV (3), KNDO (23), KNDU (25), KVEV (42)
Boise, ID	156,700	135	KBCI-TV (2), KIVI (6), KTRV (12), KTVB (7)
Medford, OR	133,500	152	KDKF (31), KDRV (12), KOB (5), KOTI (2), KTVL (10)
Eureka, CA	52,100	184	KAEF (23), KIEM-TV (3), KVIQ-TV (6)
Bend, OR	26,300	204	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, 1990

	VHF	UHF	TOTAL
Commercial Television Stations	12	6	18
Educational Television Stations	5	1	6
	17	7	24

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: 77.9-kw max. & 31.6-kw horizontal visual, 3.16-kw aural. Antenna: 640-ft. above av. terrain, 169-ft. above ground, 4384-ft. above sea level.

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

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

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

News Services: AP, NBC.

Ownership: Stainless Broadcasting Co. (Group Owner).

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.

DAVE JONES, news director.

NATALIE FORWOOD, program director.

KEVIN RAICHL, promotion director.

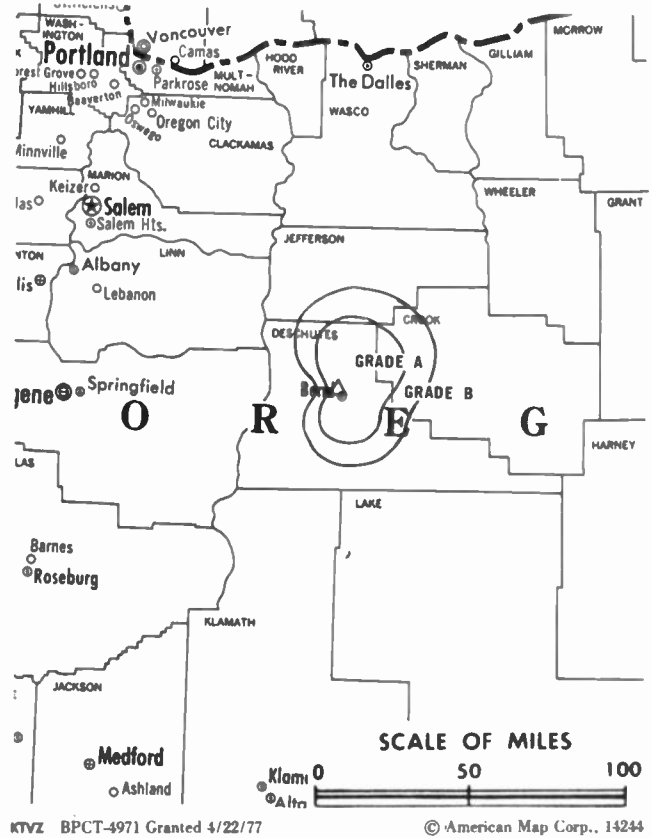
ERNIE PENDERGRAFT, chief engineer.

MARGE WEIMAR, business manager.

Rates: On request.

City of License: Bend. **ADI:** Bend. **Rank:** 204.

Total Households: ©MSI Consumer Market Data as of 1/1/90. **TV Homes, TV% and Circulation** ©1990 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OREGON			
	Crook	5,500	5,200	94
	Deschutes	27,500	26,000	95
Between 25-49%	OREGON			
	Jefferson	4,700	4,500	96
Totals		37,700	35,700	95
Net Weekly Circulation (1990)			27,500	
Average Daily Circulation (1990)			15,300	

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.

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

Telephone: 503-269-1111.

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

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

Transmitter: 5-mi. ENE of city center.

Satellite Earth Station: Tractor, 3-meter; M/A-Corn receivers.

News Service: AP.

Ownership: Northwest Television Inc. (Group Owner).

Began Operation: October 1, 1960.

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

Represented (legal): Dow, Lohnes & Albertson.

Represented (engineering): McClanathan & Associates.

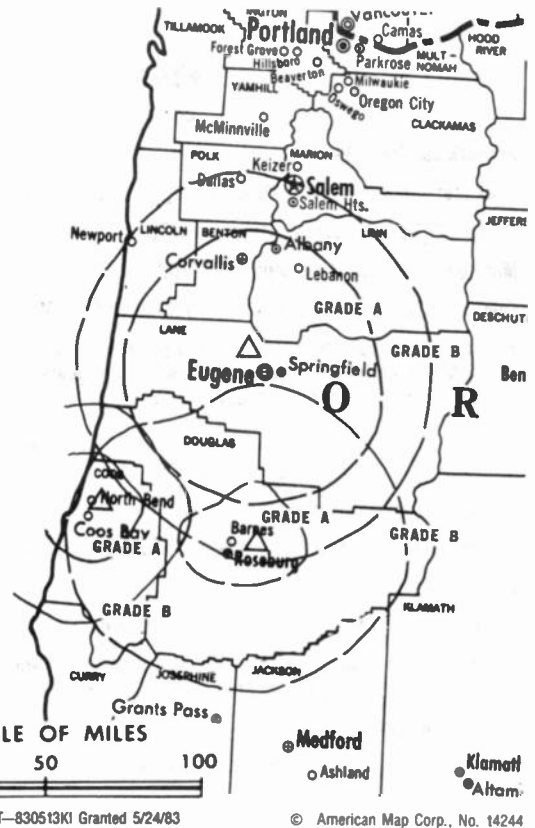
Personnel:

JAMES W. PUTNEY, vice president & general manager.

BRUCE BENNETT, station manager.

JOSEPH LOWE, chief engineer.

Highest 30 Sec. Rate: \$85.



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: 121.

Oregon—Eugene

KEZI
Ch. 9

Network Service: ABC.

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

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

Mailing Address: Box 7009, Eugene, OR 97401.

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

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

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

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

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

News Services: ABC, AP.

Ownership: Carolyn S. Chambers.

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

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

Represented (engineering): Hammett & Edison Inc.

Personnel:

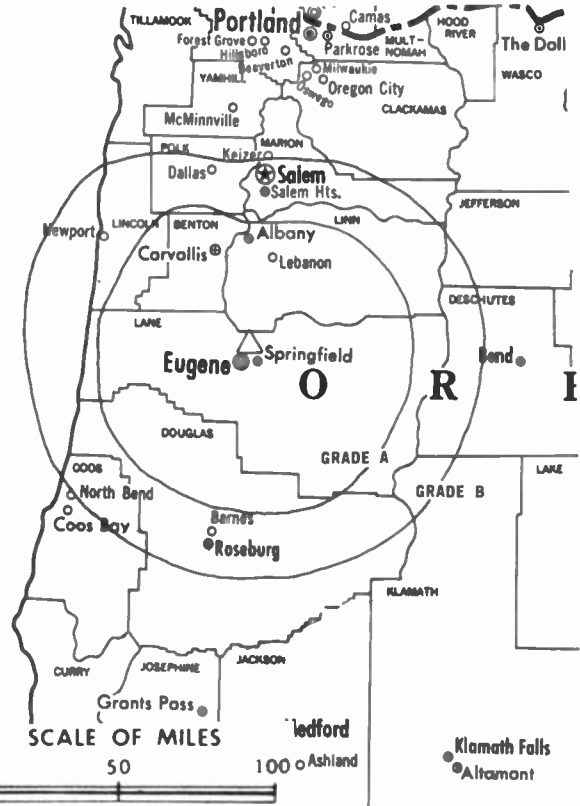
CAROLYN S. CHAMBERS, president.
BRUCE R. LILJEGREN, general manager.
DAVE LARSON, director of operations.
BRUCE A. BARRETT, general sales manager.
TOMAS J. FULLMER, local sales manager.
BETH COOKSON, national & regional sales coordinator.
REBECCA FORCE, news director.
LAUREN McMICHAELS, promotion coordinator.
JIMMY WATSON, controller.
JOE SMELSER, production manager.
DENNIS HUNT, chief engineer.
DAVE COLE, assistant chief engineer.

Highest 30 Sec. Rate: \$650.

City of License: Eugene. ADI: Eugene. Rank: 121.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	OREGON			
	Benton	24,400	22,800	93
	Coos	23,500	21,700	93
	Douglas	35,700	34,000	95
	Lane	106,400	102,500	96



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

Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	Linn	33,900	32,600	96
	OREGON			
	Crook	5,500	5,200	94
Between 25-49%	Deschutes	27,500	26,000	95
	Lincoln	16,100	14,800	92
Between 5-24%	OREGON			
	Jefferson	4,700	4,500	96
	Polk	17,900	17,300	96
Totals		295,600	281,400	95
Net Weekly Circulation (1990)				184,900
Average Daily Circulation (1990)				95,500

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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, 381.6-kw max. & 174-kw horizontal aural. Antenna: 1685-ft. above av. terrain, 496-ft. above ground, 2606-ft. above sea level.

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

Transmitter: Coburg Ridge, near Eugene.

Multichannel TV Sound: Stereo only.

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: KMTR Inc.

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

Represented (sales): Seltel 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.
PAUL C. RIESS, news director.
JULIE STRANDLIEN, program director.
CAMBRA WARD, promotion director.
GRETCHEN HOWELL, controller.
RICHARD SOLBERG, chief engineer.
TIM K. LAY, production manager.

Highest 30 Sec. Rate: \$855.

NETWORK BASE HOURLY RATE: \$375.

City of License: Eugene. **ADI:** Eugene. **Rank:** 121.



KMTR-TV BPCT-790507KJ Granted 10/19/81
Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OREGON Lane	106,400	102,500	96
	OREGON Benton	24,400	22,800	93
Between 25-49%	OREGON Linn	33,900	32,600	96
	OREGON Douglas	35,700	34,000	95
Totals		200,400	191,900	96
Net Weekly Circulation (1990)			115,200	
Average Daily Circulation (1990)			58,500	

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. (Group Owner).

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.

GREG RASCHIO, local sales manager.

JOHN DOYLE, news director.

PAUL GREENE, program director.

R. WADE HUGHES, promotion director.

JAMES BOWEN, director of engineering.

GARY F. LIVESAY, business manager.

Highest 30 Sec. Rate: \$750.

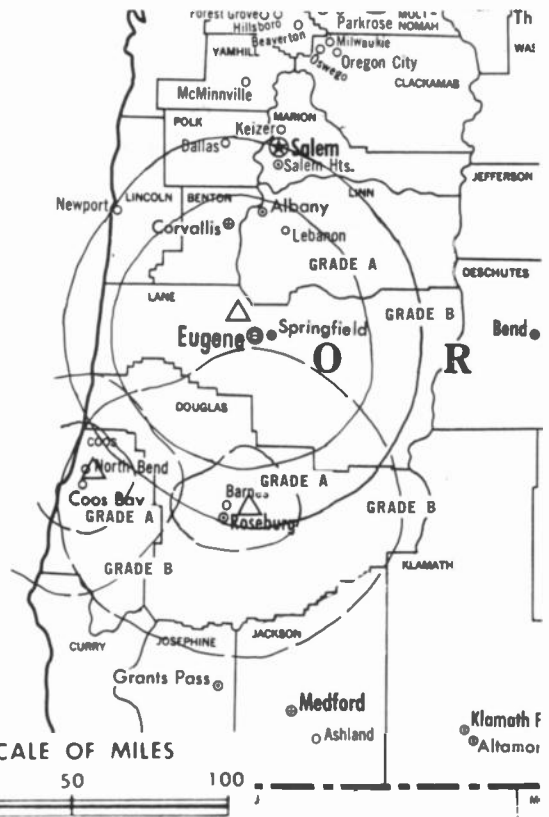
NETWORK BASE HOURLY RATE: \$1430.

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

City of License: Eugene. ADI: Eugene. Rank: 121.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OREGON			
	Benton	24,400	22,800	93
	Coos	23,500	21,700	93
	Douglas	35,700	34,000	95
	Lane	106,400	102,500	96



KVAL-TV BPT. T-3588 Granted 2/23/66

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	OREGON			
	Curry	7,400	6,800	92
	Linn	33,900	32,600	96
Between 5-24%	OREGON			
	Crook	5,500	5,200	94
	Deschutes	27,500	26,000	95
	Lincoln	16,100	14,800	92
	Marion	83,600	80,300	96
	Polk	17,900	17,300	96
	Wheeler	700	700	100
Totals		382,600	364,700	95
Net Weekly Circulation (1990)				183,600
Average Daily Circulation (1990)				103,000

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Oregon—Klamath Falls

KDKF

Ch. 31

(Satellite of KDRV, Medford, OR)

Network Service: ABC.

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

Telephone: 503-883-3131.

Technical Facilities: Channel No. 31 (572-578 MHz). Authorized power: 6.03-kw visual, 0.603-kw aural. Antenna: 2267-ft. above av. terrain, 145-ft. above ground, 6579-ft. above sea level.

Latitude	42°	05'	50.10"
Longitude	121°	31'	59.10"

Transmitter: Stukel Mountain, Klamath County.

Ownership: Love Broadcasting Co. (Group Owner).

Began Operation: October 15, 1989.

Represented (sales): Katz Television.

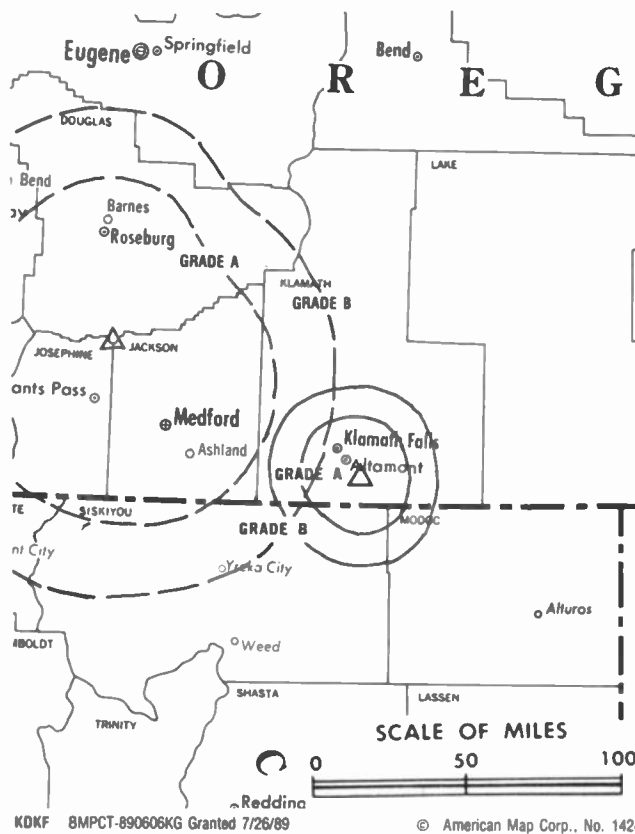
Represented (legal): Fletcher, Heald & Hildreth.

Represented (engineering): McClanathan & Associates Inc.

Personnel:

KEITH LOLLIS, general 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: Included with KDRV, Medford, OR.

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"

Holds CP for change to 85-kw max. visual, 2201-ft. above av. terrain, 154-ft. above ground, 6565-ft. above sea level, transmitter to Mount Stukel, 9.3-mi. SE of Klamath Falls. BPCT-900314KF.

Transmitter: 4-mi. ESE of city.

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

News Service: UPI.

Ownership: California-Oregon Broadcasting Inc. (Group Owner).

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:

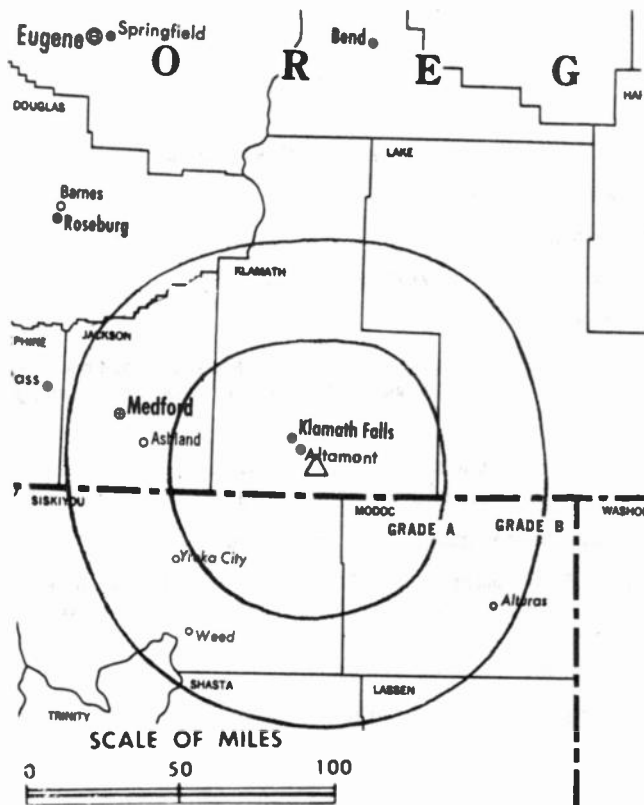
PATRICIA C. SMULLIN, president.
WILLIAM B. SMULLIN, secretary/founder.
EDWARD ZANDER, general manager.
SCOTT McMAHON, chief engineer.

Rates: See KOBI, Medford, OR.

NETWORK BASE HOURLY RATE: \$50.

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

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.



KOTI BPCT-900314KF Granted 5/30/90

American Map Corp., No 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CALIFORNIA			
	Modoc	3,600	3,300	92
	OREGON			
	Klamath	22,200	21,400	96
	Lake	3,000	2,800	93
Between 5-24%	CALIFORNIA			
	Siskiyou	17,500	16,300	93
Totals		46,300	43,800	95
Net Weekly Circulation (1990)				27,900
Average Daily Circulation (1990)				17,600

Oregon—Medford

KDRV

Ch. 12

(Operates satellite KDKF, Klamath Falls, OR)

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, 19.1-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. (Group Owner).

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:

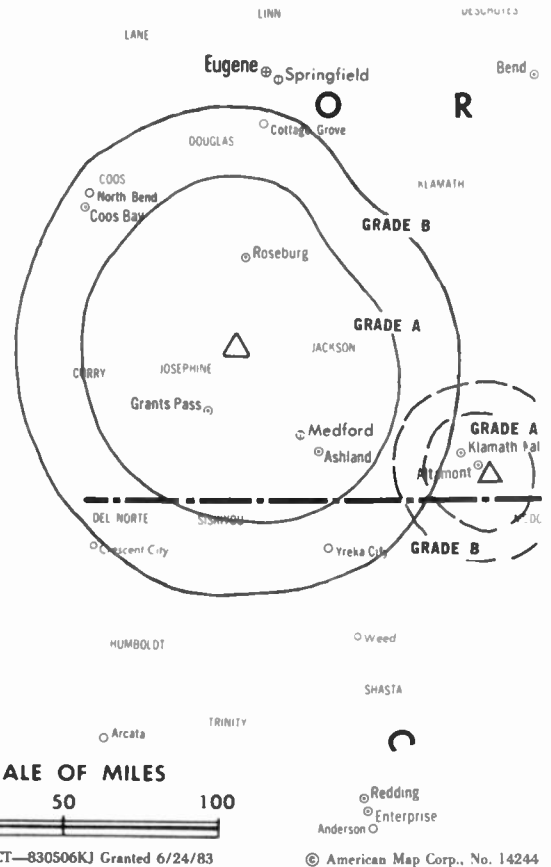
KEITH LOLLIS, general manager.
JONATHAN PIFF, local sales manager.
RENARD MAIURI, news director.
LARRY BLACK, promotion manager.
DOUG LA FEVE, business manager.
RICK CARRARA, chief engineer.

Rates: On request.

Arbitron Data: Figures include KDKF, Medford, OR.

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

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OREGON			
	Curry	7,400	6,800	92
	Jackson	55,700	53,900	97
	Josephine	29,500	27,800	94
	Klamath	22,200	21,400	96
Between 25-49%	OREGON			
	Douglas	35,700	34,000	95
Between 5-24%	CALIFORNIA			
	Del Norte	7,700	7,200	94
	Siskiyou	17,500	16,300	93
Totals	OREGON			
	Coos	23,500	21,700	93
Totals		199,200	189,100	95
Net Weekly Circulation (1990)				99,700
Average Daily Circulation (1990)				56,700

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; Paradigm, 4.5-meter; Harris, 3-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. (Group Owner).

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.

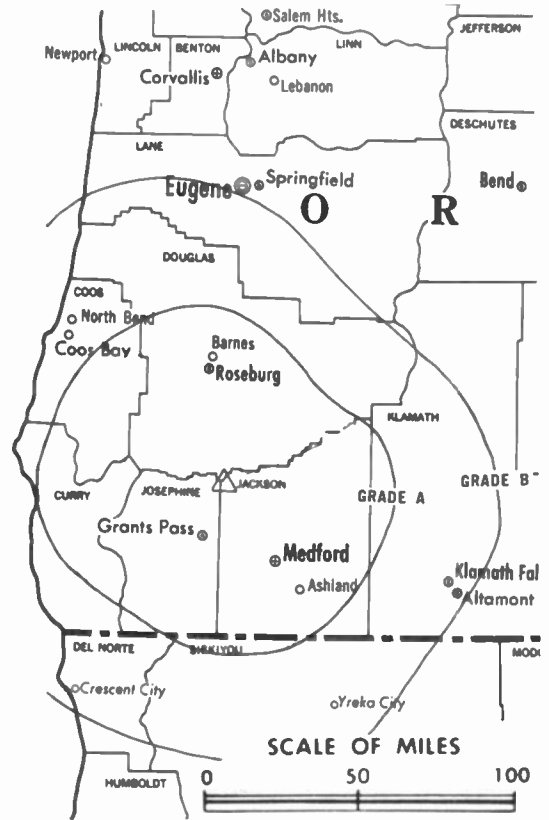
Rates: On request.

NETWORK BASE HOURLY RATE: \$671.

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

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CALIFORNIA			
	Del Norte	7,700	7,200	94
	Siskiyou	17,500	16,300	93
	OREGON			
	Coos	23,500	21,700	93
	Curry	7,400	6,800	92



KOBI BPCT—830601KG Granted 6/24/83

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Douglas	35,700	34,000	95
	Jackson	55,700	53,900	97
	Josephine	29,500	27,800	94
OREGON				
Between 5-24%	Lake	3,000	2,800	93
Totals		180,000	170,500	95
Net Weekly Circulation (1990)			138,400	
Average Daily Circulation (1990)			83,500	

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Call Lynn Levine or Nancy Cramer
202-872-9200

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, 19.1-kw aural. Antenna: 3309-ft. above av. terrain, 154-ft. above ground, 7626-ft. above sea level.

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

Transmitter: Mount 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. (Group Owner).

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

Represented (sales): Petry Television Inc.

Represented (legal): Latham & Watkins.

Represented (engineering): Carl T. Jones Corp.

Personnel:

THOMAS M. LONG, vice president & general manager.

CLAUDETTE MOORE, local sales manager.

MEL TYNAN, chief engineer.

GAYLE MITCHELL, news director.

MARVIN RHODES, program director.

BARRY TEVIS, promotion director.

MATT CLAFLIN, business manager.

CLAUDIA DON, operations manager.

Rates: On request.

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

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 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
	Siskiyou	17,500	16,300	93
	OREGON			
	Jackson	55,700	53,900	97
	Josephine	29,500	27,800	94
	Klamath	22,200	21,400	96
	Lake	3,000	2,800	93
Between 5-24%	OREGON			
	Curry	7,400	6,800	92
Totals		138,900	132,300	95
Net Weekly Circulation (1990)				104,500
Average Daily Circulation (1990)				63,700

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; Avantek, M/A-Com, Scientific-Atlanta, Vertex receivers.

SNG Mobile Dish: Vertex, 2.6-meter Ku-band.

News Services: ABC, AP, Conus.

Ownership: Fisher Broadcasting Inc. (Group Owner).

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.

STAN HUBERT, local sales manager.

KAREN HENIGER, national sales manager.

ROBERT MOORE, chief engineer.

RON MILLER, news director.

LEE PETRIK, program director.

LAURIE DAHL, promotion director.

CONNIE HARLING, business manager.

KATHERINE GULICK, marketing director.

JOELLA WERLIN, public affairs & community relations director.

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 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
OREGON				
50% & Over	Baker	6,000	5,700	95
	Clackamas	96,600	93,400	97
	Clatsop	13,000	12,300	95
	Columbia	13,700	13,200	96
	Crook	5,500	5,200	94
	Deschutes	27,500	26,000	95
	Gilliam	800	700	88
	Grant	3,400	3,000	88
	Harney	2,900	2,700	93
	Hood River	6,400	6,000	94
	Jefferson	4,700	4,500	96



KATU BPC-T-3063 Granted 6/26/63

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Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	Lincoln	16,100	14,800	92	
	Linn	33,900	32,600	96	
	Marion	83,600	80,300	96	
	Morrow	3,000	2,800	93	
	Multnomah	243,900	234,900	96	
	Polk	17,900	17,300	96	
	Sherman	800	800	100	
	Tillamook	8,700	8,100	93	
	Wasco	8,200	7,700	94	
	Washington	111,200	108,700	98	
	Yamhill	21,300	20,300	95	
	WASHINGTON				
	Clark	82,900	80,800	97	
Cowlitz	31,300	30,300	97		
Klickitat	6,300	5,900	94		
Skamania	3,100	2,900	93		
Wahkiakum	1,400	1,300	93		
OREGON					
Between 25-49%	Benton	24,400	22,800	93	
	Lake	3,000	2,800	93	
	Umatilla	21,900	20,500	94	
	Union	8,500	7,900	93	
	Wheeler	700	700	100	
WASHINGTON					
Lewis	22,900	21,800	95		
Pacific	7,500	7,000	93		
IOAHO					
Between 5-24%	Payette	6,200	6,100	98	
	OREGON				
Jackson	55,700	53,900	97		
Malheur	9,900	9,500	96		
Totals		1,014,800	975,200	96	
Net Weekly Circulation (1990)				728,000	
Average Daily Circulation (1990)				398,200	

Oregon—Portland

KGW-TV Ch. 8

Network Service: NBC.

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

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

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

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

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

Transmitter: 299 N.W. Skyline Dr.

Multichannel TV Sound: Stereo only.

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

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

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

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

Ownership: King Broadcasting Co. (Group Owner).

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.

CAROLINE ALBERTSON, local sales manager.

PHIL WENSTRAND, news director.

BRENDA BURATTI, program director.

JEANNA SHELLEY, promotion & marketing manager.

JESS ORTEGA, chief engineer.

JAN HESKISS, business manager.

BOYD LEVET, public affairs director.

MARY WARNER, traffic manager.

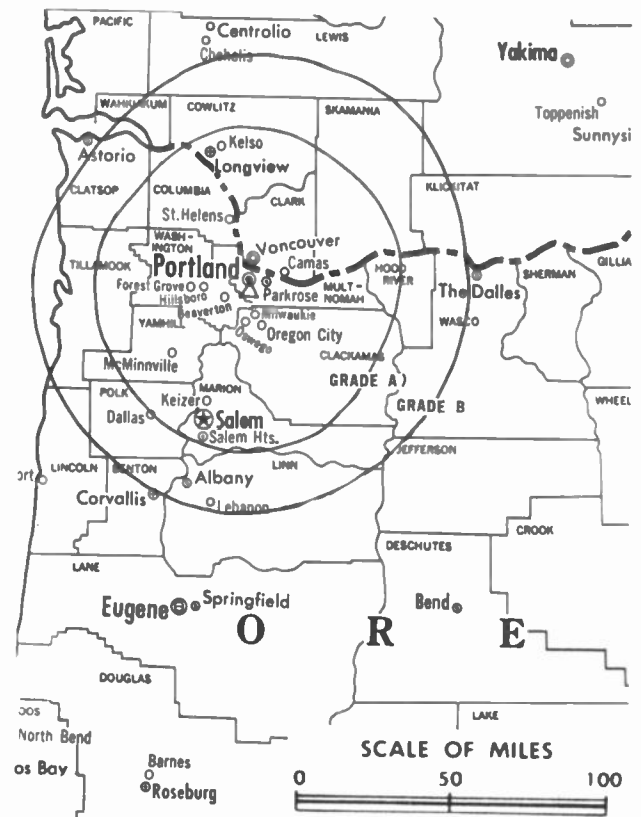
Highest 30 Sec. Rate: \$6000.

NETWORK BASE HOURLY RATE: \$1400.

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

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OREGON			
	Baker	6,000	5,700	95
	Benton	24,400	22,800	93
	Clackamas	96,600	93,400	97
	Clatsop	13,000	12,300	95
	Columbia	13,700	13,200	96
	Crook	5,500	5,200	94
	Deschutes	27,500	26,000	95
	Gilliam	800	700	88
	Grant	3,400	3,000	88
	Harney	2,900	2,700	93
	Hood River	6,400	6,000	94
	Jefferson	4,700	4,500	96
	Lincoln	16,100	14,800	92



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

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Linn	33,900	32,600	96
	Marion	83,600	80,300	96
	Morrow	3,000	2,800	93
	Multnomah	243,900	234,900	96
	Polk	17,900	17,300	96
	Sherman	800	800	100
	Tillamook	8,700	8,100	93
	Union	8,500	7,900	93
	Wasco	8,200	7,700	94
	Washington	111,200	108,700	98
	Yamhill	21,300	20,300	95
	WASHINGTON			
	Clark	82,900	80,800	97
	Cowlitz	31,300	30,300	97
Klickitat	6,300	5,900	94	
Skamania	3,100	2,900	93	
Wahkiakum	1,400	1,300	93	
Between 25-49%	OREGON			
	Coos	23,500	21,700	93
	Lake	3,000	2,800	93
	Umatilla	21,900	20,500	94
Between 5-24%	IDAHO			
	Payette	6,200	6,100	98
Totals	OREGON			
	Malheur	9,900	9,500	96
	WASHINGTON			
	Lewis	22,900	21,800	95
Pacific	7,500	7,000	93	
Totals		982,600	943,000	96
Net Weekly Circulation (1990)				736,600
Average Daily Circulation (1990)				411,700

Oregon—Portland

KNMT

Ch. 24

Network Service: Trinity Bcstg. Network.

Licensee: National Minority TV Inc., Box C-11949, Santa Ana, CA 92711.

Studio: 432 N.E. 74th Ave., Portland, OR 97213.

Telephone: 503-252-0792. **Fax:** 503-256-4205.

Technical Facilities: Channel No. 24 (530-536 MHz). Authorized power: 2690-kw max. visual. Antenna: 1519-ft. above av. terrain, 758-ft. above ground, 1814-ft. above sea level.

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

Transmitter: 5516 S.W. Barnes Rd., Portland.

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

Ownership: National Minority TV Inc. (Group Owner).

Began Operation: November 16, 1989.

Represented (legal): May & Dunne, Chartered.

Represented (engineering): Moffet, Larson & Johnson Inc.

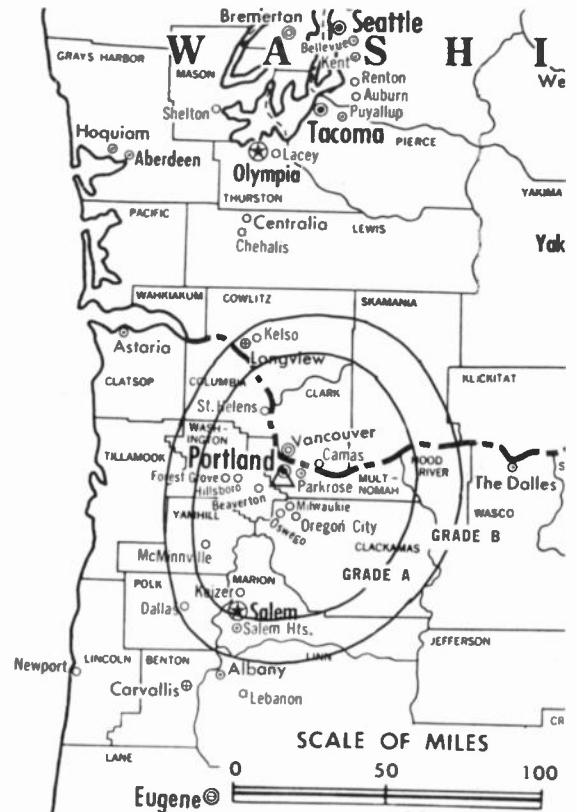
Personnel:

JIM McCLELLAN, general manager.

MARK FOUNTAIN, chief engineer.

Rates: On request.

Arbitron Data: Not available.



KNMT BMPCT 880725KE Granted 10/27/88

American Map Corp. No. 14244

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

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, M/A-Com, Microdyne, Scientific-Atlanta receivers.

News Services: AP, CBS, CNN.

Ownership: Lee Enterprises Inc. (Group Owner).

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.

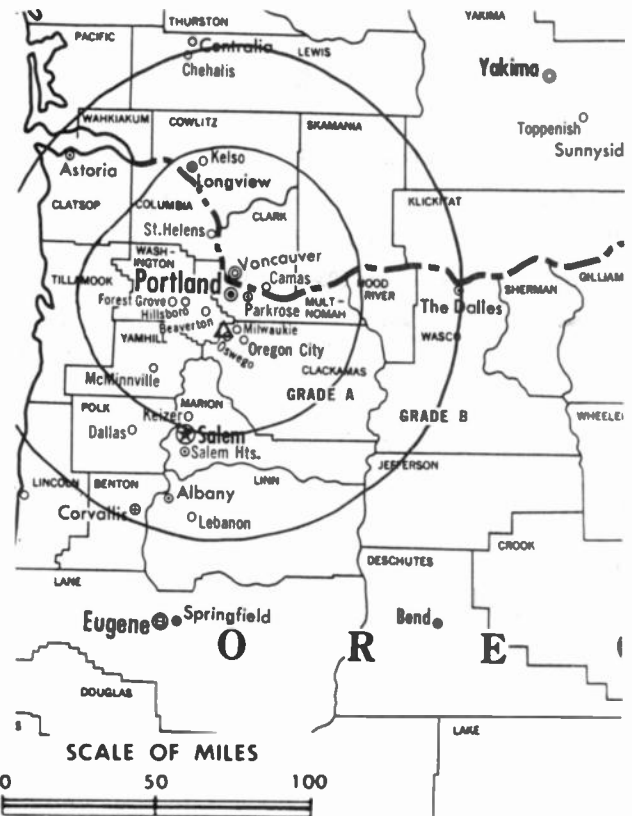
DEAN GUSTAFSON, marketing director.

Highest 30 Sec. Rate: \$4500.

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

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
	OREGON			
	Baker	6,000	5,700	95
	Benton	24,400	22,800	93
	Clackamas	96,600	93,400	97
	Clatsop	13,000	12,300	95
	Columbia	13,700	13,200	96
	Crook	5,500	5,200	94
	Deschutes	27,500	26,000	95
	Gilliam	800	700	88
	Harney	2,900	2,700	93
	Hood River	6,400	6,000	94
	Jefferson	4,700	4,500	96
	Lincoln	16,100	14,800	92
	Linn	33,900	32,600	96



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

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
	Marion	83,600	80,300	96
	Multnomah	243,900	234,900	96
	Polk	17,900	17,300	96
	Sherman	800	800	100
	Tillamook	8,700	8,100	93
	Wasco	8,200	7,700	94
	Washington	111,200	108,700	98
	Wheeler	700	700	100
	Yamhill	21,300	20,300	95
	WASHINGTON			
	Clark	82,900	80,800	97
	Cowlitz	31,300	30,300	97
	Klickitat	6,300	5,900	94
	Skamania	3,100	2,900	93
	Wahkiakum	1,400	1,300	93
BETWEEN 25-49%				
	OREGON			
	Lake	3,000	2,800	93
	Morrow	3,000	2,800	93
	Umatilla	21,900	20,500	94
	Union	8,500	7,900	93
	Wallowa	3,000	2,800	93
	WASHINGTON			
	Pacific	7,500	7,000	93
BETWEEN 5-24%				
	IDAHO			
	Payette	6,200	6,100	98
	OREGON			
	Lane	106,400	102,500	96
	Malheur	9,900	9,500	96
	WASHINGTON			
	Grays Harbor	25,300	23,700	94
	Lewis	22,900	21,800	95
Totals		1,090,400	1,047,300	96
Net Weekly Circulation (1990)				755,600
Average Daily Circulation (1990)				420,200

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, 61.7-kw aural. Antenna: 1780-ft. above av. terrain, 1049-ft. above ground, 2049-ft. above sea level.

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

Transmitter: 212 N.W. Miller Rd.

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

News Service: CNN.

Ownership: Chris-Craft Industries Inc. (Group Owner).

Began Operation: September 20, 1952. George Haggarty's purchase of KFOR (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): Wilmer, Cutler & Pickering.

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.

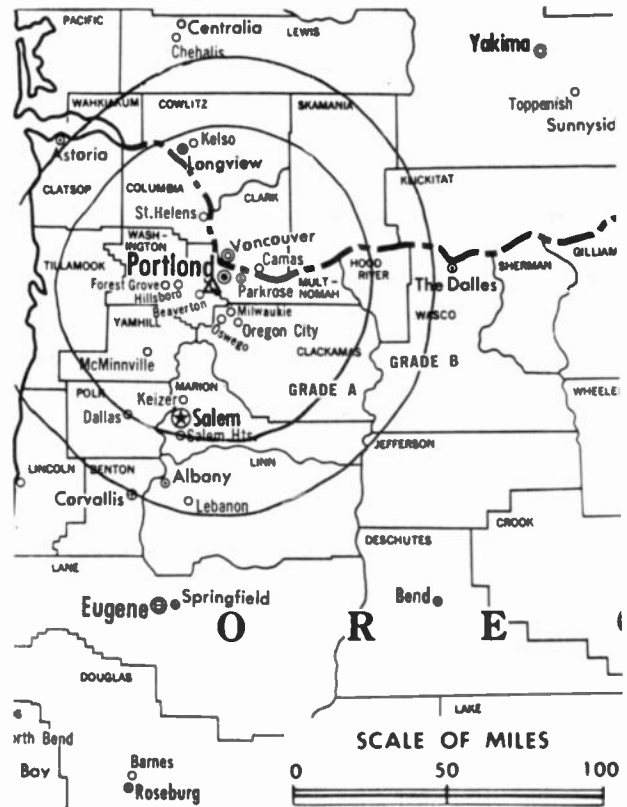
HUMBERTO CARLOS, business manager.

Highest 30 Sec. Rate: \$2500.

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

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OREGON			
	Baker	6,000	5,700	95
	Benton	24,400	22,800	93
	Clackamas	96,600	93,400	97
	Clatsop	13,000	12,300	95
	Columbia	13,700	13,200	96
	Crook	5,500	5,200	94
	Deschutes	27,500	26,000	95
	Gilliam	800	700	88
	Harney	2,900	2,700	93
	Hood River	6,400	6,000	94
	Jefferson	4,700	4,500	96
	Lincoln	16,100	14,800	92
	Linn	33,900	32,600	96
	Marion	83,600	80,300	96
	Multnomah	243,900	234,900	96
Polk	17,900	17,300	96	
Sherman	800	800	100	



KPTV BMPCT-5915 Granted 12/3/63

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Tillamook	8,700	8,100	93
	Umatilla	21,900	20,500	94
	Union	8,500	7,900	93
	Wasco	8,200	7,700	94
	Washington	111,200	108,700	98
	Yamhill	21,300	20,300	95
	WASHINGTON			
	Clark	82,900	80,800	97
	Cowlitz	31,300	30,300	97
	Klickitat	6,300	5,900	94
Skamania	3,100	2,900	93	
Between 25-49%	OREGON			
	Coos	23,500	21,700	93
	Jackson	55,700	53,900	97
	Klamath	22,200	21,400	96
	Lake	3,000	2,800	93
	Lane	106,400	102,500	96
	Morrow	3,000	2,800	93
	Wallowa	3,000	2,800	93
	WASHINGTON			
	Grays Harbor	25,300	23,700	94
Lewis	22,900	21,800	95	
Pacific	7,500	7,000	93	
Wahkiakum	1,400	1,300	93	
Between 5-24%	IDAHO			
	Payette	6,200	6,100	98
	OREGON			
	Douglas	35,700	34,000	95
	Josephine	29,500	27,800	94
	Malheur	9,900	9,500	96
Wheeler	700	700	100	
Totals		1,257,000	1,206,100	96
Net Weekly Circulation (1990)				730,800
Average Daily Circulation (1990)				342,700

Oregon—Roseburg

KPIC

Ch. 4

(Satellite of KVAL-TV, Eugene, OR)

Network Service: CBS.

Licensee: South West Oregon Television Bcstg. Corp., Box 1345, Roseburg, OR 97470.

Studio: 655 W. Umpqua, Roseburg, OR 97470.

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. (Group Owner); California-Oregon Broadcasting Inc. (Group Owner).

Began Operation: April 1, 1956.

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

Represented (legal): Dow, Lohnes & Albertson.

Represented (engineering): McClanathan & Associates.

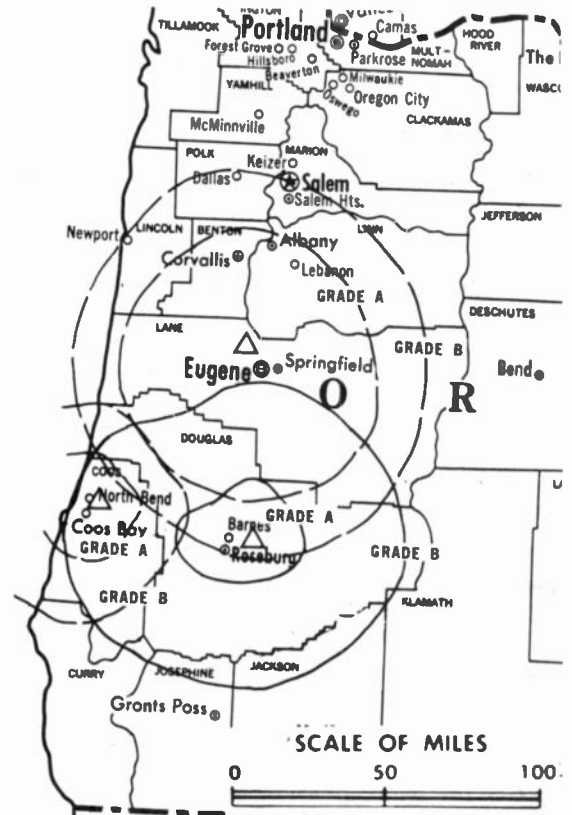
Personnel:

JAMES W. PUTNEY, vice president & general manager.

DON CLITHERO, station manager.

MICHAEL HILL, chief engineer.

Highest 30 Sec. Rate: \$100.



KPIC BMPCT-3395 Granted 10/26/55

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

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

City of License: Roseburg. **ADI:** Eugene. **Rank:** 121.

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 93705.

Mailing Address: 4923 Indian School Rd. NE, Salem, OR 93705.

Telephones: 503-390-2202; 503-222-5324. **Fax:** 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 (Group Owner).

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.

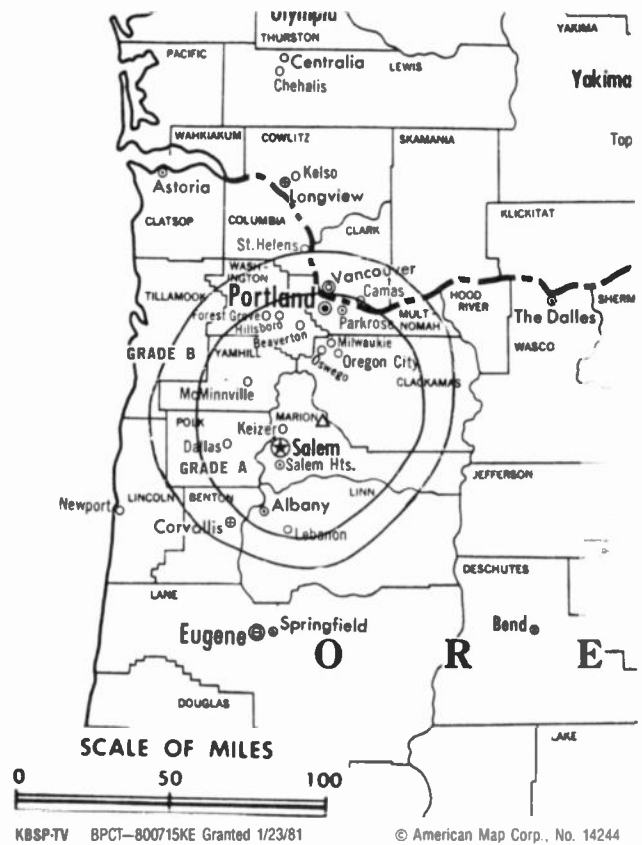
Represented (engineering): Cohen, Dippell & Everist, P.C.

Personnel:

JUDY KOENIG, general manager.

TIM MANCE, chief engineer.

CLAUDIA LaHAIE, business manager.



Highest 30 Sec. Rate: \$20.

Arbitron Data: Not available.

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

Oregon—Salem

KUTF

Ch. 32

Network Service: None, independent.

Licensee: Willamette Valley Broadcasting Co. Ltd. 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, 500-kw aural. 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: Willamette Valley Bcstg. Co. Ltd.

Began Operation: May 8, 1989.

Represented (sales): Landin Media Sales.

Represented (legal): McCampbell & Young.

Represented (engineering): Sterling Communications Inc.

Personnel:

JERRY HUDGINS, general sales manager.

KEN LEWENTAG, chief engineer.

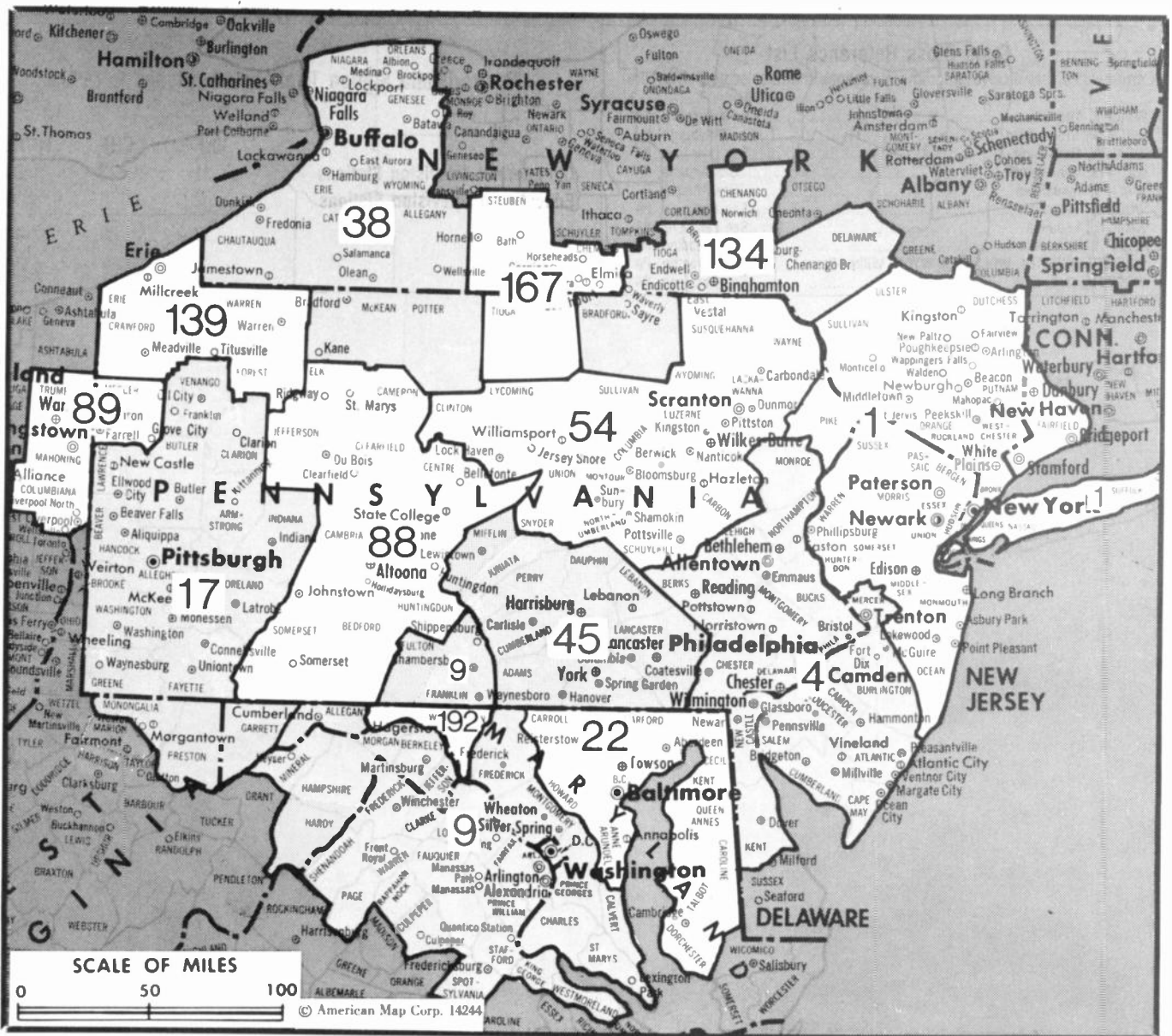
GARY MALSBERGER, program director.

Highest 30 Sec. Rate: \$60.

Arbitron Data: Not available.



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



Market	Arbitron AOI TV Households	Rank	Market Area Commercial TV Stations
New York, NY	7,043,900	1	WABC-TV (7), WCBS-TV (2), WHAI-TV (43), WHSE (68), WHSI (67), WLIG (55), WNBC-TV (4), WNJU (47), WNYW (5), WPIX (11), WTBY (54), WTZA (62), WWO-TV (9), WXTV (41)
Philadelphia, PA	2,704,400	4	KYW-TV (3), WCAU-TV (10), WFMM-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), WDCA-TV (20), WFTY (50), WJLA-TV (7), WRC-TV (4), WTKK (66), WTTG (5), WUSA (9), KDKA-TV (2), WPCB-TV (40), WPGH-TV (53), WPTT-TV (22), WPXI (11), WTAE-TV (4), WBAL-TV (11), WBFF (45), WHSW (24), WJZ-TV (13), WMAR-TV (2), WNUV-TV (54)
Washington, DC	1,701,700	9	WGRZ-TV (2), WIVB-TV (4), WKBW-TV (7), WNYB-TV (49), WTJA (26), WUTV (29), WGAL-TV (8), WGCB-TV (49), WHP-TV (21), WHTM-TV (27), WLYH-TV (15), WPMT (43), WBRE-TV (28), WNEP-TV (16), WOLF-TV (38), WWLF-TV (56), WYOU (22)
Pittsburgh, PA	1,165,500	17	WATM-TV (23), WJAC-TV (6), WKBS-TV (47), WTAJ-TV (10), WWCP-TV (8)
Baltimore, MD	937,400	22	WFMJ-TV (21), WKBN-TV (27), WYTV (33)
Buffalo, NY	611,600	38	WBNG-TV (12), WICZ-TV (40), WMGC-TV (34)
Harrisburg-York-Lancaster-Lebanon, PA	552,300	45	WETG (66), WICU-TV (12), WJET-TV (24), WSEE-TV (35)
Wilkes Barre-Scranton, PA	489,200	54	WENY-TV (36), WETM-TV (18)
Johnstown-Altoona, PA	280,400	88	WHAG-TV (25), WJAL (68)
Youngstown, OH	277,000	89	
Binghamton, NY	158,600	134	
Erie, PA	154,000	139	
Elmira, NY	84,100	167	
Hagerstown, MD	42,100	192	

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, 1990

	VHF	UHF	TOTAL
Commercial Television Stations	11	23	34
Educational Television Stations	2	6	8
	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 and separate audio program.

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

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

News Service: UPI.

Ownership: Maranatha Broadcasting Co.

Began Operation: November 25, 1976.

Represented (sales): Mutual Telesales Inc.

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

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.

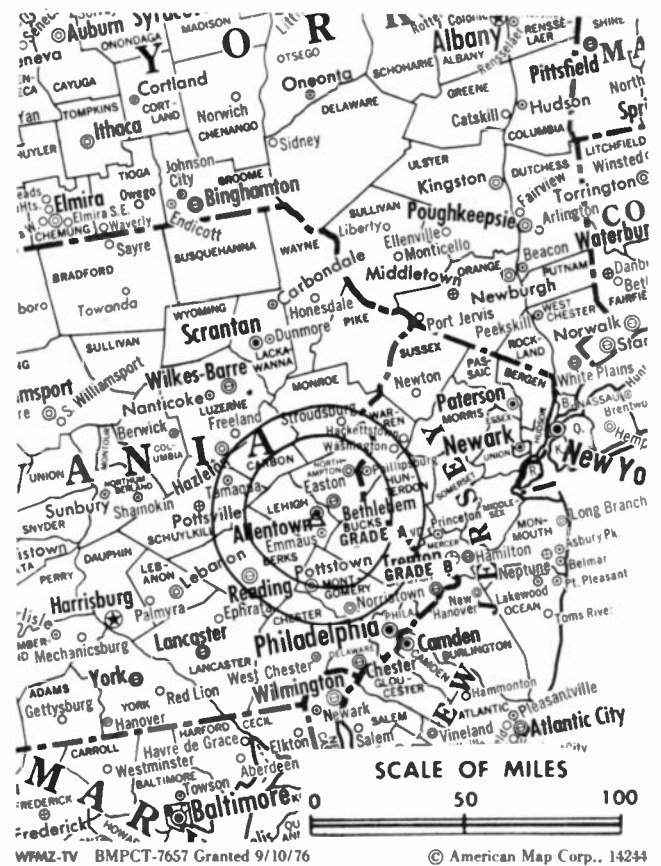
KATHY CRAINE, office manager.

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 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	PENNSYLVANIA			
	Lehigh	114,200	112,600	99
	Northampton	91,600	90,200	98
Between 5-24%	NEW JERSEY			
	Warren	33,400	32,900	99
	PENNSYLVANIA			
	Berks	129,300	127,300	98
Carbon	21,900	21,500	98	
Monroe	35,100	34,500	98	
Totals		425,500	419,000	98
Net Weekly Circulation (1990)			141,100	
Average Daily Circulation (1990)			46,700	

Pennsylvania—Altoona

WATM-TV

Ch. 23

Network Service: ABC.

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

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

Telephone: 814-266-8088. TWX: 41126248890. 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, Wopsonnock Mountain.

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

News Service: ABC.

Ownership: Smith Broadcasting Group Inc. (Group Owner).

Began Operation: November 28, 1974. Sale to present owners by John R. Powley approved by FCC Oct. 25, 1985. Sale to Auburn Television Group Inc. approved Dec. 19, 1989 but not consummated.

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.

Rates: On request.

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

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	PENNSYLVANIA			
	Blair	50,800	50,000	98
	Centre	40,400	39,400	98



Net Weekly Circulation	State County	Total Households	TV Households	%
PENNSYLVANIA				
Between 25-49%	Bedford	17,900	17,400	97
	Cambria	63,000	62,200	99
	Clearfield	30,800	30,300	98
PENNSYLVANIA				
Between 5-24%	Huntingdon	15,400	15,000	97
	Somerset	30,900	30,200	98
Totals		249,200	244,500	98
Net Weekly Circulation (1990)			101,500	
Average Daily Circulation (1990)			40,200	

Pennsylvania—Altoona

WKBS-TV

Ch. 47

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

Network Service: None, Independent.

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

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

Telephone: 814-942-3400.

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

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

Transmitter: Lookout Rd., Logan Twp.

Ownership: Cornerstone Television Inc.

Began Operation: October 1, 1985.

Represented (legal): Gammon & Grange.

Personnel:

OLEEN EAGLE, general manager.

BLAKE RICHERT, chief engineer.

DAVID SKEBA, program director.

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; Channel Master, M/A-Corn, Scientific-Atlanta receivers.

News Services: AP, CBS, CNN.

Ownership: Gateway Communications Inc. (Group Owner).

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.

Personnel:

C. NORMAN (RICK) REEVES, general manager.
ROBERT EGGER, 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.
LOWELL SOLLENBERGER, marketing director.

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 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	PENNSYLVANIA			
	Bedford	17,900	17,400	97
	Blair	50,800	50,000	98
	Cambria	63,000	62,200	99
	Cameron	2,700	2,700	100
	Centre	40,400	39,400	98
	Clearfield	30,800	30,300	98
	Clinton	14,400	14,100	98
	Elk	14,000	13,800	98
	Fulton	5,600	5,400	96
	Huntingdon	15,400	15,000	97
	Jefferson	19,300	19,000	98



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

© American Map Corp., 14241

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Mifflin	18,200	17,600	97
Between 25-49%	PENNSYLVANIA			
	Indiana	32,900	32,300	98
	Somerset	30,900	30,200	98
WEST VIRGINIA	Morgan	4,500	4,400	98
	PENNSYLVANIA			
Between 5-24%	Armstrong	30,500	30,000	98
	Clarion	15,000	14,700	98
	Forest	1,900	1,900	100
	Franklin	46,000	44,600	97
	Juniata	7,700	7,400	96
	Lycoming	44,300	43,000	97
	Mc Kean	18,200	17,800	98
	Potter	7,000	6,800	97
	Venango	23,800	23,100	97
	Warren	17,600	17,100	97
WEST VIRGINIA	Hampshire	6,100	6,000	98
	Totals	723,700	709,300	98
Net Weekly Circulation (1990)			292,600	
Average Daily Circulation (1990)			173,800	

Pennsylvania—Erie

WETG

Ch. 66

Network Service: Fox

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 562-kw max. visual, 889-ft. above av. terrain, 696-ft. above ground, 1995-ft. above sea level; lat. 42° 02' 31", long. 80° 03' 57", transmitter to 2.25-mi. SE of Kear Sage, 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.

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 30 Sec. Rate: \$80.

City of License: Erie. ADI: Erie. Rank: 139.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	PENNSYLVANIA			
	Erie	104,400	103,100	99
Between 5-24%	PENNSYLVANIA			
	Crawford	32,400	31,600	98
Totals		136,800	134,700	98
Net Weekly Circulation (1990)			43,000	
Average Daily Circulation (1990)			13,900	

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.

Began Operation: March 15, 1949.

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

Represented (legal): Rosenman & Colin.

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

Personnel:

CLARENCE PAOLELLA, general manager & general sales manager.

JOHN IVAN TOMCHO, production & program director.

BILL KNUPP, news director.

DOUGLAS WHITE, local sales manager.

MICHAEL CSOP, chief engineer.

Highest 30 Sec. Rate: \$900.

NETWORK BASE HOURLY RATE: \$1400.

City of License: Erie. ADI: Erie. Rank: 139.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 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	104,400	103,100	99
	Forest	1,900	1,900	100
	Venango	23,800	23,100	97
	Warren	17,600	17,100	97



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	NEW YORK			
	Chautauqua	54,600	53,700	98
	OHIO			
	Ashtabula	37,500	37,000	99
	PENNSYLVANIA			
	Mc Kean	18,200	17,800	98
Between 5-24%	NEW YORK			
	Cattaraugus	31,000	30,400	98
	PENNSYLVANIA			
	Clarion	15,000	14,700	98
	Elk	14,000	13,800	98
	Mercer	46,200	45,400	98
Totals		396,600	389,600	98
Net Weekly Circulation (1990)			196,200	
Average Daily Circulation (1990)			123,800	

Pennsylvania—Erie

WJET-TV

Ch. 24

Network Service: ABC.

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

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

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

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.

Ownership: Jet Broadcasting Co. Inc.

Began Operation: April 3, 1966.

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

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. **ADI:** Erie. **Rank:** 139.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 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	104,400	103,100	99
	Warren	17,600	17,100	97
Between 25-49%	OHIO			
	Ashtabula	37,500	37,000	99



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

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	PENNSYLVANIA			
	Forest	1,900	1,900	100
	Venango	23,800	23,100	97
Between 5-24%	NEW YORK			
	Chautauqua	54,600	53,700	98
	PENNSYLVANIA			
	Elk	14,000	13,800	98
	Mc Kean	18,200	17,800	98
Totals		304,400	299,100	98
Net Weekly Circulation (1990)				168,300
Average Daily Circulation (1990)				101,400

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Television & Cable Factbook

Pennsylvania—Erie

WSEE-TV
Ch. 35

Network Service: CBS.

Licensee: NTG Inc., 405 Lexington Ave., New York, NY 10174.

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

Telephone: 814-455-7575. 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 Newsfeed.

Ownership: Northstar Television Group Inc. (Group Owner).

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 Federal Bcstg. Corp. Sept. 30, 1987 (Television Digest, Vol. 27:33); to present owners Sept. 19, 1989.

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

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

Represented (engineering): Smith & Powstenko.

Personnel:

ROBERT W. HOFFMAN, vice president & general manager.
F. BRADY LOUIS, general sales manager.
ROGER SCARLETT, local sales manager.
DON ROWE, production manager.
GEORGE STEPHENSON, news director.
EARL KNEISSLER, program director.
JIM LARKIN, promotion director.
RITA MASI, business manager.

Highest 30 Sec. Rate: \$400.

NETWORK BASE HOURLY RATE: \$685.

City of License: Erie. ADI: Erie. Rank: 139.

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

THE TED HEPBURN COMPANY

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



WSEE-TV BPCT-810911KG Granted 10/8/81 © American Map Corp., No. 14244

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 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	104,400	103,100	99
Between 25-49%	PENNSYLVANIA			
	Venango	23,800	23,100	97
	Warren	17,600	17,100	97
Between 5-24%	NEW YORK			
	Cattaraugus	31,000	30,400	98
	Chautauqua	54,600	53,700	98
	OHIO			
	Ashtabula	37,500	37,000	99
	PENNSYLVANIA			
	Forest	1,900	1,900	100
	Mc Kean	18,200	17,800	98
Totals		321,400	315,700	98
Net Weekly Circulation (1990)				151,600
Average Daily Circulation (1990)				78,700

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.

Multichannel TV Sound: Stereo only.

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

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

FM Affiliate: WHP-FM, 17-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.

DAVID MOLLDRUM, general sales manager.

THOMAS G. MILLER, national sales manager.

SCOTT BRISBANE, local sales manager.

MAURICE GANNAWAY, director of engineering.

STEPHEN HUNSICKER, news director.

LOU ANN MILLS, program director.

JOHN SEBASTIAN, program director.

MATTHEW HOPE, director, creative services.

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 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	PENNSYLVANIA			
	Cumberland	73,800	72,600	98
	Dauphin	97,200	95,400	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Juniata	7,700	7,400	96
	Lebanon	42,000	41,100	98
	Perry	15,600	15,200	97
	York	128,200	126,000	98
Between 25-49%	PENNSYLVANIA			
	Lancaster	149,100	144,500	97
	Mifflin	18,200	17,600	97
Between 5-24%	PENNSYLVANIA			
	Adams	26,100	25,500	98
	Berks	129,300	127,300	98
	Clinton	14,400	14,100	98
	Franklin	46,000	44,600	97
	Northumberland	40,600	39,500	97
	Schuylkill	63,600	62,300	98
	Sullivan	2,300	2,200	96
Union	11,400	10,900	96	
Totals		878,400	858,600	98
Net Weekly Circulation (1990)			375,300	
Average Daily Circulation (1990)			187,600	

Pennsylvania—Harrisburg-York-Lebanon

WHTM-TV

Ch. 27

Network Service: ABC.

Licensee: WHTM-TV Inc., 3235 Hoffman St., Box 5860, 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; Comtech, 3.5-meter Ku & C-band; Avantek receivers.

News Service: AP.

Ownership: Smith Broadcasting Group Inc. (Group Owner).

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.
JOHN PAVA, general sales manager.
CAROLINE WILSON, 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 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	PENNSYLVANIA			
	Cumberland	73,800	72,600	98
	Dauphin	97,200	95,400	98
	Juniata	7,700	7,400	96
	Lebanon	42,000	41,100	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Mifflin	18,200	17,600	97
	Perry	15,600	15,200	97
	York	128,200	126,000	98
Between 25-49%	PENNSYLVANIA			
	Adams	26,100	25,500	98
	Franklin	46,000	44,600	97
	Huntingdon	15,400	15,000	97
	Lancaster	149,100	144,500	97
Snyder	12,900	12,400	96	
Between 5-24%	PENNSYLVANIA			
	Berks	129,300	127,300	98
	Clinton	14,400	14,100	98
	Montour	6,200	6,000	97
	Northumberland	40,600	39,500	97
	Schuylkill	63,600	62,300	98
Union	11,400	10,900	96	
Totals		897,700	877,400	98
Net Weekly Circulation (1990)				420,700
Average Daily Circulation (1990)				224,700

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: Scranton TV Partners Ltd.

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:** 54.

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; Drake, Harris, Microdyne, Pinzone receivers.

News Services: AP, NBC, NIWS.

Ownership: WJAC Inc.

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.
RON MILLER, news director.
DINO TESSARI, operations manager.
KEN DeGENNARO, promotion & production manager.
JOLENE COURTER, program manager.
SHARON BURNHEIMER, director of human resources.
ROBERT HOWARTH, business manager.
ROB ABELE, chief engineer.

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 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
	PENNSYLVANIA			
	Armstrong	30,500	30,000	98
	Bedford	17,900	17,400	97
	Blair	50,800	50,000	98
	Cambria	63,000	62,200	99
	Cameron	2,700	2,700	100
	Centre	40,400	39,400	98
	Clarion	15,000	14,700	98
	Clearfield	30,800	30,300	98
	Elk	14,000	13,800	98
	Forest	1,900	1,900	100
	Huntingdon	15,400	15,000	97
	Indiana	32,900	32,300	98
	Jefferson	19,300	19,000	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%				
	MARYLAND			
	Allegany	28,800	28,600	99
	Garrett	9,800	9,700	98
	PENNSYLVANIA			
	Fulton	5,600	5,400	96
	Mifflin	18,200	17,600	97
	Westmoreland	144,800	143,100	99
	WEST VIRGINIA			
	Hardy	3,700	3,600	97
Between 5-24%				
	PENNSYLVANIA			
	Butler	56,000	55,300	99
	Clinton	14,400	14,100	98
	Fayette	58,500	57,300	98
	Franklin	46,000	44,600	97
	Lawrence	38,100	37,500	98
	Mc Kean	18,200	17,800	98
	Mercer	46,200	45,400	98
	Potter	7,000	6,800	97
	Venango	23,800	23,100	97
	Washington	81,100	79,900	99
	WEST VIRGINIA			
	Hampshire	6,100	6,000	98
	Mineral	10,400	10,300	99
	Pendleton	3,000	2,900	97
	Preston	11,400	11,200	98
Totals		1,000,200	982,600	98
Net Weekly Circulation (1990)				436,300
Average Daily Circulation (1990)				256,700

Pennsylvania—Johnstown

WWCP-TV

Ch. 8

Network Service: Fax.

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

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

Telephone: 814-266-8088. TWX: 411262488950. 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-Corn, Microdyne receivers.

News Service: INN.

Ownership: Smith Broadcasting Group Inc. (Group Owner).

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.

CHRISTOPHER J. TAYLOR, station manager.

RON KABO, local sales manager.

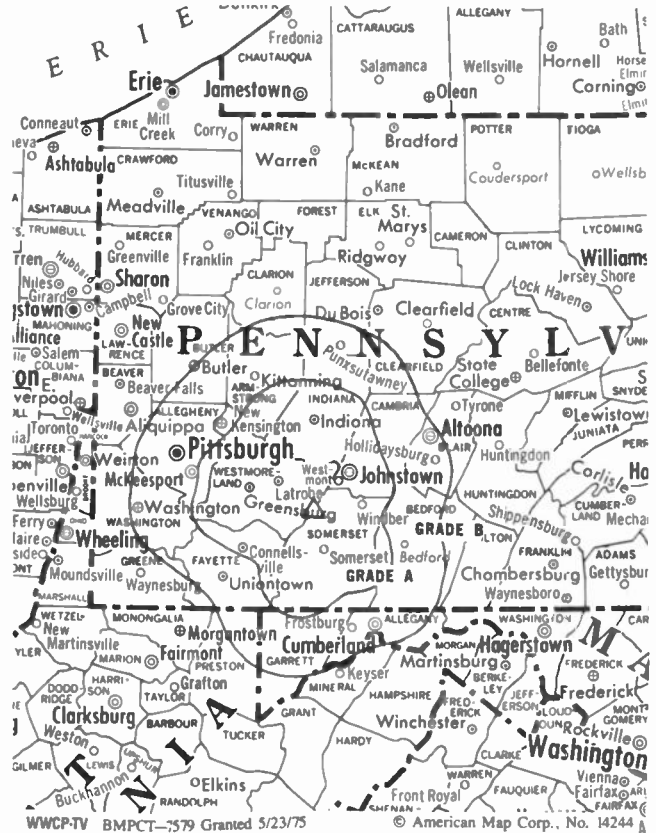
ROBERT ANDRADE, chief engineer.

Rates: On request.

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

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	PENNSYLVANIA			
	Blair	50,800	50,000	98
	Cambria	63,000	62,200	99
	Somerset	30,900	30,200	98
Between 25-49%	MARYLAND			
	Garrett	9,800	9,700	98
	PENNSYLVANIA			
	Armstrong	30,500	30,000	98
	Bedford	17,900	17,400	97
	Cameron	2,700	2,700	100
	Centre	40,400	39,400	98
	Clarion	15,000	14,700	98
	Elk	14,000	13,800	98
	Forest	1,900	1,900	100
	Huntingdon	15,400	15,000	97
	Indiana	32,900	32,300	98
	Jefferson	19,300	19,000	98
	Westmoreland	144,800	143,100	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	WEST VIRGINIA			
	Grant	3,600	3,500	97
Between 5-24%	MARYLAND			
	Allegany	28,800	28,600	99
	PENNSYLVANIA			
	Butler	56,000	55,300	99
	Clearfield	30,800	30,300	98
	Fayette	58,500	57,300	98
	Greene	15,400	15,100	98
	Lawrence	38,100	37,500	98
	Mifflin	18,200	17,600	97
	Washington	81,100	79,900	99
WEST VIRGINIA				
Preston	11,400	11,200	98	
Totals		831,200	817,700	98
Net Weekly Circulation (1990)			244,900	
Average Daily Circulation (1990)			97,500	

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Pennsylvania—Lancaster

WGAL-TV

Ch. 8

Network Service: NBC.

Licensee: Pulitzer Bcstg. Co., Box 7127, Lancaster, PA 17604.

Studios: Lincoln Hwy. West, Lancaster, PA 17604; 333 Market St., Harrisburg, PA 17100; 18 S. George St., Market Way South, York, PA, 17401.

Mailing Address: Box 7127, Lancaster, PA 17604.

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

Fax: 717-393-9484, sales; 717-295-7457, news.

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 Broadcasting Co. (Group Owner).

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 McATEE, vice president & general manager.

NELSON SEARS, program manager.

RIGBY WILSON, general sales manager.

JOHN FEESER, local sales manager.

MICHAEL TULLY, national sales manager.

ED WICKENHEISER, news director.

FRED WOSKOFF, marketing, promotion & creative services manager.

PAT SAAM, commercial operations manager.

ROBERT B. GOOD JR., chief engineer.

ROBERT SINGER, business manager.

Highest 30 Sec. Rate: \$2500.

NETWORK BASE HOURLY RATE: \$3350.

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

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	PENNSYLVANIA			
	Adams	26,100	25,500	98
	Cumberland	73,800	72,600	98
	Dauphin	97,200	95,400	98
	Franklin	46,000	44,600	97



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Juniata	7,700	7,400	96
	Lancaster	149,100	144,500	97
	Lebanon	42,000	41,100	98
	Mifflin	18,200	17,600	97
	Perry	15,600	15,200	97
	Snyder	12,900	12,400	96
	York	128,200	126,000	98
Between 25-49%	PENNSYLVANIA			
	Berks	129,300	127,300	98
	Fulton	5,600	5,400	96
	Northumberland	40,600	39,500	97
	Schuylkill	63,600	62,300	98
Between 5-24%	MARYLAND			
	Carroll	41,500	41,300	100
	Cecil	24,600	24,500	100
	Frederick	49,100	48,800	99
	Harford	57,900	57,600	99
PENNSYLVANIA	Chester	127,200	125,500	99
	Huntingdon	15,400	15,000	97
	Montour	6,200	6,000	97
	Union	11,400	10,900	96
	Totals		1,189,200	1,166,400
Net Weekly Circulation (1990)			663,600	
Average Daily Circulation (1990)			385,300	

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 max. & 33.8-kw horizontal 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: Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4-meter C-band; AFC, 3.6-meter Ku-band; 4-meter Ku & C-band; Drake, Scientific-Atlanta receivers.

News Services: AP, CBS, CNN.

Ownership: Gateway Communications Inc. (Group Owner).

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

Represented (sales): Seltel Inc.

Represented (engineering): Smith & Powstenko.

Personnel:
DAVID F. METZ, 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 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 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	PENNSYLVANIA			
	Lebanon	42,000	41,100	98
Between 25-49%	PENNSYLVANIA			
	Berks	129,300	127,300	98
	Dauphin	97,200	95,400	98
	Juniata	7,700	7,400	96



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	PENNSYLVANIA			
	Lancaster	149,100	144,500	97
	Perry	15,600	15,200	97
	Schuylkill	63,600	62,300	98
	York	128,200	126,000	98
Between 5-24%	PENNSYLVANIA			
	Adams	26,100	25,500	98
	Cumberland	73,800	72,600	98
	Franklin	46,000	44,600	97
	Mifflin	18,200	17,600	97
	Northumberland	40,600	39,500	97
	Snyder	12,900	12,400	96
Totals		850,300	831,400	98
Net Weekly Circulation (1990)			257,300	
Average Daily Circulation (1990)			87,800	

Some 23,705 key industry people can see your message when you advertise in the **Television & Cable Factbook**

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. **Fax:** 215-238-4907.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 99.5-kw visual, 9.95-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 and separate audio program.

Satellite Earth Stations: Transmit/recvie Scientific-Atlanta, 10-meter C-band; Vertex, 4.5-meter Ku-band; Scientific-Atlanta, 3-meter Ku-band; Scientific-Atlanta receivers.

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

FM Affiliate: WMMR-FM.

News Services: AP, Group W Newsfeed, UPI.

Ownership: Group W—Westinghouse Broadcasting (Group Owner).

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:

JONATHAN KLEIN, vice president & general manager.
ALLEN MURPHY, general sales manager.
ROBERT ROSS, director of broadcast operations & engineering.
JAMES EATON, program director.
JIM ZURATT, controller.
SCOTT HERMAN, news director.
DICK GOGGIN, promotion director.
CHARLES THOMSON, editorial director.
SUSAN COHEN-DICKLER, executive producer.
IONA HARPER, human resources manager.
JOANNE CALABRIA, communications director.

Rates: On request.

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

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	DELAWARE			
	Kent	38,600	38,300	99
	New Castle	155,200	154,500	100
	NEW JERSEY			
	Atlantic	83,400	81,900	98
	Burlington	137,300	136,100	99
	Camden	183,900	182,300	99
	Cape May	41,700	41,000	98
	Cumberland	49,100	48,500	99
	Gloucester	76,900	76,300	99
Mercer	119,700	118,000	99	
Salem	24,800	24,500	99	
Warren	33,400	32,900	99	



KYW-TV BPC:T-2214 Granted 3/20/57

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	PENNSYLVANIA			
	Berks	129,300	127,300	98
	Bucks	191,900	190,200	99
	Chester	127,200	125,500	99
	Delaware	211,800	210,200	99
	Lehigh	114,200	112,600	99
	Montgomery	255,500	253,000	99
	Northampton	91,600	90,200	98
	Philadelphia	639,700	629,000	98
	Between 25-49%	DELAWARE		
Sussex		43,700	43,100	99
MARYLAND				
Cecil		24,600	24,500	100
NEW JERSEY				
Hunterdon	35,300	34,800	99	
Ocean	172,100	170,500	99	
Between 5-24%	PENNSYLVANIA			
	Carbon	21,900	21,500	98
	Lancaster	149,100	144,500	97
	Lebanon	42,000	41,100	98
	Monroe	35,100	34,500	98
	Schuylkill	63,600	62,300	98
	MARYLAND			
Kent	6,600	6,500	98	
NEW JERSEY				
Monmouth	207,500	205,400	99	
Somerset	81,100	80,300	99	
PENNSYLVANIA				
Columbia	23,400	23,000	98	
Luzerne	129,100	127,400	99	
Totals		3,740,300	3,691,700	99
Net Weekly Circulation (1990)			2,564,800	
Average Daily Circulation (1990)			1,419,400	

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 Stations: Scientific-Atlanta, 7-meter C-band; Andrew, 5.6-meter Ku-band; Microdyne, Scientific-Atlanta 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. (Group Owner).

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:

EUGENE LOTHERY, vice president & general manager.

CARL WENHOLD, vice president & station manager.

PHIL SALAS, general sales manager.

DAVE KENWORTHY, director of communications.

DAVID HARVEY, director, operations & engineering.

CHRISTINE BOEKE, director, marketing services.

PAUL GLUCK, news director.

JOANNE WILDER, director, community affairs.

Rates: On request.

NETWORK BASE HOURLY RATE: \$4000.

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

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	DELAWARE			
	Kent	38,600	38,300	99
	New Castle	155,200	154,500	100
	NEW JERSEY			
	Atlantic	83,400	81,900	98
	Burlington	137,300	136,100	99
	Camden	183,900	182,300	99
	Cape May	41,700	41,000	98
	Cumberland	49,100	48,500	99
	Gloucester	76,900	76,300	99
	Mercer	119,700	118,000	99
	Salem	24,800	24,500	99
	PENNSYLVANIA			
Berks	129,300	127,300	98	
Bucks	191,900	190,200	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Carbon	21,900	21,500	98
	Chester	127,200	125,500	99
	Delaware	211,800	210,200	99
	Lehigh	114,200	112,600	99
	Monroe	35,100	34,500	98
	Montgomery	255,500	253,000	99
	Northampton	91,600	90,200	98
	Philadelphia	639,700	629,000	98
	Schuylkill	63,600	62,300	98
Between 25-49%	MARYLAND			
	Cecil	24,600	24,500	100
	NEW JERSEY			
	Hunterdon	35,300	34,800	99
Ocean	172,100	170,500	99	
Warren	33,400	32,900	99	
Between 5-24%	PENNSYLVANIA			
	Lancaster	149,100	144,500	97
	DELAWARE			
	Sussex	43,700	43,100	99
	MARYLAND			
	Caroline	9,300	9,200	99
	Kent	6,600	6,500	98
	NEW JERSEY			
	Monmouth	207,500	205,400	99
	Somerset	81,100	80,300	99
PENNSYLVANIA				
Columbia	23,400	23,000	98	
Lebanon	42,000	41,100	98	
Totals		3,620,500	3,573,500	99
Net Weekly Circulation (1990)			2,469,600	
Average Daily Circulation (1990)			1,279,400	

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. TWX: 215-563-5687.

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. (Group Owner).

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 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	DELAWARE			
	New Castle	155,200	154,500	100
	NEW JERSEY			
	Atlantic	83,400	81,900	98
	Burlington	137,300	136,100	99
	Camden	183,900	182,300	99
	Cumberland	49,100	48,500	99
	Gloucester	76,900	76,300	99
	Salem	24,800	24,500	99
	PENNSYLVANIA			
	Bucks	191,900	190,200	99
	Chester	127,200	125,500	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Delaware	211,800	210,200	99
	Montgomery	255,500	253,000	99
	Philadelphia	639,700	629,000	98
Between 5-24%	DELAWARE			
	Kent	38,600	38,300	99
	MARYLAND			
	Cecil	24,600	24,500	100
	NEW JERSEY			
	Cape May	41,700	41,000	98
	Hunterdon	35,300	34,800	99
	Mercer	119,700	118,000	99
	Ocean	172,100	170,500	99
	PENNSYLVANIA			
Berks	129,300	127,300	98	
Lancaster	149,100	144,500	97	
Lebanon	42,000	41,100	98	
Totals		2,889,100	2,852,000	99
Net Weekly Circulation (1990)				950,200
Average Daily Circulation (1990)				309,400

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: 215-379-3665.

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 L.P. (Group Owner).

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 30 Sec. Rate: \$5000.

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

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW JERSEY Salem	24,800	24,500	99
	PENNSYLVANIA Philadelphia	639,700	629,000	98
Between 25-49%	DELAWARE Kent	38,600	38,300	99
	New Castle	155,200	154,500	100
	NEW JERSEY Atlantic	83,400	81,900	98
	Burlington	137,300	136,100	99
	Camden	183,900	182,300	99
	Cape May	41,700	41,000	98
	Cumberland	49,100	48,500	99
	Gloucester	76,900	76,300	99
	Mercer	119,700	118,000	99
	Ocean	172,100	170,500	99
	PENNSYLVANIA Berks	129,300	127,300	98



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Bucks	191,900	190,200	99
	Carbon	21,900	21,500	98
	Chester	127,200	125,500	99
	Dauphin	97,200	95,400	98
	Delaware	211,800	210,200	99
	Lancaster	149,100	144,500	97
	Lebanon	42,000	41,100	98
	Lehigh	114,200	112,600	99
	Montgomery	255,500	253,000	99
	Northampton	91,600	90,200	98
Between 5-24%	Northumberland	40,600	39,500	97
	Schuylkill	63,600	62,300	98
	DELAWARE Sussex	43,700	43,100	99
	MARYLAND Cecil	24,600	24,500	100
	NEW JERSEY Hunterdon	35,300	34,800	99
Middlesex	233,600	231,700	99	
Somerset	81,100	80,300	99	
(Continued on page A-987)				
Totals		4,073,000	4,017,000	99
Net Weekly Circulation (1990)			1,385,400	
Average Daily Circulation (1990)			454,400	

THE TED HEPBURN COMPANY

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

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: ABC, AP, CNN, UPI.

Ownership: Capital Cities/ABC Inc. (Group Owner).

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:

ALAN NESBITT, president & general manager.

TODD WHEELER, director of sales.

MICHAEL CASCIO, director of public affairs.

CHARLES D. DUNN, national sales manager.

IRWIN L. ROSS, chief engineer.

ROBERT APFEL, business manager.

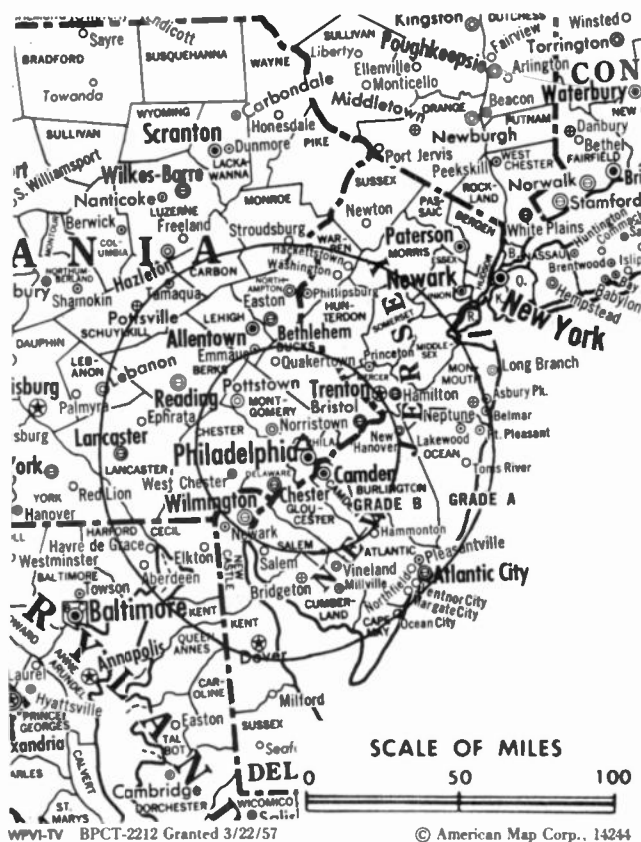
CHARLES R. BRADLEY, director of programming & operations.

Rates: On request.

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

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	DELAWARE				
		Kent	38,600	38,300	99
		New Castle	155,200	154,500	100
	NEW JERSEY				
		Atlantic	83,400	81,900	98
		Burlington	137,300	136,100	99
		Camden	183,900	182,300	99
		Cape May	41,700	41,000	98
		Cumberland	49,100	48,500	99
		Gloucester	76,900	76,300	99
		Mercer	119,700	118,000	99
		Salem	24,800	24,500	99
		Warren	33,400	32,900	99
	PENNSYLVANIA				
		Berks	129,300	127,300	98
		Bucks	191,900	190,200	99
		Chester	127,200	125,500	99



Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	DELAWARE				
		Delaware	211,800	210,200	99
	LANCASTER				
		Lancaster	149,100	144,500	97
	LEHIGH				
		Lehigh	114,200	112,600	99
	MONROE				
		Monroe	35,100	34,500	98
50% & Over	MONTGOMERY				
		Montgomery	255,500	253,000	99
	NORTHAMPTON				
		Northampton	91,600	90,200	98
	PHILADELPHIA				
		Philadelphia	639,700	629,000	98
	SCHUYLKILL				
		Schuylkill	63,600	62,300	98
Between 25-49%	MARYLAND				
		Cecil	24,600	24,500	100
	NEW JERSEY				
		Hunterdon	35,300	34,800	99
Between 25-49%		Ocean	172,100	170,500	99
	PENNSYLVANIA				
		Carbon	21,900	21,500	98
	Between 5-24%	DELAWARE			
		Sussex	43,700	43,100	99
MARYLAND					
		Kent	6,600	6,500	98
NEW JERSEY					
		Monmouth	207,500	205,400	99
		Somerset	81,100	80,300	99
PENNSYLVANIA					
		Dauphin	97,200	95,400	98
		Lebanon	42,000	41,100	98
		Northumberland	40,600	39,500	97
Totals		3,725,600	3,676,200	99	
Net Weekly Circulation (1990)			2,677,600		
Average Daily Circulation (1990)			1,722,400		

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; Microdyne, 3.6-meter C-band; Winegard, 3-meter Ku & C-band; Vertex, 3-meter C-band; Chapparral, Harris, Kenwood receivers.

News Services: AP, CNN.

Ownership: TVX Broadcast Group (Group Owner).

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): Setel Inc.

Personnel:

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

Rates: On request.

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

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	DELAWARE			
	Kent	38,600	38,300	99
	New Castle	155,200	154,500	100
	NEW JERSEY			
	Atlantic	83,400	81,900	98
	Burlington	137,300	136,100	99
	Camden	183,900	182,300	99
	Cape May	41,700	41,000	98
	Cumberland	49,100	48,500	99
	Gloucester	76,900	76,300	99
	Salem	24,800	24,500	99
	PENNSYLVANIA			
	Berks	129,300	127,300	98
	Bucks	191,900	190,200	99
	Carbon	21,900	21,500	98
	Chester	127,200	125,500	99
	Delaware	211,800	210,200	99
Montgomery	255,500	253,000	99	
Philadelphia	639,700	629,000	98	
MARYLAND				
Cecil	24,600	24,500	100	
NEW JERSEY				
Mercer	119,700	118,000	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Ocean	172,100	170,500	99
	Warren	33,400	32,900	99
	PENNSYLVANIA			
	Dauphin	97,200	95,400	98
	Lackawanna	85,600	84,600	99
	Lancaster	149,100	144,500	97
	Lehigh	114,200	112,600	99
	Monroe	35,100	34,500	98
	Northampton	91,600	90,200	98
	Schuylkill	63,600	62,300	98
	DELAWARE			
	Sussex	43,700	43,100	99
	MARYLAND			
Caroline	9,300	9,200	99	
NEW JERSEY				
Hunterdon	35,300	34,800	99	
Middlesex	233,600	231,700	99	
Monmouth	207,500	205,400	99	
Morris	150,500	149,400	99	
Somerset	81,100	80,300	99	
Sussex	45,500	44,800	98	
PENNSYLVANIA				
Clinton	14,400	14,100	98	
Columbia	23,400	23,000	98	
Cumberland	73,800	72,600	98	
Lebanon	42,000	41,100	98	
Luzerne	129,100	127,400	99	
Lycoming	44,300	43,000	97	
Montour	6,200	6,000	97	

(Continued on page A-987)

Totals	4,723,500	4,660,200	99
Net Weekly Circulation (1990)			2,082,800
Average Daily Circulation (1990)			918,600

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: Satcom, 2.3-meter Ku-band.

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

News Services: AP, Group W Newsfeed.

Ownership: Group W—Westinghouse Broadcasting (Group Owner).

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.

JAYNE ADAIR, program manager.

BRUCE KAPLAN, director of sales & marketing.

PHIL JOHNSON, director of sales.

SUE McINERNEY, news director.

HOWARD MURPHY, controller.

LORRAINE SNEBOLD, creative services director.

JOHN J. CVETIC, engineering manager.

JERRY KALKE, director, broadcast operations & engineering.

Rates: On request.

NETWORK BASE HOURLY RATE: \$2800.

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

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MARYLAND			
	Garrett	9,800	9,700	98
	OHIO			
	Jefferson	31,800	31,400	99
	PENNSYLVANIA			
	Allegheny	547,300	540,500	99
	Armstrong	30,500	30,000	98
	Beaver	71,500	70,700	99
	Butler	56,000	55,300	99
	Clarion	15,000	14,700	98
	Fayette	58,500	57,300	98
	Forest	1,900	1,900	100
	Greene	15,400	15,100	98
Indiana	32,900	32,300	98	
Jefferson	19,300	19,000	98	
Lawrence	38,100	37,500	98	
Somerset	30,900	30,200	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	VENANGO	23,800	23,100	97
	WASHINGTON	81,100	79,900	99
	WESTMORELAND	144,800	143,100	99
	WEST VIRGINIA			
	Brooke	10,700	10,700	100
	Hancock	14,900	14,900	100
	Marion	25,200	25,000	99
Monongalia	29,300	28,900	99	
Between 25-49%	OHIO			
	Belmont	30,900	30,500	99
	Columbiana	41,700	41,100	99
	Harrison	6,100	6,000	98
	PENNSYLVANIA			
	Cambria	63,000	62,200	99
	Elk	14,000	13,800	98
Mercer	46,200	45,400	98	
Between 5-24%	WEST VIRGINIA			
	Marshall	14,900	14,800	99
	Ohio	23,200	23,100	100
	Preston	11,400	11,200	98
	Randolph	10,600	10,400	98
	Taylor	6,100	6,000	98
	Tyler	4,000	3,900	98
Wetzel	7,900	7,800	99	
Between 5-24%	MARYLAND			
	Allegany	28,800	28,600	99
	OHIO			
Carroll	10,100	10,000	99	
Monroe	6,100	5,900	97	
(Continued on page A-987)				
Totals		1,789,800	1,765,200	99
Net Weekly Circulation (1990)			1,251,000	
Average Daily Circulation (1990)			762,500	

Pennsylvania—Greensburg-Pittsburgh

WPCB-TV

Ch. 40

(Operates satellite WKBX-TV, Altoona, PA)

Network Service: None, independent.

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

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

Telephone: 412-824-3930.

Technical Facilities: Channel No. 40 (626-632 MHz). Authorized power: 1170-kw max. & 490-kw horizontal visual, 117-kw max. & 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; DX Antenna, Scientific-Atlanta receivers.

Ownership: Cornerstone Television Inc.

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 30 Sec. Rate: \$55.

Arbitron Data: Includes WKBS-TV, Altoona, PA.

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

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
PENNSYLVANIA				
Between 5-24%	Clarion	15,000	14,700	98
	Fayette	58,500	57,300	98
	Washington	81,100	79,900	99
	Westmoreland	144,800	143,100	99
Totals		299,400	295,000	99
Net Weekly Circulation (1990)			54,500	
Average Daily Circulation (1990)			17,100	

Pennsylvania—Pittsburgh

WPGH-TV

Ch. 53

Network Service: Fox.

Licensee: Channel 53 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: Vertex, 6.1-meter C-band; AFC, 4.7-meter C-band; AFC, 4.5-meter Ku-band; AFC, 3.7-meter Ku-band; DX Antenna, Harris, M/A-Corn, Microdyne receivers.

Ownership: Renaissance Communications Corp. (Group Owner).

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.
DAVID BOAZ, general sales manager.
DENNIS WELSH, local sales manager.
DAVID OTTAVIANI, national sales manager.
MICHAEL KARAS, director of programming.
JOHN GETZ, chief engineer.
CHUCK SEEGER, controller.
MARY SIVAK, assistant controller.
TERRY CAYWOOD, promotion director.
MICHAEL WOLFF, development manager.

Rates: On request.

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

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	PENNSYLVANIA			
	Allegheny	547,300	540,500	99
	Beaver	71,500	70,700	99
	Butler	56,000	55,300	99
	Fayette	58,500	57,300	98
	WEST VIRGINIA			
	Brooke	10,700	10,700	100
	Hancock	14,900	14,900	100
	Marion	25,200	25,000	99
	Marshall	14,900	14,800	99
	Monongalia	29,300	28,900	99
	Ohio	23,200	23,100	100
Taylor	6,100	6,000	98	
Between 25-49%	OHIO			
	Belmont	30,900	30,500	99
	Columbiana	41,700	41,100	99
	Jefferson	31,800	31,400	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	PENNSYLVANIA			
	Monroe	6,100	5,900	97
	Armstrong	30,500	30,000	98
	Clarion	15,000	14,700	98
	Elk	14,000	13,800	98
	Forest	1,900	1,900	100
	Greene	15,400	15,100	98
	Indiana	32,900	32,300	98
	Jefferson	19,300	19,000	98
	Lawrence	38,100	37,500	98
	Somerset	30,900	30,200	98
	Venango	23,800	23,100	97
	Washington	81,100	79,900	99
	Westmoreland	144,800	143,100	99
	WEST VIRGINIA			
	Harrison	29,600	29,400	99
	Randolph	10,600	10,400	98
	Upshur	9,000	8,900	99
Wetzel	7,900	7,800	99	
Between 5-24%	MARYLAND			
	Garrett	9,800	9,700	98
	OHIO			
	Harrison	6,100	6,000	98
	Mahoning	104,300	103,300	99
	PENNSYLVANIA			
Cambria	63,000	62,200	99	
Clearfield	30,800	30,300	98	
Mercer	46,200	45,400	98	
WEST VIRGINIA				
Barbour	6,100	6,000	98	
Preston	11,400	11,200	98	
Tyler	4,000	3,900	98	
Totals		1,754,600	1,731,200	99
Net Weekly Circulation (1990)			770,900	
Average Daily Circulation (1990)			326,300	

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: Sinclair Broadcast Group Inc. (Group Owner).

Began Operation: September 29, 1978.

Represented (sales): Seitel 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.

Highest 30 Sec. Rate: \$1200.

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

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	OHIO			
	Jefferson	31,800	31,400	99
	PENNSYLVANIA			
	Allegheny	547,300	540,500	99
	Armstrong	30,500	30,000	98
	Beaver	71,500	70,700	99
	Butler	56,000	55,300	99
	Clarion	15,000	14,700	98
	Fayette	58,500	57,300	98
	Greene	15,400	15,100	98
	Lawrence	38,100	37,500	98
	Washington	81,100	79,900	99
	Westmoreland	144,800	143,100	99
	WEST VIRGINIA			
	Brooke	10,700	10,700	100



Net Weekly Circulation	State County	Total Households	TV Households	%	
Between 25-49%	Hancock	14,900	14,900	100	
	Ohio	23,200	23,100	100	
	Taylor	6,100	6,000	98	
Between 5-24%	OHIO				
	Belmont	30,900	30,500	99	
	Columbiana	41,700	41,100	99	
	Monroe	6,100	5,900	97	
PENNSYLVANIA	Clearfield	30,800	30,300	98	
	Elk	14,000	13,800	98	
	Forest	1,900	1,900	100	
	Indiana	32,900	32,300	98	
	Jefferson	19,300	19,000	98	
	Somerset	30,900	30,200	98	
	Venango	23,800	23,100	97	
	WEST VIRGINIA	Barbour	6,100	6,000	98
		Harrison	29,600	29,400	99
		Marion	25,200	25,000	99
Marshall		14,900	14,800	99	
Monongalia		29,300	28,900	99	
Preston	11,400	11,200	98		
Totals		1,493,700	1,473,600	99	
Net Weekly Circulation (1990)				458,500	
Average Daily Circulation (1990)				150,700	

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 and 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; Cyclical, DX Antenna, Harris, M/A-Com, Scientific-Atlanta receivers.

SNG Mobile Dish: Satcom Technologies, 2.8-meter.

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

Ownership: Cox Enterprises Inc. (Group Owner).

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.
AL BLINKE, news director.
GLENN ROMSOS, chief engineer.

Highest 30 Sec. Rate: \$3000.

NETWORK BASE HOURLY RATE: \$2280.

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

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	PENNSYLVANIA				
		Allegheny	547,300	540,500	99
		Armstrong	30,500	30,000	98
		Beaver	71,500	70,700	99
		Butler	56,000	55,300	99
		Clarion	15,000	14,700	98
		Fayette	58,500	57,300	98
		Greene	15,400	15,100	98
		Lawrence	38,100	37,500	98
		Venango	23,800	23,100	97
		Washington	81,100	79,900	99
		Westmoreland	144,800	143,100	99
		WEST VIRGINIA			
		Hancock	14,900	14,900	100
		Marion	25,200	25,000	99
	Monongalia	29,300	28,900	99	



Net Weekly Circulation	State County	Total Households	TV Households	%	
Between 25-49%	OHIO				
		Belmont	30,900	30,500	99
		Columbiana	41,700	41,100	99
		Harrison	6,100	6,000	98
		Jefferson	31,800	31,400	99
	PENNSYLVANIA				
		Cambria	63,000	62,200	99
		Clearfield	30,800	30,300	98
		Indiana	32,900	32,300	98
		Jefferson	19,300	19,000	98
	Mercer	46,200	45,400	98	
WEST VIRGINIA					
	Brooke	10,700	10,700	100	
	Marshall	14,900	14,800	99	
	Ohio	23,200	23,100	100	
	Preston	11,400	11,200	98	
	Taylor	6,100	6,000	98	
Between 5-24%	MARYLAND				
		Garrett	9,800	9,700	98
	OHIO				
		Carroll	10,100	10,000	99
		Monroe	6,100	5,900	97
	PENNSYLVANIA				
		Blair	50,800	50,000	98
		Elk	14,000	13,800	98
		Forest	1,900	1,900	100
		Somerset	30,900	30,200	98
WEST VIRGINIA					
	Barbour	6,100	6,000	98	
	Harrison	29,600	29,400	99	
	Upshur	9,000	8,900	99	
	Wetzel	7,900	7,800	99	
Totals		1,696,600	1,673,600	99	
Net Weekly Circulation (1990)			1,108,400		
Average Daily Circulation (1990)			631,500		

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. Fax: 412-242-4758.

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.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Andrew, 7-meter C-band; Scientific-Atlanta, 7-meter C-band; Andrew, 5.3-meter Ku-band; Andrew, 5-meter C-band; Satcom Technologies, 5-meter Ku-band; AFC, 3-meter Ku-band; Avantek, DX Antenna, 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: Hearst Broadcasting (Group Owner).

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.

RICK ROGALA, local sales manager.

LINDA GUILER, sales development manager.

GLORIA SPENCE, resident controller.

VIKI REGAN, director of programming.

MARTY FAUBELL, director of engineering.

JOSEPH ROVITTO, news director.

ESTELLE D. GOULD, director of community affairs.

Rates: On request.

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

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MARYLAND			
	Garrett	9,800	9,700	98
	OHIO			
	Belmont	30,900	30,500	99
	Harrison	6,100	6,000	98
	Jefferson	31,800	31,400	99
	PENNSYLVANIA			
	Allegheny	547,300	540,500	99
	Armstrong	30,500	30,000	98
	Beaver	71,500	70,700	99
Butler	56,000	55,300	99	
Cambria	63,000	62,200	99	
Clarion	15,000	14,700	98	
Elk	14,000	13,800	98	
Fayette	58,500	57,300	98	
Forest	1,900	1,900	100	
Greene	15,400	15,100	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Indiana	32,900	32,300	98
	Jefferson	19,300	19,000	98
	Lawrence	38,100	37,500	98
	Somerset	30,900	30,200	98
	Venango	23,800	23,100	97
	Washington	81,100	79,900	99
	Westmoreland	144,800	143,100	99
	WEST VIRGINIA			
	Barbour	6,100	6,000	98
	Brooke	10,700	10,700	100
	Hancock	14,900	14,900	100
	Harrison	29,600	29,400	99
	Marion	25,200	25,000	99
	Marshall	14,900	14,800	99
	Monongalia	29,300	28,900	99
	Ohio	23,200	23,100	100
	Preston	11,400	11,200	98
Randolph	10,600	10,400	98	
Taylor	6,100	6,000	98	
Tucker	3,400	3,300	97	
Tyler	4,000	3,900	98	
Upshur	9,000	8,900	99	
Wetzel	7,900	7,800	99	
Between 25-49%	OHIO			
	Columbiana	41,700	41,100	99
	Monroe	6,100	5,900	97
PENNSYLVANIA				
	Blair	50,800	50,000	98
Clearfield	30,800	30,300	98	
(Continued on page A-987)				
Totals		1,831,400	1,805,700	99
Net Weekly Circulation (1990)			1,314,300	
Average Daily Circulation (1990)			750,900	

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. **Fax:** 215-921-9139.

Technical Facilities: Channel No. 51 (692-698 MHz). Authorized power: 1445-kw max. & 1100-kw horizontal visual, 290-kw max. & 219-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"

Holds CP for change to 5000-kw max. visual, 1260-ft. above av. terrain, 678-ft. above ground, 1778-ft. above sea level, lat. 40° 20' 47", long. 75° 42' 03", transmitter to Long Hill, Berks County, 10-mi. E of Reading. BPC-T-870327KI.

Transmitter: Mt. Penn, 1.9-mi. NE of center of Reading.

Satellite Earth Stations: Microdyne, 7-meter C-band; Andrew, 5-meter C-band; AFC, 3-meter Ku-band; ChannelMaster, 3-meter C-band; ChannelMaster, M/A-Com, Microdyne, Standard Communications receivers.

Ownership: Reading Broadcasting Inc.

Began Operation: May 4, 1980.

Represented (legal): Dow, Lohnes & Albertson.

Represented (engineering): Smith & Powstenko.

Personnel:

GEORGE MATTMILLER, station manager.

NONI FISCHER, general sales manager.

ROBERT PRITCHARD, chief engineer.

DANIEL BENDETTI, production manager.



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).

Ownership: Red Lion Television Inc.

Began Operation: April 28, 1979.

Represented (sales): Unirep Bcstg. Co.

Represented (legal): Benedict P. Cottone.

Personnel:

JOHN H. NORRIS, president & general manager.

FRED WISE, vice president.

JOHN E. STOCKSTILL, station manager.

GORDON MOUL, general sales manager.

DON HORST, chief engineer.

CLYDE CAMPBELL, business manager.

JERRY JACOBS, marketing director.

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 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
PENNSYLVANIA				
Between 5-24%	Adams	26,100	25,500	98
	Lancaster	149,100	144,500	97
	Lebanon	42,000	41,100	98
	York	128,200	126,000	98
Totals		345,400	337,100	98
Net Weekly Circulation (1990)			26,400	
Average Daily Circulation (1990)			8,900	

Pennsylvania—Wilkes-Barre & Scranton

WBRE-TV
Ch. 28

Network Service: NBC.

Licensee: Northeastern Television Investors, 55 Old Post Road No. 2, Second Floor, Greenwich, CT 06830-6074.

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: 3020-kw max. & 2290-kw horizontal visual, 470-kw max. & 230.1-kw horizontal aural. Antenna: 1670-ft. above av. terrain, 814-ft. above ground, 2920-ft. above sea level.

Latitude 41° 11' 01"
Longitude 75° 52' 02"

Transmitter: Penobscot Mountain, Hanover Twp.

Multichannel TV Sound: Stereo only.

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

News Services: AP, CNN, NBC.

Ownership: Northeastern Television Investors.

Began 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 Adams Communications by WBRE Associates approved by FCC June 22, 1989 but not consummated. (Vol. 29:17).

Represented (sales): Petry Television Inc.

Personnel:

ROBERT A. EPSTEIN, vice president & general manager.
DENNIS KELLY, general sales manager.
RAY GILLETTE, local sales manager.
TOM WILSON, program manager.
LARRY STIREWALT, news director.
KEITH NEW, promotion director.
DAVID SWARTZ, chief engineer.
CHARLES SAKOSKI JR., CATV engineer.
VICTOR P. KOPKO, business manager.

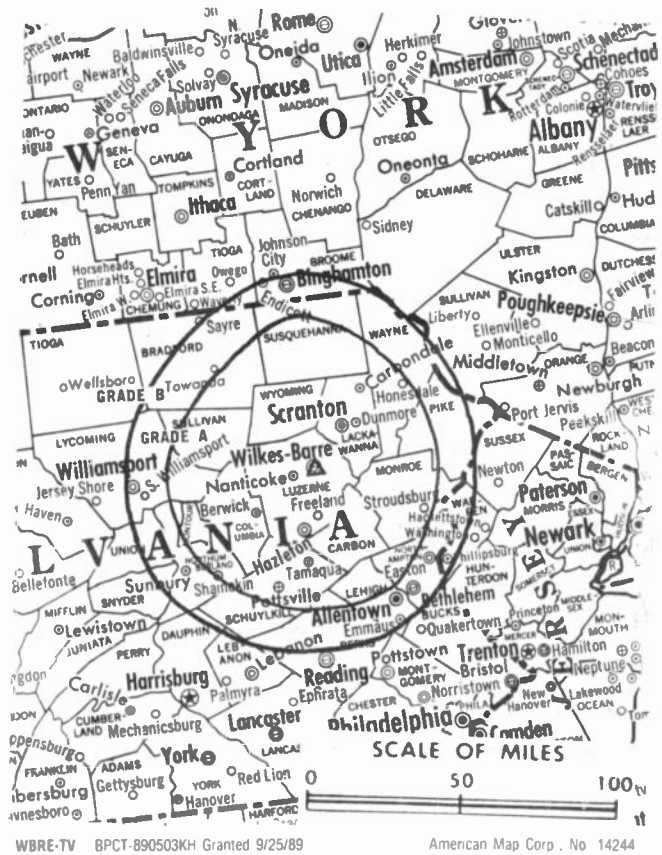
Highest 30 Sec. Rate: \$4000.

NETWORK BASE HOURLY RATE: \$1750.

City of License: Wilkes-Barre. ADI: Wilkes Barre-Scranton. Rank: 54.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	PENNSYLVANIA			
	Carbon	21,900	21,500	98
	Clinton	14,400	14,100	98
	Columbia	23,400	23,000	98
	Lackawanna	85,600	84,600	99
	Luzerne	129,100	127,400	99
	Lycoming	44,300	43,000	97
	Monroe	35,100	34,500	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	PENNSYLVANIA			
	Montour	6,200	6,000	97
	Northumberland	40,600	39,500	97
	Snyder	12,900	12,400	96
	Sullivan	2,300	2,200	96
	Susquehanna	15,400	15,100	98
	Union	11,400	10,900	96
Between 25-49%	Wayne	15,600	15,100	97
	Wyoming	10,500	10,300	98
Between 25-49%	PENNSYLVANIA			
	Bradford	24,400	23,900	98
Between 5-24%	Schuylkill	63,600	62,300	98
	NEW YORK			
Between 5-24%	Delaware	18,000	17,400	97
	Sullivan	25,400	24,700	97
50% & Over	PENNSYLVANIA			
	Centre	40,400	39,400	98
	Juniata	7,700	7,400	96
	Lehigh	114,200	112,600	99
	Northampton	91,600	90,200	98
	Pike	10,200	9,900	97
Tioga	15,100	14,700	97	
Totals		879,300	862,100	98
Net Weekly Circulation (1990)			430,600	
Average Daily Circulation (1990)			246,700	

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: ABC, AP.

Ownership: The New York Times Co. (Group Owner).

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 & Naftain.

Personnel:

ELDEN A. HALE JR., president & general manager.
RONALD KUPERS, vice president & controller.
WARREN REED, vice president & general sales manager.
JIM ZARODA, local sales manager.
MARY CORDARO, program manager.
JEANNE PENNINGTON, promotion director.
FRANK CHEBALO, chief engineer.

Highest 30 Sec. Rate: \$5175.

NETWORK BASE HOURLY RATE: \$3500.

City of License: Scranton. ADI: Wilkes-Barre-Scranton. Rank: 54.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	PENNSYLVANIA			
	Carbon	21,900	21,500	98
	Clinton	14,400	14,100	98
	Columbia	23,400	23,000	98
	Lackawanna	85,600	84,600	99
	Luzerne	129,100	127,400	99
	Lycoming	44,300	43,000	97
	Monroe	35,100	34,500	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Montour	6,200	6,000	97
	Northumberland	40,600	39,500	97
	Schuylkill	63,600	62,300	98
	Snyder	12,900	12,400	96
	Sullivan	2,300	2,200	96
	Susquehanna	15,400	15,100	98
	Union	11,400	10,900	96
	Wayne	15,600	15,100	97
Wyoming	10,500	10,300	98	
Between 25-49%	NEW YORK			
	Sullivan	25,400	24,700	97
	PENNSYLVANIA			
Bradford	24,400	23,900	98	
Lehigh	114,200	112,600	99	
Between 5-24%	NEW YORK			
	Delaware	18,000	17,400	97
	PENNSYLVANIA			
	Centre	40,400	39,400	98
	Juniata	7,700	7,400	96
	Mifflin	18,200	17,600	97
	Northampton	91,600	90,200	98
Pike	10,200	9,900	97	
Tioga	15,100	14,700	97	
Totals		897,500	879,700	98
Net Weekly Circulation (1990)			530,300	
Average Daily Circulation (1990)			341,100	

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: Scranton TV Partners Ltd.

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 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: 54.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	PENNSYLVANIA			
	Lackawanna	85,600	84,600	99
	Luzerne	129,100	127,400	99
	Montour	6,200	6,000	97
	Pike	10,200	9,900	97
	Wyoming	10,500	10,300	98
Between 25-49%	PENNSYLVANIA			
	Bradford	24,400	23,900	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%	Columbia	23,400	23,000	98
	Lycoming	44,300	43,000	97
	Northumberland	40,600	39,500	97
	Snyder	12,900	12,400	96
	Susquehanna	15,400	15,100	98
	Union	11,400	10,900	96
	Wayne	15,600	15,100	97
Between 5-24%	NEW YORK			
	Delaware	18,000	17,400	97
	Tioga	18,800	18,500	98
Totals	PENNSYLVANIA			
	Carbon	21,900	21,500	98
	Clinton	14,400	14,100	98
	Monroe	35,100	34,500	98
	Schuylkill	63,600	62,300	98
	Sullivan	2,300	2,200	96
Totals		603,700	591,600	98
Net Weekly Circulation (1990)			226,400	
Average Daily Circulation (1990)			86,500	

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; 2.37-meter Ku-band; DX Engineering, Scientific-Atlanta receivers.

SNG Mobile Dish: Spacelink 22.

News Services: AP, CBS, Conus.

Ownership: Diversified Communications (Group Owner).

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.

TIMOTHY MASON, marketing director.

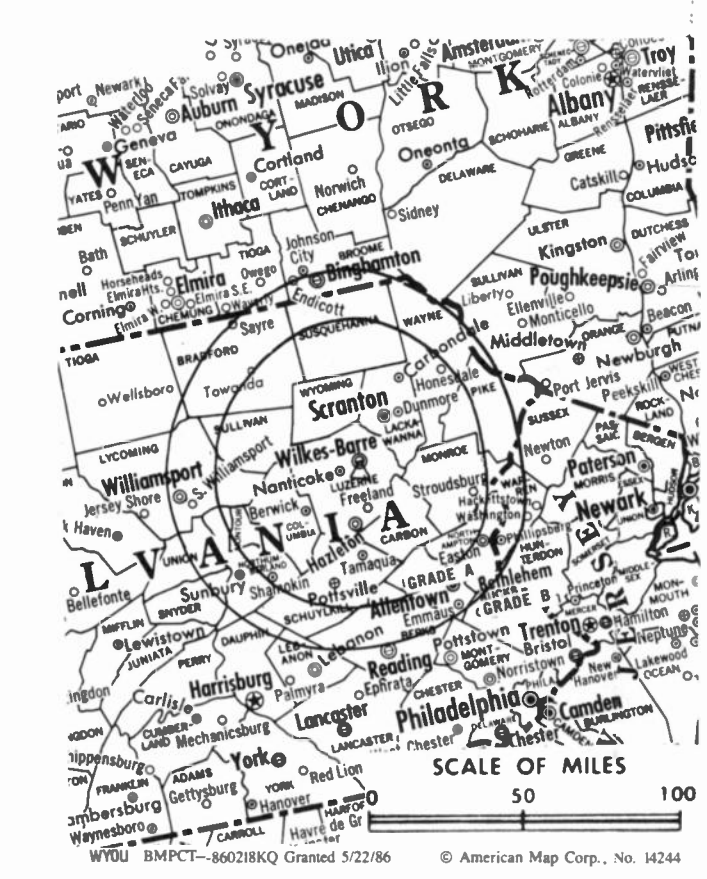
Highest 30 Sec. Rate: \$4500.

NETWORK BASE HOURLY RATE: \$1141.

City of License: Scranton. ADI: Wilkes Barre-Scranton. Rank: 54.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	PENNSYLVANIA			
	Carbon	21,900	21,500	98
	Columbia	23,400	23,000	98
	Lackawanna	85,600	84,600	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	PENNSYLVANIA			
	Luzerne	129,100	127,400	99
	Lycoming	44,300	43,000	97
	Montour	6,200	6,000	97
	Northumberland	40,600	39,500	97
	Snyder	12,900	12,400	96
	Sullivan	2,300	2,200	96
	Susquehanna	15,400	15,100	98
	Union	11,400	10,900	96
	Wayne	15,600	15,100	97
Wyoming	10,500	10,300	98	
Between 25-49%	NEW YORK			
	Sullivan	25,400	24,700	97
	PENNSYLVANIA			
	Bradford	24,400	23,900	98
	Monroe	35,100	34,500	98
Pike	10,200	9,900	97	
Schuylkill	63,600	62,300	98	
Between 5-24%	PENNSYLVANIA			
	Clinton	14,400	14,100	98
	Juniata	7,700	7,400	96
Tioga	15,100	14,700	97	
Totals		615,100	602,500	98
Net Weekly Circulation (1990)			413,600	
Average Daily Circulation (1990)			252,100	

Pennsylvania—York

WPMT
Ch. 43

Network Service: Fox.

Licensee: Channel 53 Inc., WPMT Division, 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; General Instrument, M/A-Com, Standard Communications receivers.

Ownership: Renaissance Communications Corp. (Group Owner).

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. Sale to present owner approved March 30, 1990.

Represented (sales): TeleRep Inc.

Represented (legal): Koteen & Naftalin.

Represented (engineering): John Fergie & Associates.

Personnel:

JOHN RIGGLE, vice president & general manager.
PETE ROSELLA, general sales manager.
DAVID FARISH, promotion director.
JOHN STERLING, director of engineering.
LOU CASTRIOTA, program director.
SANDY HAWK, program coordinator.
TIMOTHY L. KOLLER, business manager.

Highest 30 Sec. Rate: \$1600.

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

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	PENNSYLVANIA			
	Adams	26,100	25,500	98
	York	128,200	126,000	98
Between 25-49%	PENNSYLVANIA			
	Cumberland	73,800	72,600	98
	Dauphin	97,200	95,400	98



WPMT BPCT-820715KJ Granted 10/18/82 © American Map Corp. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	MARYLAND			
	Juniata	7,700	7,400	96
	Lancaster	149,100	144,500	97
	Lebanon	42,000	41,100	98
	Perry	15,600	15,200	97
Between 5-24%	MARYLAND			
	Carroll	41,500	41,300	100
	Cecil	24,600	24,500	100
	Harford	57,900	57,600	99
	Kent	6,600	6,500	98
PENNSYLVANIA				
	Berks	129,300	127,300	98
	Franklin	46,000	44,600	97
	Huntingdon	15,400	15,000	97
	Mifflin	18,200	17,600	97
	Schuylkill	63,600	62,300	98
	Snyder	12,900	12,400	96
Totals		955,700	936,800	98
Net Weekly Circulation (1990)				320,200
Average Daily Circulation (1990)				117,400

Pennsylvania

WPHL-TV, Philadelphia (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	
			Households	%
Between 5-24%	NEW JERSEY			
	Sussex	45,500	44,800	98
	PENNSYLVANIA			
	Columbia	23,400	23,000	98
	Cumberland	73,800	72,600	98
	Lycoming	44,300	43,000	97
	Monroe	35,100	34,500	98
	Montour	6,200	6,000	97
	Perry	15,600	15,200	97
	Snyder	12,900	12,400	96
	Union	11,400	10,900	96
York	128,200	126,000	98	

KDKA-TV, Pittsburgh (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	
			Households	%
Between 5-24%	PENNSYLVANIA			
	Blair	50,800	50,000	98
	Clearfield	30,800	30,300	98
	Crawford	32,400	31,600	98
	WEST VIRGINIA			
	Barbour	6,100	6,000	98
	Grant	3,600	3,500	97
	Harrison	29,600	29,400	99
	Mineral	10,400	10,300	99
	Tucker	3,400	3,300	97
	Upshur	9,000	8,900	99

WTXF-TV, Philadelphia (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	
			Households	%
Between 5-24%	PENNSYLVANIA			
	Northumberland	40,600	39,500	97
	Perry	15,600	15,200	97
	Pike	10,200	9,900	97
	Snyder	12,900	12,400	96
	Union	11,400	10,900	96
	Wyoming	10,500	10,300	98
	York	128,200	126,000	98

WTAE-TV, Pittsburgh (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	
			Households	%
Between 25-49%	WEST VIRGINIA			
	Lewis	7,200	7,100	99
Between 5-24%	MARYLAND			
	OHIO			
	Alegary	28,800	28,600	99
	Carroll	10,100	10,000	99
	PENNSYLVANIA			
	Bedford	17,900	17,400	97
	Centre	40,400	39,400	98
	Fulton	5,600	5,400	96
	Mercer	46,200	45,400	98
	WEST VIRGINIA			
	Doddridge	2,900	2,800	98
Grant	3,600	3,500	97	
Mineral	10,400	10,300	99	

Rhode Island



Market	Arbitron AOI TV Households	Rank	Market Area Commercial TV Stations
Boston, MA	2,105,800	6	WBZ-TV (4), WCVB-TV (5), WFXT (25), WGOT (60), WHDH-TV (7), WHLL (27), WHRC (46), WHSH (66), WLVI-TV (56), WMFP (62), WMUR-TV (9), WNDS (50), WQTV (68), WSBK-TV (38)
Hartford-New Haven, CT	901,000	23	WFSB (3), WHCT-TV (18), WTIC-TV (61), WTNH-TV (8), WTWS (26), WTXX (20), WVIT (30)
Providence, RI-New Bedford, MA	556,900	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, 1990

	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. (Group Owner).

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 (engineering): Lohnes & Culver.

Personnel:

JOHN D. SAWHILL, vice president & general manager.

LINDA W. SULLIVAN, general sales manager.

PAUL ROSSI, national sales manager.

LARRY W. PRICE, news director.

CHRISTOPHER S. WALDEN, program director.

DONNA L. WESTON, promotion director.

PETER LASSOTOVITCH, business manager.

FREDERICK WEISS, chief engineer.

Rates: On request.

City of License: Providence. ADI: Providence, RI-New Bedford, MA. Rank: 44.

Total Households: © MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation © 1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CONNECTICUT			
	Windham	36,900	36,200	98
	MASSACHUSETTS			
	Bristol	185,800	183,800	99
	Dukes	5,500	5,300	96
	RHODE ISLAND			
	Bristol	16,400	16,300	99
	Kent	60,100	59,600	99
	Newport	31,100	30,700	99
	Providence	222,400	219,800	99
Washington	37,900	37,300	98	



WJAR BPCT—3270 Granted 1/19/65

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	CONNECTICUT			
	New London	91,400	89,600	98
	MASSACHUSETTS			
	Barnstable	78,100	76,800	98
	Nantucket	2,800	2,700	96
Between 5-24%	Plymouth	153,800	152,000	99
	Worcester	250,800	247,600	99
	CONNECTICUT			
	Tolland	42,700	41,900	98
	MASSACHUSETTS			
	Essex	251,800	249,100	99
	Middlesex	507,900	502,400	99
	Norfolk	224,900	222,900	99
	NEW HAMPSHIRE			
	Hillsborough	124,100	122,600	99
Totals		2,324,400	2,296,600	99
Net Weekly Circulation (1990)			783,200	
Average Daily Circulation (1990)			416,800	

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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. (Group Owner).

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:

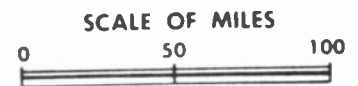
ED IVEY, vice president & general manager.
PAUL KILCULLEN, general sales manager.
DOREEN WADE, local sales manager.
TRUMAN B. TAYLOR, program manager & director of public affairs.
SIMONNE COUTINHO, controller.
PHILIP B. TAYLOR, chief engineer.
ERNIE PICHE, assistant chief engineer.
BRYN HAZELL, news 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 1/1/90. TV Homes, TV% and Circulation © 1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MASSACHUSETTS			
	Bristol	185,800	183,800	99
	Dukes	5,500	5,300	96
	Nantucket	2,800	2,700	96



WLNE BPCT-3450 Granted 12/7/66

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	RHODE ISLAND			
	Bristol	16,400	16,300	99
	Kent	60,100	59,600	99
	Newport	31,100	30,700	99
	Providence	222,400	219,800	99
	Washington	37,900	37,300	98
Between 25-49%	CONNECTICUT			
	New London	91,400	89,600	98
	Windham	36,900	36,200	98
Between 5-24%	MASSACHUSETTS			
	Barnstable	78,100	76,800	98
	Plymouth	153,800	152,000	99
	CONNECTICUT			
	Tolland	42,700	41,900	98
	MASSACHUSETTS			
Norfolk	224,900	222,900	99	
Worcester	250,800	247,600	99	
Totals		1,440,600	1,422,500	99
Net Weekly Circulation (1990)				583,200
Average Daily Circulation (1990)				257,900

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; Microdyne, 7-meter; Harris, 6.1-meter; RCA Americom Ku-band; Avantek, Harris, Microdyne, Standard Components receivers.

News Services: AP, UPI.

Ownership: Narragansett Television L.P. (Group Owner).

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.
ROBERT McCAUGHEY, general sales manager.
LESLIE ANDERSON, national sales manager.
STEVEN M. DAVIS, director of operations & chief engineer.
JOHN WOODIN, news director.
STEVE JOHNSON, promotion director.
RITA NEUSCHATZ, 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 1/1/90. TV Homes, TV% and Circulation © 1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MASSACHUSETTS			
	Bristol	185,800	183,800	99
	Dukes	5,500	5,300	96
	Nantucket	2,800	2,700	96



WPRI-TV BPCT-3943 Granted 7/6/67

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	RHODE ISLAND			
	Bristol	16,400	16,300	99
	Kent	60,100	59,600	99
	Newport	31,100	30,700	99
	Providence	222,400	219,800	99
Between 25-49%	CONNECTICUT			
	New London	91,400	89,600	98
	Windham	36,900	36,200	98
Between 5-24%	MASSACHUSETTS			
	Barnstable	78,100	76,800	98
	Plymouth	153,800	152,000	99
	MASSACHUSETTS			
Between 5-24%	Essex	251,800	249,100	99
	Middlesex	507,900	502,400	99
	Norfolk	224,900	222,900	99
	Worcester	250,800	247,600	99
Totals		2,157,600	2,132,100	99
Net Weekly Circulation (1990)			754,200	
Average Daily Circulation (1990)			355,000	

Rhode Island—Providence

WNAC-TV

Ch. 64

Network Service: Fox.

Licensee: NTG Inc., 405 Lexington Ave., New York, NY 10174.

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 horizontal visual, 372-kw horizontal 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: Northstar Television Group Inc. (Group Owner).

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 Price Communications Corp. approved May 10, 1988 (Television Digest, Vol. 28:12). Sale to present owner approved Sept. 11, 1989.

Represented (sales): Blair Television.

Represented (legal): Cohn & Marks.

Personnel:

JOHN M. FIGNAR, vice president & general manager.

JON BARCELO, local sales manager.

EDWIN KARL, director of engineering.

KEITH W. FOLZ, program & operations director.

MICHAEL SCHOCHET, promotion director.

SUZANNE SHEA, 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 1/1/90. TV Homes, TV% and Circulation © 1990 Arbitron. County coverage based on Arbitron study.

Our firm acted as financial advisor
and broker in the 1988 sale of
WNAC-TV

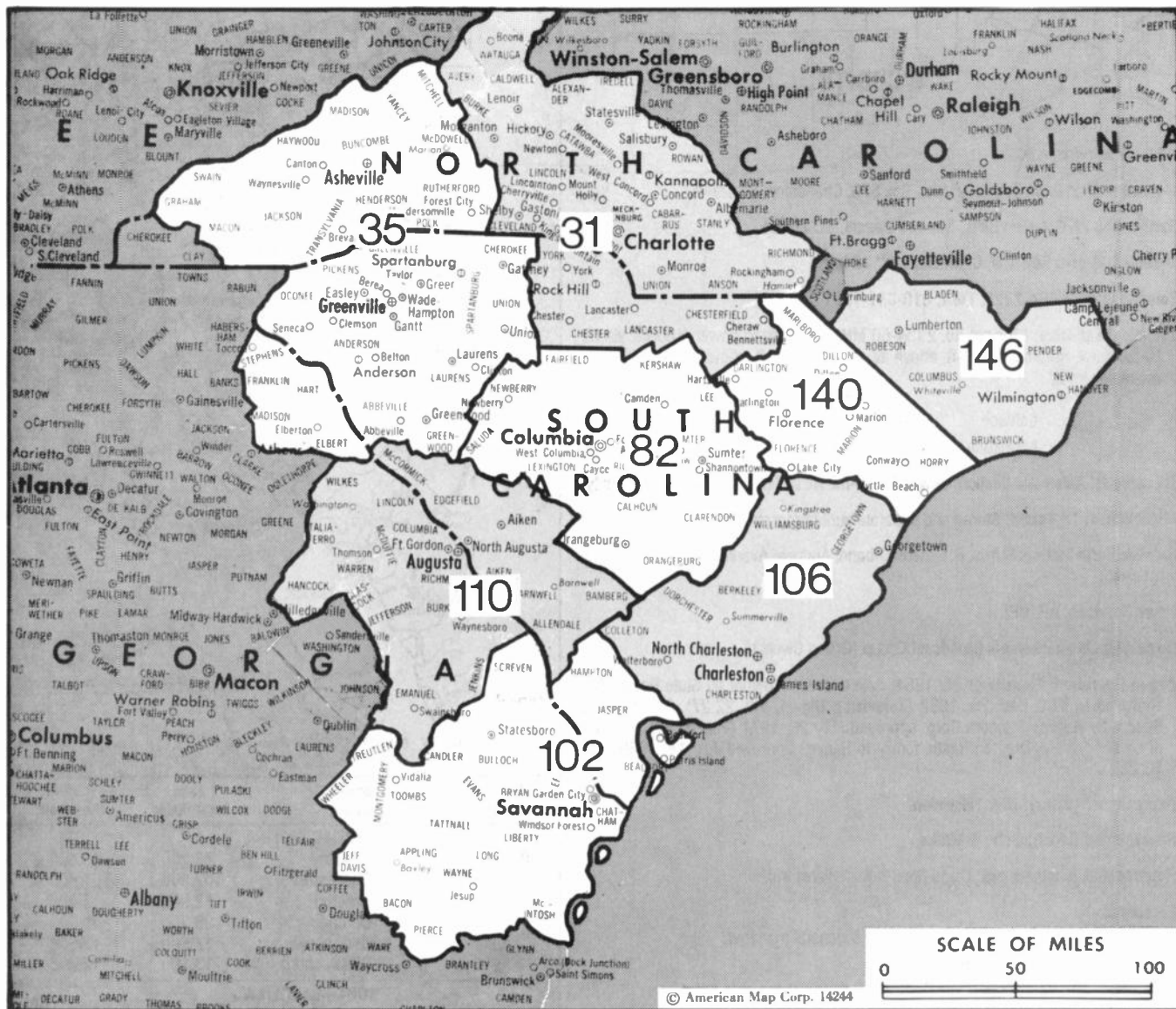
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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	MASSACHUSETTS			
	Bristol	185,800	183,800	99
	RHODE ISLAND			
	Bristol	16,400	16,300	99
	Kent	60,100	59,600	99
	Newport	31,100	30,700	99
Between 5-24%	Providence	222,400	219,800	99
	Washington	37,900	37,300	98
	CONNECTICUT			
	Windham	36,900	36,200	98
	MASSACHUSETTS			
	Barnstable	78,100	76,800	98
	Dukes	5,500	5,300	96
	Norfolk	224,900	222,900	99
	Plymouth	153,800	152,000	99
	Worcester	250,800	247,600	99
Totals		1,303,700	1,288,300	99
Net Weekly Circulation (1990)				283,600
Average Daily Circulation (1990)				90,200



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Charlotte, NC	729,500	31	WBTV (3), WCCB (18), WCNC-TV (36), WHKY-TV (14), WJZY (46), WSOC-TV (9)
Greenville-Spartanburg, SC-Asheville, NC	646,900	35	WASV-TV (62), WAXA (40), WGGG-TV (16), WHNS (21), WLOS (13), WNEG-TV (32), WSPA-TV (7), WYFF-TV (4)
Columbia, SC	299,200	82	WACH (57), WIS-TV (10), WLTX (19), WOLO-TV (25)
Savannah, GA	229,800	102	WJCL (22), WSAV-TV (3), WTGS (28), WTOG-TV (11)
Charleston, SC	221,300	106	WCBD-TV (2), WCIV (4), WCSC-TV (5), WTAT-TV (24)
Augusta, GA	209,300	110	WAGT (26), WJBF (6), WRDW-TV (12)
Florence, SC	153,800	140	WBTW (13), WGSE (43), WPDE-TV (15)
Wilmington, NC	143,300	146	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
WNEG-TV, Greenville-Spartanburg	See Toccoa, GA
WLOS, Spartanburg, SC-Asheville, NC	See Greenville, SC
WSPA-TV, Spartanburg	See Greenville, SC

South Carolina Station Totals as of October 1, 1990

	VHF	UHF	TOTAL
Commercial Television Stations	8	9	17
Educational Television Stations	1	10	11
	9	19	28

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.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Station: Harris, 6.1-meter C-band; Andrew, AvanteK, Harris, Microdyne receivers.

News Services: AP, UPI.

Ownership: Media General Broadcast Group (Group Owner).

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): Blair Television.

Represented (legal): Cohn & Marks.

Represented (engineering): David Steel & Associates Inc.

Personnel:

JOSEPH W. (BILL) EVANS III, vice president & general manager.

ALICIA MENDICINO, general sales manager.

MICHAEL L. CLINE, local sales manager.

MARK PIMENTEL, news director.

STEPHEN GLEASON, programming director.

TOM ROGERS, promotion director.

PAULINE DAWLEY, traffic & operations manager.

RICHARD FORDHAM, production manager.

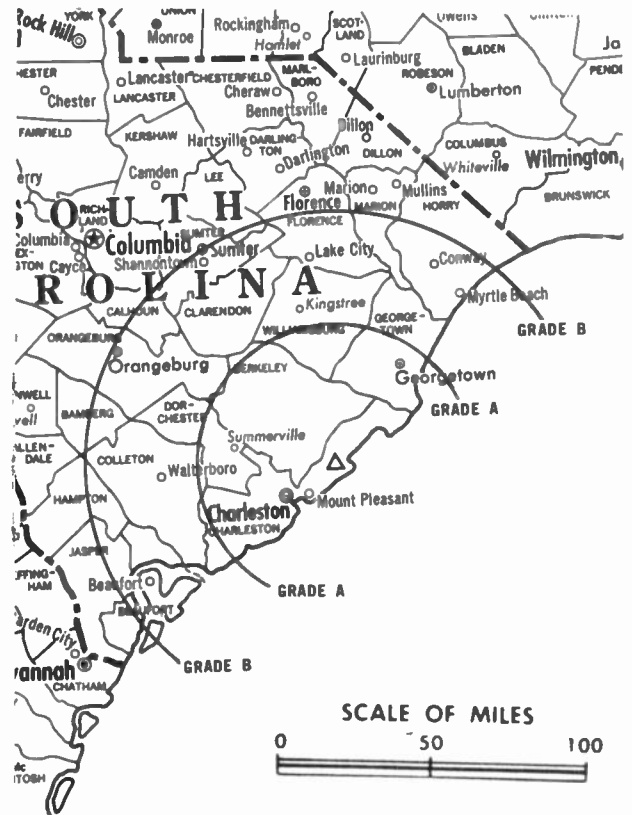
MICHAEL OPAUSKI, chief engineer.

Highest 30 Sec. Rate: \$950.

NETWORK BASE HOURLY RATE: \$525.

City of License: Charleston. ADI: Charleston, SC. Rank: 106.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.



WCBD-TV BMPCT-850723KF Granted 12/6/85

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	SOUTH CAROLINA			
	Berkeley	46,200	45,400	98
	Charleston	102,500	101,400	99
	Colleton	12,900	12,600	98
	Dorchester	28,300	27,900	99
	Georgetown	17,500	17,200	98
Williamsburg	13,100	12,700	97	
Between 25-49%	SOUTH CAROLINA			
	Beaufort	31,600	31,200	99
	Clarendon	10,000	9,700	97
	Hampton	7,100	6,900	97
Orangeburg	31,800	31,100	98	
Between 5-24%	SOUTH CAROLINA			
	Allendale	3,800	3,700	97
	Bamberg	6,200	6,100	98
	Florence	43,300	42,700	99
	Horry	53,900	53,000	98
Jasper	5,700	5,600	97	
Totals		413,900	407,200	98
Net Weekly Circulation (1990)				234,400
Average Daily Circulation (1990)				139,400

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-Corn, Microdyne, Microwave Assoc. receivers.

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

Ownership: Allbritton Communications Company (Group Owner).

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.

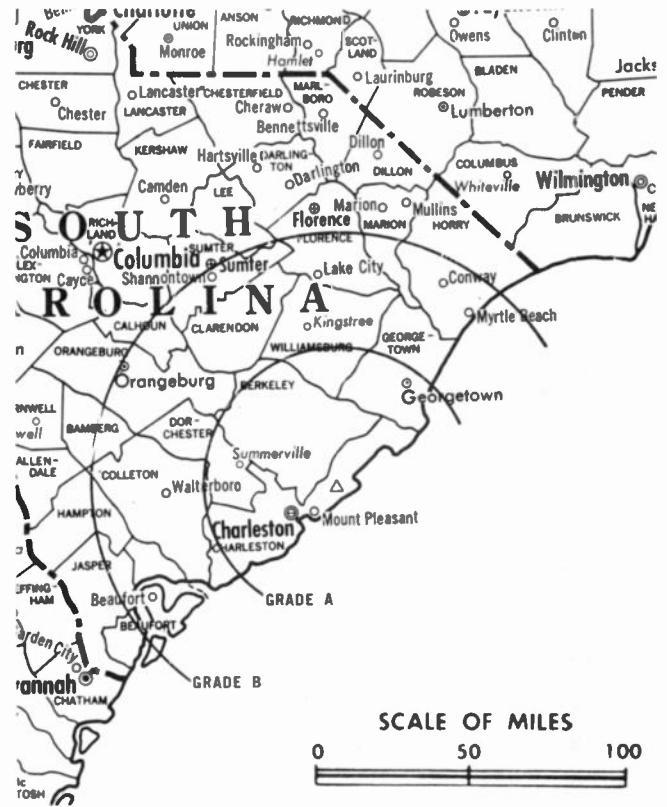
Highest 30 Sec. Rate: \$1000.

NETWORK BASE HOURLY RATE: \$550.

City of License: Charleston. ADI: Charleston, SC. Rank: 106.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
SOUTH CAROLINA				
50% & Over	Berkeley	46,200	45,400	98
	Charleston	102,500	101,400	99
	Clarendon	10,000	9,700	97
	Colleton	12,900	12,600	98
	Dorchester	28,300	27,900	99



WCIV BMPCT—850912KU Granted 1/21/86

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Georgetown	17,500	17,200	98
	Williamsburg	13,100	12,700	97
SOUTH CAROLINA				
Between 25-49%	Beaufort	31,600	31,200	99
	Hampton	7,100	6,900	97
	Orangeburg	31,800	31,100	98
SOUTH CAROLINA				
Between 5-24%	Allendale	3,800	3,700	97
	Bamberg	6,200	6,100	98
	Florence	43,300	42,700	99
	Horry	53,900	53,000	98
	Jasper	5,700	5,600	97
Totals		413,900	407,200	98
Net Weekly Circulation (1990)				235,900
Average Daily Circulation (1990)				142,400

There is no more visible place for your advertising message than the pages of the Television & Cable Factbook

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. **Fax:** 803-723-0074.

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: Andrew, 1.9-meter Ku-band.

News Services: AP, CBS, Conus, NWS, UPI.

Ownership: WCSC Inc.

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). Proposed sale to Anchor Media Holdings Ltd. dismissed by FCC April 2, 1990.

Represented (sales): Petry Television Inc.

Represented (legal): Tierney & Swift.

Represented (engineering): Lohnes & Culver.

Personnel:

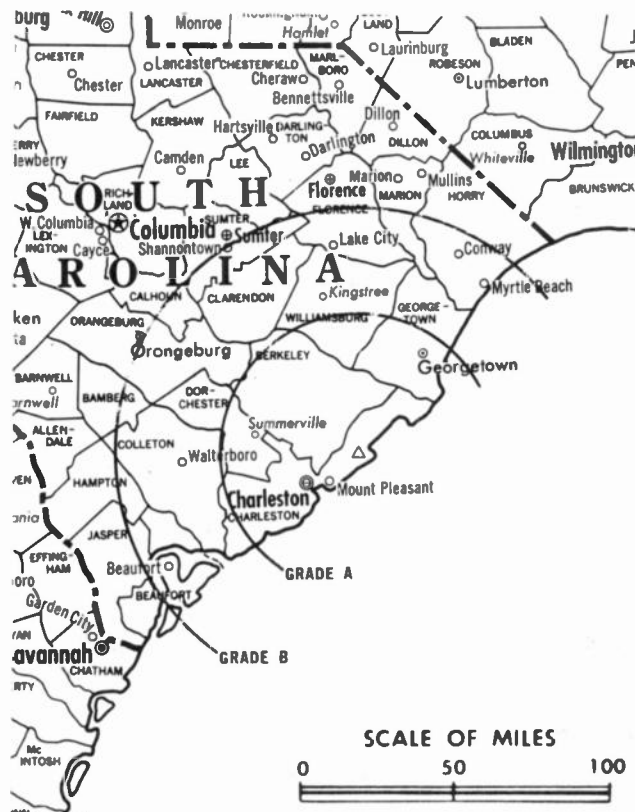
LARRY SHRUM, vice president & station manager.
JACK R. BECKNELL JR., vice president & director of engineering.
DON FELDMAN, vice president & director of news.
CHARLES THOMPSON, vice president & operations/program manager.
MIRIAM McMANUS, vice president & business manager.
LOVELL WAUGH, local sales manager.
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:** 106.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.



WCSC-TV BMPCT-850910KR Granted 12/20/85 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
SOUTH CAROLINA				
50% & Over	Beaufort	31,600	31,200	99
	Berkeley	46,200	45,400	98
	Charleston	102,500	101,400	99
	Clarendon	10,000	9,700	97
	Colleton	12,900	12,600	98
	Dorchester	28,300	27,900	99
	Georgetown	17,500	17,200	98
Williamsburg	13,100	12,700	97	
SOUTH CAROLINA				
Between 25-49%	Hampton	7,100	6,900	97
	Orangeburg	31,800	31,100	98
SOUTH CAROLINA				
Between 5-24%	Allendale	3,800	3,700	97
	Bamberg	6,200	6,100	98
	Florence	43,300	42,700	99
	Horry	53,900	53,000	98
	Jasper	5,700	5,600	97
Totals		413,900	407,200	98
Net Weekly Circulation (1990)				256,400
Average Daily Circulation (1990)				161,700

South Carolina—Charleston

WTAT-TV

Ch. 24

Network Service: Fox.

Licensee: Act III Broadcasting of Charleston Inc., 4301 Arco Lane, Charleston, SC 29418.

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: 1778-ft. above av. terrain, 1767-ft. above ground, 1784-ft. above sea level.

Latitude 32° 56' 24"
Longitude 79° 41' 45"

Transmitter: 4-mi. NE of Ten Mile, on Sewee Rd., Isle of Palms.

Multichannel TV Sound: Stereo and separate audio program.

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

Ownership: Act III Broadcasting Inc. (Group Owner).

Began Operation: September 7, 1985. Sale to Act III Bcstg. by Terry A. Trousdale, et al., approved by FCC Oct. 22, 1987.

Represented (sales): Setel Inc.

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

Personnel:

KENNETH B. BEEDLE, vice president & general manager.

GEORGE BECKER, general sales manager.

THOMAS J. PARKINSON, national sales manager.

DAVID BIRD, chief engineer.

BOB WATERS, news director.

BILL LITTLETON, program director.

MARK GRAY, promotion director.

BARBARA PARSONS, business manager.

Rates: On request.

City of License: Charleston. **ADI:** Charleston, SC. **Rank:** 106.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	SOUTH CAROLINA			
	Berkeley	46,200	45,400	98
	Charleston	102,500	101,400	99
	Dorchester	28,300	27,900	99
Between 25-49%	SOUTH CAROLINA			
	Clarendon	10,000	9,700	97



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Colleton	12,900	12,600	98
	Georgetown	17,500	17,200	98
Between 5-24%	SOUTH CAROLINA			
	Bamberg	6,200	6,100	98
	Hampton	7,100	6,900	97
	Orangeburg	31,800	31,100	98
	Williamsburg	13,100	12,700	97
Totals		275,600	271,000	98
Net Weekly Circulation (1990)				113,400
Average Daily Circulation (1990)				48,600

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Call Lynn Levine or Nancy Cramer
202-872-9200

South Carolina—Columbia

WACH
Ch. 57

Network Service: Fox.

Licensee: FCVS 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-lw 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: FCVS Communications Inc. (Group Owner).

Began Operation: October 2, 1981. FCC approved sale by Carolina Christian Bcstg. March 14, 1988.

Represented (sales): Sektel Inc.

Represented (legal): Cordon & Kelly.

Personnel:

WALTER K. FLYNN, president.
JOHN LIVOTI, general sales manager.
GREG BROWN, local sales manager.
JEFF FLYNN, national sales manager.
MIKE CARDIN, chief engineer.
MURRAY MICHAELS, program director.
LYNN RADA, promotion director.
JACK COLEGROVE, traffic manager.
TERRI BECK, office manager.

Highest 30 Sec. Rate: \$50.

City of License: Columbia. ADI: Columbia, SC. Rank: 82.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
SOUTH CAROLINA				
50% & Over	Kershaw	16,700	16,400	98
	Lexington	67,700	66,800	99
	Richland	102,100	100,900	99



Net Weekly Circulation	State County	Total Households	TV Households	%
SOUTH CAROLINA				
Between 25-49%	Calhoun	4,600	4,500	98
	Fairfield	7,000	6,800	98
	Sumter	33,400	32,800	98
SOUTH CAROLINA				
Between 5-24%	Clarendon	10,000	9,700	97
	Lee	6,000	5,900	98
	Newberry	12,700	12,500	98
	Orangeburg	31,800	31,100	98
Totals		292,000	287,400	98
Net Weekly Circulation (1990)			145,800	
Average Daily Circulation (1990)			66,500	

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: 1741 Tower Rd., Lugoff, SC 29078.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Comsat, 8-meter Ku-band; Scientific-Atlanta, 7-meter C-band; DH Satellite, 4.9-meter Ku-band; AFC, 3.6-meter Ku-band; Comsat, 3-meter Ku-band; Harris, M/A-Com, Scientific-Atlanta receivers.

SNG Mobile Dish: Andrew, 2.3-meter Ku-band.

News Services: AP, NBC.

Ownership: Cosmos Broadcasting Corp. (Group Owner).

Began Operation: November 7, 1953.

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

Represented (legal): Dow, Lohnes & Albertson.

Personnel:

RONALD LOEWEN, vice president & general manager.
C. JOSEPH TONSING, general sales manager.
RANDALL JUMP, national sales manager.
SCOTT PARKS, news director.
DIANE K. BAGWELL, program/promotion manager.
EVON A. TROTTER, business manager.
RICHARD M. STORA, production manager.
JOHN AUGUSTINE, chief engineer.

Rates: On request.

City of License: Columbia. ADI: Columbia, SC. Rank: 82.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 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	11,200	11,000	99
	Chesterfield	14,900	14,700	98
	Clarendon	10,000	9,700	97
	Darlington	23,500	23,200	99
	Fairfield	7,000	6,800	98
	Florence	43,300	42,700	99
	Kershaw	16,700	16,400	98
	Lancaster	20,800	20,600	99
	Lee	6,000	5,900	98
	Lexington	67,700	66,800	99
	Marlboro	10,800	10,600	98
	Newberry	12,700	12,500	98
	Orangeburg	31,800	31,100	98



Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	Richland	102,100	100,900	99	
	Saluda	6,200	6,100	98	
	Sumter	33,400	32,800	98	
SOUTH CAROLINA					
Between 25-49%	Aiken	47,000	46,600	99	
	Allendale	3,800	3,700	97	
	Barnwell	7,900	7,700	98	
	Dillon	10,700	10,500	98	
	Horry	53,900	53,000	98	
	Marion	12,200	11,900	98	
	Williamsburg	13,100	12,700	97	
NORTH CAROLINA					
Between 5-24%	Anson	9,200	9,000	98	
	SOUTH CAROLINA				
	Edgefield	6,300	6,200	98	
	Georgetown	17,500	17,200	98	
	Greenwood	23,500	23,300	99	
	Hampton	7,100	6,900	97	
Union	11,300	11,200	99		
York	45,600	45,000	99		
Totals		698,000	687,300	98	
Net Weekly Circulation (1990)			429,700		
Average Daily Circulation (1990)			278,400		

Your message in this ad space could cost as little as \$95, and it will reach the people important to you!

Television & Cable Factbook

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: Transmit/receive 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. (Group Owner).

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: 82.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 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
	Clarendon	10,000	9,700	97
	Fairfield	7,000	6,800	98
	Kershaw	16,700	16,400	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Lee	6,000	5,900	98
	Lexington	67,700	66,800	99
	Newberry	12,700	12,500	98
	Orangeburg	31,800	31,100	98
	Richland	102,100	100,900	99
	Sumter	33,400	32,800	98
Between 25-49%	SOUTH CAROLINA			
	Bamberg	6,200	6,100	98
	Darlington	23,500	23,200	99
	Sakuda	6,200	6,100	98
Between 5-24%	SOUTH CAROLINA			
	Aiken	47,000	46,600	99
	Allendale	3,800	3,700	97
	Barnwell	7,900	7,700	98
	Chester	11,200	11,000	99
	Chesterfield	14,900	14,700	98
	Florence	43,300	42,700	99
	Lancaster	20,800	20,600	99
	Marlboro	10,800	10,600	98
Williamsburg	13,100	12,700	97	
Totals		500,700	493,100	98
Net Weekly Circulation (1990)			267,500	
Average Daily Circulation (1990)			143,700	

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. (Group Owner).

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.

MITZI MELTON-SWISHER, promotion director.

MARTY WHITE, business manager.

WILLIE FULLER JR., production manager.

ANNE COBB, public affairs director.

Highest 30 Sec. Rate: \$1200.

NETWORK BASE HOURLY RATE: \$375.

City of License: Columbia. ADI: Columbia, SC. Rank: 82.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 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	7,000	6,800	98
	Kershaw	16,700	16,400	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Lexington	67,700	66,800	99
	Richland	102,100	100,900	99
	Sumter	33,400	32,800	98
SOUTH CAROLINA				
Between 25-49%	Clarendon	10,000	9,700	97
	Lee	6,000	5,900	98
	Newberry	12,700	12,500	98
	Orangeburg	31,800	31,100	98
SOUTH CAROLINA				
Between 5-24%	Aiken	47,000	46,600	99
	Bamberg	6,200	6,100	98
	Darlington	23,500	23,200	99
	Florence	43,300	42,700	99
	Lancaster	20,800	20,600	99
	Saluda	6,200	6,100	98
Totals		439,000	432,700	99
Net Weekly Circulation (1990)			220,200	
Average Daily Circulation (1990)			106,600	

South Carolina—Florence-Myrtle Beach

WBTW

Ch. 13

Network Service: CBS.

Licensee: Spartan Radiocasting Co., 3430 TV Rd., Box F-13, Florence, SC 29501.

Studios: 3430 TV Rd., Florence, SC 29501; 101 McDonald Court, Myrtle Beach, SC 29577.

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. (Group Owner).

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:

- LOUIS WALL, general manager.
- MARK JOHNSON, general sales manager.
- MARK OVERSTREET, local sales manager.
- LOU KIRCHEN, local sales manager.
- BERNARD MOORE, chief engineer.
- CECIL CHANDLER, news director.
- MELANIE TRAMONTE, promotion director.
- MARTHA ROUSE, business manager.
- JAMES BRIGGS, operations manager.

Highest 30 Sec. Rate: \$1200.

NETWORK BASE HOURLY RATE: \$967.

City of License: Florence. **ADI:** Florence, SC. **Rank:** 140.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NORTH CAROLINA			
	Bladen	11,500	11,300	98
	Columbus	19,400	19,100	98
	Hoke	7,600	7,400	98
	Richmond	18,100	17,900	99
	Robeson	36,100	35,400	98
	Scotland	12,100	11,900	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	SOUTH CAROLINA			
	Chesterfield	14,900	14,700	98
	Darlington	23,500	23,200	99
	Dillon	10,700	10,500	98
	Florence	43,300	42,700	99
	Horry	53,900	53,000	98
	Lee	6,000	5,900	98
	Marion	12,200	11,900	98
Between 25-49%	NORTH CAROLINA			
	Anson	9,200	9,000	98
	SOUTH CAROLINA			
Between 5-24%	SOUTH CAROLINA			
	Clarendon	10,000	9,700	97
	Sumter	33,400	32,800	98
Between 5-24%	NORTH CAROLINA			
	Brunswick	19,600	19,300	98
	Cumberland	88,400	87,500	99
	Moore	24,000	23,700	99
	Sampson	19,000	18,700	98
Between 5-24%	SOUTH CAROLINA			
	Georgetown	17,500	17,200	98
Kershaw	16,700	16,400	98	
Totals		531,000	522,500	98
Net Weekly Circulation (1990)			280,200	
Average Daily Circulation (1990)			158,700	

South Carolina—Florence-Myrtle Beach

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 (Group Owner).

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.

LINDA McCASKILL, program manager.

CHUCK SPRUILL, promotion director.

MARSHALL LUCIUS, controller.

JOYCE JORDAN, business manager.

CARL JACKSON, director of design & special projects.

KEITH FOSTER, creative services director.

Rates: On request.

City of License: Florence. ADI: Florence, SC. Rank: 140.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	SOUTH CAROLINA			
	Darlington	23,500	23,200	99
	Dillon	10,700	10,500	98
	Florence	43,300	42,700	99
	Horry	53,900	53,000	98
	Lee	6,000	5,900	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Marion	12,200	11,900	98
	Marlboro	10,800	10,600	98
Between 25-49%	NORTH CAROLINA			
	Bladen	11,500	11,300	98
	Robeson	36,100	35,400	98
	Scotland	12,100	11,900	98
	SOUTH CAROLINA			
	Chesterfield	14,900	14,700	98
	Sumter	33,400	32,800	98
	Williamsburg	13,100	12,700	97
Between 5-24%	NORTH CAROLINA			
	Anson	9,200	9,000	98
	Columbus	19,400	19,100	98
	Hoke	7,600	7,400	98
	Richmond	18,100	17,900	99
	SOUTH CAROLINA			
	Clarendon	10,000	9,700	97
	Georgetown	17,500	17,200	98
Totals		363,300	356,900	98
Net Weekly Circulation (1990)				177,700
Average Daily Circulation (1990)				88,900

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. (Group Owner).

Began Operation: October 29, 1972.

Represented (sales): Spot Time Ltd.

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

Represented (engineering): Charles I. Gallagher, P.E., Consulting Radio Engineers.

Personnel:

JAMES H. THOMPSON, president & general manager.

NORVIN C. DUNCAN, assistant to the president.

TED McCALL, chief engineer.

GENE GIBSON, director of engineering.

HUGH McLEAN, program manager.

PEGGY DENNY, public affairs director.

Highest 30 Sec. Rate: \$75.

City of License: Greenville. ADI: Greenville-Spartanburg, SC-Asheville, NC. Rank: 35.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	GEORGIA			
	Franklin	6,400	6,300	98
	Hart	7,100	7,000	99
	Madison	7,700	7,600	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Rabun	4,400	4,300	98
	Wilkes	4,000	3,900	98
	NORTH CAROLINA			
	Cleveland	32,600	32,300	99
	SOUTH CAROLINA			
	Abbeville	8,700	8,600	98
	Anderson	56,200	55,700	99
	Greenville	123,000	122,000	99
	Greenwood	23,500	23,300	99
	Laurens	19,300	19,100	99
Oconee	22,200	22,000	99	
Pickens	32,500	32,100	99	
Spartanburg	83,100	82,400	99	
Union	11,300	11,200	99	
Totals		442,000	437,800	99
Net Weekly Circulation (1990)				48,100
Average Daily Circulation (1990)				15,500

South Carolina—Greenville-Spartanburg & Asheville, North Carolina

WHNS
Ch. 21

Network Service: Fox.

Licensee: Cannel Communications L.P., 7083 Hollywood Blvd., Hollywood, CA 90028.

Studios: 21 Interstate Court, Greenville, SC 29615; 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: Cannel Communications Inc. (Group Owner).

Began Operation: July 5, 1953. Sale to Pappas Telecasting Companies approved by FCC July 27, 1979 (Television Digest, Vol. 19:25). Resumed operation April 1, 1984. Sale to present owner by Pappas Telecasting Companies approved Aug. 2, 1990 (Vol. 29:47; 30:35).

Represented (sales): TeleRep Inc.

Represented (engineering): Smith & Powstenko.

Personnel:

- WILLIAM SCHWARTZ, president.
- JOSEPH A. SHAFFER, vice president & general manager.
- MIKE WADDELL, local sales manager.
- DALE P. KELLY, director of engineering.
- JERRY GARVIN, chief engineer.
- DAVID LUND, promotion director.
- TONY THOMPSON, general marketing manager.
- FRANK SAVAGE, national marketing manager.
- DIANA WOMBLE, traffic systems coordinator/manager.

Rates: On request.

City of License: Asheville, NC. **ADI:** Greenville-Spartanburg, SC-Asheville, NC. **Rank:** 35.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	GEORGIA			
	Hart	7,100	7,000	99
	NORTH CAROLINA			
	Henderson	29,800	29,400	99
	Transylvania	10,400	10,300	99
	SOUTH CAROLINA			
	Abbeville	8,700	8,600	98
	Anderson	56,200	55,700	99
	Greenville	123,000	122,000	99
	Greenwood	23,500	23,300	99
	Laurens	19,300	19,100	99
	Oconee	22,200	22,000	99
	Pickens	32,500	32,100	99
Spartanburg	83,100	82,400	99	
Between 25-49%	GEORGIA			
	Banks	3,900	3,800	97



Net Weekly Circulation	State County	Total Households	TV Households	%	
Between 25-49%	EILBERT				
	Eilbert	7,100	7,000	99	
	Franklin	6,400	6,300	98	
	Jackson	10,600	10,500	99	
	Madison	7,700	7,600	99	
	Oglethorpe	3,700	3,600	97	
	Stephens	8,500	8,400	99	
	NORTH CAROLINA				
	Buncombe	70,500	69,700	99	
	Cleveland	32,600	32,300	99	
	Madison	6,600	6,500	98	
	Polk	5,900	5,800	98	
	Rutherford	22,100	21,900	99	
	SOUTH CAROLINA				
	Cherokee	15,600	15,400	99	
	Union	11,300	11,200	99	
	Between 5-24%	GEORGIA			
		Clarke	31,500	31,100	99
		Lincoln	2,300	2,300	100
Rabun		4,400	4,300	98	
Wilkes		4,000	3,900	98	
NORTH CAROLINA					
Burke		29,700	29,400	99	
Caldwell		27,200	26,900	99	
Haywood		19,600	19,300	98	
Mc Dowell		13,700	13,500	99	
Yancey		6,000	5,800	97	
SOUTH CAROLINA					
Chester		11,200	11,000	99	
Mc Cormick	2,200	2,200	100		
Newberry	12,700	12,500	98		
Saluda	6,200	6,100	98		
York	45,600	45,000	99		
Totals		844,600	835,200	99	
Net Weekly Circulation (1990)			372,100		
Average Daily Circulation (1990)			177,400		

South Carolina—Greenville-Spartanburg & Asheville, North Carolina

WLOS

Ch. 13

Network Service: ABC.

Licensee: WLOS Inc., Box 1300, Asheville, NC 28802.

Studios: 288 Macon Ave., Asheville, NC 28804; 105 N. Spring St., Greenville, SC 29601.

Mailing Address: Box 1300, Asheville, NC 28802.

Telephones: 704-255-0013, Asheville; 803-271-1313, Greenville.

TWX: 510-933-0166. Fax: 704-255-4618.

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 Stations: Vertex, 6.1-meter C-band; Comtech, 5-meter Ku-band; AFC, 3.6-meter Ku-band; DX Antenna, M/A-Com, Standard Components receivers.

SWG Mobile Dish: Andrew, 2.4-meter Ku-band.

News Services: AP, Carolina News Network, UPI.

Ownership: Anchor Media Holdings Ltd. (Group Owner).

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 ZEDELL, news director.
- CLIFF PINE, program director.
- BOB MACKOWIAK, promotion director.
- BILL WALSH, business manager.

Highest 30 Sec. Rate: \$ 1300.

City of License: Asheville, NC. ADI: Greenville-Spartanburg, SC-Asheville, NC. Rank: 35.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 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	6,400	6,300	98
	Hart	7,100	7,000	99
	Oglethorpe	3,700	3,600	97
	Stephens	8,500	8,400	99
	NORTH CAROLINA			
	Buncombe	70,500	69,700	99
	Graham	2,500	2,500	98
	Haywood	19,600	19,300	98
Henderson	29,800	29,400	99	
Jackson	9,900	9,700	98	
Mc Dowell	13,700	13,500	99	
Macon	9,800	9,600	97	
Madison	6,600	6,500	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Polk	5,900	5,800	98
	Rutherford	22,100	21,900	99
	Swain	4,200	4,100	98
	Transylvania	10,400	10,300	99
	Yancey	6,000	5,800	97
SOUTH CAROLINA				
	Abbeville	8,700	8,600	98
	Anderson	56,200	55,700	99
	Cherokee	15,600	15,400	99
	Greenville	123,000	122,000	99
	Greenwood	23,500	23,300	99
	Laurens	19,300	19,100	99
	Oconee	22,200	22,000	99
	Pickens	32,500	32,100	99
	Spartanburg	83,100	82,400	99
	Union	11,300	11,200	99

GEORGIA				
Between 25-49%	Banks	3,900	3,800	97
	Jackson	10,600	10,500	99
	Madison	7,700	7,600	99
KENTUCKY				
	Harlan	14,400	14,200	99
NORTH CAROLINA				
	Burke	29,700	29,400	99
	Caldwell	27,200	26,900	99
	Cherokee	8,300	8,100	98
	Cleveland	32,600	32,300	99
	Mitchell	5,500	5,400	98

(Continued on page A-1011)

Totals	1,154,400	1,141,600	99
Net Weekly Circulation (1990)		624,000	
Average Daily Circulation (1990)		344,700	

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 C-band; ADM, 6.1-meter C-band; Scientific-Atlanta, 4.6-meter C-band; Vertex, 4.6-meter Ku-band; Scientific-Atlanta, 3-meter Ku-band; ADM, AFC, Harris, Microdyne, Scientific-Atlanta receivers.

SNG Mobile Dish: Midwest/Vertex, 2.6-meter Ku-band.

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. (Group Owner).

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.

JOHN W. WEST, general manager.

GARY WILCOX, general sales manager.

OTIS PICKETT, local sales manager.

FRED TUCK, chief engineer.

HARVEY ELMORE, 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 30 Sec. Rate: \$3000.

NETWORK BASE HOURLY RATE: \$2222.

City of License: Spartanburg. ADI: Greenville-Spartanburg, SC-Asheville, NC. Rank: 35.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	GEORGIA			
	Banks	3,900	3,800	97
	Elbert	7,100	7,000	99
	Franklin	6,400	6,300	98
	Hart	7,100	7,000	99
	Stephens	8,500	8,400	99
	NORTH CAROLINA			
	Buncombe	70,500	69,700	99



Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	Cleveland	32,600	32,300	99	
	Haywood	19,600	19,300	98	
	Henderson	29,800	29,400	99	
	Jackson	9,900	9,700	98	
	Mc Dowell	13,700	13,500	99	
	Macon	9,800	9,600	97	
	Polk	5,900	5,800	98	
	Rutherford	22,100	21,900	99	
	Transylvania	10,400	10,300	99	
	SOUTH CAROLINA				
	Abbeville	8,700	8,600	98	
	Anderson	56,200	55,700	99	
	Cherokee	15,600	15,400	99	
	Chester	11,200	11,000	99	
	Greenville	123,000	122,000	99	
	Greenwood	23,500	23,300	99	
	Laurens	19,300	19,100	99	
Newberry	12,700	12,500	98		
Oconee	22,200	22,000	99		
Pickens	32,500	32,100	99		
Spartanburg	83,100	82,400	99		
Union	11,300	11,200	99		
Between 25-49%	GEORGIA				
	Habersham	10,100	10,000	99	
	Jackson	10,600	10,500	99	
	Madison	7,700	7,600	99	
	Oglethorpe	3,700	3,600	97	
Wilkes	4,000	3,900	98		
(Continued on page A-1011)					
Totals		1,020,600	1,009,300	99	
Net Weekly Circulation (1990)				623,400	
Average Daily Circulation (1990)				360,800	

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 Pl., 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 Broadcasting Co. (Group Owner).

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.

Represented (sales): Katz Television.

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

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

Personnel:

- DAVID DODDS, vice president & general manager.
- JOHN SCOTT, general sales manager.
- JOHN MOORE, national sales manager.
- JOHN HARRIS, news director.
- FRITZIE MUMFORD, program director.
- ROBERT FLINN, promotion manager.
- PENNY HENDERSON, business manager.
- BOB KING, chief engineer.

Highest 30 Sec. Rate: \$6000.

City of License: Greenville. ADI: Greenville-Spartanburg, SC-Asheville, NC. Rank: 35.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	GEORGIA				
		Banks	3,900	3,800	97
		Elbert	7,100	7,000	99
		Franklin	6,400	6,300	98
		Hart	7,100	7,000	99
		Oglethorpe	3,700	3,600	97
		Rabun	4,400	4,300	98
		Stephens	8,500	8,400	99
		NORTH CAROLINA			
		Buncombe	70,500	69,700	99
		Burke	29,700	29,400	99
		Graham	2,500	2,500	98
		Haywood	19,600	19,300	98
	Henderson	29,800	29,400	99	
	Jackson	9,900	9,700	98	



WYFF-TV BPT-2395 Granted 11/18/57

American Map Corp. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	Mc Dowell	13,700	13,500	99	
	Macon	9,800	9,600	97	
	Madison	6,600	6,500	98	
	Polk	5,900	5,800	98	
	Rutherford	22,100	21,900	99	
	Swain	4,200	4,100	98	
	Transylvania	10,400	10,300	99	
	Yancey	6,000	5,800	97	
	SOUTH CAROLINA				
	Abbeville	8,700	8,600	98	
	Anderson	56,200	55,700	99	
	Cherokee	15,600	15,400	99	
	Greenville	123,000	122,000	99	
Greenwood	23,500	23,300	99		
Laurens	19,300	19,100	99		
Newberry	12,700	12,500	98		
Oconee	22,200	22,000	99		
Pickens	32,500	32,100	99		
Spartanburg	83,100	82,400	99		
Union	11,300	11,200	99		
Between 25-49%	GEORGIA				
	Habersham	10,100	10,000	99	
	Jackson	10,600	10,500	99	
	Madison	7,700	7,600	99	
	Wilkes	4,000	3,900	98	
NORTH CAROLINA					
Cleveland	32,600	32,300	99		
Mitchell	5,500	5,400	98		
(Continued on page A-1011)					
Totals		944,300	933,200	99	
Net Weekly Circulation (1990)				640,200	
Average Daily Circulation (1990)				410,500	

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.

Sales Office: 1 Johnston St., Suite 7, Savannah, GA 31406.

Mailing address: Box 718, Hardeeville, SC 29927.

Telephone: 803-726-5244. **TWX:** 510-600-1811. **Fax:** 803-726-5694.

Technical Facilities: Channel No. 28 (554-560 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1500-ft. above av. terrain, 1498-ft. above ground, 1515-ft. above sea level.

Latitude 32° 02' 48"
Longitude 81° 20' 27"

Transmitter: 4.4-mi. W of I-95 on Hwy. 204, S of Bloomington, GA.

Satellite Earth Stations: United Satellite Systems, 5-meter C-band; Paracclipse, 3.66-meter C-band; AFC, 3.6-meter Ku-band; DX Antenna, M/A-Com, Scientific-Atlanta receivers.

Ownership: American Communications & Television Inc. (Group Owner).

Began Operation: September 1, 1985.

Represented (sales): Settel Inc.

Represented (legal): Bechtel & Cole, Chartered.

Represented (engineering): W. Lee Simmons & Associates Inc.

Personnel:

CLIFF THOMPSON, general manager.
RON SCIABARASI, general sales manager.
BRYAN ALLPORT, local sales manager.
BOB KEELE, program director.
JULIE WEISEL, promotion director.
ED YOUMANS, chief engineer.
AL ANDRES, traffic manager.

Highest 30 Sec. Rate: \$350.

City of License: Hardeeville. **ADI:** Savannah. **Rank:** 102.

Total Households: ©MSI Consumer Market Data as of 1/1/90. **TV Homes, TV% and Circulation** ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	GEORGIA			
	Chatham	82,500	81,800	99
	Effingham	8,500	8,400	99
	SOUTH CAROLINA			
	Beaufort	31,600	31,200	99
Jasper	5,700	5,600	97	
Between 25-49%	GEORGIA			
	Bryan	5,000	4,900	98
	Scriven	5,800	5,700	98



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	SOUTH CAROLINA			
	Hampton	7,100	6,900	97
Between 5-24%	GEORGIA			
	Appling	5,700	5,600	98
	Bacon	3,600	3,500	97
	Bulloch	12,700	12,500	98
	Candler	2,700	2,600	96
	Evans	3,100	3,100	100
	Liberty	13,400	13,200	99
	Mc Intosh	3,100	3,000	97
	Montgomery	2,300	2,200	96
	Pierce	4,700	4,600	98
	Tattnall	6,300	6,200	98
	Toombs	9,200	9,000	98
	SOUTH CAROLINA			
Allendale	3,800	3,700	97	
Colleton	12,900	12,600	98	
Totals		229,700	226,300	99
Net Weekly Circulation (1990)				84,000
Average Daily Circulation (1990)				29,900

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 78° 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-Com receivers.

News Service: INN.

Ownership: Carolina Christian Broadcasting Co. (Group Owner).

Began Operation: July 5, 1984.

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

Personnel:

JAMES RIZZUTI, resident manager.

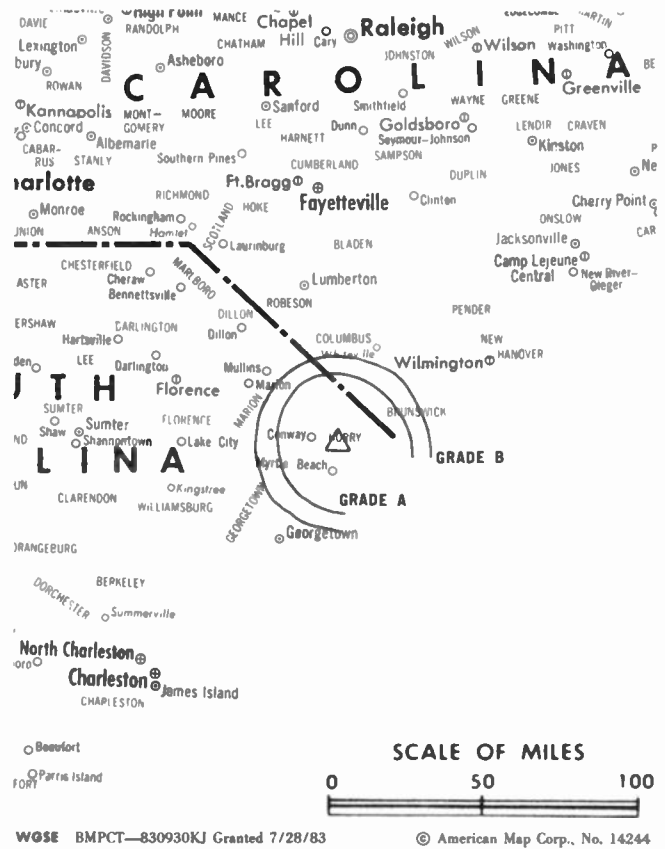
GENE GIBSON, chief engineer.

PAUL GORMAN, sales.

Highest 30 Sec. Rate: \$30.

City of License: Myrtle Beach. ADI: Florence, SC. Rank: 140.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
SOUTH CAROLINA				
Between 5-24%	Horry	53,900	53,000	98
Totals		53,900	53,000	98
Net Weekly Circulation (1990)			4,700	
Average Daily Circulation (1990)			1,200	

South Carolina

WLOS, Greenville-Spartanburg & Asheville, North Carolina (Arbitron Data Continued)

Net Weekly Circulation	State County	TV Households		%
		Total Households	Households	
Between 25-49%	SOUTH CAROLINA			
	Newberry	12,700	12,500	98
	TENNESSEE			
	Hawkins	17,700	17,500	99
Between 5-24%	GEORGIA			
	Habersham	10,100	10,000	99
	Wilkes	4,000	3,900	98
	KENTUCKY			
	Letcher	10,700	10,500	98
	Perry	12,100	11,900	98
	NORTH CAROLINA			
	Alexander	10,500	10,400	99
	Catawba	45,300	45,000	99
	Clay	2,900	2,800	97
	Gaston	64,500	63,900	99
	SOUTH CAROLINA			
	Chester	11,200	11,000	99
	Mc Cormick	2,200	2,200	100
	York	45,600	45,000	99
	TENNESSEE			
	Claiborne	9,900	9,800	98
	Cocke	11,500	11,300	99
	Grainger	6,600	6,500	98
	Greene	21,400	21,200	99
Hancock	2,300	2,300	100	
Johnson	5,600	5,500	98	
Sullivan	58,900	58,600	99	
VIRGINIA				
Lee	9,600	9,400	98	

WSPA-TV, Greenville-Spartanburg & Asheville, North Carolina (Arbitron Data Continued)

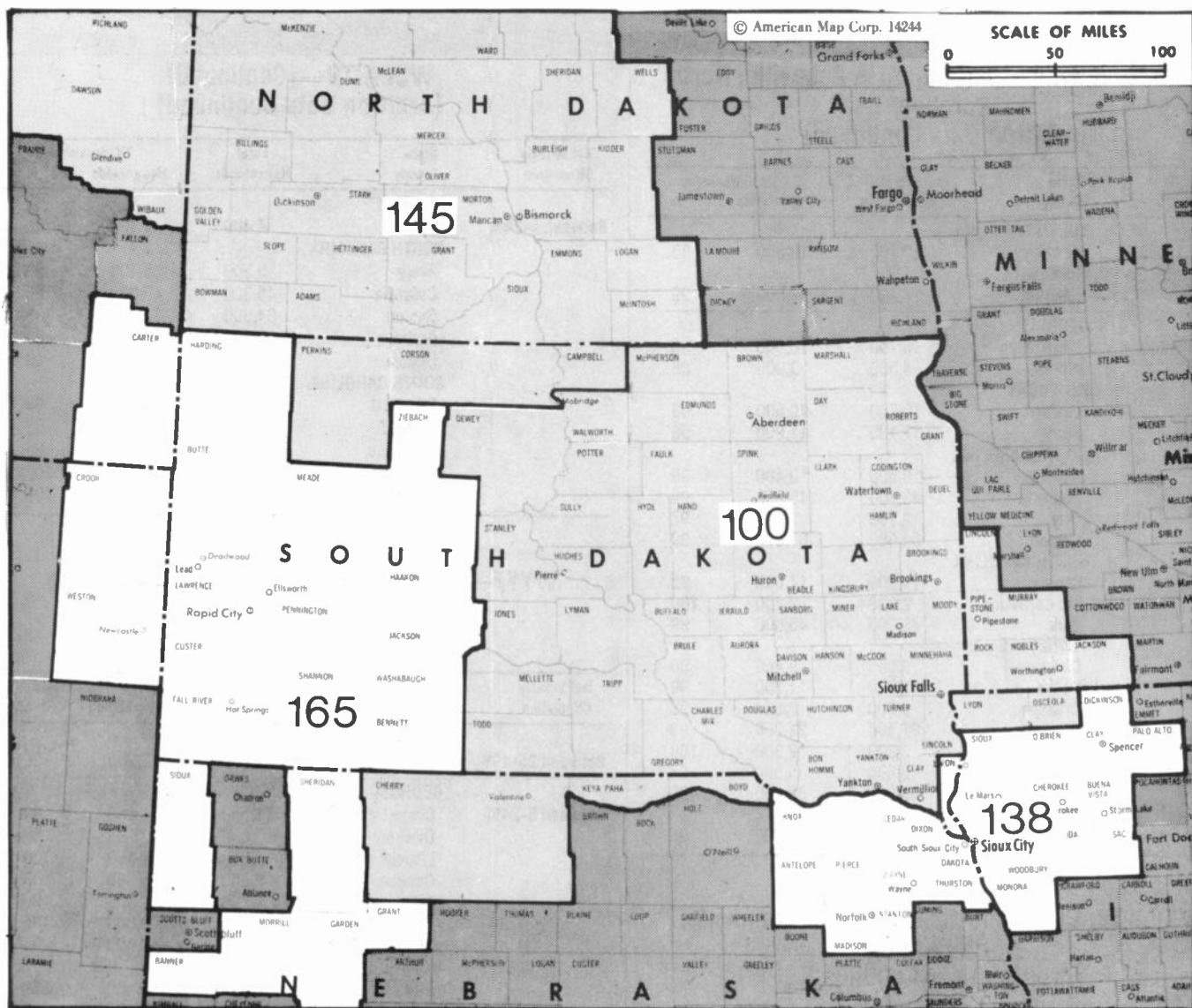
Net Weekly Circulation	State County	TV Households		%
		Total Households	Households	
Between 25-49%	NORTH CAROLINA			
	Burke	29,700	29,400	99
	Caldwell	27,200	26,900	99
	Madison	6,600	6,500	98
	Mitchell	5,500	5,400	98
	Swain	4,200	4,100	98
	Yancey	6,000	5,800	97
	SOUTH CAROLINA			
	York	45,600	45,000	99

WSPA-TV—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	TV Households		%
		Total Households	Households	
Between 5-24%	GEORGIA			
	Rabun	4,400	4,300	98
	NORTH CAROLINA			
	Avery	5,500	5,400	98
	Catawba	45,300	45,000	99
	Gaston	64,500	63,900	99
	Graham	2,500	2,500	98
	Lincoln	18,400	18,300	99
	SOUTH CAROLINA			
	Edgefield	6,300	6,200	98
	Fairfield	7,000	6,800	98
	Lancaster	20,800	20,600	99
	Mc Cormick	2,200	2,200	100
	Sakuda	6,200	6,100	98

WYFF-TV, Greenville-Spartanburg & Asheville, North Carolina (Arbitron Data Continued)

Net Weekly Circulation	State County	TV Households		%
		Total Households	Households	
Between 25-49%	SOUTH CAROLINA			
	Mc Cormick	2,200	2,200	100
Between 5-24%	GEORGIA			
	Clarke	31,500	31,100	99
	Dawson	2,800	2,700	96
	Lincoln	2,300	2,300	100
	Oconee	5,800	5,800	100
	Taliaferro	900	900	100
	Towns	2,800	2,800	100
	White	4,700	4,600	98
	NORTH CAROLINA			
	Alexander	10,500	10,400	99
	Avery	5,500	5,400	98
	Caldwell	27,200	26,900	99
	Cherokee	8,300	8,100	98
	Clay	2,900	2,800	97
	SOUTH CAROLINA			
	Chester	11,200	11,000	99
	Fairfield	7,000	6,800	98
	Sakuda	6,200	6,100	98
	York	45,600	45,000	99
	TENNESSEE			
Unicoi	6,500	6,400	98	



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Sioux Falls-Mitchell, SD	235,900	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	155,800	138	KCAU-TV (9), KMEG (14), KTIV (4)
Minot-Bismarck-Dickinson, ND, Glendive, MT	144,600	145	KBMY (17), KFYZ-TV (5), KMCCY (14), KMOT (10), KOCD-TV (7), KUMV-TV (8), KXGN-TV (5), KXMA-TV (2), KXMB-TV (12), KXMC-TV (13), KXMD-TV (11)
Rapid City, SD	86,400	165	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
KDLT, Mitchell	See Sioux Falls, SD
KDLO-TV, Watertown	See Florence, SD

South Dakota Station Totals as of October 1, 1990

	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. (Group Owner).

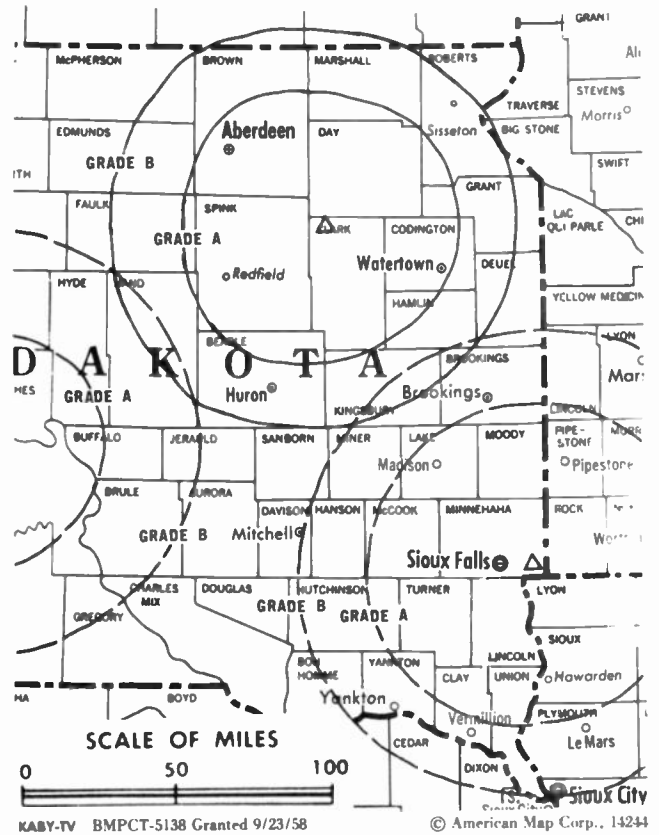
Began Operation: November 27, 1958. Sale to present owner by Forum Publishing approved by FCC Nov. 15, 1985. Previous sale by Gordon H. Ritz, Wheelock Whitney, et al. approved Nov. 14, 1973. Sale by John Boler and others approved by FCC Dec. 23, 1969.

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: 605-532-3621.

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.

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

Ownership: Midcontinent Television of South Dakota (Group Owner).

Began Operation: September 24, 1955.

Represented (sales): Blair Television.

Represented (legal): Dow, Lohnes & Albertson.

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

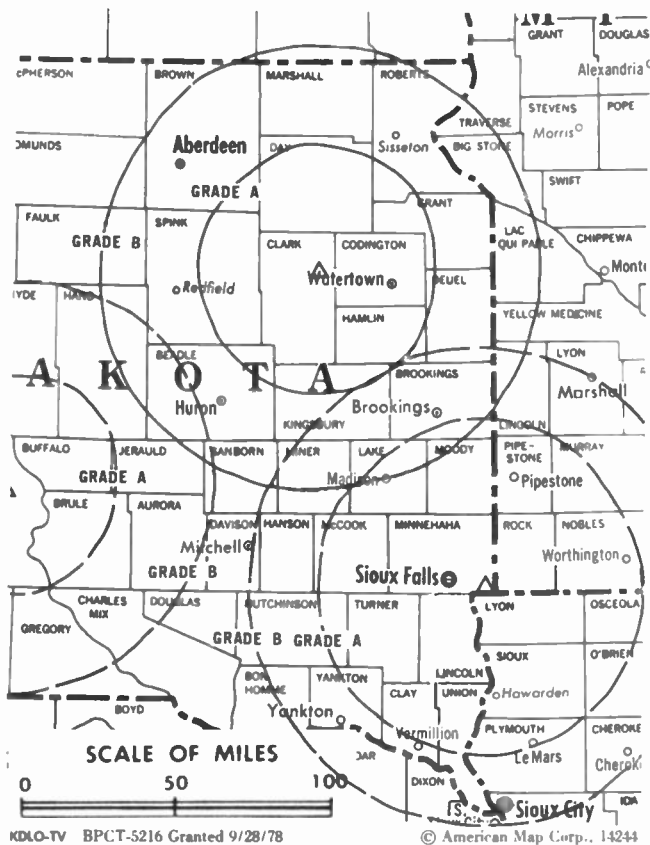
Personnel:

R. MICHAEL BRAKER, general manager.

JAY HUIZENGA, general sales manager.

ROY THORSON, chief engineer.

Rates: Sold in combination with KELO-TV, Sioux Falls, SD.



NETWORK BASE HOURLY RATE: Bonus to KELO-TV, Sioux Falls, SD.

Arbitron Data: Included with parent KELO-TV, Sioux Falls, SD.

City of License: Florence. ADI: Sioux Falls-Mitchell. Rank: 100.

South Dakota—Lead

KHSD-TV

Ch. 11

(Satellite of KOTA-TV, Rapid City, SD)

Network Service: ABC.

Licensee: Duhamel Bcstg. Enterprises, Box 1760, Rapid City, SD 57709.

Studio: See KOTA-TV, Rapid City.

Telephone: 605-342-2000.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1890-ft. above av. terrain, 605-ft. above ground, 7579-ft. above sea level.

Latitude	44°	19'	36"
Longitude	103°	50'	12"

Transmitter: Terry Peak.

Satellite Earth Stations: In operation.

News Services: ABC, AP, UPI.

Ownership: Duhamel Broadcasting Enterprises (Group Owner).

Began Operation: November 2, 1966.

Represented (sales): Katz Television; The Soderlund Co. (Omaha-Lincoln).

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

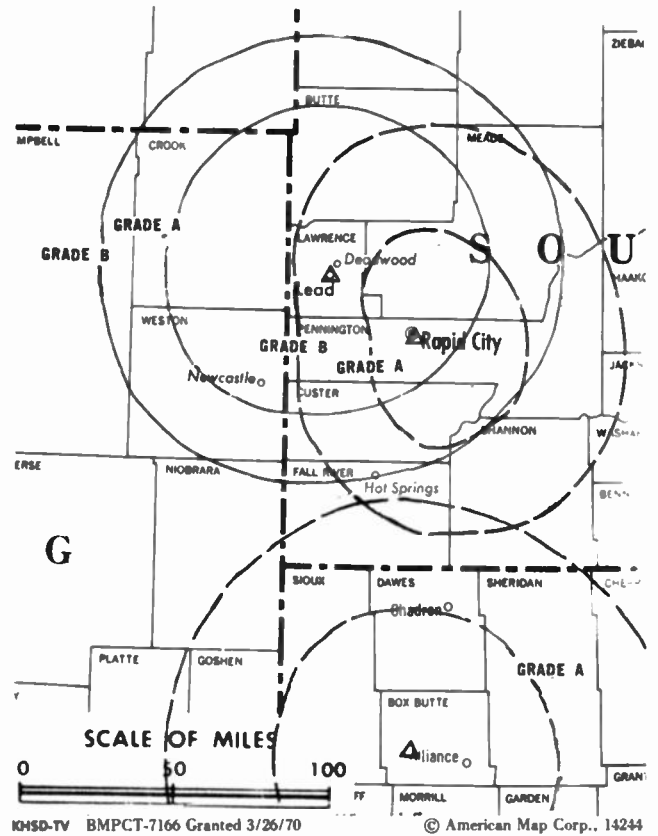
Personnel:

WILLIAM F. DUHAMEL, general manager.

WES HAUGEN, general sales manager.

FRANK ETHERINGTON, director of engineering.

Rates: Sold in combination with KOTA-TV, Rapid City, SD.



Arbitron Data: Included with parent KOTA-TV, Rapid City, SD.

City of License: Lead. ADI: Rapid City. Rank: 165.

South Dakota—Lead-Deadwood

KIVV-TV

Ch. 5

(Satellite of KEVN-TV, Rapid City, SD)

Network Service: NBC.

Licensee: KEVN Inc., Box 677, Rapid City, SD 57709.

Studio: See KEVN-TV, Rapid City.

Telephone: 605-394-7777. **TWX:** 510-366-8021. **Fax:** 605-348-9128.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 95.5-kw visual, & 9.55-kw aural. Antenna: 1851-ft. above av. terrain, 638-ft. above ground, 7531-ft. above sea level.

Latitude	44°	19'	30"
Longitude	103°	50'	14"

Transmitter: Terry Peak, 3.6-mi. SW of Lead.

News Services: AP, NBC.

Ownership: Heritage Media Corp. (Group Owner).

Began Operation: July 11, 1976.

Represented (sales): Petry Television Inc.

Represented (legal): Sidley & Austin.

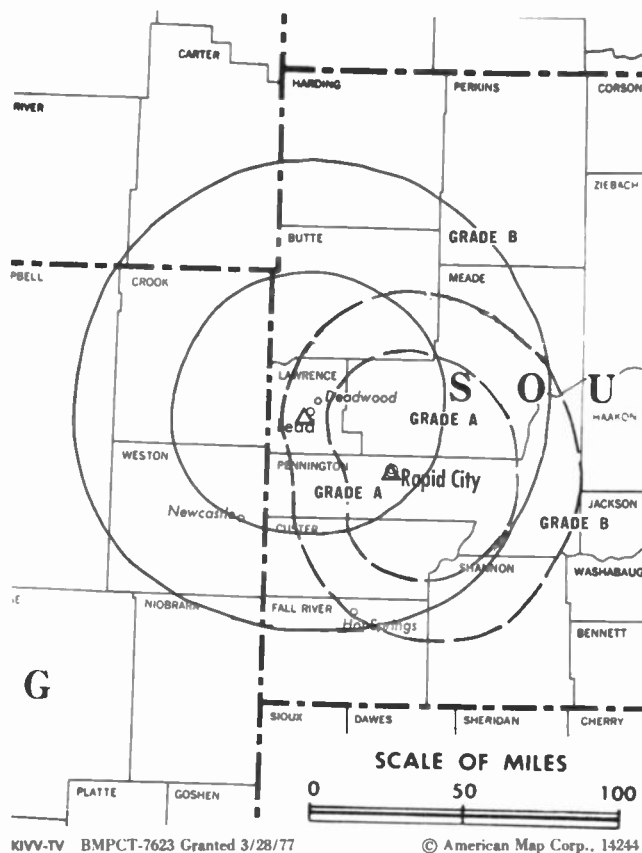
Represented (engineering): Cohen, Dippell & Everist, P.C.

Personnel:

See KEVN-TV, Rapid City, SD.

Rates: Sold in combination with KEVN-TV, Rapid City, SD.

Arbitron Data: Included with KEVN-TV, Rapid City, SD.



City of License: Lead. ADI: Rapid City. Rank: 165.

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.

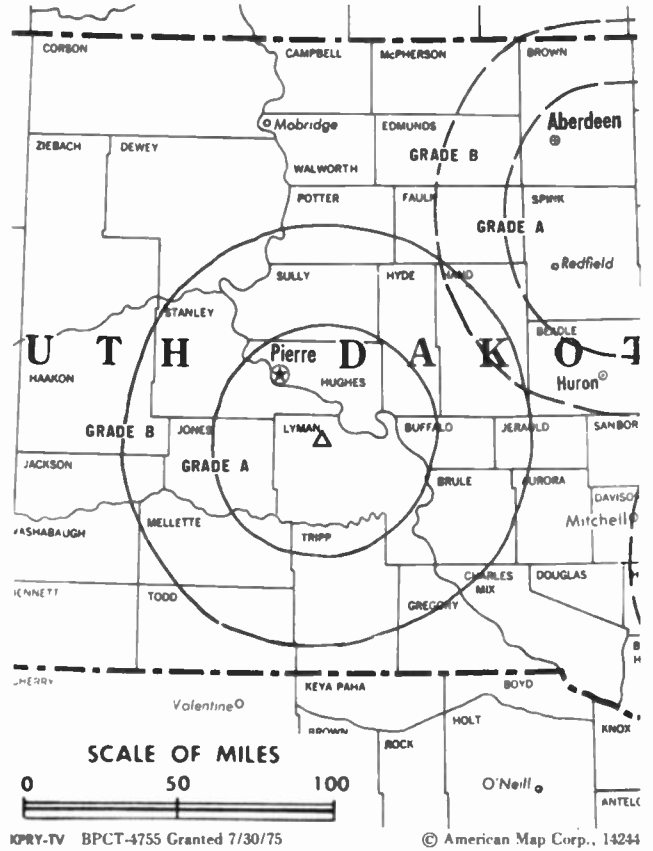
Ownership: News Press & Gazette Co. (Group Owner).

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 Television of South Dakota (Group Owner).

Began Operation: November 28, 1988.

Represented (sales): Blair Television.

Represented (legal): Dow, Lohnes & Albertson.

Personnel:

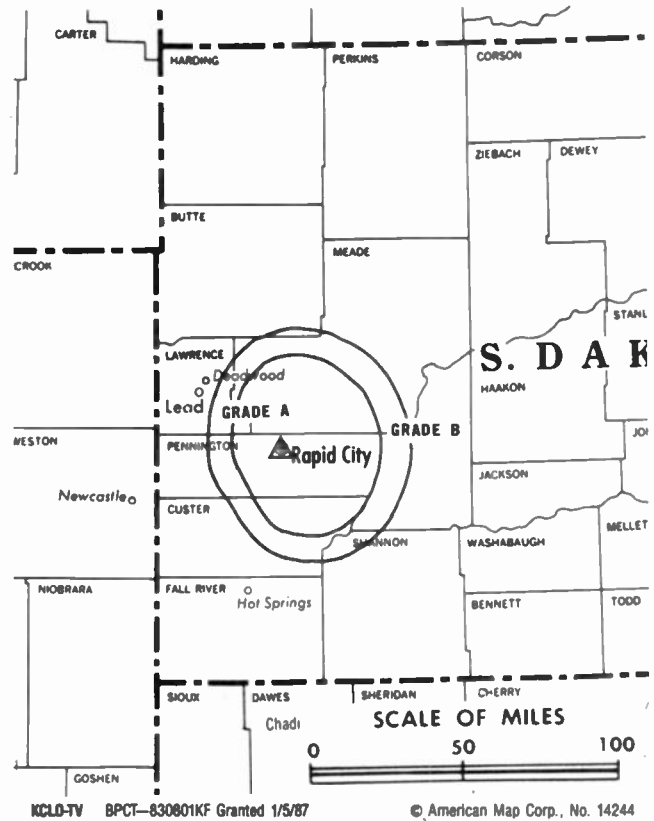
MIKE BRAKER, general manager.
WILLIAM ROGALA, station manager.
PETE KARN, engineer.
PERRY GROTEN, news director.
KATHY APLAN, promotion director.

Highest 30 Sec. Rate: \$90.

City of License: Rapid City. ADI: Rapid City. Rank: 165.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	SOUTH DAKOTA			
	Pennington	30,900	30,600	99



Net Weekly Circulation	State County	Total Households	TV Households	%
SOUTH DAKOTA				
Between 25-49%	Bennett	1,000	1,000	100
	Butte	3,400	3,300	97
	Lawrence	8,200	8,100	99
	Meade	8,300	8,200	99
SOUTH DAKOTA				
Between 5-24%	Custer	2,800	2,700	96
	Fall River	3,400	3,300	97
	Jackson	1,300	1,300	100
	Shannon	2,700	2,500	93
Totals		62,000	61,000	98
Net Weekly Circulation (1990)			28,000	
Average Daily Circulation (1990)			12,400	

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. TWX: 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. (Group Owner).

Began Operation: July 11, 1976. Sale to present owner by Sherwood L. Corner & Gilbert D. Moyle approved by FCC Aug. 14, 1985.

Represented (sales): Petry Television Inc.

Represented (legal): Sidley & Austin.

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

Personnel:

GERRY FENSKE, president & general manager.

CHUCK OUTLAND, local sales manager.

HARVEY SACHAU, chief engineer.

LES HOFLAND, production manager.

BOB SLOCUM, program director & operations manager.

MIKE MORGAN, news director.

DON NEILSEN, promotion director.

Highest 30 Sec. Rate: \$500.

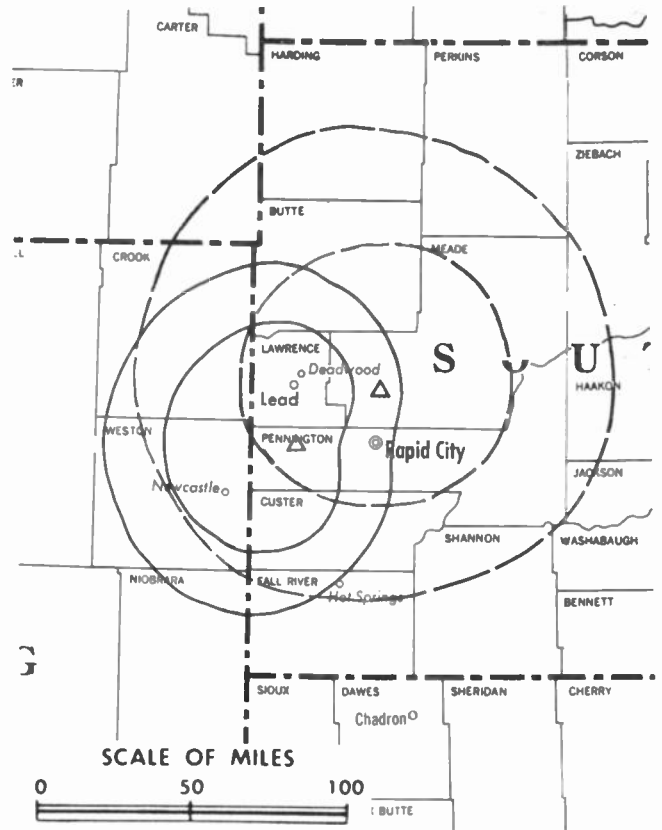
NETWORK BASE HOURLY RATE: \$550.

Arbitron Data: Figures include coverage of KIVV-TV, Lead-Deadwood, SD.

City of License: Rapid City. ADI: Rapid City. Rank: 165.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MONTANA			
	Carter	600	600	100
	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	8,200	8,100	99	
Meade	8,300	8,200	99	
Pennington	30,900	30,600	99	



KEVN-TV BPCT-4627 Granted 6/20/75

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Shannon	2,700	2,500	93
	Ziebach	600	600	100
	WYOMING			
	Crook	2,300	2,200	96
	Weston	2,800	2,700	96
Between 25-49%	MONTANA			
	Fallon	1,400	1,300	93
	Powder River	900	800	89
	NEBRASKA			
	Sioux	700	700	100
	SOUTH DAKOTA			
	Perkins	1,800	1,700	94
WYOMING				
	Campbell	12,000	11,400	95
Between 5-24%	NEBRASKA			
	Cherry	2,600	2,600	100
	Sheridan	2,900	2,900	100
	SOUTH DAKOTA			
	Corson	1,500	1,400	93
	Dewey	1,500	1,400	93
Totals		96,800	94,500	98
Net Weekly Circulation (1990)				67,300
Average Daily Circulation (1990)				43,500

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South Dakota—Rapid City

KOTA-TV

Ch. 3

(Also operates affiliated KDUH-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: Simulcast, 7-meter; Harris, 5.8-meter; Scientific-Atlanta, Simulcast receivers.

AM Affiliate: KOTA, 5-kw, 1380 kHz (CBS).

News Services: ABC, UPI.

Ownership: Duhamel Broadcasting Enterprises (Group Owner).

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.

FRANK ETHERINGTON, director of engineering.

HELENE M. DUHAMEL, news director.

STEVE SOTAK, sports director.

MONTE LOOS, program & operations manager.

DEBBIE ANDERSON, promotions director.

VERLYN HAMMERSTROM, business manager.

Highest 30 Sec. Rate: \$650.

Rates: Include affiliated KDUH-TV, Scottsbluff, NE; KHSD-TV, Lead, SD & KSGW-TV, Sheridan, WY.

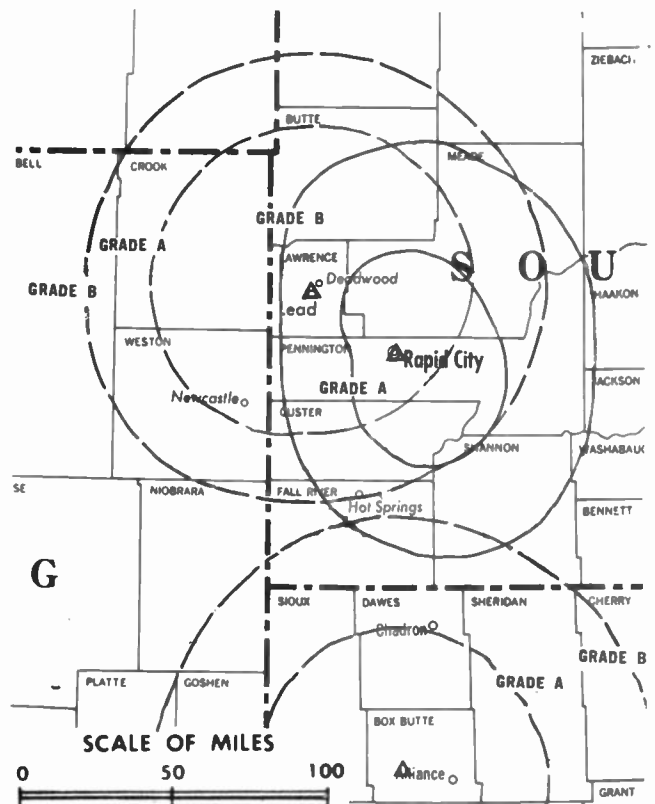
NETWORK BASE HOURLY RATE: \$550.

Arbitron Data: Figures include satellites KHSD-TV, Lead, SD & KSGW-TV, Sheridan, WY.

City of License: Rapid City. ADI: Rapid City. Rank: 165.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 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



KOTA-TV BMPCT-5990 Granted 8/25/64

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	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	8,200	8,100	99
	Meade	8,300	8,200	99
	Pennington	30,900	30,600	99
	Perkins	1,800	1,700	94
	Shannon	2,700	2,500	93
	Ziebach	600	600	100
	WYOMING			
	Campbell	12,000	11,400	95
Between 25-49%	Fallon	1,400	1,300	93
	WYOMING			
	Johnson	2,600	2,500	96
Between 5-24%	MONTANA			
	Big Horn	3,500	3,300	94
	Rosebud	4,300	4,100	94
	NORTH DAKOTA			
Adams	1,300	1,300	100	
Slope	400	400	100	
NEBRASKA				
Dawes	3,500	3,400	97	
Totals		113,500	110,300	97
Net Weekly Circulation (1990)				81,700
Average Daily Circulation (1990)				54,600

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.

Telephone: 605-473-5564.

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.

News Services: AP, CBS, Conus, Group W Newstead.

Ownership: Midcontinent Television of South Dakota (Group Owner).

Began Operation: July 15, 1957.

Represented (sales): Blair Television.

Represented (legal): Dow, Lohnes & Albertson.

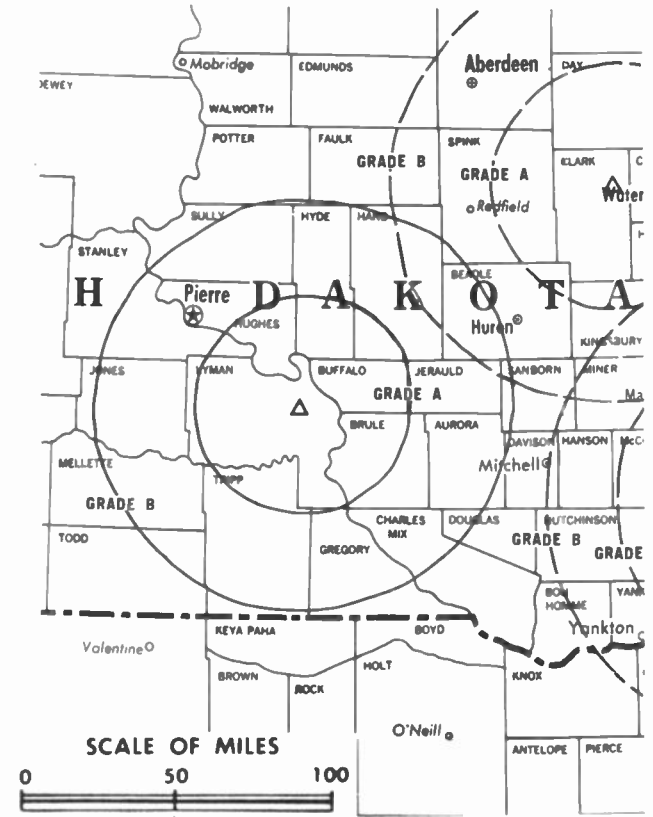
Represented (engineering): A. D. Ring & Associates, P.C.

Personnel:

R. MICHAEL BRAKER, general manager.

JAY HUIZENGA, general sales manager.

DARREL HOUSE, chief engineer.



KPLO-TV BPCT-2489 Granted 5/15/58

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Rates: Sold in combination with KELO-TV, Sioux Falls & 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. Telex: 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-Corn, 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 Television of South Dakota (Group Owner).

Began Operation: May 12, 1953.

Represented (sales): Blair Television.

Represented (legal): Dow, Lohnes & Albertson.

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

Personnel:

LARRY BENTSON, chairman & chief executive officer.

MIKE BRAKER, general manager.

JOHN HERTZ, director of engineering.

MARK MILLAGE, news director.

DEVIN DUNCAN, promotion manager.

MARLIN VAN PEURSEM, business manager.

SCOTT BURRI, production manager.

JENNIFER TOWNSEND, operations manager.

Highest 30 Sec. Rate: \$850 (in combination with satellites).

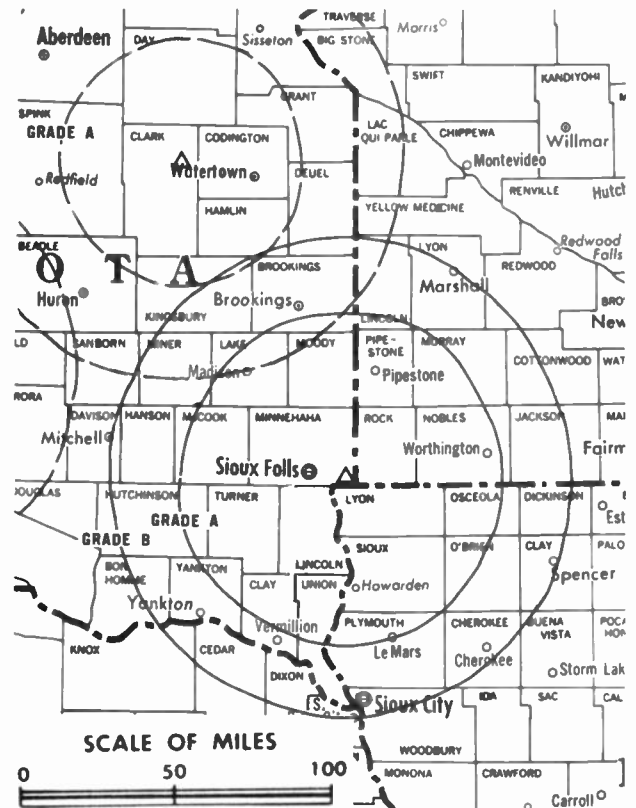
NETWORK BASE HOURLY RATE: \$2500.

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 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	IOWA				
		Cherokee	5,900	5,800	98
		Clay	7,500	7,400	99
		Dickinson	6,200	6,100	98
		Lyon	4,500	4,400	98
		O'Brien	6,200	6,200	100
		Osceola	3,200	3,200	100
		Sioux	10,800	10,600	98
		MINNESOTA			
		Big Stone	2,900	2,900	100
	Lincoln	2,900	2,900	100	
	Lyon	9,100	8,900	98	
	Murray	3,900	3,900	100	



KELO-TV BPCT-3821 Granted 10/21/66

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	SOUTH DAKOTA				
		Aurora	1,100	1,100	100
		Beadle	7,400	7,300	99
		Bon Homme	2,800	2,700	96
		Brookings	8,900	8,800	99
		Brown	14,400	14,300	99
		Brule	2,000	2,000	100
		Buffalo	400	400	100
		Charles Mix	3,400	3,300	97
		Clark	1,900	1,900	100
	Clay	4,900	4,800	98	
	Codington	8,900	8,800	99	
	Davison	6,600	6,500	98	
	Day	3,000	3,000	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	
	Haakon	1,000	1,000	100	
	Hamlin	1,900	1,900	100	
	Hand	1,800	1,800	100	

(Continued on page A-1026)

Totals	409,500	404,500	99
Net Weekly Circulation (1990)			269,500
Average Daily Circulation (1990)			172,500

South Dakota—Sioux Falls

KSFY-TV

Ch. 13

(Operates satellites KABY-TV, Aberdeen & KPRY-TV, Pierre, SD)

Network Service: ABC.

Licensee: SDTV Inc., 300 N. Dakota Ave., Sioux Falls, SD 57102.

Studio: Suite 13, 300 N. Dakota Ave., Sioux Falls, SD 57102.

Telephone: 605-336-1300. TWX: 910-660-0569.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 285-kw visual, 39.5-kw aural. Antenna: 2000-ft. above av. terrain, 1985-ft. above ground, 3444-ft. above sea level.

Latitude 43° 31' 07"

Longitude 96° 32' 05"

Transmitter: Rowena, 9-mi. E of Sioux Falls.

Satellite Earth Stations: Andrew, 7.3-meter C-band; Andrew, 4.5-meter C-band; Microdyne, 3.7-meter Ku-band; Avantek, DX Antenna receivers.

News Service: AP.

Ownership: News Press & Gazette Co. (Group Owner).

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.

NICK KELLER, local sales manager.

KEN WALKER, news director.

MARGE HOKENSTAD, program director.

STEVE CARTER, promotion manager.

MARILYN BRINK, business manager.

DOUG LOOS, production director.

WAYNE GUDGEL, chief engineer.

Highest 30 Sec. Rate: \$500. Sold in combination with KABY-TV, Aberdeen & KPRY-TV, Pierre, SD.

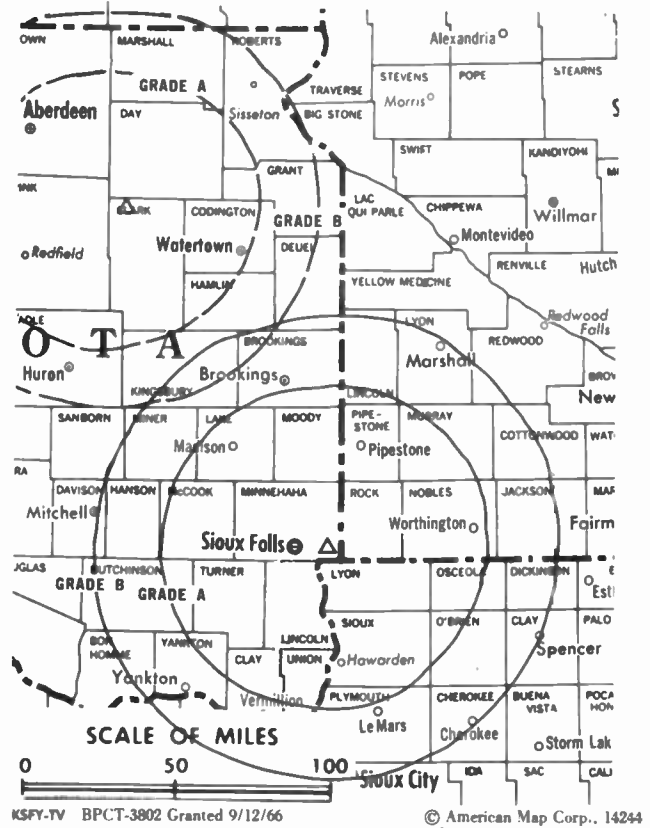
NETWORK BASE HOURLY RATE: \$1000.

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 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IOWA			
	Clay	7,500	7,400	99
	Dickinson	6,200	6,100	98
	Lyon	4,500	4,400	98
	O'Brien	6,200	6,200	100
	Osceola	3,200	3,200	100
	Sioux	10,800	10,600	98
	MINNESOTA			
	Cottonwood	5,200	5,000	96
	Jackson	4,800	4,700	98
Lincoln	2,900	2,900	100	
Lyon	9,100	8,900	98	
Murray	3,900	3,900	100	
Nobles	7,600	7,500	99	
Pipestone	4,300	4,200	98	
Rock	3,800	3,800	100	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NORTH DAKOTA			
	Dickey	2,500	2,500	100
	NEBRASKA			
	Keya Paha	500	500	100
	SOUTH DAKOTA			
	Aurora	1,100	1,100	100
	Beadle	7,400	7,300	99
	Bon Homme	2,800	2,700	96
	Brookings	8,900	8,800	99
	Brown	14,400	14,300	99
	Brule	2,000	2,000	100
	Buffalo	400	400	100
	Campbell	800	800	100
	Charles Mix	3,400	3,300	97
	Clark	1,900	1,900	100
	Clay	4,900	4,800	98
	Codington	8,900	8,800	99
	Davison	6,600	6,500	98
	Day	3,000	3,000	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	6,300	6,200	98	
(Continued on page A-1026)				
Totals		370,300	365,800	99
Net Weekly Circulation (1990)				242,700
Average Daily Circulation (1990)				144,100

South Dakota—Sioux Falls

KTTW
Ch. 17

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: 19.67-kw max. visual, 2.06-kw max. aural. Antenna: 495-ft. above av. terrain, 443-ft. above ground, 1942-ft. above sea level.

Latitude 43° 29' 20"
Longitude 96° 45' 40"

Transmitter: Rural Rte. 3, Yankton Rd., Sioux Falls.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: In operation.

Ownership: Independent Communications Inc.

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:

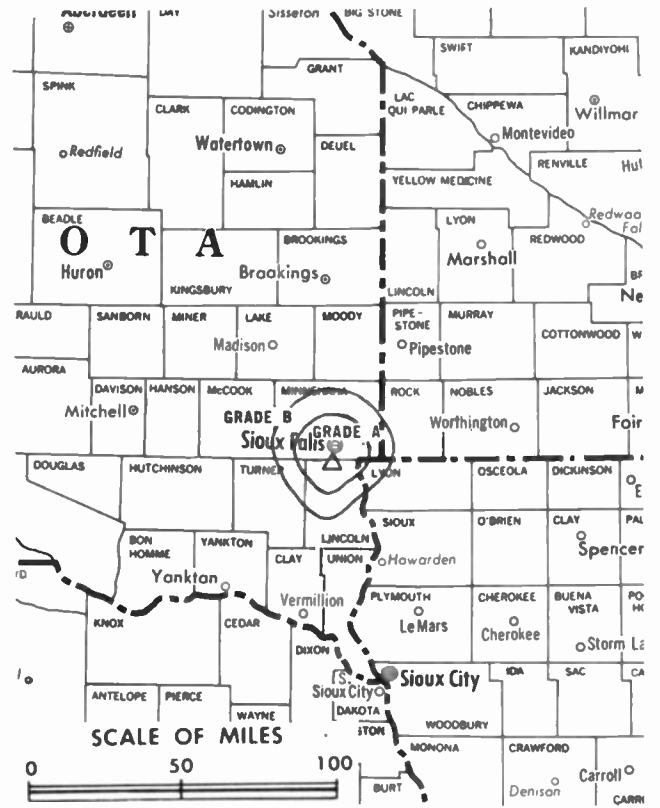
BOB MATSON, general manager.
DAVE GeBAUER, production manager.
DARCY HUNSAKER, program director.

Rates: On request.

City of License: Sioux Falls. ADI: Sioux Falls-Mitchell. Rank: 100.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	SOUTH DAKOTA Minnehaha	51,400	51,100	99



KTTW BPCT-891116KI Granted 1/30/90

American Map Corp., No 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	IOWA Lyon	4,500	4,400	98
	SOUTH DAKOTA Lincoln	5,400	5,300	98
Totals		61,300	60,800	99
Net Weekly Circulation (1990)			18,800	
Average Daily Circulation (1990)			7,200	

South Dakota—Mitchell-Sioux Falls

KDLT

Ch. 5

Network Service: NBC.

Licensee: Heritage Media Corp.

Studio: 3600 S. Westport Ave., Sioux Falls, SD 57116-0196.

Telephone: 605-361-5555. TWX: 910-668-0598. Fax: 605-361-3982.

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; M/A-Corn, 3-meter C-band; Comtech, 3-meter C-band; Harris, M/A-Corn receivers.

News Services: AP, NBC, NIWS.

Ownership: Heritage Media Corp. (Group Owner).

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): Petry Television Inc.

Represented (legal): Sidley & Austin.

Represented (engineering): D. Sargeant Broadcast Services.

Personnel:

STEVEN M. HERMAN, president & general manager.
WENDY MILES, general sales manager.
RALPH STEINHAUER, local sales manager.
STEVE SNYDER, news director.
LESLIE ELLIOTT, programming coordinator.
CANDY VAN DAM, promotion director.
DON STURZENBECHER, chief engineer.

Rates: On request.

City of License: Mitchell. ADI: Sioux Falls-Mitchell. Rank: 100.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MINNESOTA			
	Lincoln	2,900	2,900	100
	Pipestone	4,300	4,200	98
	Rock	3,800	3,800	100
	NEBRASKA			
	Boyd	1,300	1,300	100
	SOUTH DAKOTA			
	Aurora	1,100	1,100	100
	Beadle	7,400	7,300	99
	Bon Homme	2,800	2,700	96
	Brookings	8,900	8,800	99
	Brown	14,400	14,300	99
	Campbell	800	800	100
	Charles Mix	3,400	3,300	97
Codington	8,900	8,800	99	
Davison	6,600	6,500	98	
Deuel	1,900	1,900	100	
Douglas	1,500	1,500	100	
Edmunds	1,800	1,800	100	
Hamlin	1,900	1,900	100	
Hanson	1,100	1,100	100	
Hughes	6,300	6,200	98	



KDLT BPCT-4928 Granted 8/12/76

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Hutchinson	3,300	3,200	97
	Jerauld	1,100	1,100	100
	Kingsbury	2,600	2,600	100
	Lake	4,400	4,400	100
	Lincoln	5,400	5,300	98
	Mc Cook	2,400	2,400	100
	Mc Pherson	1,500	1,500	100
	Miner	1,400	1,400	100
	Minnehaha	51,400	51,100	99
	Moody	2,400	2,400	100
	Sanborn	1,200	1,200	100
	Stanley	1,000	1,000	100
Between 25-49%	IOWA			
	Lyon	4,500	4,400	98
	NEBRASKA			
	Knox	4,000	3,900	98
	SOUTH DAKOTA			
	Brule	2,000	2,000	100
	Buffalo	400	400	100
	Clark	1,900	1,900	100
	Clay	4,900	4,800	98
	Day	3,000	3,000	100
	Faulk	1,200	1,200	100
	Gregory	2,100	2,100	100
Potter	1,300	1,300	100	
Spink	3,300	3,300	100	
Tripp	2,800	2,800	100	

(Continued on page A-1027)

Totals	241,300	238,800	99
Net Weekly Circulation (1990)			141,800
Average Daily Circulation (1990)			73,300

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	6,300	6,200	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	4,400	4,400	100
	Lincoln	5,400	5,300	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	51,400	51,100	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	3,300	3,300	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	
Walworth	2,700	2,600	96	
Yankton	7,200	7,100	99	
Between 25-49%	IOWA			
	Plymouth	9,100	9,000	99
	MINNESOTA			
	Cottonwood	5,200	5,000	96
	Jackson	4,800	4,700	98
	Lac Qui Parle	3,800	3,700	97
	NORTH DAKOTA			
	Dickey	2,500	2,500	100
	NEBRASKA			
	Boyd	1,300	1,300	100
Brown	1,700	1,700	100	
Cedar	4,000	4,000	100	
Cherry	2,600	2,600	100	
Keya Paha	500	500	100	
Pierce	3,100	3,100	100	
Between 5-24%	SOUTH DAKOTA			
	Jackson	1,300	1,300	100
	Union	4,200	4,200	100
Between 5-24%	IOWA			
	Buena Vista	7,800	7,700	99
	MINNESOTA			
	Redwood	6,600	6,400	97
	Stevens	3,600	3,500	97
	Traverse	1,800	1,800	100
	NEBRASKA			
	Antelope	3,200	3,100	97
	SOUTH DAKOTA			
	Campbell	800	800	100
	Custer	2,800	2,700	96
	Fall River	3,400	3,300	97
	Lawrence	8,200	8,100	99
	Meade	8,300	8,200	99
	Pennington	30,900	30,600	99
	Shannon	2,700	2,500	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			
	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	4,400	4,400	100
	Lincoln	5,400	5,300	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	51,400	51,100	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	3,300	3,300	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	
Walworth	2,700	2,600	96	
Yankton	7,200	7,100	99	
Between 25-49%	IOWA			
	Cherokee	5,900	5,800	98
	Plymouth	9,100	9,000	99
	MINNESOTA			
	Yellow Medicine	4,600	4,400	96
	NEBRASKA			
	Boyd	1,300	1,300	100
	Cedar	4,000	4,000	100
	SOUTH DAKOTA			
	Union	4,200	4,200	100
Between 5-24%	IOWA			
	Emmet	4,800	4,700	98
	Palo Alto	4,500	4,400	98
	MINNESOTA			
	Big Stone	2,900	2,900	100
	Brown	10,200	10,000	98
	Redwood	6,600	6,400	97
	Traverse	1,800	1,800	100
	NORTH DAKOTA			
	Mc Intosh	1,900	1,900	100
	NEBRASKA			
	Brown	1,700	1,700	100
	Cherry	2,600	2,600	100
	Dixon	2,600	2,600	100
	Holt	5,000	4,800	96
	Knox	4,000	3,900	98
	Pierce	3,100	3,100	100
	Rock	900	900	100
	SOUTH DAKOTA			
	Bennett	1,000	1,000	100
	Haakon	1,000	1,000	100
	Jackson	1,300	1,300	100
Ziebach	600	600	100	

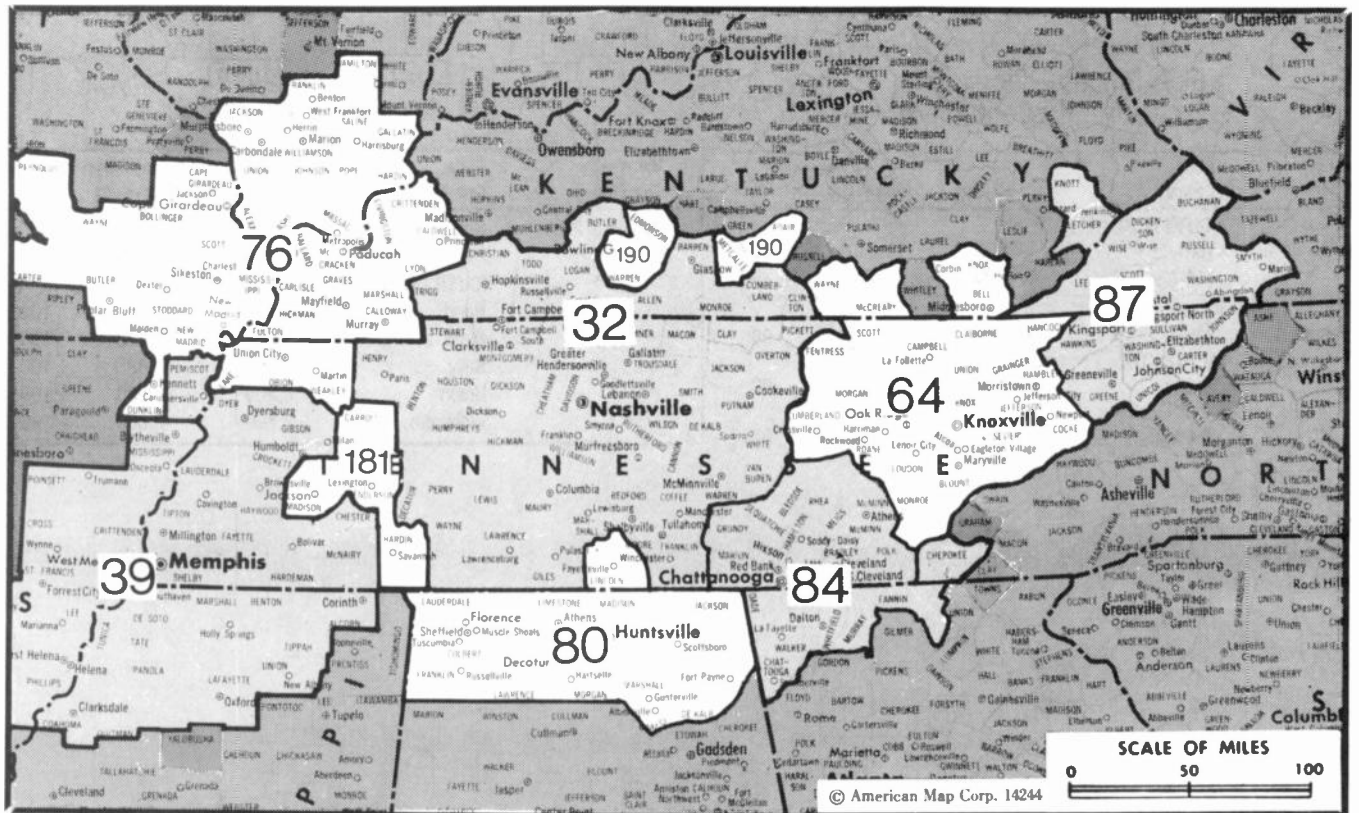
South Dakota

KDLT, Mitchell-Sioux Falls (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
	SOUTH DAKOTA			
Between 25-49%	Turner	3,500	3,500	100
	Yankton	7,200	7,100	99
	IOWA			
Between 5-24%	Sioux	10,800	10,600	98
	MINNESOTA			
	Nobles	7,600	7,500	99
	NEBRASKA			
	Antelope	3,200	3,100	97

KDLT—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	Holt	5,000	4,800	96
	Pierce	3,100	3,100	100
	SOUTH DAKOTA			
	Hand	1,800	1,800	100
	Hyde	800	800	100
	Sully	800	800	100
	Union	4,200	4,200	100
	Wahworth	2,700	2,600	96



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Nashville, TN	720,600	32	WHTN (39), WJFB (66), WKRN-TV (2), WMTT (28), WSMV (4), WTVF (5), WXMT (30), WZTV (17)
Memphis, TN	605,400	39	WHBQ-TV (13), WLMT (30), WMC-TV (5), WPTY-TV (24), WREG-TV (3)
Knoxville, TN	407,200	64	WATE-TV (6), WBIR-TV (10), WINT-TV (20), WKCH-TV (43), WKXV-TV (8)
Paducah, KY-Cape Girardeau, MO-Harrisburg-Marion, IL	328,100	76	KBSI (23), KFVS-TV (12), KPOB-TV (15), WPSD-TV (6), WSIL-TV (3), WTCT (27)
Huntsville-Decatur-Florence, AL	307,000	80	WAFF (48), WHNT-TV (19), WOWL-TV (15), WTRT (26), WZDX (54)
Chattanooga, TN	295,100	84	WDEF-TV (12), WDSI-TV (61), WFLI-TV (53), WRCC-TV (3), WTVG (9)
Bristol, VA-Kingsport-Johnson City, TN	282,900	87	WCYB-TV (5), WEMT (39), WJHL-TV (11), WKPT-TV (19)
Jackson, TN	58,800	181	WBBJ-TV (7), WMTU (16)
Bowling Green, KY	44,200	190	WBKO (13)

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
WEMT, Kingsport-Johnson City	See Greenville, TN
WHTN, Nashville	See Murfreesboro, TN
WJFB, Nashville	See Lebanon, TN

Tennessee Station Totals as of October 1, 1990

	VHF	UHF	TOTAL
Commercial Television Stations	14	14	28
Educational Television Stations	4	3	7
	18	17	35

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. Fax: 615-267-0009.

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, 3.6-meter Ku-band; United Products, 3.5-meter; United Products, 3-meter; United Products, 2.8-meter; Drake, M/A-Com, Microdyne, Regency, Scientific-Atlanta receivers.

AM Affiliate: WDEF, 5-kw, 1370 kHz (CBS).

FM Affiliate: WDEF-FM, 100-kw, 92.3 MHz (No. 222), 900-ft.

News Services: AP, CBS, NIWS.

Ownership: Park Communications Inc. (Group Owner).

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.

CHRIS ALDRIDGE, general sales manager.

LYNN AYES, local sales manager.

CAROL CHADWICK, national sales manager.

WILLIAM CHRISTMAN, chief engineer.

TONY WINDSOR, news director.

DORIS ELLIS, program director.

TERESA DINGER, promotion director.

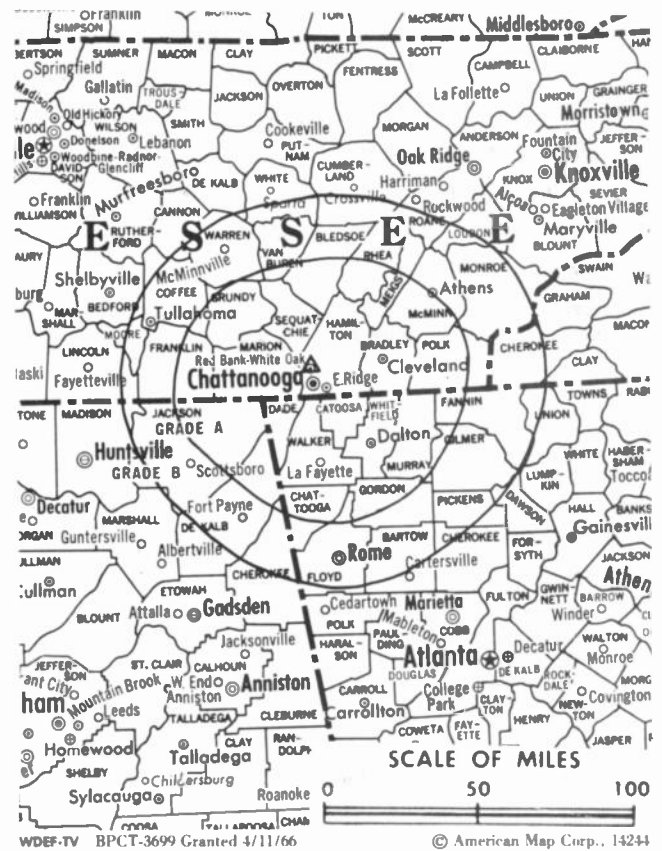
MIKE NEWBERRY, business manager.

Rates: On request.

City of License: Chattanooga. ADI: Chattanooga. Rank: 84.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ALABAMA			
	De Kalb	21,500	21,300	99
	Jackson	19,900	19,600	99
	GEORGIA			
	Catoosa	14,900	14,800	99
	Chattooga	8,000	7,900	99
	Dade	4,300	4,300	100
	Gordon	12,200	12,100	99
	Murray	8,900	8,700	98
	Walker	20,800	20,600	99
	Whitfield	26,400	26,100	99
	TENNESSEE			
	Bledsoe	3,500	3,500	99



Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	Bradley	27,600	27,500	99	
	Grundy	5,100	5,000	98	
	Hamilton	113,700	113,100	99	
	Mcminn	16,400	16,200	99	
	Marion	9,600	9,500	99	
	Meigs	2,900	2,900	100	
	Polk	5,000	4,900	99	
	Rhea	9,500	9,400	99	
	Sequatchie	3,400	3,400	100	
	Between 25-49%	GEORGIA			
		Fannin	6,400	6,300	98
Floyd		30,500	30,200	99	
Gilmer		4,800	4,700	98	
NORTH CAROLINA					
Cherokee		8,300	8,100	98	
Between 5-24%	TENNESSEE				
	Cumberland	12,900	12,700	98	
	Monroe	11,400	11,200	99	
	GEORGIA				
	Bartow	18,400	18,200	99	
	Cherokee	28,300	28,100	99	
Haralson	7,900	7,800	99		
Polk	12,600	12,500	99		
Union	4,400	4,300	98		
NORTH CAROLINA					
Graham	2,500	2,500	98		
TENNESSEE					
Franklin	12,400	12,300	99		
Morgan	5,700	5,600	98		
Roane	18,800	18,700	99		
Van Buren	1,500	1,500	100		
Totals		520,400	515,500	99	
Net Weekly Circulation (1990)			316,400		
Average Daily Circulation (1990)			170,400		

Tennessee—Chattanooga

WDSI-TV

Ch. 61

Network Service: None, independent.

Licensee: Donatelli & Klein Inc., 2401 E. Main St., Chattanooga, TN 37404.

Studio: 2401 E. Main St., Chattanooga, TN 37404.

Telephone: 615-697-0661. Fax: 615-697-0650.

Technical Facilities: Channel No. 61 (752-758 MHz). Authorized power: 5000-kw visual. Antenna: 1212-ft. above av. terrain, 552-ft. above ground, 2522-ft. above sea level.

Latitude 35° 12' 34"
Longitude 85° 16' 39"

Transmitter: 1.6-mile NW of Falling Water, TN.

Satellite Earth Stations: Paraclype, 5-meter C-band; Paraclype, 4-meter C-band; M/A-Com, Microdyne receivers.

Ownership: Donatelli & Klein Inc. (Group Owner).

Began Operation: January 24, 1972. Sale to present owners by Roy L. Hess, et al., approved by FCC Jan. 30, 1985. Previous sale by Col. Jay Sadow approved Jan. 18, 1983 (Television Digest, Vol. 22:39).

Represented (sales): Seitel Inc.

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

Represented (engineering): John Fergie & Associates.

Personnel:

ALAN B. BARROWS, general manager.

RAY HANSEN, general sales manager.

GLENN COFFEY, operations manager.

CHERYL MORGAN, program director.

RICK LANZ, promotion manager.

BECKY MCGEE, bookkeeper.

Highest 30 Sec. Rate: \$650.

City of License: Chattanooga. ADI: Chattanooga. Rank: 84.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TENNESSEE			
	Hamilton	113,700	113,100	99
	Sequatchie	3,400	3,400	100
Between 25-49%	GEORGIA			
	Catoosa	14,900	14,800	99
	Murray	8,900	8,700	98
	Walker	20,800	20,600	99
	Whitfield	26,400	26,100	99



WDSI-TV BPCT-890607KH Granted 12/11/89

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	TENNESSEE			
	Bradley	27,600	27,500	99
	Marion	9,600	9,500	99
Between 5-24%	ALABAMA			
	Jackson	19,900	19,600	99
	GEORGIA			
	Chattooga	8,000	7,900	99
	Dade	4,300	4,300	100
	Pickens	5,200	5,100	98
TENNESSEE	Bledsoe	3,500	3,500	99
	Grundy	5,100	5,000	98
	Mcminn	16,400	16,200	99
	Meigs	2,900	2,900	100
	Rhea	9,500	9,400	99
Totals		300,100	297,600	99
Net Weekly Circulation (1990)				114,900
Average Daily Circulation (1990)				42,700

Tennessee—Chattanooga

WRCB-TV

Ch. 3

Network Service: NBC.

Licensee: Sarkes Tarzian Inc., 205 N. College Ave., Bloomington, IN 47402.

Studio: 900 Whitehall Rd., Chattanooga, TN 37405.

Telephone: 615-267-5412. TWX: 810-573-5240. Fax: 615-267-5412.

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: 2.4-meter Ku-band.

News Services: AP, CNN.

Ownership: Sarkes Tarzian Inc. (Group Owner).

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.

ED ASLINGER, chief engineer.

BILL WALLACE, news director.

LAWSON FOX, program director & operations manager.

PATTI DUFFY, promotion director.

PAM TEAGUE, business manager.

Rates: On request.

NETWORK BASE HOURLY RATE: \$1160.

City of License: Chattanooga. ADI: Chattanooga. Rank: 84.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ALABAMA			
	Jackson	19,900	19,600	99
	GEORGIA			
	Catoosa	14,900	14,800	99
	Chattooga	8,000	7,900	99
	Dade	4,300	4,300	100
	Fannin	6,400	6,300	98
	Gordon	12,200	12,100	99
	Murray	8,900	8,700	98
	Walker	20,800	20,600	99
	Whitfield	26,400	26,100	99
	NORTH CAROLINA			
	Cherokee	8,300	8,100	98



WRCB-TV BPCT-850513KM Granted 7/23/85

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TENNESSEE			
	Bledsoe	3,500	3,500	99
	Bradley	27,600	27,500	99
	Grundy	5,100	5,000	98
	Hamilton	113,700	113,100	99
	Mcminn	16,400	16,200	99
	Marion	9,600	9,500	99
	Meigs	2,900	2,900	100
	Polk	5,000	4,900	99
	Rhea	9,500	9,400	99
Sequatchie	3,400	3,400	100	
Between 25-49%	ALABAMA			
	De Kalb	21,500	21,300	99
	GEORGIA			
	Floyd	30,500	30,200	99
	Gilmer	4,800	4,700	98
Between 5-24%	TOWNS	2,800	2,800	100
	Union	4,400	4,300	98
	NORTH CAROLINA			
	Clay	2,900	2,800	97
	TENNESSEE			
Monroe	11,400	11,200	99	
Between 5-24%	GEORGIA			
	Bartow	18,400	18,200	99
	Pickens	5,200	5,100	98
	NORTH CAROLINA			
	Graham	2,500	2,500	98
Swain	4,200	4,100	98	
(Continued on page A-1057)				
Totals		501,600	496,700	99
Net Weekly Circulation (1990)			327,600	
Average Daily Circulation (1990)			136,300	

Tennessee—Chattanooga

WTVC

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-851023K1.

Transmitter: Taft Hwy. & Anderson Pike, Signal Mountain, TN.

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

News Services: AP, ABC.

Ownership: Freedom Newspapers Inc. (Group Owner).

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: 84.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ALABAMA			
	Jackson	19,900	19,600	99
	GEORGIA			
	Catoosa	14,900	14,800	99
	Chattooga	8,000	7,900	99
	Dade	4,300	4,300	100
	Fannin	6,400	6,300	98
	Murray	8,900	8,700	98
	Walker	20,800	20,600	99
	Whitfield	26,400	26,100	99
	NORTH CAROLINA			
Cherokee	8,300	8,100	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TENNESSEE			
	Bledsoe	3,500	3,500	99
	Bradley	27,600	27,500	99
	Grundy	5,100	5,000	98
	Hamilton	113,700	113,100	99
	Mcminn	16,400	16,200	99
	Marion	9,600	9,500	99
	Meigs	2,900	2,900	100
	Polk	5,000	4,900	99
	Rhea	9,500	9,400	99
Sequatchie	3,400	3,400	100	
Between 25-49%	ALABAMA			
	De Kalb	21,500	21,300	99
	GEORGIA			
Bartow	18,400	18,200	99	
Gordon	12,200	12,100	99	
Between 5-24%	TENNESSEE			
	Monroe	11,400	11,200	99
Between 5-24%	GEORGIA			
	Floyd	30,500	30,200	99
	Gilmer	4,800	4,700	98
	Pickens	5,200	5,100	98
	Union	4,400	4,300	98
NORTH CAROLINA	Clay	2,900	2,800	97
	Graham	2,500	2,500	98
(Continued on page A-1057)				
Totals		484,000	479,200	99
Net Weekly Circulation (1990)			304,400	
Average Daily Circulation (1990)			175,000	

Tennessee—Cleveland

WFLI-TV

Ch. 53

Network Service: None, independent.

Licensee: WFLI-TV Inc., 750 Broad St. NW, Box 4285, Cleveland, TN 37311.

Studio: 4654 Cohutta-Varnell Rd., Cohutta, GA 30710.

Telephone: 404-694-3337. Fax: 404-694-4112.

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: WFLI-TV Inc.

Began Operation: May 25, 1987.

Represented (sales): Roslin Spot TV Sales.

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

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

Personnel:

YING BENNS, general manager.

GEORGE DRYMALSKI, general sales manager.

JEFF GREGORY, engineering director.

PAIGE BENNINGTON, program & promotion director.

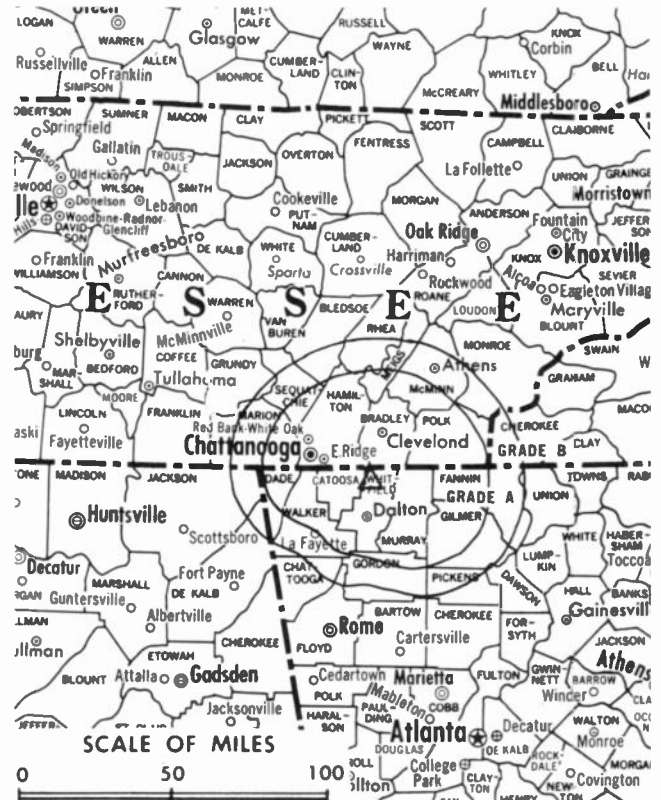
JOHN ANAYA, operations manager.

Highest 30 Sec. Rate: \$100.

City of License: Cleveland. ADI: Chattanooga. Rank: 84.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	GEORGIA			
	Catoosa	14,900	14,800	99
	Gordon	12,200	12,100	99
	Murray	8,900	8,700	98



WFLI-TV BMPCT-851112KM Granted 10/15/86

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Walker	20,800	20,600	99
	Whitfield	26,400	26,100	99
TENNESSEE				
	Bradley	27,600	27,500	99
	Hamilton	113,700	113,100	99
	Mcminn	16,400	16,200	99
Totals		240,900	239,100	99
Net Weekly Circulation (1990)			32,600	
Average Daily Circulation (1990)			8,500	

Tennessee—Cookeville

WMTT

Ch. 28

Network Service: None, independent.

Licensee: 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: Steven J. Sweeney.

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 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Some 23,705 key industry people can see your message when you advertise in the Television & Cable Factbook



Net Weekly Circulation	State County	Total Households	TV Households	%
TENNESSEE				
Between 5-24%	Cumberland	12,900	12,700	98
	Putnam	19,700	19,500	99
	Smith	5,800	5,800	99
Totals		38,400	38,000	99
Net Weekly Circulation (1990)			4,600	
Average Daily Circulation (1990)			1,400	

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: WINT-TV Inc.

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.

Arbtrn Data: Not available.



City of License: Crossville. **ADI:** Knoxville. **Rank:** 64.

Tennessee—Greenville

WEMT
(formerly WETO)
Ch. 39

Network Service: Fox.

Licensee: East Tennessee Bcstg. Corp., Box 1074, Greenville, TN 37744.

Studio: Industrial Rd., Greenville, TN 37743.

Telephone: 615-639-0181. Easylink: 62958328. Fax: 615-639-7281.

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. (Group Owner).

Began Operation: November 8, 1985. Sale to present owner approved by FCC Aug. 23, 1989 (Television Digest, Vol. 29: 52).

Represented (sales): Busby, Finch, Latham & Widman.

Personnel:

JERRY A. BRITTON, vice president & general manager.

ROBERT HART, general sales manager.

KATHERINE LEWIS, regional sales manager.

DEBBIE PUCKETT, national sales manager.

DENNIS WILSON, chief engineer.

BRYAN BOUTON, program director.

DANNY GREENE, promotion director.

ANGELA FRANKLIN, business manager.

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 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TENNESSEE Greene	21,400	21,200	99
Between 25-49%	KENTUCKY Harlan	14,400	14,200	99
	TENNESSEE Coke	11,500	11,300	99
	Hamblen	21,400	21,200	99
	Hawkins	17,700	17,500	99
	Sullivan	58,900	58,600	99
	Unicoi	6,500	6,400	98
	Washington	35,500	35,200	99
	VIRGINIA Lee	9,600	9,400	98



WEMT 8MPCT-841005KU Granted 10/31/84

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Washington	24,600	24,300	99
	Wise	17,200	16,900	98
Between 5-24%	KENTUCKY Knott	6,200	6,000	98
	Leslie	5,000	4,800	97
	Letcher	10,700	10,500	98
	Perry	12,100	11,900	98
	NORTH CAROLINA Madison	6,600	6,500	98
	TENNESSEE Carter	20,100	20,000	99
	Grainger	6,600	6,500	98
	Jefferson	12,800	12,700	99
	Johnson	5,600	5,500	98
	Sevier	19,500	19,200	99
	VIRGINIA Buchanan	12,100	11,800	98
	Dickenson	7,000	6,900	99
	Russell	11,900	11,700	98
	Scott	8,900	8,700	98
Totals		383,800	378,900	99
Net Weekly Circulation (1990)				128,600
Average Daily Circulation (1990)				47,000

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. (Group Owner).

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:

TOMMY SPAIN, general manager.

JOHN MAYBIN, sales manager.

ED WARD, director of engineering.

STEVE BEVERLY, news director.

GAIL MIDDLETON, program director.

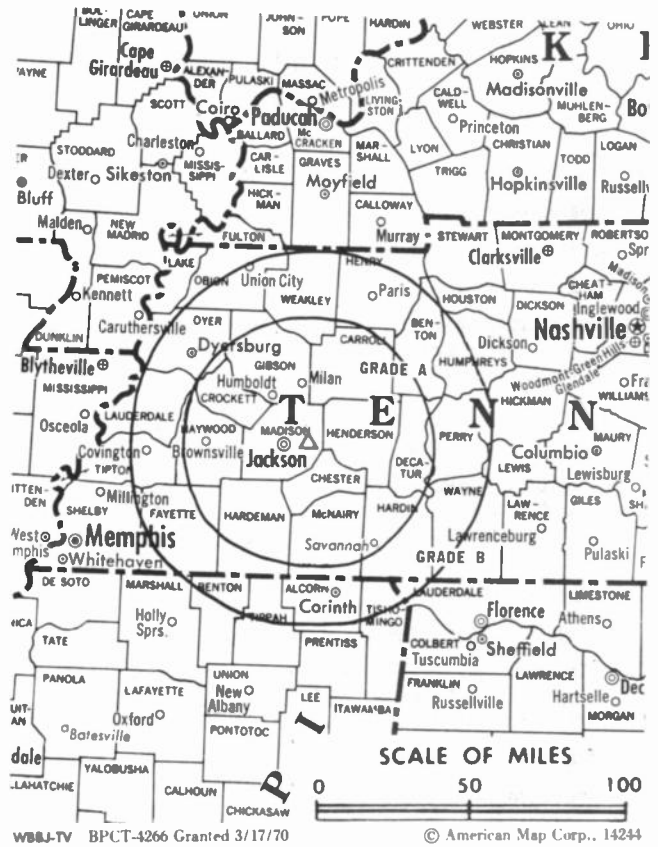
Highest 30 Sec. Rate: \$550.

NETWORK BASE HOURLY RATE: \$450.

City of License: Jackson. **ADI:** Jackson, TN. **Rank:** 181.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MISSISSIPPI			
	Alcorn	13,300	13,100	99
	TENNESSEE			
	Carroll	11,000	10,900	99
	Chester	5,100	5,000	99
	Crockett	5,300	5,300	99
	Decatur	4,500	4,400	98
	Dyer	13,600	13,400	99
	Gibson	19,200	19,000	99
	Hardeman	8,500	8,400	99
	Hardin	8,700	8,500	98
	Haywood	7,200	7,100	99
	Henderson	9,200	9,100	99
	Lake	2,600	2,600	100
	Mc Nairy	9,700	9,600	98
	Madison	30,300	30,100	99
	Obion	13,300	13,200	99
Wayne	5,400	5,300	98	
Weakley	12,600	12,400	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	KENTUCKY			
	Fulton	3,100	3,100	100
	Graves	13,400	13,300	99
	MISSISSIPPI			
	Tishomingo	7,100	7,000	99
	TENNESSEE			
	Henry	11,800	11,600	99
	Lauderdale	9,400	9,300	99
	Perry	2,500	2,500	100
	Between 5-24%	ARKANSAS		
Mississippi		19,700	19,400	98
KENTUCKY				
Calloway		12,100	12,000	99
Hickman		2,000	2,000	100
MISSISSIPPI				
Prentiss		9,400	9,300	99
Tippah		7,100	7,000	99
TENNESSEE				
Benton		6,300	6,200	98
Fayette	8,600	8,400	98	
Humphreys	6,300	6,200	99	
Lewis	3,700	3,600	99	
Tipton	12,900	12,800	99	
Totals		314,900	311,100	99
Net Weekly Circulation (1990)			163,900	
Average Daily Circulation (1990)			92,800	

Tennessee—Jackson

WMTU
(formerly WJWT)
Ch. 16

Network Service: Fox.

Licensee: Jackson Investment Group, Box 2048, Jackson, TN 38302.

Studio: 34 Federal Dr., Jackson, TN 38305.

Telephone: 901-664-1600. **Fax:** 901-664-1673.

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"

Requests CP for change to 4680-kw max. visual, 1079-ft. above av. terrain, 1027-ft. above ground, 1407-ft. above sea level, lat. 35° 47' 22", long. 89° 06' 14", transmitter to 0.8-mi. ENE of intersection of State Rtes. 54 & 88. BPCT-900321LB.

Transmitter: Norton Hill, Jackson.

Ownership: MT Communications Inc. (Group Owner).

Began Operation: April 18, 1985. Sale to present owner by Star North Communications approved by FCC Dec. 5, 1989 (Television Digest, Vol. 29:11). Sale to Star North by Aztec Communications approved by FCC Oct. 27, 1988.

Represented (sales): Adam Young Inc.

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

Personnel:

RANDY CULPEPPER, station & sales manager.

LINDA MURLATT, program director.

GREG BELZ, promotion director.

DENISE REBER, business manager.

RANDY McCASKILL, chief engineer.

Highest 30 Sec. Rate: \$170.

City of License: Jackson. **ADI:** Jackson, TN. **Rank:** 181.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	TENNESSEE			
	Gibson	19,200	19,000	99
	Henderson	9,200	9,100	99
	Madison	30,300	30,100	99



WMTU BPCT-850823KI Granted 9/30/85

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	TENNESSEE			
	Carroll	11,000	10,900	99
	Chester	5,100	5,000	99
	Crockett	5,300	5,300	99
	Decatur	4,500	4,400	98
	Dyer	13,600	13,400	99
	Hardin	8,700	8,500	98
	Haywood	7,200	7,100	99
Mc Nairy	9,700	9,600	98	
Weakley	12,600	12,400	99	
Totals		136,400	134,800	99
Net Weekly Circulation (1990)			34,500	
Average Daily Circulation (1990)			12,300	

Tennessee—Johnson City-Bristol-Kingsport

WJHL-TV

Ch. 11

Network Service: CBS.

Licensee: Roy H. Park Bcstg. of Tri-Cities, 338 E. Main St., Box 1130, Johnson City, TN 37601.

Studio: 338 E. Main St., Johnson City, TN 37601.

Mailing Address: Box 1130, Johnson City, TN 37605-1130.

Telephone: 615-926-2151. TWX: 810-575-8551. Fax: 615-926-7928.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 245-kw visual, 30-kw aural. Antenna: 2320-ft. above av. terrain, 228-ft. above ground, 4398-ft. above sea level.

Latitude 36° 25' 55"
Longitude 82° 08' 15"

Transmitter: Holston Mountain.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.6-meter C-band; AFC, 3.664-meter Ku-band; Aristocom, 3.053-meter C-band; Prodelin, 3.053-meter C-band; M/A-Com, Scientific-Atlanta receivers.

News Services: AP, CBS.

Ownership: Park Communications Inc. (Group Owner).

Began Operation: October 26, 1953. Sale to present owner by W. H. Lancaster Sr. & Jr. was approved June 8, 1964 by FCC (Television Digest, Vol. 4:11, 24).

Represented (sales): Blair Television.

Represented (legal): Wiley, Rein & Fielding.

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

Personnel:

JACK D. DEMPSEY, vice president & general manager.

EDWARD C. HERBERT, general sales manager.

ALFRED GREGORY, program director & film buyer.

CARL DICKENSON, chief engineer.

Highest 30 Sec. Rate: \$1000.

NETWORK BASE HOURLY RATE: \$936.

City of License: Johnson City. ADI: Bristol, VA-Kingsport-Johnson City, TN. Rank: 87.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TENNESSEE			
	Carter	20,100	20,000	99
	Greene	21,400	21,200	99
	Hancock	2,300	2,300	100
	Hawkins	17,700	17,500	99
	Johnson	5,600	5,500	98
	Sullivan	58,900	58,600	99
	Unicoi	6,500	6,400	98
	Washington	35,500	35,200	99
	VIRGINIA			
	Buchanan	12,100	11,800	98
	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	24,600	24,300	99
	Wise	17,200	16,900	98



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	KENTUCKY			
	Letcher	10,700	10,500	98
	NORTH CAROLINA			
	Avery	5,500	5,400	98
	Watauga	13,000	12,800	98
Between 5-24%	VIRGINIA			
	Tazewell	17,500	17,300	99
	KENTUCKY			
	Harlan	14,400	14,200	99
	Knott	6,200	6,000	98
	Leslie	5,000	4,800	97
	Pike	29,300	28,900	99
	NORTH CAROLINA			
	Ashe	9,400	9,200	98
	Madison	6,600	6,500	98
Mitchell	5,500	5,400	98	
Swain	4,200	4,100	98	
Yancey	6,000	5,800	97	
TENNESSEE				
Claiborne	9,900	9,800	98	
Cocke	11,500	11,300	99	
Grainger	6,600	6,500	98	
Hamblen	21,400	21,200	99	
VIRGINIA				
Bland	2,200	2,100	95	
WEST VIRGINIA				
Mc Dowell	15,800	15,600	98	
Wyoming	11,900	11,700	98	
Totals		483,700	477,200	99
Net Weekly Circulation (1990)			265,900	
Average Daily Circulation (1990)			157,300	

Tennessee—Kingsport-Johnson City-Bristol

WKPT-TV

Ch. 19

Network Service: ABC.

Licensee: Holston Valley Bestg. Corp., Box WKPT, Kingsport, TN 37662.

Studio: 222 Commerce St., Kingsport, TN 37660.

Telephones: 615-246-9578; 615-246-2295. TWX: 810-574-5180.

Fax: 615-246-6261; 615-246-1863.

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 C-band; AFC, 3-meter C-band; AFC, 3-meter Ku-band; Andrew, 4.5-meter C-band; Andrew, 7.3-meter C-band; Avcom, M/A-Corn, Microdyne, Scientific-Atlanta receivers.

News Services: ABC, AP, ESPN, Potomac News Service.

Ownership: The Home News Co. (Group Owner).

Began Operation: August 20, 1969.

Represented (sales): Sektel Inc.

Represented (legal): Cordon & Kelly; Wiley, Rein & Fielding.

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.
BOB LAWRENCE, promotion director.
JEFF FAUST, production director.

Highest 30 Sec. Rate: \$650.

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 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KENTUCKY			
	Leslie	5,000	4,800	97
	TENNESSEE			
	Carter	20,100	20,000	99
	Sullivan	58,900	58,600	99
	Unicoi	6,500	6,400	98
	Washington	35,500	35,200	99
	VIRGINIA			
	Buchanan	12,100	11,800	98
	Dickenson	7,000	6,900	99
Smyth	11,800	11,700	99	
Washington	24,600	24,300	99	
Wise	17,200	16,900	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	KENTUCKY			
	Letcher	10,700	10,500	98
	Pike	29,300	28,900	99
	NORTH CAROLINA			
	Watauga	13,000	12,800	98
	TENNESSEE			
	Greene	21,400	21,200	99
	Hawkins	17,700	17,500	99
	Johnson	5,600	5,500	98
	VIRGINIA			
Russell	11,900	11,700	98	
Scott	8,900	8,700	98	
Tazewell	17,500	17,300	99	
Between 5-24%	KENTUCKY			
	Bell	12,000	11,800	99
	Harlan	14,400	14,200	99
	Knott	6,200	6,000	98
	Perry	12,100	11,900	98
	NORTH CAROLINA			
	Avery	5,500	5,400	98
	TENNESSEE			
	Cocke	11,500	11,300	99
	Grainger	6,600	6,500	98
Hancock	2,300	2,300	100	
VIRGINIA				
Lee	9,600	9,400	98	
Wythe	9,600	9,500	98	
Totals		424,500	419,000	99
Net Weekly Circulation (1990)				193,400
Average Daily Circulation (1990)				85,900

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; Avantek, M/A-Corn, Pinzone, Scientific-Atlanta receivers.

News Service: AP.

Ownership: Nationwide Communications Inc. (Group Owner).

Began Operation: October 1, 1953. Sale to present owner by Paul Montcastle and associates approved on April 8, 1965 by FCC (Television Digest, Vol. 5:9, 15).

Represented (sales): Blair Television.

Represented (legal): Fletcher, Heald & Hildreth.

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

Personnel:

JIM MIKELS, general manager.
JAMES ABBOTT, station manager.
RICK McCUE, general sales manager.
BOB WILLIAMS, chief engineer.
DAVID SMITH, news director.
STEVE OGLESBY, promotion director.
DEBBIE FARMER, business manager.

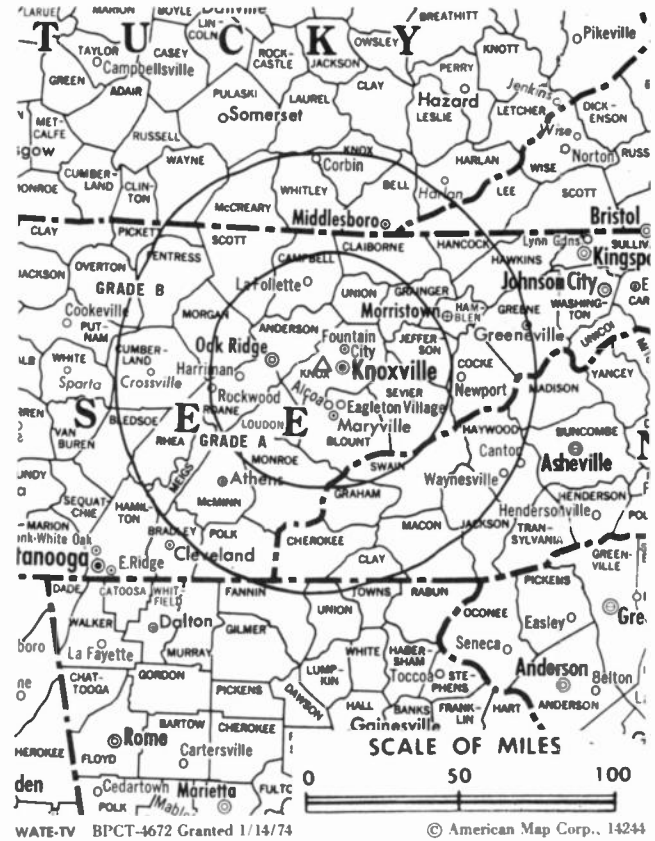
Highest 30 Sec. Rate: \$2000.

NETWORK BASE HOURLY RATE: \$1600.

City of License: Knoxville. ADI: Knoxville. Rank: 64.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KENTUCKY			
	Bell	12,000	11,800	99
	Knox	11,000	10,800	98
	Mc Creary	5,800	5,700	98
	Whitley	13,500	13,300	99
	TENNESSEE			
	Anderson	27,900	27,700	99
	Blount	33,500	33,300	99
	Campbell	13,800	13,600	99
	Claiborne	9,900	9,800	98
	Coker	11,500	11,300	99
	Cumberland	12,900	12,700	98
	Fentress	5,700	5,600	98
	Grainger	6,600	6,500	98
	Hambler	21,400	21,200	99
	Hancock	2,300	2,300	100
	Jefferson	12,800	12,700	99
Knox	134,300	133,500	99	
Loudon	12,200	12,100	99	
Monroe	11,400	11,200	99	



Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	Morgan	5,700	5,600	98	
	Roane	18,800	18,700	99	
	Scott	7,500	7,300	98	
	Sevier	19,500	19,200	99	
	Union	4,900	4,800	98	
Between 25-49%	KENTUCKY				
	Harlan	14,400	14,200	99	
	TENNESSEE				
	Greene	21,400	21,200	99	
	Hawkins	17,700	17,500	99	
Between 5-24%	Mcminn	16,400	16,200	99	
	VIRGINIA				
	Lee	9,600	9,400	98	
	KENTUCKY				
	Clay	7,800	7,700	98	
	Clinton	3,600	3,600	99	
	Laurel	15,600	15,300	98	
	Leslie	5,000	4,800	97	
	Pulaski	19,200	18,800	98	
	Wayne	6,700	6,500	98	
Totals	NORTH CAROLINA				
	Graham	2,500	2,500	98	
	Jackson	9,900	9,700	98	
	Madison	6,600	6,500	98	
	Mitchell	5,500	5,400	98	
	Yancey	6,000	5,800	97	
	TENNESSEE				
	Bledsoe	3,500	3,500	99	
	(Continued on page A-1057)				
	Totals		687,900	680,000	99
Net Weekly Circulation (1990)				396,100	
Average Daily Circulation (1990)				227,800	

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; Anider-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 Broadcasting Co. (Group Owner).

Began Operation: August 12, 1956. Transfer to Multimedia Inc. by Southeastern Bcstg. Co. approved Sept. 22, 1967 by FCC. Previous sale to WMRC Inc. by Taft Bcstg. Co. approved Nov. 16, 1960 (Television Digest, Vol. 16:39, 47). Sale of 70% by Gilmore N. Nunn, Mr. & Mrs. Robert L. Ashe & John P. Hart to Taft Bcstg., which previously had held other 30%, was approved Oct. 29, 1959 (Vol. 15:41, 44).

Represented (sales): Katz Television.

Represented (legal): Dow, Lohnes & Albertson.

Represented (engineering): Jules Cohen & Associates.

Personnel:

JAMES M. HART, vice president & general manager.

STEVE DEAN, creative services director.

ROBERT E. HORTON, chief engineer.

BOB W. FRANKLIN, news director.

Highest 30 Sec. Rate: \$1500.

NETWORK BASE HOURLY RATE: \$1225.

City of License: Knoxville. **ADI:** Knoxville. **Rank:** 64.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KENTUCKY			
	Bell	12,000	11,800	99
	Knox	11,000	10,800	98
	Mc Creary	5,800	5,700	98
	Wayne	6,700	6,500	98
	Whitley	13,500	13,300	99
	TENNESSEE			
	Anderson	27,900	27,700	99
	Blount	33,500	33,300	99
	Campbell	13,800	13,600	99
	Claiborne	9,900	9,800	98
	Coke	11,500	11,300	99
Cumberland	12,900	12,700	98	
Fentress	5,700	5,600	98	
Grainger	6,600	6,500	98	
Hamblen	21,400	21,200	99	
Hancock	2,300	2,300	100	
Jefferson	12,800	12,700	99	
Knox	134,300	133,500	99	
Loudon	12,200	12,100	99	
Mcminn	16,400	16,200	99	
Monroe	11,400	11,200	99	
Morgan	5,700	5,600	98	



WBIR-TV BPCT-781006KH Granted 3/14/79

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Roane	18,800	18,700	99
	Scott	7,500	7,300	98
	Sevier	19,500	19,200	99
	Union	4,900	4,800	98
	VIRGINIA			
	Lee	9,600	9,400	98
Between 25-49%	KENTUCKY			
	Harlan	14,400	14,200	99
	Laurel	15,600	15,300	98
	Pulaski	19,200	18,800	98
	Russell	5,700	5,600	98
TENNESSEE	Greene	21,400	21,200	99
	Hawkins	17,700	17,500	99
	Rhea	9,500	9,400	99
GEORGIA	Fannin	6,400	6,300	98
	Union	4,400	4,300	98
KENTUCKY	Clay	7,800	7,700	98
	Leslie	5,000	4,800	97
	Rockcastle	5,400	5,300	97
	NORTH CAROLINA			
Cherokee	8,300	8,100	98	
Graham	2,500	2,500	98	
Jackson	9,900	9,700	98	
Madison	6,600	6,500	98	
Mitchell	5,500	5,400	98	
(Continued on page A-1057)				
Totals		706,900	698,600	99
Net Weekly Circulation (1990)			433,000	
Average Daily Circulation (1990)			272,600	

Tennessee—Knoxville

WKCH-TV
Ch. 43

Network Service: Fox.

Licensee: FCVS Communications, 1221 Sunset Blvd., West Columbia, SC 29169.

Studio: 109 E. Churchwell, Knoxville, TN 37917.

Mailing Address: Box 3809, Knoxville, TN 37927.

Telephone: 615-971-4343. Fax: 615-637-6956; 615-637-6957.

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.

Ownership: FCVS Communications (Group Owner).

Began Operation: December 31, 1983. Sale to present owner by Media Central Inc., approved by FCC July 17, 1990. Sale to Media Central Inc. by H. Bernard Dixon, et al., approved Oct. 1, 1985.

Represented (sales): Settel Inc.

Represented (legal): Cordon & Kelly.

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

Personnel:

MATT PRYOR, general manager.
LARRY FROST, general sales manager.
JEFF HAMILTON, chief engineer.
PHIL RAINEY, news director.
AMY KOZAR, program director.
GREG PERRY, promotion director.
SANDY BOWERS, business manager.

Highest 30 Sec. Rate: \$1500.

City of License: Knoxville. ADI: Knoxville. Rank: 64.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TENNESSEE			
	Anderson	27,900	27,700	99
	Blount	33,500	33,300	99
	Knox	134,300	133,500	99
	Loudon	12,200	12,100	99
Between 25-49%	KENTUCKY			
	Bell	12,000	11,800	99
	Mc Creary	5,800	5,700	98
	TENNESSEE			
	Campbell	13,800	13,600	99
	Hamblen	21,400	21,200	99
	Jefferson	12,800	12,700	99
	Monroe	11,400	11,200	99
	Roane	18,800	18,700	99
	Sevier	19,500	19,200	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Union	4,900	4,800	98
Between 5-24%	KENTUCKY			
	Harlan	14,400	14,200	99
	Knox	11,000	10,800	98
	Whitley	13,500	13,300	99
	TENNESSEE			
	Claiborne	9,900	9,800	98
	Cocke	11,500	11,300	99
	Cumberland	12,900	12,700	98
	Grainger	6,600	6,500	98
	Hawkins	17,700	17,500	99
Meigs	2,900	2,900	100	
Morgan	5,700	5,600	98	
Rhea	9,500	9,400	99	
Scott	7,500	7,300	98	
Totals		451,400	446,800	99
Net Weekly Circulation (1990)			176,700	
Average Daily Circulation (1990)			71,300	

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Tennessee—Knoxville

WKXT-TV

Ch. 8

Network Service: CBS.

Licensee: Knoxville Ch. 8 Ltd. Partnership, Box 59088, Knoxville, TN 37950.

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 max. visual, 31.6-kw max. 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.

Satellite Earth Stations: Scientific-Atlanta, 5-meter C-band; Scientific-Atlanta, 7-meter C-band.

Ownership: Knoxville Ch. 8 Ltd. Partnership.

Began Operation: December 6, 1988.

Represented (sales): Petry Television Inc.

Represented (legal): McCampbell & Young, P.C.

Represented (engineering): Smith & Powstenko.

Personnel:

LEWIS F. COSBY, general manager.

EARL R. TAYLOR, general sales manager.

LAMAR REED, 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: 64.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KENTUCKY			
	Bell	12,000	11,800	99
	TENNESSEE			
	Anderson	27,900	27,700	99
	Blount	33,500	33,300	99
	Campbell	13,800	13,600	99
	Claiborne	9,900	9,800	98
	Cocke	11,500	11,300	99
	Cumberland	12,900	12,700	98
	Grainger	6,600	6,500	98
	Hamblen	21,400	21,200	99
	Hancock	2,300	2,300	100
	Jefferson	12,800	12,700	99
	Knox	134,300	133,500	99
	Loudon	12,200	12,100	99
	Monroe	11,400	11,200	99
Morgan	5,700	5,600	98	
Roane	18,800	18,700	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Scott	7,500	7,300	98
	Sevier	19,500	19,200	99
	Union	4,900	4,800	98
Between 25-49%	KENTUCKY			
	Harlan	14,400	14,200	99
	Knox	11,000	10,800	98
	McCreary	5,800	5,700	98
	TENNESSEE			
	Fentress	5,700	5,600	98
Between 5-24%	KENTUCKY			
	Pulaski	19,200	18,800	98
	Whitley	13,500	13,300	99
	NORTH CAROLINA			
	Graham	2,500	2,500	98
	TENNESSEE			
	Greene	21,400	21,200	99
	Hawkins	17,700	17,500	99
	McMinn	16,400	16,200	99
	Meigs	2,900	2,900	100
Rhea	9,500	9,400	99	
VIRGINIA				
Lee	9,600	9,400	98	
Totals		528,500	522,800	99
Net Weekly Circulation (1990)			322,700	
Average Daily Circulation (1990)			171,900	

Tennessee—Lebanon

WJFB
Ch. 66

Network Service: None, independent.

Licensee: Bryant Communications Inc., 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: 250-kw max. visual. Antenna: 528-ft. above av. terrain, 259-ft. above ground, 1148-ft. above sea level.

Latitude	36°	09'	13"
Longitude	86°	22'	46"

Requests CP for change to 2250-kw max. visual, 548-ft. above av. terrain, 279-ft. above ground, 1168-ft. above sea level. BPCT-900308KG.

Transmitter: 4.3-mi. S of Lebanon on Franklin Rd., Wilson County.

Ownership: Bryant Communications Inc.

Began Operation: July 8, 1987.

Represented (legal): Timothy K. Brady.

Represented (engineering): James H. Hayes.

Personnel:

JOE BRYANT, president & general manager.

PAT BRYANT, program director.

DALE HOWARD, chief engineer.

Rates: On request.

Arbitron Data: Not available.



WJFB BPCT-900308KG Granted 9/27/90

© American Map Corp., No. 14244

City of License: Lebanon. **ADI:** Nashville. **Rank:** 32.

Tennessee—Memphis

WHBQ-TV

Ch. 13

Network Service: ABC.

Licensee: Adams TV of Memphis Inc., 485 S. Highland, Box 11407, Memphis, TN 38111.

Studio: 485 S. Highland, Box 11407, Memphis, TN 38111.

Telephone: 901-320-1313. TWX: 810-591-1877. Fax: 901-323-0092.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 1013-ft. above av. terrain, 1076-ft. above ground, 1336-ft. above sea level.

Latitude 35° 10' 28"
Longitude 89° 50' 41"

Transmitter: 6555 Raleigh-La Grange Rd.

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

News Service: AP.

Ownership: Adams Communications (Group Owner).

Began Operation: September 27, 1953. Jan. 11, 1990 FCC dismissed RKO General's application for license renewal, granted application of South Jersey Radio Inc. & consented to the assignment of license to Adams TV of Memphis (Television Digest, Vol. 29:20; 30:3).

Represented (sales): TeleRep Inc.

Represented (legal): Wiley, Rein & Fielding.

Personnel:

TIMOTHY M. LYNCH, president & general manager.

AL TANKSLEY, local sales manager.

SUSAN ADAMS, national sales manager.

DON BRADLEY, news director.

PAT BOREN, promotion & marketing director.

LARRY COUGHLAN, chief engineer.

JEAN PIERCY, business manager.

DEWEY KEENER, sales service director.

Highest 30 Sec. Rate: \$2000.

NETWORK BASE HOURLY RATE: \$1250.

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

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARKANSAS			
	Crittenden	17,000	16,700	98
	Cross	6,800	6,700	99
	Lee	5,100	5,000	98
	Mississippi	19,700	19,400	98
	Phillips	10,800	10,500	97
	Poinsett	9,300	9,200	99
	St Francis	9,900	9,700	98
	MISSOURI			
	Pemiscot	8,500	8,300	98
	MISSISSIPPI			
	Benton	2,700	2,700	98
	Coahoma	12,400	12,100	98
	De Soto	22,400	22,000	98
Lafayette	11,500	11,300	99	
Marshall	10,800	10,600	98	
Panola	10,200	10,000	99	
Quitman	4,000	3,900	97	
Tate	7,300	7,200	99	
Tippah	7,100	7,000	99	
Tunica	3,000	3,000	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TENNESSEE			
	Crockett	5,300	5,300	99
	Dyer	13,600	13,400	99
	Fayette	8,600	8,400	98
	Gibson	19,200	19,000	99
	Hardeman	8,500	8,400	99
	Haywood	7,200	7,100	99
	Lake	2,600	2,600	100
	Lauderdale	9,400	9,300	99
	Shelby	305,400	303,400	99
Tipton	12,900	12,800	99	
Between 25-49%	ARKANSAS			
	Craighead	24,400	24,100	99
	Greene	12,500	12,300	98
	Monroe	4,500	4,400	98
	MISSISSIPPI			
Alcorn	13,300	13,100	99	
Grenada	6,900	6,800	98	
Lee	24,900	24,700	99	
Tallahatchie	5,400	5,300	97	
Union	8,900	8,800	99	
Between 5-24%	TENNESSEE			
	Mc Nairy	9,700	9,600	98
Madison	30,300	30,100	99	
Between 5-24%	ARKANSAS			
	Clay	7,700	7,600	99
Jackson	7,600	7,500	99	
(Continued on page A-1057)				
Totals		865,800	855,800	99
Net Weekly Circulation (1990)			524,400	
Average Daily Circulation (1990)			268,500	

Tennessee—Memphis

WLMT

(formerly WMKW-TV)

Ch. 30

Network Service: None, independent.

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. 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: 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. (Group Owner).

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): Adam Young Inc.

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

Personnel:

LAWRENCE S. YOUNG JR., general manager.

BOB MOSS, general sales manager.

TREY MURPHREE, local sales manager.

EDWARD MURLATT, chief engineer.

LINDA MURLATT, program director.

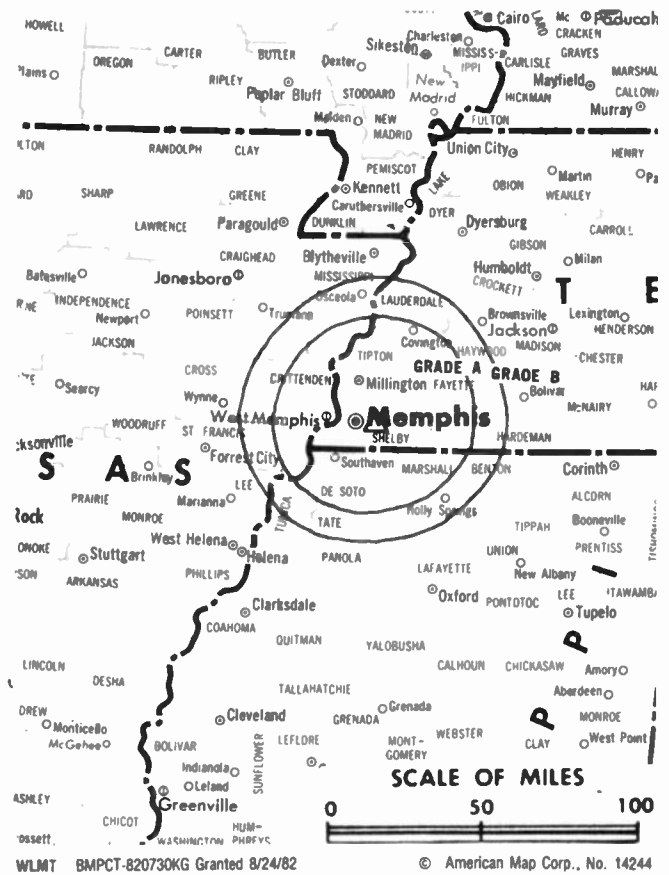
DENISE G. REBER, business manager.

Highest 30 Sec. Rate: \$1200.

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

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARKANSAS Crittenden	17,000	16,700	98
	MISSISSIPPI De Soto	22,400	22,000	98
	Tunica	3,000	3,000	98
	TENNESSEE Shelby	305,400	303,400	99
	Tipton	12,900	12,800	99
Between 25-49%	ARKANSAS Lee	5,100	5,000	98
	Mississippi	19,700	19,400	98
	Phillips	10,800	10,500	97
	Poinsett	9,300	9,200	99
	St Francis	9,900	9,700	98
	MISSISSIPPI Alcorn	13,300	13,100	99
	Benton	2,700	2,700	98
	Marshall	10,800	10,600	98
	Tate	7,300	7,200	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	TENNESSEE Fayette	8,600	8,400	98
	ARKANSAS Craighead	24,400	24,100	99
Between 5-24%	Cross	6,800	6,700	99
	Greene	12,500	12,300	98
	MISSISSIPPI Coahoma	12,400	12,100	98
	Lafayette	11,500	11,300	99
	Panola	10,200	10,000	99
	Quitman	4,000	3,900	97
	Tippah	7,100	7,000	99
	TENNESSEE Crockett	5,300	5,300	99
	Dyer	13,600	13,400	99
	Gibson	19,200	19,000	99
Hardeman	8,500	8,400	99	
Haywood	7,200	7,100	99	
Lauderdale	9,400	9,300	99	
Totals		610,300	603,600	99
Net Weekly Circulation (1990)				250,500
Average Daily Circulation (1990)				93,600

There is no more visible place for your advertising message than the pages of the **Television & Cable Factbook**

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-Corn, 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. (Group Owner).

Began Operation: December 11, 1948.

Represented (sales): Sektel Inc.

Represented (legal): Baker & Hostetler.

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

Personnel:

RON KLAYMAN, vice president & general manager.
JOE COOPER, assistant general manager, sales.
MASON GRANGER, assistant general manager, operations.
JAMES C. WRIGHT, local sales manager.
WILLIAM FEE, national sales manager.
MICHAEL I. SCHWARTZ, engineering manager.
KATHY AICHER, promotion director.
JAMES FROMMEL, business manager.
PHILIP SLAVICK, operations manager.
ROB MIZE, creative services manager.

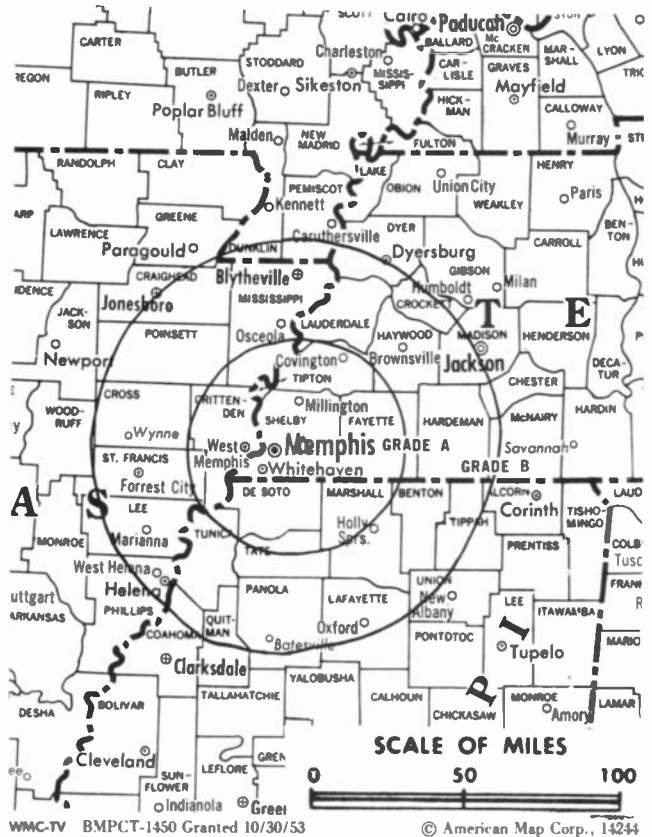
Highest 30 Sec. Rate: \$3500.

NETWORK BASE HOURLY RATE: \$2650.

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

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARKANSAS			
	Craighead	24,400	24,100	99
	Crittenden	17,000	16,700	98
	Cross	6,800	6,700	99
	Greene	12,500	12,300	98
	Lee	5,100	5,000	98
	Mississippi	19,700	19,400	98
	Phillips	10,800	10,500	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	99
Benton	2,700	2,700	98	
Coahoma	12,400	12,100	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	De Soto	22,400	22,000	98
	Grenada	6,900	6,800	98
	Lafayette	11,500	11,300	99
	Marshall	10,800	10,600	98
	Panola	10,200	10,000	99
	Quitman	4,000	3,900	97
	Tate	7,300	7,200	99
	Tippah	7,100	7,000	99
	Tunica	3,000	3,000	98
	Union	8,900	8,800	99
	Yalobusha	5,100	5,000	98
	TENNESSEE			
	Chester	5,100	5,000	99
	Crockett	5,300	5,300	99
Dyer	13,600	13,400	99	
Fayette	8,600	8,400	98	
Gibson	19,200	19,000	99	
Hardeman	8,500	8,400	99	
Haywood	7,200	7,100	99	
Lauderdale	9,400	9,300	99	
Mc Nairy	9,700	9,600	98	
Madison	30,300	30,100	99	
Shelby	305,400	303,400	99	
Tipton	12,900	12,800	99	
Between 25-49%	ARKANSAS			
	Clay	7,700	7,600	99
	Jackson	7,600	7,500	99
	Lawrence	7,200	7,000	98
Randolph	6,600	6,500	98	
(Continued on page A-1057)				
Totals		964,500	952,200	99
Net Weekly Circulation (1990)			680,200	
Average Daily Circulation (1990)			439,300	

Tennessee—Memphis

WPTY-TV

Ch. 24

Network Service: Fox.

Licensee: Channel 24 Licensee Corp., One Commercial Plaza, Hartford, CT 06103.

Studio: 2225 Union Ave., Memphis, TN 38104.

Telephone: 901-278-2424. TWX: 810-591-1201.

Fax: 901-278-9653; 901-278-2655.

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 Broadcasting Inc. (Group Owner).

Began Operation: September 10, 1978. Sale 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): Setkel Inc.

Represented (legal): Sidley & Austin.

Represented (engineering): Andrus & Associates Inc.

Personnel:

KENT E. LILLIE, vice president & general manager.

JACK PECK, general sales manager.

CHUCK SPOHN, director of local sales.

ROBIN BARNES, director of national sales.

STEPHEN W. PICKELL, chief engineer.

BILL GRAFF, program director.

JON KECK, promotion director.

LINDA THREET, business manager.

CATHY DICHTEL, marketing director.

Highest 30 Sec. Rate: \$2000.

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

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARKANSAS			
	Crittenden	17,000	16,700	98
	Mississippi	19,700	19,400	98
	MISSOURI			
	Pemiscot	8,500	8,300	98
	MISSISSIPPI			
	De Soto	22,400	22,000	98
	Quitman	4,000	3,900	97
	Tunica	3,000	3,000	98
	TENNESSEE			
Crockett	5,300	5,300	99	
Fayette	8,600	8,400	98	
Hardeman	8,500	8,400	99	
Haywood	7,200	7,100	99	
Lauderdale	9,400	9,300	99	
Shelby	305,400	303,400	99	
Tipton	12,900	12,800	99	
Between 25-49%	ARKANSAS			
	Clay	7,700	7,600	99
	Craighead	24,400	24,100	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Cross	6,800	6,700	99
	Greene	12,500	12,300	98
	Lee	5,100	5,000	98
	Phillips	10,800	10,500	97
	Poinsett	9,300	9,200	99
	St Francis	9,900	9,700	98
	MISSOURI			
	Dunklin	13,000	12,700	98
	MISSISSIPPI			
	Alcorn	13,300	13,100	99
	Benton	2,700	2,700	98
	Coahoma	12,400	12,100	98
	Marshall	10,800	10,600	98
	Panola	10,200	10,000	99
	Tate	7,300	7,200	99
Tippah	7,100	7,000	99	
Between 5-24%	TENNESSEE			
	Dyer	13,600	13,400	99
	Gibson	19,200	19,000	99
	Lake	2,600	2,600	100
	Madison	30,300	30,100	99
	ARKANSAS			
	Jackson	7,600	7,500	99
	Lawrence	7,200	7,000	98
	Monroe	4,500	4,400	98
	MISSISSIPPI			
Itawamba	8,000	7,900	99	
Lafayette	11,500	11,300	99	
Lee	24,900	24,700	99	
(Continued on page A-1058)				
Totals		790,100	781,100	99
Net Weekly Circulation (1990)				380,600
Average Daily Circulation (1990)				151,600

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. (Group Owner).

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, employee relations.
JIM HAWKINS, national sales manager.
DAVID COCHRAN, news director.
JIM ANHALT, director of engineering.
JOHN JACKSON, chief engineer.
STELLA L. FIELDS, program traffic manager.
CARL BAUMAN, manager of advertising & promotion.
VIRGINIA FORD, traffic manager.
NICKY ROBERTS, marketing director.
CAL CROWELL, production manager.

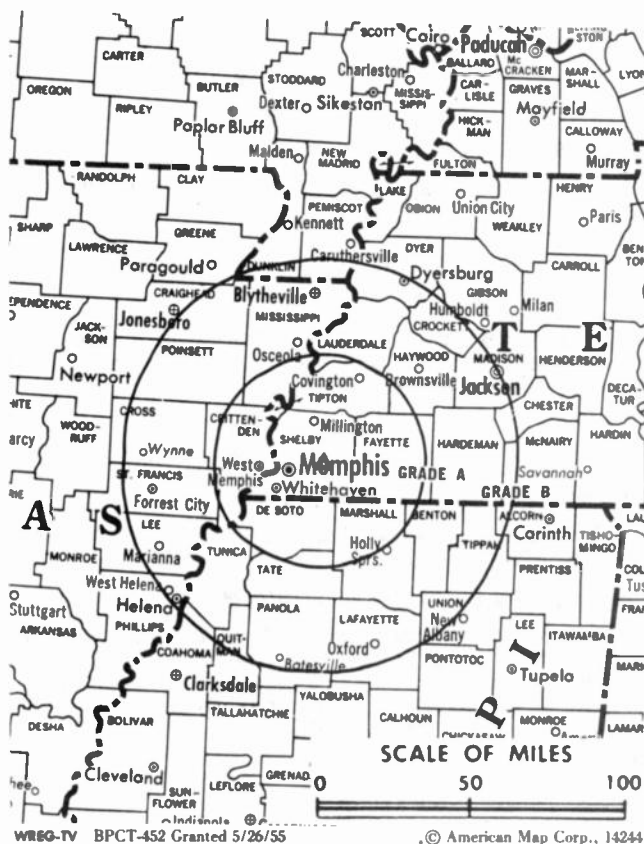
Highest 30 Sec. Rate: \$3500.

NETWORK BASE HOURLY RATE: \$2272.

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

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARKANSAS			
	Craighead	24,400	24,100	99
	Crittenden	17,000	16,700	98
	Cross	6,800	6,700	99
	Greene	12,500	12,300	98
	Lee	5,100	5,000	98
	Mississippi	19,700	19,400	98
	Phillips	10,800	10,500	97
	Poinsett	9,300	9,200	99
	St Francis	9,900	9,700	98
MISSISSIPPI	Alcorn	13,300	13,100	99
	Benton	2,700	2,700	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Coahoma	12,400	12,100	98
	De Soto	22,400	22,000	98
	Lafayette	11,500	11,300	99
	Marshall	10,800	10,600	98
	Panola	10,200	10,000	99
	Quitman	4,000	3,900	97
	Tate	7,300	7,200	99
	Tippah	7,100	7,000	99
	Tunica	3,000	3,000	98
	Union	8,900	8,800	99
TENNESSEE	Chester	5,100	5,000	99
	Crockett	5,300	5,300	99
	Dyer	13,600	13,400	99
	Fayette	8,600	8,400	98
	Gibson	19,200	19,000	99
	Hardeman	8,500	8,400	99
	Haywood	7,200	7,100	99
	Henderson	9,200	9,100	99
	Lauderdale	9,400	9,300	99
	Mc Nairy	9,700	9,600	98
ARKANSAS	Madison	30,300	30,100	99
	Shelby	305,400	303,400	99
	Tipton	12,900	12,800	99
Between 25-49%	Clay	7,700	7,600	99
	Jackson	7,600	7,500	99
	Lawrence	7,200	7,000	98

(Continued on page A-1058)

Totals	899,500	888,500	99
Net Weekly Circulation (1990)		627,300	
Average Daily Circulation (1990)		387,200	

Tennessee—Murfreesboro-Nashville

WHTN
Ch. 39

Network Service: None, independent.

Licensee: Tennessee Television Inc., 14 Public Square N, Murfreesboro, TN 37130.

Studio: 5202 Lebanon Rd., Old Hickory, TN 37138.

Telephone: 615-895-3240.

Technical Facilities: Channel No. 39 (620-626 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 821-ft. above av. terrain, 878-ft. above ground, 1449-ft. above sea level.

Latitude	36°	04'	54"
Longitude	86°	25'	57"

Transmitter: Lone Oak Rd., 2.36-mi. SW of Gladeville.

Satellite Earth Stations: 3 in operation.

Ownership: Christian Television Network (Group Owner).

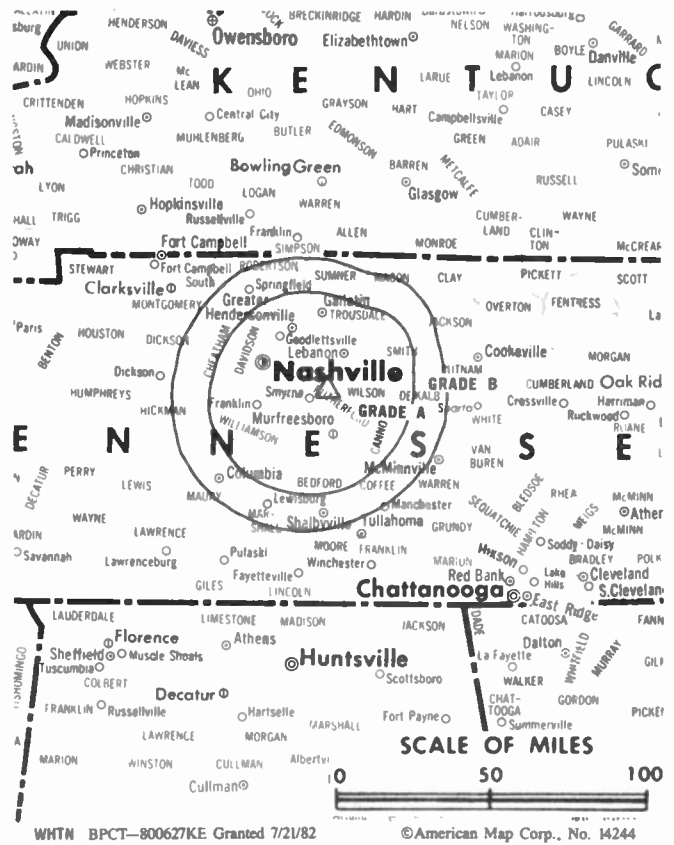
Began Operation: December 30, 1983. Sale to Murfreesboro TV Corp by Channel 39 of Murfreesboro approved by FCC Aug. 2, 1985. Sale to present owners approved Aug. 21, 1986.

Personnel:

TERRY BOOKOUT, president & general manager.

Highest 30 Sec. Rate: \$70.

Arbitron Data: Not available.



City of License: Murfreesboro. **ADI:** Nashville. **Rank:** 32.

Tennessee—Nashville

WKRN-TV Ch. 2

Network Service: ABC.

Licensee: WKRN L.P., 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. (Group Owner).

Began 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 Sept. 28, 1983 (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.

Represented (legal): Wilmer, Cutler & Pickering.

Personnel:

DEBORAH McDERMOTT, vice president & general manager.

DAVID SANKOVICH, general sales manager.

MICKEY MARTIN, local sales manager.

JIM LANNIN, national sales manager.

GENE PARKER, chief engineer.

ROBERT BRENNAN, business manager.

MARY NELSON, marketing director.

Highest 30 Sec. Rate: \$6000.

NETWORK BASE HOURLY RATE: \$1250.

City of License: Nashville. ADI: Nashville. Rank: 32.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KENTUCKY			
	Allen	5,900	5,800	98
	Christian	20,300	20,200	99
	Monroe	4,800	4,700	99
	Simpson	5,500	5,500	99
	Todd	4,300	4,200	99
	Trigg	3,600	3,600	100
	TENNESSEE			
	Bedford	11,300	11,200	99
	Benton	6,300	6,200	98
	Cannon	4,300	4,200	99
	Cheatham	9,700	9,600	99
	Clay	3,100	3,100	98
	Coffee	16,300	16,200	99
	Davidson	207,500	206,600	100
	De Kalb	5,900	5,800	98
	Dickson	12,900	12,800	99
	Franklin	12,400	12,300	99
	Henry	11,800	11,600	99
	Hickman	5,900	5,900	99
	Houston	2,400	2,400	100



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TENNESSEE			
	Humphreys	6,300	6,200	99
	Jackson	3,300	3,300	98
	Lawrence	13,400	13,300	99
	Lewis	3,700	3,600	99
	Macon	6,300	6,200	98
	Marshall	8,300	8,200	99
	Mauzy	21,300	21,200	99
	Montgomery	33,800	33,600	99
	Moore	1,800	1,800	100
	Overton	6,800	6,700	99
	Perry	2,500	2,500	100
	Pickett	1,600	1,600	100
	Putnam	19,700	19,500	99
	Robertson	15,300	15,200	99
	Rutherford	40,500	40,300	99
	Smith	5,800	5,800	99
Stewart	3,900	3,900	100	
Sumner	36,400	36,200	99	
Trousdale	2,600	2,600	100	
Van Buren	1,500	1,500	100	
Warren	13,000	12,800	99	
Wayne	5,400	5,300	98	
White	8,100	8,000	99	
Williamson	27,600	27,300	99	
Wilson	25,500	25,300	99	
Between 25-49%	KENTUCKY			
	Barren	12,900	12,800	99
	Calloway	12,100	12,000	99

(Continued on page A-1058)

Totals	860,800	853,800	99
Net Weekly Circulation (1990)			606,700
Average Daily Circulation (1990)			353,400

Tennessee—Nashville

WSMV

Ch. 4

Network Service: NBC.

Licensee: Cook Inlet Television Partners L.P., 1800 Ave. of the Stars, Suite 300, Los Angeles, CA 90067.

Studio: 5700 Knob Rd., Nashville, TN 37209.

Telephone: 615-749-2244. **TWX:** 810-371-1148. **Fax:** 615-749-2348.

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; Harris, Microdyne receivers.

SNG Mobile Dish: Dalsat, 3-meter Ku-band.

News Service: AP.

Ownership: Cook Inlet Communications L.P. (Group Owner).

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.
SWAN BURRUS III, general sales manager.
PHIL CRIHFIELD, 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.

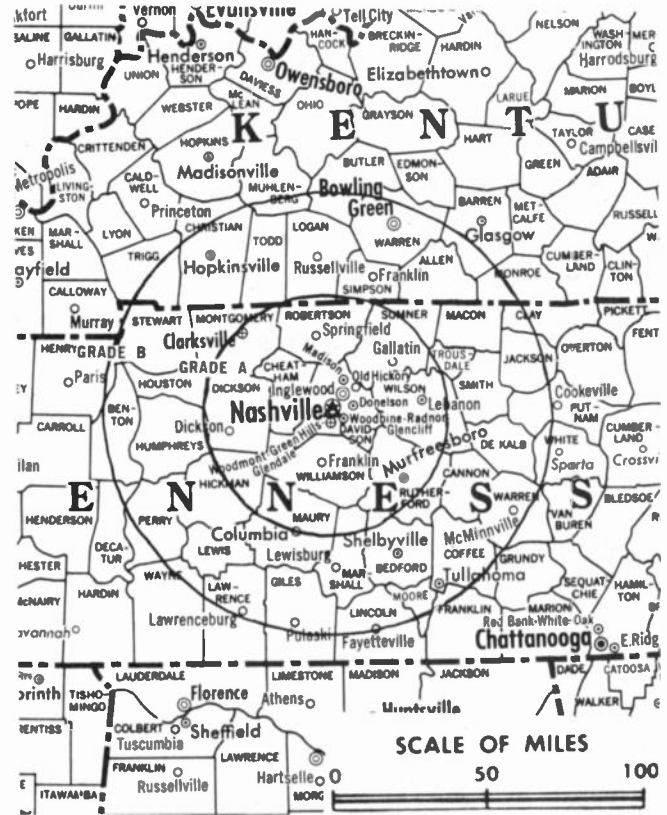
Rates: On request.

NETWORK BASE HOURLY RATE: \$1800.

City of License: Nashville. **ADI:** Nashville. **Rank:** 32.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KENTUCKY			
	Allen	5,900	5,800	98
	Barren	12,900	12,800	99
	Butler	4,100	4,100	99
	Christian	20,300	20,200	99
	Clinton	3,600	3,600	99
	Edmonson	3,600	3,500	99
	Logan	10,000	9,900	99
	Monroe	4,800	4,700	99
	Simpson	5,500	5,500	99
	Todd	4,300	4,200	99
	Trigg	3,600	3,600	100
	Warren	31,500	31,200	99
	TENNESSEE			
Bedford	11,300	11,200	99	
Benton	6,300	6,200	98	
Cannon	4,300	4,200	99	



WSMV BPCT-860206KE Granted 3/24/86

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Carroll	11,000	10,900	99
	Cheatham	9,700	9,600	99
	Clay	3,100	3,100	98
	Coffee	16,300	16,200	99
	Davidson	207,500	206,600	100
	Decatur	4,500	4,400	98
	De Kalb	5,900	5,800	98
	Dickson	12,900	12,800	99
	Franklin	12,400	12,300	99
	Henry	11,800	11,600	99
	Hickman	5,900	5,900	99
	Houston	2,400	2,400	100
	Humphreys	6,300	6,200	99
	Jackson	3,300	3,300	98
	Lawrence	13,400	13,300	99
	Lewis	3,700	3,600	99
	Macon	6,300	6,200	98
	Marshall	8,300	8,200	99
	Maury	21,300	21,200	99
	Montgomery	33,800	33,600	99
	Moore	1,800	1,800	100
Overton	6,800	6,700	99	
Perry	2,500	2,500	100	
Pickett	1,600	1,600	100	
Putnam	19,700	19,500	99	
Robertson	15,300	15,200	99	
Rutherford	40,500	40,300	99	
Smith	5,800	5,800	99	
Stewart	3,900	3,900	100	
(Continued on page A-1058)				
Totals		942,300	934,400	99
Net Weekly Circulation (1990)			707,500	
Average Daily Circulation (1990)			458,800	

Tennessee—Nashville

WTVF
Ch. 5

Network Service: CBS.

Licensee: H & C Communications Inc., 474 James Robertson Pkwy., Nashville, TN 37219.

Studio: 474 James Robertson Pkwy., Nashville, TN 37219.

Telephone: 615-244-5000. Fax: 615-248-5207; 615-248-5309.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: Circular 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 C-band; Harris, 6.1-meter Ku-band; Scientific-Atlanta, 5-meter C-band; Scientific-Atlanta, 4.6-meter C-band; DX Engineering, Scientific-Atlanta receivers.

SNG Mobile Dish: Hubcom, 2.4-meter Ku-band.

News Services: AP, Conus, NIWS.

Ownership: H & C Communications Inc. (Group Owner).

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.

BOB CLIFFT, national sales manager.

MIKE CAVENDER, news director.

MARK A. BINDA, director of programming.

DAVID EARNHARDT, operations manager.

JODI BULL, promotion director.

NEIL SCHWARTZ, director of marketing & sales development.

T. W. PATTERSON, chief engineer.

Rates: On request.

City of License: Nashville. ADI: Nashville. Rank: 32.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households Households	%
KENTUCKY				
50% & Over	Allen	5,900	5,800	98
	Barren	12,900	12,800	99
	Butler	4,100	4,100	99
	Christian	20,300	20,200	99
	Clinton	3,600	3,600	99
	Cumberland	2,800	2,800	98
	Edmonson	3,600	3,500	99
	Logan	10,000	9,900	99
	Metcalfe	3,700	3,600	99
	Monroe	4,800	4,700	99
	Muhlenberg	11,600	11,500	99
	Simpson	5,500	5,500	99
	Todd	4,300	4,200	99
	Trigg	3,600	3,600	100



Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	Warren	31,500	31,200	99
TENNESSEE				
	Bedford	11,300	11,200	99
	Benton	6,300	6,200	98
	Cannon	4,300	4,200	99
	Cheatham	9,700	9,600	99
	Clay	3,100	3,100	98
	Coffee	16,300	16,200	99
	Davidson	207,500	206,600	100
	De Kalb	5,900	5,800	98
	Dickson	12,900	12,800	99
	Franklin	12,400	12,300	99
	Henry	11,800	11,600	99
	Hickman	5,900	5,900	99
	Houston	2,400	2,400	100
	Humphreys	6,300	6,200	99
	Jackson	3,300	3,300	98
	Lawrence	13,400	13,300	99
	Lewis	3,700	3,600	99
	Macon	6,300	6,200	98
	Marshall	8,300	8,200	99
	Maury	21,300	21,200	99
	Montgomery	33,800	33,600	99
	Moore	1,800	1,800	100
	Overton	6,800	6,700	99
	Perry	2,500	2,500	100
	Pickett	1,600	1,600	100
	Putnam	19,700	19,500	99
	Robertson	15,300	15,200	99
(Continued on page A-1058)				
Totals		930,600	923,000	99
Net Weekly Circulation (1990)			689,900	
Average Daily Circulation (1990)			405,100	

Tennessee—Nashville

WXMT
(formerly WCAY-TV)
Ch. 30

Network Service: None, independent.

Licensee: Central Tennessee Bcstg. Corp., 300 Peabody St., Nashville, TN 37210.

Studio: 300 Peabody St., Nashville, TN 37210.

Telephone: 615-256-3030. Fax: 615-244-7442.

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: MT Communications Inc. (Group Owner).

Began Operation: February 18, 1984. Sale to present owner by TVX Broadcast Group approved by FCC Oct. 19, 1988.

Represented (engineering): Lawrence Behr Associates Inc.

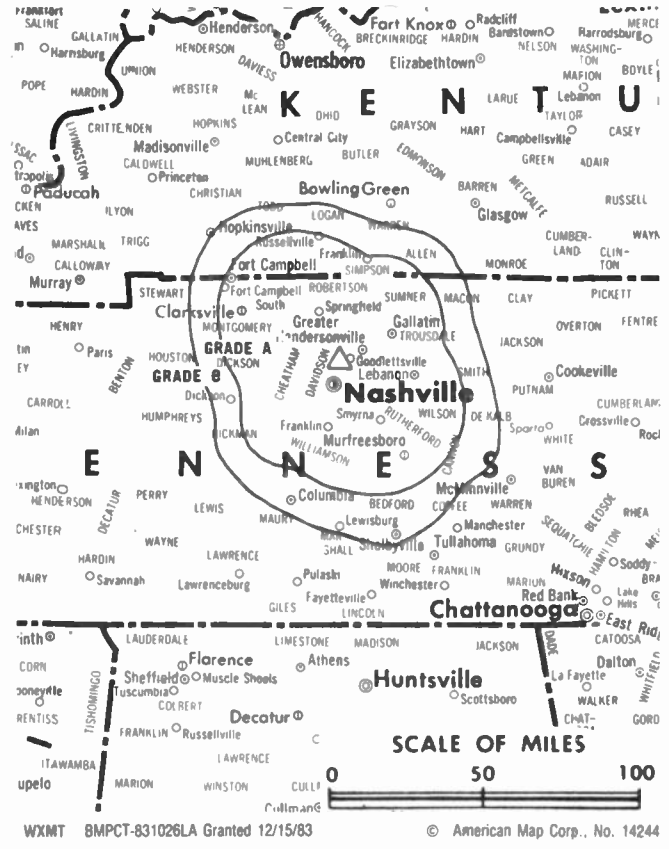
Personnel:
KRISTEN BAILEY, station manager.
MICHELE FRIDENBERG, sales manager.
RAY McINTURFF, director of engineering.
CECILY TATE, business manager.

Highest 30 Sec. Rate: \$500.

City of License: Nashville. ADI: Nashville. Rank: 32.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KENTUCKY			
	Simpson	5,500	5,500	99
	Todd	4,300	4,200	99
Between 25-49%	KENTUCKY			
	Allen	5,900	5,800	98
	Christian	20,300	20,200	99
	Logan	10,000	9,900	99
	Monroe	4,800	4,700	99
	Warren	31,500	31,200	99
	TENNESSEE			
	Cheatham	9,700	9,600	99
	Coffee	16,300	16,200	99
	Davidson	207,500	206,600	100
	Dickson	12,900	12,800	99
	Macon	6,300	6,200	98
	Maury	21,300	21,200	99
	Montgomery	33,800	33,600	99
	Robertson	15,300	15,200	99
	Rutherford	40,500	40,300	99
	Smith	5,800	5,800	99
Sumner	36,400	36,200	99	
Williamson	27,600	27,300	99	
Wilson	25,500	25,300	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	KENTUCKY			
	Barren	12,900	12,800	99
	Butler	4,100	4,100	99
	Caldwell	5,000	4,900	98
	Cumberland	2,800	2,800	98
	Edmonson	3,600	3,500	99
	Muhlenberg	11,600	11,500	99
	TENNESSEE			
	Bedford	11,300	11,200	99
	Cannon	4,300	4,200	99
Clay	3,100	3,100	98	
De Kalb	5,900	5,800	98	
Houston	2,400	2,400	100	
Jackson	3,300	3,300	98	
Marshall	8,300	8,200	99	
Overton	6,800	6,700	99	
Putnam	19,700	19,500	99	
Trousdale	2,600	2,600	100	
Van Buren	1,500	1,500	100	
Warren	13,000	12,800	99	
White	8,100	8,000	99	
Totals		671,500	666,700	99
Net Weekly Circulation (1990)			230,800	
Average Daily Circulation (1990)			83,800	

Tennessee—Nashville

WZTV
Ch. 17

Network Service: Fox.

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 Stations: Comtech, 5-meter Ku & C-band; Scientific-Atlanta, 5-meter C-band; M/A-Com, Scientific-Atlanta, Standard Components receivers.

News Service: AP.

Ownership: Act III Broadcasting Inc. (Group Owner).

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): Setkel Inc.

Represented (legal): Dow, Lohnes & Albertson.

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

Personnel:

ROBERT JAY, vice president & general manager.
GLORIA COSCARELLI, local sales manager.
TODD POWERS, program director.
CATHY KRONSBELN, business manager.
DALE HOWARD, chief engineer.

Highest 30 Sec. Rate: \$1500.

City of License: Nashville. ADI: Nashville. Rank: 32.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KENTUCKY			
	Logan	10,000	9,900	99
	TENNESSEE			
	Cannon	4,300	4,200	99
	Clay	3,100	3,100	98
	Davidson	207,500	206,600	100
	Lewis	3,700	3,600	99
	Rutherford	40,500	40,300	99
	Sumner	36,400	36,200	99
	Williamson	27,600	27,300	99
Wilson	25,500	25,300	99	
Between 25-49%	KENTUCKY			
	Allen	5,900	5,800	98
	Christian	20,300	20,200	99
	Monroe	4,800	4,700	99
	Muhlenberg	11,600	11,500	99
	Simpson	5,500	5,500	99
	Todd	4,300	4,200	99
	Warren	31,500	31,200	99
	TENNESSEE			
	Bedford	11,300	11,200	99
Cheatham	9,700	9,600	99	
Coffee	16,300	16,200	99	



WZTV BPCT-821025KE Granted 11/29/82

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Dickson	12,900	12,800	99
	Henry	11,800	11,600	99
	Houston	2,400	2,400	100
	Humphreys	6,300	6,200	99
	Jackson	3,300	3,300	98
	Macon	6,300	6,200	98
	Marshall	8,300	8,200	99
	Maury	21,300	21,200	99
	Montgomery	33,800	33,600	99
	Overton	6,800	6,700	99
	Perry	2,500	2,500	100
	Putnam	19,700	19,500	99
	Robertson	15,300	15,200	99
	Smith	5,800	5,800	99
	Trousdale	2,600	2,600	100
	Warren	13,000	12,800	99
Wayne	5,400	5,300	98	
Between 5-24%	KENTUCKY			
	Barren	12,900	12,800	99
	Butler	4,100	4,100	99
	Clinton	3,600	3,600	99
	Cumberland	2,800	2,800	98
	Edmonson	3,600	3,500	99
	Hart	6,000	6,000	99
	Marshall	10,700	10,600	99
	Metcalfe	3,700	3,600	99
	Trigg	3,600	3,600	100
TENNESSEE				
Benton	6,300	6,200	98	
(Continued on page A-1059)				
Totals		805,400	799,200	99
Net Weekly Circulation (1990)			326,800	
Average Daily Circulation (1990)			137,200	

Tennessee

WRCB-TV, Chattanooga (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	TENNESSEE			
	Cannon	4,300	4,200	99
	Coffee	16,300	16,200	99
	Cumberland	12,900	12,700	98
	Franklin	12,400	12,300	99
	Roane	18,800	18,700	99
	Van Buren	1,500	1,500	100

WTVC, Chattanooga (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	TENNESSEE			
	Cannon	4,300	4,200	99
	Cumberland	12,900	12,700	98
	Franklin	12,400	12,300	99
	Morgan	5,700	5,600	98
	Roane	18,800	18,700	99
	Van Buren	1,500	1,500	100

WATE-TV, Knoxville (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	TENNESSEE			
	Meigs	2,900	2,900	100
	Polk	5,000	4,900	99
	Rhea	9,500	9,400	99
	Sullivan	58,900	58,600	99
	White	8,100	8,000	99
	VIRGINIA			
	Wise	17,200	16,900	98

WBIR-TV, Knoxville (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	TENNESSEE			
	Bledsoe	3,500	3,500	99
	Meigs	2,900	2,900	100
	Polk	5,000	4,900	99
	Sullivan	58,900	58,600	99
	Unicoi	6,500	6,400	98
	VIRGINIA			
	Wise	17,200	16,900	98

WHBQ-TV, Memphis (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	MISSOURI			
	Dunklin	13,000	12,700	98
	New Madrid	7,700	7,500	97
	MISSISSIPPI			
	Calhoun	5,700	5,600	98
	Lowndes	22,000	21,800	99
	Pontotoc	8,600	8,500	99
	Prentiss	9,400	9,300	99
	Tishomingo	7,100	7,000	99
	Yalobusha	5,100	5,000	98
	TENNESSEE			
	Carroll	11,000	10,900	99
	Chester	5,100	5,000	99
	Hardin	8,700	8,500	98
	Henderson	9,200	9,100	99
	Obion	13,300	13,200	99
	Weakley	12,600	12,400	99

WMC-TV, Memphis (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	MISSOURI			
	Dunklin	13,000	12,700	98
	MISSISSIPPI			
	Bolivar	14,500	14,100	98
	Leflore	13,900	13,700	98
	Pontotoc	8,600	8,500	99
	Sunflower	10,900	10,600	98
	Tallahatchie	5,400	5,300	97
	Washington	23,900	23,500	98
	TENNESSEE			
	Hardin	8,700	8,500	98
Henderson	9,200	9,100	99	
Lake	2,600	2,600	100	
Between 5-24%	ARKANSAS			
	Monroe	4,500	4,400	98
	Woodruff	3,700	3,600	97
	MISSOURI			
	New Madrid	7,700	7,500	97
	Ripley	5,200	4,900	94
	MISSISSIPPI			
	Calhoun	5,700	5,600	98
	Chickasaw	6,400	6,300	98
	Clay	7,600	7,500	99
	Itawamba	8,000	7,900	99
	Lee	24,900	24,700	99
	Monroe	13,000	12,800	99
	Oktibbeha	12,400	12,200	98
	Prentiss	9,400	9,300	99
	Tishomingo	7,100	7,000	99
	TENNESSEE			
Carroll	11,000	10,900	99	
Obion	13,300	13,200	99	

Tennessee

WPTY-TV, Memphis (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	MISSISSIPPI			
	Portotoc	8,600	8,500	99
	Prentiss	9,400	9,300	99
	Tallahatchie	5,400	5,300	97
	Union	8,900	8,800	99
	Yalobusha	5,100	5,000	98
	TENNESSEE			
	Chester	5,100	5,000	99
	Mc Nairy	9,700	9,600	98
	Obion	13,300	13,200	99

WREG-TV, Memphis (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	ARKANSAS			
	Monroe	4,500	4,400	98
	Randolph	6,600	6,500	98
	MISSOURI			
	Dunklin	13,000	12,700	98
	Pemiscot	8,500	8,300	98
	MISSISSIPPI			
	Bolivar	14,500	14,100	98
	Grenada	6,900	6,800	98
	Lee	24,900	24,700	99
Between 5-24%	TENNESSEE			
	Prentiss	9,400	9,300	99
	Yalobusha	5,100	5,000	98
	TENNESSEE			
	Carroll	11,000	10,900	99
	Hardin	8,700	8,500	98
	MISSISSIPPI			
	Calhoun	5,700	5,600	98
	Chickasaw	6,400	6,300	98
	Itawamba	8,000	7,900	99
Oktibbeha	12,400	12,200	98	
Portotoc	8,600	8,500	99	
Sunflower	10,900	10,600	98	
Tallahatchie	5,400	5,300	97	
Tishomingo	7,100	7,000	99	
TENNESSEE				
Obion	13,300	13,200	99	
Weakley	12,600	12,400	99	

WKRN-TV, Nashville (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	KENTUCKY			
	Cumberland	2,800	2,800	98
	TENNESSEE			
	Carroll	11,000	10,900	99
	Decatur	4,500	4,400	98
Between 5-24%	Giles			
	9,500	9,400	98	
	Grundy			
	5,100	5,000	98	
	KENTUCKY			
	Butler	4,100	4,100	99
	Caldwell	5,000	4,900	98
	Clinton	3,600	3,600	99
Edmonson	3,600	3,500	99	
Graves	13,400	13,300	99	

WKRN-TV—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Hart			
	6,000	6,000	99	
	Logan			
	10,000	9,900	99	
	Lyon			
	2,300	2,300	100	
	Metcalfe			
	3,700	3,600	99	
	Warren			
	31,500	31,200	99	
TENNESSEE				
Cumberland	12,900	12,700	98	
Hardin	8,700	8,500	98	
Henderson	9,200	9,100	99	
Lincoln	10,700	10,500	99	
Marion	9,600	9,500	99	

WSMV, Nashville (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	TENNESSEE				
	Sumner	36,400	36,200	99	
	Trousdale	2,600	2,600	100	
	Van Buren	1,500	1,500	100	
	Warren	13,000	12,800	99	
	Wayne	5,400	5,300	98	
	White	8,100	8,000	99	
	Williamson	27,600	27,300	99	
	Wilson	25,500	25,300	99	
	KENTUCKY				
Between 25-49%	Calloway	12,100	12,000	99	
	Cumberland	2,800	2,800	98	
	Hart	6,000	6,000	99	
	Metcalfe	3,700	3,600	99	
	TENNESSEE				
Between 5-24%	Fentress	5,700	5,600	98	
	Giles	9,500	9,400	98	
	Grundy	5,100	5,000	98	
	Hardin	8,700	8,500	98	
	Henderson	9,200	9,100	99	
	Lincoln	10,700	10,500	99	
	KENTUCKY				
	Between 5-24%	Caldwell	5,000	4,900	98
		Hopkins	18,000	17,800	99
		Marshall	10,700	10,600	99
Muhlenberg		11,600	11,500	99	
Ohio		8,300	8,200	99	
TENNESSEE					
Cumberland	12,900	12,700	98		
Madison	30,300	30,100	99		
Marion	9,600	9,500	99		
Weakley	12,600	12,400	99		

WTVF, Nashville (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TENNESSEE			
	Rutherford	40,500	40,300	99
	Smith	5,800	5,800	99
	Stewart	3,900	3,900	100
	Sumner	36,400	36,200	99
	Trousdale	2,600	2,600	100
	Van Buren	1,500	1,500	100

Tennessee

WTVF—(Continued) (Arbitron Data Continued)

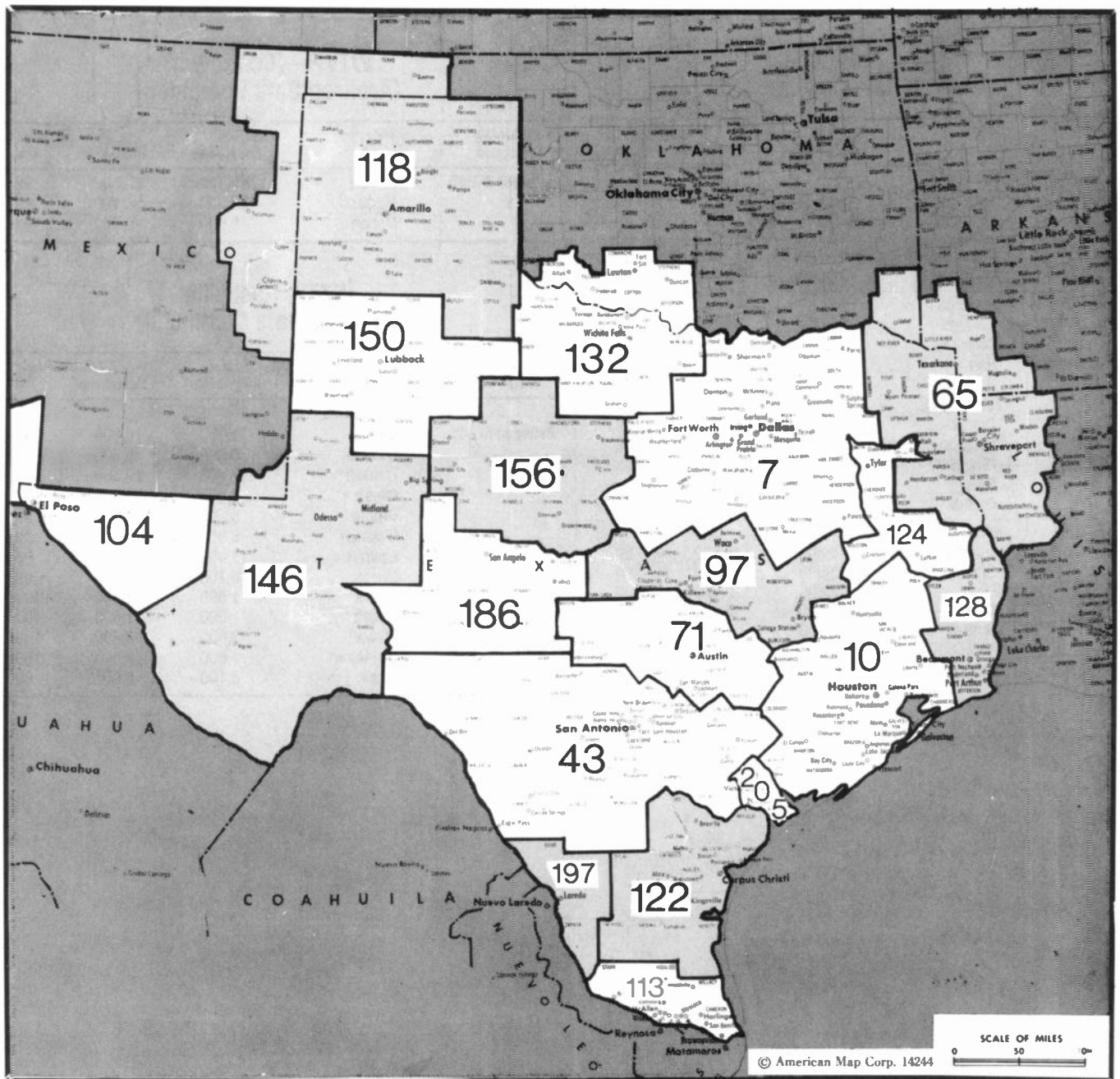
Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TENNESSEE			
	Warren	13,000	12,800	99
	Wayne	5,400	5,300	98
	White	8,100	8,000	99
	Williamson	27,600	27,300	99
	Wilson	25,500	25,300	99
Between 25-49%	KENTUCKY			
	Caldwell	5,000	4,900	98
	Calloway	12,100	12,000	99
	Hart	6,000	6,000	99
	Hopkins	18,000	17,800	99
Between 5-24%	TENNESSEE			
	Carroll	11,000	10,900	99
	Decatur	4,500	4,400	98
	Fentress	5,700	5,600	98
	Giles	9,500	9,400	98
	Grundy	5,100	5,000	98
	KENTUCKY			
Grayson	8,400	8,300	99	
Green	3,900	3,900	99	
Lyon	2,300	2,300	100	
Ohio	8,300	8,200	99	
Russell	5,700	5,600	98	
TENNESSEE				
Cumberland	12,900	12,700	98	
Henderson	9,200	9,100	99	

WTVF—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Lincoln	10,700	10,500	99
	Madison	30,300	30,100	99
	Marion	9,600	9,500	99

WZTV, Nashville (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	TENNESSEE			
	Carroll	11,000	10,900	99
	De Kalb	5,900	5,800	98
	Franklin	12,400	12,300	99
	Giles	9,500	9,400	98
	Grundy	5,100	5,000	98
	Hickman	5,900	5,900	99
	Lawrence	13,400	13,300	99
	Lincoln	10,700	10,500	99
	Moore	1,800	1,800	100
	Pickett	1,600	1,600	100
	Stewart	3,900	3,900	100
	Van Buren	1,500	1,500	100
	White	8,100	8,000	99



Market	Arbitron AOI TV Households	Rank	Market Area Commercial TV Stations
Dallas-Fort Worth, TX	1,728,900	7	KDAF (33), KDFI-TV (27), KDFW-TV (4), KDTX-TV (58), KFWD (52), KHSX (49), KTVT (11), KTXA (21), KUVN (23), KXAS-TV (5), KXTX-TV (39), WFAA-TV (8)
Houston, TX	1,453,200	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	573,200	43	KABB (29), KENS-TV (5), KMOL-TV (4), KRRT (35), KSAF-TV (12), KVDA (60), KWEX-TV (41)
Shreveport, LA-Texarkana, TX	406,000	65	KMSS-TV (33), KSLA-TV (12), KTAL-TV (6), KTBS-TV (3)
Austin, TX	357,800	71	KBVO-TV (42), KTBC-TV (7), KVUE-TV (24), KXAN-TV (36)
Waco-Temple, TX	247,200	97	KBTX-TV (3), KCEN-TV (6), KWKT (44), KWTX-TV (10), KXXV (25)
El Paso, TX	224,300	104	KCIC (14), KDBC-TV (4), KINF-TV (26), KTSM-TV (9), KVIA-TV (7), KZIA (48), XEJ-TV (5), XEPM-TV (2), XHIJ-TV (44)
McAllen-Brownsville, TX	198,400	113	KGBT-TV (4), KRGV-TV (5), KVED (23), XHRI0 (2)
Amarillo, TX	185,100	118	KAMR-TV (4), KCIT (14), KFDA-TV (10), KVIH-TV (12), KVII-TV (7), KVIJ-TV (8)
Corpus Christi, TX	174,000	122	KIII (3), KORO (28), KRIS-TV (6), KZTV (10)
Tyler-Longview, TX	170,600	124	KETK-TV (56), KLMG-TV (51), KLTV (7), KTRE-TV (9)
Beaumont-Port Arthur, TX	164,500	128	KBMT (12), KFDM-TV (6), KJAC-TV (4)
Wichita Falls, TX-Lawton, OK	161,900	132	KAUZ-TV (6), KFDM-TV (3), KJTL (18), KSWO-TV (7)
Odessa-Midland, TX	143,300	146	KMID-TV (2), KMLM (42), KOSA-TV (7), KPEJ (24), KTPX (9), KWAB-TV (4)
Lubbock, TX	137,500	150	KAMC (28), KCBD-TV (11), KJTV (34), KLBK-TV (13)
Abilene-Sweetwater, TX	115,800	156	KRBC-TV (9), KTAB-TV (32), KTXS-TV (12)
San Angelo, TX	48,200	186	KACB-TV (3), KIDY (6), KLST (8)
Laredo, TX	36,100	197	KGNS-TV (8), KLDO-TV (27), KVTY (13), XEFE-TV (2)
Victoria, TX	26,100	205	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
KRRR, 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, 1990

	VHF	UHF	TOTAL
Commercial Television Stations	45	41	86
Educational Television Stations	7	13	20
	52	54	106

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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: Abilene Radio & Television Co.

Began Operation: August 24, 1953. Sale by Abilene Reporter News approved Sept. 16, 1953 (Television Digest, Vol. 9:35, 38).

Represented (sales): Blair Television.

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.

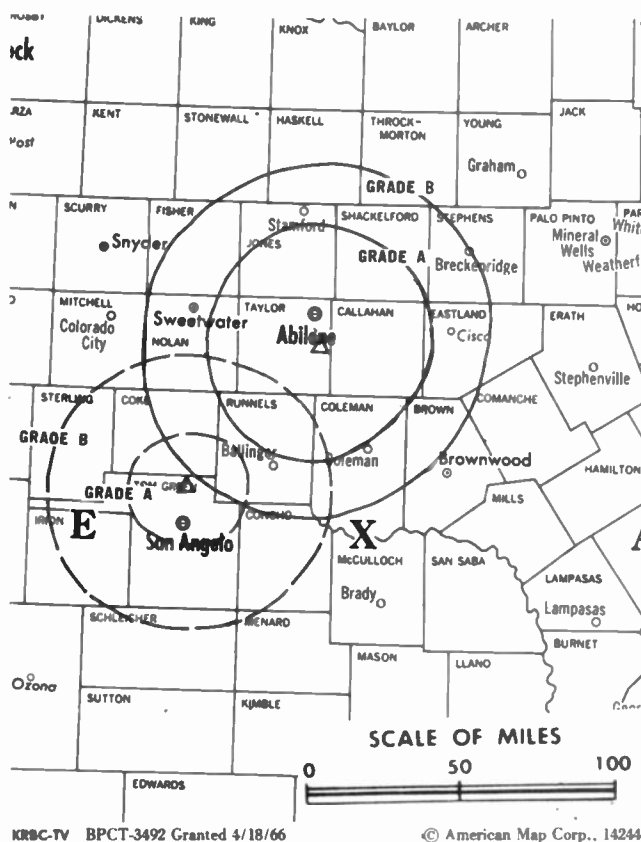
NETWORK BASE HOURLY RATE: \$625.

Arbitron Data: Figures include KACB-TV, San Angelo, TX.

City of License: Abilene. ADI: Abilene-Sweetwater. Rank: 156.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 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	4,900	99
	Coke	1,300	1,300	100
	Coleman	4,200	4,200	100
	Concho	1,100	1,100	100
	Crockett	1,600	1,600	100
	Eastland	7,900	7,800	99
	Fisher	2,100	2,100	100
	Haskell	2,700	2,700	100
	Irion	500	500	100
	Jones	6,700	6,600	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Mc Culloch	3,500	3,400	97
	Mills	1,800	1,800	100
	Mitchell	3,300	3,300	100
	Nolan	6,300	6,200	98
	Runnels	4,700	4,600	98
	Schleicher	1,000	1,000	100
	Scurry	6,900	6,800	99
	Shackelford	1,500	1,500	100
	Stephens	4,300	4,200	98
	Sterling	400	400	100
	Stonewall	1,000	1,000	100
	Sutton	1,600	1,600	97
	Taylor	46,000	45,700	99
	Tom Green	36,500	36,100	99
Between 25-49%	TEXAS			
	Comanche	5,000	4,900	98
	Kimble	1,600	1,500	94
	Knox	1,900	1,900	100
	Menard	900	900	100
	Reagan	1,500	1,500	100
Between 5-24%	TEXAS			
San Saba	2,400	2,400	100	
Totals	180,100	178,200	99	
Net Weekly Circulation (1990)			141,800	
Average Daily Circulation (1990)			80,700	

Texas—Abilene

KTAB-TV

Ch. 32

Network Service: CBS.

Licensee: Big Country TV of Abilene Inc., 5401 S. U.S. 277, Box 5309, Abilene, TX 79608-5309.

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. (Group Owner).

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 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 1/1/90. TV Homes, TV% and Circulation ©1990 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	4,900	99
	Coleman	4,200	4,200	100
	Eastland	7,900	7,800	99



KTAB-TV BPCT-5169 Granted 3/20/79

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Fisher	2,100	2,100	100
	Haskell	2,700	2,700	100
	Jones	6,700	6,600	98
	Knox	1,900	1,900	100
	Mitchell	3,300	3,300	100
	Noian	6,300	6,200	98
	Shackelford	1,500	1,500	100
	Stephens	4,300	4,200	98
	Stonewall	1,000	1,000	100
	Taylor	46,000	45,700	99
Between 25-49%	TEXAS			
	Comanche	5,000	4,900	98
	Runnels	4,700	4,600	98
	Scurry	6,900	6,800	99
Between 5-24%	TEXAS			
	Coke	1,300	1,300	100
	Mills	1,800	1,800	100
	Throckmorton	900	900	100
Totals		127,500	126,200	99
Net Weekly Circulation (1990)				101,300
Average Daily Circulation (1990)				69,200

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. (Group Owner).

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): Settel 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.
PEGGY CARPENTER, news director.
DAVID CALDWELL, promotion director.
EDDIE SIDES, business manager.

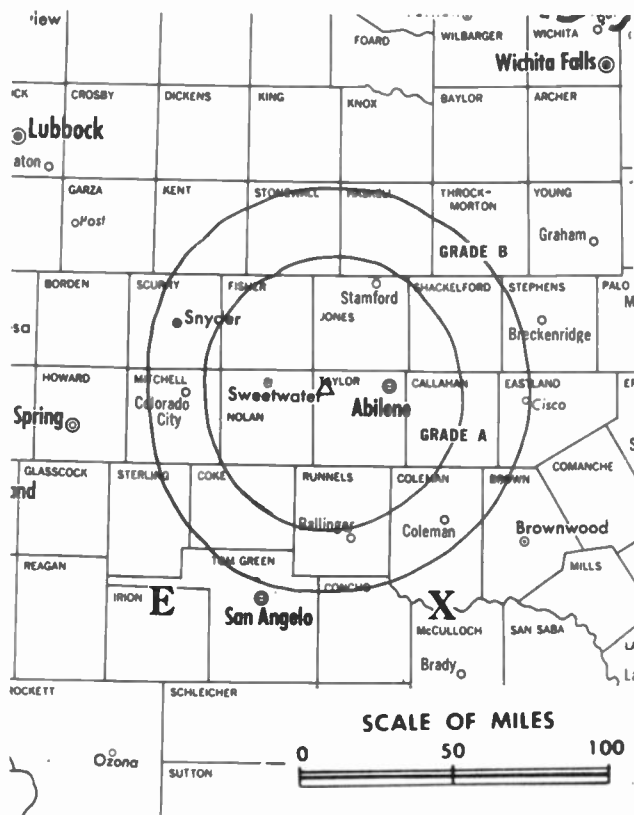
Highest 30 Sec. Rate: \$350.

NETWORK BASE HOURLY RATE: \$550.

City of License: Sweetwater. ADI: Abilene-Sweetwater. Rank: 156.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Callahan	4,900	4,900	99
	Coke	1,300	1,300	100
	Coleman	4,200	4,200	100
	Eastland	7,900	7,800	99
	Fisher	2,100	2,100	100



KTXS-TV BMPCT-5021 Granted 4/25/58

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Haskell	2,700	2,700	100
	Irion	500	500	100
	Jones	6,700	6,600	98
	Kent	400	400	100
	King	200	200	100
	Mitchell	3,300	3,300	100
	Nolan	6,300	6,200	98
	Runnels	4,700	4,600	98
	Scurry	6,900	6,800	99
	Shackelford	1,500	1,500	100
	Stephens	4,300	4,200	98
	Stonewall	1,000	1,000	100
	Taylor	46,000	45,700	99
Between 25-49%	TEXAS			
	Brown	14,100	13,800	98
	Knox	1,900	1,900	100
	Sterling	400	400	100
	Tom Green	36,500	36,100	99
Between 5-24%	TEXAS			
	Comanche	5,000	4,900	98
	Concho	1,100	1,100	100
	Mc Culloch	3,500	3,400	97
	Mills	1,800	1,800	100
Throckmorton	900	900	100	
Totals		170,100	168,300	99
Net Weekly Circulation (1990)				110,900
Average Daily Circulation (1990)				59,900

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 (Group Owner).

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 (legal): Dow, Lohnes & Albertson.

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

Personnel:

JODIE TRIBBLE, vice president & station manager.

GLEN DINGLEY, engineering director.

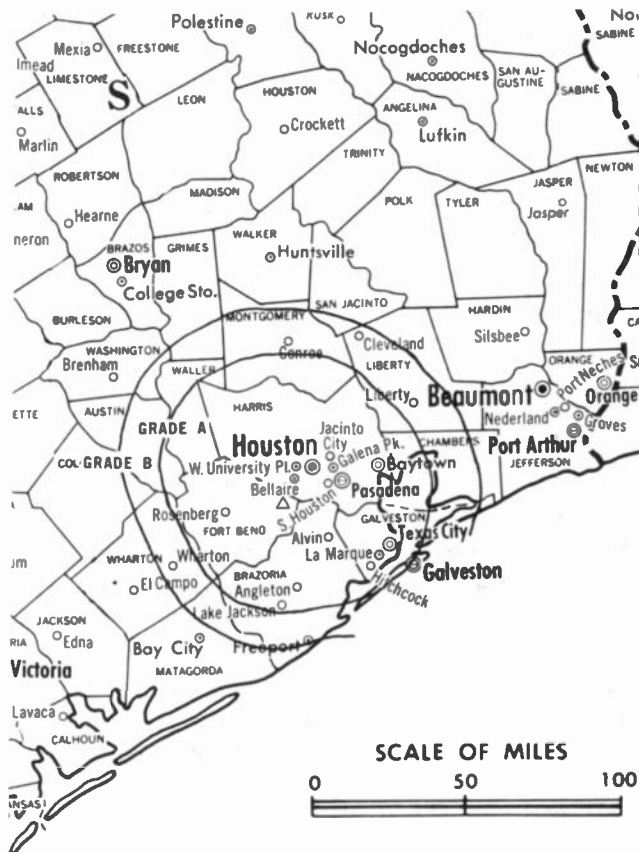
ANN PENN, program administrator.

SHERRY BELL, business manager.

Rates: On request.

City of License: Alvin. ADI: Houston. Rank: 10.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.



KHSH BMPCT—841221LB Granted 1/17/85

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
	TEXAS			
Between 5-24%	Waller	7,200	7,100	99
Totals		7,200	7,100	99
Net Weekly Circulation (1990)			12,000	
Average Daily Circulation (1990)			3,600	

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. (Group Owner).

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.
GEORGE GOULD, national sales manager.
TRENT POINDEXTER, local sales manager.
LYNN WALKER, news director.
KENNETH KURY, business manager.
PATRICIA HOESCH, promotion director.
KEN HIGH, chief engineer.

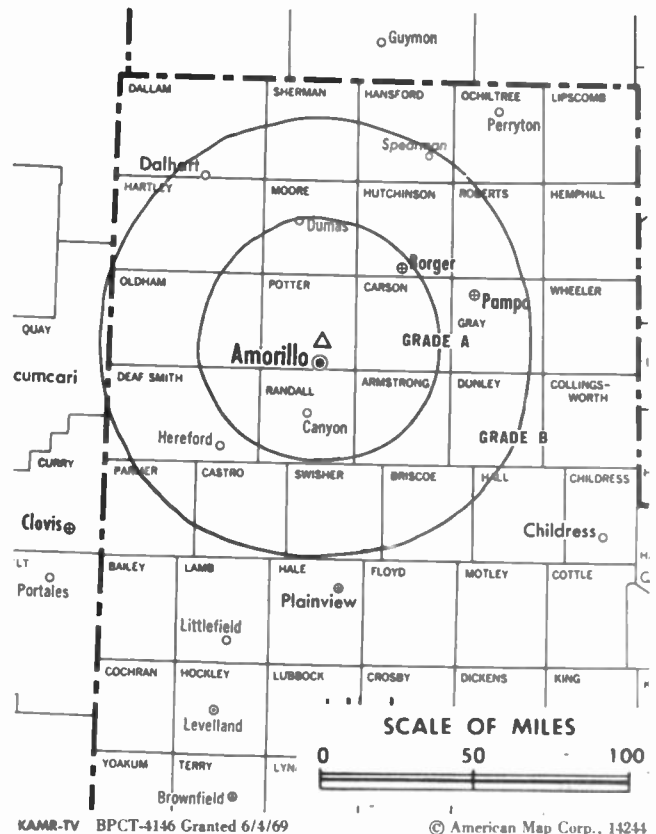
Highest 30 Sec. Rate: \$600.

NETWORK BASE HOURLY RATE: \$988.

City of License: Amarillo. ADI: Amarillo. Rank: 118.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW MEXICO			
	Curry	16,300	15,900	98
	Quay	4,600	4,400	96
	Union	1,900	1,800	95
	OKLAHOMA			
	Cimarron	1,600	1,600	100
	Texas	6,500	6,400	98
	TEXAS			
	Armstrong	800	800	100
	Briscoe	1,000	1,000	100
	Carson	2,400	2,400	100
	Castro	3,300	3,300	100
	Childress	2,500	2,500	100
	Collingsworth	1,700	1,700	100
	Cottle	1,100	1,100	100
Dallam	2,500	2,500	100	
Deaf Smith	6,400	6,300	98	
Donley	1,600	1,600	100	
Gray	9,800	9,700	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Hall	1,900	1,900	100
	Hansford	2,400	2,400	100
	Hartley	1,300	1,300	100
	Hemphill	1,900	1,900	100
	Hutchinson	10,100	10,000	100
	Lipscomb	1,300	1,300	100
	Moore	6,200	6,200	100
	Ochiltree	3,400	3,400	100
	Oldham	700	700	100
	Parmer	3,300	3,300	100
	Potter	41,000	40,700	99
	Randall	35,200	35,100	100
	Roberts	400	400	100
	Sherman	1,100	1,100	100
Swisher	3,300	3,300	100	
Wheeler	3,000	2,900	97	
Between 25-49%	KANSAS			
	Morton	1,200	1,200	100
	Seward	7,000	6,900	99
	NEW MEXICO			
	Harding	400	400	100
Between 5-24%	OKLAHOMA			
	Harmon	1,700	1,700	100
	TEXAS			
Hale	12,400	12,300	99	
Hardeman	2,400	2,400	100	
Totals	OKLAHOMA			
	Beaver	3,000	3,000	100
	Elis	2,200	2,100	95
	TEXAS			
	Bailey	2,700	2,700	100
Motley	800	800	100	
Totals		214,300	212,400	99
Net Weekly Circulation (1990)				167,600
Average Daily Circulation (1990)				96,800

Texas—Amarillo

KCIT

Ch. 14

Network Service: Fox

Licensee: Ralph C. Wilson Industries Inc., 400 Renaissance Center, Suite 2140, Detroit, MI 48243.

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, 4895-ft. above sea level.

Latitude 35° 20' 33"
Longitude 101° 49' 21"

Transmitter: Hwy. 287, 5-mi. N of 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. (Group Owner).

Began Operation: October 29, 1982. Sale to present owner by Ray Moran approved by FCC Dec. 11, 1984.

Represented (sales): Sattel Inc.

Represented (legal): Leventhal, Senter & Lerman.

Represented (engineering): Smith & Powstenko.

Personnel:

FRED M. HUTCHING, vice president & general manager.

BILL EMBRY, sales manager.

ROBERT ESCALANTE, local sales manager.

DICK STAFFORD, chief engineer.

BONNIE LOE, program director.

ANITA ADAIR, promotion director.

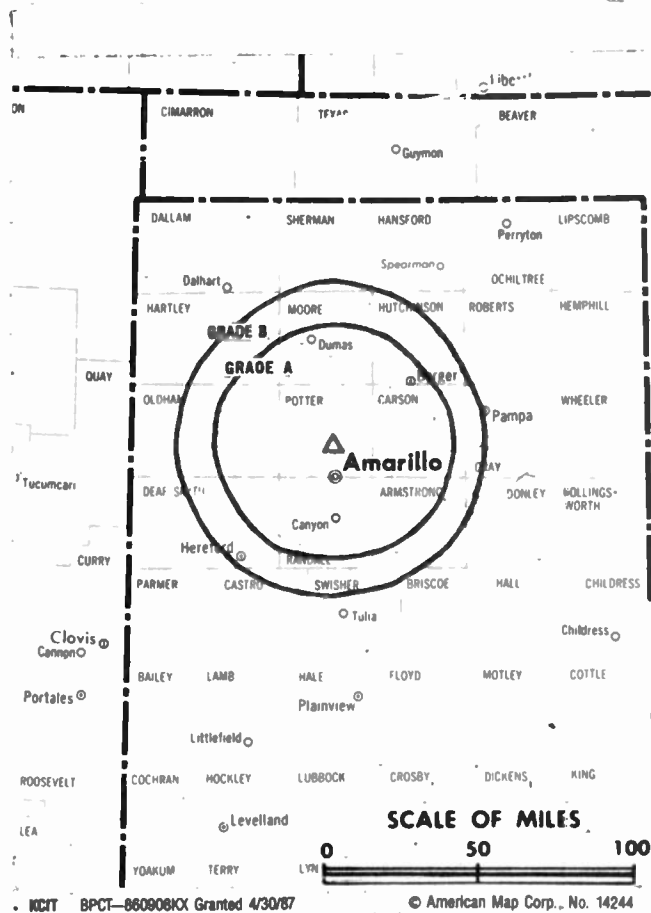
MINKA ALLEN, business manager.

Highest 30 Sec. Rate: \$200.

City of License: Amarillo. ADI: Amarillo. Rank: 118.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
TEXAS				
50% & Over	Armstrong	800	800	100
	Carson	2,400	2,400	100
	Hartley	1,300	1,300	100
	Hutchinson	10,100	10,000	100
	Moore	6,200	6,200	100
	Oldham	700	700	100
	Potter	41,000	40,700	99
	Randall	35,200	35,100	100
TEXAS				
Between 25-49%	Castro	3,300	3,300	100
	Dallam	2,500	2,500	100



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Deaf Smith	6,400	6,300	98
	Gray	9,800	9,700	99
	Parmer	3,300	3,300	100
	Swisher	3,300	3,300	100
TEXAS				
Between 5-24%	Donley	1,600	1,600	100
	Hansford	2,400	2,400	100
	Hemphill	1,900	1,900	100
	Roberts	400	400	100
	Sherman	1,100	1,100	100
Totals		133,700	133,000	99
Net Weekly Circulation (1990)			70,700	
Average Daily Circulation (1990)			30,700	

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

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, NWS, SWINS.

Ownership: Panhandle Telecasting Co., Gen. Partnership

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.
LYNNE RENKEN, promotion & marketing director.
BOBBIE THOMAS, business manager.

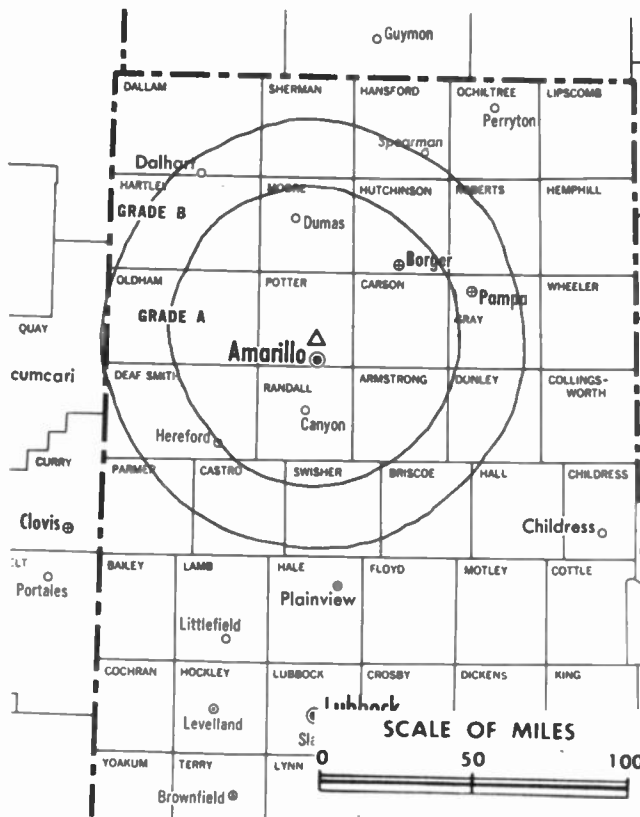
Highest 30 Sec. Rate: \$1000.

NETWORK BASE HOURLY RATE: \$585.

City of License: Amarillo. ADI: Amarillo. Rank: 118.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW MEXICO			
	Curry	16,300	15,900	98
	Quay	4,600	4,400	96
	Union	1,900	1,800	95
	OKLAHOMA			
	Cimarron	1,600	1,600	100
	Texas	6,500	6,400	98
	TEXAS			
	Armstrong	800	800	100
	Briscoe	1,000	1,000	100
	Carson	2,400	2,400	100
	Castro	3,300	3,300	100
	Childress	2,500	2,500	100
Collingsworth	1,700	1,700	100	
Cottle	1,100	1,100	100	
Dallam	2,500	2,500	100	
Deaf Smith	6,400	6,300	98	



KFDA-TV BPCT-801024KF Granted 12/20/80 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Donley	1,600	1,600	100
	Gray	9,800	9,700	99
	Hall	1,900	1,900	100
	Hansford	2,400	2,400	100
	Hartley	1,300	1,300	100
	Hemphill	1,900	1,900	100
	Hutchinson	10,100	10,000	100
	Lipscomb	1,300	1,300	100
	Moore	6,200	6,200	100
	Ochiltree	3,400	3,400	100
	Oldham	700	700	100
	Parmer	3,300	3,300	100
	Potter	41,000	40,700	99
	Randall	35,200	35,100	100
	Roberts	400	400	100
Sherman	1,100	1,100	100	
Swisher	3,300	3,300	100	
Wheeler	3,000	2,900	97	
Between 25-49%	KANSAS			
	Morton	1,200	1,200	100
	NEW MEXICO			
Harding	400	400	100	
Between 5-24%	KANSAS			
	Seward	7,000	6,900	99
	OKLAHOMA			
	Beaver	3,000	3,000	100
	Ellis	2,200	2,100	95
	TEXAS			
	Bailey	2,700	2,700	100
	Floyd	3,000	3,000	100
	Hardeman	2,400	2,400	100
Motley	800	800	100	
Totals		203,200	201,400	99
Net Weekly Circulation (1990)				154,600
Average Daily Circulation (1990)				83,900

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. Fax: 806-371-7329.

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 Station: Scientific-Atlanta, 7-meter; AvanteK, M/A-Com, Scientific-Atlanta receivers.

News Service: AP.

Ownership: Marsh Media Inc. (Group Owner).

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.

MAC DOUGLAS, operations manager.

Highest 30 Sec. Rate: \$550.

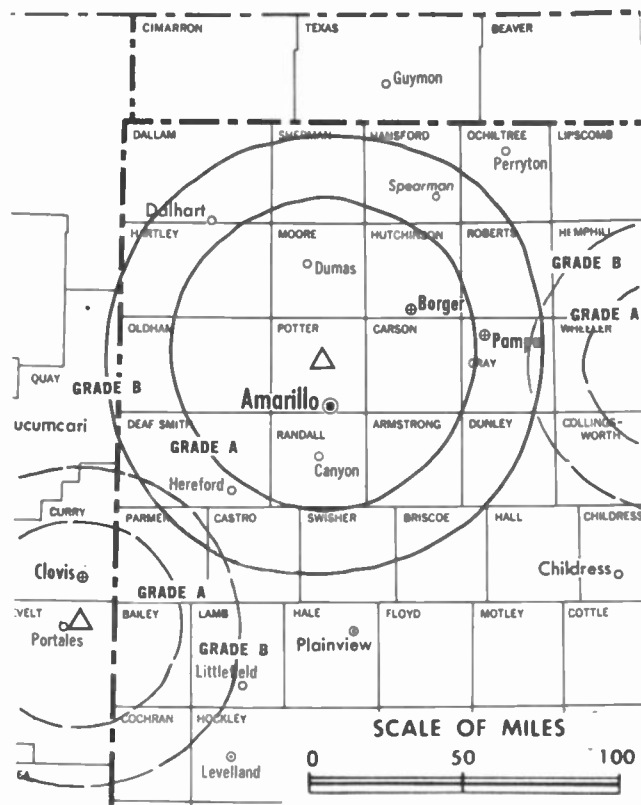
NETWORK BASE HOURLY RATE: \$600.

Arbitron Data: Figures include KVIJ-TV, Sayre, OK & KVIH-TV, Clovis, NM.

City of License: Amarillo. ADI: Amarillo. Rank: 118.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW MEXICO			
	Curry	16,300	15,900	98
	Quay	4,600	4,400	96
	Roosevelt	6,300	6,100	97
	Union	1,900	1,800	95
	OKLAHOMA			
	Beckham	8,500	8,300	98
	Cimarron	1,600	1,600	100
	Roger Mills	2,000	2,000	100
	Texas	6,500	6,400	98
TEXAS				
Armstrong	800	800	100	
Bailey	2,700	2,700	100	
Briscoe	1,000	1,000	100	
Carson	2,400	2,400	100	
Castro	3,300	3,300	100	



KVII-TV BPCT-1170 Granted 4/2/69

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Childress	2,500	2,500	100
	Collingsworth	1,700	1,700	100
	Cottle	1,100	1,100	100
	Dallam	2,500	2,500	100
	Deaf Smith	6,400	6,300	98
	Donley	1,600	1,600	100
	Gray	9,800	9,700	99
	Hall	1,900	1,900	100
	Hansford	2,400	2,400	100
	Hartley	1,300	1,300	100
	Hemphill	1,900	1,900	100
	Hutchinson	10,100	10,000	100
	Lipscomb	1,300	1,300	100
	Moore	6,200	6,200	100
	Ochiltree	3,400	3,400	100
	Oldham	700	700	100
	Parmer	3,300	3,300	100
	Potter	41,000	40,700	99
	Randall	35,200	35,100	100
Roberts	400	400	100	
Sherman	1,100	1,100	100	
Swisher	3,300	3,300	100	
Wheeler	3,000	2,900	97	
Between 25-49%	KANSAS			
	Morton	1,200	1,200	100
	Seward	7,000	6,900	99
NEW MEXICO	De Baca	1,100	1,100	100
(Continued on page A-1153)				
Totals		257,100	254,600	99
Net Weekly Circulation (1990)			190,600	
Average Daily Circulation (1990)			123,000	

Texas—Austin

KBVO-TV

Ch. 42

Network Service: Fox.

Licensee: Austin Television, 503 City National Bank Bldg., Wichita Falls, TX 76301.

Studio: 10700 Metric Blvd., Austin, TX 78758.

Mailing Address: Box 2728, Austin, TX 78768-2728.

Telephone: 512-835-0042. Telex: 776437. 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: Austin Television.

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.

JOSEPH KILLEBREW, general sales manager.

PATSY HOFFMAN, national sales coordinator.

MARIO LAZZARI, chief engineer.

CINDIE BROOKS, news & public affairs.

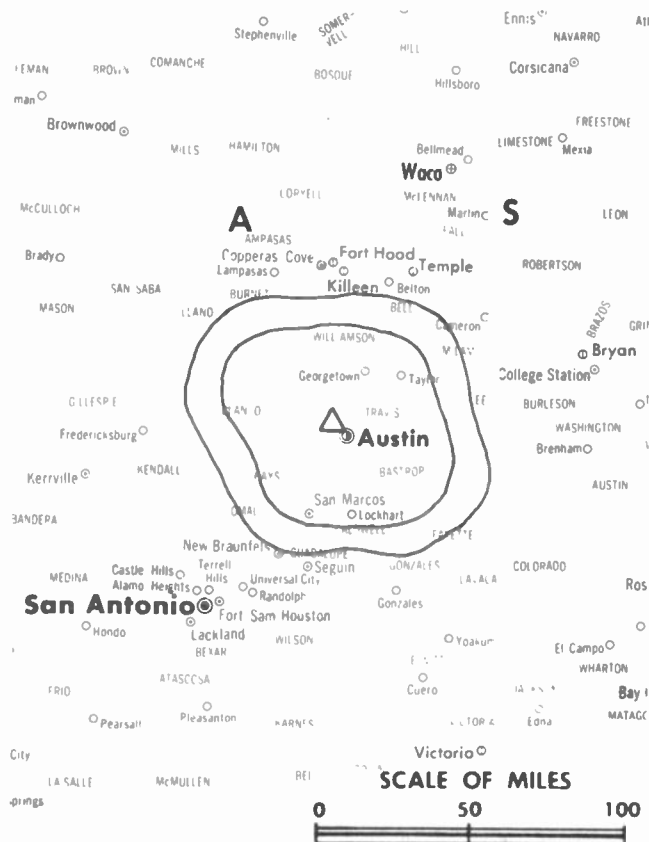
GARY DREW, promotion director.

Rates: On request.

City of License: Austin. ADI: Austin, TX. Rank: 71.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
	TEXAS			
	Bastrop	13,900	13,600	98
	Burnet	10,800	10,700	99
	Caldwell	9,700	9,500	98
	Hays	20,600	20,300	99
	Lee	4,700	4,600	98
	Travis	232,700	230,300	99
	Williamson	42,000	41,400	99



KBVO-TV BMPCT-830425KG Granted 5/23/83 © American Map Corp. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%				
	TEXAS			
	Bell	64,400	63,900	99
	Blanco	2,700	2,700	100
	Coryell	17,800	17,600	99
	Lampasas	5,800	5,700	98
	Llano	5,700	5,600	98
	Mason	1,600	1,500	97
	Milam	8,900	8,700	98
Between 5-24%				
	TEXAS			
	Burleson	5,400	5,300	98
	Falls	7,200	7,100	99
	Fayette	8,300	8,000	96
	Gillespie	6,700	6,500	97
	Gonzales	6,400	6,300	98
	Guadalupe	21,600	21,300	99
	Lavaca	7,300	7,000	97
	Robertson	6,100	6,000	98
Totals		510,300	503,600	99
Net Weekly Circulation (1990)				279,300
Average Daily Circulation (1990)				122,900

Texas—Austin

KTBC-TV Ch. 7

Network Service: CBS.

Licensee: KTBC-TV Inc., Subsidiary of Times Mirror Co., Times Mirror Square, Los Angeles, CA.

Studio: 119 E. 10th St., Austin, TX 78701.

Mailing Address: Box 2223, Austin, TX 78768.

Telephone: 512-476-7777. TWX: 910-874-1301.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1261-ft. above av. terrain, 1077-ft. above ground, 1977-ft. above sea level.

Latitude 30° 18' 36"
Longitude 97° 47' 33"

Transmitter: Mt. Larson, 4-mi. NW of State Capitol building.

Satellite Earth Stations: Prodelin, 3.8-meter; Scientific-Atlanta, 7-meter; Scientific-Atlanta, 3.6-meter.

News Services: AP, CBS, NWS.

Ownership: Times Mirror Broadcasting (Group Owner).

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.

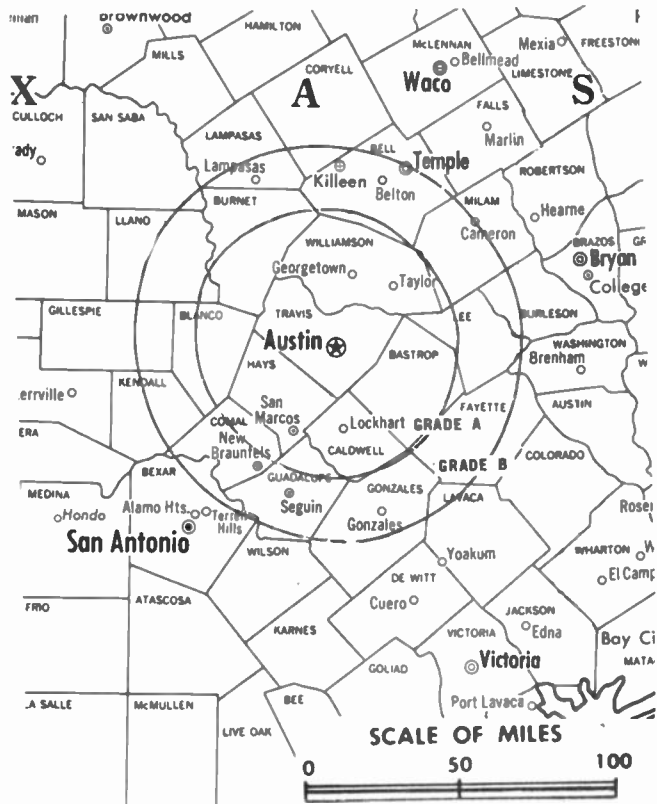
TROY BROWN, chief engineer.

Rates: On request.

City of License: Austin. ADI: Austin, TX. Rank: 71.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
TEXAS				
50% & Over	Bastrop	13,900	13,600	98
	Blanco	2,700	2,700	100
	Burnet	10,800	10,700	99
	Caldwell	9,700	9,500	98
	Coryell	17,800	17,600	99
	Fayette	8,300	8,000	96
	Gillespie	6,700	6,500	97
	Hays	20,600	20,300	99
	Lee	4,700	4,600	98



KTBC-TV BPC-861029KW Granted 11/24/86

© American Map Corp., No. 1424-

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Llano	5,700	5,600	98
	Mason	1,600	1,500	97
	Milam	8,900	8,700	98
	Travis	232,700	230,300	99
	Williamson	42,000	41,400	99
TEXAS				
Between 25-49%	Bell	64,400	63,900	99
	Burleson	5,400	5,300	98
	Gonzales	6,400	6,300	98
	Lampasas	5,800	5,700	98
	Lavaca	7,300	7,000	97
	San Saba	2,400	2,400	100
TEXAS				
Between 5-24%	Colorado	7,400	7,300	98
	De Witt	7,200	7,000	97
	Guadalupe	21,600	21,300	99
	Mills	1,800	1,800	100
	Robertson	6,100	6,000	98
Totals		521,900	515,000	99
Net Weekly Circulation (1990)			370,600	
Average Daily Circulation (1990)			215,100	

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; 512-459-6538, news.

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 Broadcasting Group (Group Owner).

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:

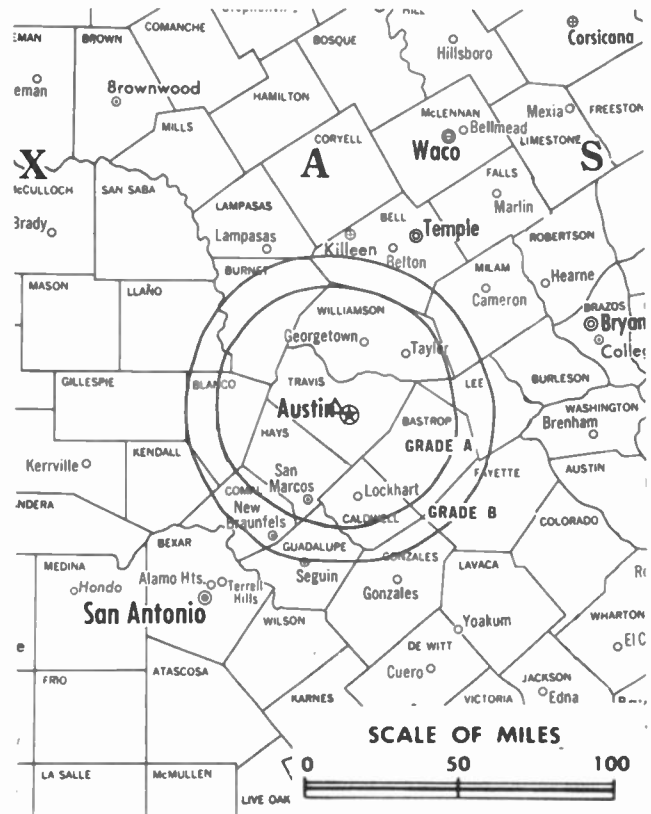
CRAIG A. DUBOW, president & general manager.
MICHAEL J. WENGLAR, vice president, engineering.
EVE VICKERS, vice president & controller.
DEBBIE BRIZENDINE, general sales manager.
MARTHA BREWSTER, local sales manager.
JIM CARSON, national sales manager.
CRAIG BEAN, operations manager.
CAROLE KNEELAND, news director.
MARK ZACHARIAS, marketing director.
PAT CROVISIER, public affairs director.

Rates: On request.

City of License: Austin. ADI: Austin, TX. Rank: 71.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Bastrop	13,900	13,600	98
	Blanco	2,700	2,700	100
	Burnet	10,800	10,700	99
	Caldwell	9,700	9,500	98
	Hays	20,600	20,300	99
Lampasas	5,800	5,700	98	



KVUE-TV BMPCT-7272 Granted 3/2/71

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Lee	4,700	4,600	98
	Llano	5,700	5,600	98
	Mason	1,600	1,500	97
	Milam	8,900	8,700	98
	Travis	232,700	230,300	99
	Williamson	42,000	41,400	99
Between 25-49%	TEXAS			
	Burleson	5,400	5,300	98
	Fayette	8,300	8,000	96
	Gillespie	6,700	6,500	97
Between 5-24%	TEXAS			
	Bell	64,400	63,900	99
	Colorado	7,400	7,300	98
	Coryell	17,800	17,600	99
	De Witt	7,200	7,000	97
	Guadalupe	21,600	21,300	99
Totals	Lavaca	7,300	7,000	97
	Robertson	6,100	6,000	98
Totals		517,700	510,800	99
Net Weekly Circulation (1990)				325,900
Average Daily Circulation (1990)				180,400

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: 2000-kw max. visual, 200-kw max. aural. Antenna: 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., 5-mi. NW of Austin.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 8-meter Ku-band; Microdyne, 7-meter C-band; Microdyne, 3-meter Ku-band; Harris, Microdyne receivers.

News Services: AP, Conus, Skycom, UPI.

Ownership: LIN Television Corp. (Group Owner).

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.

Represented (engineering): Douglas DeLawder, P.C.

Personnel:

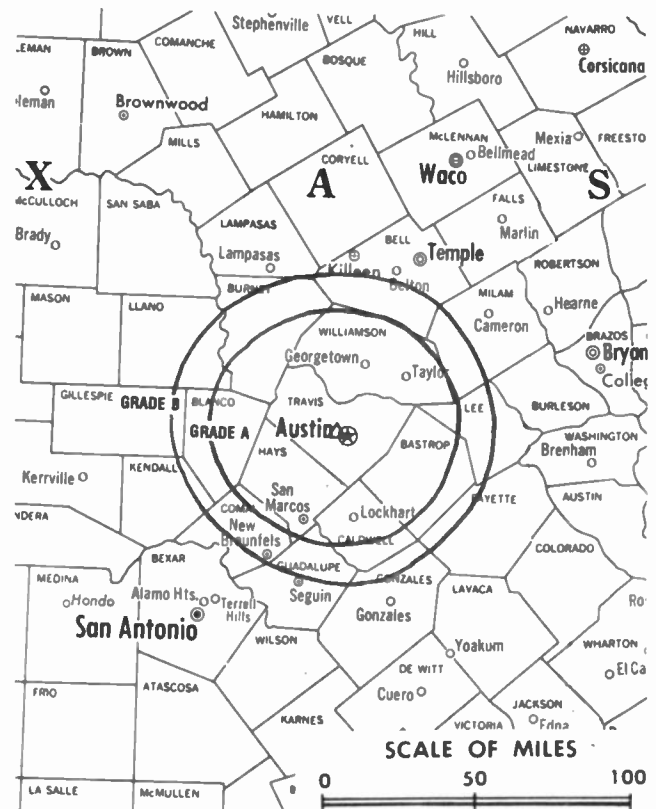
JANE WALLACE, general manager.
LYLE BANKS, general sales manager.
SAM ROSENWASSER, local sales manager.
GWEN KINSEY, national sales manager.
GEORGE CSAHANIN, director of engineering.
HENRY CHU, news director.
MARGARET MOHR, promotion director.
RUTH CHERRY, business manager.

Highest 30 Sec. Rate: \$2500.

City of License: Austin. ADI: Austin, TX. Rank: 71.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Bastrop	13,900	13,600	98
	Burnet	10,800	10,700	99
	Caldwell	9,700	9,500	98
	Hays	20,600	20,300	99
	Lee	4,700	4,600	98
	Llano	5,700	5,600	98



KXAN-TV BPCT-900329KE Granted 4/10/90

American Map Corp., No. 1424-

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Mason	1,600	1,500	97
	Travis	232,700	230,300	99
	Williamson	42,000	41,400	99
Between 25-49%	TEXAS			
	Blanco	2,700	2,700	100
	Burleson	5,400	5,300	98
	Fayette	8,300	8,000	96
	Gillespie	6,700	6,500	97
Between 5-24%	Milam	8,900	8,700	98
	TEXAS			
	Bell	64,400	63,900	99
	Brazos	47,400	46,800	99
	Colorado	7,400	7,300	98
	Coryell	17,800	17,600	99
	Gonzales	6,400	6,300	98
	Guadalupe	21,600	21,300	99
Lampasas	5,800	5,700	98	
Totals	Lavaca	7,300	7,000	97
	Robertson	6,100	6,000	98
Totals		557,900	550,600	99
Net Weekly Circulation (1990)				324,600
Average Daily Circulation (1990)				166,100

Texas—Baytown

KRTW

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"

Holds CP for change to 1919-ft. above av. terrain, 1932-ft. above ground, 1909-ft. above sea level, lat. 29° 17' 56", long. 95° 14' 11", transmitter to 4-mi. SE of corner of Springtown Rd. & Hwy. 35, 8-mi. S of Alvin. BPCT-900612KF.

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: Pray Inc.

Began Operation: May 18, 1988.

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

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

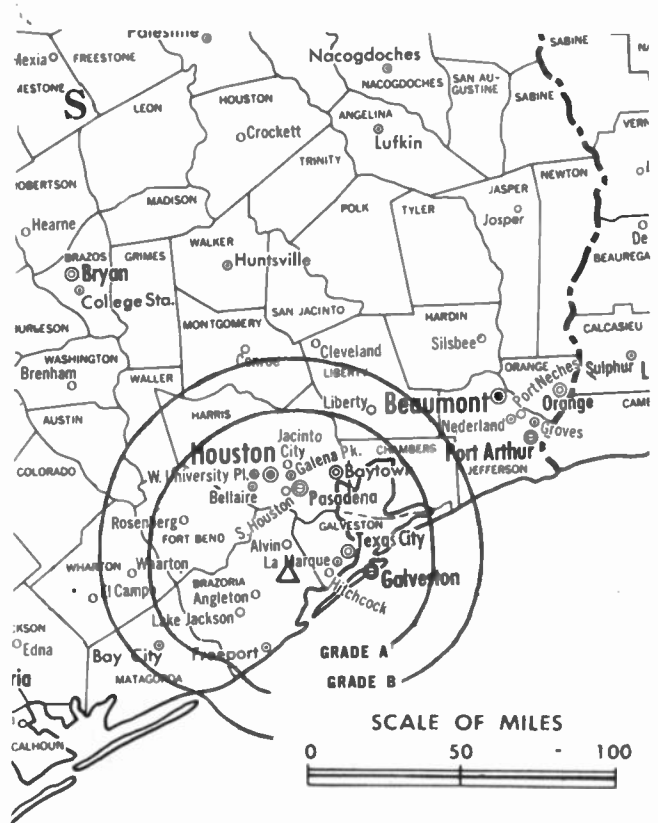
Personnel:

ELDRED THOMAS, general manager.

RUBEN MENDEZ, station & general sales manager.

RON BROWN, chief engineer.

NATHAN WILLIAMS, program director.



KRTW BPCT-900612KF Granted 8/30/90

© American Map Corp., No. 14244

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. (Group Owner).

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 & general sales manager.
ANNAMARIE CIRAMELLA, national sales.
PAUL ALCIATORE, chief engineer.
RUSS STOCTON, news director.
DON DAVIS, promotion director.
VERNON LeJEUNE, business manager.

Highest 30 Sec. Rate: \$1000.

NETWORK BASE HOURLY RATE: \$425.

City of License: Beaumont. **ADI:** Beaumont-Port Arthur. **Rank:** 128.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	LOUISIANA			
	Beauregard	11,400	11,200	98
	Calcasieu	61,700	61,200	99
	Cameron	3,400	3,400	100



KBMT BPCT-3266 Granted 1/6/65

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Hardin	15,100	14,900	99
	Jasper	12,300	12,100	98
	Jefferson	93,600	93,000	99
	Newton	4,900	4,800	98
	Orange	28,500	28,300	99
	Tyler	7,800	7,600	97
Between 25-49%	LOUISIANA			
	Vernon	18,400	18,000	98
	TEXAS			
	Chambers	7,900	7,800	99
	Sabine	4,400	4,300	98
Between 5-24%	LOUISIANA			
	Allen	7,400	7,300	99
	Jefferson Davis	11,100	11,000	99
	TEXAS			
	Liberty	20,100	19,800	99
	Polk	12,800	12,500	98
	San Augustine	3,300	3,200	97
Totals		324,100	320,400	99
Net Weekly Circulation (1990)			205,700	
Average Daily Circulation (1990)			111,000	

Texas—Beaumont-Port Arthur

KFDM-TV

Ch. 6

Network Service: CBS.

Licensee: Freedom-TV Sub Inc., Box 7128, Beaumont, TX 77726-7128.

Studio: 2955 Interstate 10 East, Beaumont, TX 77702.

Mailing Address: Box 7128, Beaumont, TX 77726-7128.

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. (Group Owner).

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 HINSON, promotion director.

KATHERINE READ, business manager.

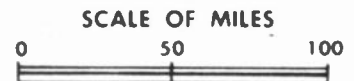
ROBERT BOGGS, production director.

Rates: On request.

City of License: Beaumont. **ADI:** Beaumont-Port Arthur. **Rank:** 128.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Hardin	15,100	14,900	99
	Jasper	12,300	12,100	98
	Jefferson	93,600	93,000	99



KFDM-TV BPCT-3107 Granted 1/30/63

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Newton	4,900	4,800	98
	Orange	28,500	28,300	99
	Tyler	7,800	7,600	97
Between 25-49%	LOUISIANA			
	Calcasieu	61,700	61,200	99
	Cameron	3,400	3,400	100
	TEXAS			
Between 5-24%	Chambers	7,900	7,800	99
	Sabine	4,400	4,300	98
Between 5-24%	LOUISIANA			
	Allen	7,400	7,300	99
	Beauregard	11,400	11,200	98
	TEXAS			
Between 5-24%	Liberty	20,100	19,800	99
	Polk	12,800	12,500	98
Totals		291,300	288,200	99
Net Weekly Circulation (1990)				198,900
Average Daily Circulation (1990)				128,200

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. (Group Owner).

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): Blair Television.

Personnel:

RUSH K. EVANS, vice president & general manager.

LARRY COLE, general sales manager.

ROBERT VERDE, local sales manager.

JOHN HURT, news director.

SAMMY GRAFFAGNINO, promotion director.

MELANIE DISHMAN, marketing director.

CHARLES RAVELL, chief engineer.

Highest 30 Sec. Rate: \$1000.

City of License: Port Arthur. ADI: Beaumont-Port Arthur. Rank: 128.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Hardin	15,100	14,900	99
	Jasper	12,300	12,100	98
	Jefferson	93,600	93,000	99
	Newton	4,900	4,800	98
	Orange	28,500	28,300	99
	Sabine	4,400	4,300	98
Tyler	7,800	7,600	97	
Between 25-49%	LOUISIANA			
	Cameron	3,400	3,400	100
	TEXAS			
	Chambers	7,900	7,800	99



KJAC-TV BPCT-4322 Granted 5/13/70

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	LOUISIANA			
	Allen	7,400	7,300	99
	Beauregard	11,400	11,200	98
	Calcasieu	61,700	61,200	99
	Vernon	18,400	18,000	98
	TEXAS			
	Angelina	25,300	25,000	99
Liberty	20,100	19,800	99	
Polk	12,800	12,500	98	
San Augustine	3,300	3,200	97	
San Jacinto	6,000	5,800	97	
Trinity	4,800	4,700	98	
Totals		349,100	344,900	99
Net Weekly Circulation (1990)				181,100
Average Daily Circulation (1990)				107,800

Your message in this ad space could cost as little as \$95, and it will reach the people important to you!

Television & Cable Factbook

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: James T. Taylor, receiver.

Began Operation: January 15, 1956.

Represented (sales): Petry Television Inc.

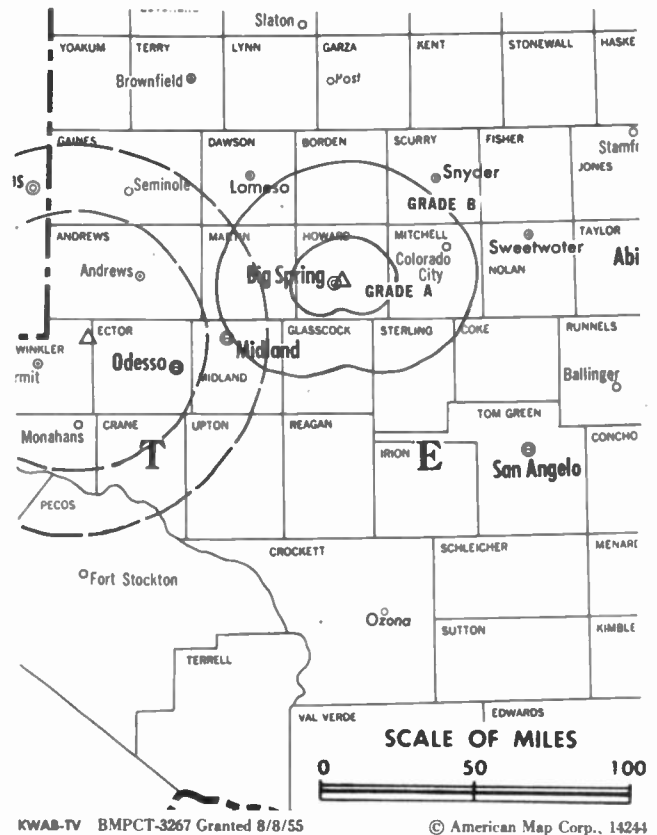
Represented (legal): Bryan, Cave, McPheeters & McRoberts.

Personnel:

See KTPX, Odessa, TX

Rates: Sold in combination with KTPX, Odessa, TX.

Arbitron Data: Included with KTPX, Odessa, TX.



KWAB-TV BMPCT-3267 Granted 8/8/55

© American Map Corp., 14244

City of License: Big Spring. ADI: Odessa-Midland. Rank: 146.

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. (Group Owner).

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.

Personnel:

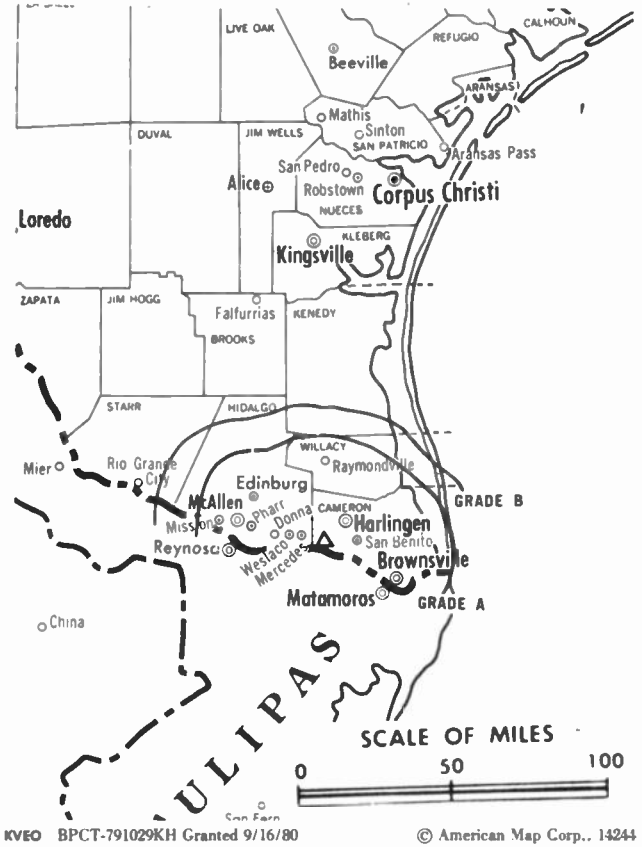
L. WILLIAM HEYMAN JR., general manager.
BRENT SKINNER, general sales manager.
LALI RIVERA, national sales manager.
SHERRY McFARLANE, local sales manager.
IGNACIO CANTU, chief engineer.
BRAD LEVY, program, promotion & production director.
ROBERT GONZALEZ, business manager.
MORELSA GARZA, traffic manager.

Highest 30 Sec. Rate: \$750.

NETWORK BASE HOURLY RATE: \$200.

City of License: Brownsville. ADI: McAllen-Brownsville. Rank: 113.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Cameron	76,500	75,600	99
	Hidalgo	105,200	103,600	98
	Starr	10,000	9,700	97
	Willacy	5,000	4,900	98
Totals		196,700	193,800	99
Net Weekly Circulation (1990)				151,000
Average Daily Circulation (1990)				83,800

**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 Addresses: Box 9112, El Paso, TX 79982; Box 5074, McAllen, TX 78501.

Telephone: 915-595-6700. **Telex:** 749-413. **Fax:** 915-598-6073.

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: In operation, 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.

EMMETT WELLS, general sales manager.

TRAVIS TRUITT, chief engineer.

Rates: On request.

Arbitron Data: Not available. ADI: McAllen-Brownsville. Rank: 113.

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. (Group Owner).

Began Operation: May 22, 1957.

Represented (sales): Seitel Inc.

Represented (legal): Cordon & Kelly.

Personnel:

M. N. BOSTICK, chairman of the board.

THOMAS G. PEARS, president.

JIM BARONET, general manager.

JON BOAZ, local sales manager.

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 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Brazos	47,400	46,800	99
	Burleson	5,400	5,300	98
	Grimes	5,700	5,600	98
	Leon	5,500	5,300	96
	Madison	3,700	3,600	97
	Robertson	6,100	6,000	98
	Walker	17,300	16,800	97
Washington	9,200	8,900	97	
Between 25-49%	TEXAS			
	Austin	7,900	7,700	97
	Houston	8,700	8,500	98



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Polk	12,800	12,500	98
	San Jacinto	6,000	5,800	97
	Trinity	4,800	4,700	98
Between 5-24%	TEXAS			
	Anderson	14,500	14,300	99
	Fayette	8,300	8,000	96
	Lavaca	7,300	7,000	97
	Lee	4,700	4,600	98
	Milam	8,900	8,700	98
	Montgomery	60,700	59,700	98
Waller	7,200	7,100	99	
Totals		252,100	246,900	98
Net Weekly Circulation (1990)			115,500	
Average Daily Circulation (1990)			68,400	

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Texas—Conroe

KTFH
Ch. 49

Network Service: None, independent.

Licensee: San Jacinto Television Corp., 256 N. Belt Dr., Suite 49, Houston, TX 77060.

Studio: 256 Sam Houston Pkwy., Houston, TX 77060.

Telephone: 713-820-4900. **Fax:** 713-820-4840.

Technical Facilities: Channel No. 49 (680-686 MHz). Authorized power: 4082-kw max. visual. Antenna: Circularly polarized, 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.

Satellite Earth Stations: Paraclype, 4-meter C-band; Paraclype, 4-meter C & Ku-band; M/A-Com, Houston Tracker receivers.

Ownership: San Jacinto TV Corp., Debtor-in-Possession.

Began Operation: June 16, 1989.

Represented (sales): Katz Television.

Represented (legal): Davis, Graham & Stubbs.

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

Personnel:

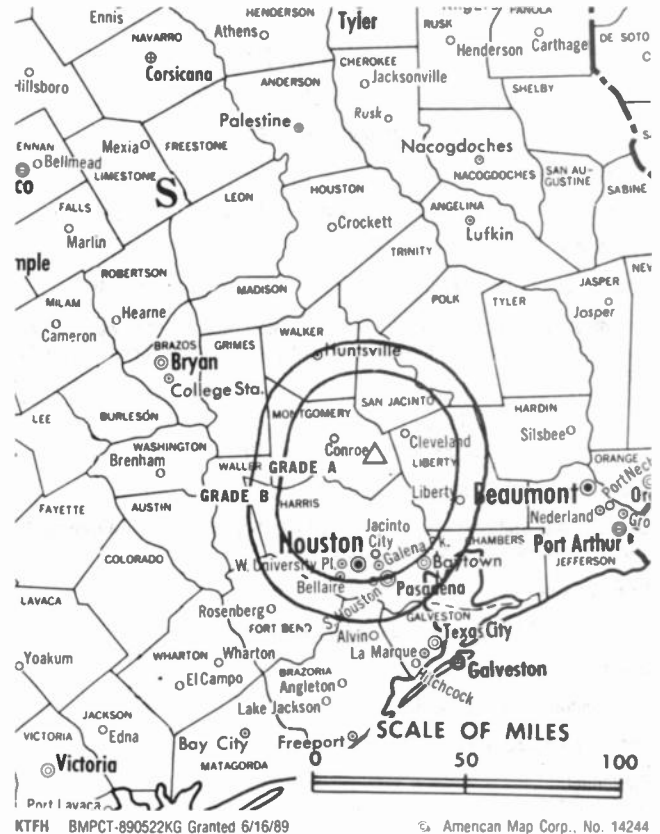
TIMOTHY CROSBY, general manager.

LOU ROSAS, sales, promotion & marketing director.

CALVIN SMITH, chief engineer.

CYNTHIA VIGIL, business manager.

Highest 30 Sec. Rate: \$1000.



Arbitron Data: Not available.

City of License: Conroe. **ADI:** Houston. **Rank:** 10.

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: NWS, CNN.

Ownership: McKinnon Broadcasting Co. (Group Owner).

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.

JULIE PAULSEN, national sales manager.

FRED HOFFMAN, chief engineer.

ROB DEAN, news director.

JAY SANCHEZ, promotion director.

LEONARD ROPER, business manager.

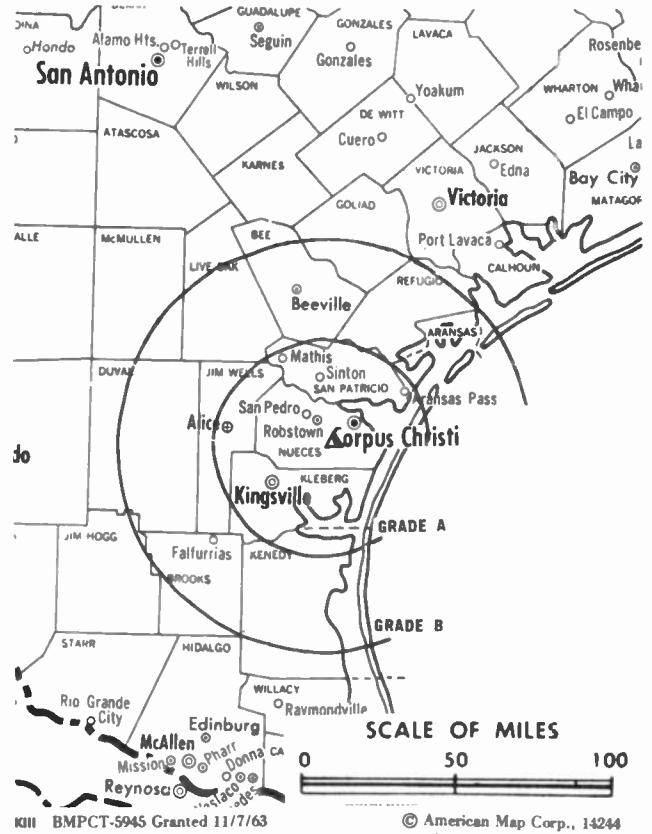
Highest 30 Sec. Rate: \$650.

NETWORK BASE HOURLY RATE: \$500.

City of License: Corpus Christi. **ADI:** Corpus Christi. **Rank:** 122.

Total Households: ©MSI Consumer Market Data as of 1/1/90. **TV Homes, TV% and Circulation** ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Aransas	7,000	6,900	99
	Bee	8,800	8,600	98
	Brooks	2,700	2,700	98
	Duval	4,200	4,100	98
	Jim Hogg	1,800	1,700	94
	Jim Wells	12,600	12,400	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Kenedy	200	200	100
	Kleberg	10,500	10,400	99
	Live Oak	3,500	3,400	97
	Nueces	102,800	101,700	99
	Refugio	3,000	3,000	100
	San Patricio	19,500	19,200	98
Between 25-49%	TEXAS			
	Zapata	2,800	2,700	96
Between 5-24%	TEXAS			
	Goliad	1,900	1,900	100
	Karnes	4,500	4,400	98
Totals		185,800	183,300	99
Net Weekly Circulation (1990)			162,000	
Average Daily Circulation (1990)			113,300	

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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: Telecorpus Inc.

Began Operation: April 13, 1977.

Represented (sales): Univision.

Personnel:

SERVANDO CABALLERO, general manager.
SUZEL MENDIETA, assistant station manager.
RENE BOSQUEZ, local sales manager.
JAVIER COLMENERO, news director.
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 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
	TEXAS			
Between 5-24%	Bee	8,800	8,600	98
	Duval	4,200	4,100	98



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Jim Wells	12,600	12,400	98
	Kleberg	10,500	10,400	99
	Nueces	102,800	101,700	99
	San Patricio	19,500	19,200	98
Totals		158,400	156,400	99
Net Weekly Circulation (1990)				23,600
Average Daily Circulation (1990)				13,300

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: T. Frank Smith Jr.

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.

LISA PETERSON, national sales manager.

STEVE WEST, chief engineer.

FRED JORDAN, news director.

SUSAN M. HINES, business manager.

MANNY ALVAREZ, public service director.

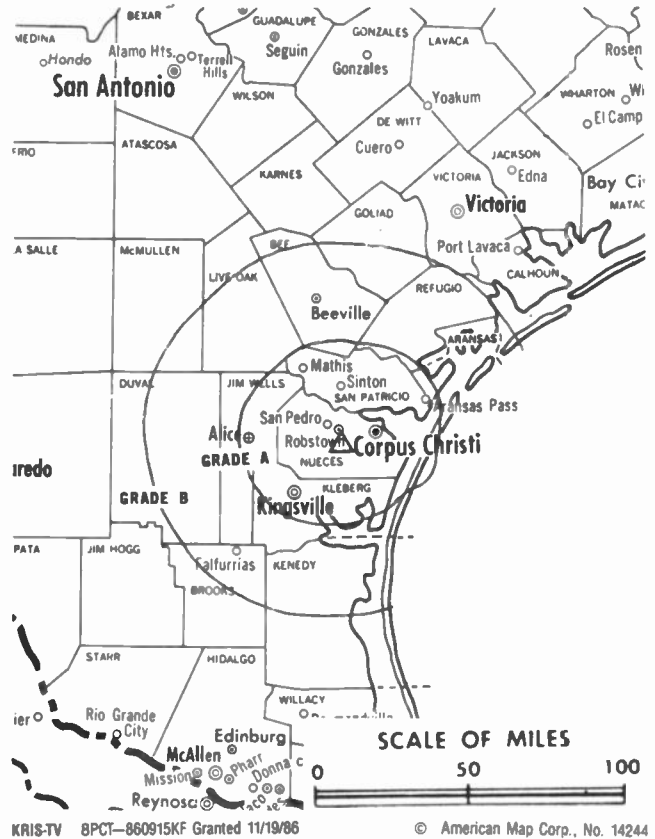
Highest 30 Sec. Rate: \$1000.

NETWORK BASE HOURLY RATE: \$600.

City of License: Corpus Christi. ADI: Corpus Christi. Rank: 122.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Aransas	7,000	6,900	99
	Bee	8,800	8,600	98
	Brooks	2,700	2,700	98
	Duval	4,200	4,100	98
	Jim Wells	12,600	12,400	98
	Kenedy	200	200	100
	Kleberg	10,500	10,400	99
	Live Oak	3,500	3,400	97



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Nueces	102,800	101,700	99
	Refugio	3,000	3,000	100
	San Patricio	19,500	19,200	98
Between 25-49%	TEXAS			
	Jim Hogg	1,800	1,700	94
	Zapata	2,800	2,700	96
Between 5-24%	TEXAS			
	Goliad	1,900	1,900	100
	Karnes	4,500	4,400	98
Totals		185,800	183,300	99
Net Weekly Circulation (1990)				151,300
Average Daily Circulation (1990)				96,000

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Texas—Corpus Christi

KZTV

Ch. 10

(Operates satellite KVTV, 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; Pirzone, RCA, Scientific-Atlanta receivers.

AM Affiliate: KSDX, 1-kw, 1230 kHz (CBS).

News Services: AP, CBS.

Ownership: K-SIX Television Inc.

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.

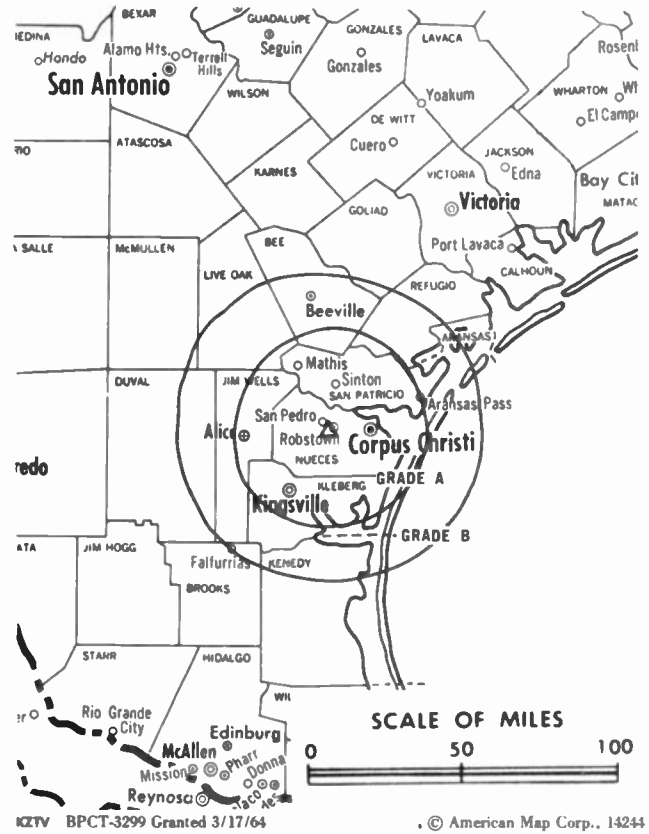
Highest 30 Sec. Rate: \$450.

NETWORK BASE HOURLY RATE: \$450.

City of License: Corpus Christi. **ADI:** Corpus Christi. **Rank:** 122.

Total Households: ©MSI Consumer Market Data as of 1/1/80. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Aransas	7,000	6,900	99
	Bee	8,800	8,600	98
	Brooks	2,700	2,700	98
	Duval	4,200	4,100	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Jim Hogg	1,800	1,700	94
	Jim Wells	12,600	12,400	98
	Kenedy	200	200	100
	Kleberg	10,500	10,400	99
	Live Oak	3,500	3,400	97
	Nueces	102,800	101,700	99
	Refugio	3,000	3,000	100
San Patricio	19,500	19,200	98	
Between 25-49%	TEXAS			
	Goliad	1,900	1,900	100
	Zapata	2,800	2,700	96
Between 5-24%	TEXAS			
Calhoun	7,600	7,500	99	
Totals		188,900	186,400	99
Net Weekly Circulation (1990)			149,100	
Average Daily Circulation (1990)			85,100	

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 Stations Inc. (Group Owner).

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:

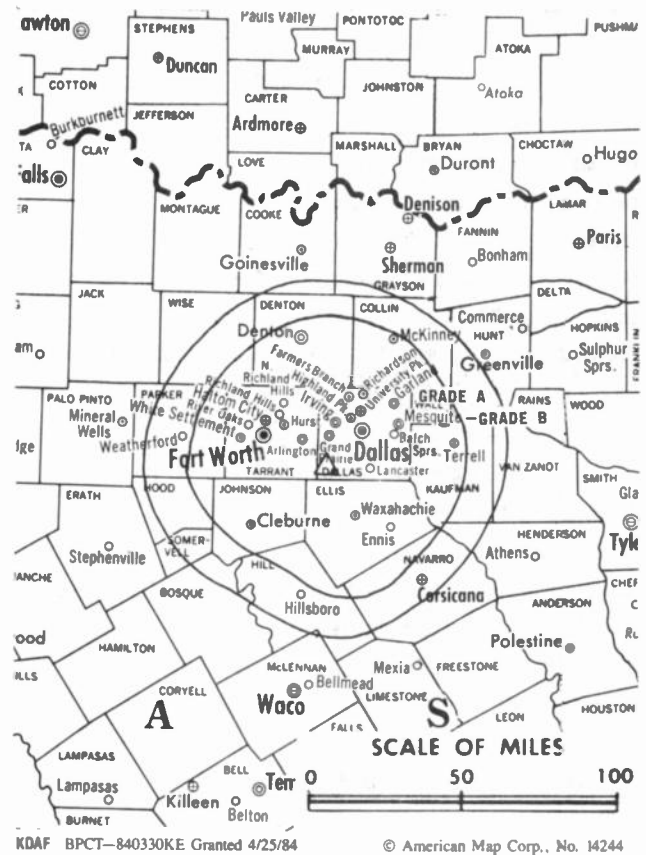
D. GAYLE BRAMMER, vice president & general manager.
KATHY SAUNDERS, vice president & general sales manager.
BILL MUNK, local sales manager.
ANDRE WOODSON, national sales manager.
JOE MAGGIO, chief engineer.
MIKE BELL, programming director.
CHARLES BIONDO, advertising & promotion manager.
SHERI GERMAIN-STAMBAUGH, business manager.
CARL CRAMER, marketing director.

Rates: On request.

City of License: Dallas. **ADI:** Dallas-Fort Worth. **Rank:** 7.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	OKLAHOMA			
	Love	3,300	3,300	100
	TEXAS			
	Collin	76,200	75,400	99
	Dallas	730,400	725,600	99
	Denton	80,800	80,100	99
	Ellis	27,900	27,600	99
	Fannin	10,000	9,800	98
	Grayson	38,400	38,000	99
	Hill	10,600	10,500	99
	Hood	12,200	12,100	99
	Hunt	26,200	25,900	99
	Johnson	34,200	33,900	99
	Limestone	8,700	8,500	98
	Navarro	15,400	15,100	98
	Parker	22,700	22,500	99
	Rains	2,700	2,700	100
Rockwall	9,800	9,700	99	
Somervell	2,200	2,200	100	



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Tarrant	425,700	422,900	99
	Van Zandt	15,800	15,500	98
	Wise	13,300	13,200	99
Between 5-24%	OKLAHOMA			
	Bryan	13,400	13,200	98
	Marshall	5,200	5,100	98
	TEXAS			
	Anderson	14,500	14,300	99
	Bosque	6,300	6,200	98
	Cooke	11,500	11,400	99
	Erath	10,300	10,200	99
	Freestone	6,500	6,400	98
	Henderson	24,300	23,900	98
Jack	2,900	2,900	100	
Kaufman	19,000	18,700	98	
Montague	7,300	7,200	99	
Palo Pinto	9,900	9,800	99	
Totals		1,697,600	1,683,800	99
Net Weekly Circulation (1990)				715,900
Average Daily Circulation (1990)				258,700

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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 Station: United Satellite Systems, 5-meter; M/A-Com receivers.

News Services: Southwest Newswire, UPI.

Ownership: Dallas Media Investors Corp.

Began Operation: January 26, 1981.

Represented (sales): Adam Young Inc.

Represented (legal): Dow, Lohnes & Albertson.

Personnel:

JOHN A. MCKAY, president & chief executive officer.

MARK LAMBERTI, vice president & director of broadcast operations.

DAN CORKEN, general sales manager.

JOE ZAMBARDINO, national sales manager.

RICH MARTIN, chief engineer.

KIMBERLY SUE JENKINS, promotion director.

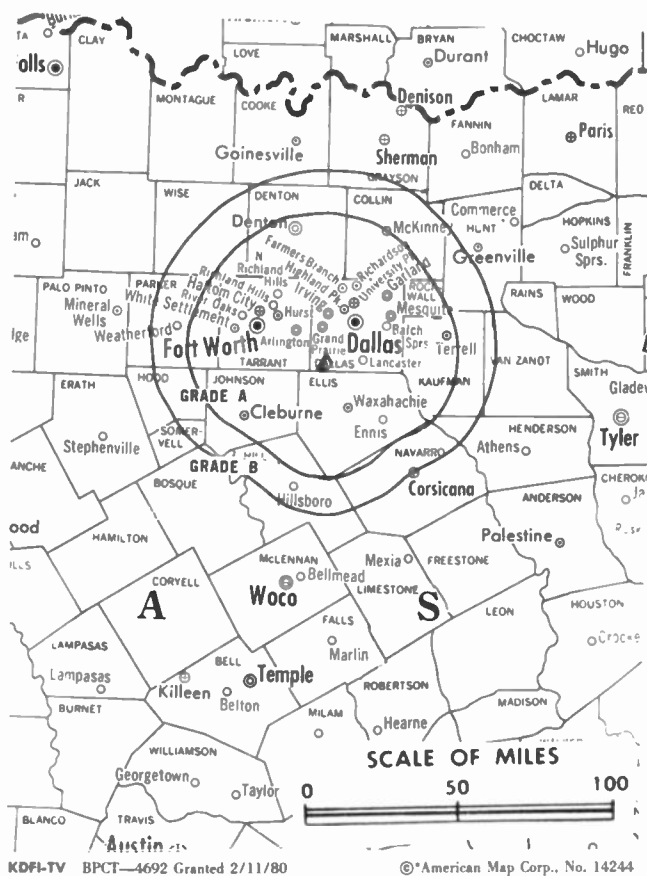
RAYMOND LUCKEY, business manager.

Rates: On request.

City of License: Dallas. ADI: Dallas-Fort Worth. Rank: 7.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	TEXAS			
	Dallas	730,400	725,600	99
	Denton	80,800	80,100	99
	Ellis	27,900	27,600	99
	Fannin	10,000	9,800	98
	Henderson	24,300	23,900	98
	Hill	10,600	10,500	99
	Hood	12,200	12,100	99
	Jack	2,900	2,900	100
	Johnson	34,200	33,900	99
	Parker	22,700	22,500	99
	Rains	2,700	2,700	100
	Somervell	2,200	2,200	100



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Tarrant	425,700	422,900	99
	Van Zandt	15,800	15,500	98
	Wise	13,300	13,200	99
Between 5-24%	OKLAHOMA			
	Love	3,300	3,300	100
	TEXAS			
	Bosque	6,300	6,200	98
	Collin	76,200	75,400	99
	Cooke	11,500	11,400	99
	Erath	10,300	10,200	99
	Grayson	38,400	38,000	99
	Hopkins	11,600	11,400	98
	Hunt	26,200	25,900	99
	Kaufman	19,000	18,700	98
	Limestone	8,700	8,500	98
	Montague	7,300	7,200	99
	Navarro	15,400	15,100	98
Palo Pinto	9,900	9,800	99	
Rockwall	9,800	9,700	99	
Wood	11,800	11,600	98	
Totals		1,681,400	1,667,800	99
Net Weekly Circulation (1990)			521,900	
Average Daily Circulation (1990)			149,000	

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: 1677-ft. above av. terrain, 1496-ft. above ground, 2306-ft. above sea level.

Latitude 32° 35' 06"
Longitude 96° 58' 41"

Requests CP for change 1306-ft. above av. terrain, 1102-ft. above ground, 1929-ft. above sea level, lat. 32° 35' 17", long. 96° 58' 34". BPCT-900821KE.

Transmitter: Cedar Hill at junction of Belt Line & Mansfield Rds.

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 Broadcasting (Group Owner).

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:

JEFF ROSSER, vice president & general manager.

MIKE SECHRIST, vice president, news.

BOB BROCK, local sales manager.

RICK THOMPSON, national sales manager.

WARREN FARRAR, chief engineer.

JOE BELL, program director.

ED DELANEY, promotion director.

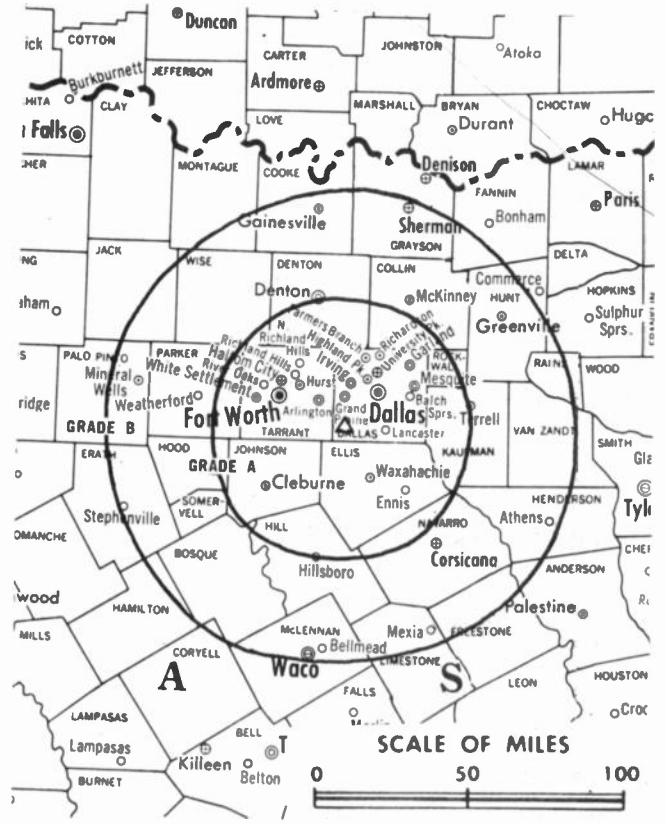
ANN ROLLINS, business manager.

Rates: On request.

City of License: Dallas. ADI: Dallas-Fort Worth. Rank: 7.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households Households	%
TEXAS				
50% & Over	Anderson	14,500	14,300	99
	Bosque	6,300	6,200	98
	Collin	76,200	75,400	99
	Cooke	11,500	11,400	99
	Dallas	730,400	725,600	99
	Delta	1,800	1,800	100
	Denton	80,800	80,100	99
	Ellis	27,900	27,600	99
	Erath	10,300	10,200	99
	Fannin	10,000	9,800	98
	Franklin	3,200	3,100	97
	Freestone	6,500	6,400	98
	Grayson	38,400	38,000	99
	Hamilton	3,600	3,500	97
	Henderson	24,300	23,900	98
	Hill	10,600	10,500	99
	Hood	12,200	12,100	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	Hopkins	11,600	11,400	98
	Hunt	26,200	25,900	99
	Johnson	34,200	33,900	99
	Kaufman	19,000	18,700	98
	Lamar	17,200	16,700	97
	Mills	1,800	1,800	100
	Navarro	15,400	15,100	98
	Palo Pinto	9,900	9,800	99
	Parker	22,700	22,500	99
	Rains	2,700	2,700	100
	Rockwall	9,800	9,700	99
	Smith	58,200	57,500	99
	Somervell	2,200	2,200	100
	Tarrant	425,700	422,900	99
	Van Zandt	15,800	15,500	98
	Wise	13,300	13,200	99
Wood	11,800	11,600	98	

Between 25-49%	OKLAHOMA			
	Love	3,300	3,300	100
	TEXAS			
	Cherokee	15,600	15,300	98
	Comanche	5,000	4,900	98
	Jack	2,900	2,900	100
	Limestone	8,700	8,500	98
	Mc Lennan	71,000	70,400	99
	Montague	7,300	7,200	99
	Red River	6,100	5,900	97
Young	8,000	7,900	99	

(Continued on page A-1153)

Totals	2,043,900	2,024,700	99
Net Weekly Circulation (1990)			1,543,400
Average Daily Circulation (1990)			818,000

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. (Group Owner).

Began Operation: February 9, 1987.

Represented (legal): May & Dunne, Chartered.

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

Personnel:

PHIL CROUCH, station manager.

STEVE FJORDBAK, production manager.

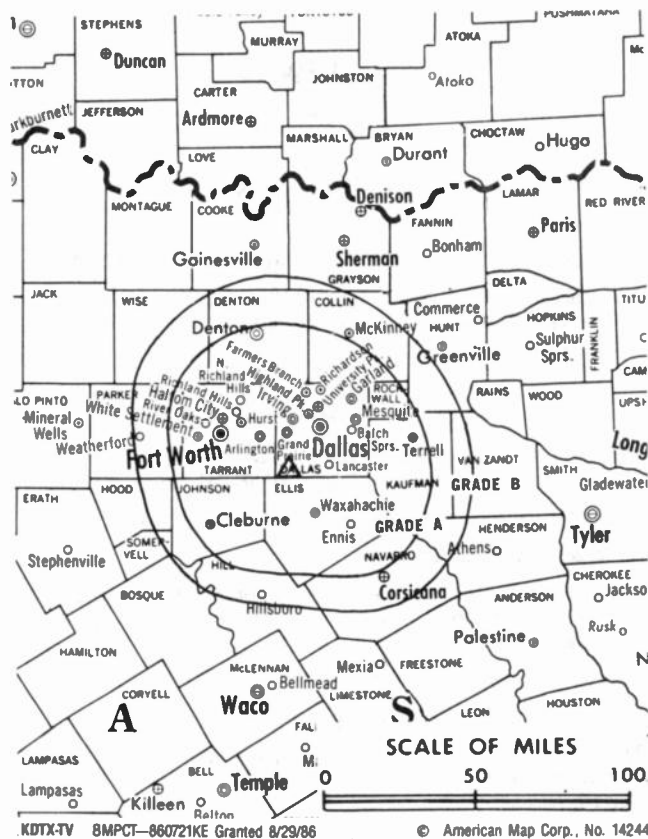
DANA HOOPER, public affairs director.

JAN IRBY, promotion director.

Highest 30 Sec. Rate: \$95.

City of License: Dallas. ADI: Dallas-Fort Worth. Rank: 7.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
	TEXAS			
Between 5-24%	Ellis	27,900	27,600	99
	Hopkins	11,600	11,400	98
	Hunt	26,200	25,900	99
	Johnson	34,200	33,900	99
Totals		99,900	98,800	99
Net Weekly Circulation (1990)				51,600
Average Daily Circulation (1990)				21,100

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: HIC Broadcasting Partner, 75%; Ronald Ulloa, 25%.

Began Operation: September 1, 1988.

Represented (legal): Paul, Hastings, Janofsky & Walker.

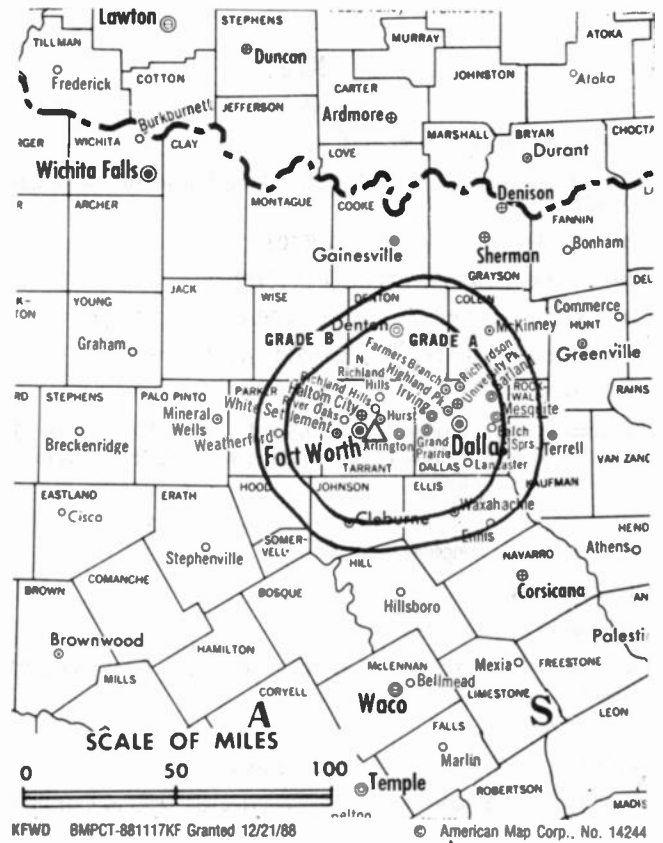
Represented (engineering): Silliman & Silliman.

Personnel:

ARTHUR GRAY, station manager.
CERISE CARTER, local sales manager.
LOLLY BRIANO, promotion director.
BILL WISE, chief engineer.

Rates: On request.

Arbitron Date: Not available.



City of License: Fort Worth. ADI: Dallas-Fort Worth. Rank: 7.

Texas—Fort Worth-Dallas

KTVT

Ch. 11

Network Service: None, independent.

Licensee: Gaylord Broadcasting Co., 10111 North Central Expressway, Dallas, TX 75231.

Studio: 5233 Bridge St., Fort Worth, TX 76103.

Mailing Address: Box 2495, Fort Worth, TX 76113.

Dallas Sales Office: Suite 170, 12222 Merit Drive, Dallas, TX 75251.

Telephones: 817-451-1111, Fort Worth; 214-770-4411, Dallas.

Fax: 817-457-1897.

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. (Group Owner).

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:

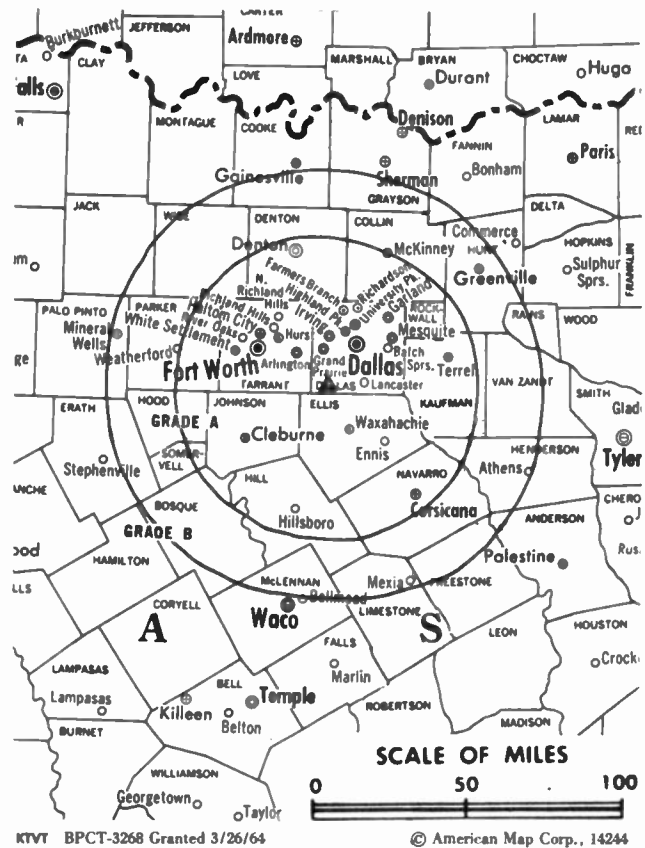
E. D. TRIMBLE, executive vice president & general manager.
JOHN DeROCHE, director of sales.
BRIAN JONES, local sales manager, Dallas.
DONNA COOMER, local sales manager, Fort Worth.
PAUL HASTABA, national sales manager.
BILL MAPLES, national sales manager.
JIM HOLLAND, news director.
KEN FOOTE, program director.
BARRY SMITH, promotion director.
ED CUELLAR, business manager.
TOM DANIELS, chief engineer.

Highest 30 Sec. Rate: \$6000.

City of License: Fort Worth. ADI: Dallas-Fort Worth. Rank: 7.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
TEXAS				
50% & Over	Anderson	14,500	14,300	99
	Collin	76,200	75,400	99
	Dallas	730,400	725,600	99
	Denton	80,800	80,100	99
	Ellis	27,900	27,600	99
	Fannin	10,000	9,800	98
	Freestone	6,500	6,400	98
	Henderson	24,300	23,900	98
	Hill	10,600	10,500	99
	Hood	12,200	12,100	99
	Hunt	26,200	25,900	99
	Jack	2,900	2,900	100



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Johnson	34,200	33,900	99
	Kaufman	19,000	18,700	98
	Lamar	17,200	16,700	97
	Mills	1,800	1,800	100
	Navarro	15,400	15,100	98
	Parker	22,700	22,500	99
	Rains	2,700	2,700	100
	Rockwall	9,800	9,700	99
	Somervell	2,200	2,200	100
	Tarrant	425,700	422,900	99
	Van Zandt	15,800	15,500	98
	Wise	13,300	13,200	99
	Wood	11,800	11,600	98
Young	8,000	7,900	99	

Between 25-49%	ARKANSAS			
	Little River	5,100	5,000	98
	OKLAHOMA			
	Bryan	13,400	13,200	98
	Carter	18,000	17,800	99
	Choctaw	6,100	5,900	97
	Comanche	38,900	38,600	99
	Greer	2,900	2,800	97
	Harmon	1,700	1,700	100
	Jackson	11,000	10,900	99
Kiowa	5,100	5,000	98	
Love	3,300	3,300	100	
Mc Curtain	13,000	12,700	98	
Washington	17,900	17,800	99	

(Continued on page A-1153)

Totals	3,920,600	3,880,600	99
Net Weekly Circulation (1990)			1,557,700
Average Daily Circulation (1990)			600,400

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 (Group Owner).

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): Sattel Inc.

Represented (legal): Leventhal, Senter & Lerman.

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

Personnel:

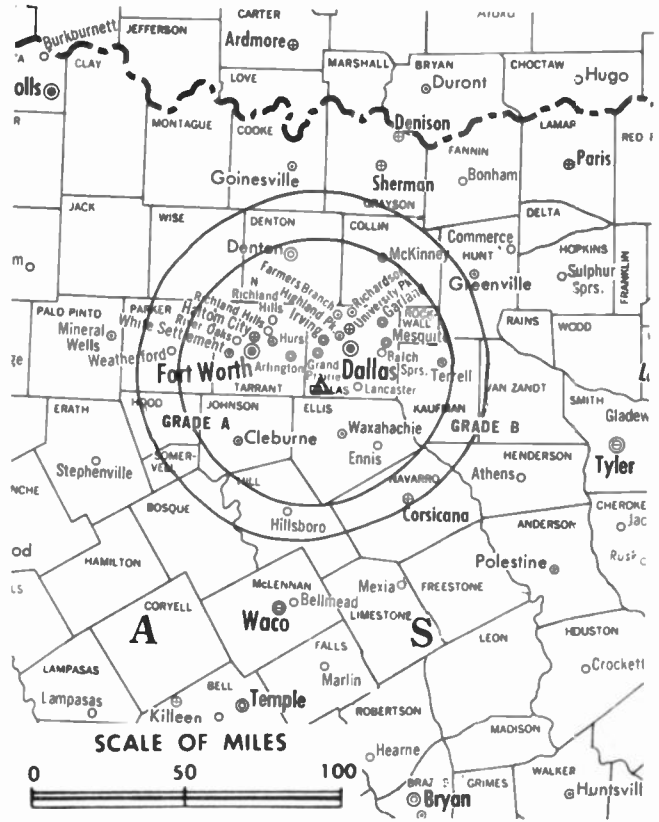
DIRK M. BRINKERHOFF, vice president & general manager.
MIKE DUNLOP, general sales manager.
LINDA DANNA, local sales manager.
GREG PITTMAN, national sales manager.
GEORGE DELACERDA, chief engineer.
TAMMY SALINAS, program manager.
SUE STUECHELI, business manager.
RICK DAVEY, production/operations manager.
PAT O'CONNOR, traffic manager.

Highest 30 Sec. Rate: \$3000.

City of License: Arlington. ADI: Dallas-Fort Worth. Rank: 7.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Dallas	730,400	725,600	99
	Ellis	27,900	27,600	99
	Rockwall	9,800	9,700	99
	Somervell	2,200	2,200	100
	Tarrant	425,700	422,900	99
Wise	13,300	13,200	99	
Between 25-49%	TEXAS			
	Bosque	6,300	6,200	98
	Collin	76,200	75,400	99
	Cooke	11,500	11,400	99
	Denton	80,800	80,100	99



KTXA BPCT-4962 Granted 3/31/80

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Erath	10,300	10,200	99
	Fannin	10,000	9,800	98
	Freestone	6,500	6,400	98
	Grayson	38,400	38,000	99
	Henderson	24,300	23,900	98
	Hill	10,600	10,500	99
	Hood	12,200	12,100	99
	Jack	2,900	2,900	100
	Johnson	34,200	33,900	99
	Kaufman	19,000	18,700	98
	Montague	7,300	7,200	99
	Navarro	15,400	15,100	98
	Palo Pinto	9,900	9,800	99
	Parker	22,700	22,500	99
Rains	2,700	2,700	100	
Van Zandt	15,800	15,500	98	
Between 5-24%	OKLAHOMA			
	Bryan	13,400	13,200	98
	Love	3,300	3,300	100
	TEXAS			
	Delta	1,800	1,800	100
Hamilton	3,600	3,500	97	
Hunt	26,200	25,900	99	
Limestone	8,700	8,500	98	
Totals		1,683,300	1,669,700	99
Net Weekly Circulation (1990)				751,000
Average Daily Circulation (1990)				363,600

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: 1686-ft. above av. terrain, 1496-ft. above ground, 2306-ft. above sea level.

Latitude 32° 35' 15"
Longitude 96° 57' 59"

Transmitter: 1.12-mi. W of Belt Line Rd. & Rte. 67 intersection, Cedar Hill.

News Services: AP, NBC, UPI.

Ownership: LIN Television Corp. (Group Owner).

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.

TEANSIE GARFIELD, national sales manager.

KEN WATERMAN, national sales manager.

BILL SCHOCK, engineering director.

STUART KELLOGG, news director.

BRIAN HOCKER, director, administration & programming.

ANNETTE HERRMAN, director of advertising & promotion.

CHUCK BAKER, director of community affairs.

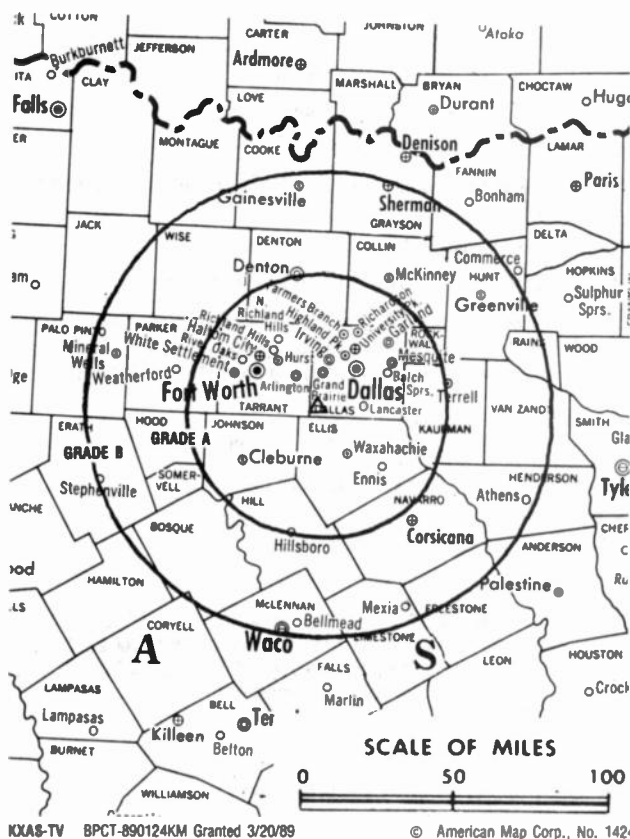
BILL KELLEY, operations director.

Rates: On request.

City of License: Fort Worth. ADI: Dallas-Fort Worth. Rank: 7.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Anderson	14,500	14,300	99
	Bosque	6,300	6,200	98
	Collin	76,200	75,400	99
	Cooke	11,500	11,400	99
	Dallas	730,400	725,600	99
	Delta	1,800	1,800	100
	Denton	80,800	80,100	99
	Ellis	27,900	27,600	99
	Erath	10,300	10,200	99
	Fannin	10,000	9,800	98
	Freestone	6,500	6,400	98
	Grayson	38,400	38,000	99
	Hamilton	3,600	3,500	97
	Henderson	24,300	23,900	98
	Hill	10,600	10,500	99
	Hood	12,200	12,100	99
	Hopkins	11,600	11,400	98
	Hunt	26,200	25,900	99
	Johnson	34,200	33,900	99
	Kaufman	19,000	18,700	98
Lamar	17,200	16,700	97	
Limestone	8,700	8,500	98	
Navarro	15,400	15,100	98	
Palo Pinto	9,900	9,800	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Parker	22,700	22,500	99
	Rains	2,700	2,700	100
	Rockwall	9,800	9,700	99
	Smith	58,200	57,500	99
	Somervell	2,200	2,200	100
	Tarrant	425,700	422,900	99
	Van Zandt	15,800	15,500	98
	Wise	13,300	13,200	99
Wood	11,800	11,600	98	
Between 25-49%	OKLAHOMA			
	Bryan	13,400	13,200	98
	Choctaw	6,100	5,900	97
	Love	3,300	3,300	100
	Marshall	5,200	5,100	98
Between 5-24%	TEXAS			
	Cherokee	15,600	15,300	98
	Comanche	5,000	4,900	98
	Franklin	3,200	3,100	97
	Jack	2,900	2,900	100
	Montague	7,300	7,200	99
	Red River	6,100	5,900	97
	Stephens	4,300	4,200	98
Young	8,000	7,900	99	
Between 5-24%	TEXAS			
	Camp	4,200	4,100	98
	Eastland	7,900	7,800	99
	Gregg	42,100	41,600	99
	Houston	8,700	8,500	98
	Leon	5,500	5,300	96
	McLennan	71,000	70,400	99
	Titus	9,100	9,000	99
Upshur	12,200	12,000	98	
Totals		2,010,800	1,992,200	99
Net Weekly Circulation (1990)			1,552,000	
Average Daily Circulation (1990)			872,200	

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.

Began Operation: February 5, 1968 as KDTV. Donation to present owner by Doubleday 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:

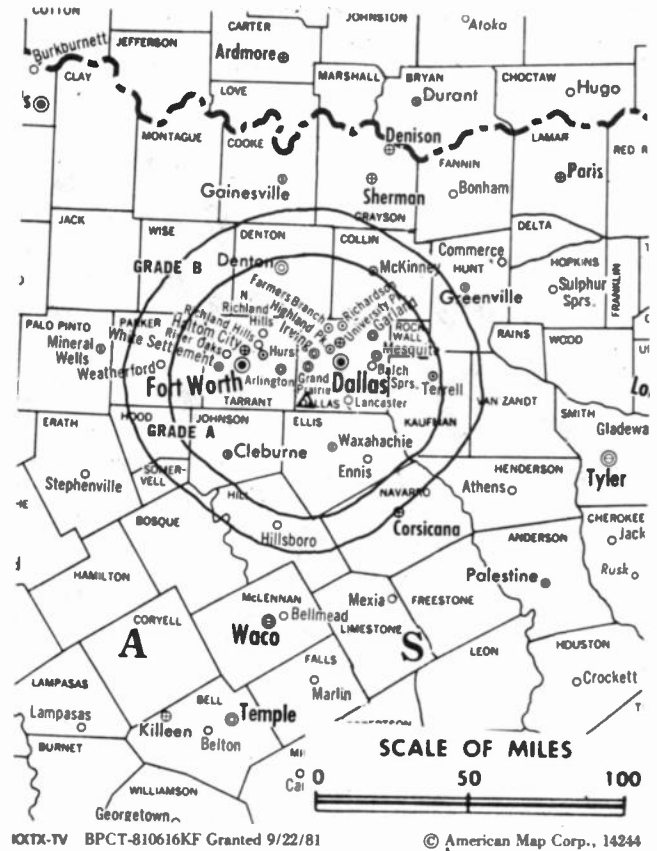
- MICHAEL CARTER, vice president & general manager.
- PERRY SOOK, general sales manager.
- PATTIE CARTER, local sales manager.
- GEORGE BECKER, national sales manager.
- DEBBIE MURPHY, regional sales manager.
- HAROLD NASH, chief engineer.
- KARIN HOYER, news & public affairs director.
- NELSON FLANAGAN, program & promotion director.
- LARRY BROWN, business manager.
- DENNIS BRUNS, production manager.
- JEFF SERIO, retail sales manager.

Highest 30 Sec. Rate: \$2000.

City of License: Dallas. ADI: Dallas-Fort Worth. Rank: 7.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Erath	10,300	10,200	99
	Hill	10,600	10,500	99
	Hopkins	11,600	11,400	98
Between 25-49%	ARKANSAS			
	Lee	5,100	5,000	98
	Morroe	4,500	4,400	98
	OKLAHOMA			
	Love	3,300	3,300	100
	TEXAS			
	Cooke	11,500	11,400	99
	Dallas	730,400	725,600	99
	Denton	80,800	80,100	99
	Ellis	27,900	27,600	99
	Henderson	24,300	23,900	98
	Hood	12,200	12,100	99
Hunt	26,200	25,900	99	
Johnson	34,200	33,900	99	
Kaufman	19,000	18,700	98	
Mc Lennan	71,000	70,400	99	



Net Weekly Circulation	State County	Total Households	TV Households	%	
Between 25-49%	Montague	7,300	7,200	99	
	Palo Pinto	9,900	9,800	99	
	Parker	22,700	22,500	99	
	Rains	2,700	2,700	100	
	Rockwall	9,800	9,700	99	
	Somervell	2,200	2,200	100	
	Stephens	4,300	4,200	98	
	Tarrant	425,700	422,900	99	
	Van Zandt	15,800	15,500	98	
	Wise	13,300	13,200	99	
	Wood	11,800	11,600	98	
	Young	8,000	7,900	99	
	Between 5-24%	ARKANSAS			
		Cross	6,800	6,700	99
Garland		32,900	32,400	98	
Hempstead		8,600	8,400	98	
Jefferson		31,100	30,700	99	
Ouachita		13,000	12,800	98	
St Francis		9,900	9,700	98	
OKLAHOMA					
Carter	18,000	17,800	99		
Marshall	5,200	5,100	98		
TEXAS					
Anderson	14,500	14,300	99		
Bosque	6,300	6,200	98		
Cherokee	15,600	15,300	98		
Collin	76,200	75,400	99		
Falls	7,200	7,100	99		
Fannin	10,000	9,800	98		
(Continued on page A-1154)					
Totals		2,174,000	2,154,000	99	
Net Weekly Circulation (1990)			599,700		
Average Daily Circulation (1990)			193,300		

WFAA-TV
Ch. 8



Network Service: ABC.

Licensee: WFAA Television Inc., Communications Center, 606 Young St., Dallas, TX 75202-4810.

Studio: Communications Center, 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: Circularly polarized, 1680-ft. above av. terrain, 1499-ft. above ground, 2349-ft. above sea level.

Latitude 32° 35' 06"
Longitude 96° 58' 41"

Transmitter: to 1590 W. Belt Line Rd., 0.5-mi. W of Cedar Hill.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Stations: Scientific-Atlanta 7-meter C-band; 5.5-meter Ku-band; Scientific-Atlanta receivers.

News Services: ABC, AP, CNN, UPI.

Ownership: A. H. Belo Corp. Broadcast Division (Group Owner).

Began Operation: September 17, 1949 as KBTW. Sold to present owner February 1950 (Television Digest, Vol. 6:4, 11).

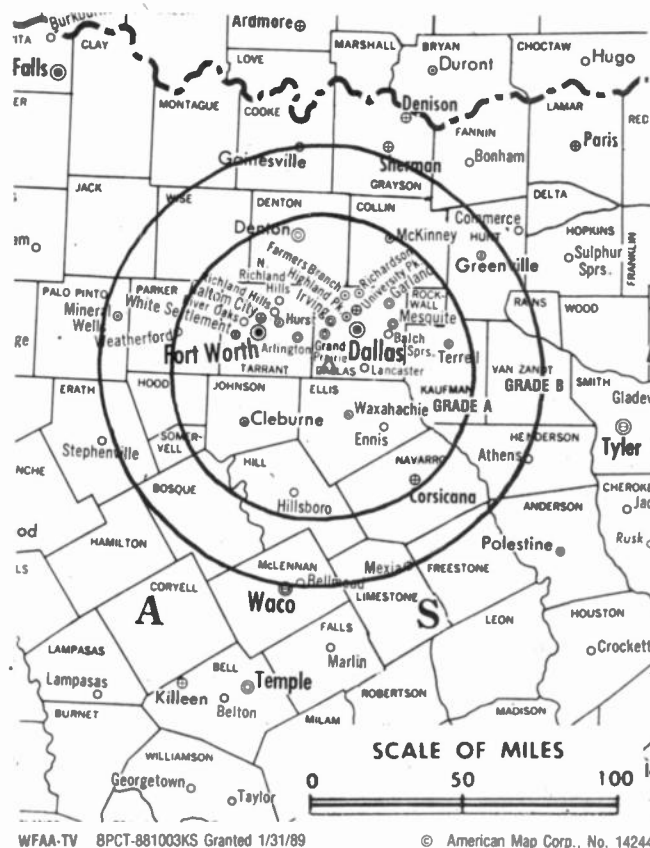
Represented (sales): TeleRep Inc.

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-HILL, national sales manager.
- BEAVEN ELS, chief engineer.
- JOHN MILLER, news director.
- MICHAEL GRANT, executive director, programming & creative services.
- GAYLE ALLEN, promotion manager.
- KAYE O'LEARY, financial manager.
- 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. ADI: Dallas-Fort Worth. Rank: 7.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
TEXAS				
50% & Over	Bosque	6,300	6,200	98
	Brown	14,100	13,800	98
	Collin	76,200	75,400	99
	Cooke	11,500	11,400	99
	Crockett	1,600	1,600	100
	Dallas	730,400	725,600	99
	Delta	1,800	1,800	100
	Denton	80,800	80,100	99
	Ellis	27,900	27,600	99
	Erath	10,300	10,200	99
	Fannin	10,000	9,800	98
	Freestone	6,500	6,400	98
	Grayson	38,400	38,000	99
	Hamilton	3,600	3,500	97
	Henderson	24,300	23,900	98
	Hill	10,600	10,500	99
	Hood	12,200	12,100	99
	Hopkins	11,600	11,400	98
	Hurt	26,200	25,900	99
	Jack	2,900	2,900	100
	Johnson	34,200	33,900	99
	Kaufman	19,000	18,700	98

(Continued on page A-1155)

Totals	2,215,900	2,195,400	99
Net Weekly Circulation (1990)			1,709,000
Average Daily Circulation (1990)			1,066,700

Texas—El Paso

KCIK
Ch. 14

Network Service: Fax.

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-Corn, Microdyne receivers.

Ownership: KCIK-TV Inc.

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): Petry Television 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.

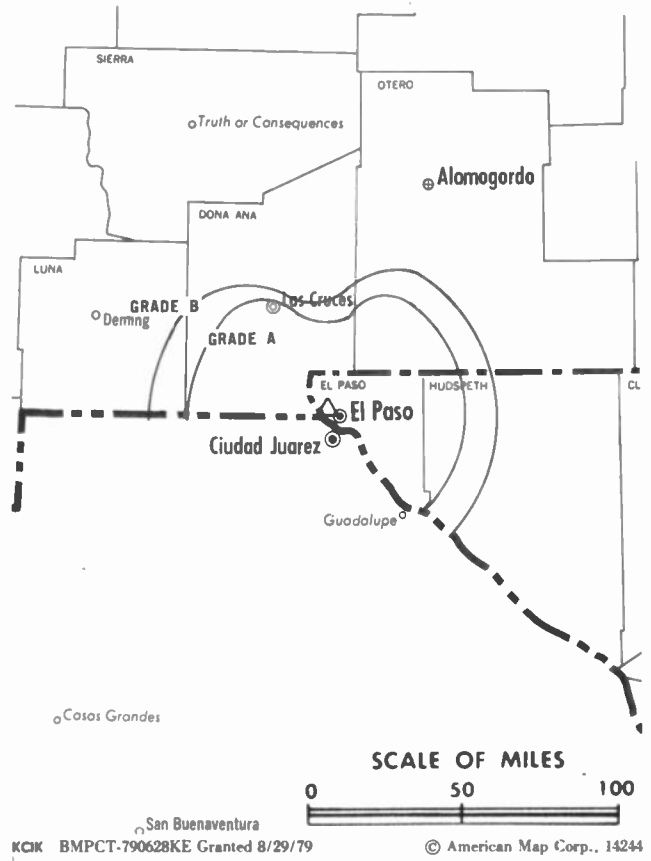
REBECCA BENSON, promotion & marketing director.

Rates: On request.

City of License: El Paso. ADI: El Paso. Rank: 104.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW MEXICO Dona Ana	45,700	44,300	97



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS El Paso	175,400	174,100	99
	NEW MEXICO Luna	6,600	6,400	97
Between 5-24%	Otero	18,000	17,600	98
	TEXAS Hudspeth	1,000	1,000	100
Totals		246,700	243,400	99
Net Weekly Circulation (1990)			141,100	
Average Daily Circulation (1990)			60,300	

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: Birney Innes Jr. & Family (Group Owner).

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): Seitel Inc.

Represented (legal): Latham & Watkins.

Personnel:

GARY W. SOTIR, 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.

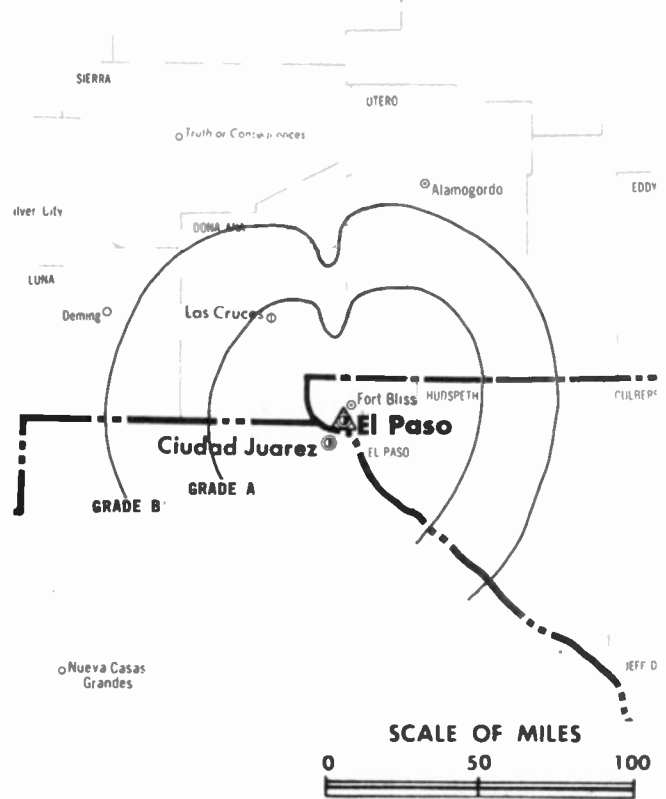
RICHARD MORALES, business manager.

Highest 30 Sec. Rate: \$500.

NETWORK BASE HOURLY RATE: \$493.

City of License: El Paso. ADI: El Paso. Rank: 104.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 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	45,700	44,300	97
	Luna	6,600	6,400	97
	Otero	18,000	17,600	98
	TEXAS			
	El Paso	175,400	174,100	99
	Hudspeth	1,000	1,000	100
Between 25-49%	NEW MEXICO			
	Grant	9,600	9,100	95
	Hidalgo	2,000	1,900	95
	TEXAS			
	Culberson	1,000	1,000	100
Between 5-24%	NEW MEXICO			
	Sierra	4,400	4,100	94
Totals		263,700	259,500	98
Net Weekly Circulation (1990)				202,500
Average Daily Circulation (1990)				113,800

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. **Fax:** 915-581-1393.

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; Scientific-Atlanta, 4.5-meter C-band; Harris receivers.

News Services: AP, Univision.

Ownership: Paso del Norte Bcstg. Corp.

Began Operation: May 5, 1984.

Represented (sales): Univision.

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

Personnel:

MARY S. PONCE, president.

JOHN McCAMMON, general sales manager.

ALFREDO DURAND, chief engineer.

ZOLTAN CSANYI, news director.

SYLVIA MARTINEZ, program director.

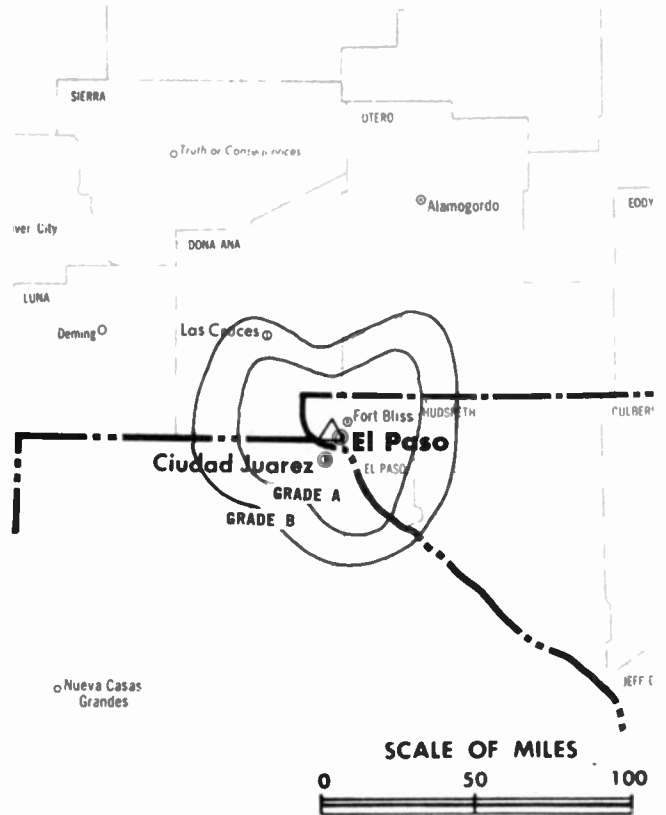
ARMANDO De La FUENTE, promotion director.

KARL MORAN, comptroller.

Highest 30 Sec. Rate: \$500.

City of License: El Paso. **ADI:** El Paso. **Rank:** 104.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.



KINT-TV BNPCT—830422KH Granted 11/1/83

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	NEW MEXICO			
	Dona Ana	45,700	44,300	97
	TEXAS			
	El Paso	175,400	174,100	99
Totals		221,100	218,400	99
Net Weekly Circulation (1990)				46,300
Average Daily Circulation (1990)				26,600

Texas—El Paso

KTSM-TV

Ch. 9

Network Service: NBC.

Licensee: Tri-State Broadcasting Co. Inc., 801 N. Oregon St., El Paso, TX 79902.

Studio: 801 N. Oregon St., El Paso, TX 79902.

Telephone: 915-532-5421. **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: Tri-State Broadcasting Co. Inc.

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 WEBB, news director.

MAURINE NOWAK, promotion director.

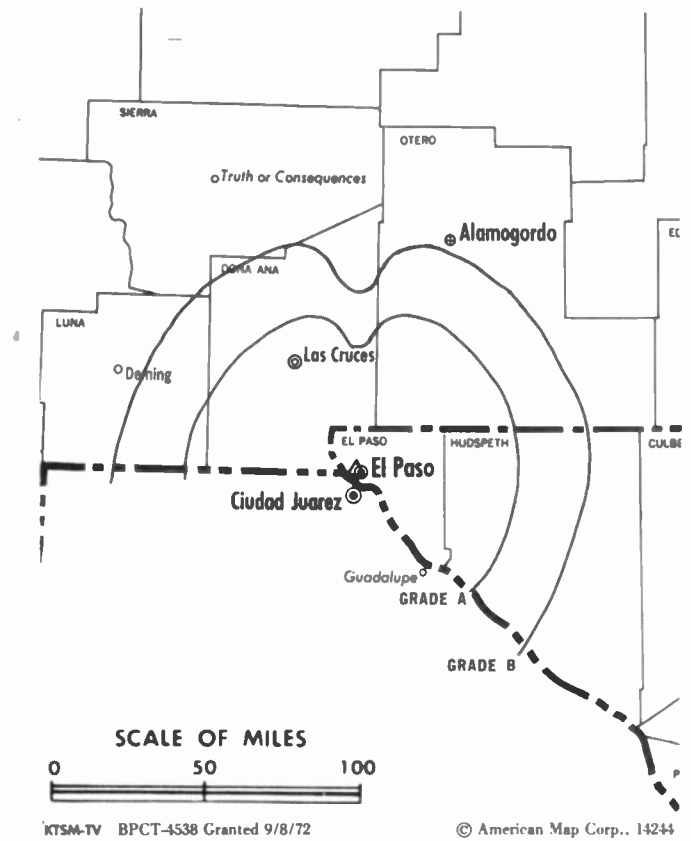
JAY PILANT, production manager.

Highest 30 Sec. Rate: \$900.

NETWORK BASE HOURLY RATE: \$500.

City of License: El Paso. **ADI:** El Paso. **Rank:** 104.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	NEW MEXICO			
	Dona Ana	45,700	44,300	97
	Hidalgo	2,000	1,900	95
	Luna	6,600	6,400	97
	TEXAS			
	El Paso	175,400	174,100	99
	Hudspeth	1,000	1,000	100
Between 25-49%	NEW MEXICO			
	Otero	18,000	17,600	98
	Sierra	4,400	4,100	94
	TEXAS			
	Culberson	1,000	1,000	100
Between 5-24%	NEW MEXICO			
	Grant	9,600	9,100	95
Totals		263,700	259,500	98
	Net Weekly Circulation (1990)			205,700
	Average Daily Circulation (1990)			124,000

Texas—El Paso

KVIA-TV

Ch. 7

(Operates satellite KVIO-TV, Carlsbad, NM)

Network Service: ABC.

Licensee: Marsh Media of El Paso.

Studio: 4140 Rio Bravo St., El Paso, TX 79902.

Telephone: 915-532-7777. 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 Ku & C-band; Andrew, 4.5-meter Ku-band; RCA, 4.5-meter Ku-band; Andrew, DX Engineering, M/A-Corn, RCA, Scientific-Atlanta receivers.

News Services: AP, Conus, Sun World Satellite News.

Ownership: Marsh Media Inc. (Group Owner).

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.

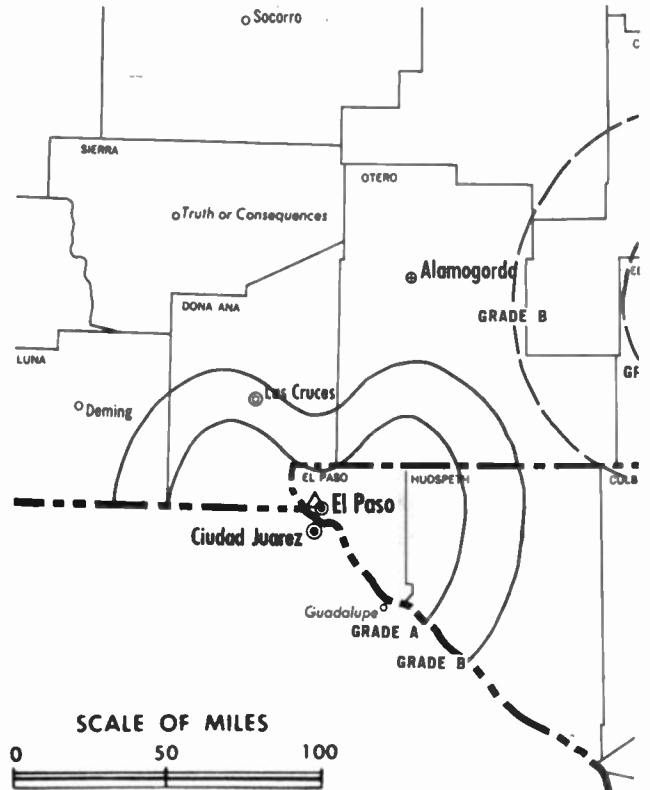
Highest 30 Sec. Rate: \$600.

NETWORK BASE HOURLY RATE: \$425.

Arbitron Data: Figures include KVIO-TV, Carlsbad, NM.

City of License: El Paso. ADI: El Paso. Rank: 104.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW MEXICO			
	Dona Ana	45,700	44,300	97
	Luna	6,600	6,400	97
	Otero	18,000	17,600	98
Between 25-49%	TEXAS			
	El Paso	175,400	174,100	99
	Presidio	1,900	1,800	95
Between 5-24%	TEXAS			
	Hudspeth	1,000	1,000	100
	NEW MEXICO			
	Chaves	21,700	21,300	98
	Eddy	19,300	18,900	98
	Grant	9,600	9,100	95
	Lea North	20,300	19,900	98
	Lea South	2,400	2,300	96
	Sierra	4,400	4,100	94
	TEXAS			
Culberson	1,000	1,000	100	
Totals		327,300	321,800	98
Net Weekly Circulation (1990)				216,900
Average Daily Circulation (1990)				131,000

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.

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Ownership: Pedro Meneses Hoyos. Also owns XEJ, XEPZ & XEPM-TV, Juarez-El Paso.

Began Operation: May 17, 1954.

Represented (sales): Univision.

Personnel:

PEDRO MENESES HOYOS, general manager.

STEVE GUERRERO, chief engineer.

Highest 30 Sec. Rate: \$100.

City of License: Juarez. **ADI:** El Paso. **Rank:** 104.

Total Households: ©MSI Consumer Market Data as of 1/1/80. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
	TEXAS			
Between 5-24%	El Paso	175,400	174,100	99
Totals		175,400	174,100	99
Net Weekly Circulation (1990)				14,000
Average Daily Circulation (1990)				3,200

Texas—El Paso-Juarez, Mexico

XEPM-TV

Ch. 2

Network Service: None, independent.

Licensee: XEPM-TV Television Inc., Apdo. No. 271, Juarez, MX.

Business Office: Television de la Frontera, S.A. Box 9555, 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 information not available.

Ownership: Pedro Meneses Hoyos.

Began Operation: January 16, 1961.

Represented (sales): Univision.

Personnel:

M. D. HEREDIA, general manager.

SERGIO D. MOLINAR JR., sales manager.

City of License: Juarez. ADI: El Paso. Rank: 104.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
	TEXAS			
Between 5-24%	El Paso	175,400	174,100	99
Totals		175,400	174,100	99
Net Weekly Circulation (1990)				9,700
Average Daily Circulation (1990)				3,700

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Texas—El Paso-Juarez, Mexico

XHIJ-TV

Ch. 44

Network Service: Telemundo.

Licensee: Arnolde 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.

Began Operation: October 16, 1980.

Represented (sales): Telemundo.

Represented (legal): Marshall E. Yeager & Associates.

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.

PERIA PEON-GRIMALDO, administrative manager.

Highest 30 Sec. Rate: \$375.

Arbitron Data: Not available.

City of License: Juarez. **ADI:** El Paso. **Rank:** 104.

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. **Fax:** 214-494-1225.

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. (Group Owner).

Began Operation: September 25, 1986. Purchase by Univision from Elizabeth R. Vaughn approved by FCC June 28, 1988.

Represented (sales): Univision.

Represented (legal): Gammon & Grange.

Personnel:

LEOPOLDO L. RAMOS, general manager.

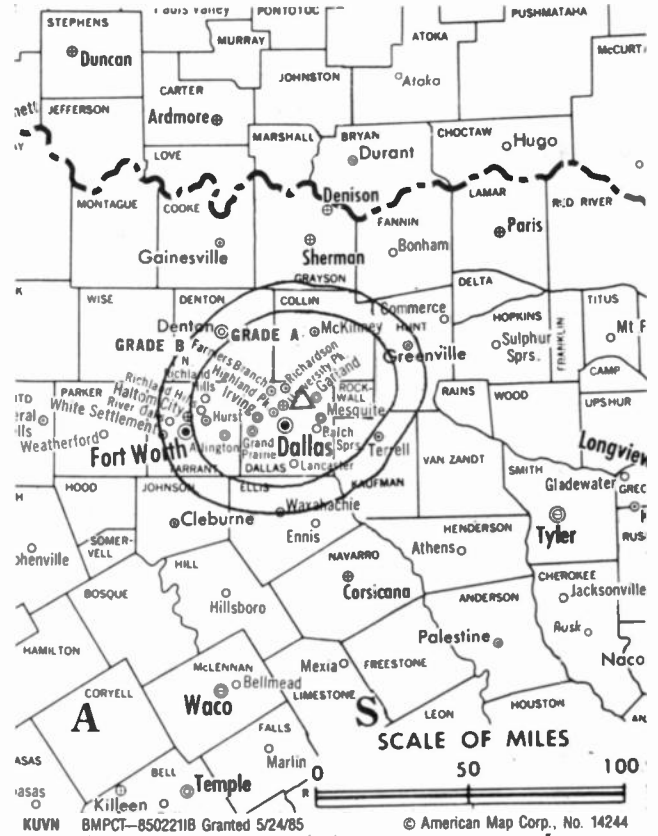
LUIS SOSA, local sales manager.

TERESA QUEVEDO, news director.

PATRICIA HERNANDEZ, program director.

TERESA VEACH, promotion director.

RICHARD CRAIG, chief engineer.



Rates: On request.

Arbitron Data: Not available.

City of License: Garland. ADI: Dallas-Fort Worth. Rank: 7.

Texas—Harlingen

KGBT-TV

Ch. 4

Network Service: CBS.

Licensee: KGBT-TV Ltd. Partnership, Box 2567, Harlingen, TX 78551.

Studio: 9201 W. Expressway 83, Harlingen, TX 78552.

Telephone: 512-421-4444.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1299-ft. above av. terrain, 1292-ft. above ground, 1347-ft. above sea level.

Latitude 26° 08' 55"
Longitude 97° 49' 17"

Transmitter: 0.125-mi. S of La Feria, TX.

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

News Services: AP, CBS, Sports News Satellite.

Ownership: Draper Communications Inc. (Group Owner).

Began Operation: October 4, 1953. Sale to present owner by Tichenor Media System Inc. approved by FCC Feb. 7, 1986.

Represented (sales): Katz Television.

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

Represented (engineering): D. W. Sargent Broadcast Service.

Personnel:

VINCENT E. DONOVAN, vice president & general manager.

JOHN CLARK, general sales manager.

PATTI SMITH, local sales manager.

HARRY THIELEMANN, chief engineer.

JUAN COMPOSZ, news director.

JIM CHANCEY, program director & production manager.

ART SANDOVAL, creative services director.

BRIAN HARDCASTEL, promotion director.

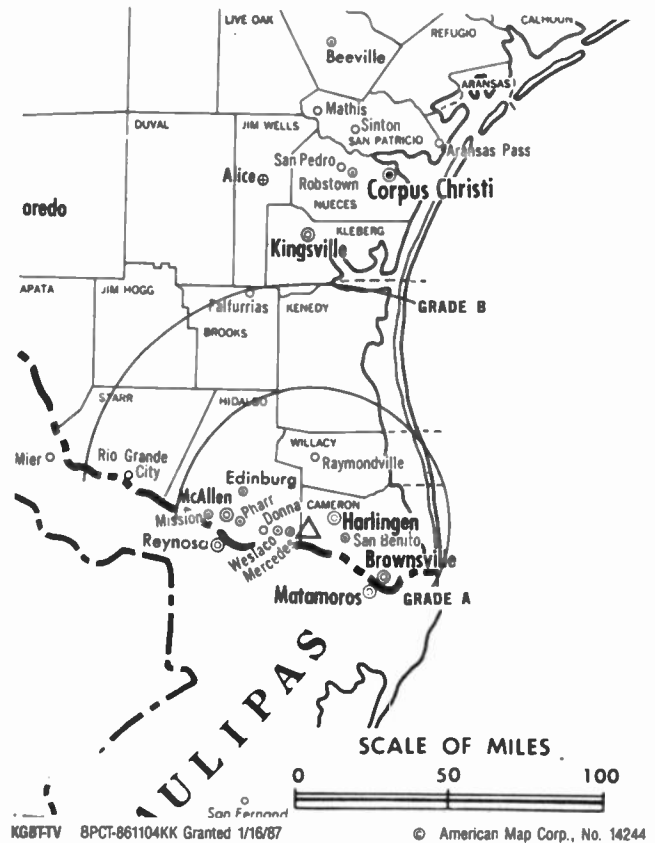
LOUISE McCARTY, business manager.

Highest 30 Sec. Rate: \$1500.

NETWORK BASE HOURLY RATE: \$1215.

City of License: Harlingen. ADI: McAllen-Brownsville. Rank: 113.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Cameron	76,500	75,600	99
	Hidalgo	105,200	103,600	98
	Starr	10,000	9,700	97
	Willacy	5,000	4,900	98
Between 5-24%	TEXAS			
	Brooks	2,700	2,700	98
	Jim Hogg	1,800	1,700	94
	Zapata	2,800	2,700	96
Totals		204,000	200,900	98
Net Weekly Circulation (1990)				173,400
Average Daily Circulation (1990)				118,500

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, 31.6-kw aural. Antenna: 1434-ft. above av. terrain, 1473-ft. above ground, 1549-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 Witt, 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-Com, Scientific-Atlanta receivers.

SNG Mobile Dish: Andrew, 2.4-meter Ku-band.

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

Ownership: A. H. Belo Corp. Broadcast Division (Group Owner).

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.

DAVID GOLDBERG, executive news director.

RON CROWE, director of advertising & promotion.

ANDREW KLARER, production manager.

LARRY GIELE, financial manager.

JOHN ROSS, chief engineer.

JEFFREY LOVINS, sales & program research director.

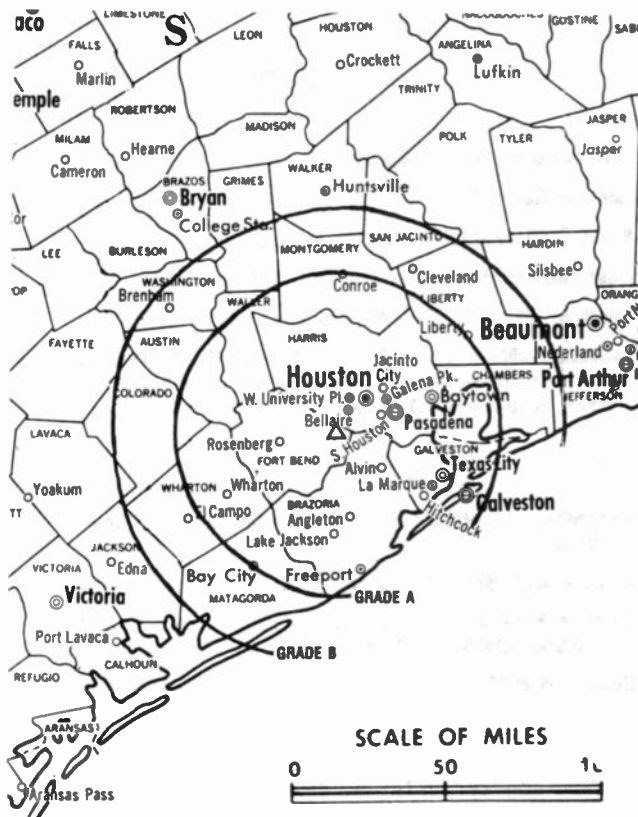
ROBERT LEVY, director of operations.

Rates: On request.

City of License: Houston. ADI: Houston. Rank: 10.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
TEXAS				
50% & Over	Austin	7,900	7,700	97
	Brazoria	66,900	66,400	99
	Calhoun	7,600	7,500	99



KHOU-TV BPCT-880819KF Granted 11/30/88

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
	Chambers	7,900	7,800	99
	Colorado	7,400	7,300	98
	Fayette	8,300	8,000	96
	Fort Bend	67,000	66,200	99
	Galveston	79,800	79,000	99
	Harris	1,041,600	1,033,400	99
	Jackson	4,700	4,600	98
	Liberty	20,100	19,800	99
	Matagorda	16,000	15,700	98
	Montgomery	60,700	59,700	98
	Polk	12,800	12,500	98
	San Jacinto	6,000	5,800	97
	Walker	17,300	16,800	97
	Waller	7,200	7,100	99
	Washington	9,200	8,900	97
	Wharton	14,700	14,500	99
TEXAS				
Between 25-49%				
	Angelina	25,300	25,000	99
	Grimes	5,700	5,600	98
	Houston	8,700	8,500	98
	Lavaca	7,300	7,000	97
	Madison	3,700	3,600	97
	Trinity	4,800	4,700	98
TEXAS				
Between 5-24%				
	Brazos	47,400	46,800	99
	Burleson	5,400	5,300	98
	De Witt	7,200	7,000	97
	Hardin	15,100	14,900	99
Totals		1,593,700	1,577,100	99
Net Weekly Circulation (1990)				1,255,100
Average Daily Circulation (1990)				702,000

Texas—Houston

KHTV

Ch. 39

Network Service: None, independent.

Licensee: Gaylord Broadcasting Co., Box 630129, Houston, TX 77263-0129.

Studio: 7700 Westpark Dr., Houston, TX 77063.

Mailing Address: Box 630129, Houston, TX 77263-0129.

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.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Scientific-Atlanta, 7-meter; Paraclype, 4.8-meter; Microdyne, Scientific-Atlanta receivers.

News Service: AP.

Ownership: Gaylord Broadcasting Co. (Group Owner).

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): Reed, Smith, Shaw & McClay.

Represented (engineering): David Steel & Associates Inc.

Personnel:

STEVE MAULDIN, vice president & general manager.

GARY SCHNEIDER, general sales manager.

GARY CASPER, national sales manager.

MIKE MURRAY, national sales manager.

MIKE CREW, news director.

BOB CLARK, operations & program director.

MIKE MALERNEE, production manager.

JODIE SINCLAIR, public service director.

JOHN R. SCHILBERG, director of engineering.

JIM SKAGGS, business manager.

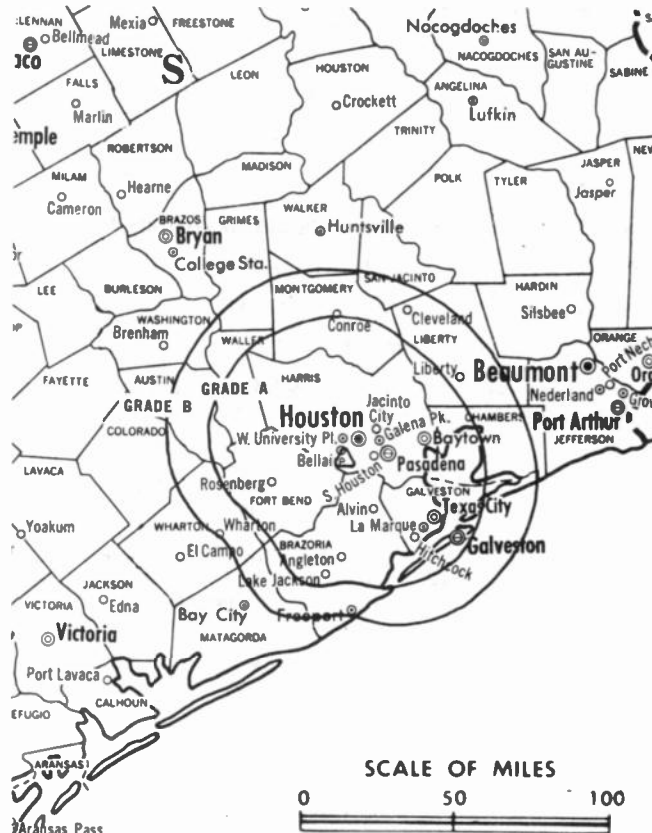
TRISH NABER-SILVAS, promotion manager.

Rates: On request.

City of License: Houston. ADI: Houston. Rank: 10.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
TEXAS				
50% & Over	Austin	7,900	7,700	97
	Brazoria	66,900	66,400	99
	Colorado	7,400	7,300	98
	Fort Bend	67,000	66,200	99
	Galveston	79,800	79,000	99
	Harris	1,041,600	1,033,400	99



KHTV BLCT—850416KH Granted 6/27/85

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Matagorda	16,000	15,700	98
	Montgomery	60,700	59,700	98
	Walker	7,200	7,100	99
	Washington	9,200	8,900	97
	Wharton	14,700	14,500	99
TEXAS				
Between 25-49%	Angelina	25,300	25,000	99
	Brazos	47,400	46,800	99
	Calhoun	7,600	7,500	99
	Chambers	7,900	7,800	99
	Grimes	5,700	5,600	98
	Jackson	4,700	4,600	98
	Liberty	20,100	19,800	99
	San Jacinto	6,000	5,800	97
	Victoria	26,400	26,000	98
	Walker	17,300	16,800	97
TEXAS				
Between 5-24%	Burleson	5,400	5,300	98
	Fayette	8,300	8,000	96
	Hardin	15,100	14,900	99
	Houston	8,700	8,500	98
	Jasper	12,300	12,100	98
	Lavaca	7,300	7,000	97
	Madison	3,700	3,600	97
	Polk	12,800	12,500	98
	Robertson	6,100	6,000	98
	Trinity	4,800	4,700	98
Totals		1,631,300	1,614,200	99
Net Weekly Circulation (1990)			846,400	
Average Daily Circulation (1990)			353,900	

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: Circularly polarized, 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; Scientific-Atlanta, 7-meter C-band; Harris, 6.1-meter Ku-band; Harris, M/A-Com, Microdyne, Scientific-Atlanta receivers.

SNG Mobile Dish: Andrew, 2.3-meter Ku-band.

AM Affiliate: KPRC-AM.

News Services: AP, UPI.

Ownership: H & C Communications Inc. (Group Owner).

Began Operation: January 1, 1949 as KLEE-TV. Sold to present owner May 1950 (Television Digest, Vol. 6:13, 21).

Represented (sales): Pety 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.

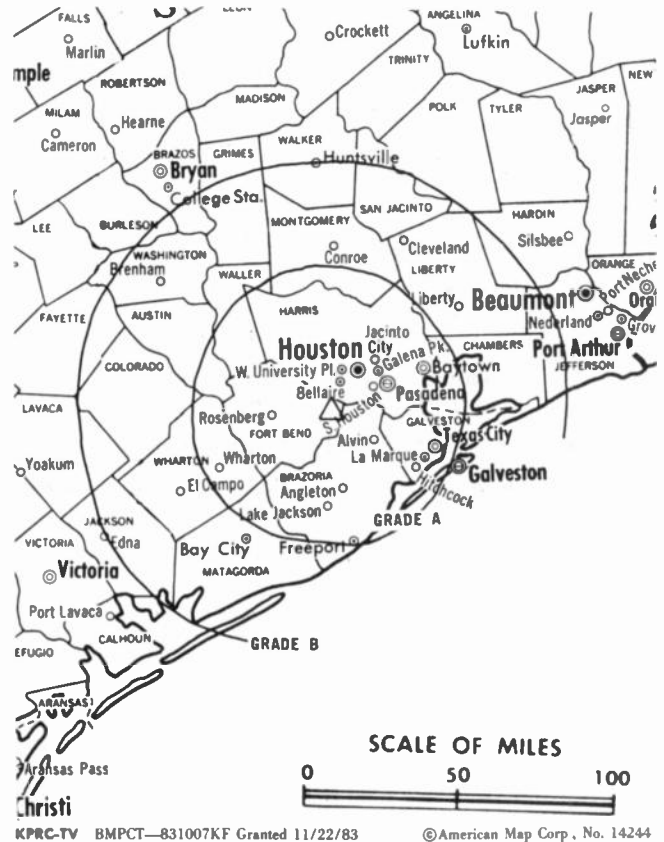
Rates: On request.

NETWORK BASE HOURLY RATE: \$3150.

City of License: Houston. ADI: Houston. Rank: 10.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
TEXAS				
50% & Over	Austin	7,900	7,700	97
	Brazoria	66,900	66,400	99
	Chambers	7,900	7,800	99
	Colorado	7,400	7,300	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Fort Bend	67,000	66,200	99
	Galveston	79,800	79,000	99
	Harris	1,041,600	1,033,400	99
	Liberty	20,100	19,800	99
	Matagorda	16,000	15,700	98
	Montgomery	60,700	59,700	98
	Polk	12,800	12,500	98
	San Jacinto	6,000	5,800	97
	Walker	17,300	16,800	97
	Waller	7,200	7,100	99
	Washington	9,200	8,900	97
	Wharton	14,700	14,500	99
TEXAS				
Between 25-49%	Angelina	25,300	25,000	99
	Calhoun	7,600	7,500	99
	Fayette	8,300	8,000	96
	Grimes	5,700	5,600	98
	Houston	8,700	8,500	98
	Jackson	4,700	4,600	98
	Nacogdoches	19,200	18,800	98
	Trinity	4,800	4,700	98
TEXAS				
Between 5-24%	Burleson	5,400	5,300	98
	Hardin	15,100	14,900	99
	Lavaca	7,300	7,000	97
	Lee	4,700	4,600	98
	Madison	3,700	3,600	97
	Victoria	26,400	26,000	98
Totals		1,589,400	1,572,700	99
Net Weekly Circulation (1990)				1,279,100
Average Daily Circulation (1990)				744,400

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 Stations Inc. (Group Owner).

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:

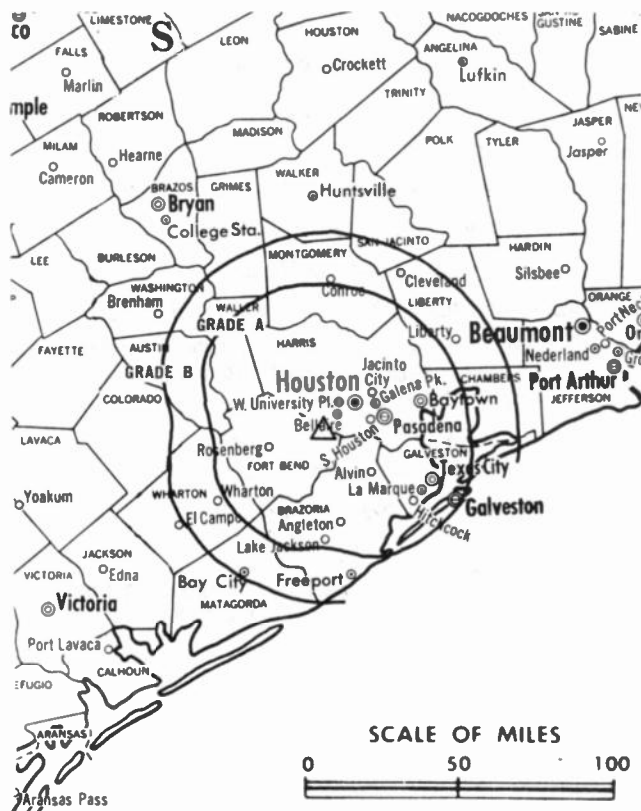
M. JERRY MARCUS, vice president & general manager.
CRAIG BLAND, vice president & general sales manager.
WENDELL WYBORN, vice president & chief engineer.
WILL WRIGHT, vice president & news director.
ROZ BROWN, vice president & program director.
MARY DELANEY, vice president & promotion director.
KATHY FOUNTAIN, vice president, administration & finance.
JOSE OTI, national sales manager.
NANCY McNEIL, local sales manager.

Rates: On request.

City of License: Houston. ADI: Houston. Rank: 10.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
TEXAS				
50% & Over	Austin	7,900	7,700	97
	Brazoria	66,900	66,400	99
	Colorado	7,400	7,300	98
	Fort Bend	67,000	66,200	99
	Galveston	79,800	79,000	99
	Harris	1,041,600	1,033,400	99
	Liberty	20,100	19,800	99



KRIV BMPCT—81104KE Granted 11/15/81

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Matagorda	16,000	15,700	98
	Montgomery	60,700	59,700	98
	Waller	7,200	7,100	99
	Washington	9,200	8,900	97
	Wharton	14,700	14,500	99
TEXAS				
Between 25-49%	Chambers	7,900	7,800	99
	Grimes	5,700	5,600	98
	San Jacinto	6,000	5,800	97
	Walker	17,300	16,800	97
TEXAS				
Between 5-24%	Burleson	5,400	5,300	98
	Fayette	8,300	8,000	96
	Hardin	15,100	14,900	99
	Jasper	12,300	12,100	98
	Lavaca	7,300	7,000	97
	Madison	3,700	3,600	97
	Polk	12,800	12,500	98
	Trinity	4,800	4,700	98
Totals		1,505,100	1,489,800	99
Net Weekly Circulation (1990)				867,400
Average Daily Circulation (1990)				369,300

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; 4 Pinzone receivers.

News Services: AP, CNN.

Ownership: Telemundo Group (Group Owner).

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 & promotion manager.

P. J. GRIGGS, business manager.



KTMD BPC1-780907KF Granted 3/1/85

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MARCELLO MARINI, governmental & community affairs director.

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. (Group Owner).

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:

JAMES MASUCCI, president & general 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.

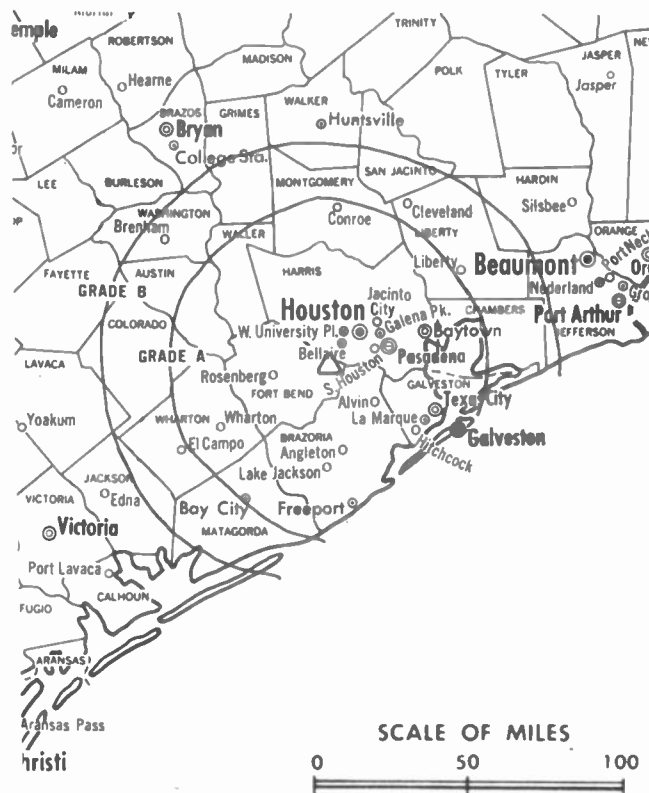
Rates: On request.

NETWORK BASE HOURLY RATE: \$3200.

City of License: Houston. ADI: Houston. Rank: 10.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
	Austin	7,900	7,700	97
	Brazoria	66,900	66,400	99
	Calhoun	7,600	7,500	99
	Chambers	7,900	7,800	99
	Colorado	7,400	7,300	98
	Fort Bend	67,000	66,200	99
	Galveston	79,800	79,000	99
	Grimes	5,700	5,600	98
	Harris	1,041,600	1,033,400	99
	Jackson	4,700	4,600	98
	Liberty	20,100	19,800	99
	Matagorda	16,000	15,700	98



KTRK-TV BPCT-7808251B Granted 12/12/80

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
	Montgomery	60,700	59,700	98
	Polk	12,800	12,500	98
	San Jacinto	6,000	5,800	97
	Walker	17,300	16,800	97
	Waller	7,200	7,100	99
	Washington	9,200	8,900	97
	Wharton	14,700	14,500	99
BETWEEN 25-49%				
	TEXAS			
	Angelina	25,300	25,000	99
	Brazos	47,400	46,800	99
	Fayette	8,300	8,000	96
	Houston	8,700	8,500	98
	Lavaca	7,300	7,000	97
	Madison	3,700	3,600	97
BETWEEN 5-24%				
	TEXAS			
	Burleson	5,400	5,300	98
	Hardin	15,100	14,900	99
	Jasper	12,300	12,100	98
	Robertson	6,100	6,000	98
	Trinity	4,800	4,700	98
	Tyler	7,800	7,600	97
Totals		1,612,700	1,595,800	99
Net Weekly Circulation (1990)				1,335,900
Average Daily Circulation (1990)				827,000

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 (Group Owner).

Began Operation: November 7, 1982, left air Dec. 7, 1982; resumed operation Feb. 13, 1983. Sale to present owner by Taft Television & Radio Co. approved by FCC Feb. 20, 1987 (Television Digest, Vol. 27:9, 14, 15). Previous sale to Taft by Gulf Broadcast Group approved by FCC May 30, 1985 (Vol. 25:5, 20, 22). Sale to Gulf by Peter S. McMullen, Sidney Schlenker, et al., approved Dec. 11, 1984 (Vol. 24:23, 53).

Represented (sales): Seitel Inc.

Represented (legal): McFadden, Evans & Sill.

Personnel:

JULIO BERMUDEZ, vice president & general manager.

ROGER GREEN, general sales manager.

BENNY HERZOG, local sales manager.

TONY MALDRETT, national sales manager.

CHARLES HUGHES, chief engineer.

KYM KING, news & public affairs director.

PATRIA DUNCAN, program director.

CHRIS WALLACE, promotion director.

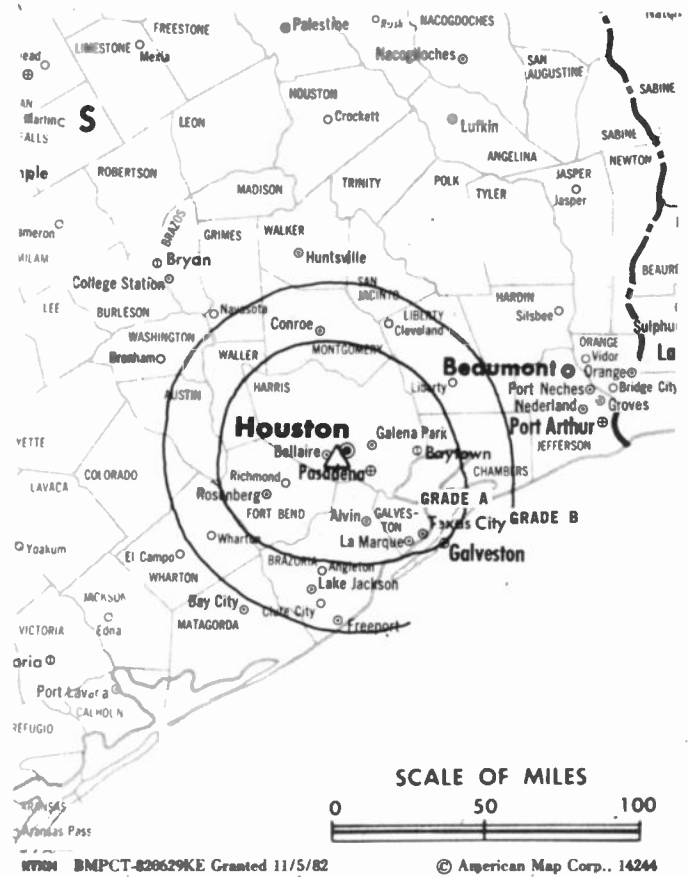
DAVID ROWLAND, business manager.

Highest 30 Sec. Rate: \$2500.

City of License: Houston. ADI: Houston. Rank: 10.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Austin	7,900	7,700	97
	Brazoria	66,900	66,400	99
	Fort Bend	67,000	66,200	99
	Galveston	79,800	79,000	99
	Harris	1,041,600	1,033,400	99
	Matagorda	16,000	15,700	98
	Montgomery	60,700	59,700	98
	Waller	7,200	7,100	99
	Washington	9,200	8,900	97
	Wharton	14,700	14,500	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	TEXAS			
	Chambers	7,900	7,800	99
	Colorado	7,400	7,300	98
	Fayette	8,300	8,000	96
	Jefferson	93,600	93,000	99
	Liberty	20,100	19,800	99
	Polk	12,800	12,500	98
	San Jacinto	6,000	5,800	97
Between 5-24%	TEXAS			
	Brazos	47,400	46,800	99
	Burleson	5,400	5,300	98
	Grimes	5,700	5,600	98
	Hardin	15,100	14,900	99
	Jackson	4,700	4,600	98
	Lavaca	7,300	7,000	97
	Madison	3,700	3,600	97
	Orange	28,500	28,300	99
	Robertson	6,100	6,000	98
Totals		1,680,900	1,664,000	99
	Net Weekly Circulation (1990)			840,900
	Average Daily Circulation (1990)			343,200

Texas—Irving

KHSX

Ch. 49

Network Service: Home Shopping Network.

Grantee: Silver King Broadcasting 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: 1197-ft. above av. terrain, 1166-ft. above ground, 1824-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 (Group Owner).

Began Operation: April 17, 1984. Sale to present owner by Cela Inc. approved by FCC April 7, 1987.

Represented (sales): HSN Broadcasting Sales.

Represented (legal): Dow, Lohnes & Albertson.

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

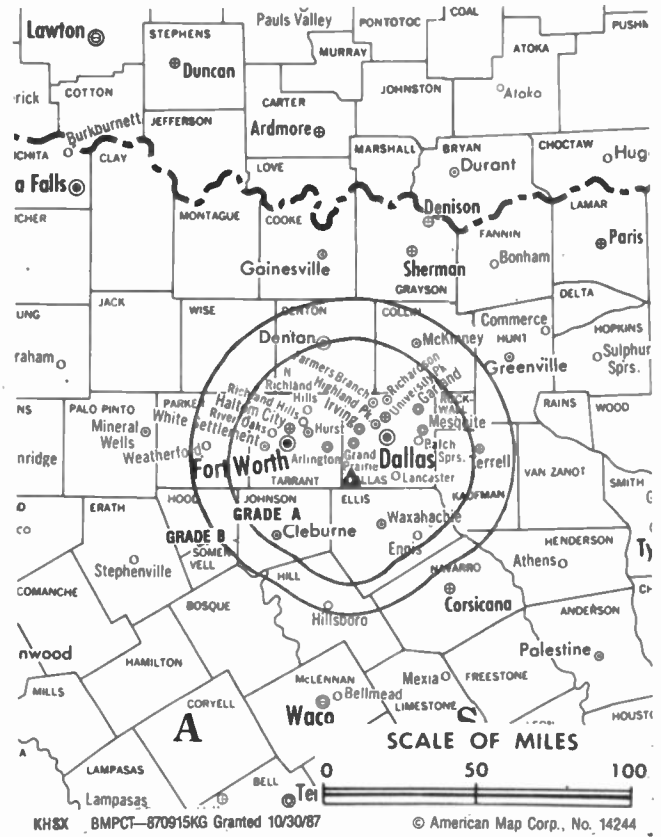
Personnel:

BRAD FOLTYN, station manager.

ART RUNYON, chief engineer.

TONY MONTES, program manager.

CAROL HOLLER, business manager.



Highest 30 Sec. Rate: \$200.

Arbitron Data: Not available.

City of License: Irving. **ADI:** Dallas-Fort Worth. **Rank:** 7.

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 (Group Owner).

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.

TOM HOITSMA, national sales manager.

KEVIN BUSSELMAN, chief engineer.

JOE CAYTON, program director.

VANGIE MASCORRO, promotion director.

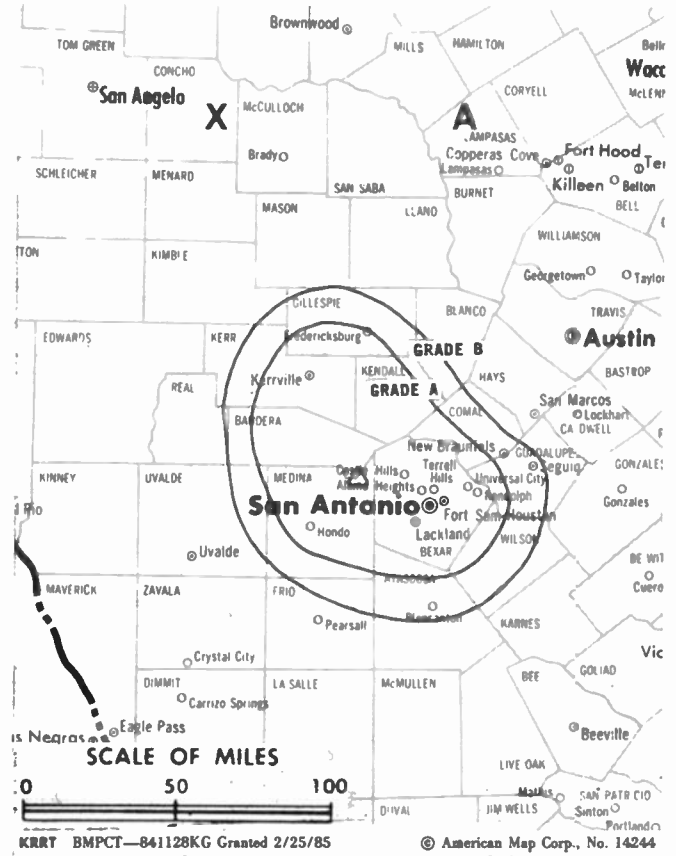
DONNA FOX, business manager.

Highest 30 Sec. Rate: \$2500.

City of License: Kerrville. ADI: San Antonio. Rank: 43.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Atascosa	10,400	10,200	98
	Bandera	3,900	3,900	100
	Bexar	404,600	400,500	99
	Kerr	15,500	15,200	98
	Medina	9,400	9,200	98
	Uvalde	8,000	7,800	97
	Val Verde	12,900	12,600	98
Wilson	7,000	6,800	97	



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	TEXAS			
	Comal	19,400	19,200	99
	Edwards	700	700	100
	Frio	4,400	4,300	98
	Gillespie	6,700	6,500	97
	Guadalupe	21,600	21,300	99
Kendall	5,700	5,600	98	
Between 5-24%	TEXAS			
	Caldwell	9,700	9,500	98
	De Witt	7,200	7,000	97
	Goliad	1,900	1,900	100
	Hays	20,600	20,300	99
	Karnes	4,500	4,400	98
	Kimble	1,600	1,500	94
	La Salle	1,800	1,700	94
Live Oak	3,500	3,400	97	
Zavala	3,200	3,100	97	
Totals		584,200	576,600	99
Net Weekly Circulation (1990)				272,200
Average Daily Circulation (1990)				111,500

Texas—Laredo

KGNS-TV

Ch. 8

Network Service: NBC.

Licensee: KGNS Laredo Inc., Box 2829, Laredo, TX 78044.

Studio: 102 West Del Mar Blvd., Laredo, TX 78041.

Mailing Address: Box 2829, Laredo, TX 78044.

Telephone: 512-727-8888.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 42.20-kw aural. Antenna: 1020-ft. above av. terrain, 1049-ft. above ground, 1549-ft. above sea level.

Latitude 27° 40' 22"
Longitude 99° 39' 23"

Transmitter: 0.8-mi. N of Islitas.

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

News Service: AP.

Ownership: Malcolm I. Glazer.

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.
DAVID ANZALBUA, local sales manager.
JEANNETTE DIACK, regional sales manager.
RICHARD NORIEGA, news director.
DAVID YORK, chief engineer.

Rates: On request.

NETWORK BASE HOURLY RATE: \$230.

City of License: Laredo. ADI: Laredo. Rank: 197.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Jim Hogg	1,800	1,700	94
	Webb	33,200	32,700	98
	Zapata	2,800	2,700	96
Between 25-49%	TEXAS			
	Dimmit	3,300	3,200	97
Between 5-24%	TEXAS			
	Duval	4,200	4,100	98
	Zavala	3,200	3,100	97
Totals		48,500	47,500	98
Net Weekly Circulation (1990)				30,000
Average Daily Circulation (1990)				18,100

Texas—Laredo

KLDO-TV

Ch. 27

Network Service: Telemundo.

Licensee: Panorama Broadcasting Co., 1600 Water St., Riverdrive Mall, Laredo, TX 78040.

Studio: Riverdrive Mall, 1600 Water St., Laredo, TX 78040.

Telephone: 512-727-0027. **Telex:** 910-380-5208.

Technical Facilities: Channel No. 27 (548-554 MHz). Authorized power: 3715-kw max. visual, 372-kw max. aural. Antenna: 221-ft. above av. terrain, 352-ft. above ground, 733-ft. above sea level.

Latitude 27° 30' 03.50"
Longitude 99° 30' 37.00"

Transmitter: 1600 Water St., Laredo.

Satellite Earth Station: Scientific-Atlanta, 5-meter C-band; Avcom, Scientific-Atlanta receivers.

News Services: AP, UPI.

Ownership: Panorama Broadcasting Co.

Began Operation: December 18, 1984.

Represented (sales): Adam Young Inc.

Represented (legal): Sanford, Adams, McCullough & Beard.

Represented (engineering): John Fergie & Associates.

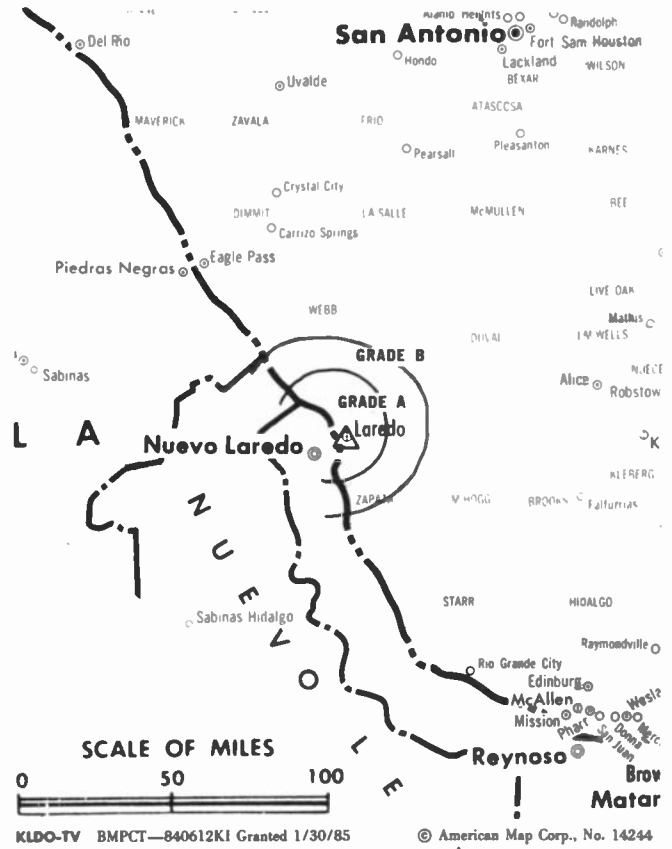
Personnel:

ELIA JOHNSTON, general manager.
HUMBERTO KLEE, local sales manager.
MARTINE TREVINO, production manager.
RENE J. GONZALEZ, chief engineer.
VERONICA RABAGO, program director.
LUPITA ECHEVERRIA, promotion director.
ELSA NICHOLSEN, business manager.

Rates: On request.

City of License: Laredo. **ADI:** Laredo. **Rank:** 197.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS Webb	33,200	32,700	98
Between 25-49%	TEXAS Zapata	2,800	2,700	96
Between 5-24%	TEXAS Jim Hogg	1,800	1,700	94
	TEXAS La Salle	1,800	1,700	94
Totals		39,600	38,800	98
Net Weekly Circulation (1990)			21,600	
Average Daily Circulation (1990)			11,300	

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: K-SIX Television Inc.

Began Operation: December 28, 1973.

Represented (sales): Seitel Inc.

Personnel:

VANN M. KENNEDY, president & general manager.

JAY DICKEY, station manager.

DEBORAH SHOUP, news director.

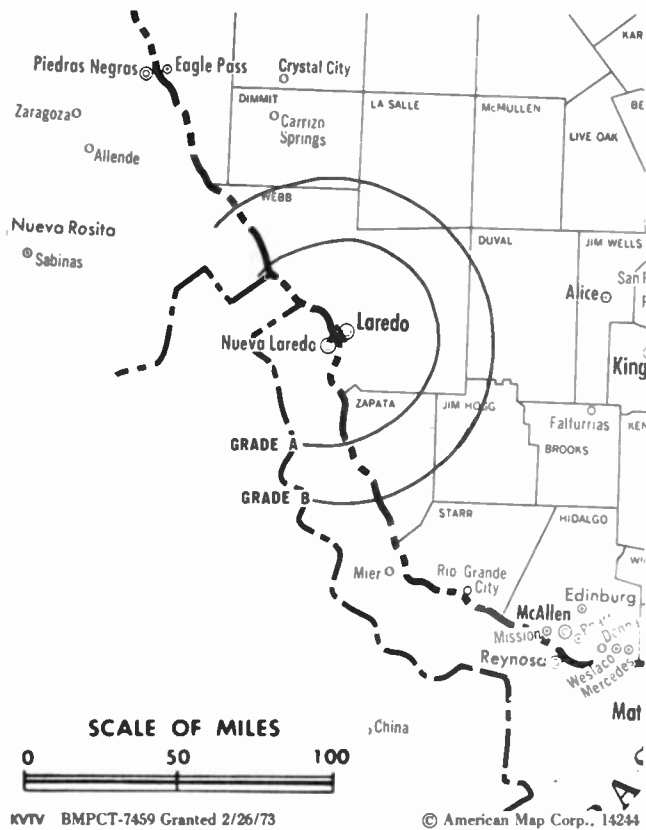
RALPH QUIROZ, chief engineer.

Highest 30 Sec. Rate: \$250.

NETWORK BASE HOURLY RATE: \$140.

City of License: Laredo. **ADI:** Laredo. **Rank:** 197.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS Webb	33,200	32,700	98
	Zapata	2,800	2,700	96
Between 5-24%	TEXAS Dimmit	3,300	3,200	97
	Wise	13,300	13,200	99
Totals		52,600	51,800	98
Net Weekly Circulation (1990)			26,600	
Average Daily Circulation (1990)			12,800	

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: 197.

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FOR USE ON YOUR OWN COMPUTER
OR AS CUSTOMIZED REPORTS***

*Call Lynn Levine or Nancy Cramer
202-872-9200*

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.

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: McAlister TV Enterprises Inc.

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 MADDOX, vice president & general sales manager.

BILL ENLOE, chief engineer.

LARRY ELLIOTT, news director.

BOB McCUISTON, promotion director.

DON GARTH, business manager.

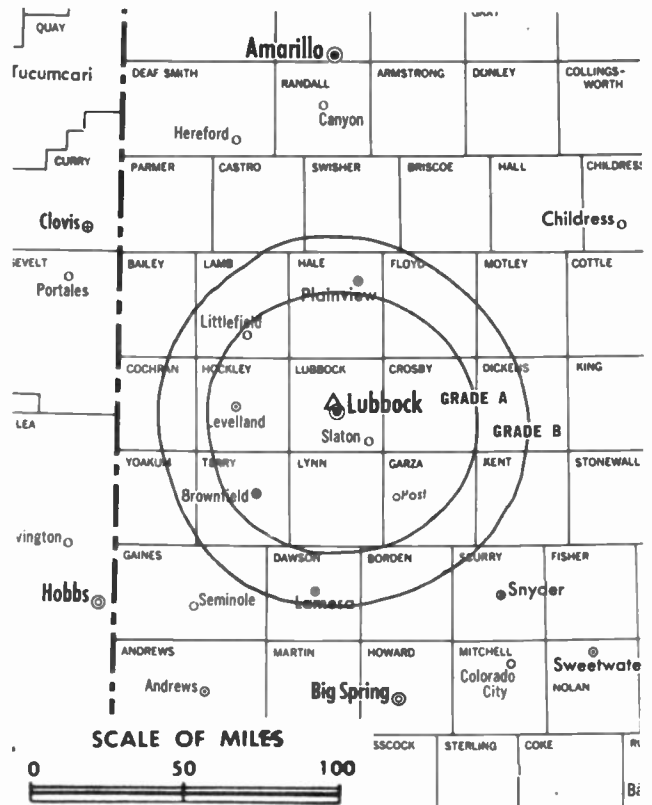
Highest 30 Sec. Rate: \$450.

NETWORK BASE HOURLY RATE: \$300.

City of License: Lubbock. ADI: Lubbock. Rank: 150.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 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
	Cochran	1,700	1,700	100
	Crosby	2,800	2,800	100
	Dawson	5,400	5,300	98
	Dickens	1,300	1,300	100
	Floyd	3,000	3,000	100
	Garza	1,800	1,800	100



KAMC BMPCT-6862 Granted 10/11/68

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Hale	12,400	12,300	99
	Hockley	8,200	8,200	100
	Lamb	5,800	5,800	100
	Lubbock	80,100	79,500	99
	Lynn	2,500	2,500	100
	Motley	800	800	100
	Terry	5,000	5,000	99
	Yoakum	3,600	3,600	100
Between 25-49%	TEXAS			
	Borden	300	300	100
	Kent	400	400	100
Between 5-24%	TEXAS			
	Castro	3,300	3,300	100
	Cottle	1,100	1,100	100
	Gaines	4,800	4,800	100
	Swisher	3,300	3,300	100
Totals		150,300	149,500	99
Net Weekly Circulation (1990)				112,800
Average Daily Circulation (1990)				61,200

Texas—Lubbock

KCBD-TV

Ch. 11

Network Service: NBC.

Licensee: Holsum Inc., Box 2527, 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: Holsum Inc.

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:

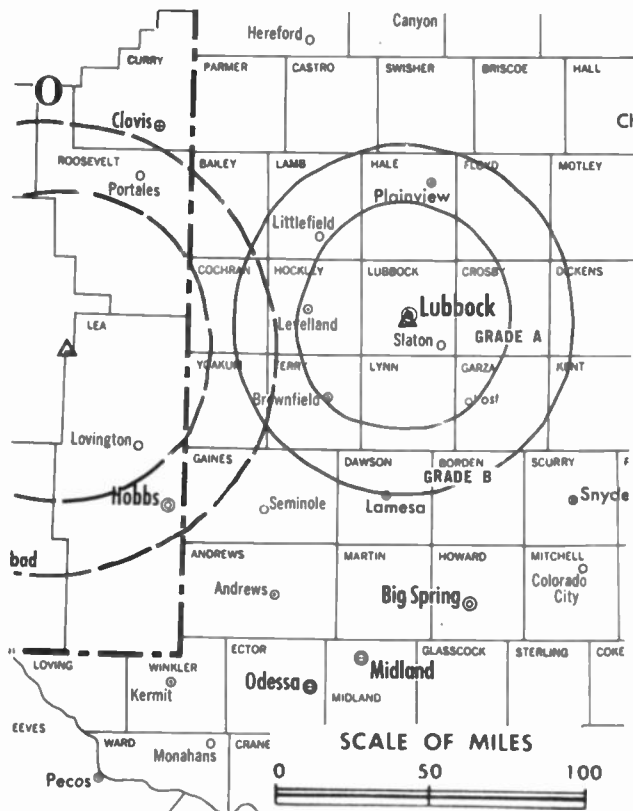
BILL DeTOURNILLON, general manager.
 CRAIG WELLS, general sales manager.
 SHERRELL LAMBERT, director of engineering.
 SKIP WATSON, news director.
 AMY HANSHU, promotion director.
 WAYNE CLARK, business manager.

Highest 30 Sec. Rate: \$1000.

City of License: Lubbock. ADI: Lubbock. Rank: 150.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 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	1,700	1,700	100
	Crosby	2,800	2,800	100
	Dawson	5,400	5,300	98
	Dickens	1,300	1,300	100



KCBD-TV BMPCT-5814 Granted 2/1/63

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Floyd	3,000	3,000	100
	Garza	1,800	1,800	100
	Hale	12,400	12,300	99
	Hockley	8,200	8,200	100
	Kert	400	400	100
	King	200	200	100
	Lamb	5,800	5,800	100
	Lubbock	80,100	79,500	99
	Lynn	2,500	2,500	100
	Motley	800	800	100
	Scurry	6,900	6,800	99
	Terry	5,000	5,000	99
Yoakum	3,600	3,600	100	
Between 25-49%	TEXAS			
	Briscoe	1,000	1,000	100
Between 5-24%	TEXAS			
	Gaines	4,800	4,800	100
	Swisher	3,300	3,300	100
Totals		154,000	153,100	99
Net Weekly Circulation (1990)				127,900
Average Daily Circulation (1990)				84,400

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: 3732.5-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 Service: Fox News.

Ownership: Ramar Communications Inc.

Began Operation: December 10, 1981.

Represented (sales): Seitel 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.

Rates: On request.

City of License: Lubbock. **ADI:** Lubbock. **Rank:** 150.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
TEXAS				
	Cochran	1,700	1,700	100
	Crosby	2,800	2,800	100
	Dickens	1,300	1,300	100
	Floyd	3,000	3,000	100
	Hale	12,400	12,300	99
	Hockley	8,200	8,200	100
	Lamb	5,800	5,800	100
	Lubbock	80,100	79,500	99
	Lynn	2,500	2,500	100
	Scurry	6,900	6,800	99
	Terry	5,000	5,000	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%				
TEXAS				
	Bailey	2,700	2,700	100
	Borden	300	300	100
	Dawson	5,400	5,300	98
	Garza	1,800	1,800	100
	Kent	400	400	100
	Mitchell	3,300	3,300	100
	Motley	800	800	100
Between 5-24%				
TEXAS				
	Briscoe	1,000	1,000	100
	Castro	3,300	3,300	100
	Childress	2,500	2,500	100
	Collingsworth	1,700	1,700	100
	Hall	1,900	1,900	100
	Swisher	3,300	3,300	100
	Yoakum	3,600	3,600	100
Totals		161,700	160,800	99
Net Weekly Circulation (1990)				102,000
Average Daily Circulation (1990)				50,600

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 (Group Owner).

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

Personnel:

CHARLES WOODS, president.
RICK LIPPS, general manager.
JIM ARNOLD, general sales manager.
JEFF GIBSON, local sales manager.
MICHAEL SUMMERMEYER, news director.
BILL BLAUN, program director.
DON KING, chief engineer.
BILL BLANN, production manager.
GAY JONES, promotion director.

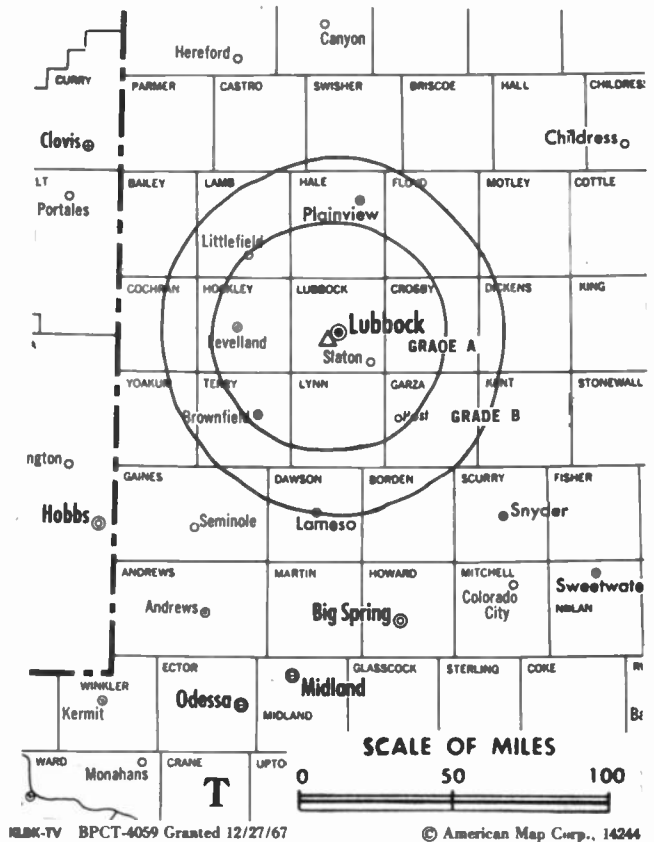
Highest 30 Sec. Rate: \$1000.

NETWORK BASE HOURLY RATE: \$900.

City of License: Lubbock. ADI: Lubbock. Rank: 150.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
TEXAS				
50% & Over	Bailey	2,700	2,700	100
	Borden	300	300	100



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Cochran	1,700	1,700	100
	Crosby	2,800	2,800	100
	Dawson	5,400	5,300	98
	Dickens	1,300	1,300	100
	Floyd	3,000	3,000	100
	Gaines	4,800	4,800	100
	Garza	1,800	1,800	100
	Hale	12,400	12,300	99
	Hockey	8,200	8,200	100
	Kent	400	400	100
	Lamb	5,800	5,800	100
	Lubbock	80,100	79,500	99
	Lynn	2,500	2,500	100
	Motley	800	800	100
	Scurry	6,900	6,800	99
	Terry	5,000	5,000	99
	Yoakum	3,600	3,600	100
TEXAS				
Between 25-49%	Briscoe	1,000	1,000	100
	Castro	3,300	3,300	100
	Swisher	3,300	3,300	100
Totals		157,100	156,200	99
Net Weekly Circulation (1990)				129,800
Average Daily Circulation (1990)				77,900

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. Fax: 409-853-3084.

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. (Group Owner).

Begin 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 KAPELUSCH, senior vice president & general manager.
BRET BERGE, sales manager.
TINA ALEXANDER, news director.
SHELLEY MARTIN, national sales manager.
DEAN WORLEY, chief engineer.
LEE MILLER, promotion director.

Highest 30 Sec. Rate: \$500.

Rates: Sold in combination with KLTV, Tyler-Longview, TX.

NETWORK BASE HOURLY RATE: \$510.

City of License: Lufkin. ADI: Tyler-Longview. Rank: 124.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Angelina	25,300	25,000	99
	Houston	8,700	8,500	98
	Nacogdoches	19,200	18,800	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	4,800	4,700	98
Between 25-49%	TEXAS			
	Polk	12,800	12,500	98
	Walker	17,300	16,800	97
Between 5-24%	TEXAS			
	Cherokee	15,600	15,300	98
	Jasper	12,300	12,100	98
	Leon	5,500	5,300	96
	Madison	3,700	3,600	97
	San Jacinto	6,000	5,800	97
	Shelby	9,400	9,200	98
Tyler	7,800	7,600	97	
Totals		156,100	152,700	98
Net Weekly Circulation (1990)				72,100
Average Daily Circulation (1990)				48,500

Texas—Midland & Odessa

KMID-TV

Ch. 2

Network Service: ABC.

Licensee: Davis-Goldfarb Co., 2121 Ave. 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, NWS.

Ownership: Davis-Goldfarb Co. (Group Owner).

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.

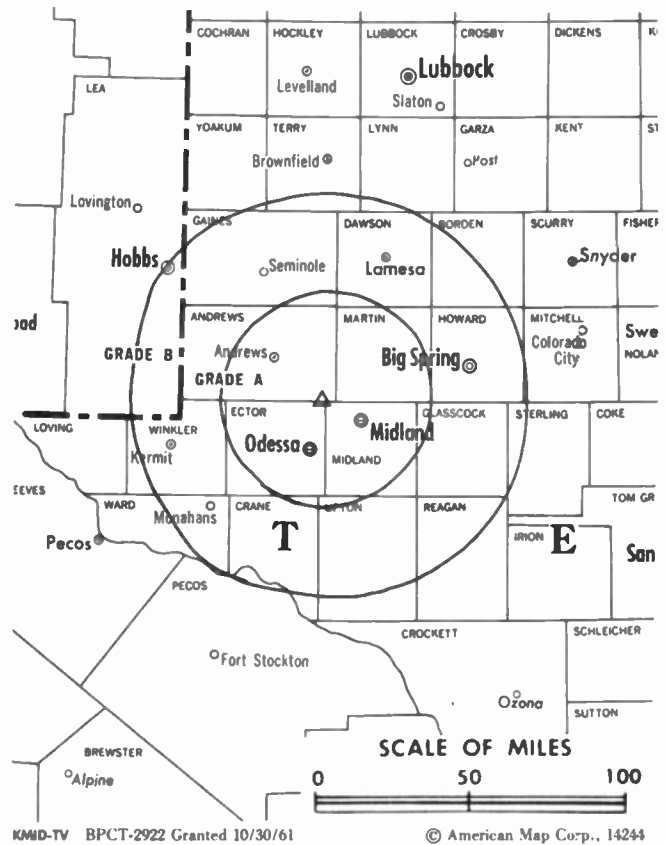
Highest 30 Sec. Rate: \$800.

NETWORK BASE HOURLY RATE: \$900.

City of License: Midland. ADI: Odessa-Midland. Rank: 146.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW MEXICO			
	Lea South	2,400	2,300	96
	TEXAS			
	Andrews	5,300	5,200	98
	Crane	1,700	1,700	100
	Crockett	1,600	1,600	100
	Dawson	5,400	5,300	98
	Ector	48,100	47,700	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Gaines	4,800	4,800	100
	Glasscock	400	400	100
	Howard	13,000	12,900	99
	Jeff Davis	600	600	100
	Martin	1,600	1,600	100
	Midland	43,200	42,900	99
	Pecos	5,000	4,900	98
	Reagan	1,500	1,500	100
	Reeves	4,800	4,700	98
	Upton	1,600	1,600	100
	Ward	4,800	4,800	100
	Winkler	3,200	3,200	100
Between 25-49%	NEW MEXICO			
	Lea North	20,300	19,900	98
	TEXAS			
	Brewster	3,000	2,900	97
Between 5-24%	Loving	100	100	100
	Terrell	600	600	100
	TEXAS			
Sterling	400	400	100	
Yoakum	3,600	3,600	100	
Totals		177,000	175,200	99
Net Weekly Circulation (1990)				137,800
Average Daily Circulation (1990)				86,200

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: 915-563-4242. **Fax:** 915-561-8236.

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. (Group Owner).

Began Operation: October 17, 1988.

Represented (engineering): Omni Communications Inc.

Personnel:

DARLENE EVE, station manager.

EDDY SILLS, chief engineer.

Rates: On request.

Arbitron Data: Not available.



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 (Group Owner).

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.

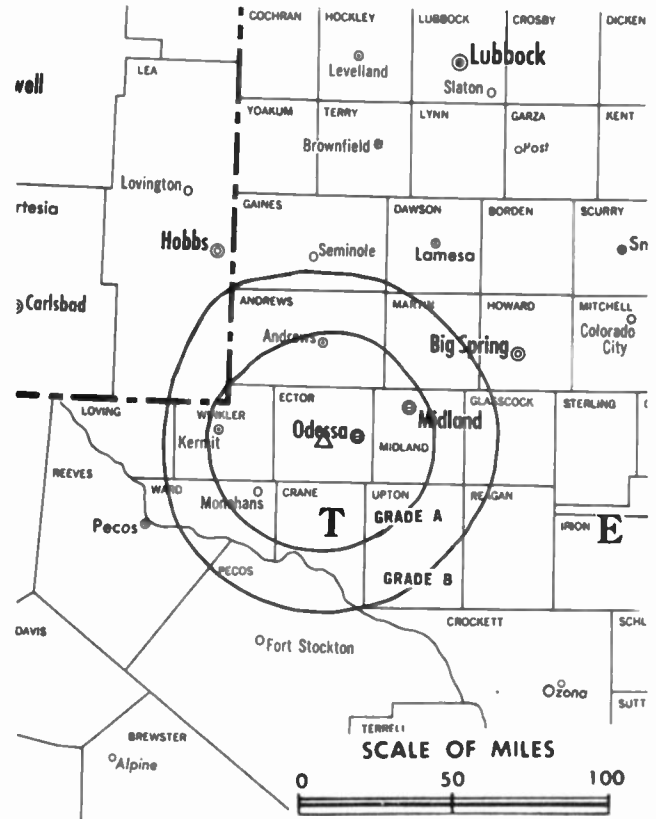
Highest 30 Sec. Rate: \$600.

NETWORK BASE HOURLY RATE: \$875.

City of License: Odessa. **ADI:** Odessa-Midland. **Rank:** 146.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW MEXICO			
	Lea South	2,400	2,300	96
	TEXAS			
	Andrews	5,300	5,200	98
	Brewster	3,000	2,900	97
	Crane	1,700	1,700	100
	Culberson	1,000	1,000	100
	Ector	48,100	47,700	99
	Glasscock	400	400	100



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Howard	13,000	12,900	99
	Jeff Davis	600	600	100
	Loving	100	100	100
	Martin	1,600	1,600	100
	Midland	43,200	42,900	99
	Pecos	5,000	4,900	98
	Presidio	1,900	1,800	95
	Reagan	1,500	1,500	100
	Reeves	4,800	4,700	98
	Upton	1,600	1,600	100
	Ward	4,800	4,800	100
	Winkler	3,200	3,200	100
	Between 25-49%	NEW MEXICO		
Lea North		20,300	19,900	98
TEXAS				
Crockett	1,600	1,600	100	
Between 5-24%	TEXAS			
	Dawson	5,400	5,300	98
	Gaines	4,800	4,800	100
Totals		175,300	173,400	99
Net Weekly Circulation (1990)				132,600
Average Daily Circulation (1990)				77,000

Texas—Odessa

KPEJ
Ch. 24

Network Service: Fox.

Licensee: SWMM/Odessa-Midland Corp., 6100 Corporate Dr., Suite 500, Houston, TX 77036.

Studio: 1550 West Interstate 20, Odessa, TX 79763.

Mailing Address: Box 11009, Odessa, TX 79760.

Telephone: 915-563-2424; 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. (Group Owner).

Began Operation: June 16, 1986.

Represented (sales): Adam Young Inc.

Represented (legal): Lackshin & Nathan.

Represented (engineering): William Thompson.

Personnel:

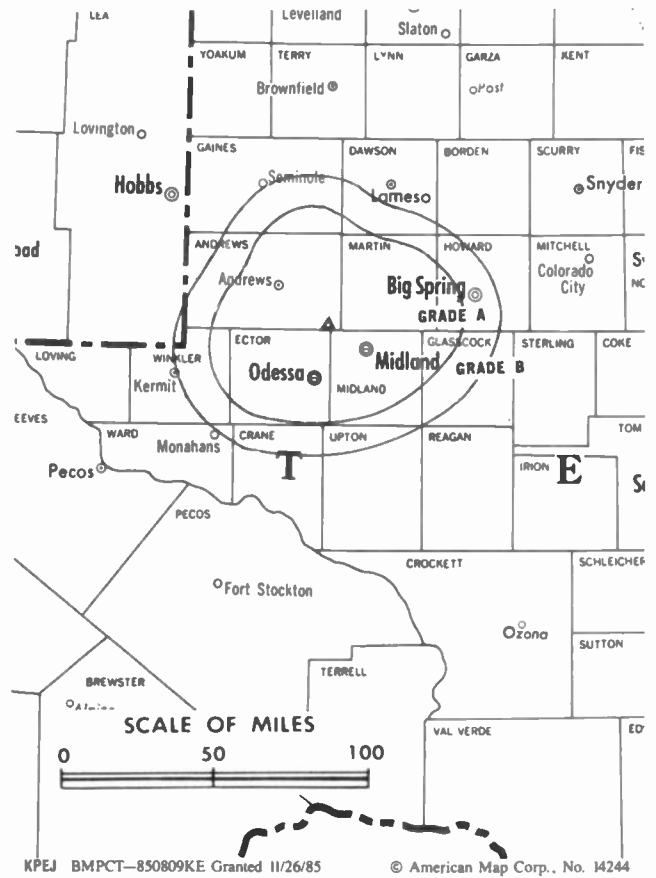
JOSEPH SUGG, general manager.
JAMES BEEGHLEY, general sales manager.
DANA WILLIAMS, program director.
JAN MAYNARD, promotion director.
SANDRA MOCK, business manager.
RODNEY NORRIS, chief engineer.

Highest 30 Sec. Rate: \$300.

City of License: Odessa. ADI: Odessa-Midland. Rank: 146.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Ector	48,100	47,700	99
	Midland	43,200	42,900	99
	Winkler	3,200	3,200	100
Between 25-49%	NEW MEXICO			
	Lea South	2,400	2,300	96



Net Weekly Circulation	State County	Total Households	TV Households	%
TEXAS				
Between 25-49%	Andrews	5,300	5,200	98
	Crane	1,700	1,700	100
	Dawson	5,400	5,300	98
	Gaines	4,800	4,800	100
	Glasscock	400	400	100
	Martin	1,600	1,600	100
	Reagan	1,500	1,500	100
	Upton	1,600	1,600	100
	Ward	4,800	4,800	100
	Yoakum	3,600	3,600	100
TEXAS				
Between 5-24%	Howard	13,000	12,900	99
	Pecos	5,000	4,900	98
Totals		145,600	144,400	99
Net Weekly Circulation (1990)			74,800	
Average Daily Circulation (1990)			33,600	

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; 4.5-meter C-band; Harris, 3.5-meter Ku-band; Harris, M/A-Corn, Scientific-Atlanta receivers.

News Services: Conus, NBC, UPI.

Ownership: James T. Taylor, Receiver.

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): Seitel Inc.

Personnel:

DAN ROBBINS, general manager.
STAN KAYE, general sales manager.
GRADY WOODWARD, chief engineer.
RICHARD HOWARD, news director.

Rates: On request.

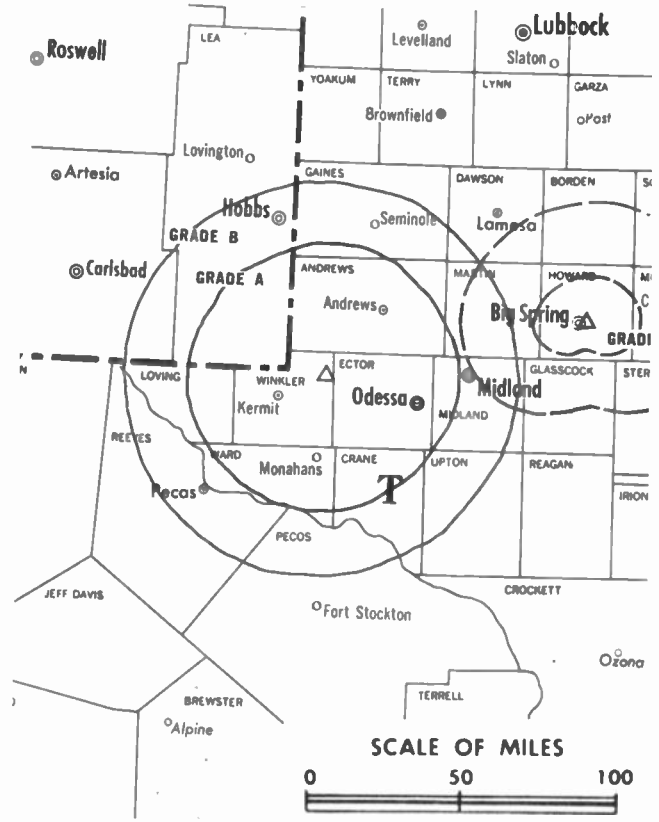
NETWORK BASE HOURLY RATE: \$700.

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 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW MEXICO			
	Lea North	20,300	19,900	98
	Lea South	2,400	2,300	96
	TEXAS			
	Andrews	5,300	5,200	98
	Brewster	3,000	2,900	97
	Crane	1,700	1,700	100
	Culberson	1,000	1,000	100
	Ector	48,100	47,700	99



KTPX BPCT-3000 Granted 7/25/62

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Gaines	4,800	4,800	100
	Glasscock	400	400	100
	Howard	13,000	12,900	99
	Jeff Davis	600	600	100
	Loving	100	100	100
	Martin	1,600	1,600	100
	Midland	43,200	42,900	99
	Pecos	5,000	4,900	98
	Presidio	1,900	1,800	95
	Reagan	1,500	1,500	100
	Reeves	4,800	4,700	98
	Upton	1,600	1,600	100
	Ward	4,800	4,800	100
	Winkler	3,200	3,200	100
Yoakum	3,600	3,600	100	
Between 25-49%	TEXAS			
	Crockett Mitchell	1,600	1,600	100
Between 5-24%	TEXAS			
	Dawson	5,400	5,300	98
	Terrell	600	600	100
	Terry	5,000	5,000	99
Totals		187,800	185,900	99
Net Weekly Circulation (1990)				140,800
Average Daily Circulation (1990)				78,600

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; Standard Communications receivers.

News Service: AP.

Ownership: Pueblo Bcstg. Corp.

Began Operation: September 1, 1986.

Represented (sales): Univision.

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

Represented (engineering): Moffet, Larson & Johnson Inc.

Personnel:

JOSE ADAN TREVINO, president, chief executive officer & general manager.

ZANETTA KELLEY, general sales manager.

JERRY LARSEN, local sales manager.

STEVE LOONEY, engineering director.

MANNY LOPEZ, news director.

CINDY CHISUM, 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 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households Households	%
	TEXAS			
Between 5-24%	Harris	1,041,600	1,033,400	99
Totals		1,041,600	1,033,400	99
Net Weekly Circulation (1990)				69,400
Average Daily Circulation (1990)				45,000

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: Abilene Radio & Television Co.

Began Operation: February 8, 1962.

Represented (sales): Blair Television.

Personnel:

DALE ACKERS, president.

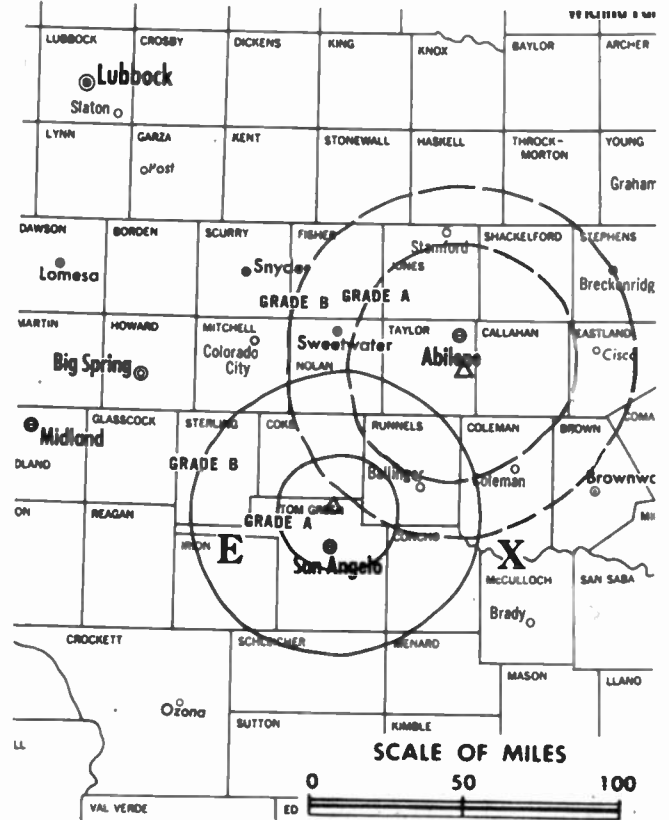
KEN KNOX, station & sales manager.

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: 186.

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: Sage Broadcasting Corp.

Began Operation: May 12, 1984.

Represented (sales): Adam Young Inc.

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.

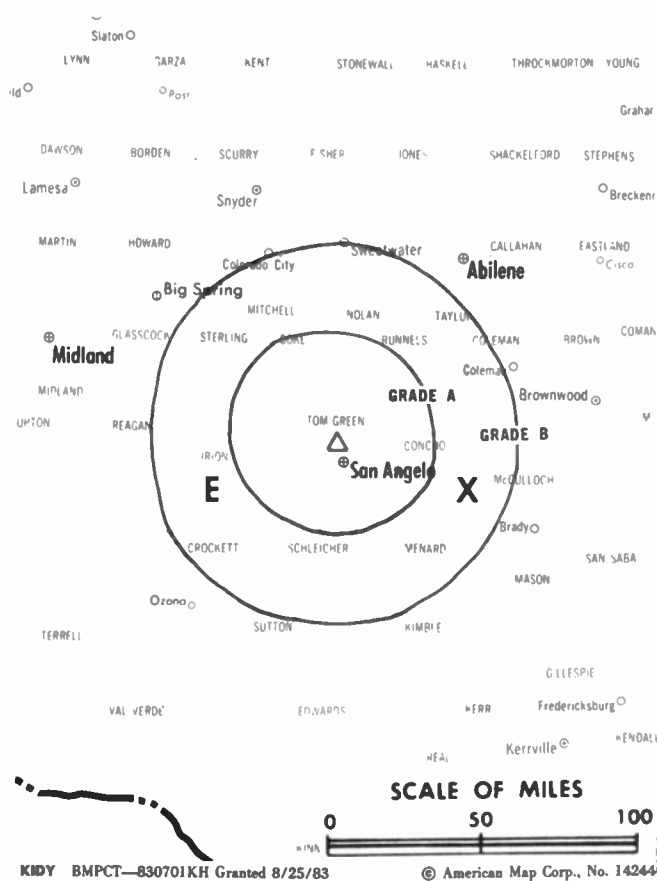
JAMIE GEORGE, business manager.

Highest 30 Sec. Rate: \$175.

City of License: San Angelo. ADI: San Angelo. Rank: 186.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Coke	1,300	1,300	100
	Irion	500	500	100
	Sterling	400	400	100
	Tom Green	36,500	36,100	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	TEXAS			
	Runnels	4,700	4,600	98
Between 5-24%	TEXAS			
	Coleman	4,200	4,200	100
	Concho	1,100	1,100	100
	Crockett	1,600	1,600	100
	Kimble	1,600	1,500	94
	Menard	900	900	100
	Nolan	6,300	6,200	98
	Reagan	1,500	1,500	100
	Schleicher	1,000	1,000	100
Sutton	1,600	1,600	97	
Totals		63,200	62,500	99
Net Weekly Circulation (1990)				29,200
Average Daily Circulation (1990)				12,100

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: T. B. Lanford Estate (Group Owner).

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.
DENISE MILLER, national sales assistant.
PAUL PADGETT, local sales manager.
GLEN GOODE, regional sales manager.
LARRY WHITE, chief engineer.
LOU KORDEK, news director.
KEVIN SETTLE, promotion director.
VIVIAN AYLOR, controller.
DEWEY WEAVER, marketing director.
CAROL HENNECKE, administrative assistant.

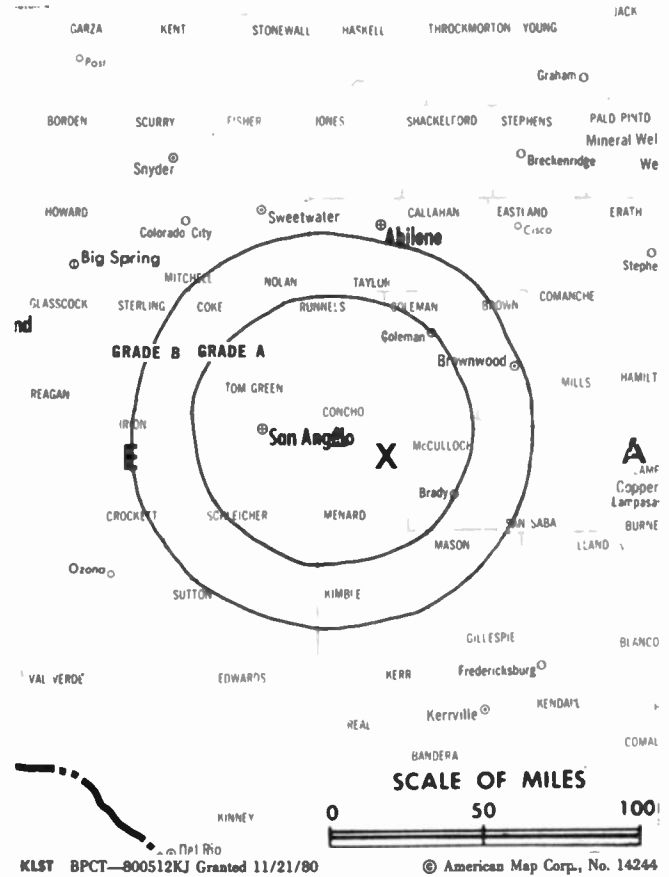
Highest 30 Sec. Rate: \$750.

NETWORK BASE HOURLY RATE: \$371.

City of License: San Angelo. **ADI:** San Angelo. **Rank:** 186.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Coke	1,300	1,300	100
	Concho	1,100	1,100	100



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Crockett	1,600	1,600	100
	Irion	500	500	100
	Kimble	1,600	1,500	94
	Mc Culloch	3,500	3,400	97
	Menard	900	900	100
	Runnels	4,700	4,600	98
	Schleicher	1,000	1,000	100
	Sterling	400	400	100
	Sutton	1,600	1,600	97
	Tom Green	36,500	36,100	99
Between 25-49%	TEXAS			
	Coleman	4,200	4,200	100
	Mason	1,600	1,500	97
Between 5-24%	TEXAS			
	Brown	14,100	13,800	98
	Comanche	5,000	4,900	98
	Nolan	6,300	6,200	98
	Reagan	1,500	1,500	100
	San Saba	2,400	2,400	100
Totals		93,100	91,800	99
Net Weekly Circulation (1990)				56,900
Average Daily Circulation (1990)				38,200

Texas—San Antonio

KABB
Ch. 29

Network Service: None, independent.

Licensee: River City Television Partners L.P., 520 N. Medina, San Antonio, TX 78207-3027.

Studio: 520 N. Medina, San Antonio, TX 78207-3027.

Telephone: 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 Ku-band Pinzone, Standard Communications receivers.

Ownership: Atlantic Bcstg. Co. (Group Owner).

Began Operation: December 16, 1987. Sale to present owners by Alamo Bcstg. Corp. approved by FCC July 14, 1989 (Television Digest, Vol. 29:20).

Represented (sales): TeleRep Inc.

Represented (legal): Dow, Lohnes & Albertson.

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

Personnel:

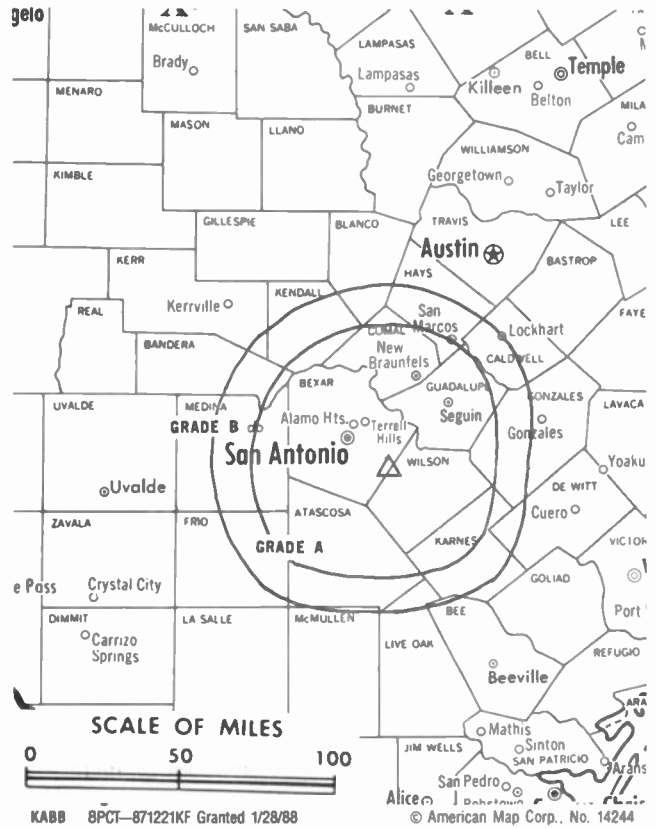
- MICHAEL A. LIFF, vice president & general manager.
- JAMES G. WITHERS, station manager.
- MICHAEL GRANADOS, general sales manager.
- GARY A. GAY, national sales manager.
- DALE TAYLOR, chief engineer.
- SAM BICKEL, program director.
- SCOTT MACANINCH, promotion director.
- BILL DRIESSLEIN, controller.

Highest 30 Sec. Rate: \$450.

City of License: San Antonio. ADI: San Antonio. Rank: 43.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Atascosa	10,400	10,200	98
	Medina	9,400	9,200	98
	Wilson	7,000	6,800	97
Between 25-49%	TEXAS			
	Bexar	404,600	400,500	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Cornal	19,400	19,200	99
	Gonzales	6,400	6,300	98
	Guadalupe	21,600	21,300	99
	Karnes	4,500	4,400	98
	Mcmullen	300	300	100
	Uvalde	8,000	7,800	97
Between 5-24%	TEXAS			
	Bandera	3,900	3,900	100
	Caldwell	9,700	9,500	98
	De Witt	7,200	7,000	97
	Frio	4,400	4,300	98
	Goliad	1,900	1,900	100
	Hays	20,600	20,300	99
	Kendall	5,700	5,600	98
	La Salle	1,800	1,700	94
Live Oak	3,500	3,400	97	
Totals		550,300	543,600	99
Net Weekly Circulation (1990)			239,600	
Average Daily Circulation (1990)			94,800	

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, NWS.

Ownership: Harte-Hanks Communications Inc.

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, general sales manager.
MARTY GAMER, national sales manager.
LAURA HORANSKY, promotion director.
MARCELINO RODRIGUEZ, business manager.

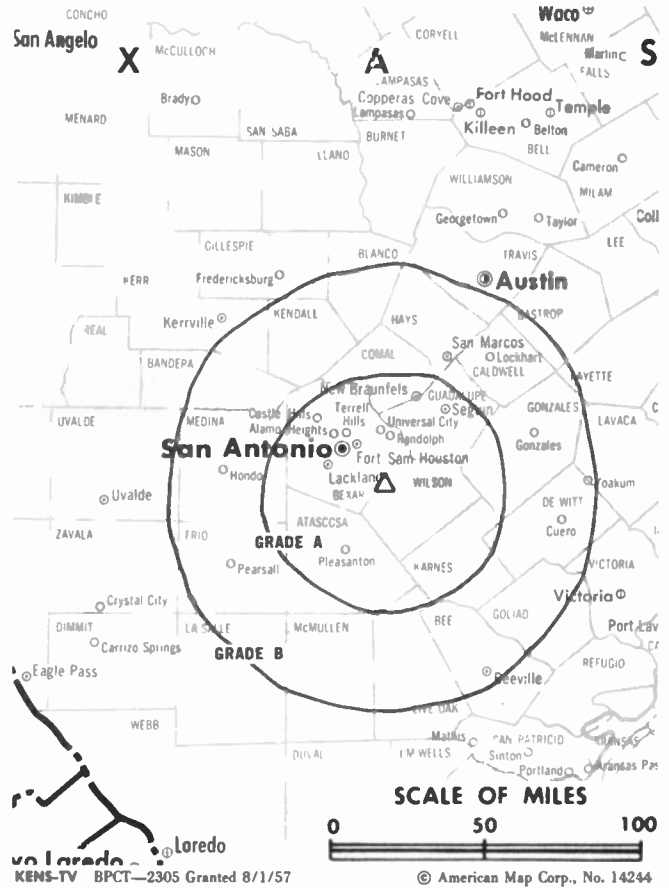
Highest 30 Sec. Rate: \$5000.

NETWORK BASE HOURLY RATE: \$1850.

City of License: San Antonio. ADI: San Antonio. Rank: 43.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
TEXAS				
50% & Over	Atascosa	10,400	10,200	98
	Bandera	3,900	3,900	100
	Bee	8,800	8,600	98
	Bexar	404,600	400,500	99
	Comal	19,400	19,200	99
	De Witt	7,200	7,000	97
	Dimmit	3,300	3,200	97
	Edwards	700	700	100
	Frio	4,400	4,300	98
	Gillespie	6,700	6,500	97
	Goliad	1,900	1,900	100
	Gonzales	6,400	6,300	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Guadalupe	21,600	21,300	99
	Karnes	4,500	4,400	98
	Kendall	5,700	5,600	98
	Kerr	15,500	15,200	98
	Kinney	900	900	100
	La Salle	1,800	1,700	94
	Lavaca	7,300	7,000	97
	McMullen	300	300	100
	Maverick	10,200	9,800	96
	Medina	9,400	9,200	98
	Real	1,000	1,000	100
	Uvalde	8,000	7,800	97
	Val Verde	12,900	12,600	98
	Victoria	26,400	26,000	98
	Wilson	7,000	6,800	97
	Zavala	3,200	3,100	97
TEXAS				
Between 25-49%	Blanco	2,700	2,700	100
	Caldwell	9,700	9,500	98
	Hays	20,600	20,300	99
	Live Oak	3,500	3,400	97
TEXAS				
Between 5-24%	Bastrop	13,900	13,600	98
	Duval	4,200	4,100	98
	Fayette	8,300	8,000	96
	Kimble	1,600	1,500	94
	Webb	33,200	32,700	98
Totals		711,100	700,800	99
Net Weekly Circulation (1990)				533,600
Average Daily Circulation (1990)				342,700

Texas—San Antonio

KMOL-TV

Ch. 4

Network Service: NBC.

Licensee: UTV of San Antonio 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: Andrew, 2.4-meter Ku-band.

News Services: AP, CNN.

Ownership: United Television Inc. (Group Owner).

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 Half Jr. and associates approved Sept. 15, 1965 (Vol. 5:22, 38).

Represented (sales): MMT Sales Inc.

Represented (legal): Wilmer, Cutler & Pickering.

Personnel:

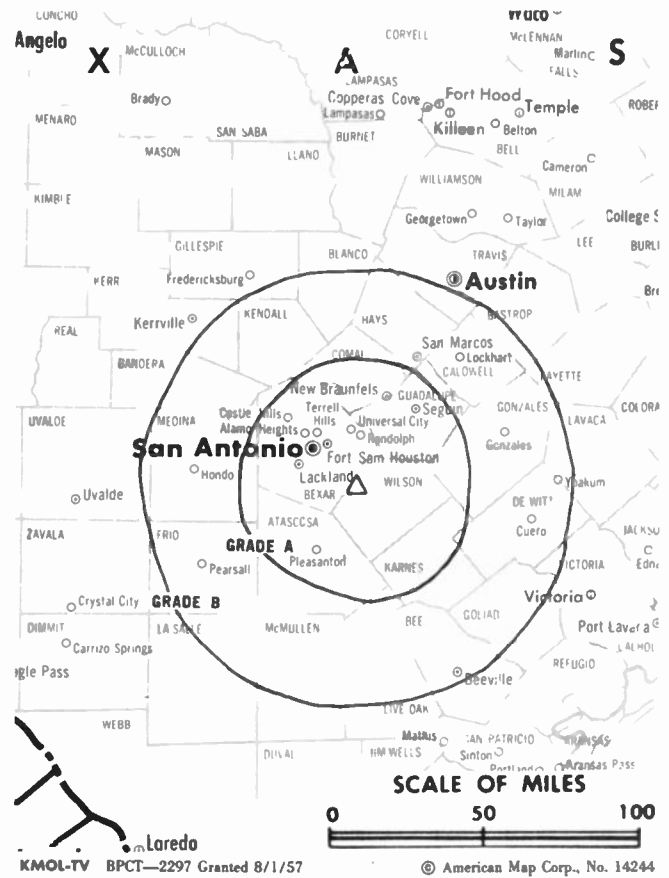
ROBERT DONOHUE, vice president & general manager.
KEVIN DONOHUE, general sales manager.
PHIL JOHNSON, local sales manager.
JOHN SEABERS, national sales manager.
HAROLD FRIESENHAHN, chief engineer.
RON HARIG, news director.
DENNIS MARSHALL, promotion manager & creative services director.
GENE HANSBAUER, 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 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Atascosa	10,400	10,200	98
	Bandera	3,900	3,900	100
	Bee	8,800	8,600	98
	Bexar	404,600	400,500	99
	Caldwell	9,700	9,500	98
	Cornal	19,400	19,200	99
	De Witt	7,200	7,000	97
	Dimmit	3,300	3,200	97
	Edwards	700	700	100
	Frio	4,400	4,300	98
	Gillespie	6,700	6,500	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	21,600	21,300	99
	Karnes	4,500	4,400	98
	Kendall	5,700	5,600	98
	Kerr	15,500	15,200	98
	Kinney	900	900	100
	La Salle	1,800	1,700	94
	Lavaca	7,300	7,000	97
	Live Oak	3,500	3,400	97
	McMullen	300	300	100
	Maverick	10,200	9,800	96
	Medina	9,400	9,200	98
	Real	1,000	1,000	100
Uvalde	8,000	7,800	97	
Val Verde	12,900	12,600	98	
Wilson	7,000	6,800	97	
Zavala	3,200	3,100	97	
Between 25-49%	TEXAS			
	Blanco	2,700	2,700	100
	Hays	20,600	20,300	99
Between 5-24%	TEXAS			
	Bastrop	13,900	13,600	98
	Fayette	8,300	8,000	96
	Kimble	1,600	1,500	94
	Lee	4,700	4,600	98
	Webb	33,200	32,700	98
Totals		711,600	701,300	99
Net Weekly Circulation (1990)				533,200
Average Daily Circulation (1990)				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. (Group Owner).

Began Operation: January 21, 1957. Sale to present owner by Rockefeller Group Inc. approved by FCC April 29, 1986 (Television Digest, Vol. 26:6, 12). Sale to Rockefeller Group approved by FCC Nov. 23, 1983 (Vol. 23:19, 22; 24:6). Sale to the Outlet Co. by Mission Telecasting Corp. approved Nov. 22, 1967.

Represented (sales): Petry Television Inc.

Represented (legal): Dow, Lohnes & Albertson.

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

Personnel:

JAMES SCHIAVONE, president & general manager.

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.

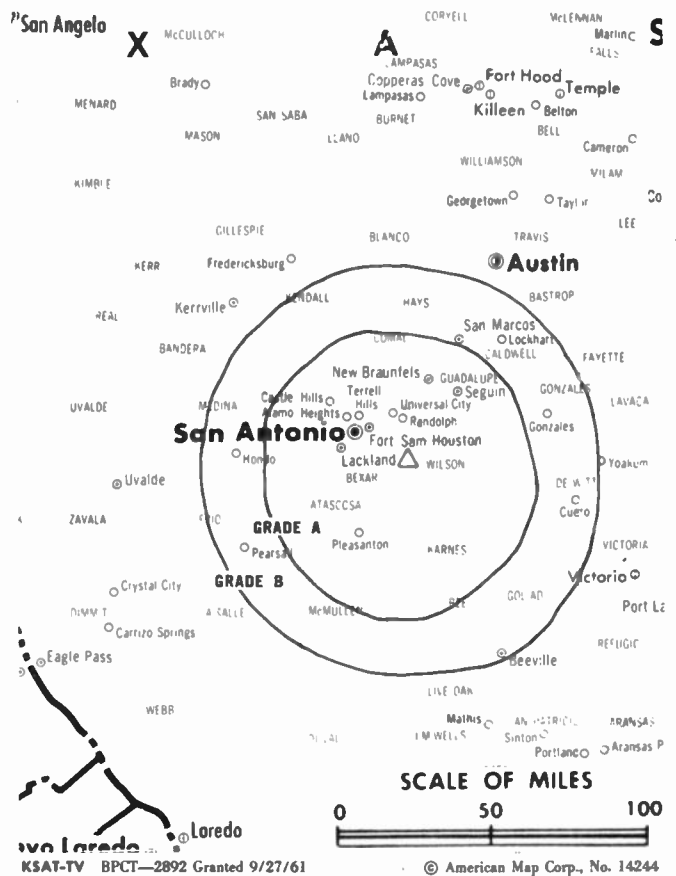
Highest 30 Sec. Rate: \$3600.

NETWORK BASE HOURLY RATE: \$1025.

City of License: San Antonio. ADI: San Antonio. Rank: 43.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
	Atascosa	10,400	10,200	98
	Bandera	3,900	3,900	100
	Bexar	404,600	400,500	99
	Comal	19,400	19,200	99
	De Witt	7,200	7,000	97
	Dimmit	3,300	3,200	97
	Edwards	700	700	100



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
	Frio	4,400	4,300	98
	Goliad	1,900	1,900	100
	Gonzales	6,400	6,300	98
	Guadalupe	21,600	21,300	99
	Karnes	4,500	4,400	98
	Kendall	5,700	5,600	98
	Kerr	15,500	15,200	98
	Kinney	900	900	100
	La Salle	1,800	1,700	94
	Lavaca	7,300	7,000	97
	McMullen	300	300	100
	Maverick	10,200	9,800	96
	Medina	9,400	9,200	98
	Real	1,000	1,000	100
	Uvalde	8,000	7,800	97
	Val Verde	12,900	12,600	98
	Wilson	7,000	6,800	97
	Zavala	3,200	3,100	97
Between 25-49%				
	TEXAS	8,800	8,600	98
	Bee	2,700	2,700	100
	Blanco	9,700	9,500	98
	Caldwell	6,700	6,500	97
	Gillespie	20,600	20,300	99
	Hays	3,500	3,400	97
	Live Oak	26,400	26,000	98
	Victoria	33,200	32,700	98
	Webb			
Between 5-24%				
	TEXAS	7,400	7,300	98
	Colorado	4,200	4,100	98
	Duval	8,300	8,000	96
	Fayette	1,600	1,500	94
Totals				
		704,600	694,500	99
Net Weekly Circulation (1990)				519,900
Average Daily Circulation (1990)				290,800

Texas—San Antonio

KVDA

Ch. 60

Network Service: Telemundo.

Licensee: Nueva Vista Productions, 6234 San Pedro, San Antonio, TX 78216.

Studio: 62343 San Pedro, San Antonio, TX 78216.

Telephone: 512-340-8860. **Fax:** 512-341-3962.

Technical Facilities: Channel No. 60 (746-752 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1496-ft. above av. terrain, 1499-ft. above ground, 2024-ft. above sea level.

Latitude 29° 17' 39"

Longitude 98° 15' 30"

Transmitter: 12325 Jolly Rd., Elmendorf, TX

Satellite Earth Stations: Andrew, 7-meter C-band; Andrew, 4.5-meter Ku & C-band; Standard Agile Omni receivers.

Ownership: Telemundo Group, 85.00% (Group Owner); Edward L. Gonzalez, 15.00%.

Began Operation: September 10, 1989.

Represented (sales): Telemundo.

Represented (legal): Reddy, Begley & Martin.

Represented (engineering): Moffet, Larson & Johnson Inc.

Personnel:

ARTHUR ROJAS EMERSON, general manager.

ARACELI De LEON, director of operations.

PATRICIO BARRAZA, local sales manager.

LEROY MARTINEZ, director of promotions & programming.

PATRICIO ESPINOZA, news director.

ROGER TOPPING, chief engineer.

ARMANDO SOLIS, business manager.

Rates: On request.

City of License: San Antonio. **ADI:** San Antonio. **Rank:** 43.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
TEXAS				
Between 5-24%	Atascosa	10,400	10,200	98
	Bexar	404,600	400,500	99
	Wilson	7,000	6,800	97
	Zavala	3,200	3,100	97
Totals		425,200	420,600	99
Net Weekly Circulation (1990)			22,300	
Average Daily Circulation (1990)			9,000	

Texas—San Antonio

KWEX-TV

Ch. 41

Network Service: Univision.

Licensee: Univision Holdings Inc., 605 Third Ave., 12th Floor, New York, NY 10158.

Studio: 411 E. Durango, San Antonio, TX 78204.

Telephones: 512-227-4141; 512-227-4145. 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. (Group Owner).

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.

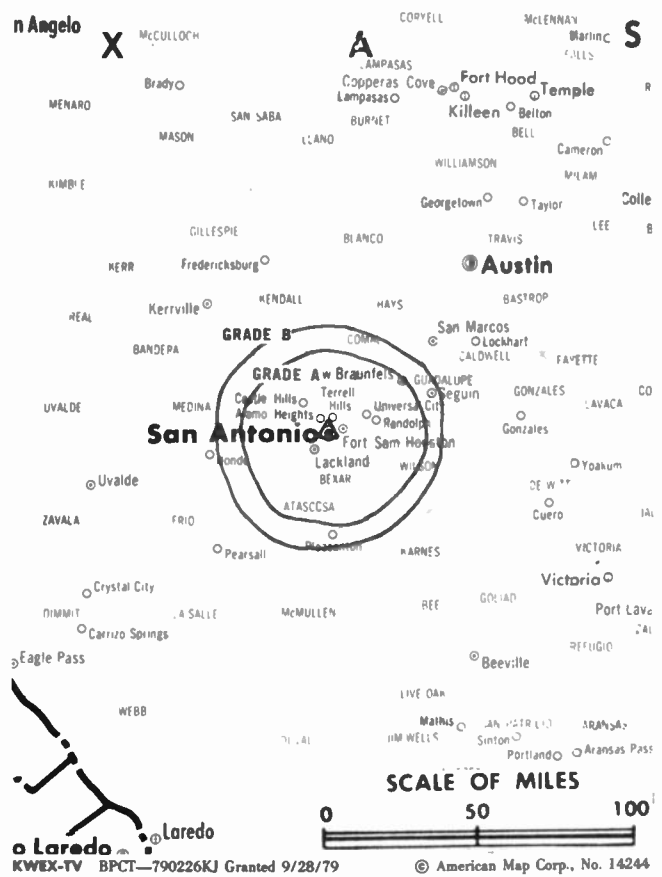
Personnel:

ROBERT TORRES, general manager.
SCOTT KEELER, national sales manager.
DEBBIE BRIENT, local sales manager.
ED BARRERA, news director.
MAMBERTO VILLARREAL, program director.
LYDIA LUNA, comptroller.
FRANCOISE LUCA, marketing director.
AMPARO ORTIZ, public service director.
JUAN GATTAS, operations manager.
JAMES R. MEEK, chief engineer.
ANTONIO GONZALEZ, assistant chief engineer.

Highest 30 Sec. Rate: \$1000.

City of License: San Antonio. ADI: San Antonio. Rank: 43.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	TEXAS			
	La Salle	1,800	1,700	94
	Maverick	10,200	9,800	96
	Zavala	3,200	3,100	97
Between 5-24%	TEXAS			
	Atascosa	10,400	10,200	98
	Bexar	404,600	400,500	99
	Comal	19,400	19,200	99
	Dimmit	3,300	3,200	97
	Frio	4,400	4,300	98
	Guadalupe	21,600	21,300	99
	Karnes	4,500	4,400	98
	Medina	9,400	9,200	98
Wilson	7,000	6,800	97	
Totals		499,800	493,700	99
Net Weekly Circulation (1990)				83,800
Average Daily Circulation (1990)				48,000

Texas—Jacksonville-Tyler-Longview

KETK-TV

Ch. 56

Network Service: NBC.

Licensee: Region 56 Television Network Inc., 5656 N. Jackson, 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: Lone Star Bcstg. Inc.

Began Operation: March 9, 1987. Sale to present owners by Texas American Bcstg. Ltd. approved by FCC Sept. 25, 1989.

Represented (sales): Blair Television.

Represented (legal): Bishop, Cook, Purcell & Reynolds.

Represented (engineering): Andrus & Associates Inc.

Personnel:

PHILIP H. HURLEY, president & 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.

CAROLYN WATERS, promotion director.

ROBY SOMERFORD, business manager.

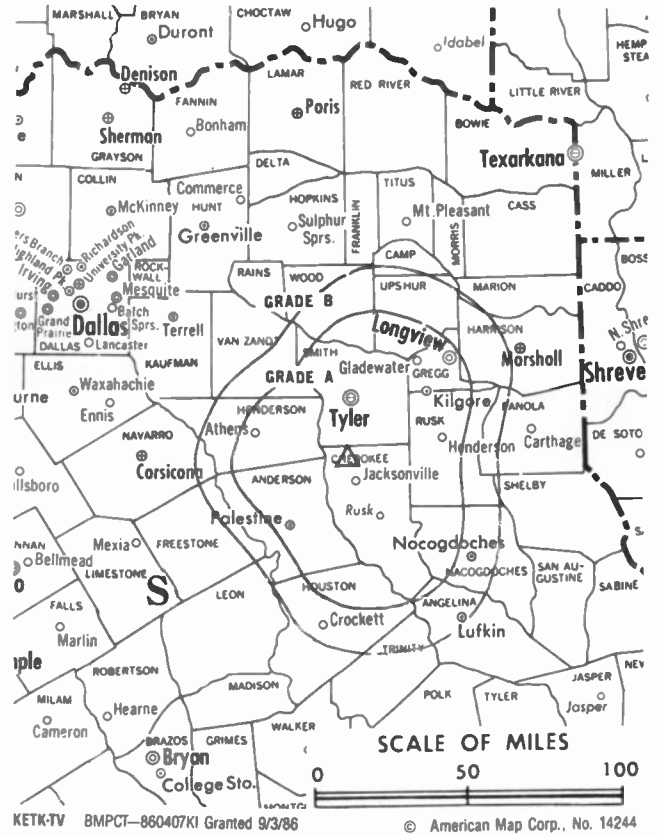
MIKE STANFORD, operations director.

Rates: On request.

City of License: Jacksonville. ADI: Tyler-Longview. Rank: 124.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
TEXAS				
50% & Over	Cherokee	15,600	15,300	98
	Gregg	42,100	41,600	99
	Nacogdoches	19,200	18,800	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Rusk	16,500	16,300	99
	Smith	58,200	57,500	99
TEXAS				
Between 25-49%	Anderson	14,500	14,300	99
	Angelina	25,300	25,000	99
	Henderson	24,300	23,900	98
	Houston	8,700	8,500	98
	Upshur	12,200	12,000	98
	Wood	11,800	11,600	98
TEXAS				
Between 5-24%	Leon	5,500	5,300	96
	Rains	2,700	2,700	100
	San Augustine	3,300	3,200	97
	Shelby	9,400	9,200	98
	Van Zandt	15,800	15,500	98
Totals		285,100	280,700	98
Net Weekly Circulation (1990)				127,200
Average Daily Circulation (1990)				63,100

Texas—Longview-Tyler

KLMG-TV Ch. 51

Network Service: CBS.

Licensee: Jason R. Searcy, Trustee, 211 E. Tyler, Sixth Floor, Longview, TX 75601.

Studio: 701 N. Access Rd., Longview, TX 75602.

Mailing Address: Box 5151, Longview, TX 75608.

Telephone: 214-753-5051. **TWX:** 170445. **Fax:** 214-757-2654.

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: M/A-Com Ku-band; Scientific-Atlanta C-band; Harris C-band; Harris, M/A-Com, Scientific-Atlanta receivers.

News Services: AP, CBS.

Ownership: Jason R. Searcy, Trustee.

Began Operation: September 9, 1984.

Represented (sales): Seltel Inc.

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

Personnel:

DAVID L. ALEXANDER, general manager.

JOHN P. BLAKE, general sales manager.

VICTORIA LAFOLLETT, news director.

HAZEL KENNEDY, program director.

ANTHONY R. FULLER, promotion director.

JAY ROWE, chief engineer.

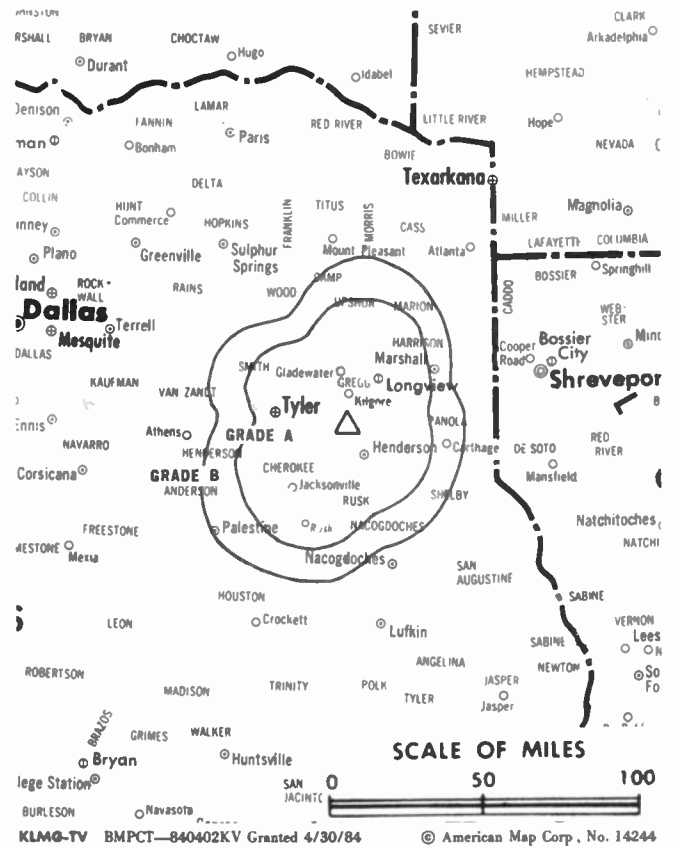
NANCY DENTON, business manager.

Highest 30 Sec. Rate: \$600.

City of License: Longview. **ADI:** Tyler-Longview. **Rank:** 124.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS Cherokee	15,600	13,300	98
	Gregg	42,100	41,600	99
Between 25-49%	TEXAS Rusk	16,500	16,300	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Smith	58,200	57,500	99
	Upshur	12,200	12,000	98
Between 5-24%	TEXAS Anderson	14,500	14,300	99
	Cass	11,300	11,100	98
	Harrison	20,400	20,100	99
	Henderson	24,300	23,900	98
	Morris	5,300	5,200	98
	Panola	8,500	8,400	99
	Van Zandt	15,800	15,500	98
	Wood	11,800	11,600	98
Totals		256,500	252,800	99
Net Weekly Circulation (1990)			78,800	
Average Daily Circulation (1990)			34,800	

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. (Group Owner).

Began Operation: October 14, 1954. Sale to present owners by Buford Television approved by FCC Feb. 16, 1989.

Represented (sales): Katz Television.

Represented (legal): Blair, Joyce & Silva.

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 FISHER, news director.
- ERROL KAPELLUSCH, program director.
- KEN SIGMAN, promotion director.
- GLENDA LONDON, business manager.
- PAT STACEY, marketing director.
- BOB LOVELADY, operations manager.

Highest 30 Sec. Rate: \$500.

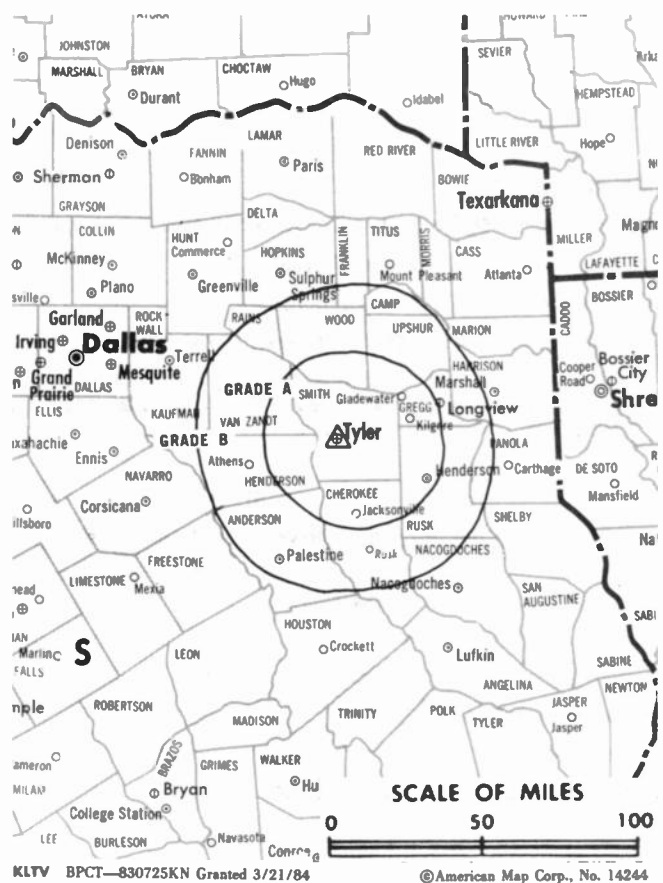
Rates: Spot rates include KTRE-TV, Lufkin, TX.

NETWORK BASE HOURLY RATE: \$600.

City of License: Tyler. ADI: Tyler-Longview. Rank: 124.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Anderson	14,500	14,300	99
	Camp	4,200	4,100	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Cherokee	15,600	15,300	98
	Franklin	3,200	3,100	97
	Gregg	42,100	41,600	99
	Hopkins	11,600	11,400	98
	Rains	2,700	2,700	100
	Rusk	16,500	16,300	99
	Smith	58,200	57,500	99
	Titus	9,100	9,000	99
	Upshur	12,200	12,000	98
	Van Zandt	15,800	15,500	98
Wood	11,800	11,600	98	
TEXAS				
Between 25-49%	Henderson	24,300	23,900	98
	Morris	5,300	5,200	98
TEXAS				
Between 5-24%	Cass	11,300	11,100	98
	Delta	1,800	1,800	100
	Harrison	20,400	20,100	99
	Houston	8,700	8,500	98
	Marion	4,200	4,100	98
	Nacogdoches	19,200	18,800	98
	Panola	8,500	8,400	99
Red River	6,100	5,900	97	
Totals		327,300	322,200	98
Net Weekly Circulation (1990)			195,600	
Average Daily Circulation (1990)			125,600	

Texas—Victoria

KAVU-TV

Ch. 25

Network Service: NBC.

Licensee: Withers Broadcasting Co. of Texas, Box 1850, Mount Vernon, IL 62864.

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: W. Russell Withers Jr. (Group Owner).

Began Operation: July 21, 1982. Sale to present owner by First Victoria National Bank approved by FCC March 12, 1990.

Represented (sales): Katz Television.

Represented (legal): Gardener, Carton & Douglas.

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.

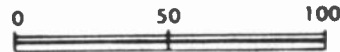
City of License: Victoria. ADI: Victoria. Rank: 205.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Calhoun	7,600	7,500	99
	Goliad	1,900	1,900	100
	Jackson	4,700	4,600	98



SCALE OF MILES



KAVU-TV BPCT—801208KH Granted 9/22/81

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Victoria	26,400	26,000	98
	TEXAS			
Between 25-49%	De Witt	7,200	7,000	97
	TEXAS			
Between 5-24%	Lavaca	7,300	7,000	97
	Matagorda	16,000	15,700	98
	Refugio	3,000	3,000	100
	Wharton	14,700	14,500	99
Totals		88,800	87,200	98
Net Weekly Circulation (1990)				42,300
Average Daily Circulation (1990)				23,800

Texas—Victoria

KVCT

Ch. 19

Network Service: None, independent.

Licensee: Jerianne Medley, Box 1879, Victoria, TX 77902.

Studio: One Eastgate Industrial Plaza, Victoria, TX 77902.

Telephone: 713-992-4553.

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: AP.

Ownership: Jerianne Medley.

Began Operation: October 1, 1969. Sale to present owner approved by FCC June 8, 1990. Sale to Victoria Communications by South Texas Telecasting Co. Inc. (Michael D. & C. Dan McKinnon, et al.) approved March 4, 1976.

Represented (sales): Adam Young Inc.

Personnel:

GLEN BLACK, general manager.
PAUL EASTER, director of engineering.
DORIS LITTLES, program director.
SANDRA WINGATE, business manager.

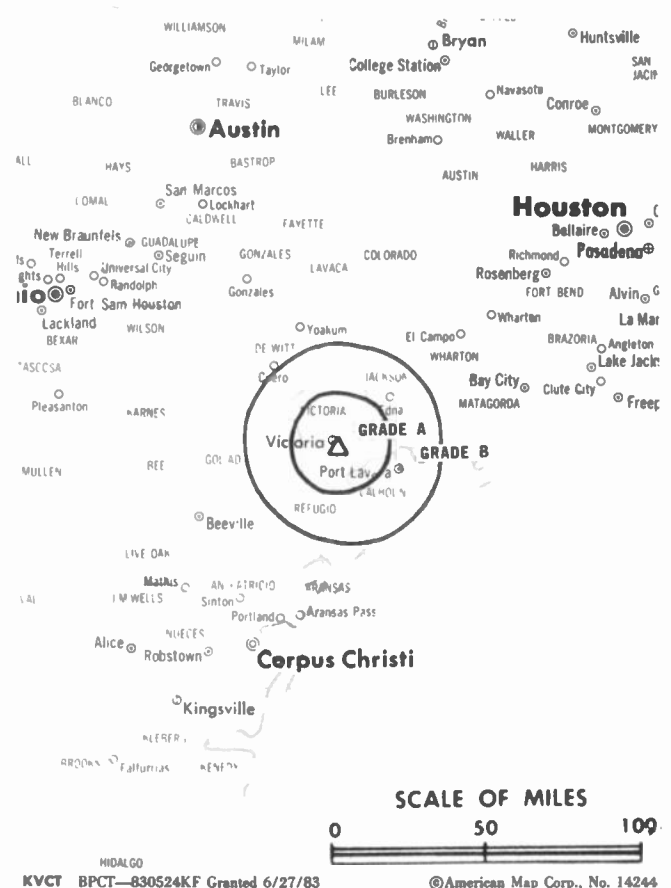
Highest 30 Sec. Rate: \$300.

NETWORK BASE HOURLY RATE: \$75.

City of License: Victoria. ADI: Victoria. Rank: 205.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Calhoun	7,600	7,500	99
	Gollad	1,900	1,900	100



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Victoria	26,400	26,000	98
Between 25-49%	TEXAS			
	De Witt	7,200	7,000	97
	Jackson	4,700	4,600	98
Between 5-24%	TEXAS			
	Lavaca	7,300	7,000	97
	Refugio	3,000	3,000	100
Totals		58,100	57,000	98
Net Weekly Circulation (1990)				32,500
Average Daily Circulation (1990)				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: 817-876-8032.

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% (Group Owner); Focus Bcstg. of Waco Inc., 20%.

Began Operation: March 13, 1988.

Represented (sales): Adam Young Inc.

Represented (engineering): Marsand Inc.

Personnel:

RON CROWDER, general manager.

JIM PRESTWOOD, general sales manager.

CHARLES YODER, chief engineer & operations manager.

MARK MCKAY, director, programming & promotion.

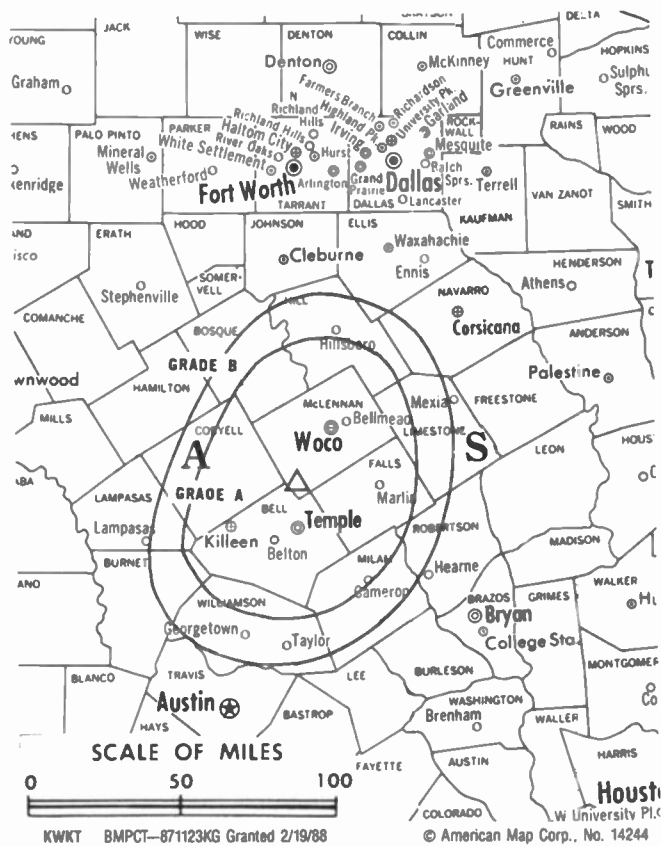
EDNA WILLIAMSON, business manager.

Rates: On request.

City of License: Waco. **ADI:** Waco-Temple. **Rank:** 97.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Bell	64,400	63,900	99
	Coryell	17,800	17,600	99
	Mc Lennan	71,000	70,400	99
Between 25-49%	TEXAS			
	Bosque	6,300	6,200	98



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Falls	7,200	7,100	99
	Milam	8,900	8,700	98
	Robertson	6,100	6,000	98
Between 5-24%	TEXAS			
	Bastrop	13,900	13,600	98
	Brazos	47,400	46,800	99
	Burleson	5,400	5,300	98
	Freestone	6,500	6,400	98
	Hamilton	3,600	3,500	97
	Hill	10,600	10,500	99
	Lampasas	5,800	5,700	98
	Leon	5,500	5,300	96
	Limestone	8,700	8,500	98
Williamson	42,000	41,400	99	
Totals		331,100	326,900	99
Net Weekly Circulation (1990)			110,300	
Average Daily Circulation (1990)			49,600	

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.

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 C-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: KWTX Broadcasting Co. (Group Owner).

Began Operation: April 3, 1955.

Represented (sales): Settel Inc.

Represented (legal): Cordon & Kelly.

Personnel:

M. N. (BUDDY) BOSTICK, chairman of the board.

THOMAS G. PEARS, president.

RAY DEEVER, vice president & general manager.

PAM SAMFORD, national sales.

KEN MUSGRAVE, chief engineer.

RICK BRADFIELD, news director.

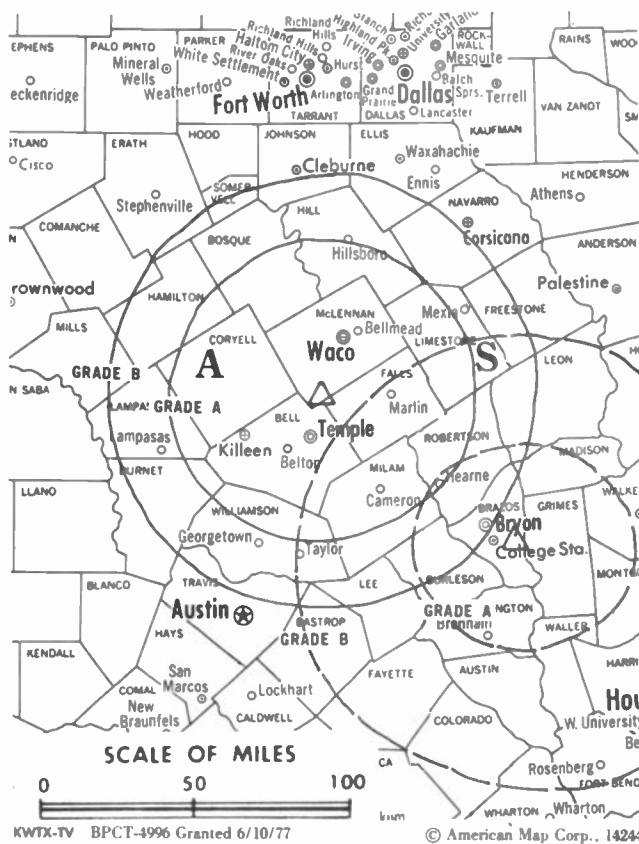
KARINA JESTER, program director.

Rates: On request.

City of License: Waco. ADI: Waco-Temple. Rank: 97.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS	64,400	63,900	99
	Bell	6,300	6,200	98
	Bosque	17,800	17,600	99
	Coryell	7,200	7,100	99
	Falls			



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Hill	10,600	10,500	99
	Lampasas	5,800	5,700	98
	Limestone	8,700	8,500	98
	Mc Lennan	71,000	70,400	99
	Milam	8,900	8,700	98
	Mills	1,800	1,800	100
	San Saba	2,400	2,400	100
Between 25-49%	TEXAS	5,000	4,900	98
	Comanche	10,300	10,200	99
	Freestone	6,500	6,400	98
	Hamilton	3,600	3,500	97
	Leon	5,500	5,300	96
	Navarro	15,400	15,100	98
	Robertson	6,100	6,000	98
Between 5-24%	TEXAS	5,700	5,600	98
	Hood	12,200	12,100	99
	Somervell	2,200	2,200	100
	Totals	277,400	274,100	99
Net Weekly Circulation (1990)			190,500	
Average Daily Circulation (1990)			119,200	

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; Avarek, Harris receivers.

News Service: AP.

Ownership: Shamrock Broadcasting Inc. (Group Owner).

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.

Represented (legal): Leverthal, Senter & Lerman.

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.

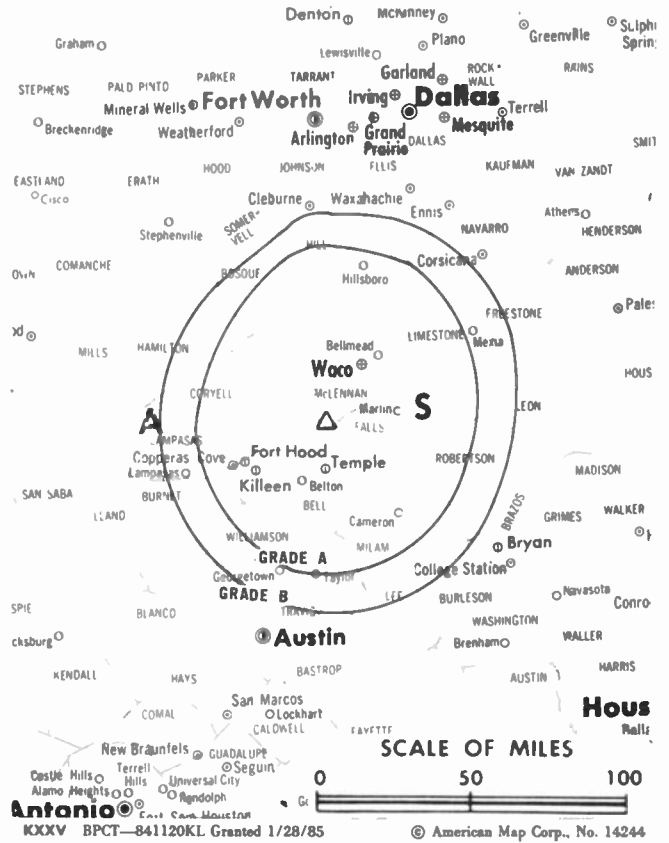
Highest 30 Sec. Rate: \$500.

NETWORK BASE HOURLY RATE: \$600.

City of License: Waco. **ADI:** Waco-Temple. **Rank:** 97.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Bell	64,400	63,900	99
	Brazos	47,400	46,800	99
	Coryell	17,800	17,600	99
	Falls	7,200	7,100	99
	Lampasas	5,800	5,700	98
	Mc Lennan	71,000	70,400	99
	Mills	1,800	1,800	100
	Robertson	6,100	6,000	98
	San Saba	2,400	2,400	100



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	TEXAS			
	Bosque	6,300	6,200	98
	Hill	10,600	10,500	99
	Leon	5,500	5,300	96
	Limestone	8,700	8,500	98
	Madison	3,700	3,600	97
Between 5-24%	TEXAS			
	Comanche	5,000	4,900	98
	Freestone	6,500	6,400	98
	Grimes	5,700	5,600	98
	Hamilton	3,600	3,500	97
	Navarro	15,400	15,100	98
Totals		345,800	341,400	99
	Net Weekly Circulation (1990)			184,200
Average Daily Circulation (1990)				94,400

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 Gordon Road, Palm Beach, Florida 33480 14071-263-8995
P.O. Box 42401, Cincinnati, Ohio 45242 (513) 792-8730

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.

Mailing Address: Box 6103, Temple, TX 76503-6103.

Telephone: 817-859-5481. TWX: 910-890-4870.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1866-ft. above av. terrain, 1924-ft. above ground, 2549-ft. above sea level.

Latitude 31° 16' 24"
Longitude 97° 13' 14"

Transmitter: 2.4-mi. SE of I-35, on Old Blevins Rd., near Eddy, TX.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 7.5-meter; Andrew, 7.3-meter; Andrew, 4.5-meter; Fort Worth Tower, 3.9-meter Ku-band; Harris, 3.6-meter Ku-band; Andrew, Avantek, M/A-Com, Microdyne receivers.

News Service: AP.

Ownership: Channel 6 Inc.

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.
LARRY TAYLOR, local & national sales manager.
KEN SMITH, chief engineer.
RON WOLFE, news director.
RAYMOND BRITTON, program manager.
CHERYL MASHBURN-DORN, promotion director.
HAL MOORE, business manager.

Highest 30 Sec. Rate: \$700.

NETWORK BASE HOURLY RATE: \$1850.

City of License: Temple. ADI: Waco-Temple. Rank: 97.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
TEXAS				
50% & Over	Bell	64,400	63,900	99
	Bosque	6,300	6,200	98
	Brazos	47,400	46,800	99
	Burleson	5,400	5,300	98
	Coryell	17,800	17,600	99
	Falls	7,200	7,100	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
	Hill	10,600	10,500	99
	Lampasas	5,800	5,700	98
	Leon	5,500	5,300	96
	Limestone	8,700	8,500	98
	Mc Lennan	71,000	70,400	99
	Milam	8,900	8,700	98
	Mills	1,800	1,800	100
	Robertson	6,100	6,000	98
	San Saba	2,400	2,400	100
TEXAS				
Between 25-49%				
	Comanche	5,000	4,900	98
	Freestone	6,500	6,400	98
	Hamilton	3,600	3,500	97
	Lee	4,700	4,600	98
	Madison	3,700	3,600	97
TEXAS				
Between 5-24%				
	Anderson	14,500	14,300	99
	Burnet	10,800	10,700	99
	Grimes	5,700	5,600	98
	Houston	8,700	8,500	98
	Navarro	15,400	15,100	98
	Somervell	2,200	2,200	100
	Williamson	42,000	41,400	99
Totals		392,100	387,000	99
Net Weekly Circulation (1990)				232,600
Average Daily Circulation (1990)				130,200

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.

Telephones: 512-968-5555; 512-968-5178, news. TWX: 910-870-1850.

Fax: 512-968-5555.

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, NWS.

Ownership: Manship Stations (Group Owner).

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.

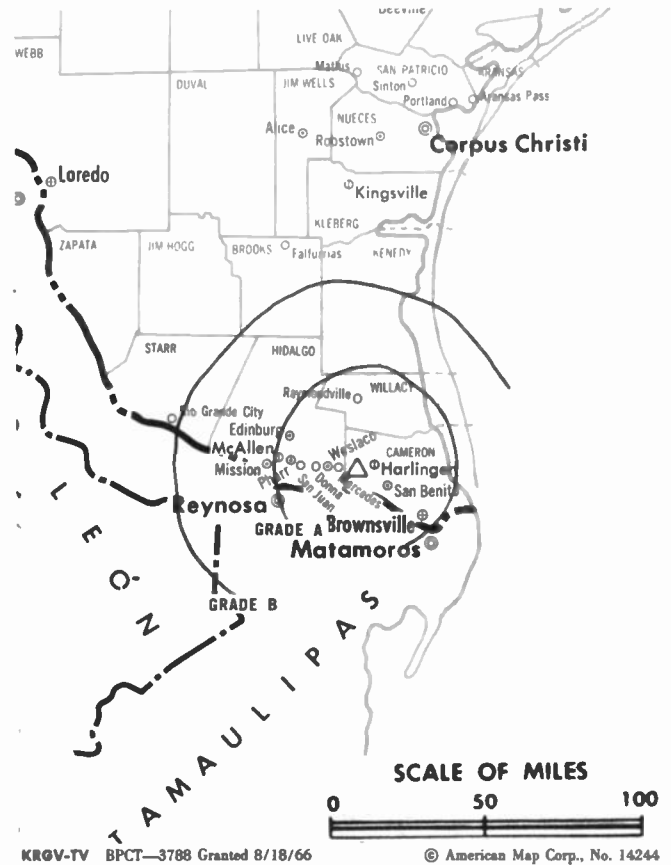
Represented (legal): Cohn & Marks.

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.
JOHN KITTLEMAN, marketing director.

Highest 30 Sec. Rate: \$700.

NETWORK BASE HOURLY RATE: \$700.



City of License: Weslaco. ADI: McAllen-Brownsville. Rank: 113.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Cameron	76,500	75,600	99
	Hidalgo	105,200	103,600	98
	Starr	10,000	9,700	97
	Willacy	5,000	4,900	98
Between 5-24%	TEXAS			
	Brooks	2,700	2,700	98
	Jim Hogg	1,800	1,700	94
Totals		201,200	198,200	99
Net Weekly Circulation (1990)				167,100
Average Daily Circulation (1990)				113,400

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 (Group Owner).

Began Operation: March 1, 1953 as KWFT-TV. Sale to present owner by Ray Clymer & W. Erie 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 HOFFNER, chief engineer.

BILL JACKSON, news director.

LINDA HILDEN, program manager.

CHERYL MAY, promotion director.

GARY LUCUS, business manager.

SCOTT HILL, production manager.

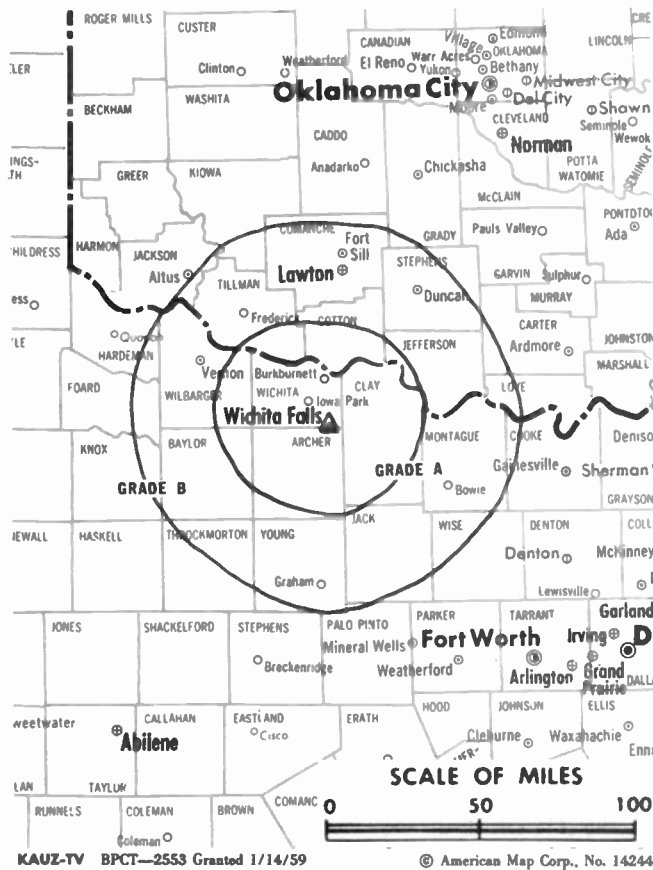
Highest 30 Sec. Rate: \$1000.

NETWORK BASE HOURLY RATE: \$591.

City of License: Wichita Falls. ADI: Wichita Falls, TX-Lawton, OK. Rank: 132.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OKLAHOMA			
	Comanche	38,900	38,600	99
	Cotton	2,900	2,900	100
	Jackson	11,000	10,900	99
	Jefferson	3,200	3,200	100
	Stephens	17,100	17,000	99
	Tillman	4,200	4,200	100



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Archer	3,100	3,100	100
	Baylor	1,800	1,800	100
	Clay	4,200	4,200	100
	Foard	900	900	100
	Hardeman	2,400	2,400	100
	Jack	2,900	2,900	100
	Montague	7,300	7,200	99
	Throckmorton	900	900	100
	Wichita	46,500	46,300	100
	Wilbarger	6,100	6,100	100
Young	8,000	7,900	99	
Between 25-49%	OKLAHOMA			
	Greer	2,900	2,800	97
	Kiowa	5,100	5,000	98
Between 5-24%	TEXAS			
	Knox	1,900	1,900	100
	OKLAHOMA			
Carter	18,000	17,800	99	
Love	3,300	3,300	100	
Totals	TEXAS			
	Haskell	2,700	2,700	100
	King	200	200	100
	Palo Pinto	9,900	9,800	99
Stephens	4,300	4,200	98	
Totals		209,700	208,200	99
Net Weekly Circulation (1990)				135,900
Average Daily Circulation (1990)				79,400

Texas—Wichita Falls

KFDX-TV

Ch. 3

Network Service: NBC.

Licensee: Texoma Bcstg. Corp.

Studio: 4500 Seymour Hwy., Wichita Falls, TX 76309.

Mailing Address: Box 4000, Wichita Falls, TX 76308.

Telephone: 817-692-4530. TWX: 910-890-5825. 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. (Group Owner).

Began Operation: March 13, 1953. Sale to Clay Communications by Darrold A. Cannan, 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:

DUANE LAMMERS, vice president & general manager.
JEFF COOK, local sales manager.
JIM SMITH, chief engineer.
CINDY BRADFORD, news director.
JESSIE CASSITY, promotion director.
JON SKORBURG, director of broadcast operations.

Highest 30 Sec. Rate: \$650.

NETWORK BASE HOURLY RATE: \$625.

City of License: Wichita Falls. ADI: Wichita Falls, TX-Lawton, OK. Rank: 132.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OKLAHOMA			
	Comanche	38,900	38,600	99
	Cotton	2,900	2,900	100
	Jackson	11,000	10,900	99
	Jefferson	3,200	3,200	100
	Stephens	17,100	17,000	99
	Tillman	4,200	4,200	100
	TEXAS			
	Archer	3,100	3,100	100
	Baylor	1,800	1,800	100



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Clay	4,200	4,200	100
	Foard	900	900	100
	Hardeman	2,400	2,400	100
	Jack	2,900	2,900	100
	Knox	1,900	1,900	100
	Montague	7,300	7,200	99
	Throckmorton	900	900	100
	Wichita	46,500	46,300	100
	Wilbarger	6,100	6,100	100
	Young	8,000	7,900	99
Between 25-49%	OKLAHOMA			
	Kiowa	5,100	5,000	98
Between 5-24%	OKLAHOMA			
	Caddo	12,500	12,400	99
	Carter	18,000	17,800	99
	Greer	2,900	2,800	97
	Harmon	1,700	1,700	100
	Love	3,300	3,300	100
	TEXAS			
	Childress	2,500	2,500	100
	Haskell	2,700	2,700	100
	Palo Pinto	9,900	9,800	99
Totals		221,900	220,400	99
Net Weekly Circulation (1990)				144,700
Average Daily Circulation (1990)				90,300

Texas—Wichita Falls

KJTL
Ch. 18

Network Service: Fox

Licensee: BSP Bcstg., 3800 Call Field Rd., Wichita Falls, TX 76308.

Studio: 3800 Call Field Rd., Wichita Falls, TX 76308.

Mailing Address: Box 4865, Wichita Falls, TX 76308.

Telephone: 817-691-1808. **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-Corn receivers.

Ownership: BSP Bcstg.

Began Operation: May 14, 1985. Sold to Wichita Fall Television Ltd. by Janet T. Lee, et al., Aug. 1986. Sale to present owner approved by FCC June 29, 1989.

Represented (sales): Seitel Inc.

Represented (legal): Goldberg & Spector.

Personnel:

PETE D'ACOSTA, general manager.

KYLE WILLIAMS, sales manager.

KEN THOMASON, chief engineer.

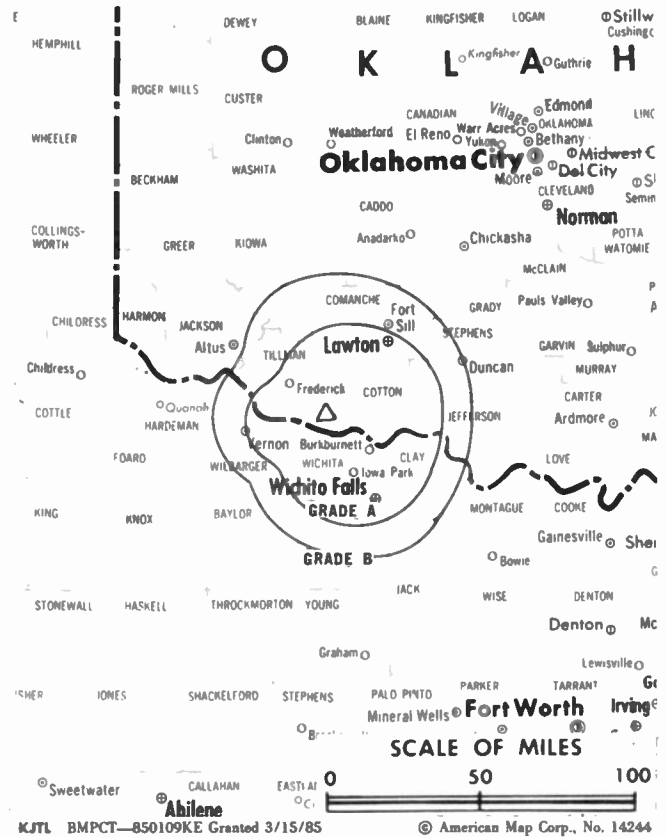
RHONDA WRIGHT, local sales manager.

Highest 30 Sec. Rate: \$400.

City of License: Wichita Falls. **ADI:** Wichita Falls, TX-Lawton, OK. **Rank:** 132.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OKLAHOMA			
	Comanche	38,900	38,600	99
	Cotton	2,900	2,900	100
	TEXAS			
	Archer	3,100	3,100	100
	Clay	4,200	4,200	100
	Wichita	46,500	46,300	100
	Wilbarger	6,100	6,100	100
Between 25-49%	OKLAHOMA			
	Jackson	11,000	10,900	99
	Jefferson	3,200	3,200	100
	Kiowa	5,100	5,000	98



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Stephens	17,100	17,000	99
	Tillman	4,200	4,200	100
	TEXAS			
	Baylor	1,800	1,800	100
	Foard	900	900	100
	Hardeman	2,400	2,400	100
	Jack	2,900	2,900	100
	Knox	1,900	1,900	100
Between 5-24%	OKLAHOMA			
	Caddo	12,500	12,400	99
	Carter	18,000	17,800	99
	Greer	2,900	2,800	97
	TEXAS			
	Mills	1,800	1,800	100
Montague	7,300	7,200	99	
Throckmorton	900	900	100	
Young	8,000	7,900	99	
Totals		203,600	202,200	99
Net Weekly Circulation (1990)				90,500
Average Daily Circulation (1990)				41,100

Texas

KVII-TV, Amarillo (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%	OKLAHOMA			
	Greer	2,900	2,800	97
	Harmon	1,700	1,700	100
	Washita	5,200	5,200	100
	TEXAS			
	Hale	12,400	12,300	99
Between 5-24%	NEW MEXICO			
	Harding	400	400	100
	OKLAHOMA			
	Beaver	3,000	3,000	100
	Custer	12,000	11,900	99
	Dewey	2,200	2,200	100
	Ellis	2,200	2,100	95
	TEXAS			
	Cochran	1,700	1,700	100
	Foard	900	900	100
	Hardeman	2,400	2,400	100
	Motley	800	800	100

KDFW-TV, Dallas-Fort Worth (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	OKLAHOMA			
	Bryan	13,400	13,200	98
	Choctaw	6,100	5,900	97
	Mc Curtain	13,000	12,700	98
	Marshall	5,200	5,100	98
	TEXAS			
	Brown	14,100	13,800	98
	Camp	4,200	4,100	98
	Coleman	4,200	4,200	100
	Eastland	7,900	7,800	99
	Gregg	42,100	41,600	99
	Houston	8,700	8,500	98
	Leon	5,500	5,300	96
Stephens	4,300	4,200	98	
Titus	9,100	9,000	99	
Upshur	12,200	12,000	98	

KTVT, Fort Worth-Dallas (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%	TEXAS			
	Andrews	5,300	5,200	98
	Bell	64,400	63,900	99
	Bosque	6,300	6,200	98
	Brazos	47,400	46,800	99
	Brown	14,100	13,800	98
	Cherokee	15,600	15,300	98
	Childress	2,500	2,500	100
	Collingsworth	1,700	1,700	100
	Comanche	5,000	4,900	98
	Cooke	11,500	11,400	99
	Coryell	17,800	17,600	99
	Crockett	1,600	1,600	100
	Delta	1,800	1,800	100
	Eastland	7,900	7,800	99

KTVT—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%	Between 25-49%			
	Erath	10,300	10,200	99
	Franklin	3,200	3,100	97
	Grayson	38,400	38,000	99
	Gregg	42,100	41,600	99
	Hopkins	11,600	11,400	98
	Jones	6,700	6,600	98
	Lampasas	5,800	5,700	98
	Limestone	8,700	8,500	98
	Mc Lennan	71,000	70,400	99
	Mitchell	3,300	3,300	100
	Montague	7,300	7,200	99
	Nacogdoches	19,200	18,800	98
	Nolan	6,300	6,200	98
	Ochiltree	3,400	3,400	100
	Palo Pinto	9,900	9,800	99
	Reeves	4,800	4,700	98
	Rusk	16,500	16,300	99
	San Saba	2,400	2,400	100
	Shackelford	1,500	1,500	100
	Smith	58,200	57,500	99
	Stephens	4,300	4,200	98
	Taylor	46,000	45,700	99
	Titus	9,100	9,000	99
Yoakum	3,600	3,600	100	
Between 5-24%	ARKANSAS			
	Arkansas	8,600	8,500	99
	Bradley	5,100	5,000	98
	Chicot	5,700	5,500	96
	Clark	8,100	8,000	99
	Clay	7,700	7,600	99
	Cleburne	8,200	8,100	99
	Crawford	15,900	15,600	98
	Hempstead	8,600	8,400	98
	Hot Spring	10,800	10,600	98
	Lawrence	7,200	7,000	98
	Logan	7,800	7,700	99
	Lonoke	14,200	14,000	99
	Madison	4,800	4,600	96
	Miller	14,400	14,200	99
	Ouachita	13,000	12,800	98
	Pike	4,200	4,100	98
	Polk	6,600	6,400	97
	Pulaski	137,600	136,400	99
	Randolph	6,600	6,500	98
	Sebastian	40,500	40,100	99
	Sevier	5,500	5,400	98
	Stone	3,800	3,700	97
	Union	18,700	18,400	98
GEORGIA				
Atkinson	2,100	2,000	95	
Towns	2,800	2,800	100	
IOWA				
Fremont	3,800	3,800	100	
Lee	16,400	16,200	99	
IOAHO				
Caribou	3,000	2,900	97	
ILLINOIS				
Calhoun	2,100	2,100	98	
Fayette	8,400	8,200	98	
Greene	6,200	6,100	98	
Jasper	4,300	4,200	98	
Washington	6,000	5,800	97	
KANSAS				
Allen	6,200	6,100	98	
Mitchell	3,300	3,200	97	
Rice	4,600	4,600	100	

Texas

KTVT—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	KANSAS			
	Scott	2,200	2,200	100
	Stevens	1,800	1,700	97
	Woodson	1,800	1,800	100
	KENTUCKY			
	Martin	4,600	4,500	98
	LOUISIANA			
	Bossier	32,800	32,500	99
	Union	8,200	8,100	99
	MINNESOTA			
	Beltrami	12,000	11,500	96
	MISSOURI			
	Andrew	5,400	5,300	98
	Perry	6,200	6,100	98
	Wayne	5,000	4,900	98
	NORTH DAKOTA			
	Mercer	5,200	5,100	98
	NEBRASKA			
	Arthur	200	200	100
	Blaine	300	300	100
Webster	2,000	2,000	100	
NEW MEXICO				
Sierra	4,400	4,100	94	
NEVADA				
Churchill	6,800	6,700	99	
Douglas	10,700	10,300	96	
Humboldt	4,600	4,400	96	
OKLAHOMA				
Atoka	4,700	4,700	100	
Canadian	26,400	26,200	99	
Coal	2,200	2,200	100	
Creek	26,600	26,300	99	
Johnston	4,100	4,000	98	
Mc Clain	9,300	9,200	99	
Mc Intosh	7,200	7,100	99	
Major	3,300	3,200	97	
Marshall	5,200	5,100	98	
Murray	5,000	5,000	100	
Muskogee	26,700	26,400	99	
Oklahoma	252,700	251,000	99	
Okmulgee	15,300	15,100	99	
Osage	15,800	15,700	99	
Pushmataha	5,000	4,900	98	
Rogers	20,700	20,500	99	
Tillman	4,200	4,200	100	
Tulsa	211,500	210,100	99	
Wagoner	18,300	18,100	99	
Washita	5,200	5,200	100	
PENNSYLVANIA				
Tioga	15,100	14,700	97	
TEXAS				
Aransas	7,000	6,900	99	
Bowie	31,000	30,700	99	
Callahan	4,900	4,900	99	
Camp	4,200	4,100	98	
Castro	3,300	3,300	100	
Cochran	1,700	1,700	100	
Coleman	4,200	4,200	100	
Colorado	7,400	7,300	98	
Cottle	1,100	1,100	100	
Crane	1,700	1,700	100	
Dallam	2,500	2,500	100	
Falls	7,200	7,100	99	
Fisher	2,100	2,100	100	

KTVT—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Floyd	3,000	3,000	100
	Gaines	4,800	4,800	100
	Garza	1,800	1,800	100
	Hall	1,900	1,900	100
	Hamilton	3,600	3,500	97
	Hardeman	2,400	2,400	100
	Hardin	15,100	14,900	99
	Harrison	20,400	20,100	99
	Hartley	1,300	1,300	100
	Haskell	2,700	2,700	100
	Hockley	8,200	8,200	100
	Houston	8,700	8,500	98
	Lamb	5,800	5,800	100
	Leon	5,500	5,300	96
	Mc Culloch	3,500	3,400	97
	Martin	1,600	1,600	100
	Panola	8,500	8,400	99
	Pecos	5,000	4,900	98
	Potter	41,000	40,700	99
	Randall	35,200	35,100	100
	Red River	6,100	5,900	97
	Terry	5,000	5,000	99
	Upshur	12,200	12,000	98
	Ward	4,800	4,800	100
	Wheeler	3,000	2,900	97
	Winkler	3,200	3,200	100
	UTAH			
	Sevier	5,200	5,100	98
	VIRGINIA			
	Scott	8,900	8,700	98
WASHINGTON				
Columbia	1,600	1,500	94	
WISCONSIN				
Buffalo	5,500	5,400	98	
Monroe	13,700	13,400	98	
WEST VIRGINIA				
Doddridge	2,900	2,800	98	
Hardy	3,700	3,600	97	

KXTX-TV, Dallas-Fort Worth (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	TEXAS			
	Franklin	3,200	3,100	97
	Freestone	6,500	6,400	98
	Grayson	38,400	38,000	99
	Gregg	42,100	41,600	99
	Hamilton	3,600	3,500	97
	Harrison	20,400	20,100	99
	Jack	2,900	2,900	100
	Limestone	8,700	8,500	98
	Nacogdoches	19,200	18,800	98
	Navarro	15,400	15,100	98
	Panola	8,500	8,400	99
	Rusk	16,500	16,300	99
	Smith	58,200	57,500	99
	Upshur	12,200	12,000	98
	Wichita	46,500	46,300	100

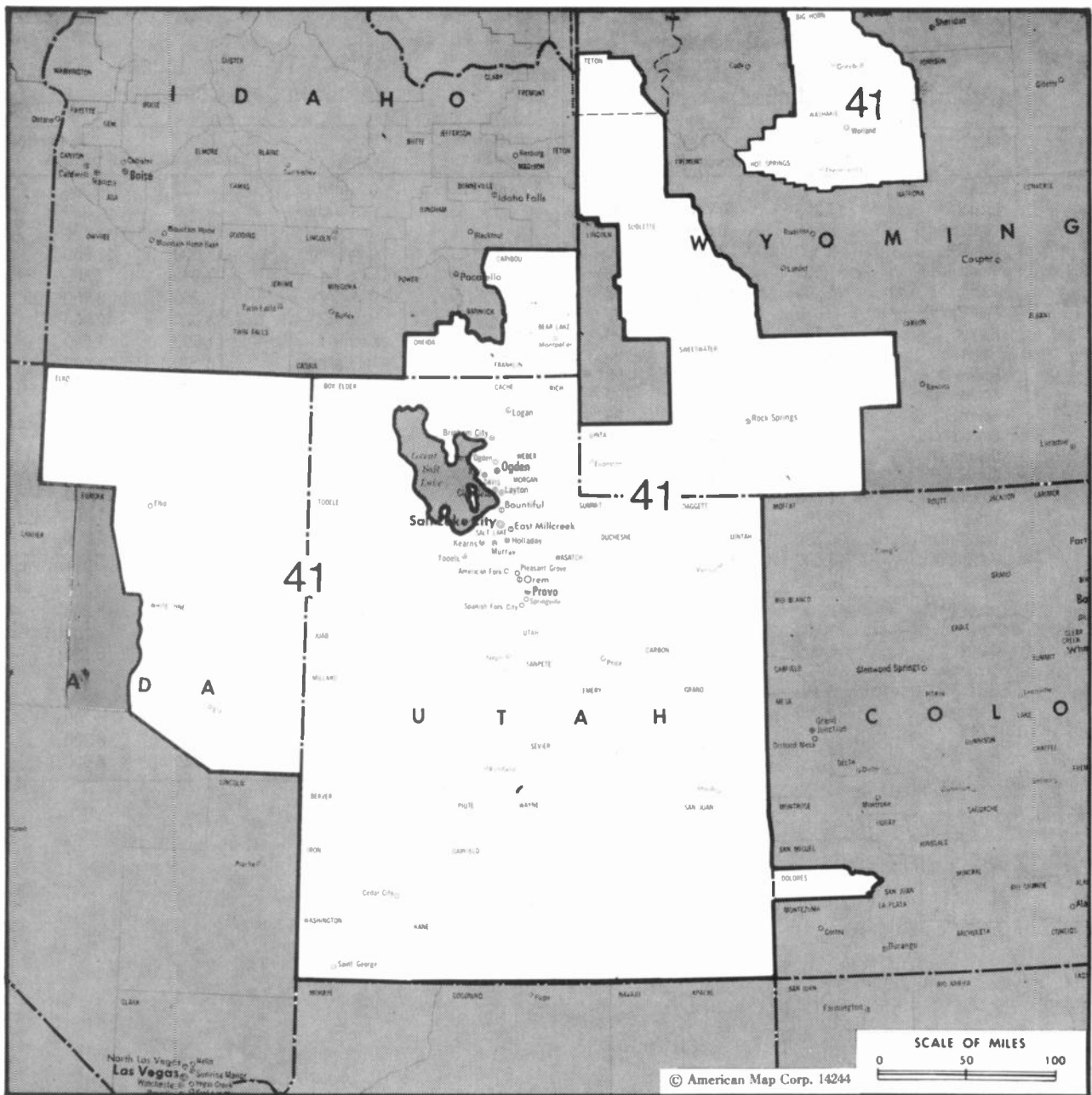
Texas

WFAA-TV, Dallas (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	TEXAS			
	Lamar	17,200	16,700	97
	Limestone	8,700	8,500	98
	Mitchell	3,300	3,300	100
	Montague	7,300	7,200	99
	Navarro	15,400	15,100	98
	Palo Pinto	9,900	9,800	99
	Parker	22,700	22,500	99
	Rains	2,700	2,700	100
	Rockwall	9,800	9,700	99
	Schleicher	1,000	1,000	100
	Scurry	6,900	6,800	99
	Shackelford	1,500	1,500	100
	Somervell	2,200	2,200	100
	Stephens	4,300	4,200	98
	Sutton	1,600	1,600	97
	Tarrant	425,700	422,900	99
	Tom Green	36,500	36,100	99
	Van Zandt	15,800	15,500	98
	Wise	13,300	13,200	99
Between 25-49%	OKLAHOMA			
	Bryan	13,400	13,200	98
	Carter	18,000	17,800	99
	Choctaw	6,100	5,900	97
	Love	3,300	3,300	100
	Marshall	5,200	5,100	98
	TEXAS			
	Anderson	14,500	14,300	99
	Bell	64,400	63,900	99

WFAA-TV—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%	Coleman	4,200	4,200	100
	Comanche	5,000	4,900	98
	Concho	1,100	1,100	100
	Coryell	17,800	17,600	99
	Eastland	7,900	7,800	99
	Franklin	3,200	3,100	97
	Howard	13,000	12,900	99
	Kimble	1,600	1,500	94
	Mc Culloch	3,500	3,400	97
	Mc Lennan	71,000	70,400	99
	Mills	1,800	1,800	100
	Red River	6,100	5,900	97
	Smith	58,200	57,500	99
	Taylor	46,000	45,700	99
	Titus	9,100	9,000	99
	Wood	11,800	11,600	98
	Young	8,000	7,900	99
Between 5-24%	TEXAS			
	Camp	4,200	4,100	98
	Cherokee	15,600	15,300	98
	Falls	7,200	7,100	99
	Lampasas	5,800	5,700	98
	Leon	5,500	5,300	96
	Menard	900	900	100
	Morris	5,300	5,200	98
	Nolan	6,300	6,200	98
	Runnels	4,700	4,600	98



Market	Abitron A01 TV Households	Rank	Market Area Commercial TV Stations
Salt Lake City, UT.....	598,200	41	KCCZ (4), KOOG-TV (30), KSL-TV (5), KSTU (13), KTVX (4), KUTV (2), KXIV (14)

NEED BROADCAST TV OR CABLE TV DATA FROM THE FACTBOOK ON TAPE OR DISKETTE? NEED CUSTOMIZED REPORTS?

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Utah Station Totals as of October 1, 1990

	VHF	UHF	TOTAL
Commercial Television Stations	5	2	7
Educational Television Stations	3	0	3
	8	2	10

Utah—Cedar City-St. George

KCCZ

Ch. 4

Network Service: None, independent.

Licensee: Liberty Broadcast Co., 1305 N. Airport Rd., Cedar City, UT 84720.

Studios: 1305 N. Airport Rd., Cedar City, UT 84720; 380 W. St. George Blvd., St. George, UT 84720.

Telephones: 801-586-5938, Cedar City; 801-673-1048, St. George.

Fax: 801-586-6237, Cedar City; 801-628-6509, St. George.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 37.6-kw max. visual. Antenna: 2742-ft. above av. terrain, 325-ft. above ground, 10,312-ft. above sea level.

Latitude	37°	32'	32"
Longitude	113°	04'	05"

Transmitter: Three Knolls, 9.4-mi. S, 180°T from Cedar City.

Satellite Earth Stations: Miralite, 3.2-meter Ku & C-band.

Ownership: Liberty Broadcast Co.

Began Operation: April 23, 1990.

Represented (sales): Art Moore Inc.

Represented (legal): Arter & Hadden.

Represented (engineering): Bell Consulting.

Personnel:

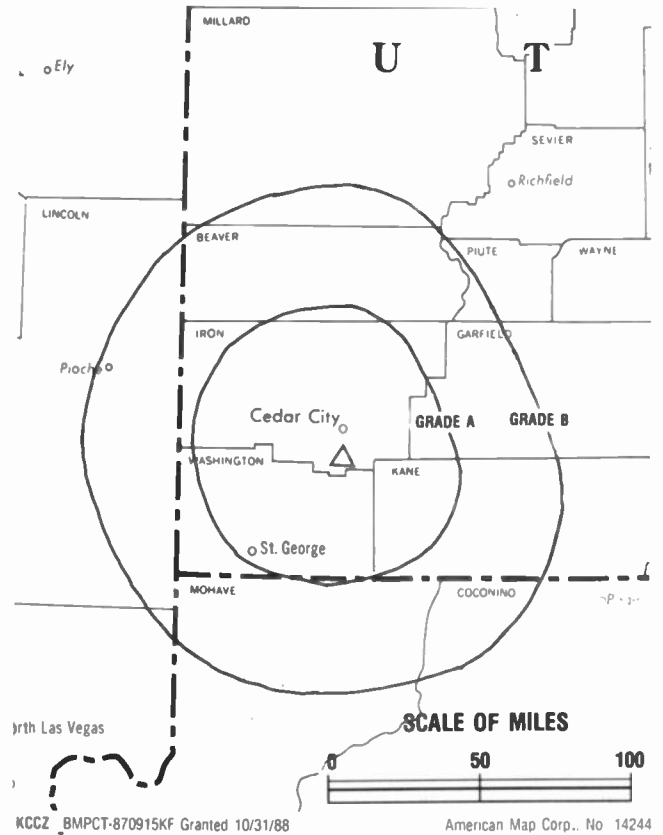
MIKE GOLDEN, president & general manager.

PAUL V. CARROLL, station manager.

SCOTT SYMOND, local sales manager.

TOM SHORT, news director.

RON MAESTRI, program director.



BUDDY VALERIUS, chief engineer.

BILI COLEMAN, business manager.

Highest 30 Sec. Rate: \$35.

Arbitron Data: Not available. ADI: Salt Lake City. Rank: 41.

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.

Telephones: 801-621-3030; 801-322-0317. 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"

Holds CP for change to 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. BPCT-890523KG.

Transmitter: Little Mountain, 14.5-mi. W of Ogden.

Satellite Earth Stations: United Satellite Systems, 4.57-meter C-band; AFC, 3.66-meter Ku-band; Birdview, 1.82-meter C-band; Birdview, M/A-Com, Scientific-Atlanta receivers.

Ownership: American Communications & Television Inc. (Group Owner).

Began Operation: November 1, 1985.

Represented (legal): Borsari & Paxson.

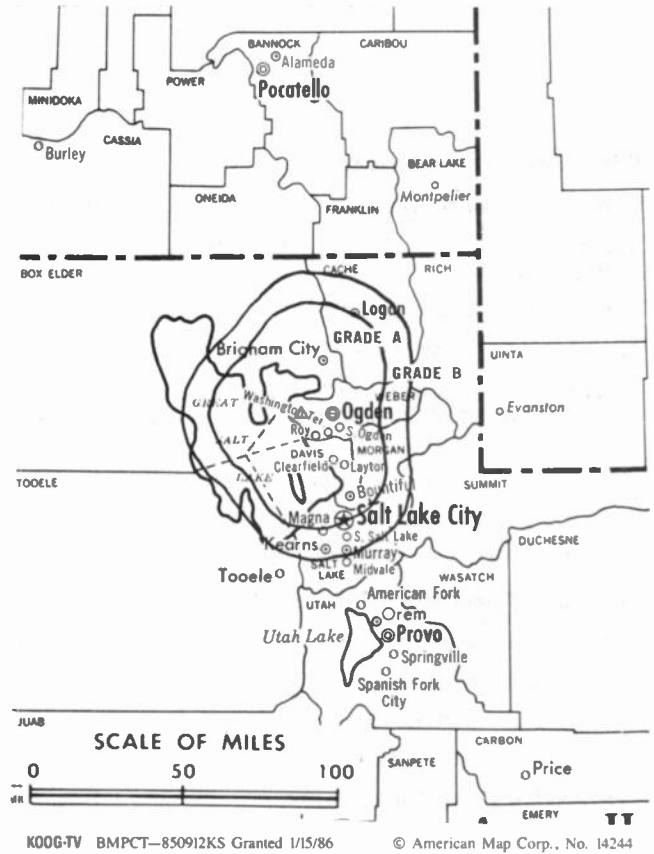
Personnel:

CURT WESTPHAL, station manager.
RON KIEBY, promotion director.
VICKIE BOJANSKI, program director.
BECKY SMITH, business manager.
DALE BRADSHAW, production manager.
LEE LATHAM, chief engineer.

Highest 30 Sec. Rate: \$100.

City of License: Ogden. ADI: Salt Lake City. Rank: 41.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
UTAH				
Between 5-24%	Box Elder	11,300	11,200	99
	Davis	53,100	52,600	99
	Salt Lake	240,700	237,500	99
	Weber	55,400	54,700	99
Totals		360,500	356,000	99
Net Weekly Circulation (1990)				32,400
Average Daily Circulation (1990)				7,600

Utah—Salt Lake City

KSL-TV

Ch. 5

Network Service: CBS.

Licensee: Bonneville Holding Co., Broadcast House, 5 Triad Center, 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. (Group Owner).

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: 41.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 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	2,400	2,300	96
	Franklin	2,900	2,800	96
	Oneida	1,100	1,100	100
	NEVADA			
	Elko	9,800	9,200	94
	White Pine	3,100	3,000	97
	UTAH			
	Beaver	1,700	1,700	100
	Box Elder	11,300	11,200	99
	Cache	21,000	20,500	98
	Carbon	8,200	8,000	98
Daggett	200	200	100	
Davis	53,100	52,600	99	
Duchesne	4,400	4,200	95	
Emery	3,600	3,500	97	
Garfield	1,200	1,100	92	
Grand	2,800	2,600	93	
Iron	6,700	6,400	96	
Juab	1,700	1,700	100	
Kane	1,600	1,500	94	
Millard	4,300	4,200	98	
Morgan	1,600	1,600	100	



KSL-TV BPCT-4754 Granted 3/10/76

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Piute	400	400	100
	Rich	700	700	100
	Salt Lake	240,700	237,500	99
	San Juan	3,100	2,900	94
	Sanpete	5,200	5,100	98
	Sevier	5,200	5,100	98
	Summit	5,100	5,000	98
	Tooele	9,100	9,000	99
	Uintah	7,600	7,300	96
	Utah	69,200	68,000	98
	Wasatch	3,300	3,200	97
	Washington	13,000	12,400	95
	Wayne	600	600	100
	Weber	55,400	54,700	99
	WYOMING			
	Sublette	2,200	2,100	95
	Sweetwater	15,900	15,300	96
Teton	5,300	5,100	96	
Uinta	7,100	6,900	97	
Washakie	3,500	3,400	97	
Between 25-49%	COLORADO			
	Rio Blanco	2,200	2,100	95
	IDAHO			
	Caribou	3,000	2,900	97
	Madison	5,900	5,800	98
MONTANA				
Custer	5,400	5,100	94	
Deer Lodge	4,100	4,000	98	
Powell	2,400	2,300	96	
(Continued on page A-1164)				
Totals		866,200	848,300	98
Net Weekly Circulation (1990)				569,800
Average Daily Circulation (1990)				318,000

Utah—Salt Lake City

KSTU

Ch. 13

Network Service: Fox.

Licensee: Fox TV Stations Inc., 5020 W. Amelia Earhart Dr., Salt Lake City, UT 84116.

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: Fox Television Stations Inc. (Group Owner).

Began Operation: October 24, 1978 on Channel 20. Began operation on Channel 13 Nov. 2, 1987. Sale to present owner by MWT Corp., Northstar Communications Inc., et al. approved by FCC Feb. 16, 1990 (Television Digest, Vol. 29:43). Previous sale 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 (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 30 Sec. Rate: \$500.

City of License: Salt Lake City. ADI: Salt Lake City. Rank: 41.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	COLORADO			
	Dolores	600	500	83
	IDAHO			
	Franklin	2,900	2,800	96
	Oneida	1,100	1,100	100
	UTAH			
	Box Elder	11,300	11,200	99
	Cache	21,000	20,500	98
	Davis	53,100	52,600	99
	Duchesne	4,400	4,200	95
	Garfield	1,200	1,100	92
	Iron	6,700	6,400	96
	Millard	4,300	4,200	98
	Morgan	1,600	1,600	100
	Piute	400	400	100
	Salt Lake	240,700	237,500	99
	San Juan	3,100	2,900	94
Utah	69,200	68,000	98	
Weber	55,400	54,700	99	



KSTU BMPCT-870803KF Granted 11/2/87

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	UTAH			
	Beaver	1,700	1,700	100
	Carbon	8,200	3,000	98
	Emery	3,600	3,500	97
	Juab	1,700	1,700	100
	Rich	700	700	100
	Sanpete	5,200	5,100	98
	Sevier	5,200	5,100	98
	Summit	5,100	5,000	98
	Tooele	9,100	9,000	99
	Uintah	7,600	7,300	96
	Wasatch	3,300	3,200	97
	Washington	13,000	12,400	95
	Wayne	600	600	100
Between 5-24%	COLORADO			
	Montezuma	6,900	6,600	96
	IDAHO			
	Bear Lake	2,400	2,300	96
	Caribou	3,000	2,900	97
	UTAH			
Kane	1,600	1,500	94	
WYOMING				
Uinta	7,100	6,900	97	
Totals		563,000	553,200	98
Net Weekly Circulation (1990)				364,500
Average Daily Circulation (1990)				174,300

Utah—Salt Lake City

KTVX
Ch. 4

Network Service: ABC.

Licenses: 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; Ku-band.

News Service: ABC.

Ownership: United Television Inc. (Group Owner).

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 Intermountain Bcstg. & Television Corp. (S. S. Fox, et al.) approved June 24, 1953 (Vol. 9:14, 26).

Represented (sales): MMT Sales Inc.

Represented (legal): Wilmer, Cutler & Pickering.

Represented (engineering): Hammett & Edison Inc.

Personnel:

- DAVID J. WOODCOCK, vice president & general manager.
- RON FESSENDEN, general sales manager.
- RICHARD LEE, national sales manager.
- KIRT BURTON, 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:** 41.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	COLORADO			
	Dolores	600	500	83
	IDAHO			
	Caribou	3,000	2,900	97
	Franklin	2,900	2,800	96
	Oneida	1,100	1,100	100
	NEVADA			
	Elko	9,800	9,200	94
	White Pine	3,100	3,000	97
	UTAH			
Beaver	1,700	1,700	100	
Box Elder	11,300	11,200	99	
Cache	21,000	20,500	98	
Carbon	8,200	8,000	98	



KTVX BMPCT-790616KG Granted 10/15/79

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Daggett	200	200	100
	Davis	53,100	52,600	99
	Duchesne	4,400	4,200	95
	Emery	3,600	3,500	97
	Garfield	1,200	1,100	92
	Grand	2,800	2,600	93
	Iron	6,700	6,400	96
	Juab	1,700	1,700	100
	Kane	1,600	1,500	94
	Millard	4,300	4,200	98
	Morgan	1,600	1,600	100
	Piute	400	400	100
	Rich	700	700	100
	Salt Lake	240,700	237,500	99
	San Juan	3,100	2,900	94
	Sanpete	5,200	5,100	98
	Sevier	5,200	5,100	98
	Summit	5,100	5,000	98
	Tooele	9,100	9,000	99
	Uintah	7,600	7,300	96
	Utah	69,200	68,000	98
	Wasatch	3,300	3,200	97
	Washington	13,000	12,400	95
Wayne	600	600	100	
Weber	55,400	54,700	99	
WYOMING				
Sublette	2,200	2,100	95	
Sweetwater	15,900	15,300	96	
Uinta	7,100	6,900	97	

(Continued on page A-1164)

Totals	631,700	618,700	98
Net Weekly Circulation (1990)			523,700
Average Daily Circulation (1990)			308,500

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, 40-kw, 94.1 MHz.

News Services: AP, Conus, NBC.

Ownership: KUTV Inc. (Group Owner).

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.
BILL BRADFORD, vice president & director of engineering.
MARIA SMITH, station manager & director of programming.
JOHN BAILEY, general sales manager.
KENT CRAWFORD, local sales manager.
PAT KIRK, national sales manager.
DANIEL WEBSTER, news director.
DEBORAH HAMBERLIN, promotion & community affairs director.
ASHER ATKINSON, film.
TOM MITCHELL, director of operations & technical services.

Rates: On request.

City of License: Salt Lake City. ADI: Salt Lake City. Rank: 41.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 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	2,400	2,300	96
	Caribou	3,000	2,900	97
	Franklin	2,900	2,800	96
	Oneida	1,100	1,100	100
	MONTANA			
	Powell	2,400	2,300	96
	NEVADA			
	Elko	9,800	9,200	94
	White Pine	3,100	3,000	97
	UTAH			
	Beaver	1,700	1,700	100
Box Elder	11,300	11,200	99	
Cache	21,000	20,500	98	
Carbon	8,200	8,000	98	



KUTV BMPCT-2149 Granted 6/18/54

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Daggett	200	200	100
	Davis	53,100	52,600	99
	Duchesne	4,400	4,200	95
	Emery	3,600	3,500	97
	Garfield	1,200	1,100	92
	Grand	2,800	2,600	93
	Iron	6,700	6,400	96
	Juab	1,700	1,700	100
	Kane	1,600	1,500	94
	Millard	4,300	4,200	98
	Morgan	1,600	1,600	100
	Piute	400	400	100
	Rich	700	700	100
	Salt Lake	240,700	237,500	99
	San Juan	3,100	2,900	94
	Sanpete	5,200	5,100	98
	Sevier	5,200	5,100	98
	Summit	5,100	5,000	98
	Tooele	9,100	9,000	99
	Uintah	7,600	7,300	96
	Utah	69,200	68,000	98
	Wasatch	3,300	3,200	97
	Washington	13,000	12,400	95
	Wayne	600	600	100
	Weber	55,400	54,700	99
	WYOMING			
	Sweetwater	15,900	15,300	96
Teton	5,300	5,100	96	

(Continued on page A-1164)

Totals	841,900	824,400	98
Net Weekly Circulation (1990)			563,900
Average Daily Circulation (1990)			322,300

Utah—Salt Lake City

KXIV

Ch. 14

Network Service: None, independent.

Licensee: American Television of Utah Inc., 5181 Amelia Earhart Dr., Salt Lake City, UT 84119.

Studio: 5181 Amelia Earhart Dr., Salt Lake City, UT 84119.

Mailing address: Box 27477, Salt Lake City, UT 84127. Fax: 801-537-1422.

Telephone: 801-537-1414. Fax: 801-537-1422.

Technical Facilities: Channel No. 14 (470-476 MHz). Authorized power: 912-kw visual, 91.2-kw aural. Antenna: 3687-ft. above av. terrain, 82-ft. above ground, 8922-ft. above sea level.

Latitude 40° 39' 12"
Longitude 112° 12' 06"

Transmitter: 0.5-mi. S of Farnsworth Peak, Salt Lake County.

Satellite Earth Stations: 10-meter C-band; 9.2-meter C-band; 5.5-meter Ku-band; 5-meter Ku & C-band.

SNG Mobile Dish: RSJ, 2.4-meter Ku-band.

Ownership: American Television of Utah Inc.

Began Operation: February 14, 1989.

Represented (sales): Sekel Inc.

Represented (legal): Kaye, Scholer, Fierman, Hays & Handler.

Represented (engineering): Moffet, Larson & Johnson Inc.

Personnel:

BRENT FEULNER, general manager.

RUSSELL HEATON, station & general sales manager.

TIM CALL, local sales manager.

KEN MEYER, chief engineer.

MIKE HEMINGWAY, program development director.

ROBERT QUIGLEY, program director.

CHRIS BARNHURST, promotion & marketing director.

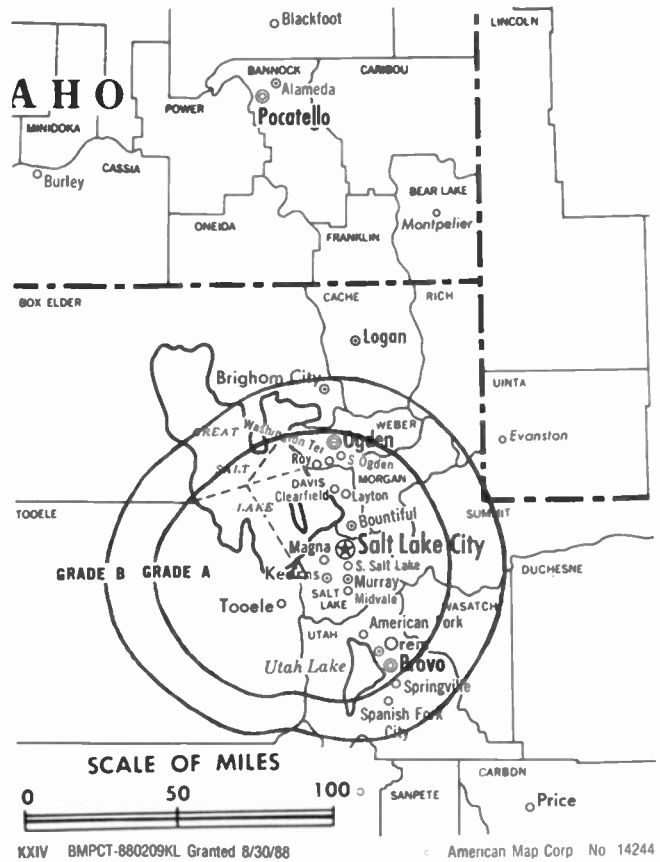
GARY LEVETT, business manager.

Rates: On request.

City of License: Salt Lake City. ADI: Salt Lake City. Rank: 41.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%	UTAH			
	Davis	53,100	52,600	99
	Salt Lake	240,700	237,500	99



Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%	Tooele	9,100	9,000	99
	Utah	69,200	68,000	98
	Weber	55,400	54,700	99
Totals		427,500	421,800	99
Net Weekly Circulation (1990)				168,000
Average Daily Circulation (1990)				58,800

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Television & Cable Factbook

Utah

KSL-TV, Salt Lake City (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%	NEVADA			
	Eureka	500	500	100
	WYOMING			
	Big Horn	4,500	4,300	96
	Hot Springs	2,200	2,100	95
	Lincoln	5,600	5,300	95
	Park	9,300	8,900	96
Between 5-24%	IDAHO			
	Bannock	24,600	24,100	98
	Bonneville	24,300	24,000	99
	Cassia	6,500	6,400	98
	Gooding	4,400	4,300	98
	Jefferson	5,400	5,400	100
	Jerome	5,500	5,400	98
	Minidoka	6,900	6,700	97
	Twin Falls	19,900	19,600	98
	MONTANA			
	Beaverhead	3,200	3,000	94
	Fergus	5,000	4,800	96
	Gallatin	19,000	18,400	97
	Lewis + Clark	19,800	19,200	97
	Park	5,400	5,200	96
	Silver Bow	14,300	14,000	98
	Yellowstone	47,100	46,400	99
NEVADA				
Lincoln	1,400	1,300	93	
WYOMING				
Fremont	12,500	12,200	98	

KTVX, Salt Lake City (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%	IDAHO			
	Bear Lake	2,400	2,300	96
	WYOMING			
	Lincoln	5,600	5,300	95

KTVX—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	ARIZONA			
	Mohave	35,500	33,900	95
	NEVADA			
	Eureka	500	500	100

KUTV, Salt Lake City (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	WYOMING			
	Uirta	7,100	6,900	97
	Washakie	3,500	3,400	97
Between 25-49%	IDAHO			
	Cassia	6,500	6,400	98
	MONTANA			
	Beaverhead	3,200	3,000	94
	Custer	5,400	5,100	94
	Dawson	4,400	4,200	95
	Deer Lodge	4,100	4,000	98
	Park	5,400	5,200	96
	Silver Bow	14,300	14,000	98
	NEVADA			
	Eureka	500	500	100
	WYOMING			
	Big Horn	4,500	4,300	96
	Hot Springs	2,200	2,100	95
	Lincoln	5,600	5,300	95
	Sublette	2,200	2,100	95
	Between 5-24%	IDAHO		
Bannock		24,600	24,100	98
Bonneville		24,300	24,000	99
Jefferson		5,400	5,400	100
Madison		5,900	5,800	98
Minidoka		6,900	6,700	97
MONTANA				
Fergus		5,000	4,800	96
Gallatin		19,000	18,400	97
Lewis + Clark		19,800	19,200	97
Richland	4,700	4,600	97	
Yellowstone	47,100	46,400	99	
WYOMING				
Fremont	12,500	12,200	98	
Park	9,300	8,900	96	

Vermont—Burlington

WCAX-TV

Ch. 3

Network Service: CBS.

Licensee: Mt. Mansfield Television Inc., Joy Dr., South Burlington, VT 05403.

Studio: Joy Dr., South Burlington, VT 05403.

Mailing Address: Box 608, Burlington, VT 05402.

Telephone: 802-658-6300. TWX: 510-299-0026.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 37.6-kw visual, 7.4-kw aural. Antenna: 2740-ft. above av. terrain, 116-ft. above ground, 4176-ft. above sea level.

Latitude 44° 31' 36"
Longitude 72° 48' 57"

Transmitter: Atop Mt. Mansfield.

Satellite Earth Stations: Harris, 9-meter; RCA Americom Ku-band; Harris, Scientific-Atlanta receivers.

News Services: AP, UPI.

Ownership: Mount Mansfield Television Inc.

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.

DOLORES DROLETTE, vice president & comptroller.

KEN JARVIS, vice president, sales.

STEVE SHENKAN, national sales manager.

ANDREW LUCHINI, vice president & production manager.

MARSELIS PARSONS, news director.

CHARLES LIESE, chief engineer.

Highest 30 Sec. Rate: \$1200.

NETWORK BASE HOURLY RATE: \$1135.

City of License: Burlington. ADI: Burlington, VT-Plattsburgh, NY. Rank: 92.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW HAMPSHIRE			
	Coos	13,500	13,300	99
	Grafton	26,900	26,100	97
	Sullivan	15,500	15,100	97
	NEW YORK			
	Clinton	27,100	26,800	99
	Essex	14,400	14,100	98
	Franklin	16,100	15,700	98
	VERMONT			
	Addison	11,500	11,200	97



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	VERMONT			
	Caledonia	10,800	10,600	98
	Chittenden	48,000	47,300	99
	Essex	2,700	2,700	100
	Franklin	13,600	13,500	99
	Grand Isle	2,000	2,000	100
	Lamoille	7,200	7,100	99
	Orange	9,400	9,200	98
	Orleans	9,100	9,000	99
	Rutland	23,900	23,400	98
Washington	21,400	21,000	98	
Windsor	22,700	22,100	97	
Between 25-49%	VERMONT			
	Bennington	14,100	13,800	98
Windham	16,400	15,700	96	
Between 5-24%	NEW HAMPSHIRE			
	Cheshire	25,800	25,100	97
	Merrimack	45,200	44,400	98
	NEW YORK			
	St. Lawrence	38,000	37,300	98
Warren	21,000	20,600	98	
Washington	20,000	19,700	98	
Totals		476,300	466,800	98
Net Weekly Circulation (1990)				262,200
Average Daily Circulation (1990)				166,300

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. (Group Owner).

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 WHELOCK, news director.

PAUL BRENNER, chief engineer.

TOM HANSEN, operations director.

Highest 30 Sec. Rate: \$2000.

NETWORK BASE HOURLY RATE: \$225.

City of License: Burlington. ADI: Burlington, VT-Plattsburgh, NY. Rank: 92.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW YORK			
	Clinton	27,100	26,800	99
	Essex	14,400	14,100	98
	VERMONT			
	Chittenden	48,000	47,300	99
	Franklin	13,600	13,500	99
	Grand Isle	2,000	2,000	100
	Lamoille	7,200	7,100	99
	Washington	21,400	21,000	98



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	NEW YORK			
	Franklin	16,100	15,700	98
	VERMONT			
	Addison	11,500	11,200	97
	Caledonia	10,800	10,600	98
	Essex	2,700	2,700	100
	Orange	9,400	9,200	98
	Orleans	9,100	9,000	99
Between 5-24%	VERMONT			
	Rutland	23,900	23,400	98
	Windsor	22,700	22,100	97
Totals		239,900	235,700	98
Net Weekly Circulation (1990)				119,600
Average Daily Circulation (1990)				54,700

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Vermont—Hartford-Hanover, New Hampshire

WNNE-TV

Ch. 31

Network Service: NBC.

Licensee: WNNE-TV Inc., Box 1310, White River Junction, VT 05001.

Studio: Holiday Inn Dr., White River Junction, VT 05001.

Telephones: 802-295-3100; 800-451-0031. TWX: 710-227-1301.

Fax: 802-295-9056.

Technical Facilities: Channel No. 31 (572-578 MHz). Authorized power: 2240-kw max. visual, 224-kw max. aural. Antenna: 2220-ft. above av. terrain, 149-ft. above ground, 3299-ft. above sea level.

Latitude 43° 26' 38"
Longitude 72° 27' 17"

Transmitter: Mt. Ascutney, Windsor, VT.

Satellite Earth Stations: Transmit/receive Harris, 6.1-meter Ku-band; 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, Potomac News Service, Skycom.

Ownership: WNNE-TV Inc.

Began Operation: September 27, 1978.

Represented (legal): Steptoe & Johnson, Chartered.

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.

MEGAN CAMPBELL, program director.

AMY PETERS, promotion director.

ANNE CANDON, business manager.

PAUL SHYKULA, operations manager.

Highest 30 Sec. Rate: \$375.

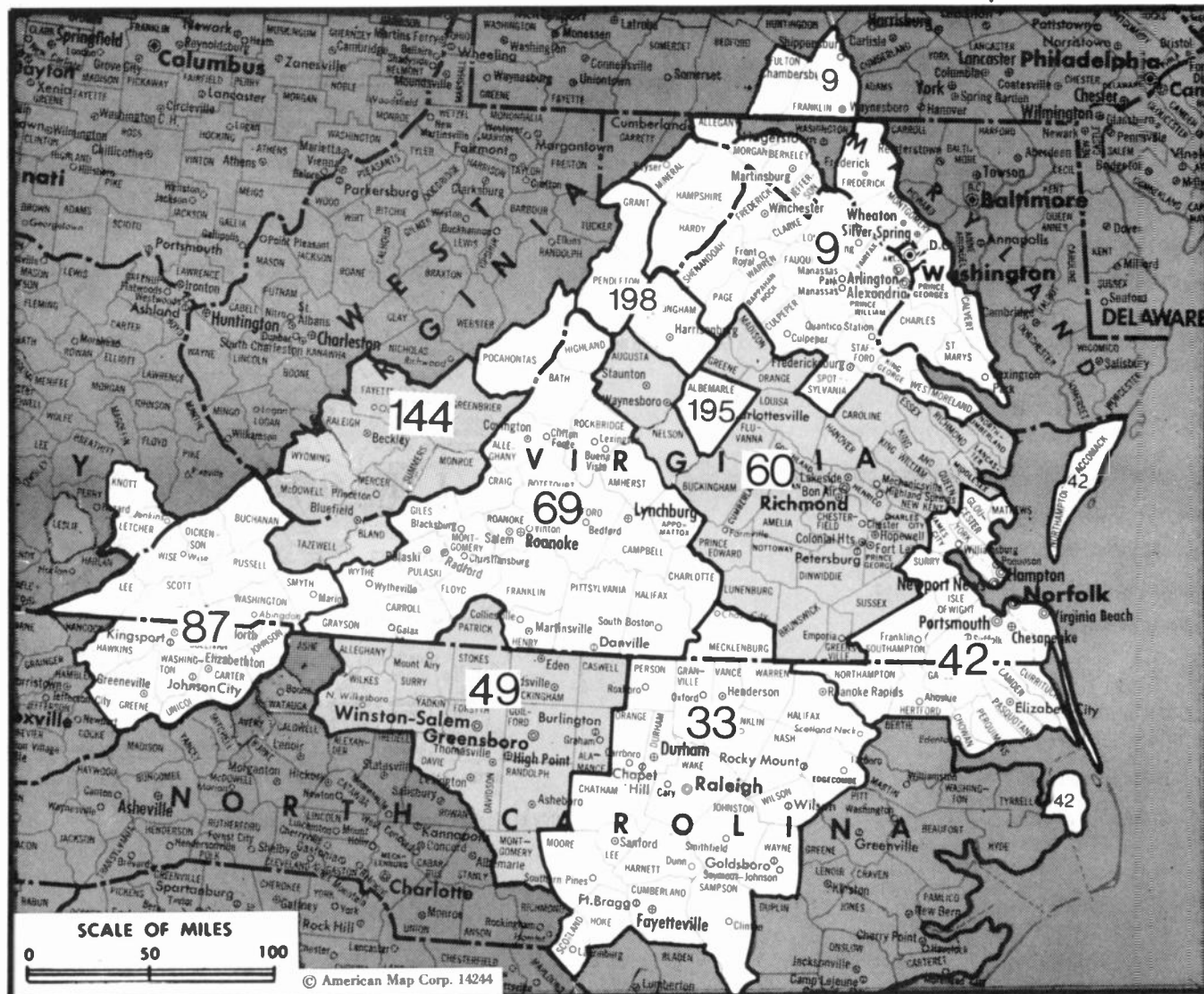
City of License: Hartford. ADI: Burlington, VT-Plattsburgh, NY. Rank: 92.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW HAMPSHIRE			
	Sullivan	15,500	15,100	97
	VERMONT			
	Windham	16,400	15,700	96
	Windsor	22,700	22,100	97



Net Weekly Circulation	State County	Total Households	TV Households	%
NEW HAMPSHIRE				
Between 25-49%	Cheshire	25,800	25,100	97
	Grafton	26,900	26,100	97
VERMONT				
	Orange	9,400	9,200	98
NEW HAMPSHIRE				
Between 5-24%	Belknap	19,400	19,200	99
	Merrimack	45,200	44,400	98
VERMONT				
	Rutland	23,900	23,400	98
	Washington	21,400	21,000	98
Totals		226,600	221,300	98
Net Weekly Circulation (1990)				74,300
Average Daily Circulation (1990)				36,300



Market	Arbitron A01 TV Households	Rank	Market Area Commercial TV Stations
Washington, DC	1,701,700	9	WDCA-TV (20), WFTY (50), WJLA-TV (7), WRC-TV (4), WTKK (66), WTTG (5), WUSA (9), WFCT (62), WFXB (47), WKFT (40), WLFL-TV (22), WPTF-TV (28), WRAL-TV (5), WTVD (11), WYED (17)
Raleigh-Durham, NC	693,600	33	WAVY-TV (10), WGNT (27), WJCB (49), WTKR-TV (3), WTVZ (33), WVEC-TV (13), WAAP (16), WEJC (20), WFMY-TV (2), WGGT (48), WGHP-TV (8), WLXI-TV (61), WNRW (45), WXII (12)
Norfolk-Portsmouth-Newport News-Hampton, VA	575,400	42	WRIC-TV (8), WRLH-TV (35), WTVR-TV (6), WWBT (12), WZXC (65)
Greensboro-Winston Salem-High Point, NC	515,100	49	WDBJ (7), WEFC (38), WJPR (21), WSET-TV (13), WSLV-TV (10), WVFT (27), WCYB-TV (5), WEMT (39), WJHL-TV (11), WKPT-TV (19)
Richmond, VA	442,800	60	WOAY-TV (4), WVVA (6)
Roanoke-Lynchburg, VA	368,200	69	WVIR-TV (29)
Bristol, VA-Kingsport-Johnson City, TN	282,900	87	WHSV-TV (3)
Bluefield-Beckley-Dak Hill, WV	150,200	144	
Charlottesville, VA	40,900	195	
Harrisonburg, VA	35,900	198	

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 & WSLV-TV, Lynchburg	See Roanoke, VA
WAVY-TV & WNGT, Norfolk	See Portsmouth, VA
WRIC-TV, Petersburg	See Richmond, VA
WJPR & WSET-TV, Roanoke	See Lynchburg, VA

Virginia Station Totals as of October 1, 1990

	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: None, independent.

Licensee: Christel Bcstg. Inc., 13 Maple Leaf Court, Ashland, VA 23005.

Studio: 13 Maple Leaf Court, Ashland, VA 23005.

Telephone: 804-550-1408.

Technical Facilities: Channel No. 65 (776-782 MHz). Authorized power: 832-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: Christel Broadcasting Inc.

Began Operation: March 9, 1990.

Represented (legal): May & Dunne, Chartered.

Represented (engineering): Serge Bergen.

Personnel:

JIM CAMPANA, general manager.

BILL VAN SCYOC, chief engineer.

KATHERINE RUDD, program director.

Highest 30 Sec. Rate: \$25.

Arbitron Data: Not available.



City of License: Ashland. ADI: Richmond. Rank: 60.

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 Addresses: 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 Ku-band; Harris, 6.1-meter C-band; Comtech, 3.8-meter Ku & C-band; Harris, 3-meter Ku-band; Harris, Standard Communications receivers.

News Services: AP, NBC, NWS, Sports News Satellite.

Ownership: Lamco Communications Inc. (Group Owner).

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): Pety Television Inc.

Represented (legal): Koteen & Naftain.

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

Personnel:

ROBERT H. SMITH JR., executive vice president & general manager.

JACK SHAVER, vice president, sales & assistant general manager.

RICHARD TORBETT, local sales manager.

ECHEL EDENS, chief engineer.

STEVE HAWKINS, news & public service director.

CHERYL STOUT, program manager.

RICK McVEY, director, creative services & promotion.

LISA KELECHAVA, promotion director.

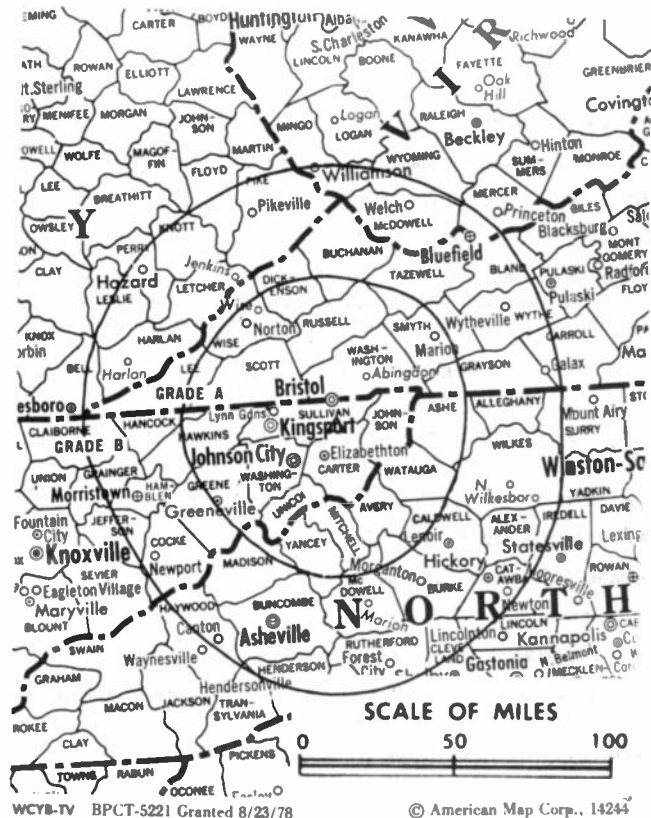
LOUISE TAYLOR, business manager.

Rates: On request.

City of License: Bristol. ADI: Bristol, VA-Kingsport-Johnson City, TN. Rank: 87.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KENTUCKY			
	Harlan	14,400	14,200	99
	Knott	6,200	6,000	98
	Leslie	5,000	4,800	97
	Letcher	10,700	10,500	98
	NORTH CAROLINA			
	Avery	5,500	5,400	98
	Watauga	13,000	12,800	98
	TENNESSEE			
	Carter	20,100	20,000	99
	Greene	21,400	21,200	99
	Hancock	2,300	2,300	100
	Hawkins	17,700	17,500	99
	Johnson	5,600	5,500	98
Sullivan	58,900	58,600	99	
Unicoi	6,500	6,400	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WASHINGTON			
	Perry	12,100	11,900	98
	VIRGINIA			
	Buchanan	12,100	11,800	98
	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	24,600	24,300	99
Wise	17,200	16,900	98	
Between 25-49%	KENTUCKY			
	Pety	12,100	11,900	98
	NORTH CAROLINA			
	Ashe	9,400	9,200	98
	Yancey	6,000	5,800	97
	TENNESSEE			
Cocke	11,500	11,300	99	
Between 5-24%	VIRGINIA			
	Bland	2,200	2,100	95
	Tazewell	17,500	17,300	99
	KENTUCKY			
Knox	11,000	10,800	98	
Pike	29,300	28,900	99	
NORTH CAROLINA				
Alleghany	4,000	3,900	97	
Caldwell	27,200	26,900	99	
Mitchell	5,500	5,400	98	
Swain	4,200	4,100	98	
Totals		528,900	521,700	99
Net Weekly Circulation (1990)				329,700
Average Daily Circulation (1990)				211,500

(Continued on page A-1191)

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. 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"

Requests CP for change to 5000-kw max. visual, 1188-ft. above av. terrain, 269-ft. above ground, 1729-ft. above sea level. BPCT-900501KF.

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. (Group Owner).

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 30 Sec. Rate: \$450.

NETWORK BASE HOURLY RATE: \$75.

City of License: Charlottesville. ADI: Charlottesville. Rank: 195.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	VIRGINIA	41,100	40,400	98
	Albemarle			



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Fluvanna	4,200	4,100	98
	Greene	3,300	3,200	97
	Madison	4,000	3,900	97
Between 25-49%	VIRGINIA			
	Augusta	33,700	33,300	99
	Louisa	7,100	7,000	98
	Nelson	4,400	4,300	98
	Orange	7,700	7,600	98
Rockingham	29,300	28,900	99	
Between 5-24%	VIRGINIA			
	Buckingham	4,000	3,900	97
	Culpeper	9,000	8,900	99
Cumberland	3,000	2,900	97	
Totals		150,800	148,400	98
Net Weekly Circulation (1990)				77,300
Average Daily Circulation (1990)				43,900

Virginia—Harrisonburg

WHSV-TV

Ch. 3

Network Service: ABC.

Licensee: Benedek Bcstg. of Virginia Inc., Box TV3, Harrisonburg, VA 22801-0030.

Studio: Rte. 33 West, Harrisonburg, VA 22801.

Mailing Address: Box TV3, Harrisonburg, VA 22801-0030.

Telephone: 703-433-9191. TWX: 710-839-1394. Fax: 703-433-2700.

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 C-band; Avantek, M/A-Corn receivers.

News Services: ABC, AP.

Ownership: A. Richard Benedek (Group Owner).

Began Operation: October 9, 1953. Sale to present owner by Worrell Bcstg. approved by FCC Nov. 5, 1986. Sale to Worrell Bcstg. by Gilmore Bcstg. approved by FCC Jan. 15, 1976; transfer completed June 3, 1976. Sale to Gilmore Bcstg. by Evening Star and Hamilton Shea approved Aug. 9, 1965 (Television Digest, Vol. 5:23, 33). Previous sale of 50% by Transcontinent Corp. and 1% by Hamilton Shea to the Evening Star Broadcasting Co. approved Sept. 23, 1959 (Vol. 15:30, 32, 39). Sale to Transcontinent Corp. & Hamilton Shea as co-equal owners by Frederick L. Allman approved May 29, 1956 (Vol. 12:15, 22).

Represented (sales): Katz Television.

Personnel:

ROBERT GANZER, general manager.

BOB BOLYARD, general sales manager.

G. F. EKLUND, local sales manager.

TERESA EMORY, sales coordinator.

GARY SMITH, news director.

JOHN DODSON, program director.

RICHARD HIETT, chief engineer & operations manager.

MARY BIRMINGHAM, promotion director.

BRENDA BROWN, business manager.

DIANE CHANDLER, marketing director.

Highest 30 Sec. Rate: \$600.

NETWORK BASE HOURLY RATE: \$900.

City of License: Harrisonburg. ADI: Harrisonburg. Rank: 198.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	VIRGINIA			
	Augusta	33,700	33,300	99
	Page	7,800	7,800	100
	Rockingham	29,300	28,900	99
	Shenandoah	11,700	11,600	99
	WEST VIRGINIA			
	Hardy	3,700	3,600	97
	Pendleton	3,000	2,900	97



Net Weekly Circulation	State County	Total Households	TV Households	%	
Between 25-49%	VIRGINIA				
	Albemarle	41,100	40,400	98	
	Greene	3,300	3,200	97	
	Highland	1,100	1,100	100	
	Warren	9,400	9,300	98	
	WEST VIRGINIA				
	Grant	3,600	3,500	97	
	Hampshire	6,100	6,000	98	
	Between 5-24%	VIRGINIA			
		Clarke	4,100	4,100	100
Fauquier		16,100	15,900	99	
Frederick		22,200	22,000	99	
Louisa		7,100	7,000	98	
Madison		4,000	3,900	97	
Nelson		4,400	4,300	98	
Orange		7,700	7,600	98	
Rappahannock		2,600	2,600	100	
Rockbridge		10,400	10,200	99	
WEST VIRGINIA					
Jefferson	13,100	13,000	99		
Pocahontas	3,800	3,600	96		
Totals		249,300	245,800	99	
Net Weekly Circulation (1990)			108,500		
Average Daily Circulation (1990)			64,000		

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Virginia—Lynchburg

WJPR

Ch. 21

(Operates satellite WVFT, Roanoke, VA)

Network Service: Fox.

Licensee: Roanoke-Lynchburg TV Acquisition Corp., 2820 Linkhome Dr., Lynchburg, VA 24503.

Studio: 2820 Linkhome 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: Roanoke-Lynchburg TV Acquisition Corp. (Group Owner).

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: \$300.

City of License: Lynchburg. **ADI:** Roanoke-Lynchburg. **Rank:** 69.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	VIRGINIA			
	Alleghany	9,500	9,400	99
	Appomattox	4,600	4,500	98
	Bedford	16,700	16,400	98



WJPR BMPCT-85110IKI Granted 12/5/85

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Campbell	42,300	41,900	99
	Roanoke	80,300	79,600	99
Between 5-24%	VIRGINIA			
	Amherst	10,200	10,000	99
	Charlotte	4,000	3,900	98
	Franklin	13,400	13,200	99
	Halifax	12,300	12,100	98
	Montgomery	27,600	27,300	99
	Pittsylvania	40,800	40,300	99
	Prince Edward	5,300	5,200	98
Rockbridge	10,400	10,200	99	
Totals		277,400	274,000	99
Net Weekly Circulation (1990)				73,700
Average Daily Circulation (1990)				25,300

Virginia—Lynchburg

WSET-TV

Ch. 13

Network Service: ABC.

Licensee: WSET Inc., Box 11588, Lynchburg, VA 24506.

Studio: 2320 Langhorne Rd., Lynchburg, VA 24501.

Mailing Address: Box 11588, Lynchburg, VA 24506.

Telephone: 804-528-1313. Fax: 804-847-0458.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 300-kw visual, 29.5-kw aural. Antenna: Circularly polarized, 1960-ft. above av. terrain, 1189-ft. above ground, 3149-ft. above sea level.

Latitude 37° 18' 54"

Longitude 79° 38' 06"

Transmitter: Thaxton Mountain, 15-mi. E of Roanoke.

Satellite Earth Stations: Andrew, 7-meter; Microdyne, 7-meter; Avantek, M/A-Corn, Microdyne receivers.

News Services: ABC, AP.

Ownership: Allbritton Communications Company (Group Owner).

Began Operation: February 8, 1953. Sale to present owner by Evening Star Bcstg. Co. approved by FCC May 5, 1976. Sale to Evening Star by Lynchburg Bcstg. Co. approved Aug. 23, 1965 (Television Digest, Vol. 5:25, 35).

Represented (sales): Katz Television.

Represented (legal): Hogan & Hartson.

Represented (engineering): Jansky & Bailey.

Personnel:

JERRY HEILMAN, general manager.
 BARRY CORSWANDT, general sales manager.
 LINDA OTTINGER, local sales manager.
 DOUGLAS DANIEL, director of engineering.
 KURT DAVIS, news director.
 BAILEY DWIGGINS, program director.
 JOHN CRUMPLER, promotion director.
 BEVE LUTZ, manager, business services.
 LAURA LANTING, community services director.
 WILLIS LITTLE, chief engineer.
 DOROTHY BALLAGH, manager, traffic.

Rates: On request.

City of License: Lynchburg. ADI: Roanoke-Lynchburg. Rank: 69.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	VIRGINIA			
	Alleghany	9,500	9,400	99
	Amherst	10,200	10,000	99
	Appomattox	4,600	4,500	98
	Bath	1,900	1,900	100
	Bedford	16,700	16,400	98
	Botetourt	9,300	9,200	99
	Campbell	42,300	41,900	99
	Charlotte	4,000	3,900	98
	Floyd	4,600	4,500	98
	Franklin	13,400	13,200	99
	Halifax	12,300	12,100	98
	Montgomery	27,600	27,300	99
	Nelson	4,400	4,300	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Pittsylvania	40,800	40,300	99
	Pulaski	12,800	12,600	99
	Roanoke	80,300	79,600	99
Between 25-49%	NORTH CAROLINA			
	Caswell	7,400	7,300	99
	VIRGINIA			
	Craig	1,600	1,600	100
	Giles	6,300	6,200	98
	Henry	28,500	28,200	99
	Highland	1,100	1,100	100
	Mecklenburg	10,700	10,500	98
Rockbridge	10,400	10,200	99	
Wythe	9,600	9,500	98	
Between 5-24%	NORTH CAROLINA			
	Granville	13,000	12,800	98
	Person	11,400	11,300	99
	VIRGINIA			
	Augusta	33,700	33,300	99
	Bland	2,200	2,100	95
	Buckingham	4,000	3,900	97
	Lunenburg	4,200	4,100	98
	Prince Edward	5,300	5,200	98
	Tazewell	17,500	17,300	99
	WEST VIRGINIA			
Greenbrier	14,500	14,200	98	
Mercer	27,300	27,000	99	
Monroe	5,000	4,800	97	
Pocahontas	3,800	3,600	96	
Summers	5,300	5,100	97	
Totals		517,500	510,400	99
Net Weekly Circulation (1990)			275,700	
Average Daily Circulation (1990)			145,400	

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.

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.

BILL KILCHENSTEIN, general sales manager.

BOBBY POWELL, chief engineer.

ROGER RAKER, news director.

Highest 30 Sec. Rate: \$64.

City of License: Manassas. **ADI:** Washington, DC. **Rank:** 9.

Total Households: ©MSI Consumer Market Data as of 1/1/90. **TV Homes, TV% and Circulation** ©1990 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	VIRGINIA Culpeper	9,000	8,900	99
Totals		9,000	8,900	99
Net Weekly Circulation (1990)				12,400
Average Daily Circulation (1990)				2,500

Virginia—Norfolk

WJCB
Ch. 49

Network Service: None, independent.

Licensee: Tidewater Christian Communications Corp., 1930 E. Pembroke Ave., Hampton, VA 23663.

Studio: 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: Tidewater Christian Communications Corp.

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, NWS, UPI.

Ownership: Narragansett Television L.P. (Group Owner).

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): Petry Television 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.
- JAY MITCHELL, news director.
- JACK WELSBY, program director & business manager.
- PHILLIP ARMSTRONG, promotion/production & marketing director.
- JULIE MCCOLLUM, director of personnel & community relations.
- DALE GAUDING, editorial director.

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 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%	
NORTH CAROLINA					
50% & Over	Camden	2,100	2,100	100	
	Chowan	5,400	5,300	98	
	Currituck	5,600	5,500	98	
	Dare	8,900	8,700	98	
	Gates	3,400	3,300	97	
	Hertford	8,400	8,300	99	
	Pasquotank	11,200	11,000	99	
	Perquimans	4,300	4,300	99	
	VIRGINIA				
	Accomack	12,200	11,900	98	
Gloucester	11,100	11,000	99		
Isle Of Wight	8,800	8,700	99		
James City	13,700	13,500	99		
Mathews	3,800	3,700	97		
Middlesex	3,500	3,400	97		



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Northampton	5,700	5,600	98
	Northumberland	4,200	4,200	99
	Southampton	8,100	7,900	98
	Surry	2,200	2,200	100
	York	17,300	17,200	99
	Chesapeake City	48,500	48,100	99
	Hampton City	45,500	45,200	99
	Newport News City	60,800	60,500	99
	Norfolk City	93,200	92,400	99
	Portsmouth City	41,100	40,800	99
	Suffolk City	18,300	18,000	98
	Va Beach City	123,000	122,200	99
NORTH CAROLINA				
Between 25-49%	Northampton	7,700	7,600	98
	VIRGINIA			
	Greensville	5,000	4,900	98
Lancaster	4,500	4,400	98	
NORTH CAROLINA				
Between 5-24%	Bertie	7,600	7,400	97
	Tyrrell	1,500	1,500	100
	Warren	5,900	5,800	98
	VIRGINIA			
Brunswick	5,100	5,000	98	
Charles City	2,000	2,000	98	
King And Queen	2,300	2,300	98	
King William	3,800	3,800	100	
Lunenburg	4,200	4,100	98	
Prince George	15,600	15,500	99	
Sussex	3,500	3,400	97	
Totals		639,000	632,700	99
Net Weekly Circulation (1990)				510,800
Average Daily Circulation (1990)				305,100

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 A. McFadden (Group Owner).

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): Seitel Inc.

Personnel:

CHARLES McFADDEN, president.
ELISE TUCKER, general sales manager.
JEFF ARMSTRONG, national sales manager.
MARK HUDGINS, program director.
SHELLEY STILES, promotion director.
ED CUTHEROLL, chief engineer.

Rates: On request.

City of License: Norfolk. ADI: Norfolk-Portsmouth-Newport News-Hampton. Rank: 42.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NORTH CAROLINA			
	Camden	2,100	2,100	100
	Perquimans	4,300	4,300	99
	VIRGINIA			
	Gloucester	11,100	11,000	99
	Isle Of Wight	8,800	8,700	99
	Chesapeake City	48,500	48,100	99
	Hampton City	45,500	45,200	99
	Newport News City	60,800	60,500	99
	Norfolk City	93,200	92,400	99
Portsmouth City	41,100	40,800	99	
Suffolk City	18,300	18,000	98	
Va Beach City	123,000	122,200	99	
Between 25-49%	NORTH CAROLINA			
	Chowan	5,400	5,300	98
	Currituck	5,600	5,500	98
	Gates	3,400	3,300	97
	Pasquotank	11,200	11,000	99



WTVZ BNPCT-790416KL Granted 9/28/79

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	VIRGINIA			
	Accomack	12,200	11,900	98
	James City	13,700	13,500	99
	Mathews	3,800	3,700	97
	Northampton	5,700	5,600	98
	Southampton	8,100	7,900	98
	Surry	2,200	2,200	100
York	17,300	17,200	99	
Between 5-24%	NORTH CAROLINA			
	Bertie	7,600	7,400	97
	Hertford	8,400	8,300	99
	Northampton	7,700	7,600	98
	Tyrrell	1,500	1,500	100
Washington	5,200	5,100	98	
VIRGINIA	Lancaster	4,500	4,400	98
	Middlesex	3,500	3,400	97
	New Kent	4,100	4,000	98
Totals		587,800	582,100	99
Net Weekly Circulation (1990)			306,800	
Average Daily Circulation (1990)			128,700	

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202-872-9200

Virginia—Hampton-Norfolk

VVEC-TV

Ch. 13

Network Service: ABC.

Licensee: Dallas Radio Inc., 613 Woodis Ave., Norfolk, VA 23510.

Studio: 613 Woodis Ave., Norfolk, VA 23510.

Hampton Bureau: 1932 Pembroke Ave., Hampton, VA 23663.

Telephones: 804-625-1313; 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; SSE, 4.5-meter Ku & C-band; SSE, 3.7-meter Ku-band; RCA, 3.7-meter Ku-band; AvanteK, RCA, Scientific-Atlanta, Standard Components receivers.

News Service: AP.

Ownership: A. H. Belo Corp. Broadcast Division (Group Owner).

Began Operation: September 19, 1953 on Ch. 15; switched to Ch. 13 on Nov. 13, 1959. 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.

DAVID CASSIDY, news director.

MEYER DAVIS, director of programming & operations.

CIL FRAZIER, advertising & promotion director.

DAVE YARASHES, business manager.

CHRIS JOHNSON, 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 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NORTH CAROLINA			
	Camden	2,100	2,100	100
	Chowan	5,400	5,300	98
	Currituck	5,600	5,500	98
	Dare	8,900	8,700	98
	Gates	3,400	3,300	97
	Hertford	8,400	8,300	99
	Pasquotank	11,200	11,000	99
	Perquimans	4,300	4,300	99
	VIRGINIA			
	Accomack	12,200	11,900	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	GLoucester			
	Isle Of Wight	8,800	8,700	99
	James City	13,700	13,500	99
	Mathews	3,800	3,700	97
	Northampton	5,700	5,600	98
	Southampton	8,100	7,900	98
	York	17,300	17,200	99
	Chesapeake City	48,500	48,100	99
	Hampton City	45,500	45,200	99
	Newport News City	60,800	60,500	99
	Norfolk City	93,200	92,400	99
	Portsmouth City	41,100	40,800	99
	Suffolk City	18,300	18,000	98
	Va Beach City	123,000	122,200	99
Between 25-49%	NORTH CAROLINA			
	Bertie	7,600	7,400	97
	Northampton	7,700	7,600	98
	VIRGINIA			
Greensville	5,000	4,900	98	
Lancaster	4,500	4,400	98	
Middlesex	3,500	3,400	97	
Northumberland	4,200	4,200	99	
Surry	2,200	2,200	100	
Between 5-24%	NORTH CAROLINA			
	Tyrrell	1,500	1,500	100
	VIRGINIA			
	Charles City	2,000	2,000	98
	King And Queen	2,300	2,300	98
	King William	3,800	3,800	100
	New Kent	4,100	4,000	98
	Sussex	3,500	3,400	97
Totals		612,300	606,300	99
Net Weekly Circulation (1990)				509,900
Average Daily Circulation (1990)				307,900

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.

SNG Mobile Dish: Andrew, 2.4-meter Ku-band.

News Services: AP, UPI.

Ownership: LIN Television Corp. (Group Owner).

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.
LYLE BANKS, general sales manager.
DARRELL CRAIG, local sales manager.
GARY B. SMART, national sales manager.
TED HAND, chief engineer.
DAVE OVERTON, news director.
MIKE MASTRULLO, marketing director.
MANNY MUNOZ, business manager.
JANE TUCKER, program assistant.

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 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NORTH CAROLINA			
	Camden	2,100	2,100	100
	Chowan	5,400	5,300	98
	Currituck	5,600	5,500	98
	Dare	8,900	8,700	98
	Gates	3,400	3,300	97
	Hertford	8,400	8,300	99
	Northampton	7,700	7,600	98
	Pasquotank	11,200	11,000	99
	Perquimans	4,300	4,300	99
	VIRGINIA			
	Accomack	12,200	11,900	98
	Gloucester	11,100	11,000	99
	Isle Of Wight	8,800	8,700	99
James City	13,700	13,500	99	



WAVY-TV BPCT-1750 Granted 5/29/56

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	VIRGINIA			
	Mathews	3,800	3,700	97
	Middlesex	3,500	3,400	97
	Northampton	5,700	5,600	98
	Southampton	8,100	7,900	98
	Surry	2,200	2,200	100
	York	17,300	17,200	99
	Chesapeake City	48,500	48,100	99
	Hampton City	45,500	45,200	99
	Newport News City	60,800	60,500	99
	Norfolk City	93,200	92,400	99
	Portsmouth City	41,100	40,800	99
Suffolk City	18,300	18,000	98	
Va Beach City	123,000	122,200	99	
Between 25-49%	NORTH CAROLINA			
	Bertie	7,600	7,400	97
	Halifax	20,000	19,600	98
	VIRGINIA			
Greensville	5,000	4,900	98	
Lancaster	4,500	4,400	98	
Northumberland	4,200	4,200	99	
Between 5-24%	MARYLAND			
	Somerset	7,000	6,900	99
	NORTH CAROLINA			
	Tyrrell	1,500	1,500	100
	VIRGINIA			
	Charles City	2,000	2,000	98
	King And Queen	2,300	2,300	98
	King William	3,800	3,800	100
	New Kent	4,100	4,000	98
	Prince George	15,600	15,500	99
Sussex	3,500	3,400	97	
Totals		654,900	648,300	99
Net Weekly Circulation (1990)				529,700
Average Daily Circulation (1990)				308,700

Virginia—Portsmouth-Norfolk-Newport News

WGNT

Ch. 27

Network Service: None, independent.

Licensee: Centennial Communications Inc., Box 1338, Portsmouth, VA 23705.

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: 1440-kw max. visual, 288-kw max. aural. Antenna: 970-ft. above av. terrain, 1023-ft. above ground, 1049-ft. above sea level.

Latitude 36° 48' 43"
Longitude 76° 27' 49"

Transmitter: 5443 Nansemond Pkwy., Suffolk, VA.

Satellite Earth Stations: Comtech, 7.3-meter Ku & C-band; AFC, 3.7-meter; M/A-Com, 3.6-meter Ku-band.

Ownership: Centennial Communications Inc.

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:

W. HOWARD JERNIGAN, president & chief operating officer.

BRYAN RHODES, general sales manager.

MICHAEL STRICKLAND, local sales manager.

KEN REICHENBACH, director of engineering.

DAVID WHITENER, program director.

APRIL CARTER, promotion director.

VERN BAKER, business manager.

JIM HARTLINE, chief engineer.

CINDY BONNER, data services manager.

Highest 30 Sec. Rate: \$270.

City of License: Portsmouth. ADI: Norfolk-Portsmouth-Newport News-Hampton. Rank: 42.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NORTH CAROLINA			
	Gates	3,400	3,300	97
	Perquimans	4,300	4,300	99
	VIRGINIA			
	Gloucester	11,100	11,000	99
	Isle Of Wight	8,800	8,700	99
	Suffolk City	18,300	18,000	98
Between 25-49%	NORTH CAROLINA			
	Camden	2,100	2,100	100
	Currituck	5,600	5,500	98
	Hertford	8,400	8,300	99
	Pasquotank	11,200	11,000	99
	VIRGINIA			
	Accomack	12,200	11,900	98
	Greensville	5,000	4,900	98
	James City	13,700	13,500	99
Mathews	3,800	3,700	97	



WGNT BPCT-4187 Granted 9/18/69

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	NORTHAMPTON	5,700	5,600	98
	Southampton	8,100	7,900	98
	Surry	2,200	2,200	100
	York	17,300	17,200	99
	Chesapeake City	48,500	48,100	99
	Hampton City	45,500	45,200	99
	Newport News City	60,800	60,500	99
	Norfolk City	93,200	92,400	99
	Portsmouth City	41,100	40,800	99
Va Beach City	123,000	122,200	99	

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	NORTH CAROLINA			
	Bertie	7,600	7,400	97
	Chowan	5,400	5,300	98
	Dare	8,900	8,700	98
	Halifax	20,000	19,600	98
	Northampton	7,700	7,600	98
	Tyrrell	1,500	1,500	100
VIRGINIA				
Charles City	2,000	2,000	98	
King William	3,800	3,800	100	
Lancaster	4,500	4,400	98	
Middlesex	3,500	3,400	97	
Northumberland	4,200	4,200	99	
Prince George	15,600	15,500	99	
Sussex	3,500	3,400	97	
Totals		641,500	635,100	99
Net Weekly Circulation (1990)				268,700
Average Daily Circulation (1990)				97,700

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.

Telephones: 804-358-3535; 804-359-3510. 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 receivers.

Ownership: Act III Broadcasting Inc. (Group Owner).

Begin 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): Setkel Inc.

Represented (legal): Goldberg & Spector.

Personnel:

DON RICHARDS, general manager.
BRANDT MINNICK, general sales manager.
DAN PELTIER, national sales manager.
BILL FINCH, program director.
DAVE DONAHUE, promotion director.
VICKY COSIO, business manager.
CINDY CREAMY, marketing director.
DAVE DONAHUE, creative services manager.
ELDON BROWN, chief engineer.

Rates: On request.

City of License: Richmond. ADI: Richmond. Rank: 60.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 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
	Buckingham	4,000	3,900	97
	Caroline	6,600	6,500	98
	Chesterfield	68,600	68,200	99
	Cumberland	3,000	2,900	97
	Dinwiddie	21,600	21,300	99
	Fluvanna	4,200	4,100	98
	Goochland	4,400	4,300	98
	Hanover	19,800	19,500	98
	Henrico	79,500	78,900	99
	King And Queen	2,300	2,300	98
	Louisa	7,100	7,000	98
	Lunenburg	4,200	4,100	98
	New Kent	4,100	4,000	98
	Nottoway	5,300	5,200	98
	Powhatan	3,900	3,800	97
	Prince George	15,600	15,500	99
	Sussex	3,500	3,400	97
Richmond City	89,600	88,900	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	VIRGINIA			
	Charles City	2,000	2,000	98
	Essex	3,200	3,100	97
	Greene	3,300	3,200	97
	Greensville	5,000	4,900	98
	King William	3,800	3,800	100
	Prince Edward	5,300	5,200	98
Richmond	2,700	2,700	100	
Between 5-24%	VIRGINIA			
	Albemarle	41,100	40,400	98
	Brunswick	5,100	5,000	98
	Culpeper	9,000	8,900	99
	Gloucester	11,100	11,000	99
	James City	13,700	13,500	99
	Madison	4,000	3,900	97
	Mecklenburg	10,700	10,500	98
	Nelson	4,400	4,300	98
	Northumberland	4,200	4,200	99
Orange	7,700	7,600	98	
Surry	2,200	2,200	100	
Westmoreland	6,000	5,900	98	
York	17,300	17,200	99	
Totals		511,900	506,000	99
Net Weekly Circulation (1990)			234,400	
Average Daily Circulation (1990)			108,500	

Our firm acted as financial advisor and broker in the 1988 sale of WRLH-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

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. (Group Owner).

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: 60.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	VIRGINIA			
	Albemarle	41,100	40,400	98
	Amelia	2,800	2,700	96
	Augusta	33,700	33,300	99
	Brunswick	5,100	5,000	98
	Buckingham	4,000	3,900	97
	Caroline	6,600	6,500	98
	Charles City	2,000	2,000	98
	Chesterfield	68,600	68,200	99
	Cumberland	3,000	2,900	97
	Dimwiddie	21,600	21,300	99
	Essex	3,200	3,100	97
	Fluvanna	4,200	4,100	98
	Goochland	4,400	4,300	98
	Greene	3,300	3,200	97
	Greensville	5,000	4,900	98
	Hanover	19,800	19,500	98
	Henrico	79,500	78,900	99
	King And Queen	2,300	2,300	98
King William	3,800	3,800	100	
Louisa	7,100	7,000	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Lunenburg	4,200	4,100	98
	Madison	4,000	3,900	97
	Middlesex	3,500	3,400	97
	New Kent	4,100	4,000	98
	Northumberland	4,200	4,200	99
	Nottoway	5,300	5,200	98
	Orange	7,700	7,600	98
	Page	7,800	7,800	100
	Powhatan	3,900	3,800	97
	Prince Edward	5,300	5,200	98
	Prince George	15,600	15,500	99
Richmond	2,700	2,700	100	
Spotsylvania	22,100	21,900	99	
Sussex	3,500	3,400	97	
Richmond City	89,600	88,900	99	
Between 25-49%	VIRGINIA			
	James City	13,700	13,500	99
	King George	4,400	4,300	99
	Lancaster	4,500	4,400	98
	Nelson	4,400	4,300	98
	Rockingham	29,300	28,900	99
	Stafford	17,600	17,400	99
Surry	2,200	2,200	100	
Westmoreland	6,000	5,900	98	
Between 5-24%	VIRGINIA			
	Accomack	12,200	11,900	98
	Culpeper	9,000	8,900	99
	Gloucester	11,100	11,000	99
	Isle Of Wight	8,800	8,700	99
	Mathews	3,800	3,700	97
	Mecklenburg	10,700	10,500	98
York	17,300	17,200	99	
Totals		659,600	651,700	99
Net Weekly Circulation (1990)			448,200	
Average Daily Circulation (1990)			244,700	

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: 804-203-1212. Fax: 804-230-2793.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: Circularly polarized, 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 Stations: Satcom Technologies, 9.2-meter C-band; Harris, 5-meter Ku-band; Harris, Microwave Assoc. receivers.

SNG Mobile Dish: Satcom, 2.4-meter Ku-band.

News Services: AP, Conus, NBC, UPI.

Ownership: Jefferson-Pilot Communications Co. (Group Owner).

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:

DAVID G. FRASIER, broadcast operations manager.

ELLEN SHULER, general sales manager.

JOHN SHREVES, program & marketing manager.

HARVEY POWERS, news director.

MARY MACMILLAN, promotion manager.

PAUL ESCOBAR, controller.

Highest 30 Sec. Rate: \$2500.

City of License: Richmond. ADI: Richmond. Rank: 60.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 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
	Augusta	33,700	33,300	99
	Brunswick	5,100	5,000	98
	Buckingham	4,000	3,900	97
	Caroline	6,600	6,500	98
	Charles City	2,000	2,000	98
	Chesterfield	68,600	68,200	99
	Cumberland	3,000	2,900	97
	Dinwiddie	21,600	21,300	99
	Essex	3,200	3,100	97
	Fluvanna	4,200	4,100	98
	Goochland	4,400	4,300	98
	Greensville	5,000	4,900	98
	Hanover	19,800	19,500	98
	Henrico	79,500	78,900	99
	King And Queen	2,300	2,300	98
King William	3,800	3,800	100	
Louisa	7,100	7,000	98	
Lunenburg	4,200	4,100	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Kent	4,100	4,000	98
	Northumberland	4,200	4,200	99
	Nottoway	5,300	5,200	98
	Orange	7,700	7,600	98
	Powhatan	3,900	3,800	97
	Prince Edward	5,300	5,200	98
	Prince George	15,600	15,500	99
	Richmond	2,700	2,700	100
	Sussex	3,500	3,400	97
	Richmond City	89,600	88,900	99
Between 25-49%	VIRGINIA			
	Albermarle	41,100	40,400	98
	Greene	3,300	3,200	97
	James City	13,700	13,500	99
	Lancaster	4,500	4,400	98
	Madison	4,000	3,900	97
	Mecklenburg	10,700	10,500	98
	Middlesex	3,500	3,400	97
Rockingham	29,300	28,900	99	
Spotsylvania	22,100	21,900	99	
Surry	2,200	2,200	100	
Between 5-24%	VIRGINIA			
	Amherst	10,200	10,000	99
	Gloucester	11,100	11,000	99
	King George	4,400	4,300	99
	Nelson	4,400	4,300	98
	Northampton	5,700	5,600	98
	Page	7,800	7,800	100
	Rockbridge	10,400	10,200	99
	Stafford	17,600	17,400	99
	Westmoreland	6,000	5,900	98
York	17,300	17,200	99	
Totals		652,100	644,300	99
Net Weekly Circulation (1990)			423,300	
Average Daily Circulation (1990)			244,500	

Virginia—Richmond-Petersburg

WRIC-TV (formerly WXEX-TV) Ch. 8

Network Service: ABC.

Licensee: Nationwide Communications Inc., One Nationwide Plaza, Columbus, OH 43216.

Studio: Arboretum Pl., Richmond, VA 23236.

Telephone: 804-330-8888. **Fax:** 804-330-8881.

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-meter C-band; Scientific-Atlanta, 4.5-meter Ku & C-band; RF Systems, 3-meter Ku-band; Avantek, Drake, M/A-Corn, Scientific-Atlanta receivers.

News Services: ABC, AP, CNN, NIWS.

Ownership: Nationwide Communications Inc. (Group Owner).

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.
TIMOTHY FRAME, 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:** 60.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	VIRGINIA			
	Albermarle	41,100	40,400	98
	Amelia	2,800	2,700	96
	Brunswick	5,100	5,000	98
	Buckingham	4,000	3,900	97
	Caroline	6,600	6,500	98
	Charles City	2,000	2,000	98
	Chesterfield	68,600	68,200	99
	Cumberland	3,000	2,900	97
	Dinwiddie	21,600	21,300	99
	Essex	3,200	3,100	97
	Fluvanna	4,200	4,100	98
	Goochland	4,400	4,300	98
	Greensville	5,000	4,900	98
	Hanover	19,800	19,500	98
	Henrico	79,500	78,900	99
James City	13,700	13,500	99	
King And Queen	2,300	2,300	98	
King William	3,800	3,800	100	



WRIC-TV BPCT-5022 Granted 5/19/77

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Lancaster	4,500	4,400	98
	Louisa	7,100	7,000	98
	Lunenburg	4,200	4,100	98
	Madison	4,000	3,900	97
	Middlesex	3,500	3,400	97
	New Kent	4,100	4,000	98
	Northumberland	4,200	4,200	99
	Nottoway	5,300	5,200	98
	Orange	7,700	7,600	98
	Powhatan	3,900	3,800	97
	Prince Edward	5,300	5,200	98
	Prince George	15,600	15,500	99
	Richmond	2,700	2,700	100
	Surry	2,200	2,200	100
Sussex	3,500	3,400	97	
Richmond City	89,600	88,900	99	
Between 25-49%	VIRGINIA			
	Gloucester	11,100	11,000	99
	Greene	3,300	3,200	97
	Mecklenburg	10,700	10,500	98
Spotsylvania	22,100	21,900	99	
Between 5-24%	VIRGINIA			
	Amherst	10,200	10,000	99
	Appomattox	4,600	4,500	98
	Augusta	33,700	33,300	99
	Culpeper	9,000	8,900	99
	Mathews	3,800	3,700	97
	Nelson	4,400	4,300	98
	Rockingham	29,300	28,900	99
	Stafford	17,600	17,400	99
	Westmoreland	6,000	5,900	98
York	17,300	17,200	99	
Totals		641,200	633,500	99
Net Weekly Circulation (1990)			412,000	
Average Daily Circulation (1990)			233,800	

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. **Fax:** 703-344-5097.

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.

SNG Mobile Dish: Andrew, 2.4-meter Ku-band.

News Services: AP, CBS, Conus, UPI, WSI.

Ownership: Schurz Communications Inc. (Group Owner).

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:

ROBERT G. LEE, president & general manager.

GEORGE BASSETT, director, sales & marketing.

JOAN TURNER, local sales manager.

CARL GUFFEY, director of engineering & operations.

JAMES N. SHAVER, news director.

KAY HALL, director, programming & promotion.

EDWARD ALLEN, business manager.

MEL MAYFIELD, director of research & development.

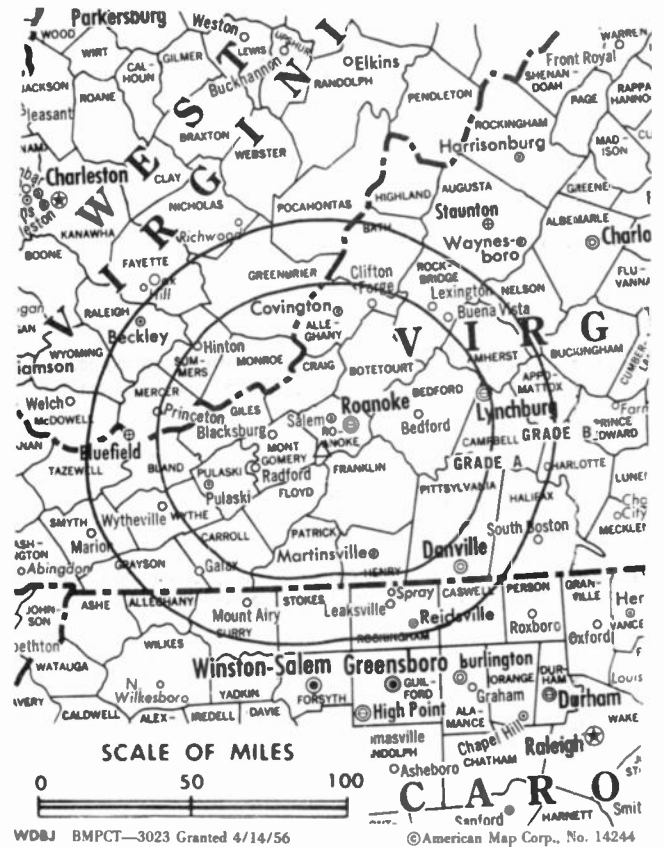
ELLEN BISHOP, traffic manager.

Rates: On request.

City of License: Roanoke. **ADI:** Roanoke-Lynchburg. **Rank:** 69.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	VIRGINIA			
	Alleghany	9,500	9,400	99
	Amherst	10,200	10,000	99
	Appomattox	4,600	4,500	98
	Bath	1,900	1,900	100
	Bedford	16,700	16,400	98
	Bland	2,200	2,100	95
	Botetourt	9,300	9,200	99
	Campbell	42,300	41,900	99
	Carroll	9,600	9,400	98
	Charlotte	4,000	3,900	98
	Craig	1,600	1,600	100
	Floyd	4,600	4,500	98
	Franklin	13,400	13,200	99
	Giles	6,300	6,200	98
	Grayson	9,400	9,200	98
Halifax	12,300	12,100	98	



WDBJ BMPCT—3023 Granted 4/14/56

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Henry	28,500	28,200	99
	Highland	1,100	1,100	100
	Montgomery	27,600	27,300	99
	Pittsylvania	40,800	40,300	99
	Pulaski	12,800	12,600	99
	Roanoke	80,300	79,600	99
	Rockbridge	10,400	10,200	99
	Tazewell	17,500	17,300	99
	Wythe	9,600	9,500	98
	WEST VIRGINIA			
Greenbrier	14,500	14,200	98	
Mercer	27,300	27,000	99	
Monroe	5,000	4,800	97	
Pocahontas	3,800	3,600	96	
Summers	5,300	5,100	97	
Between 25-49%	NORTH CAROLINA			
	Caswell	7,400	7,300	99
	Rockingham	33,600	33,300	99
	VIRGINIA			
Nelson	4,400	4,300	98	
Patrick	6,600	6,500	98	
WEST VIRGINIA				
Pendleton	3,000	2,900	97	
Between 5-24%	NORTH CAROLINA			
	Alleghany	4,000	3,900	97
	Ashe	9,400	9,200	98
Person	11,400	11,300	99	

(Continued on page A-1191)

Totals	670,000	660,800	99
Net Weekly Circulation (1990)			412,800
Average Daily Circulation (1990)			257,900

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: Vine & Branch Inc.

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.

ANDREW WRIGHT, station manager.

DONALD SCHOLEFIELD, chief engineer.

KEVIN KAYS, local sales manager.

LIZ DOWDY, business manager.

Highest 30 Sec. Rate: \$65.

City of License: Roanoke. ADI: Roanoke-Lynchburg. Rank: 69.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	VIRGINIA			
	Bedford	16,700	16,400	98
	Franklin	13,400	13,200	99
	Giles	6,300	6,200	98
Totals		36,400	35,800	98
Net Weekly Circulation (1990)				9,100
Average Daily Circulation (1990)				2,900

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. (Group Owner).

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.

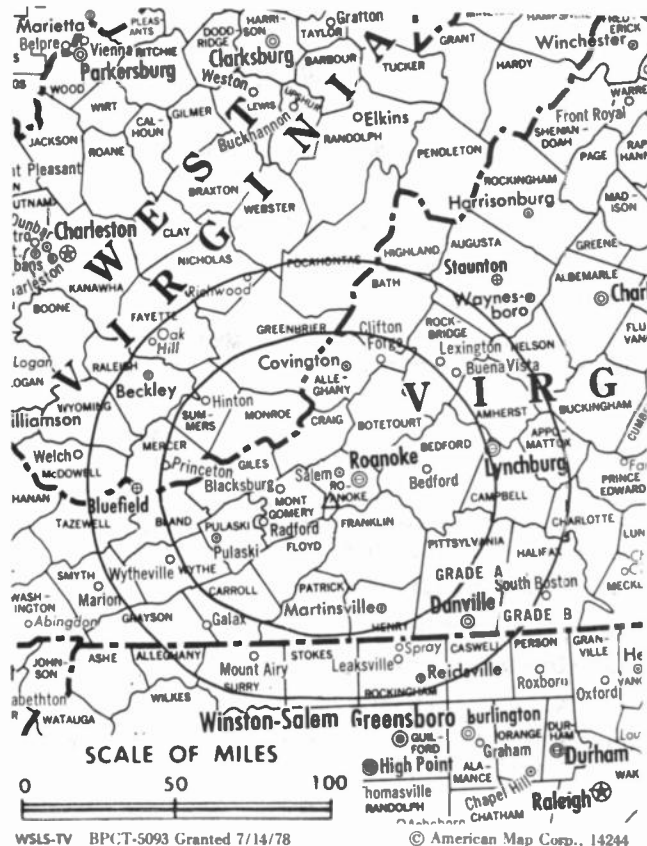
Highest 30 Sec. Rate: \$550.

NETWORK BASE HOURLY RATE: \$850.

City of License: Roanoke. ADI: Roanoke-Lynchburg. Rank: 69.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
VIRGINIA				
50% & Over	Alleghany	9,500	9,400	99
	Amherst	10,200	10,000	99
	Appomattox	4,600	4,500	98
	Bath	1,900	1,900	100
	Bedford	16,700	16,400	98
	Bland	2,200	2,100	95
	Botetourt	9,300	9,200	99
	Campbell	42,300	41,900	99
	Carroll	9,600	9,400	98
	Charlotte	4,000	3,900	98
	Craig	1,600	1,600	100
	Floyd	4,600	4,500	98
	Franklin	13,400	13,200	99
	Giles	6,300	6,200	98
	Grayson	9,400	9,200	98
	Halifax	12,300	12,100	98
	Henry	28,500	28,200	99
	Highland	1,100	1,100	100
Montgomery	27,600	27,300	99	
Pittsylvania	40,800	40,300	99	



WLSL-TV BPC:T-5093 Granted 7/14/78

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Pulaski	12,800	12,600	99
	Roanoke	80,300	79,600	99
	Rockbridge	10,400	10,200	99
	Wythe	9,600	9,500	98
WEST VIRGINIA				
	Pocahontas	3,800	3,600	96
NORTH CAROLINA				
Between 25-49%	Caswell	7,400	7,300	99
	Mecklenburg	10,700	10,500	98
VIRGINIA				
Between 5-24%	Greenbrier	14,500	14,200	98
	Monroe	5,000	4,800	97
	Pendleton	3,000	2,900	97
NORTH CAROLINA				
Between 5-24%	Alamance	40,800	40,500	99
	Alleghany	4,000	3,900	97
	Ashe	9,400	9,200	98
	Person	11,400	11,300	99
	Rockingham	33,600	33,300	99
VIRGINIA				
Between 5-24%	Augusta	33,700	33,300	99
	Buckingham	4,000	3,900	97
	Nelson	4,400	4,300	98
	Patrick	6,600	6,500	98
	Prince Edward	5,300	5,200	98
	Smyth	11,800	11,700	99
	Washington	24,600	24,300	99
	WEST VIRGINIA			
	Mercer	27,300	27,000	99
	Summers	5,300	5,100	97
Totals				
		635,600	627,100	99
Net Weekly Circulation (1990)			342,400	
Average Daily Circulation (1990)			199,600	

Virginia—Roanoke

WVFT

Ch. 27

(Satellite of WJPR, Lynchburg, VA)

Network Service: Fox.

Licensee: Roanoke-Lynchburg TV Acquisition Corp.

Studio: 2618 Colonial Ave., 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: Roanoke-Lynchburg TV Acquisition Corp. (Group Owner).

Began Operation: November 11, 1986. Sale to present owners by Family Group Ltd. approved by FCC Aug. 27, 1990.

Represented (sales): Landin Media Sales Inc.

Represented (engineering): Broadcast Media Services Inc.

Personnel:

LLEW FISCHER, general manager.
AL COLGROVE, general sales manager.
KEN MILLER, chief engineer.
WENDELL PRESTON, program director.
SHERRY FREEMAN, business manager.

Highest 30 Sec. Rate: \$100.

City of License: Roanoke. ADI: Roanoke-Lynchburg. Rank: 69.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	VIRGINIA			
	Floyd	4,600	4,500	98
	Montgomery	27,600	27,300	99
	Pulaski	12,800	12,600	99
Between 5-24%	NORTH CAROLINA			
	Alleghany	4,000	3,900	97
	Rockingham	33,600	33,300	99
	VIRGINIA			
	Alleghany	9,500	9,400	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Amherst	10,200	10,000	99
	Appomattox	4,600	4,500	98
	Bath	1,900	1,900	100
	Bedford	16,700	16,400	98
	Botetourt	9,300	9,200	99
	Campbell	42,300	41,900	99
	Carroll	9,600	9,400	98
	Charlotte	4,000	3,900	98
	Craig	1,600	1,600	100
	Franklin	13,400	13,200	99
	Giles	6,300	6,200	98
	Highland	1,100	1,100	100
	Pittsylvania	40,800	40,300	99
	Roanoke	80,300	79,600	99
Rockbridge	10,400	10,200	99	
Wythe	9,600	9,500	98	
	WEST VIRGINIA			
	Monroe	5,000	4,800	97
Totals		359,200	354,700	99
Net Weekly Circulation (1990)				58,500
Average Daily Circulation (1990)				18,200

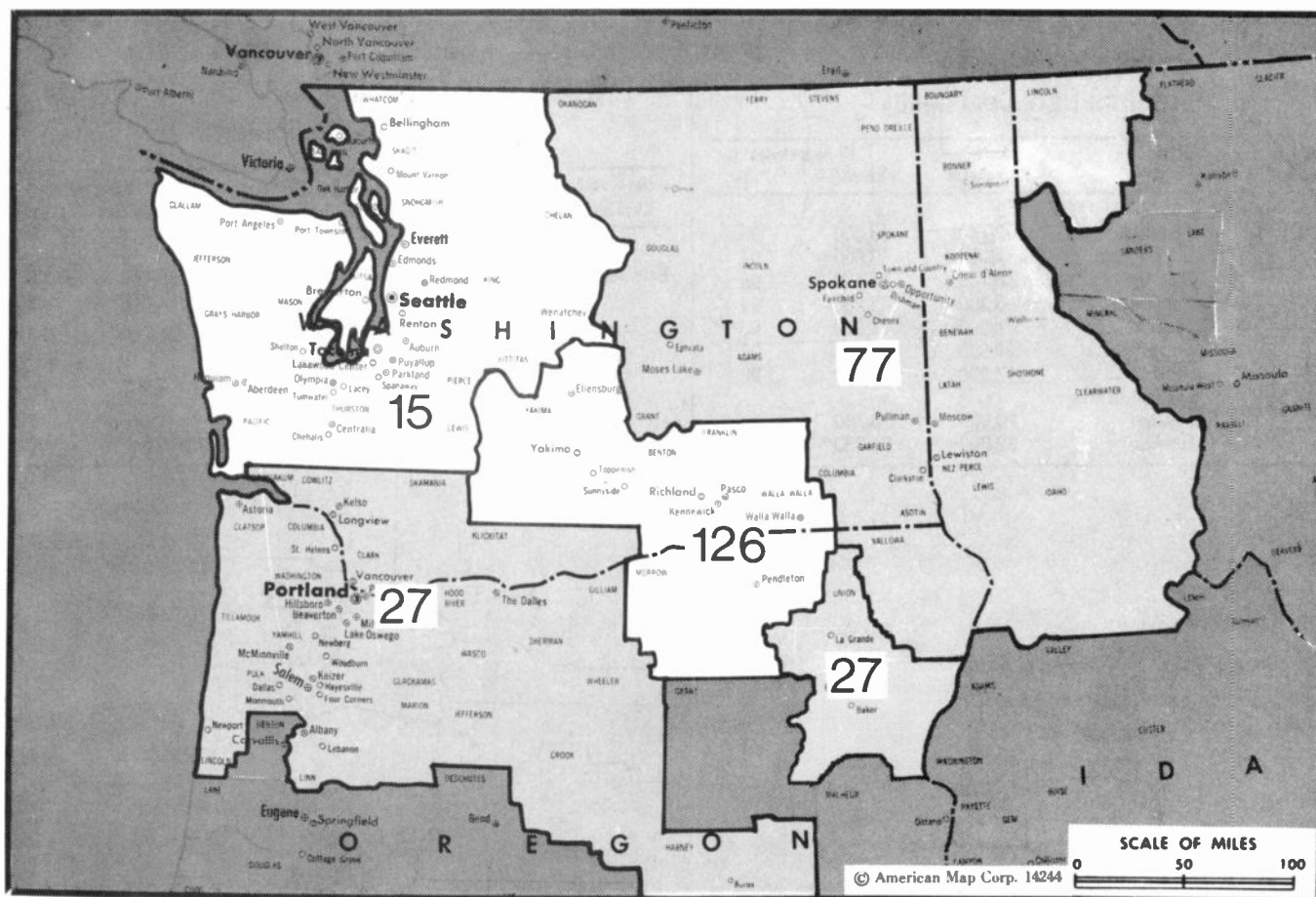
Virginia

WDBJ, Roanoke (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	VIRGINIA			
	Augusta	33,700	33,300	99
	Buckingham	4,000	3,900	97
	Mecklenburg	10,700	10,500	98
	Prince Edward	5,300	5,200	98
	Russell	11,900	11,700	98
	Smyth	11,800	11,700	99
	Wise	17,200	16,900	98
	WEST VIRGINIA			
	Fayette	20,900	20,700	99
	Raleigh	32,300	31,900	99

WCYB-TV, Bristol-Kingsport-Johnson City, TN (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	TENNESSEE			
	Claiborne	9,900	9,800	98
	Grainger	6,600	6,500	98
	Hamblen	21,400	21,200	99
	VIRGINIA			
	Grayson	9,400	9,200	98
	WEST VIRGINIA			
Mc Dowell	15,800	15,600	98	



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Seattle-Tacoma, WA	1,296,500	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	804,100	27	KATU (2), KBSP-TV (22), KGW-TV (8), KNMT (24), KOIN-TV (6), KPDX (49), KPTV (12), KUTF (32)
Spokane, WA	320,500	77	KAYU-TV (28), KCWT (27), KHQ-TV (6), KREM-TV (2), KXLY-TV (4)
Yakima, WA	169,300	126	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
KNOU, Kennewick	See Richland, WA
KNOU, 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, 1990

	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.

Licensee: 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: 14.82000-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, transmitter to 701 5th Ave., Seattle. BMPCT-890714KF.

Transmitter: Top of Columbia Center, 701 5th Ave., Seattle.

Ownership: Gill Communications & Robert Gill Communications Ltd.

Began Operation: May 19, 1989.

Represented (engineering): Moffet, Larson & Johnson.

Personnel:

ROBERT GILL, general manager.
 JILL SMITH, general sales manager.
 LEE PENSKI, chief engineer.

Rates: On request.

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. (Group Owner).

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 (Television Digest, Vol. 16:48; 17:14).

Represented (sales): Seltel Inc.; Airtime Sales (Toronto & Montreal).

Represented (legal): Rubin, Winston, Diercks & Harris.

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.

BERNADETTE HOLSWORTH, marketing director.

Highest 30 Sec. Rate: \$850.

City of License: Bellingham. ADI: Seattle-Tacoma. Rank: 15.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WASHINGTON			
	Clallam	22,300	21,300	96



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	WASHINGTON			
	Island	20,600	20,100	98
	Jefferson	8,200	7,900	96
	Kitsap	67,900	66,200	98
	San Juan	4,400	4,200	95
	Skagit	28,900	27,800	96
	Snohomish	160,600	156,200	97
Whatcom	46,600	44,700	96	
Between 5-24%	WASHINGTON			
	Chelan	21,200	20,300	96
	King	590,400	569,800	97
Totals		971,100	938,500	97
Net Weekly Circulation (1990)				242,600
Average Daily Circulation (1990)				77,100

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: Morgan Murphy Stations (Group Owner).

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.

NEIL BENNETT, chief engineer.

THOM SPENCER, news director.

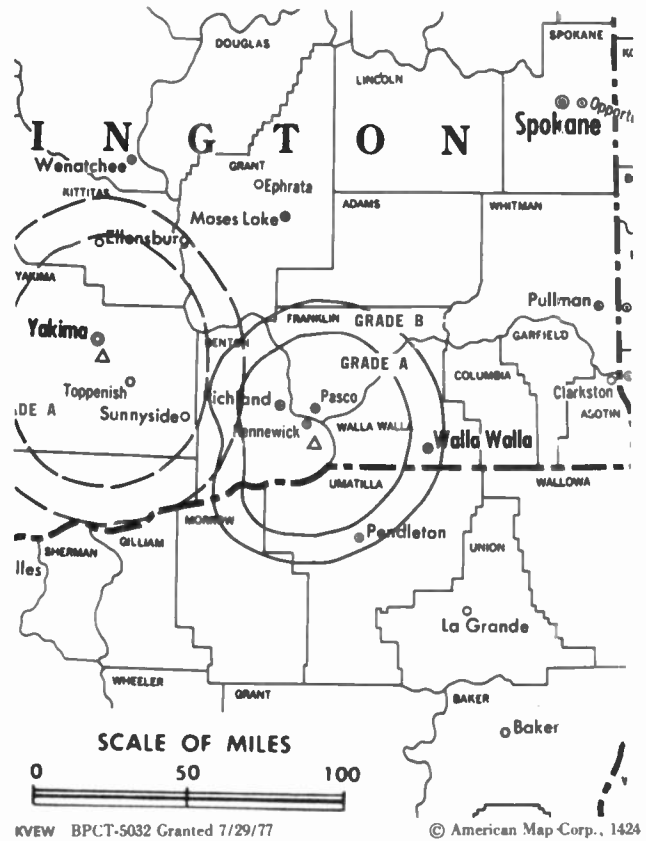
DAVE WILLIAMS, production manager.

Rates: Sold in combination with KAPP, Yakima.

City of License: Kennewick. ADI: Yakima. Rank: 126.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 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	21,900	20,500	94
	WASHINGTON			
	Benton	40,200	39,000	97
	Columbia	1,600	1,500	94
	Franklin	13,300	12,900	97
	Walla Walla	18,200	17,100	94



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	WASHINGTON			
	Adams	5,300	5,100	96
Between 5-24%	OREGON			
	Sherman	800	800	100
Totals	WASHINGTON			
	Grant	20,500	19,700	96
Totals		125,600	120,100	96
Net Weekly Circulation (1990)				77,900
Average Daily Circulation (1990)				41,200

There is no more visible place for your advertising message than the pages of the **Television & Cable Factbook**

Washington—Pasco-Kennewick-Richland

KEPR-TV

Ch. 19

(Associated with KIMA-TV, Yakima)

Network Service: CBS.

Licensee: Retlaw Enterprises Inc., Box 702, Yakima, WA 98907.

Studio: 2807 W. Lewis, Pasco, WA 99301.

Telephone: 509-547-0547.

Technical Facilities: Channel No. 19 (500-506 MHz). Authorized power: 490-kw max. & 380-kw horizontal visual, 88.3-kw max. & 69.2-kw horizontal aural. Antenna: 1250-ft. above av. terrain, 351-ft. above ground, 2394-ft. above sea level.

Latitude 46° 05' 48"
Longitude 119° 11' 36"

Transmitter: Johnson Butte, Horse Heaven Hills, 8-mi. SW of Kennewick.

Satellite Earth Station: Harris, 7.1-meter; Harris, Scientific-Atlanta receivers.

News Services: AP, CBS, Group W Newsfeed.

Ownership: Retlaw Enterprises Inc. (Group Owner).

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.

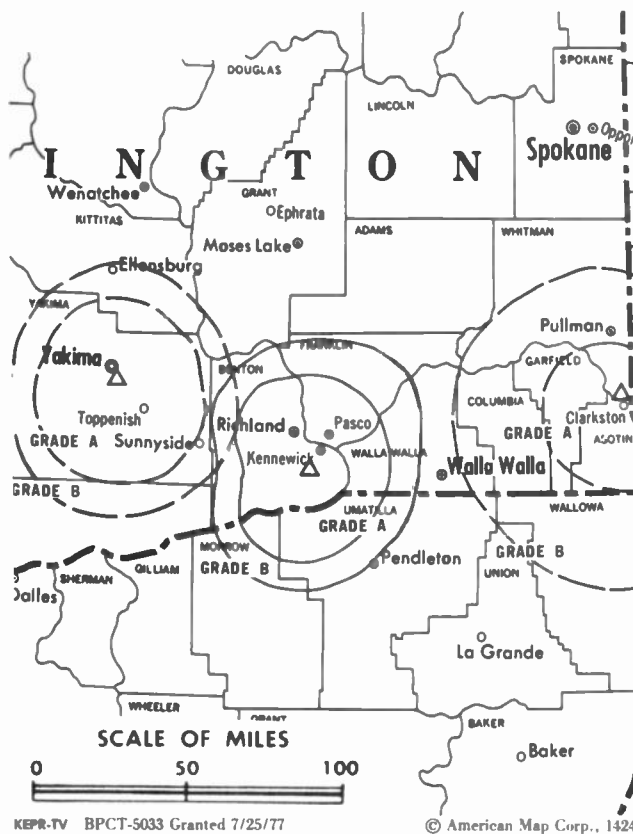
DON ECKIS, chief engineer.

Rates: Sold in combination with KIMA-TV, Yakima.

City of License: Pasco. ADI: Yakima. Rank: 126.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 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	21,900	20,500	94
	WASHINGTON			
	Benton	40,200	39,000	97
Franklin	13,300	12,900	97	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Walla Walla	18,200	17,100	94
Between 25-49%	WASHINGTON			
	Adams	5,300	5,100	96
Between 5-24%	OREGON			
	Sherman	800	800	100
	Wheeler	700	700	100
	WASHINGTON			
	Columbia	1,600	1,500	94
	Grant	20,500	19,700	96
Totals		126,300	120,800	96
Net Weekly Circulation (1990)				77,800
Average Daily Circulation (1990)				42,600

Washington—Richland-Pasco-Kennewick

KNDU

Ch. 25

Satellite of KNDU, 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. Fax: 509-783-3746.

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, 5.1-meter; Microdyne, 3.7-meter; M/A-Com, Microdyne receivers.

News Services: AP, NBC.

Ownership: Farragut Communications Inc. (Group Owner).

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.
DALE CHANEY, general sales manager.
CHRISTINE BROWN, news director.
RITA LOCKHART, program director.
ROBERT MANDERVILLE, promotion director.
ED LYON, chief engineer.

Rates: Sold separately or in combination with KNDU, Yakima.

City of License: Richland. ADI: Yakima. Rank: 126.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 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	21,900	20,500	94
	WASHINGTON			
Benton	40,200	39,000	97	
Franklin	13,300	12,900	97	
Walla Walla	18,200	17,100	94	



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	OREGON			
	Wheeler	700	700	100
	WASHINGTON			
	Adams	5,300	5,100	96
Between 5-24%	WASHINGTON			
	Columbia	1,600	1,500	94
	Grant	20,500	19,700	96
Totals		125,500	120,000	96
Net Weekly Circulation (1990)				80,500
Average Daily Circulation (1990)				45,700

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

Call Information Marketing Services
703-821-8130

Washington—Seattle

KING-TV

Ch. 5

Network Service: NBC.

Licensee: King Broadcasting Co., 333 Dexter N., Seattle, WA 98109.

Studio: 333 Dexter Ave. N., Seattle, WA 98109.

Mailing Address: Box 24525, Seattle, WA 98124.

Telephone: 206-448-5555. TWX: 910-444-2010. Fax: 206-448-6351.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 15.1-kw aural. Antenna: 820-ft. above av. terrain, 570-ft. above ground, 1000-ft. above sea level.

Latitude 47° 37' 55"
Longitude 122° 20' 59"

Requests CP for change to 1142-ft. above av. terrain, 896-ft. above ground, 1290-ft. above sea level. BPCT-870811KG.

Transmitter: 301 Galer St.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Scientific-Atlanta, 7-meter; Scientific-Atlanta, 5-meter; Harris, Scientific-Atlanta receivers.

AM Affiliate: KING, 50-kw, 1090 kHz.

FM Affiliate: KING-FM, 100-kw, 98.1 MHz (No. 251), 700-ft.

News Services: AP, NBC, UPI.

Ownership: King Broadcasting Co. (Group Owner).

Began Operation: November 25, 1948 as KRSC-TV. Sold to present licensee August 1949 (Television Digest, Vol. 5:20, 23, 30).

Represented (sales): Blair Television.

Represented (legal): Fletcher, Heald & Hildreth.

Represented (engineering): Hammett & Edison Inc.

Personnel:

STEVEN CLIFFORD, president, King Broadcasting Co.
SUZANNE SORKNES, vice president, corporate & legal, secretary, King Bcstg.
ERIC S. BREMNER, president, broadcasting, King Broadcasting Co.
RICK BLANGIARDI, vice president & general manager.
JOHN WASHINGTON, general sales manager.
RICK MOELLER, national sales manager.
ROBERT JORDAN, news director.
CRAIG SMITH, program director.
MARVIN DANIELSKI, director of marketing.
ULI HALLER, business manager.
JAMES HEACOCK, operations manager.
TYRONE MORTENSEN, chief engineer.

Highest 30 Sec. Rate: \$9000.

NETWORK BASE HOURLY RATE: \$1700.

City of License: Seattle. ADI: Seattle-Tacoma. Rank: 15.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WASHINGTON			
	Chelan	21,200	20,300	96
	Clallam	22,300	21,300	96
	Grays Harbor	25,300	23,700	94



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Island	20,600	20,100	98
	Jefferson	8,200	7,900	96
	King	590,400	569,800	97
	Kitsap	67,900	66,200	98
	Kittitas West	2,100	2,000	95
	Lewis	22,900	21,800	95
	Mason	14,800	14,400	97
	Pacific	7,500	7,000	93
	Pierce	213,500	208,100	97
	San Juan	4,400	4,200	95
	Skagit	28,900	27,800	96
	Snohomish	160,600	156,200	97
Thurston	62,300	60,600	97	
Whatcom	46,600	44,700	96	
Between 25-49%	OREGON			
	Clatsop	13,000	12,300	95
	WASHINGTON			
	Cowlitz	31,300	30,300	97
	Douglas	9,800	9,500	97
Grant	20,500	19,700	96	
Kittitas East	7,900	7,400	94	
Between 5-24%	WASHINGTON			
	Adams	5,300	5,100	96
	Klickitat	6,300	5,900	94
Wahkiakum	1,400	1,300	93	
Totals		1,415,000	1,367,600	97
Net Weekly Circulation (1990)			1,143,200	
Average Daily Circulation (1990)			640,000	

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., (Group Owner).

Began Operation: February 8, 1958. Sale of control to present owner by Saul Haas and associates approved by FCC Dec. 17, 1963 (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.

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.

CHARLES MORRIS, engineering 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 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WASHINGTON			
	Chelan	21,200	20,300	96
	Clallam	22,300	21,300	96
	Grays Harbor	25,300	23,700	94
	Island	20,600	20,100	98
	Jefferson	8,200	7,900	96
	King	590,400	569,800	97
	Kitsap	67,900	66,200	98
	Kititas West	2,100	2,000	95
	Lewis	22,900	21,800	95
	Mason	14,800	14,400	97
	Pacific	7,500	7,000	93
	Pierce	213,500	208,100	97
Between 25-49%	WASHINGTON			
	Douglas	9,800	9,500	97
	Grant	20,500	19,700	96
Between 5-24%	WASHINGTON			
	Adams	5,300	5,100	96
	Cowlitz	31,300	30,300	97
Totals		1,394,300	1,348,100	97
Net Weekly Circulation (1990)				1,052,900
Average Daily Circulation (1990)				552,500

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. (Group Owner).

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): du Treil, Lundin & Rackley.

Personnel:

JOHN BEHNKE, president & chief executive officer.
JAY W. GIESA, executive vice president, administration & secretary.
ED LACKNER, vice president, corporate affairs.
PATRICK SCOTT, vice president & general manager.
PHELPS FISHER, vice president & director of marketing.
DON WILKINSON, vice president & director of engineering.
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.
DEBORAH JOHNSON, promotion manager.
JACK BARNES, chief engineer.
JOHN ULMAN, controller.
CAROLE AARON, marketing research director.

Highest 30 Sec. Rate: \$7500.

NETWORK BASE HOURLY RATE: \$2200.

City of License: Seattle. **ADI:** Seattle-Tacoma. **Rank:** 15.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WASHINGTON Chelan	21,200	20,300	96



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Clallam	22,300	21,300	96
	Grays Harbor	25,300	23,700	94
	Island	20,600	20,100	98
	Jefferson	8,200	7,900	96
	King	590,400	569,800	97
	Kitsap	67,900	66,200	98
	Kittitas West	2,100	2,000	95
	Lewis	22,900	21,800	95
	Mason	14,800	14,400	97
	Pacific	7,500	7,000	93
	Pierce	213,500	208,100	97
	San Juan	4,400	4,200	95
	Skagit	28,900	27,800	96
Snohomish	160,600	156,200	97	
Thurston	62,300	60,600	97	
Whatcom	46,600	44,700	96	
Between 25-49%	OREGON Clatsop	13,000	12,300	95
	WASHINGTON Cowlitz	31,300	30,300	97
	Douglas	9,800	9,500	97
	Kittitas East	7,900	7,400	94
Between 5-24%	WASHINGTON Grant	20,500	19,700	96
	Klickitat	6,300	5,900	94
	Wahkiakum	1,400	1,300	93
Totals		1,409,700	1,362,500	97
Net Weekly Circulation (1990)				1,108,500
Average Daily Circulation (1990)				630,100

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 av. terrain, 937-ft. above ground, 1349-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; Comtech, 3.8-meter Ku-band; Andrew, M/A-Com, Scientific-Atlanta, Standard Agile Omni receivers.

News Services: AP, CNN.

Ownership: Gaylord Broadcasting Co. (Group Owner).

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.

RAY CLARK, production manager.

PAUL CRITTENDEN, chief engineer.

JACK EDDY, news director.

JIM CUMMINGS, national sales manager.

GREG BILTE, national sales manager.

JOE AGOSTINO, creative services director.

DAVID SALINE, market research manager.

LESLIE DONOVAN, publicist.

BILL McLAIN, public affairs director.

Highest 30 Sec. Rate: \$3000.

City of License: Tacoma. ADI: Seattle-Tacoma. Rank: 15.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WASHINGTON			
	Grays Harbor	25,300	23,700	94
	Island	20,600	20,100	98
	Jefferson	8,200	7,900	96
	King	590,400	569,800	97
	Kitsap	67,900	66,200	98
	Lewis	22,900	21,800	95



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Mason	14,800	14,400	97
	Pierce	213,500	208,100	97
	Skagit	28,900	27,800	96
	Snohomish	160,600	156,200	97
	Thurston	62,300	60,600	97
	Whatcom	46,600	44,700	96
Between 25-49%	IDAHO			
	Kootenai	27,200	26,800	99
	Latah	10,900	10,600	97
	OREGON			
	Clatsop	13,000	12,300	95
	WASHINGTON			
	Benton	40,200	39,000	97
	Chelan	21,200	20,300	96
	Clallam	22,300	21,300	96
	Cowlitz	31,300	30,300	97
Franklin	13,300	12,900	97	
Kittitas West	2,100	2,000	95	
Pacific	7,500	7,000	93	
San Juan	4,400	4,200	95	
Walla Walla	18,200	17,100	94	
Yakima	70,400	67,300	96	
Between 5-24%	WASHINGTON			
	Douglas	9,800	9,500	97
	Klickitat	6,300	5,900	94
	Okanogan	13,000	12,200	94
	Spokane	143,300	138,700	97
	Whitman	15,800	15,100	96
Totals		1,732,200	1,673,800	97
Net Weekly Circulation (1990)				915,200
Average Daily Circulation (1990)				375,800

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"

Requests CP for change to 1191-ft. above av. terrain, 922-ft. above ground, 1309-ft. above sea level, lat. 47° 36' 59", long. 122° 18' 23", transmitter to SW corner of 19th & E. Madison Sts., Seattle. BPCT-900104KF.

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-Com, Scientific-Atlanta receivers.

News Service: CNN.

Ownership: Kelly Broadcasting Co. (Group Owner); Adams Trusts.

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, sales development 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.
- MARK N. LIBBY, marketing manager.
- R. CRAIG BAILEY, art director.
- DON LACY, operations manager.
- LARRY BRANDT, chief engineer.

Rates: On request.

City of License: Tacoma. ADI: Seattle-Tacoma. Rank: 15.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.



KCPQ BPCT-900104KF Granted 9/20/90 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WASHINGTON			
	Grays Harbor	25,300	23,700	94
	Island	20,600	20,100	98
	King	590,400	569,800	97
	Kitsap	67,900	66,200	98
	Lewis	22,900	21,800	95
	Mason	14,800	14,400	97
	Pierce	213,500	208,100	97
	Skagit	28,900	27,800	96
	Snohomish	160,600	156,200	97
Thurston	62,300	60,600	97	
Between 25-49%	WASHINGTON			
	Chelan	21,200	20,300	96
	Clallam	22,300	21,300	96
	Cowlitz	31,300	30,300	97
	Jefferson	8,200	7,900	96
	Pacific	7,500	7,000	93
	San Juan	4,400	4,200	95
Whatcom	46,600	44,700	96	
Between 5-24%	WASHINGTON			
	Douglas	9,800	9,500	97
Totals		1,358,500	1,313,900	97
Net Weekly Circulation (1990)				762,300
Average Daily Circulation (1990)				312,900

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. (Group Owner).

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 & chief engineer.

MARY JANE ALLEN, news director.

KENNY WITKOE, program director.

Highest 30 Sec. Rate: \$77.



Arbitron Data: Not available.

City of License: Tacoma. ADI: Seattle-Tacoma. Rank: 15.

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"

Holds CP for change to 1200-ft. above terrain, 909-ft. above ground, 1319-ft. above sea level. BPCT-89021KE.

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: Dudley Communications Corp. (Group Owner).

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; 30:3).

Represented (sales): Sektel Inc.

Represented (legal): Arter & Hadden.

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

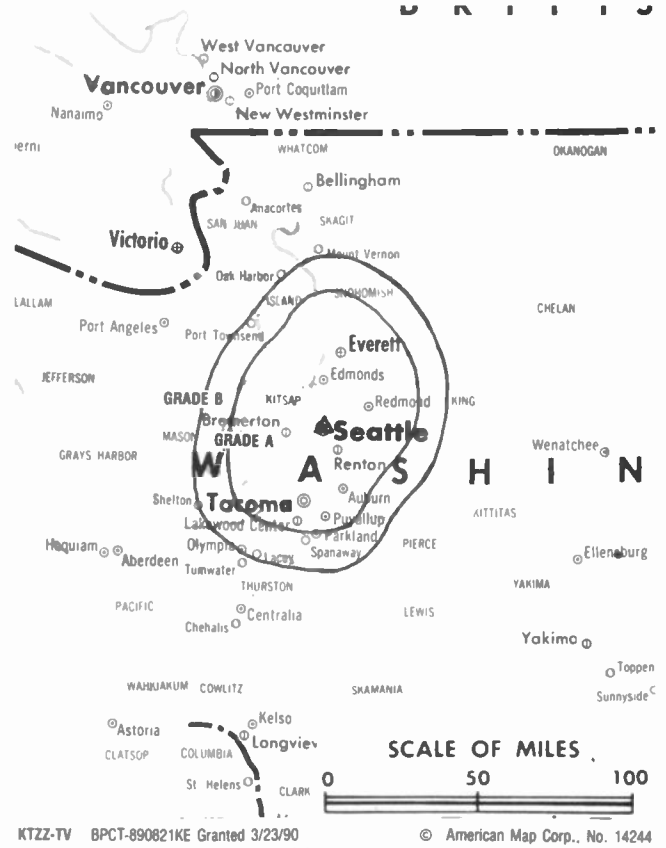
Personnel:

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 30 Sec. Rate: \$2000.

City of License: Seattle. **ADI:** Seattle-Tacoma. **Rank:** 15.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	WASHINGTON			
	Kitsap	67,900	66,200	98
	Pierce	213,500	208,100	97
Between 5-24%	WASHINGTON			
	Grays Harbor	25,300	23,700	94
	Jefferson	8,200	7,900	96
	King	590,400	569,800	97
	Lewis	22,900	21,800	95
	Mason	14,800	14,400	97
	Snohomish	160,600	156,200	97
Thurston	62,300	60,600	97	
Totals		1,165,900	1,128,700	97
Net Weekly Circulation (1990)			259,300	
Average Daily Circulation (1990)			68,600	

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. BPCT-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: KAYU-TV Partners Ltd.

Began Operation: October 31, 1982. Sale to Bingham Communications by Robert J. Hamacher, et al., approved by FCC Jan. 29, 1988, but never consummated (Television Digest, Vol. 27:42).

Represented (sales): Petry Television Inc.; The Tacher Co. (Seattle & Portland).

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, regional sales manager.

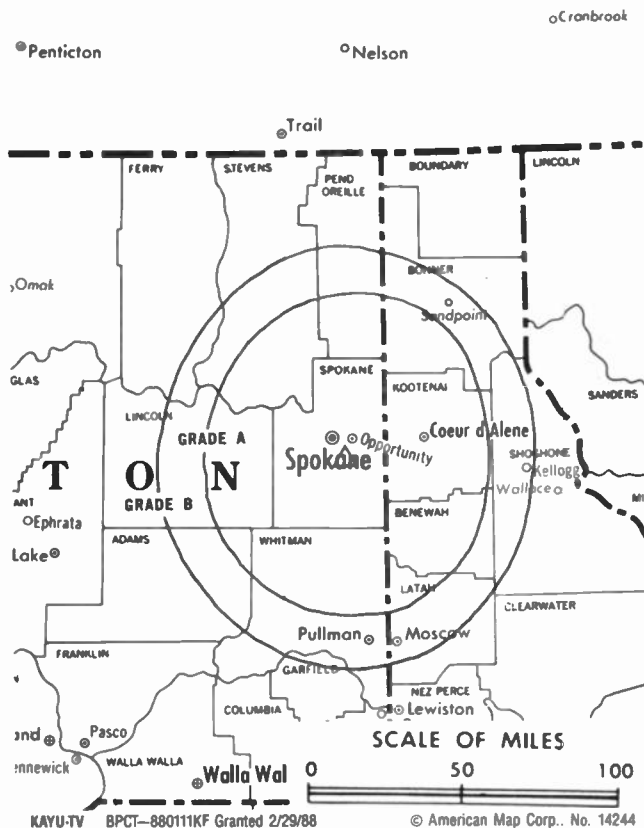
RONALD VALLEY, director of engineering.

Highest 30 Sec. Rate: \$150.

City of License: Spokane. ADI: Spokane. Rank: 77.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WASHINGTON			
	Adams	5,300	5,100	96
	Lincoln	3,800	3,700	97
	Spokane	143,300	138,700	97
Between 25-49%	IDAHO			
	Benewah	3,300	3,200	97
	Bonner	10,500	10,200	97
	Boundary	2,700	2,600	96
	Kootenai	27,200	26,800	99
	Shoshone	6,000	5,900	98
	WASHINGTON			
Columbia	1,600	1,500	94	
Douglas	9,800	9,500	97	
Franklin	13,300	12,900	97	
Garfield	1,000	900	90	
Grant	20,500	19,700	96	



Net Weekly Circulation	State County	Total Households	TV Households	%	
Between 25-49%	Okanogan	13,000	12,200	94	
	Stevens	11,300	10,700	95	
	Walla Walla	18,200	17,100	94	
	Whitman	15,800	15,100	96	
Between 5-24%	IDAHO				
	Latah	10,900	10,600	97	
	Nez Perce	13,200	12,900	98	
OREGON	Umatilla	21,900	20,500	94	
	WASHINGTON				
	Asotin	7,000	6,800	97	
	Benton	40,200	39,000	97	
	Chelan	21,200	20,300	96	
	Ferry	2,100	2,000	95	
	Kititas East	7,900	7,400	94	
	Pend Oreille	3,300	3,200	97	
	Yakima	70,400	67,300	96	
	Totals		504,700	485,800	96
	Net Weekly Circulation (1990)				166,300
Average Daily Circulation (1990)				65,200	

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Television & Cable Factbook

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; Scientific-Atlanta, 7-meter C-band; Vertex, 4.57-meter Ku-band; Harris, 3-meter Ku-band; Harris, M/A-Com, Scientific-Atlanta receivers.

News Services: AP, PR Newswire.

Ownership: KHQ Inc.

Began Operation: December 20, 1952.

Represented (sales): Katz Television.

Represented (legal): Wiley, Rein & Fielding.

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

Personnel:

JACK REBER, president & general manager.

DON CARMICHAEL, operations manager & chief engineer.

DEAN MELL, news director.

LARRY GANTS, program 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 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IDAHO			
	Benewah	3,300	3,200	97
	Bonner	10,500	10,200	97
	Boundary	2,700	2,600	96
	Clearwater	3,400	3,300	97
	Idaho	5,300	5,100	96
	Kootenai	27,200	26,800	99
	Latah	10,900	10,600	97
	Lewis	1,400	1,400	100
	Nez Perce	13,200	12,900	98
	Shoshone	6,000	5,900	98
	MONTANA			
	Lincoln	6,800	6,500	96
	OREGON			
Wallowa	3,000	2,800	93	
WASHINGTON				
Adams	5,300	5,100	96	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Asotin	7,000	6,800	97
	Columbia	1,600	1,500	94
	Douglas	9,800	9,500	97
	Ferry	2,100	2,000	95
	Garfield	1,000	900	90
	Grant	20,500	19,700	96
	Lincoln	3,800	3,700	97
	Okanogan	13,000	12,200	94
	Pend Oreille	3,300	3,200	97
	Spokane	143,300	138,700	97
	Stevens	11,300	10,700	95
	Whitman	15,800	15,100	96
	Between 25-49%	MONTANA		
Cascade		30,700	30,200	98
Flathead		23,900	23,200	97
Glacier		3,800	3,600	95
Hill		6,900	6,700	97
Missoula	32,300	31,300	97	
WASHINGTON	Chehalis	21,200	20,300	96
	Walla Walla	18,200	17,100	94
Between 5-24%	MONTANA			
	Lake	8,400	8,100	97
	Ravalli	10,600	10,300	97
	Sanders	3,900	3,700	95
	Toole	2,300	2,200	96
OREGON	Umatilla	21,900	20,500	94
	Union	8,500	7,900	93
WASHINGTON	Franklin	13,300	12,900	97
Totals		537,400	518,400	96
Net Weekly Circulation (1990)			315,200	
Average Daily Circulation (1990)			177,200	

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 Stations: Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 5.5-meter Ku-band; Scientific-Atlanta, 4.5-meter C-band; Vertex, 4.6-meter Ku-band; M/A-Corn, Scientific-Atlanta, Standard Communications receivers.

News Services: AP, CBS, CNN, UPI.

Ownership: King Broadcasting Co. (Group Owner).

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 KUHS, community relations manager.

ROBERT GRANT, promotion manager.

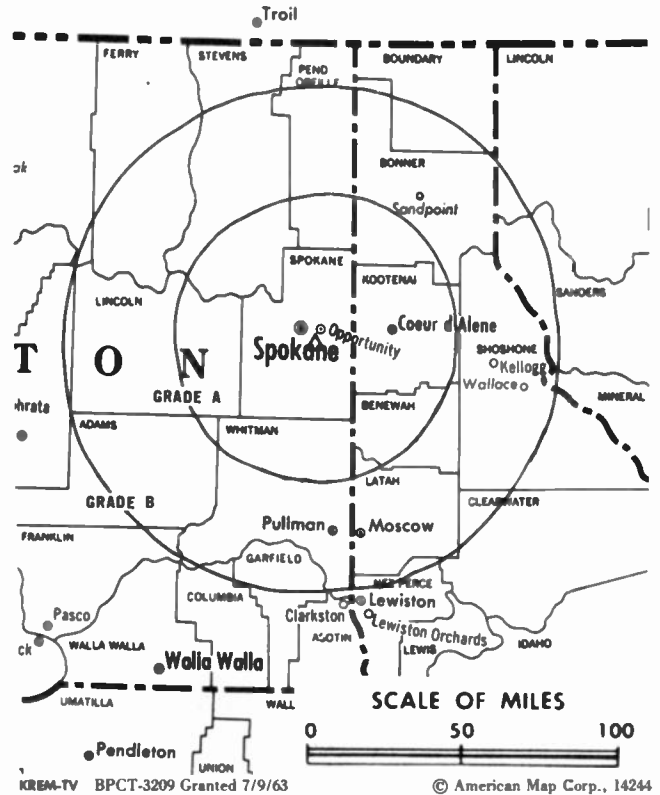
Highest 30 Sec. Rate: \$1000.

NETWORK BASE HOURLY RATE: \$1000.

City of License: Spokane. ADI: Spokane. Rank: 77.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IDAHO			
	Benewah	3,300	3,200	97
	Bonner	10,500	10,200	97
	Boundary	2,700	2,600	96
	Clearwater	3,400	3,300	97
	Idaho	5,300	5,100	96
	Kootenai	27,200	26,800	99
	Latah	10,900	10,600	97
	Lewis	1,400	1,400	100
	Nez Perce	13,200	12,900	98
	Shoshone	6,000	5,900	98
	MONTANA			
	Flathead	23,900	23,200	97
	Lincoln	6,800	6,500	96
OREGON				
Wallowa	3,000	2,800	93	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WASHINGTON			
	Adams	5,300	5,100	96
	Asotin	7,000	6,800	97
	Columbia	1,600	1,500	94
	Douglas	9,800	9,500	97
	Ferry	2,100	2,000	95
	Garfield	1,000	900	90
	Grant	20,500	19,700	96
	Lincoln	3,800	3,700	97
	Okanogan	13,000	12,200	94
	Pend Oreille	3,300	3,200	97
	Spokane	143,300	138,700	97
	Stevens	11,300	10,700	95
	Whitman	15,800	15,100	96
Between 25-49%	MONTANA			
	Cascade	30,700	30,200	98
	Hill	6,900	6,700	97
	Missoula	32,300	31,300	97
	Sanders	3,900	3,700	95
OREGON	Union	8,500	7,900	93
	WASHINGTON			
Chelan	21,200	20,300	96	
Walla Walla	18,200	17,100	94	
Between 5-24%	MONTANA			
	Lake	8,400	8,100	97
	Ravalli	10,600	10,300	97
	OREGON			
	Baker	6,000	5,700	95
Umatilla	21,900	20,500	94	
WASHINGTON				
Franklin	13,300	12,900	97	
Totals		537,300	518,300	96
Net Weekly Circulation (1990)			320,800	
Average Daily Circulation (1990)			186,900	

Washington—Spokane

KXLY-TV

Ch. 4

Network Service: ABC.

Licensee: Spokane TV Inc., West 500 Boone Ave., Spokane, WA 99201.

Studio: West 500 Boone Ave., Spokane, WA 99201.

Telephone: 509-328-9084. 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; Avartek, 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, NWS.

Ownership: Morgan Murphy Stations (Group Owner).

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.

EILEEN McKINNON, program director.

BETH YEAGER, promotion manager.

STEVE JOHNSON, news director.

ED WALSH, business manager.

DONALD POPE, director of engineering.

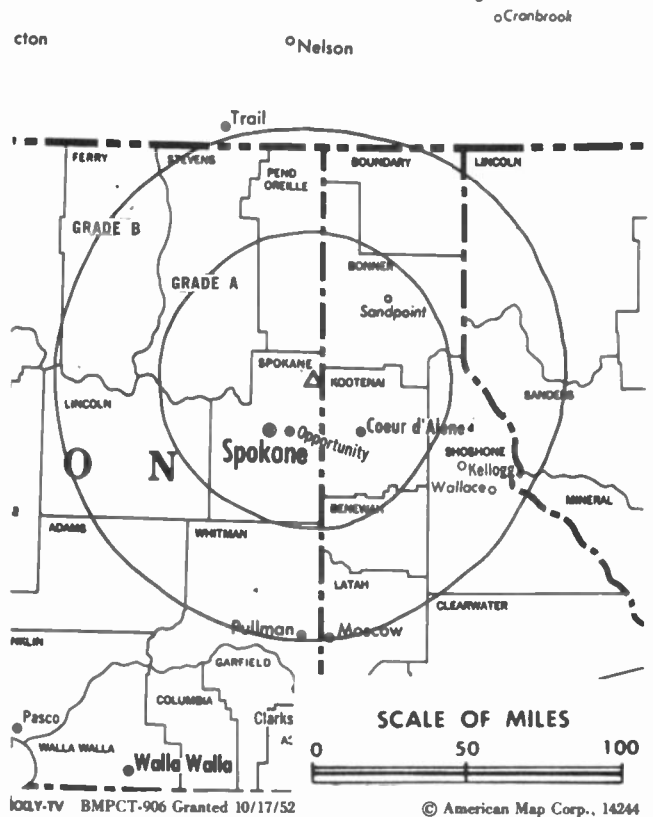
Highest 30 Sec. Rate: \$600.

NETWORK BASE HOURLY RATE: \$675.

City of License: Spokane. ADI: Spokane. Rank: 77.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IDAHO			
	Bonewah	3,300	3,200	97
	Bonner	10,500	10,200	97
	Boundary	2,700	2,600	96
	Clearwater	3,400	3,300	97
	Idaho	5,300	5,100	96
	Kootenai	27,200	26,800	99
	Latah	10,900	10,600	97
	Lewis	1,400	1,400	100
	Nez Perce	13,200	12,900	98
	Shoshone	6,000	5,900	98
	MONTANA			
	Flathead	23,900	23,200	97
	Sanders	3,900	3,700	95
	OREGON			
	Wallowa	3,000	2,800	93
	WASHINGTON			
Adams	5,300	5,100	96	



Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	Asotin	7,000	6,800	97	
	Douglas	9,800	9,500	97	
	Ferry	2,100	2,000	95	
	Garfield	1,000	900	90	
	Grant	20,500	19,700	96	
	Lincoln	3,800	3,700	97	
	Okanogan	13,000	12,200	94	
	Pend Oreille	3,300	3,200	97	
	Spokane	143,300	138,700	97	
	Stevens	11,300	10,700	95	
	Whitman	15,800	15,100	96	
	Between 25-49%	MONTANA			
		Cascade	30,700	30,200	98
Glacier		3,800	3,600	95	
Hill		6,900	6,700	97	
Lincoln		6,800	6,500	96	
Missoula		32,300	31,300	97	
Between 5-24%	OREGON				
	Union	8,500	7,900	93	
Totals	WASHINGTON				
	Chelan	21,200	20,300	96	
	Columbia	1,600	1,500	94	
	MONTANA				
	Lake	8,400	8,100	97	
	Ravalli	10,600	10,300	97	
	Toole	2,300	2,200	96	
	OREGON				
	Baker	6,000	5,700	95	
	WASHINGTON				
Franklin	13,300	12,900	97		
Walla Walla	18,200	17,100	94		
Totals		521,500	503,600	97	
Net Weekly Circulation (1990)			319,300		
Average Daily Circulation (1990)			179,300		

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: Columbia River Television Inc.

Began Operation: October 1, 1983.

Represented (sales): Petry Television Inc.

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

Represented (engineering): Hammitt & Edison Inc.

Personnel:

JACK F. MATRANGA, general manager.

WALT ADLER, general sales manager.

DALE COLOMA, local sales manager.

DENNIS UPDEGRAFF, program director.

LINDA BEZILA, business manager.

SALLY KNOWLTON, marketing director.

DENNIS BEAUCHAMP, chief engineer.

Rates: On request.

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

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OREGON			
	Clackamas	96,600	93,400	97
	Washington	111,200	108,700	98
	WASHINGTON			
	Clark	82,900	80,800	97



KPDX BMPCT—83091SKH Granted 10/29/83

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	OREGON			
	Columbia	13,700	13,200	96
	Hood River	6,400	6,000	94
	Marion	83,600	80,300	96
	Multnomah	243,900	234,900	96
	Polk	17,900	17,300	96
	Wasco	8,200	7,700	94
	Yamhill	21,300	20,300	95
Between 5-24%	WASHINGTON			
	Cowlitz	31,300	30,300	97
	OREGON			
	Lincoln	16,100	14,800	92
Linn	33,900	32,600	96	
Tillamook	8,700	8,100	93	
WASHINGTON				
Klickitat	6,300	5,900	94	
Totals		782,000	754,300	96
Net Weekly Circulation (1990)			352,300	
Average Daily Circulation (1990)			132,800	

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: RCA, 8-meter Ku-band; M/A-Corn, 4-meter C-band; M/A-Corn receivers.

News Services: CNN, INN, UPI.

Ownership: Bingham Communications Group Ltd. Partnership.

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:

R. CRAIG MONSON, general manager.

WES OLINGER, general & local sales manager.

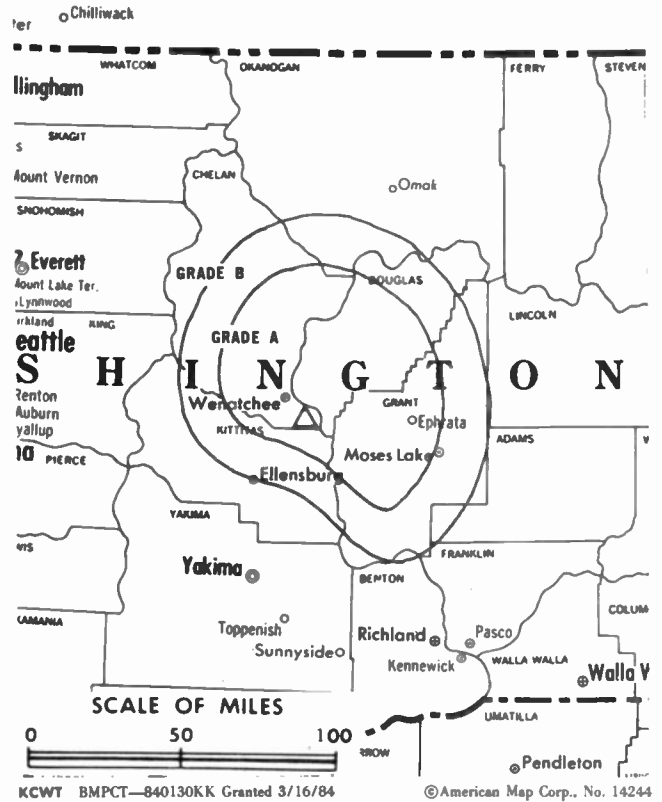
CHRISTY KUECH, news director.

DAVID MONROE, chief engineer.

Highest 30 Sec. Rate: \$150.

City of License: Wenatchee. ADI: Spokane. Rank: 77.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	HINGTON			
	Chelan	21,200	20,300	96
	Douglas	9,800	9,500	97
	Grant	20,500	19,700	96
Between 5-24%	WASHINGTON			
	Kititas East	7,900	7,400	94
	Okanogan	13,000	12,200	94
Totals		72,400	69,100	95
Net Weekly Circulation (1990)			21,800	
Average Daily Circulation (1990)			8,200	

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: Morgan Murphy Stations (Group Owner).

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.

JUDY ERNESTI, national/regional sales manager.

SHANE PIERONE, local sales manager.

D. W. CLARK, production manager.

JULIA CLARK, promotion director.

DAVE ETTL, news director.

BOB COUCHMAN, chief engineer.

Rates: On request.

NETWORK BASE HOURLY RATE: \$350.

City of License: Yakima. ADI: Yakima. Rank: 126.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WASHINGTON Kittitas East	7,900	7,400	94
	Yakima	70,400	67,300	96
Between 5-24%	WASHINGTON Benton	40,200	39,000	97
	Kittitas West	2,100	2,000	95
Totals		120,600	115,700	96
Net Weekly Circulation (1990)			70,000	
Average Daily Circulation (1990)			42,200	

Washington—Yakima

KIMA-TV

Ch. 29

(Also operates satellites 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: Scientific-Atlanta, 7-meter C-band; Harris, 6.1-meter C-band; RCA, 4.6-meter Ku-band; Scientific-Atlanta, 4.6-meter C-band; Harris, M/A-Com, Scientific-Atlanta receivers.

News Services: AP, CBS, Group W Newsfeed.

Ownership: Retlaw Enterprises Inc. (Group Owner).

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 Firmways Inc. approved by FCC Aug. 30, 1972 (Vol. 12:4). Previously, merger of Firmways 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.

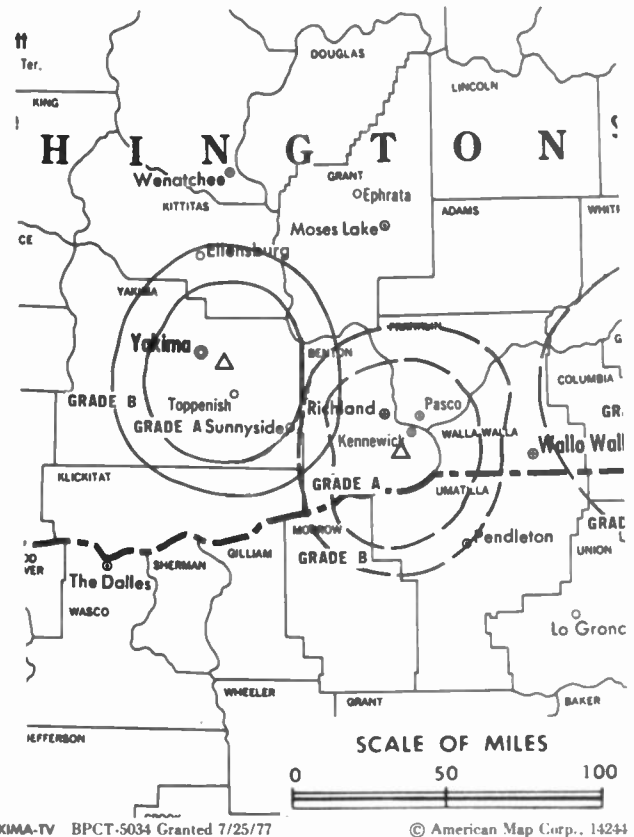
Personnel:

KEN MESSER, general manager.
 MARK METZGER, general sales manager.
 T. J. CLOSE, news director.
 STU SEIBEL, program director.
 CARY SEWARD, promotion director.
 CLIFF GRADY, chief engineer.

Highest 30 Sec. Rate: \$650.

Rates: Include KEPR-TV, Pasco, WA & KLEW-TV, Lewiston, ID.

NETWORK BASE HOURLY RATE: \$810.



City of License: Yakima. ADI: Yakima. Rank: 126.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WASHINGTON Kittitas East	7,900	7,400	94
	Yakima	70,400	67,300	96
Between 5-24%	WASHINGTON Benton	40,200	39,000	97
	Kittitas West	2,100	2,000	95
Totals		120,600	115,700	96
Net Weekly Circulation (1990)				71,000
Average Daily Circulation (1990)				43,900

Washington—Yakima

KNDO

Ch. 23

(Also operates satellite KNDU, Richland-Pasco-Kennecook, WA)

Network Service: NBC.

Licensee: Columbia Empire Bcstg. Corp., a Delaware Corp, 1608 S. 24th Ave., Yakima, WA 98901.

Studio: 1608 S. 24th Ave., Yakima, WA 98901.

Telephone: 509-248-2300. Fax: 509-575-0266.

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; Microdyne, 3.7-meter; Harris, 3.1-meter; Harris, M/A-Com receivers.

News Services: AP, NBC.

Ownership: Farragut Communications Inc. (Group Owner).

Began Operation: October 15, 1959. Sale to Hugh E. Davis, et al., by Ralph Tronsrud approved by FCC Feb. 1, 1961 (Television Digest, Vol. 16:34; 17:6). FCC approved sale to Farragut Communications Jan. 29, 1988 (Vol. 27:51).

Represented (sales): Seltel Inc.; Art Moore Inc. (Northwest).

Represented (legal): Wiley, Rein & Fielding.

Personnel:

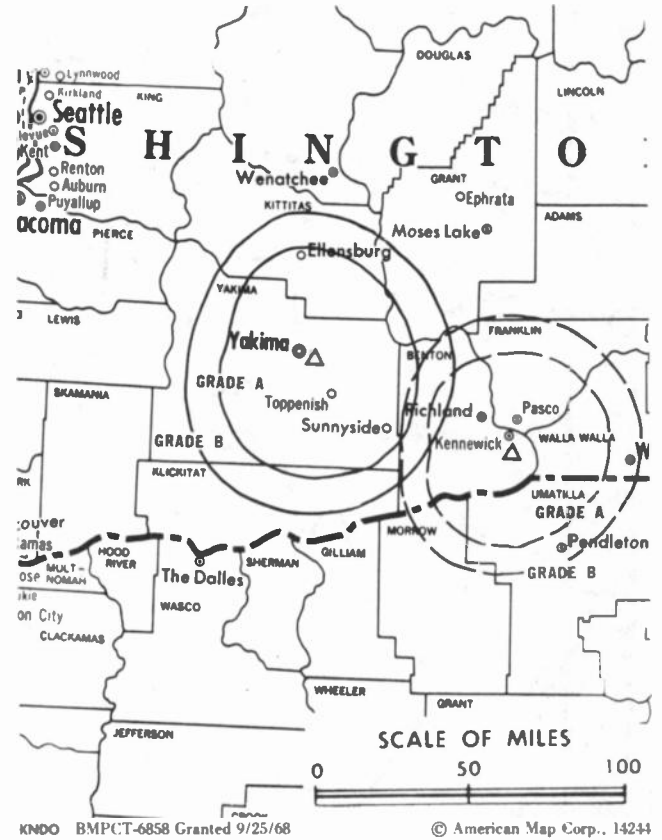
ELLIOT KLEEMAN, general manager.
DALE CHANEY, general sales manager.
ROGER GADLEY, news director.
RITA LOCKHART, program director.
JIM LEWIS, community affairs director.
ROBERT MANDERVILLE, promotion director.
DOUG DIETRICH, business manager.
WAYNE WHITAKER, director of engineering.

Rates: On request.

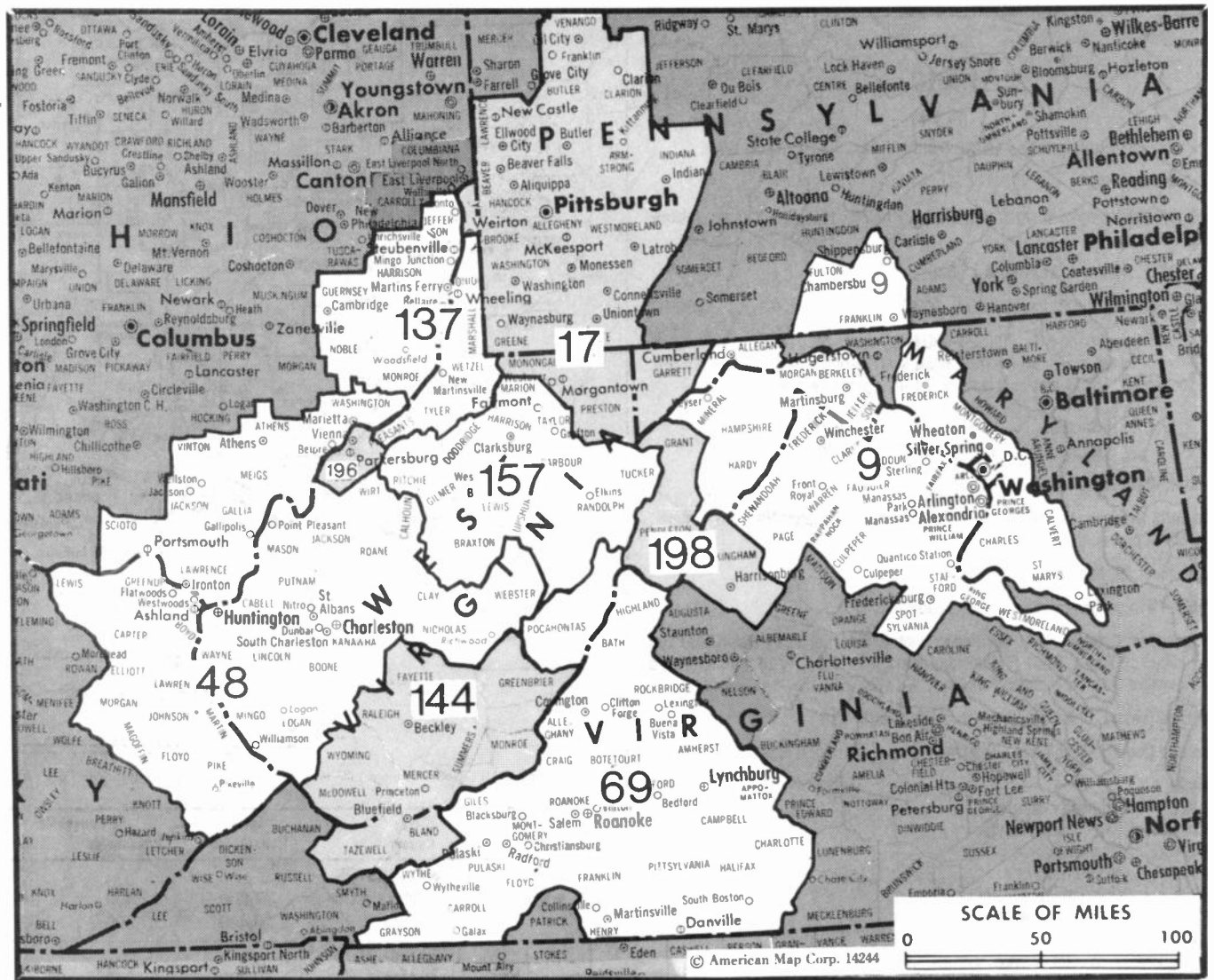
NETWORK BASE HOURLY RATE: \$600.

City of License: Yakima. ADI: Yakima. Rank: 126.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WASHINGTON			
	Kittitas East	7,900	7,400	94
	Yakima	70,400	67,300	96
Between 5-24%	WASHINGTON			
	Benton	40,200	39,000	97
	Franklin	13,300	12,900	97
	Kittitas West	2,100	2,000	95
Totals		133,900	128,600	96
Net Weekly Circulation (1990)				71,800
Average Daily Circulation (1990)				44,300



Market	Arbitron AOI TV Households	Rank	Market Area Commercial TV Stations
Washington, DC	1,701,700	9	WDCA-TV (20), WFTY (50), WJLA-TV (7), WRC-TV (4), WTKK (66), WTTG (5), WUSA (9)
Pittsburgh, PA	1,165,500	17	KDKA-TV (2), WPCB-TV (40), WPGH-TV (53), WPTT-TV (22), WPXI (11), WTAE-TV (4)
Charleston-Huntington, WV	518,800	48	WCHS-TV (8), WOWK-TV (13), WSAZ-TV (3), WTSF (61), WVAH-TV (11)
Roanoke-Lynchburg, VA	368,200	69	WDBJ (7), WEFC (38), WJPR (21), WSET-TV (13), WSLs-TV (10), WVFT (27)
Wheeling, WV-Stuebenville, OH	156,100	137	WTOV-TV (9), WTRF-TV (7)
Bluefield-Beckley-Oak Hill, WV	150,200	144	WOAY-TV (4), WVVA (6)
Clarksburg-Weston, WV	111,500	157	WBOY-TV (12), WDTV (5), WLYJ (46)
Parkersburg, WV	36,200	196	WTAP-TV (15)
Harrisonburg, VA	35,900	198	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, 1990

	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. 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: 3.9-meter Ku-band.

News Services: AP, NBC.

Ownership: Quincy Broadcasting Co. (Group Owner).

Began Operation: July 31, 1955. Sale to present owner by Daily Telegraph Printing Co. approved by FCC April 9, 1979.

Represented (sales): Petry Television Inc.

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

Represented (engineering): Lohnes & Culver.

Personnel:

CHARLES WEBB, vice president & general manager.

MERRY EWING, sales manager.

KENNETH DICK, chief engineer.

BILL HUFFMAN, news director.

JAMES RIFFE, 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 1/1/90. TV Homes, TV% and Circulation ©1990 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	17,500	17,300	99
	WEST VIRGINIA			
	Fayette	20,900	20,700	99
	Greenbrier	14,500	14,200	98
	Mc Dowell	15,800	15,600	98
	Mercer	27,300	27,000	99
	Monroe	5,000	4,800	97
	Pocahontas	3,800	3,600	96



WVVA BPCT-1515 Granted 10/20/54

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Raleigh	32,300	31,900	99
	Summers	5,300	5,100	97
	Wyoming	11,900	11,700	98
Between 25-49%	VIRGINIA			
	Buchanan	12,100	11,800	98
Between 5-24%	VIRGINIA			
	Wythe	9,600	9,500	98
	WEST VIRGINIA			
	Bath	1,900	1,900	100
	Carroll	9,600	9,400	98
	Giles	6,300	6,200	98
	Highland	1,100	1,100	100
	Pulaski	12,800	12,600	99
	Russell	11,900	11,700	98
	Smyth	11,800	11,700	99
Totals	WEST VIRGINIA			
	Boone	11,000	10,900	99
	Clay	4,200	4,100	98
	Logan	17,500	17,300	99
	Mingo	12,600	12,400	98
	Nicholas	10,600	10,500	99
Totals		289,500	285,100	98
Net Weekly Circulation (1990)				154,700
Average Daily Circulation (1990)				98,800

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 C-band; Avartek, M/A-Corn, Scientific-Atlanta receivers.

News Service: AP.

Ownership: Heritage Media Corp. (Group Owner).

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 30 Sec. Rate: \$2000.

City of License: Charleston. ADI: Charleston-Huntington. Rank: 48.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KENTUCKY			
	Boyd	20,300	20,200	100
	Carter	8,900	8,800	99
	Elliott	2,500	2,500	100
	Floyd	18,600	18,300	99
	Greenup	13,400	13,300	99
	Johnson	9,100	9,000	99
	Lawrence	5,200	5,200	99
	Magoffin	5,000	4,900	98
	Martin	4,600	4,500	98
	Pike	29,300	28,900	99
	OHIO			
	Athens	20,000	19,400	97
	Gallia	11,100	10,800	97
	Jackson	11,300	11,100	98
	Lawrence	23,600	23,200	98
	Meigs	9,200	9,000	98
Scioto	30,500	29,900	98	
Vinton	4,400	4,300	98	
Washington	24,200	23,600	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WEST VIRGINIA			
	Boone	11,000	10,900	99
	Braxton	5,500	5,400	98
	Cabell	42,000	41,800	99
	Clay	4,200	4,100	98
	Fayette	20,900	20,700	99
	Jackson	9,700	9,600	99
	Kanawha	90,400	89,700	99
	Lincoln	8,000	7,900	99
	Logan	17,500	17,300	99
	Mc Dowell	15,800	15,600	98
	Mason	10,000	9,900	99
	Mingo	12,600	12,400	98
	Nicholas	10,600	10,500	99
	Pleasants	2,900	2,900	100
	Putnam	16,600	16,500	99
	Raleigh	32,300	31,900	99
	Roane	5,500	5,400	98
	Wayne	17,000	16,800	99
	Webster	4,500	4,400	98
Wirt	1,800	1,800	100	
Wood	36,200	35,800	99	
Wyoming	11,900	11,700	98	
Between 25-49%	KENTUCKY			
	Morgan	4,200	4,100	98
	WEST VIRGINIA			
Calhoun	3,400	3,300	97	
Gilmer	3,000	3,000	98	
(Continued on page A-1226)				
Totals		775,400	764,400	99
Net Weekly Circulation (1990)				502,800
Average Daily Circulation (1990)				271,800

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.

Charleston Bureau: 1601 Kanawha Blvd. W, Suite 201, Charleston, WV 25312.

Mailing Address: Box 13, Huntington, WV 25706-0013.

Telephones: 304-525-7661, Huntington; 304-366-0363, Charleston.

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.

Multichannel TV Sound: Stereo only.

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-Corn receivers.

SNG Mobile Dish: 2.5-meter Ku-band.

News Services: AP, CBS, CNN.

Ownership: Gateway Communications Inc. (Group Owner).

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): Bishop, Cook, Purcell & Reynolds.

Represented (engineering): Smith & Powstenko.

Personnel:

STEPHEN W. DANT, vice president & general manager.
LEO M. MacCOURTNEY, vice president for community relations.
GREGORY A. ZEIGER, general sales manager.
ANDREW FOOTO, national & regional sales manager.
PAUL DICKER, program director.
BRIAN PETERSON, news director.
BOB WILLIS, marketing director.
AL GROSSNIKLAUS, chief engineer.

Highest 30 Sec. Rate: \$1200.

NETWORK BASE HOURLY RATE: \$1450.

City of License: Huntington. ADI: Charleston-Huntington. Rank: 48.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KENTUCKY			
	Boyd	20,300	20,200	100
	Carter	8,900	8,800	99
	Elliott	2,500	2,500	100
	Floyd	18,600	18,300	99
	Greenup	13,400	13,300	99
	Johnson	9,100	9,000	99
	Lawrence	5,200	5,200	99
	Magoffin	5,000	4,900	98
	Martin	4,600	4,500	98
	OHIO			
	Athens	20,000	19,400	97



WOWK-TV BMPCT-7566 Granted 2/3/75

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Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	Gallia	11,100	10,800	97	
	Jackson	11,300	11,100	98	
	Lawrence	23,600	23,200	98	
	Meigs	9,200	9,000	98	
	Scioto	30,500	29,900	98	
	Vinton	4,400	4,300	98	
	Washington	24,200	23,600	98	
	WEST VIRGINIA				
	Boone	11,000	10,900	99	
	Cabell	42,000	41,800	99	
Clay	4,200	4,100	98		
Fayette	20,900	20,700	99		
Jackson	9,700	9,600	99		
Kanawha	90,400	89,700	99		
Lincoln	8,000	7,900	99		
Logan	17,500	17,300	99		
Mc Dowell	15,800	15,600	98		
Mason	10,000	9,900	99		
Mingo	12,600	12,400	98		
Nicholas	10,600	10,500	99		
Putnam	16,600	16,500	99		
Raleigh	32,300	31,900	99		
Roane	5,500	5,400	98		
Wayne	17,000	16,800	99		
Wirt	1,800	1,800	100		
Wood	36,200	35,800	99		
Wyoming	11,900	11,700	98		

(Continued on page A-1226)

Totals	727,600	717,500	99
Net Weekly Circulation (1990)		472,900	
Average Daily Circulation (1990)		250,300	

West Virginia—Huntington-Charleston

WSAZ-TV

Ch. 3

Network Service: NBC.

Licensee: Lee Enterprises Inc., WSAZ Bldg., 645 Fifth Ave., Huntington, WV 25701.

Studio: 645 Fifth Ave., Huntington, WV 25701.

Studio: 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: 42.7-kw visual, 6.92-kw aural. Antenna: Circularly polarized, 1274-ft. above 'av. terrain, 1009-ft. above ground, 2020-ft. above sea level.

Latitude 38° 30' 34"
Longitude 82° 13' 09"

Transmitter: Barker's Ridge, WV.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive SatCom, 5.5-meter C-band; Pinzone, 5-meter C-band; 5-meter Ku-band; DX Engineering, Harris, M/A-Com, Pinzone receivers.

News Services: AP, NBC.

Ownership: Lee Enterprises Inc. (Group Owner).

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.
BILL HAYES, 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.
JACK DEAKIN, production manager.

Highest 30 Sec. Rate: \$3500.

NETWORK BASE HOURLY RATE: \$1700.

City of License: Huntington. ADI: Charleston-Huntington. Rank: 48.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	KENTUCKY				
		Boyd	20,300	20,200	100
		Carter	8,900	8,800	99
		Elliott	2,500	2,500	100
		Floyd	18,600	18,300	99
		Greenup	13,400	13,300	99
		Johnson	9,100	9,000	99
		Lawrence	5,200	5,200	99
		Magoffin	5,000	4,900	98
		Martin	4,600	4,500	98
		Morgan	4,200	4,100	98
		Pike	29,300	28,900	99



WSAZ-TV BPCT-890414KL Granted 6/28/89 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	OHIO				
		Athens	20,000	19,400	97
		Gallia	11,100	10,800	97
		Jackson	11,300	11,100	98
		Lawrence	23,600	23,200	98
		Meigs	9,200	9,000	98
		Pike	9,200	9,000	97
		Scioto	30,500	29,900	98
		Vinton	4,400	4,300	98
		WEST VIRGINIA			
		Boone	11,000	10,900	99
		Braxton	5,500	5,400	98
		Cabell	42,000	41,800	99
		Calhoun	3,400	3,300	97
		Clay	4,200	4,100	98
		Fayette	20,900	20,700	99
		Jackson	9,700	9,600	99
		Kanawha	90,400	89,700	99
		Lincoln	8,000	7,900	99
	Logan	17,500	17,300	99	
	Mc Dowell	15,800	15,600	98	
	Mason	10,000	9,900	99	
	Mingo	12,600	12,400	98	
	Nicholas	10,600	10,500	99	
	Pleasants	2,900	2,900	100	
	Putnam	16,600	16,500	99	
	Roane	5,500	5,400	98	
	Wayne	17,000	16,800	99	
	Wirt	1,800	1,800	100	
Totals		776,400	765,600	99	
Net Weekly Circulation (1990)			544,500		
Average Daily Circulation (1990)			351,200		

(Continued on page A-1226)

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 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 Broadcasting Inc. (Group Owner).

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): Settel Inc.

Represented (legal): Wiley, Rein & Fielding; Goldberg & Spector.

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

Personnel:

BILL WHITE, general manager.

P. J. RYAL, general sales manager.

EDWIN HILL, local & regional sales manager.

GEORGE PARNICZA, chief engineer.

KENNY GONZALEZ, program & promotion director.

BETH BILLUPS, business manager.

Highest 30 Sec. Rate: \$350.

City of License: Charleston. ADI: Charleston-Huntington. Rank: 48.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KENTUCKY			
	Boyd	20,300	20,200	100
	Carter	8,900	8,800	99
	Elliott	2,500	2,500	100
	Floyd	18,600	18,300	99
	Greenup	13,400	13,300	99
	Johnson	9,100	9,000	99
	Lawrence	5,200	5,200	99
	Magoffin	5,000	4,900	98
	Martin	4,600	4,500	98
	OHIO			
	Athens	20,000	19,400	97
	Gallia	11,100	10,800	97
	Jackson	11,300	11,100	98
	Lawrence	23,600	23,200	98
	Meigs	9,200	9,000	98
	Scioto	30,500	29,900	98
Vinton	4,400	4,300	98	
Washington	24,200	23,600	98	
WEST VIRGINIA				
Boone	11,000	10,900	99	
Cabell	42,000	41,800	99	
Clay	4,200	4,100	98	
Fayette	20,900	20,700	99	
Jackson	9,700	9,600	99	
Kanawha	90,400	89,700	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Logan	17,500	17,300	99
	Mason	10,000	9,900	99
	Mingo	12,600	12,400	98
	Nicholas	10,600	10,500	99
	Putnam	16,600	16,500	99
	Raleigh	32,300	31,900	99
	Roane	5,500	5,400	98
	Wayne	17,000	16,800	99
	Wood	36,200	35,800	99
	Between 25-49%	KENTUCKY		
Morgan		4,200	4,100	98
Pike		29,300	28,900	99
Rowan		6,500	6,400	98
OHIO				
Pike		9,200	9,000	97
WEST VIRGINIA				
Braxton	5,500	5,400	98	
Calhoun	3,400	3,300	97	
Greenbrier	14,500	14,200	98	
Lincoln	8,000	7,900	99	
Mc Dowell	15,800	15,600	98	
Wirt	1,800	1,800	100	
Between 5-24%	KENTUCKY			
	Lewis	5,000	4,900	98
	OHIO			
	Morgan	5,300	5,100	96
	WEST VIRGINIA			
	Gilmer	3,000	3,000	98
	Pocahontas	3,800	3,600	96
Ritchie	4,600	4,500	98	
Webster	4,500	4,400	98	
Wyoming	11,900	11,700	98	
Totals		694,700	685,100	99
Net Weekly Circulation (1990)			384,500	
Average Daily Circulation (1990)			180,200	

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 Station: Microdyne, 5-meter; Harris, Microdyne receivers.

News Service: AP.

Ownership: Birney Imes Jr. & Family (Group Owner).

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. approved March 11, 1964 (Television Digest, Vol. 3:12, 46; 4:11). For transfer of all WSTV Inc. properties to Rust Craft Broadcasting Co. Inc., see WTOV-TV, 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 30 Sec. Rate: \$450.

NETWORK BASE HOURLY RATE: \$750.

City of License: Clarksburg. ADI: Clarksburg-Weston. Rank: 157.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households - Households	%
50% & Over	WEST VIRGINIA			
	Barbour	6,100	6,000	98
	Braxton	5,500	5,400	98
	Doddridge	2,900	2,800	98
	Harrison	29,600	29,400	99
	Lewis	7,200	7,100	99
	Marion	25,200	25,000	99
	Monongalia	29,300	28,900	99
	Pleasants	2,900	2,900	100
	Preston	11,400	11,200	98
	Randolph	10,600	10,400	98



WBOY-TV BPCT-850906KH Granted 12/11/85

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Net Weekly Circulation	State County	Total Households	TV Households - Households	%
50% & Over	Ritchie	4,600	4,500	98
	Taylor	6,100	6,000	98
	Tucker	3,400	3,300	97
	Tyler	4,000	3,900	98
	Upshur	9,000	8,900	99
Between 25-49%	WEST VIRGINIA			
	Calhoun	3,400	3,300	97
	Gilmer	3,000	3,000	98
	Pocahontas	3,800	3,600	96
	Webster	4,500	4,400	98
Between 5-24%	OHIO			
	Harrison	6,100	6,000	98
	Monroe	6,100	5,900	97
	Noble	4,300	4,100	95
	Washington	24,200	23,600	98
	PENNSYLVANIA			
	Greene	15,400	15,100	98
	WEST VIRGINIA			
	Grant	3,600	3,500	97
	Nicholas	10,600	10,500	99
Roane	5,500	5,400	98	
Wirt	1,800	1,800	100	
Totals		258,000	253,700	98
Net Weekly Circulation (1990)			146,000	
Average Daily Circulation (1990)			88,400	

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; Automation Techniques, Chapparral, General Instrument, M/A-Com, Scientific-Atlanta receivers.

News Service: AP.

Ownership: W. Russell Withers Jr. (Group Owner).

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 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.

MIKE SMITH, general manager.

JEFF ALAN, news director.

NICK PELLEGRIN, program director.

ROBIN URQUHART, promotion director.

MAURICE E. HESKETT, chief engineer.

Highest 30 Sec. Rate: \$500.

NETWORK BASE HOURLY RATE: \$1300.

City of License: Weston. ADI: Clarksburg-Weston. Rank: 157.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
WEST VIRGINIA				
	Barbour	6,100	6,000	98
	Braxton	5,500	5,400	98
	Calhoun	3,400	3,300	97
	Doddridge	2,900	2,800	98
	Gilmer	3,000	3,000	98
	Harrison	29,600	29,400	99
	Lewis	7,200	7,100	99
	Marion	25,200	25,000	99
	Monongalia	29,300	28,900	99
	Preston	11,400	11,200	98
	Randolph	10,600	10,400	98
	Ritchie	4,600	4,500	98
	Taylor	6,100	6,000	98
	Tucker	3,400	3,300	97
	Upshur	9,000	8,900	99
	Webster	4,500	4,400	98



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%				
MARYLAND				
	Garrett	9,800	9,700	98
OHIO				
	Washington	24,200	23,600	98
WEST VIRGINIA				
	Nicholas	10,600	10,500	99
	Pendleton	3,000	2,900	97
	Tyler	4,000	3,900	98
	Wirt	1,800	1,800	100
Between 5-24%				
OHIO				
	Monroe	6,100	5,900	97
	Noble	4,300	4,100	95
WEST VIRGINIA				
	Clay	4,200	4,100	98
	Grant	3,600	3,500	97
	Pleasants	2,900	2,900	100
	Pocahontas	3,800	3,600	96
	Roane	5,500	5,400	98
	Wetzel	7,900	7,800	99
	Wood	36,200	35,800	99
Totals		289,700	285,100	98
Net Weekly Circulation (1990)				159,000
Average Daily Circulation (1990)				91,700

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West Virginia—Clarksburg

WLYJ
Ch. 46

Network Service: None, independent.

Licensee: Christian Communication Center Inc., 775 W. Pike St., Clarksburg, WV 26302-2544.

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: Christian Communications Center Inc.

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 30 Sec. Rate: \$40.

City of License: Clarksburg. ADI: Clarksburg-Weston. Rank: 157.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households Households	%
	WEST VIRGINIA			
Between 5-24%	Barbour	6,100	6,000	98
	Lewis	7,200	7,100	99



Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	Marion	25,200	25,000	99
	Monongalia	29,300	28,900	99
	Taylor	6,100	6,000	98
	Upshur	9,000	8,900	99
	Wetzel	7,900	7,800	99
Totals		90,800	89,700	99
Net Weekly Circulation (1990)			7,700	
Average Daily Circulation (1990)			2,300	

West Virginia—Oak Hill-Beckley-Bluefield

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 Stations: In operation.

News Services: ABC, AP.

Ownership: Thomas Broadcasting Co.

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 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 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	VIRGINIA			
	Tazewell	17,500	17,300	99
	WEST VIRGINIA			
	Boone	11,000	10,900	99
	Clay	4,200	4,100	98
	Fayette	20,900	20,700	99
	Greenbrier	14,500	14,200	98
	Mc Dowell	15,800	15,600	98
	Mercer	27,300	27,000	99
	Nicholas	10,600	10,500	99
Raleigh	32,300	31,900	99	



WOAY-TV BMPCT-2280 Granted 8/3/54

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Summers	5,300	5,100	97
	Webster	4,500	4,400	98
	Wyoming	11,900	11,700	98
WEST VIRGINIA				
Between 25-49%	Braxton	5,500	5,400	98
	Calhoun	3,400	3,300	97
	Monroe	5,000	4,800	97
VIRGINIA				
Between 5-24%	Alleghany	9,500	9,400	99
	Bath	1,900	1,900	100
	Bland	2,200	2,100	95
	Buchanan	12,100	11,800	98
	Dickenson	7,000	6,900	99
	Giles	6,300	6,200	98
	Russell	11,900	11,700	98
WEST VIRGINIA				
	Gilmer	3,000	3,000	98
	Jackson	9,700	9,600	99
	Kanawha	90,400	89,700	99
	Pocahontas	3,800	3,600	96
	Roane	5,500	5,400	98
Totals		353,000	348,200	99
Net Weekly Circulation (1990)				160,800
Average Daily Circulation (1990)				86,700

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 (Group Owner).

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 & Associates.

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: 196.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OHIO			
	Washington	24,200	23,600	98
	WEST VIRGINIA			
	Pleasants	2,900	2,900	100
	Wood	36,200	35,800	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	WEST VIRGINIA			
	Ritchie	4,600	4,500	98
	Wirt	1,800	1,800	100
Between 5-24%	OHIO			
	Athens	20,000	19,400	97
	Gallia	11,100	10,800	97
	Meigs	9,200	9,000	98
	Morgan	5,300	5,100	96
	Noble	4,300	4,100	95
WEST VIRGINIA	Mason	10,000	9,900	99
	Tyler	4,000	3,900	98
	Totals	133,600	130,800	98
Net Weekly Circulation (1990)			61,200	
Average Daily Circulation (1990)			39,400	

West Virginia—Wheeling

WTRF-TV

Ch. 7

Network Service: CBS, ABC.

Licensee: Adams TV of Wheeling Inc., 1908 Royal Palm Way, Boca Raton, FL 33432.

Studio: 96 16th St., Wheeling, WV 26003.

Telephone: 304-232-7777. TWX: 710-932-8241. Fax: 304-232-4975.

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 (Group Owner).

Began Operation: October 24, 1953. Sale to present owners approved Dec. 23, 1987. 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).

Represented (sales): Blair Television.

Represented (legal): Wiley, Rein & Fielding.

Personnel:

DAVID L. TRABERT, general manager.
MARILYN BOYD, local sales manager.
JAMES ROBERTS, regional sales manager.
JOE DUMAS, chief engineer.
DAVE KIRBY, news director.
CHUCK HASWELL, business manager.
DAWNA PETKASH, assignments editor.
MAGDALINE BALSLEY, production manager.

Highest 30 Sec. Rate: \$600.

NETWORK BASE HOURLY RATE: \$2297.

City of License: Wheeling. ADI: Wheeling, WV-Steubenville, OH. Rank: 137.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OHIO			
	Belmont	30,900	30,500	99
	Coshocton	14,300	13,900	97
	Guemsey	15,300	14,900	98
	Harrison	6,100	6,000	98
	Jefferson	31,800	31,400	99
	Monroe	6,100	5,900	97
	Noble	4,300	4,100	95
	Tuscarawas	33,600	32,900	98
	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	



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			
	Carroll	10,100	10,000	99
	WEST VIRGINIA			
	Doddridge	2,900	2,800	98
	Randolph	10,600	10,400	98
	Ritchie	4,600	4,500	98
	Taylor	6,100	6,000	98
Tucker	3,400	3,300	97	
Upshur	9,000	8,900	99	
Between 5-24%	OHIO			
	Columbiana	41,700	41,100	99
	Morgan	5,300	5,100	96
	Muskingum	32,300	31,700	98
	Washington	24,200	23,600	98
	PENNSYLVANIA			
	Beaver	71,500	70,700	99
	Fayette	58,500	57,300	98
	Greene	15,400	15,100	98
	Washington	81,100	79,900	99
WEST VIRGINIA				
Barbour	6,100	6,000	98	
Harrison	29,600	29,400	99	
Marion	25,200	25,000	99	
Monongalia	29,300	28,900	99	
Preston	11,400	11,200	98	
Totals		699,200	688,600	98
Net Weekly Circulation (1990)			269,800	
Average Daily Circulation (1990)			146,200	

West Virginia

WCBS-TV, Charleston (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%	WEST VIRGINIA			
	Randolph	10,600	10,400	98
	Ritchie	4,600	4,500	98
Between 5-24%	KENTUCKY			
	Lewis	5,000	4,900	98
	OHIO			
	Hocking	9,900	9,700	98
	Morgan	5,300	5,100	96
	Pike	9,200	9,000	97
	VIRGINIA			
	Buchanan	12,100	11,800	98
	WEST VIRGINIA			
	Doddridge	2,900	2,800	98
Greenbrier	14,500	14,200	98	
Lewis	7,200	7,100	99	
Mercer	27,300	27,000	99	
Pocahontas	3,800	3,600	96	
Summers	5,300	5,100	97	
Upshur	9,000	8,900	99	

WOWK-TV, Huntington-Charleston (Arbitron Data Continued)

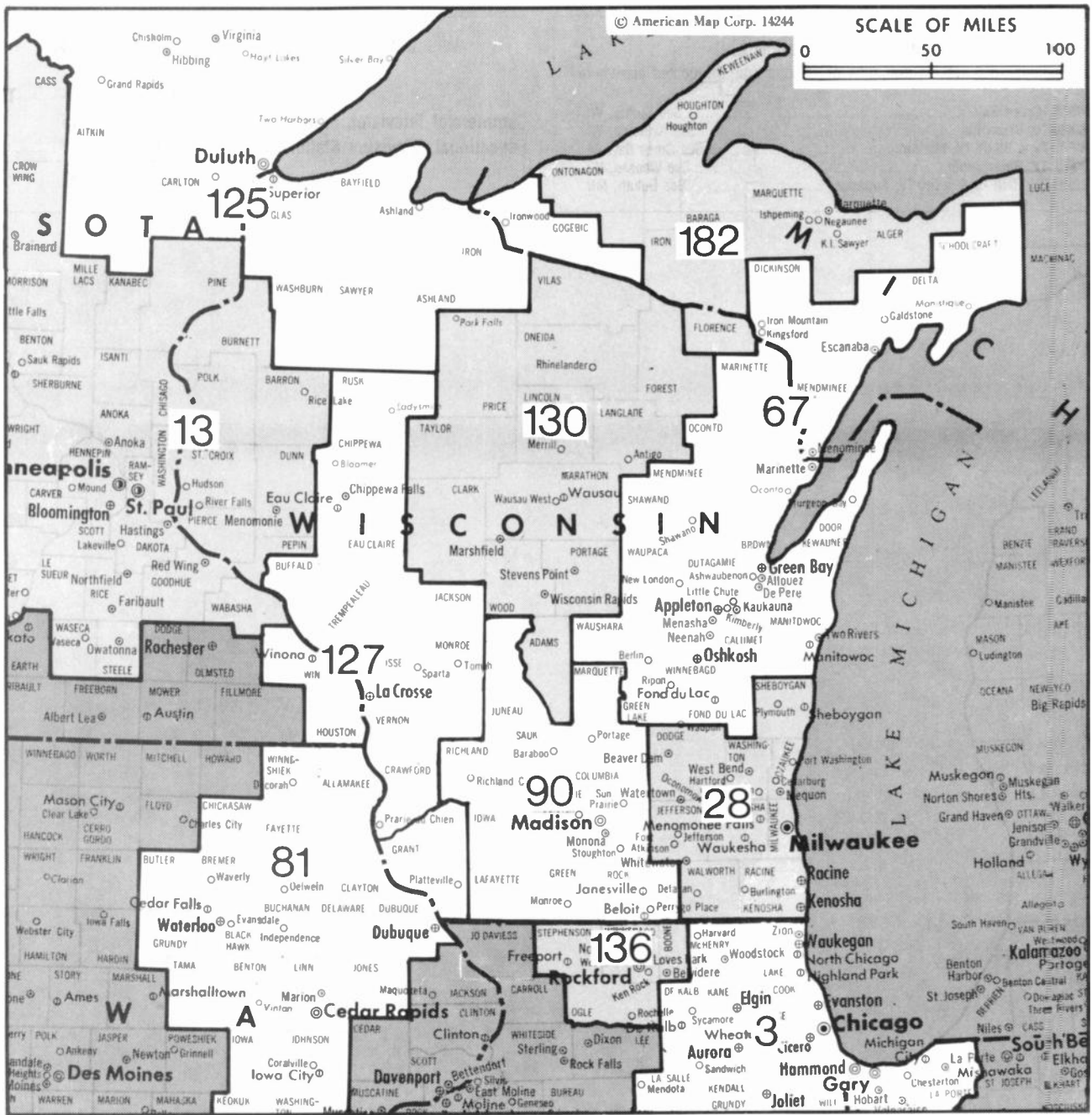
Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%	KENTUCKY			
	Morgan	4,200	4,100	98
	Pike	29,300	28,900	99
	OHIO			
	Pike	9,200	9,000	97
	WEST VIRGINIA			
Braxton	5,500	5,400	98	
Pleasants	2,900	2,900	100	
Between 5-24%	KENTUCKY			
	Fleming	4,800	4,700	99
	Lewis	5,000	4,900	98
	Rowan	6,500	6,400	98
	OHIO			
Hocking	9,900	9,700	98	

WOWK-TV—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	VIRGINIA			
	Buchanan	12,100	11,800	98
	Dickenson	7,000	6,900	99
	WEST VIRGINIA			
	Calhoun	3,400	3,300	97
	Gilmer	3,000	3,000	98
	Greenbrier	14,500	14,200	98
	Ritchie	4,600	4,500	98
	Summers	5,300	5,100	97
	Webster	4,500	4,400	98

WSAZ-TV, Huntington-Charleston (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	WEST VIRGINIA			
	Wood	36,200	35,800	99
	Wyoming	11,900	11,700	98
Between 25-49%	KENTUCKY			
	Lewis	5,000	4,900	98
	Rowan	6,500	6,400	98
	OHIO			
	Washington	24,200	23,600	98
	WEST VIRGINIA			
Gilmer	3,000	3,000	98	
Raleigh	32,300	31,900	99	
Webster	4,500	4,400	98	
Between 5-24%	KENTUCKY			
	Fleming	4,800	4,700	99
	Knott	6,200	6,000	98
	Menifee	1,700	1,700	100
	OHIO			
	Highland	13,800	13,500	98
	Hocking	9,900	9,700	98
	Ross	24,200	23,700	98
	WEST VIRGINIA			
	Greenbrier	14,500	14,200	98
Mercer	27,300	27,000	99	
Ritchie	4,600	4,500	98	



Market	Arbitron AOI TV Households	Rank	Market Area Commercial TV Stations
Chicago, IL	3,124,800	3	WBBM-TV (2), WCFC-TV (38), WCIU-TV (26), WEHS (60), WFLD (32), WGBO-TV (66), WGN-TV (9), WHKE (55), WLS-TV (7), WMAQ-TV (5), WPWR-TV (50), WSNS-TV (44), WWTO-TV (35)
Minneapolis-St. Paul, MN	1,333,200	13	KARE (11), KCCO-TV (7), KCCW-TV (12), KITN (29), KMSP-TV (9), KRWF (43), KSAX (42), KSTP-TV (5), KTMA-TV (23), WCCO-TV (4)
Milwaukee, WI	762,100	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	381,600	67	WBAY-TV (2), WFRV-TV (5), WGBA (26), WJMN-TV (3), WLUK-TV (11), WSCO (14), WXGZ-TV (32)
Cedar Rapids-Waterloo-Dubuque, IA	305,800	81	KCRG-TV (9), KDUB-TV (40), KGAN (2), KWWL (7)
Madison, WI	274,700	90	WISC-TV (3), WKOW-TV (27), WMSN-TV (47), WMTV (15)
Duluth MN-Superior, WI	170,200	125	KBJR-TV (6), KDLH-TV (3), WDIO-TV (10), WIRT (13)
La Crosse-Eau Claire, WI	165,700	127	WEAU-TV (13), WKBT (8), WLAX (25), WOOW-TV (18), WXOW-TV (19)
Wausau-Rhineland, WI	163,000	130	WAOW-TV (9), WJFW-TV (12), WSAW-TV (7)
Rockford, IL	156,300	136	WIFR-TV (23), WQRF-TV (39), WREX-TV (13), WTVO (17)
Marquette, MI	55,300	182	WLUC-TV (6)

Wisconsin

State Cross Reference List

Communities that receive programs of stations that are located elsewhere.

WSCO, Green Bay	See Suring, WI
WXGZ-TV, Green Bay	See Appleton, WI
WFRV-TV & WLUK-TV, Marinette	See Green Bay, WI
WJFW-TV, Rhinelander	See Wausau, WI
KOLH-TV, KBJR-TV & WOIO-TV, Superior	See Duluth, MN

Wisconsin Station Totals as of October 1, 1990

	VHF	UHF	TOTAL
Commercial Television Stations	12	15	27
Educational Television Stations	1	7	8
	13	22	35

Wisconsin—Appleton

WXGZ-TV

Ch. 32

Network Service: Fox.

Licensee: Appleton Midwestern TV Ltd., Debtor-in-Possession, 2 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. **Fax:** 414-713-0704.

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-Com receivers.

News Service: AP.

Ownership: Appleton Midwestern Television Ltd.

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.
- ROD KOLASH, promotion manager.
- JEFF SLAGER, chief engineer.
- JANINE HERMAN, traffic manager.
- DEBORAH DeSIMONE-SCHMIDT, business manager.

Highest 30 Sec. Rate: \$175.

City of License: Appleton. **ADI:** Green Bay-Appleton. **Rank:** 67.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WISCONSIN			
	Kewaunee	7,000	6,900	99
	Oconto	12,000	11,800	98
	Outagamie	50,300	50,000	99
	Winnebago	53,700	53,200	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	MICHIGAN			
	Menominee	9,700	9,500	98
	WISCONSIN			
	Brown	72,300	71,800	99
	Calumet	12,500	12,300	98
	Door	11,000	10,900	99
	Fond Du Lac	32,500	32,000	98
	Manitowoc	30,100	29,900	99
	Marquette	16,200	16,000	99
	Menominee	1,000	900	95
Between 5-24%	WISCONSIN			
	Green Lake	7,500	7,400	99
	Langlade	7,600	7,500	99
	Marquette	5,700	5,500	96
	Portage	20,300	20,000	99
Sheboygan	38,500	38,100	99	
Totals		427,600	422,800	99
Net Weekly Circulation (1990)			171,600	
Average Daily Circulation (1990)			58,300	

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.

Fax: 715-832-0246; 715-832-1315.

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 Stations: Harris, 6-meter Ku-band; United Satellite Systems, 5-meter C-band; DX Antenna, Harris, Microdyne, Wegener receivers.

News Services: AP, NBC.

Ownership: Busse Broadcasting Corp. (Group Owner).

Began Operation: December 17, 1953. Sale to A. Richard Benedek approved April 6, 1990 (Television Digest: Vol. 30:13) but never consummated. Sale to Busse Bcstg. approved July 31, 1987. Sale to Gillett Bcstg. by Post Corp. approved by FCC June 19, 1984. Sale to Post Corp. by Morgan Murphy interests approved May 16, 1962 (Vol. 2:4, 21).

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.

KRISTEN LORENTZ, program director.

DICK DIONNE, operations manager.

LINDA MUELLER, traffic manager.

RON WIEDEMEIER, chief engineer.

JOHN HOFFLAND, news director.

CHERI WEINKE, controller.

Highest 30 Sec. Rate: \$1000.

NETWORK BASE HOURLY RATE: \$1026.

City of License: Eau Claire. ADI: La Crosse-Eau Claire. Rank: 127.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
WISCONSIN				
50% & Over	Adams	5,200	5,000	96
	Barron	15,800	15,400	97
	Buffalo	5,500	5,400	98
	Chippewa	19,200	18,900	98
	Clark	12,200	11,800	97
	Dunn	12,300	12,000	98
	Eau Claire	32,000	31,500	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
	Jackson	6,500	6,300	97
	Juneau	8,700	8,400	97
	La Crosse	36,400	36,000	99
	Monroe	13,700	13,400	98
	Portage	20,300	20,000	99
	Rusk	5,800	5,700	97
	Taylor	6,600	6,500	98
	Trempealeau	9,700	9,400	97
	Vernon	10,200	10,000	98
	Wood	29,600	29,200	99
Between 25-49%				
MINNESOTA				
	Houston	6,500	6,400	98
	Wabasha	7,600	7,500	99
	Winona	16,300	16,000	98
WISCONSIN				
	Marathon	41,400	41,000	99
	Pepin	2,800	2,700	96
	Price	6,400	6,200	97
	Sawyer	5,700	5,500	96
	Washburn	5,800	5,700	98
Between 5-24%				
MINNESOTA				
	Fillmore	7,800	7,700	99
WISCONSIN				
	Langlade	7,600	7,500	99
	Lincoln	11,200	11,100	99
	Pierce	11,700	11,500	98
	Polk	13,400	13,200	99
	St Croix	17,200	17,000	99
	Waushara	8,500	8,300	98
Totals				
		419,600	412,200	98
Net Weekly Circulation (1990)				229,900
Average Daily Circulation (1990)				132,500

Wisconsin—Eau Claire

WQOW-TV

Ch. 18

(Satellite of WXOW-TV, La Crosse, WI)

Network Service: ABC.

Licensee: Tak-WGRZ Communications 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-Com, Scientific-Atlanta, Uniden receivers.

Ownership: Tak Communications Inc. (Group Owner).

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 & general manager.

RON MONTEZON, station manager.

BOB BRAUN, local sales manager.

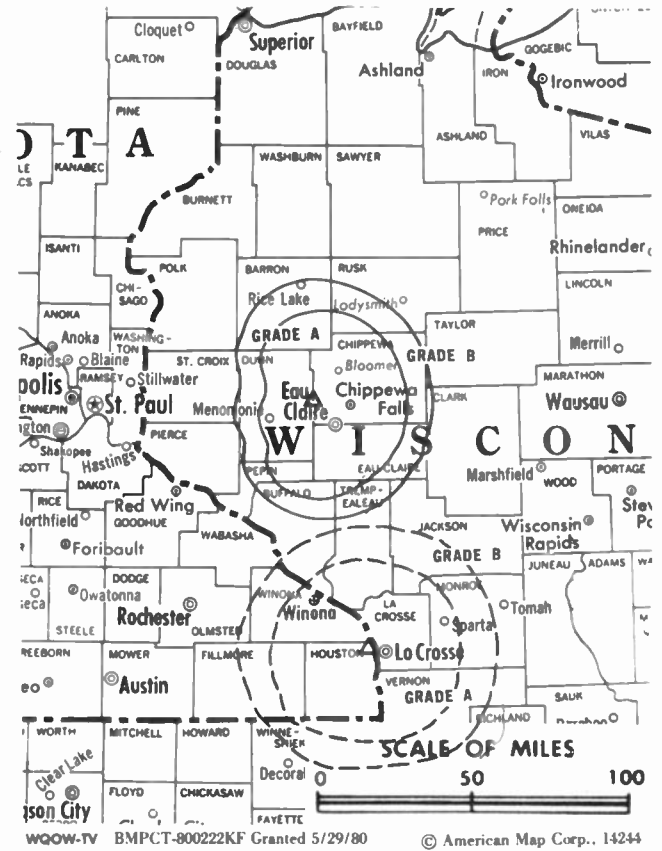
DAVE WHITE, chief engineer.

Highest 30 Sec. Rate: \$500.

City of License: Eau Claire. ADI: La Crosse-Eau Claire. Rank: 127.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WISCONSIN			
	Chippewa	19,200	18,900	98
	Eau Claire	32,000	31,500	98
	Rusk	5,800	5,700	97
Between 25-49%	WISCONSIN			
	Barron	15,800	15,400	97
	Dunn	12,300	12,000	98
	Pepin	2,800	2,700	96



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	WISCONSIN			
	Buffalo	5,500	5,400	98
	Clark	12,200	11,800	97
	Jackson	6,500	6,300	97
	St Croix	17,200	17,000	99
	Sawyer	5,700	5,500	96
	Taylor	6,600	6,500	98
	Trempealeau	9,700	9,400	97
	Washburn	5,800	5,700	98
Totals		157,100	153,800	98
Net Weekly Circulation (1990)			64,000	
Average Daily Circulation (1990)			30,400	

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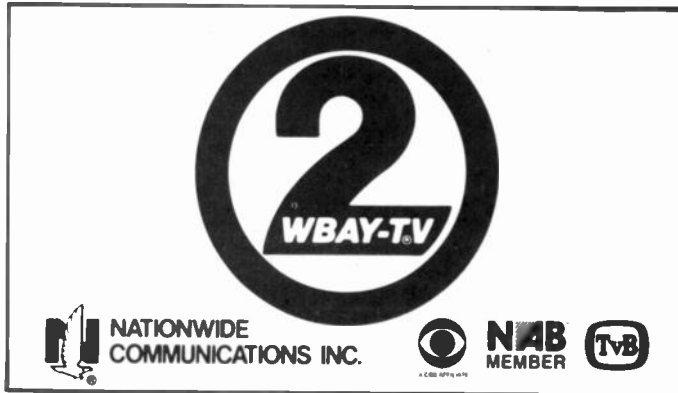
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Wisconsin—Green Bay

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. Fax: 414-432-7808.

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. (Group Owner).

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.
TOM McCAREY, 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 1/1/90. TV Homes, TV% and Circulation ©1990 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	72,300	71,800	99



Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	Calumet	12,500	12,300	98	
	Door	11,000	10,900	99	
	Fond Du Lac	32,500	32,000	98	
	Green Lake	7,500	7,400	99	
	Kewaunee	7,000	6,900	99	
	Manitowoc	30,100	29,900	99	
	Marinette	16,200	16,000	99	
	Menominee	1,000	900	95	
	Oconto	12,000	11,800	98	
	Outagamie	50,300	50,000	99	
	Shawano	14,400	14,200	99	
Between 25-49%	Sheboygan	38,500	38,100	99	
	Waupaca	16,800	16,600	99	
	Waushara	8,500	8,300	98	
	Winnebago	53,700	53,200	99	
	WISCONSIN				
	Langlade	7,600	7,500	99	
	MICHIGAN				
	Between 5-24%	Grand Traverse	23,500	23,000	98
		Manistee	9,500	9,300	98
		Mason	10,500	10,200	97
		Oceana	8,500	8,300	98
WISCONSIN					
Forest	3,400	3,300	97		
Marathon	41,400	41,000	99		
Marquette	5,700	5,500	96		
Portage	20,300	20,000	99		
Totals		524,400	517,900	99	
Net Weekly Circulation (1990)			353,900		
Average Daily Circulation (1990)			219,900		

Wisconsin—Green Bay

WFRV-TV

Ch. 5

(Operates satellite WJMN-TV, Escanaba, MI)

Network Service: ABC.

Licensee: WFRV Television Inc., Box 19055, Green Bay, WI 54307-9055.

Studio: 1181 E. Mason St., Green Bay, WI 54301.

Telephone: 414-437-5411. TWX: 910-263-1258. Fax: 414-437-4576.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 93.3-kw visual, 18.6-kw aural. Antenna: 1120-ft. above av. terrain, 999-ft. above ground, 1916-ft. above sea level.

Latitude 44° 24' 21"

Longitude 88° 00' 19"

Transmitter: 3-mi. SE of DePere.

Satellite Earth Stations: Andrew, 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. (Group Owner).

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.

Arbitron Data: Includes figures for WJMN-TV, Escanaba, MI.

City of License: Green Bay. ADI: Green Bay-Appleton. Rank: 67.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 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	10,600	99
	Houghton	13,600	13,200	97
	Iron	5,800	5,700	98
	Luce	2,200	2,100	95
	Marquette	25,400	25,100	99
	Menominee	9,700	9,500	98
	Schoolcraft	3,000	2,900	97
	WISCONSIN			
	Brown	72,300	71,800	99
	Calumet	12,500	12,300	98
	Door	11,000	10,900	99
	Florence	1,400	1,400	100
	Fond Du Lac	32,500	32,000	98
	Forest	3,400	3,300	97



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Green Lake	7,500	7,400	99
	Kewaunee	7,000	6,900	99
	Manitowoc	30,100	29,900	99
	Marinette	16,200	16,000	99
	Menominee	1,000	900	95
	Oconto	12,000	11,800	98
	Outagamie	50,300	50,000	99
	Shawano	14,400	14,200	99
	Sheboygan	38,500	38,100	99
	Waupaca	16,800	16,600	99
	Waushara	8,500	8,300	98
	Winnebago	53,700	53,200	99
	Between 25-49%	MICHIGAN		
Baraga		3,000	2,900	97
Gogebic		7,500	7,300	97
Keweenaw		700	700	100
Ontonagon		3,500	3,400	97
Between 5-24%	WISCONSIN			
	Langlade	7,600	7,500	99
	Marquette	5,700	5,500	96
	Portage	20,300	20,000	99
	MICHIGAN			
Mackinac	3,900	3,800	97	
Mason	10,500	10,200	97	
Totals	WISCONSIN			
	Ashland	6,400	6,300	98
	Iron	2,700	2,700	100
	Marathon	41,400	41,000	99
	Wood	29,600	29,200	99
Totals		619,400	611,300	99
Net Weekly Circulation (1990)			420,500	
Average Daily Circulation (1990)			250,400	

Wisconsin—Green Bay

WGBA
Ch. 26

Network Service: None, independent.

Licensee: Family Group Ltd. III, 5401 W. Kennedy Blvd., Tampa, FL 33609.

Studio: 1391 North Rd., Green Bay, WI 54313.

Mailing Address: Box 19099, Green Bay, WI 54307-9099.

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. (Group Owner).

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:

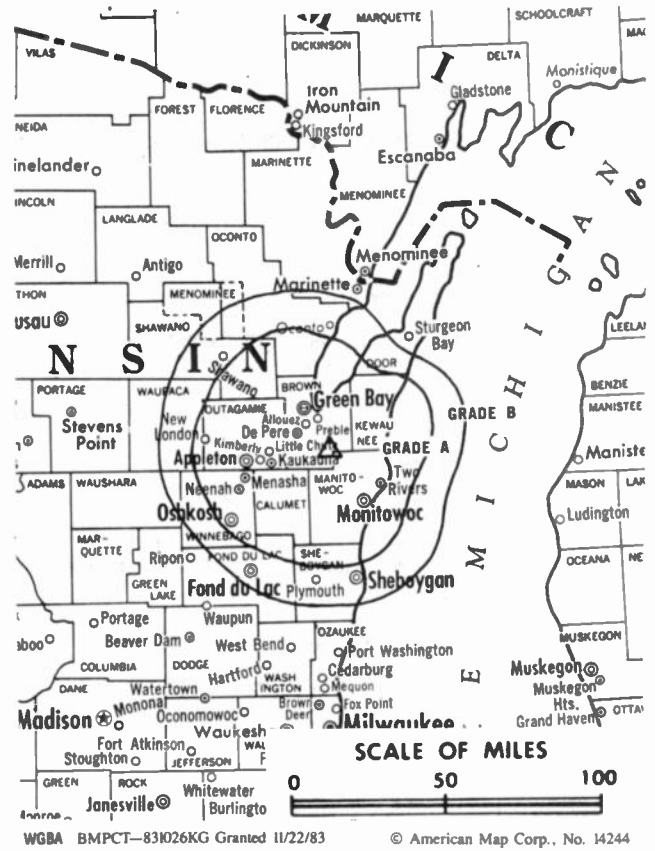
- JAMES TOMLIN, general manager.
- BOB DEBONVILLE, local sales manager.
- MIKE SCHUSTER, general sales manager.
- MARK CRAMER, chief engineer.
- DONNA KILEY, program director.
- KIM GULSETH, promotion director.
- DAVID LENT, business manager.

Rates: On request.

City of License: Green Bay. **ADI:** Green Bay-Appleton. **Rank:** 67.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WISCONSIN			
	Brown	72,300	71,800	99
	Kewaunee	7,000	6,900	99
	Menominee	1,000	900	95
	Oconto	12,000	11,800	98
	Outagamie	50,300	50,000	99
	Shawano	14,400	14,200	99
	Waushara	8,500	8,300	98
	Winnebago	53,700	53,200	99
	Between 25-49%	MICHIGAN		
Dickinson		10,700	10,600	99
Menominee		9,700	9,500	98



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	WISCONSIN			
	Calumet	12,500	12,300	98
	Door	11,000	10,900	99
	Fond Du Lac	32,500	32,000	98
	Green Lake	7,500	7,400	99
	Manitowoc	30,100	29,900	99
	Marinette	16,200	16,000	99
	Sheboygan	38,500	38,100	99
Between 5-24%	MICHIGAN			
	Iron	5,800	5,700	98
	WISCONSIN			
	Florence	1,400	1,400	100
	Langlade	7,600	7,500	99
	Marquette	5,700	5,500	96
	Portage	20,300	20,000	99
Totals		445,500	440,500	99
Net Weekly Circulation (1990)			202,800	
Average Daily Circulation (1990)			73,600	

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; 414-494-8711 (news).

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. (Group Owner).

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.

MICHAEL GAEDE, news director.

JIM LUECK, chief engineer.

JAN WILSON, program director.

DAVE CAMPBELL, director of production.

PAULA BRUCE, promotion director.

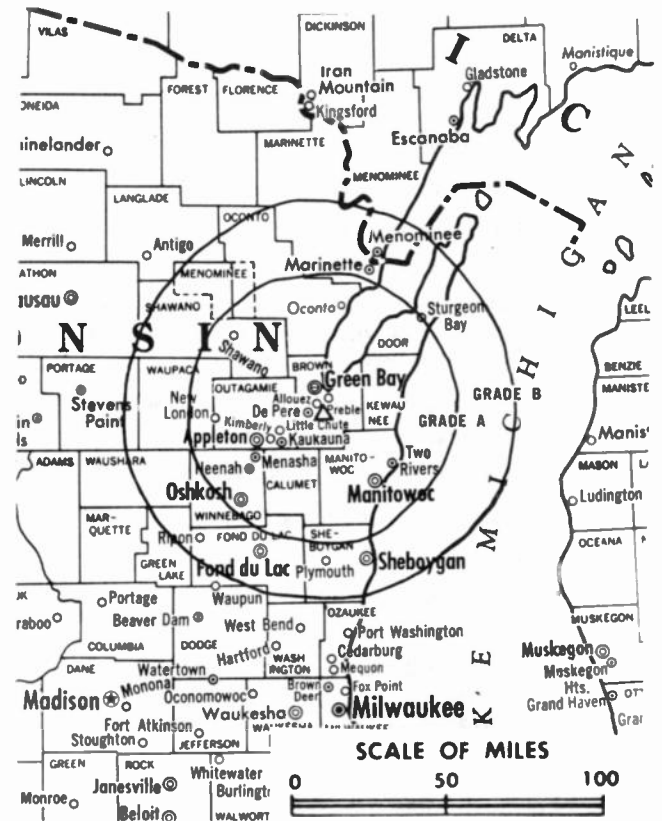
Highest 30 Sec. Rate: \$3000.

NETWORK BASE HOURLY RATE: \$1100.

City of License: Green Bay. ADI: Green Bay-Appleton. Rank: 67.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN			
	Delta	13,900	13,600	98
	Dickinson	10,700	10,600	99
	Houghton	13,600	13,200	97
	Keweenaw	700	700	100
	Marquette	25,400	25,100	99
	Menominee	9,700	9,500	98
	WISCONSIN			
	Brown	72,300	71,800	99
	Calumet	12,500	12,300	98
Door	11,000	10,900	99	
Fond Du Lac	32,500	32,000	98	
Green Lake	7,500	7,400	99	
Kewaunee	7,000	6,900	99	
Manitowoc	30,100	29,900	99	



WLUK-TV BMPCT-5591 Granted 8/7/62

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Marquette	16,200	16,000	99
	Menominee	1,000	900	95
	Oconto	12,000	11,800	98
	Outagamie	50,300	50,000	99
	Shawano	14,400	14,200	99
	Waupaca	16,800	16,600	99
	Wausshara	8,500	8,300	98
	Winnebago	53,700	53,200	99
Between 25-49%	MICHIGAN			
	Alger	3,200	3,100	97
	Baraga	3,000	2,900	97
Between 5-24%	Luce	2,200	2,100	95
	WISCONSIN			
	Langlade	7,600	7,500	99
	Marquette	5,700	5,500	96
Totals	Sheboygan	38,500	38,100	99
	MICHIGAN			
	Iron	5,800	5,700	98
	Manistee	9,500	9,300	98
	Mason	10,500	10,200	97
	Oceana	8,500	8,300	98
	Ortonagon	3,500	3,400	97
	Schoolcraft	3,000	2,900	97
	WISCONSIN			
	Florence	1,400	1,400	100
Forest	3,400	3,300	97	
Portage	20,300	20,000	99	
Wood	29,600	29,200	99	
Totals		575,500	567,800	99
Net Weekly Circulation (1990)			385,300	
Average Daily Circulation (1990)			227,000	

Wisconsin—Kenosha

WHKE

Ch. 55

Network Service: None, independent.

Licensee: LeSea Bcstg. Corp., Box 1455, Kenosha, IN 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. (Group Owner).

Began Operation: June 1, 1988.

Represented (sales): Landin Media Sales.

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. (Group Owner).

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, vice president & general manager.

BOB RUSSELL, general sales manager.

GALE NOYES, national sales manager.

MARK QUADE, news director.

DICK KONRAD, operations manager.

LARRY NAGY, chief engineer.

MARIA ROSWALL, program director.

LARRY JOHNSON, promotion/public service director.

Highest 30 Sec. Rate: \$650.

NETWORK BASE HOURLY RATE: \$760.

City of License: La Crosse. ADI: La Crosse-Eau Claire. Rank: 127.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MINNESOTA			
	Fillmore	7,800	7,700	99
	Houston	6,500	6,400	98
	Winona	16,300	16,000	98
	WISCONSIN			
	Buffalo	5,500	5,400	98
	Chippewa	19,200	18,900	98
	Crawford	6,100	6,000	98
	Dunn	12,300	12,000	98
	Eau Claire	32,000	31,500	98
	Jackson	6,500	6,300	97
	La Crosse	36,400	36,000	99
	Monroe	13,700	13,400	98
	Trempealeau	9,700	9,400	97
Vernon	10,200	10,000	98	
Between 25-49%	IOWA			
	Allamakee	5,400	5,300	98
	Winnebago	7,600	7,500	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	MINNESOTA			
	Wabasha	7,600	7,500	99
	WISCONSIN			
	Clark	12,200	11,800	97
	Juneau	8,700	8,400	97
	Pepin	2,800	2,700	96
Between 5-24%	IOWA			
	Clayton	8,200	8,100	99
	MINNESOTA			
	Dodge	5,500	5,400	98
	Goodhue	14,900	14,700	99
	Olmssted	37,500	37,200	99
	WISCONSIN			
	Adams	5,200	5,000	96
	Barron	15,800	15,400	97
	Grant	17,900	17,400	97
	Pierce	11,700	11,500	98
	Richland	6,600	6,400	97
	Rusk	5,800	5,700	97
	Taylor	6,600	6,500	98
	Wood	29,600	29,200	99
Totals		391,800	384,700	98
Net Weekly Circulation (1990)			175,900	
Average Daily Circulation (1990)			94,200	

There is no more visible place for your advertising message than the pages of the **Television & Cable Factbook**

Wisconsin—La Crosse

WLAX

Ch. 25

Network Service: Fox.

Licensee: Family Group Ltd. III, 1305 Interchange Place, La Crosse, WI 54603.

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: 1004-ft. above av. terrain, 677-ft. above ground, 1872-ft. above sea level.

Latitude 43° 48' 15.70"
Longitude 91° 22' 18.00"

Holds CP for change to 560-kw max. visual, 56-kw max. aural, 1004-ft. above av. terrain, 656-ft. above ground, 1870-ft. above sea level, transmitter to 899-ft. W of Tschumper Ridge Rd. BPCT-900508KF.

Transmitter: 1000 Tschumper Rd., La Crescent, MN.

Satellite Earth Stations: Comtech, 5-meter C-band; DH Satellite, 5-meter C-band; Microdyne, 3.7-meter Ku-band; DH Satellite, 5-meter C-band; Pinzone, Standard Agile Omni receivers.

Ownership: Family Group Ltd. (Group Owner).

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 30 Sec. Rate: \$400.

City of License: La Crosse. ADI: La Crosse-Eau Claire. Rank: 127.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MINNESOTA Houston	6,500	6,400	98
	WISCONSIN La Crosse	36,400	36,000	99



WLAX 8PCT-900508KF Granted 7/31/90

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	MINNESOTA Winona	16,300	16,000	98
	WISCONSIN Buffalo	5,500	5,400	98
	Crawford	6,100	6,000	98
	Jackson	6,500	6,300	97
	Monroe	13,700	13,400	98
	Trempealeau	9,700	9,400	97
	Vernon	10,200	10,000	98
Between 5-24%	IOWA Allamakee	5,400	5,300	98
	Winneshiek	7,600	7,500	99
	MINNESOTA Fillmore	7,800	7,700	99
	Goodhue	14,900	14,700	99
	Wabasha	7,600	7,500	99
WISCONSIN Clark	12,200	11,800	97	
Totals		166,400	163,400	98
Net Weekly Circulation (1990)			60,100	
Average Daily Circulation (1990)			23,000	

Wisconsin—La Crosse

WXOW-TV

Ch. 19

Network Service: ABC.

Licensee: Tak-WGRZ Inc., 1577 Spring Hill 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. (Group Owner).

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.

PAT BELLACERO, local sales manager.

BRAD HEINKEL, national sales manager.

BARB BENNETT, program director.

SUZANNE GRETHEN, promotion director.

BILL HOEL, news director.

TOM SIBENALLER, chief engineer.

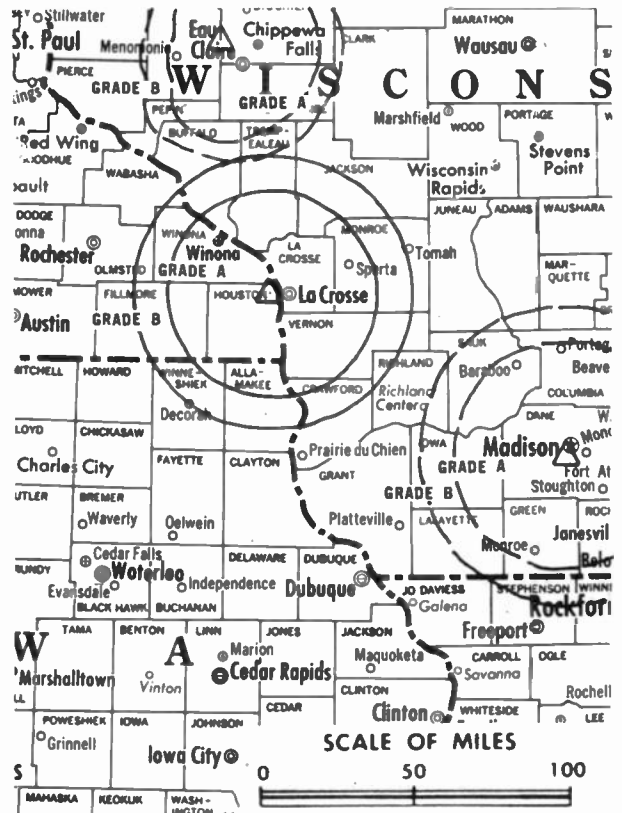
Highest 30 Sec. Rate: \$750.

NETWORK BASE HOURLY RATE: \$225.

City of License: La Crosse. ADI: La Crosse-Eau Claire. Rank: 127.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MINNESOTA			
	Houston	6,500	6,400	98
	Winona	16,300	16,000	98
	WISCONSIN			
	La Crosse	36,400	36,000	99
	Monroe	13,700	13,400	98
	Trempealeau	9,700	9,400	97
	Vernon	10,200	10,000	98



WXOW-TV BPCT-820617KE Granted 7/27/82

© American Map Corp., 1424

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	MINNESOTA			
	Fillmore	7,800	7,700	99
	WISCONSIN			
	Buffalo	5,500	5,400	98
	Jackson	6,500	6,300	97
Between 5-24%	IOWA			
	Allamakee	5,400	5,300	98
	Winneshiek	7,600	7,500	99
	MINNESOTA			
	Wabasha	7,600	7,500	99
	WISCONSIN			
	Crawford	6,100	6,000	98
Totals		139,300	136,900	98
Net Weekly Circulation (1990)			79,400	
Average Daily Circulation (1990)			44,600	

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

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; 608-271-0800 (news).

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: Scientific-Atlanta, 7-meter; Harris, 6.1-meter Ku-band; 3.7-meter Ku-band; 3-meter C-band; C-band; Harris, M/A-Com, Scientific-Atlanta receivers.

News Services: AP, NIWS, UPI.

Ownership: Morgan Murphy Stations (Group Owner).

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.

DAVID SANKS, general manager.

DONNA KIRNER, national sales manager.

MARK FRIESCH, local sales manager.

CHRIS CAIN, chief engineer.

JILL KOEHN, program director.

TOM BIER, news director.

NAN BLOM ROACH, 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 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WISCONSIN			
	Columbia	18,100	17,800	98
	Dane	142,000	139,200	98
	Dodge	26,900	26,400	98
	Grant	17,900	17,400	97
	Green	12,300	12,100	98
	Iowa	7,800	7,600	97
	Jefferson	25,100	24,800	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Juneau	8,700	8,400	97
	Lafayette	6,200	6,100	98
	Marquette	5,700	5,500	96
	Richland	6,600	6,400	97
	Rock	51,900	51,300	99
	Sauk	18,000	17,600	98
Between 25-49%	ILLINOIS			
	Stephenson	19,500	19,200	98
	WISCONSIN			
Adams	5,200	5,000	96	
Between 5-24%	IOWA			
	Dubuque	31,400	31,000	99
	Jackson	8,200	8,100	99
	ILLINOIS			
	Jo Daviess	9,100	8,900	97
	WISCONSIN			
	Crawford	6,100	6,000	98
	Fond Du Lac	32,500	32,000	98
	Green Lake	7,500	7,400	99
	Vernon	10,200	10,000	98
Walworth	27,800	27,400	99	
Waushara	8,500	8,300	98	
Totals		513,200	503,900	98
Net Weekly Circulation (1990)			317,500	
Average Daily Circulation (1990)			181,800	

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 Spring Hill Rd., Suite 500, Vienna, VA 22180.

Studio: 5727 Tokay Blvd., Madison, WI 53719.

Mailing Address: Box 100, Madison, WI 53701.

Telephone: 608-274-1234. 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, Avartek, Avcom, RCA receivers.

News Service: AP.

Ownership: Tak Communications Inc. (Group Owner).

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. Benitson & 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.

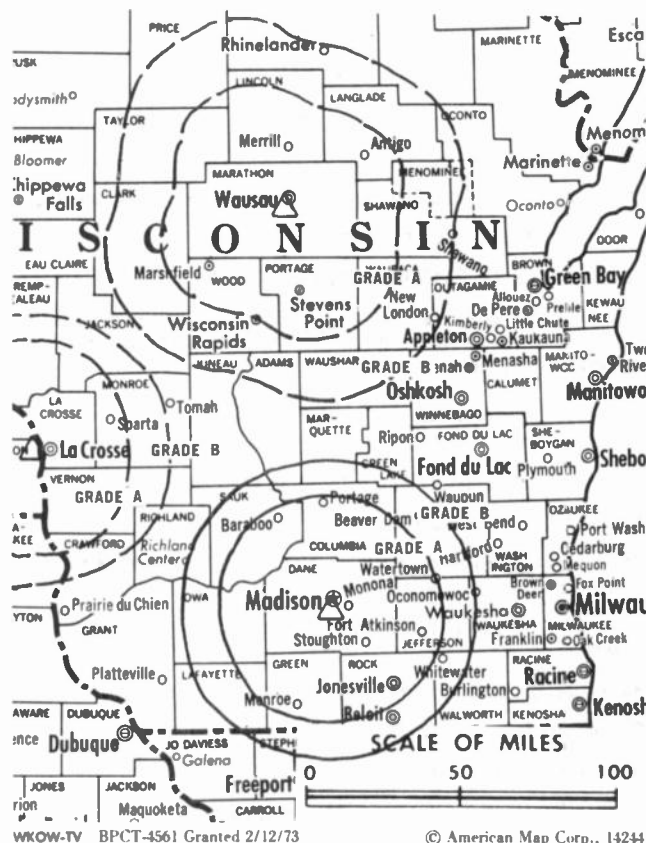
Rates: Combination rates on request.

NETWORK BASE HOURLY RATE: \$600.

City of License: Madison. ADI: Madison. Rank: 90.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
WISCONSIN				
50% & Over	Columbia	18,100	17,800	98
	Dane	142,000	139,200	98
	Green	12,300	12,100	98
	Iowa	7,800	7,600	97



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Lafayette	6,200	6,100	98
	Marquette	5,700	5,500	96
	Richland	6,600	6,400	97
	Rock	51,900	51,300	99
	Sauk	18,000	17,600	98
WISCONSIN				
Between 25-49%	Crawford	6,100	6,000	98
	Dodge	26,900	26,400	98
	Grant	17,900	17,400	97
	Jefferson	25,100	24,800	99
	Juneau	8,700	8,400	97
	Vernon	10,200	10,000	98
ILLINOIS				
Between 5-24%	Jo Daviess	9,100	8,900	97
	Stephenson	19,500	19,200	98
WISCONSIN				
Totals	Adams	5,200	5,000	96
	Green Lake	7,500	7,400	99
	Monroe	13,700	13,400	98
	Walworth	27,800	27,400	99
	Totals	446,300	437,900	98
Net Weekly Circulation (1990)				251,800
Average Daily Circulation (1990)				139,700

Your message in this ad space could cost as little as \$95, and it will reach the people important to you!

Television & Cable Factbook

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 Ltd. Partnership, gen. partner; Paula Baird Pruett (Group Owner).

Began Operation: June 8, 1986.

Represented (sales): Petry Television Inc.

Represented (legal): Bechtel & Cole, Chartered.

Represented (engineering): Media Management Corp.

Personnel:

WAYNE WOOCK, general manager.

J. CORKEY CUSTER, general sales manager.

STU HOPFENSBERGER, local sales manager.

PAUL HERZ, national sales manager.

KERRY MAKI, chief engineer.

JOHN NOONAN, program director.

GORDON YOUNG, promotion manager.

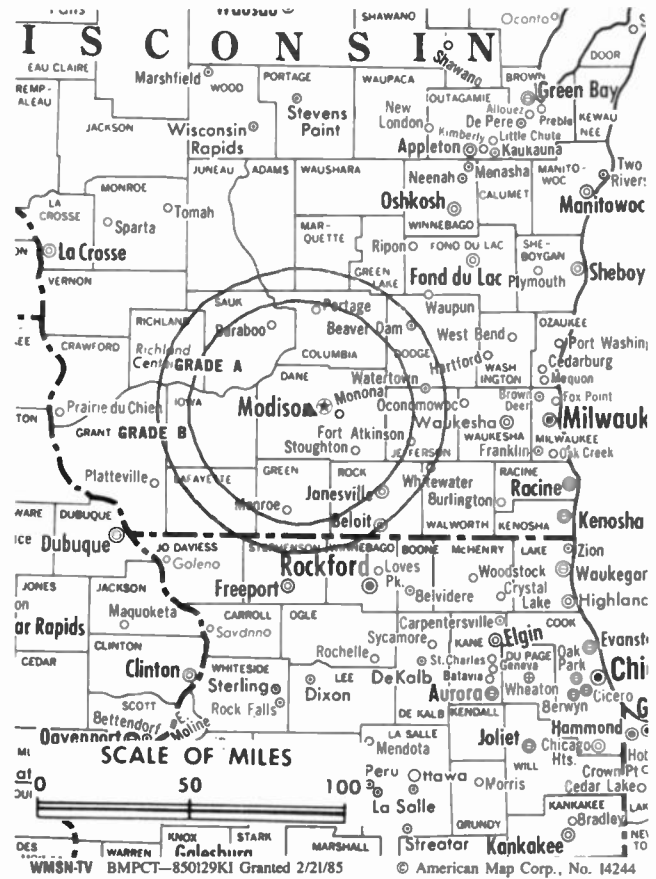
ANDY MURPHY, chief engineer.

Rates: On request.

City of License: Madison. ADI: Madison. Rank: 90.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WISCONSIN			
	Columbia	18,100	17,800	98
	Dane	142,000	139,200	98
	Green	12,300	12,100	98
	Iowa	7,800	7,600	97
	Lafayette	6,200	6,100	98
	Marquette	5,700	5,500	96



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Rock	51,900	51,300	99
	Sauk	18,000	17,600	98
Between 25-49%	WISCONSIN			
	Dodge	26,900	26,400	98
	Grant	17,900	17,400	97
	Jefferson	25,100	24,800	99
	Juneau	8,700	8,400	97
	Richland	6,600	6,400	97
Between 5-24%	ILLINOIS			
	Jo Daviess	9,100	8,900	97
	Stephenson	19,500	19,200	98
	Winnebago	96,800	95,500	99
	WISCONSIN			
Adams	5,200	5,000	96	
Crawford	6,100	6,000	98	
Green Lake	7,500	7,400	99	
Vernon	10,200	10,000	98	
Walworth	27,800	27,400	99	
Totals		529,400	520,000	98
Net Weekly Circulation (1990)				217,400
Average Daily Circulation (1990)				93,000

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, 3.8-meter C-band; United Satellite Systems, 5-meter C-band; 3.8-meter Ku-band; M/A-Com, Microdyne, Scientific-Atlanta receivers.

News Services: AP, NBC.

Ownership: Adams Communications (Group Owner).

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:

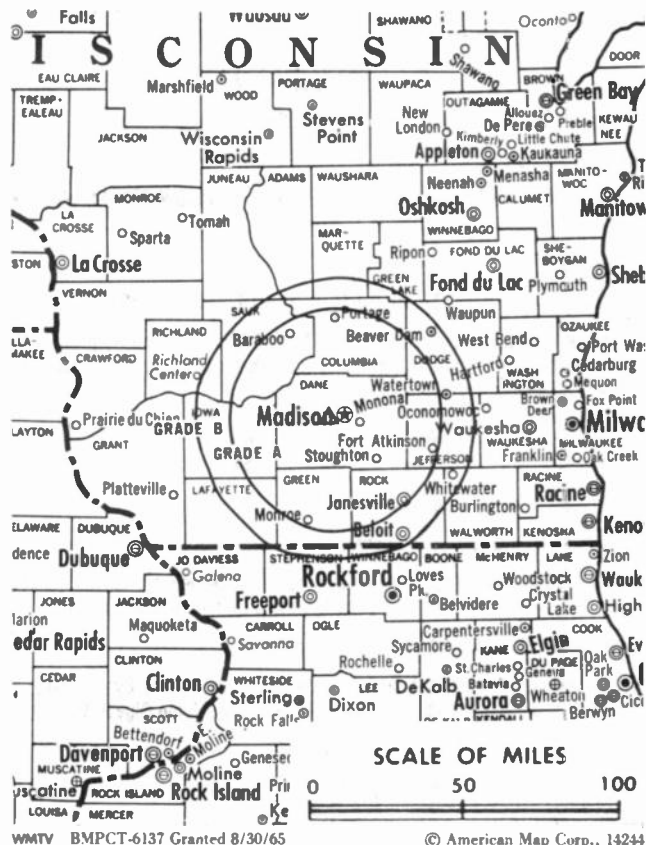
VICKIE STREET, president & general manager.
BRUCE PFEIFFER, local sales manager.
BRYAN BROSAMLE, news director.
DAVID GERISCH, chief engineer & operations manager.
DAN SMITH, promotion director.
DOUG PETERSON, creative services director.
JEAN BUEGE, business manager.

Highest 30 Sec. Rate: \$1200.

City of License: Madison. ADI: Madison. Rank: 90.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WISCONSIN			
	Columbia	18,100	17,800	98
	Dane	142,000	139,200	98
	Green	12,300	12,100	98
	Iowa	7,800	7,600	97
	Lafayette	6,200	6,100	98
	Marquette	5,700	5,500	96
	Richland	6,600	6,400	97
	Rock	51,900	51,300	99
Sauk	18,000	17,600	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	WISCONSIN			
	Dodge	26,900	26,400	98
	Grant	17,900	17,400	97
	Jefferson	25,100	24,800	99
Between 5-24%	ILLINOIS			
	Stephenson	19,500	19,200	98
	WISCONSIN			
	Adams	5,200	5,000	96
	Crawford	6,100	6,000	98
	Green Lake	7,500	7,400	99
	Vernon	10,200	10,000	98
	Walworth	27,800	27,400	99
	Washington	31,700	31,400	99
	Totals		455,200	447,000
Net Weekly Circulation (1990)			253,700	
Average Daily Circulation (1990)			136,000	

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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; Paracclipse; Scientific-Atlanta, Standard Communications receivers.

Ownership: HR Broadcasting Corp. (Group Owner).

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.

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

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 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WISCONSIN			
	Milwaukee	376,000	371,700	99
	Ozaukee	25,600	25,300	99
	Racine	64,800	64,300	99
	Sheboygan	38,500	38,100	99



WCGV-TV BMPCT-7528 Granted 10/11/74

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Walworth	27,800	27,400	99
	Washington	31,700	31,400	99
	Waukesha	102,900	102,000	99
Between 25-49%	WISCONSIN			
	Jefferson	25,100	24,800	99
	Kenosha	44,300	43,800	99
	Portage	20,300	20,000	99
Between 5-24%	ILLINOIS			
	Lake	167,300	166,100	99
	WISCONSIN			
	Dodge	26,900	26,400	98
	Fond Du Lac	32,500	32,000	98
	Marathon	41,400	41,000	99
	Wood	29,600	29,200	99
Totals		1,054,700	1,043,500	99
Net Weekly Circulation (1990)			494,100	
Average Daily Circulation (1990)			203,200	

Wisconsin—Milwaukee

WDJT-TV

Ch. 58

Network Service: None, independent.

Licensee: Weigel Bcstg. Co., Board of Trade Bldg., 141 W. Jackson Blvd., Suite 3200, 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. (Group Owner).

Began Operation: November 1, 1988.

Represented (legal): Cohn & Marks.

Represented (engineering): Donald S. Wilson.

Personnel:

BILL LEMONDS, general manager.
PETER STRAND, station manager & program director.
GREG GRABER, general sales manager.
GUY AMACHA, promotion director.
ERIC OWENS, chief engineer.

Rates: On request.

City of License: Milwaukee. ADI: Milwaukee. Rank: 28.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	WISCONSIN			
	Milwaukee	376,000	371,700	99
	Ozaukee	25,600	25,300	99



WDJT-TV BPCT-890201KR Granted 7/31/89

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Washington	31,700	31,400	99
	Waukesha	102,900	102,000	99
Totals		536,200	530,400	99
Net Weekly Circulation (1990)			57,900	
Average Daily Circulation (1990)			18,200	

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, Avaretek receivers.

AM Affiliate: WISN, 50-kw, 1130 kHz.

FM Affiliate: WLTH, 11.5-kw, 97.3 MHz (No. 247), 910-ft.

News Services: ABC, AP, Conus, Group W Newsfeed, UPI.

Ownership: Hearst Broadcasting (Group Owner).

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.

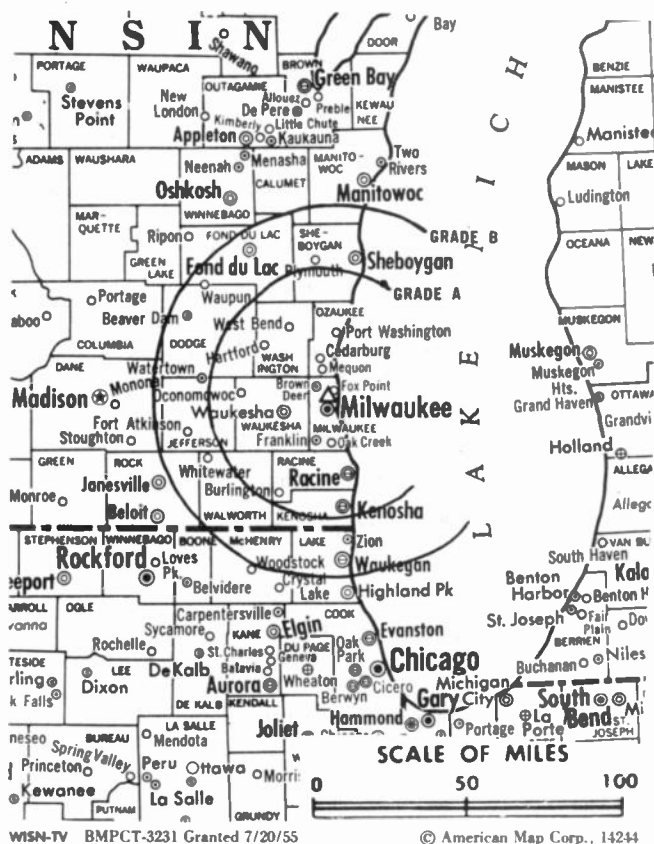
RITA HAGEN-ALEMAN, director of community services/public affairs.

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 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WISCONSIN			
	Dodge	26,900	26,400	98
	Jefferson	25,100	24,800	99
	Kenosha	44,300	43,800	99
	Milwaukee	376,000	371,700	99
	Ozaukee	25,600	25,300	99
	Racine	64,800	64,300	99
	Sheboygan	38,500	38,100	99
	Walworth	27,800	27,400	99
Between 25-49%	Washington	31,700	31,400	99
	Waukesha	102,900	102,000	99
	WISCONSIN			
	Fond Du Lac	32,500	32,000	98
	WISCONSIN			
Between 5-24%	Calumet	12,500	12,300	98
	Columbia	18,100	17,800	98
	Green Lake	7,500	7,400	99
	Manitowoc	30,100	29,900	99
	Winnebago	53,700	53,200	99
Totals		918,000	907,800	99
Net Weekly Circulation (1990)				684,500
Average Daily Circulation (1990)				385,000

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.

SWG Mobile Dish: BAF, 2.3-meter Ku-band.

News Services: AP, UPI.

Ownership: SCI Television Inc. (Group Owner).

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.

SCOTT STEFFEY, 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 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WISCONSIN			
	Dodge	26,900	26,400	98
	Jefferson	25,100	24,800	99
	Kenosha	44,300	43,800	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WISCONSIN			
	Milwaukee	376,000	371,700	99
	Ozaukee	25,600	25,300	99
	Racine	64,800	64,300	99
	Sheboygan	38,500	38,100	99
	Walworth	27,800	27,400	99
	Washington	31,700	31,400	99
	Waukesha	102,900	102,000	99
Between 25-49%	WISCONSIN			
	Fond Du Lac	32,500	32,000	98
Between 5-24%	ILLINOIS			
	Mcherry	61,100	60,700	99
	WISCONSIN			
	Green Lake	7,500	7,400	99
	Manitowoc	30,100	29,900	99
Totals		894,800	885,200	99
Net Weekly Circulation (1990)			676,300	
Average Daily Circulation (1990)			374,400	

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; Andrew, 4.6-meter Ku-band; Andrew, 4.6-meter C-band; Harris, 5-meter Ku-band; M/A-Com, 5-meter C-band; Andrew, Harris, M/A-Com, Scientific-Atlanta receivers.

SNG Mobile Dish: Roscor, 2.8-meter Ku-band.

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

FM Affiliate: WKTI, 15.5-kw, 94.5 MHz (No. 233), 910-ft.

News Services: CNN, NBC, NWS, NPS.

Ownership: WTMJ Inc. (Group Owner).

Began Operation: December 3, 1947.

Represented (sales): MMT Sales Inc.

Represented (legal): Hogan & Hartson.

Represented (engineering): Jansky & Bailey.

Personnel:

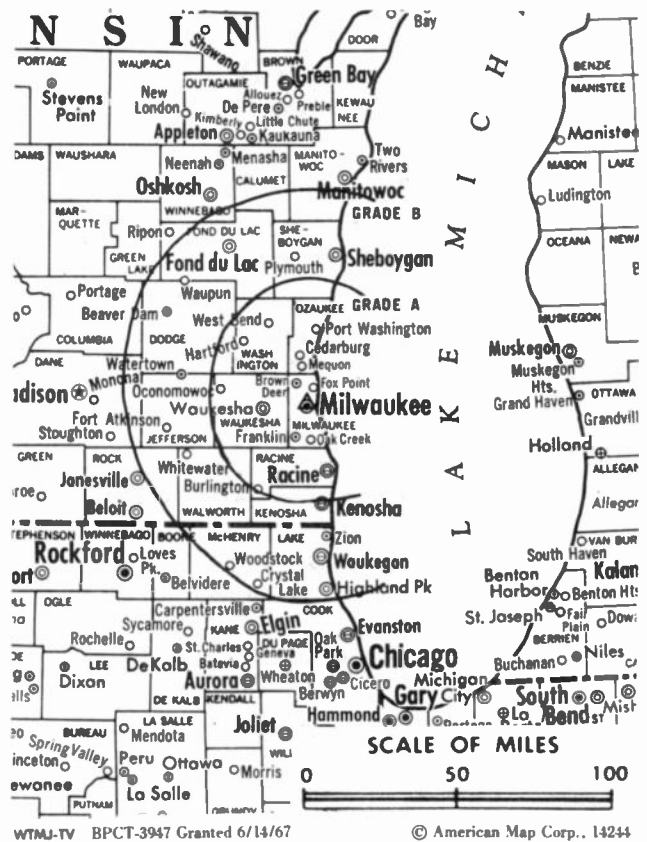
STEVEN SMITH, president.
WAYNE BARNETT, vice president & general manager.
NORB RYAN, general sales manager.
MARK LEGRAND, local sales manager.
MARK STRACHOTA, national sales manager.
GERALD McGRATH, program manager.
TOM MIKKELSEN, director of engineering.
LIA ALCALAY RIGER, promotion director.
TOM LULJAK, 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 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WISCONSIN			
	Dodge	26,900	26,400	98
	Jefferson	25,100	24,800	99
	Kenosha	44,300	43,800	99
	Milwaukee	376,000	371,700	99
	Ozaukee	25,600	25,300	99
	Racine	64,800	64,300	99
	Sheboygan	38,500	38,100	99
	Walworth	27,800	27,400	99
	Washington	31,700	31,400	99
Waukesha	102,900	102,000	99	
Between 25-49%	WISCONSIN			
	Fond Du Lac	32,500	32,000	98
Between 5-24%	WISCONSIN			
	Calumet	12,500	12,300	98
	Green Lake	7,500	7,400	99
	Manitowoc	30,100	29,900	99
	Marquette	5,700	5,500	96
	Rock	51,900	51,300	99
Winnebago	53,700	53,200	99	
Totals		957,500	946,800	99
Net Weekly Circulation (1990)				718,200
Average Daily Circulation (1990)				447,300

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. (Group Owner).

Began Operation: January 1, 1983.

Represented (legal): Wiley, Rein & Fielding.

Personnel:

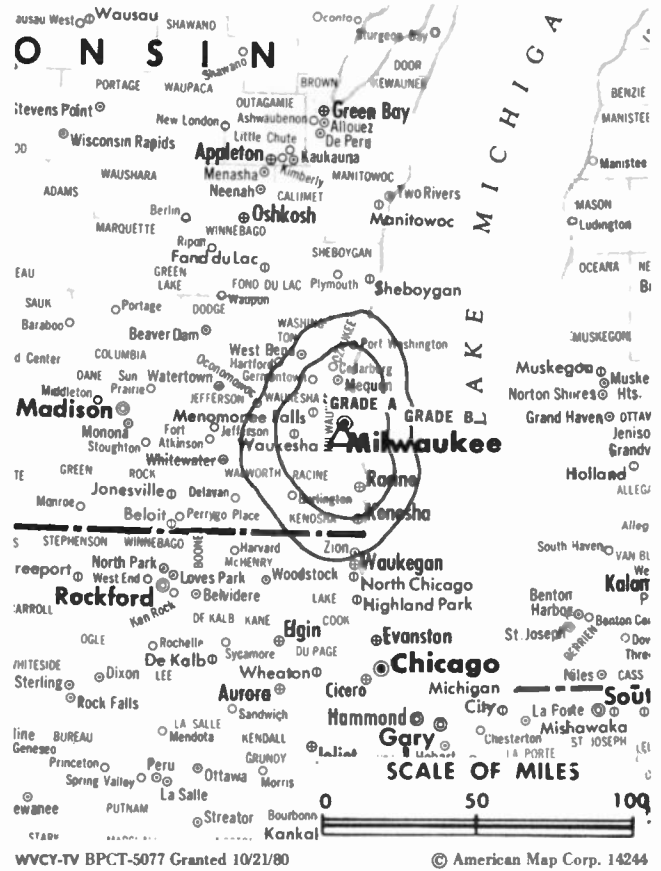
VIC ELIASON, general manager.

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

WVTV

Ch. 18

Network Service: None, Independent.

Licensee: Gaylord Broadcasting Co., Box 1818, Milwaukee, WI 53201-1818.

Studio: 4041 N. 35th St., Milwaukee, WI 53201.

Telephone: 414-442-7050. TWX: 910-262-3466. Fax: 414-874-1899.

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: Comtech, 4.6-meter Ku-band; Comtech, 5-meter C-band; Scientific-Atlanta, 7-meter C-band; M/A-Com, Microwave Assoc., Pinzone, Scientific-Atlanta, Standard Agile Omni receivers.

News Service: AP.

Ownership: Gaylord Broadcasting Co. (Group Owner).

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.

MARK KODOROWSKI, 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 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WISCONSIN			
	Milwaukee	376,000	371,700	99
	Ozaukee	25,600	25,300	99
	Racine	64,800	64,300	99
	Sheboygan	38,500	38,100	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Washington	31,700	31,400	99
	Waukesha	102,900	102,000	99
Between 25-49%	WISCONSIN			
	Dodge	26,900	26,400	98
	Fond Du Lac	32,500	32,000	98
	Jefferson	25,100	24,800	99
	Kenosha	44,300	43,800	99
Walworth	27,800	27,400	99	
Between 5-24%	ILLINOIS			
	Mcherry	61,100	60,700	99
	WISCONSIN			
	Calumet	12,500	12,300	98
	Columbia	18,100	17,800	98
	Green Lake	7,500	7,400	99
	Marquette	5,700	5,500	96
	Rock	51,900	51,300	99
	Sauk	18,000	17,600	98
	Winnebago	53,700	53,200	99
Totals		1,024,600	1,013,000	99
Net Weekly Circulation (1990)			497,400	
Average Daily Circulation (1990)			196,000	

Wisconsin—Racine

WJJA

Ch. 49

Network Service: None, independent.

Licensee: TV 49 Inc., 4311 Oakwood Rd., Oak Creek, WI 53154.

Studio: 4311 E. Oakwood Rd., Oak Creek, WI 53154.

Mailing Address: Box 92, Oak Creek, WI 53154.

Telephone: 414-461-3118.

Technical Facilities: Channel No. 49 (680-686 MHz). Authorized power: 2670-kw max visual. Antenna: 469-ft. above av. terrain, 413-ft. above ground, 1112-ft. above sea level.

Latitude	42°	51'	18"
Longitude	87°	50'	41"

Transmitter: 4401 E. Oakwood Rd., Milwaukee County.

Ownership: Racine Telecasting Co.

Began Operation: January 27, 1990.

Represented (legal): Arter & Hadden.

Represented (engineering): Lyle R. Evans (Green Bay, WI).

Personnel:

LEON DOLNICK, general manager.

MIKE AUDELMAN, chief engineer.

Rates: On request.

Arbitron Data: Not available.



City of License: Racine. ADI: Milwaukee. Rank: 28.

Wisconsin—Suring

WSCO
Ch. 14

Network Service: None, independent.

Licensee: Wisconsin Voice of Christian Youth, 3434 W. Kilbourn Ave., 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. (Group Owner).

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.
JANET MOEDE, operations manager.
GARY PIEDOT, chief engineer.
JIM SCHNEIDER, news & program director.

Rates: On request.

City of License: Suring. ADI: Green Bay-Appleton. Rank: 67.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	WISCONSIN Menominee	1,000	900	95
Totals		1,000	900	90
Not Weekly Circulation (1990)			700	
Average Daily Circulation (1990)			400	

Wisconsin—Wausau-Rhineland

WJFW-TV Ch. 12

Network Service: NBC.

Licensee: Northland TV Inc., Box 858, Rhineland, WI 54501.

Studio: S. Oneida Ave., Rhineland, WI 54501.

Telephone: 715-369-4700.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 57.6-kw aural. Antenna: 1662-ft. above av. terrain, 1679-ft. above ground, 3323-ft. above sea level.

Latitude 45° 40' 02"
Longitude 89° 12' 27"

Transmitter: County Hwy. C at Starks.

Satellite Earth Stations: 3 in operation; Channel Master, Harris receivers.

News Services: NBC, UPI.

Ownership: Seaway Communications Inc. (Group Owner).

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 Avin E. O'Konski approved by FCC April 20, 1979 (Vol. 19:16).

Represented (sales): Settel Inc.

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

Personnel:

MARIE PLATTETER, general manager.

CHRIS OATMAN, news director.

JULIE SWAN, traffic director.

BRIAN HENNING, chief engineer.

Highest 30 Sec. Rate: \$400.

NETWORK BASE HOURLY RATE: \$275.

City of License: Rhineland. ADI: Wausau-Rhineland. Rank: 130.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN			
	Iron	5,800	5,700	98
	Ontonagon	3,500	3,400	97
	WISCONSIN			
	Florence	1,400	1,400	100
	Forest	3,400	3,300	97
	Iron	2,700	2,700	100
	Lincoln	11,200	11,100	99
Marathon	41,400	41,000	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Oneida	13,100	12,800	98
	Price	6,400	6,200	97
	Vilas	7,600	7,400	97
Between 25-49%	MICHIGAN			
	Dickinson	10,700	10,600	99
	Gogebic	7,500	7,300	97
WISCONSIN	Langlade	7,600	7,500	99
	Between 5-24%	MICHIGAN		
Baraga		3,000	2,900	97
WISCONSIN				
Ashland		6,400	6,300	98
Marinette		16,200	16,000	99
Shawano	14,400	14,200	99	
Taylor	6,600	6,500	98	
Totals		168,900	166,300	98
Net Weekly Circulation (1990)				84,500
Average Daily Circulation (1990)				44,100

Wisconsin—Wausau

WAOW-TV

Ch. 9

Network Service: ABC.

Licensee: Tak-WGRZ Inc., 1577 Spring Hill 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. (Group Owner).

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: 130.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WISCONSIN			
	Adams	5,200	5,000	96
	Clark	12,200	11,800	97
	Forest	3,400	3,300	97
	Langlade	7,600	7,500	99
	Lincoln	11,200	11,100	99
	Marathon	41,400	41,000	99
	Oneida	13,100	12,800	98
	Portage	20,300	20,000	99
	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	6,600	6,500	98
	Vilas	7,600	7,400	97
	Wood	29,600	29,200	99
Between 25-49%	WISCONSIN			
	Juneau	8,700	8,400	97
	Menominee	1,000	900	95
	Shawano	14,400	14,200	99
	Waupaca	16,800	16,600	99
Between 5-24%	WISCONSIN			
	Ashland	6,400	6,300	98
	Eau Claire	32,000	31,500	98
	Iron	2,700	2,700	100
	Jackson	6,500	6,300	97
	Monroe	13,700	13,400	98
	Rusk	5,800	5,700	97
Waushara	8,500	8,300	98	
Totals		281,100	276,100	98
Net Weekly Circulation (1990)			166,500	
Average Daily Circulation (1990)			107,200	

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-Corn receivers.

News Services: AP, CBS, CNN, UPI.

Ownership: Adams Communications (Group Owner).

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.

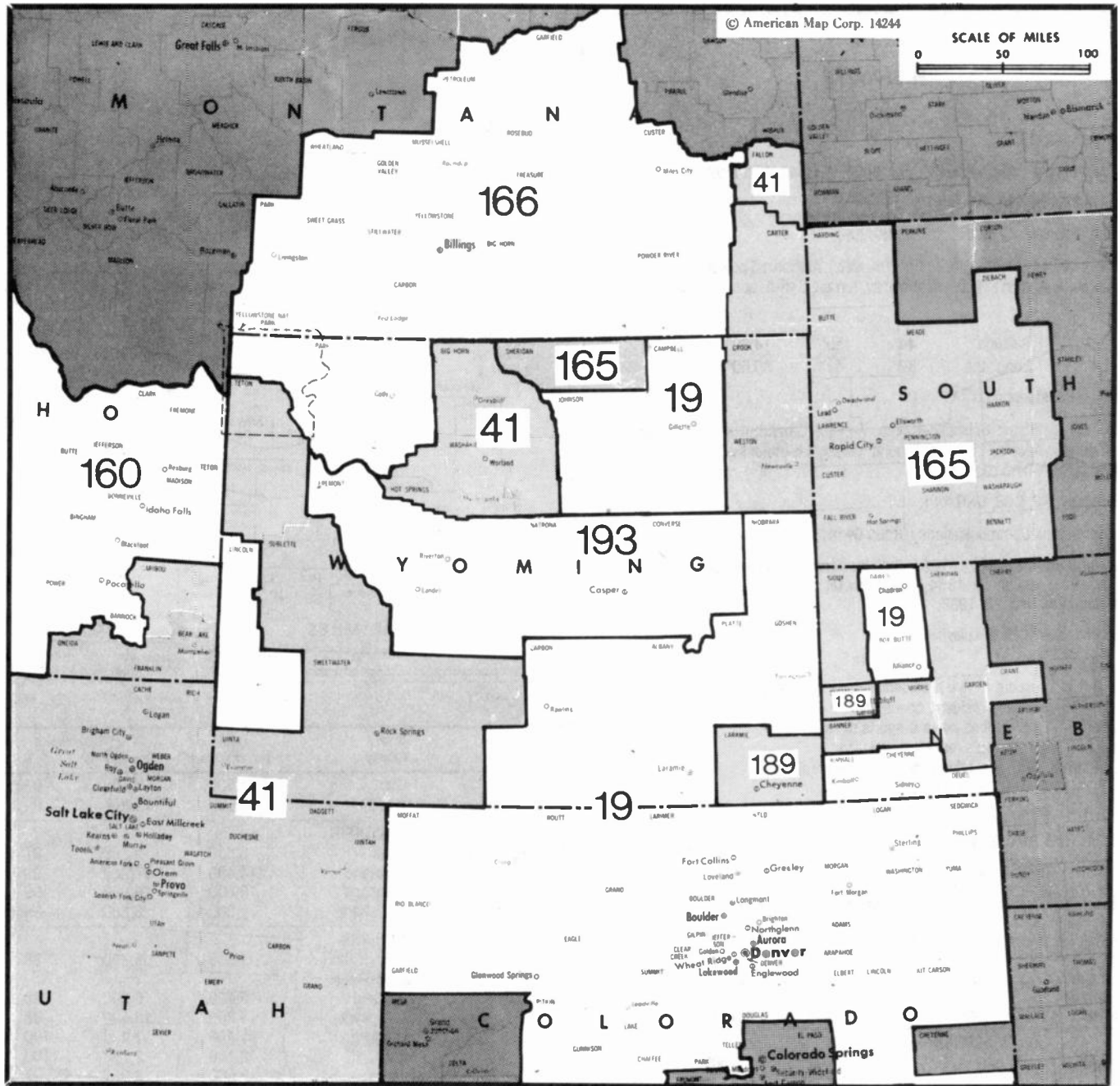
City of License: Wausau. ADI: Wausau-Rhineland. Rank: 130.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WISCONSIN			
	Adams	5,200	5,000	96
	Clark	12,200	11,800	97
	Forest	3,400	3,300	97
	Langlade	7,600	7,500	99
	Lincoln	11,200	11,100	99
	Marathon	41,400	41,000	99
	Oneida	13,100	12,800	98
	Portage	20,300	20,000	99
	Price	6,400	6,200	97
	Taylor	6,600	6,500	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Vilas	7,600	7,400	97
	Wood	29,600	29,200	99
Between 25-49%	WISCONSIN			
	Rusk	5,800	5,700	97
	Shawano	14,400	14,200	99
	Waupaca	16,800	16,600	99
Between 5-24%	MICHIGAN			
	Iron	5,800	5,700	98
	WISCONSIN			
	Ashland	6,400	6,300	98
	Chippewa	19,200	18,900	98
	Florence	1,400	1,400	100
	Iron	2,700	2,700	100
	Jackson	6,500	6,300	97
	Juneau	8,700	8,400	97
	Marquette	5,700	5,500	96
Menominee	1,000	900	95	
Monroe	13,700	13,400	98	
Sawyer	5,700	5,500	96	
Totals		286,900	281,600	98
Net Weekly Circulation (1990)				171,500
Average Daily Circulation (1990)				116,800



Market	Arbitron A01 TV Households	Rank	Market Area Commercial TV Stations
Denver, CO.....	1,047,400	19	KCNC-TV (4), KDVR (31), KMGH-TV (7), KREG-TV (3), KSBS-TV (24), KTVD (20), KUBD (59), KUSA-TV (9), KWGN-TV (2), KWHD (53)
Salt Lake City, UT.....	598,200	41	KCCZ (4), KOOG-TV (30), KSL-TV (5), KSTU (13), KTVX (4), KUTV (2), KXIV (14)
Idaho Falls-Pocatello, ID.....	101,600	160	KIDK (3), KIFI-TV (8), KPVI (6)
Rapid City, SD.....	86,400	165	KCLO-TV (15), KEVN-TV (7), KHSD-TV (11), KIVV-TV (5), KOTA-TV (3), KSGW-TV (12)
Billings-Hardin, MT.....	85,000	166	KOUS-TV (4), KTVO (2), KULR-TV (8), KVUS-TV (3)
Cheyenne, WY-Scottsbluff, NE-Sterling, CO.....	44,400	189	KDUH-TV (4), KGWN-TV (5), KKTU (33), KSTF (10), KTVS (3)
Casper-Riverton, WY.....	42,000	193	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, 1990

	VHF	UHF	TOTAL
Commercial Television Stations	5	3	8
Educational Television Stations	1	0	1
	6	3	9

Wyoming—Casper

KFNB

Ch. 20

Network Service: ABC.

Grantee: Mark Nalbhone, Receiver, 2332 Breck, Casper, WY 82601.

Studio: 7075 Salt Creek Rd., Box 1, Casper, WY 82601.

Telephones: 307-577-5923; 307-577-5928.

Technical Facilities: Channel No. 20 (506-512 MHz). Authorized power: 68-kw max. visual, 6.8-kw max. aural. Antenna: 1744-ft. above av. terrain, 150-ft. above ground, 8170-ft. above sea level.

Latitude 42° 44' 37"
Longitude 106° 18' 26"

Holds CP for change to 1557-kw max. visual, 155-kw max. aural, 1750-ft. above av. terrain, 150-ft. above ground, 8190-ft. above sea level, lat. 42° 44' 37", long. 106° 18' 31", transmitter Casper Mountain. BPCT-860523KF.

Transmitter: Casper Mountain, 8-mi. SSW of Casper.

Satellite Earth Stations: In operation.

Ownership: Mark Nalbhone, Receiver.

Began Operation: November 1, 1984. Left air April 25, 1989; later resumed operation.

Represented (sales): Adarr Young Inc.

Represented (legal): Cordon & Kelly.

Represented (engineering): Arthur K. Peters Consulting Engineers.

Personnel:

MARK NALBONE, general manager.

TODD SENTER, national sales manager.

CHARLES VICK, chief engineer.

GREG MULVIHILL, program director.

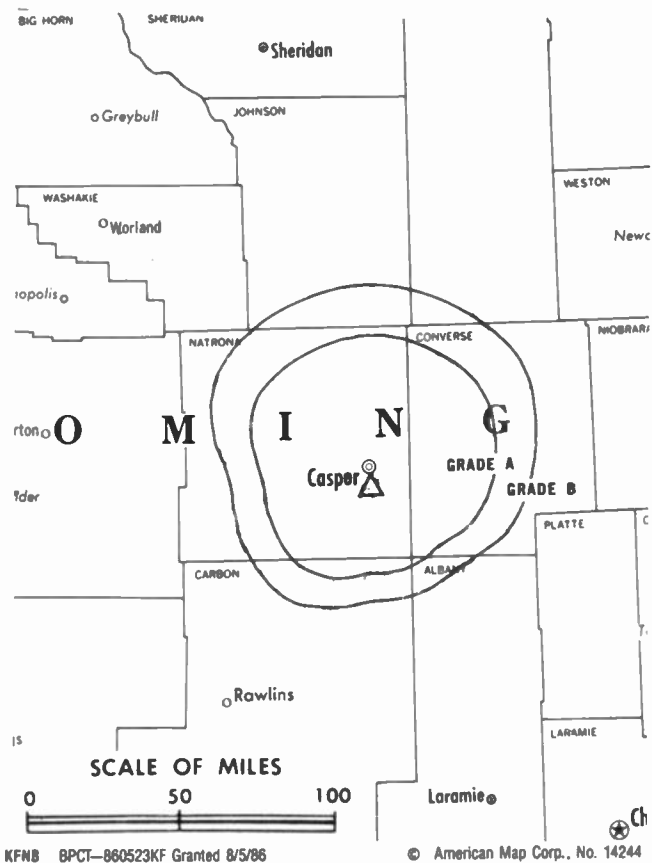
DEO CARMICHAEL, promotion director.

GREG FLADAGER, production manager.

Highest 30 Sec. Rate: \$225.

City of License: Casper. **ADI:** Casper-Riverton. **Rank:** 193.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
WYOMING				
Between 5-24%	Natrona	26,400	25,900	98
Totals		26,400	25,900	98
Net Weekly Circulation (1990)				4,100
Average Daily Circulation (1990)				1,800

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. 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; AEL, 4-meter Ku-band; Magnatech, 3-meter C-band; M/A-Com, Microdyne receivers.

News Services: AP, CBS.

Ownership: Stauffer Communications Inc. (Group Owner).

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.

NIMI McCONIGLEY, news director.

JEREMY PATEY, program director.

STEVE BROOMELL, chief engineer.

Highest 30 Sec. Rate: \$300.

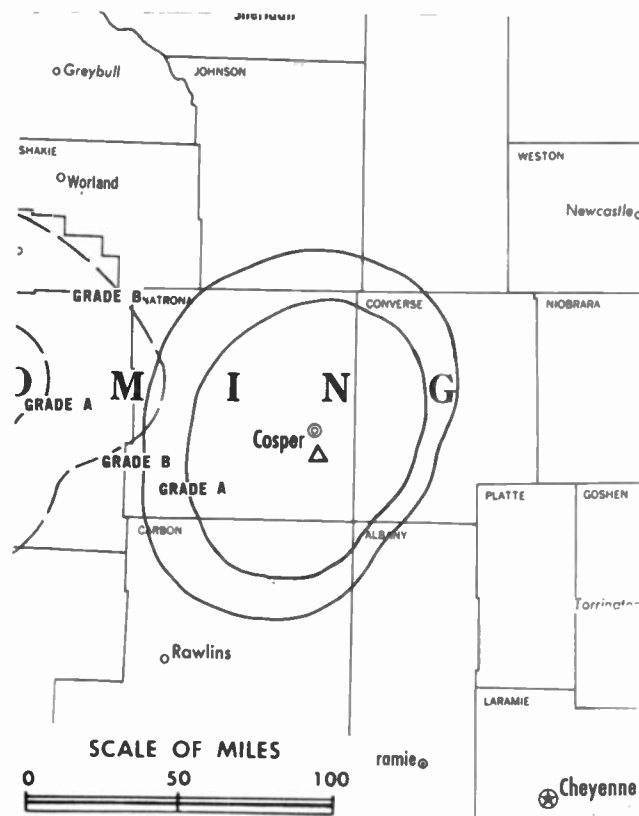
NETWORK BASE HOURLY RATE: \$375.

Arbitron Data: Figures include satellites KWGL-TV, Lander & KGWR-TV, Rock Springs, WY.

City of License: Casper. ADI: Casper-Riverton. Rank: 193.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WYOMING			
	Converse	4,700	4,500	96
	Fremont	12,500	12,200	98



KGWC-TV BMPCT-800519KH Granted 6/27/80

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Johnson	2,600	2,500	96
	Natrona	26,400	25,900	98
	Washakie	3,500	3,400	97
	Weston	2,800	2,700	96
WYOMING				
Between 25-49%	Campbell	12,000	11,400	95
	Sweetwater	15,900	15,300	96
WYOMING				
Between 5-24%	Carbon	6,600	6,300	95
	Crook	2,300	2,200	96
	Hot Springs	2,200	2,100	95
	Park	9,300	8,900	96
Totals		100,800	97,400	97
Net Weekly Circulation (1990)			47,600	
Average Daily Circulation (1990)			22,000	

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.

Satellite Earth Stations: 6.1-meter; 4.5-meter; 3.5-meter.

News Service: AP.

Ownership: Wooster Republican Printing Co. (Group Owner).

Began Operation: March 8, 1957. Sale of station by Harriscope Bcstg. Corp. to present owner approved by FCC Dec. 12, 1986 (Television Digest, Vol. 26:45).

Represented (sales): 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.

LINDA MAKINEN, business manager.

JANE BARRY, promotion director.

KRIS ANDERSON, director of engineering.

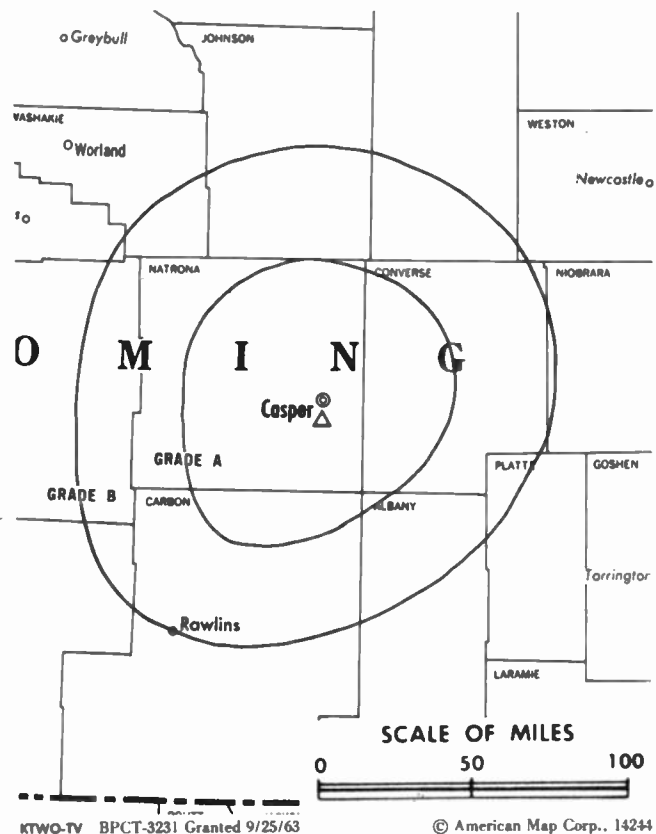
Highest 30 Sec. Rate: \$425.

Arbitron Data: Includes KKTU, Cheyenne, WY.

City of License: Casper. ADI: Casper-Riverton. Rank: 193.

Total Households: ©NSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WYOMING			
	Big Horn	4,500	4,300	96
	Campbell	12,000	11,400	95
	Carbon	6,600	6,300	95
	Converse	4,700	4,500	96
	Freemont	12,500	12,200	98
	Hol Springs	2,200	2,100	95
	Johnson	2,600	2,500	96



Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	Lincoln	5,600	5,300	95	
	Natrona	26,400	25,900	98	
	Niobrara	1,200	1,200	100	
	Park	9,300	8,900	96	
	Platte	4,200	4,000	95	
	Sheridan	10,300	9,800	95	
	Sublette	2,200	2,100	95	
	Washakie	3,500	3,400	97	
	Weston	2,800	2,700	96	
	WYOMING				
	Between 25-49%	Albany	12,200	11,700	96
Laramie		29,900	29,400	98	
Sweetwater		15,900	15,300	96	
Uinta		7,100	6,900	97	
WYOMING					
Between 5-24%	Crook	2,300	2,200	96	
	Goshen	5,200	5,100	98	
	Teton	5,300	5,100	96	
	Totals		188,500	182,300	97
Net Weekly Circulation (1990)			108,800		
Average Daily Circulation (1990)			57,800		

Wyoming—Cheyenne

KGWN-TV

Ch. 5

(Operates satellites KSTF, Scottsbluff, NE & 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.

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. (Group Owner).

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 30 Sec. Rate: \$550.

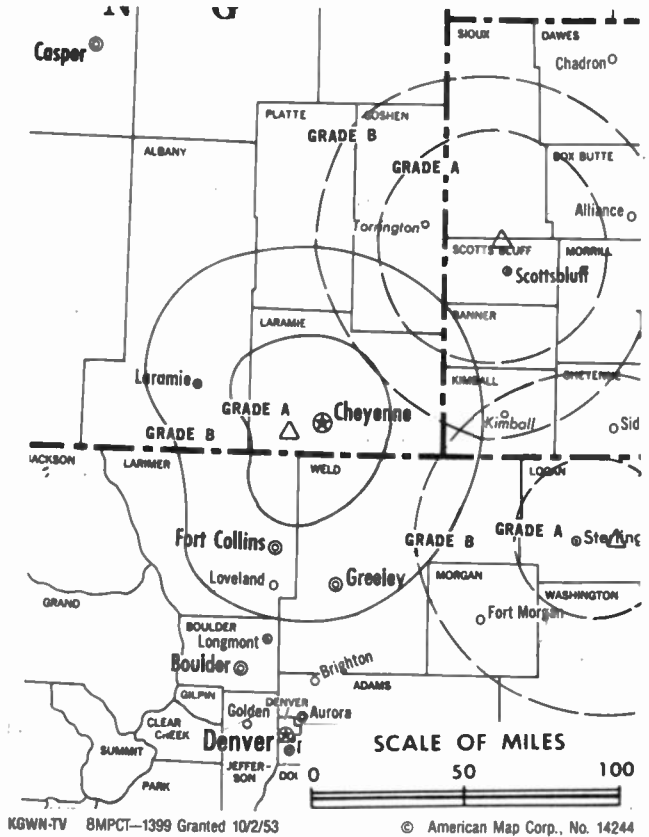
Rates: KSTF & KTVS sold in combination with KGWN-TV; separate rates are also available.

NETWORK BASE HOURLY RATE: \$715.

Arbitron Data: Figures do not include KSTF, Scottsbluff NE & KTVS, Sterling, CO.

City of License: Cheyenne. ADI: Cheyenne, WY-Scottsbluff, NE-Sterling, CO. Rank: 189.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WYOMING			
	Albany	12,200	11,700	96
	Laramie	29,900	29,400	98
Between 25-49%	COLORADO			
	Weld	51,900	51,100	98
	WYOMING			
	Platte	4,200	4,000	95
Between 5-24%	COLORADO			
	Jackson	700	700	100
	Larimer	73,000	71,500	98
	WYOMING			
	Carbon	6,600	6,300	95
	Fremont	12,500	12,200	98
Totals		191,000	186,900	98
Net Weekly Circulation (1990)				64,000
Average Daily Circulation (1990)				30,900

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 KWTO-TV, Casper.

Telephone: 307-237-3711. **TWX:** 910-949-4462. **Fax:** 307-234-9866.

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: Wooster Republican Printing Co. (Group Owner).

Began Operation: August 28, 1987.

Represented (sales): Blair Television.

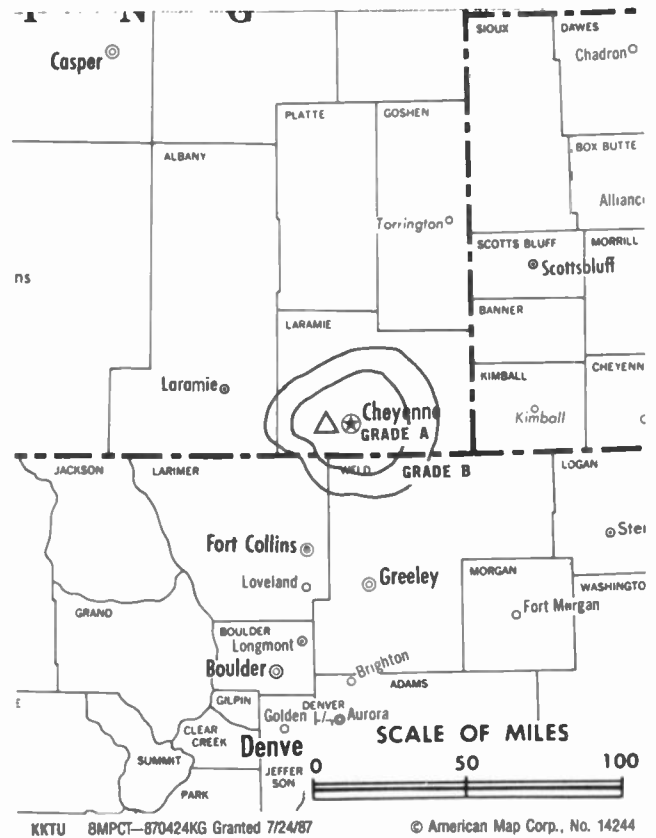
Represented (legal): Baker & Hostetler.

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:** 189.

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 (Group Owner); Ellen M. Armstrong (Group Owner).

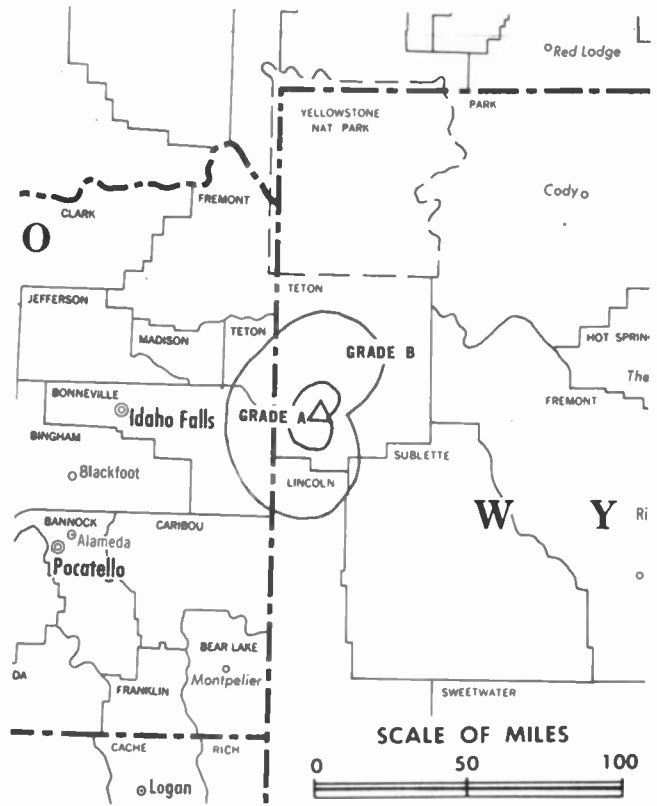
Scheduled to Begin Operation: November 1, 1990.

Represented (legal): Hopkins & Sutter.

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KJVI BNPCT-881215KG Granted 5/31/89

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City of License: Jackson. **ADI:** Salt Lake City. **Rank:** 41.

Wyoming—Lander-Riverton

KGWL-TV

Ch. 5

(Satellite of KGWC-TV, Casper, WY)

Network Service: CBS.

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

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: AP, CBS.

Ownership: Stauffer Communications Inc. (Group Owner).

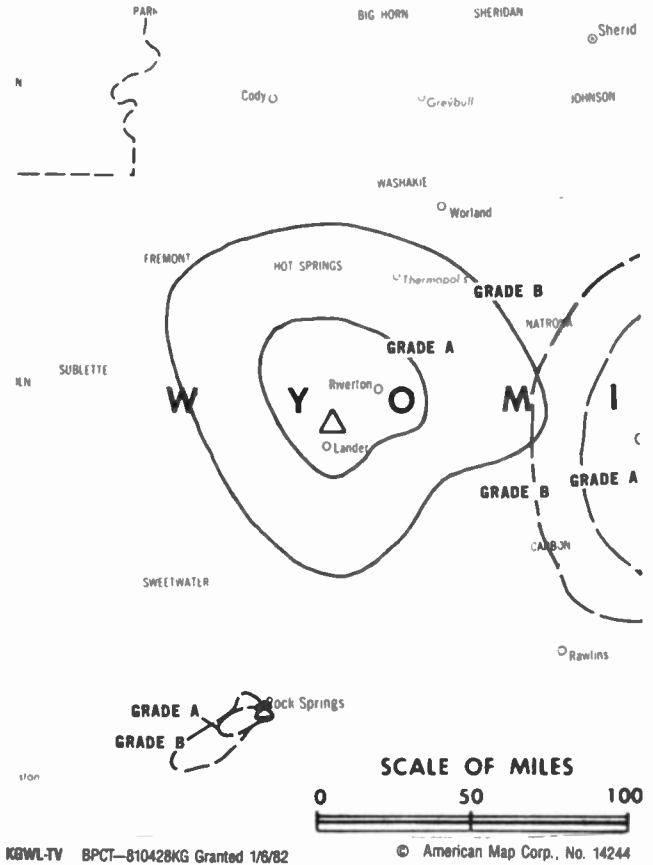
Began Operation: September 12, 1982. Sale to present owner by Rocky Mountain Communications Network approved by FCC Aug. 25, 1986 (Television Digest, Vol. 26:23).

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: 193.

Wyoming—Rock Springs

KGWR-TV

Ch. 13

(Satellite of KGWC-TV, Casper, WY)

Network Service: CBS.

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

Studio: See KGWC-TV, Casper.

Telephone: 307-234-1111.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 209-kw visual, 21-kw aural. Antenna: 1624-ft. above av. terrain, 148-ft. above ground, 8694-ft. above sea level.

Latitude	41°	26'	21"
Longitude	109°	06'	42"

Transmitter: Quaking Asp Mountain.

News Services: AP, CBS.

Ownership: Stauffer Communications Inc. (Group Owner).

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.

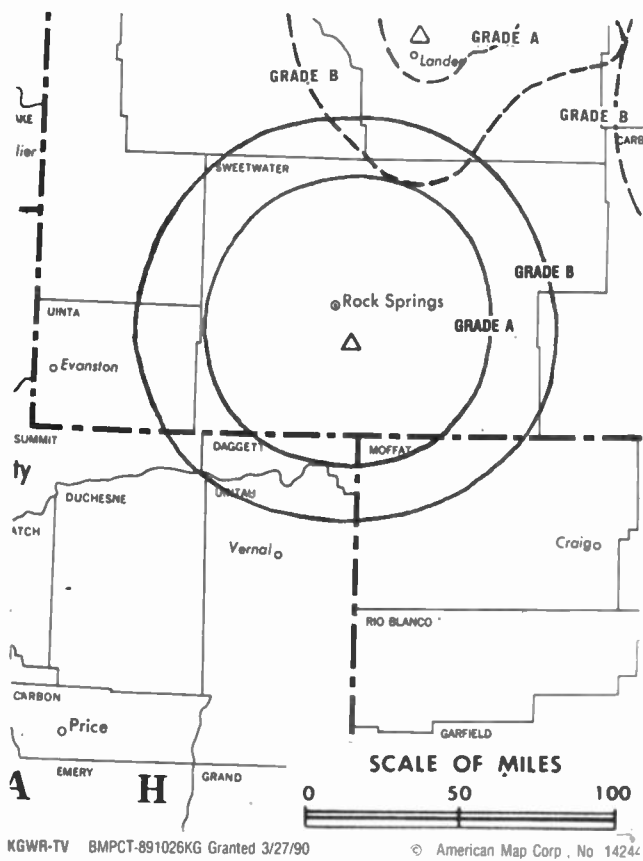
Represented (legal): Dow, Lohnes & Albertson.

Represented (engineering): Kenneth Williams.

Personnel:

See KGWC, Casper, WY.

Rates: Sold in combination with KGWC-TV, Casper & KGWL-TV, Lander-Riverton, WY.



Arbitron Data: Included with KGWC-TV, Casper, WY.

City of License: Rock Springs. ADI: Casper-Riverton. Rank: 193.

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: ABC, UPI.

Ownership: Duhamel Broadcasting Enterprises (Group Owner).

Began Operation: October 28, 1977.

Represented (sales): Katz Television.

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

Personnel:

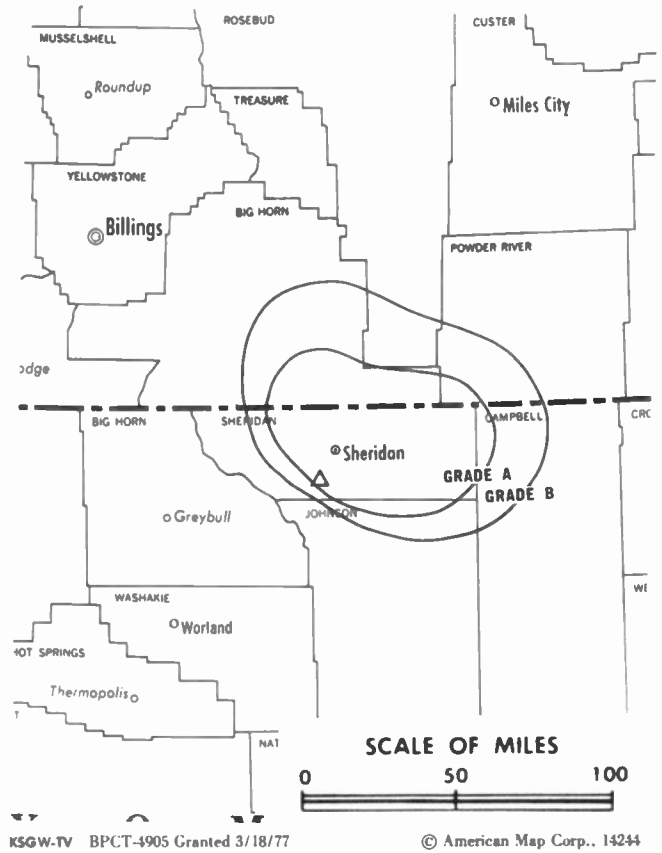
See KOTA-TV, Rapid City, SD.

WILLIAM F. DUHAMEL, general manager.

WES HAUGEN, general sales manager.

Rates: Sold in combination with KOTA-TV, Rapid City, SD.

Arbitron Data: Included with KOTA-TV, Rapid City, SD.



City of License: Sheridan. ADI: Rapid City. Rank: 165.

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: Pacific Telestations Inc., Debtor-in-Possession.

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. Hearne 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 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.

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.

Rates: On request.

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"

Requests CP for change 275-kw max. visual, 27.5-kw max. aural, 2182-ft. above av. terrain, 237-ft. above ground, 3189-ft. above sea level, lat. 18° 09' 00", long. 66° 59' 00". BPCT-890828KH.

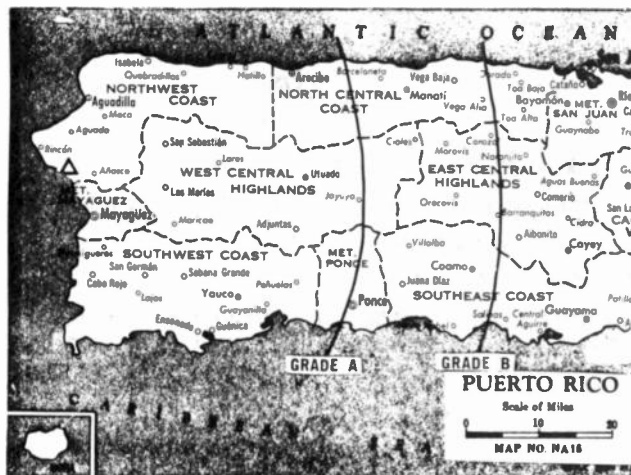
Transmitter: Pico Atalaya, 4.5-mi. SE of Rincon, PR.

Ownership: Western Broadcasting Corp. of Puerto Rico.

Began Operation: May 10, 1960.

Represented (legal): Dempsey & Koplovitz.

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



WOLE-TV

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Personnel:

IRWIN YOUNG, president.

LUIS A. MORALES, general manager.

MARIA ACEVEDO, marketing director.

SANTIAGO HERNANDEZ, program director.

DOEL ORIOL, chief engineer.

Highest 30 Sec. Rate: \$160.

City of License: Aguadilla.

Puerto Rico—Aguadilla

WVEO

Ch. 44

Network Service: None, Independent.

Licensee: Seglares Iglesia Catolica Inc., 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"

Requests CP for change 250-kw max. visual, 1220-ft. above av. terrain, 820-ft. above ground, 1427-ft. above sea level. BPCT-890927KE.

Transmitter: Barrio Atalaya, Aguada, PR.

Ownership: Seglares Iglesia Catolica Inc. Sale pends.

Began Operation: October 7, 1974. Sale of off air station to James C. Leake approved April 20, 1987 but never consummated. Sale to Seglares Iglesia Catolica Inc. by Video Empresas Del Oeste approved by FCC March 7, 1985.

Represented (sales): Contemporary Media.

Represented (legal): Hopkins & Sutter.



City of License: Aguadilla.

Puerto Rico—Arecibo

WCCV-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 Roncador, 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: Asociacion Evangelistica Cristo Viene Inc.

Began Operation: April 9, 1982. Sale to present owners by Arecibo Video Corp. approved by FCC March 17, 1989.



WCCV-TV BPCT-890609KF Granted 8/30/89

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Represented (engineering): Robert L. Purcell.

Personnel:

JOSE J. AVILA, president.
JENNY R. VELAZQUEZ, general manager.
WILLIAM ARCE, chief engineer.

Highest 30 Sec. Rate: \$30.

City of License: Arecibo.

Puerto Rico—Fajardo

WPRV-TV

Ch. 13

Network Service: None, independent.

Licensee: WPRV-TV Inc., Debtor (Chapter 7), Evangelina Vives, 11-11 First St., Hillside, Trustee, 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"

Holds CP for change to 140.2-kw max visual. BPCT-900208KG.

Transmitter: El Yunque Peak, 9-mi. W of Fajardo.

Satellite Earth Station: Harris, 13-meter C-band; Harris receivers.

News Services: ABC, AP.

Ownership: WPRV-TV Inc.

Began Operation: December 22, 1984.

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

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

Personnel:

JAMES C. LEAKE, chairman.



WPRV-TV BPCT-900208KG Granted 3/23/90



American Map Corp., No. 14244

CARMINA MENDEZ MILLER, president.
RICHARD SEVENOAKS, station manager.
DANNY GARCIA, sales manager.
MARIO LAZZARI, chief engineer.
JORGE MIRANDA, promotion director.

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: WNJX-TV Inc.

Began Operation: April 27, 1986.

Represented (legal): Latham & Watkins.

Represented (engineering): D.B. Communications.

Personnel:

ANA P. TRYON, president.

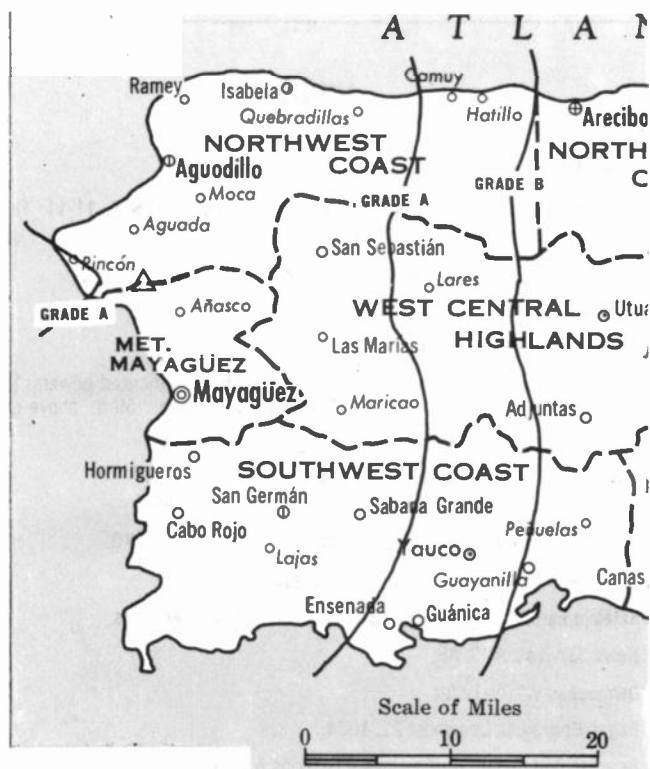
GLENN A. TRYON, general manager.

RAMON RIVERA PEREZ, chief engineer.

FRANCES IRIZARRY, general sales manager.

PEDRO CARABALLO, production director.

NYDIA PLAZA, traffic director.



WNJX-TV BMPCT-860109KG Granted 6/24/86

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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.

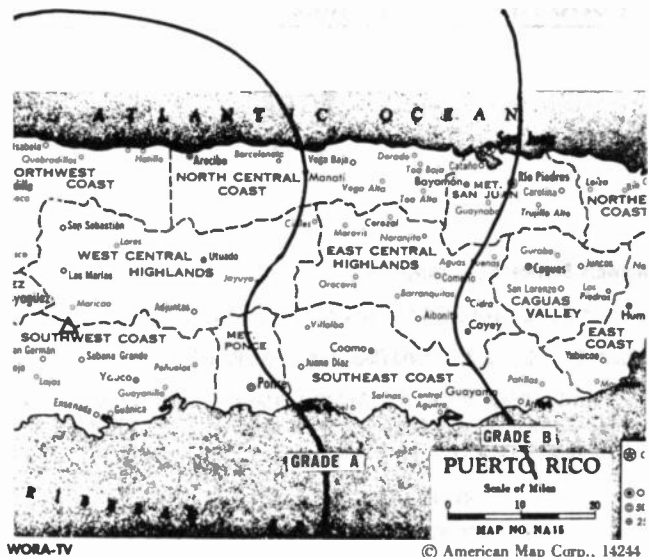
Ownership: Telecinco Inc.

Began Operation: October 1, 1955.

Represented (legal): Bryan, Cave, McPheeters & McRoberts.

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.

Grantee: 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 7 on Mt. Atalaya, Aguada.

Ownership: Century Telecast Corp.

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.



WTRA BMPCT-860129KF Granted 6/24/86

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City of License: Mayaguez.

Puerto Rico—Naranjito

WECN

Ch. 64

Network Service: None, independent.

Grantee: Encuentro Christian Network Corp., Box 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: Barrio Cedro Abajo.

Ownership: Encuentro Christian Network Corp.

Began Operation: January 1, 1989.

Represented (legal): Mitchell, Fielstra & Associates, P.C.

Represented (engineering): Satellite Technology for Christ.

Personnel:

JOFRE AYALA TORRES, general manager.

ELIEZER HERNANDEZ, local sales manager.

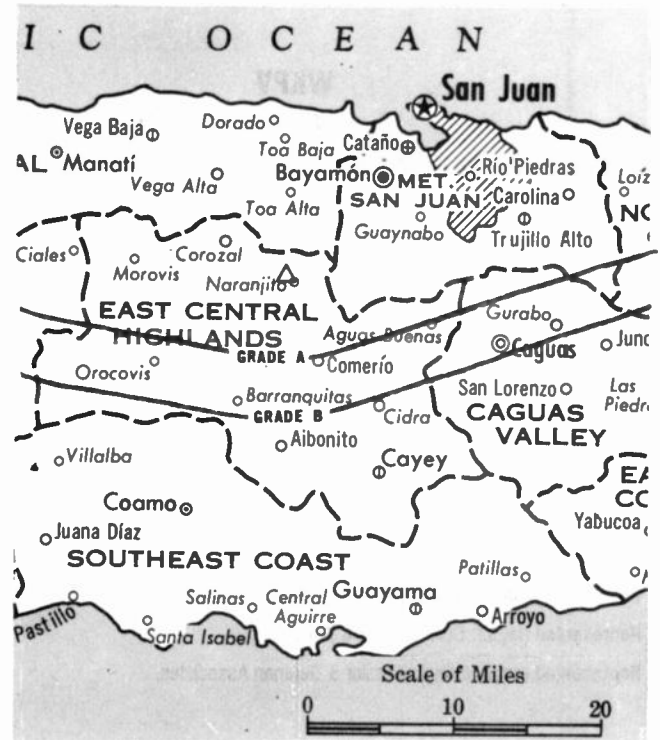
JORGE FIGUEROA, chief engineer.

YAMIL AYALA, program director.

JOSE ANTONIO AYALA, news director.

MYRIAM GUZMAN, production manager.

Highest 30 Sec. Rate: \$75.



WECN BPCT-890125KH Granted 5/31/89

American Map Corp., No. 14244

Rates: On request.

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 Peruvelas.

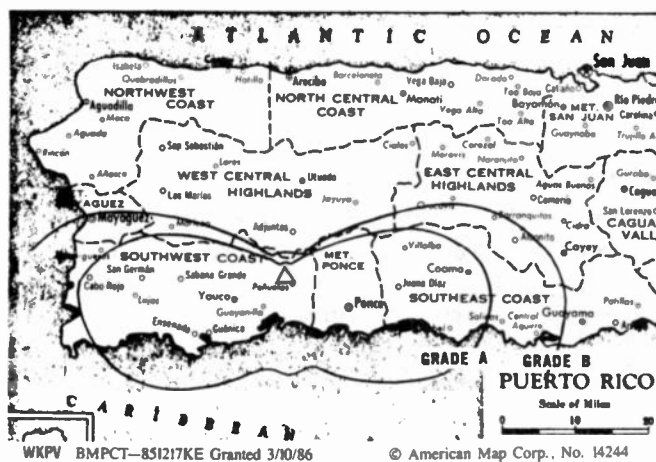
News Service: AP.

Ownership: Multi-Media Television Inc. (Group Owner).

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: Malrite Communications Group Inc., 80% (Group Owner); Lucas T. Muniz, 20%.

Began Operation: February 2, 1958. Sale of 80% to Malrite by Lucas Tomas Muniz approved by FCC Sept. 27, 1985 (Television Digest, Vol. 25:23). Previous sale by United Artists Bcstg. approved by FCC Dec. 21, 1978. Sale to United Artists approved March 11, 1970 (Vol. 9:31). Sale of 36.67% to Alfredo C. Ramirez, giving him control, approved Dec. 23, 1964 (Vol. 5:1).



WSTE BMPCT-861223KN Granted 1/29/87

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

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 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.

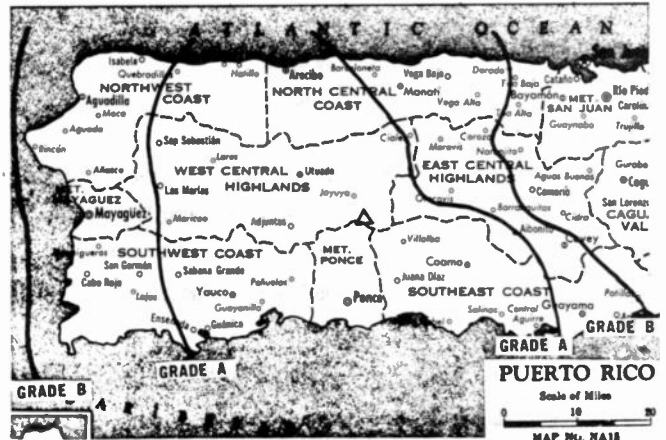
Latitude	18°	10'	17"
Longitude	66°	34'	30"

Transmitter: Mt. Jayuya.

News Service: AP.

Ownership: TeleOnce Corp. (Group Owner).

Began Operation: February 20, 1958. Sale to Lorimar-Telepictures, et al., by owners by American Colonial Bcstg. Corp. approved by FCC July 22, 1985 (Television Digest, Vol. 23:52) Sale to Timothy Brumlik dismissed (Vol. 28:51; 29:3).



WSUR-TV

© American Map Corp., 14244

Personnel:

LUIS FELIPE RODRIGUEZ, production manager.

ROBERT L. BEURKET, chief engineer.

Rates: On request.

City of License: Ponce.

Puerto Rico—Ponce

WTIN

Ch. 14

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.

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, Puerto Rico 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.

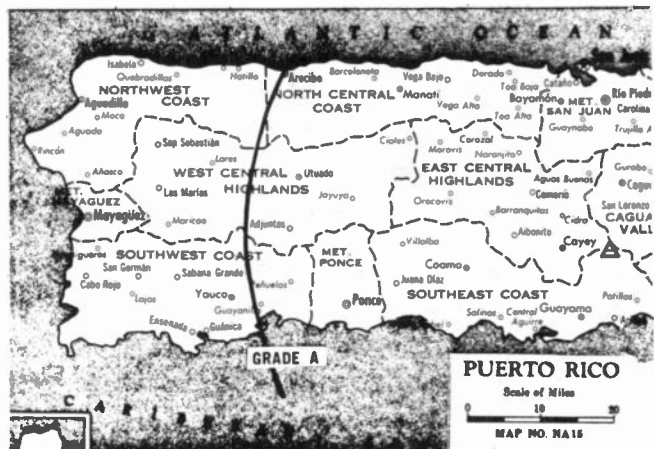
Satellite Earth Station: Harris, 13-meter; Harris receivers.

News Service: CNN.

Ownership: General Electric Capital Corp. (Group Owner).

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.



WAPA-TV BMPCT—870709KF Granted 8/31/87

© American Map Corp., No. 14244

Represented (engineering): John F. X. Browne & Associates, P.C.

Personnel:

JOHN BENNETT, president & general manager.
 CANDIDO VALCARCEL, vice president, production.
 HECTOR MARTINEZ, vice president, sales.
 JAMES NUGENT, national sales manager.
 JUAN ABEL GONZALEZ, chief engineer.
 ENRIQUE CRUZ, news director.
 ALICIA ALCALA, program director.
 MARIA GONZALEZ, promotion director.
 MARIA RODRIGUEZ, business manager.

Highest 30 Sec. Rate: \$1700.

City of License: San Juan.

Puerto Rico—San Juan

WKAQ-TV

Ch. 2

Network Service: Telemundo.

Licensee: Telemundo of Puerto Rico, Box 6222, San Juan, PR 00936.

Studio: 383 Franklin D. Roosevelt Ave., Hato Rey

Telephone: 809-758-2222.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 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.

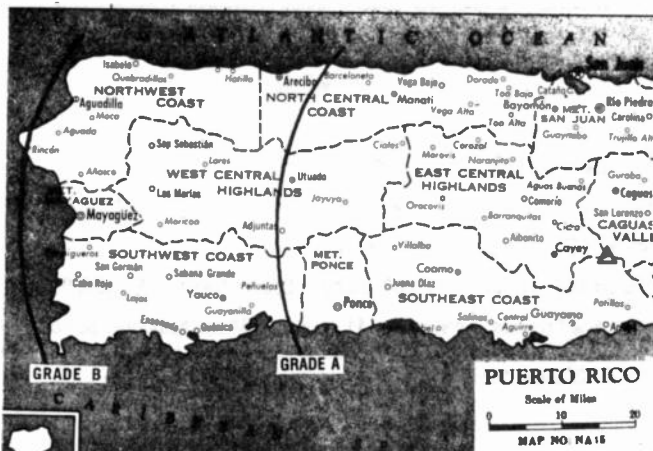
News Services: AP, CBS, UPI.

Ownership: Telemundo Group (Group Owner).

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.



WKAQ-TV BPCT-881109KH Granted 4/28/89

American Map Corp., No. 14244

Personnel:

DAVID MURPHY, president & general manager.

JOE RAMOS, general sales manager.

MARGARITA MILLAN, program director.

MANUEL COLLAZO, chief engineer.

JOE PAGAN, local sales manager.

ANTONIO MUJENA, promotion director.

HECTOR VALDES, business manager.

Highest 30 Sec. Rate: \$1350.

City of License: San Juan.

Puerto Rico—Caguas-San Juan

WLII

Ch. 11

Network Service: None, independent.

Licensee: TeleOnce Corp., Santurce Station, Call Box 10000, Santurce, PR 00908.

Studio: 657 Condado Ave., Santurce, PR 00907.

Mailing Address: Call Box 10000, Santurce Station, Santurce, PR 00908.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 200-kw visual, 39.80-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, NWS, UPI, WSI.

Ownership: TeleOnce Corp. (Group Owner).

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.



WLII

© American Map Corp., 14244

Personnel:

RAFAEL RUIZ, executive vice president.
EDUARDO PENEDO, vice president & general manager.
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 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.

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.

Licensee: Multi-Media Television Inc., Box 2556, San Juan, PR 00936-2556.

Studio: 171 Quisqueya St., Hato Rey, PR 00917.

Telephones: 809-766-0024; 809-766-4115.

Technical Facilities: Channel No. 24 (530-536 MHz). Authorized power: 537-kw max. visual, 53.7-kw max. aural. Antenna: 1963-ft. above av. terrain, 276-ft. above ground, 2703-ft. above sea level.

Latitude	18°	16'	47"
Longitude	65°	51'	14"

Transmitter: 0.5-mi. E of State Rd. 186 in Cubuy Barrio.

Satellite Earth Station: 7.3 meter C-band; Drake, DX Antenna, M/A-Corn, Scientific-Atlanta receivers.

News Services: AP, Group W Newsfeed.

Ownership: Multi-Media Television Inc.

Began Operation: February 15, 1987.

Represented (legal): Dow, Lohnes & Albertson.

Represented (engineering): Kessler & Gehman Associates.

Personnel:

FRANKLIN D. LOPEZ, general manager.

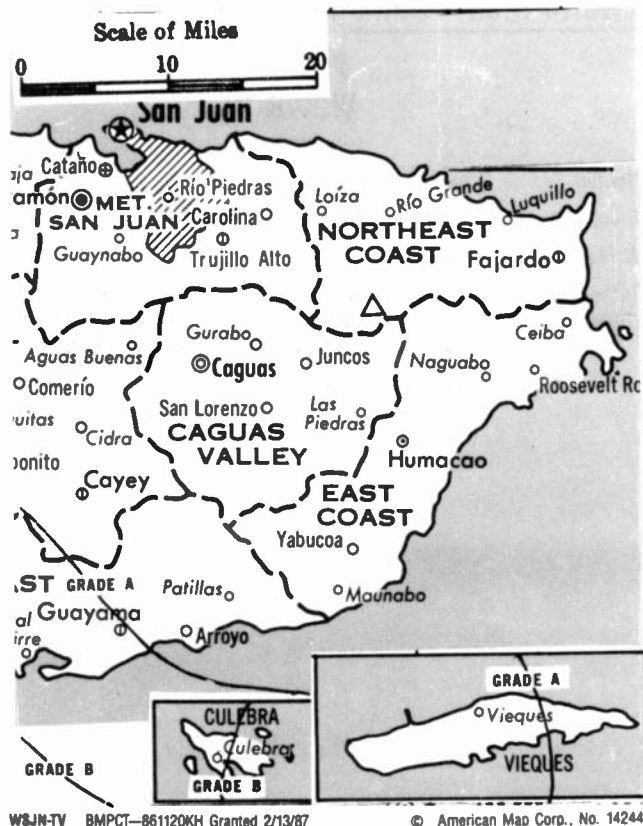
DESIREE ORTIZ, sales manager.

RICARDO L. ALFARO, engineering director.

RICARDO MEDINA, news director.

CLARAINES VALENZUELA, program director.

ANNETTE URRUTIA, promotion director.



WSJN-TV BMPCT-861120KH Granted 2/13/87

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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, San Fernando Station, Box 34086, 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.

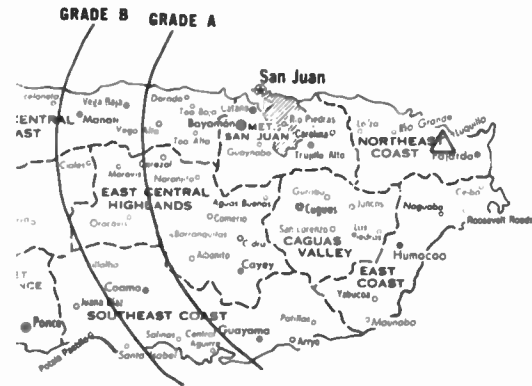
Satellite Earth Stations: Harris, 11-meter; Harris, 9-meter; Harris, 6-meter; Harris receivers.

News Services: INN, NBC.

Ownership: Three Star Corp.

Began Operation: July 29, 1984.

Represented (sales): Intercontinental Services Ltd.



WSJU BMPCT—840113KF Granted 1/27/84

© American Map Corp., No. 14244

Represented (legal): Holland & Knight.

Represented (engineering): Raymond E. Rohrer.

Personnel:

BARAKAT SALEH, 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: Tele 38 Inc.

Began Operation: January 1, 1987.

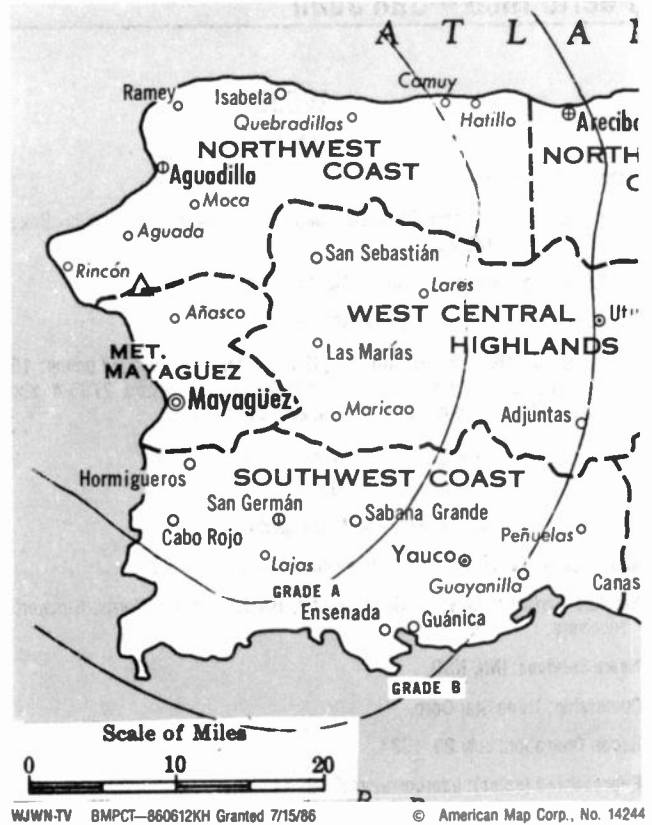
Represented (legal): James L. Oyster.

Represented (engineering): Hector Nicolau.

Personnel:

HAYDEE DIAZ, president.

Rates: On request.



WJWN-TV BMPCT-860612KH Granted 7/15/86

© American Map Corp., No. 14244

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.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 113-kw visual, 1.13-kw aural. Antenna: 1709-ft. above av. terrain, 203-ft. above ground, 1709-ft. above sea level.

Latitude	18°	21'	23"
Longitude	64°	56'	43"

Holds CP for change to 316-kw max. visual, 31.6-kw max. aural, 1830-ft. above av. terrain, 400-ft. above ground, 1906-ft. above sea level, 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 (Group Owner).

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 (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 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 Services: ABC, AP.

Ownership: Antilles Bcstg. Corp.

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): Holland & Knight.

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 30 Sec. Rate: \$200.

City of License: Christiansted.