

Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Oklahoma City, OK	600,000	40	KFOR-TV (4), KOCP (34), KOCO-TV (5), KOKH-TV (25), KSBI (52), KTBO-TV (14), KWTW (9)
Tulsa, OK	471,300	56	KDOR (17), KJRH (2), KOKI-TV (23), KOTV (6), KTFO (41), KTUL-TV (8), KWHB (47)
Wichita-Hutchinson, KS	431,500	60	KAAS-TV (18), KAKE-TV (10), KBSD-TV (6), KBSH-TV (7), KBSL-TV (10), KLBY (4), KSAS-TV (24), KSNC (2), KSNG (11), KSNK (8), KSNW (3), KUPK-TV (13), KWCH-TV (12)
Shreveport, LA-Texarkana, TX	389,600	65	KMSS-TV (33), KSLS-TV (12), KTAL-TV (6), KTBS-TV (3)
Fort Smith, AR	198,100	114	KFSM-TV (5), KHBS (40), KHOG-TV (29), KPOM-TV (24)
Amarillo, TX	178,100	122	KAMR-TV (4), KCIT (14), KFDA-TV (10), KVIH-TV (12), KVIJ-TV (7), KVIJ-TV (8)
Wichita Falls, TX-Lawton, OK	162,900	131	KAUZ-TV (6), KFDX-TV (3), KJTL (18), KSWO-TV (7)
Joplin, MO-Pittsburg, KS	142,000	149	KFAA (51), KOAM-TV (7), KODE-TV (12), KSNF (16)
Ardmore-Ada, OK	74,700	175	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
KFOX-TV, Lawton	See Wichita Falls, TX
KDOR, Tulsa	See Bartlesville, OK

**Oklahoma Station Totals as of October 1, 1991**

	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:**

Dirk W. Johnston, Vice President & General Manager.

Garry Carter, General Sales Manager.

Norma McKinize, News Director.

Linda Boyles, Program Director.

Donna Perry, Promotion Director.

Leta McNatt, Business Manager.

Noley Keener, Chief Engineer.

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

**NETWORK BASE HOURLY RATE:** \$700.

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

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>OKLAHOMA</b>			
	Atoka	4,700	4,700	100
	Bryan	13,600	13,400	99
	Carter	17,900	17,700	99
	Choctaw	6,200	6,000	97
	Coal	2,200	2,200	100
	Hughes	5,700	5,700	100
	Johnston	4,000	3,900	98
	Love	3,300	3,300	100



KTEN BPCT-3560 Granted 5/28/65

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Marshall	5,200	5,100	98
	Murray	5,000	5,000	100
	Pittsburg	17,200	17,000	99
	Pontotoc	13,400	13,300	99
	Pushmataha	5,000	4,900	98
<b>Between 25-49%</b>	<b>OKLAHOMA</b>			
	Mc Curtain	13,300	13,000	98
	<b>TEXAS</b>			
	Fannin	10,200	10,000	98
<b>Between 5-24%</b>	Grayson	38,800	38,400	99
	Lamar	17,400	16,900	97
<b>Between 5-24%</b>	<b>OKLAHOMA</b>			
	Garvin	11,200	11,100	99
	Jefferson	3,200	3,200	100
	Latimer	3,800	3,700	97
	Oklfuskee	4,400	4,300	98
	Seminole	10,500	10,400	99
	<b>TEXAS</b>			
Cooke	11,700	11,600	99	
<b>Station Totals</b>		<b>227,900</b>	<b>224,800</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>				<b>121,100</b>
<b>Average Daily Circulation (1991)</b>				<b>65,900</b>

# 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:** 903-892-8123, Sherman; 405-223-0946, Ardmore. TWX: 510-874-3402.

**Fax:** 903-893-7858.

**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, AP.

**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):** Seitel Inc.

**Represented (legal):** Cordon & Kelly.

**Personnel:**

M. N. Bostick, General Partner.  
Richard D. Adams, General Manager.  
Larry Pogue, General Sales Manager.  
Loren Farr, News Director.  
Bruce Stidham, Promotion & Production Manager.  
Peggy Miller, Business Manager.  
Dennis Kite, Chief Engineer.

**Highest 30 Sec. Rate:** \$675.

**NETWORK BASE HOURLY RATE:** \$1313.

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

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

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



KXII BPCT—830217KF Granted 6/10/83

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>TEXAS</b>			
	Cooke	11,700	11,600	99
	Fannin	10,200	10,000	98
	Grayson	38,800	38,400	99
	Lamar	17,400	16,900	97
Between 25-49%	<b>OKLAHOMA</b>			
	Jefferson	3,200	3,200	100
	Murray	5,000	5,000	100
	Pontotoc	13,400	13,300	99
	<b>TEXAS</b>			
	Delta	1,800	1,800	100
Between 5-24%	<b>OKLAHOMA</b>			
	Garvin	11,200	11,100	99
	Stephens	17,000	16,900	99
	<b>TEXAS</b>			
	Montague	7,300	7,200	99
	Wise	13,500	13,400	99
<b>Station Totals</b>		<b>212,600</b>	<b>210,000</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>				<b>125,400</b>
<b>Average Daily Circulation (1991)</b>				<b>74,300</b>

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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.  
Darrell Highfield, Production Assistant.

Highest 30 Sec. Rate: \$50.

City of License: Bartlesville. ADI: Tulsa. Rank: 56.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	OKLAHOMA			
	Osage	15,500	15,400	99
	Washington	17,600	17,500	99
<b>Station Totals</b>		<b>33,100</b>	<b>32,900</b>	<b>99</b>
Net Weekly Circulation (1991)				<b>9,400</b>
Average Daily Circulation (1991)				<b>4,300</b>

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# 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. Fax: 405-357-3811.

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: Andrew, 7.5-meter C-band; Andrew, 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.  
Mike Taylor, Operations Director.  
Jan Stratton, News Director.  
Pat PRTs, Promotion Director.  
Krista Scherler, Marketing Director.  
Derrick McMillian, Chief Engineer.

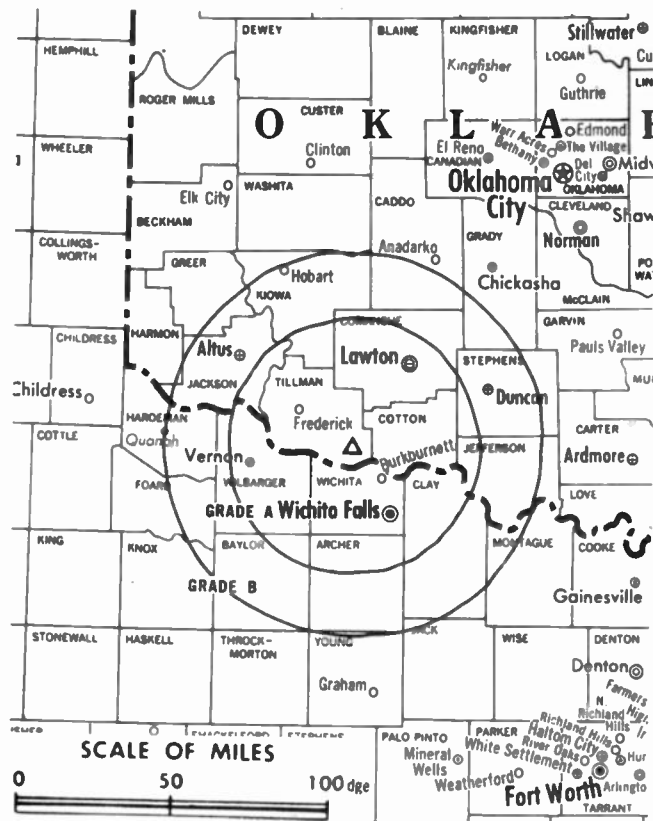
Highest 30 Sec. Rate: \$450.

NETWORK BASE HOURLY RATE: \$425.

City of License: Lawton. ADI: Wichita Falls, TX-Lawton, OK. Rank: 131.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OKLAHOMA			
	Comanche	39,700	39,400	99
	Cotton	2,800	2,800	100
	Greer	2,800	2,700	98
	Jackson	11,100	11,000	99
	Jefferson	3,200	3,200	100
	Kiowa	5,100	5,000	98
	Stephens	17,000	16,900	99
	Tillman	4,100	4,100	100
	TEXAS			
	Archer	3,100	3,100	100
	Baylor	1,800	1,800	100
	Clay	4,200	4,200	100
	Foard	900	900	100



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

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Hardeman	2,300	2,300	100
	Knox	1,900	1,900	100
	Throckmorton	900	900	100
	Wichita	46,800	46,600	100
	Wilbarger	6,000	6,000	100
	Young	7,800	7,700	99
Between 25-49%	OKLAHOMA			
	Caddo	12,500	12,400	99
	TEXAS			
Montague	7,300	7,200	99	
Between 5-24%	OKLAHOMA			
	Harmon	1,700	1,700	100
	Love	3,300	3,300	100
	Washita	5,000	5,000	100
	TEXAS			
Jack	2,800	2,800	100	
Station Totals		194,100	192,900	99
Net Weekly Circulation (1991)			137,900	
Average Daily Circulation (1991)			79,500	

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## Television & Cable Factbook

# Oklahoma—Oklahoma City

## KFOR-TV (formerly KTVY) Ch. 4

Network Service: NBC.

Licensee: Palmer Broadcasting Partnership, Box 14068, Oklahoma City, OK 73113.

Studio: 444 E. Britton Rd., Oklahoma City, OK 73114.

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

Telephones: 405-424-4444; 405-478-1212. 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 3.1-meter C-band & Harris, 8.1-meter Ku-band; Harris, 3.7-meter Ku-band; Harris, 6.2-meter C-band; RCA Americom, 3.7-meter Ku-band; Harris, M/A-Corn receivers.

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

News Services: AP, CNN, 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): Katz Television.

Represented (legal): Dow, Lohnes & Albertson.

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

### Personnel:

William J. Katsafanas, Vice President & General Manager.  
Tom Heston, General Sales Manager.  
Wes Milbourn, Local Sales Manager.  
Harold Patterson, National Sales Manager.  
Jerry Gumbert, News Director.  
Robert Brooks, Program Director.  
Randy Pyburn, Creative Services Director.  
Gene Parrish, Chief Engineer.  
Dennis Kelly, Business Manager.  
Amy Cooper, Public Relations Director.

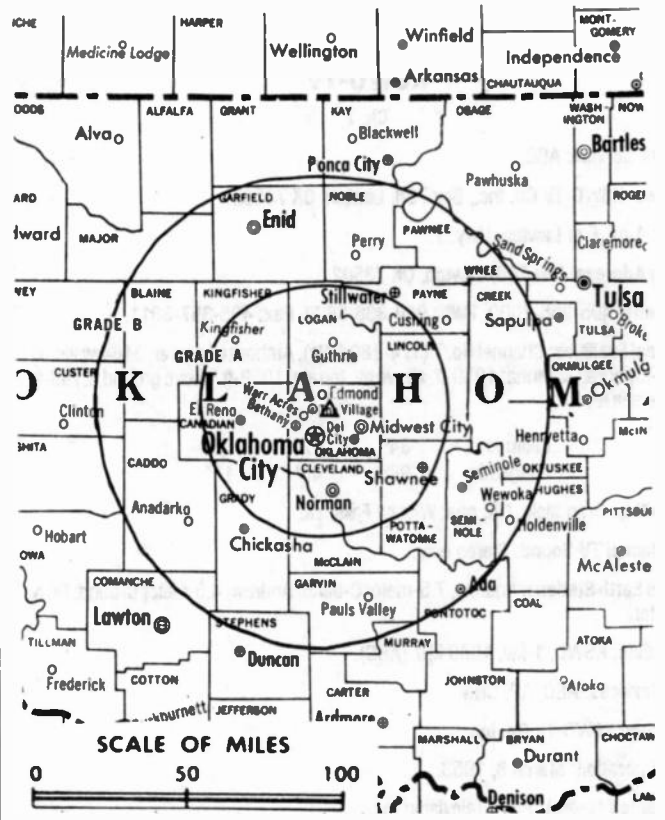
Highest 30 Sec. Rate: \$3000.

NETWORK BASE HOURLY RATE: \$2075.

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

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>OKLAHOMA</b>				
50% & Over	Alfalfa	2,500	2,500	100
	Beckham	8,100	8,000	99
	Blaine	5,100	5,000	98
	Caddo	12,500	12,400	99
	Canadian	26,600	26,400	99
	Cleveland	61,500	60,900	99
	Custer	11,800	11,700	99
	Dewey	2,100	2,100	100
	Ellis	2,100	2,000	95



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

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Garfield	23,700	23,500	99
	Garvin	11,200	11,100	99
	Grady	16,400	16,200	99
	Grant	2,400	2,400	100
	Greer	2,800	2,700	98
	Harmon	1,700	1,700	100
	Harper	1,800	1,800	100
	Hughes	5,700	5,700	100
	Jackson	11,100	11,000	99
	Kay	20,300	20,100	99
	Kingfisher	5,400	5,400	100
	Lincoln	12,000	11,900	99
	Logan	11,200	11,100	99
	McClain	9,300	9,200	99
	Major	3,200	3,100	97
	Murray	5,000	5,000	100
	Noble	4,900	4,900	100
	Oklfuskee	4,400	4,300	98
	Oklahoma	253,800	252,100	99
	Payne	24,300	24,000	99
	Pontotoc	13,400	13,300	99
	Pottawatomie	22,600	22,400	99
	Roger Mills	1,900	1,900	100
	Seminole	10,500	10,400	99
	Washita	5,000	5,000	100
	Woods	4,000	3,900	98
	Woodward	7,500	7,400	99

Between 25-49%	OKLAHOMA			
	Carter	17,900	17,700	99
	Comanche	39,700	39,400	99

(Continued on page A-934)

Station Totals	793,600	786,800	99
Net Weekly Circulation (1991)			582,500
Average Daily Circulation (1991)			350,600

# Oklahoma—Oklahoma City

**KOCB**  
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 13034, 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 Broadcasting 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): Harrington, Richter & Parsons Inc.

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

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

**Personnel:**

- Ted Baze, President & General Manager.
- T. Dan Loving, Vice President & Director of Sales.
- Glen Parker, Vice President & Business Manager.
- Pat Ratterman, Local Sales Manager.
- Greg Miller, Vice President & Director of Engineering.
- Brian Hill, Director of Creative Services.

Highest 30 Sec. Rate: \$300.

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

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>				
<b>OKLAHOMA</b>				
	Kingfisher	5,400	5,400	100
	Logan	11,200	11,100	99
	Pottawatomie	22,600	22,400	99
<b>Between 25-49%</b>				
<b>OKLAHOMA</b>				
	Alfalfa	2,500	2,500	100
	Beckham	8,100	8,000	99
	Blaine	5,100	5,000	98
	Caddo	12,500	12,400	99
	Canadian	26,600	26,400	99
	Cleveland	61,500	60,900	99
	Custer	11,800	11,700	99
	Dewey	2,100	2,100	100
	Garfield	23,700	23,500	99
	Garvin	11,200	11,100	99
	Grady	16,400	16,200	99
	Grant	2,400	2,400	100
	Lincoln	12,000	11,900	99



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>				
	McClain	9,300	9,200	99
	Major	3,200	3,100	97
	Noble	4,900	4,900	100
	Oklahoma	253,800	252,100	99
	Payne	24,300	24,000	99
	Roger Mills	1,900	1,900	100
	Seminole	10,500	10,400	99
	Washita	5,000	5,000	100
<b>Between 5-24%</b>				
<b>OKLAHOMA</b>				
	Greer	2,800	2,700	98
	Harmon	1,700	1,700	100
	Hughes	5,700	5,700	100
	Jackson	11,100	11,000	99
	Kay	20,300	20,100	99
	Kiowa	5,100	5,000	98
	Murray	5,000	5,000	100
	Okfuskee	4,400	4,300	98
	Osage	15,500	15,400	99
	Pawnee	6,900	6,800	99
	Portotoc	13,400	13,300	99
	Stephens	17,000	16,900	99
<b>Station Totals</b>		<b>656,900</b>	<b>651,500</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>			<b>242,600</b>	
<b>Average Daily Circulation (1991)</b>			<b>84,800</b>	

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# Oklahoma—Oklahoma City

## KOCO-TV

Ch. 5

Network Service: ABC.

Licensee: Combined Communications Corp. of Oklahoma Inc, 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"

Holds CP for change to 1522-ft. above av. terrain, 1516-ft. above ground, 2680-ft. above sea level, transmitter to 1200 E. Britton Rd. BPCT-910315KF.

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 K-band.

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

Ownership: Gannett Broadcasting (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.  
Brent Hensley, Local Sales Manager.  
Mike Howey, Vice President & Director of Engineering.  
Marie Curkan Flanagan, News Director.  
Sheila Phipps, Program & Promotion Manager.  
Lynette Rodriguez, Business Manager.  
Jerry Hart, Production Manager.

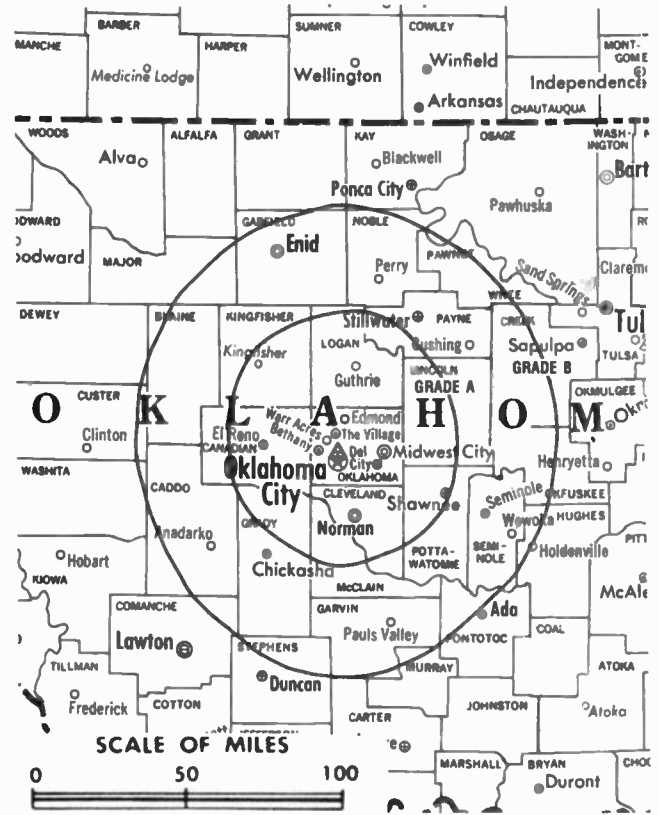
Highest 30 Sec. Rate: \$2000.

NETWORK BASE HOURLY RATE: \$1600.

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

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OKLAHOMA			
	Alfalfa	2,500	2,500	100
	Blaine	5,100	5,000	98
	Caddo	12,500	12,400	99
	Canadian	26,600	26,400	99
	Cleveland	61,500	60,900	99
	Custer	11,800	11,700	99
	Dewey	2,100	2,100	100
	Ellis	2,100	2,000	95
	Garfield	23,700	23,500	99
	Garvin	11,200	11,100	99



KOCO-TV BPCT-910315KF Granted 6/7/91

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Grady	16,400	16,200	99
	Grant	2,400	2,400	100
	Harper	1,800	1,800	100
	Kay	20,300	20,100	99
	Kingfisher	5,400	5,400	100
	Lincoln	12,000	11,900	99
	Logan	11,200	11,100	99
	McClain	9,300	9,200	99
	Major	3,200	3,100	97
	Murray	5,000	5,000	100
	Noble	4,900	4,900	100
	Oklahoma	253,800	252,100	99
	Payne	24,300	24,000	99
	Pontotoc	13,400	13,300	99
Pottawatomie	22,600	22,400	99	
Seminole	10,500	10,400	99	
Washita	5,000	5,000	100	
Woods	4,000	3,900	98	
Woodward	7,500	7,400	99	
Between 25-49%	OKLAHOMA			
	Hughes	5,700	5,700	100
	Jackson	11,100	11,000	99
	Okfuskee	4,400	4,300	98
Stephens	17,000	16,900	99	
Between 5-24%	KANSAS			
	Cowley	14,400	14,200	99
	OKLAHOMA			
Atoka	4,700	4,700	100	
Beckham	8,100	8,000	99	
Carter	17,900	17,700	99	

(Continued on page A-934)

Station Totals	764,200	757,800	99
Net Weekly Circulation (1991)			525,500
Average Daily Circulation (1991)			300,000



# 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. Fax: 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: Heritage Media 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 Busse Bcstg. granted July 31, 1987. Sale to present owner approved June 27, 1991. (Vol. 30:49; 31:23).

Represented (sales): Seltel Inc.

Represented (legal): Pepper & Corazzini.

### Personnel:

James Harmeyer, President & General Manager.  
Richard Dickerson, Local Sales Manager.  
Ronnie Kays, News Director.  
Patricia Wallace, Director, Program Services.  
Jerry Kroboth, Director of Promotion Services.  
Gary W. Robbins, Controller.  
D. K. Hart, Chief Engineer.

Rates: On request.

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

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>				
<b>OKLAHOMA</b>				
	Caddo	12,500	12,400	99
	Canadian	26,600	26,400	99
	Cleveland	61,500	60,900	99
	Custer	11,800	11,700	99
	Garvin	11,200	11,100	99
	Grady	16,400	16,200	99
	Hughes	5,700	5,700	100
	Kingfisher	5,400	5,400	100
	Lincoln	12,000	11,900	99
	Logan	11,200	11,100	99
	McClain	9,300	9,200	99
	Major	3,200	3,100	97
	Oklahoma	253,800	252,100	99
	Pottawatomie	22,600	22,400	99
	Washita	5,000	5,000	100
<b>Between 25-49%</b>				
<b>OKLAHOMA</b>				
	Alfalfa	2,500	2,500	100
	Beckham	8,100	8,000	99
	Blaine	5,100	5,000	98
	Dewey	2,100	2,100	100
	Garfield	23,700	23,500	99
	Grant	2,400	2,400	100



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

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>				
	Greer	2,800	2,700	98
	Harmon	1,700	1,700	100
	Kay	20,300	20,100	99
	Murray	5,000	5,000	100
	Noble	4,900	4,900	100
	Payne	24,300	24,000	99
	Pontotoc	13,400	13,300	99
	Roger Mills	1,900	1,900	100
	Seminole	10,500	10,400	99
	Stephens	17,000	16,900	99
<b>Between 5-24%</b>				
<b>OKLAHOMA</b>				
	Carter	17,900	17,700	99
	Comanche	39,700	39,400	99
	Creek	25,500	25,200	99
	Jackson	11,100	11,000	99
	Jefferson	3,200	3,200	100
	Kiowa	5,100	5,000	98
	Okfuskee	4,400	4,300	98
	Osage	15,500	15,400	99
	Pawnee	6,900	6,800	99
	Tillman	4,100	4,100	100
<b>TEXAS</b>				
	Lipscomb	1,300	1,300	100
<b>Station Totals</b>		<b>748,600</b>	<b>742,400</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>				<b>325,900</b>
<b>Average Daily Circulation (1991)</b>				<b>124,700</b>

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

# 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, Olander & Hochberg, P.C.

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

Personnel:

Don Locke, General Manager.

Rates: On request.

Arbitron Data: Not available.



KSBI BNPCT-851114KJ Granted 12/20/85

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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. visual. 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 C-band.

**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.



KTBO-TV BPC1-860721KF Granted 8/7/86

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**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 Television Inc., 7401 N. Kelley Ave., Oklahoma City, OK 73111.

Studio: 7401 N. Kelley Ave., Oklahoma City, OK 73111.

Telephone: 405-843-6641. TWX: 910-830-6852. Fax: 405-841-9135.

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 Ave.

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-Corn, Scientific-Atlanta receivers.

SNG Mobile Dish: Midwest/Vertex, 3.57-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:**

- Jerry Dakrymple, Executive Vice President & Director of Operations.
- David F. Griffin, Vice President & General Manager.
- Rob Krier, General Sales Manager.
- Bob Holding, Local Sales Manager.
- Tom Newberry, News Director.
- Angela Jaramillo, Program Director.
- Richard Dutton, Operations Manager.
- Rick Buchanan, Promotion & Marketing Director.
- Betty Ferguson, Business Manager.
- Ed Hippe, Chief Engineer.

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 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>				
	<b>OKLAHOMA</b>			
	Alfalfa	2,500	2,500	100
	Beckham	8,100	8,000	99
	Blaine	5,100	5,000	98
	Caddo	12,500	12,400	99
	Canadian	26,600	26,400	99
	Carter	17,900	17,700	99
	Cleveland	61,500	60,900	99
	Custer	11,800	11,700	99
	Dewey	2,100	2,100	100
	Garfield	23,700	23,500	99
	Garvin	11,200	11,100	99
	Grady	16,400	16,200	99
	Grant	2,400	2,400	100
	Greer	2,800	2,700	98
	Harmon	1,700	1,700	100
	Harper	1,800	1,800	100
	Hughes	5,700	5,700	100



KWTV BPCT-860520KI Granted 7/29/86

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>				
	Kay	20,300	20,100	99
	Kingfisher	5,400	5,400	100
	Lincoln	12,000	11,900	99
	Logan	11,200	11,100	99
	McClain	9,300	9,200	99
	Major	3,200	3,100	97
	Murray	5,000	5,000	100
	Noble	4,900	4,900	100
	Oklahoma	253,800	252,100	99
	Payne	24,300	24,000	99
	Pontotoc	13,400	13,300	99
	Pottawatomie	22,600	22,400	99
	Roger Mills	1,900	1,900	100
	Seminole	10,500	10,400	99
	Washita	5,000	5,000	100
	Woods	4,000	3,900	98
	Woodward	7,500	7,400	99
<b>Between 25-49%</b>				
	<b>OKLAHOMA</b>			
	Comanche	39,700	39,400	99
	Cotton	2,800	2,800	100
	Ellis	2,100	2,000	95
	Jackson	11,100	11,000	99
	Kiowa	5,100	5,000	98
	Okfuskee	4,400	4,300	98
	Pittsburg	17,200	17,000	99
	Stephens	17,000	16,900	99
<b>Between 5-24%</b>				
	<b>OKLAHOMA</b>			
	Atoka	4,700	4,700	100
	Bryan	13,600	13,400	99
	Coal	2,200	2,200	100
(Continued on page A-934)				
<b>Station Totals</b>		<b>808,400</b>	<b>801,400</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>				<b>587,800</b>
<b>Average Daily Circulation (1991)</b>				<b>363,500</b>

# Oklahoma—Sayre

## KVIJ-TV

Ch. 8

(Satellite of KVII-TV, Amarillo, TX)

Network Service: ABC.

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

Studio: See KVII-TV, Amarillo.

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

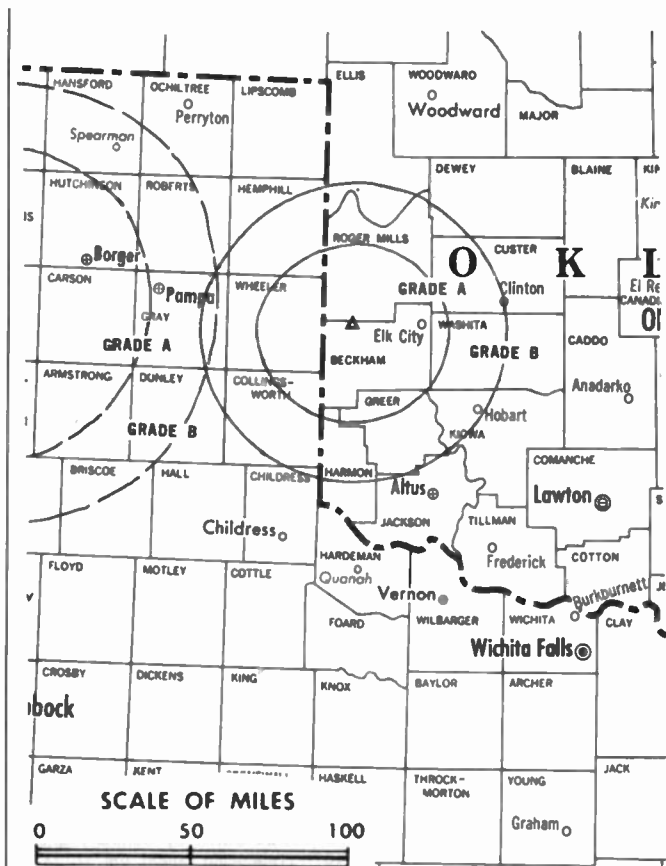
Represented (sales): Katz Television.

Represented (legal): Wiley, Rein & Fielding.

Represented (engineering): Smith & Powstenko.

### Personnel:

James R. McCormick, General Manager.  
 John Patrick, General Sales Manager.  
 Steve Pritchett, News Director.  
 Mac Douglas, Program Director.  
 Phil Huffman, Promotion & Marketing Director.



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

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John Janeway, Business Manager.  
 Bill Canady, Chief Engineer.

Rates: See KVII-TV, Amarillo, TX.

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

City of License: Sayre. ADI: Amarillo. Rank: 122.

# 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, 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:**

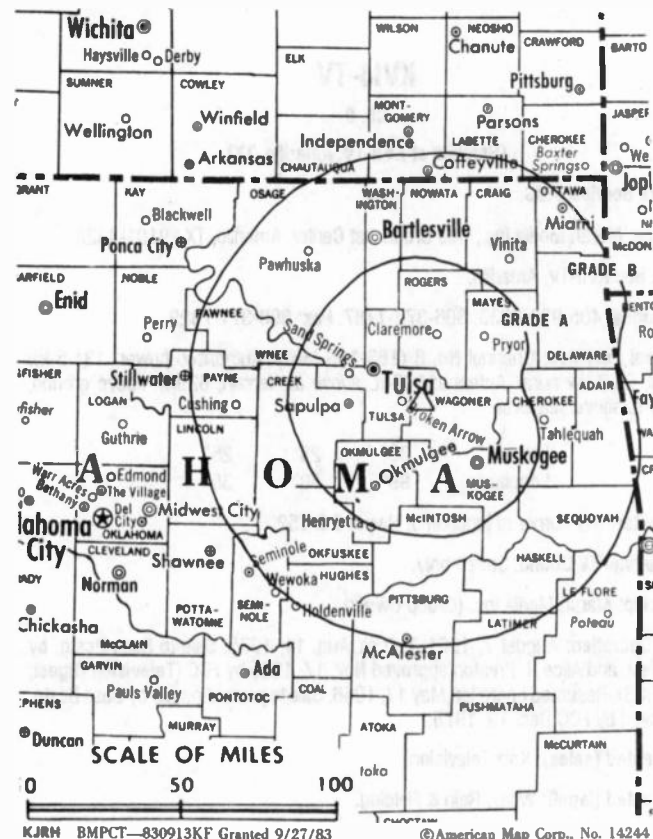
- William J. Donahue, General Manager.
- Michael Vrabac, General Sales Manager.
- Craig Allison, National Sales Manager.
- Vic Turner, Director of Engineering.
- Ed Scripps, News Director.
- Peggy Loop, Business Manager.
- Steve Arnett, Marketing Manager.
- Dave Fling, Production Manager.

Rates: On request.

City of License: Tulsa. ADI: Tulsa. Rank: 56.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KANSAS			
	Montgomery	16,500	16,200	98
	OKLAHOMA			
	Adair	7,300	7,100	97
	Cherokee	12,800	12,600	98
	Craig	5,600	5,500	98
	Creek	25,500	25,200	99
	Delaware	11,600	11,400	98
	Haskell	4,800	4,700	98
	Latimer	3,800	3,700	97
	Mc Intosh	7,300	7,200	99
	Mayes	13,300	13,100	98
	Muskogee	26,900	26,600	99
	Nowata	4,300	4,300	100
Okfuskee	4,400	4,300	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Okmulgee	15,300	15,200	99
	Osage	15,500	15,400	99
	Pawnee	6,900	6,800	99
	Pittsburg	17,200	17,000	99
	Rogers	20,700	20,500	99
	Tulsa	214,100	212,700	99
	Wagoner	18,600	18,400	99
	Washington	17,600	17,500	99
Between 25-49%	KANSAS			
	Chautauqua	2,200	2,200	100
	OKLAHOMA			
	Hughes	5,700	5,700	100
Ottawa	12,700	12,600	99	
Sequoyah	13,100	12,900	98	
Between 5-24%	ARKANSAS			
	Benton	38,700	38,000	98
	Washington	43,300	42,500	98
	KANSAS			
	Labette	9,700	9,600	99
	Neosho	6,900	6,800	99
	MISSOURI			
	Mc Donald	6,500	6,400	98
	OKLAHOMA			
	Kay	20,300	20,100	99
	Le Flore	17,800	17,500	98
	Lincoln	12,000	11,900	99
Payne	24,300	24,000	99	
Pushmataha	5,000	4,900	98	
Seminole	10,500	10,400	99	
<b>Station Totals</b>		<b>698,700</b>	<b>690,900</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>				<b>423,000</b>
<b>Average Daily Circulation (1991)</b>				<b>236,800</b>

# Oklahoma—Tulsa

## KOKI-TV

Ch. 23

Network Service: Fox.

Licensee: Clear Channel Television, 7710 Jones-Maltsberger, Suite 600, San Antonio, TX 76216-6940.

Studio: 5416 S. Yale, Tulsa, OK 74135.

Mailing Address: Box 33223, Tulsa, OK 74153.

Telephone: 918-491-0023. Fax: 918-491-6650.

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: Comsat, 3-meter C-band; DH Satellite, 5-meter C-band; RCA, 3-meter Ku-band; Microdyne, Omni 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.
- Darnell Washington, Local Sales Manager.
- Mike DeClue, Chief Engineer.
- Jack Bunds, News Director.
- Mark McKay, 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: \$1000.

City of License: Tulsa. ADI: Tulsa. Rank: 56.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>OKLAHOMA</b>			
	Creek	25,500	25,200	99
	Haskell	4,800	4,700	98
	Mc Intosh	7,300	7,200	99
	Mayes	13,300	13,100	98
	Muskogee	26,900	26,600	99
	Okfuskee	4,400	4,300	98
	Okmulgee	15,300	15,200	99
	Osage	15,500	15,400	99
	Pittsburg	17,200	17,000	99
	Rogers	20,700	20,500	99
	Tulsa	214,100	212,700	99
Wagoner	18,600	18,400	99	



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

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	<b>KANSAS</b>			
	Chautauqua	2,200	2,200	100
	Montgomery	16,500	16,200	98
	<b>OKLAHOMA</b>			
	Cherokee	12,800	12,600	98
	Craig	5,600	5,500	98
	Delaware	11,600	11,400	98
	Latimer	3,800	3,700	97
	Nowata	4,300	4,300	100
	Ottawa	12,700	12,600	99
Pawnee	6,900	6,800	99	
Washington	17,600	17,500	99	
Between 5-24%	<b>ARKANSAS</b>			
	Benton	38,700	38,000	98
	<b>KANSAS</b>			
	Cherokee	9,000	8,900	99
	<b>OKLAHOMA</b>			
	Adair	7,300	7,100	97
	Hughes	5,700	5,700	100
	Kay	20,300	20,100	99
	Le Flore	17,800	17,500	98
	Lincoln	12,000	11,900	99
Payne	24,300	24,000	99	
Sequoyah	13,100	12,900	98	
<b>Station Totals</b>		<b>625,800</b>	<b>619,200</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>			<b>302,200</b>	
<b>Average Daily Circulation (1991)</b>			<b>144,300</b>	

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# 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 Chairman, A. H. Belo Corp. & President, Broadcast Division.
- Lee Salzberger, President & General Manager.
- Nick Nicholson, General Sales Manager & Program Manager.
- Shawn Jordan, Local Sales Manager.
- Scott Parks, News Director.
- Steve Kennett, Business Manager.
- Don Stafford, Chief Engineer.
- Bud Brown, Creative Services Director.

Rates: On request.

City of License: Tulsa. ADI: Tulsa. Rank: 56.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>KANSAS</b>			
	Chautauqua	2,200	2,200	100
	Montgomery	16,500	16,200	98
	<b>OKLAHOMA</b>			
	Adair	7,300	7,100	97
	Cherokee	12,800	12,600	98
	Craig	5,600	5,500	98
	Creek	25,500	25,200	99
	Delaware	11,600	11,400	98
	Haskell	4,800	4,700	98
Latimer	3,800	3,700	97	
McIntosh	7,300	7,200	99	
Mayers	13,300	13,100	98	



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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Muskogee	26,900	26,600	99
	Nowata	4,300	4,300	100
	Okfuskee	4,400	4,300	98
	Okmulgee	15,300	15,200	99
	Osage	15,500	15,400	99
	Pawnee	6,900	6,800	99
	Pittsburg	17,200	17,000	99
	Rogers	20,700	20,500	99
	Tulsa	214,100	212,700	99
	Wagoner	18,600	18,400	99
Washington	17,600	17,500	99	
Between 25-49%	<b>OKLAHOMA</b>			
	Hughes	5,700	5,700	100
	Kay	20,300	20,100	99
	Ottawa	12,700	12,600	99
	Payne	24,300	24,000	99
Sequoyah	13,100	12,900	98	
Between 5-24%	<b>ARKANSAS</b>			
	Benton	38,700	38,000	98
	Washington	43,300	42,500	98
<b>KANSAS</b>				
Labette	9,700	9,600	99	
<b>MISSOURI</b>				
Mc Donald	6,500	6,400	98	
<b>OKLAHOMA</b>				
Le Flore	17,800	17,500	98	
Lincoln	12,000	11,900	99	
<b>Station Totals</b>		<b>676,300</b>	<b>668,800</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>			<b>456,800</b>	
<b>Average Daily Circulation (1991)</b>			<b>266,700</b>	



# Oklahoma—Tulsa

**KTFO**

**Ch. 41**

**Network Service:** None, independent.

**Licensee:** R.D.S. Broadcasting Inc.

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

**Telephone:** 918-250-4100. **Fax:** 918-250-2520.

**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.

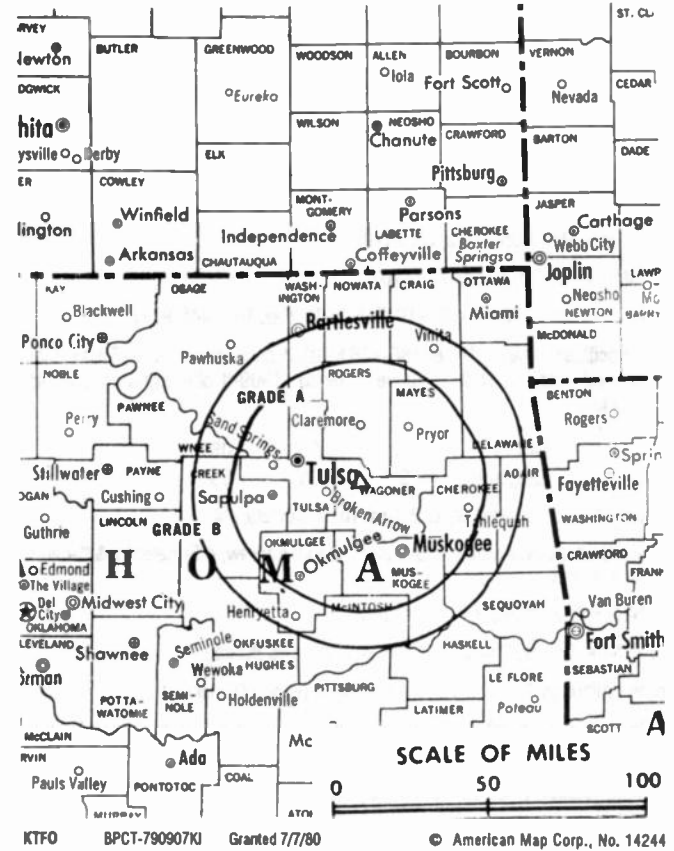
**Ownership:** R.D.S. Bcstg. Inc.

**Began Operation:** March 18, 1981. Sale of interest held by Ray L. Beindorf to Armstrong Investment Co. approved by FCC April 26, 1989. Sale to present owners approved by FCC Aug. 27, 1990. Station left air Feb. 1, 1989; resumed operation May 6, 1991.

**Represented (legal):** Walker, Bordelon, Hamlin, Theriot & Hardy.

**Personnel:**  
**Bob Davis, General Manager.**  
**David Sheridan, Sales Manager.**

**Rates:** On request.



**Arbitron Data:** Not available.

**City of License:** Tulsa. **ADI:** Tulsa. **Rank:** 56.

# 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; Avaritek 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): Pety Television Inc.

Represented (legal): Hogan & Hartson.

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

### Personnel:

Dan Bates, President & General Manager.

John Dowd, General Sales Manager.

Gary Porterfield, Local Sales Manager.

Mike Sullivan, News Director.

Lisa Gendeln-Smith, Programming Director.

Regina Moon, Promotion Manager.

Lori Wacker, Director of Business Affairs.

Dick Van Dera, Production Manager.

Roger Herring, Chief Engineer.

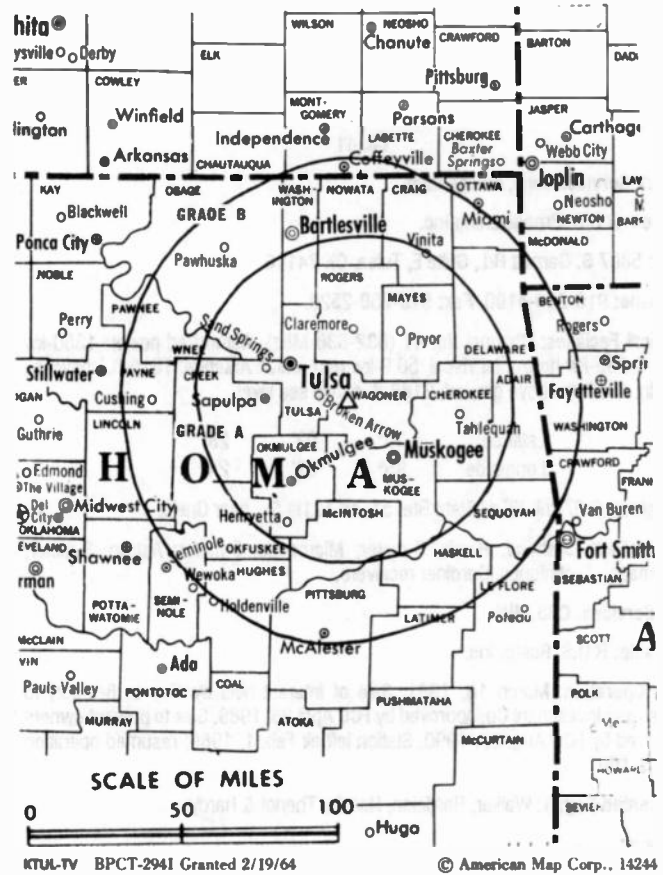
Highest 30 Sec. Rate: \$5000.

NETWORK BASE HOURLY RATE: \$1300.

City of License: Tulsa. ADI: Tulsa. Rank: 56.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KANSAS			
	Montgomery	16,500	16,200	98
	OKLAHOMA			
	Adair	7,300	7,100	97
	Cherokee	12,800	12,600	98
	Craig	5,600	5,500	98
	Creek	25,500	25,200	99
	Delaware	11,600	11,400	98
	Haskell	4,800	4,700	98
	Hughes	5,700	5,700	100
	Latimer	3,800	3,700	97
	McIntosh	7,300	7,200	99
	Mayes	13,300	13,100	98
	Muskogee	26,900	26,600	99
	Nowata	4,300	4,300	100
	Okfuskee	4,400	4,300	98
	Okmulgee	15,300	15,200	99
Osage	15,500	15,400	99	
Pawnee	6,900	6,800	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Pittsburg	17,200	17,000	99
	Rogers	20,700	20,500	99
	Sequoyah	13,100	12,900	98
	Tulsa	214,100	212,700	99
	Wagoner	18,600	18,400	99
Washington	17,600	17,500	99	
Between 25-49%	ARKANSAS			
	Benton	38,700	38,000	98
	Washington	43,300	42,500	98
	KANSAS			
Chautauqua	2,200	2,200	100	
Wilson	4,800	4,700	98	
Between 5-24%	OKLAHOMA			
	LeFlore	17,800	17,500	98
	McCurain	13,300	13,000	98
	Ottawa	12,700	12,600	99
	ARKANSAS			
	Crawford	16,400	16,100	98
	Franklin	6,000	5,900	98
	Scott	4,300	4,200	98
	Sebastian	41,100	40,700	99
	KANSAS			
	Cherokee	9,000	8,900	99
	Labette	9,700	9,600	99
	MISSOURI			
McDonald	6,500	6,400	98	
OKLAHOMA				
Kay	20,300	20,100	99	
Lincoln	12,000	11,900	99	
Payne	24,300	24,000	99	
Pushmataha	5,000	4,900	98	
Seminole	10,500	10,400	99	
<b>Station Totals</b>		<b>786,700</b>	<b>777,600</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>				<b>497,500</b>
<b>Average Daily Circulation (1991)</b>				<b>306,800</b>

# 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: 11414 E. 58th St., Tulsa, OK 74146.

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): Gardner, Carton & Douglas.

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

**Personnel:**

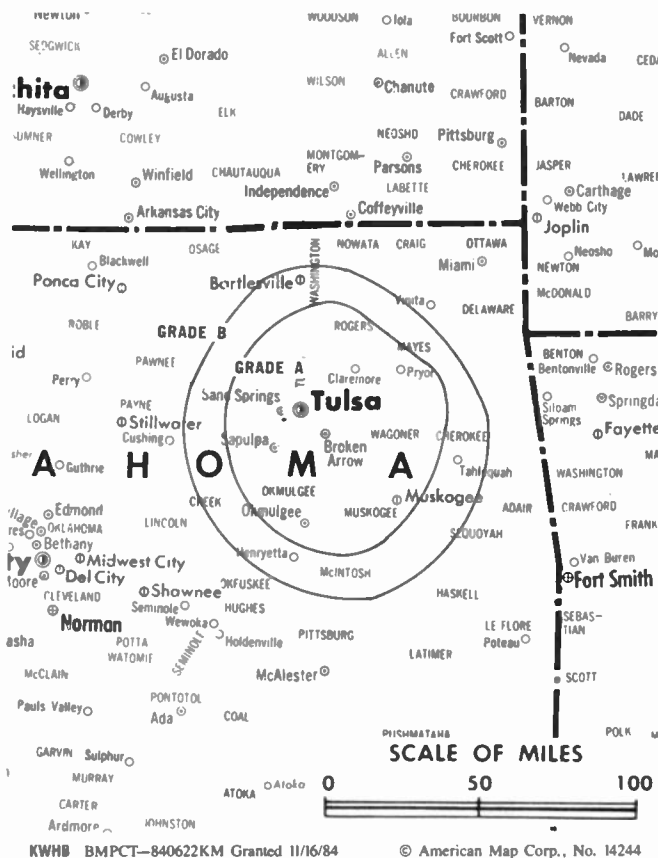
- Steve Morgan, General Manager.
- Jim Shaffer, General Sales Manager.
- Gary Murphy, Local Sales Manager.
- Jim Hobbs, Chief Engineer.

Highest 30 Sec. Rate: \$50.

City of License: Tulsa. ADI: Tulsa. Rank: 56.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	OKLAHOMA			
	Cherokee	12,800	12,600	98
	Creek	25,500	25,200	99
	Mc Intosh	7,300	7,200	99
	Muskogee	26,900	26,600	99
	Nowata	4,300	4,300	100



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Okmulgee	15,300	15,200	99
	Osage	15,500	15,400	99
	Rogers	20,700	20,500	99
	Wagoner	18,600	18,400	99
	Washington	17,600	17,500	99
<b>Station Totals</b>		<b>164,500</b>	<b>162,900</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>				<b>23,400</b>
<b>Average Daily Circulation (1991)</b>				<b>7,000</b>

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# Oklahoma

## KOCO-TV, Oklahoma City (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>OKLAHOMA</b>			
	Coal	2,200	2,200	100
	Comanche	39,700	39,400	99
	Jefferson	3,200	3,200	100
	Osage	15,500	15,400	99
	Pawnee	6,900	6,800	99
	Pittsburg	17,200	17,000	99
Tillman	4,100	4,100	100	

## KFOR-TV, Oklahoma City (Arbitron Data Continued)

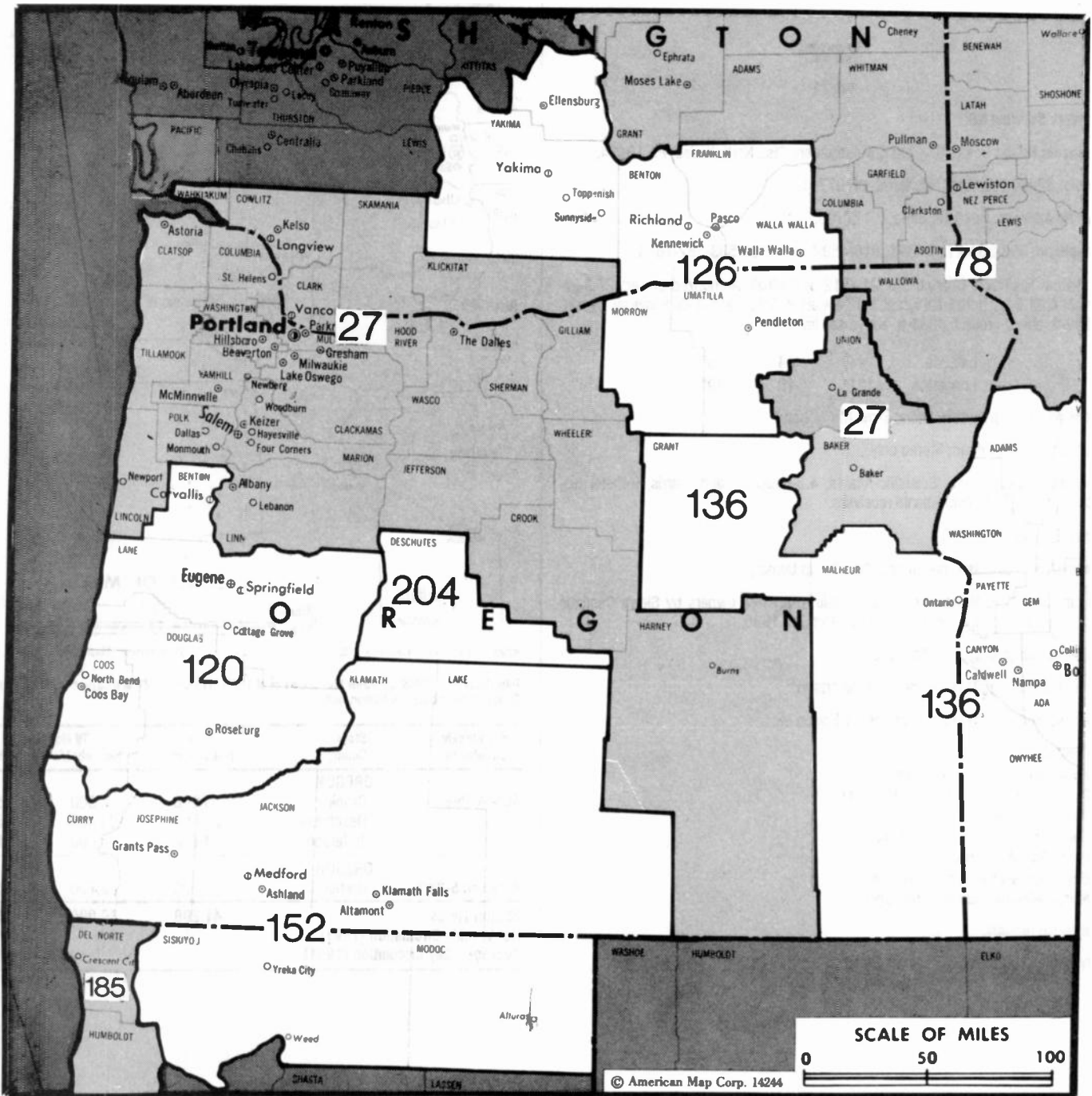
Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	<b>OKLAHOMA</b>			
	Kiowa	5,100	5,000	98
	Pittsburg	17,200	17,000	99
	Stephens	17,000	16,900	99
Between 5-24%	<b>OKLAHOMA</b>			
	Atoka	4,700	4,700	100
	Coal	2,200	2,200	100

## KFOR-TV—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Cotton	2,800	2,800	100
	Creek	25,500	25,200	99
	Jefferson	3,200	3,200	100
	Johnston	4,000	3,900	98
	Osage	15,500	15,400	99
	Pawnee	6,900	6,800	99
	Tillman	4,100	4,100	100

## KWTV, Oklahoma City (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>OKLAHOMA</b>			
	Creek	25,500	25,200	99
	Jefferson	3,200	3,200	100
	Marshall	5,200	5,100	98
	Osage	15,500	15,400	99
	Pawnee	6,900	6,800	99
	Tillman	4,100	4,100	100



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Portland, OR	814,900	27	KATU (2), KBSP-TV (22), KGW-TV (8), KNMT (24), KOIN-TV (6), KPDX (49), KPTV (12), KUTF (32)
Spokane, WA	321,300	78	KAYU-TV (28), KCWT (27), KHQ-TV (6), KREM-TV (2), KXLY-TV (4)
Eugene, OR	184,100	120	KCBY-TV (11), KEZI (9), KMTR (16), KPIC (4), KVAL-TV (13)
Yakima, WA	168,200	126	KAPP (35), KEPR-TV (19), KIMA-TV (29), KLEW-TV (3), KNDO (23), KNDU (25), KVEV (42)
Boise, ID	157,600	136	KBCI-TV (2), KIVI (6), KTRV (12), KTVB (7)
Medford, OR	135,400	152	KDKF (31), KDRV (12), KOB1 (5), KOTI (2), KTVL (10)
Eureka, CA	53,300	185	KAEF (23), KIEM-TV (3), KVIQ-TV (6)
Bend, OR	26,500	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, 1991**

	VHF	UHF	TOTAL
Commercial Television Stations	12	7	19
Educational Television Stations	5	2	7
	17	9	26

# Oregon—Bend

**KTVZ**

Ch. 21

Network Service: NBC.

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

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

Mailing Address: Box 149, Bend, OR 97709.

Telephone: 503-383-2121. 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.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Scientific-Atlanta, 4.5-meter C-band; Harris, 9-meter Ku-band; 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.

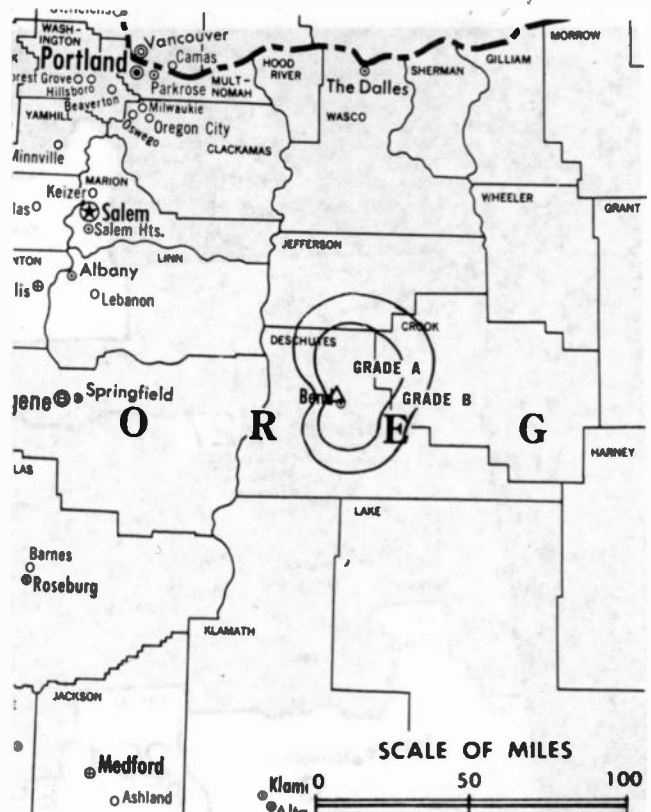
Represented (engineering): Hammett & Edison Inc.

**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.



KTVZ BPCT-4971 Granted 4/22/77

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Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>OREGON</b>			
	Crook	5,600	5,300	95
	Deschutes	27,900	26,400	95
	Jefferson	4,800	4,600	96
Between 5-24%	<b>OREGON</b>			
	Harney	2,900	2,700	93
<b>Station Totals</b>		<b>41,200</b>	<b>39,000</b>	<b>95</b>
<b>Net Weekly Circulation (1991)</b>				<b>28,000</b>
<b>Average Daily Circulation (1991)</b>				<b>15,500</b>

# Oregon—Coos Bay-North Bend

## KCBY-TV

Ch. 11

(Satellite of KVAL-TV, Eugene, OR)

Network Service: CBS.

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

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

Telephone: 503-269-1111.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 11.5-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.

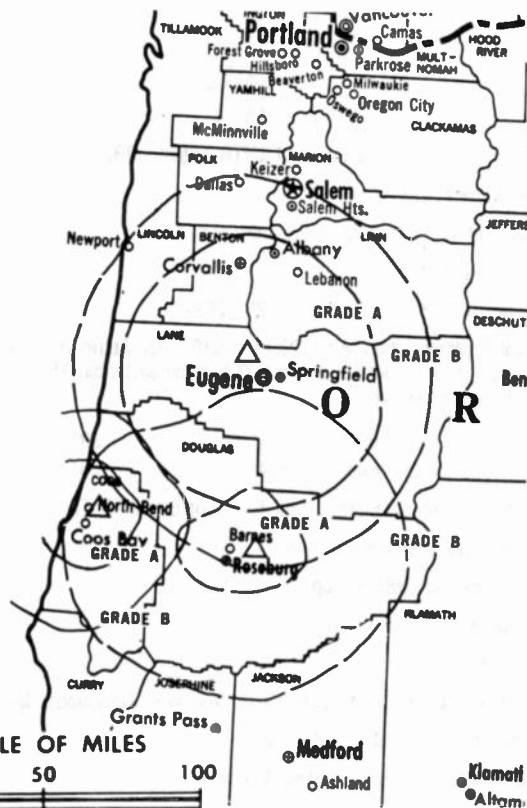
### Personnel:

James W. Putney, Vice President & General Manager.

Bruce Bennett, Station Manager.

Joseph Lowe, Chief Engineer.

Highest 30 Sec. Rate: \$85.



KCBY-TV BMPCT-830513KI Granted 5/24/83

© American Map Corp., No. 14244

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

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

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





# Oregon—Eugene

**KEZI**

Ch. 9

**Network Service:** ABC.

**Licensee:** KEZI Inc., 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. **Fax:** 503-342-1568.

**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:**

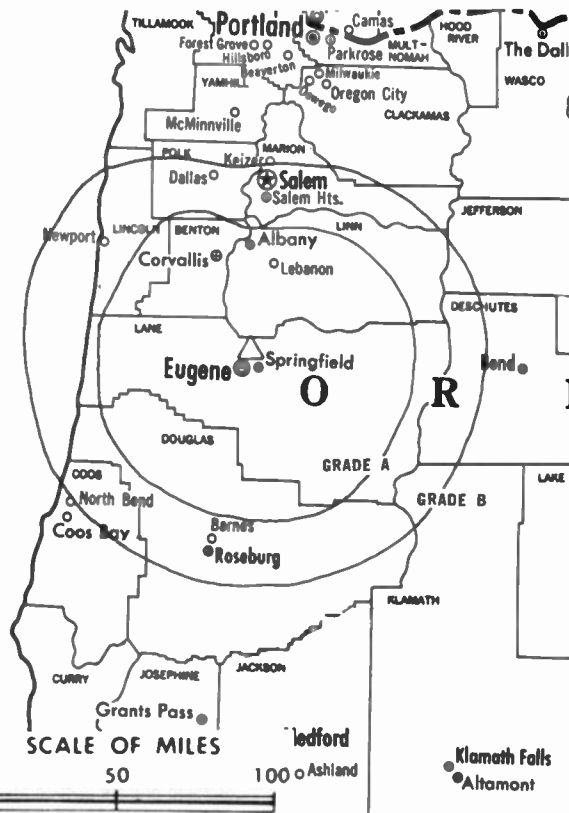
- Carolyn S. Chambers, President.
- Bruce R. Liljogren, General Manager.
- Dave Larson, Director of Operations.
- Bruce A. Barrett, General Sales Manager.
- Tomas J. Fullmer, Local Sales Manager.
- Beth Cookson, National & Regional Sales Coordinator.
- Rebecca Force, News Director.
- Lauren McMichaels, Promotion Manager.
- 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:** 120.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OREGON			
	Benton	24,600	23,000	93
	Coos	23,800	22,000	92
	Douglas	36,100	34,400	95
	Lane	107,800	103,900	96



KEZI BPCT-820721KJ Granted 9/29/82

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	OREGON			
	Deschutes	27,900	26,400	95
	Lincoln	16,400	15,100	92
	Linn	34,400	33,100	96
	Polk	18,500	17,800	96
Between 5-24%	OREGON			
	Crook	5,600	5,300	95
<b>Station Totals</b>		<b>295,100</b>	<b>281,000</b>	<b>95</b>
<b>Net Weekly Circulation (1991)</b>				<b>187,100</b>
<b>Average Daily Circulation (1991)</b>				<b>99,200</b>

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# Oregon—Eugene

**KMTR**

Ch. 16

(Operates satellite KMTZ, Coos Bay, OR)

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. Fax: 503-747-0866.

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): Sattel Inc. (National); Northwest Television Sales (Regional).

Represented (legal): Haley, Bader & Potts.

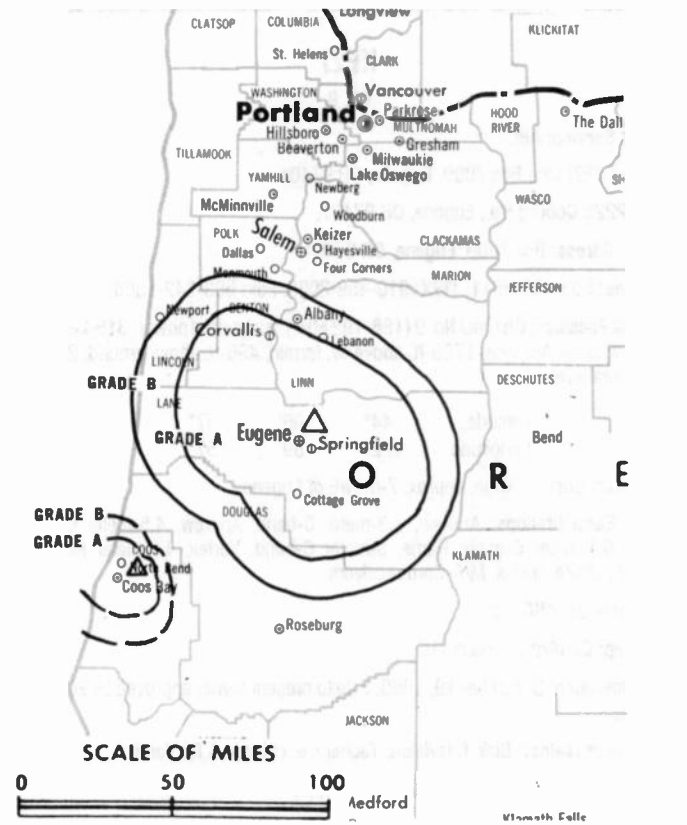
Represented (engineering): Hatfield & Dawson.

**Personnel:**

- Robert W. Davis, President & General Manager.
- Robert L. Rector, General Sales Manager.
- James Frandin, News Director.
- Julie Strandlien, Program Director.
- Cambra Ward, Promotion Director.
- Gretchen Howell, Controller.
- Tim K. Lay, Production Manager.
- Richard Solberg, Chief Engineer.

Highest 30 Sec. Rate: \$855.

NETWORK BASE HOURLY RATE: \$375.



KMTR BPC7-790507KJ Granted 10/19/81 © American Map Corp., No. 14244

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

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OREGON Benton	24,600	23,000	93
	Lane	107,800	103,900	96
Between 5-24%	OREGON Douglas	36,100	34,400	95
	Linn	34,400	33,100	96
<b>Station Totals</b>		<b>202,900</b>	<b>194,400</b>	<b>96</b>
<b>Net Weekly Circulation (1991)</b>				<b>113,300</b>
<b>Average Daily Circulation (1991)</b>				<b>57,800</b>

# Oregon—Eugene

## KVAL-TV

Ch. 13

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

Network Service: CBS.

Licensee: Northwest Television Inc., Box 1313, Eugene, OR 97440.

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

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-Com, 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.

Paul Rless, News Director.

Paul Greene, Program Director.

R. Wade Hughes, Promotion Director.

Gary F. Livesay, Business Manager.

James Bowen, Director of Engineering. (06)

Highest 30 Sec. Rate: \$750.

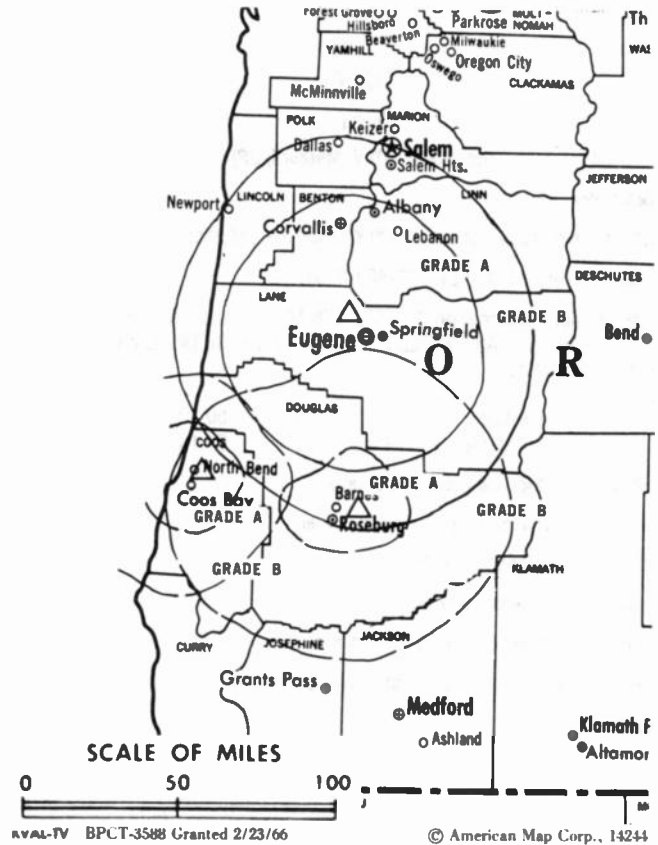
NETWORK BASE HOURLY RATE: \$1430.

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

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

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OREGON			
	Benton	24,600	23,000	93
	Coos	23,800	22,000	92
	Douglas	36,100	34,400	95
	Lane	107,800	103,900	96
	Linn	34,400	33,100	96



KVAL-TV BPCT-3588 Granted 2/23/66

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	OREGON			
	Curry	7,900	7,300	92
	Deschutes	27,900	26,400	95
Between 5-24%	OREGON			
	Crook	5,600	5,300	95
	Jefferson	4,800	4,600	96
	Lincoln	16,400	15,100	92
	Polk	18,500	17,800	96
	Wheeler	700	700	100
Station Totals		308,500	293,600	95
Net Weekly Circulation (1991)				193,700
Average Daily Circulation (1991)				110,500

**THIS DATA IS AVAILABLE ON TAPE OR DISKETTE FOR USE ON YOUR OWN COMPUTER OR AS CUSTOMIZED REPORTS**

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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. Fax: 503-883-8931.

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.

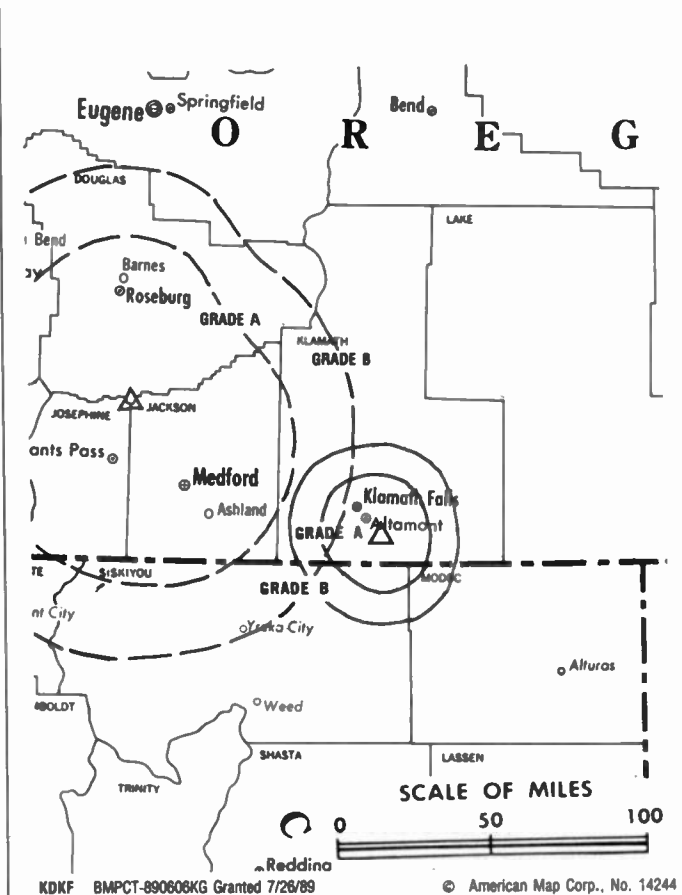
Represented (legal): Fletcher, Heald & Hildreth.

Represented (engineering): McClanathan & Associates Inc.

**Personnel:**

- Keith Lollis, General Manager.
- Jonathan Piff, Local Sales Manager.
- Renard Makuri, News Director.
- Larry Black, Promotion Director.
- Doug La Feve, Business Manager.
- Rick Carrara, Chief Engineer.

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 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.

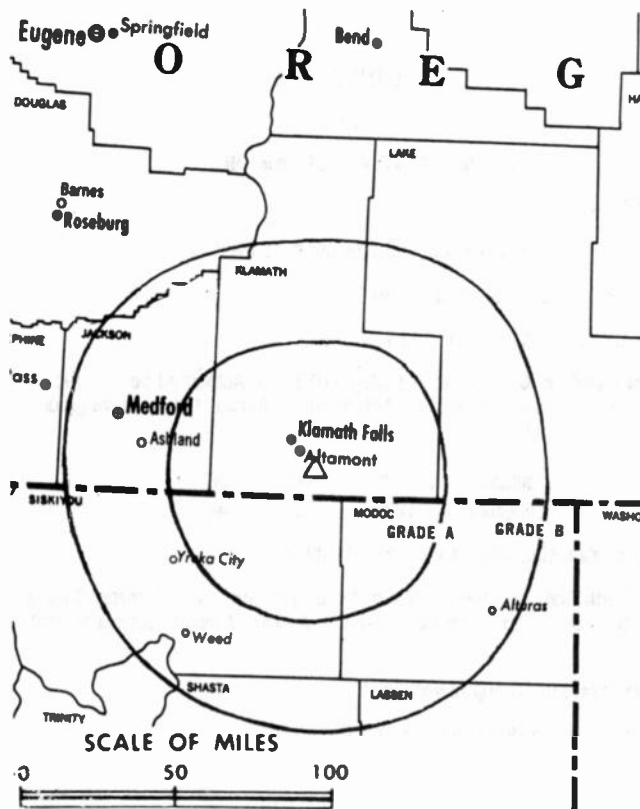
Rates: On request.

NETWORK BASE HOURLY RATE: \$50.

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

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CALIFORNIA			
	Modoc	3,600	3,300	92
	OREGON			
	Klamath	22,400	21,600	96



KOTI BPCT-900314KF Granted 5/30/90

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	OREGON Lake	3,000	2,800	93
Between 5-24%	CALIFORNIA Siskiyou	17,500	16,400	93
Station Totals		46,500	44,100	95
Net Weekly Circulation (1991)			24,200	
Average Daily Circulation (1991)			15,300	

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# Oregon—Medford

## KDRV

Ch. 12

(Operates KDKF, Klamath Falls, OR)

Network Service: ABC.

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

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

Telephone: 503-773-1212. Fax: 503-779-9261.

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:

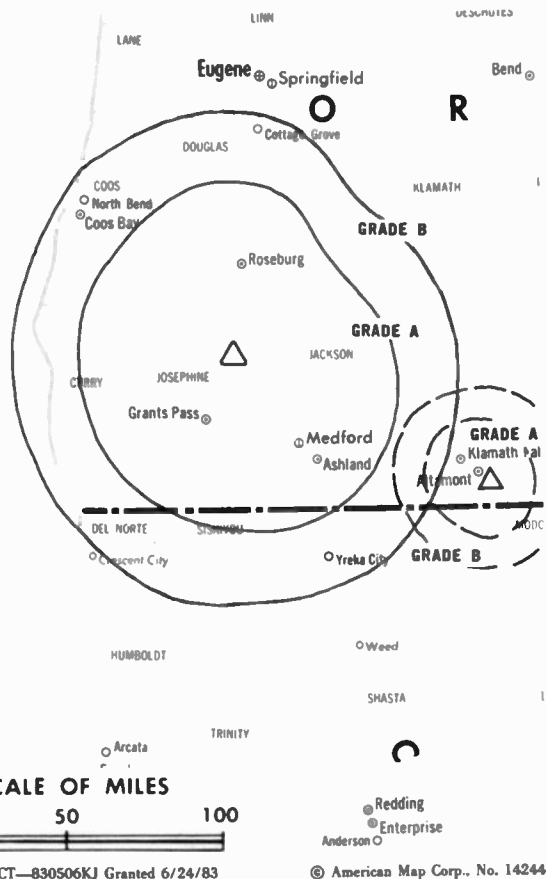
Keith Lollis, General Manager.  
Jonathan Pitt, Local Sales Manager.  
Renard Makuri, News Director.  
Larry Black, Promotion Manager.  
Doug La Fave, Business Manager.  
Rick Carrara, Chief Engineer.

Rates: On request.

Arbitron Data: Figures include KDKF, Klamath Falls, OR.

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

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>OREGON</b>			
	Curry	7,900	7,300	92
	Jackson	56,800	54,900	97
	Josephine	30,000	28,300	94
	Klamath	22,400	21,600	96
<b>Between 5-24%</b>	<b>CALIFORNIA</b>			
	Del Norte	8,000	7,500	94
	Siskiyou	17,500	16,400	93
	<b>OREGON</b>			
Coos	23,800	22,000	92	
Douglas	36,100	34,400	95	
Lake	3,000	2,800	93	
<b>Station Totals</b>		<b>205,500</b>	<b>195,200</b>	<b>95</b>
<b>Net Weekly Circulation (1991)</b>				<b>98,500</b>
<b>Average Daily Circulation (1991)</b>				<b>55,300</b>

# Oregon—Medford

**KOBI**

Ch. 5

Network Service: NBC.

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

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

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

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

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

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

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

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

News Service: UPI.

Ownership: California-Oregon Broadcasting Inc. (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.  
Steve Aase, 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 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CALIFORNIA			
	Del Norte	8,000	7,500	94
	Siskiyou	17,500	16,400	93
	OREGON			
	Coos	23,800	22,000	92
	Curry	7,900	7,300	92



KOBI BPCT—830601KG Granted 6/24/83

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Douglas	36,100	34,400	95
	Jackson	56,800	54,900	97
	Josephine	30,000	28,300	94
<b>OREGON</b>				
Between 5-24%	Lake	3,000	2,800	93
<b>Station Totals</b>		<b>183,100</b>	<b>173,600</b>	<b>95</b>
<b>Net Weekly Circulation (1991)</b>			<b>131,200</b>	
<b>Average Daily Circulation (1991)</b>			<b>75,100</b>	

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# 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.

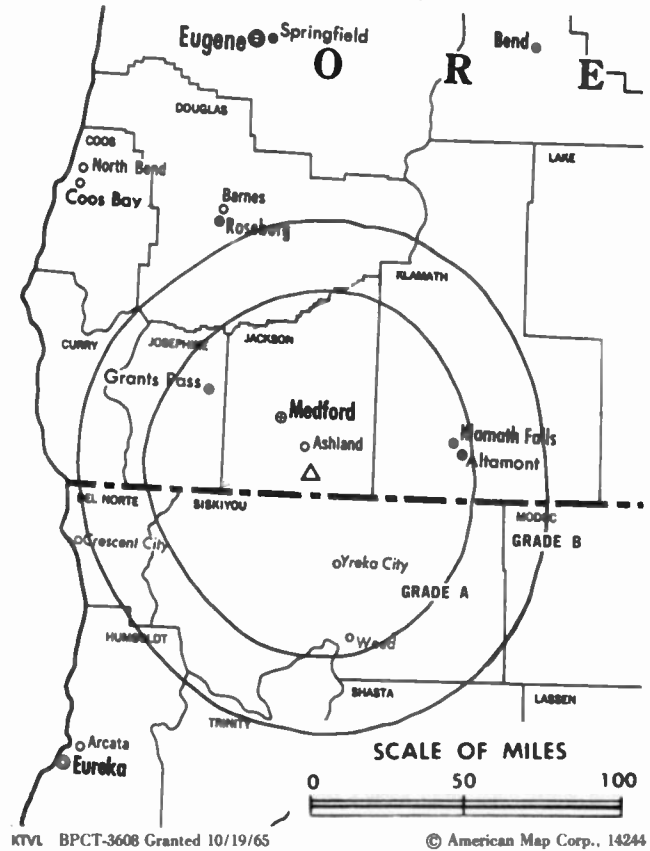
**Personnel:**

- Thomas M. Long, Vice President & General Manager.
- Marvin Rhodes, Assistant General Manager & Program Director.
- Claudette Moore, Local Sales Manager.
- Mel Tynan, Chief Engineer.
- Gayle Mitchell, News Director.
- Barry Tevis, Promotion Director.
- James Harlor, 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 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>CALIFORNIA</b>			
	Siskiyou	17,500	16,400	93
	<b>OREGON</b>			
	Jackson	56,800	54,900	97
	Josephine	30,000	28,300	94
	Klamath	22,400	21,600	96
<b>Between 25-49%</b>	<b>CALIFORNIA</b>			
	Modoc	3,600	3,300	92
	<b>OREGON</b>			
	Lake	3,000	2,800	93
<b>Between 5-24%</b>	<b>CALIFORNIA</b>			
	Del Norte	8,000	7,500	94
	<b>OREGON</b>			
	Curry	7,900	7,300	92
<b>Station Totals</b>		<b>149,200</b>	<b>142,100</b>	<b>95</b>
<b>Net Weekly Circulation (1991)</b>			<b>102,000</b>	
<b>Average Daily Circulation (1991)</b>			<b>59,000</b>	



# 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, MediaLink, PR Newswire, UPI.

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.
- Karl Zedell, News Director.
- Lee Petrik, Program Director.
- Laurie Dahl, Promotion Director.
- Connie Grad, Business Manager.
- Robert Moore, Chief Engineer.
- 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 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>OREGON</b>			
	Baker	6,000	5,700	95
	Clackamas	99,200	96,000	97
	Clatsop	13,100	12,400	95
	Columbia	13,900	13,400	96
	Crook	5,600	5,300	95
	Deschutes	27,900	26,400	95
	Gilliam	800	800	94
	Hood River	6,400	6,000	94



KATU BPCT-3063 Granted 6/26/63

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Jefferson	4,800	4,600	96
	Lincoln	16,400	15,100	92
	Linn	34,400	33,100	96
	Marion	85,000	81,600	96
	Multnomah	245,000	236,000	96
	Polk	18,500	17,800	96
	Sherman	700	700	100
	Tillamook	8,800	8,200	93
	Union	8,500	7,900	93
	Wasco	8,200	7,700	94
	Washington	112,600	110,100	98
	Yamhill	21,800	20,800	95
	<b>WASHINGTON</b>			
	Clark	84,600	82,400	97
Cowlitz	32,000	31,000	97	
Klickitat	6,300	5,900	94	
Skamania	3,000	2,800	93	
Wahkiakum	1,400	1,300	93	
<b>Between 25-49%</b>	<b>OREGON</b>			
	Benton	24,600	23,000	93
	Harney	2,900	2,700	93
	Morrow	2,900	2,700	93
	Umatilla	21,700	20,400	94
	Wheeler	700	700	100
<b>WASHINGTON</b>				
Lewis	23,200	22,100	95	
Pacific	7,600	7,100	93	
<b>Between 5-24%</b>	<b>OREGON</b>			
	Grant	3,400	3,000	88
	Jackson	56,800	54,900	97
	Lake	3,000	2,800	93
<b>Station Totals</b>		<b>1,011,700</b>	<b>972,400</b>	<b>96</b>
<b>Net Weekly Circulation (1991)</b>				<b>734,500</b>
<b>Average Daily Circulation (1991)</b>				<b>411,200</b>

# 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, 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.

Bob Blacher, General Sales Manager.

Caroline Albertson, Local Sales Manager.

Howard Nolte, National Sales Manager.

Phil Wenstrand, News Director.

Brenda Buratti, Program Director.

Jeanna Shelley, Promotion & Marketing Manager.

Eric Dausman, Director of Engineering.

Jess Ortega, Chief Engineer.

Jan Heekiss, Business Manager.

Boyd Levat, Public Affairs Director.

Mary Warner, Traffic Manager.

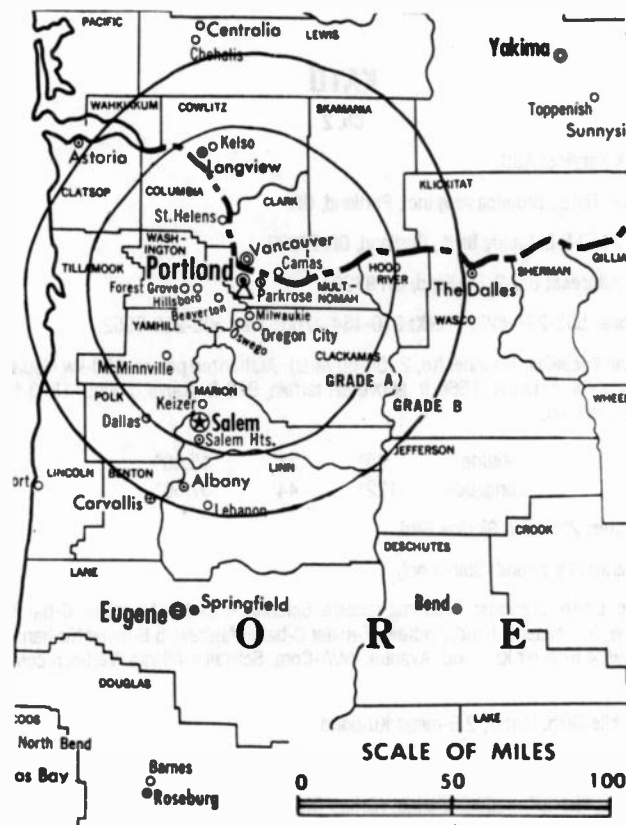
Highest 30 Sec. Rate: \$6000.

NETWORK BASE HOURLY RATE: \$1400.

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

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>				
	<b>OREGON</b>			
	Baker	6,000	5,700	95
	Benton	24,600	23,000	93
	Clackamas	99,200	96,000	97
	Clatsop	13,100	12,400	95
	Columbia	13,900	13,400	96
	Crook	5,600	5,300	95
	Harney	2,900	2,700	93
	Hood River	6,400	6,000	94
	Jefferson	4,800	4,600	96
	Lincoln	16,400	15,100	92



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

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>				
	Linn	34,400	33,100	96
	Marion	85,000	81,600	96
	Morrow	2,900	2,700	93
	Multnomah	245,000	236,000	96
	Polk	18,500	17,800	96
	Sherman	700	700	100
	Tillamook	8,800	8,200	93
	Union	8,500	7,900	93
	Wasco	8,200	7,700	94
	Washington	112,600	110,100	98
	Yamhill	21,800	20,800	95
	<b>WASHINGTON</b>			
	Clark	84,600	82,400	97
	Cowlitz	32,000	31,000	97
	Klickitat	6,300	5,900	94
	Skamania	3,000	2,800	93
	Wahkiakum	1,400	1,300	93
<b>Between 25-49%</b>				
	<b>OREGON</b>			
	Coos	23,800	22,000	92
	Deschutes	27,900	26,400	95
	Gilliam	800	800	94
	Grant	3,400	3,000	88
	Umatilla	21,700	20,400	94
	<b>WASHINGTON</b>			
	Lewis	23,200	22,100	95
	Pacific	7,600	7,100	93
<b>Between 5-24%</b>				
	<b>OREGON</b>			
	Lake	3,000	2,800	93
	Wheeler	700	700	100
<b>Station Totals</b>		<b>978,700</b>	<b>939,500</b>	<b>96</b>
<b>Net Weekly Circulation (1991)</b>			<b>726,300</b>	
<b>Average Daily Circulation (1991)</b>			<b>388,500</b>	

# 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.

**Began Operation:** November 16, 1989.

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

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

**Personnel:**

Jim McClellan, Station Manager.

Mark Fountain, Chief Engineer.

**Rates:** On request.

**Arbitron Data:** Not available.



**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.

### Personnel:

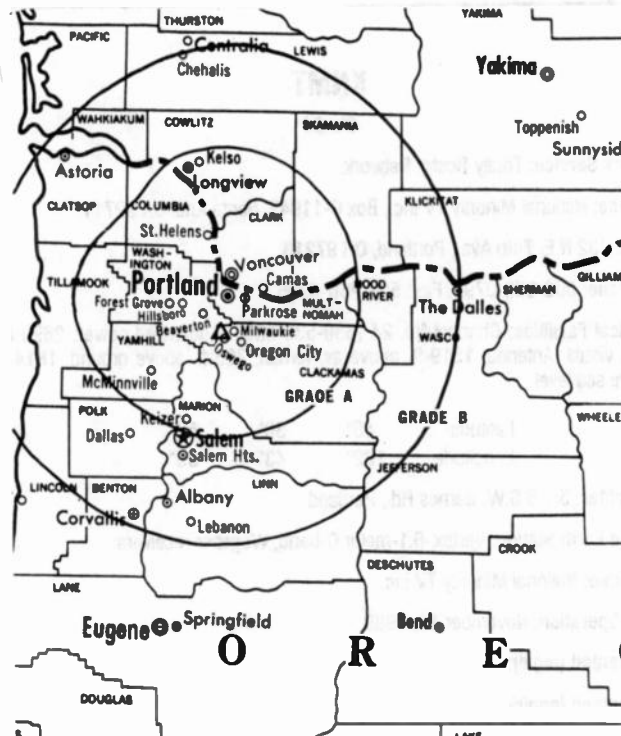
Richard M. (Mick) Schafbuch, Vice President & General Manager.  
Brian Holmes, General Sales Manager.  
Elaine Durst, Local Sales Manager.  
Dave Berkeley, National Sales Manager.  
Steve Currie, Broadcast Operations Manager.  
Dan Myers, Production Manager.  
Lee Wood, Director of Engineering.  
Linda South, Traffic Manager.  
Craig Kuhlman, News Director.  
Dick Vardanega, Promotion Director.  
Mike Savage, Human Resources Manager.  
Pat Berkeley, 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 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>OREGON</b>				
50% & Over	Baker	6,000	5,700	95
	Benton	24,600	23,000	93
	Clackamas	99,200	96,000	97
	Clatsop	13,100	12,400	95
	Columbia	13,900	13,400	96
	Crook	5,600	5,300	95
	Deschutes	27,900	26,400	95
	Gilliam	800	800	94
	Hood River	6,400	6,000	94
	Jefferson	4,800	4,600	96
	Lincoln	16,400	15,100	92



SCALE OF MILES 0 50 100  
KOIN-TV BMPCT-5941 Granted 3/19/64 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>				
	Linn	34,400	33,100	96
	Marion	85,000	81,600	96
	Morrow	2,900	2,700	93
	Multnomah	245,000	236,000	96
	Polk	18,500	17,800	96
	Sherman	700	700	100
	Tillamook	8,800	8,200	93
	Wallowa	3,000	2,800	93
	Wasco	8,200	7,700	94
	Washington	112,600	110,100	98
	Yamhill	21,800	20,800	95
<b>WASHINGTON</b>				
	Clark	84,600	82,400	97
	Cowlitz	32,000	31,000	97
	Klickitat	6,300	5,900	94
	Pacific	7,600	7,100	93
	Skamania	3,000	2,800	93
	Wahkiakum	1,400	1,300	93
<b>OREGON</b>				
<b>Between 25-49%</b>				
	Harney	2,900	2,700	93
	Lake	3,000	2,800	93
	Union	8,500	7,900	93
	Wheeler	700	700	100
<b>WASHINGTON</b>				
	Lewis	23,200	22,100	95
<b>OREGON</b>				
<b>Between 5-24%</b>				
	Lane	107,800	103,900	96
	Umatilla	21,700	20,400	94
<b>WASHINGTON</b>				
	Grays Harbor	25,500	23,900	94
<b>Station Totals</b>		<b>1,087,800</b>	<b>1,045,100</b>	<b>96</b>
<b>Net Weekly Circulation (1991)</b>			<b>748,200</b>	
<b>Average Daily Circulation (1991)</b>			<b>417,000</b>	

# 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:**

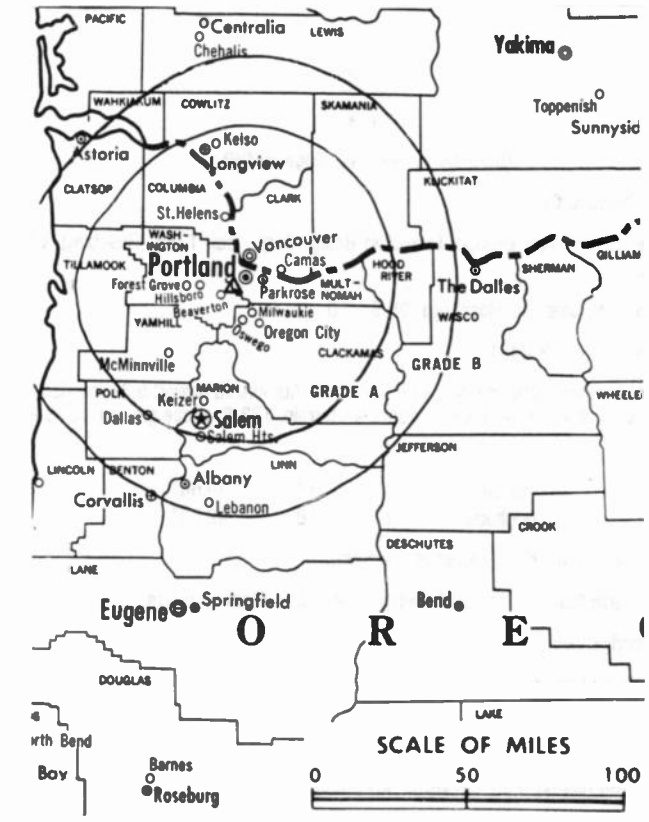
- L. Martin Brantley, President & General Manager.
- Connie Martin, General Sales Manager.
- Collin Chisholm, Local Sales Manager.
- Greg Shelby, National Sales Manager.
- Gordon White, Program Manager & Film Buyer.
- John Sears, News Director.
- Barbara Deaton, Promotion Manager.
- Robert Nelson, Chief 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 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>OREGON</b>			
	Baker	6,000	5,700	95
	Benton	24,600	23,000	93
	Clackamas	99,200	96,000	97
	Clatsop	13,100	12,400	95
	Columbia	13,900	13,400	96
	Crook	5,600	5,300	95
	Deschutes	27,900	26,400	95
	Gilliam	800	800	94
	Hood River	6,400	6,000	94
	Jefferson	4,800	4,600	96
	Lincoln	16,400	15,100	92
	Linn	34,400	33,100	96
	Marion	85,000	81,600	96
	Morrow	2,900	2,700	93



KPTV BMPCT-5915 Granted 12/3/63

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Multnomah	245,000	236,000	96
	Polk	18,500	17,800	96
	Tillamook	8,800	8,200	93
	Union	8,500	7,900	93
	Wallowa	3,000	2,800	93
	Wasco	8,200	7,700	94
	Washington	112,600	110,100	98
	Yamhill	21,800	20,800	95
	<b>WASHINGTON</b>			
	Clark	84,600	82,400	97
	Cowlitz	32,000	31,000	97
	Klickitat	6,300	5,900	94
	Pacific	7,600	7,100	93
Skamania	3,000	2,800	93	
<b>Between 25-49%</b>	<b>OREGON</b>			
	Coos	23,800	22,000	92
	Harney	2,900	2,700	93
	Klamath	22,400	21,600	96
	Lane	107,800	103,900	96
	Umatilla	21,700	20,400	94
<b>WASHINGTON</b>	Grays Harbor	25,500	23,900	94
	Lewis	23,200	22,100	95
	Wahkiakum	1,400	1,300	93
	<b>Between 5-24%</b>	<b>OREGON</b>		
Douglas		36,100	34,400	95
Jackson		56,800	54,900	97
Josephine		30,000	28,300	94
Lake		3,000	2,800	93
Sherman		700	700	100
<b>Station Totals</b>		<b>1,256,200</b>	<b>1,205,600</b>	<b>96</b>
<b>Net Weekly Circulation (1991)</b>				<b>728,600</b>
<b>Average Daily Circulation (1991)</b>				<b>342,900</b>

# 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.

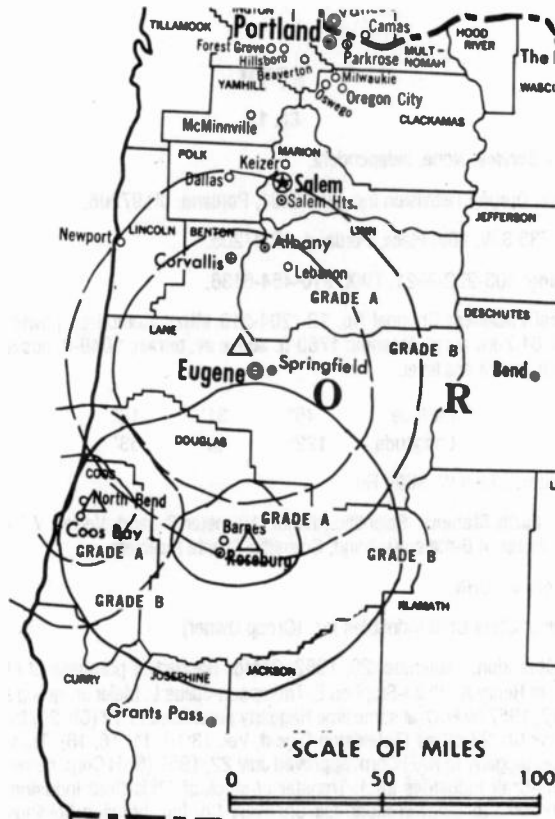
**Represented (engineering):** McClanathan & Associates.

**Personnel:**

James W. Putney, Vice President & General Manager.

Don Clithero, Station Manager.

Michael Hill, Chief Engineer.



KPIC BMPCT-3395 Granted 10/26/55

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

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

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

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

# Oregon—Salem

## KBSP-TV

Ch. 22

**Network Service:** Home Shopping Network.

**Licensee:** Blackstar Communications Inc., 1818 N. St. NW, Suite 120, Washington, DC 20036.

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

**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: 1100-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 Stations:** Harris, 6-meter C-band; M/A-Com, 4-meter C-band; Harris 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.  
Tom Craven, Promotion Director.  
Tim Mance, Chief Engineer.  
Julie Aman, Business Manager.



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

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**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.

Satellite Earth Station: EchoStar, 3-meter Ku & C-band.

Ownership: Willamette Valley Broadcasting Co. Ltd.

Began Operation: May 8, 1989.

Represented (sales): Landin Media Sales.

Represented (legal): McCampbell & Young.

Represented (engineering): Sterling Communications Inc.

**Personnel:**

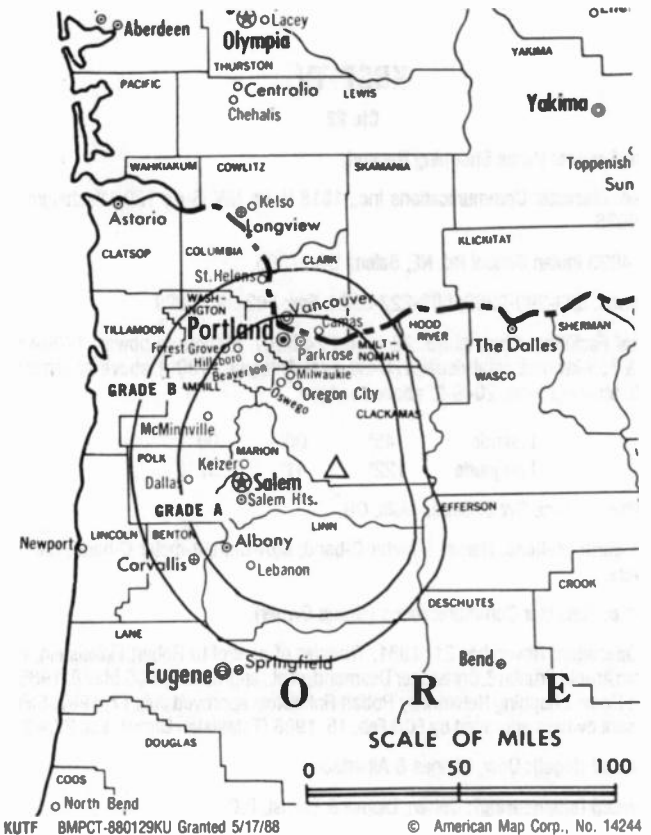
Jerry Hudgins, Local & National Sales Manager.

Gary Malsberger, Program Director.

Ken Lewentag, Chief Engineer.

Dan Petit, Production Manager.

Mitzi Warner, Traffic Manager.



KUTF BMPCT-880129KU Granted 5/17/88

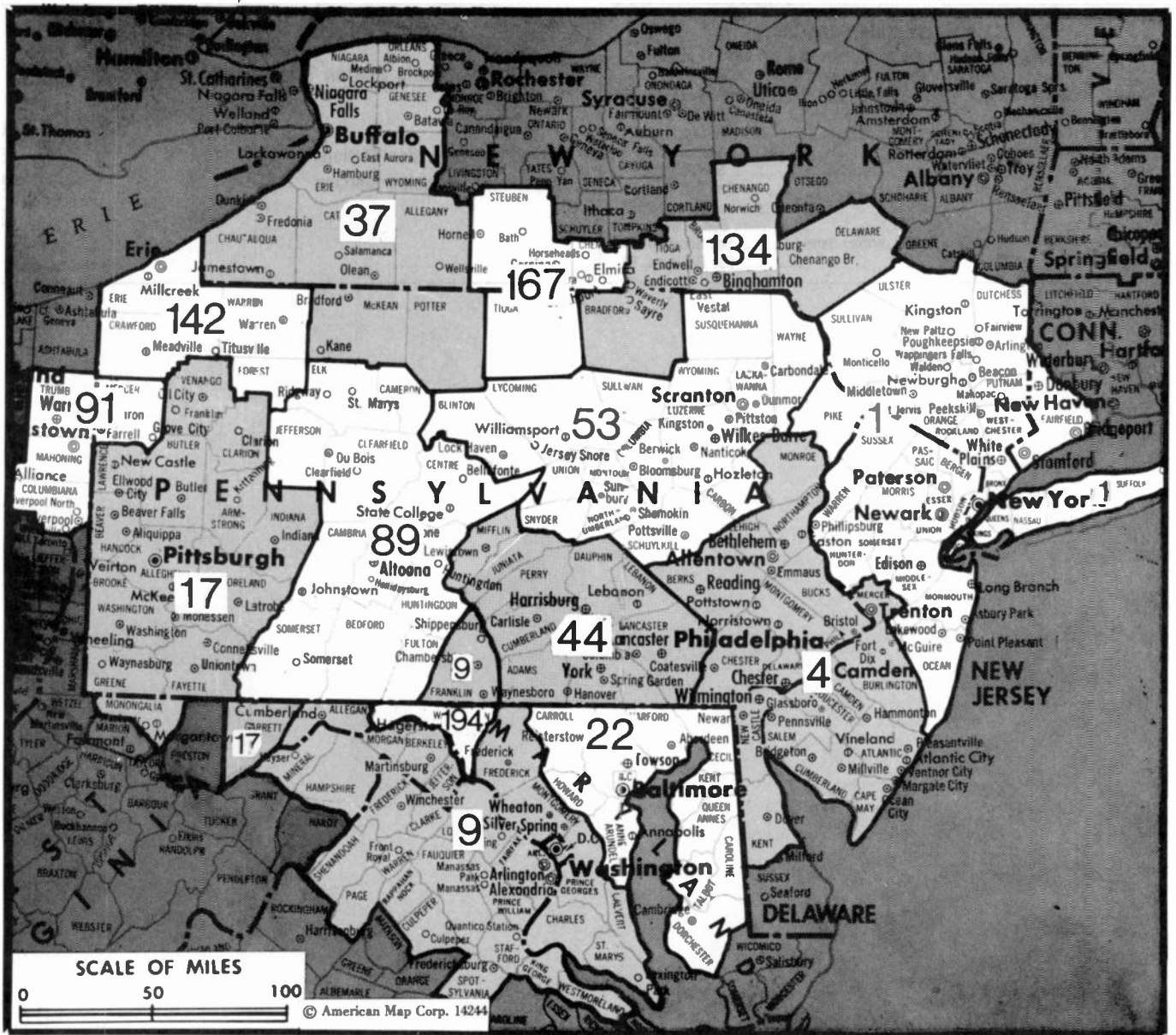
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Highest 30 Sec. Rate: \$60.

Arbitron Data: Not available.

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





Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
New York, NY	7,075,000	1	WABC-TV (7), WCBS-TV (2), WHAI-TV (43), WHSE (68), WHSI (67), WLIG (55), WNBC-TV (4), WNJU (47), WNYW (5), WPIX (11), WTBY (54), WTZA (62), WWOR-TV (9), WXTV (41)
Philadelphia, PA	2,736,000	4	KYW-TV (3), WBPH-TV (60), WCAU-TV (10), WFMZ-TV (69), WGBS-TV (57), WHSP (65), WMGM-TV (40), WPHL-TV (17), WPVI-TV (6), WTGI-TV (61), WTVE (51), WTXF-TV (29)
Washington, DC	1,718,600	9	WDCA-TV (20), WFTY (50), WJLA-TV (7), WRC-TV (4), WTKK (66), WTTG (5), WUSA (9)
Pittsburgh, PA	1,156,800	17	KDKA-TV (2), WPCB-TV (40), WPGH-TV (53), WPTT-TV (22), WPXI (11), WTAE-TV (4)
Baltimore, MD	945,700	22	WBAL-TV (11), WBFF (45), WHSW (24), WJZ-TV (13), WMAR-TV (2), WNUV-TV (54)
Buffalo, NY	614,300	37	WGRZ-TV (2), WIVB-TV (4), WKBW-TV (7), WNYB-TV (49), WTJA (26), WUTV (29)
Harrisburg-York-Lancaster-Lebanon, PA	564,400	44	WGAL (8), WGCN-TV (49), WHP-TV (21), WHTM-TV (27), WLYH-TV (15), WPMT (43)
Wilkes Barre-Scranton, PA	492,400	53	WBRE-TV (28), WNEP-TV (16), WOLF-TV (38), WWLF-TV (56), WYOU (22)
Johnstown-Altoona, PA	285,800	89	WATM-TV (23), WJAC-TV (6), WKBS-TV (47), WTAJ-TV (10), WWCP-TV (8)
Youngstown, OH	277,000	91	WFMJ-TV (21), WKBN-TV (27), WYTV (33)
Binghamton, NY	158,600	134	WBNG-TV (12), WICZ-TV (40), WMGC-TV (34)
Erie, PA	153,500	142	WETG (66), WICU-TV (12), WJET-TV (24), WSEE-TV (35)
Elmira, NY	84,600	167	WENY-TV (36), WETM-TV (18)
Hagerstown, MD	43,300	194	WHAG-TV (25), WJAL (68)

# Pennsylvania

## State Cross Reference List

Communities that receive programs of stations that are located elsewhere.

WJAC-TV, Altoona .....	See Johnstown, PA
WPCB-TV, Greensburg .....	See Pittsburgh, PA
WGAL, Harrisburg .....	See Lancaster, PA
WATM-TV, Johnstown .....	See Altoona, PA
WTAJ-TV, Johnstown .....	See Altoona, PA
WGCB-TV, Lancaster .....	See Red Lion, PA
WGAL, 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, 1991

	VHF	UHF	TOTAL
Commercial Television Stations	11	24	35
Educational Television Stations	2	6	8
	13	30	43

# 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-Corn, 5-meter Ku-band; Microwave Assoc., 5-meter; M/A-Corn, 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, Bitner & 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 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	<b>PENNSYLVANIA</b>			
	Lehigh	116,300	114,700	99
	Northampton	94,300	92,900	99
Between 5-24%	<b>NEW JERSEY</b>			
	Hunterdon	36,300	35,800	99
	Warren	33,800	33,300	99
Station Totals	<b>PENNSYLVANIA</b>			
	Berks	131,300	129,300	99
	Bucks	197,400	195,800	99
	Carbon	22,300	22,000	98
	Monroe	37,100	36,500	98
<b>Net Weekly Circulation (1991)</b>		<b>668,800</b>	<b>660,300</b>	<b>99</b>
<b>Average Daily Circulation (1991)</b>				<b>140,000</b>
				<b>48,700</b>

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As in past years, for your convenience the **FACTBOOK** is published in two volumes. Volume I, *Stations*, provides detailed information on every television station in the United States, Canada and major foreign markets. All station data is organized and displayed on a single page so it's especially easy to find and use. It's all there for you at a glance.

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Use your **Television & Cable Factbook** to . . .

- locate and contact local TV and cable executives, as well as marketing, financial, sales, public relations, engineering, legal and programming consultants
- provide documentation for FCC filings
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# 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. **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, Dysart, PA.

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

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

**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.

Jeff Alan, News Director.

Bob Andrade, Chief Engineer.

Kathleen Smith, Administration Director.

**Rates:** On request.

**City of License:** Altoona. **ADI:** Johnstown-Altoona. **Rank:** 89.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>PENNSYLVANIA</b>			
	Blair	50,800	50,000	98
	Centre	40,700	39,700	98



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	<b>PENNSYLVANIA</b>			
	Bedford	18,100	17,600	97
	Cambria	62,700	61,900	99
	Clearfield	30,800	30,300	98
Between 5-24%	<b>PENNSYLVANIA</b>			
	Clinton	14,500	14,200	98
	Huntingdon	15,500	15,100	97
	Jefferson	19,200	18,900	98
	Mifflin	18,400	17,900	97
	Somerset	31,000	30,400	98
<b>Station Totals</b>		<b>301,700</b>	<b>296,000</b>	<b>98</b>
<b>Net Weekly Circulation (1991)</b>				<b>98,300</b>
<b>Average Daily Circulation (1991)</b>				<b>41,100</b>

# 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, Executive Vice President & General Manager.  
Dorothy Harris, Station Manager.



Blake Richert, Chief Engineer.  
David Skoba, Program Director.

Rates: On request.

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

City of License: Altoona. ADI: Johnstown-Altoona. Rank: 89.



*Changing Lives Here At Home  
& Reaching Out to the Stars!*

WKBS-TV, the local station owned and operated by CTV (Cornerstone TeleVision) broadcasts some of the best spiritual programming available -- 24 hours a day, 7 days a week -- to reach viewers with the life-changing Gospel of Jesus Christ. And now, CTV is reaching for the stars! Beginning in 1992, our nationally syndicated programming will be aired via satellite across the North American continent!

With host, Ron Hembree, **PROJECT 90** is an exciting daily teaching program which enables viewers to read through the entire Bible in one year & understand what they're reading!

**LIGHTMUSIC** is an award-winning, daily, half hour internationally syndicated contemporary Christian music program, hosted by Tom Green and aimed at teens and young adults.

**HIS PLACE** is heralded as a welcome "breath of fresh air" in television programming for the "Baby Boomer" generation.

**MUSIC THAT MINISTERS** features nationally-acclaimed, Angel Award-winning Dean and Mary Brown in a weekly, half-hour program that truly inspires viewers.

**ORIGINS** is a fascinating half-hour program hosted by our respected CTV president, Russ Bixler, which explores the issue of Creation vs. Evolution. Scientists from all over the world make this experience engrossing, informative and inspirational.

**CTV**

*Changing Lives & Helping Cable Serve the Community.*

Wall, PA 15148-1499 • (412) 824-3930

# Pennsylvania—Altoona

## WTAJ-TV

Ch. 10

Network Service: CBS.

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

Studio: 5000 6th 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; ChannelMaster, M/A-Com, Scientific-Atlanta receivers.

News Services: AP, CNN, CBS.

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, Vice President & General Manager.  
Robert Eger, General Sales Manager.  
Pete James, Local Sales Manager.  
Dave Beoney, Production Manager.  
Richard Kline, Chief Engineer.  
Thomas F. Murphy, Business Manager.  
David Hopkins, News Director.  
Lowell Sollenberger, Program Director.  
Dan Diller, Marketing Director.

Highest 30 Sec. Rate: \$2000.

NETWORK BASE HOURLY RATE: \$1175.

City of License: Altoona. ADI: Johnstown-Altoona. Rank: 89.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>50% &amp; Over</b>	<b>PENNSYLVANIA</b>			
	Bedford	18,100	17,600	97
	Blair	50,800	50,000	98
	Cambria	62,700	61,900	99
	Cameron	2,800	2,800	100
	Centre	40,700	39,700	98
	Clearfield	30,800	30,300	98
	Clinton	14,500	14,200	98
	Elk	14,100	13,900	99
	Fulton	5,700	5,500	96



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

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Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>50% &amp; Over</b>	Huntingdon	15,500	15,100	97
	Jefferson	19,200	18,900	98
	Mifflin	18,400	17,900	97
<b>Between 25-49%</b>	<b>PENNSYLVANIA</b>			
	Forest	1,900	1,900	100
	Indiana	33,000	32,400	98
	Somerset	31,000	30,400	98
	<b>WEST VIRGINIA</b>			
Morgan	4,700	4,600	98	
<b>Between 5-24%</b>	<b>PENNSYLVANIA</b>			
	Clarion	14,900	14,600	98
	Franklin	46,700	45,300	97
	Juniata	7,900	7,600	96
	Lycoming	44,900	43,700	97
	Mc Kean	18,100	17,700	98
	Potter	7,000	6,800	97
	<b>WEST VIRGINIA</b>			
	Hampshire	6,200	6,100	98
	<b>Station Totals</b>		<b>509,600</b>	<b>498,900</b>
<b>Net Weekly Circulation (1991)</b>			<b>294,100</b>	
<b>Average Daily Circulation (1991)</b>			<b>173,700</b>	



# Pennsylvania—Bethlehem

## WBPH-TV

Ch. 60

Network Service: None, independent.

Licensee: Sonshine Family TV Inc., 483 Woodland Rd., Walnutport, PA 18058.

Studio: 428 Gaffney Hill Rd., Easton, PA 18042.

Telephones: 215-767-7144; 215-250-8860. Fax: 215-250-9379.

Technical Facilities: Channel No. 60 (746-752 MHz). Authorized power: 12.16-kw max. visual, 1.2-kw aural. Antenna: 758-ft. above av. terrain, 187-ft. above ground, 1201-ft. above sea level.

Latitude	40°	37'	33"
Longitude	75°	15'	19"

Transmitter: Gaffney Hill Rd., RD No. 4, Easton.

Satellite Earth Stations: Prodelin, 3.7-meter C-band; ChannelMaster, 3.2-meter C-band; Drake receivers.

Ownership: Sonshine Family TV Inc.

Began Operation: December 27, 1990.

Represented (sales): Roslin TV Sales.

Represented (legal): Blair, Joyce & Silva.

Represented (engineering): Mullaney Engineering Inc.

### Personnel:

Rex Nichols, General Manager.

Ken Holler, Program Director.

Art Kardos, Business Manager.

Daniel Huber, Chief Engineer.

Rates: On request.



WBPH-TV BMPCT-900705KE Granted 10/19/90

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Arbitron Data: Not available.

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

# 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 Broadcasting 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: 142.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	PENNSYLVANIA Erie	104,600	103,300	99
Between 5-24%	PENNSYLVANIA Crawford	32,400	31,700	98
<b>Station Totals</b>		<b>137,000</b>	<b>135,000</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>				<b>52,100</b>
<b>Average Daily Circulation (1991)</b>				<b>15,800</b>

# 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 Paoletta, General 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: 142.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>PENNSYLVANIA</b>				
50% & Over	Crawford	32,400	31,700	98
	Erie	104,600	103,300	99
	Forest	1,900	1,900	100
	Mc Kean	18,100	17,700	98
	Warren	17,400	16,900	97



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	<b>NEW YORK</b>			
	Chautauqua	54,300	53,400	98
	<b>OHIO</b>			
Between 5-24%	Ashtabula	37,700	37,200	99
	<b>PENNSYLVANIA</b>			
	Venango	23,800	23,100	97
Station Totals	<b>NEW YORK</b>			
	Cattaraugus	30,700	30,100	98
	<b>PENNSYLVANIA</b>			
	Elk	14,100	13,900	99
<b>Station Totals</b>		<b>335,000</b>	<b>329,200</b>	<b>98</b>
<b>Net Weekly Circulation (1991)</b>				<b>191,300</b>
<b>Average Daily Circulation (1991)</b>				<b>115,800</b>

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# 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 Karzius, President & General Manager.  
Eric Johnson, News Director.  
Marsha MacKinnon, News Director.  
Michael George, Sales Manager.  
Joan Vicary, National Sales.  
Charles Jennings, Chief Engineer.  
Dennis Kerr, Chief Engineer.  
Tom New, Promotion Director.

Highest 30 Sec. Rate: \$500.

NETWORK BASE HOURLY RATE: \$850.

City of License: Erie. ADI: Erie. Rank: 142.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	PENNSYLVANIA Crawford	32,400	31,700	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Erie	104,600	103,300	99
	Warren	17,400	16,900	97
Between 25-49%	OHIO			
	Ashtabula	37,700	37,200	99
	PENNSYLVANIA			
	Forest	1,900	1,900	100
	Venango	23,800	23,100	97
Between 5-24%	NEW YORK			
	Chautauqua	54,300	53,400	98
	PENNSYLVANIA			
	Elk	14,100	13,900	99
	Mc Kean	18,100	17,700	98
Station Totals		304,300	299,100	98
Net Weekly Circulation (1991)				168,500
Average Daily Circulation (1991)				105,500

# 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.; Metrospot Television Ltd. (Canada).

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

Represented (engineering): Smith & Powstenko.

### Personnel:

- Robert W. Hoffman, Vice President & General Manager.
- Gary Powers, General Sales Manager.
- Jeff Gallop, National Sales Manager.
- Don Rowe, Production Manager.
- Pierre Bollini, 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: 142.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	PENNSYLVANIA			
	Crawford	32,400	31,700	98
	Erie	104,600	103,300	99
	Warren	17,400	16,900	97



WSEE-TV BPCT-810911KG Granted 10/8/81

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	PENNSYLVANIA			
	Venango	23,800	23,100	97
Between 5-24%	NEW YORK			
	Cattaraugus	30,700	30,100	98
	Chautauqua	54,300	53,400	98
	OHIO			
	Ashtabula	37,700	37,200	99
	PENNSYLVANIA			
	Forest	1,900	1,900	100
	Mc Kean	18,100	17,700	98
<b>Station Totals</b>		<b>320,900</b>	<b>315,300</b>	<b>98</b>
<b>Net Weekly Circulation (1991)</b>				<b>158,200</b>
<b>Average Daily Circulation (1991)</b>				<b>82,100</b>

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# Pennsylvania—Harrisburg-York

## WHP-TV

Ch. 21

Network Service: CBS.

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

Studio: 3300 N. 6th St., Harrisburg, PA 17110.

Telephone: 717-238-2100. TWX: 510-650-4925. Fax: 717-238-4903.

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): Petry Television Inc.

Represented (legal): Dow, Lohnes & Albertson.

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

### Personnel:

Joseph M. Higgins, President & Chief Executive Officer.  
Thomas G. Miller, General Sales Manager.  
Jeff Hertrick, News Director.  
Mary O. Hoff, Program Director.  
Maurice Gannaway, Director of Engineering.  
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: 44.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>PENNSYLVANIA</b>				
50% & Over	Cumberland	75,200	74,000	98
	Dauphin	98,200	96,500	98
	Juniata	7,900	7,600	96
	Lebanon	42,800	41,900	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Perry	16,000	15,600	98
	York	131,400	129,300	98
<b>PENNSYLVANIA</b>				
Between 25-49%	Adams	26,700	26,200	98
	Franklin	46,700	45,300	97
	Lancaster	154,300	149,700	97
	Snyder	13,100	12,600	96
<b>PENNSYLVANIA</b>				
Between 5-24%	Clinton	14,500	14,200	98
	Fulton	5,700	5,500	96
	Mifflin	18,400	17,900	97
	Montour	6,300	6,100	97
	Northumberland	40,800	39,800	97
	Schuylkill	63,200	62,000	98
	Union	11,600	11,100	96
<b>Station Totals</b>		<b>772,800</b>	<b>755,300</b>	<b>98</b>
<b>Net Weekly Circulation (1991)</b>			<b>371,800</b>	
<b>Average Daily Circulation (1991)</b>			<b>186,900</b>	

# Pennsylvania—Harrisburg-York-Lebanon

**WHTM-TV**

Ch. 27

Network Service: ABC.

Licensee: WHTM-TV Inc., 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.

**Personnel:**

- Robert N. Smith, President.
- John Purcell, Vice President & General Manager.
- Paul D'Dell, Station Manager.
- Jay Rabin, General Sales Manager.
- Caroline Wilson, Promotion Director.
- Holly Stewart, News Director.
- Donald Landis, Chief Engineer.
- Joseph Fry, Controller.

Rates: On request.

City of License: Harrisburg. ADI: Harrisburg-York-Lancaster-Lebanon. Rank: 44.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>PENNSYLVANIA</b>				
50% & Over	Cumberland	75,200	74,000	98
	Dauphin	98,200	96,500	98
	Juniata	7,900	7,600	96
	Lebanon	42,800	41,900	98
	Mifflin	18,400	17,900	97
	Perry	16,000	15,600	98
	York	131,400	129,300	98



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>PENNSYLVANIA</b>				
Between 25-49%	Adams	26,700	26,200	98
	Huntingdon	15,500	15,100	97
	Lancaster	154,300	149,700	97
	Snyder	13,100	12,600	96
<b>PENNSYLVANIA</b>				
Between 5-24%	Berks	131,300	129,300	99
	Franklin	46,700	45,300	97
	Montour	6,300	6,100	97
	Northumberland	40,800	39,800	97
	Schuylkill	63,200	62,000	98
	Union	11,600	11,100	96
<b>Station Totals</b>		<b>899,400</b>	<b>880,000</b>	<b>98</b>
<b>Net Weekly Circulation (1991)</b>			<b>441,800</b>	
<b>Average Daily Circulation (1991)</b>			<b>246,000</b>	

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# Pennsylvania—Hazleton

## WWLF-TV

Ch. 56

(Satellite of WOLF-TV, Scranton, PA)

Network Service: Fox.

Licensee: Scranton TV Partners Ltd., 916 Oak St., 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): Seitel Inc.

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: 53.



# 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: Comtech, 5-meter C-band; ChannelMaster, 3.5-meter C-band; Harris, 7-meter Ku-band; Microdyne C-band; Drake, Harris, Microdyne, Pinzone receivers.

News Services: NBC, AP, 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.
- Gale Koestler, Director of Human Resources.
- Daniel Pavuk, Controller.
- Rob Abele, Chief Engineer.

Highest 30 Sec. Rate: \$850.

NETWORK BASE HOURLY RATE: \$1300.

City of License: Johnstown. ADI: Johnstown-Altoona. Rank: 89.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>				
<b>PENNSYLVANIA</b>				
	Armstrong	30,300	29,800	98
	Bedford	18,100	17,600	97
	Blair	50,800	50,000	98
	Cambria	62,700	61,900	99
	Cameron	2,800	2,800	100
	Centre	40,700	39,700	98
	Clarion	14,900	14,600	98
	Clearfield	30,800	30,300	98
	Elk	14,100	13,900	99
	Forest	1,900	1,900	100
	Huntingdon	15,500	15,100	97
	Indiana	33,000	32,400	98
	Jefferson	19,200	18,900	98
	Somerset	31,000	30,400	98
<b>WEST VIRGINIA</b>				
	Grant	3,700	3,600	97



WJAC-TV BPCT-640 Granted 7/11/52

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>				
<b>MARYLAND</b>				
	Garrett	9,900	9,800	99
<b>PENNSYLVANIA</b>				
	Fulton	5,700	5,500	96
	Mifflin	18,400	17,900	97
	Westmoreland	145,400	143,800	99
<b>WEST VIRGINIA</b>				
	Hampshire	6,200	6,100	98
<b>Between 5-24%</b>				
<b>MARYLAND</b>				
	Allegany	28,800	28,600	99
<b>PENNSYLVANIA</b>				
	Butler	56,500	55,800	99
	Fayette	57,100	55,900	98
	Greene	15,400	15,100	98
	Mc Kean	18,100	17,700	98
	Potter	7,000	6,800	97
	Venango	23,800	23,100	97
	Warren	17,400	16,900	97
<b>WEST VIRGINIA</b>				
	Hardy	3,800	3,700	97
<b>Station Totals</b>		<b>783,000</b>	<b>769,600</b>	<b>98</b>
<b>Net Weekly Circulation (1991)</b>				<b>411,700</b>
<b>Average Daily Circulation (1991)</b>				<b>240,500</b>

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## Television & Cable Factbook

# Pennsylvania—Johnstown

## WWCP-TV

Ch. 8

Network Service: Fox.

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

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

Telephone: 814-266-8088. TWX: 411262488950. 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: ChannelMaster, 4.4-meter C-band; Microdyne, 7-meter C-band; RCA, 3-meter Ku-band; ChannelMaster, M/A-Com, Microdyne receivers.

News Services: AP, CNN, Fox, UPI.

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.  
Christopher J. Taylor, Station Manager.  
Ron Kabo, Local Sales Manager.  
Robert Andrade, Chief Engineer.  
Jeff Alan, News Director.  
Kathleen Smith, Administration Director.

Rates: On request.

City of License: Johnstown. ADI: Johnstown-Altoona. Rank: 89.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>PENNSYLVANIA</b>			
	Bedford	18,100	17,600	97
	Blair	50,800	50,000	98
	Cambria	62,700	61,900	99
	Jefferson	19,200	18,900	98
	Somerset	31,000	30,400	98
Between 25-49%	<b>MARYLAND</b>			
	Garrett	9,900	9,800	99
	<b>PENNSYLVANIA</b>			
	Armstrong	30,300	29,800	98
	Cameron	2,800	2,800	100
	Centre	40,700	39,700	98
	Clarion	14,900	14,600	98
Clearfield	30,800	30,300	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Allegheny	14,100	13,900	99
	Huntingdon	15,500	15,100	97
	Indiana	33,000	32,400	98
	<b>WEST VIRGINIA</b>			
	Grant	3,700	3,600	97
Between 5-24%	<b>PENNSYLVANIA</b>			
	Butler	56,500	55,800	99
	Clinton	14,500	14,200	98
	Fayette	57,100	55,900	98
	Forest	1,900	1,900	100
	Greene	15,400	15,100	98
	Mifflin	18,400	17,900	97
	Venango	23,800	23,100	97
	Washington	81,300	80,200	99
	Westmoreland	145,400	143,800	99
<b>WEST VIRGINIA</b>				
	Hampshire	6,200	6,100	98
	Preston	11,300	11,100	98
<b>Station Totals</b>		<b>809,300</b>	<b>795,900</b>	<b>98</b>
<b>Net Weekly Circulation (1991)</b>			<b>264,700</b>	
<b>Average Daily Circulation (1991)</b>			<b>111,700</b>	

# Pennsylvania—Lancaster

**WGAL**

Ch. 8

Network Service: NBC.

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

Studio: 1300 Columbia Ave., Lancaster, PA 17603-7127.

Branch Offices: 333 Market St., Harrisburg, PA 17100; 18 S. George St., Market Way South, York, PA 17401.

Mailing Address: Box 7127, Lancaster, PA 17604-7127.

Telephone: 717-393-5851. TWX: 510-600-1877. Fax: 717-393-9484.

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): Katz 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 Foesser, National Sales Manager.
- Ed Wickenheiser, News Director.
- Cil Frazier, Promotion & Marketing Director.
- Pat Saam, Commercial Operations Manager.
- Robert B. Good Jr., Chief Engineer.
- Robert Singer, Business Manager.

Rates: On request.

City of License: Lancaster. ADI: Harrisburg-York-Lancaster-Lebanon. Rank: 44.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>PENNSYLVANIA</b>				
<b>50% &amp; Over</b>	Adams	26,700	26,200	98
	Cumberland	75,200	74,000	98
	Dauphin	98,200	96,500	98
	Franklin	46,700	45,300	97
	Juniata	7,900	7,600	96
	Lancaster	154,300	149,700	97
	Lebanon	42,800	41,900	98
	Mifflin	18,400	17,900	97
	Perry	16,000	15,600	98
	York	131,400	129,300	98



WGAL BPCT-910 Granted 2/3/54 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>PENNSYLVANIA</b>				
<b>Between 25-49%</b>	Berks	131,300	129,300	99
	Northumberland	40,800	39,800	97
	Schuylkill	63,200	62,000	98
	Snyder	13,100	12,600	96
<b>MARYLAND</b>				
<b>Between 5-24%</b>	Carroll	42,800	42,600	100
	Cecil	25,600	25,500	100
	Harford	59,000	58,700	99
<b>PENNSYLVANIA</b>				
	Chester	131,800	130,100	99
	Fulton	5,700	5,500	96
	Huntingdon	15,500	15,100	97
	Monroe	37,100	36,500	98
	Montour	6,300	6,100	97
	Sullivan	2,300	2,200	96
	Union	11,600	11,100	96
<b>Station Totals</b>		<b>1,203,700</b>	<b>1,181,100</b>	<b>98</b>
<b>Net Weekly Circulation (1991)</b>				<b>654,000</b>
<b>Average Daily Circulation (1991)</b>				<b>363,200</b>

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# Pennsylvania—Lancaster-Lebanon

**WLYH-TV**

Ch. 15

Network Service: CBS.

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

Studio: RD 5, Television Hill, Lebanon, PA 17042.

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 & 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: 3-meter Ku & C-band; Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4-meter C-band; AFC, 3.6-meter Ku-band; Drake, Scientific-Atlanta, Agile Omni 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): Settel Inc.

Represented (engineering): Smith & Powstenko.

**Personnel:**

- David F. Metz, Vice President & General Manager.
- Bob Patterson, Program Director.
- John McNally, Local Sales Manager.
- Kathy Morgan, Business Manager.
- Lelilyn Perri, 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: 44.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	PENNSYLVANIA Lebanon	42,800	41,900	98
Between 25-49%	PENNSYLVANIA Adams	26,700	26,200	98



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

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Dauphin	98,200	96,500	98
	Juniata	7,900	7,600	96
	Lancaster	154,300	149,700	97
	York	131,400	129,300	98
Between 5-24%	MARYLAND Cecil	25,600	25,500	100
	PENNSYLVANIA Berks	131,300	129,300	99
	Cumberland	75,200	74,000	98
	Mifflin	18,400	17,900	97
	Northumberland	40,800	39,800	97
	Perry	16,000	15,600	98
	Schuylkill	63,200	62,000	98
	Snyder	13,100	12,600	96
	Sullivan	2,300	2,200	96
Station Totals		847,200	830,100	98
Net Weekly Circulation (1991)			252,800	
Average Daily Circulation (1991)			87,100	

# 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: Vertex, 4.5-meter Ku-band; Scientific-Atlanta, 3-meter Ku-band; Scientific-Atlanta, 10-meter C-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, Director, KYW Enterprises.  
Jim Zuratt, Controller.  
Scott Herman, News Director.  
Steve Johnson, Promotion Director.  
Dick Goggin, Product Manager.  
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 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>DELAWARE</b>			
	Kent	39,500	39,200	99
	New Castle	159,800	159,200	100
	<b>NEW JERSEY</b>			
	Atlantic	85,200	83,700	98
	Burlington	140,500	139,300	99
	Camden	186,200	184,700	99
	Cape May	42,400	41,700	98
	Cumberland	49,700	49,100	99
	Gloucester	77,800	77,200	99
Mercer	122,200	120,600	99	
Salem	24,800	24,500	99	
<b>PENNSYLVANIA</b>				
Berks	131,300	129,300	99	



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

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Bucks	197,400	195,800	99
	Chester	131,800	130,100	99
	Delaware	212,700	211,200	99
	Lehigh	116,300	114,700	99
	Montgomery	260,700	258,200	99
	Northampton	94,300	92,900	99
	Philadelphia	643,100	632,800	98
<b>Between 25-49%</b>	<b>MARYLAND</b>			
	Cecil	25,600	25,500	100
	<b>NEW JERSEY</b>			
	Hunterdon	36,300	35,800	99
Ocean	174,400	172,800	99	
Warren	33,800	33,300	99	
<b>Between 5-24%</b>	<b>PENNSYLVANIA</b>			
	Carbon	22,300	22,000	98
	Lancaster	154,300	149,700	97
	Monroe	37,100	36,500	98
	Schuykill	63,200	62,000	98
	<b>DELAWARE</b>			
	Sussex	45,200	44,700	99
<b>MARYLAND</b>				
Caroline	9,500	9,400	99	
<b>NEW JERSEY</b>				
Monmouth	210,500	208,400	99	
Somerset	83,700	83,000	99	
<b>PENNSYLVANIA</b>				
Lebanon	42,800	41,900	98	
Luzerne	129,900	128,200	99	
<b>Station Totals</b>		<b>3,784,300</b>	<b>3,737,400</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>			<b>2,554,800</b>	
<b>Average Daily Circulation (1991)</b>			<b>1,369,700</b>	

# 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.

Jay Newman, Vice President & Station Manager.

Jeffrey M. Cash, Director of Sales.

Dave Kenworthy, Director of Communications.

David Harvey, Director, Operations & Engineering.

Christine Boeke, Director, Marketing Services.

Drew Berry, News Director.

Joanne Wilder, Director, Community Affairs.

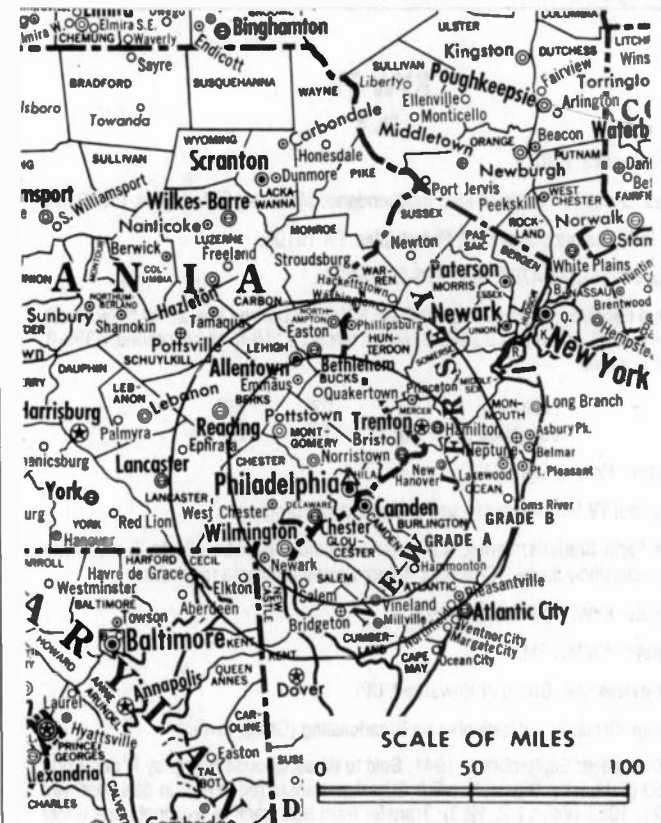
Rates: On request.

NETWORK BASE HOURLY RATE: \$4000.

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

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	DELAWARE			
	Kent	39,500	39,200	99
	New Castle	159,800	159,200	100
	NEW JERSEY			
	Atlantic	85,200	83,700	98
	Burlington	140,500	139,300	99
	Camden	186,200	184,700	99
	Cape May	42,400	41,700	98
	Cumberland	49,700	49,100	99
	Gloucester	77,800	77,200	99
	Mercer	122,200	120,600	99
	Salem	24,800	24,500	99
	PENNSYLVANIA			
Berks	131,300	129,300	99	



WCAU-TV BPCT-4403 Granted 2/25/71

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Bucks	197,400	195,800	99
	Carbon	22,300	22,000	98
	Chester	131,800	130,100	99
	Delaware	212,700	211,200	99
	Lehigh	116,300	114,700	99
	Montgomery	260,700	258,200	99
	Northampton	94,300	92,900	99
	Philadelphia	643,100	632,800	98
	Schuylkill	63,200	62,000	98
	Between 25-49%	MARYLAND		
Cecil		25,600	25,500	100
NEW JERSEY				
Hunterdon		36,300	35,800	99
Ocean		174,400	172,800	99
Warren	33,800	33,300	99	
Between 5-24%	PENNSYLVANIA			
	Lancaster	154,300	149,700	97
	Monroe	37,100	36,500	98
	DELAWARE			
	Sussex	45,200	44,700	99
	MARYLAND			
	Caroline	9,500	9,400	99
	NEW JERSEY			
	Monmouth	210,500	208,400	99
	PENNSYLVANIA			
Lebanon	42,800	41,900	98	
Station Totals		3,570,700	3,526,200	99
Net Weekly Circulation (1991)			2,555,300	
Average Daily Circulation (1991)			1,292,000	

# Pennsylvania—Philadelphia

**WGBS-TV**

Ch. 57

Network Service: None, independent.

Licensee: Combined Broadcasting Inc.

Studio: 420 N. 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.
- Maria Kent, National 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 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	<b>DELAWARE</b>			
	New Castle	159,800	159,200	100
	<b>NEW JERSEY</b>			
	Atlantic	85,200	83,700	98
	Burlington	140,500	139,300	99
	Camden	186,200	184,700	99
	Cumberland	49,700	49,100	99
	Gloucester	77,800	77,200	99
	Salem	24,800	24,500	99
	<b>PENNSYLVANIA</b>			
	Bucks	197,400	195,800	99
	Chester	131,800	130,100	99
	Delaware	212,700	211,200	99
	Montgomery	260,700	258,200	99
Philadelphia	643,100	632,800	98	



WGBS-TV BPCT-850809KH Granted 9/16/85 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>DELAWARE</b>			
	Kent	39,500	39,200	99
	<b>MARYLAND</b>			
	Cecil	25,600	25,500	100
	<b>NEW JERSEY</b>			
	Cape May	42,400	41,700	98
	Hunterdon	36,300	35,800	99
	Mercer	122,200	120,600	99
	Ocean	174,400	172,800	99
	<b>PENNSYLVANIA</b>			
Berks	131,300	129,300	99	
Lancaster	154,300	149,700	97	
Lebanon	42,800	41,900	98	
<b>Station Totals</b>		2,938,500	2,902,300	99
<b>Net Weekly Circulation (1991)</b>				960,000
<b>Average Daily Circulation (1991)</b>				330,300

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

# 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. Fax: 215-879-3665.

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

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

Transmitter: E. Domino Lane.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Andrew, 4.5-meter C-band; AFC, 3.7-meter Ku-band; M/A-Corn, 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 & Naftain.

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 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>NEW JERSEY</b>			
	Cumberland	49,700	49,100	99
	Salem	24,800	24,500	99
<b>Between 25-49%</b>	<b>PENNSYLVANIA</b>			
	Philadelphia	643,100	632,800	98
	<b>DELAWARE</b>			
	Kent	39,500	39,200	99
	New Castle	159,800	159,200	100
	<b>NEW JERSEY</b>			
	Atlantic	85,200	83,700	98
	Burlington	140,500	139,300	99
	Camden	186,200	184,700	99
	Cape May	42,400	41,700	98
	Gloucester	77,800	77,200	99
	Mercer	122,200	120,600	99
	<b>PENNSYLVANIA</b>			
	Berks	131,300	129,300	99
	Bucks	197,400	195,800	99
Carbon	22,300	22,000	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>Chester</b>	131,800	130,100	99
	<b>Delaware</b>	212,700	211,200	99
	<b>Lancaster</b>	154,300	149,700	97
	<b>Lebanon</b>	42,800	41,900	98
	<b>Lehigh</b>	116,300	114,700	99
	<b>Montgomery</b>	260,700	258,200	99
	<b>Montour</b>	6,300	6,100	97
	<b>Northampton</b>	94,300	92,900	99
	<b>Northumberland</b>	40,800	39,800	97
	<b>Schuylkill</b>	63,200	62,000	98
<b>Between 5-24%</b>	<b>DELAWARE</b>			
	Sussex	45,200	44,700	99
	<b>MARYLAND</b>			
	Cecil	25,600	25,500	100
	<b>NEW JERSEY</b>			
	Hunterdon	36,300	35,800	99
	Ocean	174,400	172,800	99
	Somerset	83,700	83,000	99
	Warren	33,800	33,300	99
	<b>PENNSYLVANIA</b>			
	Columbia	23,300	22,900	98
	Cumberland	75,200	74,000	98
	Dauphin	98,200	96,500	98
	Lycoming	44,900	43,700	97
	Monroe	37,100	36,500	98
Perry	16,000	15,600	98	
Pike	11,100	10,800	97	
Snyder	13,100	12,600	96	
Union	11,600	11,100	96	
York	131,400	129,300	98	
<b>Station Totals</b>		<b>3,906,300</b>	<b>3,853,800</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>				<b>1,424,400</b>
<b>Average Daily Circulation (1991)</b>				<b>446,700</b>



# 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. Fax: 215-581-4515.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 74-kw visual, 7.4-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.

Lisa Hipp, Local Sales Manager.

Charles D. Dunn, National Sales Manager.

Dave Davis, News Director.

William Burton, Promotion Director.

Robert Apfel, Business Manager.

Charles R. Bradley, Director of Programming & Operations.

Irwin L. Ross, Chief Engineer.

Linda Munich, Public Affairs Director.

Rates: On request.

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

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>DELAWARE</b>			
	Kent	39,500	39,200	99
	New Castle	159,800	159,200	100
	<b>NEW JERSEY</b>			
	Atlantic	85,200	83,700	98
	Burlington	140,500	139,300	99
	Camden	186,200	184,700	99
	Cape May	42,400	41,700	98
	Cumberland	49,700	49,100	99
	Gloucester	77,800	77,200	99
	Mercer	122,200	120,600	99
Salem	24,800	24,500	99	
<b>PENNSYLVANIA</b>				
Berks	131,300	129,300	99	



WPVI-TV BPCT-2212 Granted 3/22/57

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Bucks	197,400	195,800	99
	Chester	131,800	130,100	99
	Delaware	212,700	211,200	99
	Lancaster	154,300	149,700	97
	Lehigh	116,300	114,700	99
	Montgomery	260,700	258,200	99
	Northampton	94,300	92,900	99
	Philadelphia	643,100	632,800	98
	<b>MARYLAND</b>			
Cecil	25,600	25,500	100	
Between 25-49%	<b>NEW JERSEY</b>			
	Hurterdon	36,300	35,800	99
	Ocean	174,400	172,800	99
	Warren	33,800	33,300	99
Between 5-24%	<b>PENNSYLVANIA</b>			
	Carbon	22,300	22,000	98
	Monroe	37,100	36,500	98
	Schuylkill	63,200	62,000	98
Station Totals	<b>DELAWARE</b>			
	Sussex	45,200	44,700	99
	<b>NEW JERSEY</b>			
	Monmouth	210,500	208,400	99
Station Totals	<b>PENNSYLVANIA</b>			
	Lebanon	42,800	41,900	98
	Northumberland	40,800	39,800	97
<b>Station Totals</b>		<b>3,602,000</b>	<b>3,556,600</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>				<b>2,699,000</b>
<b>Average Daily Circulation (1991)</b>				<b>1,786,100</b>

# Pennsylvania—Philadelphia

**WTXF-TV**

Ch. 29

Network Service: Fox.

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

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

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

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

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

Transmitter: 340 Domino Lane.

Satellite Earth Stations: Vertex, 8.8-meter C-band; Vertex, 3-meter C-band; Microdyme, 3.6-meter C-band; Winegard, 3-meter Ku & 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): Settel Inc.

**Personnel:**

- Michael Conway, Vice President & General Manager.
- Walt DeHaven, General Sales Manager.
- Brad Wagner, Local Sales Manager.
- Bill Ballard, Local Sales Manager.
- William Butler, Program Manager.
- Roger Lamay, News Director.
- Denise Rolfe, Promotion Manager.
- Kent Von Hertenberg, 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 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>DELAWARE</b>			
	Kent	39,500	39,200	99
	New Castle	159,800	159,200	100
	<b>NEW JERSEY</b>			
	Atlantic	85,200	83,700	98
	Burlington	140,500	139,300	99
	Camden	186,200	184,700	99
	Cape May	42,400	41,700	98
	Cumberland	49,700	49,100	99
	Gloucester	77,800	77,200	99
	Salem	24,800	24,500	99
	<b>PENNSYLVANIA</b>			
	Berks	131,300	129,300	99
	Bucks	197,400	195,800	99
Carbon	22,300	22,000	98	
Chester	131,800	130,100	99	
Delaware	212,700	211,200	99	
Montgomery	260,700	258,200	99	
Philadelphia	643,100	632,800	98	
<b>Between 25-49%</b>	<b>DELAWARE</b>			
	Sussex	45,200	44,700	99
	<b>MARYLAND</b>			
	Cecil	25,600	25,500	100
<b>NEW JERSEY</b>				
Hunterdon	36,300	35,800	99	



WTXF-TV BPCT-4578 Granted 6/21/73

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	Mercer	122,200	120,600	99
	Ocean	174,400	172,800	99
	Warren	33,800	33,300	99
<b>PENNSYLVANIA</b>	Lancaster	154,300	149,700	97
	Lehigh	116,300	114,700	99
	Monroe	37,100	36,500	98
	Northampton	94,300	92,900	99
	Schuylkill	63,200	62,000	98
	<b>MARYLAND</b>	Caroline	9,500	9,400
Queen Annes		11,900	11,800	99
<b>NEW JERSEY</b>				
Middlesex	237,800	235,900	99	
Monmouth	210,500	208,400	99	
Somerset	83,700	83,000	99	
Sussex	46,200	45,500	98	
<b>PENNSYLVANIA</b>	Clinton	14,500	14,200	98
	Columbia	23,300	22,900	98
	Cumberland	75,200	74,000	98
	Dauphin	98,200	96,500	98
	Lackawanna	85,800	84,900	99
	Lebanon	42,800	41,900	98
	Luzerne	129,900	128,200	99
	Lycoming	44,900	43,700	97
	Montour	6,300	6,100	97
	Northumberland	40,800	39,800	97
	Perry	16,000	15,600	98
	Pike	11,100	10,800	97
	Snyder	13,100	12,600	96
Wyoming	10,700	10,500	98	
<b>Station Totals</b>		<b>4,520,100</b>	<b>4,462,200</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>			<b>2,033,500</b>	
<b>Average Daily Circulation (1991)</b>			<b>866,000</b>	

# 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.

Telephones: 412-392-2200; 412-392-2276. TWX: 710-664-4380.

Fax: 412-392-3207.

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

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

SNR 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.
- 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 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MARYLAND</b>			
	Garrett	9,900	9,800	99
	<b>OHIO</b>			
	Jefferson	31,700	31,400	99
	<b>PENNSYLVANIA</b>			
	Allegheny	549,200	542,600	99
	Armstrong	30,300	29,800	98
	Beaver	71,600	70,800	99
	Butler	56,500	55,800	99
	Cambria	62,700	61,900	99
	Clarion	14,900	14,600	98
	Fayette	57,100	55,900	98
	Forest	1,900	1,900	100
	Greene	15,400	15,100	98
	Indiana	33,000	32,400	98
	Jefferson	19,200	18,900	98
	Lawrence	37,900	37,300	98
	Somerset	31,000	30,400	98



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Venango	23,800	23,100	97
	Washington	81,300	80,200	99
	Westmoreland	145,400	143,800	99
	<b>WEST VIRGINIA</b>			
	Brooke	10,600	10,600	100
	Hancock	15,000	15,000	100
	Marion	25,300	25,100	99
Monongalia	30,000	29,700	99	
<b>Between 25-49%</b>	<b>OHIO</b>			
	Belmont	30,700	30,300	99
	Columbiana	42,000	41,500	99
	Harrison	6,100	6,000	98
	Monroe	6,100	5,900	97
	<b>PENNSYLVANIA</b>			
Elk	14,100	13,900	99	
Mercer	46,200	45,400	98	
<b>Between 5-24%</b>	<b>WEST VIRGINIA</b>			
	Harrison	29,700	29,500	99
	Marshall	15,100	15,000	99
	Ohio	23,400	23,300	100
	Preston	11,300	11,100	98
	Taylor	6,000	5,900	98
Wetzel	7,800	7,700	99	
<b>Between 5-24%</b>	<b>MARYLAND</b>			
	Allegany	28,800	28,600	99
	<b>OHIO</b>			
Carroll	10,300	10,200	99	
<b>PENNSYLVANIA</b>				
Blair	50,800	50,000	98	
Clearfield	30,800	30,300	98	
(Continued on page A-995)				
<b>Station Totals</b>		<b>1,789,200</b>	<b>1,765,600</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>				<b>1,245,800</b>
<b>Average Daily Circulation (1991)</b>				<b>751,000</b>

# Pennsylvania—Greensburg-Pittsburgh

**WPCB-TV**

Ch. 40

(Operates satellite WKBS-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 Stations:** 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, Executive Vice President & General Manager.
- David Skeba, Program Manager.
- Blake Richert, Chief Engineer.

**Highest 30 Sec. Rate:** \$55.

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

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

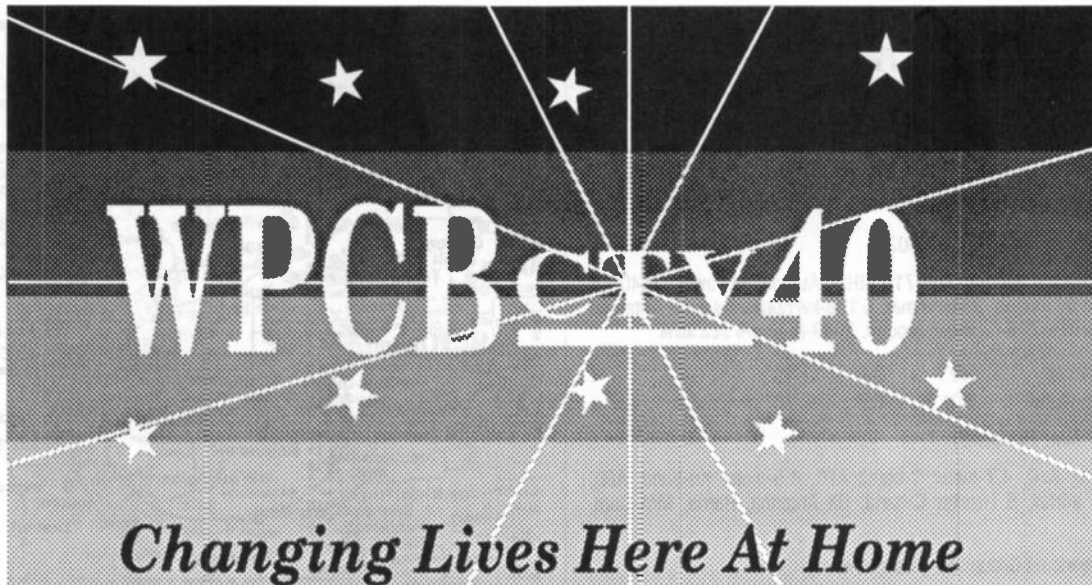


WPCB-TV BMPCT-7716 Granted 7/31/78

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Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>PENNSYLVANIA</b>				
Between 5-24%	Beaver	71,600	70,800	99
	Cambria	62,700	61,900	99
	Clarion	14,900	14,600	98
	Fayette	57,100	55,900	98
	Westmoreland	145,400	143,800	99
<b>Station Totals</b>		<b>351,700</b>	<b>347,000</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>			<b>59,000</b>	
<b>Average Daily Circulation (1991)</b>			<b>18,000</b>	



*Changing Lives Here At Home  
& Reaching Out to the Stars!*

WPCB-TV, the local station owned and operated by CTV (Cornerstone TeleVision) broadcasts some of the best spiritual programming available -- 24 hours a day, 7 days a week -- to reach viewers with the life-changing Gospel of Jesus Christ. And now, CTV is reaching for the stars! Beginning in 1992, our nationally syndicated programming (most of which is produced in our WPCB-TV studios) will be aired via satellite across the North American continent!

With host, Ron Hembree, **PROJECT 90** is an exciting daily teaching program which enables viewers to read through the entire Bible in one year & understand what they're reading!

**LIGHTMUSIC** is an award-winning, daily, half hour internationally syndicated contemporary Christian music program, hosted by Tom Green and aimed at teens and young adults.

**HIS PLACE** is heralded as a welcome "breath of fresh air" in television programming for the "Baby Boomer" generation.

**MUSIC THAT MINISTERS** features nationally-acclaimed, Angel Award-winning Dean and Mary Brown in a weekly, half-hour program that truly inspires viewers.

**ORIGINS** is a fascinating half-hour program hosted by our respected CTV president, Russ Bixler, which explores the issue of Creation vs. Evolution. Scientists from all over the world make this experience engrossing, informative and inspirational.

**CTV**

*Changing Lives & Helping Cable Serve the Community.*

Wall, PA 15148-1499 • (412) 824-3930

# Pennsylvania—Pittsburgh

**WPGH-TV**

Ch. 53

Network Service: Fox

Licensee: Sinclair Broadcast Group Inc., 750 Ivory Ave., Pittsburgh, PA 15214.

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

Telephone: 412-931-5300. Fax: 412-931-8029.

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

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

Transmitter: 750 Ivory Ave., Pittsburgh.

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

Ownership: Sinclair Broadcast Group Inc. (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 Renaissance Communications approved Nov. 23, 1988 (Vol. 29:3). FCC approved sale to present owner June 21, 1991.

Represented (sales): MMT Sales Inc.

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

**Personnel:**

- Alan B. Frank, General Manager.
- Jim Lapiana, General Sales Manager.
- Dennis Welsh, Local Sales Manager.
- David Ottaviani, National Sales Manager.
- Michael Karas, Director of Programming.
- John Getz, Chief Engineer.
- Wendy Cole, Business Manager.
- Mark Truax, Promotion Manager.
- Terry Caywood, Marketing Director.
- Michael Wolf, Development Manager.

Rates: On request.

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

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>OHIO</b>			
	Belmont	30,700	30,300	99
	Jefferson	31,700	31,400	99
	<b>PENNSYLVANIA</b>			
	Allegheny	549,200	542,600	99
	Beaver	71,600	70,800	99
	Butler	56,500	55,800	99
	Fayette	57,100	55,900	98
	Venango	23,800	23,100	97
	Washington	81,300	80,200	99
	Westmoreland	145,400	143,800	99
	<b>WEST VIRGINIA</b>			
	Brooke	10,600	10,600	100
	Hancock	15,000	15,000	100
Marion	25,300	25,100	99	
Marshall	15,100	15,000	99	
Monongalia	30,000	29,700	99	
Ohio	23,400	23,300	100	
Between 25-49%	<b>OHIO</b>			
	Columbiana	42,000	41,500	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Harrison	6,100	6,000	98
	Monroe	6,100	5,900	97
<b>PENNSYLVANIA</b>				
	Armstrong	30,300	29,800	98
	Clarion	14,900	14,600	98
	Elk	14,100	13,900	99
	Forest	1,900	1,900	100
	Greene	15,400	15,100	98
	Indiana	33,000	32,400	98
	Jefferson	19,200	18,900	98
	Lawrence	37,900	37,300	98
	Somerset	31,000	30,400	98
<b>WEST VIRGINIA</b>				
	Harrison	29,700	29,500	99
	Preston	11,300	11,100	98
	Randolph	10,600	10,400	98
	Taylor	6,000	5,900	98
	Upshur	8,900	8,800	99
	Wetzel	7,800	7,700	99
Between 5-24%	<b>MARYLAND</b>			
	Garrett	9,900	9,800	99
	<b>OHIO</b>			
	Mahoning	104,200	103,300	99
	<b>PENNSYLVANIA</b>			
	Blair	50,800	50,000	98
	Cambria	62,700	61,900	99
	Clearfield	30,800	30,300	98
	Mercer	46,200	45,400	98
	<b>WEST VIRGINIA</b>			
Barbour	6,100	6,000	98	
Tyler	4,000	3,900	98	
<b>Station Totals</b>		<b>1,807,600</b>	<b>1,784,300</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>				<b>826,500</b>
<b>Average Daily Circulation (1991)</b>				<b>368,500</b>

# Pennsylvania—Pittsburgh

## WPTT-TV

Ch. 22

Network Service: None, independent.

Licensee: WPTT Inc., 500 Seco Rd., Pittsburgh, PA 15230.

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: Edwin L. Edwards Sr.

Began Operation: September 29, 1978. Sale to present owner by Sinclair Broadcast Group approved by FCC June 21, 1991.

Represented (sales): Sektel Inc.

Represented (engineering): Carl T. Jones Corp.

Personnel:  
Edwin L. Edwards Sr., President & General Manager.  
Willette Edwards, Secretary.

Highest 30 Sec. Rate: \$1200.

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

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	<b>PENNSYLVANIA</b>			
	Allegheny	549,200	542,600	99
	Armstrong	30,300	29,800	98
	Beaver	71,600	70,800	99
	Butler	56,500	55,800	99
	Clarion	14,900	14,600	98
	Fayette	57,100	55,900	98
	Lawrence	37,900	37,300	98
	Washington	81,300	80,200	99
	Westmoreland	145,400	143,800	99
	<b>WEST VIRGINIA</b>			
	Brooke	10,600	10,600	100
Hancock	15,000	15,000	100	
Ohio	23,400	23,300	100	
Taylor	6,000	5,900	98	
Between 5-24%	<b>OHIO</b>			
	Belmont	30,700	30,300	99
	Columbiana	42,000	41,500	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>PENNSYLVANIA</b>			
	Jefferson	31,700	31,400	99
	Clearfield	30,800	30,300	98
	Elk	14,100	13,900	99
	Forest	1,900	1,900	100
	Greene	15,400	15,100	98
	Indiana	33,000	32,400	98
	Jefferson	19,200	18,900	98
	Somerset	31,000	30,400	98
	Venango	23,800	23,100	97
	<b>WEST VIRGINIA</b>			
	Barbour	6,100	6,000	98
Harrison	29,700	29,500	99	
Marion	25,300	25,100	99	
Marshall	15,100	15,000	99	
Monongalia	30,000	29,700	99	
Preston	11,300	11,100	98	
<b>Station Totals</b>		1,490,300	1,471,200	99
<b>Net Weekly Circulation (1991)</b>				414,400
<b>Average Daily Circulation (1991)</b>				128,600

# Pennsylvania—Pittsburgh

**WPXI**  
Ch. 11

**Network Service:** NBC.

**Licensee:** WPXI Inc., Box 1100, Pittsburgh, PA 15230.

**Studio:** 11 Television Hill, 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; Harris, 3-meter; Microdyne, 3-meter; Satcom Technologies, 2.8-meter; Scientific-Atlanta, 7-meter; Cyclesat, 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:**

- Howard Zelden, Director of Sales & Marketing.
- 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 Blinks, 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 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>PENNSYLVANIA</b>			
	Allegheny	549,200	542,600	99
	Armstrong	30,300	29,800	98
	Beaver	71,600	70,800	99
	Butler	56,500	55,800	99
	Fayette	57,100	55,900	98
	Greene	15,400	15,100	98
	Indiana	33,000	32,400	98
	Lawrence	37,900	37,300	98
	Venango	23,800	23,100	97
	Washington	81,300	80,200	99
	Westmoreland	145,400	143,800	99
	<b>WEST VIRGINIA</b>			
	Brooke	10,600	10,600	100
	Hancock	15,000	15,000	100



WPXI BMPCT-3486 Granted 3/20/57

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Marion	25,300	25,100	99
	Monongalia	30,000	29,700	99
<b>Between 25-49%</b>	<b>OHIO</b>			
	Belmont	30,700	30,300	99
	Columbiana	42,000	41,500	99
	Harrison	6,100	6,000	98
	Jefferson	31,700	31,400	99
	<b>PENNSYLVANIA</b>			
	Clarion	14,900	14,600	98
Forest	1,900	1,900	100	
Jefferson	19,200	18,900	98	
<b>WEST VIRGINIA</b>	Harrison	29,700	29,500	99
	Marshall	15,100	15,000	99
	Ohio	23,400	23,300	100
	Preston	11,300	11,100	98
	<b>MARYLAND</b>			
<b>Between 5-24%</b>	Garrett	9,900	9,800	99
	Monroe	6,100	5,900	97
<b>PENNSYLVANIA</b>	Cambria	62,700	61,900	99
	Clearfield	30,800	30,300	98
	Elk	14,100	13,900	99
	Mercer	46,200	45,400	98
	Somerset	31,000	30,400	98
	<b>WEST VIRGINIA</b>			
	Barbour	6,100	6,000	98
	Taylor	6,000	5,900	98
	Upshur	8,900	8,800	99
	Wetzel	7,800	7,700	99
<b>Station Totals</b>		1,638,000	1,616,700	99
<b>Net Weekly Circulation (1991)</b>				1,087,300
<b>Average Daily Circulation (1991)</b>				608,600



# Pennsylvania—Pittsburgh

## WTAE-TV

Ch. 4

Network Service: ABC.

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

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

Telephone: 412-242-4300. TWX: 710-664-4266. Fax: 412-244-4628.

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; Avartek, 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).

Begin 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 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MARYLAND			
	Garrett	9,900	9,800	99
	OHIO			
	Belmont	30,700	30,300	99
	Jefferson	31,700	31,400	99
	PENNSYLVANIA			
	Allegheny	549,200	542,600	99
	Armstrong	30,300	29,800	98
	Beaver	71,600	70,800	99
	Butler	56,500	55,800	99
Cambria	62,700	61,900	99	
Clarion	14,900	14,600	98	
Elk	14,100	13,900	99	
Fayette	57,100	55,900	98	
Greene	15,400	15,100	98	
Indiana	33,000	32,400	98	



WTAE-TV BMPCT-5063 Granted 5/9/58

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Jefferson	19,200	18,900	98
	Lawrence	37,900	37,300	98
	Somerset	31,000	30,400	98
	Venango	23,800	23,100	97
	Washington	81,300	80,200	99
	Westmoreland	145,400	143,800	99
	WEST VIRGINIA			
	Brooke	10,600	10,600	100
	Hancock	15,000	15,000	100
	Harrison	29,700	29,500	99
Marion	25,300	25,100	99	
Marshall	15,100	15,000	99	
Monongalia	30,000	29,700	99	
Ohio	23,400	23,300	100	
Preston	11,300	11,100	98	
Randolph	10,600	10,400	98	
Taylor	6,000	5,900	98	
Tucker	3,400	3,300	97	
Wetzel	7,800	7,700	99	
Between 25-49%	OHIO			
	Columbiana	42,000	41,500	99
	Harrison	6,100	6,000	98
	Monroe	6,100	5,900	97
	PENNSYLVANIA			
Bedford	18,100	17,600	97	
Blair	50,800	50,000	98	
Clearfield	30,800	30,300	98	
Forest	1,900	1,900	100	
WEST VIRGINIA				
Barbour	6,100	6,000	98	
(Continued on page A-995)				
Station Totals		1,759,400	1,736,000	99
Net Weekly Circulation (1991)			1,324,600	
Average Daily Circulation (1991)			771,500	

# 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. BPCT-870327K1.

Transmitter: Mount 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 Bcstg. Inc., Debtor-in-Possession.

Began Operation: May 4, 1980.

Represented (legal): Sidley & Austin.

Represented (engineering): Smith & Powstenko.

**Personnel:**

- George Mattmiller, Station Manager & Program Director.
- Loren Meck, General Sales Manager.
- Gibson White, Chief Engineer.
- Daniel Bendetti, Production Manager.



Highest 30 Sec. Rate: \$60.

Airtron 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):** Hugh Wallace Inc.

**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:** \$50.

**City of License:** Red Lion. **ADI:** Harrisburg-York-Lancaster-Lebanon. **Rank:** 44.

**Total Households:** ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.



WGCB-TV BPCT-3678 Granted 3/9/77

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>PENNSYLVANIA</b>				
Between 5-24%	Lancaster	154,300	149,700	97
	York	131,400	129,300	98
<b>Station Totals</b>		<b>285,700</b>	<b>279,000</b>	<b>98</b>
<b>Net Weekly Circulation (1991)</b>				<b>25,700</b>
<b>Average Daily Circulation (1991)</b>				<b>6,100</b>

# Pennsylvania—Wilkes-Barre & Scranton

**WBRE-TV**

Ch. 28

**Network Service:** NBC.

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

**Studio:** 62 S. Franklin St., Wilkes-Barre, PA 18773.

**Telephone:** 717-823-2828. **TWX:** 510-658-3198. **Fax:** 717-829-0440.

**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:**

- William W. Harper, Vice President & General Manager.
- Ed Ortelli, General Sales Manager.
- Jim Zaroda, Local Sales Manager.
- Jim Meyer, Program Manager.
- Larry Stirewalt, News Director.
- Karen Brady, Promotion Director.
- David Swartz, Chief Engineer.
- Bob Carroll, 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:** 53.

**Total Households:** ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>PENNSYLVANIA</b>			
	Carbon	22,300	22,000	98
	Clinton	14,500	14,200	98
	Columbia	23,300	22,900	98
	Lackawanna	85,800	84,900	99
	Luzerne	129,900	128,200	99
	Lycoming	44,900	43,700	97
	Monroe	37,100	36,500	98
	Montour	6,300	6,100	97



WBRE-TV BPC-890503KH Granted 9/25/89 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Northumberland	40,800	39,800	97
	Snyder	13,100	12,600	96
	Sullivan	2,300	2,200	96
	Susquehanna	15,800	15,500	98
	Union	11,600	11,100	96
	Wayne	16,000	15,500	97
	Wyoming	10,700	10,500	98
<b>Between 25-49%</b>	<b>PENNSYLVANIA</b>			
	Bradford	24,700	24,200	98
	Pike	11,100	10,800	97
	Schuylkill	63,200	62,000	98
<b>Between 5-24%</b>	<b>NEW YORK</b>			
	Delaware	18,300	17,700	97
	Sullivan	26,200	25,500	97
	<b>PENNSYLVANIA</b>			
	Centre	40,700	39,700	98
Lehigh	116,300	114,700	99	
Mifflin	18,400	17,900	97	
Northampton	94,300	92,900	99	
Tioga	15,200	14,800	97	
<b>Station Totals</b>		<b>902,800</b>	<b>885,900</b>	<b>98</b>
<b>Net Weekly Circulation (1991)</b>			<b>450,600</b>	
<b>Average Daily Circulation (1991)</b>			<b>245,800</b>	

# 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 Ku-band; 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 & Naftalin.

**Personnel:**

- Elden A. Hale Jr., President & General Manager.
- Ronald Kupers, Vice President & Controller.
- Warren Reed, Vice President & General 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: 53.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>PENNSYLVANIA</b>			
	Carbon	22,300	22,000	98
	Clinton	14,500	14,200	98
	Columbia	23,300	22,900	98
	Lackawanna	85,800	84,900	99
	Luzerne	129,900	128,200	99
	Lycoming	44,900	43,700	97
	Monroe	37,100	36,500	98
	Montour	6,300	6,100	97



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>PENNSYLVANIA</b>			
	Northumberland	40,800	39,800	97
	Schuylkill	63,200	62,000	98
	Snyder	13,100	12,600	96
	Sullivan	2,300	2,200	96
	Susquehanna	15,800	15,500	98
	Union	11,600	11,100	96
	Wayne	16,000	15,500	97
Wyoming	10,700	10,500	98	
<b>Between 25-49%</b>	<b>PENNSYLVANIA</b>			
	Bradford	24,700	24,200	98
	Centre	40,700	39,700	98
	Juniata	7,900	7,600	96
	Lehigh	116,300	114,700	99
<b>Between 5-24%</b>	<b>NEW YORK</b>			
	Delaware	18,300	17,700	97
	<b>PENNSYLVANIA</b>			
	Mifflin	18,400	17,900	97
	Northampton	94,300	92,900	99
Tioga	15,200	14,800	97	
<b>Station Totals</b>		884,500	868,000	98
<b>Net Weekly Circulation (1991)</b>				535,500
<b>Average Daily Circulation (1991)</b>				349,700

# 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: 1290-kw max. visual, 129-kw max. aural. Antenna: 1259-ft. above av. terrain, 375-ft. above ground, 2410-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): Sattel Inc.

Represented (legal): Latham & Watkins.

### Personnel:

Guyon W. Turner, Chief Executive Officer.

Peter Kilcullen, General Manager.

Michael Yanuzzi, General & Local Sales Manager.

Paul Endza, Chief Engineer.

Jeanne D'Neil, Business 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: 53.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>PENNSYLVANIA</b>			
	Lackawanna	85,800	84,900	99
	Luzerne	129,900	128,200	99
	Susquehanna	15,800	15,500	98
	Wayne	16,000	15,500	97
	Wyoming	10,700	10,500	98
Between 25-49%	<b>PENNSYLVANIA</b>			
	Bradford	24,700	24,200	98



WOLF-TV BPCT-860624KF Granted 7/31/86

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Net Weekly Circulation	State County	Total Households	TV Households	%	
Between 25-49%	<b>COLUMBIA COUNTY</b>				
	Columbia	23,300	22,900	98	
	<b>LYCOMING COUNTY</b>				
	Lycoming	44,900	43,700	97	
	<b>MONROE COUNTY</b>				
	Monroe	37,100	36,500	98	
	<b>MONTGOMERY COUNTY</b>				
Montour	6,300	6,100	97		
Between 5-24%	<b>NEW YORK</b>				
	Delaware	18,300	17,700	97	
	Tioga	19,100	18,800	98	
	<b>PENNSYLVANIA</b>				
	Carbon	22,300	22,000	98	
	Pike	11,100	10,800	97	
Station Totals			596,300	585,000	98
	Net Weekly Circulation (1991)				242,700
Average Daily Circulation (1991)				91,900	

# 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 Inc. (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:**

- William J. Christian, 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.
- John Gardocki, Business Manager.
- Timothy Mason, Marketing Director.

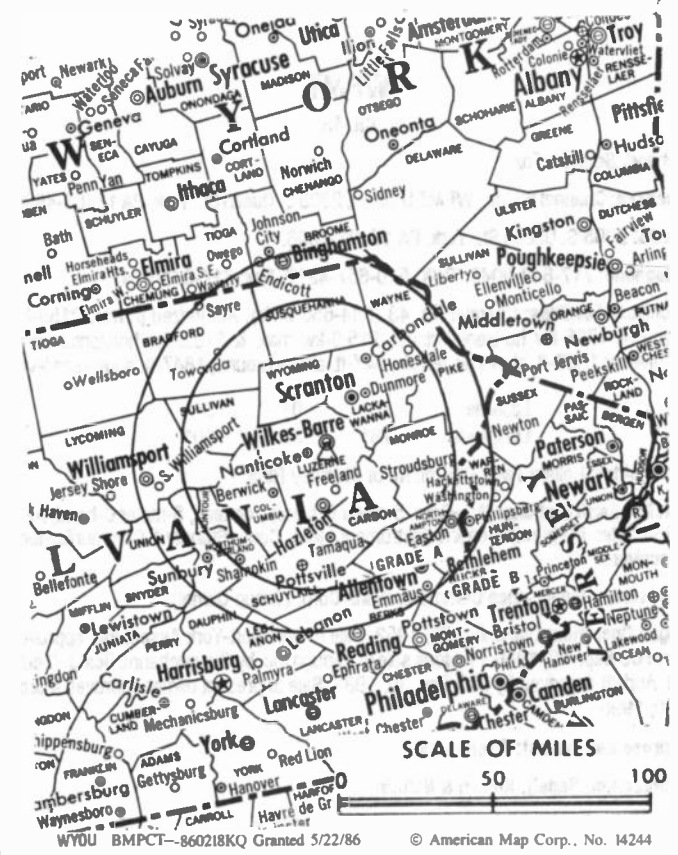
Highest 30 Sec. Rate: \$5000.

NETWORK BASE HOURLY RATE: \$913.

City of License: Scranton. ADI: Wilkes Barre-Scranton. Rank: 53.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>PENNSYLVANIA</b>				
<b>50% &amp; Over</b>	Carbon	22,300	22,000	98
	Columbia	23,300	22,900	98
	Lackawanna	85,800	84,900	99
	Luzerne	129,900	128,200	99



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Lycoming	44,900	43,700	97
	Montour	6,300	6,100	97
	Northumberland	40,800	39,800	97
	Sullivan	2,300	2,200	96
	Susquehanna	15,800	15,500	98
	Union	11,600	11,100	96
	Wayne	16,000	15,500	97
	Wyoming	10,700	10,500	98
<b>PENNSYLVANIA</b>				
<b>Between 25-49%</b>	Bradford	24,700	24,200	98
	Monroe	37,100	36,500	98
	Pike	11,100	10,800	97
	Schuylkill	63,200	62,000	98
	Snyder	13,100	12,600	96
<b>NEW YORK</b>				
<b>Between 5-24%</b>	Delaware	18,300	17,700	97
	<b>PENNSYLVANIA</b>			
	Clinton	14,500	14,200	98
	Tioga	15,200	14,800	97
<b>Station Totals</b>		<b>606,900</b>	<b>595,200</b>	<b>98</b>
<b>Net Weekly Circulation (1991)</b>			<b>414,300</b>	
<b>Average Daily Circulation (1991)</b>			<b>246,200</b>	

# 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 Riggie, Vice President & General Manager.
- Pete Rosella, General Sales Manager.
- Tony Kahl, Local 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: 44.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>PENNSYLVANIA</b>				
<b>50% &amp; Over</b>	Cumberland	75,200	74,000	98
	Dauphin	98,200	96,500	98
	Juniata	7,900	7,600	96
	Lebanon	42,800	41,900	98
	York	131,400	129,300	98



WPMT BPCT-820715KJ Granted 10/18/82

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>PENNSYLVANIA</b>				
<b>Between 25-49%</b>	Adams	26,700	26,200	98
	Lancaster	154,300	149,700	97
	Perry	16,000	15,600	98
<b>MARYLAND</b>				
<b>Between 5-24%</b>	Carroll	42,800	42,600	100
	Cecil	25,600	25,500	100
	Harford	59,000	58,700	99
<b>PENNSYLVANIA</b>				
<b>Station Totals</b>	Berks	131,300	129,300	99
	Franklin	46,700	45,300	97
	Huntingdon	15,500	15,100	97
	Mifflin	18,400	17,900	97
	Schuylkill	63,200	62,000	98
Snyder	13,100	12,600	96	
<b>Net Weekly Circulation (1991)</b>		<b>968,100</b>	<b>949,800</b>	<b>98</b>
<b>Average Daily Circulation (1991)</b>				<b>364,500</b>
				<b>146,400</b>



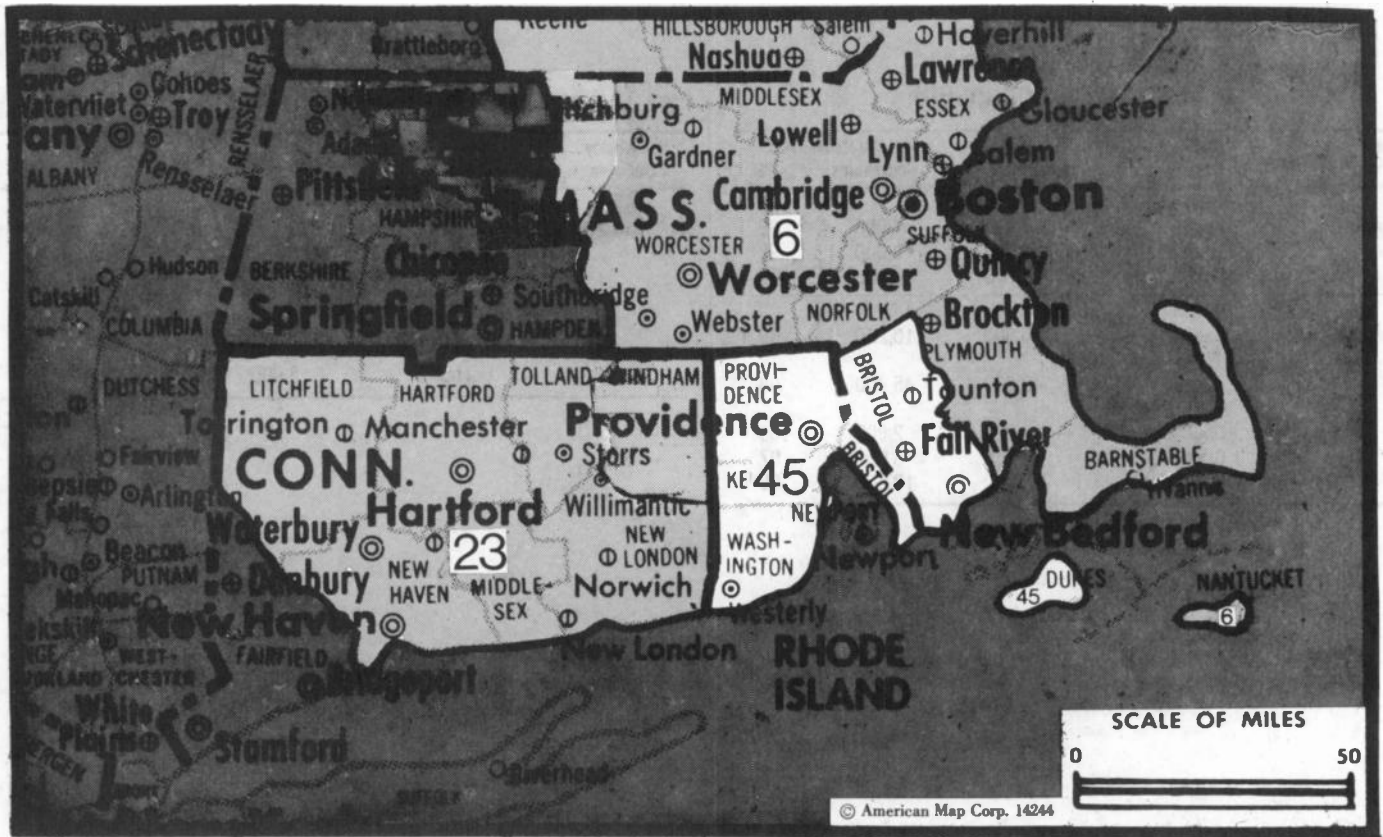
# Pennsylvania

## WTAE-TV, Pittsburgh (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%	<b>WEST VIRGINIA</b>			
	Lewis	7,100	7,000	99
	Tyler	4,000	3,900	98
	Upshur	8,900	8,800	99
Between 5-24%	<b>OHIO</b>			
	Carroll	10,300	10,200	99
	<b>PENNSYLVANIA</b>			
	Mercer	46,200	45,400	98
	<b>WEST VIRGINIA</b>			
	Doddridge	2,800	2,800	100
Grant	3,700	3,600	97	
Mineral	10,600	10,500	99	

## KDKA-TV, Pittsburgh (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	<b>WEST VIRGINIA</b>			
	Crawford	32,400	31,700	98
	Barbour	6,100	6,000	98
	Grant	3,700	3,600	97
	Mineral	10,600	10,500	99
	Randolph	10,600	10,400	98
	Tyler	4,000	3,900	98
	Upshur	8,900	8,800	99



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Boston, MA .....	2,115,500	6	WBZ-TV (4), WCVB-TV (5), WFXT (25), WGOT (60), WHDH-TV (7), WHLL (27), WHSH (66), WLVI-TV (56), WMFP (62), WMUR-TV (9), WNDS (50), WQTV (68), WSBK-TV (38)
Hartford-New Haven, CT .....	911,400	23	WFSB (3), WTIC-TV (61), WTNH-TV (8), WTWS (26), WTXX (20), WWIT (30)
Providence, RI-New Bedford, MA .....	559,600	45	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

**Rhode Island Station Totals as of October 1, 1991**

	VHF	UHF	TOTAL
<b>Commercial Television Stations</b>	3	1	4
<b>Educational Television Stations</b>	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:**

- Linda W. Sullivan, Vice President & General Manager.
- Aaron Olander, 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.
- Gerald Plemmons, Chief Engineer.

Rates: On request.

City of License: Providence. ADI: Providence, RI-New Bedford, MA. Rank: 45.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>MASSACHUSETTS</b>			
	Bristol	186,900	185,000	99
	Dukes	5,700	5,500	96
	Nantucket	2,900	2,800	96
	<b>RHODE ISLAND</b>			
	Bristol	16,700	16,600	99
	Kent	60,400	59,900	99
	Newport	31,300	30,900	99
	Providence	225,100	222,600	99
	Washington	38,500	37,900	98



WJAR BPCT-3270 Granted 1/19/65

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	<b>CONNECTICUT</b>			
	New London	92,500	90,700	98
	Windham	37,700	37,000	98
	<b>MASSACHUSETTS</b>			
	Barnstable	78,200	77,000	98
Plymouth	155,100	153,300	99	
Worcester	255,400	252,200	99	
Between 5-24%	<b>CONNECTICUT</b>			
	Tolland	43,600	42,900	98
	<b>MASSACHUSETTS</b>			
	Middlesex	511,800	506,400	99
Norfolk	226,800	224,900	99	
<b>Station Totals</b>		<b>1,968,600</b>	<b>1,945,600</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>				<b>778,400</b>
<b>Average Daily Circulation (1991)</b>				<b>402,500</b>

**THIS DATA IS AVAILABLE ON TAPE OR DISKETTE FOR USE ON YOUR OWN COMPUTER OR AS CUSTOMIZED REPORTS**

**Call Lynn Levine  
202-872-9200**

# 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: Circularly polarized, 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; DX Antenna, Harris, M/A-Com receivers.

News Services: AP, CBS.

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 WTEF Television Inc. was approved April 6, 1966 (Vol. 5:45; 6:7).

Represented (sales): Petry Television.

Represented (legal): Latham & Watkins.

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

**Personnel:**

- Ed Ivey, Vice President & General Manager.
- Paul Kilcullen, General Sales Manager & Assistant General Manager.
- Doreen Wade, Local Sales Manager.
- Truman B. Taylor, Program Manager & Director of Public Affairs.
- Simonne Coutinho, Controller.
- Phillip B. Taylor, Chief Engineer.
- Ernie Piche, Assistant Chief Engineer.
- Bryn Hazell, News Director.
- Lisa DiMonte, Promotion Director.
- Juliana Okine, Film Department Manager.

Rates: On request.

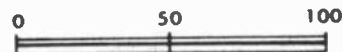
City of License: New Bedford, MA. ADI: Providence, RI-New Bedford, MA. Rank: 45.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MASSACHUSETTS Bristol	186,900	185,000	99



SCALE OF MILES



WLNE BPCT-3450 Granted 12/7/66

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Dukes	5,700	5,500	96
	Nantucket	2,900	2,800	96
	<b>RHODE ISLAND</b>			
	Bristol	16,700	16,600	99
	Kent	60,400	59,900	99
Between 25-49%	Newport	31,300	30,900	99
	Providence	225,100	222,600	99
	Washington	38,500	37,900	98
	<b>CONNECTICUT</b>			
	New London	92,500	90,700	98
Between 5-24%	Windham	37,700	37,000	98
	<b>MASSACHUSETTS</b>			
	Barnstable	78,200	77,000	98
	Plymouth	155,100	153,300	99
	<b>MASSACHUSETTS</b>			
Between 5-24%	Norfolk	226,800	224,900	99
	Worcester	255,400	252,200	99
<b>Station Totals</b>		<b>1,413,200</b>	<b>1,396,300</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>			<b>607,400</b>	
<b>Average Daily Circulation (1991)</b>			<b>262,300</b>	

# 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.

Telephones: 508-252-9711; 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-Corn, 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 Bcst. 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. Figmar, Vice President & General Manager.  
Craig Bachman, General Sales Manager.  
Jon Barcelo, Local Sales Manager.  
Edwin Kart, Director of Engineering.  
Keith W. Folz, Program & Operations Director.  
Michael Schochet, Promotion Director.  
Suzanne Shea, Business Manager.

Rates: On request.

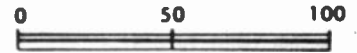
City of License: Providence. ADI: Providence, RI-New Bedford, MA. Rank: 45.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	<b>MASSACHUSETTS</b>			
	Bristol	186,900	185,000	99
	Dukes	5,700	5,500	96
	<b>RHODE ISLAND</b>			
	Bristol	16,700	16,600	99
Kent	60,400	59,900	99	



SCALE OF MILES



WNAC-TV BPCT-870916KI Granted 11/6/87

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Newport	31,300	30,900	99
	Providence	225,100	222,600	99
	Washington	38,500	37,900	98
Between 5-24%	<b>MASSACHUSETTS</b>			
	Barnstable	78,200	77,000	98
	Norfolk	226,800	224,900	99
	Plymouth	155,100	153,300	99
	Worcester	255,400	252,200	99
<b>Station Totals</b>		<b>1,280,100</b>	<b>1,265,800</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>				<b>347,200</b>
<b>Average Daily Circulation (1991)</b>				<b>113,600</b>

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

# 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, Sportsticker.

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:**

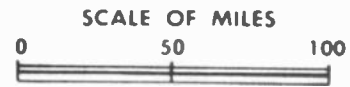
- Robert F. Finke, General Manager.
- Robert McCaughey, General Sales Manager.
- Leslie Anderson, National Sales Manager.
- Steven M. Davis, Director of Operations & Chief Engineer.
- John Woodin, News & Promotion Director.
- Rita Neuschatz, Business Manager.

Rates: On request.

City of License: Providence. ADI: Providence, RI-New Bedford, MA. Rank: 45.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

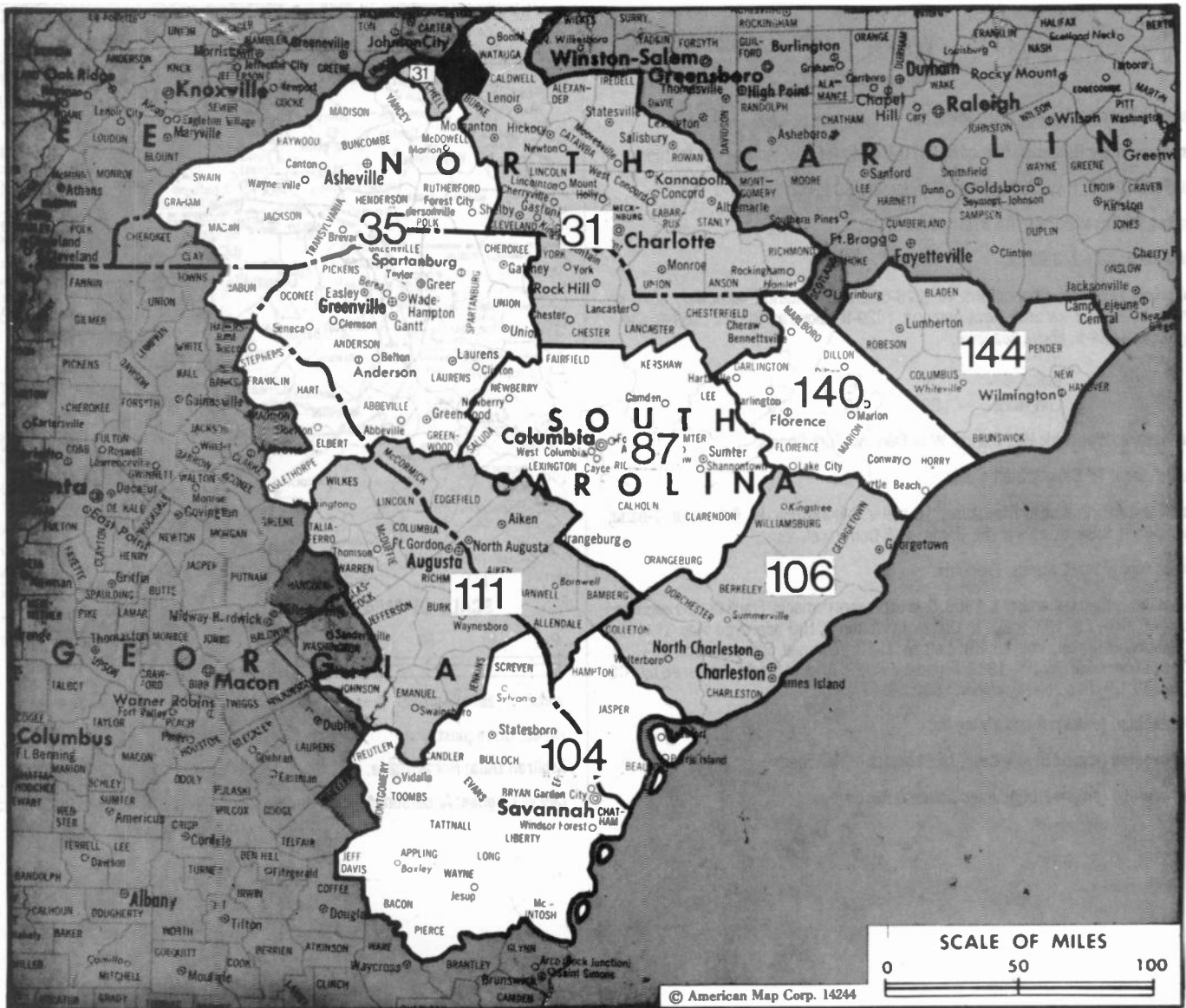
Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>MASSACHUSETTS</b>			
	Bristol	186,900	185,000	99
	Dukes	5,700	5,500	96
	Nantucket	2,900	2,800	96
	<b>RHODE ISLAND</b>			
	Bristol	16,700	16,600	99



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

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Kent	60,400	59,900	99
	Newport	31,300	30,900	99
	Providence	225,100	222,600	99
	Washington	38,500	37,900	98
Between 25-49%	<b>CONNECTICUT</b>			
	New London	92,500	90,700	98
	Windham	37,700	37,000	98
Between 5-24%	<b>MASSACHUSETTS</b>			
	Barnstable	78,200	77,000	98
Station Totals	<b>MASSACHUSETTS</b>			
	Middlesex	511,800	506,400	99
	Norfolk	226,800	224,900	99
	Worcester	255,400	252,200	99
Net Weekly Circulation (1991)		1,925,000	1,902,700	99
Average Daily Circulation (1991)				749,400
				376,400



Market	Arbitron AOI TV Households	Rank	Market Area Commercial TV Stations
Charlotte, NC	744,100	31	WBTV (3), WCCB (18), WCNC-TV (36), WHKY-TV (14), WJZY (46), WSOC-TV (9)
Greenville-Spartanburg, SC-Asheville, NC	650,900	35	WASV-TV (62), WAXA (40), WGGG-TV (16), WHNS (21), WLOS (13), WNEG-TV (32), WSPA-TV (7), WYFF-TV (4)
Columbia, SC	300,300	87	WACH (57), WIS-TV (10), WLTX (19), WOLO-TV (25)
Savannah, GA	232,200	104	WJCL (22), WSAV-TV (3), WTGS (28), WTOG-TV (11)
Charleston, SC	224,100	106	WCBD-TV (2), WCIV (4), WCSC-TV (5), WTATV (24)
Augusta, GA	211,100	111	WAGT (26), WFXG (54), WJBF (6), WRDW-TV (12)
Florence, SC	156,100	140	WBTW (13), WGSE (43), WPDE-TV (15)
Wilmington, NC	145,600	144	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 Toocoo, GA
WLOS, Spartanburg, SC-Asheville, NC	See Greenville, SC
WSPA-TV, Spartanburg	See Greenville, SC

**South Carolina Station Totals as of October 1, 1991**

	VHF	UHF	TOTAL
Commercial Television Stations	8	10	18
Educational Television Stations	1	10	11
	9	20	29

# South Carolina—Anderson

**WAXA**

Ch. 40

Network Service: None, independent.

Licensee: Mary R. Kupris, Executrix, 3470 Tuxedo Rd. NW, Atlanta, GA 30305.

Studio: 520 U.S. Hwy. 29 N. Bypass, Anderson, SC 29621.

Mailing Address: Box 40, Anderson, SC 29622.

Telephone: 803-226-9292.

Technical Facilities: Channel No. 40 (626-632 MHz). Authorized power: 2570-kw max. visual, 257-kw max. aural. Antenna: 1020-ft. above av. terrain, 1051-ft. above ground, 1821-ft. above sea level.

Latitude	34°	38'	51"
Longitude	82°	16'	13"

Transmitter: Woodside Rd., 0.9-mi. W of Fairview, Fork Shoals.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Paraclype, 10-meter C-band; Harris, 6.1-meter C-band; M/A-Com, 3.6-meter Ku-band; Harris, M/A-Com receivers.

Ownership: Mary R. Kupris, Executrix.

Began Operation: December 1, 1953. Sale to present owner by Frank Outlaw approved by FCC Dec. 28, 1982. Sale to Outlaw by Wilton E. Hall approved May 31, 1978 (Television Digest, Vol. 18:23). Left air 1983; resumed operation Oct. 1, 1984. Ceased operation Aug. 1, 1989. Proposed sale to Anchor Media dismissed by FCC (Vol. 30:17). Resumed operation 1990.

Represented (sales): Adam Young Inc.

Represented (legal): Bryan, Cave, McPheeters & McRoberts.

Represented (engineering): Jules Cohen & Associates.



WAXA BNPCT-840126KJ Granted 2/27/84

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Rates: On request.

Arbitron Data: Not available.

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



# 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.

Mac Thompson, News Director.

Stephen Gleason, Programming Director.

Mark Bradley, Promotion Director.

Pauline Dawley, Traffic & Operations Manager.

Richard Fordham, Operations Manager.

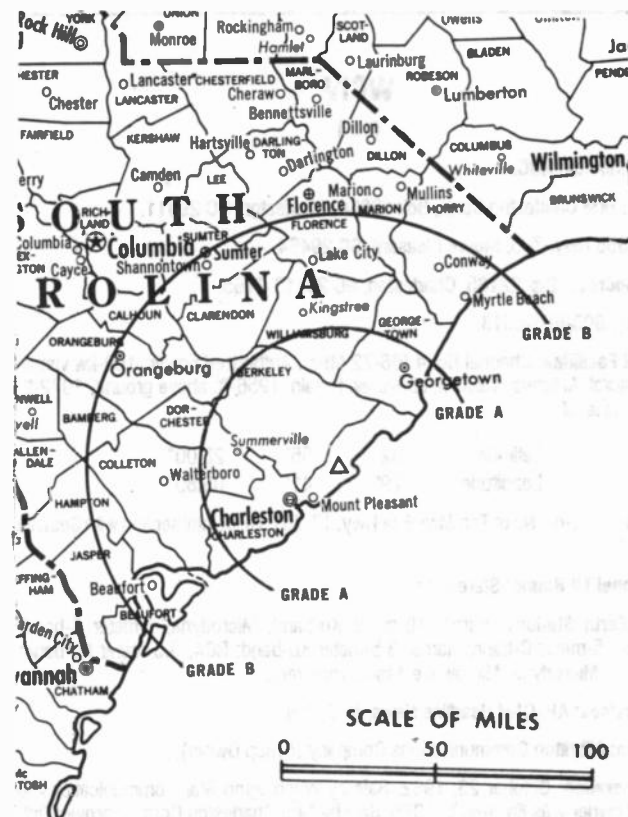
Highest 30 Sec. Rate: \$950.

NETWORK BASE HOURLY RATE: \$525.

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

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>50% &amp; Over</b>				
	<b>SOUTH CAROLINA</b>			
	Berkeley	46,500	45,800	98
	Charleston	106,100	105,100	99
	Colleton	13,100	12,800	98
	Dorchester	29,000	28,600	99
	Georgetown	18,000	17,700	98
	Williamsburg	13,200	12,900	98



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

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Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>SOUTH CAROLINA</b>				
<b>Between 25-49%</b>	Beaufort	32,400	32,000	99
	Clarendon	10,200	9,900	97
	Orangeburg	32,400	31,800	98
<b>SOUTH CAROLINA</b>				
<b>Between 5-24%</b>	Bamberg	6,100	6,000	98
	Calhoun	4,700	4,600	98
	Florence	43,700	43,200	99
	Hampton	7,200	7,000	97
	Horry	55,900	55,100	99
	Jasper	5,700	5,600	98
	Marion	12,300	12,100	98
<b>Station Totals</b>		<b>436,500</b>	<b>430,200</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>				<b>235,800</b>
<b>Average Daily Circulation (1991)</b>				<b>140,400</b>

**THIS DATA IS AVAILABLE ON TAPE OR DISKETTE FOR USE ON YOUR OWN COMPUTER OR AS CUSTOMIZED REPORTS**

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# 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 22165, Charleston, SC 29413-2165.

**Telephone:** 803-884-8513.

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1960-ft. above av. terrain, 1956-ft. above ground, 1972-ft. above sea level.

Latitude 32° 55' 28.00"  
Longitude 79° 41' 05.80"

**Transmitter:** 3.4-mi. NE of Ten Mile, E of Hwy. 17-701, SE of intersection with Seewee Rd.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Harris, 10-meter Ku-band; Microdyne, 7-meter C-band; Comtech, 5-meter C-band; Harris, 3.5-meter Ku-band; RCA, 3.5-meter Ku-band; M/A-Com, Microdyne, Microwave Assoc. receivers.

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

**Ownership:** Allbritton Communications 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 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	SOUTH CAROLINA			
	Berkeley	46,500	45,800	98
	Charleston	106,100	105,100	99
	Colleton	13,100	12,800	98



WCIV BMPCT-850912KU Granted 1/21/86

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Dorchester	29,000	28,600	99
	Georgetown	18,000	17,700	98
	Williamsburg	13,200	12,900	98
Between 25-49%	SOUTH CAROLINA			
	Barnberg	6,100	6,000	98
	Beaufort	32,400	32,000	99
	Clarendon	10,200	9,900	97
	Hampton	7,200	7,000	97
	Orangeburg	32,400	31,800	98
Between 5-24%	SOUTH CAROLINA			
	Calhoun	4,700	4,600	98
	Florence	43,700	43,200	99
	Horry	55,900	55,100	99
	Jasper	5,700	5,600	98
	Sumter	34,100	33,600	99
<b>Station Totals</b>		<b>458,300</b>	<b>451,700</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>				<b>244,300</b>
<b>Average Daily Circulation (1991)</b>				<b>144,800</b>

# South Carolina—Charleston

## WCSC-TV

Ch. 5

Network Service: CBS.

Licensee: WCSC Inc., 485 East Bay, Charleston, SC 29403.

Studio: 485 East Bay, Charleston, SC 29403.

Mailing Address: Box 186, Charleston, SC 29402.

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; W/A-Com, Microdyne, Scientific-Atlanta receivers.

SNG Mobile Dish: Andrew, 1.9-meter Ku-band.

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

Ownership: General Electric Capital Corp. (Group Owner).

Began Operation: June 19, 1953. Sale to WSCV Inc. 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. Transfer of control to present owner approved by FCC July 24, 1991.

Represented (sales): Petry Television Inc.

Represented (legal): Tierney & Swift.

Represented (engineering): Lohnes & Culver.

### Personnel:

James H. Smith, President & General Manager.  
Don Feldman, Vice President & Director of News.  
Charles Thompson, Vice President & Operations/Program Manager.  
Miriam McManus, Vice President & Business Manager.  
Jack R. Becknell Jr., Vice President & Director of Engineering.  
Eddie Bolling, General Sales Manager.  
Lovell Waugh, Local Sales Manager.  
Andy Hunt, 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 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.



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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>SOUTH CAROLINA</b>			
	Beaufort	32,400	32,000	99
	Berkeley	46,500	45,800	98
	Charleston	106,100	105,100	99
	Clarendon	10,200	9,900	97
	Colleton	13,100	12,800	98
	Dorchester	29,000	28,600	99
	Georgetown	18,000	17,700	98
	Hampton	7,200	7,000	97
Orangeburg	32,400	31,800	98	
Williamsburg	13,200	12,900	98	
Between 25-49%	<b>SOUTH CAROLINA</b>			
	Bamberg	6,100	6,000	98
	Jasper	5,700	5,600	98
Between 5-24%	<b>SOUTH CAROLINA</b>			
	Calhoun	4,700	4,600	98
	Florence	43,700	43,200	99
	Horry	55,900	55,100	99
	Sumter	34,100	33,600	99
<b>Station Totals</b>		<b>458,300</b>	<b>451,700</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>			<b>273,500</b>	
<b>Average Daily Circulation (1991)</b>			<b>163,200</b>	

# 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):** Seitel Inc.

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

**Personnel:**

- Kenneth B. Beedle, Vice President & General Manager.
- Otis M. Pickett, III, General Sales Manager.
- Sandra F. Smith, National & Regional Sales Manager.
- Bob Waters, News Director.
- Bill Littleton, Program Director.
- Mark Gray, Director of Marketing & Advertising.
- Barbara Parsons, Business Manager.
- Clarke Holmes, Chief Engineer.

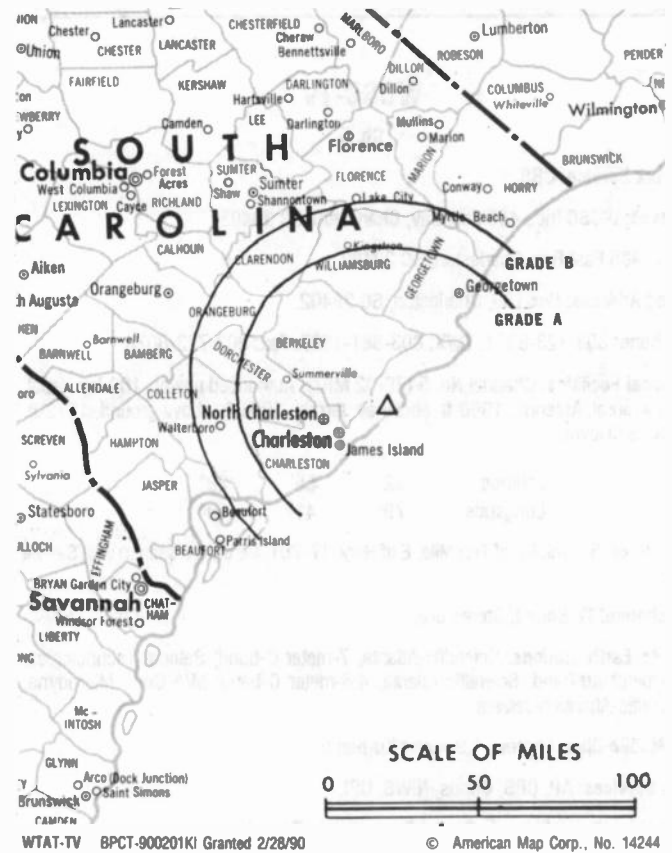
**Highest 30 Sec. Rate:** \$600.

**NETWORK BASE HOURLY RATE:** \$2000.

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

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>SOUTH CAROLINA</b>				
50% & Over	Berkeley	46,500	45,800	98
	Charleston	106,100	105,100	99



WTAT-TV BPCT-900201K1 Granted 2/28/90

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Clarendon	10,200	9,900	97
	Dorchester	29,000	28,600	99
	Georgetown	18,000	17,700	98
<b>Between 25-49%</b>	<b>SOUTH CAROLINA</b>			
	Colleton	13,100	12,800	98
	Williamsburg	13,200	12,900	98
<b>Between 5-24%</b>	<b>SOUTH CAROLINA</b>			
	Bamberg	6,100	6,000	98
	Florence	43,700	43,200	99
	Hampton	7,200	7,000	97
	Horry	55,900	55,100	99
	Orangeburg	32,400	31,800	98
<b>Station Totals</b>		<b>381,400</b>	<b>375,900</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>			<b>158,100</b>	
<b>Average Daily Circulation (1991)</b>			<b>75,000</b>	

# South Carolina—Columbia

**WACH**

Ch. 57

Network Service: Fox.

Licensee: FCVS Communications Inc., 1221 Sunset Blvd., West Columbia, SC 29169.

Studio: 1221 Sunset Blvd., West Columbia, SC 29169.

Mailing Address: Box 5757, West Columbia, SC 29171.

Telephone: 803-796-7757.

Technical Facilities: Channel No. 57 (728-734 MHz). Authorized power: 5000-kw max. visual. Antenna: 633-ft. above av. terrain, 522-ft. above ground, 902-ft. above sea level.

Latitude 34° 02' 39"  
Longitude 80° 59' 52"

Transmitter: 0.25-mi. W of Rte. 1 on Cushman Dr., near Columbia, Richland County.

Ownership: FCVS Communications Inc. (Group Owner).

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

Represented (sales): Seltel Inc.

Represented (legal): Cordon & Kelly.

**Personnel:**

- Walter K. Flynn, President.
- John Livotti, General Sales Manager.
- Jeff Flynn, Local & National Sales Manager.
- Scott Smith, Chief Engineer.
- Murray Michaels, Program Director.
- Lynn Rada, Promotion Director.
- Jack Colegrove, Traffic Manager.
- Gail Sims, Office Manager.

Highest 30 Sec. Rate: \$50.

City of License: Columbia. ADI: Columbia, SC. Rank: 87.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>SOUTH CAROLINA</b>			
	Calhoun	4,700	4,600	98
	Fairfield	7,100	7,000	99
	Kershaw	17,200	16,900	98
	Lexington	68,500	67,700	99
	Richland	105,100	104,000	99
<b>Between 25-49%</b>	<b>SOUTH CAROLINA</b>			
	Lee	6,000	5,900	98
	Newberry	12,900	12,700	98



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	Orangeburg	32,400	31,800	98
	Sumter	34,100	33,600	99
<b>Between 5-24%</b>	<b>SOUTH CAROLINA</b>			
	Clarendon	10,200	9,900	97
	Darlington	23,800	23,500	99
	Saluda	6,100	6,000	98
<b>Station Totals</b>		<b>328,100</b>	<b>323,600</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>				<b>169,400</b>
<b>Average Daily Circulation (1991)</b>				<b>77,500</b>

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# 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: 803-758-1155.

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 AFC, 3.6-meter Ku-band; Comsat, 3-meter Ku-band; Scientific-Atlanta, 7-meter C-band; DH Satellite, 4.9-meter Ku-band; Agile Omni, 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.
- David Harbert, General Sales Manager.
- Matt Browning, National Sales Manager.
- Fred Ertz, News Director.
- Diane K. Bagwell, Director of Market Development & Program Manager.
- Evon A. Trotter, Business Manager.
- Coby Cooper, Director of Broadcast Operations.
- John Augustine, Chief Engineer.
- Jenny Maxwell, Promotion Director.

Rates: On request.

City of License: Columbia. ADI: Columbia, SC. Rank: 87.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>SOUTH CAROLINA</b>				
50% & Over	Allendale	3,800	3,700	97
	Bamberg	6,100	6,000	98
	Barnwell	8,000	7,900	99
	Calhoun	4,700	4,600	98
	Chester	11,300	11,200	99
	Chesterfield	15,100	14,900	99
	Clarendon	10,200	9,900	97
	Darlington	23,800	23,500	99
	Fairfield	7,100	7,000	99
	Florence	43,700	43,200	99
	Kershaw	17,200	16,900	98
	Lancaster	21,100	20,900	99



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>				
	Lee	6,000	5,900	98
	Lexington	68,500	67,700	99
	Newberry	12,900	12,700	98
	Orangeburg	32,400	31,800	98
	Richland	105,100	104,000	99
	Saluda	6,100	6,000	98
	Sumter	34,100	33,600	99
<b>SOUTH CAROLINA</b>				
<b>Between 25-49%</b>				
	Aiken	48,000	47,600	99
	Dillon	10,800	10,600	98
	Horry	55,900	55,100	99
	Marion	12,300	12,100	98
	Marlboro	10,900	10,700	98
	Williamsburg	13,200	12,900	98
<b>NORTH CAROLINA</b>				
<b>Between 5-24%</b>				
	Anson	9,300	9,100	98
	Montgomery	9,200	9,100	99
<b>SOUTH CAROLINA</b>				
	Colleton	13,100	12,800	98
	Edgefield	6,400	6,300	98
	Georgetown	18,000	17,700	98
	Greenwood	23,800	23,600	99
	Hampton	7,200	7,000	97
	Union	11,400	11,300	99
	York	47,200	46,700	99
<b>Station Totals</b>		<b>733,900</b>	<b>724,000</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>				<b>435,000</b>
<b>Average Daily Circulation (1991)</b>				<b>273,000</b>

# 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.
- Jack Jones, News Director.
- Neil Johnson, Business Manager.

Rates: On request.

City of License: Columbia. ADI: Columbia, SC. Rank: 87.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>SOUTH CAROLINA</b>				
<b>50% &amp; Over</b>	Calhoun	4,700	4,600	98
	Clarendon	10,200	9,900	97
	Fairfield	7,100	7,000	99
	Kershaw	17,200	16,900	98



WLTX BPCT—840201LK Granted 5/31/84

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Lee	6,000	5,900	98
	Lexington	68,500	67,700	99
	Newberry	12,900	12,700	98
	Orangeburg	32,400	31,800	98
	Richland	105,100	104,000	99
	Saluda	6,100	6,000	98
	Sumter	34,100	33,600	99
<b>SOUTH CAROLINA</b>				
<b>Between 25-49%</b>	Bamberg	6,100	6,000	98
<b>SOUTH CAROLINA</b>				
<b>Between 5-24%</b>	Aiken	48,000	47,600	99
	Allendale	3,800	3,700	97
	Barnwell	8,000	7,900	99
	Chester	11,300	11,200	99
	Chesterfield	15,100	14,900	99
	Darlington	23,800	23,500	99
	Florence	43,700	43,200	99
	Lancaster	21,100	20,900	99
	Marlboro	10,900	10,700	98
	Williamsburg	13,200	12,900	98
<b>Station Totals</b>		<b>509,300</b>	<b>502,600</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>				<b>277,000</b>
<b>Average Daily Circulation (1991)</b>				<b>151,300</b>

# 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:**

- John Rogers, General Manager.
- Linda Patterson, General Sales Manager.
- David Alken, Program Director.
- Rick Sprott, Chief Engineer.
- Peter Podre, News Director.
- Mitzi Melton-Swisher, Promotion Director.
- Marty White, Business Manager.
- Willie Fuller Jr., Production Manager.

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

**NETWORK BASE HOURLY RATE:** \$375.

**City of License:** Columbia. ADI: Columbia, SC. Rank: 87.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>SOUTH CAROLINA</b>				
<b>50% &amp; Over</b>	Calhoun	4,700	4,600	98
	Fairfield	7,100	7,000	99
	Kershaw	17,200	16,900	98
	Lexington	68,500	67,700	99
	Newberry	12,900	12,700	98



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Richland	105,100	104,000	99
	Sumter	34,100	33,600	99
<b>SOUTH CAROLINA</b>				
<b>Between 25-49%</b>	Clarendon	10,200	9,900	97
	Lee	6,000	5,900	98
	Orangeburg	32,400	31,800	98
	Saluda	6,100	6,000	98
<b>SOUTH CAROLINA</b>				
<b>Between 5-24%</b>	Aiken	48,000	47,600	99
	Allendale	3,800	3,700	97
	Bamberg	6,100	6,000	98
	Barnwell	8,000	7,900	99
	Chester	11,300	11,200	99
	Darlington	23,800	23,500	99
	Florence	43,700	43,200	99
Lancaster	21,100	20,900	99	
<b>Station Totals</b>		<b>470,100</b>	<b>464,100</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>			<b>227,800</b>	
<b>Average Daily Circulation (1991)</b>			<b>110,000</b>	



# South Carolina—Florence

**WBTW**

Ch. 13

Network Service: CBS.

Licenses: 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.

Telephones: 803-662-1565, Florence; 803-293-1301, Myrtle Beach.

TWX: 803-622-2212. Fax: 803-678-4252.

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 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>				
<b>NORTH CAROLINA</b>				
	Bladen	11,600	11,400	98
	Columbus	19,600	19,300	98
	Hoke	7,900	7,800	99
	Richmond	18,200	18,000	99
	Robeson	36,600	36,000	98
	Scotland	12,300	12,100	98



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>				
<b>SOUTH CAROLINA</b>				
	Chesterfield	15,100	14,900	99
	Darlington	23,800	23,500	99
	Dillon	10,800	10,600	98
	Florence	43,700	43,200	99
	Horry	55,900	55,100	99
	Lee	6,000	5,900	98
	Marion	12,300	12,100	98
	Marlboro	10,900	10,700	98
	Williamsburg	13,200	12,900	98
<b>Between 25-49%</b>				
<b>NORTH CAROLINA</b>				
	Anson	9,300	9,100	98
<b>SOUTH CAROLINA</b>				
	Clarendon	10,200	9,900	97
	Georgetown	18,000	17,700	98
	Sumter	34,100	33,600	99
<b>Between 5-24%</b>				
<b>NORTH CAROLINA</b>				
	Brunswick	20,400	20,100	99
	Cumberland	88,700	87,800	99
	Montgomery	9,200	9,100	99
	Moore	24,900	24,500	99
<b>SOUTH CAROLINA</b>				
	Kershaw	17,200	16,900	98
<b>Station Totals</b>		<b>529,900</b>	<b>522,200</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>				<b>282,700</b>
<b>Average Daily Circulation (1991)</b>				<b>161,600</b>

# South Carolina—Florence

## WPDE-TV

Ch. 15

Network Service: ABC.

Licensee: Diversified Communications, 5 Milk St., Box 7437, Portland, ME 04112.

Studios: 3215 S. Cushman Dr., Florence, SC 29501-6303; 1752 Hwy. 501, Myrtle Beach, SC 29577.

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.

Multichannel TV Sound: Stereo only.

Satellite Earth Station: ADM, 4-meter; Avcom receivers.

News Services: ABC, AP.

Ownership: Diversified Communications Inc. (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:

Michael G. Reed, Vice President & General Manager.  
Lynn Young, General Sales Manager.  
Billy Huggins, Local Sales Manager.  
Tim Kenny, News Director.  
Linda McCaskill, Program Manager.  
Chuck Spruill, Promotion Director.  
Bill Elks, Chief Engineer.  
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 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NORTH CAROLINA			
	Scotland	12,300	12,100	98
	SOUTH CAROLINA			
	Darlington	23,800	23,500	99
	Dillon	10,800	10,600	98
	Florence	43,700	43,200	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Horry	55,900	55,100	99
	Marion	12,300	12,100	98
	Marlboro	10,900	10,700	98
Between 25-49%	NORTH CAROLINA			
	Bladen	11,600	11,400	98
	Hoke	7,900	7,800	99
	Robeson	36,600	36,000	98
	SOUTH CAROLINA			
	Chesterfield	15,100	14,900	99
Between 5-24%	Lee	6,000	5,900	98
	Sumter	34,100	33,600	99
	Williamsburg	13,200	12,900	98
	NORTH CAROLINA			
	Anson	9,300	9,100	98
	Columbus	19,600	19,300	98
	Richmond	18,200	18,000	99
SOUTH CAROLINA				
Clarendon	10,200	9,900	97	
Georgetown	18,000	17,700	98	
Lancaster	21,100	20,900	99	
<b>Station Totals</b>		<b>390,600</b>	<b>384,700</b>	<b>98</b>
<b>Net Weekly Circulation (1991)</b>				<b>184,600</b>
<b>Average Daily Circulation (1991)</b>				<b>88,700</b>

# South Carolina—Greenville

## WGG5-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.

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.

Billy Rainey, General Sales Manager.

Gene Gibson, Director of Engineering.

Hugh McLean, Program Director.

Peggy Denny, Public Affairs Director.

Charles Wilson, Chief Engineer.

Greg West, Promotion 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 1/1/81. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	GEORGIA			
	Eibert	7,200	7,100	99
	Franklin	6,500	6,400	98



WGG5-TV BMPCT-7705 Granted 5/15/78

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Hart	7,200	7,100	99
	NORTH CAROLINA			
	Rutherford	22,500	22,300	99
	SOUTH CAROLINA			
	Anderson	56,800	56,300	99
	Cherokee	15,800	15,700	99
	Greenville	125,300	124,400	99
	Laurens	19,500	19,300	99
	Oconee	22,700	22,500	99
	Pickens	33,200	32,800	99
Spartanburg	84,400	83,700	99	
<b>Station Totals</b>		<b>401,100</b>	<b>397,600</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>				<b>40,900</b>
<b>Average Daily Circulation (1991)</b>				<b>13,600</b>

# South Carolina—Greenville-Spartanburg & Asheville, North Carolina

**WHNS**

Ch. 21

Network Service: Fox.

Licensee: Cannell 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: Cannell Communications L.P. (Group Owner).

Began Operation: July 5, 1953. Sale to Pappas Telecasting by Thomas Bcstg. 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:**

- Cary D. Jones, General Manager.
- Joseph A. Shaffer, Station 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 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>GEORGIA</b>			
	Elbert	7,200	7,100	99
	Franklin	6,500	6,400	98
	Hart	7,200	7,100	99
	Madison	7,800	7,700	99
	<b>NORTH CAROLINA</b>			
	Henderson	30,300	29,900	99
	Rutherford	22,500	22,300	99
	Transylvania	10,600	10,500	99
	<b>SOUTH CAROLINA</b>			
	Abbeville	8,800	8,700	99
	Anderson	56,800	56,300	99
	Greenville	125,300	124,400	99
	Greenwood	23,800	23,600	99
	Laurens	19,500	19,300	99
	Oconee	22,700	22,500	99
	Pickens	33,200	32,800	99
Spartanburg	84,400	83,700	99	
<b>GEORGIA</b>				
<b>Between 25-49%</b>	Banks	4,000	3,900	97



WHNS BNPCT—840207KE Granted 2/14/84

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>WILKES</b>	4,000	3,900	98
	<b>NORTH CAROLINA</b>			
	Buncombe	71,900	71,100	99
	Cleveland	33,200	32,900	99
	Haywood	19,700	19,400	98
	<b>SOUTH CAROLINA</b>			
	Cherokee	15,800	15,700	99
	Mc Cormick	2,100	2,100	100
	Union	11,400	11,300	99
	<b>GEORGIA</b>			
<b>Between 5-24%</b>	Habersham	10,300	10,200	99
	Jackson	11,000	10,900	99
	Lincoln	2,300	2,300	100
	Oglethorpe	3,800	3,700	97
	Rabun	4,600	4,500	98
	Stephens	8,700	8,600	99
	White	4,900	4,800	98
	<b>NORTH CAROLINA</b>			
	Burke	30,200	29,900	99
	Lincoln	19,100	19,000	99
	Mc Dowell	13,900	13,700	99
	Macon	9,900	9,700	98
	Madison	6,700	6,600	98
	Polk	6,000	5,900	98
	Yancey	6,100	6,000	98
	<b>SOUTH CAROLINA</b>			
	Chester	11,300	11,200	99
Fairfield	7,100	7,000	99	
Newberry	12,900	12,700	98	
Saluda	6,100	6,000	98	
York	47,200	46,700	99	
<b>Station Totals</b>		<b>850,800</b>	<b>842,000</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>				<b>399,900</b>
<b>Average Daily Circulation (1991)</b>				<b>189,500</b>

# 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: 704-255-4612.

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° 25' 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.

SNG 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): Hogan & Hartson.

Represented (engineering): Smith & Powstenko.

**Personnel:**

- Alan Henry, President.
- James Conschafter, Vice President & General Manager.
- David Bunnell, General Sales Manager.
- Ellen Vaillancourt, Local Sales Manager.
- Alan Mason, News Director.
- Cliff Pine, Program Director.
- Bob Mackowiak, Promotion Director.
- Bill Walsh, Business Manager.
- Jim Carrier, Chief Engineer.

Highest 30 Sec. Rate: \$1500.

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

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	GEORGIA			
	Elbert	7,200	7,100	99
	Franklin	6,500	6,400	98
	Hart	7,200	7,100	99
	Madison	7,800	7,700	99
	Stephens	8,700	8,600	99
	NORTH CAROLINA			
	Buncombe	71,900	71,100	99
	Graham	2,500	2,500	100
	Haywood	19,700	19,400	98
Henderson	30,300	29,900	99	
Jackson	10,100	9,900	98	
Mc Dowell	13,900	13,700	99	
Macon	9,900	9,700	98	
Madison	6,700	6,600	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Mitchell	5,600	5,500	98
	Polk	6,000	5,900	98
	Rutherford	22,500	22,300	99
	Swain	4,200	4,100	98
	Transylvania	10,600	10,500	99
	Yancey	6,100	6,000	98
SOUTH CAROLINA	Abbeville	8,800	8,700	99
	Anderson	56,800	56,300	99
	Cherokee	15,800	15,700	99
	Greenville	125,300	124,400	99
	Greenwood	23,800	23,600	99
	Laurens	19,500	19,300	99
	Oconee	22,700	22,500	99
	Pickens	33,200	32,800	99
	Spartanburg	84,400	83,700	99
	Union	11,400	11,300	99
Between 25-49%	GEORGIA			
	Banks	4,000	3,900	97
	NORTH CAROLINA			
	Burke	30,200	29,900	99
Between 5-24%	Caldwell	27,700	27,500	99
	Cherokee	8,500	8,400	99
	Cleveland	33,200	32,900	99
	SOUTH CAROLINA			
Newberry	12,900	12,700	98	
TENNESSEE				
Greene	21,500	21,300	99	
Between 5-24%	GEORGIA			
	Jackson	11,000	10,900	99
(Continued on page A-1020)				
Station Totals		1,124,400	1,113,100	99
Net Weekly Circulation (1991)				617,000
Average Daily Circulation (1991)				347,100

# 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; 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; Vertex, 4.6-meter Ku-band; Scientific-Atlanta, 4.6-meter C-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.  
Jim Wilcox, General Sales Manager.  
Greg Rose, National Sales Manager.  
Ken Elmore, News Director.  
Jimmy Sanders, Program Manager.  
Bill Shatten, Advertising & Promotion Manager.  
Roland Littlefield, Creative Services Director.  
Bob Richardson, Chief Engineer.  
Donna Groothedde, Personnel Director.  
Betty Foster, Traffic Manager.  
Al VanDenterin, 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 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>GEORGIA</b>			
	Elbert	7,200	7,100	99
	Franklin	6,500	6,400	98
	Hart	7,200	7,100	99
	Stephens	8,700	8,600	99
	<b>NORTH CAROLINA</b>			
	Buncombe	71,900	71,100	99
	Haywood	19,700	19,400	98



WSPA-TV BMPCT-5883 Granted 9/24/63

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Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	Henderson	30,300	29,900	99	
	Mc Dowell	13,900	13,700	99	
	Macon	9,900	9,700	98	
	Mitchell	5,600	5,500	98	
	Polk	6,000	5,900	98	
	Rutherford	22,500	22,300	99	
	Swain	4,200	4,100	98	
	Transylvania	10,600	10,500	99	
	<b>SOUTH CAROLINA</b>				
	Abbeville	8,800	8,700	99	
	Anderson	56,800	56,300	99	
	Cherokee	15,800	15,700	99	
	Greenville	125,300	124,400	99	
	Greenwood	23,800	23,600	99	
	Laurens	19,500	19,300	99	
Oconee	22,700	22,500	99		
Pickens	33,200	32,800	99		
Spartanburg	84,400	83,700	99		
Union	11,400	11,300	99		
Between 25-49%	<b>GEORGIA</b>				
	Habersham	10,300	10,200	99	
	Madison	7,800	7,700	99	
	Rabun	4,600	4,500	98	
	<b>NORTH CAROLINA</b>				
	Burke	30,200	29,900	99	
Caldwell	27,700	27,500	99		
Cleveland	33,200	32,900	99		
Jackson	10,100	9,900	98		
Madison	6,700	6,600	98		
Yancey	6,100	6,000	98		
(Continued on page A-1020)					
<b>Station Totals</b>		950,400	940,800	99	
<b>Net Weekly Circulation (1991)</b>				600,300	
<b>Average Daily Circulation (1991)</b>				336,500	

# South Carolina—Greenville-Spartanburg & Asheville, North Carolina

## WYFF-TV

Ch. 4

Network Service: NBC.

Licensee: Pulitzer Broadcasting Co., One City Center, 515 N. 6th St., Suite 2020, St. Louis, MO 63101.

Studio: Broadcast Pl., 505 Rutherford St, Greenville, SC 29602.

Mailing Address: Box TV 4, Greenville, SC 29602.

Telephone: 803-242-4404. TWX: 803-282-1008. 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 by FCC.

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 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	GEORGIA			
	Banks	4,000	3,900	97
	Elbert	7,200	7,100	99
	Franklin	6,500	6,400	98
	Habersham	10,300	10,200	99
	Hart	7,200	7,100	99
	Madison	7,800	7,700	99
	Stephens	8,700	8,600	99
	NORTH CAROLINA			
	Buncombe	71,900	71,100	99
	Burke	30,200	29,900	99
	Haywood	19,700	19,400	98
	Henderson	30,300	29,900	99
	Jackson	10,100	9,900	98
	Mc Dowell	13,900	13,700	99
Macon	9,900	9,700	98	



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

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Madison	6,700	6,600	98
	Polk	6,000	5,900	98
	Rutherford	22,500	22,300	99
	Swain	4,200	4,100	98
	Transylvania	10,600	10,500	99
	SOUTH CAROLINA			
	Abbeville	8,800	8,700	99
	Anderson	56,800	56,300	99
	Cherokee	15,800	15,700	99
	Greenville	125,300	124,400	99
	Greenwood	23,800	23,600	99
	Laurens	19,500	19,300	99
	Mc Cormick	2,100	2,100	100
	Oconee	22,700	22,500	99
	Pickens	33,200	32,800	99
Spartanburg	84,400	83,700	99	
Union	11,400	11,300	99	
Between 25-49%	GEORGIA			
	Oconee	6,000	6,000	100
	Oglethorpe	3,800	3,700	97
	Rabun	4,600	4,500	98
	Wilkes	4,000	3,900	98
NORTH CAROLINA	Cleveland	33,200	32,900	99
	Graham	2,500	2,500	100
	Mitchell	5,600	5,500	98
SOUTH CAROLINA				
Newberry	12,900	12,700	98	
Between 5-24%	GEORGIA			
Clarke	32,000	31,600	99	

(Continued on page A-1020)

Station Totals	910,000	900,400	99
Net Weekly Circulation (1991)			635,800
Average Daily Circulation (1991)			379,400

# 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: One Johnston St., Suite 7, Savannah, GA 31406.

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): Seitel Inc.

Represented (legal): Bechtel & Cole, Chartered.

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

**Personnel:**

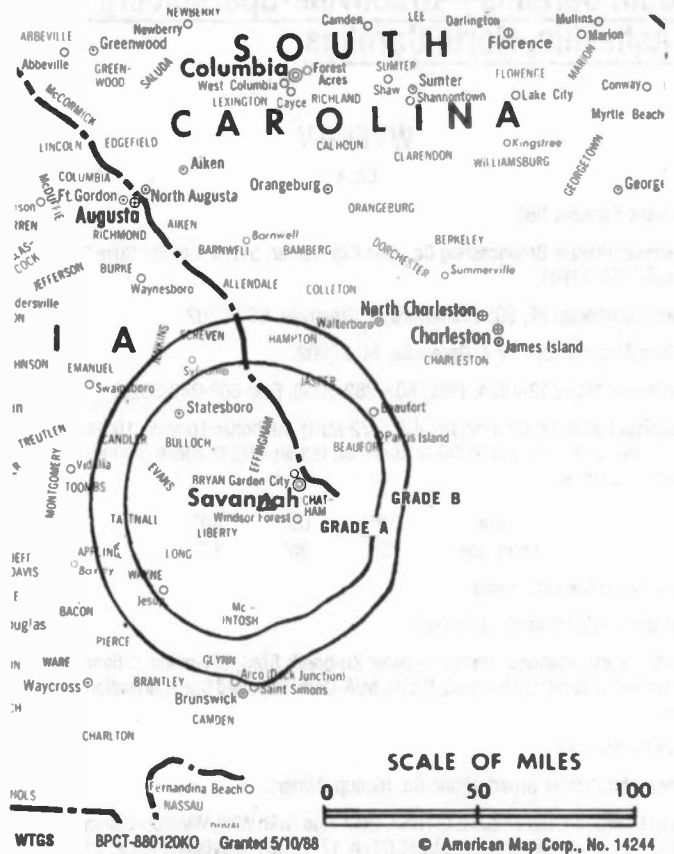
- Cliff Thompson, General Manager.
- Ron Sciabarasi, General Sales Manager.
- Bryan Allport, Local Sales Manager.
- Menesa Pritchett, Program Director.
- Sherry Fowler, Business Manager.
- Ed Youmans, Chief Engineer.
- Al Andres, Traffic

Highest 30 Sec. Rate: \$350.

City of License: Hardeeville. ADI: Savannah. Rank: 104.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>GEORGIA</b>			
	Bryan	5,400	5,300	98
	Chatham	84,400	83,700	99
	Effingham	8,800	8,700	99
	Liberty	13,700	13,500	99
	Long	1,900	1,900	100
	Wayne	7,600	7,500	99
	<b>SOUTH CAROLINA</b>			
	Jasper	5,700	5,600	98
	Between 25-49%	<b>GEORGIA</b>		
Appling		5,800	5,700	98



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	<b>Bulloch</b>			
	Mc Intosh	3,100	3,000	97
	Montgomery	2,300	2,200	96
	Screven	5,800	5,700	98
	Tattnall	6,300	6,200	98
	Toombs	9,300	9,100	98
	<b>SOUTH CAROLINA</b>			
Beaufort	32,400	32,000	99	
Between 5-24%	<b>GEORGIA</b>			
	Bacon	3,600	3,500	97
	Brantley	4,100	4,000	98
	Candler	2,800	2,700	96
	Emanuel	7,800	7,700	99
	Evans	3,200	3,200	100
	Jeff Davis	4,600	4,500	98
	Jenkins	2,900	2,900	100
	Pierce	4,800	4,700	98
	Treutlen	2,100	2,100	100
	Wheeler	1,900	1,900	100
	<b>SOUTH CAROLINA</b>			
	Allendale	3,800	3,700	97
Hampton	7,200	7,000	97	
<b>Station Totals</b>		<b>254,300</b>	<b>250,800</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>				<b>116,100</b>
<b>Average Daily Circulation (1991)</b>				<b>44,000</b>



# 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.

**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 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.



WGSE BMPCT—830930KJ Granted 7/28/83

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>SOUTH CAROLINA</b>				
<b>Between 5-24%</b>	Horry	55,900	55,100	99
<b>Station Totals</b>		<b>55,900</b>	<b>55,100</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>				<b>5,600</b>
<b>Average Daily Circulation (1991)</b>				<b>1,500</b>

## South Carolina

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

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	<b>GEORGIA</b>			
	Oglethorpe	3,800	3,700	97
	Wilkes	4,000	3,900	98
	<b>KENTUCKY</b>			
	Harlan	14,300	14,100	99
	Perry	12,200	12,000	98
	<b>NORTH CAROLINA</b>			
	Alexander	10,700	10,600	99
	Catawba	46,500	46,200	99
	Gaston	65,500	65,000	99
	<b>SOUTH CAROLINA</b>			
	Chester	11,300	11,200	99
	Mc Cormick	2,100	2,100	100
	Saluda	6,100	6,000	98
	<b>TENNESSEE</b>			
	Claiborne	10,100	10,000	99
	Hancock	2,300	2,300	100
	Hawkins	18,000	17,800	99
	Johnson	5,600	5,500	98
	Monroe	11,500	11,400	99
	Sullivan	59,400	59,100	99
	Unicoi	6,500	6,400	98
	<b>VIRGINIA</b>			
Lee	9,400	9,200	98	
Wise	17,000	16,800	99	

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

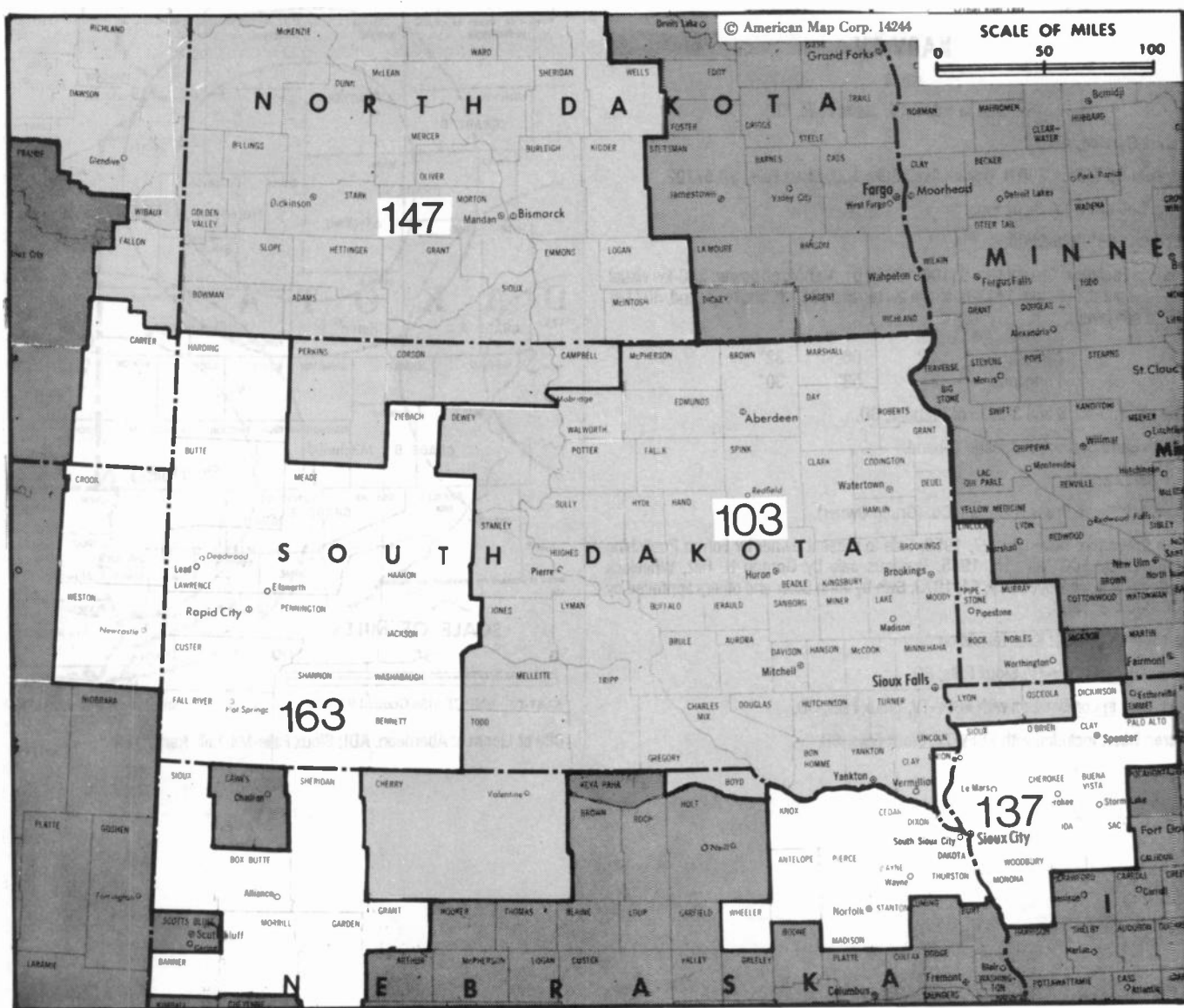
Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%	<b>SOUTH CAROLINA</b>			
	Chester	11,300	11,200	99
	Mc Cormick	2,100	2,100	100
	Newberry	12,900	12,700	98
	York	47,200	46,700	99

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

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	<b>GEORGIA</b>			
	Banks	4,000	3,900	97
	Lincoln	2,300	2,300	100
	<b>NORTH CAROLINA</b>			
	Avery	5,600	5,500	98
	Catawba	46,500	46,200	99
	Graham	2,500	2,500	100
	Lincoln	19,100	19,000	99
	<b>SOUTH CAROLINA</b>			
	Fairfield	7,100	7,000	99
	Lancaster	21,100	20,900	99
	Saluda	6,100	6,000	98

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

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	<b>GEORGIA</b>			
	Greene	4,100	4,000	98
	Jackson	11,000	10,900	99
	Lincoln	2,300	2,300	100
	Taliaferro	800	800	100
	White	4,900	4,800	98
	<b>NORTH CAROLINA</b>			
	Avery	5,600	5,500	98
	Caldwell	27,700	27,500	99
	Cherokee	8,500	8,400	99
	Lincoln	19,100	19,000	99
	Yancey	6,100	6,000	98
	<b>SOUTH CAROLINA</b>			
	Chester	11,300	11,200	99
	Edgefield	6,400	6,300	98
	Saluda	6,100	6,000	98



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Sioux Falls-Mitchell, SD .....	232,300	103	KABY-TV (9), KDLO-TV (3), KDLT (5), KELO-TV (11), KPLO-TV (6), KPRY-TV (4), KSFY-TV (13), KTTM (12), KTTW (17)
Sioux City, IA .....	157,300	137	KCAU-TV (9), KMEG (14), KTIV (4)
Minot-Bismarck-Dickinson, ND-Glendive, MT .....	143,200	147	KBMY (17), KFVR-TV (5), KMCCY (14), KMOT (10), KQCD-TV (7), KUMV-TV (8), KXGN-TV (5), KXMA-TV (2), KXMB-TV (12), KXMC-TV (13), KXMD-TV (11)
Rapid City, SD .....	92,200	163	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, 1991**

	VHF	UHF	TOTAL
Commercial Television Stations	12	2	14
Educational Television Stations	7	1	8
	19	3	22

# South Dakota—Aberdeen

## KABY-TV

Ch. 9

(Satellite of KSFY-TV, Sioux Falls, SD)

**Network Service:** ABC.

**Licensee:** SDTV Inc., 300 N. Dakota Ave., Suite 100, 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).

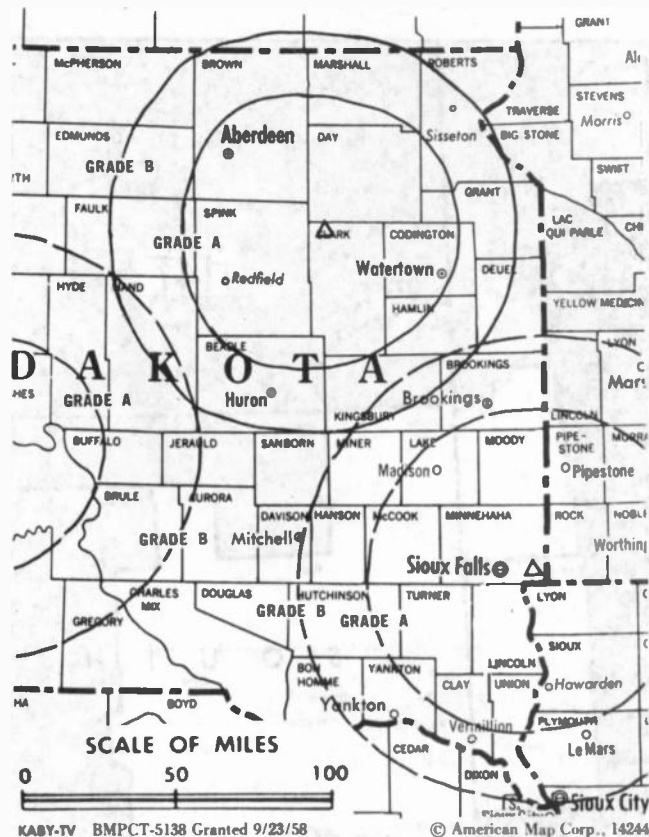
**Began Operation:** November 27, 1958. Sale to present owner by Forum Publishing approved by FCC Nov. 15, 1985. Previous sale by Gordon H. Ritz, Wheelock Whitney, et al. approved Nov. 14, 1973. Sale by John Boler and others approved by FCC Dec. 23, 1969.

**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:** 103.

# 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 13th, 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.

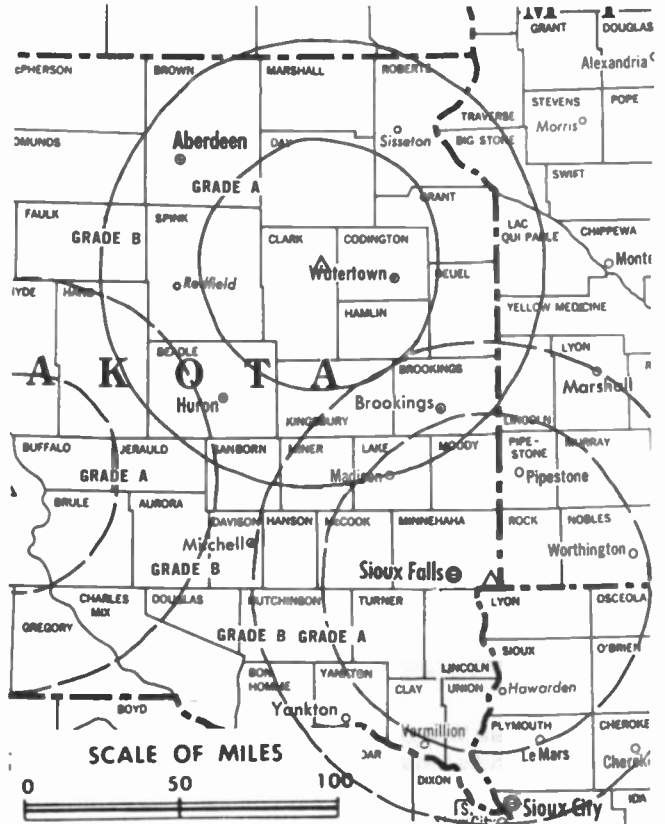
### Personnel:

Mike Braker, General Manager.

Jay Hutzenga, General Sales Manager.

Roy Thorson, Chief Engineer.

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



KDLO-TV BPCT-5216 Granted 9/28/78

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

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

City of License: Florence. ADI: Sioux Falls-Mitchell. Rank: 103.

# South Dakota—Huron

**KTTM**

Ch. 12

(Satellite of KTTW, Sioux Falls, SD)

**Network Service:** Fox

**Grantee:** Independent Communications Inc., 2000 W. 42nd St., Sioux Falls, SD 57105.

**Telephone:** 605-338-0017.

**Technical Facilities:** Channel No. 12 (204-210 MHz). Authorized power: 275-kw visual, 27.5-kw aural. Antenna: 850-ft. above av. terrain, 830-ft. above ground, 2146-ft. above sea level.

Latitude	44°	11'	39"
Longitude	98°	19'	05"

**Transmitter:** Hwy. 28, near Carpenter.

**Ownership:** Independent Communications Inc.

**Began Operation:** August 31, 1991.

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

**Personnel:**

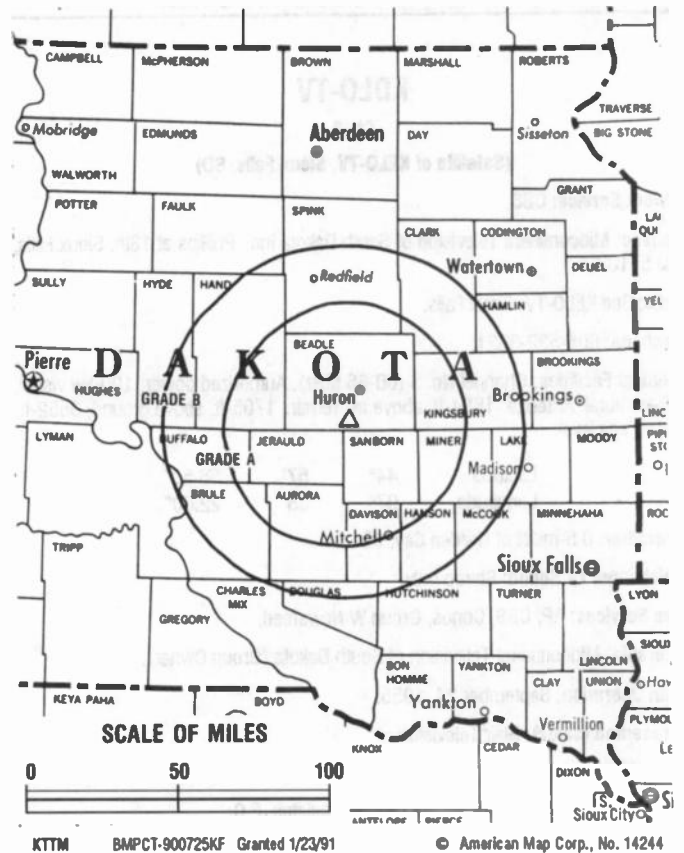
Charles Poppen, General Manager & Chief Engineer.

Bob Matson, General Sales Manager.

Dan Sterner, Program Director.

**Rates:** On request.

**Arbitron Data:** Not available.



City of License: Huron. ADI: Sioux Falls-Mitchell. Rank: 103.

# 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.

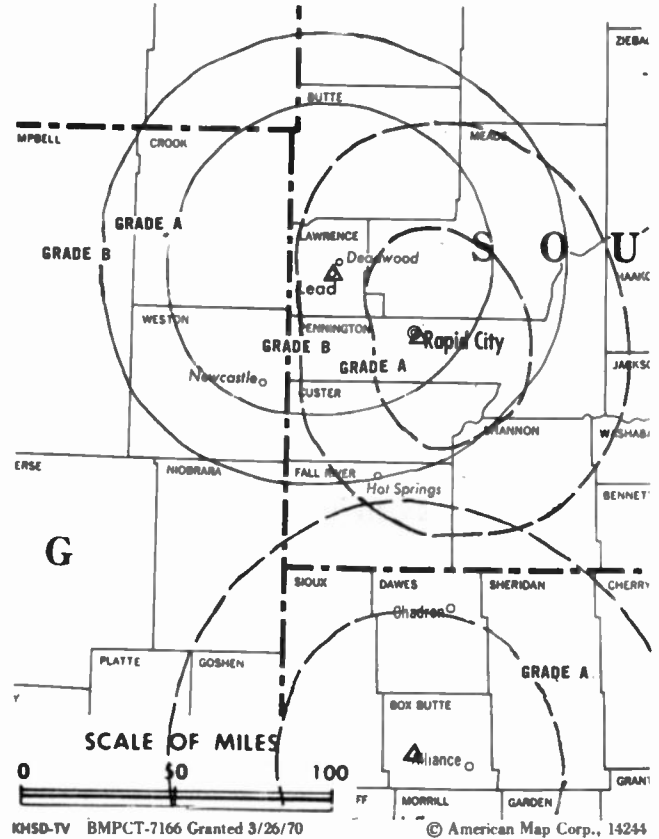
### Personnel:

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 KOTA-TV, Rapid City, SD.

City of License: Lead. ADI: Rapid City. Rank: 163.

# 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.

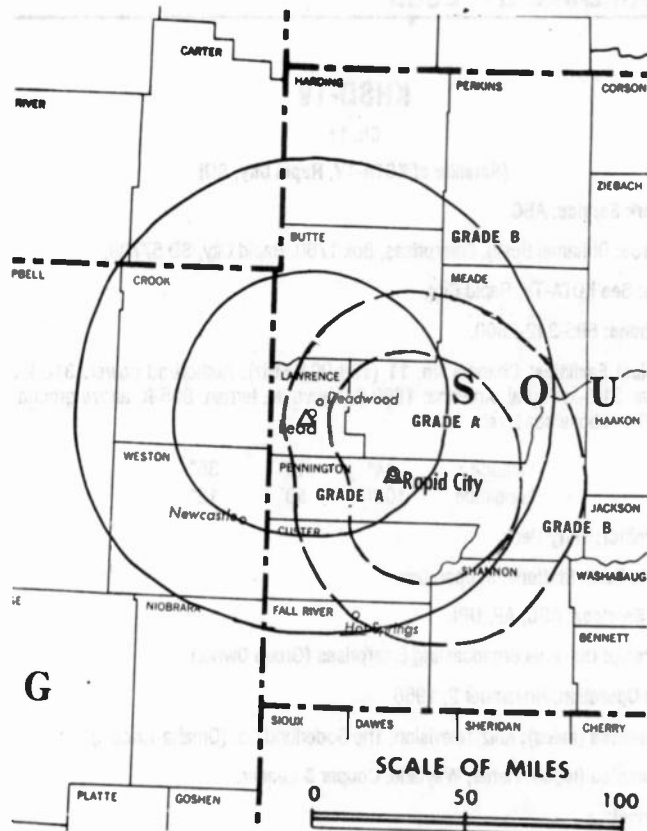
Represented (legal): Sidley & Austin.

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.



KIVV-TV BMPCT-7623 Granted 3/28/77

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City of License: Lead. ADI: Rapid City. Rank: 163.



# South Dakota—Pierre

## KPRY-TV

Ch. 4

(Satellite of KSFY-TV, Sioux Falls, SD)

Network Service: ABC.

Licensee: SDTV Inc., 300 N. Dakota Ave., Suite 100, 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).

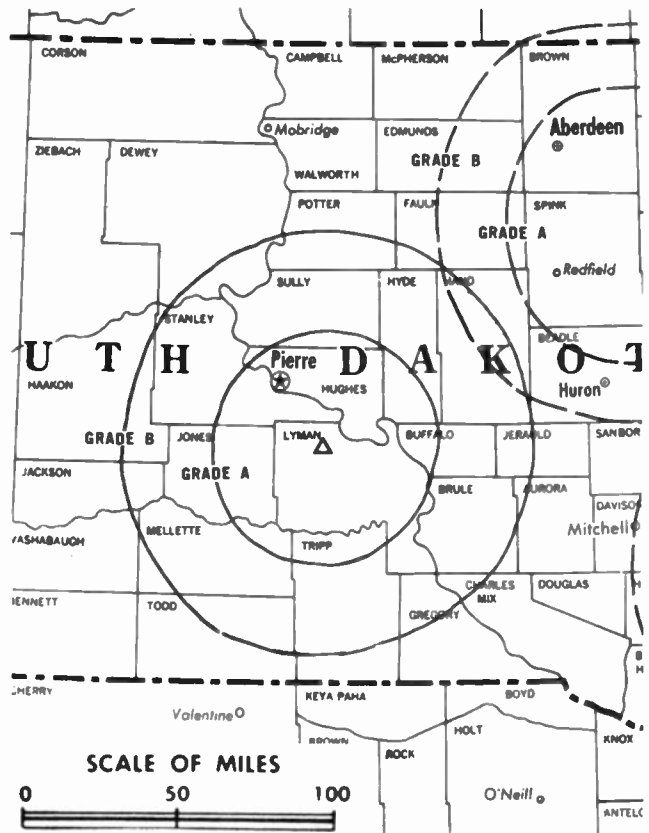
Began Operation: January 30, 1976. Sale to present owner approved by FCC Nov. 15, 1985.

Represented (sales): Katz Television.

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.



KPRY-TV BPC-T-4755 Granted 7/30/75

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City of License: Pierre. ADI: Sioux Falls-Mitchell. Rank: 103.

# 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.  
Pete Karn, Engineer.  
Perry Groten, News Director.

Highest 30 Sec. Rate: \$90.

City of License: Rapid City. ADI: Rapid City. Rank: 163.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	<b>SOUTH DAKOTA</b>			
	Meade	8,500	8,400	99
	Pennington	32,000	31,700	99



KCLO-TV BPCT-830801KF Granted 1/5/87

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Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%	<b>SOUTH DAKOTA</b>			
	Butte	3,300	3,200	97
	Fall River	3,300	3,200	97
	Lawrence	8,400	8,300	99
Between 5-24%	<b>SOUTH DAKOTA</b>			
	Bennett	1,000	1,000	100
	Custer	2,800	2,700	96
	Shannon	2,700	2,500	92
<b>Station Totals</b>		<b>62,000</b>	<b>61,000</b>	<b>98</b>
<b>Net Weekly Circulation (1991)</b>				<b>34,100</b>
<b>Average Daily Circulation (1991)</b>				<b>15,300</b>

# 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.

Mike Morgan, News Director.

Bob Slocum, Program Director & Operations Manager.

Harvey Sachau, Chief Engineer.

Don Neilsen, Promotion Director.

Les Hofland, Production Manager.

Highest 30 Sec. Rate: \$500.

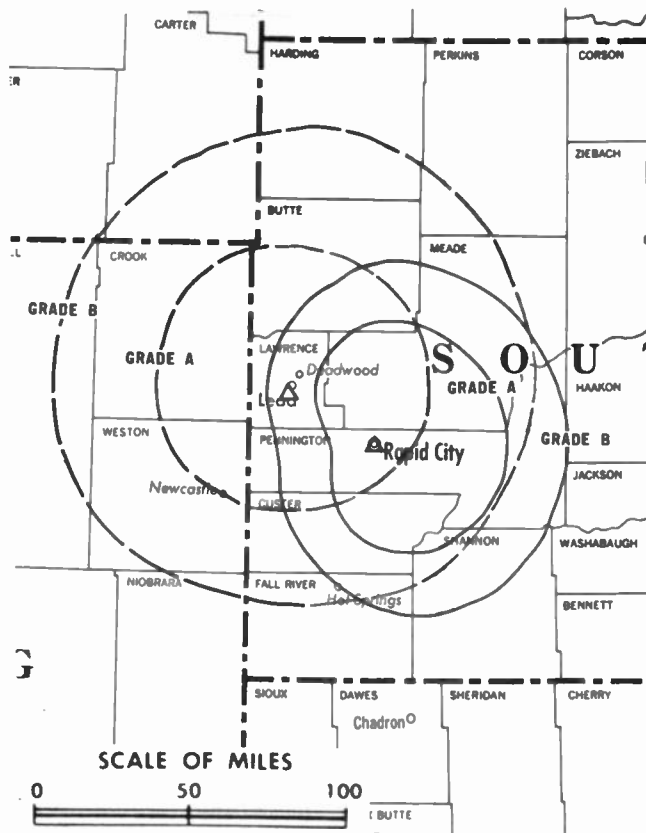
NETWORK BASE HOURLY RATE: \$510.

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

City of License: Rapid City. ADI: Rapid City. Rank: 163.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>MONTANA</b>			
	Carter	600	600	100
	<b>SOUTH DAKOTA</b>			
	Bennett	1,000	1,000	100
	Butte	3,300	3,200	97
	Custer	2,800	2,700	96
	Fall River	3,300	3,200	97
	Haakon	1,000	1,000	100
	Harding	600	600	100
	Jackson	1,200	1,200	100
	Lawrence	8,400	8,300	99
	Meade	8,500	8,400	99
	Pennington	32,000	31,700	99
	Shannon	2,700	2,500	92
	Ziebach	600	600	100



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

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>WYOMING</b>			
	Crook	2,300	2,200	96
	Weston	2,800	2,700	96
Between 25-49%	<b>NORTH DAKOTA</b>			
	Bowman	1,600	1,600	100
	<b>SOUTH DAKOTA</b>			
	Perkins	1,800	1,700	94
Between 5-24%	<b>WYOMING</b>			
	Campbell	12,200	11,600	95
	<b>MONTANA</b>			
	Fallon	1,400	1,300	93
	Powder River	900	800	89
	<b>NEBRASKA</b>			
	Dawes	3,500	3,400	97
	Sheridan	2,800	2,800	100
	Sioux	700	700	100
	<b>SOUTH DAKOTA</b>			
Dewey	1,500	1,400	93	
<b>Station Totals</b>		97,500	95,200	98
<b>Net Weekly Circulation (1991)</b>				68,000
<b>Average Daily Circulation (1991)</b>				42,800

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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: Simulsat, 7-meter; Harris, 5.8-meter; Scientific-Atlanta, Simulsat receivers.

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

News Services: ABC, UPI.

Ownership: Duhamel Broadcasting Enterprises (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.  
Helene M. Duhamel, News Director.  
Monte Loos, Program & Operations Manager.  
Frank Etherington, Director of Engineering.  
Debbie Anderson, Promotions Director.  
Verlyn Hammerstrom, Business Manager.  
Steve Sotak, Sports Director.

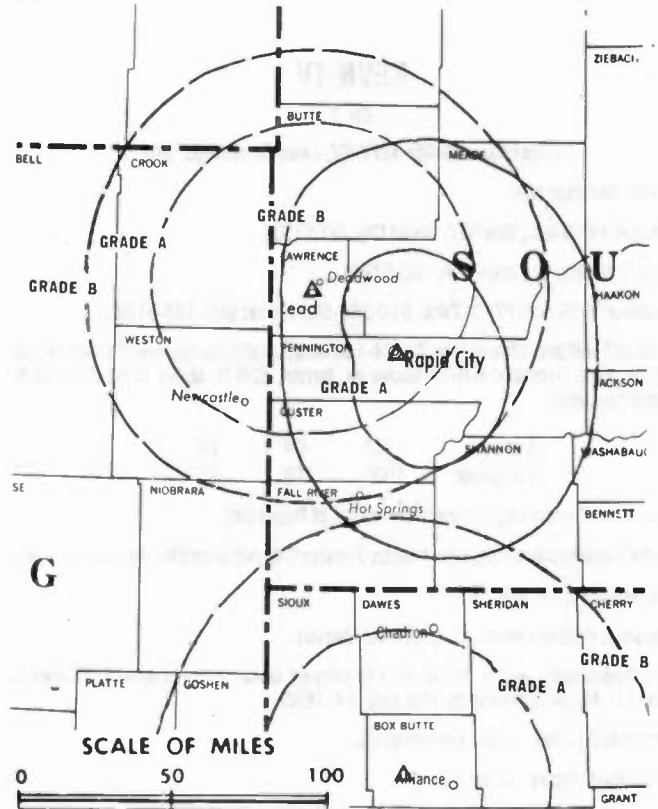
Rates: On request.

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

City of License: Rapid City. ADI: Rapid City. Rank: 163.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>MONTANA</b>			
	Carter	600	600	100
	Powder River	900	800	89
	<b>SOUTH DAKOTA</b>			
	Bennett	1,000	1,000	100
	Butte	3,300	3,200	97
	Custer	2,800	2,700	96
	Fall River	3,300	3,200	97



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

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Haakon	1,000	1,000	100
	Harding	600	600	100
	Jackson	1,200	1,200	100
	Lawrence	8,400	8,300	99
	Meade	8,500	8,400	99
	Pennington	32,000	31,700	99
	Perkins	1,800	1,700	94
	Shannon	2,700	2,500	92
	Ziebach	600	600	100
	<b>WYOMING</b>			
	Campbell	12,200	11,600	95
	Crook	2,300	2,200	96
	Johnson	2,600	2,500	96
	Sheridan	10,200	9,700	95
	Weston	2,800	2,700	96
Between 25-49%	<b>MONTANA</b>			
	Fallon	1,400	1,300	93
	<b>NORTH DAKOTA</b>			
	Bowman	1,600	1,600	100
Between 5-24%	<b>MONTANA</b>			
	Big Horn	3,300	3,100	94
	Rosebud	4,200	4,000	95
	<b>NORTH DAKOTA</b>			
	Adams	1,300	1,300	100
<b>NEBRASKA</b>				
	Sheridan	2,800	2,800	100
<b>Station Totals</b>		<b>113,400</b>	<b>110,300</b>	<b>97</b>
<b>Net Weekly Circulation (1991)</b>				<b>82,700</b>
<b>Average Daily Circulation (1991)</b>				<b>55,400</b>

# 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 Newsfeed.

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

Began Operation: July 15, 1957.

Represented (sales): Blair Television.

Represented (legal): Dow, Lohnes & Albertson.

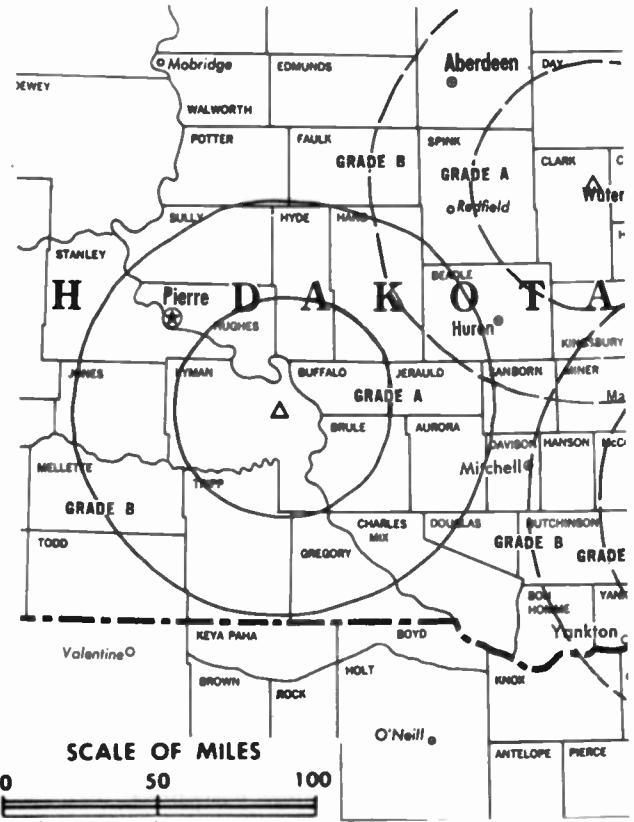
Represented (engineering): A. D. Ring & Associates, P.C.

### Personnel:

Mike Braker, General Manager.

Jay Hutzenga, 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: 103.

# 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. Fax: 605-334-3447.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 28.8-kw aural. Antenna: 2000-ft. above av. terrain, 1985-ft. above ground, 3444-ft. above sea level.

Latitude 43° 31' 07"  
Longitude 96° 32' 04"

Transmitter: 1.1-mi. E of Rowena, SD.

Multichannel TV Sound: Stereo only.

Satellite Earth Station: Scientific-Atlanta, 7-meter; M/A-Com, Scientific-Atlanta receivers.

AM Affiliate: KELO, 5-kw, 1320 kHz.

FM Affiliate: KELO-FM, 100-kw, 92.5 MHz (No. 223), 1900-ft.

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

Ownership: Midcontinent 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).

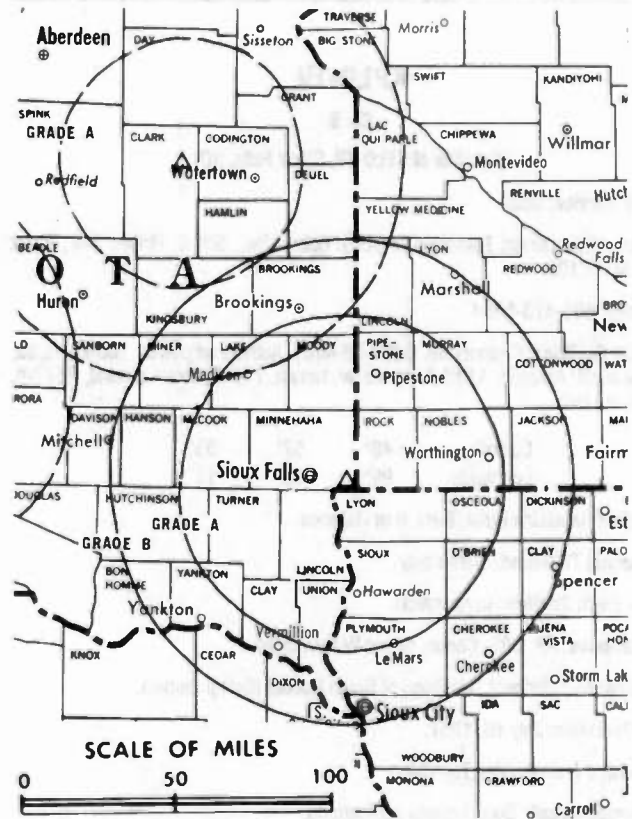
NETWORK BASE HOURLY RATE: \$2500.

Arbitron Data: Figures include KDLO-TV, Florence & KPLO-TV, Reliance, SD.

City of License: Sioux Falls. ADI: Sioux Falls-Mitchell. Rank: 103.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>IOWA</b>			
	Clay	7,400	7,300	99
	Dickinson	6,300	6,200	98
	Lyon	4,400	4,300	98
	O'Brien	6,200	6,200	100
	Osceola	3,100	3,100	100
	Sioux	10,800	10,600	98
	<b>MINNESOTA</b>			
	Big Stone	2,800	2,800	100
	Lincoln	2,800	2,800	100
	Murray	3,900	3,900	100
	Nobles	7,600	7,500	99
	Pipestone	4,300	4,300	99
Rock	3,800	3,800	100	



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

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>NEBRASKA</b>			
	Keya Paha	500	500	100
	Knox	4,000	3,900	97
	<b>SOUTH DAKOTA</b>			
	Aurora	1,100	1,100	100
	Beadle	7,400	7,300	99
	Bon Homme	2,600	2,500	96
	Brookings	8,900	8,800	99
	Brown	14,500	14,400	99
	Brule	2,000	2,000	100
	Buffalo	400	400	100
	Charles Mix	3,300	3,200	97
	Clark	1,900	1,900	100
	Clay	4,900	4,800	98
	Codington	8,900	8,800	99
	Davison	6,700	6,600	98
	Day	2,900	2,900	100
	Deuel	1,800	1,800	100
	Douglas	1,400	1,400	100
	Edmunds	1,700	1,700	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	
Hanson	1,100	1,100	100	
Hughes	6,400	6,300	98	
Hutchinson	3,300	3,200	97	
Hyde	900	900	100	
Jerauld	1,100	1,100	100	

(Continued on page A-1036)

Station Totals	399,200	394,500	99
Net Weekly Circulation (1991)			271,600
Average Daily Circulation (1991)			180,900

# 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., Suite 100, Sioux Falls, SD 57102.

Studio: Suite 100, 300 N. Dakota Ave., Sioux Falls, SD 57102.

Telephone: 605-336-1300.

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:

Mike D. Smith, General Manager.  
Nick Kellen, 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: 103.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IOWA			
	Clay	7,400	7,300	99
	Dickinson	6,300	6,200	98
	Lyon	4,400	4,300	98
	Osceola	3,100	3,100	100
	Sioux	10,800	10,600	98
	MINNESOTA			
	Jackson	4,700	4,600	98
	Lincoln	2,800	2,800	100
	Murray	3,900	3,900	100
Nobles	7,600	7,500	99	
Pipestone	4,300	4,300	99	
Rock	3,800	3,800	100	
NEBRASKA				
Keya Paha	500	500	100	
SOUTH DAKOTA				
Aurora	1,100	1,100	100	
Beadle	7,400	7,300	99	
Bon Homme	2,600	2,500	96	



KSFY-TV BPCT-3802 Granted 9/12/66

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Brookings	8,900	8,800	99
	Brown	14,500	14,400	99
	Brule	2,000	2,000	100
	Buffalo	400	400	100
	Charles Mix	3,300	3,200	97
	Clark	1,900	1,900	100
	Clay	4,900	4,800	98
	Codington	8,900	8,800	99
	Davison	6,700	6,600	98
	Day	2,900	2,900	100
	Deuel	1,800	1,800	100
	Douglas	1,400	1,400	100
	Edmunds	1,700	1,700	100
	Faulk	1,200	1,200	100
	Gregory	2,100	2,100	100
	Hamlin	1,900	1,900	100
	Hand	1,800	1,800	100
	Hanson	1,100	1,100	100
	Hughes	6,400	6,300	98
	Hutchinson	3,300	3,200	97
	Hyde	900	900	100
	Jerauld	1,100	1,100	100
	Jones	600	600	100
	Kingsbury	2,600	2,600	100
	Lake	4,300	4,300	100
	Lincoln	5,400	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

(Continued on page A-1036)

Station Totals	360,100	356,100	99
Net Weekly Circulation (1991)			244,100
Average Daily Circulation (1991)			144,300

# South Dakota—Sioux Falls

**KTTW**

Ch. 17

(Operates satellite KTTM, Huron, SD)

Network Service: Fox.

Licensee: Independent Communications Inc., 2000 W. 42nd St., Sioux Falls, SD 57105.

Studio: 2000 W. 42nd St., Sioux Falls, SD 57105.

Telephone: 605-338-0017.

Technical Facilities: Channel No. 17 (488-494 MHz). Authorized power: 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:**

- Charles Poppen, General Manager.
- Bob Matson, Sales Manager.
- Dave Gebauer, Production Manager.
- Darcy Hunsaker, Program Director.

Rates: On request.

City of License: Sioux Falls. ADI: Sioux Falls-Mitchell. Rank: 103.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	SOUTH DAKOTA Minnehaha	52,000	51,700	99



KTTW BPCT-891116KI Granted 1/30/90

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	IOWA			
	Lyon	4,400	4,300	98
	MINNESOTA			
	Rock	3,800	3,800	100
	SOUTH DAKOTA			
	Lincoln	5,400	5,300	98
	Mc Cook	2,400	2,400	100
	Turner	3,400	3,400	100
<b>Station Totals</b>		<b>71,400</b>	<b>70,900</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>			<b>24,200</b>	
<b>Average Daily Circulation (1991)</b>			<b>8,100</b>	



# 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; Comtech, 5-meter C-band; United Satellite Systems, 5-meter C-band; GE, 5-meter Ku-band; Harris, 3.5-meter Ku-band; Harris, United Satellite Systems, Scientific-Atlanta, Agile Omni receivers.

News Services: AP, NBC.

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.
- Terry Keegan, 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: 103.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

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



KDLT BPCT-4928 Granted 8/12/76

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Hughes	6,400	6,300	98
	Hutchinson	3,300	3,200	97
	Jerauld	1,100	1,100	100
	Kingsbury	2,600	2,600	100
	Lake	4,300	4,300	100
	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	52,000	51,700	99
	Moody	2,400	2,400	100
	Sanborn	1,200	1,200	100
	Tripp	2,700	2,700	100
	Turner	3,400	3,400	100
	Yankton	7,200	7,100	99
<b>Between 25-49%</b>	<b>IOWA</b>			
	Lyon	4,400	4,300	98
	<b>NEBRASKA</b>			
	Knox	4,000	3,900	97
	<b>SOUTH DAKOTA</b>			
	Brule	2,000	2,000	100
	Buffalo	400	400	100
	Clark	1,900	1,900	100
	Day	2,900	2,900	100
	Faulk	1,200	1,200	100
Gregory	2,100	2,100	100	
Potter	1,300	1,300	100	
Spink	3,200	3,200	100	
Walworth	2,700	2,600	96	

(Continued on page A-1037)

<b>Station Totals</b>	<b>236,800</b>	<b>234,600</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>			<b>142,900</b>
<b>Average Daily Circulation (1991)</b>			<b>71,600</b>

## South Dakota

### KSFY-TV, Sioux Falls (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>50% &amp; Over</b>	<b>SOUTH DAKOTA</b>			
	Miner	1,400	1,400	100
	Minnehaha	52,000	51,700	99
	Moody	2,400	2,400	100
	Potter	1,300	1,300	100
	Roberts	3,800	3,700	97
	Sanborn	1,200	1,200	100
	Spink	3,200	3,200	100
	Stanley	900	900	100
	Sully	700	700	100
	Todd	1,900	1,800	95
	Tripp	2,700	2,700	100
	Turner	3,400	3,400	100
	Walworth	2,700	2,600	96
Yankton	7,200	7,100	99	
<b>Between 25-49%</b>	<b>IOWA</b>			
	Cherokee	5,900	5,800	98
	O'Brien	6,200	6,200	100
	<b>MINNESOTA</b>			
	Big Stone	2,800	2,800	100
	Cottonwood	5,200	5,000	96
	Lyon	9,100	8,900	98
	Traverse	1,700	1,700	100
	<b>NORTH DAKOTA</b>			
	Dickey	2,500	2,500	100
	<b>NEBRASKA</b>			
	Knox	4,000	3,900	97
	<b>SOUTH DAKOTA</b>			
	Campbell	800	800	100
Dewey	1,500	1,400	93	
Grant	3,200	3,100	97	
Jackson	1,200	1,200	100	
Union	4,200	4,200	100	
<b>Between 5-24%</b>	<b>IOWA</b>			
	Buena Vista	7,700	7,600	99
	Emmet	4,700	4,600	98
	Palo Alto	4,400	4,300	98
	Plymouth	9,300	9,200	99
	<b>MINNESOTA</b>			
	Redwood	6,500	6,300	97
	Yellow Medicine	4,500	4,400	97
	<b>NORTH DAKOTA</b>			
	McIntosh	1,900	1,900	100
	Sargent	1,900	1,900	100
	<b>NEBRASKA</b>			
	Boyd	1,300	1,300	100
	Cedar	3,900	3,900	100
Cherry	2,600	2,600	100	
Dixon	2,600	2,600	100	
Pierce	3,100	3,100	100	
<b>SOUTH DAKOTA</b>				
Bennett	1,000	1,000	100	
Haakon	1,000	1,000	100	

### KELO-TV, Sioux Falls (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>50% &amp; Over</b>	<b>SOUTH DAKOTA</b>			
	Jones	600	600	100
	Kingsbury	2,600	2,600	100
	Lake	4,300	4,300	100
	Lincoln	5,400	5,300	98
	Lyman	1,300	1,300	100
	McCook	2,400	2,400	100
	McPherson	1,500	1,500	100
	Marshall	2,000	2,000	100
	Mellette	700	700	100
	Miner	1,400	1,400	100
	Minnehaha	52,000	51,700	99
	Moody	2,400	2,400	100
	Potter	1,300	1,300	100
Roberts	3,800	3,700	97	
Sanborn	1,200	1,200	100	
Spink	3,200	3,200	100	
Stanley	900	900	100	
Sully	700	700	100	
Todd	1,900	1,800	95	
Tripp	2,700	2,700	100	
Turner	3,400	3,400	100	
Union	4,200	4,200	100	
Walworth	2,700	2,600	96	
Yankton	7,200	7,100	99	
<b>Between 25-49%</b>	<b>IOWA</b>			
	Cherokee	5,900	5,800	98
	Plymouth	9,300	9,200	99
	<b>MINNESOTA</b>			
	Cottonwood	5,200	5,000	96
	Jackson	4,700	4,600	98
	Lac Qui Parle	3,700	3,600	97
	Traverse	1,700	1,700	100
	<b>NEBRASKA</b>			
	Brown	1,600	1,600	100
	Cedar	3,900	3,900	100
	Cherry	2,600	2,600	100
	Pierce	3,100	3,100	100
	<b>SOUTH DAKOTA</b>			
Campbell	800	800	100	
Dewey	1,500	1,400	93	
Jackson	1,200	1,200	100	
Shannon	2,700	2,500	92	
<b>Between 5-24%</b>	<b>IOWA</b>			
	Buena Vista	7,700	7,600	99
	<b>MINNESOTA</b>			
	Lyon	9,100	8,900	98
	Redwood	6,500	6,300	97
	Yellow Medicine	4,500	4,400	97
	<b>NORTH DAKOTA</b>			
	Dickey	2,500	2,500	100
	<b>NEBRASKA</b>			
	Antelope	3,100	3,000	97
	Boyd	1,300	1,300	100
	Dixon	2,600	2,600	100
	<b>SOUTH DAKOTA</b>			
	Corson	1,500	1,400	93
Lawrence	8,400	8,300	99	
Pennington	32,000	31,700	99	

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## South Dakota

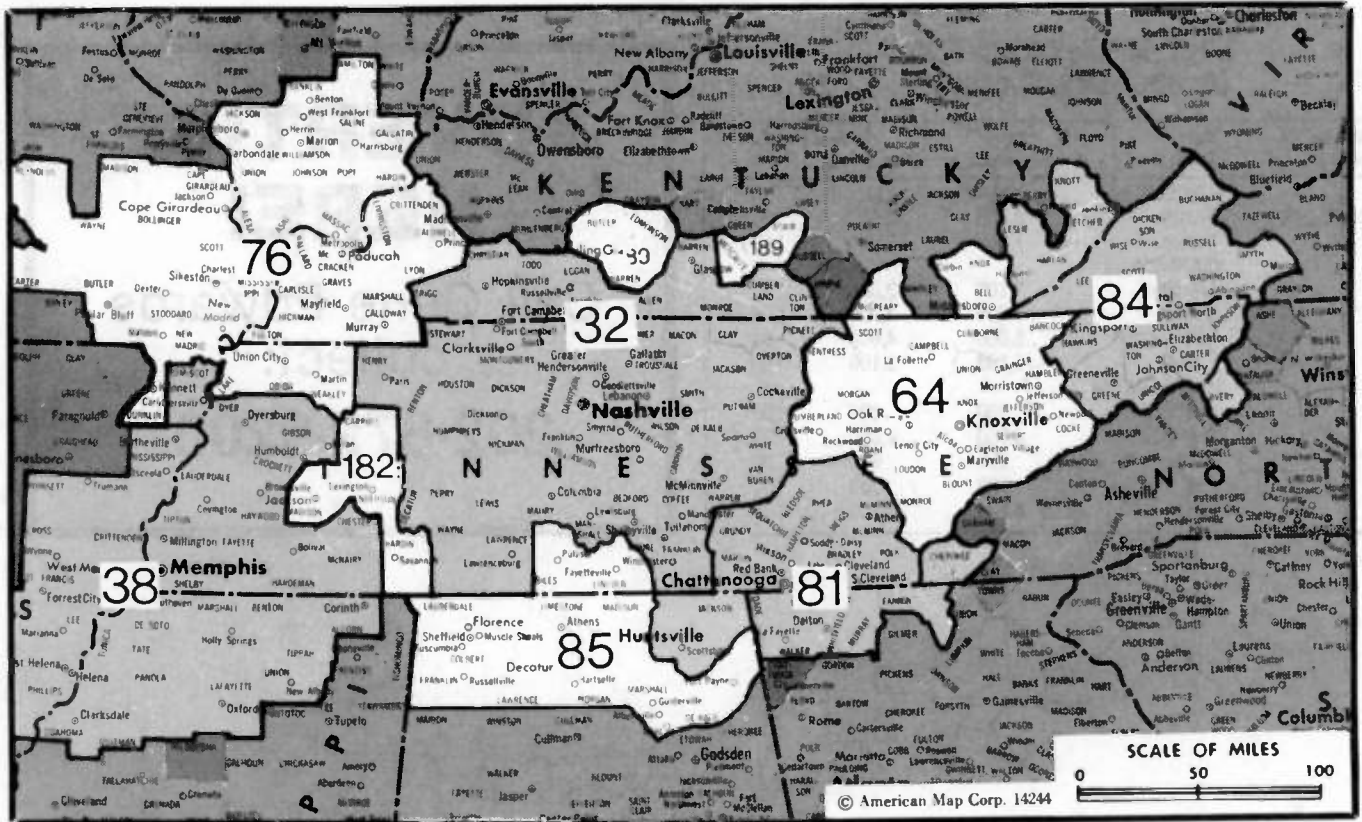
### KDLT, Mitchell-Sioux Falls (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>MINNESOTA</b>			
	Murray	3,900	3,900	100
	Nobles	7,600	7,500	99
	<b>NEBRASKA</b>			
	Antelope	3,100	3,000	97
	Cedar	3,900	3,900	100
	Holt	5,000	4,800	96
	Pierce	3,100	3,100	100
	<b>SOUTH DAKOTA</b>			
	Campbell	800	800	100
	Clay	4,900	4,800	98
	Stanley	900	900	100
	Sully	700	700	100
	Union	4,200	4,200	100

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Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Nashville, TN	711,900	32	WHTN (39), WKRN-TV (2), WMTT (28), WSMV (4), WTVF (5), WXMT (30), WZTV (17)
Memphis, TN	609,600	38	WHBQ-TV (13), WLMT (30), WMC-TV (5), WPTV-TV (24), WREG-TV (3)
Knoxville, TN	402,800	64	WATE-TV (6), WBIR-TV (10), WINTV (20), WKCH-TV (43), WKXT-TV (8)
Paducah, KY-Cape Girardeau, MO-Harrisburg-Marion, IL	332,800	76	KBSI (23), KFVS-TV (12), KPOB-TV (15), WPSD-TV (6), WSIL-TV (3), WTCT (27)
Chattanooga, TN	310,800	81	WDEF-TV (12), WDSI-TV (61), WFLI-TV (53), WRCB-TV (3), WTVG (9)
Bristol, VA-Kingsport-Johnson City, TN	307,100	84	WCYB-TV (5), WEMT (39), WJHL-TV (11), WKPT-TV (19)
Huntsville-Decatur-Florence, AL	302,500	85	WAAY-TV (31), WAFF (48), WHNT-TV (19), WOWL-TV (15), WTRT (26), WZDX (54)
Jackson, TN	59,300	182	WBBJ-TV (7), WMTU (16)
Bowling Green, KY	47,000	189	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 Greeneville, TN
WHTN, Nashville	See Murfreesboro, TN

**Tennessee Station Totals as of October 1, 1991**

	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-Corn, 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, CNN.

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.  
Tony Windsor, News Director.  
Doris Ellis, Program Director.  
Teresa Dinger, Promotion Director.  
Mike Newberry, Business Manager.  
William Christman, Chief Engineer.

Rates: On request.

City of License: Chattanooga. ADI: Chattanooga. Rank: 81.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>ALABAMA</b>			
	Jackson	19,900	19,700	99
	<b>GEORGIA</b>			
	Catoosa	15,300	15,200	99
	Dade	4,400	4,400	100
	Gordon	12,400	12,300	99
	Murray	9,200	9,100	99
	Walker	21,200	21,000	99
	Whitfield	26,700	26,500	99
	<b>TENNESSEE</b>			
	Bledsoe	3,500	3,500	100
	Bradley	28,100	28,000	100
	Grundy	5,100	5,000	98
	Hamilton	115,800	115,300	100



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	McMinn	16,400	16,300	99
	Marion	9,800	9,700	99
	Meigs	3,000	3,000	100
	Polk	4,900	4,900	100
	Rhea	9,600	9,500	99
	Sequatchie	3,400	3,400	100
Between 25-49%	<b>ALABAMA</b>			
	De Kalb	21,800	21,600	99
	<b>GEORGIA</b>			
	Chattooga	8,100	8,000	99
	Fannin	6,500	6,400	98
	Floyd	30,800	30,500	99
	Union	4,500	4,400	98
	<b>NORTH CAROLINA</b>			
	Cherokee	8,500	8,400	99
	<b>TENNESSEE</b>			
Monroe	11,500	11,400	99	
Roane	19,000	18,900	99	
Van Buren	1,500	1,500	100	
Between 5-24%	<b>ALABAMA</b>			
	Cherokee	7,500	7,400	99
	<b>GEORGIA</b>			
	Bartow	19,300	19,100	99
	Polk	12,800	12,700	99
	<b>NORTH CAROLINA</b>			
	Jackson	10,100	9,900	98
	Swain	4,200	4,100	98
	<b>TENNESSEE</b>			
	Coffee	16,600	16,500	99
Cumberland	13,200	13,000	98	
Franklin	12,600	12,500	99	
<b>Station Totals</b>		517,200	513,100	99
<b>Net Weekly Circulation (1991)</b>			307,300	
<b>Average Daily Circulation (1991)</b>			157,800	

# 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.  
Bill Wallace, News Director.  
Vinnie Fusco, Program Director.  
Ed Aslinger, Chief Engineer.  
Cindy McCashin, Promotion Director.  
Pam Teague, Business Manager.

Rates: On request.

NETWORK BASE HOURLY RATE: \$1125.

City of License: Chattanooga. ADI: Chattanooga. Rank: 81.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>ALABAMA</b>			
	Jackson	19,900	19,700	99
	<b>GEORGIA</b>			
	Catoosa	15,300	15,200	99
	Chattooga	8,100	8,000	99
	Dade	4,400	4,400	100
	Fannin	6,500	6,400	98
	Gordon	12,400	12,300	99
	Murray	9,200	9,100	99
	Walker	21,200	21,000	99
	Whitfield	26,700	26,500	99
	<b>NORTH CAROLINA</b>			
	Cherokee	8,500	8,400	99
	<b>TENNESSEE</b>			
	Bledsoe	3,500	3,500	100



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

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Bradley	28,100	28,000	100
	Grundy	5,100	5,000	98
	Hamilton	115,800	115,300	100
	Mcminn	16,400	16,300	99
	Marion	9,800	9,700	99
	Meigs	3,000	3,000	100
	Polk	4,900	4,900	100
	Rhea	9,600	9,500	99
	Sequatchie	3,400	3,400	100
Between 25-49%	<b>ALABAMA</b>			
	De Kalb	21,800	21,600	99
	<b>GEORGIA</b>			
	Floyd	30,800	30,500	99
Between 5-24%	<b>NORTH CAROLINA</b>			
	Clay	2,900	2,800	97
	<b>TENNESSEE</b>			
Van Buren	1,500	1,500	100	
Between 5-24%	<b>ALABAMA</b>			
	Cherokee	7,500	7,400	99
	<b>GEORGIA</b>			
	Bartow	19,300	19,100	99
	Gilmer	5,000	4,900	98
	Pickens	5,300	5,200	98
	Polk	12,800	12,700	99
	Towns	2,900	2,900	100
	Union	4,500	4,400	98
	<b>TENNESSEE</b>			
	Cumberland	13,200	13,000	98
	Franklin	12,600	12,500	99
Monroe	11,500	11,400	99	
Morgan	5,800	5,700	98	
Roane	19,000	18,900	99	
<b>Station Totals</b>		508,200	504,100	99
<b>Net Weekly Circulation (1991)</b>			318,600	
<b>Average Daily Circulation (1991)</b>			189,300	

# Tennessee—Chattanooga

## WDSI-TV

Ch. 61

Network Service: Fox.

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

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

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

Technical Facilities: Channel No. 61 (752-758 MHz). Authorized power: 5000-kw max. 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-mi. NW of Falling Water, TN.

Satellite Earth Stations: Paracclipse, 5-meter C-band; Paracclipse, 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): Setkel Inc.

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

Represented (engineering): John Fergie & Associates.

### Personnel:

Alan B. Barrows, General Manager.  
Ray Hanson, 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: 81.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TENNESSEE			
	Hamilton	115,800	115,300	100
Between 25-49%	GEORGIA			
	Catoosa	15,300	15,200	99
	Murray	9,200	9,100	99
	Walker	21,200	21,000	99
	Whitfield	26,700	26,500	99
	TENNESSEE			
	Bradley	28,100	28,000	100



WDSI-TV BPC1-890607KH Granted 12/11/89

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Grundy	5,100	5,000	98
	Mcminn	16,400	16,300	99
	Marion	9,800	9,700	99
	Meigs	3,000	3,000	100
	Rhea	9,600	9,500	99
	Sequatchie	3,400	3,400	100
Between 5-24%	ALABAMA			
	Jackson	19,900	19,700	99
	GEORGIA			
	Chattooga	8,100	8,000	99
	Oade	4,400	4,400	100
	Fannin	6,500	6,400	98
	Gordon	12,400	12,300	99
	TENNESSEE			
	Bledsoe	3,500	3,500	100
	Polk	4,900	4,900	100
Station Totals		323,300	321,200	99
Net Weekly Circulation (1991)				136,500
Average Daily Circulation (1991)				54,700

# Tennessee—Chattanooga

**WTVC**

Ch. 9

Network Service: ABC.

Licensee: Freedom-TV Sub Inc., Box 1150, Chattanooga, TN 37401.

Studio: 410 W. 6th St., Chattanooga, TN 37402.

Mailing Address: Box 1150, Chattanooga, TN 37401.

Telephone: 615-756-5500.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1040-ft. above av. terrain, 278-ft. above ground, 2353-ft. above sea level.

Latitude 35° 09' 41"  
Longitude 85° 19' 03"

Requests CP for change to 1732-ft. above av. terrain, 928-ft. above ground, 2989-ft. above sea level, lat. 35° 09' 37.80", long. 85° 19' 07.70", transmitter to Taft Hwy., 1.3-mi. NNW of intersection with Fairmont Rd., Signal Mountain. BPCT-851023KI.

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

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

News Services: AP, ABC.

Ownership: Freedom Newspapers Inc. (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.

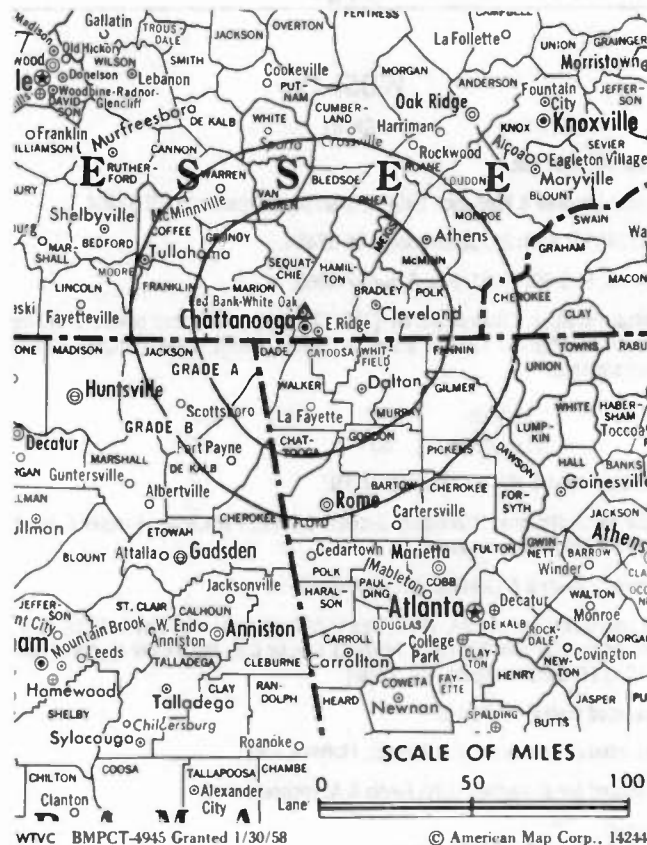
Highest 30 Sec. Rate: \$2000.

NETWORK BASE HOURLY RATE: \$725.

City of License: Chattanooga. ADI: Chattanooga. Rank: 81.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	<b>ALABAMA</b>			
	Jackson	19,900	19,700	99
	<b>GEORGIA</b>			
	Catoosa	15,300	15,200	99
	Dade	4,400	4,400	100
	Fannin	6,500	6,400	98
	Gordon	12,400	12,300	99
	Murray	9,200	9,100	99
	Walker	21,200	21,000	99
	Whitfield	26,700	26,500	99
	<b>TENNESSEE</b>			
	Bledsoe	3,500	3,500	100
	Bradley	28,100	28,000	100
Grundy	5,100	5,000	98	



Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	Hamilton	115,800	115,300	100
	Mcminn	16,400	16,300	99
	Marion	9,800	9,700	99
	Meigs	3,000	3,000	100
	Polk	4,900	4,900	100
	Rhea	9,600	9,500	99
	Sequatchie	3,400	3,400	100
Between 25-49%	<b>ALABAMA</b>			
	De Kalb	21,800	21,600	99
	<b>GEORGIA</b>			
	Chattooga	8,100	8,000	99
	Floyd	30,800	30,500	99
	<b>NORTH CAROLINA</b>			
Cherokee	8,500	8,400	99	
Between 5-24%	<b>TENNESSEE</b>			
	Roane	19,000	18,900	99
	Van Buren	1,500	1,500	100
	<b>ALABAMA</b>			
	Cherokee	7,500	7,400	99
	<b>GEORGIA</b>			
Bartow	19,300	19,100	99	
Paulding	13,600	13,500	99	
Pickens	5,300	5,200	98	
Towns	2,900	2,900	100	
Union	4,500	4,400	98	
<b>NORTH CAROLINA</b>				
Clay	2,900	2,800	97	
<b>TENNESSEE</b>				
Cumberland	13,200	13,000	98	
Franklin	12,600	12,500	99	
Monroe	11,500	11,400	99	
Moore	1,800	1,800	100	
<b>Station Totals</b>		500,000	496,100	99
<b>Net Weekly Circulation (1991)</b>			305,800	
<b>Average Daily Circulation (1991)</b>			172,600	



# 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.

AM Affiliate: WFLI.

Ownership: WFLI-TV Inc.

Began Operation: May 25, 1987.

Represented (sales): Roslin TV Sales.

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

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

### Personnel:

Ying Bonns, General Manager.

George Drymalski, General Sales Manager.

Jeff Gregory, Engineering Director.

Paige Bennington, Program & Promotion Director.

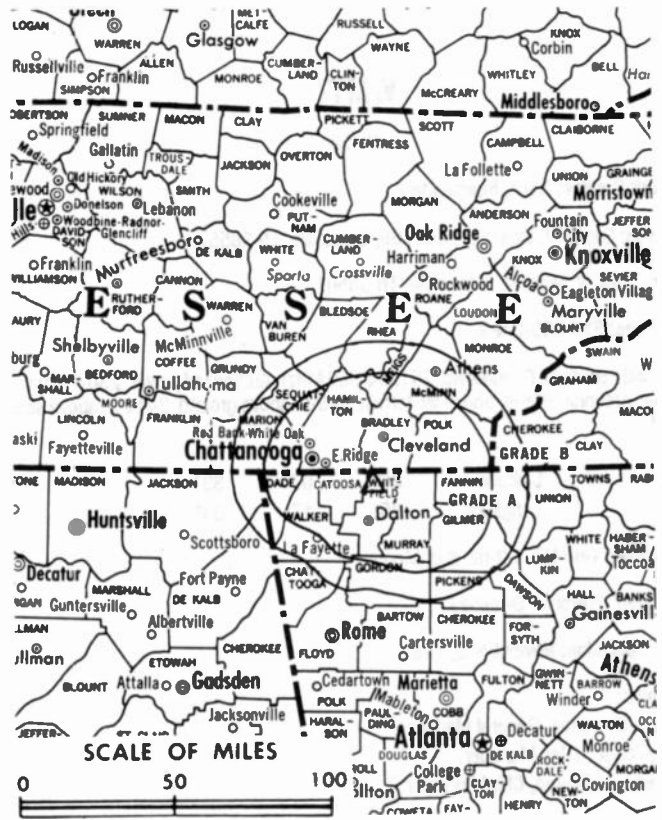
John Anaya, Operations Manager.

Highest 30 Sec. Rate: \$100.

City of License: Cleveland. ADI: Chattanooga. Rank: 81.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	GEORGIA			
	Catoosa	15,300	15,200	99
	Gordon	12,400	12,300	99



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

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Murray	9,200	9,100	99
	Walker	21,200	21,000	99
	Whitfield	26,700	26,500	99
<b>TENNESSEE</b>				
	Bradley	28,100	28,000	100
	Hamilton	115,800	115,300	100
	Mcminn	16,400	16,300	99
	Rhea	9,600	9,500	99
<b>Station Totals</b>		<b>254,700</b>	<b>253,200</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>			<b>40,400</b>	
<b>Average Daily Circulation (1991)</b>			<b>11,100</b>	

# 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 38501.

Telephone: 615-839-2489.

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.

Arbitron Data: Not available.



WMTT BMPCT-880713KF Granted 10/31/88 © American Map Corp., No. 14244

City of License: Cookeville. ADI: Nashville. Rank: 32.

# 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.

Arbitron Data: Not available.



WINT-TV BMPCT-870309KI Granted 3/30/87

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

# Tennessee—Greenville

**WEMT**

Ch. 39

Network Service: Fox.

Licensee: Hawthorne Enterprises, Box 1074, Greenville, TN 37744.

Studio: Industrial Rd., Greenville, TN 37743.

Telephone: 615-639-0181. 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): Katz Television.

**Personnel:**

- Jerry A. Britton, Vice President & General Manager.
- Andy Reeves, General Sales Manager.
- Katherine Lewis, Regional Sales Manager.
- Jane Kirchoff, National Sales Manager.
- Dennis Wilson, Chief Engineer.
- Jamie Waldroupe, Program Director.
- Danny Greene, Promotion Director.

Highest 30 Sec. Rate: \$250.

City of License: Greenville. ADI: Bristol, VA-Kingsport-Johnson City, TN. Rank: 84.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>TENNESSEE</b>			
	Cocke	11,600	11,500	99
	Greene	21,500	21,300	99
	Washington	35,700	35,500	99
Between 25-49%	<b>KENTUCKY</b>			
	Harlan	14,300	14,100	99
	<b>TENNESSEE</b>			
	Carter	20,300	20,200	100
	Hamblen	21,200	21,000	99
	Hawkins	18,000	17,800	99
	Jefferson	12,900	12,800	99
	Johnson	5,600	5,500	98
	Sullivan	59,400	59,100	99



WEMT BIMPCT-841005KU Granted 10/31/84 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	<b>VIRGINIA</b>			
	Scott	8,900	8,700	98
	Washington	24,700	24,400	99
	Wise	17,000	16,800	99
Between 5-24%	<b>KENTUCKY</b>			
	Knott	6,200	6,100	98
	Leslie	5,000	4,900	98
	Letcher	10,600	10,400	98
	Perry	12,200	12,000	98
<b>NORTH CAROLINA</b>	Burke	30,200	29,900	99
	Madison	6,700	6,600	98
<b>TENNESSEE</b>	Hancock	2,300	2,300	100
	Sevier	19,900	19,700	99
	Unicoi	6,500	6,400	98
<b>VIRGINIA</b>	Buchanan	11,900	11,700	98
	Dickenson	6,900	6,800	99
	Lee	9,400	9,200	98
	Russell	11,700	11,500	98
<b>Station Totals</b>		<b>410,600</b>	<b>406,200</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>				<b>140,000</b>
<b>Average Daily Circulation (1991)</b>				<b>56,200</b>

# 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: AFC, 3.7-meter Ku-band; Andrew, 7.2-meter C-band; Harris, 6.1-meter C-band; Andrew, 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.  
David K. Stockard, National Sales Manager.  
Ed Ward, Director of Engineering.  
Steve Beverly, News Director.  
Sherry Wyatt, Business Manager.

Highest 30 Sec. Rate: \$550.

NETWORK BASE HOURLY RATE: \$450.

City of License: Jackson. ADI: Jackson, TN. Rank: 182.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MISSISSIPPI			
	Alcorn	13,300	13,200	99
	Tishomingo	7,200	7,100	99
	TENNESSEE			
	Carroll	11,100	11,000	99
	Chester	5,200	5,200	100
	Crockett	5,300	5,300	100
	Decatur	4,500	4,400	98
	Dyer	13,800	13,700	99
	Gibson	19,200	19,000	99
Hardeman	8,700	8,600	99	
Hardin	8,700	8,600	99	
Haywood	7,200	7,100	99	
Henderson	9,300	9,200	99	
Henry	11,800	11,700	99	
Lake	2,600	2,600	100	



WBBJ-TV BPC-T-4266 Granted 3/17/70

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Mc Nairy	9,800	9,700	99
	Madison	30,600	30,400	99
	Obion	13,200	13,100	99
	Weakley	12,600	12,500	99
Between 25-49%	KENTUCKY			
	Fulton	3,100	3,100	100
	TENNESSEE			
	Perry	2,600	2,600	100
	Wayne	5,500	5,400	98
Between 5-24%	KENTUCKY			
	Calloway	12,000	11,900	99
	Graves	13,600	13,500	99
	Hickman	1,900	1,900	100
	MISSOURI			
	Pemiscot	8,600	8,400	98
	MISSISSIPPI			
	Benton	2,700	2,700	100
	Prentiss	9,400	9,300	99
	TENNESSEE			
	Benton	6,300	6,200	98
	Fayette	8,800	8,700	99
	Humphreys	6,400	6,400	100
	Lauderdale	9,500	9,400	99
	Tipton	13,300	13,200	99
Station Totals		297,800	295,100	99
Net Weekly Circulation (1991)			159,800	
Average Daily Circulation (1991)			94,800	

# Tennessee—Jackson

**WMTU**

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"

Holds 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 Culppepper, 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: 182.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TENNESSEE Chester	5,200	5,200	100
	TENNESSEE Carroll	11,100	11,000	99
Between 25-49%	Gibson	19,200	19,000	99
	Hardin	8,700	8,600	99



WMTU BPCT-900321LB Granted 9/10/91 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Haywood	7,200	7,100	99
	Madison	30,600	30,400	99
Between 5-24%	TENNESSEE			
	Benton	6,300	6,200	98
	Crockett	5,300	5,300	100
	Decatur	4,500	4,400	98
	Dyer	13,800	13,700	99
	Hardeman	8,700	8,600	99
	Henderson	9,300	9,200	99
	Mc Nairy	9,800	9,700	99
	Obion	13,200	13,100	99
	Weakley	12,600	12,500	99
<b>Station Totals</b>		<b>165,500</b>	<b>164,000</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>			<b>43,900</b>	
<b>Average Daily Circulation (1991)</b>			<b>16,400</b>	

# Tennessee—Johnson City-Bristol-Kingsport

**WJHL-TV**

Ch. 11

**Network Service:** CBS.

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

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

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

**Telephone:** 615-926-2151. **TWX:** 810-575-8551. **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:** 84.

**Total Households:** ©MSI Consumer Market Data as of 1/1/91. **TV Homes, TV% and Circulation** ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>TENNESSEE</b>			
	Carter	20,300	20,200	100
	Greene	21,500	21,300	99
	Hawkins	18,000	17,800	99
	Johnson	5,600	5,500	98
	Sullivan	59,400	59,100	99
	Unicoi	6,500	6,400	98
	Washington	35,700	35,500	99
	<b>VIRGINIA</b>			
	Buchanan	11,900	11,700	98
	Dickenson	6,900	6,800	99
	Lee	9,400	9,200	98
	Russell	11,700	11,500	98
	Scott	8,900	8,700	98
	Smyth	11,900	11,800	99
	Washington	24,700	24,400	99
	Wise	17,000	16,800	99



WJHL-TV BPCT-4385 Granted 1/5/71

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>KENTUCKY</b>			
	Letcher	10,600	10,400	98
	<b>NORTH CAROLINA</b>			
	Avery	5,600	5,500	98
	Watauga	13,000	12,800	98
<b>VIRGINIA</b>	Tazewell	17,300	17,100	99
	<b>KENTUCKY</b>			
<b>Between 5-24%</b>	Bell	11,900	11,800	99
	Harlan	14,300	14,100	99
	Knott	6,200	6,100	98
	Pike	28,600	28,300	99
	<b>NORTH CAROLINA</b>			
	Ashe	9,500	9,300	98
	Jackson	10,100	9,900	98
	Madison	6,700	6,600	98
	Mitchell	5,600	5,500	98
	Yancey	6,100	6,000	98
	<b>TENNESSEE</b>			
	Claiborne	10,100	10,000	99
	Coke	11,600	11,500	99
Grainger	6,700	6,600	98	
Hamblen	21,200	21,000	99	
Hancock	2,300	2,300	100	
Jefferson	12,900	12,800	99	
<b>VIRGINIA</b>				
Wythe	9,800	9,700	99	
<b>WEST VIRGINIA</b>				
Wyoming	11,700	11,500	98	
<b>Station Totals</b>		<b>501,200</b>	<b>495,500</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>				<b>260,800</b>
<b>Average Daily Circulation (1991)</b>				<b>153,800</b>

# Tennessee—Kingsport-Johnson City-Bristol

## WKPT-TV

Ch. 19

Network Service: ABC.

Licensee: Holston Valley Bcstg. Corp., Box WKPT, Kingsport, TN 37662.

Studio: 222 Commerce St., Kingsport, TN 37660.

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-Com, 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  
Harold T. Dougherty, Senior Vice President, Engineering.  
Bette Lawson, Vice President, Controller.  
Jack Jeter, Sales Manager.  
Betty Payne, News Director.  
Fred Falkn, 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: 84.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>TENNESSEE</b>			
	Carter	20,300	20,200	100
	Sullivan	59,400	59,100	99
	Unicoi	6,500	6,400	98
	Washington	35,700	35,500	99
	<b>VIRGINIA</b>			
	Dickenson	6,900	6,800	99
	Russell	11,700	11,500	98
	Washington	24,700	24,400	99
	Wise	17,000	16,800	99
Between 25-49%	<b>KENTUCKY</b>			
	Letcher	10,600	10,400	98



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Pike	28,600	28,300	99
	<b>NORTH CAROLINA</b>			
	Watauga	13,000	12,800	98
	<b>TENNESSEE</b>			
	Greene	21,500	21,300	99
	Hawkins	18,000	17,800	99
	Johnson	5,600	5,500	98
	<b>VIRGINIA</b>			
	Buchanan	11,900	11,700	98
	Lee	9,400	9,200	98
	Scott	8,900	8,700	98
	Smyth	11,900	11,800	99
	Wythe	9,800	9,700	99
Between 5-24%	<b>KENTUCKY</b>			
	Bell	11,900	11,800	99
	Harlan	14,300	14,100	99
	Knott	6,200	6,100	98
	Leslie	5,000	4,900	98
	Perry	12,200	12,000	98
	<b>NORTH CAROLINA</b>			
	Alleghany	3,900	3,800	97
	Avery	5,600	5,500	98
	<b>TENNESSEE</b>			
Cocke	11,600	11,500	99	
Hamblen	21,200	21,000	99	
Hancock	2,300	2,300	100	
<b>VIRGINIA</b>				
Tazewell	17,300	17,100	99	
<b>Station Totals</b>		<b>442,900</b>	<b>438,000</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>				<b>190,800</b>
<b>Average Daily Circulation (1991)</b>				<b>87,500</b>



# 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.

Telephone: 615-637-6666. 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: AFC, 3.7-meter Ku-band; Andrew, 4.5-meter; Andrew, 7.2-meter; Comtech, 3.8-meter Ku-band; Comtech, 5-meter; Avantek, Pinzone, M/A-Com, Scientific-Atlanta, Standard Communications 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.  
Larry Cazavan, Station Operations Director & Program Director.  
Rick McCue, General Sales Manager.  
Joe Warnecke, National Sales Manager.  
Bob Williams, Chief Engineer.  
David Smith, News Director.  
Steve Oglesby, Promotion Director.  
Debbie Farmer, Business Manager.

Highest 30 Sec. Rate: \$2000.

NETWORK BASE HOURLY RATE: \$1600.

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

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	<b>KENTUCKY</b>				
		Bell	11,900	11,800	99
		Harian	14,300	14,100	99
		Knox	11,100	10,900	98
		McCreary	5,800	5,700	98
		Whitley	13,700	13,500	99
		<b>TENNESSEE</b>			
		Anderson	28,400	28,300	100
		Blount	33,900	33,700	99
		Campbell	14,000	13,800	99
		Claiborne	10,100	10,000	99
		Cocke	11,600	11,500	99
		Cumberland	13,200	13,000	98
		Fentress	5,800	5,700	98
	Grainger	6,700	6,600	98	
	Hamblen	21,200	21,000	99	
	Hancock	2,300	2,300	100	
	Henderson	12,900	12,800	99	
	Knox	135,700	135,000	99	
	Loudon	12,400	12,300	99	
	Monroe	11,500	11,400	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Morgan	5,800	5,700	98
	Roane	19,000	18,900	99
	Scott	7,400	7,300	99
	Sevier	19,900	19,700	99
	Union	5,000	4,900	98
<b>TENNESSEE</b>				
Between 25-49%	Greene	21,500	21,300	99
	Hawkins	18,000	17,800	99
	Mcminn	16,400	16,300	99
	Meigs	3,000	3,000	100
	Rhea	9,600	9,500	99
<b>VIRGINIA</b>				
	Lee	9,400	9,200	98
<b>GEORGIA</b>				
Between 5-24%	Fannin	6,500	6,400	98
	Union	4,500	4,400	98
<b>KENTUCKY</b>				
	Clay	7,900	7,800	99
	Clinton	3,600	3,600	100
	Laurel	15,900	15,700	99
	Leslie	5,000	4,900	98
	Pulaski	19,300	19,000	98
	Wayne	6,800	6,700	99
<b>NORTH CAROLINA</b>				
	Graham	2,500	2,500	100
	Macon	9,900	9,700	98
<b>TENNESSEE</b>				
	Bledsoe	3,500	3,500	100
	Overton	6,900	6,800	99
	Polk	4,900	4,900	100
<b>VIRGINIA</b>				
	Scott	8,900	8,700	98
<b>Station Totals</b>		617,600	611,600	99
<b>Net Weekly Circulation (1991)</b>			397,300	
<b>Average Daily Circulation (1991)</b>			230,700	

# Tennessee—Knoxville

**WBIR-TV**

Ch. 10

Network Service: NBC.

Licensee: Multimedia WBIR Inc., Box 2760, Greenville, SC 29602.

Studio: 1513 Hutchinson Ave., Knoxville, TN 37917.

Telephone: 615-637-1010. TWX: 810-583-0172.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 35.5-kw aural. Antenna: 1790-ft. above av. terrain, 1504-ft. above ground, 2849-ft. above sea level.

Latitude 36° 00' 19"  
Longitude 83° 56' 23"

Transmitter: Memorial Park Rd., Sharp's Ridge, Knoxville.

Satellite Earth Stations: Scientific-Atlanta, 7-meter; Anixter-Mark, 5-meter; Scientific-Atlanta, 4.6-meter; RCA Americom, 3.6-meter Ku-band; Harris, 3-meter; Harris, M/A-Com, Scientific-Atlanta receivers.

News Services: AP, CNN, NIWS.

Ownership: Multimedia 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 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>KENTUCKY</b>			
	Bell	11,900	11,800	99
	Harlan	14,300	14,100	99
	Knox	11,100	10,900	98
	Mc Creary	5,800	5,700	98
	Wayne	6,800	6,700	99
	Whitley	13,700	13,500	99
	<b>TENNESSEE</b>			
	Anderson	28,400	28,300	100
	Blount	33,900	33,700	99
	Campbell	14,000	13,800	99
	Claiborne	10,100	10,000	99
	Cocke	11,600	11,500	99
	Cumberland	13,200	13,000	98
Fentress	5,800	5,700	98	
Grainger	6,700	6,600	98	
Hamblen	21,200	21,000	99	
Hancock	2,300	2,300	100	
Jefferson	12,900	12,800	99	
Knox	135,700	135,000	99	
Loudon	12,400	12,300	99	
Monroe	11,500	11,400	99	
Morgan	5,800	5,700	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Roane	19,000	18,900	99
	Scott	7,400	7,300	99
	Sevier	19,900	19,700	99
	Union	5,000	4,900	98
Between 25-49%	<b>KENTUCKY</b>			
	Laurel	15,900	15,700	99
	Pulaski	19,300	19,000	98
Russell	5,800	5,700	98	
NORTH CAROLINA	Graham	2,500	2,500	100
TENNESSEE	Greene	21,500	21,300	99
	Hawkins	18,000	17,800	99
	Mcminn	16,400	16,300	99
	Rhea	9,600	9,500	99
VIRGINIA	Lee	9,400	9,200	98
Between 5-24%	<b>GEORGIA</b>			
	Union	4,500	4,400	98
	<b>KENTUCKY</b>			
Clay	7,900	7,800	99	
Clinton	3,600	3,600	100	
TENNESSEE	Bledsoe	3,500	3,500	100
	Meigs	3,000	3,000	100
	Overton	6,900	6,800	99
	Polk	4,900	4,900	100
	Putnam	20,100	19,900	99
	Sullivan	59,400	59,100	99
	Unicoi	6,500	6,400	98
<b>VIRGINIA</b>				
Wise	17,000	16,800	99	
<b>Station Totals</b>		<b>696,100</b>	<b>689,800</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>			<b>432,000</b>	
<b>Average Daily Circulation (1991)</b>			<b>268,900</b>	

# 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 Inc. (Group Owner).

**Began Operation:** December 31, 1983. Sale to present owner by Media Central Inc. approved by FCC July 17, 1990. FCC approved sale to Media Central by H. Bernard Dixon, et al., Oct. 1, 1985.

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

**Represented (legal):** Cordon & Kelly.

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

**Personnel:**

- Jim Abbott, General Manager.
- Bill DeWert, Station Manager.
- Larry Frost, General Sales Manager.
- Phil Rainey, News Director.
- Amy Kozar, Program Director.
- Greg Perry, Promotion Director.
- Sandy Bowers, Business Manager.
- Jeff Hamilton, Chief Engineer.

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

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

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>TENNESSEE</b>			
	Anderson	28,400	28,300	100
	Blount	33,900	33,700	99
	Knox	135,700	135,000	99
	Loudon	12,400	12,300	99
<b>Between 25-49%</b>	<b>KENTUCKY</b>			
	Bell	11,900	11,800	99
	McCreary	5,800	5,700	98
	<b>TENNESSEE</b>			
	Campbell	14,000	13,800	99



WKCH-TV BMPCT—830728KJ Granted 9/22/83 ©American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>CLAYBORNE</b>	10,100	10,000	99
	<b>GRAINGER</b>	6,700	6,600	98
	<b>HAMBLLEN</b>	21,200	21,000	99
	<b>JEFFERSON</b>	12,900	12,800	99
	<b>MONROE</b>	11,500	11,400	99
	<b>MORGAN</b>	5,800	5,700	98
	<b>ROANE</b>	19,000	18,900	99
	<b>SEVIER</b>	19,900	19,700	99
	<b>UNION</b>	5,000	4,900	98
	<b>Between 5-24%</b>	<b>KENTUCKY</b>		
Harlan		14,300	14,100	99
Knox		11,100	10,900	98
	Whitley	13,700	13,500	99
<b>TENNESSEE</b>	Cocke	11,600	11,500	99
	Cumberland	13,200	13,000	98
	Hawkins	18,000	17,800	99
	McMinn	16,400	16,300	99
	Meigs	3,000	3,000	100
	Rhea	9,600	9,500	99
	Scott	7,400	7,300	99
	<b>Station Totals</b>		<b>472,500</b>	<b>468,500</b>
<b>Net Weekly Circulation (1991)</b>				<b>190,900</b>
<b>Average Daily Circulation (1991)</b>				<b>78,200</b>

# 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 visual, 31.6-kw aural. Antenna: Circularly polarized, 1254-ft. above av. terrain, 1016-ft. above ground, 2274-ft. above sea level.

Latitude 36° 00' 35.90"  
Longitude 83° 55' 56.50"

Transmitter: 0.18-mi. NE of Sharp's Ridge Memorial Park, Knox County.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Scientific-Atlanta, 5-meter C-band; Scientific-Atlanta, 7-meter C-band.

News Services: AP, CBS.

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.  
Richard Hall, News Director.  
Sue Carr Walker, Promotion Director.  
Robert H. Glenn, Chief Engineer.  
William E. Eckstein, Cable Relations.  
Evelyn Cannon, Business Manager.  
Ralph H. Boston, Sports Director.

Rates: On request.

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

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KENTUCKY			
	Bell	11,900	11,800	99
	McCreary	5,800	5,700	98
50% & Over	TENNESSEE			
	Anderson	28,400	28,300	100
	Blount	33,900	33,700	99
	Campbell	14,000	13,800	99
	Claiborne	10,100	10,000	99
	Cocke	11,600	11,500	99
	Cumberland	13,200	13,000	98
	Grainger	6,700	6,600	98
	Hamblen	21,200	21,000	99
	Hancock	2,300	2,300	100



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Jefferson	12,900	12,800	99
	Knox	135,700	135,000	99
	Loudon	12,400	12,300	99
	Monroe	11,500	11,400	99
	Morgan	5,800	5,700	98
	Roane	19,000	18,900	99
	Scott	7,400	7,300	99
	Sevier	19,900	19,700	99
	Union	5,000	4,900	98
Between 25-49%	KENTUCKY			
	Knox	11,100	10,900	98
	Pulaski	19,300	19,000	98
Between 25-49%	TENNESSEE			
	Fentress	5,800	5,700	98
	Hawkins	18,000	17,800	99
McMinn	16,400	16,300	99	
Between 5-24%	KENTUCKY			
	Harlan	14,300	14,100	99
	Laurel	15,900	15,700	99
	Wayne	6,800	6,700	99
	Whitley	13,700	13,500	99
	TENNESSEE			
Greene	21,500	21,300	99	
Meigs	3,000	3,000	100	
Rhea	9,600	9,500	99	
VIRGINIA				
Lee	9,400	9,200	98	
Station Totals		553,500	548,400	99
Net Weekly Circulation (1991)			347,500	
Average Daily Circulation (1991)			184,300	

# 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. 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): Wyrick, Robbins, Yates & Portona.

### Personnel:

Timothy M. Lynch, President & General Manager.

Al Tanksley, Local Sales Manager.

Susan Adams, National Sales Manager.

Dave Janecsek, News Director.

Pat Boren, Promotion & Marketing Director.

Larry Coughlan, Chief Engineer.

Jean Piercy, Business Manager.

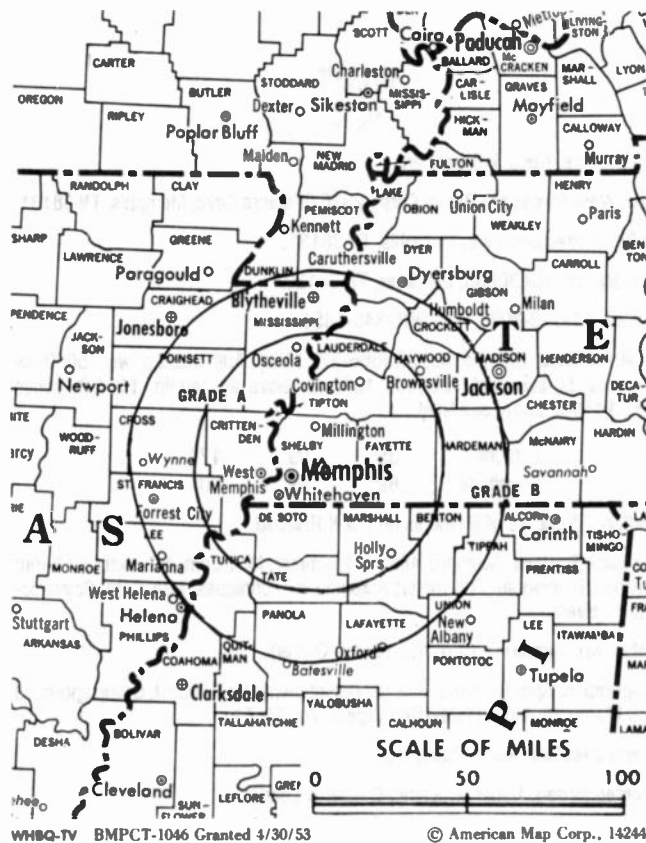
Dewey Keener, Sales Service Director.

Rates: On request.

City of License: Memphis. ADI: Memphis. Rank: 38.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARKANSAS			
	Crittenden	17,300	17,000	98
	Cross	6,800	6,700	99
	Lee	5,100	5,000	98
	Mississippi	19,700	19,400	98
	Phillips	10,700	10,400	97
	St Francis	9,900	9,700	98
	MISSOURI			
	Pemiscot	8,600	8,400	98
	MISSISSIPPI			
	Benton	2,700	2,700	100
	De Soto	23,800	23,500	99
	Lafayette	11,500	11,400	99
	Marshall	11,100	10,900	99
	Panola	10,400	10,300	99
Quitman	3,900	3,800	97	
Tate	7,400	7,300	99	
Tunica	3,000	3,000	100	
TENNESSEE				
Crockett	5,300	5,300	100	
Dyer	13,800	13,700	99	
Fayette	8,800	8,700	99	
Haywood	7,200	7,100	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Lauderdale	9,500	9,400	99
	Shelby	310,000	308,400	99
	Tipton	13,300	13,200	99
Between 25-49%	ARKANSAS			
	Craighead	24,600	24,400	99
	Greene	12,600	12,400	98
	Poinsett	9,300	9,200	99
	MISSISSIPPI			
	Alcorn	13,300	13,200	99
	Coahoma	12,400	12,200	98
	Lee	25,400	25,200	99
	Tippah	7,200	7,100	99
	Union	9,000	8,900	99
Between 5-24%	TENNESSEE			
	Gibson	19,200	19,000	99
	Hardeman	8,700	8,600	99
	Lake	2,600	2,600	100
	Mc Nairy	9,800	9,700	99
	Madison	30,600	30,400	99
	Obion	13,200	13,100	99
	ARKANSAS			
	Clay	7,700	7,600	99
	Jackson	7,600	7,500	99
Monroe	4,500	4,400	98	
Woodruff	3,600	3,500	97	
MISSOURI				
Dunklin	12,900	12,600	98	
New Madrid	7,600	7,400	97	
MISSISSIPPI				
Grenada	7,000	6,900	99	
(Continued on page A-1066)				
Station Totals		857,600	849,300	99
Net Weekly Circulation (1991)				525,300
Average Daily Circulation (1991)				280,400

# Tennessee—Memphis

**WLMT**

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:**

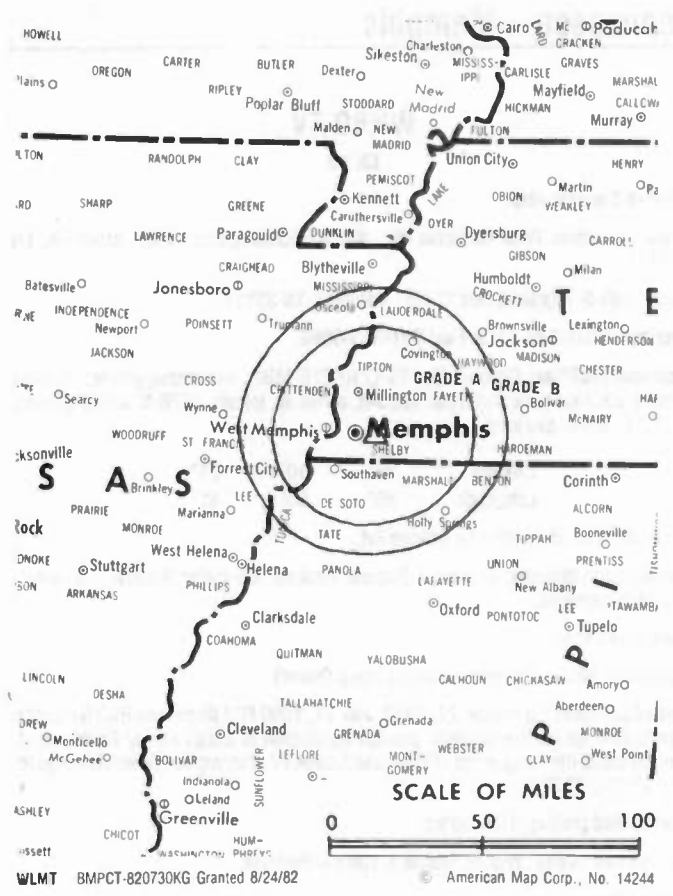
- Richard B. Taylor, Vice President & General Manager.
- Bob Moss, General Sales Manager.
- Trey Murphree, Local Sales Manager.
- Edward Murlatt, Chief Engineer.
- Linda Murlatt, Program Director.
- Denise G. Reber, Business Manager.

Highest 30 Sec. Rate: \$1200.

City of License: Memphis. ADI: Memphis. Rank: 38.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MISSISSIPPI			
	De Soto	23,800	23,500	99
	Tate	7,400	7,300	99
	TENNESSEE			
	Shelby	310,000	308,400	99
Between 25-49%	ARKANSAS			
	Crittenden	17,300	17,000	98
	Cross	6,800	6,700	99
	Mississippi	19,700	19,400	98
	Phillips	10,700	10,400	97
	Polinsett	9,300	9,200	99
	St Francis	9,900	9,700	98
	MISSISSIPPI			
	Alcorn	13,300	13,200	99



WLMT BMPCT-820730KG Granted 8/24/82

American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Coahoma	12,400	12,200	98
	Lafayette	11,500	11,400	99
	Marshall	11,100	10,900	99
	Tunica	3,000	3,000	100
	TENNESSEE			
	Fayette	8,800	8,700	99
	Lauderdale	9,500	9,400	99
	Tipton	13,300	13,200	99
Between 5-24%	ARKANSAS			
	Craighead	24,600	24,400	99
	Greene	12,600	12,400	98
	Lee	5,100	5,000	98
	MISSISSIPPI			
	Benton	2,700	2,700	100
	Panola	10,400	10,300	99
Quitman	3,900	3,800	97	
	Tippah	7,200	7,100	99
	Union	9,000	8,900	99
	TENNESSEE			
	Dyer	13,800	13,700	99
	Hardeman	8,700	8,600	99
	Haywood	7,200	7,100	99
<b>Station Totals</b>		<b>603,000</b>	<b>597,600</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>				<b>255,100</b>
<b>Average Daily Circulation (1991)</b>				<b>98,600</b>

# Tennessee—Memphis

## WMC-TV

Ch. 5

Network Service: NBC.

Licensee: Scripps Howard Inc., 1100 Central Trust Tower, Box 5380, Cincinnati, OH 45201.

Studio: 1960 Union Ave., Memphis, TN 38104.

Telephone: 901-726-0555.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1013-ft. above av. terrain, 1088-ft. above ground, 1335-ft. above sea level.

Latitude 35° 10' 09"  
Longitude 89° 53' 12"

Transmitter: 5317 Crestview Dr., U.S. 70 & Macon Rd.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; GE, 5-meter Ku-band; Miralite, 3.9-meter Ku & C-band; Harris, M/A-Com, Scientific-Atlanta, Standard Components receivers.

AM Affiliate: WMC, 5-kw, 790 kHz (ABC).

FM Affiliate: WMC-FM, 300-kw, 99.7 MHz (No. 259), 910-ft (ABC).

News Services: AP, CNN, NBC, UPI.

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

Began Operation: December 11, 1948.

Represented (sales): Blair Television.

Represented (legal): Baker & Hostetler.

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

### Personnel:

- Ron Klayman, Vice President & General Manager.
- Joe Cooper, Assistant General Manager, Sales.
- 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: 38.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>ARKANSAS</b>			
	Craighead	24,600	24,400	99
	Crittenden	17,300	17,000	98
	Cross	6,800	6,700	99
	Greene	12,600	12,400	98
	Lee	5,100	5,000	98
	Mississippi	19,700	19,400	98
	Phillips	10,700	10,400	97
	Poinsett	9,300	9,200	99
	St Francis	9,900	9,700	98
	<b>MISSOURI</b>			
	Pemiscot	8,600	8,400	98
	<b>MISSISSIPPI</b>			
	Alcorn	13,300	13,200	99
Benton	2,700	2,700	100	
Coahoma	12,400	12,200	98	
De Soto	23,800	23,500	99	



WMC-TV BMPCT-1450 Granted 10/30/53

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Grenada	7,000	6,900	99
	Lafayette	11,500	11,400	99
	Marshall	11,100	10,900	99
	Panola	10,400	10,300	99
	Quitman	3,900	3,800	97
	Tate	7,400	7,300	99
	Tippah	7,200	7,100	99
	Tunica	3,000	3,000	100
	Union	9,000	8,900	99
	<b>TENNESSEE</b>			
	Chester	5,200	5,200	100
Crockett	5,300	5,300	100	
Dyer	13,800	13,700	99	
Fayette	8,800	8,700	99	
Gibson	19,200	19,000	99	
Hardeman	8,700	8,600	99	
Haywood	7,200	7,100	99	
Lauderdale	9,500	9,400	99	
Mc Nairy	9,800	9,700	99	
Madison	30,600	30,400	99	
Shelby	310,000	308,400	99	
Tipton	13,300	13,200	99	
Between 25-49%	<b>ARKANSAS</b>			
	Clay	7,700	7,600	99
	Lawrence	7,100	7,000	99
	Randolph	6,600	6,500	98
<b>MISSOURI</b>				
Dunklin	12,900	12,600	98	
<b>MISSISSIPPI</b>				
Bolivar	14,500	14,200	98	
(Continued on page A-1066)				
<b>Station Totals</b>		<b>966,900</b>	<b>956,600</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>				<b>668,200</b>
<b>Average Daily Circulation (1991)</b>				<b>422,000</b>

# 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: 901-272-8759.

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: DH Satellite, 4.3-meter Ku & C-band; Scientific-Atlanta, 5-meter C-band; United Satellite Systems, 5-meter C-band; Vertex, 3-meter Ku-band; Scientific-Atlanta, Standard Communications receivers.

Ownership: Chase Communications 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. Transfer to present owners approved by FCC May 31, 1988.

Represented (sales): Settel 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.  
Bill Graff, Program Director.  
Jon Keck, Promotion Director.  
Linda Threet, Business Manager.  
Stephen W. Pickell, Chief Engineer.  
Cathy Dichtel, Marketing Director.

Highest 30 Sec. Rate: \$1500.

City of License: Memphis. ADI: Memphis. Rank: 38.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>ARKANSAS</b>			
	Craighead	24,600	24,400	99
	Crittenden	17,300	17,000	98
	Cross	6,800	6,700	99
	Mississippi	19,700	19,400	98
	Phillips	10,700	10,400	97
	Poinsett	9,300	9,200	99
	<b>MISSISSIPPI</b>			
	Alcorn	13,300	13,200	99
	De Soto	23,800	23,500	99
	Marshall	11,100	10,900	99
	Tate	7,400	7,300	99
	Tippah	7,200	7,100	99
	Tunica	3,000	3,000	100
	<b>TENNESSEE</b>			
	Fayette	8,800	8,700	99
	Haywood	7,200	7,100	99
	Lake	2,600	2,600	100
	Lauderdale	9,500	9,400	99
Shelby	310,000	308,400	99	
Tipton	13,300	13,200	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	<b>ARKANSAS</b>			
	Greene	12,600	12,400	98
	Lee	5,100	5,000	98
	St Francis	9,900	9,700	98
	<b>MISSOURI</b>			
	Dunklin	12,900	12,600	98
	Pemiscot	8,600	8,400	98
	<b>MISSISSIPPI</b>			
	Benton	2,700	2,700	100
	Coahoma	12,400	12,200	98
Between 5-24%	<b>MISSOURI</b>			
	Lafayette	11,500	11,400	99
	Panola	10,400	10,300	99
	Union	9,000	8,900	99
	<b>TENNESSEE</b>			
	Crockett	5,300	5,300	100
	Dyer	13,800	13,700	99
	Gibson	19,200	19,000	99
	Hardeman	8,700	8,600	99
	Madison	30,600	30,400	99
Between 5-24%	<b>ARKANSAS</b>			
	Clay	7,700	7,600	99
	Jackson	7,600	7,500	99
	Lawrence	7,100	7,000	99
	Monroe	4,500	4,400	98
	Woodruff	3,600	3,500	97
	<b>MISSOURI</b>			
	New Madrid	7,600	7,400	97
	<b>MISSISSIPPI</b>			
	Itawamba	8,000	7,900	99
Lee	25,400	25,200	99	

(Continued on page A-1066)

<b>Station Totals</b>	808,500	800,600	99
<b>Net Weekly Circulation (1991)</b>			389,600
<b>Average Daily Circulation (1991)</b>			162,500



# 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 Dr., 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: Transmit/receive Andrew, 4.5-meter Ku-band; Satcom Technologies, 5-meter Ku & C-band; Scientific-Atlanta, 4.7-meter C-band; Scientific-Atlanta, 7-meter C-band; DX Engineering, Scientific-Atlanta receivers.

News Services: AP, CBS, National Weather Service, New York Times News Service.

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.
- Ron Walter, Vice President & Station Manager.
- Hugh Pulley, Vice President & General Sales Manager.
- Jim Anhalt, Vice President, Engineering & Operations.
- Peggy Vyncke, Vice President & Business Manager.
- Jim Hawkins, National Sales Manager.
- Tim Morrissey, News Director.
- Carl Bauman, Director of Advertising & Promotion.
- Nicky Roberts, Marketing Director.
- John Jackson, Chief Engineer.
- Cal Crowell, Director of Creative Services.
- Virginia Ford, Traffic Manager.
- Stella L. Fields, Program Traffic Manager.

Highest 30 Sec. Rate: \$2500.

NETWORK BASE HOURLY RATE: \$2272.

City of License: Memphis. ADI: Memphis. Rank: 38.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>ARKANSAS</b>			
	Craighead	24,600	24,400	99
	Crittenden	17,300	17,000	98
	Cross	6,800	6,700	99
	Greene	12,600	12,400	98
	Lee	5,100	5,000	98
	Mississippi	19,700	19,400	98
	Phillips	10,700	10,400	97
	Poinsett	9,300	9,200	99
	St Francis	9,900	9,700	98
<b>MISSOURI</b>				
	Pernisot	8,600	8,400	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>MISSISSIPPI</b>			
	Alcorn	13,300	13,200	99
	Benton	2,700	2,700	100
	Coahoma	12,400	12,200	98
	De Soto	23,800	23,500	99
	Lafayette	11,500	11,400	99
	Marshall	11,100	10,900	99
	Panola	10,400	10,300	99
	Quitman	3,900	3,800	97
	Tate	7,400	7,300	99
	Tippah	7,200	7,100	99
	Tunica	3,000	3,000	100
	<b>TENNESSEE</b>	Chester	5,200	5,200
Crockett		5,300	5,300	100
Dyer		13,800	13,700	99
Fayette		8,800	8,700	99
Gibson		19,200	19,000	99
Hardeman		8,700	8,600	99
Hardin		8,700	8,600	99
Haywood		7,200	7,100	99
Lauderdale		9,500	9,400	99
Mc Nairy		9,800	9,700	99
Madison		30,600	30,400	99
Shelby		310,000	308,400	99
Tipton		13,300	13,200	99
Between 25-49%	<b>ARKANSAS</b>			
	Clay	7,700	7,600	99
	Lawrence	7,100	7,000	99
	Monroe	4,500	4,400	98
Rowland	6,600	6,500	98	
(Continued on page A-1066)				
<b>Station Totals</b>		<b>893,800</b>	<b>884,900</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>				<b>638,800</b>
<b>Average Daily Circulation (1991)</b>				<b>390,200</b>

# Tennessee—Murfreesboro-Nashville

**WHTN**

Ch. 39

**Network Service:** None, independent.

**Licensee:** Christian Television Network Inc., Box 6922, Clearwater, FL 34618.

**Studio:** 14346 Lebanon Rd., Old Hickory, TN 37138-1628.

**Telephone:** 615-754-0039.

**Technical Facilities:** Channel No. 39 (620-626 MHz). Authorized power: 1910-kw max. visual, 191-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.

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

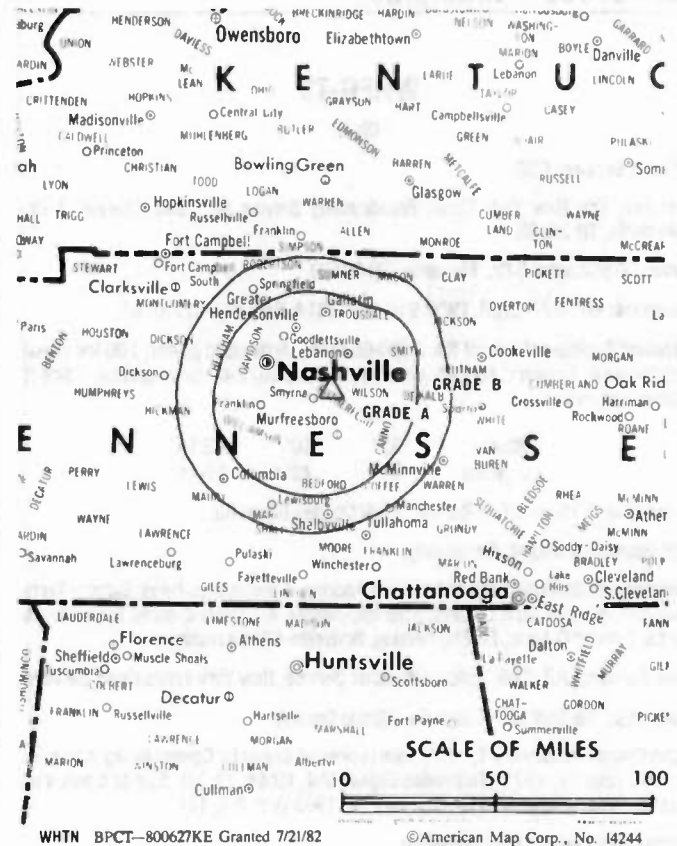
**Personnel:**

- Robert R. D'Andrea, President & General Manager.
- Jerry Dunn, Station Manager.
- Cardin A. Hesselton, General Sales Manager & Program Director.
- Carl Berger, Chief Engineer.

**Highest 30 Sec. Rate:** \$90.

**City of License:** Murfreesboro. ADI: Nashville. Rank: 32.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>TENNESSEE</b>				
Between 5-24%	Marshall	8,400	8,300	99
<b>Station Totals</b>		<b>8,400</b>	<b>8,300</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>				<b>7,000</b>
<b>Average Daily Circulation (1991)</b>				<b>2,000</b>

# 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.

Telephones: 615-259-2200; 212-758-5090.

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 Service: AP.

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): Wiley, Rein & Fielding.

### 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 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>KENTUCKY</b>			
	Allen	5,900	5,900	99
	Christian	20,200	20,100	100
	Monroe	4,700	4,700	100
	Simpson	5,500	5,500	100
	Todd	4,300	4,300	100
	Trigg	3,600	3,600	100
	<b>TENNESSEE</b>			
	Bedford	11,400	11,300	99
	Benton	6,300	6,200	98
Cannon	4,300	4,300	100	
Cheatham	10,000	9,900	99	
Clay	3,100	3,100	100	
Coffee	16,600	16,500	99	
Davidson	210,400	209,600	100	
De Kalb	5,900	5,800	98	
Dickson	13,300	13,200	99	
Franklin	12,600	12,500	99	
Giles	9,600	9,500	99	
Henry	11,800	11,700	99	
Hickman	6,100	6,100	100	
Houston	2,400	2,400	100	



WKRN-TV Doc—19617 Granted 8/23/73

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Humphreys	6,400	6,400	100
	Jackson	3,300	3,300	100
	Lawrence	13,600	13,500	99
	Lewis	3,800	3,800	100
	Macon	6,400	6,300	98
	Marshall	8,400	8,300	99
	Maury	21,600	21,500	100
	Montgomery	35,200	35,000	99
	Overton	6,900	6,800	99
	Perry	2,600	2,600	100
	Putnam	20,100	19,900	99
	Robertson	15,800	15,700	99
	Rutherford	42,000	41,800	100
	Smith	5,800	5,800	100
	Stewart	3,900	3,900	100
	Sumner	37,400	37,200	99
	Trousdale	2,700	2,700	100
	Van Buren	1,500	1,500	100
	Warren	13,200	13,100	99
	White	8,200	8,100	99
Williamson	28,400	28,200	99	
Wilson	26,100	25,900	99	
Between 25-49%	<b>KENTUCKY</b>			
	Barren	13,000	12,900	99
	Butler	4,200	4,200	100
	Calloway	12,000	11,900	99
	Cumberland	2,800	2,800	100
	Logan	10,000	9,900	99
<b>TENNESSEE</b>				
Decatur	4,500	4,400	98	
(Continued on page A-1066)				
<b>Station Totals</b>		<b>851,100</b>	<b>845,800</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>				<b>615,100</b>
<b>Average Daily Circulation (1991)</b>				<b>364,100</b>

# 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, Contoller.
- Carolyn Lawrence, Creative Services Director.
- Larry Emsweller, Operations Manager.

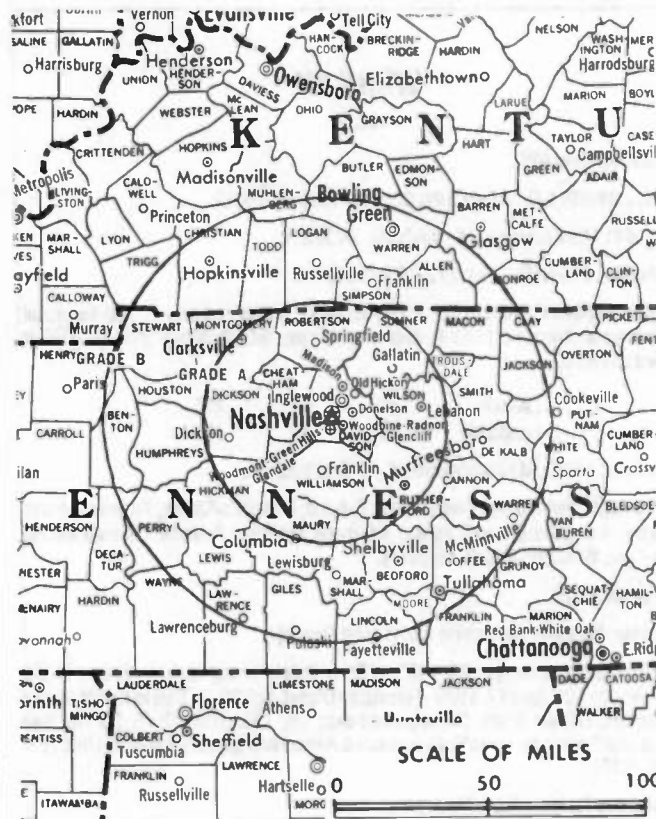
Rates: On request.

NETWORK BASE HOURLY RATE: \$1800.

City of License: Nashville. ADI: Nashville. Rank: 32.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	<b>KENTUCKY</b>				
		Allen	5,900	5,900	99
		Barren	13,000	12,900	99
		Butler	4,200	4,200	100
		Christian	20,200	20,100	100
		Clinton	3,600	3,600	100
		Cumberland	2,800	2,800	100
		Edmonson	3,500	3,500	100
		Logan	10,000	9,900	99
		Monroe	4,700	4,700	100
		Simpson	5,500	5,500	100
		Todd	4,300	4,300	100
		Trigg	3,600	3,600	100
		Warren	30,900	30,700	99
		<b>TENNESSEE</b>			
		Bedford	11,400	11,300	99
		Benton	6,300	6,200	98



WSMV BPCT-860206KE Granted 3/24/86

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Cannon	4,300	4,300	100
	Carroll	11,100	11,000	99
	Cheatham	10,000	9,900	99
	Clay	3,100	3,100	100
	Coffee	16,600	16,500	99
	Davidson	210,400	209,600	100
	Decatur	4,500	4,400	98
	De Kalb	5,900	5,800	98
	Dickson	13,300	13,200	99
	Franklin	12,600	12,500	99
	Giles	9,600	9,500	99
	Henry	11,800	11,700	99
	Hickman	6,100	6,100	100
	Houston	2,400	2,400	100
	Humphreys	6,400	6,400	100
	Jackson	3,300	3,300	100
	Lawrence	13,600	13,500	99
	Lewis	3,800	3,800	100
	Macon	6,400	6,300	98
	Marshall	8,400	8,300	99
	Maury	21,600	21,500	100
	Montgomery	35,200	35,000	99
	Moore	1,800	1,800	100
Overton	6,900	6,800	99	
Perry	2,600	2,600	100	
Pickett	1,600	1,600	100	
Putnam	20,100	19,900	99	
Robertson	15,800	15,700	99	
Rutherford	42,000	41,800	100	
Smith	5,800	5,800	100	

(Continued on page A-1067)

<b>Station Totals</b>	<b>937,600</b>	<b>931,500</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>			<b>696,700</b>
<b>Average Daily Circulation (1991)</b>			<b>433,700</b>

# 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: Circularly-polarized, 1394-ft. above av. terrain, 1179-ft. above ground, 2049-ft. above sea level.

Latitude 36° 16' 05"  
Longitude 86° 47' 16"

Transmitter: Brick Church Pike & Old Hickory Blvd.

Multichannel TV Sound: Stereo only.

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

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 H & C Communications approved Oct. 15, 1975. Sale to Landmark Communications was approved by FCC Sept. 12, 1991 (Vol. 31:26); projected closing date early 1992.

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.
- Charlie Orr, Operations Manager.
- Bob Clift, National Sales Manager.
- Mike Cavender, News Director.
- Mark A. Binda, Director of Programming.
- David Earnhardt, Director of Creative Services & Program Development.
- Jodi Bull, Promotion Manager.
- 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 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>KENTUCKY</b>			
	Allen	5,900	5,900	99
	Barren	13,000	12,900	99
	Butler	4,200	4,200	100
	Christian	20,200	20,100	100
	Clinton	3,600	3,600	100
	Cumberland	2,800	2,800	100
	Edmonson	3,500	3,500	100
	Logan	10,000	9,900	99
	Metcalfe	3,600	3,600	100
	Monroe	4,700	4,700	100
	Muhlenberg	11,500	11,400	99



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Simpson	5,500	5,500	100
	Todd	4,300	4,300	100
	Trigg	3,600	3,600	100
	Warren	30,900	30,700	99
	<b>TENNESSEE</b>			
	Bedford	11,400	11,300	99
	Benton	6,300	6,200	98
	Cannon	4,300	4,300	100
	Cheatham	10,000	9,900	99
	Clay	3,100	3,100	100
	Coffee	16,600	16,500	99
	Davidson	210,400	209,600	100
	De Kalb	5,900	5,800	98
	Dickson	13,300	13,200	99
	Fentress	5,800	5,700	98
	Giles	9,600	9,500	99
	Henry	11,800	11,700	99
	Hickman	6,100	6,100	100
	Houston	2,400	2,400	100
	Humphreys	6,400	6,400	100
	Jackson	3,300	3,300	100
	Lawrence	13,600	13,500	99
	Lewis	3,800	3,800	100
	Macon	6,400	6,300	98
	Marshall	8,400	8,300	99
	Maury	21,600	21,500	100
	Montgomery	35,200	35,000	99
	Overton	6,900	6,800	99
	Perry	2,600	2,600	100
	Pickett	1,600	1,600	100

(Continued on page A-1067)

<b>Station Totals</b>	<b>964,600</b>	<b>958,200</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>			<b>708,000</b>
<b>Average Daily Circulation (1991)</b>			<b>419,300</b>

# Tennessee—Nashville

**WXMT**

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:**

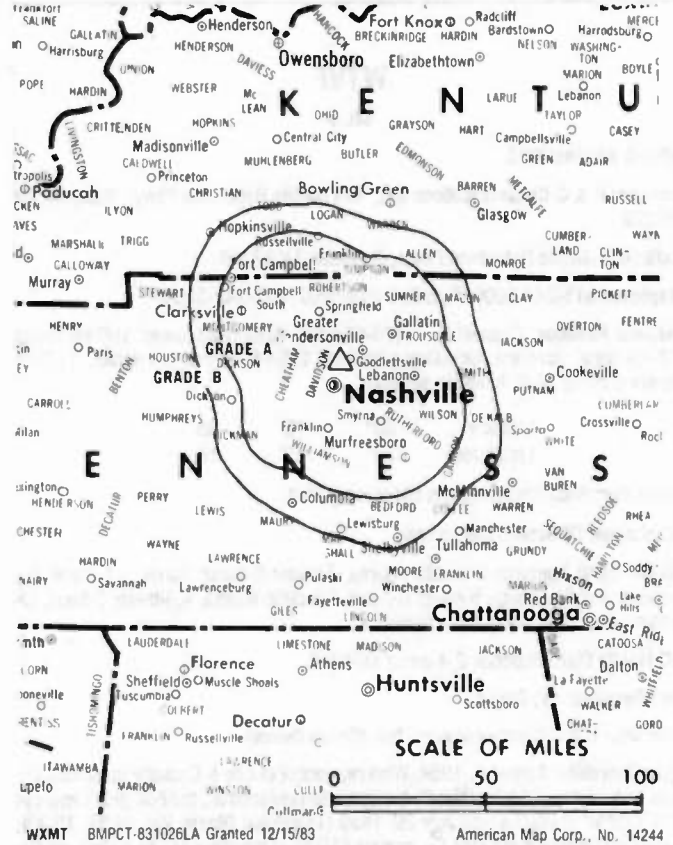
- Kristen Bailey, Station Manager.
- Michele Fridenberg, Sales Manager.
- Ray McInturff, Director of Engineering.
- Cecily Tate, Business Manager.

Highest 30 Sec. Rate: \$500.

City of License: Nashville. ADI: Nashville. Rank: 32.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	<b>KENTUCKY</b>			
	Simpson	5,500	5,500	100
	<b>TENNESSEE</b>			
	Macon	6,400	6,300	98
	Robertson	15,800	15,700	99
Between 5-24%	<b>KENTUCKY</b>			
	Allen	5,900	5,900	99
	Butler	4,200	4,200	100
	Christian	20,200	20,100	100
	Edmonson	3,500	3,500	100
	Logan	10,000	9,900	99
	Monroe	4,700	4,700	100
	Todd	4,300	4,300	100
	Trigg	3,600	3,600	100



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>TENNESSEE</b>			
	Cannon	4,300	4,300	100
	Cheatham	10,000	9,900	99
	Davidson	210,400	209,600	100
	De Kalb	5,900	5,800	98
	Dickson	13,300	13,200	99
	Hickman	6,100	6,100	100
	Humphreys	6,400	6,400	100
	Montgomery	35,200	35,000	99
	Putnam	20,100	19,900	99
	Rutherford	42,000	41,800	100
	Smith	5,800	5,800	100
	Stewart	3,900	3,900	100
	Sumner	37,400	37,200	99
	Trousdale	2,700	2,700	100
Williamson	28,400	28,200	99	
Wilson	26,100	25,900	99	
<b>Station Totals</b>		<b>542,100</b>	<b>539,400</b>	<b>100</b>
<b>Net Weekly Circulation (1991)</b>			<b>80,500</b>	
<b>Average Daily Circulation (1991)</b>			<b>20,100</b>	

# 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):** Seitel Inc.

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

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

**Personnel:**

- Robert Jay, Vice President & General Manager.
- Greg Pittman, General Sales Manager.
- Gloria Coscarelli, Local Sales Manager.
- Todd Powers, Program & Marketing Director.
- Larry Thomas, Promotion Director.
- Cathy Viola, Business Manager.
- Ed Murlat, Chief Engineer.

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

**City of License:** Nashville. ADI: Nashville. Rank: 32.

**Total Households:** ©MSI Consumer Market Data as of 1/1/81. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>KENTUCKY</b>			
	Logan	10,000	9,900	99
	<b>TENNESSEE</b>			
	Cheatham	10,000	9,900	99
	Davidson	210,400	209,600	100
	Dickson	13,300	13,200	99
	Hickman	6,100	6,100	100
	Humphreys	6,400	6,400	100
	Marshall	8,400	8,300	99
	Montgomery	35,200	35,000	99
	Robertson	15,800	15,700	99
	Rutherford	42,000	41,800	100
	Sumner	37,400	37,200	99
	Trousdale	2,700	2,700	100
	Williamson	28,400	28,200	99
Wilson	26,100	25,900	99	
<b>Between 25-49%</b>	<b>KENTUCKY</b>			
	Allen	5,900	5,900	99
	Butler	4,200	4,200	100
	Christian	20,200	20,100	100
Muhlenberg	11,500	11,400	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	Simpson	5,500	5,500	100
	Todd	4,300	4,300	100
	Warren	30,900	30,700	99
<b>TENNESSEE</b>				
	Bedford	11,400	11,300	99
	Clay	3,100	3,100	100
	Coffee	16,600	16,500	99
	De Kalb	5,900	5,800	98
	Houston	2,400	2,400	100
	Lawrence	13,600	13,500	99
	Lewis	3,800	3,800	100
	Macon	6,400	6,300	98
	Maury	21,600	21,500	100
	Putnam	20,100	19,900	99
	Smith	5,800	5,800	100
	Warren	13,200	13,100	99

<b>Between 5-24%</b>	<b>KENTUCKY</b>			
	Barren	13,000	12,900	99
	Clinton	3,600	3,600	100
	Cumberland	2,800	2,800	100
	Edmonson	3,500	3,500	100
	Metcalfe	3,600	3,600	100
	Monroe	4,700	4,700	100
	Trigg	3,600	3,600	100
	<b>TENNESSEE</b>			
	Benton	6,300	6,200	98
Cannon	4,300	4,300	100	
Carroll	11,100	11,000	99	
Franklin	12,600	12,500	99	
Giles	9,600	9,500	99	

(Continued on page A-1067)

<b>Station Totals</b>	<b>786,900</b>	<b>782,300</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>			<b>374,200</b>
<b>Average Daily Circulation (1991)</b>			<b>171,700</b>

# Tennessee

## WHBQ-TV, Memphis (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	<b>MISSISSIPPI</b>			
	Lowndes	22,100	21,900	99
	Pontotoc	8,700	8,600	99
	Prentiss	9,400	9,300	99
	Tallahatchie	5,500	5,400	98
	Yalobusha	5,100	5,000	98
	<b>TENNESSEE</b>			
	Carroll	11,100	11,000	99
	Chester	5,200	5,200	100
	Henderson	9,300	9,200	99
Weakley	12,600	12,500	99	

## WMC-TV, Memphis (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%	<b>MISSISSIPPI</b>			
	Leflore	14,000	13,800	99
	Oktibbeha	12,400	12,200	98
	Pontotoc	8,700	8,600	99
	Sunflower	10,900	10,700	98
	Tallahatchie	5,500	5,400	98
	Washington	24,100	23,800	99
	Yalobusha	5,100	5,000	98
	<b>TENNESSEE</b>			
	Hardin	8,700	8,600	99
Lake	2,600	2,600	100	
Between 5-24%	<b>ARKANSAS</b>			
	Jackson	7,600	7,500	99
	Monroe	4,500	4,400	98
	Woodruff	3,600	3,500	97
	<b>MISSOURI</b>			
	New Madrid	7,600	7,400	97
	Ripley	5,300	5,000	94
	<b>MISSISSIPPI</b>			
	Calhoun	5,700	5,600	98
	Chickasaw	6,500	6,400	98
Clay	7,600	7,500	99	
Itawamba	8,000	7,900	99	
Lee	25,400	25,200	99	
Prentiss	9,400	9,300	99	
<b>TENNESSEE</b>				
Carroll	11,100	11,000	99	
Henderson	9,300	9,200	99	
Obion	13,200	13,100	99	
Weakley	12,600	12,500	99	

## WPTY-TV, Memphis (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	<b>MISSISSIPPI</b>			
	Pontotoc	8,700	8,600	99
	Prentiss	9,400	9,300	99
	Quitman	3,900	3,800	97
	Tallahatchie	5,500	5,400	98
	Yalobusha	5,100	5,000	98

## WPTY-TV—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	<b>TENNESSEE</b>			
	Carroll	11,100	11,000	99
	Chester	5,200	5,200	100
	Mc Nairy	9,800	9,700	99

## WREG-TV, Memphis (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%	<b>MISSOURI</b>			
	Dunklin	12,900	12,600	98
	<b>MISSISSIPPI</b>			
	Bolivar	14,500	14,200	98
	Grenada	7,000	6,900	99
	Lee	25,400	25,200	99
	Union	9,000	8,900	99
	Yalobusha	5,100	5,000	98
	<b>TENNESSEE</b>			
	Carroll	11,100	11,000	99
Henderson	9,300	9,200	99	
Between 5-24%	<b>ARKANSAS</b>			
	Jackson	7,600	7,500	99
	<b>MISSISSIPPI</b>			
	Chickasaw	6,500	6,400	98
	Itawamba	8,000	7,900	99
	Pontotoc	8,700	8,600	99
	Prentiss	9,400	9,300	99
	Sunflower	10,900	10,700	98
	Tallahatchie	5,500	5,400	98
	Tishomingo	7,200	7,100	99
<b>TENNESSEE</b>				
Lake	2,600	2,600	100	
Obion	13,200	13,100	99	
Weakley	12,600	12,500	99	

## WKRN-TV, Nashville (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%	<b>TENNESSEE</b>			
	Grundy	5,100	5,000	98
	Hardin	8,700	8,600	99
	Lincoln	10,800	10,700	99
	Moore	1,800	1,800	100
	Pickett	1,600	1,600	100
	Wayne	5,500	5,400	98
Between 5-24%	<b>KENTUCKY</b>			
	Caldwell	5,000	4,900	98
	Clinton	3,600	3,600	100
	Edmonson	3,500	3,500	100
	Graves	13,600	13,500	99
	Metcalfe	3,600	3,600	100
	Warren	30,900	30,700	99
	<b>TENNESSEE</b>			
	Carroll	11,100	11,000	99
	Fentress	5,800	5,700	98
Henderson	9,300	9,200	99	
Sequatchie	3,400	3,400	100	



# Tennessee

## WSMV, Nashville (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>50% &amp; Over</b>	<b>TENNESSEE</b>			
	Stewart	3,900	3,900	100
	Sumner	37,400	37,200	99
	Trousdale	2,700	2,700	100
	Van Buren	1,500	1,500	100
	Warren	13,200	13,100	99
	White	8,200	8,100	99
	Williamson	28,400	28,200	99
	Wilson	26,100	25,900	99
<b>Between 25-49%</b>	<b>KENTUCKY</b>			
	Calloway	12,000	11,900	99
	Metcalfe	3,600	3,600	100
	Ohio	8,100	8,000	99
	<b>TENNESSEE</b>			
	Fentress	5,800	5,700	98
<b>Between 5-24%</b>	<b>KENTUCKY</b>			
	Caldwell	5,000	4,900	98
	Hart	6,000	6,000	100
	Hopkins	18,100	17,900	99
	Muhlenberg	11,500	11,400	99
	<b>TENNESSEE</b>			
	Cumberland	13,200	13,000	98
	Madison	30,600	30,400	99
	Sequatchie	3,400	3,400	100
Weakley	12,600	12,500	99	

## WTVF, Nashville (Arbitron Data Continued)

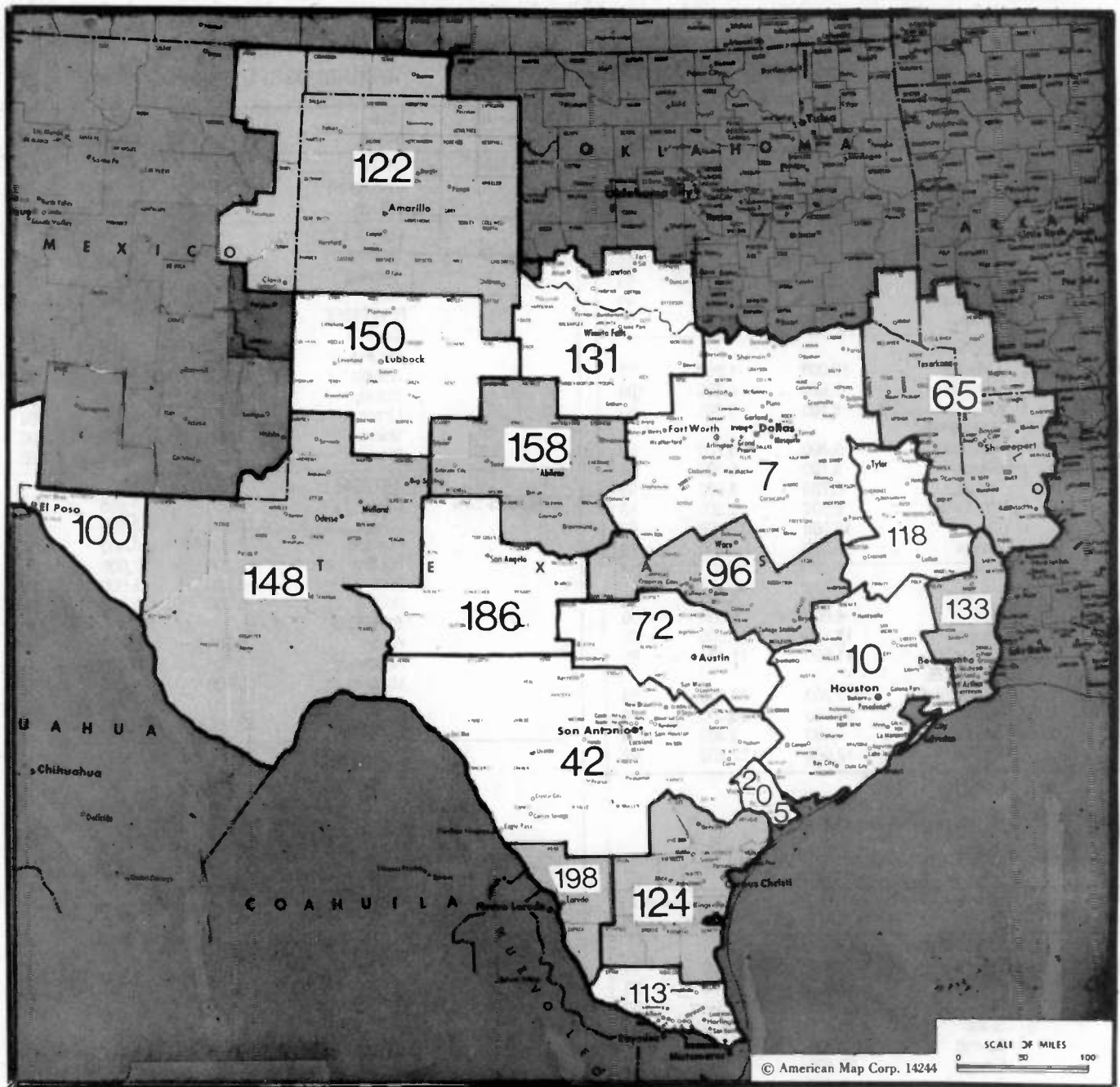
Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>50% &amp; Over</b>	<b>TENNESSEE</b>			
	Putnam	20,100	19,900	99
	Robertson	15,800	15,700	99
	Rutherford	42,000	41,800	100
	Smith	5,800	5,800	100
	Stewart	3,900	3,900	100
	Sumner	37,400	37,200	99
	Trousdale	2,700	2,700	100
	Van Buren	1,500	1,500	100
	Warren	13,200	13,100	99

## WTVF—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>50% &amp; Over</b>	White	8,200	8,100	99
	Williamson	28,400	28,200	99
	Wilson	26,100	25,900	99
<b>Between 25-49%</b>	<b>KENTUCKY</b>			
	Caldwell	5,000	4,900	98
	Calloway	12,000	11,900	99
	Hart	6,000	6,000	100
	<b>TENNESSEE</b>			
	Carroll	11,100	11,000	99
	Decatur	4,500	4,400	98
	Franklin	12,600	12,500	99
	Grundy	5,100	5,000	98
	Lincoln	10,800	10,700	99
<b>Between 5-24%</b>	<b>KENTUCKY</b>			
	Adair	5,900	5,800	98
	Graves	13,600	13,500	99
	Grayson	8,500	8,400	99
	Hopkins	18,100	17,900	99
	Ohio	8,100	8,000	99
	Russell	5,800	5,700	98
	<b>TENNESSEE</b>			
	Hardin	8,700	8,600	99
	Henderson	9,300	9,200	99
<b>Between 5-24%</b>	Madison	30,600	30,400	99
	Marion	9,800	9,700	99
	Weakley	12,600	12,500	99

## WZTV, Nashville (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>Between 5-24%</b>	<b>TENNESSEE</b>			
	Grundy	5,100	5,000	98
	Henry	11,800	11,700	99
	Jackson	3,300	3,300	100
	Moore	1,800	1,800	100
	Overton	6,900	6,800	99
	Pickett	1,600	1,600	100
	Stewart	3,900	3,900	100
	Van Buren	1,500	1,500	100
	Wayne	5,500	5,400	98
	White	8,200	8,100	99



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Dallas-Fort Worth, TX	1,757,700	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	1,483,200	10	KHOU-TV (11), KHSX (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	588,800	42	KABB (29), KENS-TV (5), KMOL-TV (4), KRRT (35), KSATTV (12), KVAW (16), KVDA (60), KWEX-TV (41)
Shreveport, LA-Texarkana, TX	389,600	65	KMSS-TV (33), KSLA-TV (12), KTAL-TV (6), KTBS-TV (3)
Austin, TX	362,900	72	KBVO-TV (42), KTBC-TV (7), KVUE-TV (24), KXAN-TV (36)
Waco-Temple, TX	249,000	96	KBTX-TV (2), KCEN-TV (6), KWKT (44), KWTX-TV (10), KXXV (25)
El Paso, TX	237,700	100	KCIK (14), KDBC-TV (4), KINTV (26), KTSM-TV (9), KVIA-TV (7), KZIA (48), XEJ-TV (5), XEPM-TV (2), XHJ-TV (44)
McAllen-Brownsville, TX	204,600	113	KGBT-TV (4), KRGV-TV (5), KVEO (23), XHRIO (2)
Tyler-Longview, TX	191,000	118	KETK-TV (56), KFXX (51), KLSB-TV (19), KLTV (7), KTRT-TV (9)
Amarillo, TX	178,100	122	KAMR-TV (4), KCIT (14), KFDA-TV (10), KVH-TV (12), KVII-TV (7), KVIJ-TV (8)
Corpus Christi, TX	174,900	124	KIII (3), KORO (28), KRIS-TV (6), KZTV (10)
Wichita Falls, TX-Lawton, OK	162,900	131	KAUZ-TV (6), KFDX-TV (3), KJTL (18), KSWO-TV (7)
Beaumont-Port Arthur, TX	161,200	133	KBMT (12), KFDM-TV (6), KJAC-TV (4)
Odessa-Midland, TX	143,000	148	KMID-TV (2), KMLM (42), KOSA-TV (7), KPEJ (24), KTPX (9), KWAB-TV (4)
Lubbock, TX	139,700	150	KAMC (28), KCBD-TV (11), KJTV (34), KLBK-TV (13)
Abilene-Sweetwater, TX	113,900	158	KRBC-TV (9), KTAB-TV (32), KTXS-TV (12)
San Angelo, TX	50,600	186	KACB-TV (3), KIDY (6), KLST (8)
Laredo, TX	37,700	198	KGNS-TV (8), KLDO-TV (27), KVTV (13), XEFE-TV (2)
Victoria, TX	26,700	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
KTMO, 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
KRRR, Kerrville .....	See San Antonio, TX
KFXK, 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
KMIO-TV, Odessa .....	See Midland, TX
KBMT, KJAC-TV & KFOM-TV, Port Arthur .....	See Beaumont, 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, Westaco .....	See Harlingen, TX
KSWO-TV, Wichita Falls .....	See Lawton, OK

**Texas Station Totals as of October 1, 1991**

	VHF	UHF	TOTAL
Commercial Television Stations	45	45	90
Educational Television Stations	7	13	20
	52	58	110

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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.

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.

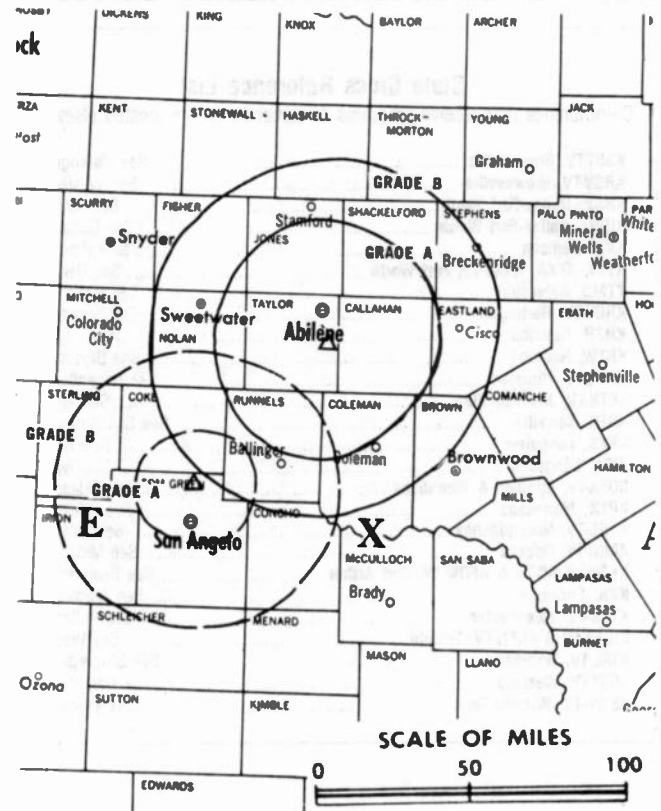
Rates: On request.

NETWORK BASE HOURLY RATE: \$625.

City of License: Abilene. ADI: Abilene-Sweetwater. Rank: 158.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 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	100
	Coke	1,300	1,300	100
	Coleman	4,100	4,100	100
	Concho	1,100	1,100	100
	Crockett	1,500	1,500	100
	Eastland	7,800	7,700	99
	Fisher	2,100	2,100	100
	Haskell	2,600	2,600	100
	Irion	500	500	100
	Jones	6,600	6,500	98
	Knox	1,900	1,900	100
	Mc Culloch	3,600	3,500	97



KRBC-TV BPCT-3492 Granted 4/18/66

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Menard	900	900	100
	Mills	1,800	1,800	100
	Mitchell	3,200	3,200	100
	Nolan	6,300	6,200	98
	Runnels	4,700	4,600	99
	Schleicher	900	900	100
	Shackelford	1,400	1,400	100
	Stephens	4,100	4,000	98
	Sterling	400	400	100
	Stonewall	1,000	1,000	100
	Sutton	1,500	1,500	100
	Taylor	46,000	45,700	99
	Tom Green	37,400	37,000	99
Between 25-49%	TEXAS			
	Comanche	5,100	5,000	98
	Kimble	1,600	1,500	94
	San Saba	2,400	2,400	100
	Scurry	6,700	6,600	98
Throckmorton	900	900	100	
Between 5-24%	TEXAS			
Reagan	1,400	1,400	100	
<b>Station Totals</b>		<b>179,800</b>	<b>177,900</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>				<b>138,900</b>
<b>Average Daily Circulation (1991)</b>				<b>76,200</b>

# 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 max. & 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.  
Bob Bartlett, News Director.  
Briana Brooks, Promotion Director.  
Darlene Loza, Business Manager.  
Bryan Mundy, Operations Manager.  
Leland Ohlhausen, Chief Engineer.

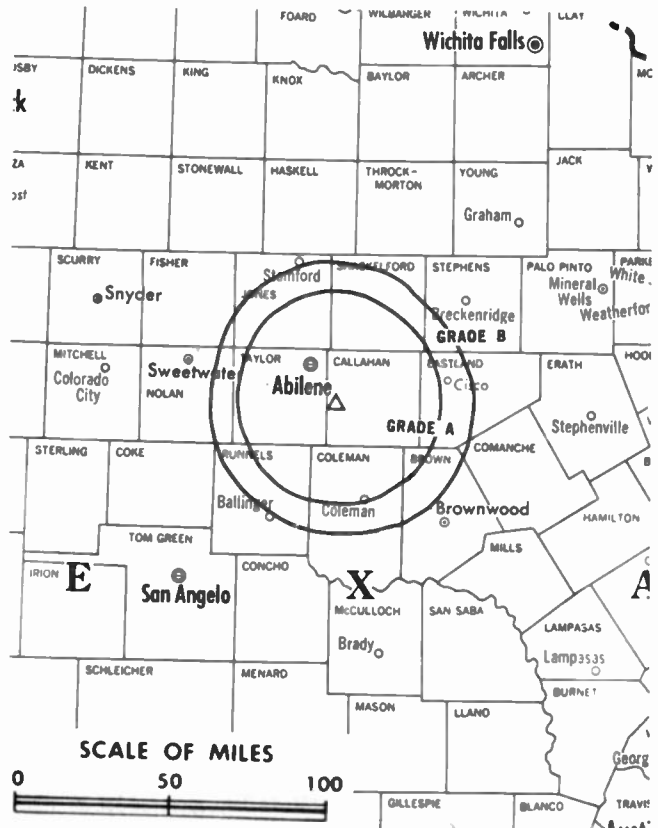
Highest 30 Sec. Rate: \$600.

NETWORK BASE HOURLY RATE: \$521.

City of License: Abilene. ADI: Abilene-Sweetwater. Rank: 158.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>TEXAS</b>				
50% & Over	Brown	14,100	13,800	98
	Callahan	4,900	4,900	100
	Coleman	4,100	4,100	100
	Comanche	5,100	5,000	98
	Eastland	7,800	7,700	99
	Fisher	2,100	2,100	100
	Haskell	2,600	2,600	100



KTAB-TV BPCT-5169 Granted 3/20/79 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>				
	Jones	6,600	6,500	98
	Knox	1,900	1,900	100
	Mitchell	3,200	3,200	100
	Nolan	6,300	6,200	98
	Shackelford	1,400	1,400	100
	Stephens	4,100	4,000	98
	Stonewall	1,000	1,000	100
	Taylor	46,000	45,700	99
<b>TEXAS</b>				
<b>Between 25-49%</b>				
	Runnels	4,700	4,600	99
	Scurry	6,700	6,600	98
<b>TEXAS</b>				
<b>Between 5-24%</b>				
	Coke	1,300	1,300	100
	Mills	1,800	1,800	100
	San Saba	2,400	2,400	100
	Throckmorton	900	900	100
<b>Station Totals</b>		<b>129,000</b>	<b>127,700</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>				<b>102,200</b>
<b>Average Daily Circulation (1991)</b>				<b>69,800</b>

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# Texas—Sweetwater-Abilene

## KTXS-TV

Ch. 12

Network Service: ABC.

Licensee: Abilene-Sweetwater Bcstg. Co., Box 2997, Abilene, TX 79604.

Studio: U.S. Hwy. 83, Abilene, TX.

Mailing Addresses: Box 2997, Abilene, TX 79604; 4420 N. Clack, Abilene, TX 79603.

Telephones: 915-677-2281; 915-235-1238. 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): Seltel Inc.

Represented (legal): Koteen & Naftalin.

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

### Personnel:

Clay Milstead, General Manager.  
Jackie Rutledge, General Sales Manager.  
Monte Williams, Chief Engineer.  
Peggy Carpenter, News Director.  
David Caldwell, Promotion Director.  
Eddie Sides, Business Manager.

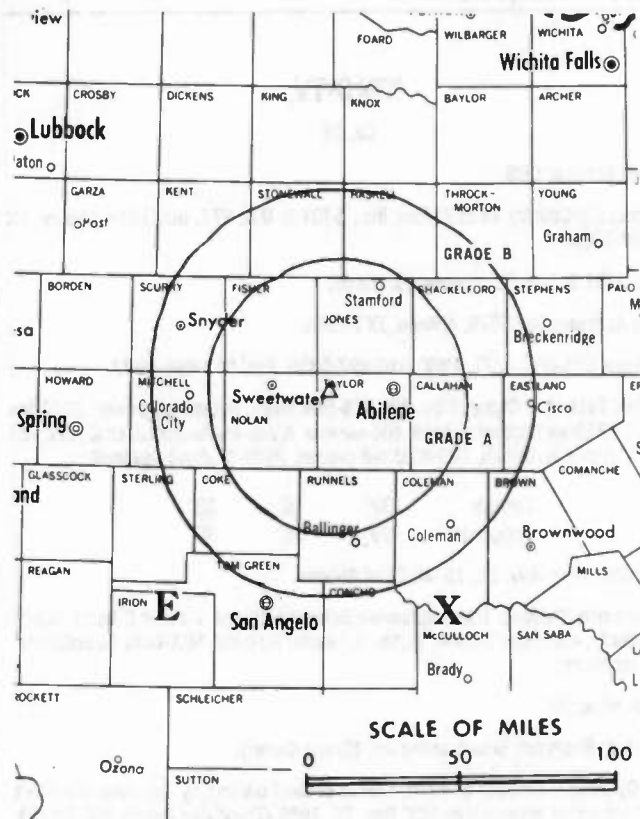
Highest 30 Sec. Rate: \$350.

NETWORK BASE HOURLY RATE: \$550.

City of License: Sweetwater. ADI: Abilene-Sweetwater. Rank: 158.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Callahan	4,900	4,900	100
	Coke	1,300	1,300	100
	Coleman	4,100	4,100	100
	Eastland	7,800	7,700	99
	Fisher	2,100	2,100	100
	Haskell	2,600	2,600	100
	Jones	6,600	6,500	98



KTXS-TV BMPCT-5021 Granted 4/25/58

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Kent	400	400	100
	King	200	200	100
	Mitchell	3,200	3,200	100
	Nolan	6,300	6,200	98
	Runnels	4,700	4,600	99
	Scurry	6,700	6,600	98
	Shackelford	1,400	1,400	100
	Sterling	400	400	100
	Stonewall	1,000	1,000	100
	Taylor	46,000	45,700	99
Between 25-49%	TEXAS			
	Brown	14,100	13,800	98
	Concho	1,100	1,100	100
	Irion	500	500	100
	Knox	1,900	1,900	100
	Stephens	4,100	4,000	98
	Throckmorton	900	900	100
	Tom Green	37,400	37,000	99
Between 5-24%	TEXAS			
	Borden	300	300	100
	Comanche	5,100	5,000	98
Mc Culloch	3,600	3,500	97	
Station Totals		168,700	166,900	99
Net Weekly Circulation (1991)				111,000
Average Daily Circulation (1991)				61,100

# 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: HSN Communications Inc. (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 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.



KHSH BMPCT—841221LB Granted 1/17/85

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>TEXAS</b>				
Between 5-24%	Washington	9,300	9,000	97
<b>Station Totals</b>		<b>9,300</b>	<b>9,000</b>	<b>97</b>
<b>Net Weekly Circulation (1991)</b>				<b>9,100</b>
<b>Average Daily Circulation (1991)</b>				<b>3,200</b>

# 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.

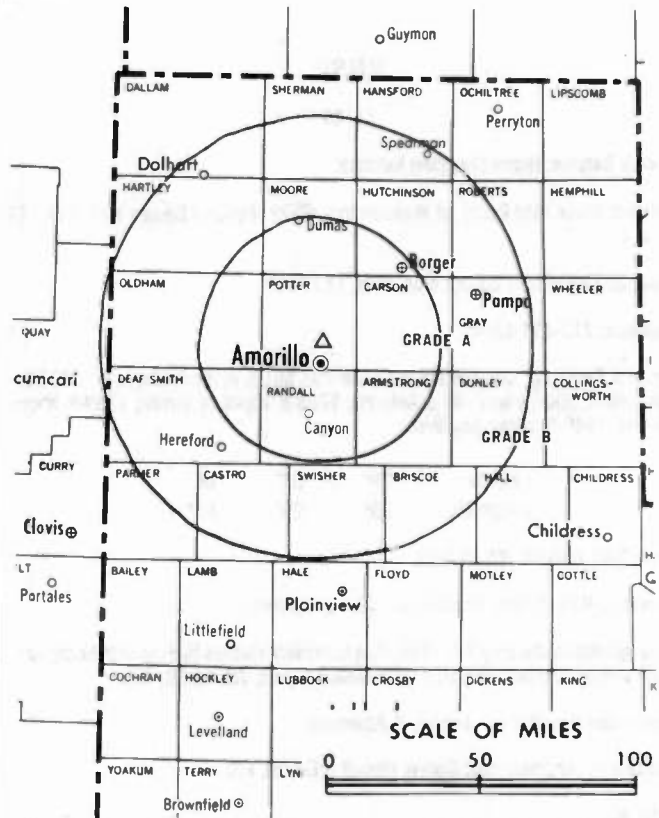
**Personnel:**

- Darold A. Cannan, President.
- William M. Dunaway, Vice President & General Manager.
- Jerry Rogers, General Sales Manager.
- Trent Poindexter, Local Sales Manager.
- Lynn Walker, News Director.
- Kenneth Kury, Business Manager.
- Patricia Hoesch, Promotion Director.
- Ken High, Chief Engineer.

**City of License:** Amarillo. **ADI:** Amarillo. **Rank:** 122.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>KANSAS</b>			
	Seward	6,900	6,800	99
	<b>NEW MEXICO</b>			
	Curry	16,300	15,900	98
	Quay	4,600	4,400	96
	Union	1,800	1,700	94
	<b>OKLAHOMA</b>			
	Cimarron	1,600	1,600	100
	Texas	6,400	6,300	98
	<b>TEXAS</b>			
	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	1,000	1,000	100
	Dallam	2,500	2,500	100
	Deaf Smith	6,500	6,400	98
Donley	1,600	1,600	100	



KAMR-TV BPCT-4146 Granted 6/4/69

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Gray	9,700	9,600	99
	Hall	1,800	1,800	100
	Hansford	2,300	2,300	100
	Hartley	1,300	1,300	100
	Hemphill	1,800	1,800	100
	Hutchinson	9,900	9,900	100
	Lipscomb	1,300	1,300	100
	Moore	6,200	6,200	100
	Ochiltree	3,300	3,300	100
	Oldham	700	700	100
	Parmer	3,300	3,300	100
	Potter	41,000	40,700	99
	Randall	35,800	35,700	100
	Roberts	400	400	100
Sherman	1,100	1,100	100	
Swisher	3,300	3,300	100	
Wheeler	2,900	2,800	96	
Between 25-49%	<b>KANSAS</b>			
	Morton	1,200	1,200	100
	<b>TEXAS</b>			
Hale	12,600	12,500	99	
Between 5-24%	<b>NEW MEXICO</b>			
	Harding	400	400	100
	<b>OKLAHOMA</b>			
	Beaver	2,900	2,900	100
	Ellis	2,100	2,000	95
	Harmon	1,700	1,700	100
<b>TEXAS</b>				
Hardeman	2,300	2,300	100	
Motley	800	800	100	
<b>Station Totals</b>		<b>211,000</b>	<b>209,200</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>				<b>161,600</b>
<b>Average Daily Circulation (1991)</b>				<b>90,000</b>



# Texas—Amarillo

**KCIT**

Ch. 14

**Network Service:** Fox.

**Licensee:** KCIT Acquisition Co., 3800 Call Field, Wichita Falls, TX 76308.

**Studio:** 1015 S. Fillmore, Amarillo, TX 79105.

**Mailing Address:** Box 1414, Amarillo, TX 79105.

**Telephone:** 806-374-1414. 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:** KCIT Acquisition Co.

**Began Operation:** October 29, 1982. Sale to Ralph Wilson Industries by Ray Moran approved by FCC Dec. 11, 1984. Sale to present owners approved March 11, 1991.

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

**Represented (legal):** Goldberg & Spector.

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

**Personnel:**

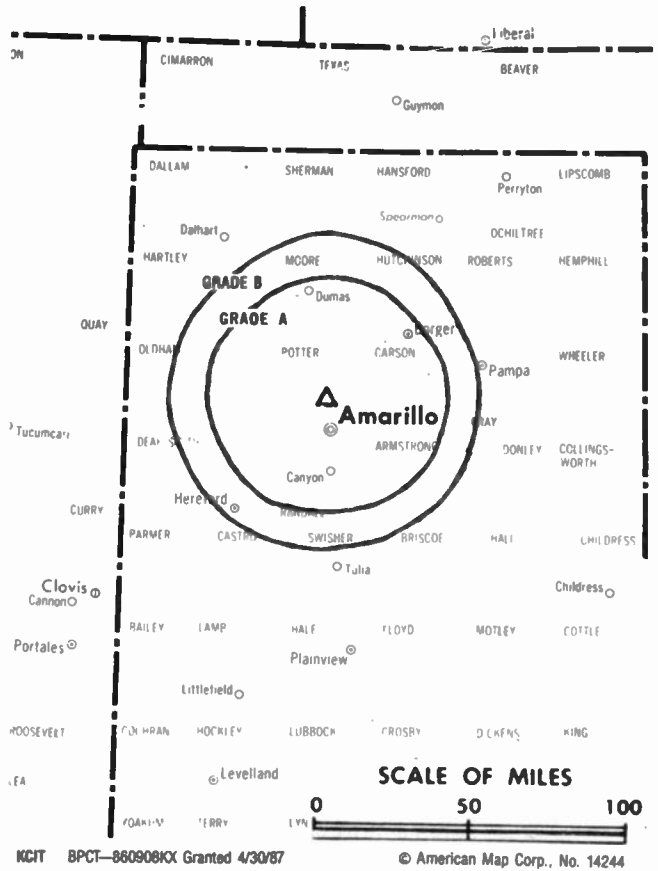
- Pete D'Acosta, General Manager.
- Debbie McManus, Sales Manager.
- George Schmidt, Local Sales Manager.
- Dick Stafford, Chief Engineer.
- Neva Briney, Business Manager.

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

**City of License:** Amarillo. ADI: Amarillo. Rank: 122.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>TEXAS</b>			
	Carson	2,400	2,400	100
	Deaf Smith	6,500	6,400	98
	Gray	9,700	9,600	99
	Hutchinson	9,900	9,900	100
	Moore	6,200	6,200	100
	Oldham	700	700	100
	Potter	41,000	40,700	99
	Randall	35,800	35,700	100
	<b>Between 25-49%</b>	<b>TEXAS</b>		
Castro		3,300	3,300	100
Donley		1,600	1,600	100
Hansford		2,300	2,300	100



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	Hartley	1,300	1,300	100
	Parmer	3,300	3,300	100
	Roberts	400	400	100
<b>Between 5-24%</b>	<b>TEXAS</b>			
	Armstrong	800	800	100
	Briscoe	1,000	1,000	100
	Childress	2,500	2,500	100
	Collingsworth	1,700	1,700	100
	Cottle	1,000	1,000	100
	Dallam	2,500	2,500	100
	Sherman	1,100	1,100	100
Swisher	3,300	3,300	100	
<b>Station Totals</b>		<b>138,300</b>	<b>137,700</b>	<b>100</b>
<b>Net Weekly Circulation (1991)</b>				<b>75,600</b>
<b>Average Daily Circulation (1991)</b>				<b>30,700</b>

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

# 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.

TWX: 910-898-4124. Fax: 806-581-9859.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1530-ft. above av. terrain, 1493-ft. above ground, 5047-ft. above sea level.

Latitude 35° 17' 34"  
Longitude 101° 50' 42"

Transmitter: Broadway St. at Cherry Ave., Amarillo.

Multichannel TV Sound: Stereo only.

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

News Services: AP, CBS, NIWS, SWINS.

Ownership: 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.
- Walt Howard, News Director.
- Lynne Renken, Promotion & Marketing Director.
- Bobbie Thomas, Business Manager.
- Tim Winn, Chief Engineer.

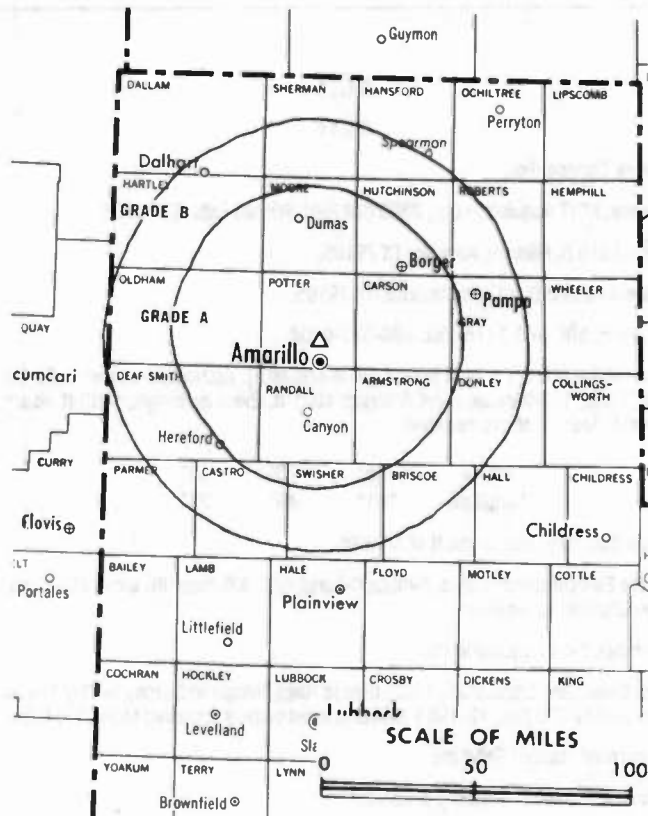
Highest 30 Sec. Rate: \$1000.

NETWORK BASE HOURLY RATE: \$585.

City of License: Amarillo. ADI: Amarillo. Rank: 122.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>KANSAS</b>			
	Morton	1,200	1,200	100
	<b>NEW MEXICO</b>			
	Curry	16,300	15,900	98
	Quay	4,600	4,400	96
	Union	1,800	1,700	94
	<b>OKLAHOMA</b>			
	Cimarron	1,600	1,600	100
	Texas	6,400	6,300	98
	<b>TEXAS</b>			
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	



KFDA-TV BPCT-801024KF Granted 12/20/80

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Cottle	1,000	1,000	100
	Dallam	2,500	2,500	100
	Deaf Smith	6,500	6,400	98
	Donley	1,600	1,600	100
	Gray	9,700	9,600	99
	Hall	1,800	1,800	100
	Hansford	2,300	2,300	100
	Hartley	1,300	1,300	100
	Hemphill	1,800	1,800	100
	Hutchinson	9,900	9,900	100
	Lipscomb	1,300	1,300	100
	Moore	6,200	6,200	100
	Ochiltree	3,300	3,300	100
	Oldham	700	700	100
	Parmer	3,300	3,300	100
	Potter	41,000	40,700	99
Randall	35,800	35,700	100	
Roberts	400	400	100	
Sherman	1,100	1,100	100	
Swisher	3,300	3,300	100	
Wheeler	2,900	2,800	96	
Between 25-49%	<b>KANSAS</b>			
	Seward	6,900	6,800	99
Between 5-24%	<b>NEW MEXICO</b>			
	Harding	400	400	100
	Roosevelt	6,300	6,100	97
	<b>OKLAHOMA</b>			
Beaver	2,900	2,900	100	
Elis	2,100	2,000	95	
<b>TEXAS</b>				
Hardeman	2,300	2,300	100	
Motley	800	800	100	
<b>Station Totals</b>		<b>203,000</b>	<b>201,100</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>				<b>160,000</b>
<b>Average Daily Circulation (1991)</b>				<b>87,600</b>

# 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.  
Steve Pritchett, News Director.  
Mac Douglas, Program Director & Operations Manager.  
Phil Huffman, Promotion Director.  
William R. Canady, Director of Engineering.  
John Janeway, Business Manager.  
Jackie Smith, Production Manager.

Highest 30 Sec. Rate: \$550.

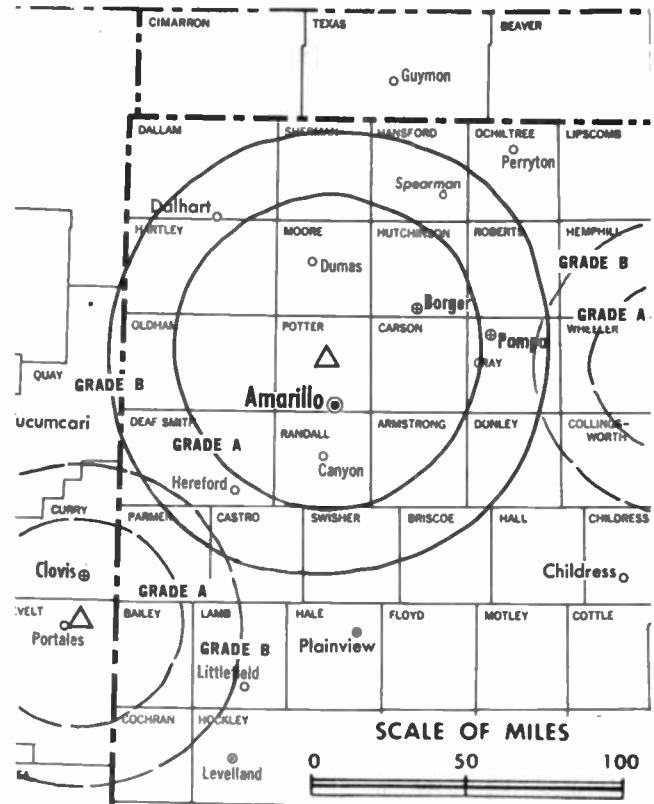
NETWORK BASE HOURLY RATE: \$600.

Arbitron Data: Figures include KVIJ-TV, Sayre, OK & KVIH-TV, Clovis, NM.

City of License: Amarillo. ADI: Amarillo. Rank: 122.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>NEW MEXICO</b>			
	Curry	16,300	15,900	98
	Quay	4,600	4,400	96
	Roosevelt	6,300	6,100	97
	Union	1,800	1,700	94
	<b>OKLAHOMA</b>			
	Beckham	8,100	8,000	99
	Cimarron	1,600	1,600	100
	Harmon	1,700	1,700	100
	Roger Mills	1,900	1,900	100
	Texas	6,400	6,300	98
	<b>TEXAS</b>			
	Armstrong	800	800	100
	Bailey	2,700	2,700	100
	Briscoe	1,000	1,000	100
	Carson	2,400	2,400	100



KVII-TV BPCT-4170 Granted 4/2/69

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Castro	3,300	3,300	100
	Childress	2,500	2,500	100
	Collingsworth	1,700	1,700	100
	Cottle	1,000	1,000	100
	Dallam	2,500	2,500	100
	Deaf Smith	6,500	6,400	98
	Donley	1,600	1,600	100
	Gray	9,700	9,600	99
	Hall	1,800	1,800	100
	Hansford	2,300	2,300	100
	Hartley	1,300	1,300	100
	Hemphill	1,800	1,800	100
	Hutchinson	9,900	9,900	100
	Lipscomb	1,300	1,300	100
	Moore	6,200	6,200	100
	Ochiltree	3,300	3,300	100
	Oldham	700	700	100
Parmer	3,300	3,300	100	
Potter	41,000	40,700	99	
Randall	35,800	35,700	100	
Roberts	400	400	100	
Sherman	1,100	1,100	100	
Swisher	3,300	3,300	100	
Wheeler	2,900	2,800	96	
Between 25-49%	<b>KANSAS</b>			
	Morton	1,200	1,200	100
	Seward	6,900	6,800	99
<b>NEW MEXICO</b>				
De Baca	1,100	1,100	100	
<b>TEXAS</b>				
Hale	12,600	12,500	99	
(Continued on page A-1165)				
<b>Station Totals</b>		<b>269,000</b>	<b>266,500</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>			<b>191,200</b>	
<b>Average Daily Circulation (1991)</b>			<b>121,800</b>	

# 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. 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 Mount 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.

Marlo Lazzari, Chief Engineer.

Cindie Brooks, News & Public Affairs.

Lori Leamons, Promotion Director.

Rates: On request.

City of License: Austin. ADI: Austin, TX. Rank: 72.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Bastrop	14,300	14,000	98
	Blanco	2,800	2,800	100
	Burnet	10,900	10,800	99
	Caldwell	9,800	9,600	98
	Hays	21,400	21,100	99
	Lampasas	6,000	5,900	98
	Llano	5,800	5,700	98



KBVO-TV BMPCT-830425KG Granted 5/23/83

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Travis	234,800	232,500	99
	Williamson	44,000	43,400	99
Between 25-49%	TEXAS			
	Bell	66,900	66,400	99
	Coryell	17,600	17,400	99
	Gillespie	6,900	6,700	97
	Lee	4,700	4,600	98
	Mason	1,500	1,500	100
	Milam	8,900	8,700	98
Between 5-24%	TEXAS			
	Burleson	5,400	5,300	98
	De Witt	7,200	7,000	97
	Fayette	8,300	8,000	96
	Gonzales	6,600	6,500	98
	Lavaca	7,200	7,000	97
Robertson	6,100	6,000	98	
Station Totals		497,100	490,900	99
Net Weekly Circulation (1991)			290,200	
Average Daily Circulation (1991)			133,500	

# 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: Mount Larson, 4-mi. NW of State Capitol building.

Satellite Earth Stations: Prodelin, 3.8-meter; Scientific-Atlanta, 7-meter; Scientific-Atlanta, 3.6-meter.

News Services: AP, CBS, NIWS.

Ownership: Times Mirror 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:

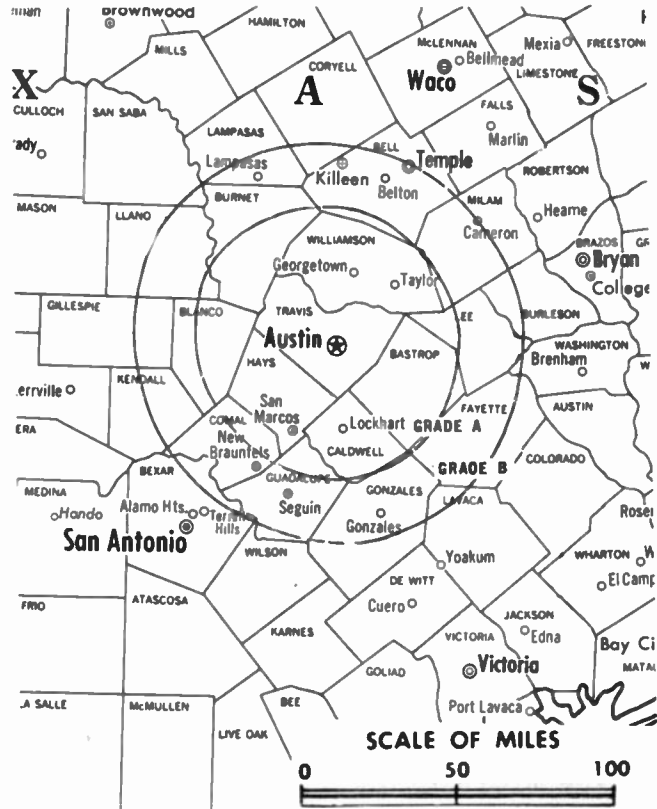
Jack Harrison, Vice President & General Manager.  
Charlie King, General Sales Manager.  
Londa Trial, Program Director.  
Stan Teater, Promotion Director.  
Tim Gardner, News Director.  
Troy Brown, Chief Engineer.

Rates: On request.

City of License: Austin. ADI: Austin, TX. Rank: 72.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>TEXAS</b>				
50% & Over	Bastrop	14,300	14,000	98
	Blanco	2,800	2,800	100
	Burnet	10,900	10,800	99
	Caldwell	9,800	9,600	98
	Fayette	8,300	8,000	96
	Gillespie	6,900	6,700	97
	Hays	21,400	21,100	99
	Lampasas	6,000	5,900	98
	Lee	4,700	4,600	98
	Llano	5,800	5,700	98
	Mason	1,500	1,500	100



KTBC-TV BPCT-861029KW Granted 11/24/86

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Travis	234,800	232,500	99
	Williamson	44,000	43,400	99
<b>TEXAS</b>				
Between 25-49%	Burleson	5,400	5,300	98
	Milam	8,900	8,700	98
	San Saba	2,400	2,400	100
<b>TEXAS</b>				
Between 5-24%	Bell	66,900	66,400	99
	Colorado	7,400	7,300	99
	Coryell	17,600	17,400	99
	De Witt	7,200	7,000	97
	Gonzales	6,600	6,500	98
	Kendall	6,000	5,900	98
	Lavaca	7,200	7,000	97
	Mills	1,800	1,800	100
	Robertson	6,100	6,000	98
<b>Station Totals</b>		<b>514,700</b>	<b>508,300</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>			<b>358,500</b>	
<b>Average Daily Circulation (1991)</b>			<b>214,800</b>	

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# Texas—Austin

## KVUE-TV

Ch. 24

**Network Service:** ABC.

**Licensee:** KVUE-TV Inc., Box 9927, Austin, TX 78766.

**Studio:** 3201 Steck Ave., Austin, TX 78758.

**Telephone:** 512-459-6521. **Fax:** 512-459-4023.

**Technical Facilities:** Channel No. 24 (530-536 MHz). Authorized power: 1950-kw max. & 711-kw horizontal visual, 327-kw max. & 145-kw horizontal aural. Antenna: 1290-ft. above av. terrain, 1184-ft. above ground, 2049-ft. above sea level.

Latitude 30° 19' 21"  
Longitude 97° 48' 10"

**Transmitter:** On hill W of Trail of the Madrones Rd., near Austin.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Andrew, 7.3-meter C-band; Andrew, 4.6-meter Ku-band; Andrew, 4.5-meter C-band; Andrew, Avantek, Scientific-Atlanta receivers.

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

**Ownership:** Gannett Broadcasting (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:

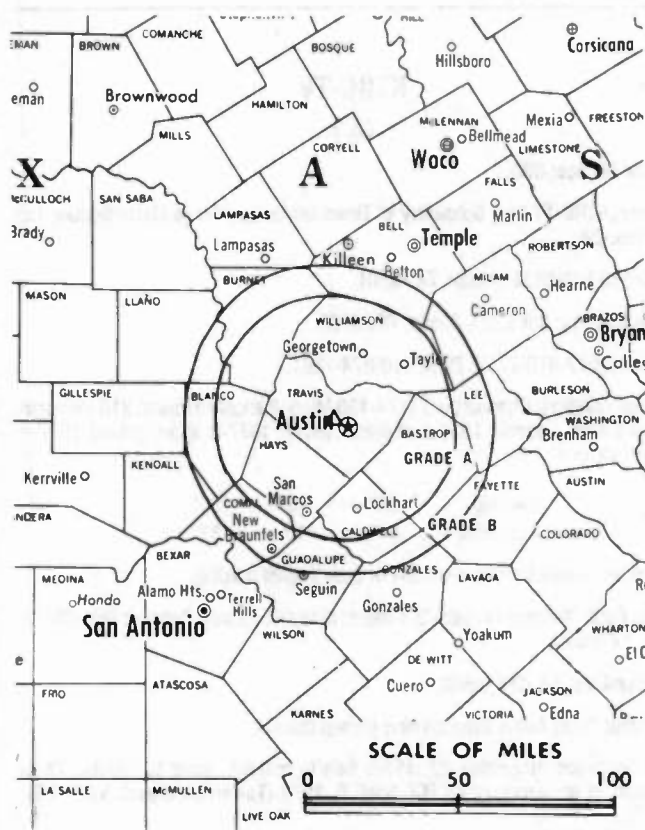
- Craig A. Dubow, President & General Manager.
- Debbie Brizendine, Vice President & General Sales Manager.
- Michael J. Wenglar, Vice President, Engineering.
- Eve Vickers, Vice President & Controller.
- Carole Kneeland, Vice President & News Director.
- Pat Crovisier, Vice President, Human Resources & Community Affairs.
- Sam Rosenwasser, Local Sales Manager.
- Jim Carson, National Sales Manager.
- Craig Bean, Operations Manager.
- Mark Zacharias, Marketing Director.
- Robert Taylor, Traffic Manager.
- David Little, Production Manager.
- Theresa Amaya, Community Service Manager.

**Rates:** On request.

**City of License:** Austin. **ADI:** Austin, TX. **Rank:** 72.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>TEXAS</b>				
50% & Over	Bastrop	14,300	14,000	98
	Blanco	2,800	2,800	100
	Burnet	10,900	10,800	99



KVUE-TV BMPCT-7272 Granted 3/2/71

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Caldwell	9,800	9,600	98
	Fayette	8,300	8,000	96
	Gillespie	6,900	6,700	97
	Hays	21,400	21,100	99
	Lampasas	6,000	5,900	98
	Lee	4,700	4,600	98
	Llano	5,800	5,700	98
	Mason	1,500	1,500	100
	Travis	234,800	232,500	99
Williamson	44,000	43,400	99	
<b>TEXAS</b>				
<b>Between 25-49%</b>	Burleson	5,400	5,300	98
	Milam	8,900	8,700	98
	Robertson	6,100	6,000	98
<b>TEXAS</b>				
<b>Between 5-24%</b>	Bell	66,900	66,400	99
	Coryell	17,600	17,400	99
	Gonzales	6,600	6,500	98
	Lavaca	7,200	7,000	97
<b>Station Totals</b>		<b>489,900</b>	<b>483,900</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>				<b>324,400</b>
<b>Average Daily Circulation (1991)</b>				<b>179,000</b>

# Texas—Austin

## KXAN-TV

Ch. 36

(Operates satellite KLNO, Llano, TX)

Network Service: NBC.

Licensee: KXAN-TV Inc., 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: Transmit/receive Satcom Technologies, 5-meter Ku-band; Harris, 8-meter Ku-band; Harris, 3-meter Ku-band; Microdyne, 7-meter C-band; Harris, Microdyne, Standard Communications 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:

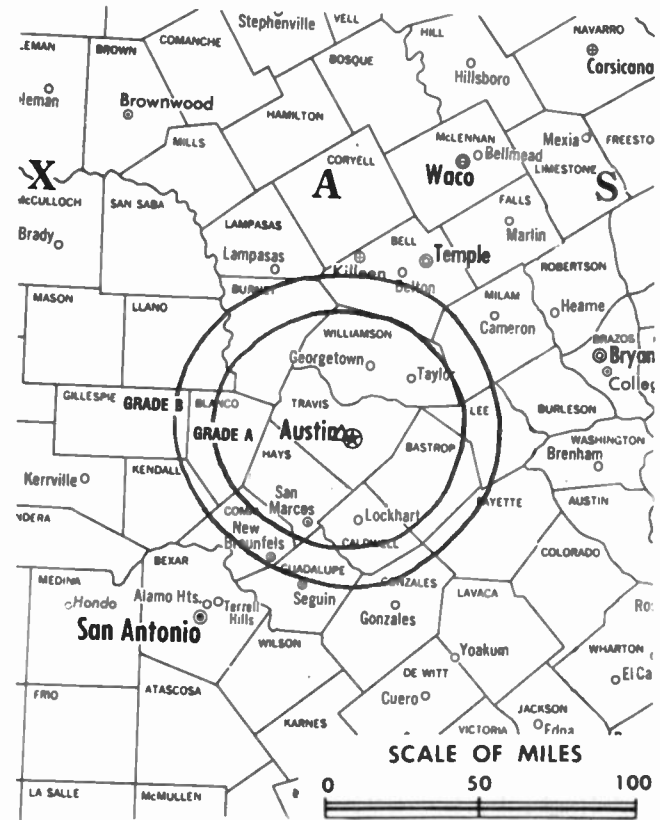
Jane Wallace, General Manager.  
Bob Stettner, General Sales Manager.  
Gwen Kinsey, National Sales Manager.  
George Csahankin, Director of Engineering.  
Henry Chu, News Director.  
Margaret Mohr, Promotion Director.  
Ruth Cherry, Business Manager.

Highest 30 Sec. Rate: \$2500.

City of License: Austin. ADI: Austin, TX. Rank: 72.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>TEXAS</b>				
50% & Over	Bastrop	14,300	14,000	98
	Blanco	2,800	2,800	100
	Burnet	10,900	10,800	99
	Caldwell	9,800	9,600	98



KXAN-TV BPCT-900329KE Granted 4/10/90

American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>				
	Fayette	8,300	8,000	96
	Hays	21,400	21,100	99
	Lee	4,700	4,600	98
	Llano	5,800	5,700	98
	Mason	1,500	1,500	100
	Travis	234,800	232,500	99
	Williamson	44,000	43,400	99
<b>TEXAS</b>				
<b>Between 25-49%</b>				
	Burleson	5,400	5,300	98
	Gillespie	6,900	6,700	97
<b>TEXAS</b>				
<b>Between 5-24%</b>				
	Bell	66,900	66,400	99
	Brazos	47,400	46,800	99
	Lampasas	6,000	5,900	98
	Lavaca	7,200	7,000	97
	Milam	8,900	8,700	98
	Robertson	6,100	6,000	98
<b>Station Totals</b>		<b>513,100</b>	<b>506,800</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>			<b>308,700</b>	
<b>Average Daily Circulation (1991)</b>			<b>162,300</b>	

# 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.

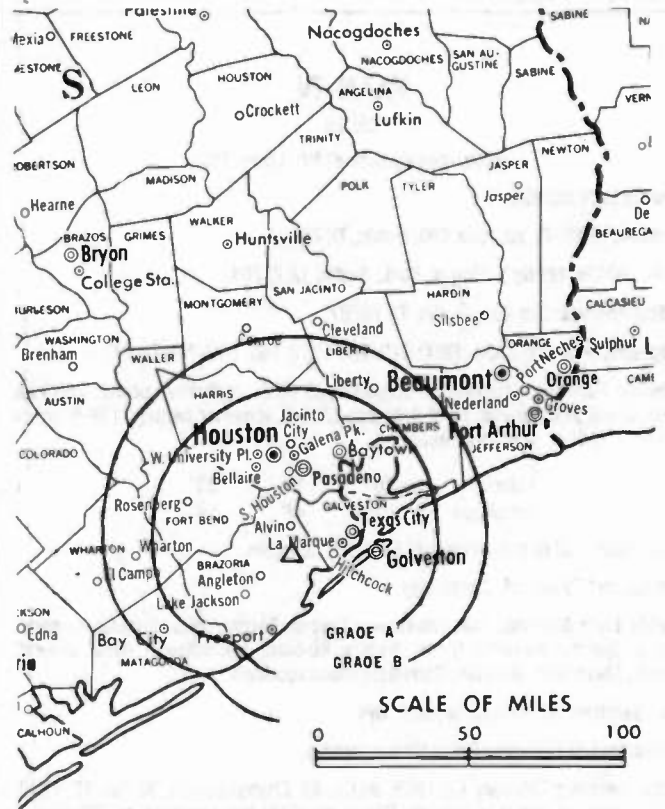
**Personnel:**

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

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Highest 30 Sec. Rate: \$150.

Arbitron Data: Not available.

City of License: Baytown. ADI: Houston. Rank: 10.



# Texas—Beaumont-Port Arthur

**KBMT**

Ch. 12

Network Service: ABC.

Licensee: Texas Telecasting Inc., 525 Interstate Hwy. 10 S, Beaumont, TX 77701.

Studio: 525 Interstate Hwy. 10 S, 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 Sidower, Vice President & General Manager.
- Tom Michalk, Station & General Sales Manager.
- Bob Wilson, Local Sales Manager.
- Annamarie Cramella, 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: 133.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	LOUISIANA			
	Beauregard	11,500	11,300	98
	Calcasieu	62,000	61,500	99
	Cameron	3,400	3,400	100



KBMT BPCT-3266 Granted 1/6/65

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Hardin	14,600	14,400	99
	Jasper	12,400	12,200	98
	Jefferson	92,200	91,600	99
	Newton	4,900	4,800	98
	Orange	28,700	28,500	99
	Tyler	7,500	7,300	97
Between 5-24%	LOUISIANA			
	Vernon	18,500	18,100	98
	TEXAS			
	Sabine	4,300	4,200	98
	San Augustine	3,500	3,400	97
	Shackelford	1,400	1,400	100
Station Totals		264,900	262,100	99
Net Weekly Circulation (1991)				197,300
Average Daily Circulation (1991)				110,900

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**Television & Cable Factbook**

# 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 E, 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.  
David Lowell, News Director.  
Karen Agnew, Program Director.  
Gina Hinson, Promotion Director.  
Katherine Read, Business Manager.  
Robert Boggs, Production Director.  
Richard Kihn, Chief Engineer.

Rates: On request.

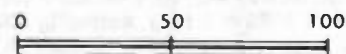
City of License: Beaumont. ADI: Beaumont-Port Arthur. Rank: 133.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>TEXAS</b>				
50% & Over	Hardin	14,600	14,400	99
	Jasper	12,400	12,200	98
	Jefferson	92,200	91,600	99



SCALE OF MILES



KFDM-TV BPCT-3107 Granted 1/30/63

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Newton	4,900	4,800	98
	Orange	28,700	28,500	99
	Tyler	7,500	7,300	97
<b>LOUISIANA</b>				
Between 25-49%	Calcasieu	62,000	61,500	99
	Cameron	3,400	3,400	100
<b>LOUISIANA</b>				
Between 5-24%	Beauregard	11,500	11,300	98
<b>TEXAS</b>				
	Liberty	19,500	19,200	98
	Polk	12,700	12,400	98
	Sabine	4,300	4,200	98
	San Augustine	3,500	3,400	97
	Shackelford	1,400	1,400	100
<b>Station Totals</b>		<b>278,600</b>	<b>275,600</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>			<b>186,300</b>	
<b>Average Daily Circulation (1991)</b>			<b>119,300</b>	

# 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. Fax: 409-985-4927.

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.

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

### Personnel:

Robert Verde, Vice President & General Manager.

Liz Parigi-Stobart, Local Sales Manager.

John Hurt, News Director.

Bob Schnarr, Program Director.

Sammy Graffagnino, Promotion Director.

Gery Meyer, Business Manager.

Charles Ravell, Chief Engineer.

Highest 30 Sec. Rate: \$1000.

City of License: Port Arthur. ADI: Beaumont-Port Arthur. Rank: 133.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Hardin	14,600	14,400	99
	Jasper	12,400	12,200	98
	Jefferson	92,200	91,600	99
	Newton	4,900	4,800	98



KJAC-TV BPCT-4322 Granted 5/13/70

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Orange	28,700	28,500	99
	Tyler	7,500	7,300	97
Between 25-49%	LOUISIANA			
	Cameron	3,400	3,400	100
	TEXAS			
	Sabine	4,300	4,200	98
	San Augustine	3,500	3,400	97
Between 5-24%	LOUISIANA			
	Beauregard	11,500	11,300	98
	Calcasieu	62,000	61,500	99
	TEXAS			
	Angelina	25,100	24,800	99
	Liberty	19,500	19,200	98
	Polk	12,700	12,400	98
	San Jacinto	6,100	5,900	97
Station Totals		308,400	304,900	99
Net Weekly Circulation (1991)			172,500	
Average Daily Circulation (1991)			97,400	

# Texas—Big Spring

## KWAB-TV

Ch. 4

(Satellite of KTPX, Odessa, TX)

Network Service: NBC.

Licensee: Midessa Television Co., Box 708-A, Lawton, OK 73502.

Studio: 2500 Kentucky Way, Big Spring, TX 79720.

Telephone: 905-263-4901.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 12.7-kw visual, 2.51-kw aural. Antenna: 380-ft. above av. terrain, 497-ft. above ground, 2957-ft. above sea level.

Latitude	32°	15'	14"
Longitude	101°	26'	44"

Transmitter: 2500 Kentucky Way, Big Spring.

Satellite Earth Stations: 4 in operation; Harris, M/A-Com, Scientific-Atlanta receivers.

News Services: NBC, UPI.

Ownership: James T. Taylor, Receiver.

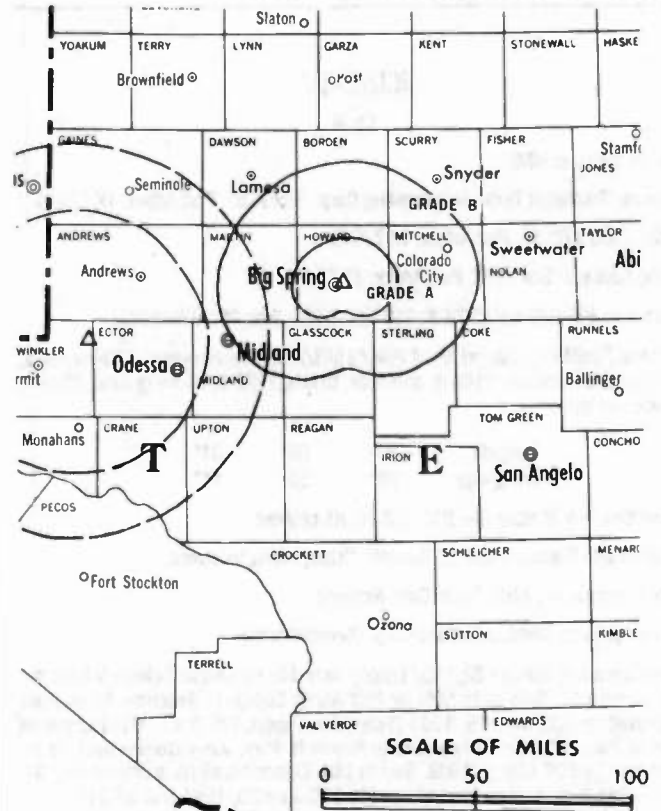
Began Operation: January 15, 1956.

Represented (sales): Petry Television Inc.

Represented (legal): Bryan, Cave, McPheeters & McRoberts.

Personnel: See KTPX, Odessa, TX

Rates: Sold in combination with KTPX, Odessa, TX.



KWAB-TV BMPCT-3267 Granted 8/8/55

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Arbitron Data: Included with KTPX, Odessa, TX.

City of License: Big Spring. ADI: Odessa-Midland. Rank: 148.

# Texas—Brownsville

**KVEO**

Ch. 23

**Network Service:** NBC.

**Licensee:** Associated Broadcasters Inc., 600 Lafayette, Suite 906, Lafayette, LA 70502.

**Studio:** 394 North Expressway, Brownsville, TX 78521.

**Telephone:** 512-544-2323. **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:** Associated Broadcasters Inc. (Group Owner).

**Began Operation:** December 18, 1981. Sale to Valley Bcstg. Co. by Trustee-in-Bankruptcy approved by FCC August 31, 1984. Sale to SouthWest MultiMedia Corp. approved Nov. 29, 1985. FCC approved sale to current owner Oct. 19, 1990.

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

**Personnel:**

- Patti C. Smith, General Manager.
- Brent Skinner, General Sales Manager.
- Lail Rivera, National Sales Manager.
- Sherry McFarlane, Local Sales Manager.
- Brad Levy, Program, Promotion & Production Director.
- Robert Gonzalez, Business Manager.
- Ignacio Cantu, Chief Engineer.
- Moreisa 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 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Cameron	79,300	78,300	99
	Hidalgo	109,700	108,100	99
	Starr	10,500	10,200	97
	Willacy	5,100	5,000	98
Between 5-24%	TEXAS			
	Brooks	2,700	2,700	100
<b>Station Totals</b>		<b>207,300</b>	<b>204,300</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>			<b>152,000</b>	
<b>Average Daily Circulation (1991)</b>			<b>82,200</b>	

**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. **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.

**Personnel:**

John W. Doran, Executive Vice President & General Manager.

Eddie Gongora, Station Manager.

Emmett Wells, General Sales Manager.

Fred Witt, National Sales Manager & Promotion Director.

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. 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): Setel Inc.

Represented (legal): Cordon & Kelly.

### Personnel:

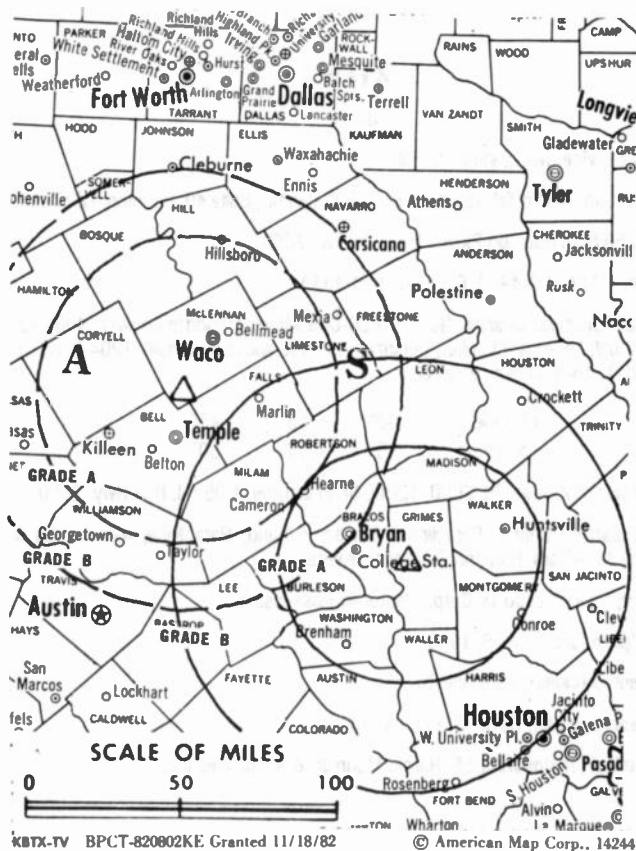
M. N. Bostick, Chairman of the Board.  
Thomas G. Pears, President.  
Jim Baronet, General Manager.  
Jon Boaz, Local Sales Manager.  
Ulman McMullen, National Sales Manager.  
Steve Sandlin, Chief Engineer.  
Jeff Braun, News Director.

Rates: On request.

City of License: Bryan. ADI: Waco-Temple. Rank: 96.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>TEXAS</b>				
50% & Over	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
	San Jacinto	6,100	5,900	97
	Walker	17,400	17,000	98
<b>TEXAS</b>				
Between 25-49%	Houston	8,900	8,700	98
	Lee	4,700	4,600	98



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Polk	12,700	12,400	98
	Trinity	4,900	4,800	98
	Washington	9,300	9,000	97
<b>TEXAS</b>				
Between 5-24%	Anderson	14,500	14,300	99
	Austin	7,900	7,700	97
	Chambers	7,800	7,700	99
	Fayette	8,300	8,000	96
	Limestone	8,700	8,500	98
	Milam	8,900	8,700	98
	Montgomery	61,300	60,300	98
<b>Station Totals</b>		<b>207,800</b>	<b>203,400</b>	<b>98</b>
Net Weekly Circulation (1991)				<b>112,900</b>
Average Daily Circulation (1991)				<b>66,500</b>

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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:** Paracclipse, 4-meter C-band; Paracclipse, 4-meter Ku & C-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.

Larry Saffir, General Sales Manager.

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 South Padre Island Dr., Corpus Christi, TX 78411.

**Studio:** South Padre Island Dr. & Everhart Rd., Corpus Christi, TX 78411.

**Mailing Address:** Box 6669, Corpus Christi, TX 78411.

**Telephone:** 512-854-4733. Fax: 512-855-8419.

**Technical Facilities:** Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 860-ft. above av. terrain, 899-ft. above ground, 949-ft. above sea level.

Latitude 27° 39' 29"  
Longitude 97° 36' 04"

**Transmitter:** Near Petronilla, 15-mi. SW of Corpus Christi.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Harris, 6.1-meter C-band; Andrew C-band; Andrew, Harris receivers.

**News Services:** NIWS, CNN.

**Ownership:** 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:**

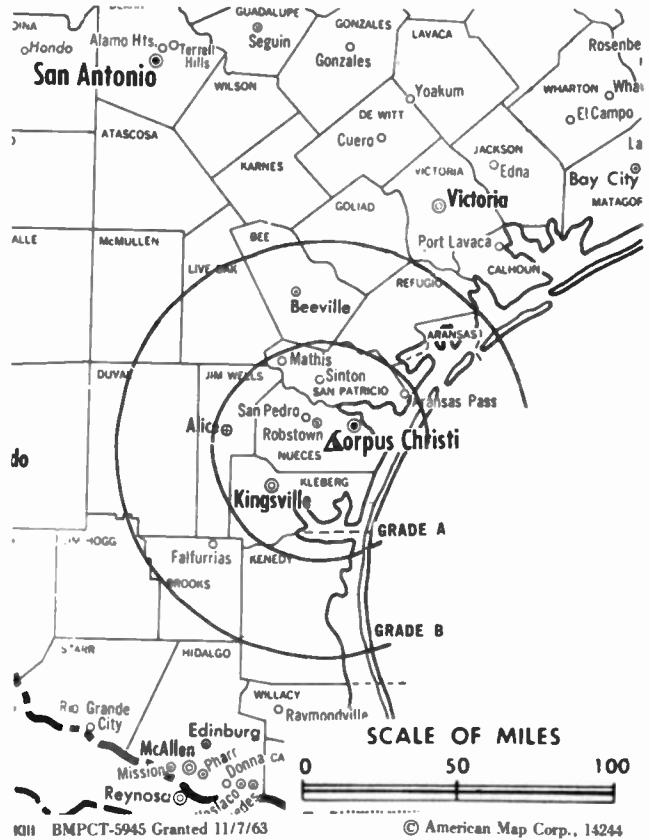
- Michael D. McKinnon, President.
- Max Sklower, General Manager.
- Billy Brotherton, Vice President, Station & General Sales Manager.
- Nancy Yuhasz, National Sales Manager.
- Fred Hoffman, Chief Engineer.
- Rob Dean, News Director.
- Kathryn Childers, Promotion & Marketing Director.
- Leonard Roper, Business Manager.

**Highest 30 Sec. Rate:** \$650.

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

**City of License:** Corpus Christi. ADI: Corpus Christi. Rank: 124.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>TEXAS</b>				
<b>50% &amp; Over</b>	Aransas	7,000	6,900	99
	Bee	9,000	8,800	98
	Brooks	2,700	2,700	100
	Duval	4,200	4,100	98
	Jim Hogg	1,800	1,700	94
	Jim Wells	12,500	12,300	98
	Kenedy	200	200	100
	Kleberg	10,600	10,500	99
	Live Oak	3,400	3,300	97
	Nueces	103,300	102,200	99
	Refugio	3,000	3,000	100
San Patricio	19,300	19,000	98	
<b>TEXAS</b>				
<b>Between 25-49%</b>	Zapata	3,000	2,900	97
<b>Station Totals</b>		<b>180,000</b>	<b>177,600</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>				<b>160,400</b>
<b>Average Daily Circulation (1991)</b>				<b>111,500</b>

# 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 Mendleta, 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: 124.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>TEXAS</b>				
Between 5-24%	Bee	9,000	8,800	98
	Duval	4,200	4,100	98
	Jim Wells	12,500	12,300	98
	Kenedy	200	200	100



Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	Kleberg	10,600	10,500	99
	Nueces	103,300	102,200	99
	Refugio	3,000	3,000	100
	San Patricio	19,300	19,000	98
<b>Station Totals</b>		<b>162,100</b>	<b>160,100</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>			<b>25,000</b>	
<b>Average Daily Circulation (1991)</b>			<b>13,600</b>	

# 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: 512-886-6100. TWX: 910-876-1442. Fax: 512-887-6666.

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: Gulf Coast Broadcasting Co.

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.  
 Charlie Brito, General Sales Manager.  
 Bob White, National Sales Manager.  
 Steve West, Chief Engineer.  
 Fred Jordan, News Director.  
 Susan M. Hines, Business Manager.  
 Manny Alvarez, Public Service Director.

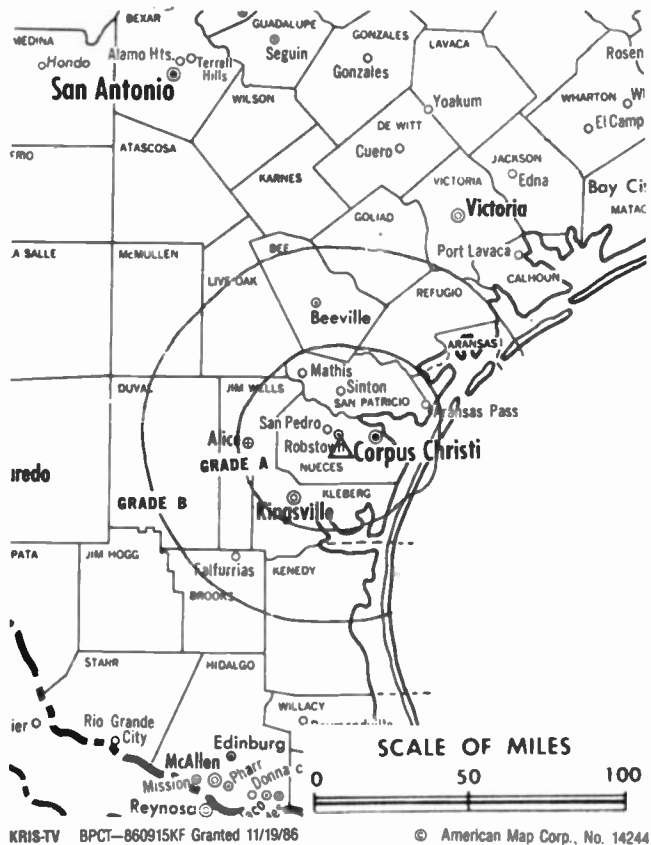
Highest 30 Sec. Rate: \$1000.

NETWORK BASE HOURLY RATE: \$600.

City of License: Corpus Christi. ADI: Corpus Christi. Rank: 124.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>TEXAS</b>				
50% & Over	Aransas	7,000	6,900	99
	Bee	9,000	8,800	98
	Brooks	2,700	2,700	100
	Duval	4,200	4,100	98
	Jim Hogg	1,800	1,700	94
	Jim Wells	12,500	12,300	98
	Kenedy	200	200	100



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Kleberg	10,600	10,500	99
	Live Oak	3,400	3,300	97
	Nueces	103,300	102,200	99
	Refugio	3,000	3,000	100
	San Patricio	19,300	19,000	98
<b>TEXAS</b>				
Between 25-49%	Zapata	3,000	2,900	97
<b>TEXAS</b>				
Between 5-24%	Goliad	1,900	1,900	100
<b>Station Totals</b>		<b>181,900</b>	<b>179,500</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>				<b>150,100</b>
<b>Average Daily Circulation (1991)</b>				<b>96,400</b>

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# Texas—Corpus Christi

**KZTV**

Ch. 10

(Operates satellite KVTM, Laredo, TX)

Network Service: CBS.

Licensee: K-SIX Television Inc., 301 Artesian St., Corpus Christi, TX 78401.

Studio: 301 Artesian St., Corpus Christi, TX 78401.

Mailing Address: Box TV-10, Corpus Christi, TX 78403.

Telephone: 512-883-7070.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 47.9-kw aural. Antenna: 940-ft. above av. terrain, 982-ft. above ground, 1049-ft. above sea level.

Latitude 27° 46' 50"  
Longitude 97° 38' 03"

Transmitter: State Hwy. 44, 1.7-mi. E of Robstown, TX.

Satellite Earth Stations: 4 in operation; Pinzone, RCA, Scientific-Atlanta receivers.

AM Affiliate: KSIX, 1-kw, 1230 kHz (CBS).

News Services: AP, CBS.

Ownership: K-SIX Television Inc.

Began Operation: September 30, 1956.

Represented (sales): Seltel Inc.

Personnel:

Vann M. Kennedy, President & General Manager.  
Gene Looper, Program Director.  
Jim Bixler, Commercial Manager.  
Lester Waters, Chief Engineer.  
Walter Furley, News Director.  
Alice Benson, Promotion Director.

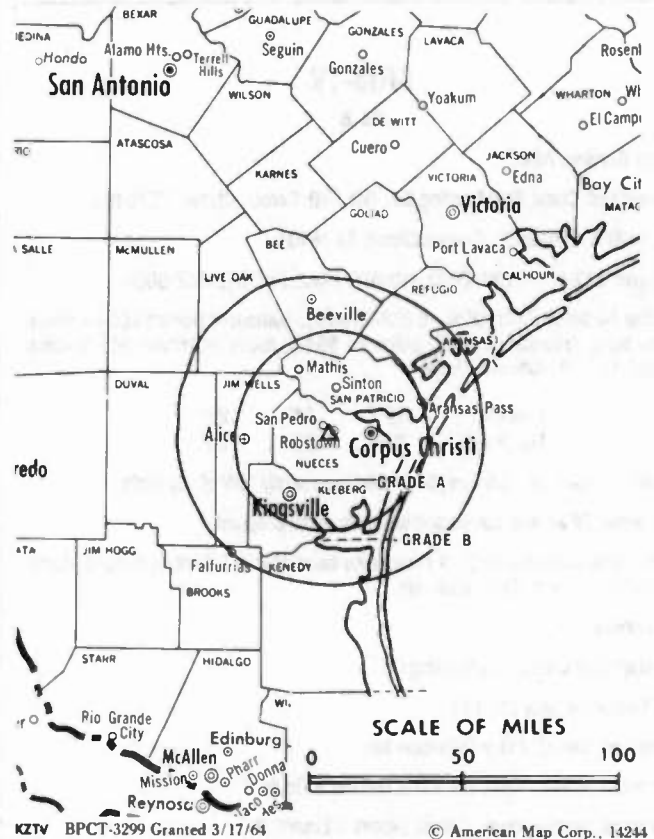
Highest 30 Sec. Rate: \$450.

NETWORK BASE HOURLY RATE: \$450.

City of License: Corpus Christi. ADI: Corpus Christi. Rank: 124.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>TEXAS</b>				
50% & Over	Aransas	7,000	6,900	99
	Bee	9,000	8,800	98
	Brooks	2,700	2,700	100
	Duval	4,200	4,100	98
	Jim Hogg	1,800	1,700	94



KZTV BPCT-3299 Granted 3/17/64

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Met Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Jim Wells	12,500	12,300	98
	Kenedy	200	200	100
	Kleberg	10,600	10,500	99
	Live Oak	3,400	3,300	97
	Nueces	103,300	102,200	99
	Refugio	3,000	3,000	100
	San Patricio	19,300	19,000	98
<b>TEXAS</b>				
Between 25-49%	Calhoun	7,600	7,500	99
	Goliad	1,900	1,900	100
	Zapata	3,000	2,900	97
<b>TEXAS</b>				
Between 5-24%	Victoria	26,600	26,200	98
<b>Station Totals</b>		<b>216,100</b>	<b>213,200</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>			<b>155,300</b>	
<b>Average Daily Circulation (1991)</b>			<b>89,000</b>	

# 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' 21.50"  
Longitude 96° 58' 10.00"

Transmitter: Belt Line Rd., 0.81-mi. W of Cedar Hill Rd., Cedar Hill.

Satellite Earth Stations: Harris, 6.1-meter C-band; Harris, 4.57-meter C-band; Scientific-Atlanta, 4.5-meter Ku-band; Harris, Scientific-Atlanta, Standard Agile Omni 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:**

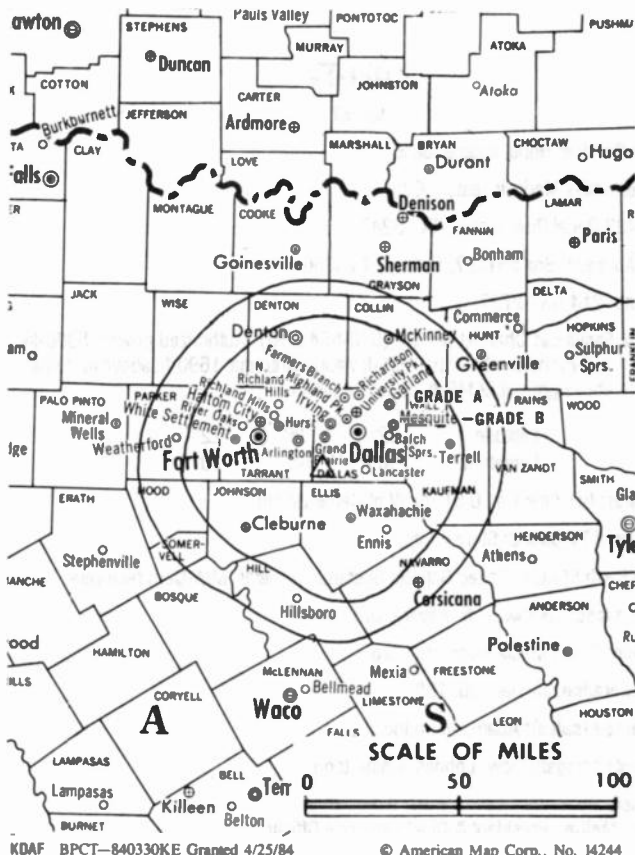
- D. Gayle Brammer, Vice President & General Manager.
- Kathy Saunders, Vice President & General Sales Manager.
- Bill Munk, Local Sales Manager.
- Linda Griffin, Programming Director.
- Charles Blondo, Advertising & Promotion Manager.
- Sheri Germain-Stambaugh, Business Manager.
- Carl Cramer, Marketing Director.
- Joe Maggio, Chief Engineer.

Rates: On request.

City of License: Dallas. ADI: Dallas-Fort Worth. Rank: 7.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>TEXAS</b>			
	Hood	12,700	12,600	99
	Johnson	35,300	35,000	99
	Rockwall	10,300	10,200	99
	Tarrant	437,200	434,400	99
<b>Between 25-49%</b>	<b>TEXAS</b>			
	Collin	79,300	78,500	99
	Dallas	745,800	741,100	99
	Denton	84,500	83,800	99
	Ellis	29,100	28,800	99
	Erath	10,700	10,600	99
	Grayson	38,800	38,400	99
	Kaufman	19,800	19,500	98
	Limestone	8,700	8,500	98
	Navarro	15,400	15,200	99



KDAF BPCT-840330KE Granted 4/25/84

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	Parker	24,000	23,800	99
	Somervell	2,300	2,300	100
	Wise	13,500	13,400	99
<b>Between 5-24%</b>	<b>OKLAHOMA</b>			
	Bryan	13,600	13,400	99
	Love	3,300	3,300	100
	Marshall	5,200	5,100	98
	<b>TEXAS</b>			
	Anderson	14,500	14,300	99
	Bosque	6,500	6,400	98
Cooke	11,700	11,600	99	
Fannin	10,200	10,000	98	
Freestone	6,500	6,400	98	
Henderson	23,800	23,400	98	
Hopkins	11,800	11,600	98	
Hunt	26,900	26,600	99	
Jack	2,800	2,800	100	
Montague	7,300	7,200	99	
Palo Pinto	9,800	9,700	99	
Rains	2,800	2,800	100	
Van Zandt	16,000	15,700	98	
Wood	11,900	11,700	98	
<b>Station Totals</b>		<b>1,752,000</b>	<b>1,738,100</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>			<b>775,500</b>	
<b>Average Daily Circulation (1991)</b>			<b>279,000</b>	

# 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:

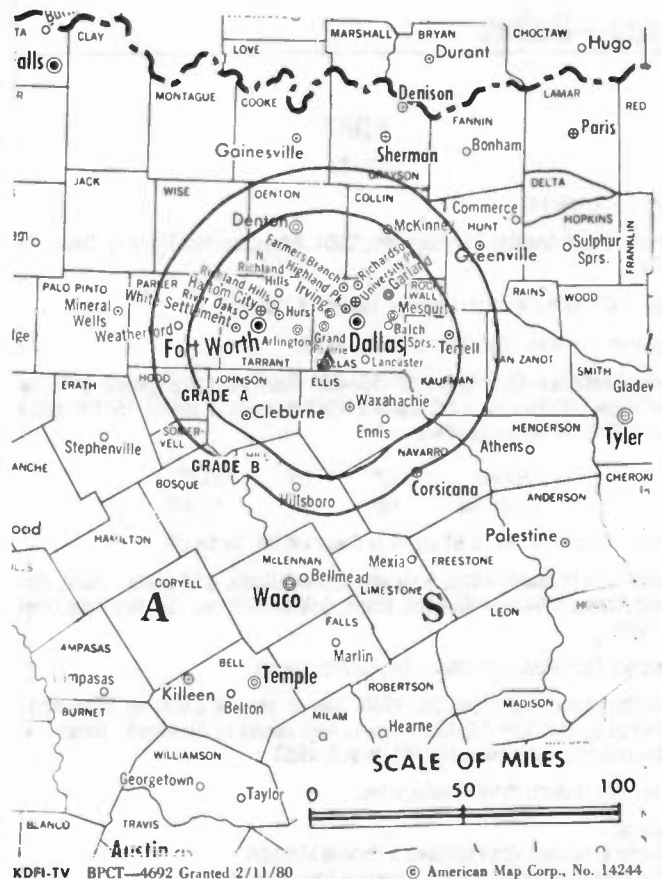
John A. McKay, President & Chief Executive Officer.  
Mark Lambert, Vice President & Director of Broadcast Operations.  
Dan Corken, General Sales Manager.  
Joe Zambardino, National Sales Manager.  
Rich Martin, Chief Engineer.  
Kimberly Sue Jenkins, Promotion Director.  
Raymond Luckey, Business Manager.

Rates: On request.

City of License: Dallas. ADI: Dallas-Fort Worth. Rank: 7.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

	Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>		<b>TEXAS</b> Johnson	35,300	35,000	99
<b>Between 25-49%</b>		<b>TEXAS</b> Bosque	6,500	6,400	98
		Dallas	745,800	741,100	99
		Ellis	29,100	28,800	99
		Erath	10,700	10,600	99
		Fannin	10,200	10,000	98
		Grayson	38,800	38,400	99
		Hood	12,700	12,600	99
		Jack	2,800	2,800	100
		Kaufman	19,800	19,500	98
		Limestone	8,700	8,500	98
		Navarro	15,400	15,200	99



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	Palo Pinto	9,800	9,700	99
	Rains	2,800	2,800	100
	Somervell	2,300	2,300	100
	Tarrant	437,200	434,400	99
	Wise	13,500	13,400	99
<b>Between 5-24%</b>	<b>OKLAHOMA</b> Love	3,300	3,300	100
	Marshall	5,200	5,100	98
<b>TEXAS</b>	Collin	79,300	78,500	99
	Cooke	11,700	11,600	99
	Denton	84,500	83,800	99
	Henderson	23,800	23,400	98
	Hill	10,900	10,800	99
	Hopkins	11,800	11,600	98
	Hunt	26,900	26,600	99
	Montague	7,300	7,200	99
	Parker	24,000	23,800	99
	Rockwall	10,300	10,200	99
	Wood	11,900	11,700	98
<b>Station Totals</b>		<b>1,712,300</b>	<b>1,699,100</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>				<b>506,900</b>
<b>Average Daily Circulation (1991)</b>				<b>142,500</b>

# 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"

Holds CP for change to 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): Wämer, Cutler & Pickering.

Represented (engineering): Lohnes & Culver.

### Personnel:

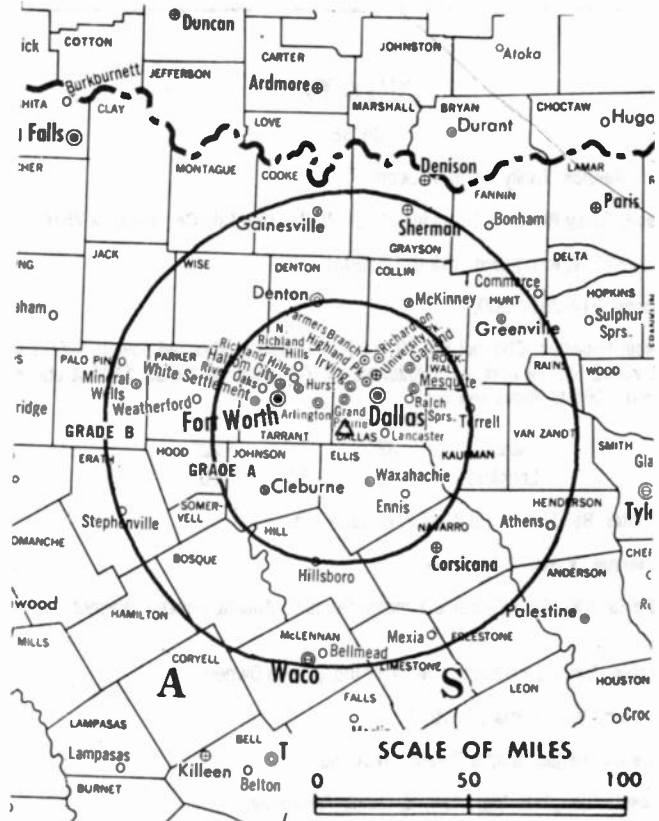
Jeff Rosser, Vice President & General Manager.  
Mike Sechrist, Vice President, News.  
Frank Gregg, Vice President, Sales.  
Howard Murphy, Vice President, Finance.  
Bob Brock, Local Sales Manager.  
Rick Thompson, National Sales Manager.  
James D. Withers, Director of Engineering.  
Joe Bell, Program Director.  
Karen Cage, Public Relations Director.  
Ann Rollins, Business Manager.  
Jim Monroe, Marketing Director.

Rates: On request.

City of License: Dallas. ADI: Dallas-Fort Worth. Rank: 7.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>TEXAS</b>				
50% & Over	Anderson	14,500	14,300	99
	Bosque	6,500	6,400	98
	Collin	79,300	78,500	99
	Comanche	5,100	5,000	98
	Cooke	11,700	11,600	99
	Dallas	745,800	741,100	99
	Delta	1,800	1,800	100
	Denton	84,500	83,800	99
	Ellis	29,100	28,800	99
	Erath	10,700	10,600	99
	Fannin	10,200	10,000	98
	Franklin	3,200	3,100	97
	Freestone	6,500	6,400	98
	Grayson	38,800	38,400	99



KDFW-TV BPCT-881130KF Granted 1/31/89

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Henderson	23,800	23,400	98
	Hill	10,900	10,800	99
	Hood	12,700	12,600	99
	Hopkins	11,800	11,600	98
	Hunt	26,900	26,600	99
	Jack	2,800	2,800	100
	Johnson	35,300	35,000	99
	Kaufman	19,800	19,500	98
	Lamar	17,400	16,900	97
	Navarro	15,400	15,200	99
	Palo Pinto	9,800	9,700	99
	Parker	24,000	23,800	99
	Rains	2,800	2,800	100
	Rockwall	10,300	10,200	99
	Smith	58,300	57,600	99
	Somervell	2,300	2,300	100
	Tarrant	437,200	434,400	99
	Van Zandt	16,000	15,700	98
	Wise	13,500	13,400	99
	Wood	11,900	11,700	98

<b>OKLAHOMA</b>				
Between 25-49%	Choctaw	6,200	6,000	97
	Mc Curtain	13,300	13,000	98
<b>TEXAS</b>				
	Camp	4,200	4,100	98
	Cherokee	15,400	15,100	98
	Hamilton	3,600	3,500	97
	Mills	1,800	1,800	100
	Montague	7,300	7,200	99

(Continued on page A-1165)

Station Totals	2,084,200	2,065,300	99
Net Weekly Circulation (1991)			1,566,200
Average Daily Circulation (1991)			833,600

# 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.

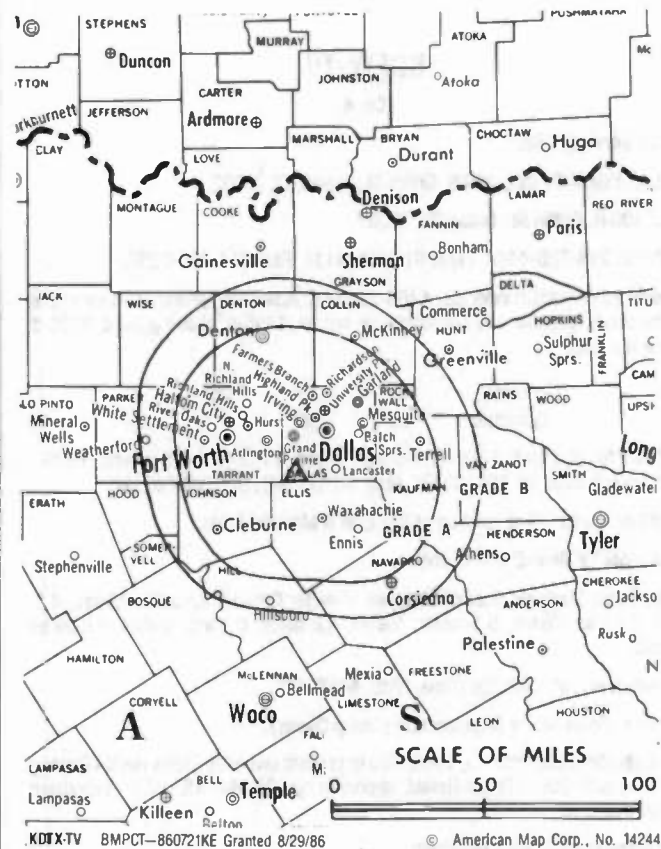
### Personnel:

Phil Crouch, Station Manager.  
Steve Fjordbak, Production Manager.  
Dana Hooper, Public Affairs Director.  
Jan Irby, Promotion Director.  
Page Graham, Chief Engineer.

Highest 30 Sec. Rate: \$95.

City of License: Dallas. ADI: Dallas-Fort Worth. Rank: 7.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>TEXAS</b>				
Between 5-24%	Johnson	35,300	35,000	99
	Van Zandt	16,000	15,700	98
<b>Station Totals</b>		<b>51,300</b>	<b>50,700</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>			<b>40,900</b>	
<b>Average Daily Circulation (1991)</b>			<b>14,500</b>	



# 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 Broadcast Partners; Ronald Ulloa.

Began Operation: September 1, 1988.

Represented (legal): Paul, Hastings, Janofsky & Walker.

Represented (engineering): Silliman & Silliman.

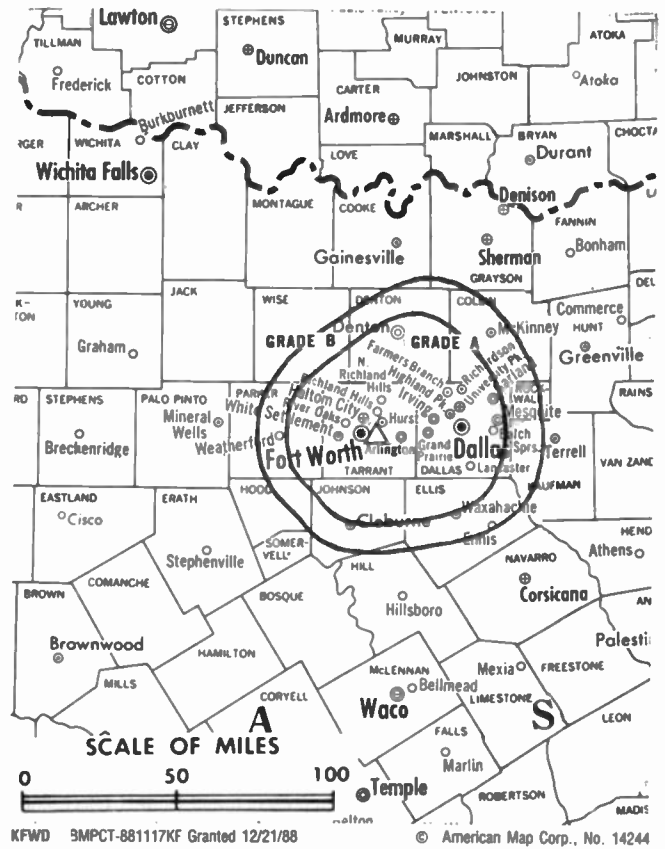
**Personnel:**

- Arthur Gray, Station Manager.
- Corise Carter, Local Sales Manager.
- Lolly Briano, Promotion Director.
- Bill Wise, Chief Engineer.

Rates: On request.

City of License: Fort Worth. ADI: Dallas-Fort Worth. Rank: 7.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.



KFWD SMPCT-881117KF Granted 12/21/88 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>TEXAS</b>				
Between 5-24%	Johnson	35,300	35,000	99
<b>Station Totals</b>		<b>35,300</b>	<b>35,000</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>			<b>23,300</b>	
<b>Average Daily Circulation (1991)</b>			<b>12,100</b>	

# Texas—Fort Worth-Dallas

**KTVT**

Ch. 11

**Network Service:** None, independent.

**Licensee:** Gaylord Broadcasting Co., 10111 N. Central Expwy., 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 Dr., 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:**

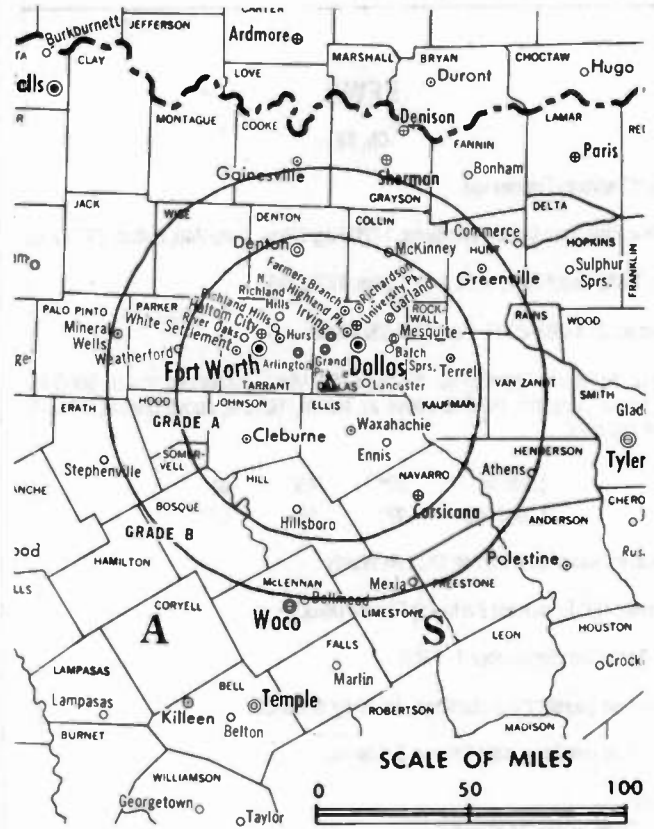
- E. D. Trimble, Executive Vice President & General Manager.
- John Deroche, Director of Sales.
- Brian Jones, Local Sales Manager, Dallas.
- Donna Coomer, Local Sales Manager, Fort Worth.
- Paul Hastaba, National Sales Manager.
- Bill Maples, National Sales Manager.
- Jim Holland, News Director.
- Ken 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 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>TEXAS</b>				
<b>50% &amp; Over</b>	Bosque	6,500	6,400	98
	Collin	79,300	78,500	99
	Cooke	11,700	11,600	99
	Dallas	745,800	741,100	99
	Delta	1,800	1,800	100
	Denton	84,500	83,800	99
	Elis	29,100	28,800	99
	Erath	10,700	10,600	99
	Fannin	10,200	10,000	98
	Freestone	6,500	6,400	98
	Grayson	38,800	38,400	99
	Henderson	23,800	23,400	98
	Hill	10,900	10,800	99



KTVT BPCT-3268 Granted 3/26/64

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Hood	12,700	12,600	99
	Hopkins	11,800	11,600	98
	Hunt	26,900	26,600	99
	Johnson	35,300	35,000	99
	Kaufman	19,800	19,500	98
	Lamar	17,400	16,900	97
	Navarro	15,400	15,200	99
	Palo Pinto	9,800	9,700	99
	Parker	24,000	23,800	99
	Rains	2,800	2,800	100
	Rockwall	10,300	10,200	99
	Sherman	1,100	1,100	100
	Somervell	2,300	2,300	100
	Stephens	4,100	4,000	98
	Tarrant	437,200	434,400	99
	Van Zandt	16,000	15,700	98
	Wise	13,500	13,400	99
	Wood	11,900	11,700	98
	Young	7,800	7,700	99

<b>ARKANSAS</b>				
<b>Between 25-49%</b>	Union	18,700	18,400	98
<b>KANSAS</b>				
	Stevens	1,700	1,700	100
<b>OKLAHOMA</b>				
	Carter	17,900	17,700	99
	Choctaw	6,200	6,000	97
	Cimarron	1,600	1,600	100
	Comanche	39,700	39,400	99
	Greer	2,800	2,700	98
	Jackson	11,100	11,000	99

(Continued on page A-1165)

<b>Station Totals</b>	<b>3,207,300</b>	<b>3,174,200</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>			<b>1,490,900</b>
<b>Average Daily Circulation (1991)</b>			<b>575,000</b>

# Texas—Fort Worth-Dallas

**KTXA**

Ch. 21

Network Service: None, independent.

Licensee: TVX of Fort Worth-Dallas Inc.

Studio: 1712 E. Randol Mill Rd., Arlington, TX 76011.

Telephone: 817-265-2100. 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 TVX Broadcast Group approved Feb. 26, 1991; sale to TVX Taft Television & Radio Co. Inc. approved by FCC Feb. 20, 1987 (Television Digest, Vol. 27:9, 14, 15). Sale to Taft by Gulf Broadcast Group approved by FCC May 30, 1985 (Vol. 25:5, 20, 22). Sale to Gulf by Sidney L. Schlenker, J. Livingston Kosberg, et al., approved Dec. 11, 1984 (Vol. 24:23, 53).

Represented (sales): Seitel Inc.

Represented (legal): Leventhal, Senter & Lerman.

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

**Personnel:**

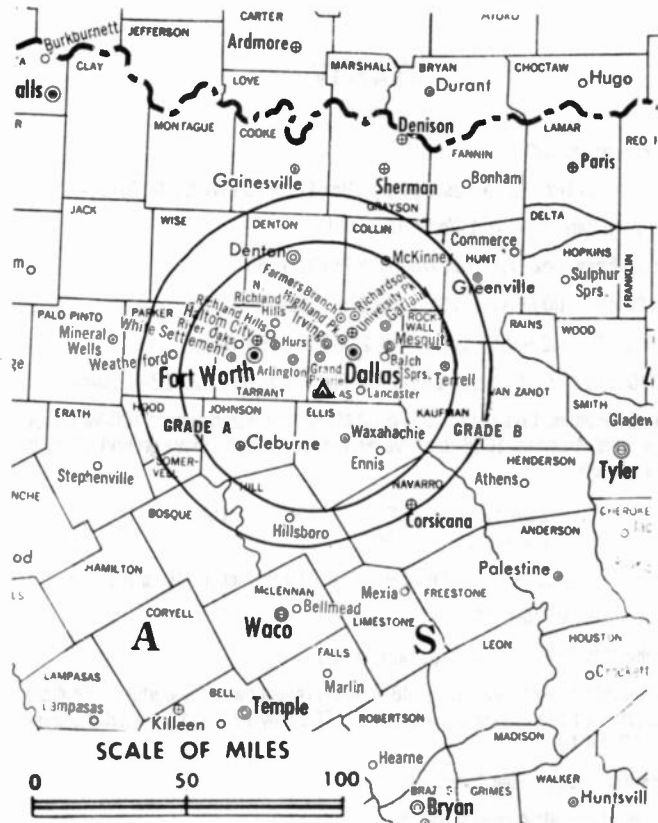
- Dirk M. Brinkerhoff, Vice President & General Manager.
- Rick Mills, General Sales Manager.
- Andre Woodson, Local Sales Manager.
- Eric Lassberg, National Sales Manager.
- Tammy Salinas, Program Manager.
- Sue Stuechel, Business Manager.
- George Delacorda, Chief Engineer.
- Rick Davey, Production & 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 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>TEXAS</b>			
	Cooke	11,700	11,600	99
	Dallas	745,800	741,100	99
	Erath	10,700	10,600	99
	Navarro	15,400	15,200	99
	Rockwall	10,300	10,200	99
	Tarrant	437,200	434,400	99
	Wise	13,500	13,400	99
<b>Between 25-49%</b>	<b>TEXAS</b>			
	Collin	79,300	78,500	99
	Denton	84,500	83,800	99
	Ellis	29,100	28,800	99



KTXA BPCT-4962 Granted 3/31/80

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Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>Between 25-49%</b>	Fannin	10,200	10,000	98	
	Grayson	38,800	38,400	99	
	Hood	12,700	12,600	99	
	Hunt	26,900	26,600	99	
	Jack	2,800	2,800	100	
	Johnson	35,300	35,000	99	
	Kaufman	19,800	19,500	98	
	Palo Pinto	9,800	9,700	99	
	Parker	24,000	23,800	99	
	Rains	2,800	2,800	100	
	Somervell	2,300	2,300	100	
	Van Zandt	16,000	15,700	98	
	<b>OKLAHOMA</b>	Love	3,300	3,300	100
Marshall		5,200	5,100	98	
<b>TEXAS</b>					
Bosque		6,500	6,400	98	
Freestone		6,500	6,400	98	
Henderson		23,800	23,400	98	
Hill	10,900	10,800	99		
Hopkins	11,800	11,600	98		
Limestone	8,700	8,500	98		
Montague	7,300	7,200	99		
Wood	11,900	11,700	98		
<b>Station Totals</b>		<b>1,734,800</b>	<b>1,721,200</b>	<b>99</b>	
<b>Net Weekly Circulation (1991)</b>			<b>826,300</b>		
<b>Average Daily Circulation (1991)</b>			<b>315,000</b>		

# Texas—Fort Worth-Dallas

## KXAS-TV

Ch. 5

Network Service: NBC.

Licensee: North Texas Broadcasting Corp., Box 1780, Fort Worth, TX 76101-1780.

Studio: 3900 Barnett St., Fort Worth, TX 76101.

Mailing Address: Box 1780, Fort Worth, TX 76101-1780.

Branch Office: 3100 McKinnon St., Suite 370, Dallas, TX 75201.

Telephones: 817-429-5555, Fort Worth; 214-745-5555, Dallas.

TWX: 910-893-5070. Fax: 817-654-6362, Fort Worth; 214-220-2848, Dallas.

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:

Douglas Adams, President & General Manager.

Patty Parker, General Sales Manager.

Teansie Garfield, National Sales Manager.

Ken Waterman, National Sales Manager.

George Csahanin, Engineering Director.

Stuart Kellogg, News Director.

Brian Hocker, Director, Administration & Programming.

Lee Spieckerman, Director of Advertising & Promotion.

Mary Jane Jacobs, Business Manager.

Mark Doton, Research Director.

Nada Ruddock, Director of Community Affairs.

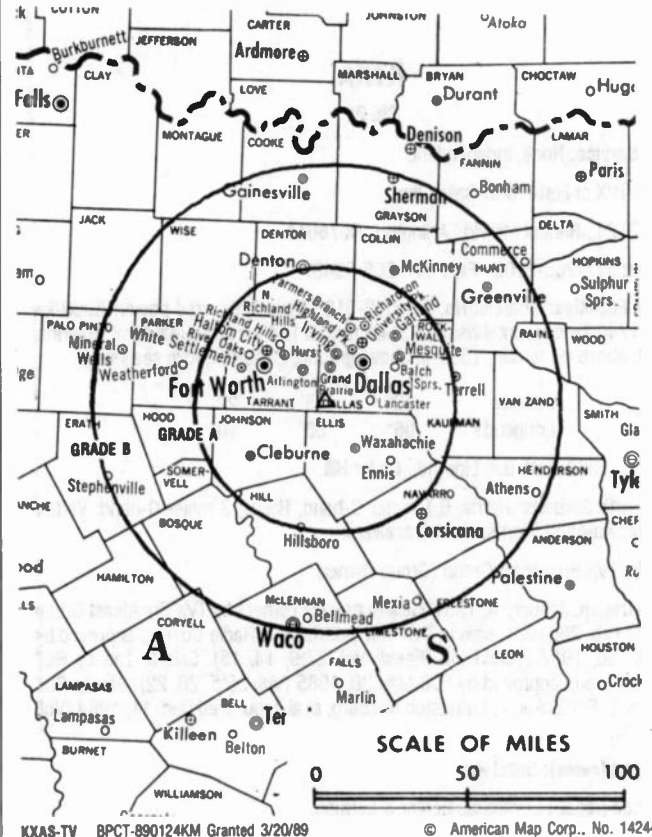
Bill Kelley, Operations Director.

Rates: On request.

City of License: Fort Worth. ADI: Dallas-Fort Worth. Rank: 7.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 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	6,500	6,400	98
	Collin	79,300	78,500	99
	Comanche	5,100	5,000	98
	Cooke	11,700	11,600	99
	Dallas	745,800	741,100	99
	Delta	1,800	1,800	100
	Denton	84,500	83,800	99
	Ellis	29,100	28,800	99
	Erath	10,700	10,600	99
	Fannin	10,200	10,000	98
	Franklin	3,200	3,100	97
	Freestone	6,500	6,400	98
	Grayson	38,800	38,400	99
	Hamilton	3,600	3,500	97
	Henderson	23,800	23,400	98
Hill	10,900	10,800	99	
Hood	12,700	12,600	99	



KXAS-TV BPC-890124KM Granted 3/20/89

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Hopkins	11,800	11,600	98
	Hunt	26,900	26,600	99
	Johnson	35,300	35,000	99
	Kaufman	19,800	19,500	98
	Lamar	17,400	16,900	97
	Navarro	15,400	15,200	99
	Palo Pinto	9,800	9,700	99
	Parker	24,000	23,800	99
	Rains	2,800	2,800	100
	Rockwall	10,300	10,200	99
	Smith	58,300	57,600	99
	Somervell	2,300	2,300	100
	Tarrant	437,200	434,400	99
	Van Zandt	16,000	15,700	98
	Wise	13,500	13,400	99
	Wood	11,900	11,700	98
	Young	7,800	7,700	99
OKLAHOMA	Bryan	13,600	13,400	99
	Choctaw	6,200	6,000	97
	Love	3,300	3,300	100
	Marshall	5,200	5,100	98
	TEXAS			
Cherokee	15,400	15,100	98	
Jack	2,800	2,800	100	
Limestone	8,700	8,500	98	
Montague	7,300	7,200	99	
Red River	6,200	6,000	97	
Titus	9,200	9,100	99	

(Continued on page A-1166)

Station Totals	2,072,200	2,053,600	99
Net Weekly Circulation (1991)			1,572,500
Average Daily Circulation (1991)			861,800

# Texas—Dallas-Fort Worth

**KXTX-TV**

Ch. 39

Network Service: None, independent.

Licensee: KXTX Inc., 3900 Harry Hines Blvd., Dallas, TX 75219.

Studio: 3900 Harry Hines Blvd., Dallas, TX 75219.

Telephone: 214-521-3900. 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.

Kathy Wood, General Sales Manager.

Jeff Serio, Local Sales Manager.

Debbie Murphy, National Sales Manager.

Harold Nash, Chief Engineer.

Nelson Flanagan, Program & Promotion Director.

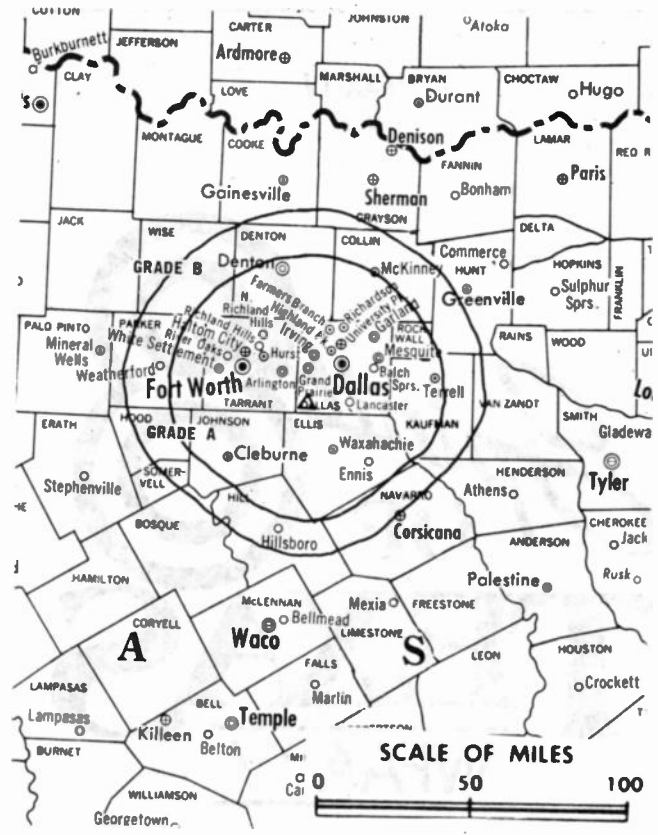
Larry Brown, Controller.

Dennis Bruns, Production Manager.

City of License: Dallas. ADI: Dallas-Fort Worth. Rank: 7.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%	TEXAS			
	Cooke	11,700	11,600	99
	Dallas	745,800	741,100	99
	Denton	84,500	83,800	99
	Fannin	10,200	10,000	98
	Henderson	23,800	23,400	98
	Hill	10,900	10,800	99
	Hood	12,700	12,600	99
	Hopkins	11,800	11,600	98
	Hunt	26,900	26,600	99
	Jack	2,800	2,800	100
	Johnson	35,300	35,000	99
	Kaufman	19,800	19,500	98
	Limestone	8,700	8,500	98
	Navarro	15,400	15,200	99
	Palo Pinto	9,800	9,700	99
	Parker	24,000	23,800	99
	Rains	2,800	2,800	100
	Tarrant	437,200	434,400	99
	Van Zandt	16,000	15,700	98
Wise	13,500	13,400	99	
Wood	11,900	11,700	98	
Young	7,800	7,700	99	



KXTX-TV BPCT-810616KF Granted 9/22/81

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Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	ARKANSAS			
	Garland	33,400	32,900	99
	Hempstead	8,500	8,300	98
	Jefferson	31,300	30,900	99
	Lee	5,100	5,000	98
	Ouachita	13,200	13,000	98
	St Francis	9,900	9,700	98
	OKLAHOMA			
	Carter	17,900	17,700	99
	Love	3,300	3,300	100
Marshall	5,200	5,100	98	
TEXAS	Anderson	14,500	14,300	99
	Bosque	6,500	6,400	98
	Cherokee	15,400	15,100	98
	Collin	79,300	78,500	99
	Ellis	29,100	28,800	99
	Erath	10,700	10,600	99
	Falls	7,200	7,100	99
	Freestone	6,500	6,400	98
	Grayson	38,800	38,400	99
	Gregg	42,400	41,900	99
	Mc Lennan	72,300	71,700	99
	Montague	7,300	7,200	99
	Nacogdoches	19,500	19,100	98
	Panola	8,500	8,400	99
	Rockwall	10,300	10,200	99
Rusk	16,300	16,100	99	
Smith	58,300	57,600	99	
Somervell	2,300	2,300	100	
Stephens	4,100	4,000	98	
Upshur	12,300	12,100	98	
Station Totals		2,132,700	2,113,800	99
Net Weekly Circulation (1991)				576,300
Average Daily Circulation (1991)				175,700

# Texas—Dallas

**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:** 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; Scientific-Atlanta, 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.

James A. (Buff) Parham, Vice President & Station Manager.

Kathy Clements-Hill, General Sales Manager.

John Rizzuti, Local Sales Manager.

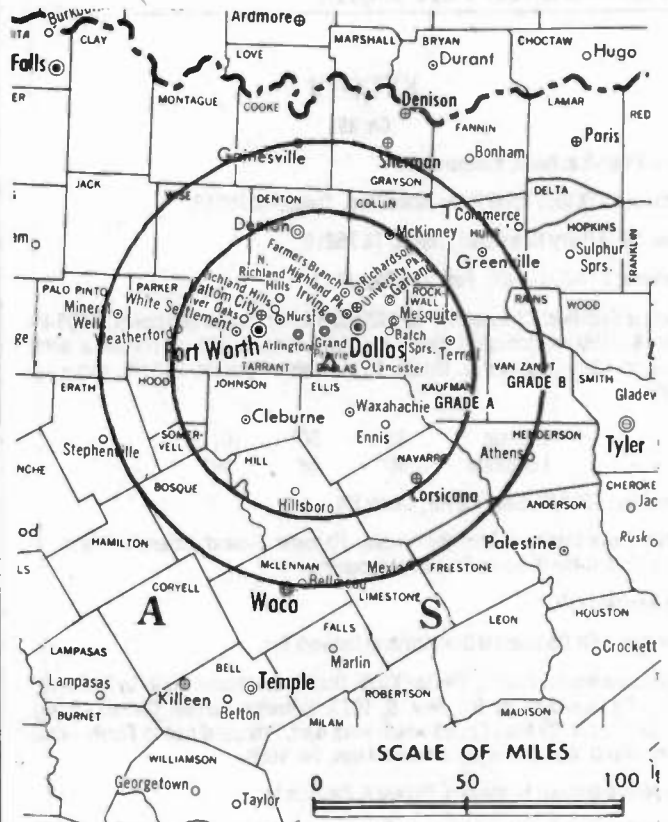
Yvette Cook-Harris, National Sales Manager.

John Miller, News Director.

Michael Grant, Executive Director, Programming & Creative Services.

Kaye O'Leary, Financial Manager.

Chyde Chappell, Production Manager.



WFAA-TV BPCT-881003KS Granted 1/31/89

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**John Irvin, Executive Director of Administration.**

**Beaven Els, Chief Engineer.**

**Allan Beutler, Design Director.**

**Debbie Johnston, Business Manager, Creative Services.**

**Dave Muscari, Promotion Director.**

**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 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>TEXAS</b>				
50% & Over	Bosque	6,500	6,400	98
	Brown	14,100	13,800	98
	Collin	79,300	78,500	99
	Comanche	5,100	5,000	98
	Cooke	11,700	11,600	99
	Crockett	1,500	1,500	100
	Dallas	745,800	741,100	99
	Delta	1,800	1,800	100
	Denton	84,500	83,800	99
	Eastland	7,800	7,700	99
	Ellis	29,100	28,800	99
	Erath	10,700	10,600	99
	Fannin	10,200	10,000	98
	Freestone	6,500	6,400	98
	Grayson	38,800	38,400	99
	Hamilton	3,600	3,500	97
	Henderson	23,800	23,400	98

(Continued on page A-1166)

<b>Station Totals</b>	<b>2,270,300</b>	<b>2,249,800</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>			<b>1,731,800</b>
<b>Average Daily Circulation (1991)</b>			<b>1,095,600</b>

# Texas—Eagle Pass

**KVAW**

Ch. 16

Network Service: Telemundo.

Licensee: Juan Wheeler Jr., Box 788, Eagle Pass, TX 78852.

Telephone: 512-773-5149.

Technical Facilities: Channel No. 16 (482-488 MHz). Authorized power: 12.7-kw max. visual. Antenna: 279-ft. above av. terrain, 249-ft. above ground, 1063-ft. above sea level.

Latitude 28° 43' 32"  
Longitude 100° 28' 35"

Transmitter: 2210 Loop 431, Eagle Pass, Maverick County.

Ownership: Juan Wheeler Jr.

Began Operation: June 15, 1991.

Represented (legal): James L. Oyster.

**Personnel:**

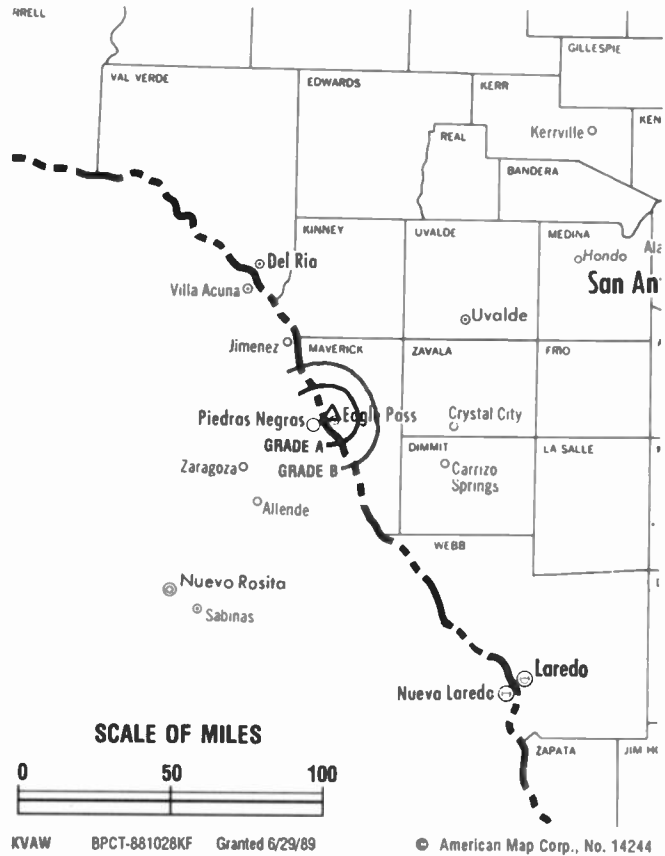
Juan Wheeler Jr., General Manager.  
Ignacio Trujillo, Sales Manager.  
Donna Dehoyos, Program Director.  
Thomas Winkle, Chief Engineer.

Rates: On request.

City of License: Eagle Pass. ADI: San Antonio. Rank: 42.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>TEXAS</b>				
Between 5-24%	La Salle	1,800	1,800	97
	Maverick	10,600	10,200	96
<b>Station Totals</b>		<b>12,400</b>	<b>12,000</b>	<b>97</b>
Net Weekly Circulation (1991)				1,000
Average Daily Circulation (1991)				500



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# Texas—El Paso

**KCIK**

Ch. 14

Network Service: Fox.

Licensee: KCIK-TV Inc., 3100 N. Stanton St., El Paso, TX 79902.

Studio: 3100 N. Stanton St., El Paso, TX 79902.

Telephone: 915-533-1414.

Technical Facilities: Channel No. 14 (470-476 MHz). Authorized power: 402-kw max. & 214-kw horizontal visual, 21.4-kw horizontal aural. Antenna: 1980-ft. above av. terrain, 366-ft. above ground, 6114-ft. above sea level.

Latitude 31° 48' 55"

Longitude 106° 29' 20"

Transmitter: Approx. 3.9-mi. NNW of County Courthouse, El Paso.

Satellite Earth Stations: Microdyne, 4.5-meter Ku-band; Prodelin, 4.5-meter C-band; Weatherscan, 4-meter C-band; Prodelin, 3.9-meter C-band; Gardiner, M/A-Com, Microdyne receivers.

Ownership: 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 owner granted June 17, 1988; consummated Aug. 1988.

Represented (sales): Petry Television Inc.

Represented (legal): Robb & Henning.

**Personnel:**

Don Caparis, President & General Manager.

Larry Popin, Station & Business Manager.

Helen Barry, National Sales Manager.

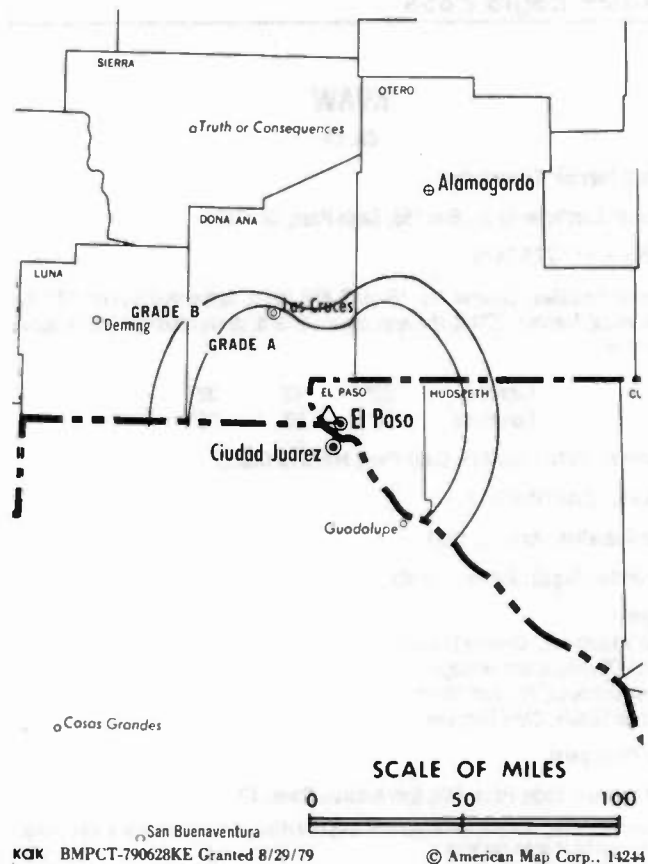
Curtis Kemp, Chief Engineer.

Rebecca Benson, Promotion & Marketing Director.

Rates: On request.

City of License: El Paso. ADI: El Paso. Rank: 100.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW MEXICO			
	Dona Ana	47,200	45,800	97
	TEXAS			
	El Paso	181,900	180,500	99
Between 5-24%	NEW MEXICO			
	Otero	18,200	17,800	98
Station Totals		247,300	244,100	99
Net Weekly Circulation (1991)				146,000
Average Daily Circulation (1991)				66,000



# 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, Pirzone, Scientific-Atlanta receivers.

**News Service:** AP.

**Ownership:** Birney Ims 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:**

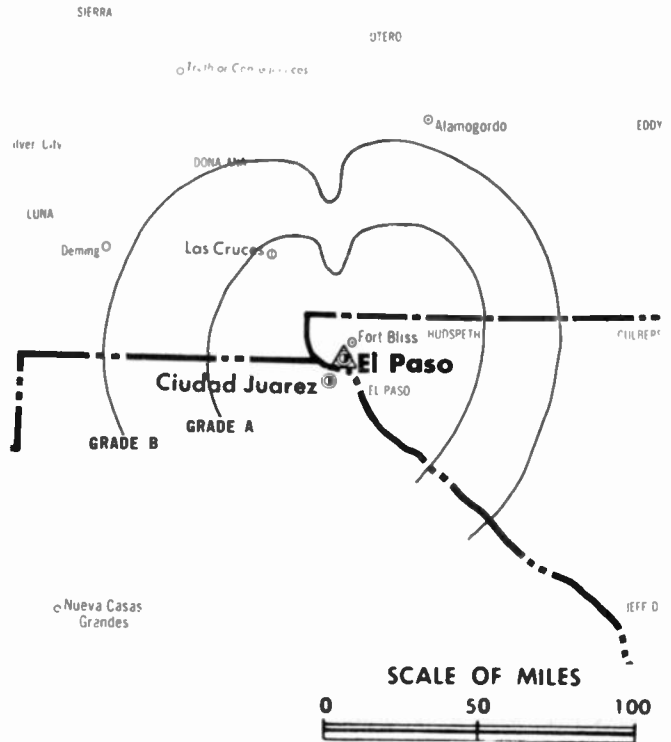
- Stan Siegal, Vice President & General Manager.
- John M. Burton, General Sales Manager.
- Margie La Fleur, National Sales Manager.
- Richard Pexton, Director of Operations.
- Joyce Reed, News Director.
- John Sheridan, Creative Services Director.
- Irene Munoz, Business Manager.

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

**NETWORK BASE HOURLY RATE:** \$493.

**City of License:** El Paso. ADI: El Paso. Rank: 100.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.



KDBC-TV BPCT—821013KE Granted 2/28/83

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>NEW MEXICO</b>			
	Dona Ana	47,200	45,800	97
	Otero	18,200	17,800	98
	<b>TEXAS</b>			
	Culberson	1,000	1,000	100
	El Paso	181,900	180,500	99
	Hudspeth	1,000	1,000	100
	<b>NEW MEXICO</b>			
<b>Between 25-49%</b>	Luna	6,600	6,400	97
<b>Station Totals</b>		<b>255,900</b>	<b>252,500</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>				<b>199,800</b>
<b>Average Daily Circulation (1991)</b>				<b>111,600</b>

# 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.

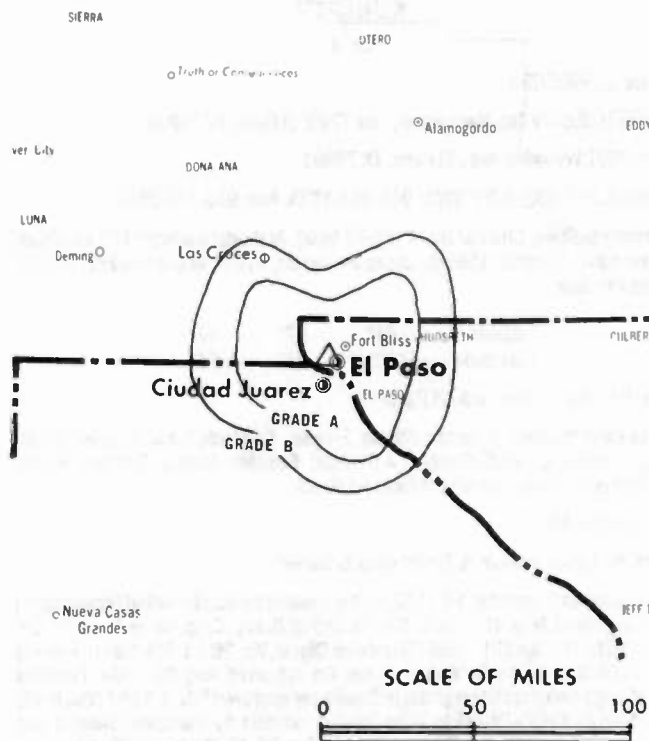
### Personnel:

- Mary S. Ponce, President.
- John McCammon, General Sales Manager.
- Zoltan Csanyi, News Director.
- Sylvia Martinez, Program Director.
- Armando de la Fuente, Promotion Director.
- Karl Moran, Comptroller.
- Alfredo Durand, Chief Engineer.

Highest 30 Sec. Rate: \$500.

City of License: El Paso. ADI: El Paso. Rank: 100.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.



KINT-TV BNPCT-830422KH Granted 11/1/83

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	TEXAS Hudspeth	1,000	1,000	100
Between 5-24%	NEW MEXICO Dona Ana	47,200	45,800	97
	TEXAS El Paso	181,900	180,500	99
<b>Station Totals</b>		<b>230,100</b>	<b>227,300</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>				<b>50,800</b>
<b>Average Daily Circulation (1991)</b>				<b>30,300</b>

# Texas—El Paso

## KJLF-TV

Ch. 65

**Network Service:** None, independent.

**Grantee:** UN2JC Communications Ltd., 250 Thunderbird Rd., Suite 5, El Paso, TX 79912.

**Studio:** 250 Thunderbird Rd., Suite 5, El Paso, TX 79912.

**Telephone:** 915-833-0065.

**Technical Facilities:** Channel No. 65 (776-782 MHz). Authorized power: 1000-kw max. visual, 100-kw max. aural. Antenna: 1454-ft. above av. terrain, 173-ft. above ground, 5907-ft. above sea level.

Latitude	31°	48'	55"
Longitude	106°	29'	17"

**Transmitter:** Approx. 3.9-mi. NNW of County Courthouse.

**Multichannel TV Sound:** Planned.

**Satellite Earth Station:** Odom, 4-meter C-band; Hughes receivers.

**SNG Mobile Dish:** Production Uplink, 2.4-meter Ku-band.

**Ownership:** UN2JC Communications Ltd.

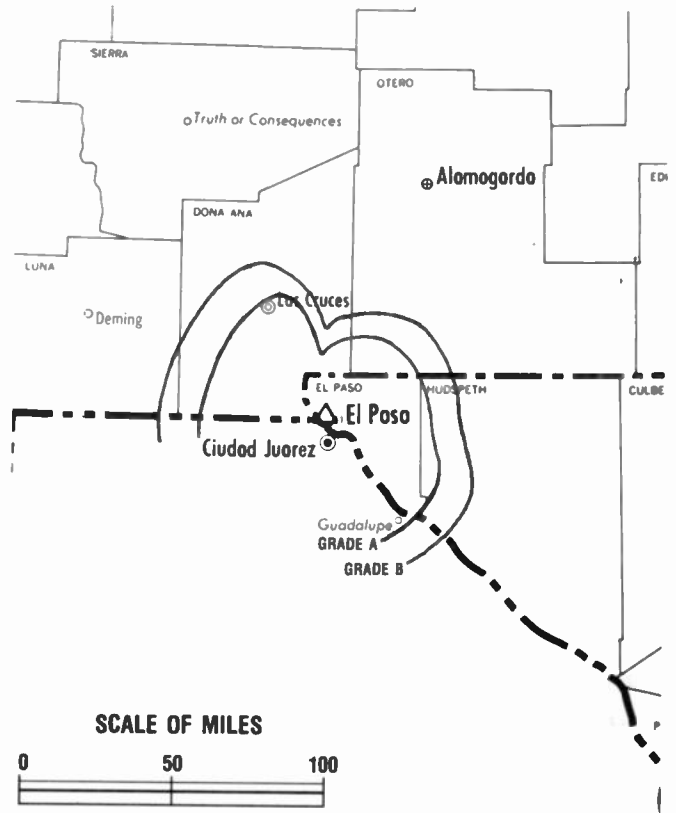
**Began Operation:** June 22, 1991.

**Represented (legal):** Stuart B. Mitchell & Associates.

**Represented (engineering):** Pete E. M. Warren III.

**Personnel:**

Sara Diaz Warren, General Manager.  
John Warren, Vice President & Station Manager.  
John Chapman, General Sales Manager.  
Barbara Walker, Program Director.



KJLF-TV BPC-850611KE Granted 3/25/88

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**Rates:** On request.

**Arbitron Data:** Not available.

**City of License:** El Paso. ADI: El Paso. Rank: 100.

# 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:** ABC, 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:

Jack Rye, President & Chief Executive Officer.

Richard E. Pearson, General Manager.

John Phelan, Vice President & General Sales Manager.

W. T. McGill, Vice President, Engineering.

June Adkins, Secretary & Treasurer.

Frank Della, Local Sales Manager.

Micah Johnson, Managing Editor.

Maurine Nowak, Promotion Director.

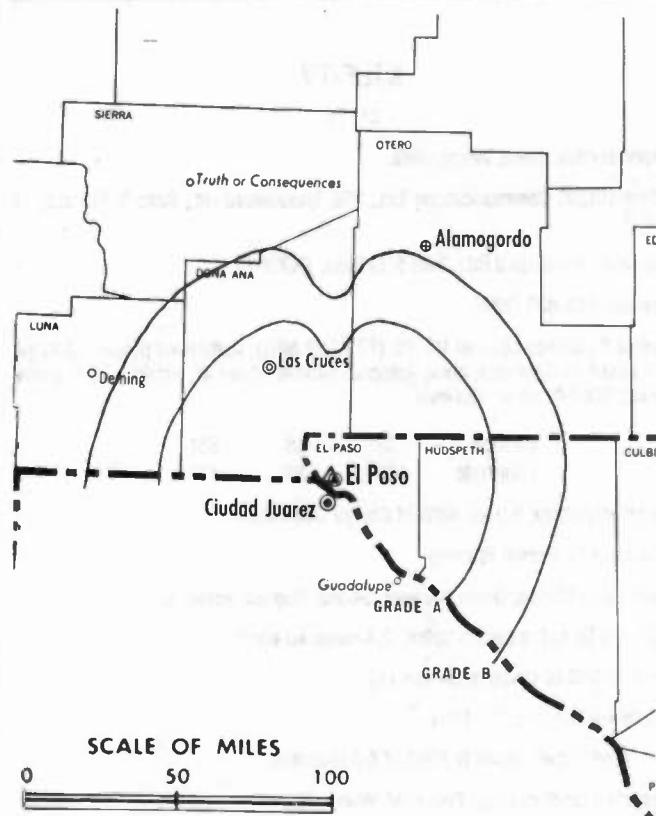
Jay Piliant, Production Manager.

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

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

**City of License:** El Paso. **ADI:** El Paso. **Rank:** 100.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.



KTSM-TV BPCT-4538 Granted 9/8/72

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>NEW MEXICO</b>			
	Dona Ana	47,200	45,800	97
	Luna	6,600	6,400	97
	Otero	18,200	17,800	98
	<b>TEXAS</b>			
	Culberson	1,000	1,000	100
	El Paso	181,900	180,500	99
	Hudspeth	1,000	1,000	100
Between 25-49%	<b>NEW MEXICO</b>			
	Hidalgo	2,000	1,900	95
	Sierra	4,500	4,300	94
<b>Station Totals</b>		<b>262,400</b>	<b>258,700</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>			<b>205,900</b>	
<b>Average Daily Circulation (1991)</b>			<b>117,300</b>	

# 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. **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:** S slope of Comanche Peak, 0.4-mi. N of Scenic Dr., near El Paso.

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

**Satellite Earth Stations:** Andrew, 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-Com, 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:**

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:** \$800.

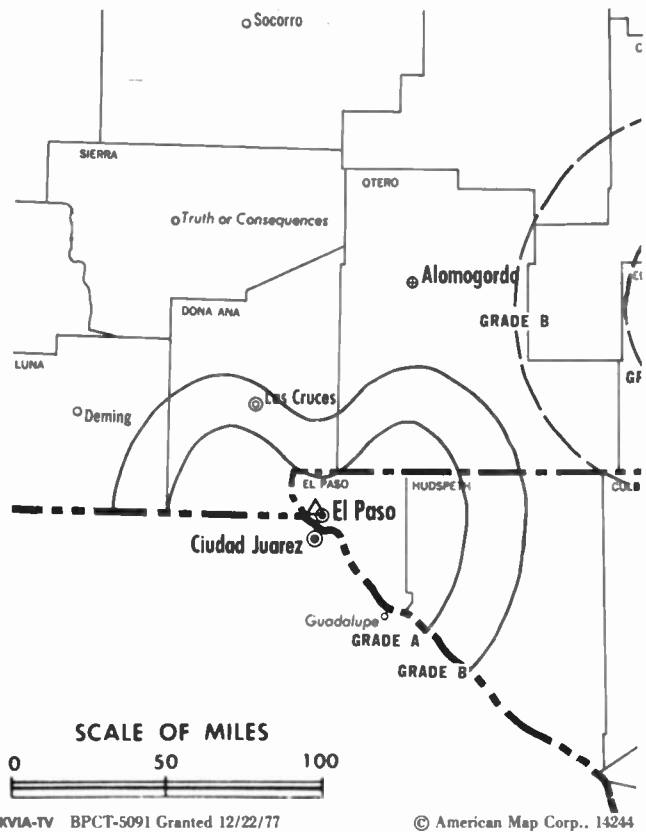
**NETWORK BASE HOURLY RATE:** \$425.

**Arbitron Data:** Figures include KVIO-TV, Carlsbad, NM.

**City of License:** El Paso. **ADI:** El Paso. **Rank:** 100.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	<b>NEW MEXICO</b>			
	Dona Ana	47,200	45,800	97
	Otero	18,200	17,800	98
	<b>TEXAS</b>			
	El Paso	181,900	180,500	99
	Hudspeth	1,000	1,000	100



Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%	<b>NEW MEXICO</b>			
	Eddy	18,800	18,400	98
	Luna	6,600	6,400	97
	<b>TEXAS</b>			
	Culberson	1,000	1,000	100
	Presidio	1,900	1,800	95
Between 5-24%	<b>NEW MEXICO</b>			
	Chaves	21,800	21,400	98
	Lea North	19,400	19,100	98
	Lincoln	6,000	5,800	97
	<b>TEXAS</b>			
	Gaines	4,700	4,700	100
<b>Station Totals</b>		328,500	323,700	99
<b>Net Weekly Circulation (1991)</b>			222,200	
<b>Average Daily Circulation (1991)</b>			139,700	

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**Television & Cable Factbook**

# Texas—El Paso-Juarez, Mexico

## XEJ-TV

Ch. 5

**Network Service:** Univision.

**Licensee:** Television de la Frontera, S.A., Box 9555, El Paso, TX 79985.

**Studio:** Edificio XEJ, Apartada 111, Juarez, Mexico.

**Technical Facilities:** Channel No. 5 (76-82 MHz). Authorized power: 63-kw visual, 10-kw aural.

**Transmitter:** Penon Mountain.

**Ownership:** Television de la Frontera S.A.

**Began Operation:** May 17, 1954.

**Represented (sales):** Univision.

**Personnel:**

**Pedro Meneses Hoyos, General Manager.**

**Steve Guerrero, Chief Engineer.**

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

**Arbitron Data:** Not available.

**ADI:** El Paso. Rank: 100.

## Texas—El Paso-Juarez, Mexico

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### **XEPM-TV**

Ch. 2

**Network Service:** None, independent.

**Licensee:** XEPM-TV Television Inc., Apdo. No. 271, Juarez, Mexico.

**Business Office:** Television de la Frontera, El Paso, TX 79985.

**Technical Facilities:** Channel No. 2 (54-60 MHz). Authorized power: 6.3-kw visual, 3.15-kw aural. Antenna: 1150-ft. above av. terrain.

**Ownership:** XEPM-TV Television Inc.

**Began Operation:** January 16, 1961.

**Represented (sales):** Univision.

**Personnel:**

**M. D. Heredia**, General Manager.

**Sergio D. Molnar Jr.**, Sales Manager.

**ADI:** El Paso. Rank: 100.

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## Texas—El Paso-Juarez, Mexico

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### XHIJ-TV

Ch. 44

**Network Service:** Telemundo.

**Licensee:** Arnoldo Cabada de la O, Av. Vincente Guerrero Ote., Juarez, Chihuahua, Mexico.

**Studio:** Av. Vincente Guerrero, Juarez.

**Mailing Address:** B-100, 123 Pioneer Plaza, El Paso, TX 79901.

**Telephone:** 915-533-9143. **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.

**María Elana Solorzano**, Production Manager.

**Highest 30 Sec. Rate:** \$375.

**NETWORK BASE HOURLY RATE:** \$700.

**Arbitron Data:** Not available.

**ADI:** El Paso. Rank: 100.



# 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: 214-494-2323. 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'	14"

Transmitter: 3720 Marquis Dr., Garland.

Multichannel TV Sound: Stereo and separate audio program.

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:**

- James F. Perrin, General Manager.
- Luis Sosa, Local Sales Manager.
- Irma Rico, National Sales Manager.
- Monica Hirst, News Director.
- Nassif Khraish, Program Director.
- Arcelia Carrasco, Promotion Director.
- Jesus Holguin, Business Manager.



Rene Martinez, Marketing 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. **Fax:** 512-421-2318.

**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, Kirtner, Plotkin & Kahn.

**Represented (engineering):** D. W. Sargent Broadcast Service.

### Personnel:

Vincent E. Donovan, Vice President & General Manager.

Jim Lauder, Local Sales Manager.

Phil Goodfellow, News Director.

Jim Chancey, Program Director & Production Manager.

Harry Thielemann, Chief Engineer.

Art Sandoval, Creative Services Director.

Kirk Bryan, Promotion Director.

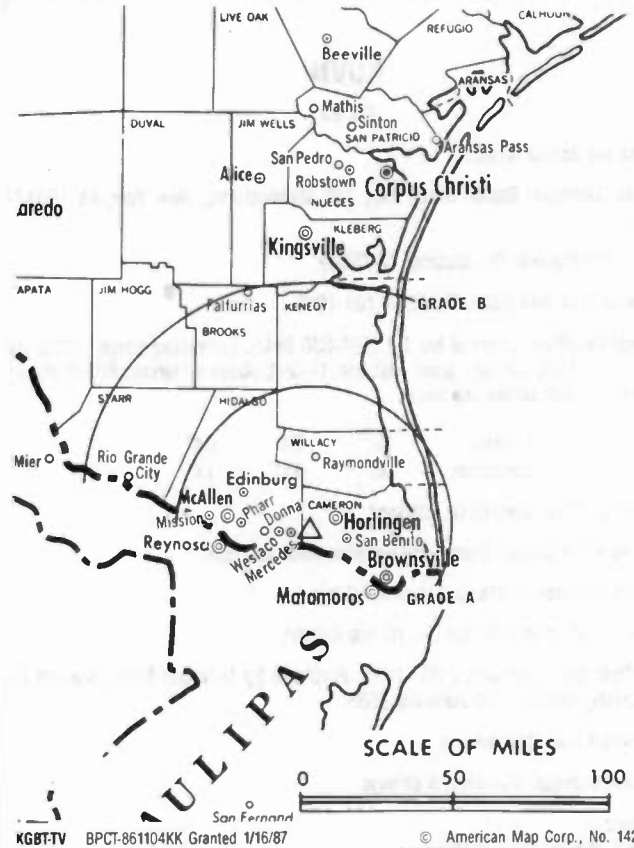
Louise McCarty, Business Manager.

**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 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>TEXAS</b>				
<b>50% &amp; Over</b>	Cameron	79,300	78,300	99
	Hidalgo	109,700	108,100	99
	Starr	10,500	10,200	97
	Willacy	5,100	5,000	98
<b>TEXAS</b>				
<b>Between 5-24%</b>	Brooks	2,700	2,700	100
<b>Station Totals</b>		<b>207,300</b>	<b>204,300</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>				<b>177,000</b>
<b>Average Daily Circulation (1991)</b>				<b>118,500</b>

# Texas—Houston

## KHOU-TV

Ch. 11

**Network Service:** CBS.

**Licensee:** Gulf Television Corp., Box 11, Houston, TX 77001-0011.

**Studio:** 1945 Allen Pkwy., 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. BPCT-880219KF.

**Transmitter:** 3101 Senior Rd., 3-mi. E of De Wail, 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:**

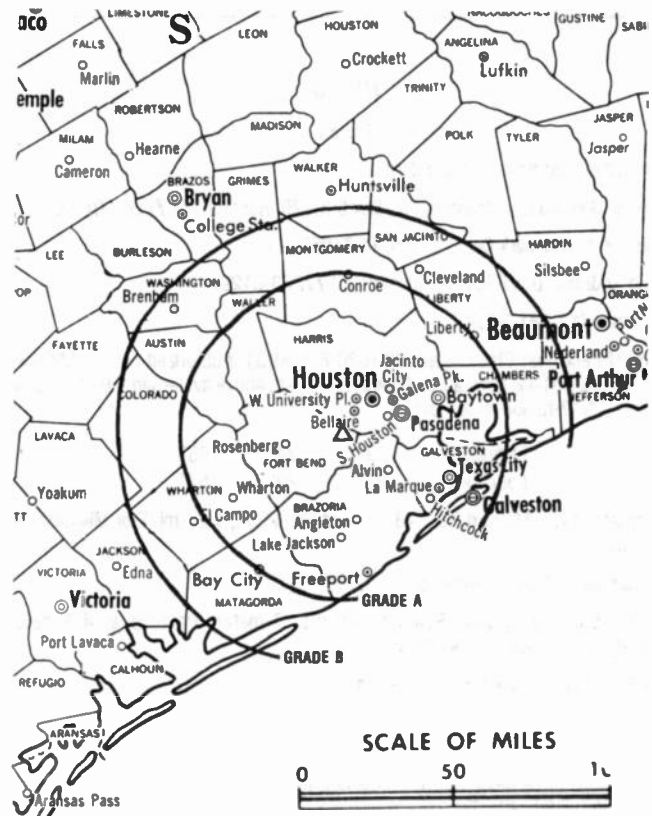
- Allan Howard, President & General Manager.
- Richard Keilty, Director, Sales & Marketing.
- Peter Diaz, Local Sales Manager.
- Kentlyn Zschunke, Regional Sales Manager.
- Mario Hewitt, National Sales Manager.
- David Goldberg, Executive News Director.
- Garen Vandebek, Director of Advertising & Promotion.
- Andrew Klarer, Production Manager.
- Larry Giele, Financial Manager.
- David Carr, Chief Engineer.
- Jeffrey Lovins, Sales & Program Research Director.
- Michael Grant, Director of Operations.
- Robert Levy, Director of Administration.

**Rates:** On request.

**City of License:** Houston. **ADI:** Houston. **Rank:** 10.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>TEXAS</b>				
50% & Over	Austin	7,900	7,700	97
	Brazoria	64,800	64,300	99
	Calhoun	7,600	7,500	99
	Chambers	7,800	7,700	99



KHOU-TV BPCT-880819KF Granted 11/30/88

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Colorado	7,400	7,300	99
	Fort Bend	67,500	66,700	99
	Galveston	80,400	79,700	99
	Harris	1,062,600	1,054,400	99
	Jackson	4,700	4,600	98
	Liberty	19,500	19,200	98
	Matagorda	15,700	15,500	99
	Montgomery	61,300	60,300	98
	Polk	12,700	12,400	98
	San Jacinto	6,100	5,900	97
	Walker	17,400	17,000	98
	Waller	7,300	7,200	99
	Washington	9,300	9,000	97
Wharton	14,500	14,300	99	
<b>Between 25-49%</b>	<b>TEXAS</b>			
	Angelina	25,100	24,800	99
	Fayette	8,300	8,000	96
	Grimes	5,700	5,600	98
	Madison	3,700	3,600	97
<b>Between 5-24%</b>	<b>TEXAS</b>			
	Brazos	47,400	46,800	99
	Burleson	5,400	5,300	98
	De Witt	7,200	7,000	97
	Houston	8,900	8,700	98
Lavaca	7,200	7,000	97	
<b>Station Totals</b>		<b>1,598,300</b>	<b>1,582,300</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>				<b>1,248,400</b>
<b>Average Daily Circulation (1991)</b>				<b>711,600</b>

# 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.

**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; Paraclipse, 4.8-meter; Microdyne, Scientific-Atlanta receivers.

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

**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:**

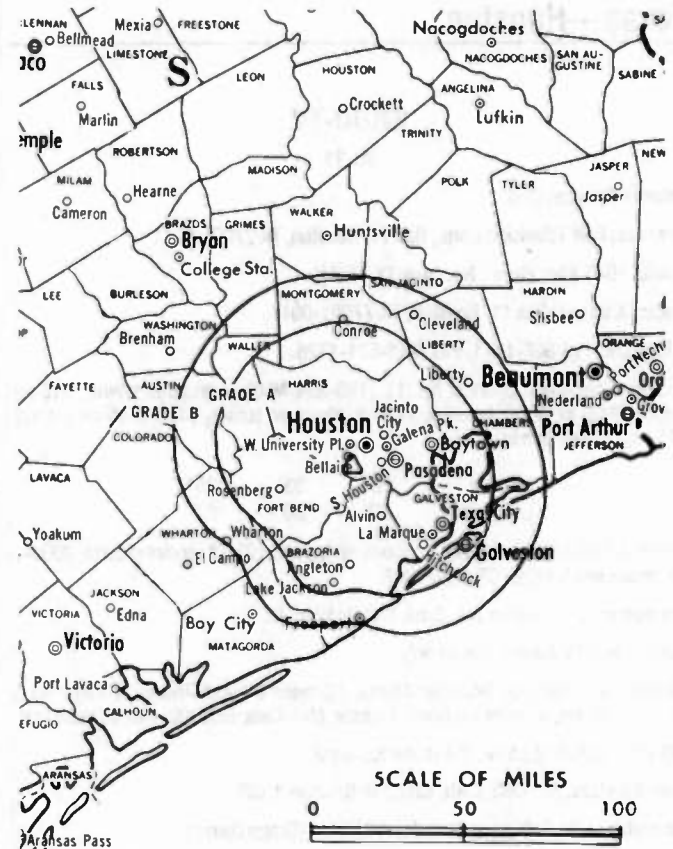
- Gary Schneider, General Manager.
- Lois Culpepper, Local Sales Manager.
- Mike Murray, National Sales Manager.
- Mike Crew, News Director.
- Bob Clark, Operations & Program Director.
- Mike Malernee, Production Manager.
- Jodie Sinclair, Public Service Director.
- John R. Schilberg, Director of Engineering.
- Jim Skaggs, Business Manager.
- Trish Silvas, Promotion Manager & Marketing Director.

**Rates:** On request.

**City of License:** Houston. **ADI:** Houston. **Rank:** 10.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 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	64,800	64,300	99
	Chambers	7,800	7,700	99
	Colorado	7,400	7,300	99
	Fort Bend	67,500	66,700	99
	Harris	1,062,600	1,054,400	99
	Jackson	4,700	4,600	98



KHTV BHPCT-831102KF Granted 11/2/83

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Matagorda	15,700	15,500	99
	Waller	7,300	7,200	99
	Wharton	14,500	14,300	99

TEXAS				
Between 25-49%	Angelina	25,100	24,800	99
	Brazos	47,400	46,800	99
	Calhoun	7,600	7,500	99
	Fayette	8,300	8,000	96
	Galveston	80,400	79,700	99
	Grimes	5,700	5,600	98
	Liberty	19,500	19,200	98
	Montgomery	61,300	60,300	98
	Polk	12,700	12,400	98
	San Jacinto	6,100	5,900	97
Victoria	26,600	26,200	98	
Walker	17,400	17,000	98	
Washington	9,300	9,000	97	

TEXAS				
Between 5-24%	Burleson	5,400	5,300	98
	Houston	8,900	8,700	98
	Jasper	12,400	12,200	98
	Madison	3,700	3,600	97
	Robertson	6,100	6,000	98
Trinity	4,900	4,800	98	

<b>Station Totals</b>	<b>1,629,000</b>	<b>1,612,700</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>			<b>822,900</b>
<b>Average Daily Circulation (1991)</b>			<b>332,300</b>

# 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.

**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):** Petry Television Inc.

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

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

**Personnel:**

- Nolan Quam, President & General Manager.
- Dick Dagggett, 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 Paolice, News Director.
- Von Johnson, Business Manager.
- Bruce Bryant, Creative Services Director.
- Nancy Brown, Traffic Manager.
- Elsie Haywood, VTR/Film Scheduling Supervisor.

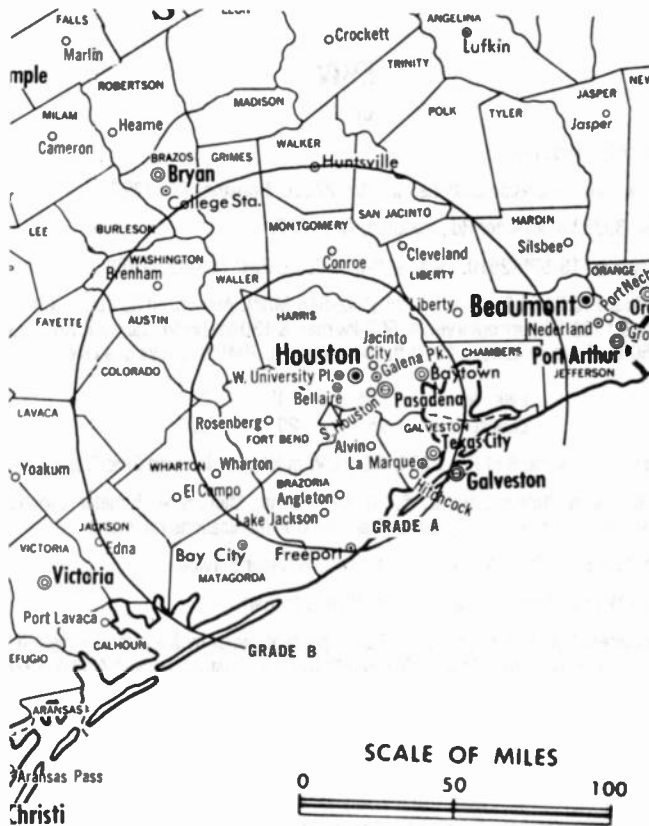
**Rates:** On request.

**NETWORK BASE HOURLY RATE:** \$3150.

**City of License:** Houston. **ADI:** Houston. **Rank:** 10.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>TEXAS</b>				
50% & Over	Austin	7,900	7,700	97
	Brazoria	64,800	64,300	99
	Calhoun	7,600	7,500	99
	Chambers	7,800	7,700	99
	Colorado	7,400	7,300	99
	Fort Bend	67,500	66,700	99
	Galveston	80,400	79,700	99
	Harris	1,062,600	1,054,400	99
	Jackson	4,700	4,600	98



KPRC-TV BMPCT—831007KF Granted 11/22/83 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Liberty	19,500	19,200	98
	Matagorda	15,700	15,500	99
	Montgomery	61,300	60,300	98
	Polk	12,700	12,400	98
	San Jacinto	6,100	5,900	97
	Walker	17,400	17,000	98
	Waller	7,300	7,200	99
	Washington	9,300	9,000	97
	Wharton	14,500	14,300	99
<b>Between 25-49%</b>	<b>TEXAS</b>			
	Angelina	25,100	24,800	99
	Fayette	8,300	8,000	96
	Grimes	5,700	5,600	98
	Trinity	4,900	4,800	98
<b>Between 5-24%</b>	<b>TEXAS</b>			
	Burleson	5,400	5,300	98
	Houston	8,900	8,700	98
	Lavaca	7,200	7,000	97
	Madison	3,700	3,600	97
	Nacogdoches	19,500	19,100	98
	Victoria	26,600	26,200	98
<b>Station Totals</b>		<b>1,589,800</b>	<b>1,573,800</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>				<b>1,230,500</b>
<b>Average Daily Circulation (1991)</b>				<b>685,700</b>

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# Texas—Houston

**KRIV**

Ch. 26

Network Service: Fox.

Licensee: Fox Television Stations Inc., Box 22810, Houston, TX 77227.

Studio: 3935 Westheimer Rd., Houston, TX 77027.

Telephone: 713-626-2610. TWX: 910-881-6212. Fax: 713-623-2982.

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 C-band; Microdyne, 5-meter C-band; Vertex, 6.1-meter Ku-band; Harris, Standard Communications receivers.

News Services: AP, CNN, Fox News, National Weather Service.

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:**

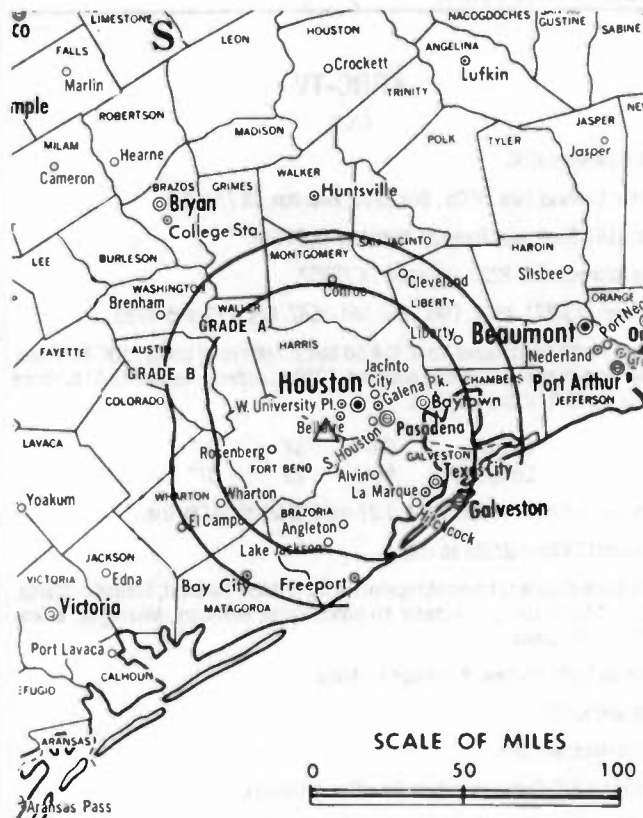
- M. Jerry Marcus, Vice President & General Manager.
- Craig Bland, Vice President & General Sales Manager.
- Wendell Wyborny, Vice President & Chief Engineer.
- Will Wright, Vice President & News Director.
- Roz Brown, Vice President & Program Director.
- Mary Delaney, Vice President & Promotion Director.
- Kathy Fountain, Vice President, Administration & Finance.
- Jose Oti, National Sales Manager.
- Nancy McNeill, Local Sales Manager.

Rates: On request.

City of License: Houston. ADI: Houston. Rank: 10.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>TEXAS</b>				
50% & Over	Austin	7,900	7,700	97
	Brazoria	64,800	64,300	99
	Chambers	7,800	7,700	99
	Colorado	7,400	7,300	99
	Fort Bend	67,500	66,700	99
	Galveston	80,400	79,700	99
	Harris	1,062,600	1,054,400	99
	Liberty	19,500	19,200	98



KRIV BMPCT-811014KE Granted 11/15/81

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Montgomery	61,300	60,300	98
	San Jacinto	6,100	5,900	97
	Waller	7,300	7,200	99
	Wharton	14,500	14,300	99
<b>TEXAS</b>				
Between 25-49%	Burleson	5,400	5,300	98
	Fayette	8,300	8,000	96
	Grimes	5,700	5,600	98
	Madison	3,700	3,600	97
	Matagorda	15,700	15,500	99
	Polk	12,700	12,400	98
	Walker	17,400	17,000	98
	Washington	9,300	9,000	97
<b>TEXAS</b>				
Between 5-24%	Jasper	12,400	12,200	98
	Trinity	4,900	4,800	98
	Tyler	7,500	7,300	97
Station Totals		1,510,100	1,495,400	99
Net Weekly Circulation (1991)			846,600	
Average Daily Circulation (1991)			357,100	

# 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; Pirzone 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.  
Manry Lopez, News Director.  
Blane Huhn, Chief Engineer.  
Marcello Marini, Program & Promotion Manager.  
P. J. Griggs, Business Manager.

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

**City of License:** Galveston. **ADI:** Houston. **Rank:** 10.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.



KTMD BPCT-780907KF Granted 3/1/85

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>TEXAS</b>				
Between 5-24%	Fort Bend	67,500	66,700	99
<b>Station Totals</b>		<b>67,500</b>	<b>66,700</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>				<b>51,400</b>
<b>Average Daily Circulation (1991)</b>				<b>23,900</b>

# 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; Avartek, 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.  
Charles Wolf, Operations Manager.  
Kim Nordt-Jackson, Program Director.  
Thomas Doerr, News Director.  
John Jancar, Business Manager.  
Margaret Shillstone, Promotion Director.  
J. L. Hamilton, Chief Engineer.

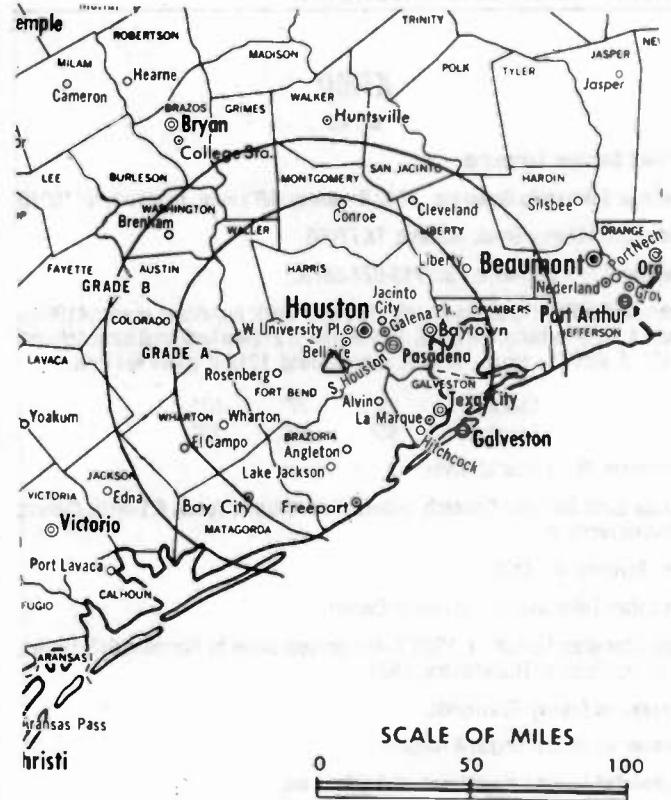
Rates: On request.

NETWORK BASE HOURLY RATE: \$3200.

City of License: Houston. ADI: Houston. Rank: 10.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>TEXAS</b>				
50% & Over	Austin	7,900	7,700	97
	Brazoria	64,800	64,300	99
	Calhoun	7,600	7,500	99
	Chambers	7,800	7,700	99
	Colorado	7,400	7,300	99
	Fayette	8,300	8,000	96
	Fort Bend	67,500	66,700	99
	Galveston	80,400	79,700	99
	Grimes	5,700	5,600	98



KTRK-TV BPCT-7808251B Granted 12/12/90

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>				
	Harris	1,062,600	1,054,400	99
	Jackson	4,700	4,600	98
	Liberty	19,500	19,200	98
	Matagorda	15,700	15,500	99
	Montgomery	61,300	60,300	98
	Polk	12,700	12,400	98
	San Jacinto	6,100	5,900	97
	Walker	17,400	17,000	98
	Waller	7,300	7,200	99
	Washington	9,300	9,000	97
	Wharton	14,500	14,300	99
<b>TEXAS</b>				
<b>Between 25-49%</b>				
	Angelina	25,100	24,800	99
	Brazos	47,400	46,800	99
	Burleson	5,400	5,300	98
	Houston	8,900	8,700	98
	Madison	3,700	3,600	97
<b>TEXAS</b>				
<b>Between 5-24%</b>				
	Jasper	12,400	12,200	98
	Lavaca	7,200	7,000	97
	Robertson	6,100	6,000	98
	Trinity	4,900	4,800	98
<b>Station Totals</b>		<b>1,609,600</b>	<b>1,593,500</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>				<b>1,324,800</b>
<b>Average Daily Circulation (1991)</b>				<b>806,200</b>



# 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: Transmit/receive Scientific-Atlanta, 10-meter C-band; Harris, 9-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): Settel Inc.

Represented (legal): Leventhal, Senter & Lerman.

**Personnel:**

- Mark Burdette, General Sales Manager.
- Carolyn Redd, Local Sales Manager.
- Kathy Sparks, National Sales Manager.
- Kym King, Public Affairs Director.
- Michael Dunlop, Marketing Director.
- Patricia Duncan, Program Director.
- Brad Levy, Promotion Director.
- David Rowland, Business Manager.
- Charles Hughes, Chief Engineer.
- Jeff Montoni, Executive Sports Producer.
- Walter Naar, Operations Manager.

Highest 30 Sec. Rate: \$2500.

City of License: Houston. ADI: Houston. Rank: 10.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>				
	<b>TEXAS</b>			
	Austin	7,900	7,700	97
	Colorado	7,400	7,300	99
	Fort Bend	67,500	66,700	99
	Galveston	80,400	79,700	99
	Harris	1,062,600	1,054,400	99
	Jackson	4,700	4,600	98
	Matagorda	15,700	15,500	99
	Waller	7,300	7,200	99
<b>Between 25-49%</b>				
	<b>TEXAS</b>			
	Brazoria	64,800	64,300	99
	Burleson	5,400	5,300	98
	Chambers	7,800	7,700	99



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>				
	Fayette	8,300	8,000	96
	Jefferson	92,200	91,600	99
	Liberty	19,500	19,200	98
	Montgomery	61,300	60,300	98
	Polk	12,700	12,400	98
	San Jacinto	6,100	5,900	97
	Walker	17,400	17,000	98
	Washington	9,300	9,000	97
	Wharton	14,500	14,300	99
<b>Between 5-24%</b>				
	Calhoun	7,600	7,500	99
	Grimes	5,700	5,600	98
	Madison	3,700	3,600	97
	Orange	28,700	28,500	99
	Robertson	6,100	6,000	98
	Trinity	4,900	4,800	98
<b>Station Totals</b>		<b>1,629,500</b>	<b>1,614,100</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>				<b>800,700</b>
<b>Average Daily Circulation (1991)</b>				<b>322,100</b>

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# Texas—Irving

**KHSX**

Ch. 49

**Network Service:** Home Shopping Network.

**Licensee:** HSN Broadcasting of Dallas Inc., 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:** HSN Communications Inc. (Group Owner).

**Began Operation:** April 17, 1984. Sale to present owner by Cela Inc. approved by FCC April 7, 1987.

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

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

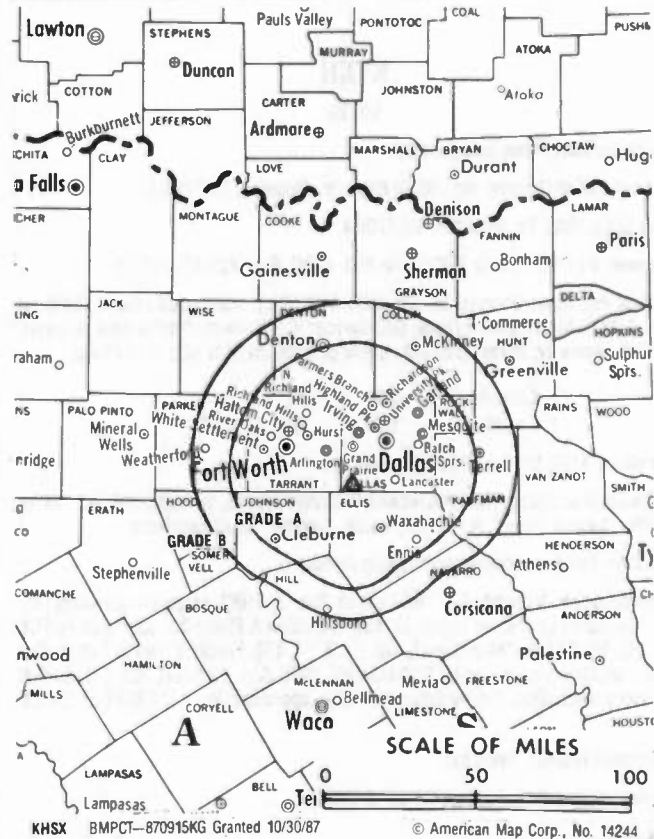
**Personnel:**

- Brad Foltn, Station Manager.
- Art Ruyon, Chief Engineer.
- Tony Montes, Program Manager.
- Carol Holler, Business Manager.

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

**City of License:** Irving. **ADI:** Dallas-Fort Worth. **Rank:** 7.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>TEXAS</b>				
Between 5-24%	Somervell	2,300	2,300	100
<b>Station Totals</b>		<b>2,300</b>	<b>2,300</b>	<b>100</b>
<b>Net Weekly Circulation (1991)</b>			<b>8,200</b>	
<b>Average Daily Circulation (1991)</b>			<b>3,000</b>	

# Texas—Laredo

## KGNS-TV

Ch. 8

**Network Service:** NBC.

**Licensee:** KGNS Laredo Inc., Box 2829, Laredo, TX 78044.

**Studio:** 102 W. 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, 42.2-kw aural. Antenna: 1020-ft. above av. terrain, 1049-ft. above ground, 1549-ft. above sea level.

Latitude 27° 40' 22"  
Longitude 99° 39' 23"

**Transmitter:** 0.8-mi. N of Isitas.

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

**News Service:** AP.

**Ownership:** The Malcolm Glazer Trust.

**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:**

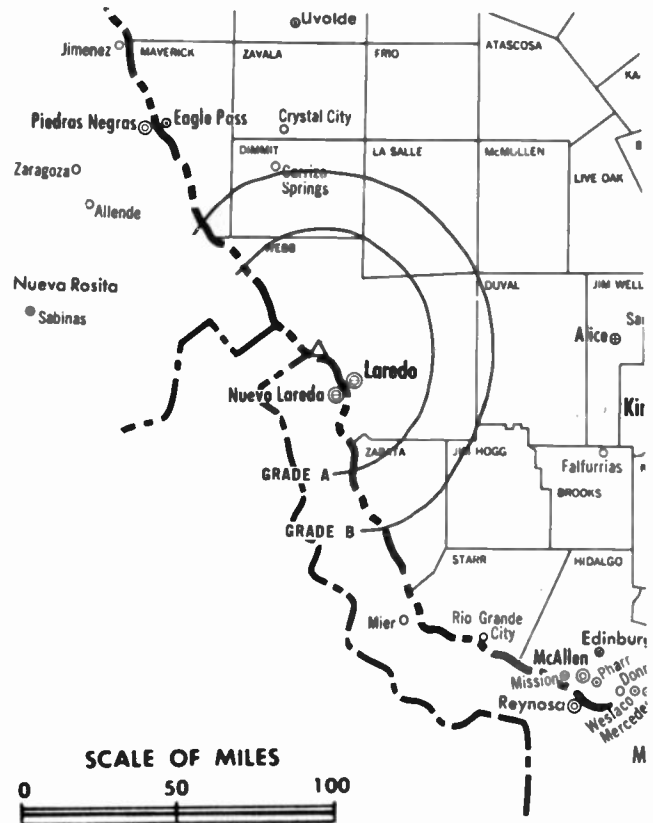
- Raul Davila, Vice President & General Manager.
- Velia Herrera, Office Manager & National Sales.
- David Arzaldua, Local Sales Manager.
- Jeannette Diack, Regional Sales Manager.
- Richard Noriega, News Director.
- David York, Chief Engineer.

**Rates:** On request.

**NETWORK BASE HOURLY RATE:** \$230.

**City of License:** Laredo. ADI: Laredo. Rank: 198.

**Total Households:** ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.



KGNS-TV BMPCT-6319 Granted 9/30/66

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Webb	34,600	34,100	98
	Zapata	3,000	2,900	97
Between 25-49%	TEXAS			
	Jim Hogg	1,800	1,700	94
Between 5-24%	TEXAS			
	Dimmit	3,300	3,200	97
	Duval	4,200	4,100	98
	Zavala	3,200	3,100	97
<b>Station Totals</b>		<b>50,100</b>	<b>49,100</b>	<b>98</b>
<b>Net Weekly Circulation (1991)</b>			<b>32,000</b>	
<b>Average Daily Circulation (1991)</b>			<b>20,000</b>	

# Texas—Laredo

**KLDO-TV**

**Ch. 27**

**Network Service:** Telemundo.

**Licensee:** Panorama Broadcasting Co., 1600 Water St., Riverdrive Mall, Laredo, TX 78040.

**Studio:** 1600 Water St.-Riverdrive Mall, Laredo, TX 78040.

**Telephone:** 512-727-0027.

**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):** Telemundo.

**Represented (legal):** Sanford, Adams, McCullough & Beard.

**Represented (engineering):** John Fergie & Associates.

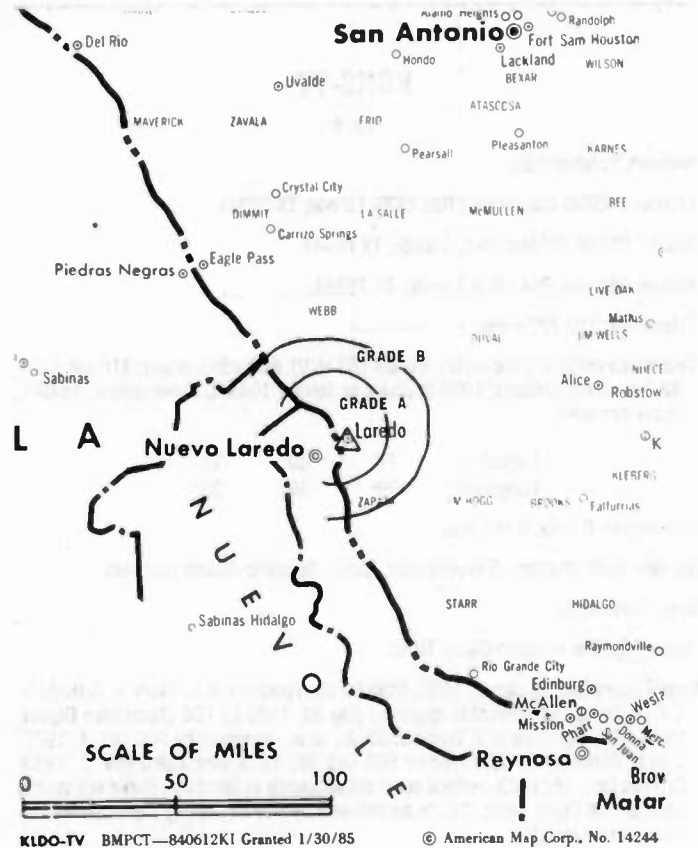
**Personnel:**

- 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:** 198.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS Webb	34,600	34,100	98
	TEXAS Zapata	3,000	2,900	97
Between 25-49%	TEXAS Duval	4,200	4,100	98
	Jim Hogg	1,800	1,700	94
	La Salle	1,800	1,800	97
<b>Station Totals</b>		<b>45,400</b>	<b>44,600</b>	<b>98</b>
<b>Net Weekly Circulation (1991)</b>			<b>21,300</b>	
<b>Average Daily Circulation (1991)</b>			<b>12,000</b>	

# 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):** Seltel Inc.

**Personnel:**

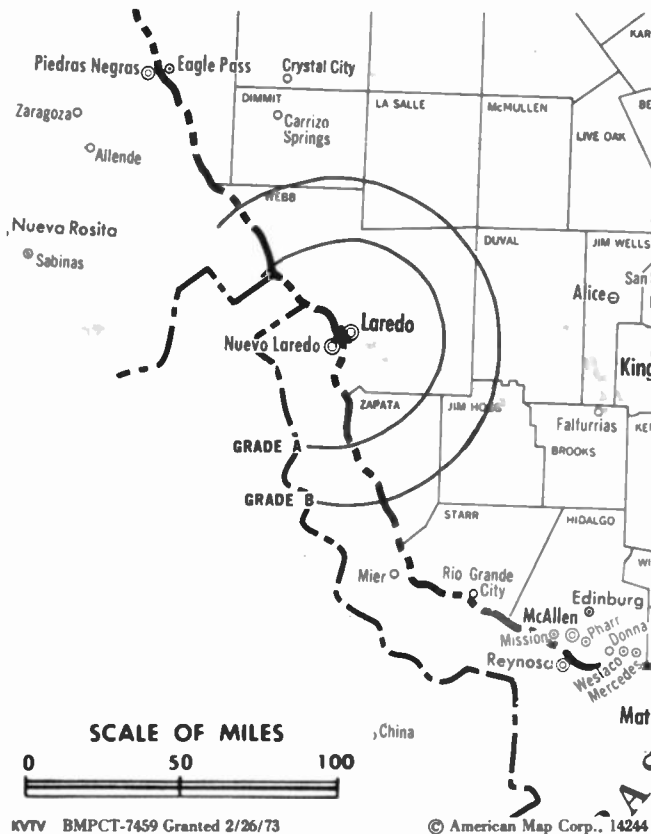
Vann M. Kennedy, President & General Manager.  
Jay Dickey, Station Manager.  
Deborah Shoup, News Director.  
Ralph Quiroz, Chief Engineer.

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

**NETWORK BASE HOURLY RATE:** \$140.

**City of License:** Laredo. ADI: Laredo. Rank: 198.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.



KVTV BMPCT-7459 Granted 2/26/73

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Webb	34,600	34,100	98
	Zapata	3,000	2,900	97
Between 5-24%	TEXAS			
	Dimmit	3,300	3,200	97
	Jim Hogg	1,800	1,700	94
<b>Station Totals</b>		<b>42,700</b>	<b>41,900</b>	<b>98</b>
<b>Net Weekly Circulation (1991)</b>			<b>26,500</b>	
<b>Average Daily Circulation (1991)</b>			<b>14,800</b>	

**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.

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Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 105-kw max. visual, 15-kw max. aural. Antenna: 550-ft. above av. terrain.

Ownership: Ramoncita Esparza

Began Operation: December 1, 1958.

**Personnel:**

Ramoncita Esparza, General Manager.

Enrique Esparza, Sales Manager.

Ruben Lopez, Chief Engineer.

Arturo Esparza, Chief Engineer.

Antonio Esparza, Program Manager.

Rates: On request.

Arbitron Data: Not available.

City of License: Laredo. Rank: 198.

# Texas—Llano

**KLNO**

**Ch. 14**

(Satellite of KXAN-TV, Austin)

**Network Service:** NBC.

**Licensee:** KXAN Inc., Box 490, Austin, TX 78767.

**Studio:** 908 W. Martin Luther King Jr., Austin, TX 78701.

**Telephone:** 512-476-3636.

**Technical Facilities:** Channel No. 14 (470-476 MHz). Authorized power: 3236-kw max. visual. Antenna: 896-ft. above av. terrain, 472-ft. above ground, 2014-ft. above sea level.

Latitude	30°	40'	36"
Longitude	98°	33'	59"

Requests modification of CP for change to 883-ft. above av. terrain, 459-ft. above ground, 1998-ft. above sea level. BMPCT-910916KF.

**Transmitter:** 8-mi. SE of Llano, off State Rte. 71.

**Ownership:** LIN Television Corp. (Group Owner).

**Began Operation:** September 6, 1991.

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

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

**Personnel:**

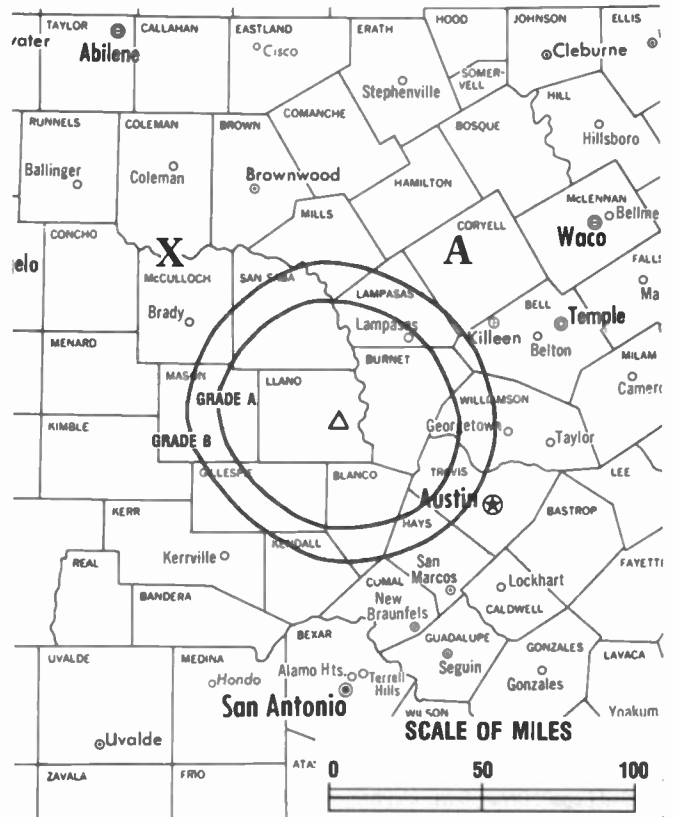
Jane Wallace, General Manager.

Bob Stettner, General Sales Manager.

David Daniel, Chief Engineer.

Debbie McGarity, Program Director.

**Rates:** On request.



KLNO BMPCT-890509KG Granted 11/15/90

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**Arbitron Data:** Not available.

**City of License:** Llano. **ADI:** Austin, TX. **Rank:** 72.

# 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-Com 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): Pety Television Inc.

Represented (legal): Bryan, Cave, McPheeters & McRoberts.

**Personnel:**

- Robert A. Nash, President & General Manager.
- A. C. Wimberly, Executive Vice President & Station Manager.
- Bill Maddox, Vice President & General Sales Manager.
- Byron Grandy, News Director.
- Bobby Maxey, Promotion & Marketing Director.
- Bill Enloe, Chief Engineer.
- Don Garth, Business Manager.

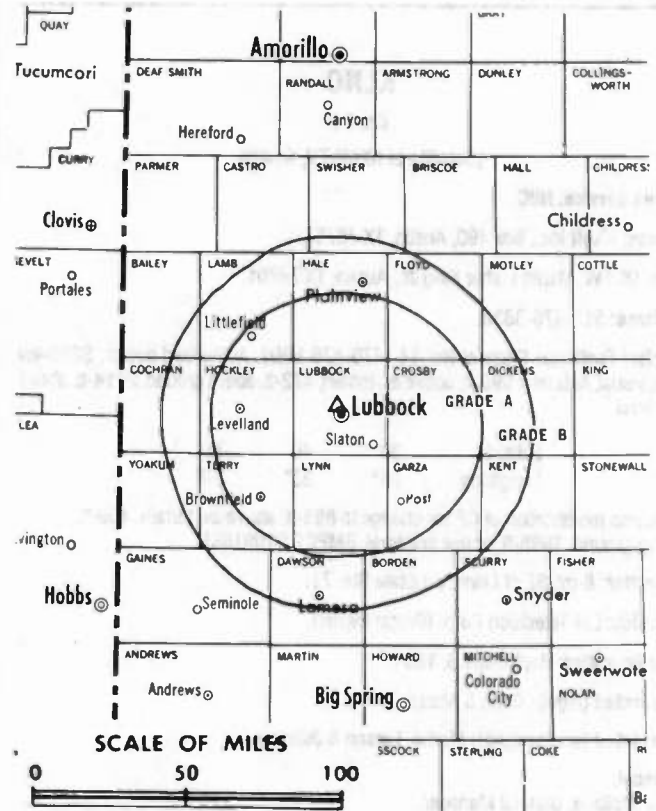
Highest 30 Sec. Rate: \$450.

NETWORK BASE HOURLY RATE: \$300.

City of License: Lubbock. ADI: Lubbock. Rank: 150.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>TEXAS</b>				
50% & Over	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	1,200	1,200	100
	Floyd	3,000	3,000	100



KAMC BMPCT-6862 Granted 10/11/68

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Garza	1,800	1,800	100
	Hale	12,600	12,500	99
	Hockley	8,200	8,200	100
	Lamb	5,800	5,800	100
	Lubbock	81,900	81,300	99
	Lynn	2,500	2,500	100
	Terry	5,100	5,100	100
	Yoakum	3,600	3,600	100
Between 25-49%	<b>TEXAS</b>			
	Castro	3,300	3,300	100
	Gaines	4,700	4,700	100
	Kent	400	400	100
	Motley	800	800	100
Between 5-24%	<b>TEXAS</b>			
	Cottle	1,000	1,000	100
	Martin	1,500	1,500	100
	Swisher	3,300	3,300	100
<b>Station Totals</b>		<b>153,600</b>	<b>152,800</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>				<b>118,700</b>
<b>Average Daily Circulation (1991)</b>				<b>64,200</b>



# 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:

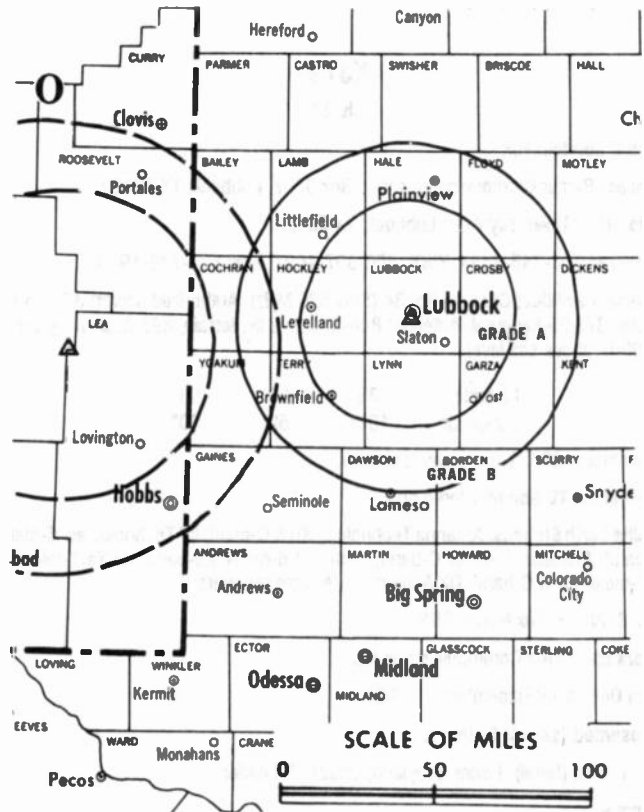
Bill DeTourmillon, General Manager.  
Craig Wells, General Sales Manager.  
Skip Watson, News Director.  
Scott Santese, Promotion Director.  
Wayne Clark, Business Manager.  
Sherrell Lambert, Director of Engineering.

Highest 30 Sec. Rate: \$1000.

City of License: Lubbock. ADI: Lubbock. Rank: 150.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 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	1,200	1,200	100
	Floyd	3,000	3,000	100



KCBD-TV BMPCT-5814 Granted 2/1/63

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Garza	1,800	1,800	100
	Hale	12,600	12,500	99
	Hockley	8,200	8,200	100
	Kent	400	400	100
	King	200	200	100
	Lamb	5,800	5,800	100
	Lubbock	81,900	81,300	99
	Lynn	2,500	2,500	100
	Motley	800	800	100
	Scurry	6,700	6,600	98
	Terry	5,100	5,100	100
Yoakum	3,600	3,600	100	
Between 25-49%	TEXAS			
	Castro	3,300	3,300	100
Between 5-24%	TEXAS			
	Parmer	3,300	3,300	100
Station Totals	Swisher	3,300	3,300	100
	Net Weekly Circulation (1991)	161,300	160,400	99
Average Daily Circulation (1991)			134,200	85,300

# 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 Services:** Fox News, CNN.

**Ownership:** Ramar Communications Inc.

**Began Operation:** December 10, 1981.

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

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

**Personnel:**

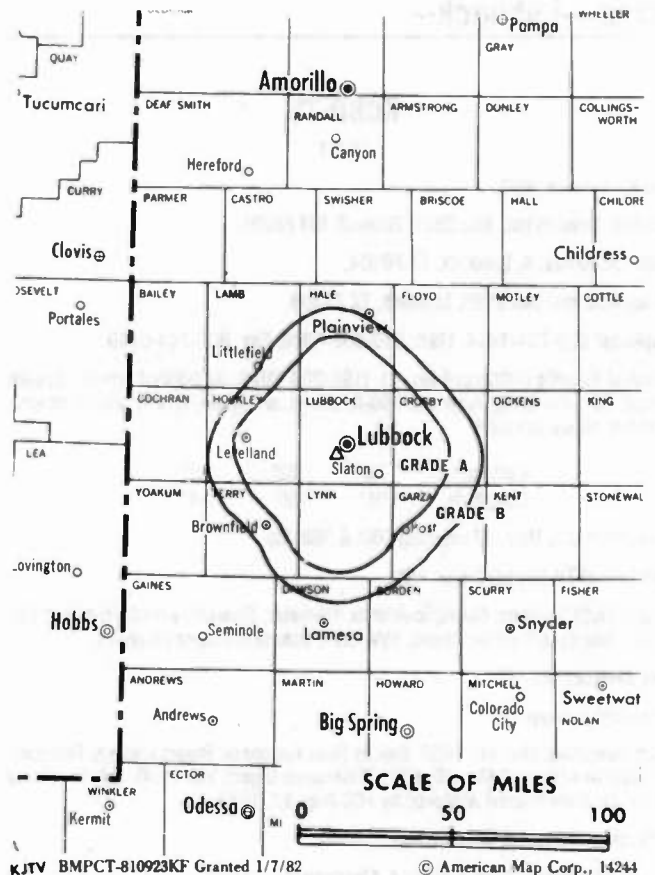
- Ray Moran, President.
- Brad Moran, Vice President & General Manager.
- Randy Roberts, General Sales Manager.
- David Underwood, National Sales Manager.
- Guy Smith, Chief Engineer.
- Donna Elliott, Business Manager.

**Rates:** On request.

**City of License:** Lubbock. **ADI:** Lubbock. **Rank:** 150.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>TEXAS</b>				
50% & Over	Borden	300	300	100
	Cochran	1,700	1,700	100
	Crosby	2,800	2,800	100
	Dickens	1,200	1,200	100
	Floyd	3,000	3,000	100
	Garza	1,800	1,800	100
	Hale	12,600	12,500	99
	Hockley	8,200	8,200	100
	Lamb	5,800	5,800	100
	Lubbock	81,900	81,300	99
	Lynn	2,500	2,500	100
	Yoakum	3,600	3,600	100



KJTV BMPCT-810923KF Granted 1/7/82

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>TEXAS</b>				
Between 25-49%	Bailey	2,700	2,700	100
	Castro	3,300	3,300	100
	Childress	2,500	2,500	100
	Cottle	1,000	1,000	100
	Dawson	5,400	5,300	98
	Gaines	4,700	4,700	100
	Motley	800	800	100
	Scurry	6,700	6,600	98
	Terry	5,100	5,100	100
<b>NEW MEXICO</b>				
Between 5-24%	Lea North	19,400	19,100	98
<b>TEXAS</b>				
	Briscoe	1,000	1,000	100
	Collingsworth	1,700	1,700	100
	Hall	1,800	1,800	100
	Kent	400	400	100
	Mitchell	3,200	3,200	100
	Swisher	3,300	3,300	100
<b>Station Totals</b>		<b>188,400</b>	<b>187,200</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>				<b>108,300</b>
<b>Average Daily Circulation (1991)</b>				<b>53,200</b>

# Texas—Lubbock

## KLBK-TV

Ch. 13

Network Service: CBS.

Licensee: Charles Woods Television Corp., 7400 University Ave., Lubbock, TX 79408.

Studio: 7400 University Ave., Lubbock, TX 79423.

Mailing Address: Box 1559, Lubbock, TX 79408.

Telephone: 806-745-2345. TWX: 910-896-4321. Fax: 806-745-8525.

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: ADM, 6-meter C-band; Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.6-meter C-band; 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 (legal): Kenkel & Associates.

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

Personnel:  
Charles Woods, President.  
Rick Lipps, General Manager.  
Jeff Gibson, General Sales Manager.  
Terry Graham, News Director.  
Bill Blann, Program Director & Production Manager.  
Don King, Chief Engineer.  
Gay Jones, Promotion Director.  
Kathy Brand, Business Manager.

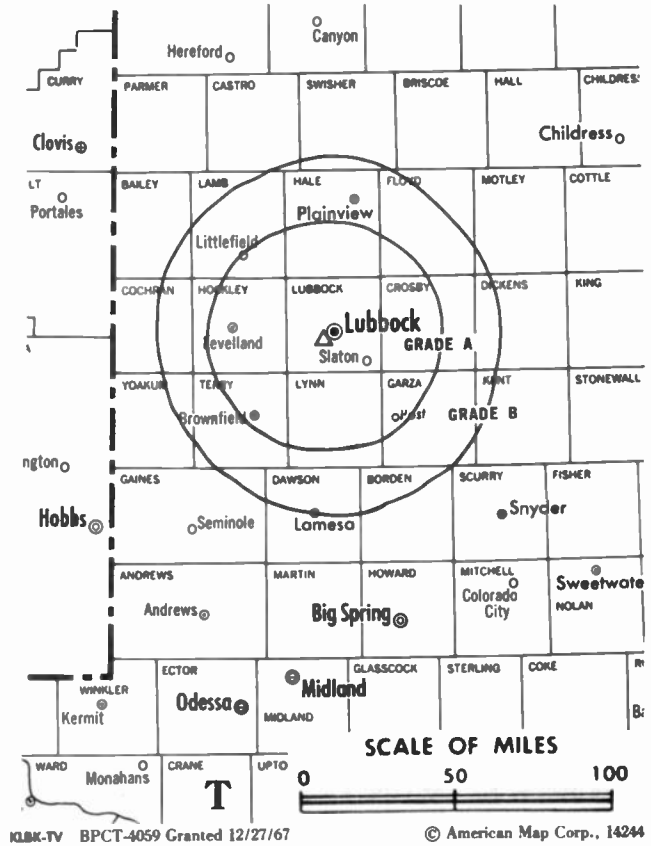
Highest 30 Sec. Rate: \$1500.

NETWORK BASE HOURLY RATE: \$900.

City of License: Lubbock. ADI: Lubbock. Rank: 150.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS Bailey Borden	2,700 300	2,700 300	100 100



KLBK-TV BPCT-4059 Granted 12/27/67

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Cochran Crosby Dawson Dickens Floyd Gaines Garza Hale Hockley Kent Lamb Lubbock Lynn Motley Scurry Terry Yoakum	1,700 2,800 5,400 1,200 3,000 4,700 1,800 12,600 8,200 400 5,800 81,900 2,500 800 6,700 5,100 3,600	1,700 2,800 5,300 1,200 3,000 4,700 1,800 12,500 8,200 400 5,800 81,300 2,500 800 6,600 5,100 3,600	100 100 98 100 100 100 100 99 100 100 100 99 100 100 98 100 100
Between 25-49%	TEXAS Castro Swisher	3,300 3,300	3,300 3,300	100 100
Between 5-24%	TEXAS Parmer	3,300	3,300	100
Station Totals		161,100	160,200	99
Net Weekly Circulation (1991)				130,700
Average Daily Circulation (1991)				77,500

# 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).

Began Operation: August 17, 1955. Sale to present owners by Buford Television Inc. approved by FCC Feb. 16, 1989. Sale to Buford by R. W. Wortham Jr. and associates approved by FCC July 18, 1962 (Television Digest, Vol. 2:31).

Represented (sales): Katz Television.

Represented (engineering): Jules Cohen & Associates.

### Personnel:

Frank Melton, President.  
Errol Kapellusch, Senior Vice President & General Manager.  
Bret Bengt, Sales Manager.  
Tina Alexander, News Director.  
Shelley Martin, National Sales Manager.  
Dean Worley, Chief Engineer.  
Lee Miller, Promotion Director.

Rates: Sold in combination with KLTV, Tyler-Longview, TX.

NETWORK BASE HOURLY RATE: \$510.

City of License: Lufkin. ADI: Tyler-Longview. Rank: 118.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Angelina	25,100	24,800	99
	Houston	8,900	8,700	98
	Nacogdoches	19,500	19,100	98
	San Augustine	3,500	3,400	97



KTRE-TV BPCT-850313KH Granted 7/19/85

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Trinity	4,900	4,800	98
Between 25-49%	TEXAS			
	Polk	12,700	12,400	98
	Sabine	4,300	4,200	98
	Shelby	9,600	9,400	98
	Walker	17,400	17,000	98
Between 5-24%	TEXAS			
	Anderson	14,500	14,300	99
	Cherokee	15,400	15,100	98
	Jasper	12,400	12,200	98
	Leon	5,500	5,300	96
	Madison	3,700	3,600	97
	San Jacinto	6,100	5,900	97
	Tyler	7,500	7,300	97
Station Totals		171,000	167,500	98
Net Weekly Circulation (1991)			74,100	
Average Daily Circulation (1991)			50,100	

# Texas—Nacogdoches

## KLSB-TV

Ch. 19

(Satellite of KETK-TV Jacksonville-Tyler-Longview, TX)

Network Service: NBC.

Grantee: Region 56 Television Network Inc., 204 W. Main St., Nacogdoches, TX 75961.

Telephone: 409-564-1911. Fax: 409-569-1595.

Technical Facilities: Channel No. 19 (500-506 MHz). Authorized power: 229-kw max. visual. Antenna: 728-ft. above av. terrain, 610-ft. above ground, 1001-ft. above sea level.

Latitude	31°	24'	28"
Longitude	94°	45'	53"

Transmitter: Farm Rd. No. 2021, 6.5-mi. NW of Lufkin.

Ownership: Lone Star Broadcasting Inc. (Group Owner).

Began Operation: September 1, 1991.

Represented (sales): Blair Television.

Represented (legal): Winston & Strawn.

Represented (engineering): Andrus & Associates Inc.

### Personnel:

Roby Somerford, General Manager.

Steve Jennings, General Sales Manager.

Anthony B. Cruz, National Sales Manager.

Kim Hutton, Program Director & Operations Manager.

Bill Alford, News Director.

Eva Brown, Traffic Manager.

Susan Kozak, Business Manager.

Doug Starkey, Chief Engineer.



KLSB-TV BPC7-890209KF Granted 9/18/90

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Rates: On request.

Arbitron Data: Not available.

City of License: Nacogdoches. ADI: Tyler-Longview. Rank: 118.

# 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, NIWS.

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.  
Dolores Stokes, Station Manager.  
Judy K. Dillard, General Sales Manager.  
Rick Wood, Local Sales Manager.  
Deann Holcomb, News Director.  
Dolores Woods, Program Director.  
Kathy Williams, Promotion Director.  
Dixie Jordan, Business Manager.  
Doug Faltus, Chief Engineer.  
Chuck Cooper, Assistant Chief Engineer.

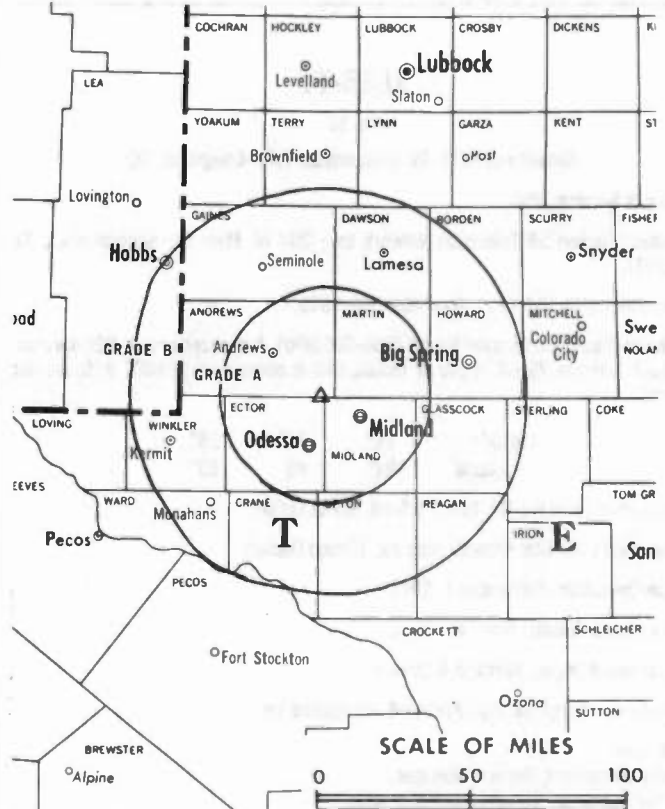
Highest 30 Sec. Rate: \$800.

NETWORK BASE HOURLY RATE: \$900.

City of License: Midland. ADI: Odessa-Midland. Rank: 148.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW MEXICO			
	Lea North	19,400	19,100	98
	Lea South	2,300	2,100	93
	TEXAS			
	Andrews	5,100	5,100	99
	Crane	1,600	1,600	100
	Dawson	5,400	5,300	98



KMID-TV BPCT-2922 Granted 10/30/61

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Ector	46,700	46,400	99
	Gaines	4,700	4,700	100
	Glasscock	400	400	100
	Howard	12,700	12,600	99
	Jeff Davis	600	600	100
	Loving	100	100	100
	Martin	1,500	1,500	100
	Midland	42,500	42,200	99
	Pecos	5,000	4,900	98
	Reagan	1,400	1,400	100
	Reeves	4,800	4,700	98
	Upton	1,500	1,500	100
	Ward	4,600	4,600	100
	Winkler	3,100	3,100	100
Between 25-49%	TEXAS Borden	300	300	100
	Crockett	1,500	1,500	100
Between 5-24%	TEXAS Brewster	3,100	3,000	97
	Irion	500	500	100
Station Totals		168,800	167,200	99
Net Weekly Circulation (1991)				128,000
Average Daily Circulation (1991)				79,200

# Texas—Odessa

**KMLM**

**Ch. 42**

(Satellite of KRPV, Roswell, NM)

**Network Service:** None, independent.

**Licensee:** Prime Time Christian Bcstg. Inc., 2606 S. Main, Roswell, NM 88201.

**Studio:** 10715 Brower Rd., Gardendale, TX 79758.

**Mailing Address:** Box 967, Roswell, NM 88202.

**Telephone:** 505-622-5778.

**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.

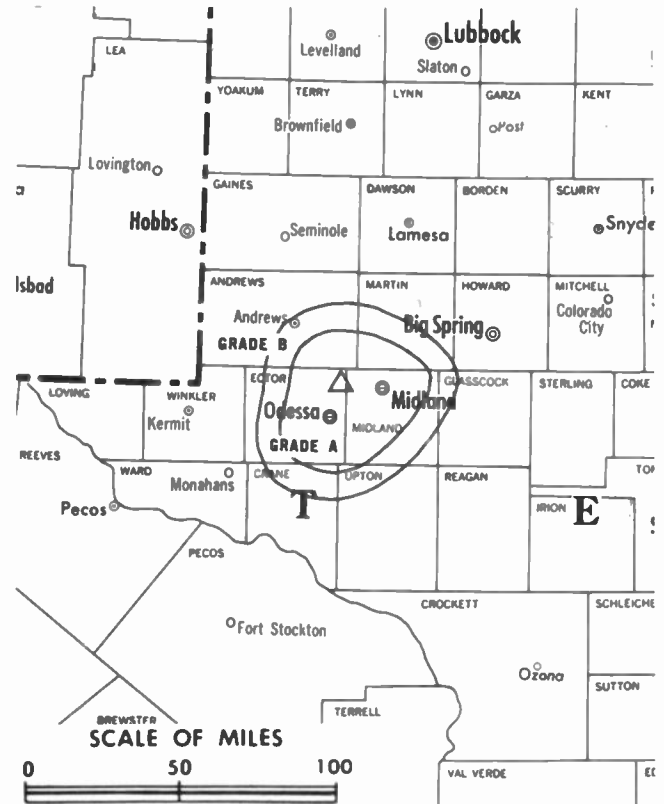
**Satellite Earth Station:** Vertex, 6.1-meter C-band.

**Ownership:** Prime Time Christian Broadcasting Inc. (Group Owner).

**Began Operation:** October 17, 1988.

**Personnel:** See KRPV, Roswell, NM.

**Arbitron Data:** Not available.



KMLM BMPCT-880121KF Granted 3/25/88

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**Rates:** On request.

**City of License:** Odessa. **ADI:** Odessa-Midland. **Rank:** 148.

# Texas—Odessa

## KOSA-TV

Ch. 7

Network Service: CBS.

Licensee: Forward Television Corp. II, 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:

Sheryl Jonsson, President & General Manager.  
Tim Riggan, Local Sales Manager.  
Don Scott, News Director.  
George Bugg, Promotion Director.  
Dawn Brenner, Business Manager.  
Phil Meadows, Chief Engineer.

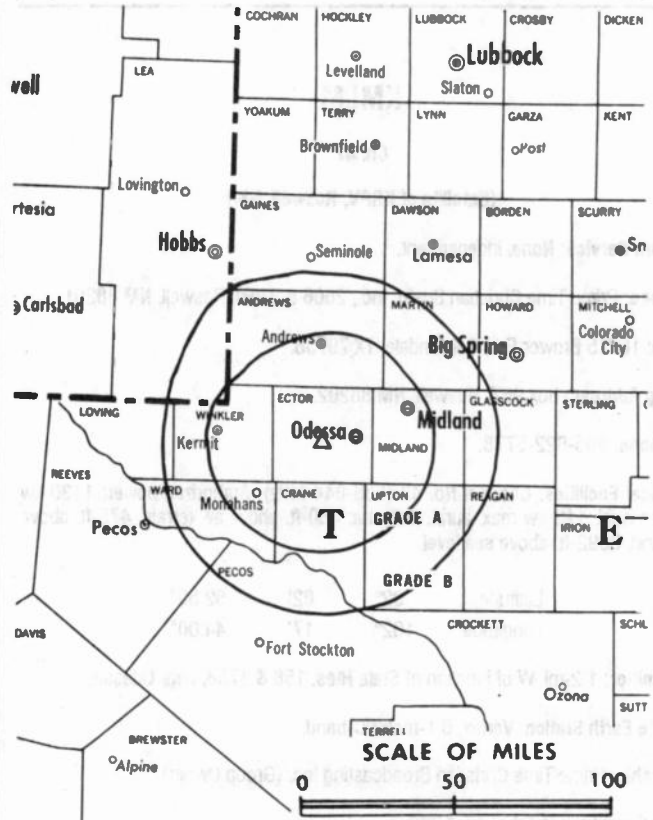
Highest 30 Sec. Rate: \$600.

NETWORK BASE HOURLY RATE: \$875.

City of License: Odessa. ADI: Odessa-Midland. Rank: 148.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW MEXICO			
	Lea South	2,300	2,100	93
	TEXAS			
	Andrews	5,100	5,100	99
	Brewster	3,100	3,000	97
	Crane	1,600	1,600	100
	Culberson	1,000	1,000	100
	Ector	46,700	46,400	99
	Glasscock	400	400	100



KOSA-TV BMPCT-4369 Granted 11/26/56

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Howard	12,700	12,600	99
	Jeff Davis	600	600	100
	Loving	100	100	100
	Martin	1,500	1,500	100
	Midland	42,500	42,200	99
	Pecos	5,000	4,900	98
	Presidio	1,900	1,800	95
	Reagan	1,400	1,400	100
	Reeves	4,800	4,700	98
	Upton	1,500	1,500	100
	Ward	4,600	4,600	100
	Winkler	3,100	3,100	100
Between 25-49%	NEW MEXICO			
	Lea North	19,400	19,100	98
	TEXAS			
Between 5-24%	Crockett	1,500	1,500	100
	TEXAS			
	Gaines	4,700	4,700	100
Station Totals		165,500	163,900	99
Net Weekly Circulation (1991)				124,600
Average Daily Circulation (1991)				72,100



# Texas—Odessa

**KPEJ**

Ch. 24

Network Service: Fox.

Licensee: Associated Broadcasters Inc., 600 Lafayette, Suite 906, Lafayette, LA 70502.

Studio: 1550 W. Interstate 20, Odessa, TX 79763.

Mailing Address: Box 11009, Odessa, TX 79760.

Telephones: 915-563-2424; 915-337-2424. 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: Associated Broadcasters Inc. (Group Owner).

Began Operation: June 16, 1986. FCC approved sale to present owner by SWMM/Odessa-Midland Corp. Oct. 31, 1990.

Represented (sales): Adam Young Inc.

Represented (legal): Lackshin & Nathan.

Represented (engineering): William Thompson.

**Personnel:**

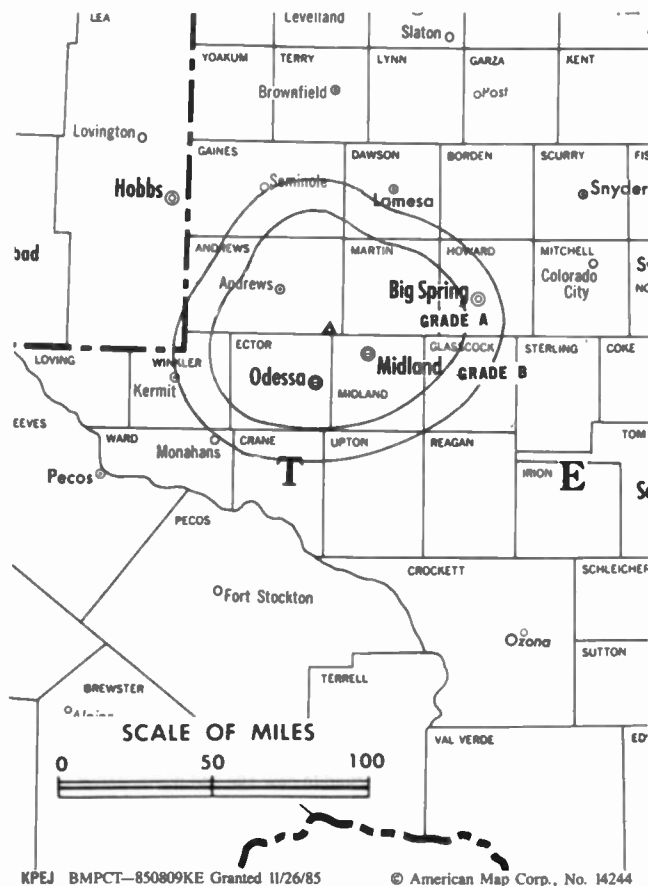
- Joseph Sugg, General Manager.
- James Beeghly, General Sales Manager.
- Dana Williams, Program Director.
- Becky Kelly-Norris, Promotion Director.
- Tina Plumlee, Business Manager.
- Rodney Norris, Chief Engineer.

Highest 30 Sec. Rate: \$300.

City of License: Odessa. ADI: Odessa-Midland. Rank: 148.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Andrews	5,100	5,100	99
	Ector	46,700	46,400	99
	Glasscock	400	400	100
	Martin	1,500	1,500	100
	Midland	42,500	42,200	99
	Reagan	1,400	1,400	100



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	NEW MEXICO			
	Lea South	2,300	2,100	93
	TEXAS			
	Crane	1,600	1,600	100
	Dawson	5,400	5,300	98
	Gaines	4,700	4,700	100
	Howard	12,700	12,600	99
	Pecos	5,000	4,900	98
	Upton	1,500	1,500	100
	Ward	4,600	4,600	100
	Winkler	3,100	3,100	100
	Yoakum	3,600	3,600	100
	Between 5-24%	TEXAS		
Reeves		4,800	4,700	98
<b>Station Totals</b>		<b>146,900</b>	<b>145,700</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>				<b>78,300</b>
<b>Average Daily Circulation (1991)</b>				<b>36,700</b>

# Texas—Odessa

## KTPX

Ch. 9

(Also operates satellite KWAB-TV, Big Spring, TX)

Network Service: NBC.

Licensee: Midessa Television Co., Box 708-A, Lawton, OK 73502.

Studio: 10900 County Rd. 125 W, Midland, TX 79711.

Mailing Address: Box 6699, Midland, TX 79711.

Telephone: 915-563-4210. TWX: 910-895-5346.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1270-ft. above av. terrain, 1080-ft. above ground, 4490-ft. above sea level.

Latitude 31° 59' 17"  
Longitude 102° 51' 59"

Transmitter: 17-mi. ENE of Kermit, TX; 26-mi. NW of Odessa; 27-mi. NE of Monahans.

Satellite Earth Stations: Harris, 7.5-meter Ku-band; RCA, 4.5-meter Ku & C-band; Harris, 3.5-meter Ku-band; Harris, M/A-Com, Scientific-Atlanta receivers.

News Services: Conus, NBC, UPI.

Ownership: James T. Taylor, Receiver. Sale pends.

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 MSP Television of Midland-Odessa approved Nov. 19, 1985.

Represented (sales): Seltel Inc.

### Personnel:

Dan Robbins, General Manager.  
Stan Kaye, General Sales Manager.  
Grady Woodward, Chief Engineer.  
Richard Howard, News Director.

Rates: On request.

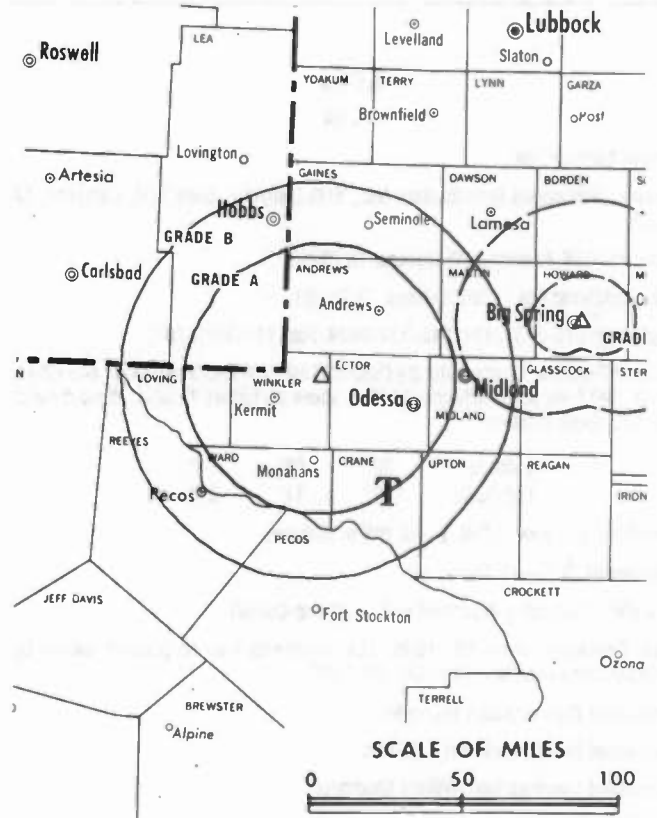
NETWORK BASE HOURLY RATE: \$700.

Arbitron Data: Includes KWAB-TV, Big Spring, TX.

City of License: Odessa. ADI: Odessa-Midland. Rank: 148.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>NEW MEXICO</b>			
	Lea North	19,400	19,100	98
	Lea South	2,300	2,100	93
	<b>TEXAS</b>			
	Andrews	5,100	5,100	99
	Brewster	3,100	3,000	97
	Crane	1,600	1,600	100
	Culberson	1,000	1,000	100
	Ector	46,700	46,400	99



KTPX BPCT-3000 Granted 7/25/62

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Gaines	4,700	4,700	100
	Glasscock	400	400	100
	Howard	12,700	12,600	99
	Jeff Davis	600	600	100
	Loving	100	100	100
	Midland	42,500	42,200	99
	Pecos	5,000	4,900	98
	Reagan	1,400	1,400	100
	Reeves	4,800	4,700	98
	Upton	1,500	1,500	100
Ward	4,600	4,600	100	
Winkler	3,100	3,100	100	
	<b>TEXAS</b>			
Between 25-49%	Crockett	1,500	1,500	100
	Martin	1,500	1,500	100
	Mitchell	3,200	3,200	100
	Presidio	1,900	1,800	95
	Yoakum	3,600	3,600	100
	<b>TEXAS</b>			
Between 5-24%	Dawson	5,400	5,300	98
<b>Station Totals</b>		<b>177,700</b>	<b>176,000</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>				<b>130,200</b>
<b>Average Daily Circulation (1991)</b>				<b>69,100</b>

# 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. Fax: 713-668-9054.

**Technical Facilities:** Channel No. 45 (656-662 MHz). Authorized power: 2190-kw max. visual, 219-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.

**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.
- Jorge Pereyra, News Producer.
- Cindy Chisum, Program Director.
- Mario Garcia, Promotion Director.
- Chris Brown, Business Manager.

**Rates:** On request.

**City of License:** Rosenberg. ADI: Houston. Rank: 10.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.



KXLN-TV BMPCT-880314KE Granted 4/7/88

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>TEXAS</b>				
Between 5-24%	Fort Bend	67,500	66,700	99
	Harris	1,062,600	1,054,400	99
	Wharton	14,500	14,300	99
<b>Station Totals</b>		<b>1,144,600</b>	<b>1,135,400</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>			<b>75,600</b>	
<b>Average Daily Circulation (1991)</b>			<b>49,200</b>	

# Texas—San Angelo

## KACB-TV

Ch. 3

(Satellite of KRBC-TV, Abilene)

**Network Service:** NBC.

**Licensee:** Abilene Radio & TV Co., 4510 14th St., Abilene, TX 79605.

**Studio:** See KRBC-TV, Abilene.

**Telephone:** 915-692-4242. **TWX:** 915-492-9210.

**Technical Facilities:** Channel No. 3 (60-66 MHz). Authorized power: 17.8-kw visual, 3.55-kw aural. Antenna: 600-ft. above av. terrain, 469-ft. above ground, 2719-ft. above sea level.

Latitude	31°	37'	22"
Longitude	100°	26'	14"

**Transmitter:** 7.7-mi. N of San Angelo, 0.4-mi. W of State Hwy. 208.

**News Service:** AP.

**Ownership:** Abilene Radio & Television Co.

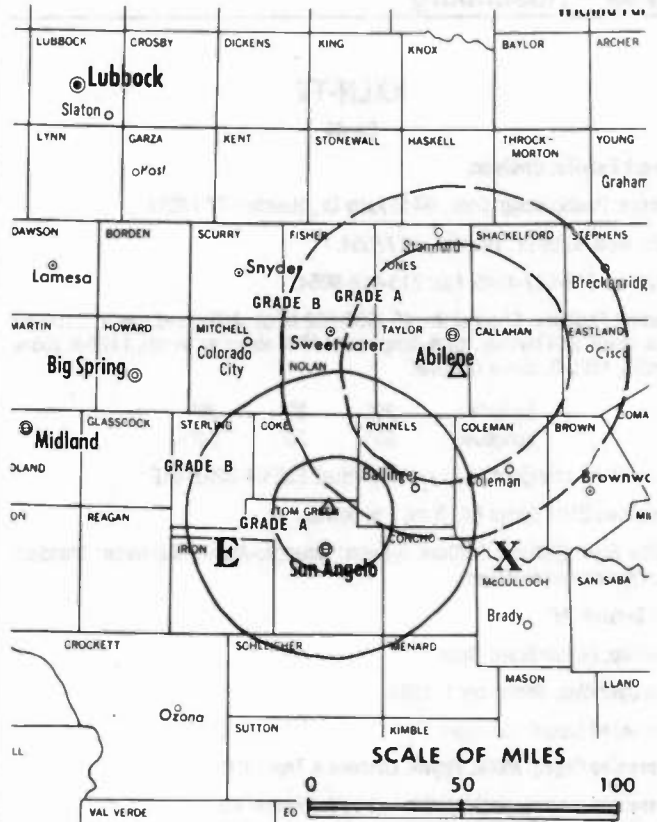
**Began Operation:** February 8, 1962.

**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.



KACB-TV BLCT-1171 Granted 8/22/62

© American Map Corp., 14244

**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.

**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:**

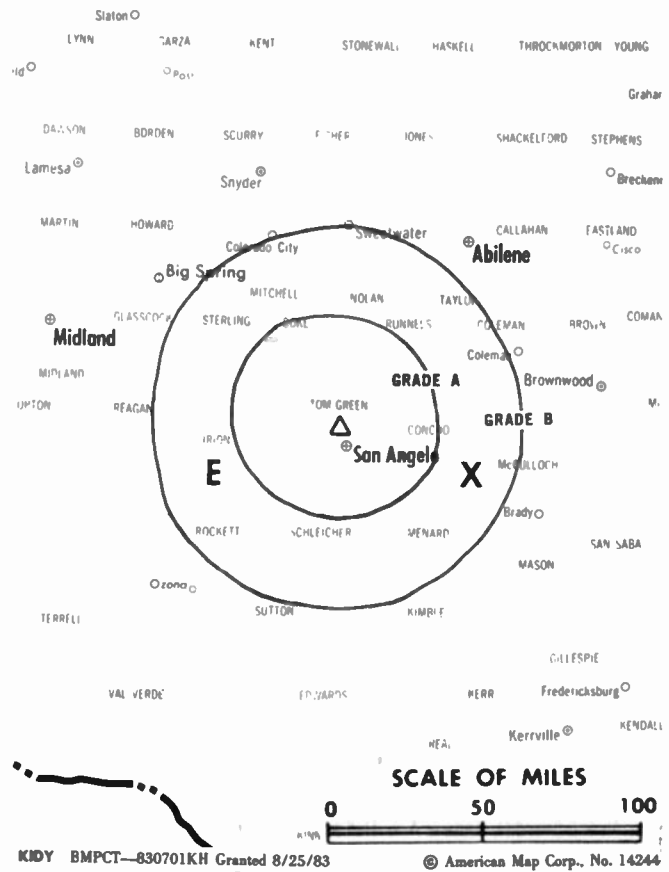
- Raymond G. Schindler, President.
- Bill Carter, Vice President & Secretary.
- Lee Smith, General Manager.
- Rachel Kiskko, News Director.
- John Talley, Program Director.
- Noel Hurst, Promotion Director.
- Jamie George, Business Manager.
- Ernesto Mejia, Chief Engineer.

**Highest 30 Sec. Rate:** \$175.

**City of License:** San Angelo. **ADI:** San Angelo. **Rank:** 186.

**Total Households:** ©MSI Consumer Market Data as of 1/1/91. **TV Homes, TV% and Circulation** ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Irion	500	500	100
	Sterling	400	400	100
	Tom Green	37,400	37,000	99



KIDY BMPCT—830701KH Granted 8/25/83 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	TEXAS			
	Coke	1,300	1,300	100
	Concho	1,100	1,100	100
	Crockett	1,500	1,500	100
	Reagan	1,400	1,400	100
		4,700	4,600	99
Between 5-24%	TEXAS			
	Coleman	4,100	4,100	100
	Schleicher	900	900	100
		1,500	1,500	100
<b>Station Totals</b>		<b>54,800</b>	<b>54,300</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>				<b>33,600</b>
<b>Average Daily Circulation (1991)</b>				<b>16,000</b>

# 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.
- Lanny Kiest, Local Sales Manager.
- Glen Goode, Regional Sales Manager.
- Larry White, Chief Engineer.
- Lou Kordek, News Director.
- Kevin Settle, Promotion Director.
- Vivian Aylor, Controller.
- Patti Becton, Marketing Director.
- Denise Miller, National Sales Assistant.
- Carol Cummings, Administrative Assistant.

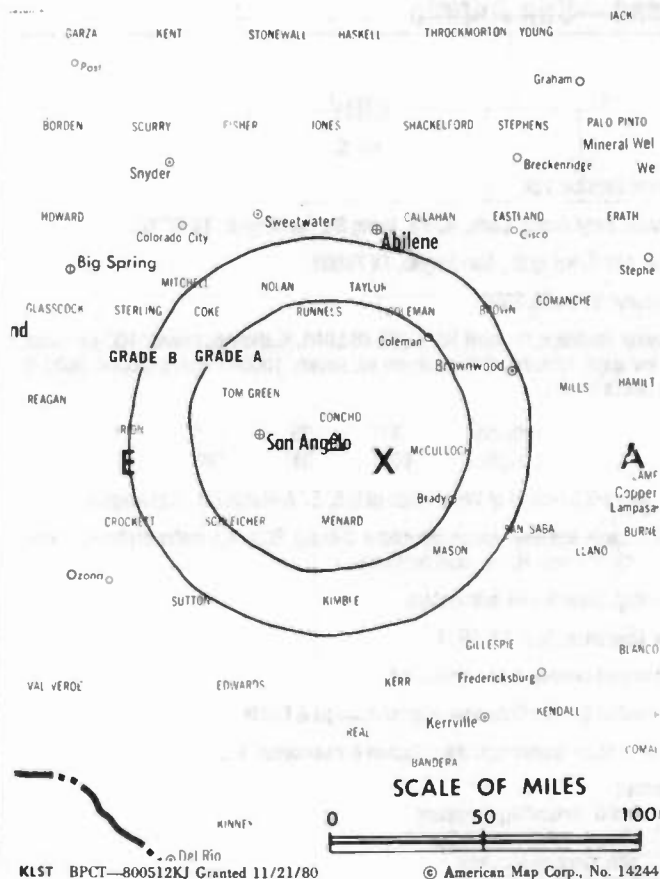
**Highest 30 Sec. Rate:** \$500.

**NETWORK BASE HOURLY RATE:** \$297.

**City of License:** San Angelo. **ADI:** San Angelo. **Rank:** 186.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 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



KLST BPCT-800512KJ Granted 11/21/80

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Crockett	1,500	1,500	100
	Irion	500	500	100
	Kimble	1,600	1,500	94
	Mc Culloch	3,600	3,500	97
	Menard	900	900	100
	Runnels	4,700	4,600	99
	Schleicher	900	900	100
	Sterling	400	400	100
	Sutton	1,500	1,500	100
	Tom Green	37,400	37,000	99
Between 25-49%	TEXAS			
	Coleman	4,100	4,100	100
	Mason	1,500	1,500	100
	San Saba	2,400	2,400	100
Between 5-24%	TEXAS			
	Brown	14,100	13,800	98
	Fisher	2,100	2,100	100
	Mitchell	3,200	3,200	100
	Reagan	1,400	1,400	100
<b>Station Totals</b>		<b>84,200</b>	<b>83,200</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>				<b>54,600</b>
<b>Average Daily Circulation (1991)</b>				<b>36,500</b>

# 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, 250-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: Vertex, 6.1-meter Ku & C-band; Vertex, 3.5-meter Ku-band; Scientific-Atlanta, 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:**

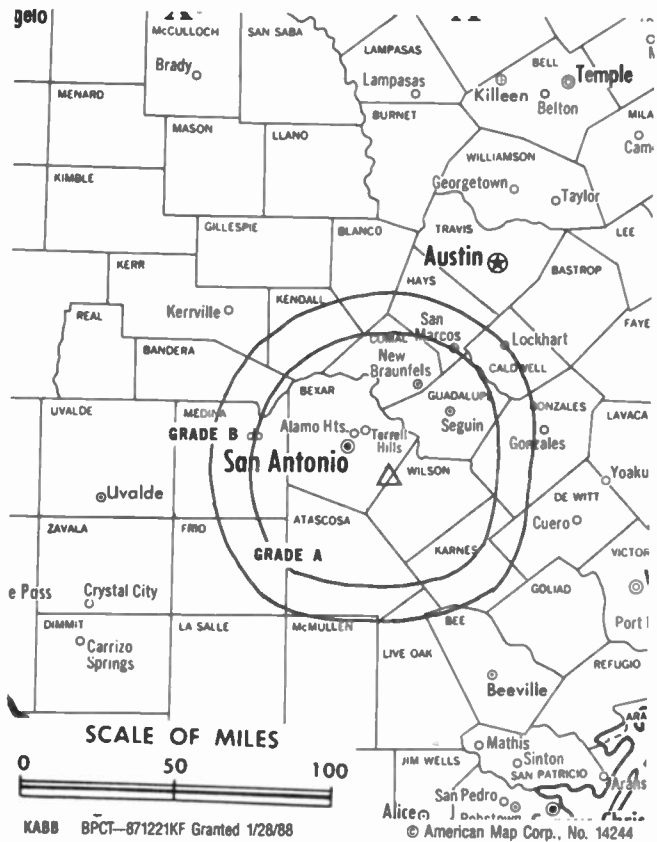
- Michael A. Liff, Vice President & General Manager.
- Michael Granados, General Sales Manager.
- Richard Joppie, Local Sales Manager.
- Linda H. McMahan, National Sales Manager.
- Sam Bickel, Program Director.
- Scott Macaninch, Promotion Director.
- Bill Driesslein, Controller.
- Dale Taylor, Chief Engineer.

Highest 30 Sec. Rate: \$450.

City of License: San Antonio. ADI: San Antonio. Rank: 42.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Atascosa	10,600	10,400	98
	Bexar	418,600	414,600	99
	Guadalupe	22,500	22,200	99
	Karnes	4,500	4,400	98
	Medina	9,700	9,500	98
	Wilson	7,200	7,000	97



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	TEXAS			
	Calhoun	9,800	9,600	98
	Comal	20,000	19,800	99
	Frio	4,400	4,300	98
	Gonzales	6,600	6,500	98
	McMullen	300	300	100
Between 5-24%	TEXAS			
	Bandera	4,100	4,100	100
	Blanco	2,800	2,800	100
	Goliad	1,900	1,900	100
	Hays	21,400	21,100	99
	Kendall	6,000	5,900	98
	Kerr	15,500	15,200	98
Live Oak	3,400	3,300	97	
Zavala	3,200	3,100	97	
<b>Station Totals</b>		<b>580,700</b>	<b>574,000</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>			<b>281,500</b>	
<b>Average Daily Circulation (1991)</b>			<b>124,800</b>	

# Texas—San Antonio

## KENS-TV

Ch. 5

**Network Service:** CBS.

**Licensee:** Harte-Hanks Television Inc., Box TV 5, San Antonio, TX 78299.

**Studio:** 5400 Fredericksburg Rd., San Antonio, TX 78229.

**Telephone:** 512-366-5000. **TWX:** 910-871-1012. **Fax:** 512-377-0740.

**Technical Facilities:** Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1392-ft. above av. terrain, 1531-ft. above ground, 2049-ft. above sea level.

Latitude 29° 16' 07"  
Longitude 98° 15' 55"

**Transmitter:** Tower Rd., 4-mi. NE of Elmendorf, TX.

**Satellite Earth Stations:** Transmit/receive Satcom Technologies, 9.2-meter; Satcom Technologies, 7-meter; Satcom Technologies, 5.5-meter Ku-band; Scientific-Atlanta receivers.

**News Services:** AP, NIWS.

**Ownership:** Harte-Hanks Communications Inc.

**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.

**Susan Lynch**, Business Manager.

**Highest 30 Sec. Rate:** \$5000.

**NETWORK BASE HOURLY RATE:** \$1850.

**City of License:** San Antonio. **ADI:** San Antonio. **Rank:** 42.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>TEXAS</b>				
50% & Over	Atascosa	10,600	10,400	98
	Bandera	4,100	4,100	100
	Bee	9,000	8,800	98
	Bexar	418,600	414,600	99
	Comal	20,000	19,800	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	6,900	6,700	97
	Goliad	1,900	1,900	100
	Gonzales	6,600	6,500	98
	Guadalupe	22,500	22,200	99



Laredo  
KENS-TV BPCT-2305 Granted 8/1/57

SCALE OF MILES  
0 50 100  
© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>				
	Karnes	4,500	4,400	98
	Kendall	6,000	5,900	98
	Kerr	15,500	15,200	98
	Kinney	800	800	100
	La Salle	1,800	1,800	97
	Lavaca	7,200	7,000	97
	Mcmullen	300	300	100
	Maverick	10,600	10,200	96
	Medina	9,700	9,500	98
	Real	1,000	1,000	100
	Uvalde	8,200	8,000	98
	Val Verde	13,100	12,800	98
	Victoria	26,600	26,200	98
	Wilson	7,200	7,000	97
	Zavala	3,200	3,100	97
<b>TEXAS</b>				
<b>Between 25-49%</b>				
	Caldwell	9,800	9,600	98
	Hays	21,400	21,100	99
	Live Oak	3,400	3,300	97
<b>TEXAS</b>				
<b>Between 5-24%</b>				
	Bastrop	14,300	14,000	98
	Blanco	2,800	2,800	100
	Duval	4,200	4,100	98
	Kimble	1,600	1,500	94
	Webb	34,600	34,100	98
<b>Station Totals</b>		<b>723,600</b>	<b>713,900</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>			<b>561,300</b>	
<b>Average Daily Circulation (1991)</b>			<b>354,500</b>	



# 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: 512-226-4444. 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:

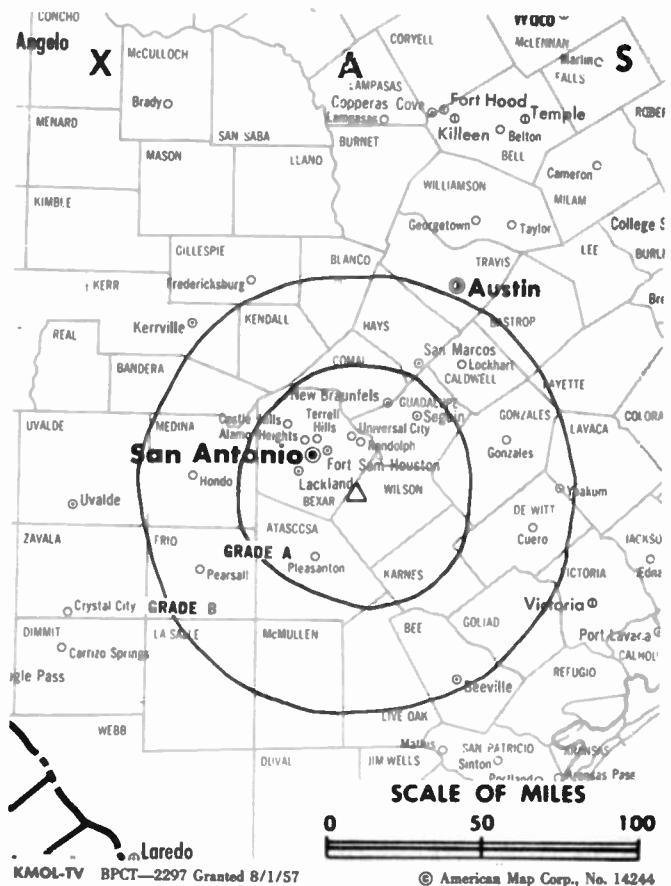
Robert Donohue, Vice President & General Manager.  
Kevin Donohue, General Sales Manager.  
Phil Johnson, Local Sales Manager.  
John Seabers, National Sales Manager.  
Ron Harig, News Director.  
Dennis Marshall, Promotion Manager & Creative Services Director.  
Gene Hansbauer, Business Manager.  
Jack Carroll, Operations Manager.  
Harold Friesenhahn, Chief Engineer.  
Rene Kozik, Community Services Coordinator.

Rates: On request.

City of License: San Antonio. ADI: San Antonio. Rank: 42.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ATASCOSA	10,600	10,400	98
	BANDERA	4,100	4,100	100
	BEE	9,000	8,800	98
	BEXAR	418,600	414,600	99
	CORNAL	20,000	19,800	99
	DE WITT	7,200	7,000	97
	DIMMIT	3,300	3,200	97
	FRIO	4,400	4,300	98
	GILLESPIE	6,900	6,700	97
	GOLIAD	1,900	1,900	100
	GONZALES	6,600	6,500	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Guadalupe	22,500	22,200	99
	Karnes	4,500	4,400	98
	Kendall	6,000	5,900	98
	Kerr	15,500	15,200	98
	Kinney	800	800	100
	La Salle	1,800	1,800	97
	Lavaca	7,200	7,000	97
	McMullen	300	300	100
	Maverick	10,600	10,200	96
	Medina	9,700	9,500	98
	Real	1,000	1,000	100
	Uvalde	8,200	8,000	98
	Val Verde	13,100	12,800	98
	Wilson	7,200	7,000	97
	Zavala	3,200	3,100	97
<b>TEXAS</b>				
Between 25-49%	Blanco	2,800	2,800	100
	Caldwell	9,800	9,600	98
	Edwards	700	700	100
	Hays	21,400	21,100	99
	Live Oak	3,400	3,300	97
	Victoria	26,600	26,200	98
<b>TEXAS</b>				
Between 5-24%	Bastrop	14,300	14,000	98
	Calhoun	7,600	7,500	99
	Webb	34,600	34,100	98
	<b>Station Totals</b>	<b>725,400</b>	<b>715,800</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>				<b>535,700</b>
<b>Average Daily Circulation (1991)</b>				<b>312,100</b>

# Texas—Kerrville-San Antonio

**KRRT**

Ch. 35

Network Service: Fox.

Licensee: Republic Communications Corp.

Studio: 6218 N.W. Loop 410, San Antonio, TX 78238.

Telephone: 512-684-0035. 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): Sektel Inc.

Represented (legal): Leventhal, Senter & Lerman.

**Personnel:**

- Morrie Belch, Vice President & General Manager.
- Tom Hurley, Sales Director.
- Bill Davis, Local Sales Manager.
- Tom Holtzma, National Sales Manager.
- Kevin Busselman, Chief Engineer.
- Joe Cayton, Program Director.
- Vangle Mascorro, Promotion Director.
- Rebecca Perez, Business Manager.

Highest 30 Sec. Rate: \$2500.

City of License: Kerrville. ADI: San Antonio. Rank: 42.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>				
<b>TEXAS</b>				
	Atascosa	10,600	10,400	98
	Bandera	4,100	4,100	100
	Bexar	418,600	414,600	99
	Frio	4,400	4,300	98
	Kerr	15,500	15,200	98
	Medina	9,700	9,500	98
	Wilson	7,200	7,000	97



KRRT BMPCT—841128KG Granted 2/25/85

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>				
<b>TEXAS</b>				
	Comal	20,000	19,800	99
	Edwards	700	700	100
	Gillespie	6,900	6,700	97
	Guadalupe	22,500	22,200	99
	Karnes	4,500	4,400	98
	Kendall	6,000	5,900	98
	Uvalde	8,200	8,000	98
	Val Verde	13,100	12,800	98
<b>Between 5-24%</b>				
<b>TEXAS</b>				
	Caldwell	9,800	9,600	98
	De Witt	7,200	7,000	97
	Goliad	1,900	1,900	100
	La Salle	1,800	1,800	97
	Real	1,000	1,000	100
	Zavala	3,200	3,100	97
<b>Station Totals</b>		<b>576,900</b>	<b>570,000</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>				<b>289,900</b>
<b>Average Daily Circulation (1991)</b>				<b>124,300</b>

# 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. 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.  
Barbara Montemayor, Local Sales Manager.  
Richard Yzaguirre, National Sales Manager.  
James Boyle, News Director.  
Richard Andrycha, Program Manager.  
Fred Lozano, Chief Engineer.  
Charles B. Craig, Business Manager.  
Cheryl Porter, Advertising & Promotion Manager.  
Lydia Alegria, Community Affairs Director.

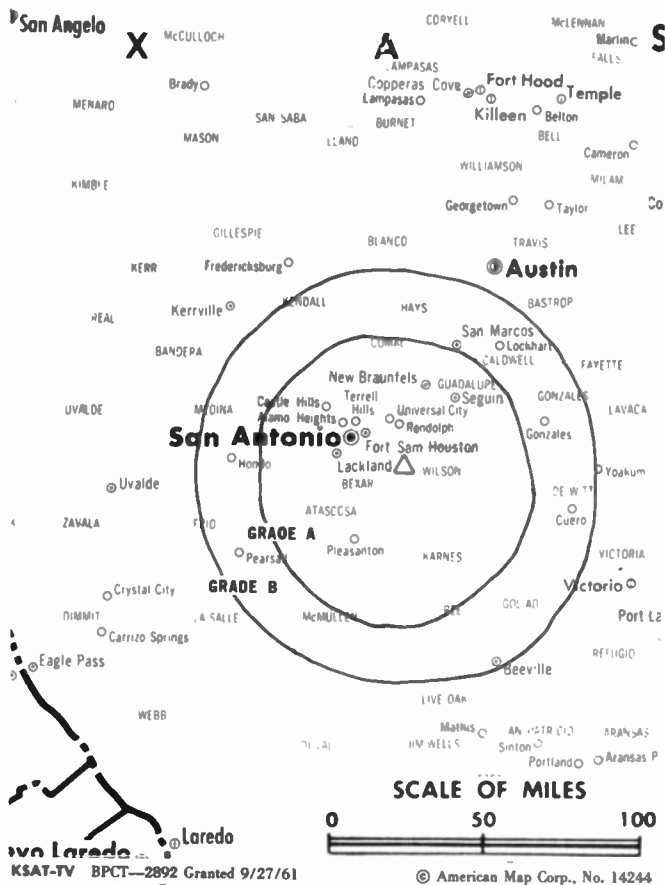
Highest 30 Sec. Rate: \$3600.

NETWORK BASE HOURLY RATE: \$1025.

City of License: San Antonio. ADI: San Antonio. Rank: 42.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Atascosa	10,600	10,400	98
	Bandera	4,100	4,100	100
	Bee	9,000	8,800	98
	Bexar	418,600	414,600	99
	Comal	20,000	19,800	99
	De Witt	7,200	7,000	97
	Dimmit	3,300	3,200	97
	Frio	4,400	4,300	98
	Gillespie	6,900	6,700	97
	Goliad	1,900	1,900	100



KSAT-TV BPCT-2892 Granted 9/27/61

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Gonzales	6,600	6,500	98
	Guadalupe	22,500	22,200	99
	Karnes	4,500	4,400	98
	Kendall	6,000	5,900	98
	Kerr	15,500	15,200	98
	Kinney	800	800	100
	La Salle	1,800	1,800	97
	Lavaca	7,200	7,000	97
	Mcmullen	300	300	100
	Medina	9,700	9,500	98
	Real	1,000	1,000	100
	Uvalde	8,200	8,000	98
	Val Verde	13,100	12,800	98
Webb	34,600	34,100	98	
Wilson	7,200	7,000	97	
Zavala	3,200	3,100	97	
Between 25-49%	TEXAS			
	Caldwell	9,800	9,600	98
	Edwards	700	700	100
	Hays	21,400	21,100	99
	Live Oak	3,400	3,300	97
	Maverick	10,600	10,200	96
Victoria	26,600	26,200	98	
Between 5-24%	TEXAS			
	Bastrop	14,300	14,000	98
	Blanco	2,800	2,800	100
	Calhoun	7,600	7,500	99
	Duval	4,200	4,100	98
	Fayette	8,300	8,000	96
Kimble	1,600	1,500	94	
<b>Station Totals</b>		<b>739,500</b>	<b>729,400</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>				<b>538,500</b>
<b>Average Daily Circulation (1991)</b>				<b>300,500</b>

# Texas—San Antonio

**KVDA**

Ch. 60

**Network Service:** Telemundo.

**Licensee:** Telemundo of San Antonio Inc., 6234 San Pedro, San Antonio, TX 78216.

**Studio:** 6234 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 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 (Group Owner); Edward L. Gonzalez.

**Began Operation:** September 10, 1989.

**Represented (sales):** Telemundo.

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

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

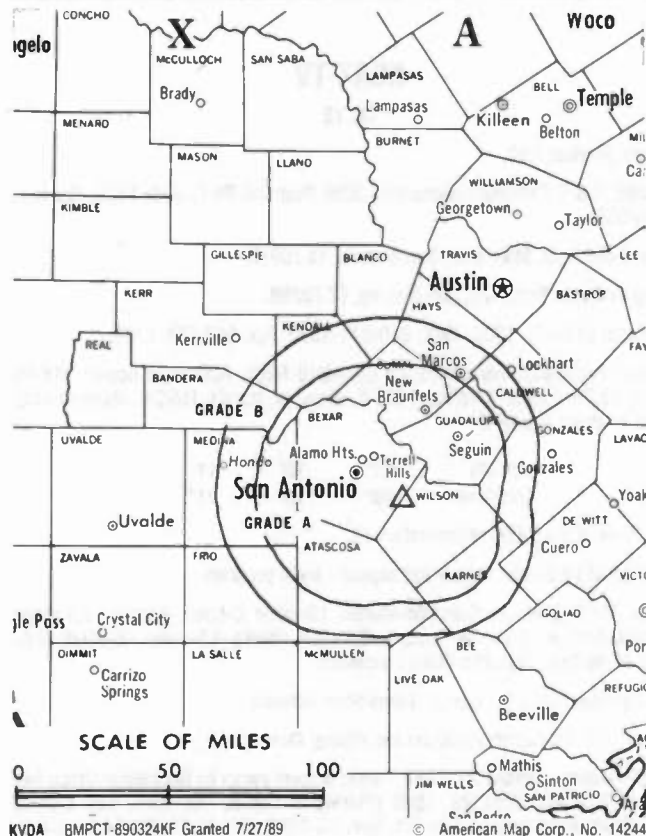
**Personnel:**

- Arthur Rojas Emerson, General Manager.
- Araceli De Leon, Director of Operations.
- Luis Hernandez, Local Sales Manager.
- Nicole Smith, National Sales Manager.
- Blanca Santos, Director of Promotions & Programming.
- Patricio Espinoza, News Director.
- Armando Solis, Business Manager.
- Roger Topping, Chief Engineer.
- Kathleen Sanchez, Traffic Manager.

**Rates:** On request.

**City of License:** San Antonio. **ADI:** San Antonio. **Rank:** 42.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>TEXAS</b>				
Between 5-24%	Atascosa	10,600	10,400	98
	Bexar	418,600	414,600	99
	Comal	20,000	19,800	99
	Gonzales	6,600	6,500	98
	La Salle	1,800	1,800	97
	McMullen	300	300	100
	Uvalde	8,200	8,000	98
	Wilson	7,200	7,000	97
Zavala	3,200	3,100	97	
<b>Station Totals</b>		<b>476,500</b>	<b>471,500</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>				<b>50,500</b>
<b>Average Daily Circulation (1991)</b>				<b>24,200</b>

# Texas—San Antonio

**KWEX-TV**

Ch. 41

Network Service: Univision.

Licensee: Univision Holdings Inc., 605 3rd Ave., 12th Floor, New York, NY 10158.

Studio: 411 E. Durango, San Antonio, TX 78204.

Telephones: 512-227-4141; 512-227-4145. 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:**

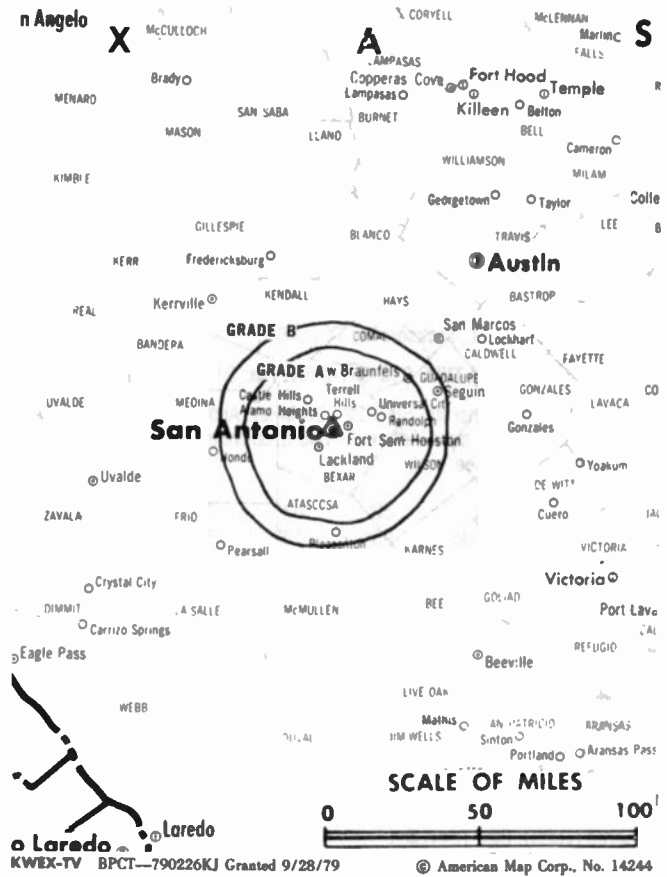
- Steve Glust, General Manager.
- Robert Torres, General Sales Manager.
- Scott Keeler, National Sales Manager.
- Roy Blom, News Director.
- Marlene Diaz, Program Director.
- Carrie Quigley, Program Director.
- Lydia Luna, Comptroller.
- Bram Watkins, Marketing Director.
- Amparo Ortiz, Public Service Director.
- James R. Meek, Chief Engineer.
- Antonio Gonzalez, Assistant Chief Engineer.

Highest 30 Sec. Rate: \$1000.

City of License: San Antonio. ADI: San Antonio. Rank: 42.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS Maverick	10,600	10,200	96



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	TEXAS Frio	4,400	4,300	98
Between 5-24%	TEXAS			
	Atascosa	10,600	10,400	98
	Bexar	418,600	414,600	99
	Comal	20,000	19,800	99
	Dimmit	3,300	3,200	97
	Guadalupe	22,500	22,200	99
	Karnes	4,500	4,400	98
	Kinney	800	800	100
	La Salle	1,800	1,800	97
	Medina	9,700	9,500	98
	Uvalde	8,200	8,000	98
	Wilson	7,200	7,000	97
	Zavala	3,200	3,100	97
<b>Station Totals</b>		<b>525,400</b>	<b>519,300</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>				<b>90,100</b>
<b>Average Daily Circulation (1991)</b>				<b>46,900</b>

# Texas—Jacksonville-Tyler-Longview

## KETK-TV

Ch. 56

(Operates satellite KLSB-TV, Nacogdoches, TX)

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 Mount Selman.

Multichannel TV Sound: Stereo only.

Satellite Earth Station: Harris, 6-meter C-band; Harris receivers.

News Service: AP.

Ownership: Lone Star Broadcasting 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): Winston & Strawn.

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.  
Carolyn Waters, Traffic & Program Director.  
Lynise Woods, Promotion Director.  
Shirley Snodgrass, Business Manager.  
Mike Stanford, Operations Director.

Rates: On request.

City of License: Jacksonville. ADI: Tyler-Longview. Rank: 118.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Cherokee	15,400	15,100	98
	Gregg	42,400	41,900	99
	Nacogdoches	19,500	19,100	98



KETK-TV 8MPC—860407KI Granted 9/3/86

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Rusk	16,300	16,100	99
	Smith	58,300	57,600	99
Between 25-49%	TEXAS			
	Anderson	14,500	14,300	99
	Angelina	25,100	24,800	99
	Houston	8,900	8,700	98
	San Augustine	3,500	3,400	97
	Upshur	12,300	12,100	98
Between 5-24%	TEXAS			
	Camp	4,200	4,100	98
	Franklin	3,200	3,100	97
	Harrison	20,600	20,300	99
	Henderson	23,800	23,400	98
Station Totals	Rains	2,800	2,800	100
	Shelby	9,600	9,400	98
	Trinity	4,900	4,800	98
Station Totals		297,200	292,700	98
Net Weekly Circulation (1991)				121,400
Average Daily Circulation (1991)				57,200

# Texas—Longview-Tyler

**KFXK**

(formerly KLMG-TV)

Ch. 51

**Network Service:** Fox.

**Licensee:** Kamin Bcstg. Co./Longview L.P., 5075 Westheimer, Suite 675, Houston, TX 77056.

**Studio:** 701 N. Access Rd., Longview, TX 75602.

**Telephone:** 713-621-9766.

**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"

Holds CP for change to 4683-kw max. visual. BPCT-910215KO.

**Transmitter:** 1-mi. NW of intersection of Hwys. 42 & 1513, New London.

**Satellite Earth Stations:** M/A-Corn Ku-band; Scientific-Atlanta C-band; Harris C-band; Harris, M/A-Corn, Scientific-Atlanta receivers.

**News Services:** AP, CBS.

**Ownership:** Kamin Bcstg. Co./Longview L.P.

**Began Operation:** September 9, 1984. Sale to present owners by trustee in bankruptcy approved by FCC Nov. 8, 1990.

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

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

**Personnel:**

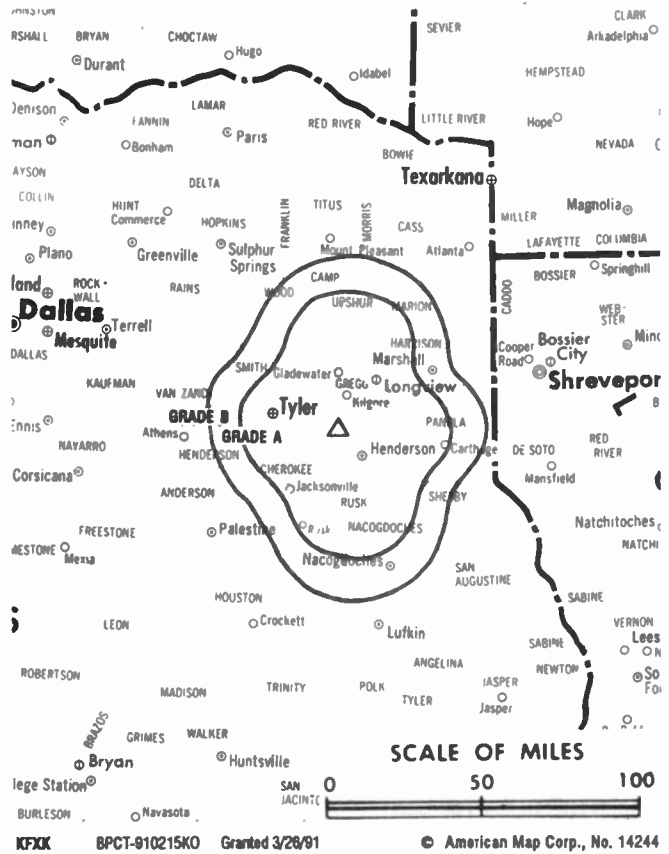
- Brent Skinner, General Manager.
- John P. Blake, General Sales Manager.
- Victoria LaFollett, News Director.
- Hazel Kennedy, Program Director.
- Anthony R. Fuller, Promotion Director.
- Jay Rowe, Chief Engineer.
- Nancy Denton, Business Manager.

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

**City of License:** Longview. ADI: Tyler-Longview. Rank: 118.

**Total Households:** ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS Gregg	42,400	41,900	99



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>TEXAS</b>				
Between 25-49%	Cherokee	15,400	15,100	98
	Rusk	16,300	16,100	99
	Smith	58,300	57,600	99
	Upshur	12,300	12,100	98
<b>TEXAS</b>				
Between 5-24%	Anderson	14,500	14,300	99
	Camp	4,200	4,100	98
	Cass	11,300	11,100	98
	Harrison	20,600	20,300	99
	Morris	5,300	5,200	98
	Panola	8,500	8,400	99
	Wood	11,900	11,700	98
<b>Station Totals</b>		<b>221,000</b>	<b>217,900</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>				<b>66,400</b>
<b>Average Daily Circulation (1991)</b>				<b>26,800</b>

# 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:** 903-597-5588. **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 (engineering):** Jules Cohen & Associates.

**Personnel:**

- Frank Melton, President.
- Brad Strell, General Manager.
- Shelley Martin, General Sales Manager.
- Ron White, Local Sales Manager.
- Butch Adair, Director of Engineering.
- George Stephenson, 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:** \$1500.

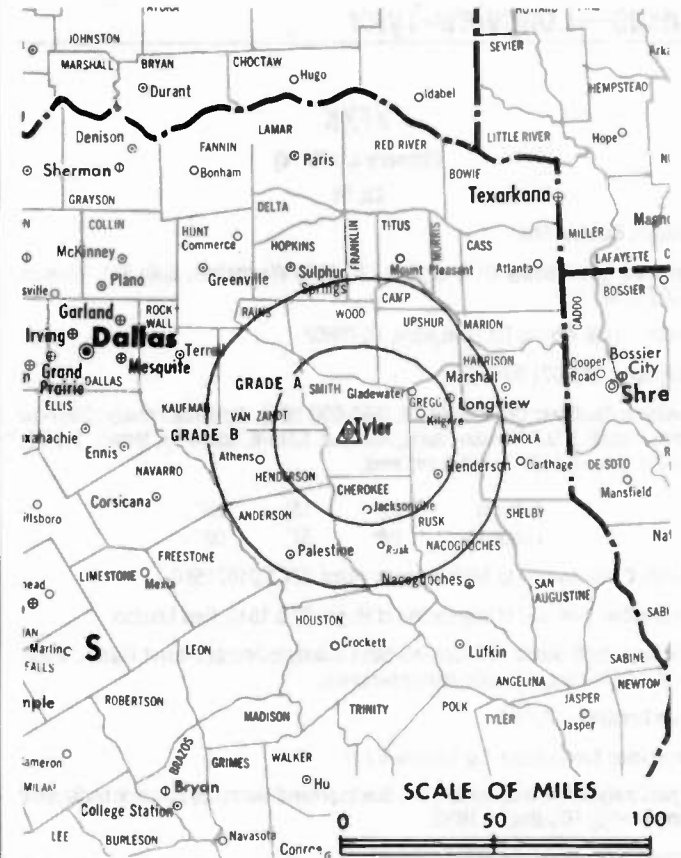
**Rates:** Spot rates include KTRE-TV, Lufkin, TX.

**NETWORK BASE HOURLY RATE:** \$600.

**City of License:** Tyler. **ADI:** Tyler-Longview. **Rank:** 118.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 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
	Cherokee	15,400	15,100	98
	Franklin	3,200	3,100	97
	Gregg	42,400	41,900	99



KLTV BPCT—830725KN Granted 3/21/84

©American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Hopkins	11,800	11,600	98
	Morris	5,300	5,200	98
	Rains	2,800	2,800	100
	Rusk	16,300	16,100	99
	Smith	58,300	57,600	99
	Titus	9,200	9,100	99
	Upshur	12,300	12,100	98
	Wood	11,900	11,700	98
Between 25-49%	TEXAS			
	Henderson	23,800	23,400	98
	Van Zandt	16,000	15,700	98
Between 5-24%	TEXAS			
	Cass	11,300	11,100	98
	Delta	1,800	1,800	100
	Harrison	20,600	20,300	99
	Houston	8,900	8,700	98
	Kaufman	19,800	19,500	98
	Lamar	17,400	16,900	97
	Leon	5,500	5,300	96
Nacogdoches	19,500	19,100	98	
Panola	8,500	8,400	99	
Red River	6,200	6,000	97	
<b>Station Totals</b>		<b>366,900</b>	<b>360,900</b>	<b>98</b>
<b>Net Weekly Circulation (1991)</b>				<b>196,800</b>
<b>Average Daily Circulation (1991)</b>				<b>129,000</b>



# Texas—Victoria

## KAVU-TV

Ch. 25

**Network Service:** NBC, ABC.

**Licensee:** Withers Broadcasting Co. of Texas, 3501 Broadway, Box 1508, Mount Vernon, IL 62864.

**Studio:** 3808 N. Navarro St., Victoria, TX 77901.

**Mailing Address:** Box 4929, Victoria, TX 77903.

**Telephone:** 512-575-2500. Fax: 512-575-2255.

**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):** Baraff, Koerner, Olender & Hochberg, P.C.

**Personnel:**

Betty Grimsinger, Station & Sales Manager.

Tommy Grey, Chief Engineer.

Jeff Williams, News Director.

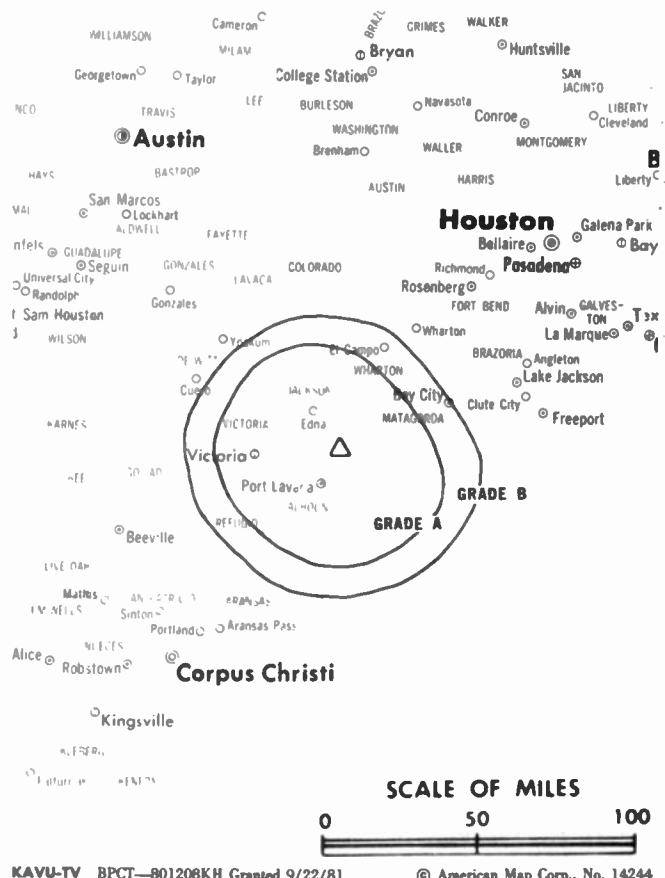
Tzena Funkhouser, Program Director.

**Highest 30 Sec. Rate:** \$375.

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

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 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
	Jackson	4,700	4,600	98
	Victoria	26,600	26,200	98



KAVU-TV BPCT—801208KH Granted 9/22/81

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	TEXAS			
	Goliad	1,900	1,900	100
	Lavaca	7,200	7,000	97
Between 5-24%	TEXAS			
	De Witt	7,200	7,000	97
	Matagorda	15,700	15,500	99
	Wharton	14,500	14,300	99
<b>Station Totals</b>		<b>85,400</b>	<b>84,000</b>	<b>98</b>
<b>Net Weekly Circulation (1991)</b>			<b>37,800</b>	
<b>Average Daily Circulation (1991)</b>			<b>20,400</b>	

# Texas—Victoria

## KVCT

Ch. 19

**Network Service:** None, independent.

**Licensee:** KVCT Inc., 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 Service:** AP.

**Ownership:** KVCT Inc.

**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.

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

**Personnel:**

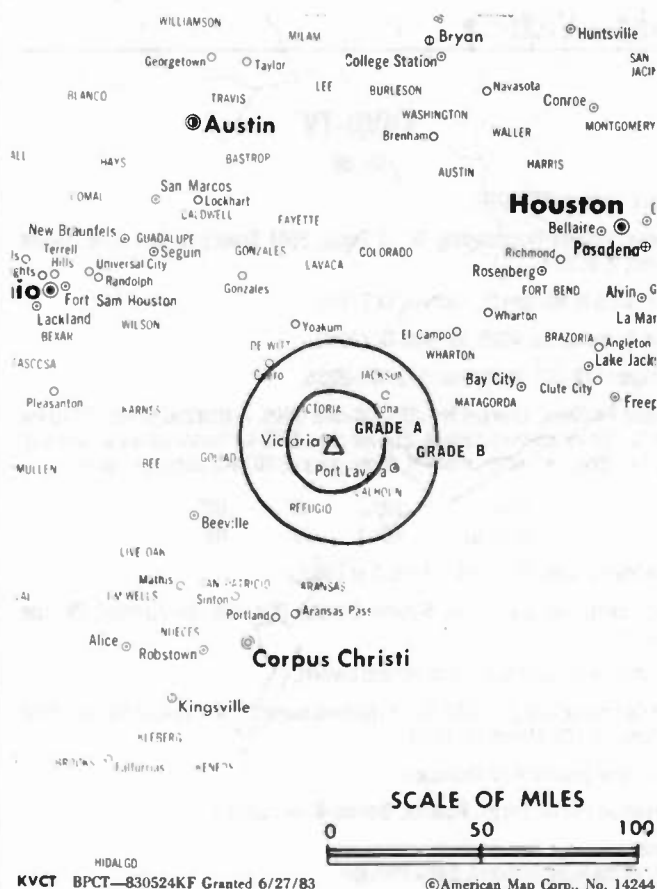
Glen Black, General Manager.  
Paul Easter, Director of Engineering.  
Doris Littles, Program Director.  
Sandra Wingate, Business Manager.

**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 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	TEXAS			
	De Witt	7,200	7,000	97
	Jackson	4,700	4,600	98
	Victoria	26,600	26,200	98
Between 5-24%	TEXAS			
	Calhoun	7,600	7,500	99
	Goliad	1,900	1,900	100
<b>Station Totals</b>		<b>48,000</b>	<b>47,200</b>	<b>98</b>
<b>Net Weekly Circulation (1991)</b>				<b>15,300</b>
<b>Average Daily Circulation (1991)</b>				<b>7,300</b>

# Texas—Waco

**KWKT**  
Ch. 44

Network Service: Fox.

Licensee: Associated Broadcasters Inc., 600 Lafayette, Suite 906, Lafayette, LA 70502.

Studio: 8803 Woodway Dr., Waco, TX 76712

Mailing Address: Box 2544, Waco, TX 76702.

Telephone: 817-776-3844. TWX: 910-250-8769. Fax: 817-776-8032.

Technical Facilities: Channel No. 44 (650-656 MHz). Authorized power: 4207-kw max visual, 420.7-kw max aural. Antenna: 1811-ft. above av. terrain, 1673-ft. above ground, 2497-ft. above sea level.

Latitude 31° 18' 52"  
Longitude 97° 19' 37"

Transmitter: 1.5-mi. NE of Moody.

Multichannel TV Sound: Stereo only.

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

Ownership: Associated Broadcasters Inc. (Group Owner).

Began Operation: March 13, 1988. Sale to present owner approved by FCC October 31, 1990.

Represented (sales): Adam Young Inc.

**Personnel:**

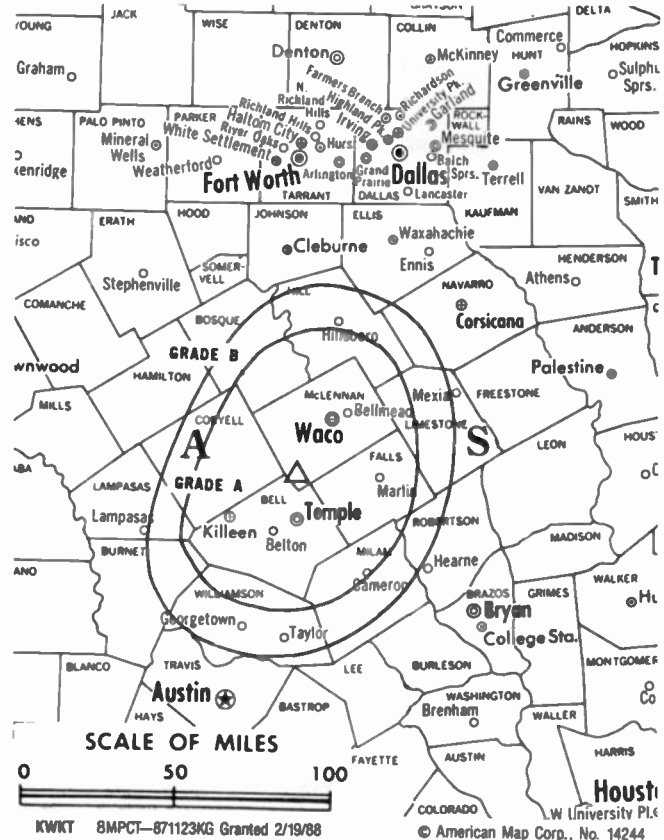
- Ron Crowder, General Manager.
- Jim Prestwood, General Sales Manager.
- Charles Yoder, Chief Engineer & Operations Manager.
- Mark McKay, Director, Programming & Promotion.
- Edna Williamson, Business Manager.

Rates: On request.

City of License: Waco. ADI: Waco-Temple. Rank: 96.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Bell	66,900	66,400	99
	Coryell	17,600	17,400	99
	Mc Lennan	72,300	71,700	99
Between 25-49%	TEXAS			
	Bosque	6,500	6,400	98
	Brazos	47,400	46,800	99
	Falls	7,200	7,100	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Limestone	8,700	8,500	98
	Milam	8,900	8,700	98
	Robertson	6,100	6,000	98
<b>TEXAS</b>				
Between 5-24%	Burleson	5,400	5,300	98
	Freestone	6,500	6,400	98
	Hamilton	3,600	3,500	97
	Hill	10,900	10,800	99
	Lampasas	6,000	5,900	98
	Leon	5,500	5,300	96
	Mills	1,800	1,800	100
Williamson	44,000	43,400	99	
<b>Station Totals</b>		<b>325,300</b>	<b>321,400</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>			<b>134,800</b>	
<b>Average Daily Circulation (1991)</b>			<b>59,100</b>	

# 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): Seltel Inc.

Represented (legal): Cordon & Kelly.

### Personnel:

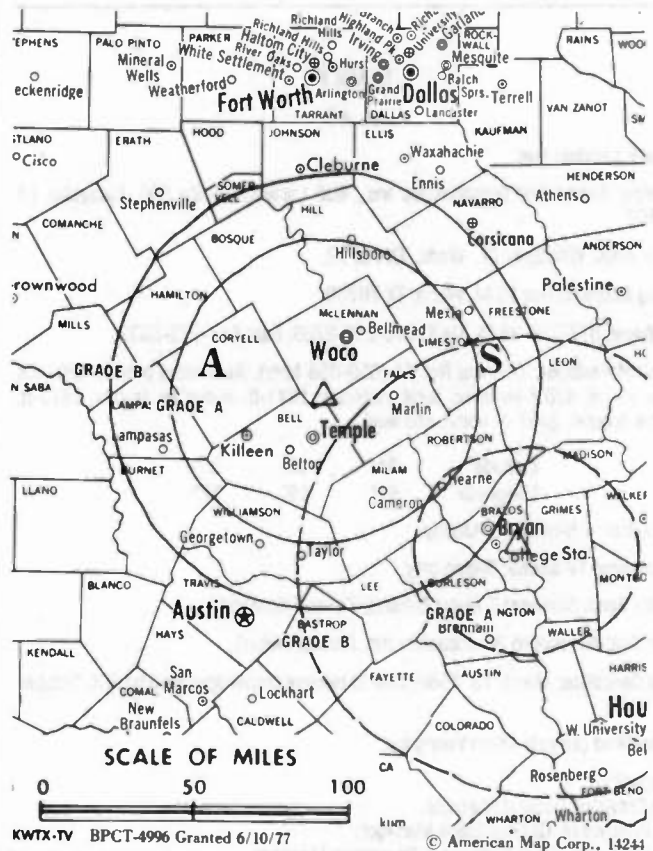
M. N. (Buddy) Bostick, Chairman of the Board.  
Thomas G. Pears, President.  
Ray Deaver, Vice President & General Manager.  
Virgil Teter, Vice President, News.  
Jeff Cook, Local Sales Manager.  
Pam Samford, National Sales.  
Ken Musgrave, Chief Engineer.  
Rick Bradfield, News Director.  
Karlna Jester, Program Director.

Rates: On request.

City of License: Waco. ADI: Waco-Temple. Rank: 96.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Bell	66,900	66,400	99
	Bosque	6,500	6,400	98
	Coryell	17,600	17,400	99
	Falls	7,200	7,100	99
	Hamilton	3,600	3,500	97



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Hill	10,900	10,800	99
	Lampasas	6,000	5,900	98
	Limestone	8,700	8,500	98
	Mc Lennan	72,300	71,700	99
	Milam	8,900	8,700	98
	Mills	1,800	1,800	100
	San Saba	2,400	2,400	100
<b>TEXAS</b>				
Between 25-49%	Freestone	6,500	6,400	98
	Leon	5,500	5,300	96
	Robertson	6,100	6,000	98
<b>TEXAS</b>				
Between 5-24%	Burleson	5,400	5,300	98
	Comanche	5,100	5,000	98
	Erath	10,700	10,600	99
	Lee	4,700	4,600	98
	Madison	3,700	3,600	97
	Somervell	2,300	2,300	100
	Washington	9,300	9,000	97
Williamson	44,000	43,400	99	
<b>Station Totals</b>		<b>316,100</b>	<b>312,100</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>				<b>197,200</b>
<b>Average Daily Circulation (1991)</b>				<b>121,700</b>

# Texas—Waco

**KXXV**

Ch. 25

**Network Service:** ABC.

**Licensee:** Shamrock Bcstg. Co. Inc., 1909 S. New Rd., Waco, TX 76711.

**Studio:** 1909 S. New Rd., Waco, TX 76711.

**Mailing Address:** Box 2522, Waco, TX 76702

**Telephone:** 817-754-2525. TWX: 910-380-3983.

**Technical Facilities:** Channel No. 25 (536-542 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1828-ft. above av. terrain, 1732-ft. above ground, 2532-ft. above sea level.

Latitude 31° 20' 15.00"  
Longitude 97° 18' 36.90"

**Transmitter:** 3.1-mi. NE of Moody.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Andrew, 7.2-meter; Harris, 6.2-meter; Andrew, 4-meter; Harris, 3-meter; Avantek, Harris receivers.

**News Service:** 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):** Leventhal, Senter & Lerman.

**Personnel:**

- Bob Good, General Manager.
- Don Shores, Sales Manager.
- Randy Rich, Local Sales Manager.
- Don Marion, News Director.
- Jinx Dennis, Program Director.
- Lou Strowger, Chief Engineer.
- Mark Puckett, Promotion Director.
- Roy Bessire, Business Manager.

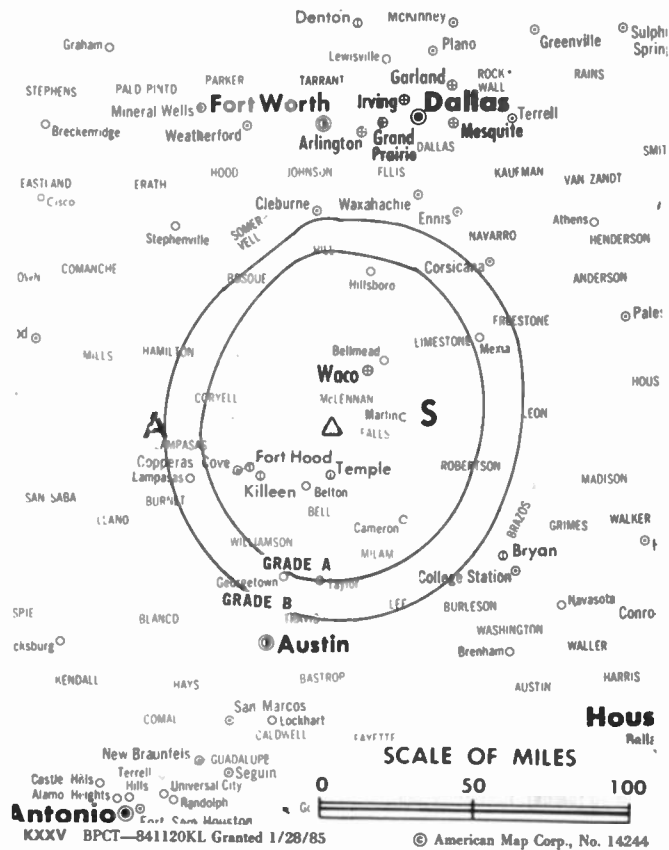
**Highest 30 Sec. Rate:** \$500.

**NETWORK BASE HOURLY RATE:** \$600.

**City of License:** Waco. ADI: Waco-Temple. Rank: 96.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Bell	66,900	66,400	99
	Coryell	17,600	17,400	99
	Falls	7,200	7,100	99
	Hill	10,900	10,800	99
	Lampasas	6,000	5,900	98
	Mc Lennan	72,300	71,700	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Mills	1,800	1,800	100
	Robertson	6,100	6,000	98
Between 25-49%	TEXAS			
	Bosque	6,500	6,400	98
	Brazos	47,400	46,800	99
	Freestone	6,500	6,400	98
	Hamilton	3,600	3,500	97
	Limestone	8,700	8,500	98
Between 5-24%	Milam	8,900	8,700	98
	San Saba	2,400	2,400	100
	TEXAS			
	Burleson	5,400	5,300	98
	Burnet	10,900	10,800	99
	Comanche	5,100	5,000	98
Station Totals	Leon	5,500	5,300	96
	Madison	3,700	3,600	97
	Navarro	15,400	15,200	99
	Williamson	44,000	43,400	99
<b>Station Totals</b>		<b>362,800</b>	<b>358,400</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>				<b>186,600</b>
<b>Average Daily Circulation (1991)</b>				<b>96,300</b>

# Texas—Temple-Waco

## KCEN-TV

Ch. 6

Network Service: NBC.

Licensee: Channel 6 Inc., 17 S. 3rd St., Box 6103, Temple, TX 76503-6103.

Studio: 314 S. Interstate 35, Eddy, TX 76524.

Waco Office: 4716 W. Waco Dr., Waco, TX 76710-7016.

Telephone: 817-859-5481. TWX: 910-890-4870.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1866-ft. above av. terrain, 1924-ft. above ground, 2549-ft. above sea level.

Latitude 31° 16' 24"  
Longitude 97° 13' 14"

Transmitter: 2.4-mi. SE of I-35 on Old Blevins Rd., near Eddy, TX.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: 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:

Amyse Sue Mayborn, President.  
Daniel C. Lesmeister, Vice President & General Manager.  
John Tallerico Jr., Station Manager.  
Larry Taylor, Local & National Sales Manager.  
Catherine Peoples, News Director.  
Raymond Britton, Program Manager.  
Ken Smith, Chief Engineer.  
Cheryl Mashburn-Dorn, Promotion Director.  
Hal Moore, Business Manager.

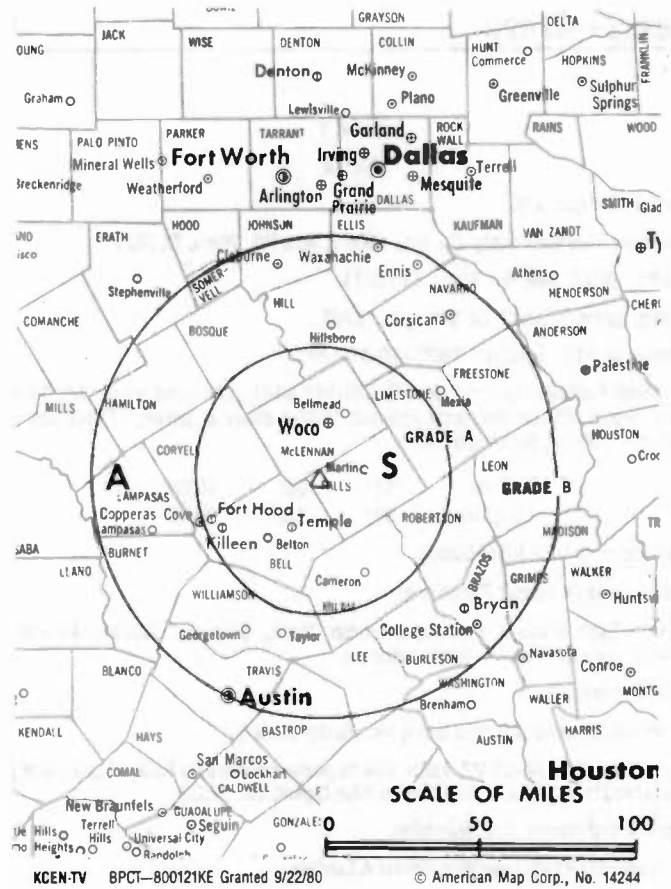
Highest 30 Sec. Rate: \$700.

NETWORK BASE HOURLY RATE: \$1650.

City of License: Temple. ADI: Waco-Temple. Rank: 96.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Bell	66,900	66,400	99
	Bosque	6,500	6,400	98
	Brazos	47,400	46,800	99
	Burleson	5,400	5,300	98
	Coryell	17,600	17,400	99
Falls	7,200	7,100	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Freestone	6,500	6,400	98
	Hamilton	3,600	3,500	97
	Hill	10,900	10,800	99
	Lampasas	6,000	5,900	98
	Leon	5,500	5,300	96
	Limestone	8,700	8,500	98
	Mc Lennan	72,300	71,700	99
	Madison	3,700	3,600	97
	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	
<b>TEXAS</b>				
Between 25-49%	Comanche	5,100	5,000	98
<b>TEXAS</b>				
Between 5-24%	Burnet	10,900	10,800	99
	Houston	8,900	8,700	98
	Lee	4,700	4,600	98
	Somervell	2,300	2,300	100
	Washington	9,300	9,000	97
Williamson	44,000	43,400	99	
<b>Station Totals</b>		<b>372,600</b>	<b>367,800</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>				<b>230,400</b>
<b>Average Daily Circulation (1991)</b>				<b>124,400</b>

# 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. 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-Com, 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.

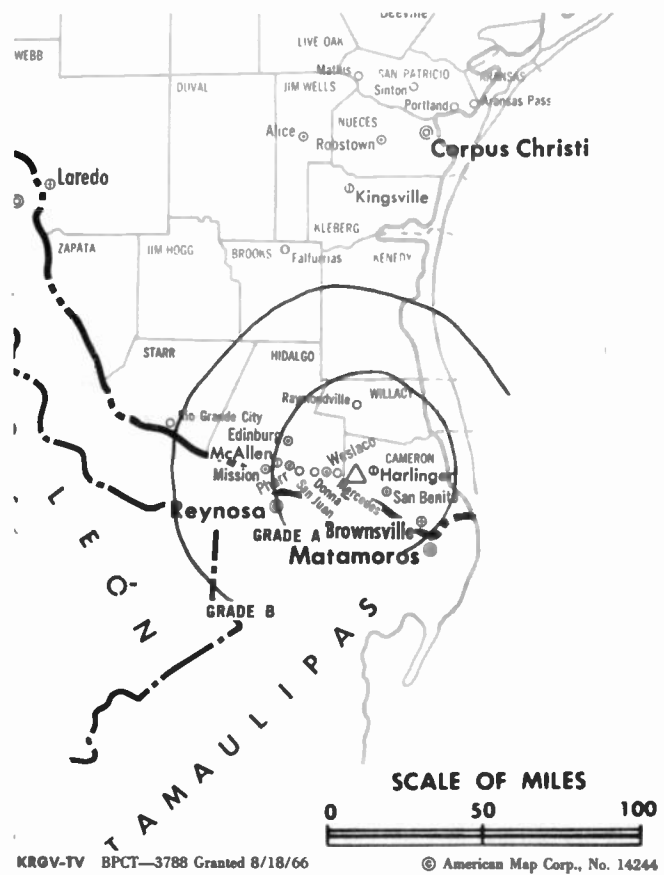
Represented (legal): Cohn & Marks.

### Personnel:

Ray Alexander, General Manager.  
Tom Hagner, General Sales Manager.  
John Kirtleman, National Sales Manager.  
Rick Diaz, News Director.  
Julian Adame, Program Director.  
Mary Grace Landsberg, Promotion Director.  
Bert Walling, Chief Engineer.  
Frankie Hartwig, Business Manager.

Highest 30 Sec. Rate: \$750.

NETWORK BASE HOURLY RATE: \$700.



City of License: Weslaco. ADI: McAllen-Brownsville. Rank: 113.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Cameron	79,300	78,300	99
	Hidalgo	109,700	108,100	99
	Starr	10,500	10,200	97
	Willacy	5,100	5,000	98
Between 5-24%	TEXAS			
	Kleberg	10,600	10,500	99
<b>Station Totals</b>		<b>215,200</b>	<b>212,100</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>			<b>166,200</b>	
<b>Average Daily Circulation (1991)</b>			<b>110,100</b>	

# Texas—Wichita Falls

## KAUZ-TV

Ch. 6

**Network Service:** CBS.

**Licensee:** Forward TV of Wichita Falls Inc., Box 2130, Wichita Falls, TX 76307.

**Studio:** 3601 Seymour Hwy., Wichita Falls, TX 76309.

**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. Erle White approved Jan. 5, 1984 (Television Digest, Vol. 23:31). Sale to Clymer & White approved by FCC May 30, 1978 (Vol. 18:23). Previous sale by Bass Bros. approved Sept. 19, 1974. Sale to Bass Bros. by Mid-New York Bcstg. (Paul F. Harron) approved April 10, 1968. Sale by Sidney A. Grayson and associates approved March 13, 1963 (Vol. 3:11). Transfer to Sidney A. Grayson group by E. H. Rowley theatre chain family and Kenyon Brown approved Jan. 11, 1956 (Vol. 11:46, 48; 12:2).

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

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

**Personnel:**

- Mark Cummings, Vice President & General Manager.
- Nina Jackson, General Sales Manager.
- Ted Dyrda, News Director.
- Linda Hilden, Program Manager.
- Leon Hoelfner, Chief Engineer.
- Suellen Parkey, Promotion Director.
- Gary Lucas, 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:** 131.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OKLAHOMA			
	Comanche	39,700	39,400	99
	Cotton	2,800	2,800	100
	Jackson	11,100	11,000	99
	Jefferson	3,200	3,200	100
	Stephens	17,000	16,900	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Tillman	4,100	4,100	100
	TEXAS			
	Archer	3,100	3,100	100
	Baylor	1,800	1,800	100
	Clay	4,200	4,200	100
	Foard	900	900	100
	Hardeman	2,300	2,300	100
	Jack	2,800	2,800	100
	Montague	7,300	7,200	99
	Throckmorton	900	900	100
	Wichita	46,800	46,600	100
	Wilbarger	6,000	6,000	100
	Young	7,800	7,700	99
Between 25-49%	OKLAHOMA			
	Greer	2,800	2,700	98
	Kiowa	5,100	5,000	98
Between 5-24%	TEXAS			
	Knox	1,900	1,900	100
	OKLAHOMA			
Between 5-24%	Carter	17,900	17,700	99
	Harmon	1,700	1,700	100
	Love	3,300	3,300	100
<b>Station Totals</b>		<b>194,500</b>	<b>193,200</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>				<b>134,400</b>
<b>Average Daily Circulation (1991)</b>				<b>77,100</b>



# 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.  
Frank Forgey, General Sales Manager.  
Ray Wallace, News Director.  
Sharon Bankhead, Promotion Director.  
Sharon Moser, Business Manager.  
Jim Smith, Chief Engineer.  
David Brött, Director of Broadcast Operations.

Rates: On request.

City of License: Wichita Falls. ADI: Wichita Falls, TX-Lawton, OK. Rank: 131.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OKLAHOMA			
	Comanche	39,700	39,400	99
	Cotton	2,800	2,800	100
	Jackson	11,100	11,000	99
	Jefferson	3,200	3,200	100
	Stephens	17,000	16,900	99
	Tillman	4,100	4,100	100
	TEXAS			
	Archer	3,100	3,100	100



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Baylor	1,800	1,800	100
	Clay	4,200	4,200	100
	Foard	900	900	100
	Hardeman	2,300	2,300	100
	Jack	2,800	2,800	100
	Montague	7,300	7,200	99
	Throckmorton	900	900	100
	Wichita	46,800	46,600	100
	Wilbarger	6,000	6,000	100
	Young	7,800	7,700	99
Between 25-49%	OKLAHOMA			
	Kiowa	5,100	5,000	98
Between 5-24%	TEXAS			
	Knox	1,900	1,900	100
Between 5-24%	OKLAHOMA			
	Carter	17,900	17,700	99
	Greer	2,800	2,700	98
	Harmon	1,700	1,700	100
	Love	3,300	3,300	100
	TEXAS			
	Haskell	2,600	2,600	100
<b>Station Totals</b>		<b>197,100</b>	<b>195,800</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>				<b>140,300</b>
<b>Average Daily Circulation (1991)</b>				<b>84,400</b>

# 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-Com 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):** Settel Inc.

**Represented (legal):** Goldberg & Spector.

**Personnel:**

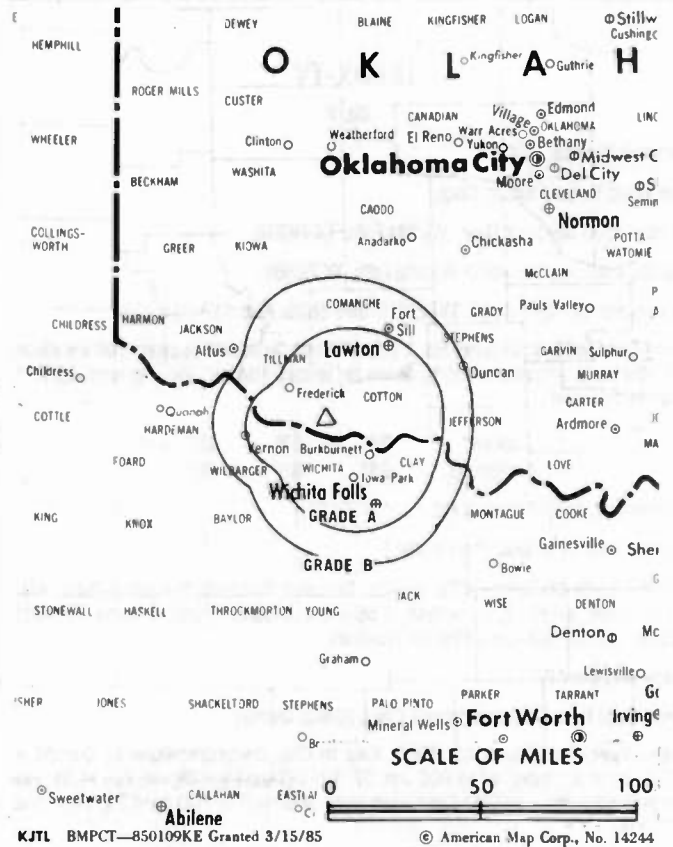
Pete D'Acosta, General Manager.  
Kyle Williams, Sales Manager.  
Ken Thomason, Chief Engineer.  
Rhonda Wright, Local Sales Manager.

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

**City of License:** Wichita Falls. **ADI:** Wichita Falls, TX-Lawton, OK. **Rank:** 131.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>OKLAHOMA</b>			
	Comanche	39,700	39,400	99
	Cotton	2,800	2,800	100
	Jefferson	3,200	3,200	100
	Stephens	17,000	16,900	99
	Tillman	4,100	4,100	100
	<b>TEXAS</b>			
	Archer	3,100	3,100	100
	Clay	4,200	4,200	100
	Wichita	46,800	46,600	100
	Wilbarger	6,000	6,000	100



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	<b>OKLAHOMA</b>			
	Greer	2,800	2,700	98
	Jackson	11,100	11,000	99
	<b>TEXAS</b>			
	Baylor	1,800	1,800	100
	Foard	900	900	100
Between 5-24%	<b>OKLAHOMA</b>			
	Kiowa	5,100	5,000	98
	<b>TEXAS</b>			
	Hardeman	2,300	2,300	100
	Knox	1,900	1,900	100
	Young	7,800	7,700	99
<b>Station Totals</b>		<b>171,600</b>	<b>170,500</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>				<b>100,100</b>
<b>Average Daily Circulation (1991)</b>				<b>48,000</b>

# Texas

## KVII-TV, Amarillo (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	<b>NEW MEXICO</b>			
	Harding	400	400	100
	<b>OKLAHOMA</b>			
	Beaver	2,900	2,900	100
	Custer	11,800	11,700	99
	Dewey	2,100	2,100	100
	Ellis	2,100	2,000	95
	Greer	2,800	2,700	98
	Jackson	11,100	11,000	99
	Kiowa	5,100	5,000	98
	Washita	5,000	5,000	100
	<b>TEXAS</b>			
	Hardeman	2,300	2,300	100
	Motley	800	800	100

## KDFW-TV, Dallas-Fort Worth (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%	<b>TEXAS</b>			
	Red River	6,200	6,000	97
	Titus	9,200	9,100	99
	Young	7,800	7,700	99
Between 5-24%	<b>OKLAHOMA</b>			
	Love	3,300	3,300	100
	Marshall	5,200	5,100	98
	<b>TEXAS</b>			
	Brown	14,100	13,800	98
	Coryell	17,600	17,400	99
	Eastland	7,800	7,700	99
	Gregg	42,400	41,900	99
	Leon	5,500	5,300	96
	Limestone	8,700	8,500	98
	Mc Lennan	72,300	71,700	99
	Morris	5,300	5,200	98
Stephens	4,100	4,000	98	
Upshur	12,300	12,100	98	

## KTVT, Fort Worth-Dallas (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%	<b>OKLAHOMA</b>			
	Kiowa	5,100	5,000	98
	Mc Curtain	13,300	13,000	98
	Washington	17,600	17,500	99
	<b>TEXAS</b>			
	Anderson	14,500	14,300	99
	Bell	66,900	66,400	99
	Brazos	47,400	46,800	99
	Brown	14,100	13,800	98
	Collingsworth	1,700	1,700	100
	Comanche	5,100	5,000	98
	Coryell	17,600	17,400	99
	Dallam	2,500	2,500	100
	Eastland	7,800	7,700	99
	Franklin	3,200	3,100	97
	Gaines	4,700	4,700	100
	Gregg	42,400	41,900	99

## KTVT—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%	Hall	1,800	1,800	100
	Hamilton	3,600	3,500	97
	Jack	2,800	2,800	100
	Lamb	5,800	5,800	100
	Lampasas	6,000	5,900	98
	Limestone	8,700	8,500	98
	Mc Lennan	72,300	71,700	99
	Martin	1,500	1,500	100
	Mills	1,800	1,800	100
	Mitchell	3,200	3,200	100
	Montague	7,300	7,200	99
	Nacogdoches	19,500	19,100	98
	Nolan	6,300	6,200	98
	Ochiltree	3,300	3,300	100
	Pecos	5,000	4,900	98
	Reeves	4,800	4,700	98
	Smith	58,300	57,600	99
	Taylor	46,000	45,700	99
	Titus	9,200	9,100	99
	Between 5-24%	<b>ARKANSAS</b>		
Arkansas		8,500	8,400	99
Chicot		5,600	5,400	96
Clark		8,000	7,900	99
Clay		7,700	7,600	99
Cleburne		8,300	8,200	99
Crawford		16,400	16,100	98
Drew		6,500	6,300	97
Franklin		6,000	5,900	98
Hot Spring		10,800	10,600	98
Izard		4,600	4,400	96
Lawrence		7,100	7,000	99
Little River		5,100	5,000	98
Madison		4,800	4,600	96
Marion		5,400	5,300	98
Ouachita		13,200	13,000	98
Pike		4,300	4,200	98
Polk		6,600	6,400	97
Pulaski		137,800	136,600	99
Randolph		6,600	6,500	98
Sharp	6,500	6,300	97	
<b>IOWA</b>				
Lee	16,400	16,200	99	
<b>ILLINOIS</b>				
Henderson	3,500	3,400	97	
Jersey	7,500	7,300	98	
Washington	6,200	6,000	97	
<b>KANSAS</b>				
Lincoln	1,600	1,600	100	
<b>KENTUCKY</b>				
Hart	6,000	6,000	100	
Morgan	4,100	4,000	98	
<b>LOUISIANA</b>				
Bossier	32,700	32,400	99	
Sabine	10,600	10,300	97	
<b>MISSOURI</b>				
Daviess	3,500	3,400	97	
Gentry	3,000	2,900	97	
Iron	4,000	3,900	97	
Lincoln	10,000	9,800	98	
<b>MONTANA</b>				
Park	5,100	4,900	96	
<b>NORTH CAROLINA</b>				
Yancey	6,100	6,000	98	
<b>NORTH DAKOTA</b>				
Oliver	800	800	100	
Rolette	3,900	3,800	97	

**KTVT—(Continued)  
(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	<b>NEBRASKA</b>			
	Arthur	200	200	100
	Cedar	3,900	3,900	100
	Thomas	400	400	100
	Thurston	2,400	2,400	100
	<b>NEW MEXICO</b>			
	Sierra	4,500	4,300	94
	Union	1,800	1,700	94
	<b>NEVADA</b>			
	Churchill	6,900	6,800	99
	Douglas	11,100	10,700	96
	Humboldt	4,800	4,600	96
	Nye South	3,800	3,500	92
	<b>OKLAHOMA</b>			
	Atoka	4,700	4,700	100
	Bryan	13,600	13,400	99
	Caddo	12,500	12,400	99
	Coal	2,200	2,200	100
	Harmon	1,700	1,700	100
	Johnston	4,000	3,900	98
Love	3,300	3,300	100	
Mc Intosh	7,300	7,200	99	
Marshall	5,200	5,100	98	
Muskogee	26,900	26,600	99	
Okmulgee	15,300	15,200	99	
Pushmataha	5,000	4,900	98	
Tillman	4,100	4,100	100	
<b>SOUTH DAKOTA</b>				
Jones	600	600	100	
<b>TENNESSEE</b>				
Pickett	1,600	1,600	100	
<b>TEXAS</b>				
Andrews	5,100	5,100	99	
Aransas	7,000	6,900	99	
Archer	3,100	3,100	100	
Callahan	4,900	4,900	100	
Camp	4,200	4,100	98	
Cherokee	15,400	15,100	98	
Childress	2,500	2,500	100	
Cochran	1,700	1,700	100	
Coleman	4,100	4,100	100	
Cottle	1,000	1,000	100	
Crane	1,600	1,600	100	
Crockett	1,500	1,500	100	
Falls	7,200	7,100	99	
Fisher	2,100	2,100	100	
Floyd	3,000	3,000	100	
Foard	900	900	100	
Glasscock	400	400	100	
Hardeman	2,300	2,300	100	
Harrison	20,600	20,300	99	
Hartley	1,300	1,300	100	
Hockley	8,200	8,200	100	
Jones	6,600	6,500	98	
Kent	400	400	100	
Leon	5,500	5,300	96	
Mc Culloch	3,600	3,500	97	
Panola	8,500	8,400	99	
Potter	41,000	40,700	99	
Randall	35,800	35,700	100	
Red River	6,200	6,000	97	
Rusk	16,300	16,100	99	
Sabine	4,300	4,200	98	
San Augustine	3,500	3,400	97	
San Saba	2,400	2,400	100	
Shackelford	1,400	1,400	100	
Terry	5,100	5,100	100	

**KTVT—(Continued)  
(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	<b>TEXAS</b>			
	Upshur	12,300	12,100	98
	Wheeler	2,900	2,800	96
	Winkler	3,100	3,100	100
	Yoakum	3,600	3,600	100
	<b>VIRGINIA</b>			
	Orange	7,900	7,800	99
	Scott	8,900	8,700	98
	<b>WYOMING</b>			
	Uinta	6,800	6,600	97

**KXAS-TV, Fort Worth-Dallas  
(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	<b>TEXAS</b>			
	Camp	4,200	4,100	98
	Coryell	17,600	17,400	99
	Eastland	7,800	7,700	99
	Gregg	42,400	41,900	99
	Houston	8,900	8,700	98
	Leon	5,500	5,300	96
	Mc Lennan	72,300	71,700	99
	Stephens	4,100	4,000	98
	Upshur	12,300	12,100	98

**WFAA-TV, Dallas  
(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	<b>TEXAS</b>			
	Hill	10,900	10,800	99
	Hood	12,700	12,600	99
	Hopkins	11,800	11,600	98
	Hunt	26,900	26,600	99
	Jack	2,800	2,800	100
	Johnson	35,300	35,000	99
	Kaufman	19,800	19,500	98
	Lamar	17,400	16,900	97
	Limestone	8,700	8,500	98
	Navarro	15,400	15,200	99
	Palo Pinto	9,800	9,700	99
	Parker	24,000	23,800	99
	Rains	2,800	2,800	100
	Rockwall	10,300	10,200	99
	Schleicher	900	900	100
	Somervell	2,300	2,300	100
	Stephens	4,100	4,000	98
	Sutton	1,500	1,500	100
	Tarrant	437,200	434,400	99
	Tom Green	37,400	37,000	99
	Van Zandt	16,000	15,700	98
	Wise	13,500	13,400	99
	Wood	11,900	11,700	98
Between 25-49%	<b>OKLAHOMA</b>			
	Bryan	13,600	13,400	99
	Carter	17,900	17,700	99
	Choctaw	6,200	6,000	97
	Love	3,300	3,300	100
Marshall	5,200	5,100	98	

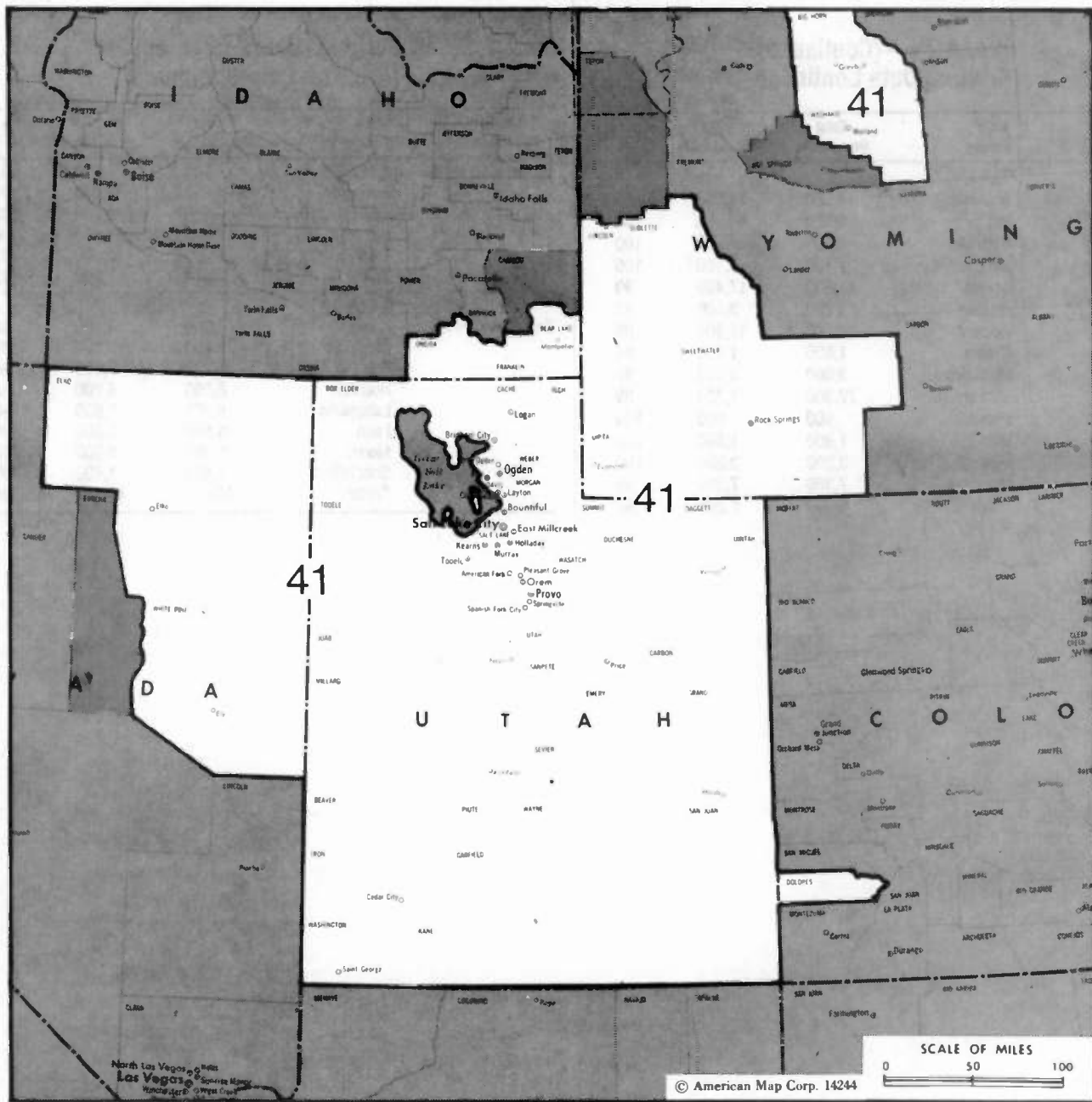
# Texas

## WFAA-TV—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>TEXAS</b>				
<b>Between 25-49%</b>	Anderson	14,500	14,300	99
	Bell	66,900	66,400	99
	Coleman	4,100	4,100	100
	Concho	1,100	1,100	100
	Coryell	17,600	17,400	99
	Franklin	3,200	3,100	97
	Howard	12,700	12,600	99
	Kimble	1,600	1,500	94
	Mc Culloch	3,600	3,500	97
	Mc Lennan	72,300	71,700	99
	Menard	900	900	100
	Mills	1,800	1,800	100
	Mitchell	3,200	3,200	100
	Montague	7,300	7,200	99
	Nolan	6,300	6,200	98

## WFAA-TV—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>Between 25-49%</b>	Red River	6,200	6,000	97
	Runnels	4,700	4,600	99
	Scurry	6,700	6,600	98
	Smith	58,300	57,600	99
	Titus	9,200	9,100	99
	Young	7,800	7,700	99
<b>TEXAS</b>				
<b>Between 5-24%</b>	Camp	4,200	4,100	98
	Cherokee	15,400	15,100	98
	Falls	7,200	7,100	99
	Houston	8,900	8,700	98
	Lampasas	6,000	5,900	98
	Leon	5,500	5,300	96
	Morris	5,300	5,200	98
	Shackelford	1,400	1,400	100
	Taylor	46,000	45,700	99



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Salt Lake City, UT	597,700	41	KCCZ (4), KJVI (2), KOOG-TV (30), KSL-TV (5), KSTU (13), KTVX (4), KUTV (2), KXIV (14)

## COMMUNICATIONS DAILY

The daily executive information service of telecommunications.

For information, call (202) 872-9200.

### Utah Station Totals as of October 1, 1991

	VHF	UHF	TOTAL
Commercial Television Stations	5	2	7
Educational Television Stations	3	0	3
	8	2	10

# Utah—Cedar City

**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.

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 37.6-kw max. visual, 15.76-kw aural. 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:** Pine Springs Knoll, 9.4-mi. S, 180°T from Cedar City.

**Satellite Earth Station:** Miralite, 3.7-meter Ku & C-band.

**Ownership:** Liberty Broadcast Co.

**Began Operation:** April 23, 1990.

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

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

**Represented (engineering):** Bell Consulting.

**Personnel:**

Mike Golden, President & General Manager.

Paul V. Carroll, Station Manager.

Jack Lancaster, Local Sales Manager.

Ron Maestri, Program Director.

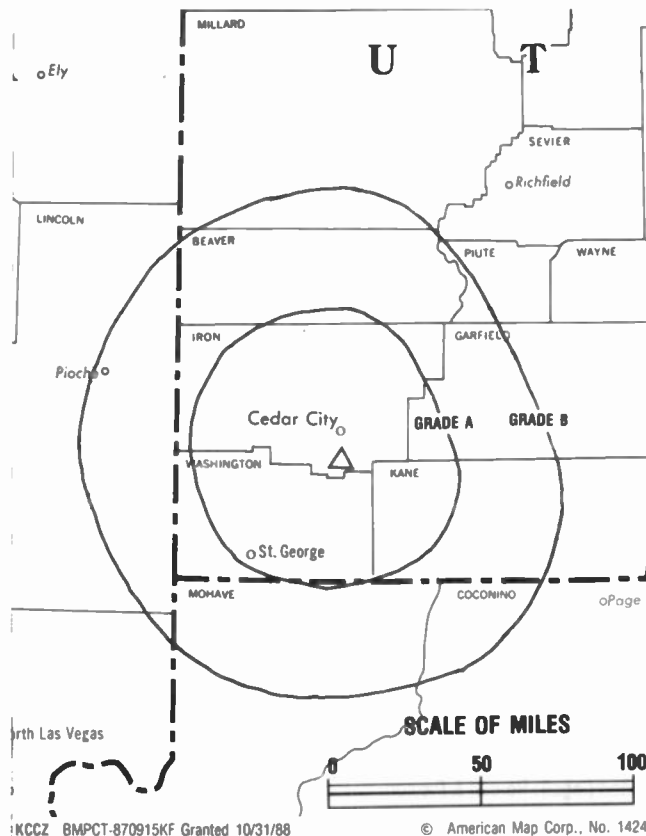
Buddy Valerius, Chief Engineer.

Steve Strand, Business Manager.

**Highest 30 Sec. Rate:** \$35.

**City of License:** Cedar City. ADI: Salt Lake City. Rank: 41.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	UTAH Iron	6,400	6,100	95
Between 5-24%	UTAH Washington	13,900	13,200	95
<b>Station Totals</b>		<b>20,300</b>	<b>19,300</b>	<b>95</b>
<b>Net Weekly Circulation (1991)</b>			<b>4,200</b>	
<b>Average Daily Circulation (1991)</b>			<b>2,000</b>	

# 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: AFC, 3.66-meter Ku-band; Birdview, 1.82-meter C-band; United Satellite Systems, 4.57-meter C-band; Birdview, M/A-Com, Scientific-Atlanta receivers.

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

Began Operation: November 1, 1985.

Represented (legal): Borsari & Paxson.

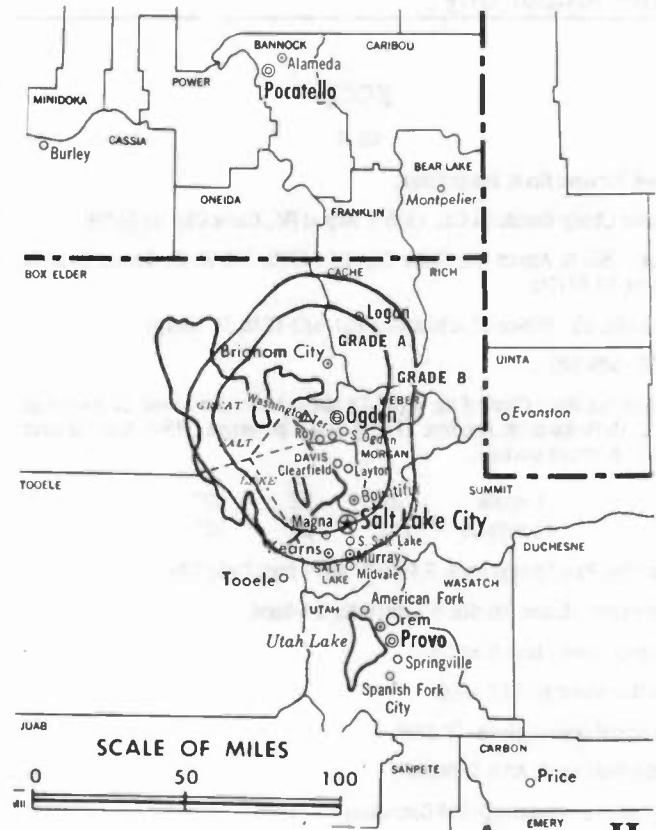
### Personnel:

Robert H. Stark, General Manager.  
Becky Smith, Station Manager.  
Ron Kirby, Promotion Director & Production Manager.  
Vickie Bojanski, Program Director.  
Kemp Goode, 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 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.



KOOG-TV BMPCT-850912KS Granted 1/15/86

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
	UTAH			
Between 5-24%	Box Elder	11,500	11,400	99
	Davis	54,300	53,800	99
<b>Station Totals</b>		<b>65,800</b>	<b>65,200</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>				<b>15,300</b>
<b>Average Daily Circulation (1991)</b>				<b>3,000</b>



# 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.
- CMF Snyder, General Sales Manager.
- Vince McNey, Marketing Director.
- Dave Manookin, Director of Programming.
- Lee Roderick, News Director.
- J. Talmage Ball, Chief Engineer.

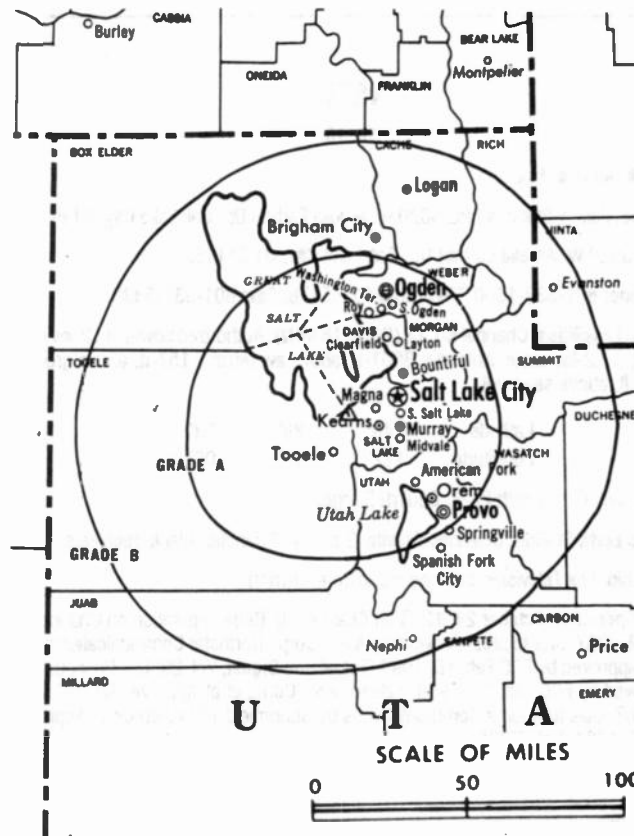
Highest 30 Sec. Rate: \$2500.

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 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>COLORADO</b>			
	Dolores	600	500	83
	Rio Blanco	2,100	2,000	95
	<b>IDAHO</b>			
	Bear Lake	2,300	2,200	96
	Franklin	2,800	2,700	96
	Oneida	1,100	1,100	100
	<b>NEVADA</b>			
	Eiko	10,700	10,000	94
	White Pine	3,000	2,900	97
	<b>UTAH</b>			
	Beaver	1,600	1,600	100
	Box Elder	11,500	11,400	99
	Cache	21,500	21,000	98
	Carbon	8,000	7,800	97
	Daggett	200	200	100
	Davis	54,300	53,800	99
	Duchesne	4,200	4,000	96
	Emery	3,600	3,500	97
	Garfield	1,200	1,100	92
Grand	2,700	2,500	93	
Iron	6,400	6,100	95	
Juab	1,700	1,700	100	
Kane	1,600	1,500	94	
Millard	4,100	4,000	98	



KSL-TV BPCT-4754 Granted 3/10/76

© American Map Corp., 14234

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Morgan	1,600	1,600	100
	Piute	400	400	100
	Rich	700	700	100
	Salt Lake	244,800	241,600	99
	San Juan	3,100	2,900	94
	Sanpete	5,200	5,100	98
	Sevier	5,200	5,100	98
	Summit	5,300	5,200	98
	Tooele	9,200	9,100	99
	Uintah	7,300	7,100	97
	Utah	69,700	68,600	98
	Wasatch	3,400	3,300	97
	Washington	13,900	13,200	95
	Wayne	600	600	100
	Weber	55,800	55,100	99
	<b>WYOMING</b>			
	Hot Springs	2,200	2,100	95
Sublette	2,100	2,000	95	
Sweetwater	15,800	15,300	97	
Teton	5,500	5,300	96	
Uinta	6,800	6,600	97	
Washakie	3,400	3,300	97	
<b>Between 25-49%</b>	<b>IDAHO</b>			
	Bonneville	24,700	24,400	99
	Caribou	2,800	2,700	96
	Madison	5,900	5,800	98
<b>NEVADA</b>				
Eureka	500	500	100	
(Continued on page A-1176)				
<b>Station Totals</b>		<b>781,500</b>	<b>765,900</b>	<b>98</b>
<b>Net Weekly Circulation (1991)</b>				<b>546,900</b>
<b>Average Daily Circulation (1991)</b>				<b>310,000</b>

# 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 Jan. 9, 1984 (Vol. 23:35).

Represented (sales): TeleRep Inc.

**Personnel:**

William Lincoln, Vice President & General Manager.

Joel T. Morris, General Sales Manager.

David Taylor, National Sales Manager.

Dick Tuininga, News Director.

Christy Elswood, Program Director.

Al Schultz, Chief Engineer.

Devi Fournier, Promotion Director.

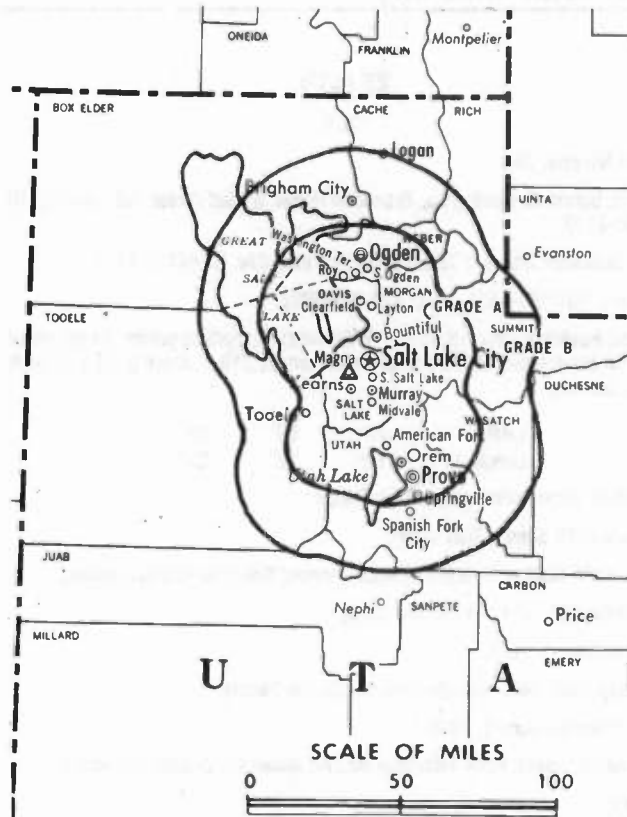
Debby Kuchera, Business Manager.

Highest 30 Sec. Rate: \$3000.

City of License: Salt Lake City. ADI: Salt Lake City. Rank: 41.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	<b>COLORADO</b>				
		Dolores	600	500	83
	<b>IDAHO</b>				
		Franklin	2,800	2,700	96
		Oneida	1,100	1,100	100
	<b>UTAH</b>				
		Beaver	1,600	1,600	100
		Box Elder	11,500	11,400	99
		Cache	21,500	21,000	98
		Davis	54,300	53,800	99
		Emery	3,600	3,500	97
		Iron	6,400	6,100	95
		Millard	4,100	4,000	98
		Piute	400	400	100
		Rich	700	700	100
	Salt Lake	244,800	241,600	99	



KSTU BMPCT-870803KF Granted 11/2/87

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	San Juan	3,100	2,900	94
	Sanpete	5,200	5,100	98
	Sevier	5,200	5,100	98
	Summit	5,300	5,200	98
	Tooele	9,200	9,100	99
	Uintah	7,300	7,100	97
	Utah	69,700	68,600	98
	Washington	13,900	13,200	95
	Weber	55,800	55,100	99
	Between 25-49%	<b>IDAHO</b>		
Bear Lake		2,300	2,200	96
Caribou		2,800	2,700	96
<b>UTAH</b>				
Carbon		8,000	7,800	97
Between 5-24%	Duchesne	4,200	4,000	96
	Garfield	1,200	1,100	92
	Juab	1,700	1,700	100
	Kane	1,600	1,500	94
	Morgan	1,600	1,600	100
	Wayne	600	600	100
	<b>UTAH</b>			
	Wasatch	3,400	3,300	97
	<b>WYOMING</b>			
	Uinta	6,800	6,600	97
<b>Station Totals</b>		<b>562,300</b>	<b>552,900</b>	<b>98</b>
<b>Net Weekly Circulation (1991)</b>			<b>397,600</b>	
<b>Average Daily Circulation (1991)</b>			<b>205,200</b>	

# Utah—Salt Lake City

**KTVX**

Ch. 4

**Network Service:** ABC.

**Licensee:** United Television Inc., 8501 Wilshire Blvd., Suite 340, Beverly Hills, CA 90211.

**Studio:** 1760 Fremont Dr., Salt Lake City, UT 84104.

**Telephone:** 801-972-1776. **Fax:** 801-972-9341.

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 32.4-kw visual, 4.9-kw aural. Antenna: 3870-ft. above av. terrain, 131-ft. above ground, 9470-ft. above sea level.

Latitude 40° 36' 50"  
Longitude 112° 11' 05"

**Transmitter:** Nelson Peak, 18-mi. SW of Salt Lake City.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** 7.5-meter C-band; 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:**

- Peter Mathes, 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 McDermald, 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 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>COLORADO</b>			
	Dolores	600	500	83
	<b>IDAHO</b>			
	Caribou	2,800	2,700	96
	Franklin	2,800	2,700	96
	Oneida	1,100	1,100	100
	<b>NEVADA</b>			
	Elko	10,700	10,000	94
	White Pine	3,000	2,900	97
	<b>UTAH</b>			
	Beaver	1,600	1,600	100
Box Elder	11,500	11,400	99	
Cache	21,500	21,000	98	
Carbon	8,000	7,800	97	



KTVX BNPCT-790616KG Granted 10/15/79 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Daggett	200	200	100
	Davis	54,300	53,800	99
	Duchesne	4,200	4,000	96
	Emery	3,600	3,500	97
	Garfield	1,200	1,100	92
	Grand	2,700	2,500	93
	Iron	6,400	6,100	95
	Juab	1,700	1,700	100
	Kane	1,600	1,500	94
	Millard	4,100	4,000	98
	Morgan	1,600	1,600	100
	Piute	400	400	100
	Rich	700	700	100
	Salt Lake	244,800	241,600	99
	San Juan	3,100	2,900	94
	Sanpete	5,200	5,100	98
	Sevier	5,200	5,100	98
	Summit	5,300	5,200	98
	Tooele	9,200	9,100	99
	Uintah	7,300	7,100	97
Utah	69,700	68,600	98	

(Continued on page A-1176)

<b>Station Totals</b>	<b>602,700</b>	<b>591,500</b>	<b>98</b>
<b>Net Weekly Circulation (1991)</b>			<b>518,900</b>
<b>Average Daily Circulation (1991)</b>			<b>310,100</b>

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# 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. **Fax:** 801-973-3369.

**Technical Facilities:** Channel No. 2 (54-60 MHz). Authorized power: 45.7-kw visual, 9.12-kw aural. Antenna: 3060-ft. above av. terrain, 233-ft. above ground, 8736-ft. above sea level.

Latitude 40° 36' 23"  
Longitude 112° 09' 47"

**Transmitter:** Pix Peak.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Transmit/receive RCA Ku-band; Satcom Technologies, 7-meter; Scientific-Atlanta, 5-meter; Harris, Microdyne, Scientific-Atlanta receivers.

**AM Affiliate:** KALL, 5-kw (1-kw night), 910 kHz (ABC).

**FM Affiliate:** KLCY-FM, 40kw, 94.1 MHz.

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

**Ownership:** KUTV Inc.

**Begin 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:**

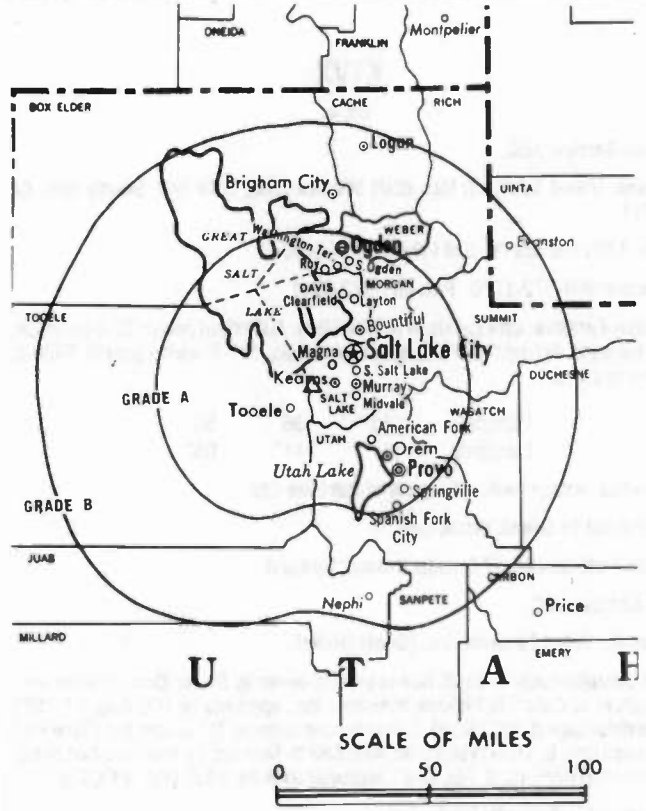
- Jeffrey Hatch, President & General Manager.
- Maria Moore, Station Manager & Director of Programming.
- John Bailey, General Sales Manager.
- Kent Crawford, Local Sales Manager.
- Pat Kirk, National Sales Manager.
- Diane Orr, News Director.
- Bill Bradford, Director of Engineering.
- Deborah Hamberlin, Promotion, Community Affairs & Marketing 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 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>COLORADO</b>			
	Dolores	600	500	83
	<b>IDAHO</b>			
	Bear Lake	2,300	2,200	96
	Franklin	2,800	2,700	96
	<b>NEVADA</b>			
	White Pine	3,000	2,900	97
	<b>UTAH</b>			
	Beaver	1,600	1,600	100
	Box Elder	11,500	11,400	99
	Cache	21,500	21,000	98
	Carbon	8,000	7,800	97
Daggett	200	200	100	
Davis	54,300	53,800	99	
Duchesne	4,200	4,000	96	
Emery	3,600	3,500	97	
Garfield	1,200	1,100	92	



KUTV BMPCT-2149 Granted 6/18/54

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Grand	2,700	2,500	93
	Iron	6,400	6,100	95
	Juab	1,700	1,700	100
	Kane	1,600	1,500	94
	Millard	4,100	4,000	98
	Morgan	1,600	1,600	100
	Piute	400	400	100
	Rich	700	700	100
	Salt Lake	244,800	241,600	99
	San Juan	3,100	2,900	94
	Sanpete	5,200	5,100	98
	Sevier	5,200	5,100	98
	Summit	5,300	5,200	98
	Tooele	9,200	9,100	99
	Uintah	7,300	7,100	97
	Utah	69,700	68,600	98
	Wasatch	3,400	3,300	97
	Washington	13,900	13,200	95
	Wayne	600	600	100
	Weber	55,800	55,100	99
<b>WYOMING</b>	Sublette	2,100	2,000	95
	Sweetwater	15,800	15,300	97
	Teton	5,500	5,300	96
	Uinta	6,800	6,600	97
	<b>IDAHO</b>	Caribou	2,800	2,700
Oneida		1,100	1,100	100
<b>MONTANA</b>				
Custer	5,200	4,900	94	
(Continued on page A-1176)				
<b>Station Totals</b>		<b>799,700</b>	<b>782,200</b>	<b>98</b>
<b>Net Weekly Circulation (1991)</b>				<b>528,600</b>
<b>Average Daily Circulation (1991)</b>				<b>294,600</b>

# 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 84116.

**Studio:** 5181 Amelia Earhart Dr., Salt Lake City, UT 84116.

**Mailing Address:** Box 27477, Salt Lake City, UT 84127.

**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"

Holds CP for change to 1637-kw max. visual, 3848-ft. above av. terrain, 230-ft. above ground, 9081-ft. above sea level. BPCT-910712KE.

**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):** Seltel Inc.

**Represented (legal):** Kaye, Scholer, Fierman, Hays & Handler.

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

**Personnel:**

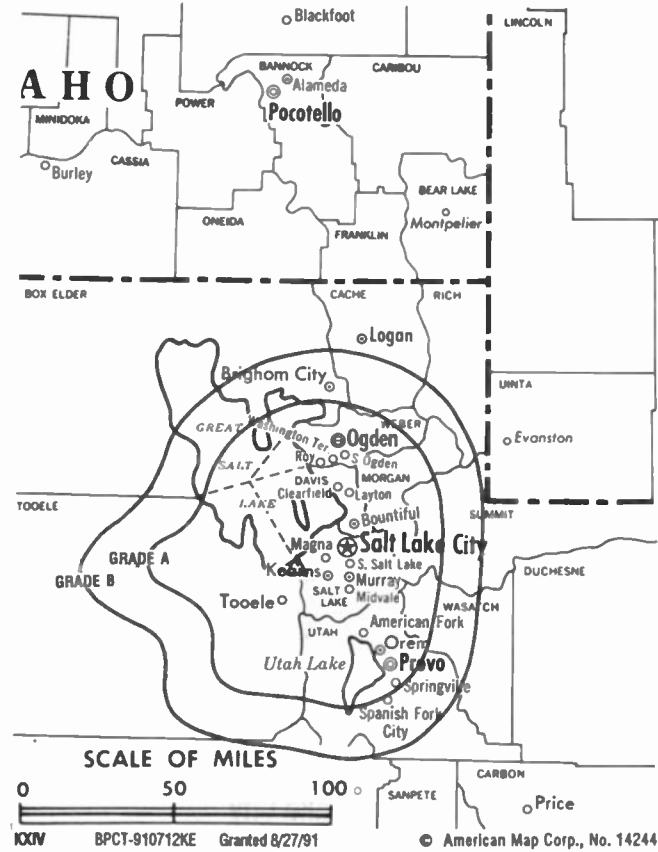
- Brent Feulner, General Manager.
- Russell Heaton, Station & General Sales Manager.
- Tim Call, Local Sales Manager.
- Ralph Clausen, National Sales Manager.
- Dave Elmore, Chief Engineer.
- Robert Quigley, Program Director.
- Chris Barnhurst, Promotion & Marketing Director.
- Gary Leavitt, Business Manager.

**Rates:** On request.

**City of License:** Salt Lake City. **ADI:** Salt Lake City. **Rank:** 41.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
UTAH				
Between 25-49%	Davis	54,300	53,800	99
	Salt Lake	244,800	241,600	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Tooele	9,200	9,100	99
	Utah	69,700	68,600	98
	Weber	55,800	55,100	99
UTAH				
Between 5-24%	Box Elder	11,500	11,400	99
	Carbon	8,000	7,800	97
	Juab	1,700	1,700	100
<b>Station Totals</b>		<b>455,000</b>	<b>449,100</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>			<b>157,200</b>	
<b>Average Daily Circulation (1991)</b>			<b>52,200</b>	

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# Utah

## KSL-TV, Salt Lake City (Arbitron Data Continued)

Net Weekly Circulation	State County	TV Households		%
		Total Households	Households	
Between 25-49%	<b>WYOMING</b>			
	Lincoln	5,400	5,200	96
	Park	9,300	8,900	96
Between 5-24%	<b>IDAHO</b>			
	Bannock	24,300	23,800	98
	Bingham	11,800	11,700	99
	Cassia	6,500	6,400	98
	Jerome	5,300	5,200	98
	Minidoka	6,900	6,700	98
	Twin Falls	19,800	19,500	98
	<b>MONTANA</b>			
	Custer	5,200	4,900	94
	Fergus	4,900	4,700	96
<b>WYOMING</b>				
Big Horn	4,300	4,100	95	
Fremont	12,500	12,200	98	

## KTVX, Salt Lake City (Arbitron Data Continued)

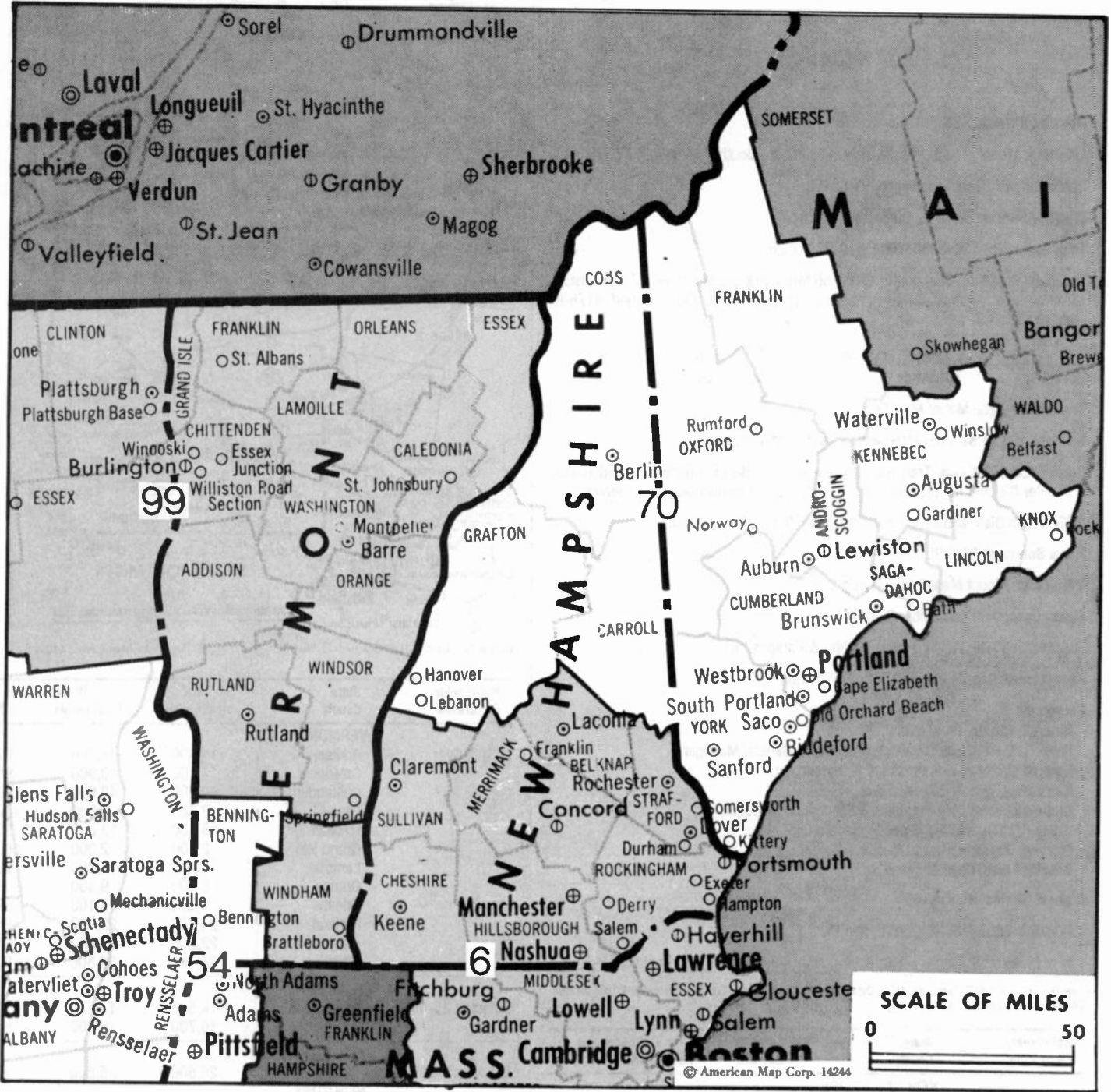
Net Weekly Circulation	State County	TV Households		%
		Total Households	Households	
50% & Over	<b>UTAH</b>			
	Wasatch	3,400	3,300	97
	Washington	13,900	13,200	95
	Wayne	600	600	100
	Weber	55,800	55,100	99
	<b>WYOMING</b>			
	Sublette	2,100	2,000	95
	Sweetwater	15,800	15,300	97
	Uinta	6,800	6,600	97
	Between 25-49%	<b>NEVADA</b>		
Eureka		500	500	100

## KTVX—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	TV Households		%
		Total Households	Households	
Between 25-49%	<b>WYOMING</b>			
	Lincoln	5,400	5,200	96
Between 5-24%	<b>IDAHO</b>			
	Bear Lake	2,300	2,200	96

## KUTV, Salt Lake City (Arbitron Data Continued)

Net Weekly Circulation	State County	TV Households		%
		Total Households	Households	
Between 25-49%	<b>MONTANA</b>			
	Dawson	4,100	3,900	96
	<b>NEVADA</b>			
	Elko	10,700	10,000	94
Between 5-24%	<b>WYOMING</b>			
	Lincoln	5,400	5,200	96
	Washakie	3,400	3,300	97
	<b>ARIZONA</b>			
	Mohave	37,700	36,000	96
	<b>COLORADO</b>			
	Garfield	11,000	10,500	95
	<b>IDAHO</b>			
	Bannock	24,300	23,800	98
	Bonneville	24,700	24,400	99
	Cassia	6,500	6,400	98
	Madison	5,900	5,800	98
	Minidoka	6,900	6,700	98
	<b>MONTANA</b>			
	Fergus	4,900	4,700	96
Gallatin	19,100	18,500	97	
Park	5,100	4,900	96	
Richland	4,400	4,300	98	
<b>NEVADA</b>				
Eureka	500	500	100	
<b>WYOMING</b>				
Big Horn	4,300	4,100	95	
Fremont	12,500	12,200	98	
Hot Springs	2,200	2,100	95	
Park	9,300	8,900	96	



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Boston, MA	2,115,500	6	WBZ-TV (4), WCVB-TV (5), WFXT (25), WGOT (60), WHDH-TV (7), WHLL (27), WHSH (66), WLVI-TV (56), WMFP (62), WMUR-TV (9), WNDS (50), WQTV (68), WSBK-TV (38)
Albany-Schenectady-Troy, NY	491,500	54	WCDC (19), WNYT (13), WRGB (6), WTEN (10), WXXA-TV (23)
Portland-Poland Spring, ME	369,700	70	WCSH-TV (6), WGME-TV (13), WMTW-TV (8), WPXT (51)
Burlington, VT-Plattsburgh, NY	241,600	99	WCAX-TV (3), WNNE-TV (31), WPTZ (5), WVNY (22)

**State Cross Reference List**

Communities that receive programs of stations that are located elsewhere.

- WPTZ, Burlington ..... See Plattsburgh, NY
- WNNE-TV, White River Junction ..... See Hartford, VT

**Vermont Station Totals as of October 1, 1991**

	VHF	UHF	TOTAL
Commercial Television Stations	1	2	3
Educational Television Stations	0	4	4
	1	6	7

# Vermont—Burlington

## WCAX-TV

Ch. 3

**Network Service:** CBS.

**Licensee:** Mount 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 Mount Mansfield.

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

**Satellite Earth Stations:** Transmit/receive Scientific-Atlanta, 6-meter Ku-band; Harris, 9-meter C-band; RCA Americom Ku-band; Harris, Scientific-Atlanta receivers.

**SNG Mobile Dish:** Midwest Communications, 2.3-meter Ku-band.

**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.  
Peter R. Martin, Executive Vice President & General Manager.  
Dolores Drolette, Vice President & Comptroller.  
Ken Jarvis, Vice President, Sales.  
Andrew Luchini, Vice President & Production Manager.  
Bruce Grindle, National Sales 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: 99.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>NEW HAMPSHIRE</b>			
	Coos	13,700	13,500	99
	Grafton	27,800	27,000	97
	Sullivan	15,900	15,500	97
	<b>NEW YORK</b>			
	Clinton	27,200	26,900	99
	Essex	14,500	14,300	98
Franklin	16,000	15,600	98	



WCAX-TV 8PCT-3188 Granted 11/20/64

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>VERMONT</b>			
	Addison	11,600	11,300	97
	Caledonia	11,100	10,900	98
	Chittenden	49,600	48,900	99
	Essex	2,800	2,800	100
	Franklin	13,900	13,800	99
	Grand Isle	2,000	2,000	100
	Lamoille	7,400	7,300	99
	Orange	9,600	9,400	98
	Orleans	9,200	9,100	99
	Rutland	24,300	23,800	98
Washington	22,000	21,600	98	
Windsor	23,400	22,800	97	
Between 25-49%	<b>VERMONT</b>			
	Bennington	14,500	14,200	98
	Windham	16,700	16,000	96
Between 5-24%	<b>NEW HAMPSHIRE</b>			
	Cheshire	26,500	25,800	97
	<b>NEW YORK</b>			
	St Lawrence	37,700	37,000	98
	Warren	21,300	20,900	98
Washington	20,000	19,700	99	
<b>Station Totals</b>		438,700	430,100	98
<b>Net Weekly Circulation (1991)</b>				264,100
<b>Average Daily Circulation (1991)</b>				169,300



# 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: Mount 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 Wheelock, 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: 99.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>NEW YORK</b>			
	Clinton	27,200	26,900	99
	<b>VERMONT</b>			
	Addison	11,600	11,300	97
	Chittenden	49,600	48,900	99
	Franklin	13,900	13,800	99
	Grand Isle	2,000	2,000	100
	Lamoille	7,400	7,300	99
	Washington	22,000	21,600	98



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>NEW YORK</b>			
	Essex	14,500	14,300	98
	Franklin	16,000	15,600	98
	<b>VERMONT</b>			
	Orange	9,600	9,400	98
	Orleans	9,200	9,100	99
<b>Between 5-24%</b>	<b>NEW HAMPSHIRE</b>			
	Grafton	27,800	27,000	97
	<b>VERMONT</b>			
	Caledonia	11,100	10,900	98
	Essex	2,800	2,800	100
	Rutland	24,300	23,800	98
<b>Station Totals</b>		<b>249,000</b>	<b>244,700</b>	<b>98</b>
<b>Net Weekly Circulation (1991)</b>			<b>118,400</b>	
<b>Average Daily Circulation (1991)</b>			<b>53,400</b>	

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# Vermont—Hartford-Hanover, New Hampshire

## WNNE-TV

Ch. 31

(Satellite of WPTZ, Plattsburgh, NY)

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: Mount 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, Skycorn.

Ownership: Heritage Media Corp. (Group Owner).

Began Operation: September 27, 1978. Sale to present owner by Taft Bcstg. Co. approved by FCC Oct. 10, 1990 (Television Digest, Vol. 30:17, 43).

Represented (sales): Petry Television Inc.

Represented (legal): Sidley & Austin.

### Personnel:

- Gary Elfstrom, General Manager.
- Courtney Galluzzo, General Sales Manager.
- Diana Jones, News Director.
- Doug Johnson, Program Director.
- Amy Peters, Promotion Director.
- Sheryl Chase, Business Manager.
- Paul Shykula, Operations Manager.
- Stu Boughton, Chief Engineer.

Highest 30 Sec. Rate: \$375.

City of License: Hartford. ADI: Burlington, VT-Plattsburgh, NY. Rank: 99.

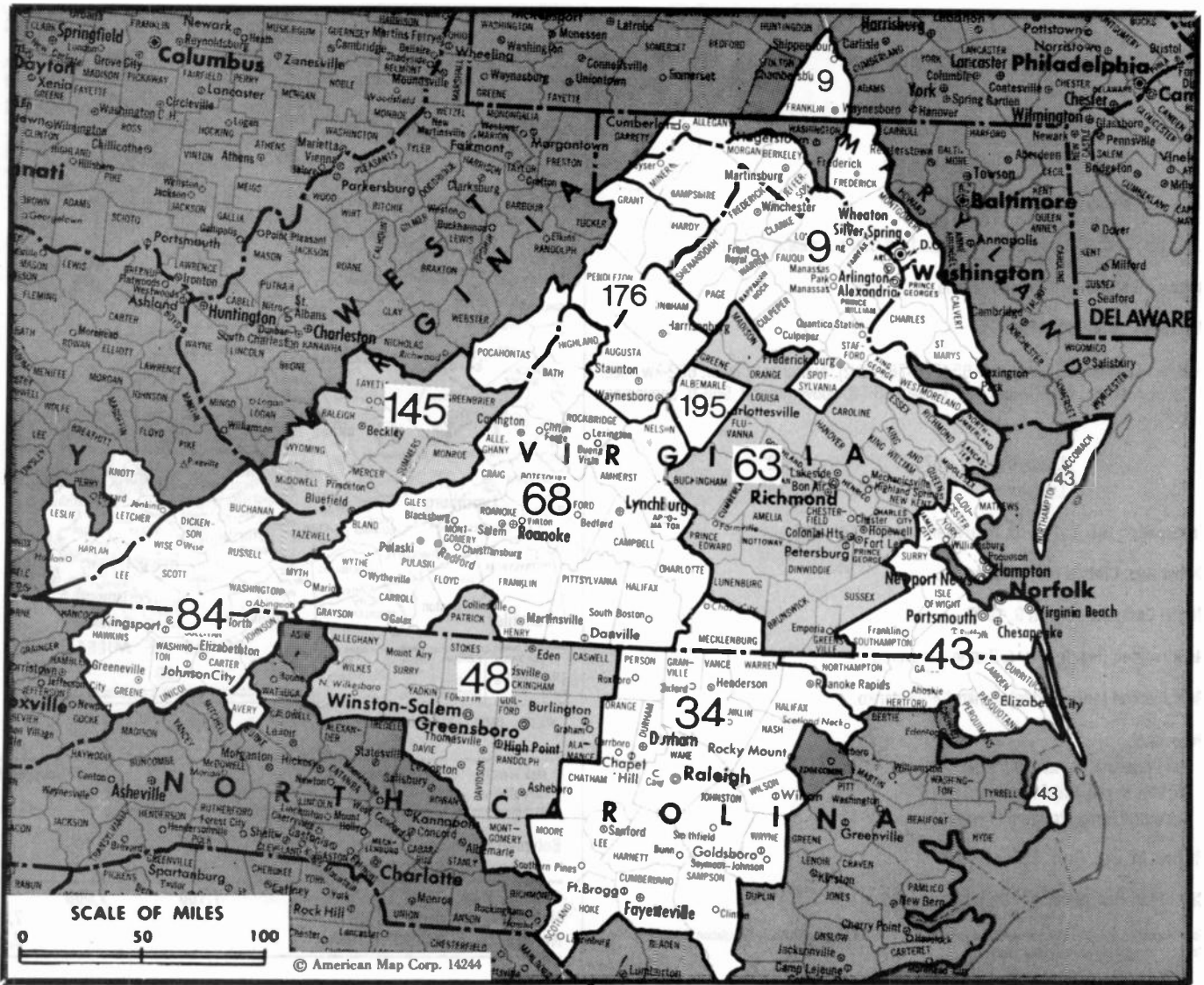
Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>NEW HAMPSHIRE</b>			
	Sullivan	15,900	15,500	97
	<b>VERMONT</b>			
	Windsor	23,400	22,800	97



WNNE-TV BPCT-78113KF Granted 5/31/79

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	<b>NEW HAMPSHIRE</b>			
	Grafton	27,800	27,000	97
	<b>VERMONT</b>			
	Orange	9,600	9,400	98
	Washington	22,000	21,600	98
Between 5-24%	<b>NEW HAMPSHIRE</b>			
	Cheshire	26,500	25,800	97
	Merrimack	46,500	45,600	98
	<b>VERMONT</b>			
	Lamoille	7,400	7,300	99
	Rutland	24,300	23,800	98
	Windham	16,700	16,000	96
<b>Station Totals</b>		220,100	214,800	98
<b>Net Weekly Circulation (1991)</b>			65,600	
<b>Average Daily Circulation (1991)</b>			30,800	



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Washington, DC	1,718,600	9	WDCA-TV (20), WFTY (50), WJLA-TV (7), WRC-TV (4), WTKK (66), WTTG (5), WUSA (9), WYVN (60)
Raleigh-Durham, NC	683,000	34	WFCT (62), WKFT (40), WLFL-TV (22), WPTF-TV (28), WRAL-TV (5), WRMY (47), WTVB (11), WYED (17)
Norfolk-Portsmouth-Newport News-Hampton, VA	577,000	43	WAVY-TV (10), WGNT (27), WJCB (49), WTKR-TV (3), WTVZ (33), WVEC-TV (13)
Greensboro-Winston Salem-High Point, NC	522,200	48	WAAP (16), WEJC (20), WFMY-TV (2), WGGT (48), WGHP-TV (8), WLXI-TV (61), WNRW (45), WXII (12)
Richmond, VA	410,800	63	WRIC-TV (8), WRLH-TV (35), WTVR-TV (6), WWBT (12), WZXX (65)
Roanoke-Lynchburg, VA	376,300	68	WDBJ (7), WEFC (38), WJPR (21), WSET-TV (13), WSLS-TV (10), WVFT (27)
Bristol, VA-Kingsport-Johnson City, TN	307,100	84	WCYB-TV (5), WEMT (39), WJHL-TV (11), WKPT-TV (19)
Bluefield-Beckley-Oak Hill, WV	145,500	145	WOAY-TV (4), WVVA (6)
Harrisonburg, VA	73,400	176	WHSV-TV (3)
Charlottesville, VA	41,600	195	WVIR-TV (29)

**State Cross Reference List**

Communities that receive programs of stations that are located elsewhere.

WJHL-TV, Bristol	See Johnson City, TN
WKPT-TV, Bristol	See Kingsport, TN
WVEC-TV, Hampton	See Norfolk, VA
WDBJ & WSLS-TV, Lynchburg	See Roanoke, VA
WAVY-TV & WGNT, Norfolk	See Portsmouth, VA
WRIC-TV, Petersburg	See Richmond, VA
WJPR & WSET-TV, Roanoke	See Lynchburg, VA

**Virginia Station Totals as of October 1, 1991**

	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):** Smith & Powstenko.

**Personnel:**

Jim Campana, General Manager.  
Bill Van Scyoc, Chief Engineer.  
Katherine Rudd, Program Director.

**Highest 30 Sec. Rate:** \$25.

**City of License:** Ashland. **ADI:** Richmond. **Rank:** 63.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>VIRGINIA</b>			
Between 5-24%	Essex	3,200	3,100	97
	King William	3,900	3,900	100
<b>Station Totals</b>		<b>7,100</b>	<b>7,000</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>			<b>7,000</b>	
<b>Average Daily Circulation (1991)</b>			<b>2,100</b>	

# 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, NIWS, 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 & Naftalin.

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

### Personnel:

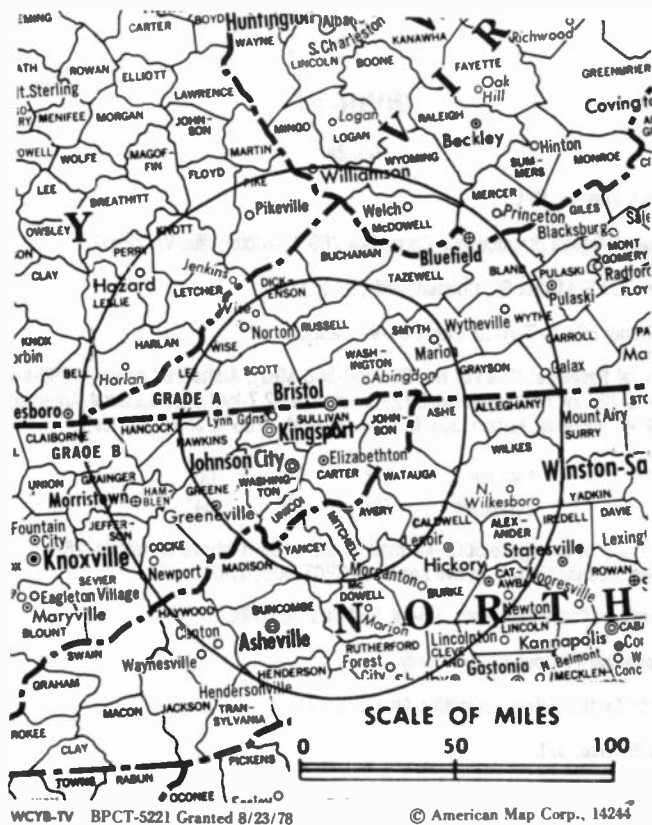
- Robert H. Smith Jr., Executive Vice President & General Manager.
- Jack Shaver, Vice President, Sales & Assistant General Manager.
- Richard Torbett, Local Sales Manager.
- Steve Hawkins, News & Public Service Director.
- Cheryl Stout, Program Manager.
- Rick McVey, Director, Creative Services & Promotion.
- Echel Edens, Chief Engineer.
- Lisa Kelechava, Promotion Director.
- Louise Taylor, Business Manager.

Rates: On request.

City of License: Bristol. ADI: Bristol, VA-Kingsport-Johnson City, TN. Rank: 84.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>KENTUCKY</b>			
	Knott	6,200	6,100	98
	Leslie	5,000	4,900	98
	Letcher	10,600	10,400	98
	<b>NORTH CAROLINA</b>			
	Ashe	9,500	9,300	98
	Avery	5,600	5,500	98
	Watauga	13,000	12,800	98
	<b>TENNESSEE</b>			
	Carter	20,300	20,200	100
Greene	21,500	21,300	99	
Hawkins	18,000	17,800	99	
Johnson	5,600	5,500	98	
Sullivan	59,400	59,100	99	
Unicoi	6,500	6,400	98	
Washington	35,700	35,500	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>VIRGINIA</b>			
	Buchanan	11,900	11,700	98
	Dickenson	6,900	6,800	99
	Lee	9,400	9,200	98
	Russell	11,700	11,500	98
	Scott	8,900	8,700	98
	Smyth	11,900	11,800	99
	Washington	24,700	24,400	99
	Wise	17,000	16,800	99
	Between 25-49%	<b>KENTUCKY</b>		
Hartan		14,300	14,100	99
<b>NORTH CAROLINA</b>				
Mitchell		5,600	5,500	98
Yancey		6,100	6,000	98
<b>TENNESSEE</b>				
Cocke	11,600	11,500	99	
Hancock	2,300	2,300	100	
Between 5-24%	<b>VIRGINIA</b>			
	Tazewell	17,300	17,100	99
	<b>KENTUCKY</b>			
	Knox	11,100	10,900	98
	Lawrence	5,100	5,100	100
	Perry	12,200	12,000	98
	Pike	28,600	28,300	99
	<b>NORTH CAROLINA</b>			
	Alleghany	3,900	3,800	97
	Madison	6,700	6,600	98
<b>TENNESSEE</b>				
Claiborne	10,100	10,000	99	
Grainger	6,700	6,600	98	
(Continued on page A-1205)				
Station Totals		514,100	508,200	99
Net Weekly Circulation (1991)			304,700	
Average Daily Circulation (1991)			199,100	

# 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:** 804-971-2800.

**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"

Holds 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.  
Dave Cupp, News Director.  
Bob Doyle, Program Director.  
Phyllis Melton, Business Manager.  
Sid Shumate, Chief Engineer.

**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 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.



WVIR-TV BPCT-900501KF Granted 10/19/90 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>VIRGINIA</b>			
	Albemarle	41,900	41,300	99
	Fluvanna	4,400	4,300	98
	Greene	3,400	3,300	97
<b>Between 25-49%</b>	<b>VIRGINIA</b>			
	Augusta	33,700	33,400	99
	Buckingham	4,100	4,000	98
	Madison	4,100	4,000	98
	Orange	7,900	7,800	99
	Rockingham	30,000	29,700	99
<b>Between 5-24%</b>	<b>VIRGINIA</b>			
	Culpeper	9,200	9,100	99
	Louisa	7,200	7,100	99
	Nelson	4,400	4,300	98
	Prince Edward	5,400	5,300	98
<b>Station Totals</b>		<b>155,700</b>	<b>153,600</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>				<b>80,600</b>
<b>Average Daily Circulation (1991)</b>				<b>44,000</b>

# 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-Com 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.

Represented (legal): Covington & Burling.

### Personnel:

Robert Ganzer, General Manager.  
Bob Bolyard, General Sales Manager.  
Bob Smith, Local Sales Manager.  
Teresa Emory, Sales Coordinator.  
Gary Smith, News Director.  
John Dodson, Program Director.  
Richard Hlett, 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: 176.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>VIRGINIA</b>			
	Augusta	33,700	33,400	99
	Greene	3,400	3,300	97
	Page	8,000	8,000	100
	Rockingham	30,000	29,700	99
	Shenandoah	12,000	11,900	99
	<b>WEST VIRGINIA</b>			
	Grant	3,700	3,600	97
	Hardy	3,800	3,700	97
	Pendleton	3,000	2,900	97



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	<b>VIRGINIA</b>			
	Albemarle	41,900	41,300	99
	Highland	1,100	1,100	100
	Warren	9,600	9,500	99
Between 5-24%	<b>MARYLAND</b>			
	Garrett	9,900	9,800	99
	<b>VIRGINIA</b>			
	Bath	1,800	1,800	100
	Clarke	4,200	4,200	100
	Culpeper	9,200	9,100	99
	Fluvanna	4,400	4,300	98
	Frederick	23,000	22,800	99
	Madison	4,100	4,000	98
	Orange	7,900	7,800	99
Rockbridge	10,400	10,300	99	
<b>WEST VIRGINIA</b>				
Pocahontas	3,700	3,600	97	
<b>Station Totals</b>		<b>228,800</b>	<b>226,100</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>				<b>112,600</b>
<b>Average Daily Circulation (1991)</b>				<b>63,800</b>

**THIS DATA IS AVAILABLE ON TAPE OR DISKETTE FOR USE ON YOUR OWN COMPUTER OR AS CUSTOMIZED REPORTS**

Call Lynn Levine  
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# Virginia—Lynchburg

**WJPR**

Ch. 21

(Operates satellite WVFT, Roanoke, VA)

**Network Service:** Fox.

**Licensee:** Roanoke-Lynchburg TV Acquisition Corp., 2820 Linkhorne Dr., Lynchburg, VA 24503.

**Studio:** 2820 Linkhorne Dr., Lynchburg, VA 24503.

**Telephones:** 804-384-0021; 703-345-7227. **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' 14.00"  
Longitude 79° 37' 58.50"

**Transmitter:** Flat Top Mountain, Bedford County.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Comtech, 5-meter C-band; AFC, 3-meter Ku-band; M/A-Com, Pinzone receivers.

**Ownership:** Roanoke-Lynchburg TV Acquisition Corp. (Group Owner).

**Began Operation:** March 23, 1986. FCC approved sale to present owners Aug. 27, 1990.

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

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

**Personnel:**

- Robb Gray Jr., Vice President & General Manager.
- Jim Prestwood, General Sales Manager.
- Kipp Preston, Program Director.
- Ron Wich, Promotion Director.
- Tammy Glenn, Business Manager.
- George Stein, Chief Engineer.

**Highest 30 Sec. Rate:** \$750.

**Arbitron Data:** Includes WVFT, Roanoke, VA.

**City of License:** Lynchburg. **ADI:** Roanoke-Lynchburg. **Rank:** 68.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	VIRGINIA			
	Bedford	17,300	17,100	99
	Roanoke	80,700	80,200	99
Between 25-49%	VIRGINIA			
	Alleghany	9,400	9,300	99
	Amherst	10,300	10,200	99
	Botetourt	9,500	9,400	99
	Campbell	42,500	42,100	99
Franklin	13,700	13,500	99	



WJPR BMPCT-8510IKJ Granted 12/5/85

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Highland	1,100	1,100	100
	Montgomery	28,100	27,800	99
	Pittsylvania	40,900	40,400	99
	Pulaski	12,800	12,700	99
	Rockbridge	10,400	10,300	99
Between 5-24%	NORTH CAROLINA			
	Rockingham	34,100	33,800	99
	VIRGINIA			
	Appomattox	4,800	4,700	98
	Bath	1,800	1,800	100
	Buckingham	4,100	4,000	98
	Charlotte	4,100	4,000	98
	Craig	1,500	1,500	100
	Floyd	4,800	4,700	98
	Giles	6,300	6,200	98
Halifax	12,400	12,200	98	
Prince Edward	5,400	5,300	98	
Wythe	9,800	9,700	99	
WEST VIRGINIA				
	Monroe	4,900	4,800	98
<b>Station Totals</b>		<b>370,700</b>	<b>366,800</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>				<b>124,800</b>
<b>Average Daily Circulation (1991)</b>				<b>42,200</b>



# Virginia—Lynchburg

## WSET-TV

Ch. 13

Network Service: ABC.

Licensee: WSET Inc., Box 11588, Lynchburg, VA 24506-1588.

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-Com, 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 May 5, 1976 by FCC. 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.  
Michael Brunette, General Sales Manager.  
Linda Ottinger, National Sales Manager.  
Douglas Daniel, Director of Engineering.  
Kurt Davis, News Director.  
Bailey Dwiggin, Program Director.  
John Crumpler, Promotion Director.  
Beve Lutz, Manager, Business Services.  
Laura Lanting, Community Services Director.  
Wills Little, Chief Engineer.  
Dorothy Ballagh, Manager, Traffic.

Rates: On request.

City of License: Lynchburg. ADI: Roanoke-Lynchburg. Rank: 68.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	VIRGINIA			
	Alleghany	9,400	9,300	99
	Amherst	10,300	10,200	99
	Appomattox	4,800	4,700	98
	Bath	1,800	1,800	100
	Bedford	17,300	17,100	99
	Botetourt	9,500	9,400	99
	Campbell	42,500	42,100	99
	Charlotte	4,100	4,000	98
	Craig	1,500	1,500	100
	Franklin	13,700	13,500	99
	Giles	6,300	6,200	98
	Halifax	12,400	12,200	98
	Henry	28,800	28,500	99



WSET-TV BMPCT-810423KF Granted 9/29/81

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Montgomery	28,100	27,800	99
	Nelson	4,400	4,300	98
	Pittsylvania	40,900	40,400	99
	Pulaski	12,800	12,700	99
	Roanoke	80,700	80,200	99
	Rockbridge	10,400	10,300	99
Between 25-49%	NORTH CAROLINA			
	Caswell	7,400	7,300	99
	VIRGINIA			
	Floyd	4,800	4,700	98
	Highland	1,100	1,100	100
	Mecklenburg	10,800	10,600	98
	Prince Edward	5,400	5,300	98
Wythe	9,800	9,700	99	
Between 5-24%	WEST VIRGINIA			
	Monroe	4,900	4,800	98
	Pocahontas	3,700	3,600	97
	NORTH CAROLINA			
	Person	11,600	11,500	99
	VIRGINIA			
	Augusta	33,700	33,400	99
	Bland	2,200	2,100	95
	Buckingham	4,100	4,000	98
	Lunenburg	4,200	4,100	98
Patrick	6,600	6,500	98	
Tazewell	17,300	17,100	99	
Station Totals	WEST VIRGINIA			
	Greenbrier	14,500	14,300	99
	Mercer	27,400	27,100	99
Station Totals		509,200	503,400	99
Net Weekly Circulation (1991)			281,400	
Average Daily Circulation (1991)			147,000	

# Virginia—Manassas

**WTKK**

Ch. 66

**Network Service:** None, independent.

**Licensee:** WTKK TV Inc., Box 3150, Manassas, VA 22110.

**Studio:** 9008 Center St., Manassas, VA 22110.

**Telephone:** 703-369-3400.

**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:** WTKK 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 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.



WTKK BMPCT-820128KE Granted 3/5/82

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Net Weekly Circulation	State County	Total Households	TV Households	%
	VIRGINIA			
Between 5-24%	Fauquier	16,700	16,500	99
<b>Station Totals</b>		<b>16,700</b>	<b>16,500</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>			<b>7,400</b>	
<b>Average Daily Circulation (1991)</b>			<b>1,500</b>	

# 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: 43.

# Virginia—Norfolk

## WTKR-TV

Ch. 3

Network Service: CBS.

Licensee: Narragansett Television L.P., 720 Boush St., Norfolk, VA 23510.

Studio: 720 Boush St., Norfolk, VA 23510.

Telephone: 804-446-1000.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 980-ft. above av. terrain, 1029-ft. above ground, 1049-ft. above sea level.

Latitude 36° 48' 56"  
Longitude 76° 28' 00"

Transmitter: 5277 Nansemond Pkwy., Suffolk, VA 23434.

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

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

Ownership: Narragansett 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.  
Dave Davis, General Sales Manager.  
Jon Erkenbrack, Local Sales Manager.  
Charlotte Harwood, National Sales Manager.  
Jay Mitchell, News Director.  
Jack Welsby, Program Director & Business Manager.  
Phillip Armstrong, Promotion/Production & Marketing Director.  
Gene Gildow, Chief Engineer.  
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: 43.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>NORTH CAROLINA</b>			
	Camden	2,200	2,200	100
	Chowan	5,500	5,400	98
	Currituck	5,800	5,700	98
	Dare	9,600	9,400	98
	Gates	3,600	3,500	97
	Hertford	8,400	8,300	99
	Pasquotank	11,500	11,400	99
	Perquimans	4,400	4,400	100
	<b>VIRGINIA</b>			
	Accomack	12,500	12,300	98
	Gloucester	11,500	11,400	99
	Greensville	5,000	4,900	98
	Isle Of Wight	9,100	9,000	99
James City	14,600	14,400	99	
Mathews	3,900	3,800	97	
Middlesex	3,600	3,500	97	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Northampton	5,700	5,600	98
	Southampton	8,100	8,000	99
	Surry	2,200	2,200	100
	York	17,900	17,800	99
	Chesapeake City	50,200	49,800	99
	Hampton City	46,300	46,000	99
	Newport News City	61,600	61,300	100
	Norfolk City	94,800	94,100	99
	Portsmouth City	41,300	41,000	99
	Suffolk City	18,800	18,500	98
Va Beach City	127,100	126,400	99	
Between 25-49%	<b>NORTH CAROLINA</b>			
	Northampton	7,700	7,600	99
	Tyrrell	1,400	1,400	100
	<b>VIRGINIA</b>			
Charles City	2,000	2,000	100	
Lancaster	4,600	4,500	98	
Between 5-24%	<b>NORTH CAROLINA</b>			
	Bertie	7,600	7,500	98
	Halifax	20,400	20,000	98
	<b>VIRGINIA</b>			
	Brunswick	5,100	5,000	98
	Dinwiddie	21,800	21,500	99
	Essex	3,200	3,100	97
	King And Queen	2,300	2,300	100
	King William	3,900	3,900	100
	New Kent	4,200	4,100	98
Northumberland	4,200	4,200	100	
Powhatan	4,100	4,000	98	
Sussex	3,500	3,400	97	
<b>Station Totals</b>		681,200	674,800	99
<b>Net Weekly Circulation (1991)</b>				520,800
<b>Average Daily Circulation (1991)</b>				306,100

# 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): Selkel Inc.

**Personnel:**

- Charles McFadden, President.
- Elise Tucker, General Sales Manager.
- Jeff Armstrong, National Sales Manager.
- Mark Hudgins, Program Director.
- Shelley Stiles, Promotion Director.
- Ed Cuthrell, Chief Engineer.

Rates: On request.

City of License: Norfolk. ADI: Norfolk-Portsmouth-Newport News-Hampton. Rank: 43.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>NORTH CAROLINA</b>			
	Camden	2,200	2,200	100
	Chowan	5,500	5,400	98
	Currituck	5,800	5,700	98
	<b>VIRGINIA</b>			
	Isle Of Wight	9,100	9,000	99
	York	17,900	17,800	99
	Chesapeake City	50,200	49,800	99
	Hampton City	46,300	46,000	99
	Newport News City	61,600	61,300	100
Norfolk City	94,800	94,100	99	
Portsmouth City	41,300	41,000	99	
Suffolk City	18,800	18,500	98	
Va Beach City	127,100	126,400	99	
Between 25-49%	<b>NORTH CAROLINA</b>			
	Gates	3,600	3,500	97
	Pasquotank	11,500	11,400	99
	Perquimans	4,400	4,400	100



WTVZ BMPCT-790416KL Granted 9/28/79

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>VIRGINIA</b>				
Between 25-49%	Accomack	12,500	12,300	98
	Gloucester	11,500	11,400	99
	James City	14,600	14,400	99
	Mathews	3,900	3,800	97
	Northampton	5,700	5,600	98
	Southampton	8,100	8,000	99
	Surry	2,200	2,200	100
<b>NORTH CAROLINA</b>				
Between 5-24%	Bertie	7,600	7,500	98
	Hertford	8,400	8,300	99
	Tyrrell	1,400	1,400	100
	Washington	5,300	5,200	98
<b>VIRGINIA</b>				
	King And Queen	2,300	2,300	100
	Lancaster	4,600	4,500	98
	Middlesex	3,600	3,500	97
<b>Station Totals</b>		591,800	586,900	99
<b>Net Weekly Circulation (1991)</b>				339,900
<b>Average Daily Circulation (1991)</b>				149,400

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**Television & Cable Factbook**

# Virginia—Hampton-Norfolk

## WVEC-TV

Ch. 13

Network Service: ABC.

Licensee: WVEC Television Inc., 613 Woodis Ave., Norfolk, VA 23510.

Studio: 613 Woodis Ave., Norfolk, VA 23510.

Hampton Bureau: 1932 Pembroke Ave., Hampton, VA 23663.

Telephones: 804-625-1313; 804-722-6331. Fax: 804-628-6220.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 234-kw visual, 23.4-kw aural. Antenna: 980-ft. above av. terrain, 1028-ft. above ground, 1049-ft. above sea level.

Latitude 36° 49' 00"  
Longitude 76° 28' 05"

Transmitter: Shoulders Hill Rd., 2-mi. E of Driver, VA.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Scientific-Atlanta, 10-meter C-band; Andrew, 7.3-meter C-band; Andrew, 4.5-meter C-band; RCA, 3.7-meter Ku-band; Superior, 4.5-meter Ku & C-band; Superior, 3.7-meter Ku-band; AvanteK, RCA, Scientific-Atlanta, Standard Omni receivers.

News Services: AP, CNN, UPI.

Ownership: A. H. Belo Corp. Broadcast Division (Group Owner).

Began Operation: September 19, 1953 on Ch. 15; it 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.
- David Cassidy, News Director.
- Meyer Davis, Director of Programming & Operations.
- Dave Yarashes, Financial Manager.
- Dick Cannon, Chief Engineer.
- Chris Johnson, Marketing & Creative Services Manager.
- Duane Bryan, 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: 43.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>NORTH CAROLINA</b>			
	Camden	2,200	2,200	100
	Chowan	5,500	5,400	98
	Currituck	5,800	5,700	98
	Dare	9,600	9,400	98
	Gates	3,600	3,500	97
	Hertford	8,400	8,300	99
	Pasquotank	11,500	11,400	99
	Perquimans	4,400	4,400	100
	<b>VIRGINIA</b>			
Accomack	12,500	12,300	98	



WVEC-TV BPCT-3279 Granted 7/29/64

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Gloucester	11,500	11,400	99
	Isle Of Wight	9,100	9,000	99
	James City	14,600	14,400	99
	Mathews	3,900	3,800	97
	Northampton	5,700	5,600	98
	Southampton	8,100	8,000	99
	York	17,900	17,800	99
	Chesapeake City	50,200	49,800	99
	Hampton City	46,300	46,000	99
	Newport News City	61,600	61,300	100
Norfolk City	94,800	94,100	99	
Portsmouth City	41,300	41,000	99	
Suffolk City	18,800	18,500	98	
Va Beach City	127,100	126,400	99	
Between 25-49%	<b>NORTH CAROLINA</b>			
	Northampton	7,700	7,600	99
	Tyrrell	1,400	1,400	100
	<b>VIRGINIA</b>			
Greensville	5,000	4,900	98	
Lancaster	4,600	4,500	98	
Middlesex	3,600	3,500	97	
Surry	2,200	2,200	100	
Between 5-24%	<b>NORTH CAROLINA</b>			
	Bertie	7,600	7,500	98
	<b>VIRGINIA</b>			
	Brunswick	5,100	5,000	98
	Charles City	2,000	2,000	100
	King William	3,900	3,900	100
	New Kent	4,200	4,100	98
	Northumberland	4,200	4,200	100
Sussex	3,500	3,400	97	
<b>Station Totals</b>		<b>629,400</b>	<b>623,900</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>			<b>504,200</b>	
<b>Average Daily Circulation (1991)</b>			<b>300,100</b>	

# 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.

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

### Personnel:

Lyle Banks, President & General Manager.  
Edward Munson, General Sales Manager.  
Cheri Parsons, Local Sales Manager.  
Dave Rogers, National Sales Manager.  
Dave Overton, News Director.  
Mike Mastrullo, Marketing Director.  
Ted Hand, Chief Engineer.  
Manvy Munoz, Business Manager.  
Jane Tucker, Program Coordinator.

Highest 30 Sec. Rate: \$2500.

NETWORK BASE HOURLY RATE: \$1000.

City of License: Portsmouth. ADI: Norfolk-Portsmouth-Newport News-Hampton. Rank: 43.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>NORTH CAROLINA</b>			
	Camden	2,200	2,200	100
	Chowan	5,500	5,400	98
	Currituck	5,800	5,700	98
	Dare	9,600	9,400	98
	Gates	3,600	3,500	97
	Hertford	8,400	8,300	99
	Northampton	7,700	7,600	99
	Pasquotank	11,500	11,400	99
	Perquimans	4,400	4,400	100
	<b>VIRGINIA</b>			
	Accomack	12,500	12,300	98
	Gloucester	11,500	11,400	99
	Isle Of Wight	9,100	9,000	99
James City	14,600	14,400	99	



WAVY-TV BPCT-1750 Granted 5/29/56

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Lancaster	4,600	4,500	98
	Mathews	3,900	3,800	97
	Northampton	5,700	5,600	98
	Southampton	8,100	8,000	99
	York	17,900	17,800	99
	Chesapeake City	50,200	49,800	99
	Hampton City	46,300	46,000	99
	Newport News City	61,600	61,300	100
	Norfolk City	94,800	94,100	99
	Portsmouth City	41,300	41,000	99
	Suffolk City	18,800	18,500	98
	Va Beach City	127,100	126,400	99
	Between 25-49%	<b>NORTH CAROLINA</b>		
Bertie		7,600	7,500	98
<b>VIRGINIA</b>				
Charles City		2,000	2,000	100
Greensville		5,000	4,900	98
Middlesex		3,600	3,500	97
Between 5-24%	Northumberland	4,200	4,200	100
	Surry	2,200	2,200	100
	<b>MARYLAND</b>			
	Somerset	7,000	6,900	99
	<b>NORTH CAROLINA</b>			
	Halifax	20,400	20,000	98
	Tyrrell	1,400	1,400	100
	<b>VIRGINIA</b>			
	Amelia	2,800	2,700	96
	Brunswick	5,100	5,000	98
	King And Queen	2,300	2,300	100
	King William	3,900	3,900	100
New Kent	4,200	4,100	98	
Sussex	3,500	3,400	97	
<b>Station Totals</b>		661,900	655,800	99
<b>Net Weekly Circulation (1991)</b>			520,300	
<b>Average Daily Circulation (1991)</b>			298,000	

# Virginia—Portsmouth-Norfolk-Newport News

**WGNT**

Ch. 27

**Network Service:** None, independent.

**Licensee:** Centennial Communications Inc., Box 133B, 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, 144-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 Ku-band; TrueFocus, 4.9-meter Ku & C-band; Uni-mesh, 3.6-meter Ku & C-band; M/A-Com, Standard Agile Omni, Uniden receivers.

**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.
- 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:** 43.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>VIRGINIA</b>				
<b>50% &amp; Over</b>	Isle Of Wight	9,100	9,000	99
	Northampton	5,700	5,600	98
	Hampton City	46,300	46,000	99
	Norfolk City	94,800	94,100	99
	Portsmouth City	41,300	41,000	99
	Suffolk City	18,800	18,500	98
<b>NORTH CAROLINA</b>				
<b>Between 25-49%</b>	Camden	2,200	2,200	100
	Chowan	5,500	5,400	98
	Currituck	5,800	5,700	98
	Dare	9,600	9,400	98
	Gates	3,600	3,500	97
	Hertford	8,400	8,300	99
	Pasquotank	11,500	11,400	99
	Perquimans	4,400	4,400	100



WGNT BPCT-4187 Granted 9/18/69

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>VIRGINIA</b>				
<b>Between 25-49%</b>	Accomack	12,500	12,300	98
	Gloucester	11,500	11,400	99
	James City	14,600	14,400	99
	Mathews	3,900	3,800	97
	Prince George	15,700	15,600	99
	Southampton	8,100	8,000	99
	Surry	2,200	2,200	100
	Sussex	3,500	3,400	97
	York	17,900	17,800	99
	Chesapeake City	50,200	49,800	99
	Newport News City	61,600	61,300	100
Va Beach City	127,100	126,400	99	
<b>NORTH CAROLINA</b>				
<b>Between 5-24%</b>	Bertie	7,600	7,500	98
	Halifax	20,400	20,000	98
	Northampton	7,700	7,600	99
<b>VIRGINIA</b>				
	Brunswick	5,100	5,000	98
	Charles City	2,000	2,000	100
	Greensville	5,000	4,900	98
	King And Queen	2,300	2,300	100
	King William	3,900	3,900	100
	Lancaster	4,600	4,500	98
	Middlesex	3,600	3,500	97
	Northumberland	4,200	4,200	100
<b>Station Totals</b>		<b>662,200</b>	<b>656,300</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>			<b>284,700</b>	
<b>Average Daily Circulation (1991)</b>			<b>105,000</b>	



# 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; Comtech, 5-meter C-band; AFC, 3.6-meter Ku-band; Agile Omni receivers.

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

Began Operation: February 20, 1982. Sale to Gillett Group by Times Mirror Co. following merger with A. S. Abell Co. approved by FCC Sept. 4, 1986 (Television Digest, Vol. 26:28). Sale to A. S. Abell Co. by Television Corp. of Richmond approved by FCC April 24, 1985. Transfer to Busse Bcstg. approved 1987. Sale to present owner approved Sept. 9, 1988.

Represented (sales): Seltel Inc.

Represented (legal): Goldberg & Spector.

**Personnel:**

- Don Richards, General Manager.
- Brandt Minnick, General Sales Manager.
- Joe Bowman, National Sales Manager.
- Bill Finch, Program Director.
- Dave Donahue, Promotion Director.
- Vicky Cosio, Business Manager.
- Cindy Creasy, Marketing Director.
- Dave Donahue, Creative Services Manager.
- Eldon Brown, Chief Engineer.

Rates: On request.

City of License: Richmond. ADI: Richmond. Rank: 63.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>VIRGINIA</b>			
	Amelia	2,800	2,700	96
	Brunswick	5,100	5,000	98
	Charles City	2,000	2,000	100
	Chesterfield	72,100	71,800	100
	Dimwiddie	21,800	21,500	99
	Fluvanna	4,400	4,300	98
	Goochland	4,500	4,400	98
	Hanover	20,400	20,100	99
	Henrico	81,700	81,100	99
	King William	3,900	3,900	100
	Louisa	7,200	7,100	99
	Lunenburg	4,200	4,100	98
	New Kent	4,200	4,100	98
	Nottoway	5,300	5,200	98
	Powhatan	4,100	4,000	98
	Prince Edward	5,400	5,300	98
	Prince George	15,700	15,600	99
	Richmond City	89,700	89,100	99



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>VIRGINIA</b>			
	Buckingham	4,100	4,000	98
	Caroline	6,700	6,600	99
	Cumberland	3,000	2,900	97
	King And Queen	2,300	2,300	100
	Northumberland	4,200	4,200	100
	Orange	7,900	7,800	99
	Richmond	2,800	2,800	100
	Surry	2,200	2,200	100
	Sussex	3,500	3,400	97
<b>Between 5-24%</b>	<b>VIRGINIA</b>			
	Albemarle	41,900	41,300	99
	Appomattox	4,800	4,700	98
	Charlotte	4,100	4,000	98
	Essex	3,200	3,100	97
	Greene	3,400	3,300	97
	Greensville	5,000	4,900	98
	James City	14,600	14,400	99
	Lancaster	4,600	4,500	98
	Madison	4,100	4,000	98
Mecklenburg	10,800	10,600	98	
Middlesex	3,600	3,500	97	
Westmoreland	6,200	6,100	98	
<b>Station Totals</b>		<b>497,500</b>	<b>491,900</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>			<b>247,500</b>	
<b>Average Daily Circulation (1991)</b>			<b>109,700</b>	

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

# 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.

Armand Grez, National Sales Manager.

Linda Jones, Regional Sales Manager.

Elliott Wiser, News Director.

Don LaCombe, Program & Operations Manager.

John Gill, Promotion Director.

Jim Berryman, Business Manager.

Ken Miller, Chief Engineer.

Rates: On request.

City of License: Richmond. ADI: Richmond. Rank: 63.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>VIRGINIA</b>			
	Albemarle	41,900	41,300	99
	Amelia	2,800	2,700	96
	Augusta	33,700	33,400	99
	Brunswick	5,100	5,000	98
	Buckingham	4,100	4,000	98
	Caroline	6,700	6,600	99
	Charles City	2,000	2,000	100
	Chesterfield	72,100	71,800	100
	Cumberland	3,000	2,900	97
	Dinwiddie	21,800	21,500	99
	Essex	3,200	3,100	97
	Fluvanna	4,400	4,300	98
	Goochland	4,500	4,400	98
	Greene	3,400	3,300	97
	Greensville	5,000	4,900	98
	Hanover	20,400	20,100	99
	Henrico	81,700	81,100	99
	King And Queen	2,300	2,300	100
	King William	3,900	3,900	100
	Lancaster	4,600	4,500	98
Louisa	7,200	7,100	99	
Lunenburg	4,200	4,100	98	



WTVR-TV BMPCT-682 Granted 12/12/52 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Madison	4,100	4,000	98
	Middlesex	3,600	3,500	97
	New Kent	4,200	4,100	98
	Northumberland	4,200	4,200	100
	Nottoway	5,300	5,200	98
	Orange	7,900	7,800	99
	Powhatan	4,100	4,000	98
	Prince Edward	5,400	5,300	98
	Prince George	15,700	15,600	99
	Richmond	2,800	2,800	100
	Spotsylvania	23,000	22,800	99
	Sussex	3,500	3,400	97
	Westmoreland	6,200	6,100	98
Richmond City	89,700	89,100	99	
Between 25-49%	<b>VIRGINIA</b>			
	Gloucester	11,500	11,400	99
	James City	14,600	14,400	99
	Mecklenburg	10,800	10,600	98
	Nelson	4,400	4,300	98
	Rockingham	30,000	29,700	99
Surry	2,200	2,200	100	
Between 5-24%	<b>VIRGINIA</b>			
	Accomack	12,500	12,300	98
	Culpeper	9,200	9,100	99
	King George	4,400	4,400	100
	Mathews	3,900	3,800	97
	Page	8,000	8,000	100
Shenandoah	12,000	11,900	99	
(Continued on page A-1205)				
Station Totals		775,700	767,700	99
Net Weekly Circulation (1991)			464,300	
Average Daily Circulation (1991)			250,900	

# 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:**

- John Shroves, Vice President & General Manager.
- David G. Frasier, Broadcast Operations Manager.
- Ellen Shuler, General Sales Manager.
- Harvey Powers, News Director.
- Mary MacMillan, Marketing Manager.
- Paul Escobar, Controller.

Highest 30 Sec. Rate: \$2500.

NETWORK BASE HOURLY RATE: \$925.

City of License: Richmond. ADI: Richmond. Rank: 63.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>VIRGINIA</b>			
	Amelia	2,800	2,700	96
	Brunswick	5,100	5,000	98
	Buckingham	4,100	4,000	98
	Caroline	6,700	6,600	99
	Charles City	2,000	2,000	100
	Chesterfield	72,100	71,800	100
	Cumberland	3,000	2,900	97
	Dinwiddie	21,800	21,500	99
	Essex	3,200	3,100	97
	Fluvanna	4,400	4,300	98
	Goochland	4,500	4,400	98
	Hanover	20,400	20,100	99
	Henrico	81,700	81,100	99
	King And Queen	2,300	2,300	100
	King William	3,900	3,900	100
	Lancaster	4,600	4,500	98
Louisa	7,200	7,100	99	

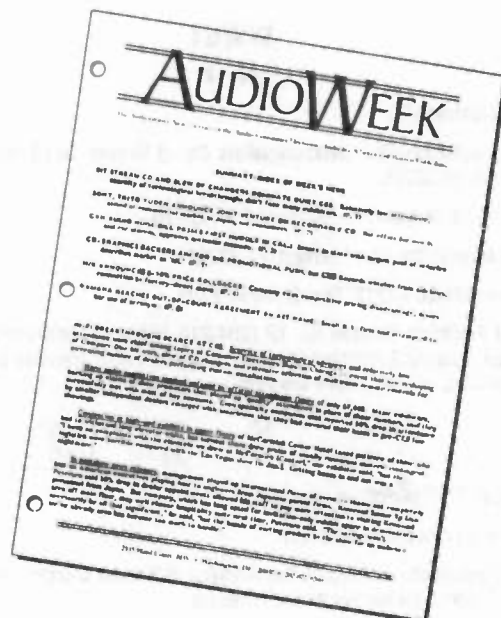


WWBT BPCT-1622 Granted 11/30/55 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>50% &amp; Over</b>	Lunenburg	4,200	4,100	98	
	New Kent	4,200	4,100	98	
	Nottoway	5,300	5,200	98	
	Powhatan	4,100	4,000	98	
	Prince Edward	5,400	5,300	98	
	Prince George	15,700	15,600	99	
	Richmond	2,800	2,800	100	
	Sussex	3,500	3,400	97	
	Richmond City	89,700	89,100	99	
<b>Between 25-49%</b>	<b>VIRGINIA</b>				
	Albemarle	41,900	41,300	99	
	Augusta	33,700	33,400	99	
	Greene	3,400	3,300	97	
	Greensville	5,000	4,900	98	
	James City	14,600	14,400	99	
	Mecklenburg	10,800	10,600	98	
	Middlesex	3,600	3,500	97	
	Nelson	4,400	4,300	98	
	Northumberland	4,200	4,200	100	
<b>Between 5-24%</b>	<b>VIRGINIA</b>				
	Amherst	10,300	10,200	99	
	Gloucester	11,500	11,400	99	
	King George	4,400	4,400	100	
	Madison	4,100	4,000	98	
	Page	8,000	8,000	100	
	Southampton	8,100	8,000	99	
	York	17,900	17,800	99	
	<b>Station Totals</b>		<b>639,900</b>	<b>633,200</b>	<b>99</b>
	<b>Net Weekly Circulation (1991)</b>			<b>415,800</b>	
<b>Average Daily Circulation (1991)</b>			<b>238,900</b>		

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# Virginia—Richmond-Petersburg

**WRIC-TV**  
(formerly WXEX)  
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-Com, 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.
- Lauren Bacigalupi, 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: 63.

**Total Households:** ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>VIRGINIA</b>	41,900	41,300	99
	Albemarle	2,800	2,700	96
	Amelia	5,100	5,000	98
	Brunswick	4,100	4,000	98
	Buckingham	6,700	6,600	99
	Caroline	2,000	2,000	100
	Charles City	72,100	71,800	100
	Chesterfield	3,000	2,900	97
	Cumberland	21,800	21,500	99
	Dinwiddie	3,200	3,100	97
	Essex	4,400	4,300	98
	Fluvanna	4,500	4,400	98
	Goochland	5,000	4,900	98
	Greensville	20,400	20,100	99
	Hanover	81,700	81,100	99
	Henrico	2,300	2,300	100
	King And Queen	3,900	3,900	100
	King William	4,600	4,500	98
	Lancaster			



WRIC-TV BPCT-5022 Granted 5/19/77

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Louisa	7,200	7,100	99
	Lunenburg	4,200	4,100	98
	Middlesex	3,600	3,500	97
	New Kent	4,200	4,100	98
	Northumberland	4,200	4,200	100
	Nottoway	5,300	5,200	98
	Orange	7,900	7,800	99
	Powhatan	4,100	4,000	98
	Prince Edward	5,400	5,300	98
	Prince George	15,700	15,600	99
	Richmond	2,800	2,800	100
	Sussex	3,500	3,400	97
	Richmond City	89,700	89,100	99
<b>BETWEEN 25-49%</b>	<b>VIRGINIA</b>	33,700	33,400	99
	Augusta	11,500	11,400	99
	Gloucester	3,400	3,300	97
	James City	14,600	14,400	99
	Madison	4,100	4,000	98
	Mecklenburg	10,800	10,600	98
	Nelson	4,400	4,300	98
	Spotsylvania	23,000	22,800	99
Surry	2,200	2,200	100	
Westmoreland	6,200	6,100	98	
<b>BETWEEN 5-24%</b>	<b>NORTH CAROLINA</b>	20,400	20,000	98
	<b>VIRGINIA</b>	4,800	4,700	98
	Appomattox	30,000	29,700	99
	Rockingham	8,100	8,000	99
	Southampton	18,500	18,300	99
	Stafford	17,900	17,800	99
	York			
<b>Station Totals</b>		660,900	653,600	99
<b>Net Weekly Circulation (1991)</b>			421,500	
<b>Average Daily Circulation (1991)</b>			241,000	

# Virginia—Roanoke

**WDBJ**  
Ch. 7

## YOUR HOMETOWN STATION. **WDBJ 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:** Transmit/receive Andrew, 5.6-meter Ku-band; 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 of Programming.  
Edward Allen, Business Manager.  
Mel Mayfield, Director of Research & Development.  
Glenn Saunders, Chief Engineer.  
Ellen Bishop, Traffic Manager.

**Rates:** On request.

**City of License:** Roanoke. **ADI:** Roanoke-Lynchburg. **Rank:** 68.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	VIRGINIA			
	Alleghany	9,400	9,300	99
	Amherst	10,300	10,200	99



WDBJ BNPCT—3023 Granted 4/14/56


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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Appomattox	4,800	4,700	98
	Bath	1,800	1,800	100
	Bedford	17,300	17,100	99
	Bland	2,200	2,100	95
	Botetourt	9,500	9,400	99
	Campbell	42,500	42,100	99
	Carroll	9,700	9,500	98
	Charlotte	4,100	4,000	98
	Craig	1,500	1,500	100
	Floyd	4,800	4,700	98
	Franklin	13,700	13,500	99
	Giles	6,300	6,200	98
	Grayson	9,300	9,200	99
	Halifax	12,400	12,200	98
	Henry	28,800	28,500	99
	Highland	1,100	1,100	100
	Montgomery	28,100	27,800	99
	Pittsylvania	40,900	40,400	99
	Pulaski	12,800	12,700	99
	Roanoke	80,700	80,200	99
Rockbridge	10,400	10,300	99	
Tazewell	17,300	17,100	99	
Wythe	9,800	9,700	99	
<b>WEST VIRGINIA</b>				
Greenbrier	14,500	14,300	99	
Mercer	27,400	27,100	99	
Monroe	4,900	4,800	98	
Pocahontas	3,700	3,600	97	
Summers	5,200	5,100	98	
<b>NORTH CAROLINA</b>				
Between 25-49%	Rockingham	34,100	33,800	99

(Continued on page A-1205)

<b>Station Totals</b>	<b>635,500</b>	<b>628,000</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>			<b>412,600</b>
<b>Average Daily Circulation (1991)</b>			<b>261,400</b>

# VIRGINIA'S NUMBER ONE NEWS



More people watch News 7 at 6  
than any other Virginia newscast.

Source: NSI May '91

YOUR HOMETOWN STATION  
**WDBJ 7**

# 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:** Poor Mountain Communications site.

**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:** 68.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>VIRGINIA</b>				
Between 5-24%	Appomattox	4,800	4,700	98
<b>Station Totals</b>		<b>4,800</b>	<b>4,700</b>	<b>98</b>
<b>Net Weekly Circulation (1991)</b>				<b>9,400</b>
<b>Average Daily Circulation (1991)</b>				<b>2,900</b>



# Virginia—Roanoke

## WSLS-TV

Ch. 10

Network Service: NBC.

Licensee: Park Communications Inc., Church Ave. at 3rd St., Roanoke, VA 24011.

Studio: Church Ave. at 3rd 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, NWS.

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: 68.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>VIRGINIA</b>				
50% & Over	Alleghany	9,400	9,300	99
	Amherst	10,300	10,200	99
	Appomattox	4,800	4,700	98
	Bath	1,800	1,800	100
	Bedford	17,300	17,100	99
	Botetourt	9,500	9,400	99
	Campbell	42,500	42,100	99
	Carroll	9,700	9,500	98
	Charlotte	4,100	4,000	98
	Craig	1,500	1,500	100
	Floyd	4,800	4,700	98
	Franklin	13,700	13,500	99
	Giles	6,300	6,200	98
	Grayson	9,300	9,200	99
	Halifax	12,400	12,200	98
	Henry	28,800	28,500	99
	Highland	1,100	1,100	100
	Montgomery	28,100	27,800	99
	Patrick	6,600	6,500	98
	Pittsylvania	40,900	40,400	99



WSLS-TV BPCT-5093 Granted 7/14/78

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Pulaski	12,800	12,700	99
	Roanoke	80,700	80,200	99
	Rockbridge	10,400	10,300	99
	Wythe	9,800	9,700	99
<b>NORTH CAROLINA</b>				
Between 25-49%	Caswell	7,400	7,300	99
<b>VIRGINIA</b>				
	Bland	2,200	2,100	95
	Nelson	4,400	4,300	98
<b>WEST VIRGINIA</b>				
	Greenbrier	14,500	14,300	99
	Monroe	4,900	4,800	98
	Pendleton	3,000	2,900	97
	Pocahontas	3,700	3,600	97
<b>NORTH CAROLINA</b>				
Between 5-24%	Alamance	41,800	41,500	99
	Alleghany	3,900	3,800	97
	Rockingham	34,100	33,800	99
<b>TENNESSEE</b>				
	Johnson	5,600	5,500	98
<b>VIRGINIA</b>				
	Augusta	33,700	33,400	99
	Buckingham	4,100	4,000	98
	Lunenburg	4,200	4,100	98
	Mecklenburg	10,800	10,600	98
	Prince Edward	5,400	5,300	98
	Smyth	11,900	11,800	99
	Tazewell	17,300	17,100	99
<b>WEST VIRGINIA</b>				
	Mercer	27,400	27,100	99
	Summers	5,200	5,100	98
<b>Station Totals</b>		<b>622,100</b>	<b>615,000</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>				<b>346,900</b>
<b>Average Daily Circulation (1991)</b>				<b>191,100</b>

# Virginia—Roanoke

**WVFT**

Ch. 27

(Satellite of WJPR, Lynchburg, VA)

**Network Service:** Fox.

**Licensee:** Roanoke-Lynchburg TV Acquisition Corp., 2820 Linkhome Drive, Lynchburg, VA 24503.

**Studio:** 2618 Colonial Ave., Roanoke, VA 24015.

**Telephones:** 703-345-7227; 804-384-0021. **Fax:** 804-384-0103.

**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, 2195-ft. above av. terrain, 180-ft. above ground, 3734-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; Chapparral receivers.

**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):** Sektel Inc.

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

**Personnel:**

**Robb Gray Jr.**, Vice President & General Manager.  
**Jim Prestwood**, General Sales Manager.  
**Kipp Preston**, Program Director.



WVFT BMPCT-880115KF Granted 7/12/88

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**Tammy Glenn**, Business Manager.  
**Robert Jenkins**, Chief Engineer.  
**Ron Wich**, Promotion Director.

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

**Arbitron Data:** Included with WJPR, Lynchburg, VA.

**City of License:** Roanoke. **ADI:** Roanoke-Lynchburg. **Rank:** 68.

# Virginia

## WCYB-TV, Bristol-Kingsport-Johnson City, TN (Arbitron Data Continued)

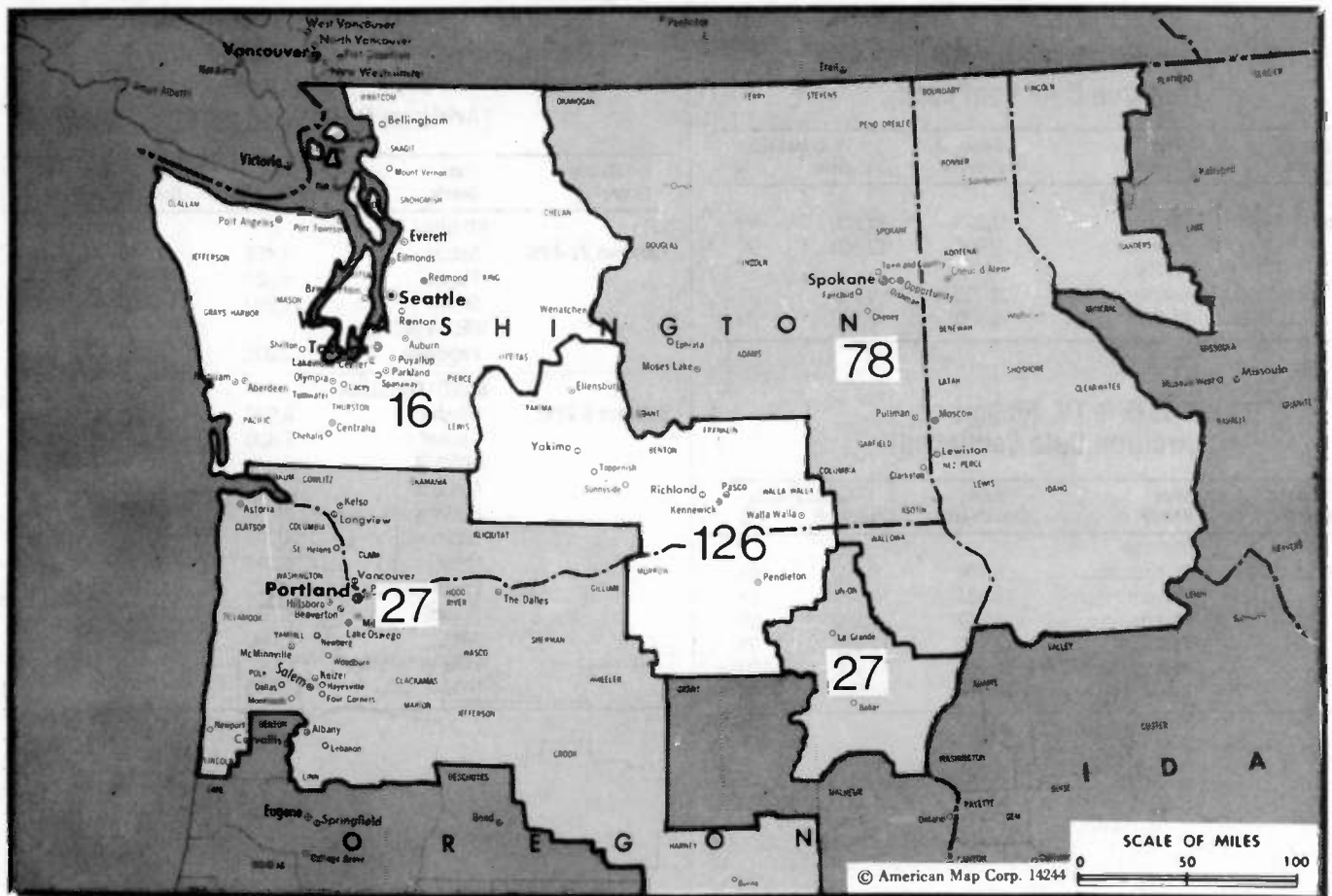
Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	<b>TENNESSEE</b>			
	Hamblen	21,200	21,000	99
	Jefferson	12,900	12,800	99
	<b>VIRGINIA</b>			
	Grayson	9,300	9,200	99
	Wythe	9,800	9,700	99

## WTVR-TV, Richmond (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	<b>VIRGINIA</b>			
	Southampton	8,100	8,000	99
	Stafford	18,500	18,300	99
	Warren	9,600	9,500	99
	York	17,900	17,800	99
	Newport News City	61,600	61,300	100
	Suffolk City	18,800	18,500	98

## WDBJ, Roanoke (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%	<b>VIRGINIA</b>			
	Nelson	4,400	4,300	98
	Patrick	6,600	6,500	98
	Smyth	11,900	11,800	99
	<b>WEST VIRGINIA</b>			
	Pendleton	3,000	2,900	97
Between 5-24%	<b>NORTH CAROLINA</b>			
	Alleghany	3,900	3,800	97
	Caswell	7,400	7,300	99
	<b>VIRGINIA</b>			
	Augusta	33,700	33,400	99
	Buckingham	4,100	4,000	98
	Lunenburg	4,200	4,100	98
	Mecklenburg	10,800	10,600	98
	Prince Edward	5,400	5,300	98
	Russell	11,700	11,500	98
Wise	17,000	16,800	99	
<b>WEST VIRGINIA</b>				
	Raleigh	32,100	31,700	99



Market	Arbitron AOI TV Households	Rank	Market Area Commercial TV Stations
Seattle-Tacoma, WA	1,311,600	16	KBGE (33), KCPQ (13), KING-TV (5), KIRO-TV (7), KOMO-TV (4), KSTW (11), KTBW-TV (20), KTZZ-TV (22), KVOS-TV (12)
Portland, OR	814,900	27	KATU (2), KBSP-TV (22), KGW-TV (8), KNMT (24), KOIN-TV (6), KPDX (49), KPTV (12), KUTF (32)
Spokane, WA	321,300	78	KAYU-TV (28), KCWT (27), KHQ-TV (6), KREM-TV (2), KXLY-TV (4)
Yakima, WA	168,200	126	KAPP (35), KEPR-TV (19), KIMA-TV (29), KLEW-TV (3), KNDO (23), KNDU (25), KVEV (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
KCPQ, KSTW & KTBW-TV, Tacoma	See Seattle, WA

**Washington Station Totals as of October 1, 1991**

	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: 14.82-kw max. visual. Antenna: 938-ft. above av. terrain, 945-ft. above ground, 1060-ft. above sea level.

Latitude	47°	36'	17"
Longitude	122°	19'	46"

Requests modification of CP for change to 3813-kw max. visual, 1083-ft. above av. terrain, 1089-ft. above ground, 1204-ft. above sea level. BMPCT-890714KF.

Transmitter: Top of Columbia Center, 701 5th Ave., Seattle.

Ownership: Robert Gill, Debtor-in-Possession.

Began Operation: May 17, 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: 16.

# 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: Mount 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): Settel 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: 16.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>WASHINGTON</b>			
	San Juan	4,600	4,400	96
	Skagit	29,500	28,400	96
	Whatcom	47,700	45,700	96
Between 25-49%	<b>WASHINGTON</b>			
	Clallam	22,800	21,800	96
	Island	21,600	21,100	98
	Jefferson	8,400	8,100	96
	Snohomish	165,800	161,300	97
Between 5-24%	<b>WASHINGTON</b>			
	King	603,700	582,800	97
	Kitsap	69,800	68,100	98
	Mason	15,100	14,700	97
<b>Station Totals</b>		<b>989,000</b>	<b>956,400</b>	<b>97</b>
<b>Net Weekly Circulation (1991)</b>				<b>181,100</b>
<b>Average Daily Circulation (1991)</b>				<b>58,300</b>

# Washington—Kennewick-Pasco-Richland

**KVEV**

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. Fax: 509-735-7889.

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:**

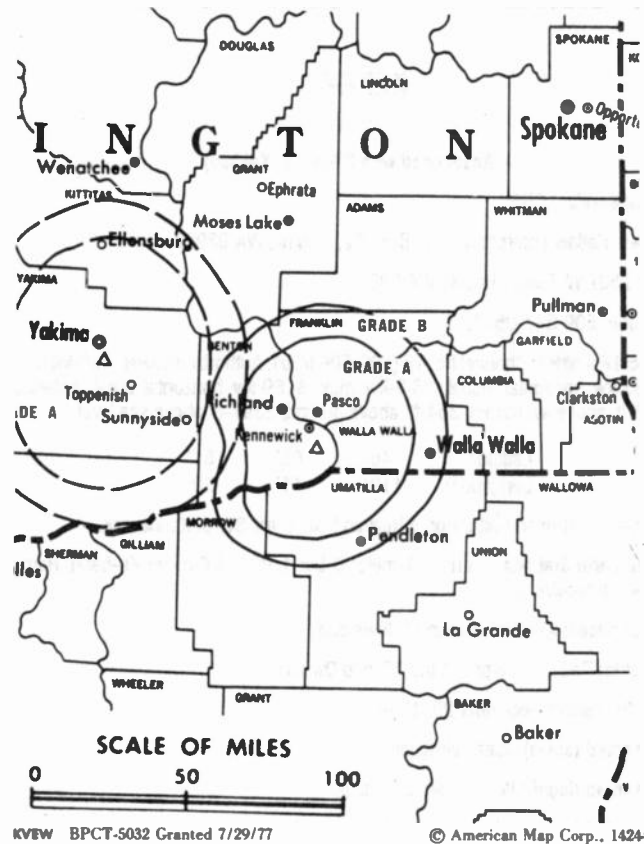
- Elizabeth Murphy Burns, President.
- Darrell Blue, Vice President & General Manager.
- Clarke Veach, Local Sales Manager.
- Neil Bennett, Chief Engineer.
- Thom Spencer, News Director.
- Dave Williams, Production Manager.

Rates: Sold in combination with KAPP, Yakima.

City of License: Kennewick. ADI: Yakima. Rank: 126.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OREGON			
	Morrow	2,900	2,700	93
	Umatilla	21,700	20,400	94
	WASHINGTON			
	Benton	41,800	40,500	97
	Franklin	13,300	12,900	97
Walla Walla	18,100	17,000	94	



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	OREGON			
	Gilliam	800	800	94
	WASHINGTON			
Between 5-24%	Adams	5,300	5,100	96
	Columbia	1,600	1,500	94
	OREGON			
Station Totals	Wheeler	700	700	100
	WASHINGTON			
	Grant	20,200	19,400	96
Net Weekly Circulation (1991)		126,400	121,000	96
Average Daily Circulation (1991)				76,600
				40,800

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# 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. & 383-kw horizontal visual, 88.3-kw max. & 69-kw horizontal aural. Antenna: 1203-ft. above av. terrain, 354-ft. above ground, 2397-ft. above sea level.

Latitude 46° 05' 51"  
Longitude 119° 11' 30"

Transmitter: Johnson Butte, Horse Heaven Hills, 8-mi. SW of Kennewick.

Satellite Earth Stations: Harris, 6.1-meter C-band; RCA, 4.6-meter Ku-band; Harris, M/A-Com 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:

Ken Messer, General Manager.

Steve Crow, Station Manager.

Jim Hall, News Director.

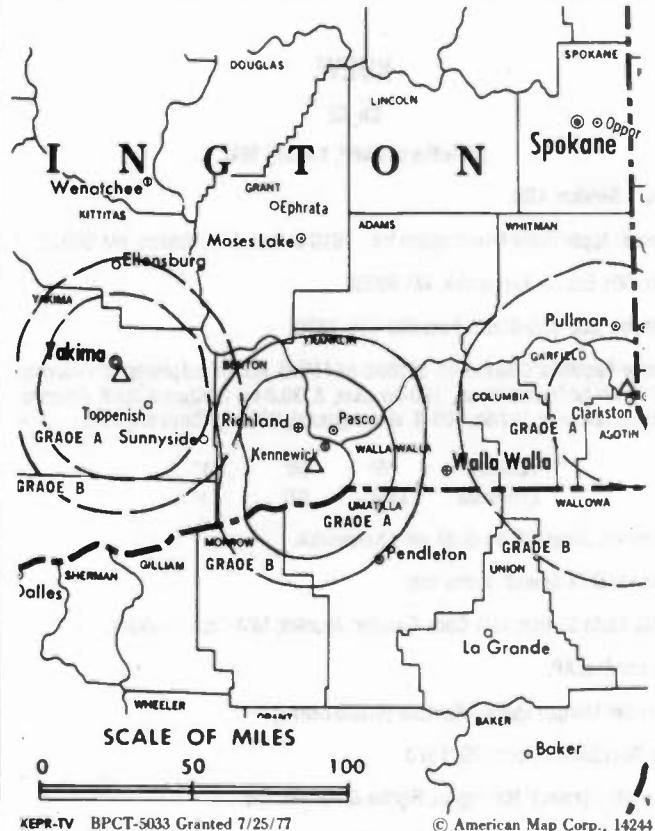
Don Eckis, Chief Engineer.

Rates: Sold in combination with KIMA-TV, Yakima.

City of License: Pasco. ADI: Yakima. Rank: 126.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OREGON			
	Morrow	2,900	2,700	93
	Umatilla	21,700	20,400	94
	WASHINGTON			
	Benton	41,800	40,500	97



KEPR-TV BPCT-5033 Granted 7/25/77

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Franklin	13,300	12,900	97
	Walla Walla	18,100	17,000	94
Between 25-49%	OREGON			
	Gilliam	800	800	94
	WASHINGTON			
	Adams	5,300	5,100	96
Between 5-24%	OREGON			
	Sherman	700	700	100
	Wheeler	700	700	100
	WASHINGTON			
	Grant	20,200	19,400	96
<b>Station Totals</b>		<b>125,500</b>	<b>120,200</b>	<b>96</b>
<b>Net Weekly Circulation (1991)</b>				<b>79,800</b>
<b>Average Daily Circulation (1991)</b>				<b>43,600</b>



# 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 13028, 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-Corn, 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): Settel 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.
- Rika Lockhart, Program Director.
- Robert Menderville, 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 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OREGON			
	Morrow	2,900	2,700	93
	Umatilla	21,700	20,400	94
	WASHINGTON			
	Benton	41,800	40,500	97
Franklin	13,300	12,900	97	
Walla Walla	18,100	17,000	94	



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	OREGON			
	Gilliam	800	800	94
	Wheeler	700	700	100
Between 5-24%	WASHINGTON			
	Adams	5,300	5,100	96
Station Totals	WASHINGTON			
	Grant	20,200	19,400	96
Net Weekly Circulation (1991)		124,800	119,500	96
Average Daily Circulation (1991)				78,100
				39,900

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# 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"

Holds 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.

**Multichannel TV Sound:** Stereo only.

**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).

**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.
- Don Lacy, Operations Manager.
- Larry Brandt, Chief Engineer.

**Rates:** On request.

**City of License:** Tacoma. **ADI:** Seattle-Tacoma. **Rank:** 16.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.



KCPQ BPCT-900104KF Granted 9/20/90

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>WASHINGTON</b>				
<b>50% &amp; Over</b>	Grays Harbor	25,500	23,900	94
	Island	21,600	21,100	98
	Jefferson	8,400	8,100	96
	King	603,700	582,800	97
	Kitsap	69,800	68,100	98
	Mason	15,100	14,700	97
	Pierce	215,900	210,400	97
	Skagit	29,500	28,400	96
	Snohomish	165,800	161,300	97
	Thurston	63,900	62,100	97
Whatcom	47,700	45,700	96	
<b>WASHINGTON</b>				
<b>Between 25-49%</b>	Chelan	21,300	20,400	96
	Clallam	22,800	21,800	96
	Cowlitz	32,000	31,000	97
	Douglas	10,000	9,700	97
	Lewis	23,200	22,100	95
<b>WASHINGTON</b>				
<b>Between 5-24%</b>	Kittitas East	8,000	7,500	94
	Kittitas West	2,200	2,100	93
	Pacific	7,600	7,100	93
	San Juan	4,600	4,400	96
<b>Station Totals</b>		<b>1,398,600</b>	<b>1,352,700</b>	<b>97</b>
<b>Net Weekly Circulation (1991)</b>				<b>803,700</b>
<b>Average Daily Circulation (1991)</b>				<b>335,800</b>

# 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: 206-448-3195.

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"

Holds 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.

Ownership: King Broadcasting Co. (Group Owner).

Began Operation: November 25, 1948 as KRSC-TV. Sold to King Bcstg. Co. August 1949 (Television Digest, Vol. 5:20, 23, 30). Sale pends (Vol. 31:9, 29).

Represented (sales): Blair Television.

Represented (legal): Fletcher, Heald & Hildreth.

Represented (engineering): Hammett & Edison Inc.

### Personnel:

- Steven Clifford, President, King Broadcasting Co.
- Suzanne Soriknes, Vice President, Corporate & Legal Secretary, King Bcstg.
- Eric S. Bremner, President, Broadcasting, King Broadcasting Co.
- Rick Bianchiardi, Vice President & General Manager.
- John Washington, General Sales Manager.
- Rick Moeller, National Sales Manager.
- Robert Jordan, News Director.
- Craig Smith, Program Director.
- Ull Haider, 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: 16.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OREGON			
	Clatsop	13,100	12,400	95
	WASHINGTON			
	Chelan	21,300	20,400	96
	Clallam	22,800	21,800	96
	Douglas	10,000	9,700	97



KING-TV BPCT-732 Granted 1/14/53

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Grays Harbor	25,500	23,900	94
	Island	21,600	21,100	98
	Jefferson	8,400	8,100	96
	King	603,700	582,800	97
	Kitsap	69,800	68,100	98
	Kittitas West	2,200	2,100	93
	Lewis	23,200	22,100	95
	Mason	15,100	14,700	97
	Pacific	7,600	7,100	93
	Pierce	215,900	210,400	97
	San Juan	4,600	4,400	96
	Skagit	29,500	28,400	96
	Snohomish	165,800	161,300	97
	Thurston	63,900	62,100	97
Whatcom	47,700	45,700	96	
Between 25-49%	WASHINGTON Grant	20,200	19,400	96
	WASHINGTON			
Between 5-24%	Adams	5,300	5,100	96
	Cowlitz	32,000	31,000	97
	Kittitas East	8,000	7,500	94
	Klickitat	6,300	5,900	94
Station Totals		1,443,500	1,395,500	97
Net Weekly Circulation (1991)				1,128,600
Average Daily Circulation (1991)				622,100

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# Washington—Seattle

## KIRO-TV

Ch. 7

Network Service: CBS.

Licensee: KIRO Inc., Broadcast House, 2807 3rd Ave., Seattle, WA 98111-7777.

Studio: 2807 3rd 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:

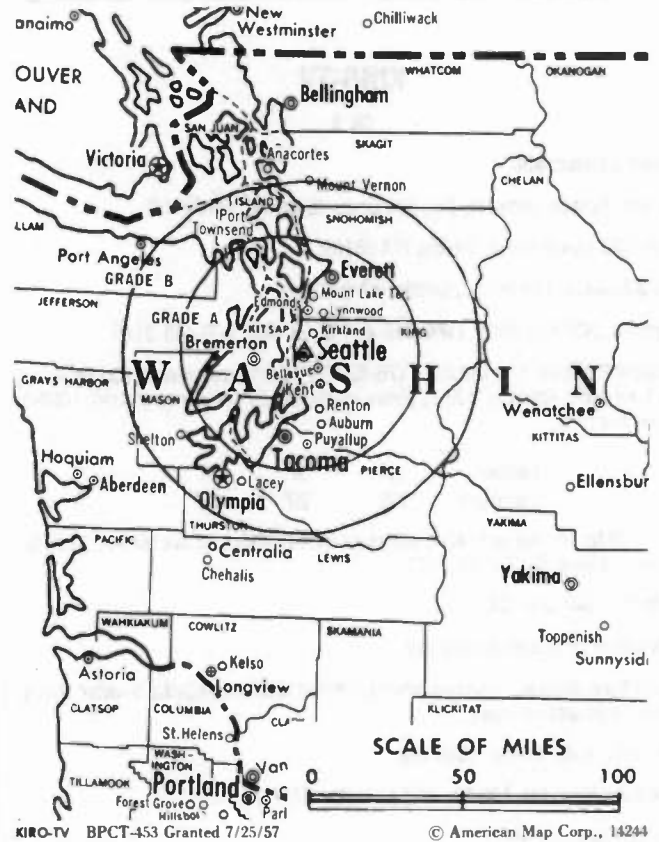
Kenneth L. Hatch, President & Chairman of Board, KIRO Inc.  
James Johnson, Senior Vice President.  
Glenn C. Wright, Executive Vice President & General Manager.  
Michael Poth, Vice President & Director of Sales Operations.  
Nick Freeman, Vice President, Programs, Video & Technical Operations & Production Services.  
Pamela Steele, Vice President & Public Affairs Director.  
James Zogg, General Sales Manager.  
Stan Walderhaug, National Sales Manager.  
John Lippman, News Director.  
Janeen Gutierrez, Operations/Traffic Director.  
Maria Margaris, Assistant Program Director.  
Dave Baumann, Promotion Director.  
Gary Moore, Marketing Director.  
Tom Hawley, Marketing Director.  
Richard Jacoby, Production Manager.  
Charles Morrils, Engineering Director.

Rates: On request.

NETWORK BASE HOURLY RATE: \$1549.

City of License: Seattle. ADI: Seattle-Tacoma. Rank: 16.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	<b>WASHINGTON</b>				
		Chelan	21,300	20,400	96
		Clallam	22,800	21,800	96
		Douglas	10,000	9,700	97
		Grays Harbor	25,500	23,900	94
		Island	21,600	21,100	98
		Jefferson	8,400	8,100	96
		King	603,700	582,800	97
		Kitsap	69,800	68,100	98
		Kittitas West	2,200	2,100	93
		Lewis	23,200	22,100	95
		Mason	15,100	14,700	97
		Pierce	215,900	210,400	97
	Skagit	29,500	28,400	96	
	Snohomish	165,800	161,300	97	
	Thurston	63,900	62,100	97	
	Whatcom	47,700	45,700	96	
Between 25-49%	<b>WASHINGTON</b>				
		Kittitas East	8,000	7,500	94
		Pacific	7,600	7,100	93
	San Juan	4,600	4,400	96	
Between 5-24%	<b>WASHINGTON</b>				
		Adams	5,300	5,100	96
		Cowlitz	32,000	31,000	97
	Grant	20,200	19,400	96	
<b>Station Totals</b>		<b>1,424,100</b>	<b>1,377,200</b>	<b>97</b>	
<b>Net Weekly Circulation (1991)</b>				<b>1,061,300</b>	
<b>Average Daily Circulation (1991)</b>				<b>544,600</b>	

# 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' 56.36"  
Longitude 122° 21' 09.82"

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.

SNM Mobile Dish: Midwest Communications, 2.6-meter Ku-band.

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. Glessa, Executive Vice President, Administration & Secretary.  
Patrick Scott, Executive 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: \$12,000.

NETWORK BASE HOURLY RATE: \$2200.

City of License: Seattle. ADI: Seattle-Tacoma. Rank: 16.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.



KOMO-TV BPCT-407 Granted 6/10/53

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>WASHINGTON</b>			
	Chelan	21,300	20,400	96
	Clallam	22,800	21,800	96
	Douglas	10,000	9,700	97
	Grays Harbor	25,500	23,900	94
	Island	21,600	21,100	98
	Jefferson	8,400	8,100	96
	King	603,700	582,800	97
	Kitsap	69,800	68,100	98
	Kititas West	2,200	2,100	93
	Lewis	23,200	22,100	95
	Mason	15,100	14,700	97
	Pacific	7,600	7,100	93
Pierce	215,900	210,400	97	
San Juan	4,600	4,400	96	
Skagit	29,500	28,400	96	
Snohomish	165,800	161,300	97	
Thurston	63,900	62,100	97	
Whatcom	47,700	45,700	96	
Between 25-49%	<b>OREGON</b>			
	Clatsop	13,100	12,400	95
	<b>WASHINGTON</b>			
	Cowlitz	32,000	31,000	97
	Grant	20,200	19,400	96
Between 5-24%	<b>MISSOURI</b>			
	Chariton	3,900	3,800	97
	Montgomery	4,300	4,200	98
	<b>WASHINGTON</b>			
	Kititas East	8,000	7,500	94
Klickitat	6,300	5,900	94	
<b>Station Totals</b>		<b>1,446,400</b>	<b>1,398,400</b>	<b>97</b>
<b>Net Weekly Circulation (1991)</b>				<b>1,144,800</b>
<b>Average Daily Circulation (1991)</b>				<b>662,000</b>

# 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.
- Jim Cummings, National Sales Manager.
- Mark Ollenger, News Director.
- Curtis M. Holman, Business Manager.
- David Saline, Market Research Manager.
- Paul Crittenden, Chief Engineer.
- Ray Clark, Production Manager.
- Steve Pickle, Creative Services Director.
- Bill McLain, Public Affairs Director.
- Leslie Donovan, Publicist.

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

**City of License:** Tacoma. **ADI:** Seattle-Tacoma. **Rank:** 16.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>WASHINGTON</b>			
	Grays Harbor	25,500	23,900	94
	Island	21,600	21,100	98
	Jefferson	8,400	8,100	96
	King	603,700	582,800	97
	Kitsap	69,800	68,100	98
	Lewis	23,200	22,100	95
	Pierce	215,900	210,400	97



KSTW BPCT-890810KF Granted 9/29/89 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Skagit	29,500	28,400	96
	Snohomish	165,800	161,300	97
	Thurston	63,900	62,100	97
Between 25-49%	<b>WASHINGTON</b>			
	Benton	41,800	40,500	97
	Chelan	21,300	20,400	96
	Clallam	22,800	21,800	96
	Cowlitz	32,000	31,000	97
	Douglas	10,000	9,700	97
	Franklin	13,300	12,900	97
	Kittitas West	2,200	2,100	93
	Mason	15,100	14,700	97
	Walla Walla	18,100	17,000	94
	Whatcom	47,700	45,700	96
Whitman	16,000	15,300	96	
Yakima	71,000	67,900	96	
Between 5-24%	<b>IDAHO</b>			
	Kootenai	26,400	26,000	98
	Latah	11,100	10,800	97
	<b>OREGON</b>			
Clatsop	13,100	12,400	95	
<b>UTAH</b>				
Sevier	5,200	5,100	98	
<b>WASHINGTON</b>				
Klickitat	6,300	5,900	94	
Okanogan	13,000	12,200	94	
Pacific	7,600	7,100	93	
Spokane	143,600	139,100	97	
<b>Station Totals</b>		<b>1,764,900</b>	<b>1,705,900</b>	<b>97</b>
<b>Net Weekly Circulation (1991)</b>				<b>879,600</b>
<b>Average Daily Circulation (1991)</b>				<b>353,300</b>

# 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, 6-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:

Mary Jane Allen, Station Manager.

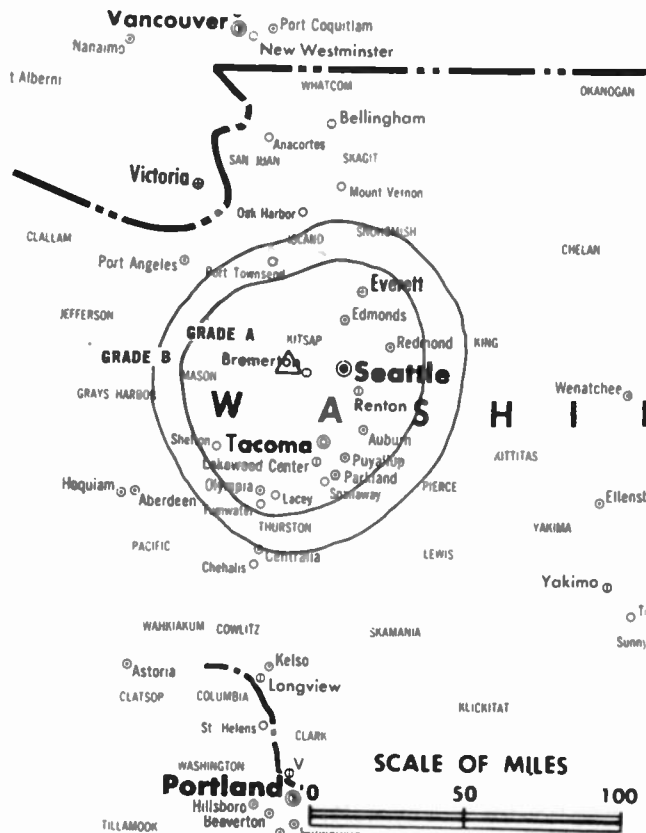
Gene Glasunow, Chief Engineer.

Kenny Wilkoe, Program Director.

Highest 30 Sec. Rate: \$77.

City of License: Tacoma. ADI: Seattle-Tacoma. Rank: 16.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.



KTBW-TV BMPCT-830926KE Granted 2/10/84 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>WASHINGTON</b>			
Between 5-24%	Jefferson	8,400	8,100	96
<b>Station Totals</b>		<b>8,400</b>	<b>8,100</b>	<b>96</b>
<b>Net Weekly Circulation (1991)</b>				<b>16,200</b>
<b>Average Daily Circulation (1991)</b>				<b>7,000</b>

# 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. **Fax:** 206-281-0207; 206-281-0208.

**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 av. terrain, 909-ft. above ground, 1319-ft. above sea level. BPCT-890821KE.

**Transmitter:** 1618 18th Ave., Seattle.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Harris, 6.1-meter C-band; Harris, 4.5-meter Ku-band; Harris receivers.

**News Services:** AP, INN.

**Ownership:** Dudley Communications Corp.

**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):** Setel Inc.

**Represented (legal):** Davis Wright Tremaine.

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

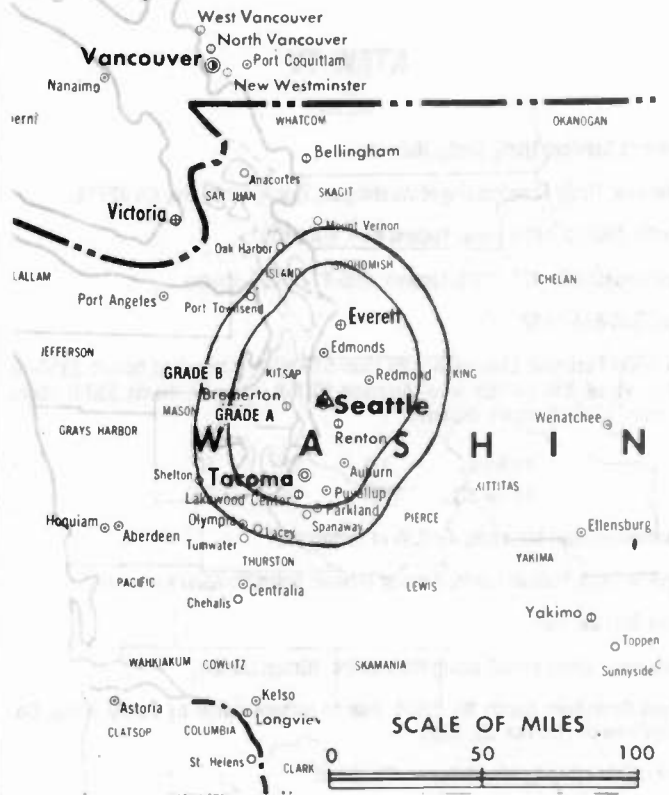
**Personnel:**

- Daniel Lutgen, General Manager.
- Colleen Morgan, General Sales Manager.
- Wade Brewer, Program Director.
- John Schoonover, Promotion Director.
- Linda Vaughan, Accounting Manager.
- Wendy Anderson, Traffic Manager.
- Bud Alger, Chief Engineer.
- Rick Kemp, Assistant Chief Engineer.

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

**City of License:** Seattle. **ADI:** Seattle-Tacoma. **Rank:** 16.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.



KTZZ-TV BPCT-890821KE Granted 3/23/90

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>WASHINGTON</b>			
	Jefferson	8,400	8,100	96
<b>Between 5-24%</b>	<b>WASHINGTON</b>			
	Grays Harbor	25,500	23,900	94
	Island	21,600	21,100	98
	King	603,700	582,800	97
	Kitsap	69,800	68,100	98
	Lewis	23,200	22,100	95
	Mason	15,100	14,700	97
	Pierce	215,900	210,400	97
	Snohomish	165,800	161,300	97
	Thurston	63,900	62,100	97
<b>Station Totals</b>		<b>1,212,900</b>	<b>1,174,600</b>	<b>97</b>
<b>Net Weekly Circulation (1991)</b>				<b>258,700</b>
<b>Average Daily Circulation (1991)</b>				<b>71,800</b>



# Washington—Spokane

## KAYU-TV

Ch. 28

Network Service: Fox.

Licensee: KAYU-TV Partners Ltd., 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.

D. Lane Guin, General Sales Manager.

Tim Burrows, Director of Programming & Promotion.

Paula Bauer, Business Manager.

Jan Brandvold, Regional Sales Manager.

Ronald Valley, Director of Engineering.

Rates: On request.

City of License: Spokane. ADI: Spokane. Rank: 78.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WASHINGTON			
	Lincoln	3,800	3,700	97
	Spokane	143,600	139,100	97
Between 25-49%	IDAHO			
	Benewah	3,300	3,200	97
	Bonner	10,100	9,800	97
	Boundary	2,700	2,600	96
	Kootenai	26,400	26,000	98
	Latah	11,100	10,800	97
	Nez Perce	13,300	13,000	98
	Shoshone	5,700	5,600	98
	WASHINGTON			
	Adams	5,300	5,100	96
	Douglas	10,000	9,700	97



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	IDAHO			
	Clearwater	3,300	3,200	97
	Idaho	5,100	4,900	96
OREGON	Morrow	2,900	2,700	93
	Umatilla	21,700	20,400	94
	WASHINGTON			
	Asotin	7,000	6,800	97
	Chelan	21,300	20,400	96
	Columbia	1,600	1,500	94
	Ferry	2,100	2,000	95
	Garfield	1,000	900	90
	Kittitas West	2,200	2,100	93
	Lewis	23,200	22,100	95
	Okanogan	13,000	12,200	94
	Pend Oreille	3,400	3,300	97
	Walla Walla	18,100	17,000	94
Station Totals		408,900	393,700	96
Net Weekly Circulation (1991)			151,300	
Average Daily Circulation (1991)			63,100	

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# 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:

J. Birney Blair, President & General Manager.  
Don Carmichael, Operations Manager & Chief Engineer.  
Paul Dughi, News Director.  
Larry Gants, Program & Promotion Director.  
Louise Hansen, Community Affairs.  
Bob Busse, Business Manager.

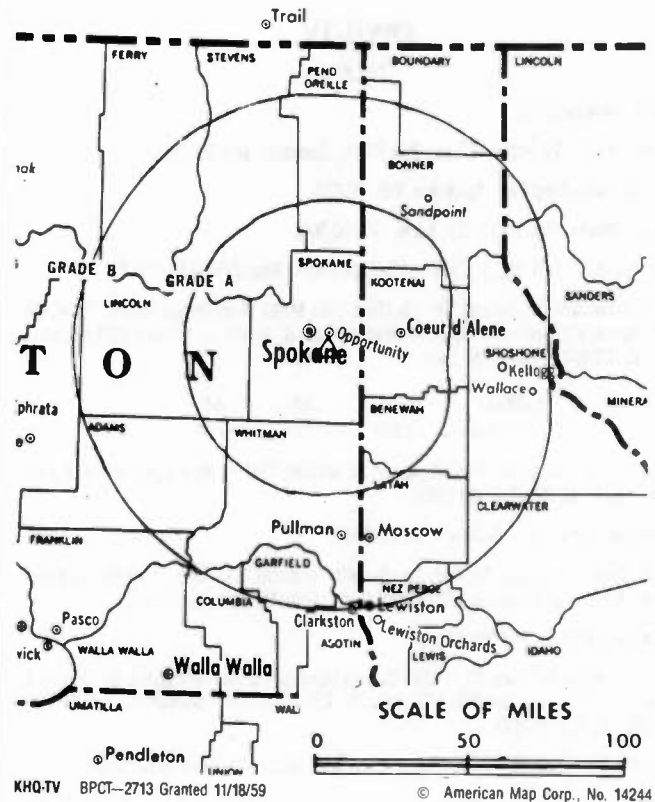
Highest 30 Sec. Rate: \$800.

NETWORK BASE HOURLY RATE: \$1100.

City of License: Spokane. ADI: Spokane. Rank: 78.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>IDAHO</b>			
	Benewah	3,300	3,200	97
	Bonner	10,100	9,800	97
	Boundary	2,700	2,600	96
	Clearwater	3,300	3,200	97
	Idaho	5,100	4,900	96
	Kootenai	26,400	26,000	98
	Latah	11,100	10,800	97
	Lewis	1,400	1,400	100
	Nez Perce	13,300	13,000	98
	Shoshone	5,700	5,600	98
	<b>MONTANA</b>			
	Lincoln	6,900	6,600	96



KHQ-TV BPC-2713 Granted 11/18/59

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>OREGON</b>			
	Wallowa	3,000	2,800	93
	<b>WASHINGTON</b>			
	Adams	5,300	5,100	96
	Asotin	7,000	6,800	97
	Columbia	1,600	1,500	94
	Douglas	10,000	9,700	97
	Ferry	2,100	2,000	95
	Garfield	1,000	900	90
	Grant	20,200	19,400	96
	Lincoln	3,800	3,700	97
Okanogan	13,000	12,200	94	
Spokane	143,600	139,100	97	
Stevens	11,500	10,900	95	
Whitman	16,000	15,300	96	
Between 25-49%	<b>MONTANA</b>			
	Hill	6,900	6,700	97
	<b>WASHINGTON</b>			
	Chelan	21,300	20,400	96
Pend Oreille	3,400	3,300	97	
Walla Walla	18,100	17,000	94	
Between 5-24%	<b>MONTANA</b>			
	Glacier	3,800	3,600	95
	Lake	8,500	8,300	98
	Sanders	3,800	3,600	95
	Toole	2,200	2,100	95
<b>OREGON</b>				
Umatilla	21,700	20,400	94	
<b>Station Totals</b>		<b>417,100</b>	<b>401,900</b>	<b>96</b>
<b>Net Weekly Circulation (1991)</b>			<b>274,200</b>	
<b>Average Daily Circulation (1991)</b>			<b>154,400</b>	

# 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: Transmit/receive Andrew, 4.6-meter Ku-band; 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-Com, 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.  
Paul Brandt, News Director.  
Meg Antonius, Program Director.  
Scott Blair, Operations Manager.  
Boyd Lundberg, Chief Engineer.  
Barbara Nargang-Grant, Business Manager.  
Robert Grant, Promotion Manager.

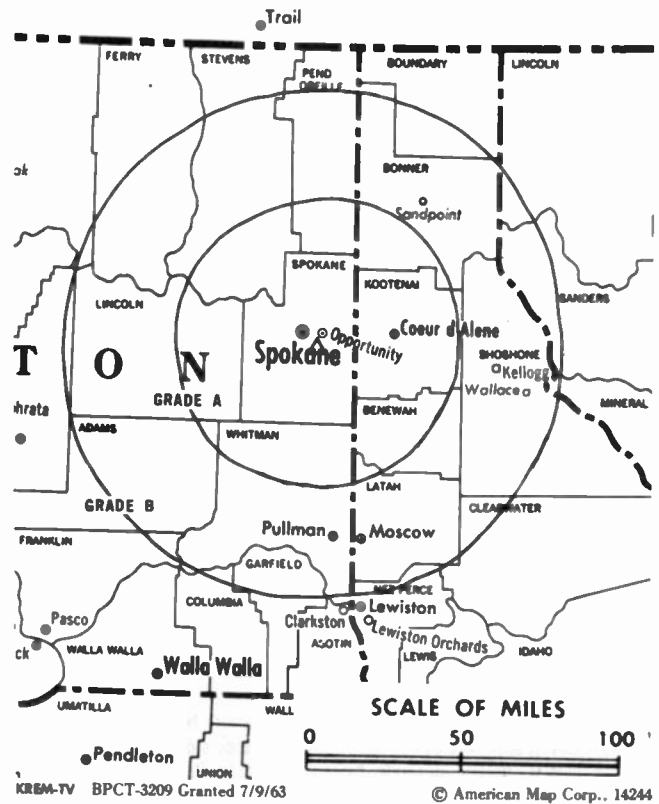
Highest 30 Sec. Rate: \$1000.

NETWORK BASE HOURLY RATE: \$1000.

City of License: Spokane. ADI: Spokane. Rank: 78.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IDAHO			
	Beneawah	3,300	3,200	97
	Bonner	10,100	9,800	97
	Boundary	2,700	2,600	96
	Clearwater	3,300	3,200	97
	Idaho	5,100	4,900	96
	Kootenai	26,400	26,000	98
	Latah	11,100	10,800	97
	Lewis	1,400	1,400	100
	Nez Perce	13,300	13,000	98
Shoshone	5,700	5,600	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MONTANA			
	Lincoln	6,900	6,600	96
	Sanders	3,800	3,600	95
	OREGON			
	Wallowa	3,000	2,800	93
	WASHINGTON			
	Adams	5,300	5,100	96
	Asotin	7,000	6,800	97
	Chelan	21,300	20,400	96
	Columbia	1,600	1,500	94
Ferry	2,100	2,000	95	
Garfield	1,000	900	90	
Grant	20,200	19,400	96	
Lincoln	3,800	3,700	97	
Okanogan	13,000	12,200	94	
Pend Oreille	3,400	3,300	97	
Spokane	143,600	139,100	97	
Stevens	11,500	10,900	95	
Whitman	16,000	15,300	96	
Between 25-49%	MONTANA			
	Flathead	24,100	23,400	97
	Hill	6,900	6,700	97
WASHINGTON	Douglas	10,000	9,700	97
	Walla Walla	18,100	17,000	94
	Between 5-24%	MONTANA		
Lake		8,500	8,300	98
OREGON	Baker	6,000	5,700	95
	Umatilla	21,700	20,400	94
	Union	8,500	7,900	93
	Station Totals	449,700	433,200	96
Net Weekly Circulation (1991)			296,200	
Average Daily Circulation (1991)			171,000	

# Washington—Spokane

## KXLY-TV

Ch. 4

Network Service: ABC.

Licensee: Spokane TV Inc., W. 500 Boone Ave., Spokane, WA 99201.

Studio: W. 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, 4.8-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; Satcom Technologies, 7-meter C-band; Avantek, M/A-Com receivers.

AM Affiliate: KXLY, 5-kw, 920 kHz.

FM Affiliate: KXLY-FM, 37-kw, 99.9 MHz (No. 260), 2998-ft.

News Services: AP, CNN, NIWS.

Ownership: 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 Stoverding, Local Sales Manager.

Robin Briley, News Director.

Eileen McKinnon, Program Director.

Beth Yeager, Promotion Manager.

Donald Pope, Chief Engineer.

Ed Walsh, Business Manager.

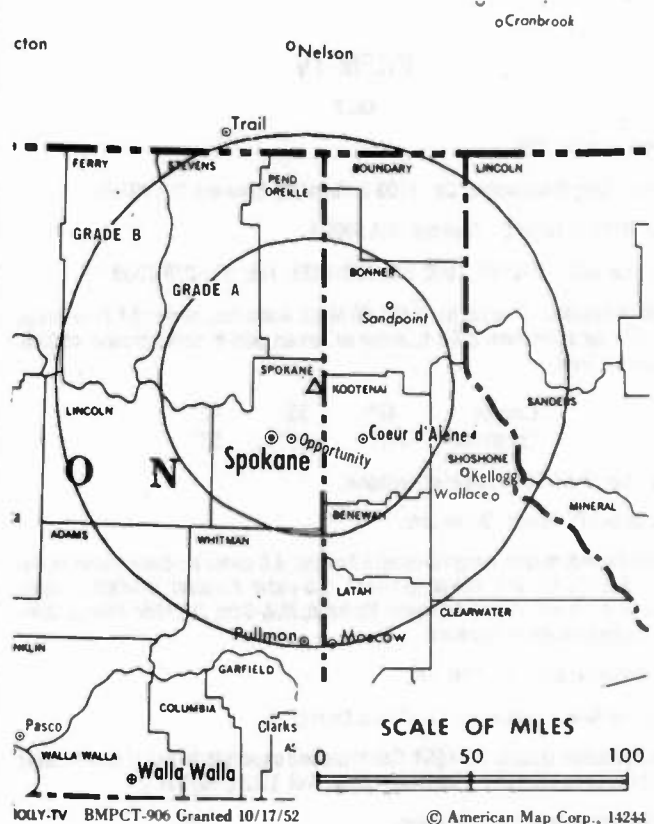
Highest 30 Sec. Rate: \$600.

NETWORK BASE HOURLY RATE: \$675.

City of License: Spokane. ADI: Spokane. Rank: 78.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	<b>IDAHO</b>				
		Benewah	3,300	3,200	97
		Bonner	10,100	9,800	97
		Boundary	2,700	2,600	96
		Clearwater	3,300	3,200	97
		Idaho	5,100	4,900	96
		Kootenai	26,400	26,000	98
		Latah	11,100	10,800	97
		Lewis	1,400	1,400	100
		Nez Perce	13,300	13,000	98
		Shoshone	5,700	5,600	98
		<b>MONTANA</b>			
		Flathead	24,100	23,400	97
		Lincoln	6,900	6,600	96
		Sanders	3,800	3,600	95



KXLY-TV BMPCT-906 Granted 10/17/52

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Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	<b>OREGON</b>				
		Wallowa	3,000	2,800	93
	<b>WASHINGTON</b>				
		Adams	5,300	5,100	96
		Asotin	7,000	6,800	97
		Ferry	2,100	2,000	95
		Garfield	1,000	900	90
		Grant	20,200	19,400	96
		Lincoln	3,800	3,700	97
		Okanogan	13,000	12,200	94
		Pend Oreille	3,400	3,300	97
		Spokane	143,600	139,100	97
		Stevens	11,500	10,900	95
	Whitman	16,000	15,300	96	
Between 25-49%	<b>MONTANA</b>				
		Glacier	3,800	3,600	95
		Hill	6,900	6,700	97
		Lake	8,500	8,300	98
		Missoula	32,400	31,400	97
		Toole	2,200	2,100	95
	<b>WASHINGTON</b>				
		Chelan	21,300	20,400	96
		Douglas	10,000	9,700	97
Between 5-24%	<b>MONTANA</b>				
		Mineral	1,600	1,600	100
		Ravalli	10,500	10,200	97
	<b>OREGON</b>				
		Union	8,500	7,900	93
	<b>WASHINGTON</b>				
		Columbia	1,600	1,500	94
	Walla Walla	18,100	17,000	94	
<b>Station Totals</b>		<b>472,500</b>	<b>456,000</b>	<b>97</b>	
<b>Net Weekly Circulation (1991)</b>				<b>308,000</b>	
<b>Average Daily Circulation (1991)</b>				<b>175,800</b>	

# Washington—Vancouver

**KPDX**

**Ch. 49**

**Network Service:** Fox.

**Licensee:** Columbia River Television Inc., 1 Columbia River, Vancouver, WA 98660.

**Studio:** 1 Columbia River, Vancouver, WA 98660.

**Business Office:** 910 N.E. Union, Portland, OR 97232.

**Telephones:** 206-254-4949; 503-239-4949. **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, 2055-ft. above sea level.

Latitude 45° 31' 22"  
Longitude 122° 45' 07"

**Transmitter:** 211 N.W. Miller Rd., Portland, OR.

**Satellite Earth Stations:** C-band; Ku-band.

**News Services:** CBS, CNN, Fox, 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):** Hammett & Edison Inc.

**Personnel:**

- Jack F. Matranga, General Manager.
- Dennis Updegraff, Station Manager.
- Walt Adler, General Sales Manager.
- Dale Coloma, Local Sales Manager.
- Linda Bezila, Business Manager.
- Sally Knowlton, Marketing Director.
- Robert Wyatt, Chief Engineer.

**Rates:** On request.

**City of License:** Vancouver. **AOI:** Portland, OR. **Rank:** 27.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>OREGON</b>			
	Clackamas	99,200	96,000	97
	Lincoln	16,400	15,100	92
	Multnomah	245,000	236,000	96
	Washington	112,600	110,100	98
	<b>WASHINGTON</b>			
	Clark	84,600	82,400	97



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>OREGON</b>			
	Clatsop	13,100	12,400	95
	Columbia	13,900	13,400	96
	Hood River	6,400	6,000	94
	Marion	85,000	81,600	96
	Polk	18,500	17,800	96
	Tillamook	8,800	8,200	93
	Wasco	8,200	7,700	94
	Yamhill	21,800	20,800	95
	<b>WASHINGTON</b>			
	Cowlitz	32,000	31,000	97
<b>Between 5-24%</b>	<b>OREGON</b>			
	Linn	34,400	33,100	96
	<b>WASHINGTON</b>			
	Klickitat	6,300	5,900	94
	Skamania	3,000	2,800	93
<b>Station Totals</b>		<b>809,200</b>	<b>780,300</b>	<b>96</b>
<b>Net Weekly Circulation (1991)</b>				<b>380,200</b>
<b>Average Daily Circulation (1991)</b>				<b>150,200</b>

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# 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. **Fax:** 509-433-3623.

**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, Assistant General Manager.
- Judy Ernest, General Sales Manager.
- Clarke Veach, Local Sales Manager.
- Brian Heading, Production Manager.
- Dave Ettl, News Director.
- Kaylene Brady, Program Coordinator.
- Bob Romero, Promotion Manager.
- Bob Couchman, Chief Engineer.

**Rates:** On request.

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

**City of License:** Yakima. **ADI:** Yakima. **Rank:** 126.

Total Households: ©ANSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.



KAPP BMPCT-7065 Granted 9/3/69

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>WASHINGTON</b>			
	Kittitas East	8,000	7,500	94
	Yakima	71,000	67,900	96
<b>Between 5-24%</b>	<b>WASHINGTON</b>			
	Benton	41,800	40,500	97
	Kittitas West	2,200	2,100	93
<b>Station Totals</b>		<b>123,000</b>	<b>118,000</b>	<b>96</b>
<b>Net Weekly Circulation (1991)</b>			<b>71,500</b>	
<b>Average Daily Circulation (1991)</b>			<b>45,500</b>	

# 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 98901.

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: 484-kw max. & 378-kw horizontal visual, 87.3-kw max. & 68.2-kw horizontal aural. Antenna: 974-ft. above av. terrain, 169-ft. above ground, 2169-ft. above sea level.

Latitude 46° 31' 58"  
Longitude 120° 30' 33"

Transmitter: Ahtanum Ridge, 2-mi. SW of Union Gap, near Yakima.

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 Filmways Inc. approved by FCC Aug. 30, 1972 (Vol. 12:4). Previously, merger of Filmways Inc. & Cascade Bcstg. approved by FCC July 23, 1969. Sale to Cascade Bcstg. by A. W. Talbot and Ralph Sundquist, et al., approved Feb. 21, 1962 (Vol. 1:14).

Represented (sales): Katz Television.

Represented (legal): Wiley, Rein & Fielding.

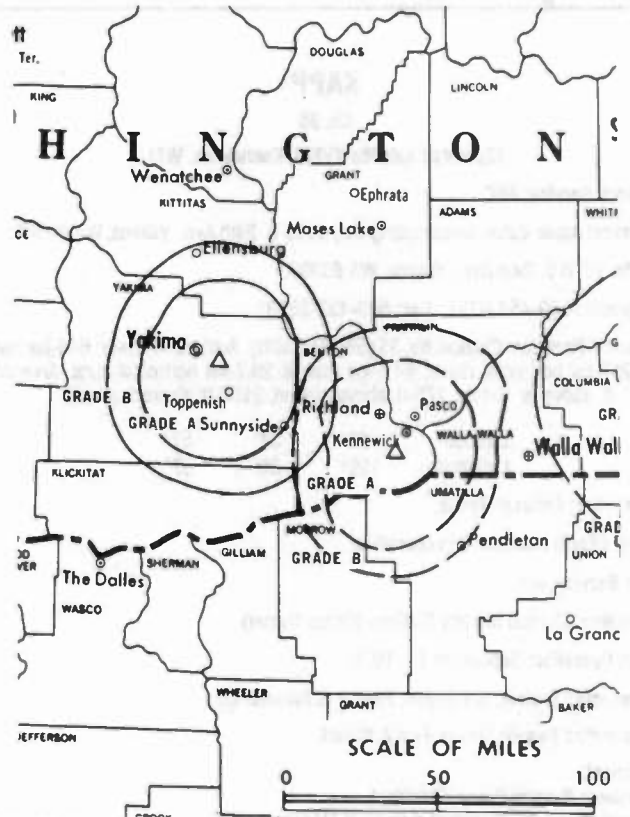
Represented (engineering): Hammett & Edison Inc.

### Personnel:

Ken Messer, General Manager.  
John Vorous, Local Sales Manager.  
T. J. Close, News Director.  
Stu Seibel, Program Director.  
Cary Seward, Promotion Director.  
Cliff Grady, Chief Engineer.  
Harriet Pettie, Business Manager.  
Mary Beth Bradley, Marketing Director.

Highest 30 Sec. Rate: \$650.

Rates: Include KEPR-TV, Pasco, WA & KLEW-TV, Lewiston, ID.



KIMA-TV BPCT-5034 Granted 7/25/77

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NETWORK BASE HOURLY RATE: \$810.

City of License: Yakima. ADI: Yakima. Rank: 126.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WASHINGTON Kittitas East	8,000	7,500	94
	Yakima	71,000	67,900	96
Between 5-24%	WASHINGTON Benton	41,800	40,500	97
	Franklin	13,300	12,900	97
	Kittitas West	2,200	2,100	93
<b>Station Totals</b>		<b>136,300</b>	<b>130,900</b>	<b>96</b>
<b>Net Weekly Circulation (1991)</b>				<b>70,600</b>
<b>Average Daily Circulation (1991)</b>				<b>43,700</b>



# Washington—Yakima

**KNDO**

Ch. 23

(Also operates satellite KNDO, Richland-Pasco-Kennewick, WA)

**Network Service:** NBC.

**Licensee:** Columbia Empire Bcstg. Corp., a Delaware Corp, 1608 S. 24th Ave., Yakima, WA 98901.

**Studio:** 1608 S. 24th Ave., Yakima, WA 98901.

**Telephone:** 509-248-2300. **Fax:** 509-575-0266.

**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):** Seitel Inc.; Art Moore Inc. (Northwest).

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

**Personnel:**

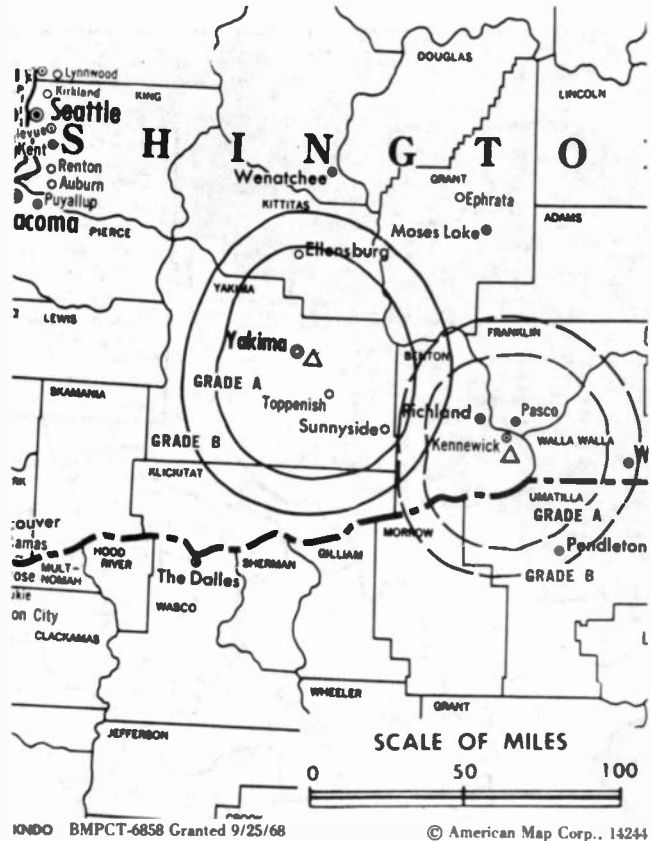
- Elliott Kleeman, General Manager.
- Dale Chaney, General Sales Manager.
- Shelly Swanke, News Director.
- Rita Lockhart, Program Director.
- Jim Lewis, Community Affairs Director.
- Robert Manderville, Promotion Director.
- Doug Dietrich, Business Manager.
- Wayne Whitaker, Director of Engineering.

**Rates:** On request.

**NETWORK BASE HOURLY RATE:** \$600.

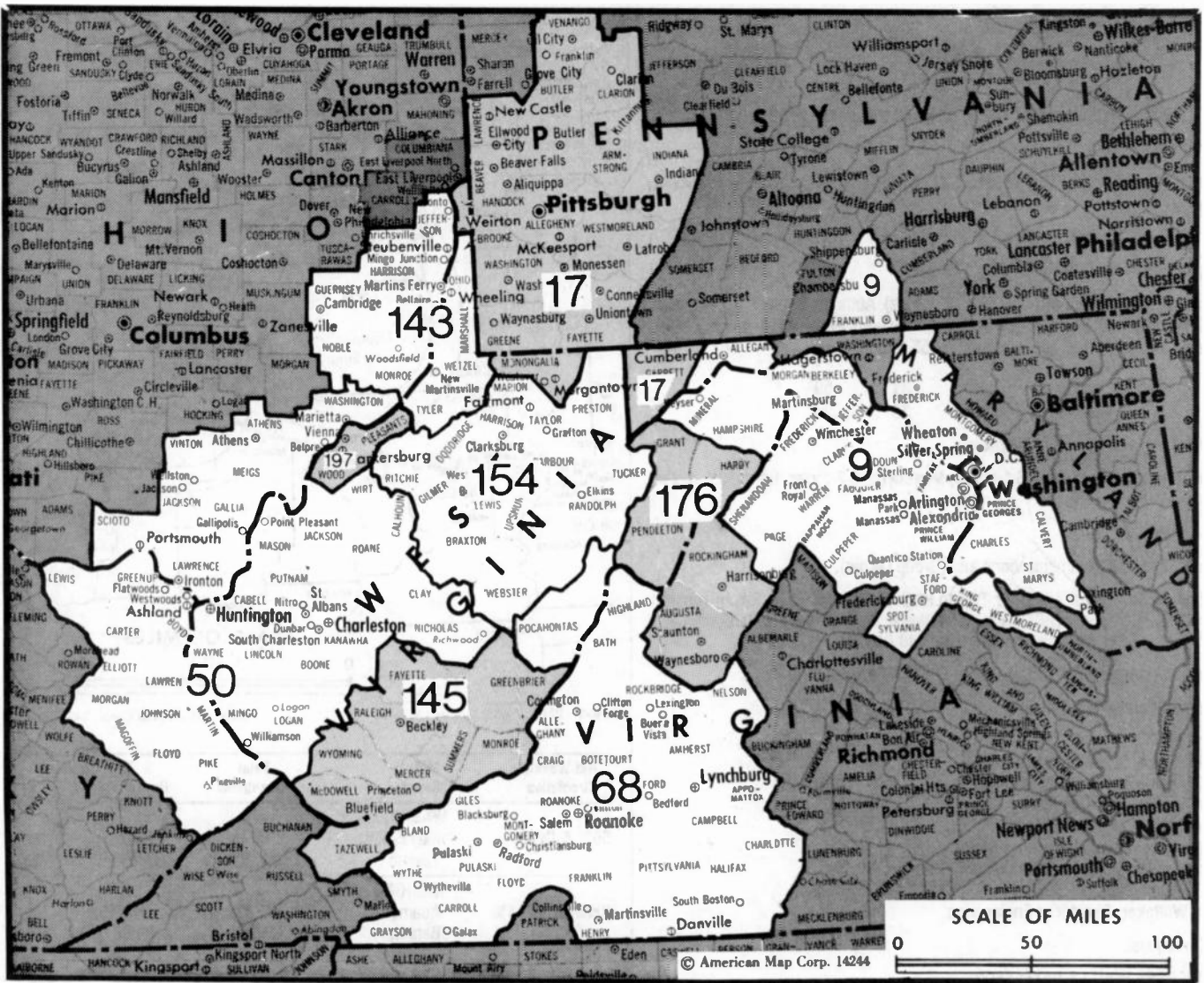
**City of License:** Yakima. **ADI:** Yakima. **Rank:** 126.

Total Households: ©MSI Consumer Market Data as of 1/1/81. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>WASHINGTON</b>			
	Kittitas East	8,000	7,500	94
	Yakima	71,000	67,900	96
<b>Between 5-24%</b>	<b>WASHINGTON</b>			
	Adams	5,300	5,100	96
	Benton	41,800	40,500	97
	Franklin	13,300	12,900	97
	Kittitas West	2,200	2,100	93
<b>Station Totals</b>		<b>141,600</b>	<b>136,000</b>	<b>96</b>
<b>Net Weekly Circulation (1991)</b>			<b>69,500</b>	
<b>Average Daily Circulation (1991)</b>			<b>41,200</b>	

# West Virginia



Market	Arbitron A01 TV Households	Rank	Market Area Commercial TV Stations
Washington, DC	1,718,600	9	WDC-TV (20), WFTY (50), WJLA-TV (7), WRC-TV (4), WTKK (66), WTTG (5), WUSA (9), WYVN (60)
Pittsburgh, PA	1,156,800	17	KDKA-TV (2), WPCB-TV (40), WPGH-TV (53), WPFF-TV (22), WPXI (11), WTAE-TV (4)
Charleston-Huntington, WV	511,900	50	WCHS-TV (8), WOWK-TV (13), WSAZ-TV (3), WTSF (61), WVAH-TV (11)
Roanoke-Lynchburg, VA	376,300	68	WDBJ (7), WEFC (38), WJPR (21), WSET-TV (13), WLSL-TV (10), WVFT (27)
Wheeling, WV-Steubenville, OH	152,800	143	WTOV-TV (9), WTRF-TV (7)
Bluefield-Beckley-Oak Hill, WV	145,500	145	WOAY-TV (4), WVVA (6)
Clarksburg-Weston, WV	126,300	154	WBOY-TV (12), WDTV (5), WLYJ (46)
Harrisonburg, VA	73,400	176	WHSV-TV (3)
Parkersburg, WV	39,100	197	WTAP-TV (15)

## 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, 1991

	VHF	UHF	TOTAL
Commercial Television Stations	9	3	12
Educational Television Stations	1	2	3
	10	5	15

# West Virginia—Bluefield

**WVVA**

Ch. 6

Network Service: NBC.

Licensee: WVVA Television Inc., 130-138 S. 5th 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 visual, 6.03-kw 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.
- Dave Kirby, News Director.
- Tom Syner, Promotion Director.
- Lou Strong, Computer Operations Manager.

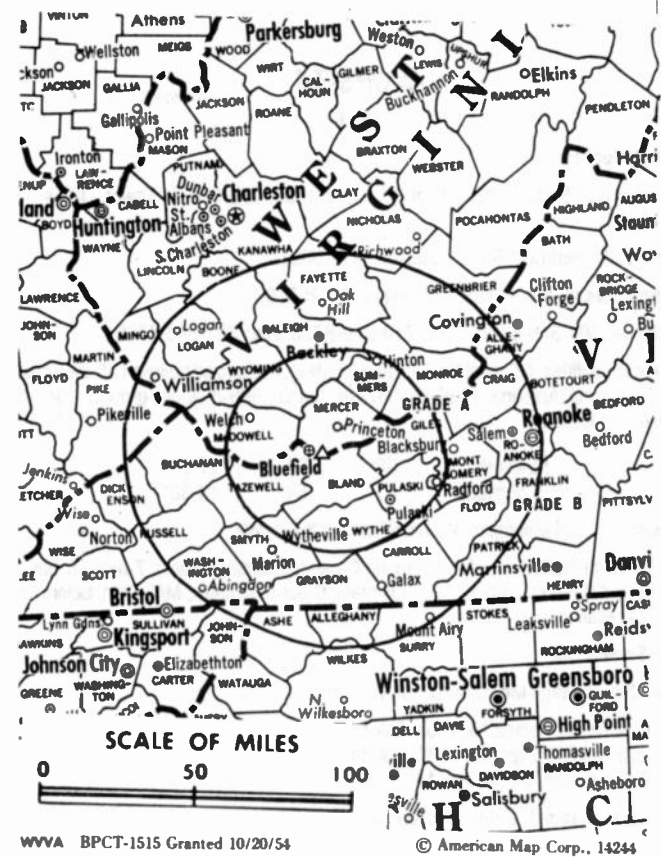
Highest 30 Sec. Rate: \$600.

NETWORK BASE HOURLY RATE: \$850.

City of License: Bluefield. ADI: Bluefield-Beckley-Oak Hill. Rank: 145.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 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	17,300	17,100	99
	WEST VIRGINIA			
	Greenbrier	14,500	14,300	99
	Mc Dowell	15,500	15,300	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Mercer	27,400	27,100	99
	Monroe	4,900	4,800	98
	Raleigh	32,100	31,700	99
	Summers	5,200	5,100	98
	Wyoming	11,700	11,500	98
Between 25-49%	VIRGINIA			
	Bath	1,800	1,800	100
	Buchanan	11,900	11,700	98
	Giles	6,300	6,200	98
	Pulaski	12,800	12,700	99
Wythe	9,800	9,700	99	
WEST VIRGINIA	Fayette	20,300	20,100	99
	Pocahontas	3,700	3,600	97
	VIRGINIA			
Between 5-24%	Carroll	9,700	9,500	98
	Smyth	11,900	11,800	99
	WEST VIRGINIA			
	Logan	17,400	17,300	99
	Mingo	12,700	12,500	98
Station Totals		249,100	245,900	99
Net Weekly Circulation (1991)			146,400	
Average Daily Circulation (1991)			93,100	

# West Virginia—Charleston

## WCBS-TV

Ch. 8

Network Service: ABC.

Licensee: WCBS Ltd., 13355 Noel Rd., Suite 1500, One Galleria Tower, 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; Avantek, M/A-Com, 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:

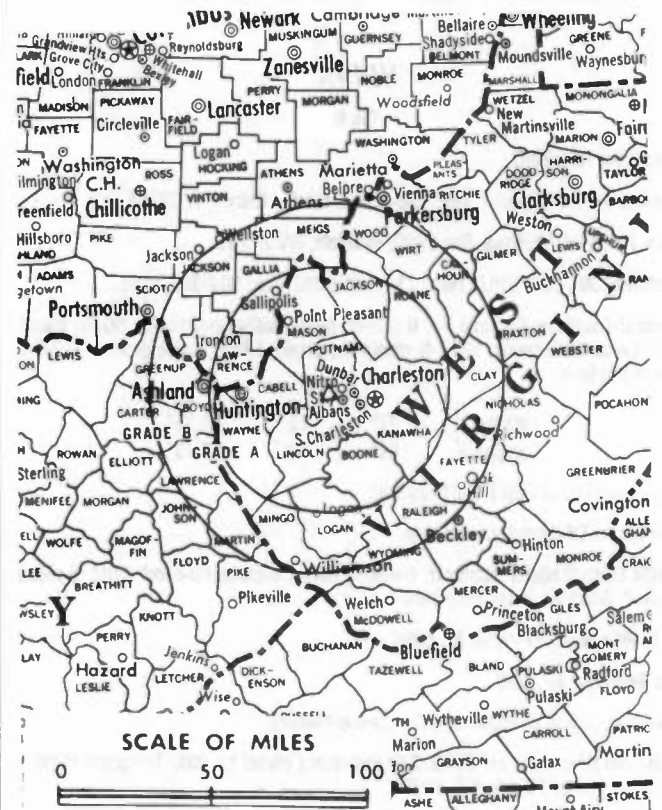
Dennis Adkins, President & General Manager.  
Robert S. Knowles, General Sales Manager.  
Tom Wright, Local Sales Manager.  
Kim Justice, National Sales Coordinator.  
Robert W. Roush, Chief Engineer.  
Timothy A. Sharp, News Director.  
Michael J. Hooper, Promotion Manager.  
Jo Corey, Operations Manager.

Highest 30 Sec. Rate: \$2000.

City of License: Charleston. ADI: Charleston-Huntington. Rank: 50.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>KENTUCKY</b>			
	Boyd	20,200	20,100	100
	Carter	9,000	8,900	99
	Elliott	2,500	2,500	100
	Floyd	18,200	18,000	99
	Greenup	13,600	13,500	99
	Johnson	9,100	9,000	99
	Lawrence	5,100	5,100	100
	Magoffin	5,000	4,900	98
	Martin	4,500	4,400	98
	Pike	28,600	28,300	99
	<b>OHIO</b>			
	Athens	20,200	19,700	98
	Gallia	11,200	10,900	97
	Jackson	11,400	11,200	98
	Lawrence	23,800	23,400	98
	Meigs	9,300	9,100	98
	Scioto	30,600	30,100	98
	Vinton	4,400	4,300	98
	Washington	24,200	23,600	98
	<b>WEST VIRGINIA</b>			
	Boone	10,900	10,800	99



WCBS-TV BMPCT-3392 Granted 9/11/56

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Braxton	5,500	5,400	98
	Cabell	41,900	41,700	100
	Clay	4,100	4,000	98
	Fayette	20,300	20,100	99
	Jackson	9,700	9,600	99
	Kanawha	90,800	90,200	99
	Lincoln	8,100	8,000	99
	Logan	17,400	17,300	99
	Mc Dowell	15,500	15,300	99
	Mason	10,000	9,900	99
	Mingo	12,700	12,500	98
	Nicholas	10,600	10,500	99
	Pleasants	2,900	2,900	100
	Putnam	16,400	16,300	99
	Raleigh	32,100	31,700	99
	Roane	5,600	5,500	98
	Wayne	17,000	16,800	99
Wirt	1,800	1,800	100	
Wood	36,500	36,200	99	
Wyoming	11,700	11,500	98	
Between 25-49%	<b>KENTUCKY</b>			
	Morgan	4,100	4,000	98
OHIO	Pike	9,400	9,200	98
	<b>WEST VIRGINIA</b>			
	Calhoun	3,300	3,200	97
	Gilmer	2,900	2,900	100
	Ritchie	4,600	4,500	98
	Webster	4,500	4,400	98

(Continued on page A-1241)

Station Totals	759,800	750,400	99
Net Weekly Circulation (1991)			503,000
Average Daily Circulation (1991)			279,200

# West Virginia—Huntington-Charleston

## WOWK-TV

Ch. 13

Network Service: CBS.

Licensee: Gateway Communications Co.

Studio: WOWK-TV Center, 555 5th Ave., Huntington, WV 25701.

Charleston Bureau: 1601 Kanawha Blvd. W, 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: BAF, 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, Community Relations & Program Director.  
Sue Ferrara, Local Sales Manager.  
Kep Selvagal, News Director.  
Allen Payne, Promotion Director.  
Al Grossniklaus, Chief Engineer.  
Elmer Van Kuren, Business Manager.

Highest 30 Sec. Rate: \$1200.

NETWORK BASE HOURLY RATE: \$1450.

City of License: Huntington. ADI: Charleston-Huntington. Rank: 50.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>KENTUCKY</b>			
	Boyd	20,200	20,100	100
	Carter	9,000	8,900	99
	Elliott	2,500	2,500	100
	Floyd	18,200	18,000	99
	Greenup	13,600	13,500	99
	Johnson	9,100	9,000	99
	Lawrence	5,100	5,100	100
	Magoffin	5,000	4,900	98
	Martin	4,500	4,400	98
Pike	28,600	28,300	99	
<b>OHIO</b>				
Athens	20,200	19,700	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Gallia	11,200	10,900	97
	Jackson	11,400	11,200	98
	Lawrence	23,800	23,400	98
	Meigs	9,300	9,100	98
	Scioto	30,600	30,100	98
	Vinton	4,400	4,300	98
<b>WEST VIRGINIA</b>				
	Boone	10,900	10,800	99
	Cabell	41,900	41,700	100
	Clay	4,100	4,000	98
	Fayette	20,300	20,100	99
	Jackson	9,700	9,600	99
	Kanawha	90,800	90,200	99
	Lincoln	8,100	8,000	99
	Logan	17,400	17,300	99
	Mc Dowell	15,500	15,300	99
	Mason	10,000	9,900	99
	Mingo	12,700	12,500	98
	Putnam	16,400	16,300	99
	Raleigh	32,100	31,700	99
	Wayne	17,000	16,800	99
	Wood	36,500	36,200	99
	Wyoming	11,700	11,500	98
<b>KENTUCKY</b>				
<b>Between 25-49%</b>	Morgan	4,100	4,000	98
	<b>OHIO</b>			
	Washington	24,200	23,600	98
<b>WEST VIRGINIA</b>				
	Calhoun	3,300	3,200	97
	Nicholas	10,600	10,500	99
	Pleasants	2,900	2,900	100
(Continued on page A-1241)				
<b>Station Totals</b>		<b>698,200</b>	<b>689,300</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>			<b>462,200</b>	
<b>Average Daily Circulation (1991)</b>			<b>231,800</b>	

# West Virginia—Huntington-Charleston

**WSAZ-TV**

Ch. 3

Network Service: NBC.

Licensee: Lee Enterprises Inc., 645 5th Ave., WSAZ Bldg., Huntington, WV 25701.

Studios: 645 5th Ave., Huntington, WV 25701; Columbia Ave. & Virginia St., Charleston, WV.

Telephones: 304-697-4780, Huntington; 304-344-3521, Charleston.

TWX: 710-931-8034.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 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 Cummings, News Manager.
- George M. Curry, Program Manager.
- Bill Allen, Business Manager.
- Helen Bows, Marketing Director.
- Jack Deakin, Production Manager.
- Bill Hayes, Manager of Engineering.
- Gary McNair, Creative Services Manager.
- Teresa Branham, Traffic.

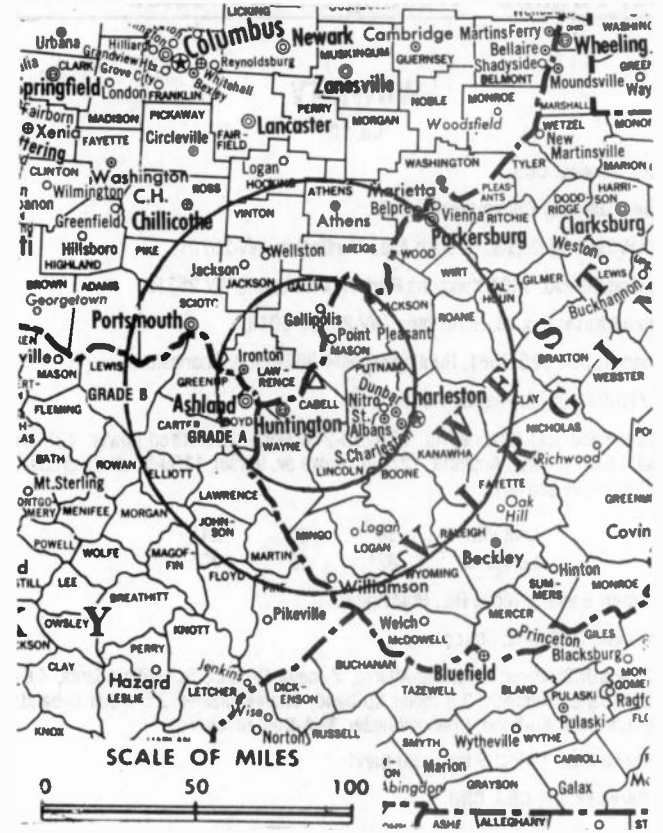
Highest 30 Sec. Rate: \$2000.

NETWORK BASE HOURLY RATE: \$1700.

City of License: Huntington. ADI: Charleston-Huntington. Rank: 50.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>KENTUCKY</b>				
50% & Over	Boyd	20,200	20,100	100
	Carter	9,000	8,900	99
	Elliott	2,500	2,500	100
	Floyd	18,200	18,000	99
	Greenup	13,600	13,500	99
	Johnson	9,100	9,000	99
	Lawrence	5,100	5,100	100
	Lewis	5,000	4,900	98
	Magoffin	5,000	4,900	98
	Martin	4,500	4,400	98
	Morgan	4,100	4,000	98
	Pike	28,600	28,300	99



WSAZ-TV BPC2-890414KL Granted 6/28/89

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>OHIO</b>				
50% & Over	Athens	20,200	19,700	98
	Gallia	11,200	10,900	97
	Jackson	11,400	11,200	98
	Lawrence	23,800	23,400	98
	Meigs	9,300	9,100	98
	Scioto	30,600	30,100	98
	Vinton	4,400	4,300	98
<b>WEST VIRGINIA</b>				
	Boone	10,900	10,800	99
	Cabell	41,900	41,700	100
	Calhoun	3,300	3,200	97
	Clay	4,100	4,000	98
	Fayette	20,300	20,100	99
	Jackson	9,700	9,600	99
	Kanawha	90,800	90,200	99
	Lincoln	8,100	8,000	99
	Logan	17,400	17,300	99
	Mc Dowell	15,500	15,300	99
	Mason	10,000	9,900	99
	Mingo	12,700	12,500	98
	Nicholas	10,600	10,500	99
	Putnam	16,400	16,300	99
	Raleigh	32,100	31,700	99
	Roane	5,600	5,500	98
	Wayne	17,000	16,800	99
	Wirt	1,800	1,800	100
	Wood	36,500	36,200	99
	Wyoming	11,700	11,500	98

(Continued on page A-1241)

Station Totals	760,200	750,500	99
Net Weekly Circulation (1991)			523,300
Average Daily Circulation (1991)			337,000

# West Virginia—Charleston-Huntington

## VVAH-TV

Ch. 11

Network Service: Fox.

Licensee: Act III Bcstg. Inc., One CNN Center, South 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: AFC, 3.7-meter Ku-band; Vidare, 4.6-meter C-band; Comtech, 5-meter C-band; M/A-Com, Standard Omni 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): Seitel 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.  
Rita Gazitano, Program Director.  
John Fawcett, Promotion Director.  
Beth Billups, Business Manager.  
Mindy Bradley, Marketing Director.  
George Parnicza, Chief Engineer.

Highest 30 Sec. Rate: \$2000.

City of License: Charleston. ADI: Charleston-Huntington. Rank: 50.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>KENTUCKY</b>			
	Boyd	20,200	20,100	100
	Carter	9,000	8,900	99
	Elliott	2,500	2,500	100
	Floyd	18,200	18,000	99
	Greenup	13,600	13,500	99
	Johnson	9,100	9,000	99
	Lawrence	5,100	5,100	100
	Martin	4,500	4,400	98
	Rowan	6,500	6,400	98
	<b>OHIO</b>			
	Athens	20,200	19,700	98
	Gallia	11,200	10,900	97
	Jackson	11,400	11,200	98
	Lawrence	23,800	23,400	98
	Meigs	9,300	9,100	98
	Scioto	30,600	30,100	98
Vinton	4,400	4,300	98	
Washington	24,200	23,600	98	
<b>WEST VIRGINIA</b>				
Boone	10,900	10,800	99	
Braxton	5,500	5,400	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>Cabell</b>			
	Clay	4,100	4,000	98
	Fayette	20,300	20,100	99
	Jackson	9,700	9,600	99
	Kanawha	90,800	90,200	99
	Lincoln	8,100	8,000	99
	Logan	17,400	17,300	99
	Mason	10,000	9,900	99
	Mingo	12,700	12,500	98
	Nicholas	10,600	10,500	99
	Putnam	16,400	16,300	99
	Raleigh	32,100	31,700	99
	Roane	5,600	5,500	98
	Wayne	17,000	16,800	99
Wirt	1,800	1,800	100	
Wood	36,500	36,200	99	
Between 25-49%	<b>KENTUCKY</b>			
	Lewis	5,000	4,900	98
	Magoffin	5,000	4,900	98
	Morgan	4,100	4,000	98
	Pike	28,600	28,300	99
	<b>OHIO</b>	Pike	9,400	9,200
<b>WEST VIRGINIA</b>	Calhoun	3,300	3,200	97
	Mc Dowell	15,500	15,300	99
	Wyoming	11,700	11,500	98
Between 5-24%	<b>KENTUCKY</b>			
Knott	6,200	6,100	98	
(Continued on page A-1241)				
<b>Station Totals</b>		<b>715,500</b>	<b>706,300</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>				<b>399,300</b>
<b>Average Daily Circulation (1991)</b>				<b>184,800</b>

# 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 26302.

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); Stan Siegal.

Began Operation: November 17, 1957. Sale to present owners by Marion R. Ascoli, Max Ascoli & Nathan W. Levin approved by FCC Nov. 5, 1976. Previous sale by Rust Craft Bcstg. Co. was 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): Settel Inc.

Represented (legal): Latham & Watkins.

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

### Personnel:

Gary Bowden, Vice President & General Manager.  
Jamie Logue, News Director.  
Frances Basile, Program Director.  
Mike Simons, Promotion Director.  
Barbara Lynch, Business Manager.  
Ray Myers, Chief Engineer.

Highest 30 Sec. Rate: \$450.

NETWORK BASE HOURLY RATE: \$750.

City of License: Clarksburg. ADI: Clarksburg-Weston. Rank: 154.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>WEST VIRGINIA</b>				
50% & Over	Barbour	6,100	6,000	98
	Doddridge	2,800	2,800	100
	Harrison	29,700	29,500	99
	Lewis	7,100	7,000	99
	Marion	25,300	25,100	99
	Monongalia	30,000	29,700	99
	Pleasants	2,900	2,900	100



WBOY-TV BPCT-850906KH Granted 12/11/85

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Preston	11,300	11,100	98
	Randolph	10,600	10,400	98
	Ritchie	4,600	4,500	98
	Taylor	6,000	5,900	98
	Tucker	3,400	3,300	97
	Tyler	4,000	3,900	98
	Upshur	8,900	8,800	99
<b>WEST VIRGINIA</b>				
Between 25-49%	Braxton	5,500	5,400	98
	Gilmer	2,900	2,900	100
	Pocahontas	3,700	3,600	97
	Webster	4,500	4,400	98
	Wetzel	7,800	7,700	99
<b>MARYLAND</b>				
Between 5-24%	Garrett	9,900	9,800	99
<b>OHIO</b>				
	Monroe	6,100	5,900	97
	Washington	24,200	23,600	98
<b>WEST VIRGINIA</b>				
	Calhoun	3,300	3,200	97
	Grant	3,700	3,600	97
	Roane	5,600	5,500	98
	Wirt	1,800	1,800	100
<b>Station Totals</b>		231,700	228,300	99
<b>Net Weekly Circulation (1991)</b>				135,300
<b>Average Daily Circulation (1991)</b>				79,000



# West Virginia—Clarksburg-Weston

**WDTV**

Ch. 5

Network Service: CBS.

Licensee: W. Russell Withers Jr., Box 480, Bridgeport, WV 26330.

Studio: 5 Television Dr., Bridgeport, WV 26330.

Mailing Address: Box 480, Bridgeport, WV 26330.

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 West Virginia 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): Baraff, Koerner, Olender & Hochberg, P.C.

**Personnel:**

- W. Russell Withers Jr., Owner.
- Mike Smith, General Manager.
- Jim Parisi, 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: 154.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>MARYLAND</b>			
	Garrett	9,900	9,800	99
	<b>WEST VIRGINIA</b>			
	Barbour	6,100	6,000	98
	Braxton	5,500	5,400	98
	Calhoun	3,300	3,200	97
	Doddridge	2,800	2,800	100
	Gilmer	2,900	2,900	100
	Harrison	29,700	29,500	99
	Lewis	7,100	7,000	99
	Marion	25,300	25,100	99
	Monongalia	30,000	29,700	99
	Preston	11,300	11,100	98
	Randolph	10,600	10,400	98
	Ritchie	4,600	4,500	98
	Taylor	6,000	5,900	98
	Tucker	3,400	3,300	97



WDTV BPCT-2310 Granted 11/4/59

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Upshur	8,900	8,800	99
	Webster	4,500	4,400	98
Between 25-49%	<b>OHIO</b>			
	Washington	24,200	23,600	98
	<b>WEST VIRGINIA</b>			
	Nicholas	10,600	10,500	99
	Roane	5,600	5,500	98
	Tyler	4,000	3,900	98
Between 5-24%	Wetzel	7,800	7,700	99
	Wirt	1,800	1,800	100
	<b>OHIO</b>			
	Monroe	6,100	5,900	97
	Noble	4,300	4,100	95
	<b>WEST VIRGINIA</b>			
	Clay	4,100	4,000	98
	Fayette	20,300	20,100	99
	Grant	3,700	3,600	97
	Mason	10,000	9,900	99
Mineral	10,600	10,500	99	
Pendleton	3,000	2,900	97	
Pleasants	2,900	2,900	100	
Pocahontas	3,700	3,600	97	
Wood	36,500	36,200	99	
<b>Station Totals</b>		<b>331,100</b>	<b>326,500</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>				<b>161,800</b>
<b>Average Daily Circulation (1991)</b>				<b>92,300</b>

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

# West Virginia—Clarksburg

**WLYJ**

Ch. 46

**Network Service:** None, independent.

**Licensee:** Christian Communication Center Inc., 775 W. Pike St., Clarksburg, WV 26301.

**Studio:** 775 W. Pike St., Clarksburg, WV 26301.

**Mailing Address:** Box 2544, Clarksburg, WV 26302-2544.

**Telephone:** 304-623-5782.

**Technical Facilities:** Channel No. 46 (662-668 MHz). Authorized power: 156-kw max. visual, 15.6-kw max. aural. Antenna: 796-ft. above av. terrain, 632-ft. above ground, 1992-ft. above sea level.

Latitude 39° 18' 02"  
Longitude 80° 20' 37"

**Transmitter:** N. 16th Extended, Clarksburg.

**Satellite Earth Stations:** Scientific-Atlanta, 5-meter; Paradigm, 3.7-meter; DX Antenna receivers.

**Ownership:** Christian Communications Center Inc.

**Began Operation:** February 8, 1981.

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

**Represented (engineering):** Serge Bergen.

**Personnel:**

Jack L. Kincaid, General Manager.

Marilyn Huff, Program & Promotion Director & Business Manager

Wayne L. Fast, Chief Engineer.

**Highest 30 Sec. Rate:** \$40.

**City of License:** Clarksburg. ADI: Clarksburg-Weston. Rank: 154.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>WEST VIRGINIA</b>				
<b>Between 5-24%</b>	Barbour	6,100	6,000	98
	Lewis	7,100	7,000	99
	Marion	25,300	25,100	99
	Wetzel	7,800	7,700	99
<b>Station Totals</b>		<b>46,300</b>	<b>45,800</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>				<b>7,600</b>
<b>Average Daily Circulation (1991)</b>				<b>2,400</b>

# West Virginia—Martinsburg

**WYVN**  
Ch. 60

**Network Service:** Fox.

**Grantee:** Flying A Communications L.P., 1 Discovery Place, Box 2089, Martinsburg, WV 24501.

**Studio:** 1 Discovery Place, Martinsburg, WV 24501.

**Telephone:** 304-267-6060. **Fax:** 304-267-6180.

**Technical Facilities:** Channel No. 60 (746-752 MHz). Authorized power: 3923-kw max. visual. Antenna: 1007-ft. above av. terrain, 223-ft. above ground, 1683-ft. above sea level.

Latitude	39°	27'	27"
Longitude	78°	03'	53"

**Transmitter:** 2.4-mi. W of Nolville, Gerrardstown District, Berkeley County.

**Multichannel TV Sound:** Stereo only.

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

**Ownership:** Flying A Communications Inc.

**Began Operation:** October 1, 1991.

**Represented (engineering):** Carl Lahm, P.C.

**Personnel:**

- Gary Portmess, General Manager
- Joe Brugh, Local Sales Manager.
- John Koch, Chief Engineer.
- Mark Krahn, News Director.
- Robin Mazzacane, Promotion & Marketing Director.
- Mary Lou Carlson, Business Manager.

**Arbitron Data:** Not available.



WYVN BMPCT-891116KG Granted 6/21/90 © American Map Corp., No. 14244

**City of License:** Martinsburg. **ADI:** Washington, DC. **Rank:** 9.

**Rates:** On request.

# 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.  
Al Marra, Vice President & General Manager.  
Steve Bair, Local Sales Manager.  
Mike Jackson, News Director.  
Mike McMillon, Promotion Manager.  
Don Watkins, Production Manager.  
Jim Martin, Chief Engineer.

Highest 30 Sec. Rate: \$500.

NETWORK BASE HOURLY RATE: \$375.

City of License: Oak Hill. ADI: Bluefield-Beckley-Oak Hill. Rank: 145.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%			
50% & Over	VIRGINIA	17,300	17,100	99			
	Tazewell						
	WEST VIRGINIA						
	Braxton				5,500	5,400	98
	Fayette				20,300	20,100	99
	Greenbrier				14,500	14,300	99
	Mc Dowell				15,500	15,300	99
	Mercer				27,400	27,100	99
	Nicholas				10,600	10,500	99
	Raleigh				32,100	31,700	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	5,200	5,100	98
	Webster	4,500	4,400	98
	Wyoming	11,700	11,500	98
Between 25-49%	WEST VIRGINIA			
	Boone	10,900	10,800	99
	Clay	4,100	4,000	98
	Gilmer	2,900	2,900	100
	Monroe	4,900	4,800	98
Roane	5,600	5,500	98	
Between 5-24%	KENTUCKY			
	Pike	28,600	28,300	99
	VIRGINIA			
	Bland	2,200	2,100	95
	Buchanan	11,900	11,700	98
	Giles	6,300	6,200	98
	Rockbridge	10,400	10,300	99
Wise	17,000	16,800	99	
WEST VIRGINIA	Calhoun	3,300	3,200	97
	Jackson	9,700	9,600	99
	Kanawha	90,800	90,200	99
	Mason	10,000	9,900	99
	Pocahontas	3,700	3,600	97
	Station Totals		386,900	382,400
Net Weekly Circulation (1991)				149,400
Average Daily Circulation (1991)				81,600

# West Virginia—Parkersburg-Marietta, Ohio

## WTAP-TV

Ch. 15

Network Service: NBC.

Licensee: Benedek Broadcasting Corp., One Television Place, Parkersburg, WV 26101.

Studio: One Television Place, Parkersburg, WV 26101.

Telephones: 304-485-4588; 614-374-6808. 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 Stations: Ku & C-band.

News Services: AP, NBC:

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): Katz Television.

### Personnel:

Keith L. Bland, General Manager.  
Debbie Eddy, Sales Manager.  
Roger Sheppard, News Director.  
Joyce Ancrile, Program & Promotion Director.  
Judith Lung, Business Manager.  
Gene Monday, Chief Engineer.

Highest 30 Sec. Rate: \$450.

City of License: Parkersburg. ADI: Parkersburg. Rank: 197.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 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			
	Pleasant	2,900	2,900	100
	Wood	36,500	36,200	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	OHIO			
	Morgan	5,200	5,100	97
	Noble	4,300	4,100	95
Between 5-24%	WEST VIRGINIA			
	Ritchie	4,600	4,500	98
	OHIO			
Station Totals	Athens	20,200	19,700	98
	Meigs	9,300	9,100	98
	WEST VIRGINIA			
	Calhoun	3,300	3,200	97
	Jackson	9,700	9,600	99
	Roane	5,600	5,500	98
	Tyler	4,000	3,900	98
Wirt	1,800	1,800	100	
Net Weekly Circulation (1991)		131,600	129,200	98
Average Daily Circulation (1991)				64,500
				38,500

# West Virginia—Wheeling

## WTRF-TV

Ch. 7

Network Service: CBS.

Licensee: Adams TV Corp. II, 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 Gates, Local Sales Manager.  
James Roberts, Regional Sales Manager.  
Mike Sneed, News Director.  
Kevin Niggemyer, Business Manager.  
Magdalline Balsley, Production Manager.  
Joe Dumas, Chief Engineer.  
Donald Wayne, Assignments Editor.

Highest 30 Sec. Rate: \$600.

NETWORK BASE HOURLY RATE: \$1800.

City of License: Wheeling. ADI: Wheeling, WV-Steubenville, OH. Rank: 143.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>OHIO</b>			
	Belmont	30,700	30,300	99
	Coshocton	14,500	14,100	97
	Guemsey	15,300	15,000	98
	Harrison	6,100	6,000	98
	Jefferson	31,700	31,400	99
	Monroe	6,100	5,900	97
	Noble	4,300	4,100	95
	Tuscarawas	33,900	33,300	98
	<b>WEST VIRGINIA</b>			
	Brooke	10,600	10,600	100
	Hancock	15,000	15,000	100
	Marshall	15,100	15,000	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Ohio	23,400	23,300	100
	Pleasantts	2,900	2,900	100
	Tucker	3,400	3,300	97
	Tyler	4,000	3,900	98
	Wetzel	7,800	7,700	99
Between 25-49%	<b>OHIO</b>			
	Carroll	10,300	10,200	99
	<b>WEST VIRGINIA</b>			
Upshur	8,900	8,800	99	
Between 5-24%	<b>OHIO</b>			
	Columbiana	42,000	41,500	99
	Morgan	5,200	5,100	97
	Muskingum	32,600	32,100	98
	Washington	24,200	23,600	98
	<b>PENNSYLVANIA</b>			
	Beaver	71,600	70,800	99
	Fayette	57,100	55,900	98
	Greene	15,400	15,100	98
	Washington	81,300	80,200	99
<b>WEST VIRGINIA</b>				
Barbour	6,100	6,000	98	
Doddridge	2,800	2,800	100	
Harrison	29,700	29,500	99	
Marion	25,300	25,100	99	
Monongalia	30,000	29,700	99	
Preston	11,300	11,100	98	
Randolph	10,600	10,400	98	
Ritchie	4,600	4,500	98	
Taylor	6,000	5,900	98	
<b>Station Totals</b>		<b>699,800</b>	<b>690,100</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>			<b>261,800</b>	
<b>Average Daily Circulation (1991)</b>			<b>134,200</b>	

# West Virginia

## WCHS-TV, Charleston (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>KENTUCKY</b>			
	Lewis	5,000	4,900	98
	<b>OHIO</b>			
	Morgan	5,200	5,100	97
	<b>VIRGINIA</b>			
	Buchanan	11,900	11,700	98
	<b>WEST VIRGINIA</b>			
	Doddridge	2,800	2,800	100
	Greenbrier	14,500	14,300	99
	Lewis	7,100	7,000	99
	Mercer	27,400	27,100	99
	Randolph	10,600	10,400	98
	Summers	5,200	5,100	98
	Upshur	8,900	8,800	99

## WOWK-TV, Huntington-Charleston (Arbitron Data Continued)

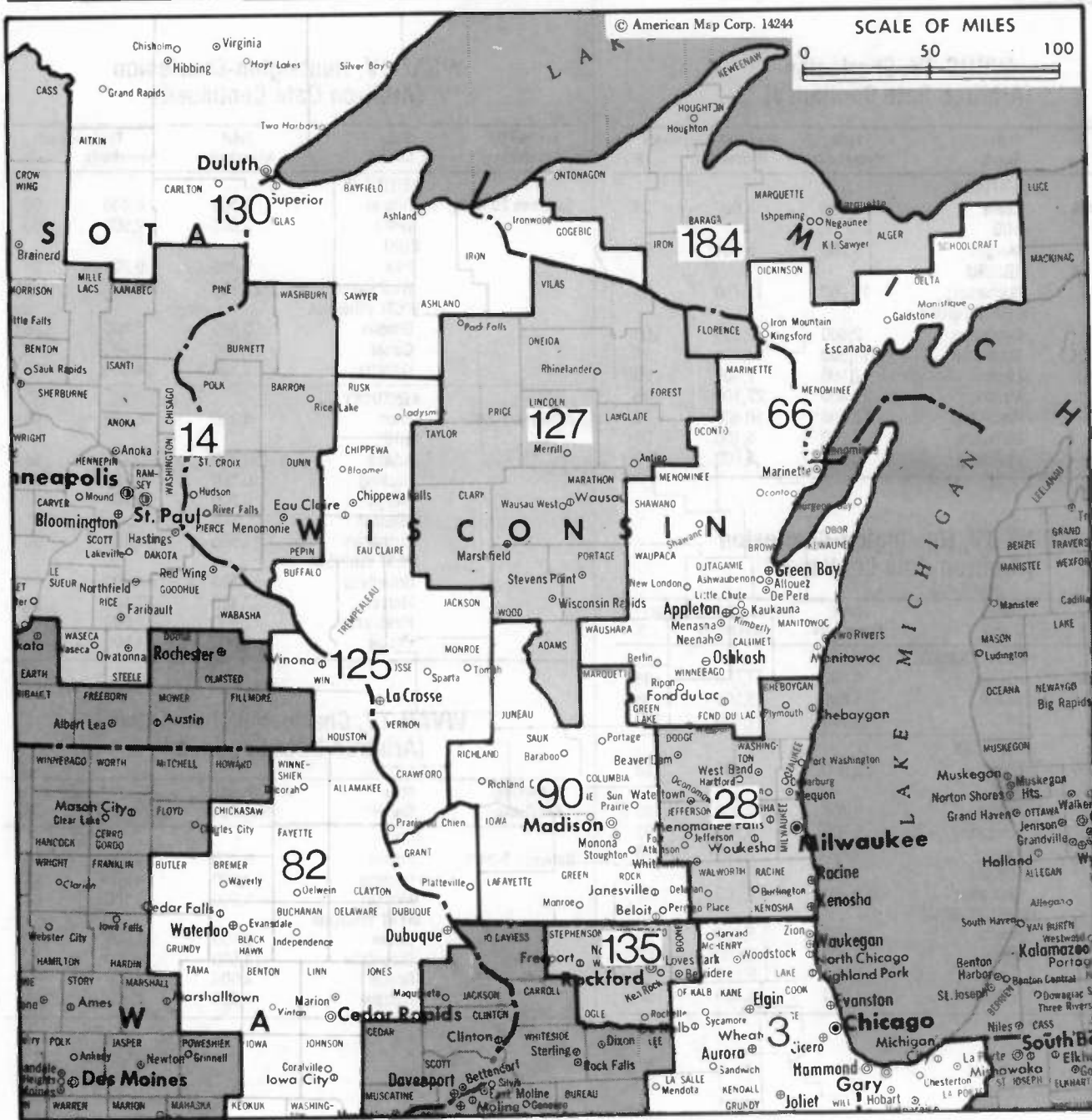
Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	<b>WEST VIRGINIA</b>			
	Ritchie	4,600	4,500	98
	Roane	5,600	5,500	98
	Wirt	1,800	1,800	100
Between 5-24%	<b>KENTUCKY</b>			
	Lewis	5,000	4,900	98
	<b>OHIO</b>			
	Adams	9,700	9,300	96
	Morgan	5,200	5,100	97
	Pike	9,400	9,200	98
	<b>VIRGINIA</b>			
	Buchanan	11,900	11,700	98
	<b>WEST VIRGINIA</b>			
	Braxton	5,500	5,400	98
	Gilmer	2,900	2,900	100
	Summers	5,200	5,100	98
Webster	4,500	4,400	98	

## WSAZ-TV, Huntington-Charleston (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	<b>KENTUCKY</b>			
	Rowan	6,500	6,400	98
	Wolfe	2,500	2,500	98
	<b>OHIO</b>			
	Pike	9,400	9,200	98
	Washington	24,200	23,600	98
	<b>WEST VIRGINIA</b>			
	Braxton	5,500	5,400	98
	Gilmer	2,900	2,900	100
	Webster	4,500	4,400	98
Between 5-24%	<b>KENTUCKY</b>			
	Knott	6,200	6,100	98
	<b>OHIO</b>			
	Adams	9,700	9,300	96
	Hocking	10,100	9,900	98
	Morgan	5,200	5,100	97
	<b>VIRGINIA</b>			
	Buchanan	11,900	11,700	98
	<b>WEST VIRGINIA</b>			
	Greenbrier	14,500	14,300	99
	Mercer	27,400	27,100	99
	Pleasants	2,900	2,900	100
Ritchie	4,600	4,500	98	

## WVAH-TV, Charleston-Huntington (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>OHIO</b>			
	Adams	9,700	9,300	96
	Hocking	10,100	9,900	98
	Morgan	5,200	5,100	97
	<b>WEST VIRGINIA</b>			
	Gilmer	2,900	2,900	100
	Greenbrier	14,500	14,300	99
	Ritchie	4,600	4,500	98
	Webster	4,500	4,400	98



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Chicago, IL	3,135,900	3	WBBM-TV (2), WCFC-TV (38), WCIU-TV (26), WEHS (60), WFLD (32), WGBO-TV (66), WGN-TV (9), WHKE (55), WJYS (62), WLS-TV (7), WMAQ-TV (5), WPWR-TV (50), WSNV-TV (44), WWTO-TV (35)
Minneapolis-St. Paul, MN	1,355,000	14	KARE (11), KCCO-TV (7), KCCW-TV (12), KITN-TV (29), KMSP-TV (9), KRWF (43), KSAX (42), KSTP-TV (5), KTMA-TV (23), KXLI (41), WCCO-TV (4)
Milwaukee, WI	773,400	28	WCGV-TV (24), WDJT-TV (58), WISN-TV (12), WITI-TV (6), WJJA (49), WTMJ-TV (4), WVCY-TV (30), WVTV (18)
Green Bay-Appleton, WI	388,400	66	WBAY-TV (2), WFRV-TV (5), WGBA (26), WJMN-TV (3), WLUC-TV (11), WSCO (14), WXGZ-TV (32)
Cedar Rapids-Waterloo-Dubuque, IA	308,500	82	KCRG-TV (9), KDUB-TV (40), KGAN (2), KOCR (28), KWWL (7)
Madison, WI	280,100	90	WISC-TV (3), WKOW-TV (27), WMSN-TV (47), WMTV (15)
La Crosse-Eau Claire, WI	168,700	125	WEAU-TV (13), WKBT (8), WLAX (25), WQOW-TV (18), WXOW-TV (19)
Wausau-Rhineland, WI	166,700	127	WAOW-TV (9), WJFW-TV (12), WSAW-TV (7)
Duluth, MN-Superior, WI	164,400	130	KBJR-TV (6), KDLH (3), WDIO-TV (10), WIRT (13)
Rockford, IL	157,900	135	WIFR (23), WQRF-TV (39), WREX-TV (13), WTV (17)
Marquette, MI	55,000	184	WLUC-TV (6)



**State Cross Reference List**

Communities that receive programs of stations that are located elsewhere.

WSCO, Green Bay .....	See Suring, WI
WXGZ-TV, Green Bay .....	See Appleton, WI
WFRV-TV & WLUK-TV, Marinette .....	See Green Bay, WI
WJFW-TV, Rhinelander .....	See Wausau, WI
KOLH-TV, KBJR-TV & WOIO-TV, Superior .....	See Duluth, MN

**Wisconsin Station Totals as of October 1, 1991**

	VHF	UHF	TOTAL
<b>Commercial Television Stations</b>	12	15	27
<b>Educational Television Stations</b>	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 Davich, Program Manager.
- Kit Price, Promotion Manager.
- Michelle Maynard, Business Manager.
- Jeff Slager, Chief Engineer.
- Janine Herman, Traffic Manager.

Highest 30 Sec. Rate: \$175.

City of License: Appleton. ADI: Green Bay-Appleton. Rank: 66.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>WISCONSIN</b>			
	Brown	74,000	73,500	99
	Calumet	12,800	12,600	98
	Door	11,100	11,000	99
	Kewaunee	7,000	6,900	99



WXGZ-TV BMPCT-830802KH Granted 12/12/83 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Manitowoc	30,400	30,200	99
	Outagamie	51,500	51,200	99
Between 25-49%	<b>MICHIGAN</b>			
	Menominee	9,700	9,600	98
	<b>WISCONSIN</b>			
	Fond Du Lac	33,100	32,600	98
	Green Lake	7,700	7,600	99
	Marquette	16,400	16,300	99
	Menominee	1,000	1,000	95
	Oconto	12,300	12,100	98
	Shawano	14,600	14,400	99
	Sheboygan	39,100	38,700	99
Waupaca	17,100	16,900	99	
Waushara	8,600	8,400	98	
Winnebago	54,700	54,200	99	
Between 5-24%	<b>WISCONSIN</b>			
Langlade	7,700	7,600	99	
<b>Station Totals</b>		<b>408,800</b>	<b>404,800</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>			<b>182,300</b>	
<b>Average Daily Circulation (1991)</b>			<b>58,900</b>	

# Wisconsin—Eau Claire

## WEAU-TV

Ch. 13

Network Service: NBC.

Licensee: Busse Broadcasting Corp., 590 W. Maple St., Kalamazoo, MI 49008.

Studio: 1907 S. Hastings Way, Eau Claire, WI 54701.

Mailing Address: Box 47, Eau Claire, WI 54702-0047.

Telephone: 715-835-1313. Fax: 715-832-0246.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1990-ft. above av. terrain, 1997-ft. above ground, 3077-ft. above sea level.

Latitude 44° 39' 51"  
Longitude 90° 57' 41"

Transmitter: 4.4-mi. N of Fairchild, WI on County Rd. H.

Multichannel TV Sound: Stereo only.

Satellite Earth 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 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 Lehl, President & General Manager.  
Liz Dahlen, Local Sales Manager.  
Paul Heebink, National Sales Manager.  
John Hoffland, News Director.  
Kristen Lorentz, Program Director.  
Ron Wiedemeier, Chief Engineer.  
Cheri Weinke, Controller.  
Dick Dionne, Operations Manager.  
Linda Mueller, Traffic Manager.

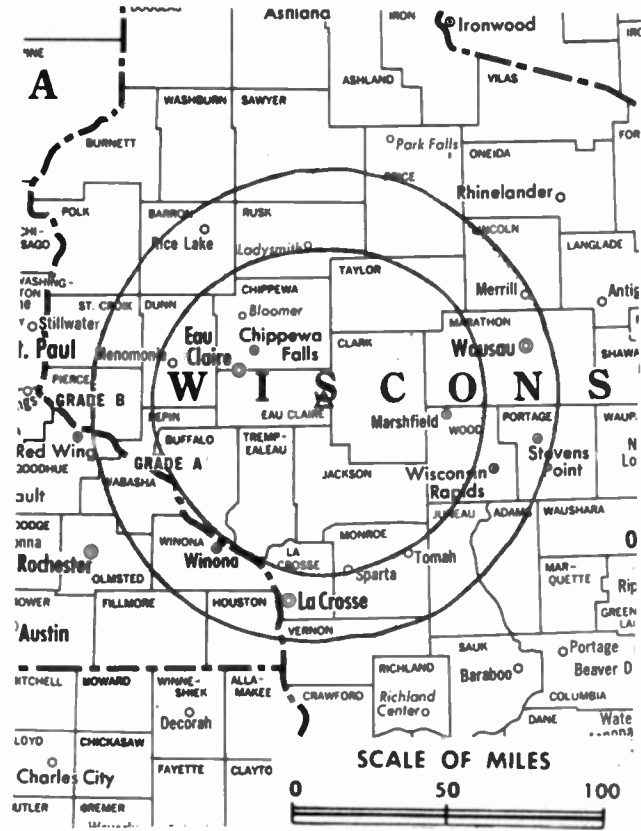
Rates: On request.

NETWORK BASE HOURLY RATE: \$956.

City of License: Eau Claire. ADI: La Crosse-Eau Claire. Rank: 125.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WISCONSIN			
	Adams	5,300	5,100	96
	Barron	16,100	15,700	98
	Buffalo	5,600	5,500	98
	Chippewa	19,500	19,200	98
	Clark	12,200	11,900	98
	Dunn	12,500	12,200	98
	Eau Claire	32,500	32,000	98
	Jackson	6,600	6,400	97
	Juneau	8,800	8,500	97



WEAU-TV BPCT-790412KE Granted 2/25/80

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Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	La Crosse	37,100	36,700	99	
	Monroe	14,100	13,800	98	
	Pepin	2,900	2,800	96	
	Rusk	5,900	5,800	98	
	Taylor	6,800	6,700	99	
	Trempealeau	9,700	9,400	97	
	Vernon	10,400	10,200	98	
	Wood	30,500	30,100	99	
	Between 25-49%	MINNESOTA			
		Houston	6,600	6,500	98
Winona		16,300	16,100	98	
WISCONSIN					
Marathon		42,100	41,700	99	
Portage		20,800	20,500	99	
Price		6,500	6,300	97	
Washburn		5,900	5,800	98	
Between 5-24%		IOWA			
		Allamakee	5,400	5,300	98
	MINNESOTA				
	Fillmore	7,700	7,600	99	
	Wabasha	7,700	7,600	99	
	WISCONSIN				
	Burnett	5,600	5,500	98	
	Lincoln	11,300	11,200	99	
	Pierce	11,800	11,600	98	
	Polk	13,700	13,500	99	
St Croix	17,700	17,500	99		
Sawyer	5,800	5,600	97		
Waushara	8,600	8,400	98		
Station Totals		430,000	422,700	98	
Net Weekly Circulation (1991)			228,500		
Average Daily Circulation (1991)			131,800		

# Wisconsin—Eau Claire

## WQOW-TV

Ch. 18

(Satellite of WXOW-TV, La Crosse, WI)

Network Service: ABC.

Licensee: Tak Communications Inc., Debtor-in-Possession, 1577 Spring Hill Rd., Suite 500, Vienna, VA 22182.

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 Coffax.

Satellite Earth Station: United Satellite Systems, 5-meter; M/A-Com, Scientific-Atlanta, Uniden receivers.

Ownership: Tak Communications Inc., Debtor-in-Possession (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.

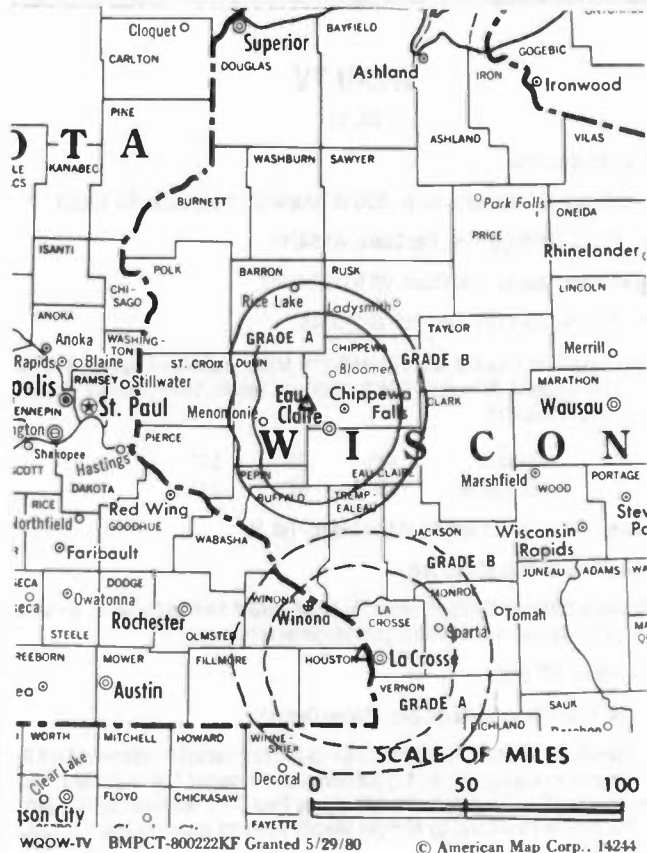
Dave White, Chief Engineer.

Highest 30 Sec. Rate: \$500.

City of License: Eau Claire. ADI: La Crosse-Eau Claire. Rank: 125.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WISCONSIN			
	Chippewa	19,500	19,200	98
	Eau Claire	32,500	32,000	98
	Rusk	5,900	5,800	98



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	WISCONSIN			
	Barron	16,100	15,700	98
	Dunn	12,500	12,200	98
Between 5-24%	WISCONSIN			
	Buffalo	5,600	5,500	98
	Clark	12,200	11,900	98
	Pepin	2,900	2,800	96
	Polk	13,700	13,500	99
	Trempealeau	9,700	9,400	97
Washburn	5,900	5,800	98	
Station Totals		136,500	133,800	98
Net Weekly Circulation (1991)				58,000
Average Daily Circulation (1991)				26,900

# Wisconsin—Green Bay

## WBAY-TV

Ch. 2

Network Service: CBS.

Licensee: Nationwide Communications Inc., 115 S. Jefferson St., Green Bay, WI 54301.

Studio: 115 S. Jefferson St., Green Bay, WI 54301.

Telephone: 414-432-3331. TWX: 910-263-1260. 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.
- Tom McCarey, News Director.
- Lois M. Kostner, Business Manager.
- Arthur J. Williams, Chief Engineer.

Rates: On request.

NETWORK BASE HOURLY RATE: \$1000.

City of License: Green Bay. ADI: Green Bay-Appleton. Rank: 66.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN			
	Menominee	9,700	9,600	98
	WISCONSIN			
	Brown	74,000	73,500	99
	Calumet	12,800	12,600	98
	Door	11,100	11,000	99
	Fond Du Lac	33,100	32,600	98
	Green Lake	7,700	7,600	99
	Kewaunee	7,000	6,900	99
	Manitowoc	30,400	30,200	99
	Marinette	16,400	16,300	99
	Menominee	1,000	1,000	95
	Oconto	12,300	12,100	98
	Outagamie	51,500	51,200	99
Shawano	14,600	14,400	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Waupaca	17,100	16,900	99
	Waushara	8,600	8,400	98
	Winnebago	54,700	54,200	99
Between 25-49%	WISCONSIN			
	Forest	3,400	3,300	97
Between 5-24%	Sheboygan	39,100	38,700	99
	MICHIGAN			
	Dickinson	10,700	10,600	99
	Grand Traverse	24,300	23,800	98
	Manistee	9,400	9,200	98
	WISCONSIN			
Langlade	7,700	7,600	99	
Marathon	42,100	41,700	99	
Marquette	5,800	5,600	97	
Portage	20,800	20,500	99	
Station Totals		525,300	519,500	99
Net Weekly Circulation (1991)			343,900	
Average Daily Circulation (1991)			216,400	

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# Wisconsin—Green Bay

## WFRV-TV

Ch. 5

(Operates satellite WJMN-TV, Escanaba, MI)

Network Service: ABC.

Licensee: Midwest Communications 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.  
R. Perry Kidder, General Sales Manager.  
Jackie Stewart, National Sales Manager.  
Gerald R. Jensen, News Director.  
Dan Ullmer, Chief Engineer.  
Alan Eaton, Director of Broadcast Operations & Marketing.

Highest 30 Sec. Rate: \$3000.

NETWORK BASE HOURLY RATE: \$1050.

Arbitron Data: Includes figures for WJMN-TV, Escanaba, MI.

City of License: Green Bay. ADI: Green Bay-Appleton. Rank: 66.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>MICHIGAN</b>			
	Alger	3,100	3,000	97
	Delta	13,900	13,600	98
	Dickinson	10,700	10,600	99
	Houghton	13,500	13,100	97
	Iron	5,700	5,600	98
	Luce	2,200	2,100	95
	Marquette	25,400	25,100	99
	Menominee	9,700	9,600	98
	Schoolcraft	2,900	2,800	97
	<b>WISCONSIN</b>			
	Brown	74,000	73,500	99
	Calumet	12,800	12,600	98
	Door	11,100	11,000	99
	Florence	1,400	1,400	100
	Fond Du Lac	33,100	32,600	98
	Green Lake	7,700	7,600	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Kewaunee	7,000	6,900	99
	Manitowoc	30,400	30,200	99
	Marinette	16,400	16,300	99
	Menominee	1,000	1,000	95
	Oconto	12,300	12,100	98
	Outagamie	51,500	51,200	99
	Shawano	14,600	14,400	99
	Waupaca	17,100	16,900	99
	Waushara	8,600	8,400	98
	Winnebago	54,700	54,200	99
Between 25-49%	<b>MICHIGAN</b>			
	Baraga	3,100	3,000	97
	Gogebic	7,400	7,200	97
	Keweenaw	700	700	100
	Ontonagon	3,500	3,400	97
Between 5-24%	<b>WISCONSIN</b>			
	Forest	3,400	3,300	97
	Iron	2,700	2,700	100
	Langlade	7,700	7,600	99
	Sheboygan	39,100	38,700	99
Between 5-24%	<b>MICHIGAN</b>			
	Mackinac	4,000	3,900	98
	Mason	10,500	10,200	97
	<b>WISCONSIN</b>			
	Ashland	6,500	6,400	98
	Bayfield	5,600	5,500	98
	Marathon	42,100	41,700	99
Marquette	5,800	5,600	97	
Portage	20,800	20,500	99	
Wood	30,500	30,100	99	
<b>Station Totals</b>		<b>634,200</b>	<b>626,300</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>				<b>415,700</b>
<b>Average Daily Circulation (1991)</b>				<b>250,200</b>

# Wisconsin—Green Bay

**WGBA**

Ch. 26

Network Service: None, independent.

Licensee: WGBA Television Inc., 1391 North Rd., Green Bay, WI 54313.

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., Oebtor-in-Possession, approved by FCC Sept. 27, 1985.

Represented (sales): Blair Television.

Represented (legal): Arter & Hadden.

Represented (engineering): L. R. Evans Engineering.

**Personnel:**

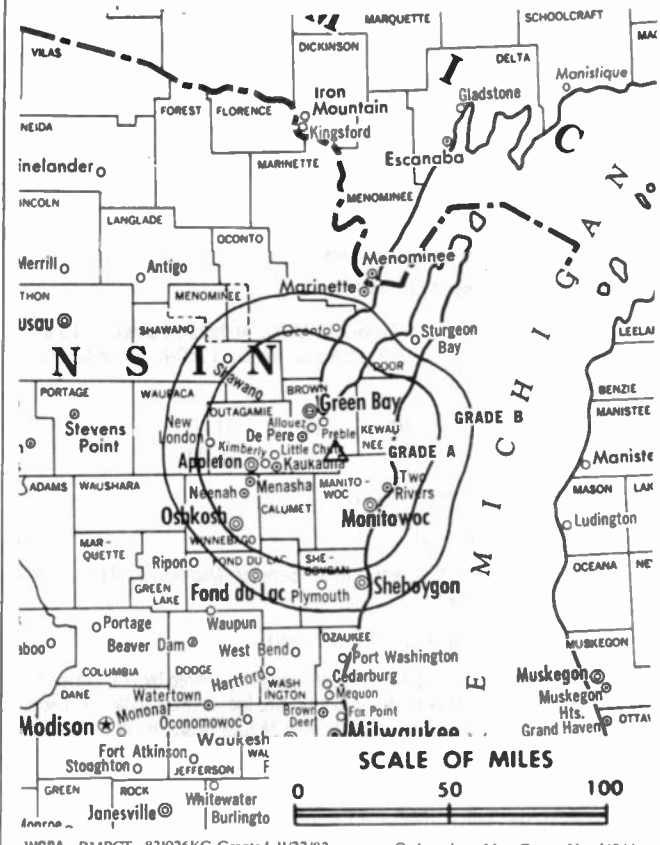
- James Tomlin, General Manager.
- Bob Debonville, Local Sales Manager.
- Donna Kiley, Program Director.
- Kim Gulseth, Promotion Director.
- David Lent, Business Manager.
- Mark Cramer, Chief Engineer.

Rates: On request.

City of License: Green Bay. ADI: Green Bay-Appleton. Rank: 66.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>WISCONSIN</b>			
	Calumet	12,800	12,600	98
	Kewaunee	7,000	6,900	99
	Manitowoc	30,400	30,200	99
	Outagamie	51,500	51,200	99
	Shawano	14,600	14,400	99
	Waupaca	17,100	16,900	99
	Waushara	8,600	8,400	98
	Winnebago	54,700	54,200	99
	<b>Between 25-49%</b>	<b>MICHIGAN</b>		
Dickinson		10,700	10,600	99
Menominee		9,700	9,600	98
<b>WISCONSIN</b>				
Brown	74,000	73,500	99	
Door	11,100	11,000	99	



WGBA BMPCT-831026KG Granted 11/22/83

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	Florence	1,400	1,400	100
	Fond Du Lac	33,100	32,600	98
	Green Lake	7,700	7,600	99
	Marinette	16,400	16,300	99
	Menominee	1,000	1,000	95
	Oconto	12,300	12,100	98
	Sheboygan	39,100	38,700	99
<b>Between 5-24%</b>	<b>MICHIGAN</b>			
	Iron	5,700	5,600	98
	<b>WISCONSIN</b>			
	Forest	3,400	3,300	97
	Langlade	7,700	7,600	99
Marquette	5,800	5,600	97	
Portage	20,800	20,500	99	
<b>Station Totals</b>		<b>456,600</b>	<b>451,800</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>			<b>202,400</b>	
<b>Average Daily Circulation (1991)</b>			<b>77,400</b>	

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**Television & Cable Factbook**

# 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 54304.

Telephone: 414-494-8711. Fax: 414-494-8782.

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.  
Mark J. Jollie, Vice President, Marketing.  
Chris Wertz, National Marketing Manager.  
Michael Gaede, News Director.  
Jan Wilson, Program Director.  
Suzanne Grothen, Promotion Director.  
Dave Campbell, Director of Production.  
Jim Lueck, Chief Engineer.

Highest 30 Sec. Rate: \$3000.

NETWORK BASE HOURLY RATE: \$1100.

City of License: Green Bay. ADI: Green Bay-Appleton. Rank: 66.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>MICHIGAN</b>			
	Delta	13,900	13,600	98
	Dickinson	10,700	10,600	99
	Houghton	13,500	13,100	97
	Marquette	25,400	25,100	99
	Menominee	9,700	9,600	98
	Schoolcraft	2,900	2,800	97
	<b>WISCONSIN</b>			
	Brown	74,000	73,500	99
	Calumet	12,800	12,600	98
Door	11,100	11,000	99	
Fond Du Lac	33,100	32,600	98	
Green Lake	7,700	7,600	99	
Kewaunee	7,000	6,900	99	



WLUK-TV BMPCT-5591 Granted 8/7/62

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>WISCONSIN</b>			
	Manitowoc	30,400	30,200	99
	Marinette	16,400	16,300	99
	Menominee	1,000	1,000	95
	Oconto	12,300	12,100	98
	Outagamie	51,500	51,200	99
	Shawano	14,600	14,400	99
	Waupaca	17,100	16,900	99
	Waushara	8,600	8,400	98
	Winnebago	54,700	54,200	99
Between 25-49%	<b>MICHIGAN</b>			
	Alger	3,100	3,000	97
	Baraga	3,100	3,000	97
	Luce	2,200	2,100	95
Ortonagon	3,500	3,400	97	
Between 5-24%	<b>WISCONSIN</b>			
	Florence	1,400	1,400	100
	Langlade	7,700	7,600	99
	Sheboygan	39,100	38,700	99
	<b>MICHIGAN</b>			
	Keweenaw	700	700	100
	Manistee	9,400	9,200	98
	Mason	10,500	10,200	97
	<b>WISCONSIN</b>			
	Forest	3,400	3,300	97
Marquette	5,800	5,600	97	
Portage	20,800	20,500	99	
Wood	30,500	30,100	99	
<b>Station Totals</b>		<b>569,600</b>	<b>562,500</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>				<b>382,100</b>
<b>Average Daily Circulation (1991)</b>				<b>212,000</b>



# Wisconsin—Kenosha

**WHKE**

Ch. 55

Network Service: None, independent.

Licensee: Le Sea 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.
- Paula Slack, 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.
- Bruce Pfeiffer, General Sales Manager.
- Barb Derviskey, National Sales Manager.
- Bill Hoel, News Director.
- Maria Roswall, Program Director.
- Larry Nagy, Chief Engineer.
- Larry Johnson, Promotion/Public Service Director.
- Dick Konrad, Operations Manager.

Highest 30 Sec. Rate: \$650.

NETWORK BASE HOURLY RATE: \$760.

City of License: La Crosse. ADI: La Crosse-Eau Claire. Rank: 125.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IOWA			
	Allamakee	5,400	5,300	98
	MINNESOTA			
	Fillmore	7,700	7,600	99
	Houston	6,600	6,500	98
	Winona	16,300	16,100	98
	WISCONSIN			
	Buffalo	5,600	5,500	98
	Chippewa	19,500	19,200	98
	Crawford	6,200	6,100	98
Eau Claire	32,500	32,000	98	
Jackson	6,600	6,400	97	
La Crosse	37,100	36,700	99	



WKBT BPCT-2917 Granted 7/25/62

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MONROE	14,100	13,800	98
	PEPIN	2,900	2,800	96
	TREMPEALEAU	9,700	9,400	97
	VERNON	10,400	10,200	98
Between 25-49%	IOWA			
	Winneshiek	7,700	7,600	99
	MINNESOTA			
	Wabasha	7,700	7,600	99
Between 5-24%	WISCONSIN			
	Clark	12,200	11,900	98
	Juneau	8,800	8,500	97
	IOWA			
Clayton	8,100	8,000	99	
Station Totals	MINNESOTA			
	Dodge	5,500	5,400	98
	Goodhue	15,100	14,900	99
	Olmsted	38,500	38,200	99
	WISCONSIN			
	Adams	5,300	5,100	96
	Barron	16,100	15,700	98
	Dunn	12,500	12,200	98
	Pierce	11,800	11,600	98
	Richland	6,800	6,600	97
Rusk	5,900	5,800	98	
Wood	30,500	30,100	99	
Station Totals		373,100	366,800	98
Net Weekly Circulation (1991)				177,500
Average Daily Circulation (1991)				96,000

# Wisconsin—La Crosse

**WLAX**

Ch. 25

Network Service: Fox.

Licensee: WLAX Television Inc., 1305 Interchange Place, LaCrosse, 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: 562-kw max. visual, 56.2-kw max. aural. Antenna: 1004-ft. above av. terrain, 677-ft. above ground, 1870-ft. above sea level.

Latitude 43° 48' 15.70"  
Longitude 91° 22' 18.00"

Transmitter: 1000 Tschumper Ridge Rd., La Crescent, MN.

Satellite Earth Stations: Comtech, 5-meter C-band; DH Satellite, 5-meter C-band; Microdyne, 3.7-meter Ku-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.
- Dave Colton, Local Sales Manager.
- Barb Quillin, Program Director.
- Brian Markowski, Production Director.
- Bill Wiesjahn, Business Manager.
- Mark Burg, Engineering Director.
- Gerolyn Butzler, Traffic Director.

Highest 30 Sec. Rate: \$400.

City of License: La Crosse. ADI: La Crosse-Eau Claire. Rank: 125.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>MINNESOTA</b>			
	Houston	6,600	6,500	98
	<b>WISCONSIN</b>			
	La Crosse	37,100	36,700	99
	Vernon	10,400	10,200	98
Between 25-49%	<b>IOWA</b>			
	Allamakee	5,400	5,300	98
	<b>MINNESOTA</b>			
	Fillmore	7,700	7,600	99
	Winona	16,300	16,100	98
	<b>WISCONSIN</b>			
	Buffalo	5,600	5,500	98
Crawford	6,200	6,100	98	
Eau Claire	32,500	32,000	98	



WLAX BPCT-900508KF Granted 7/31/90

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Jackson	6,600	6,400	97
	Monroe	14,100	13,800	98
	Trempealeau	9,700	9,400	97
Between 5-24%	<b>IOWA</b>			
	Winneshiek	7,700	7,600	99
	<b>MINNESOTA</b>			
	Wabasha	7,700	7,600	99
	<b>WISCONSIN</b>			
	Chippewa	19,500	19,200	98
	Clark	12,200	11,900	98
Juneau	8,800	8,500	97	
Richland	6,800	6,600	97	
<b>Station Totals</b>		<b>220,900</b>	<b>217,000</b>	<b>98</b>
<b>Net Weekly Circulation (1991)</b>				<b>74,100</b>
<b>Average Daily Circulation (1991)</b>				<b>27,700</b>

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# Wisconsin—La Crosse

**WXOW-TV**

Ch. 19

Network Service: ABC.

Licensee: Tak Communications Inc., Debtor-in-Possession, 1577 Spring Hill Rd., Suite 500, Vienna, VA 22182.

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: 1168-ft. above av. terrain, 821-ft. above ground, 2046-ft. above sea level.

Latitude 43° 48' 23"  
Longitude 91° 22' 04"

Transmitter: 3705 County Hwy. 25, La Crescent, MN.

Satellite Earth Stations: Andrew, 7-meter C-band; Andrew, 5-meter C-band; DH Satellite, 5-meter Ku-band; United Satellite Systems, 5-meter C-band; AFC, 3-meter Ku & C-band; ChannelMaster, 3-meter C-band; Avantek, Cyclesat, M/A-Com, Scientific-Atlanta, Drake receivers.

News Service: AP.

Ownership: Tak Communications Inc., Debtor-in-Possession (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.
- Sean Dwyer, News Director.
- David Marshall, Program & Promotion Director.
- Tom Sibenaller, Chief Engineer.

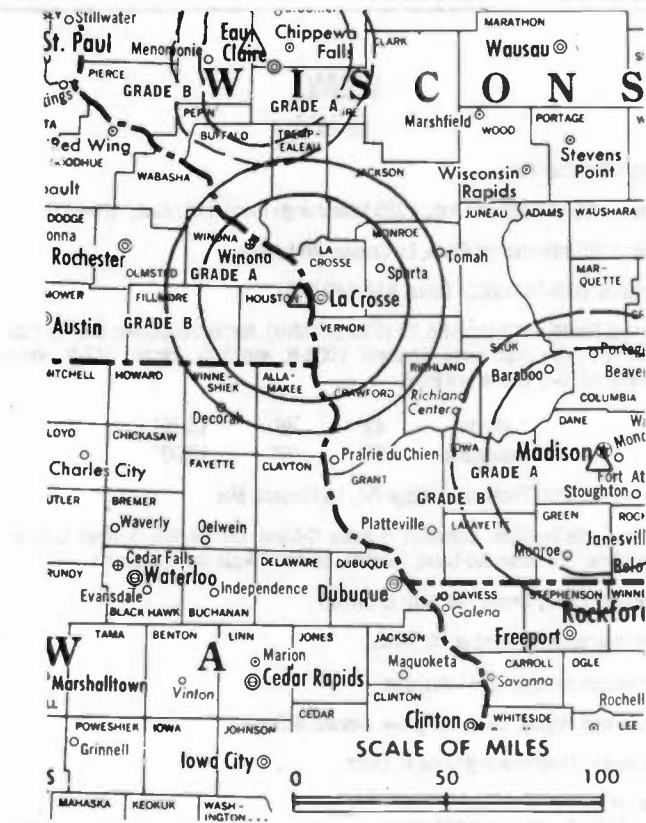
Highest 30 Sec. Rate: \$750.

NETWORK BASE HOURLY RATE: \$225.

City of License: La Crosse. ADI: La Crosse-Eau Claire. Rank: 125.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State	Total Households	TV Households	%
50% & Over	MINNESOTA			
	Houston	6,600	6,500	98
	Winona	16,300	16,100	98



WXOW-TV BPCT-820617KE Granted 7/27/82

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Net Weekly Circulation	State	Total Households	TV Households	%
50% & Over	WISCONSIN			
	Jackson	6,600	6,400	97
	La Crosse	37,100	36,700	99
	Monroe	14,100	13,800	98
	Trempealeau	9,700	9,400	97
	Vernon	10,400	10,200	98
Between 25-49%	MINNESOTA			
	Fillmore	7,700	7,600	99
	WISCONSIN			
	Buffalo	5,600	5,500	98
	Crawford	6,200	6,100	98
Between 5-24%	IOWA			
	Allamakee	5,400	5,300	98
	Winneshiek	7,700	7,600	99
	MINNESOTA			
	Wabasha	7,700	7,600	99
	WISCONSIN			
	Juneau	8,800	8,500	97
Richland	6,800	6,600	97	
<b>Station Totals</b>		<b>156,700</b>	<b>153,900</b>	<b>98</b>
<b>Net Weekly Circulation (1991)</b>				<b>83,600</b>
<b>Average Daily Circulation (1991)</b>				<b>47,100</b>

# Wisconsin—Madison

**WISC-TV**

Ch. 3



**Network Service:** CBS.

**Licensee:** Television Wisconsin Inc., Box 44965, Madison, WI 53744-4965.

**Studio:** 7025 Raymond Rd., Madison, WI 53719.

**Telephone:** 608-271-4321. **TWX:** 910-286-2720. **Fax:** 608-271-1709.

**Technical Facilities:** Channel No. 3 (60-66 MHz). Authorized power: 56.2-kw visual, 11-kw aural. Antenna: 1190-ft. above av. terrain, 1107-ft. above ground, 2227-ft. above sea level.

Latitude 43° 01' 52"  
Longitude 89° 30' 18"

**Transmitter:** Raymond Rd., 6-mi. WSW of Madison.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Scientific-Atlanta, 7-meter; Harris, 6.1-meter Ku-band; 3.7-meter Ku-band; 3-meter C-band; Harris, M/A-Com, Scientific-Atlanta receivers.

**News Service:** AP.

**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:**

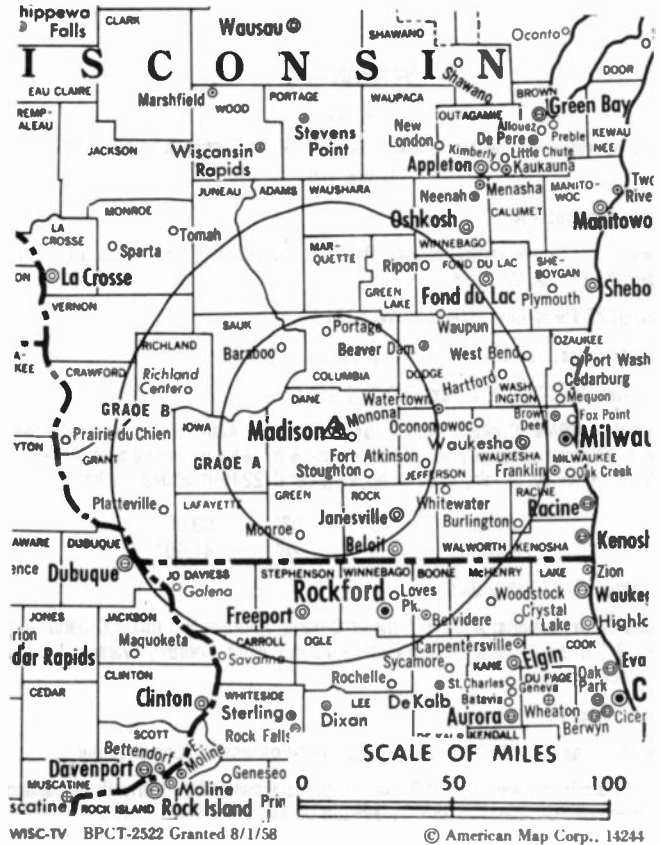
- Elizabeth Murphy Burns, President.
- David Sanks, Vice President & General Manager.
- Donna Kirner, General Sales Manager.
- Mark Friesch, Local Sales Manager.
- Tom Bier, News Director.
- Jill Koehn, Program Director.
- Nan Blom Roach, Promotion Director.
- Chris Cain, Chief Engineer.

**Highest 30 Sec. Rate:** \$1300.

**NETWORK BASE HOURLY RATE:** \$1081.

**City of License:** Madison. **ADI:** Madison. **Rank:** 90.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>WISCONSIN</b>			
	Columbia	18,500	18,200	98
	Dane	145,400	142,600	98
	Dodge	27,300	26,800	98
	Grant	18,100	17,600	97
	Green	12,500	12,300	98
	Iowa	7,900	7,700	97
	Jefferson	25,700	25,400	99
	Juneau	8,800	8,500	97
	Lafayette	6,200	6,100	98
<b>Between 25-49%</b>	Marquette	5,800	5,600	97
	Richland	6,800	6,600	97
	Rock	52,700	52,100	99
	Sauk	18,400	18,000	98
	<b>ILLINOIS</b>			
	Jo Daviess	9,200	9,000	98
	Stephenson	19,600	19,300	98
	<b>WISCONSIN</b>			
	Adams	5,300	5,100	96
	<b>Between 5-24%</b>	<b>IOWA</b>		
Dubuque		31,700	31,300	99
<b>ILLINOIS</b>				
Boone		11,400	11,200	98
<b>WISCONSIN</b>				
Crawford		6,200	6,100	98
Fond Du Lac		33,100	32,600	98
Green Lake		7,700	7,600	99
Walworth		28,400	28,000	99
Waushara		8,600	8,400	98
<b>Station Totals</b>		<b>515,300</b>	<b>506,100</b>	<b>98</b>
<b>Net Weekly Circulation (1991)</b>				<b>320,900</b>
<b>Average Daily Circulation (1991)</b>				<b>184,200</b>

# 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 Communications Inc., Debtor-in-Possession, 1577 Spring Hill Rd., Suite 500, Vienna, VA 22182.

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, Avantek, Avcom, RCA receivers.

News Service: AP.

Ownership: Tak Communications Inc., Debtor-in-Possession (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. Bentson & Edmund R. Ruben) approved Sept. 9, 1970 (Vol. 10:37). Previous sale to Midcontinent by Monona Bcstg. Co. approved July 20, 1960 (Vol. 16:24, 26, 30).

Represented (sales): Katz Television.

Represented (legal): Dow, Lohnes & Albertson.

### Personnel:

Bob McCall, President & General Manager.  
Ken Simmons, General Sales Manager.  
Eric Price, National Sales Manager.  
Jeff Klotzman, News Director.  
Ellen Buss, Program Director.  
Steve Zimmerman, Chief Engineer.  
John Hardman, Promotion Director.  
Jim Hoetger, Business Manager.  
Rosanne Hepner, Marketing Director.

Highest 30 Sec. Rate: \$1000.

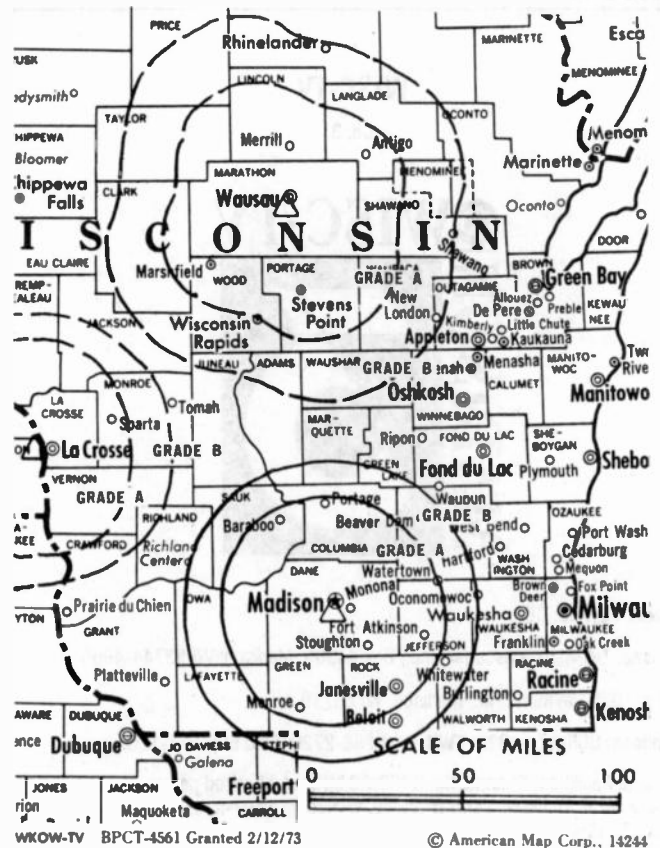
Rates: Combination rates on request.

NETWORK BASE HOURLY RATE: \$600.

City of License: Madison. ADI: Madison. Rank: 90.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WISCONSIN			
	Columbia	18,500	18,200	98
	Dane	145,400	142,600	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Green	12,500	12,300	98
	Iowa	7,900	7,700	97
	Jefferson	25,700	25,400	99
	Lafayette	6,200	6,100	98
	Marquette	5,800	5,600	97
	Richland	6,800	6,600	97
	Rock	52,700	52,100	99
Sauk	18,400	18,000	98	
Between 25-49%	WISCONSIN			
	Crawford	6,200	6,100	98
	Dodge	27,300	26,800	98
	Grant	18,100	17,600	97
Juneau	8,800	8,500	97	
Between 5-24%	IOWA			
	Allamakee	5,400	5,300	98
	ILLINOIS			
	Jo Daviess	9,200	9,000	98
	Stephenson	19,600	19,300	98
	WISCONSIN			
	Adams	5,300	5,100	96
Green Lake	7,700	7,600	99	
Vernon	10,400	10,200	98	
Walworth	28,400	28,000	99	
Station Totals		446,300	438,100	98
Net Weekly Circulation (1991)				266,400
Average Daily Circulation (1991)				148,600

# Wisconsin—Madison

## WMSN-TV

Ch. 47

Network Service: Fox.

Licensee: Channel 47 Ltd. Partnership, 7847 Big Sky Dr., Madison, WI 53719.

Studio: 7847 Big Sky Dr., 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-Corn, 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:

Jim Arnold, General Manager.  
J. Corkey Custer, General Sales Manager.  
Brian Davis, Local Sales Manager.  
Paul Herz, National Sales Manager.  
John Noonan, Program Director.  
Gordon Young, Promotion Manager.  
Wayne Wook, Business Manager.  
Kerry Maki, Chief Engineer.

Rates: On request.

City of License: Madison. ADI: Madison. Rank: 90.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>WISCONSIN</b>			
	Columbia	18,500	18,200	98
	Dane	145,400	142,600	98
	Green	12,500	12,300	98
	Iowa	7,900	7,700	97
	Lafayette	6,200	6,100	98
	Rock	52,700	52,100	99
	Sauk	18,400	18,000	98
Between 25-49%	<b>WISCONSIN</b>			
	Dodge	27,300	26,800	98
	Grant	18,100	17,600	97
	Jefferson	25,700	25,400	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Juneau	8,800	8,500	97
	Marquette	5,800	5,600	97
	Richland	6,800	6,600	97
Between 5-24%	<b>IOWA</b>			
	Allamakee	5,400	5,300	98
	<b>ILLINOIS</b>			
	Jo Daviess	9,200	9,000	98
	Stephenson	19,600	19,300	98
	<b>WISCONSIN</b>			
	Adams	5,300	5,100	96
	Crawford	6,200	6,100	98
	Green Lake	7,700	7,600	99
	Walworth	28,400	28,000	99
<b>Station Totals</b>		435,900	427,900	98
<b>Net Weekly Circulation (1991)</b>			225,800	
<b>Average Daily Circulation (1991)</b>			98,700	

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# Wisconsin—Madison

**WMTV**

Ch. 15

Network Service: NBC.

Licensee: Forward Television Corp. II, 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:**

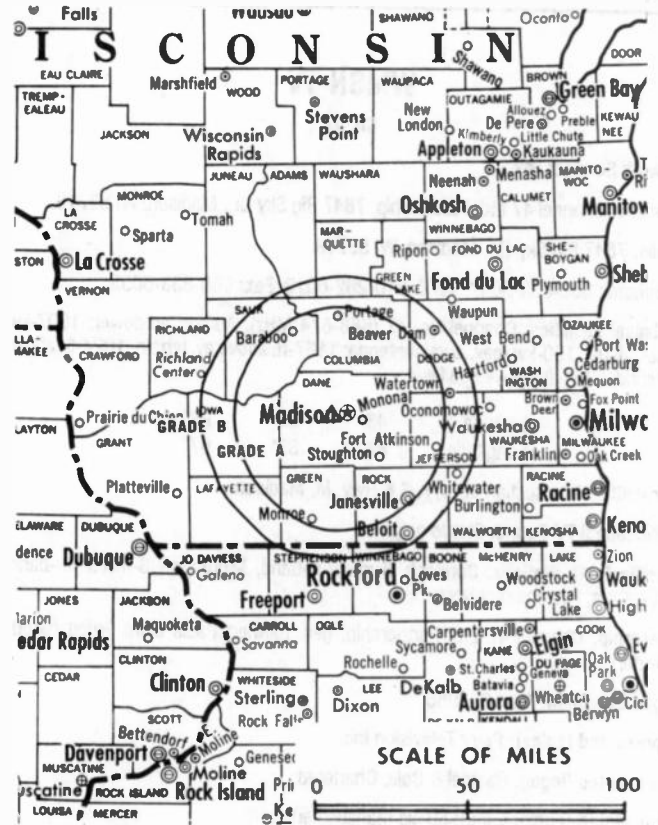
- Dan Smith, Station Manager.
- Bob Fay, General Sales Manager.
- Bruce Stein, News Director.
- Jean Buege, Business Manager.
- Doug Peterson, Creative Services Director.
- Tom Weeden, Chief Engineer.

Highest 30 Sec. Rate: \$1200.

City of License: Madison. ADI: Madison. Rank: 90.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>WISCONSIN</b>			
	Columbia	18,500	18,200	98
	Dane	145,400	142,600	98
	Green	12,500	12,300	98
	Iowa	7,900	7,700	97
	Jefferson	25,700	25,400	99



WMTV BMPCT-6137 Granted 8/30/65

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Lafayette	6,200	6,100	98
	Marquette	5,800	5,600	97
	Rock	52,700	52,100	99
	Sauk	18,400	18,000	98
Between 25-49%	<b>WISCONSIN</b>			
	Crawford	6,200	6,100	98
	Dodge	27,300	26,800	98
	Grant	18,100	17,600	97
	Juneau	8,800	8,500	97
Richland	6,800	6,600	97	
Between 5-24%	<b>IOWA</b>			
	Allamakee	5,400	5,300	98
	<b>ILLINOIS</b>			
	Jo Daviess	9,200	9,000	98
	Stephenson	19,600	19,300	98
	<b>WISCONSIN</b>			
	Adams	5,300	5,100	96
	Green Lake	7,700	7,600	99
	Vernon	10,400	10,200	98
	Walworth	28,400	28,000	99
<b>Station Totals</b>		<b>446,300</b>	<b>438,100</b>	<b>98</b>
<b>Net Weekly Circulation (1991)</b>			<b>262,100</b>	
<b>Average Daily Circulation (1991)</b>			<b>134,900</b>	



# Wisconsin—Milwaukee

## WCGV-TV

Ch. 24

Network Service: Fox.

Licensee: ABRY TV Ltd. Partnership, 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: ABRY Communications (Group Owner).

Began Operation: March 19, 1980. Sale to HR Bcstg. by Byron Lasky, Howard Heckel, et al., approved by FCC July 14, 1986 (Television Digest, Vol. 26:26). Sale to present owner by HR Bcstg. approved by FCC Oct. 19, 1990 (Vol. 30:24).

Represented (sales): Katz Independent TV Sales.

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

### Personnel:

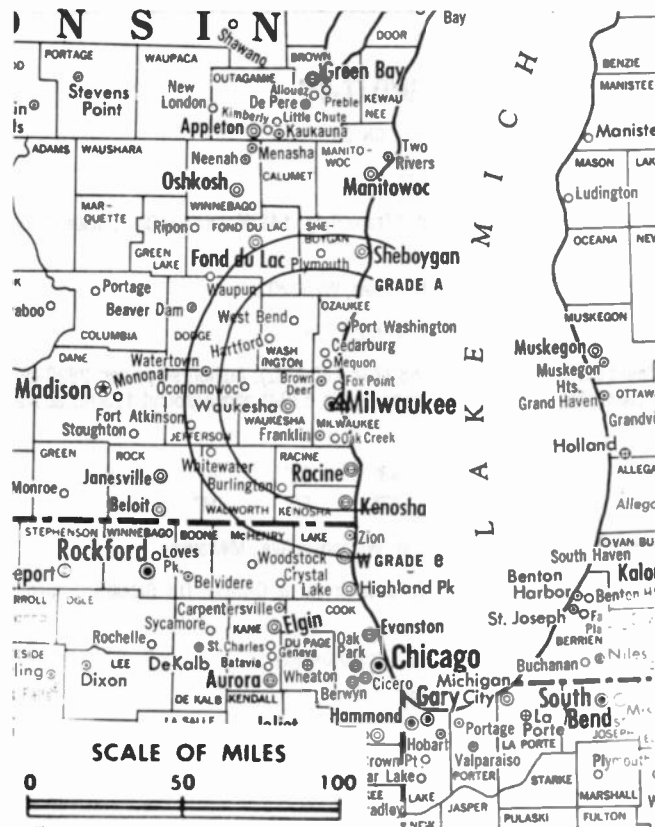
Robert J. Furlong, General Manager.  
Mitchell Nye, General Sales Manager.  
Betty Hertz, Program Director.  
Rik DeGrave, Local Sales Manager.  
Nancy Stephens, National Sales Manager.  
Lori Wucherer, Promotion Director.  
Walter White, Chief Engineer.  
Shirley Putnam, Business Manager.

Rates: On request.

City of License: Milwaukee. ADI: Milwaukee. Rank: 28.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>WISCONSIN</b>			
	Kenosha	45,100	44,600	99
	Milwaukee	380,900	376,800	99
	Ozaukee	26,300	26,000	99
	Racine	65,400	64,900	99
	Washington	32,500	32,200	99
	Waukesha	105,500	104,600	99
Between 25-49%	<b>WISCONSIN</b>			
	Dodge	27,300	26,800	98
	Jefferson	25,700	25,400	99
	Marathon	42,100	41,700	99



WCGV-TV BMPCT-7528 Granted 10/11/74

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Sheboygan	39,100	38,700	99
	Waupaca	28,400	28,000	99
Between 5-24%	<b>ILLINOIS</b>			
	Boone	11,400	11,200	98
	<b>WISCONSIN</b>			
	Calumet	12,800	12,600	98
	Columbia	18,500	18,200	98
	Fond Du Lac	33,100	32,600	98
	Portage	20,800	20,500	99
	Wood	30,500	30,100	99
<b>Station Totals</b>		<b>945,400</b>	<b>934,900</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>				<b>511,000</b>
<b>Average Daily Circulation (1991)</b>				<b>211,700</b>

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# 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: 2820-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, 509 W. Wisconsin Ave., Milwaukee.

Satellite Earth Stations: Comtech, 5-meter Ku & C-band; DH Satellite, 5-meter C-band; Microdyne receivers.

Ownership: Weigel Broadcasting Co. (Group Owner).

Began Operation: November 1, 1988.

Represented (sales): Roslin TV Sales.

Represented (legal): Cohn & Marks.

Represented (engineering): David Steel & Associates Inc.

### Personnel:

Bill LeMonds, General Manager.  
Jack Gallo, Sales Manager.  
Eric Owens, Chief Engineer.  
Veronica Tackman, Program Director.  
Guy Amacher, Promotion Director.  
Renee Seefeld, Business Manager.

Highest 30 Sec. Rate: \$250.

City of License: Milwaukee. ADI: Milwaukee. Rank: 28.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.



WDJT-TV BPC1-890201KR Granted 7/31/89

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>WISCONSIN</b>				
Between 5-24%	Milwaukee	380,900	376,800	99
	Ozaukee	26,300	26,000	99
	Racine	65,400	64,900	99
	Washington	32,500	32,200	99
	Waukesha	105,500	104,600	99
<b>Station Totals</b>		<b>610,600</b>	<b>604,500</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>			<b>86,700</b>	
<b>Average Daily Circulation (1991)</b>			<b>24,500</b>	

# Wisconsin—Milwaukee

## WISN-TV

Ch. 12

Network Service: ABC.

Licensee: The Hearst Corp., Box 402, Milwaukee, WI 53201.

Studio: 19th & Wells Sts., Milwaukee, WI 53233.

Mailing Address: Box 402, Milwaukee, WI 53201.

Telephone: 414-342-8812. TWX: 910-262-3417. Fax: 414-342-6490.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1000-ft. above av. terrain, 1105-ft. above ground, 1735-ft. above sea level.

Latitude 43° 06' 41"  
Longitude 87° 55' 38"

Transmitter: 5201 N. Milwaukee River Pkwy.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Vertex, 4.5-meter Ku-band; Andrew, 5-meter; Andrew, 4.5-meter; Andrew, 7.3-meter; SatCom, 5.6-meter; Scientific-Atlanta, Avantek receivers.

AM Affiliate: WISN, 50-kw, 1130 kHz.

FM Affiliate: 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): Peper, Martin, Jensen, Maichel & Hetlage.

### Personnel:

Howard Ritchie Jr., Vice President & General Manager.  
Dean Maytag, Director of Broadcast Services.  
Pete Montre, General Sales Manager.  
Laura Hargis, Sales Manager.  
Fred D'Ambrosi, News Director.  
Patrick Baldwin, Director of Promotion.  
Gary Seymour, Production Manager.  
Russ Elkin, Chief Engineer.  
Deb Bartlein, 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 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>WISCONSIN</b>			
	Dodge	27,300	26,800	98
	Jefferson	25,700	25,400	99
	Kenosha	45,100	44,600	99
	Milwaukee	380,900	376,800	99
	Ozaukee	26,300	26,000	99
	Racine	65,400	64,900	99
	Sheboygan	39,100	38,700	99
	Waukesha	105,500	104,600	99
<b>Between 25-49%</b>	<b>WISCONSIN</b>			
	Fond Du Lac	33,100	32,600	98
	Green Lake	7,700	7,600	99
<b>Between 5-24%</b>	<b>WISCONSIN</b>			
	Calumet	12,800	12,600	98
	Manitowoc	30,400	30,200	99
<b>Station Totals</b>		<b>860,200</b>	<b>851,000</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>				<b>689,800</b>
<b>Average Daily Circulation (1991)</b>				<b>398,200</b>

# 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. Fax: 414-355-3263.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1000-ft. above av. terrain, 1078-ft. above ground, 1720-ft. above sea level.

Latitude 43° 05' 24"  
Longitude 87° 53' 47"

Transmitter: NE corner of Capitol Dr. & Estabrook Pkwy., Shorewood, WI.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Scientific-Atlanta, 7-meter; Vertex, 6.2-meter Ku & C-band; Scientific-Atlanta, 4.5-meter Ku-band; M/A-Com, Scientific-Atlanta, Pinzone receivers.

SNG Mobile Dish: 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 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.



WITI-TV BPCT-2807 Granted 3/29/61 © American Map Corp. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>WISCONSIN</b>			
	Dodge	27,300	26,800	98
	Kenosha	45,100	44,600	99
	Milwaukee	380,900	376,800	99
	Ozaukee	26,300	26,000	99
	Racine	65,400	64,900	99
	Sheboygan	39,100	38,700	99
	Walworth	28,400	28,000	99
Between 25-49%	Washington	32,500	32,200	99
	Waukesha	105,500	104,600	99
	<b>WISCONSIN</b>			
Between 5-24%	Fond Du Lac	33,100	32,600	98
	Jefferson	25,700	25,400	99
Between 5-24%	<b>ILLINOIS</b>			
	Mchenry	62,900	62,500	99
Station Totals	<b>WISCONSIN</b>			
	Manitowoc	30,400	30,200	99
Station Totals		902,600	893,300	99
Net Weekly Circulation (1991)				684,900
Average Daily Circulation (1991)				386,000

# Wisconsin—Milwaukee

**WTMJ-TV**

Ch. 4

Network Service: NBC.

Licensee: WTMJ Inc., 720 E. Capitol Dr., Milwaukee, WI 53212.

Studio: 720 E. Capitol Dr., Milwaukee, WI 53212.

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: WKTJ, 15.5-kw, 94.5 MHz (No. 233), 910-ft.

News Services: CNN, NBC, NPS.

Ownership: WTMJ Inc. (Group Owner).

Began Operation: December 3, 1947.

Represented (sales): Petry Television Inc.

Represented (legal): Hogan & Hartson.

**Personnel:**

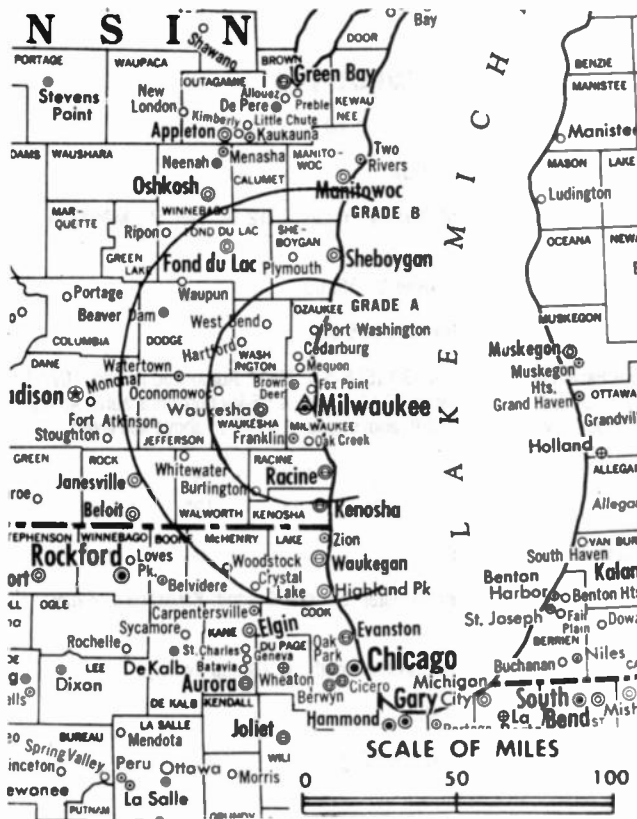
- Steven Smith, President.
- Wayne Barnett, Vice President & General Manager.
- Ron Kurtis, Vice President & Controller.
- Mark Strachota, General Sales Manager.
- Mark LeGrand, Local Sales Manager.
- Randy Price, Director of Engineering.
- Jim Prather, News Director.
- Lynn Kirk, News Manager.
- Mike Stutz, Program Manager.
- Lia Alcalay Riger, Promotion Director.
- Dennis Majowski, Production Manager.
- Ed Hinshaw, Manager of Editorial Affairs.
- May Alice Tierney, Community Affairs Manager.
- Rod Synnes, Community Relations Director.
- Hank Stoddard, Sports Director.

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 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.



WTMJ-TV BPC-T-3947 Granted 6/14/67

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>WISCONSIN</b>			
	Dodge	27,300	26,800	98
	Jefferson	25,700	25,400	99
	Kenosha	45,100	44,600	99
	Milwaukee	380,900	376,800	99
	Ozaukee	26,300	26,000	99
	Racine	65,400	64,900	99
	Sheboygan	39,100	38,700	99
	Walworth	28,400	28,000	99
	Washington	32,500	32,200	99
Waukesha	105,500	104,600	99	
<b>Between 25-49%</b>	<b>WISCONSIN</b>			
Fond Du Lac	33,100	32,600	98	
<b>Between 5-24%</b>	<b>WISCONSIN</b>			
	Calumet	12,800	12,600	98
	Green Lake	7,700	7,600	99
	Manitowoc	30,400	30,200	99
Rock	52,700	52,100	99	
<b>Station Totals</b>		<b>912,900</b>	<b>903,100</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>				<b>711,200</b>
<b>Average Daily Circulation (1991)</b>				<b>430,700</b>

# 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.

**Ownership:** Wisconsin Voice of Christian Youth Inc. (Group Owner).

**Began Operation:** January 1, 1983.

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

**Personnel:**

- Vic Ellason, General Manager.
- Gary Pledot, Chief Engineer.
- Jim Schneider, Program Director.
- Tom Sander, Business Manager.

**Rates:** On request.

**City of License:** Milwaukee. **ADI:** Milwaukee. **Rank:** 28.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.



WVCY-TV BPCT-5077 Granted 10/21/80

© American Map Corp. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>WISCONSIN</b>				
Between 5-24%	Racine	65,400	64,900	99
<b>Station Totals</b>		<b>65,400</b>	<b>64,900</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>				<b>22,100</b>
<b>Average Daily Circulation (1991)</b>				<b>6,500</b>

# 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 53216.

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, 5-meter C-band; Comtech, 4.6-meter Ku-band; Comtech, 3-meter Ku-band; Scientific-Atlanta, 7-meter C-band; M/A-Corn, 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): MMT Sales Inc.

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

**Personnel:**

- Michael E. Schuch, Vice President & General Manager.
- William T. Lind, General Sales Manager.
- Deanne Haviland, National Sales Manager.
- Duane Gay, News Director.
- Byron King, Program Director.
- Mark Hodorowski, Promotion Director.
- John Kalpus, Chief Engineer.
- Jim Hall, Director of Engineering & Production.
- Sandy Graver, Business Manager.

Rates: On request.

City of License: Milwaukee. ADI: Milwaukee. Rank: 28.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>WISCONSIN</b>			
	Dodge	27,300	26,800	98
	Milwaukee	380,900	376,800	99
	Ozaukee	26,300	26,000	99
	Racine	65,400	64,900	99
	Washington	32,500	32,200	99
	Waukesha	105,500	104,600	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	<b>WISCONSIN</b>			
	Fond Du Lac	33,100	32,600	98
	Jefferson	25,700	25,400	99
	Kenosha	45,100	44,600	99
	Rock	52,700	52,100	99
	Sheboygan	39,100	38,700	99
	Walworth	28,400	28,000	99
Between 5-24%	<b>ILLINOIS</b>			
	Mchenry	62,900	62,500	99
	<b>WISCONSIN</b>			
	Green Lake	7,700	7,600	99
	Sauk	18,400	18,000	98
	Winnebago	54,700	54,200	99
<b>Station Totals</b>		<b>1,005,700</b>	<b>995,000</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>				<b>501,700</b>
<b>Average Daily Circulation (1991)</b>				<b>189,500</b>

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# 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.

Telephone: 414-764-4953. Fax: 414-764-5190.

Technical Facilities: Channel No. 49 (680-686 MHz). Authorized power: 2690-kw max. visual, 269-kw max. aural. Antenna: 469-ft. above av. terrain, 413-ft. above ground, 1112-ft. above sea level.

Latitude	42°	51'	18"
Longitude	87°	50'	41"

Transmitter: 4311 E. Oakwood Rd., Oak Creek.

Satellite Earth Station: DH Satellite; Agile Omni receivers.

Ownership: TV 49 Inc.

Began Operation: January 27, 1990.

Represented (legal): Arter & Hadden.

Represented (engineering): Lyle R. Evans.

**Personnel:**

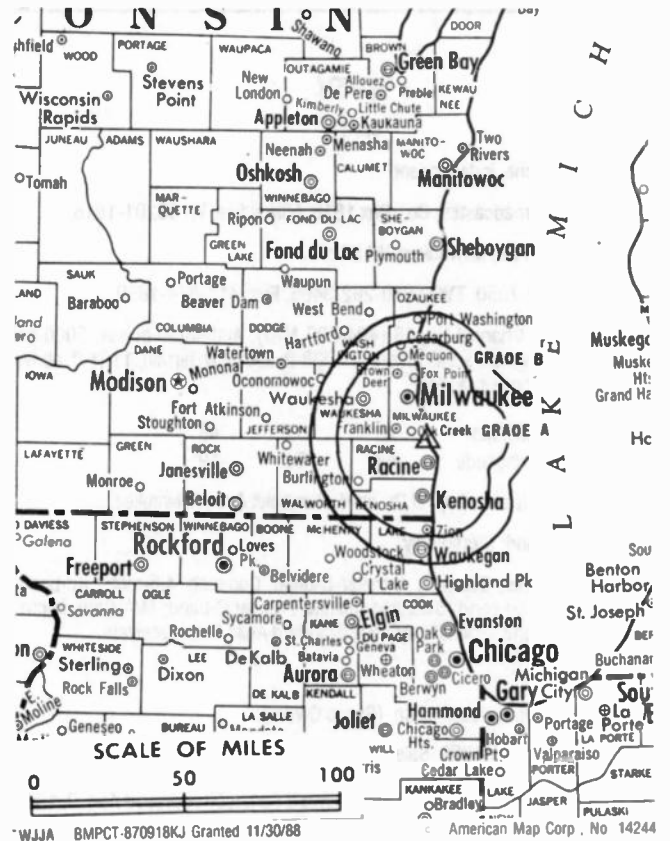
Michael Schuster, General Manager.

Steven Melkner, Chief Engineer.

Arvis Kinlow, Business Manager.

Rates: On request.

Arbitron Data: Not available.



WJJA BMPCT-870918KJ Granted 11/30/88

American Map Corp., No. 14244

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.

**Arbitron Data:** Not available.



**City of License:** Suring. **ADI:** Green Bay-Appleton. **Rank:** 66.

# Wisconsin—Rhineland-Wausau

## 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 Alvin E. O'Konski approved by FCC April 20, 1979 (Vol. 19:16).

Represented (sales): Setel 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: 127.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>MICHIGAN</b>			
	Iron	5,700	5,600	98
	<b>WISCONSIN</b>			
	Forest	3,400	3,300	97
	Iron	2,700	2,700	100
	Langlade	7,700	7,600	99
	Lincoln	11,300	11,200	99
	Marathon	42,100	41,700	99
Oneida	13,300	13,000	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Price	6,500	6,300	97
	Vilas	7,900	7,700	97
Between 25-49%	<b>MICHIGAN</b>			
	Dickinson	10,700	10,600	99
	Gogebic	7,400	7,200	97
	Ontonagon	3,500	3,400	97
<b>WISCONSIN</b>	Florence	1,400	1,400	100
	Taylor	6,800	6,700	99
	<b>MICHIGAN</b>			
	Baraga	3,100	3,000	97
Between 5-24%	<b>WISCONSIN</b>			
	Ashland	6,500	6,400	98
	Marinette	16,400	16,300	99
	Oconto	12,300	12,100	98
	Rusk	5,900	5,800	98
	Shawano	14,600	14,400	99
<b>Station Totals</b>		<b>189,200</b>	<b>186,400</b>	<b>99</b>
<b>Net Weekly Circulation (1991)</b>			<b>90,600</b>	
<b>Average Daily Circulation (1991)</b>			<b>45,100</b>	

# Wisconsin—Wausau

## WAOW-TV

Ch. 9

Network Service: ABC.

Licensee: Tak Communications Inc., Debtor-in-Possession, 1577 Spring Hill Rd., Suite 500, Vienna, VA 22182.

Studio: 1908 Grand Ave., Wausau, WI 54401.

Telephone: 715-842-2251. 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 Stations: Andrew, 7.3-meter C-band; United Satellite Systems, 5-meter; Andrew, 4-meter C-band; United Satellite Systems, AvanteK receivers.

News Services: AP, CNN.

Ownership: Tak Communications Inc., Debtor-in-Possession (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.

Rick Moll, News Director.

Sharon Reyer, Promotion Director.

Russ Crass, Chief Engineer.

Highest 30 Sec. Rate: \$450.

NETWORK BASE HOURLY RATE: \$450.

City of License: Wausau. ADI: Wausau-Rhineland. Rank: 127.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>				
<b>WISCONSIN</b>				
	Adams	5,300	5,100	96
	Clark	12,200	11,900	98
	Forest	3,400	3,300	97
	Langlade	7,700	7,600	99
	Lincoln	11,300	11,200	99
	Marathon	42,100	41,700	99
	Oneida	13,300	13,000	98
	Portage	20,800	20,500	99
	Price	6,500	6,300	97
	Taylor	6,800	6,700	99
	Vilas	7,900	7,700	97
	Wood	30,500	30,100	99



WAOW-TV BPC:T-4608 Granted 2/26/75

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>				
<b>WISCONSIN</b>				
	Juneau	8,800	8,500	97
	Shawano	14,600	14,400	99
	Waupaca	17,100	16,900	99
<b>Between 5-24%</b>				
<b>WISCONSIN</b>				
	Ashland	6,500	6,400	98
	Green Lake	7,700	7,600	99
	Iron	2,700	2,700	100
	Jackson	6,600	6,400	97
	Marquette	5,800	5,600	97
	Menominee	1,000	1,000	95
	Monroe	14,100	13,800	98
	Rusk	5,900	5,800	98
	Waushara	8,600	8,400	98
<b>Station Totals</b>		<b>267,200</b>	<b>262,600</b>	<b>98</b>
<b>Net Weekly Circulation (1991)</b>				<b>168,200</b>
<b>Average Daily Circulation (1991)</b>				<b>107,900</b>

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# Wisconsin—Wausau

## WSAW-TV

Ch. 7

Network Service: CBS.

Licensee: Forward 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:

- Donald F. Cochart, Station Manager.
- Mark Zelich, Vice President, News & Sports Director.
- Chris J. Eigenberger, General Sales Manager.
- Joe Kamenick, Chief Engineer.
- Tony Christman, Business Manager.
- Shirley A. Bickford, Executive Assistant.

Highest 30 Sec. Rate: \$540.

NETWORK BASE HOURLY RATE: \$450.

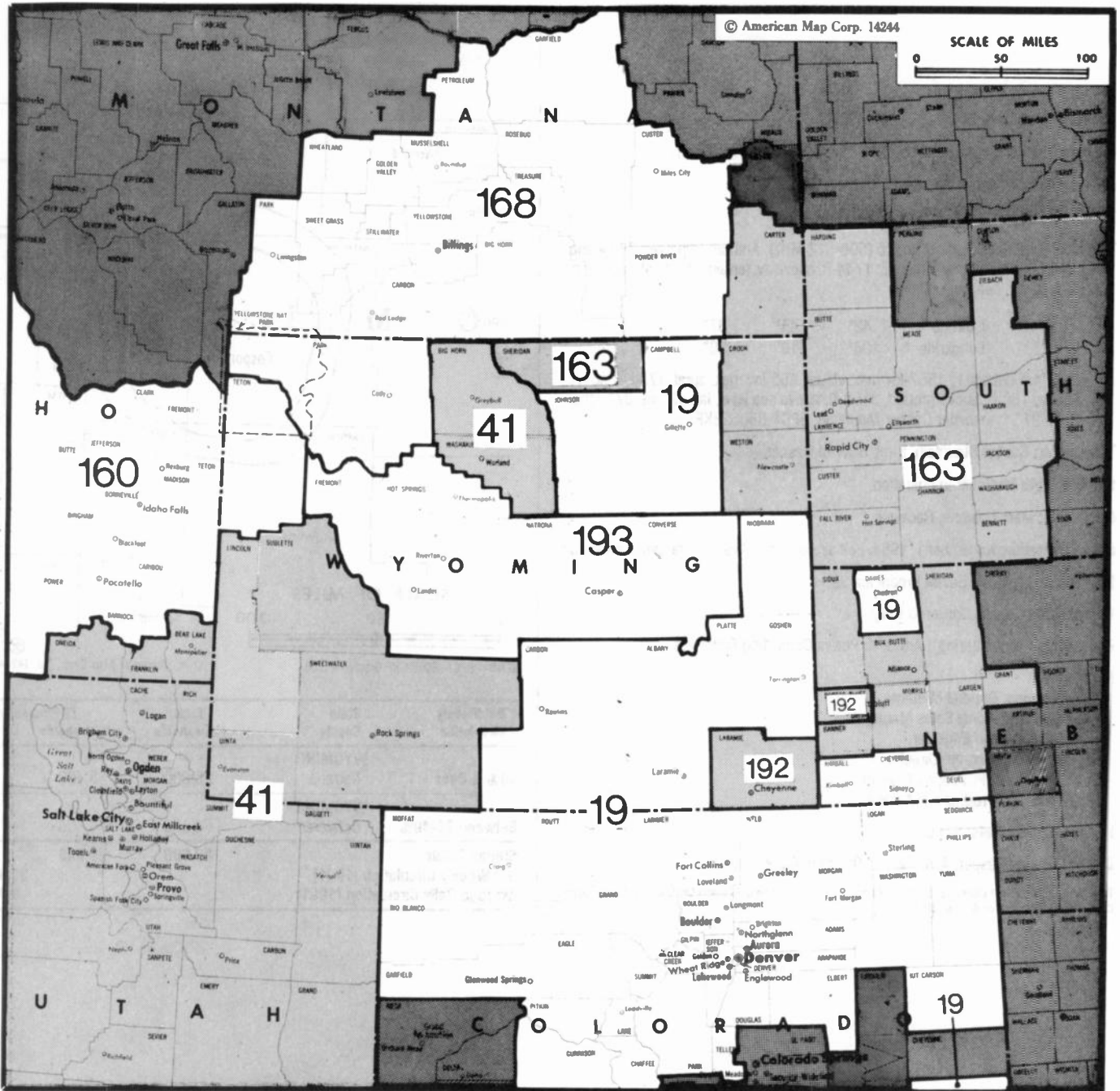
City of License: Wausau. ADI: Wausau-Rhineland. Rank: 127.

Total Households: ©MST Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>WISCONSIN</b>			
	Adams	5,300	5,100	96
	Clark	12,200	11,900	98
	Forest	3,400	3,300	97
	Langlade	7,700	7,600	99
	Lincoln	11,300	11,200	99
	Marathon	42,100	41,700	99
	Oneida	13,300	13,000	98
	Portage	20,800	20,500	99



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Price	6,500	6,300	97
	Rusk	5,900	5,800	98
	Taylor	6,800	6,700	99
	Vilas	7,900	7,700	97
	Wood	30,500	30,100	99
<b>Between 25-49%</b>	<b>WISCONSIN</b>			
	Juneau	8,800	8,500	97
	Shawano	14,600	14,400	99
Waushara	8,600	8,400	98	
<b>Between 5-24%</b>	<b>WISCONSIN</b>			
	Ashland	6,500	6,400	98
	Green Lake	7,700	7,600	99
	Jackson	6,600	6,400	97
	Marquette	5,800	5,600	97
	Menominee	1,000	1,000	95
Monroe	14,100	13,800	98	
Waupaca	17,100	16,900	99	
<b>Station Totals</b>		<b>264,500</b>	<b>259,900</b>	<b>98</b>
<b>Net Weekly Circulation (1991)</b>				<b>173,900</b>
<b>Average Daily Circulation (1991)</b>				<b>114,800</b>



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Denver, CO	1,048,400	19	KCEC (50), KCNC-TV (4), KDVR (31), KFNR (11), KMGH-TV (7), KREG-TV (3), KSBS-TV (24), KTVD (20), KUBD (59), KUSA-TV (9), KWGN-TV (2), KWHD (53)
Salt Lake City, UT	597,700	41	KCCZ (4), KJVI (2), KOOG-TV (30), KSL-TV (5), KSTU (13), KTVX (4), KUTV (2), KXIV (14)
Idaho Falls-Pocatello, ID	105,200	160	KIDK (3), KIFI-TV (8), KPVI (6)
Rapid City, SD	92,200	163	KCLO-TV (15), KEVN-TV (7), KHSD-TV (11), KIVV-TV (5), KOTA-TV (3), KSGW-TV (12)
Billings-Hardin, MT	83,900	168	KOUS-TV (4), KTVQ (2), KULR-TV (8), KYUS-TV (3)
Cheyenne, WY-Scottsbluff, NE-Sterling, CO	44,200	192	KDUH-TV (4), KGWN-TV (5), KKTU (33), KSTF (10), KTVS (3)
Casper-Riverton, WY	43,900	193	KFNB (20), KFNE (10), 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, 1991**

	VHF	UHF	TOTAL
Commercial Television Stations	9	3	12
Educational Television Stations	1	0	1
	10	3	13

# Wyoming—Casper

**KFNB**

Ch. 20

**Network Service:** ABC.

**Grantee:** Mark Nalbome, Receiver, 2332 Breck, Casper, WY 82601.

**Studio:** 7075 Salt Creek Rd., Box 1, Casper, WY 82601.

**Telephone:** 307-577-5923. **Fax:** 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 Nalbome, Receiver.

**Began Operation:** November 1, 1984. Left air April 25, 1989; later resumed operation.

**Represented (sales):** Savalli Broadcast Sales.

**Represented (legal):** Cordon & Kelly.

**Represented (engineering):** Arthur K. Peters Consulting Engineers.

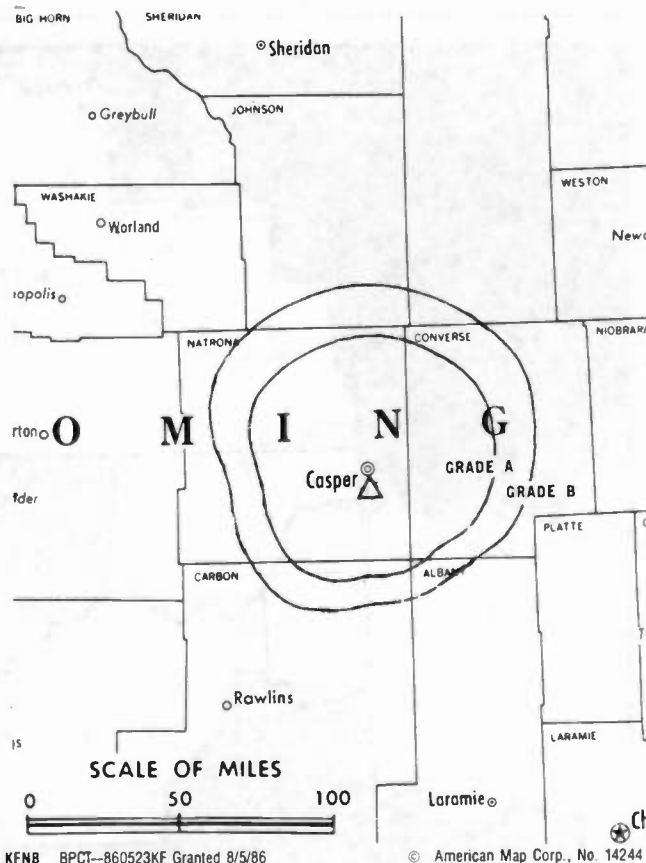
**Personnel:**

- Mark Nalbome, 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:** \$400.

**City of License:** Casper. **ADI:** Casper-Riverton. **Rank:** 193.

**Total Households:** ©MSI Consumer Market Data as of 1/1/91. **TV Homes, TV% and Circulation** ©1991 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WYOMING Natrona	25,900	25,400	98
Between 25-49%	WYOMING Converse	4,600	4,400	96
<b>Station Totals</b>		<b>30,500</b>	<b>29,800</b>	<b>98</b>
<b>Net Weekly Circulation (1991)</b>			<b>20,900</b>	
<b>Average Daily Circulation (1991)</b>			<b>9,700</b>	

# 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.

Telephones: 307-234-1111; 800-788-5492. 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 Nickolic, Station Manager.

Tim Swanson, General Sales Manager.

Nimi McConigley, News Director.

Jeremy Patey, Program Director.

Highest 30 Sec. Rate: \$300.

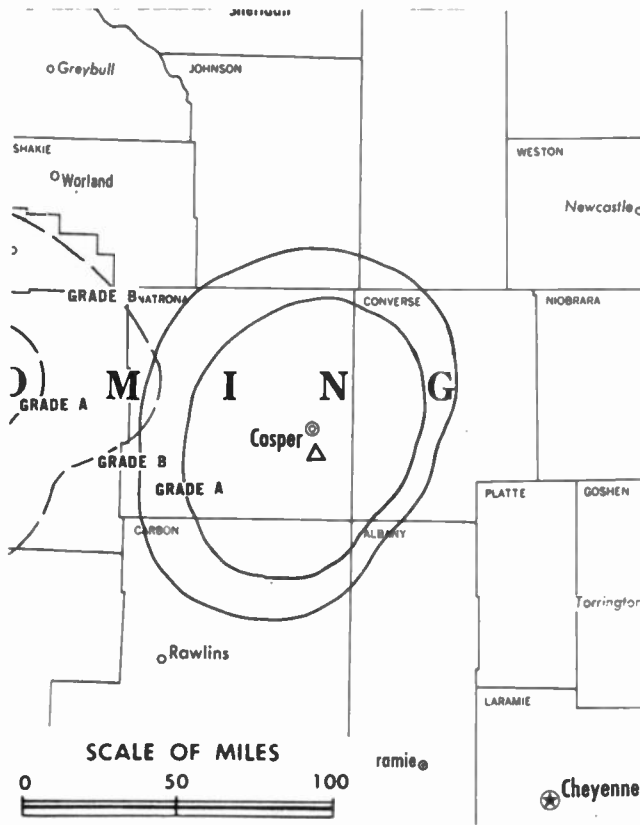
NETWORK BASE HOURLY RATE: \$375.

Arbitron Data: Figures include satellites KGWL-TV, Lander & KGWR-TV, Rock Springs, WY.

City of License: Casper. ADI: Casper-Riverton. Rank: 193.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	WYOMING			
	Campbell	12,200	11,600	95
	Converse	4,600	4,400	96
	Fremont	12,500	12,200	98
	Johnson	2,600	2,500	96
	Natrona	25,900	25,400	98
	Sweetwater	15,800	15,300	97



KGWC-TV BNPCT-800519KH Granted 6/27/80

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Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>WYOMING</b>				
Between 25-49%	Hot Springs	2,200	2,100	95
	Washakie	3,400	3,300	97
	Weston	2,800	2,700	96
<b>WYOMING</b>				
Between 5-24%	Carbon	6,600	6,300	95
	Crook	2,300	2,200	96
<b>Station Totals</b>		<b>90,900</b>	<b>88,000</b>	<b>97</b>
<b>Net Weekly Circulation (1991)</b>			<b>56,700</b>	
<b>Average Daily Circulation (1991)</b>			<b>26,500</b>	

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# Wyoming—Casper

## KTWO-TV

Ch. 2

(Operates satellite KKTU, Cheyenne, WY)

Network Service: NBC.

Licensee: KTWO Corp., 212 E. Liberty St., Wooster, OH 44691.

Studio: 4200 E. 2nd St., Casper, WY 82609.

Telephone: 307-237-3711. TWX: 910-949-4462. Fax: 307-234-9866.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 22-kw aural. Antenna: 2000-ft. above av. terrain, 375-ft. above ground, 8485-ft. above sea level.

Latitude 42° 44' 03"  
Longitude 106° 20' 00"

Transmitter: 8-mi. S of Casper.

News Service: AP.

Ownership: Wooster Republican Printing Co. (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.

Tim Havasi, Local Sales Manager.

Debbie Hales-McLemore, National Sales Manager.

Wes Sturr, News Director.

Dave Borino, Program Director.

Trenda Allen, Promotion Director.

Linda Makinen, Business Manager.

Kris Anderson, Director Of Engineering.

Janet Curry, Marketing Director.

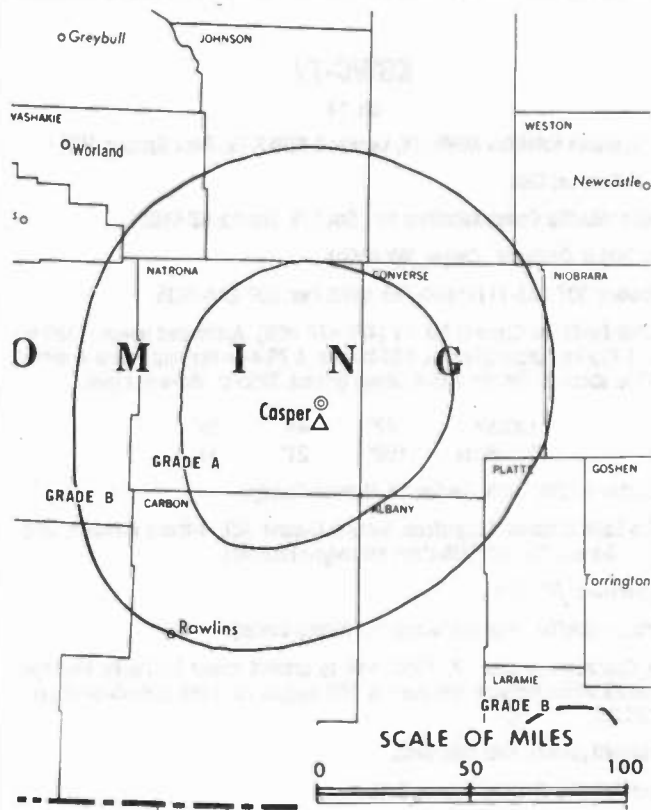
Highest 30 Sec. Rate: \$425.

Arbitron Data: Includes KKTU, Cheyenne, WY.

City of License: Casper. ADI: Casper-Riverton. Rank: 193.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>WYOMING</b>				
50% & Over	Campbell	12,200	11,600	95
	Carbon	6,600	6,300	95
	Converse	4,600	4,400	96
	Fremont	12,500	12,200	98
	Hot Springs	2,200	2,100	95
	Johnson	2,600	2,500	96



KTWO-TV BPCT-3231 Granted 9/25/63

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Natrona	25,900	25,400	98
	Park	9,300	8,900	96
	Sublette	2,100	2,000	95
	Uinta	6,800	6,600	97
	Washakie	3,400	3,300	97
	Weston	2,800	2,700	96
<b>WYOMING</b>				
Between 25-49%	Albany	12,300	11,800	96
	Crook	2,300	2,200	96
	Goshen	5,200	5,100	98
	Laramie	30,700	30,200	98
	Lincoln	5,400	5,200	96
	Niobrara	1,200	1,200	100
	Platte	4,300	4,100	95
	Sheridan	10,200	9,700	95
	Sweetwater	15,800	15,300	97
	Teton	5,500	5,300	96
<b>WYOMING</b>				
Between 5-24%	Big Horn	4,300	4,100	95
<b>Station Totals</b>		<b>188,200</b>	<b>182,200</b>	<b>97</b>
<b>Net Weekly Circulation (1991)</b>				<b>101,500</b>
<b>Average Daily Circulation (1991)</b>				<b>54,500</b>



# 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: Transmit/receive Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 5-meter Ku-band; 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: \$350.

Rates: KSTF & KTVS sold in combination with KGWN-TV; separate rates are also available.

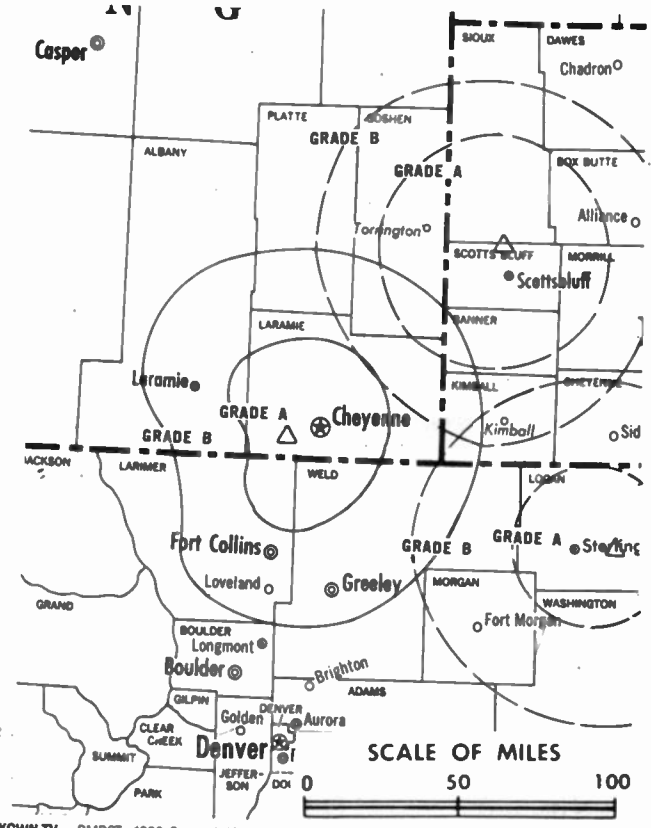
NETWORK BASE HOURLY RATE: \$800.

Arbitron Data: Figures do not include KSTF, Scottsbluff NE & KTVS, Sterling, CO.

City of License: Cheyenne. ADI: Cheyenne, WY-Scottsbluff, NE-Sterling, CO. Rank: 192.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WYOMING			
	Albany	12,300	11,800	96
	Laramie	30,700	30,200	98



KGWN-TV BMPCT-1399 Granted 10/2/53

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	COLORADO			
	Larimer	74,200	72,700	98
	WYOMING			
	Platte	4,300	4,100	95
Between 5-24%	COLORADO			
	Weld	52,300	51,500	98
	WYOMING			
	Carbon	6,600	6,300	95
	Fremont	12,500	12,200	98
	Goshen	5,200	5,100	98
<b>Station Totals</b>		<b>198,100</b>	<b>193,900</b>	<b>98</b>
<b>Net Weekly Circulation (1991)</b>				<b>73,700</b>
<b>Average Daily Circulation (1991)</b>				<b>34,300</b>

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# Wyoming—Cheyenne

**KKTU**

**Ch. 33**

(Satellite of KTWO-TV, Casper, WY)

**Network Service:** NBC.

**Licensee:** KTWO Corp., 4200 E. 2nd St., Casper, WY 82609.

**Studio:** See KTWO-TV, Casper.

**Telephone:** 307-237-3711. **TWX:** 910-949-4462. **Fax:** 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.

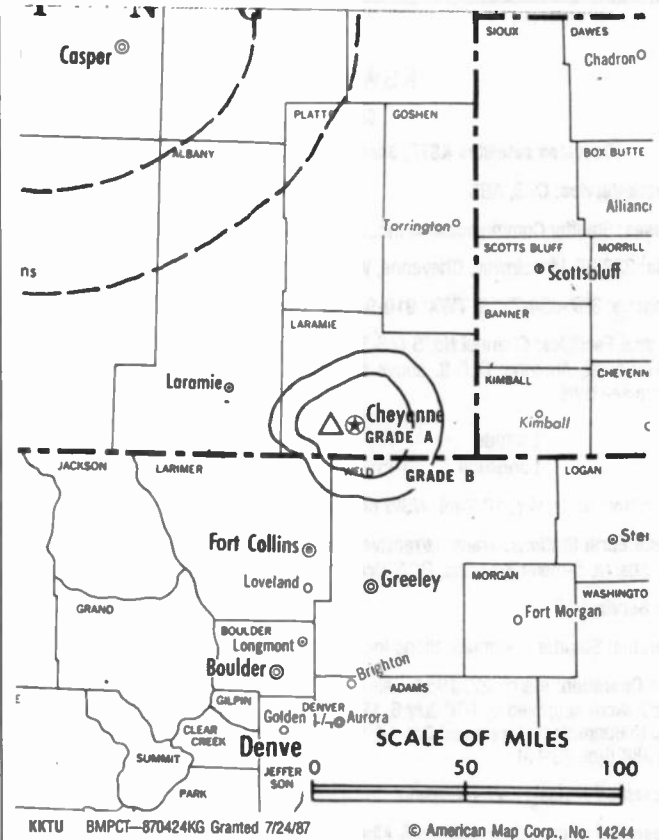
**Represented (sales):** Blair Television.

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

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

**Personnel:** See KTWO-TV, Casper, WY.

**Arbitron Data:** Included with KTWO-TV, Casper, WY.



KKTU BMPCT-870424KG Granted 7/24/87

© American Map Corp., No. 14244

**City of License:** Cheyenne. **ADI:** Cheyenne, WY-Scottsbluff, NE-Sterling, CO. **Rank:** 192.

# Wyoming—Jackson

**KJVI**

Ch. 2

(Satellite of KPVI, Pocatello, ID)

Network Service: ABC.

Licensee: Ambassador Media Corp., Box 7454, Jackson, WY 83001.

Studio: 790 W. Broadway, Suite 204, Jackson, WY 83001.

Telephone: 307-733-2066.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 0.19-kw visual.  
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: Ambassador Media Corp. (Group Owner).

Began Operation: January 9, 1991.

Represented (sales): Blair Television.

Represented (legal): Hopkins & Sutter.

**Personnel:**

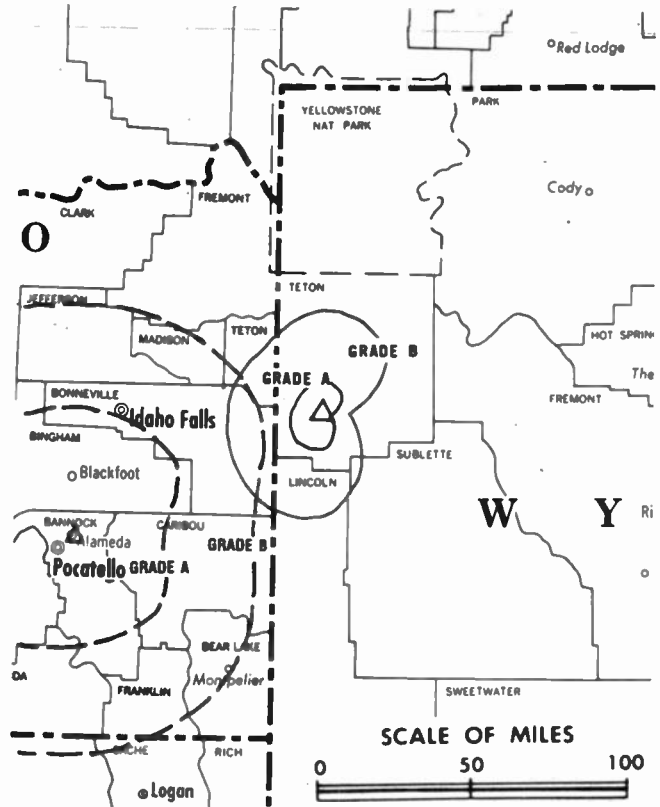
Harry P. Neuhardt, General Manager.

Carson Aasen, Station Manager.

Nick Davidson, Chief Engineer.

Rates: On request.

Arbitron Data: Not available.



KJVI BMPCT-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.

**Telephones:** 307-234-1111; 800-788-5492. **Fax:** 307-234-2835.

**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).

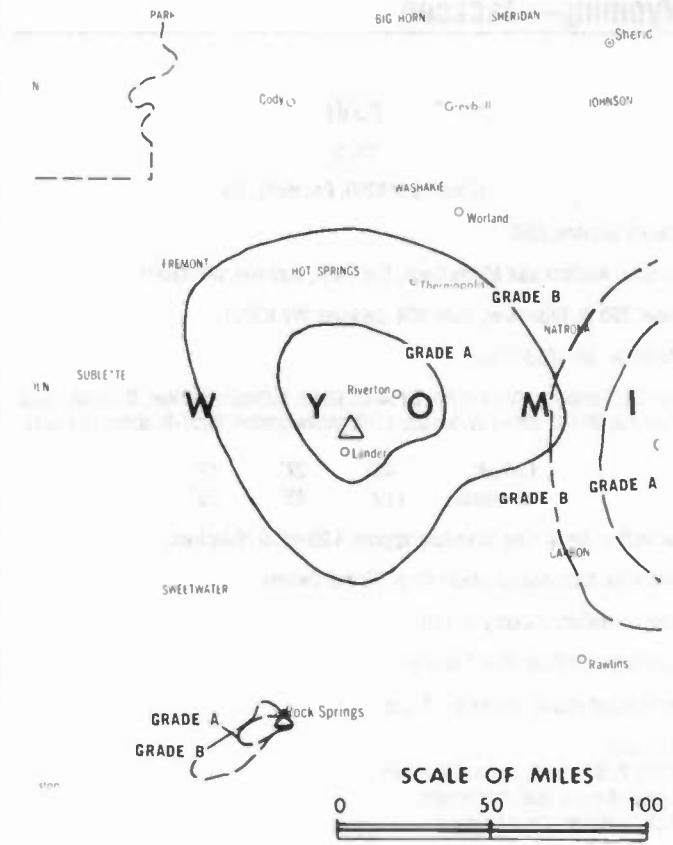
**Represented (sales):** Katz Television.

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

**Personnel:** See KGWC-TV, Casper, WY.

**Rates:** On request.

**Arbitron Data:** Included with KGWC-TV, Casper, WY.



KGWL-TV BPCT-810428KG Granted 1/6/82

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**City of License:** Lander. **ADI:** Casper-Riverton. **Rank:** 193.

# Wyoming—Rawlins

**KFNR**

**Ch. 11**

**Network Service:** ABC.

**Grantee:** First National Bcstg. Corp., Box 2129, Salt Lake City, UT 84110.

**Studio:** 7075 Salt Creek Hwy., Casper, WY 82601.

**Telephone:** 307-577-5923.

**Technical Facilities:** Channel No. 11 (198-204 MHz). Authorized power: 1.6-kw visual, 0.16-kw aural. Antenna: 230-ft. above av. terrain, 49-ft. above ground, 7251-ft. above sea level.

Latitude 41° 46' 15"  
Longitude 107° 14' 25"

**Transmitter:** 1.2-mi. S of city center of Rawlins, Carbon County.

**Ownership:** First National Broadcasting Corp. (Group Owner).

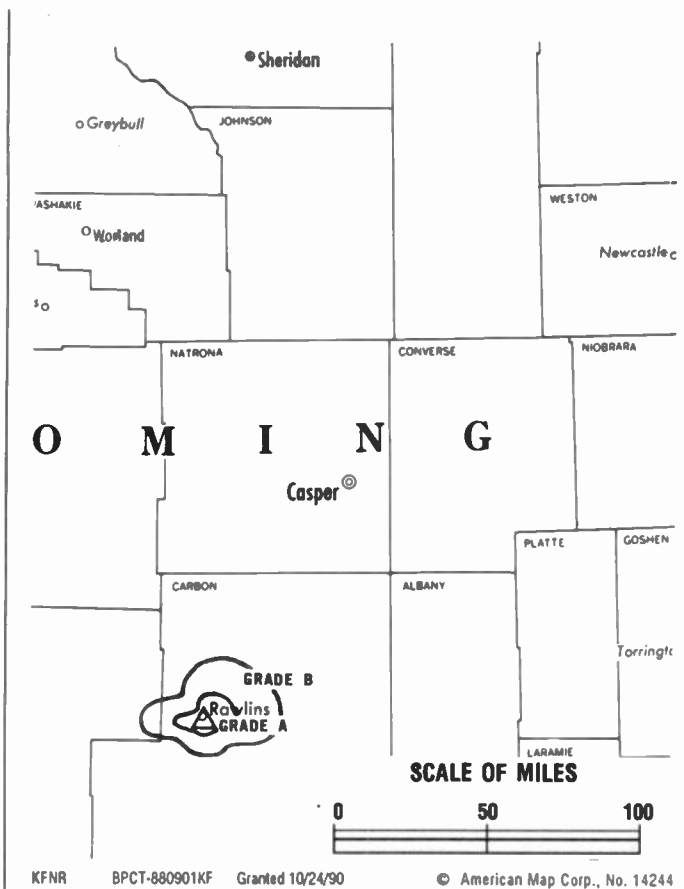
**Began Operation:** April 16, 1986; left air, date unannounced. Resumed operation under current ownership April 7, 1991.

**Represented (sales):** Savalli Broadcast Sales.

**Personnel:** See KFNB, Casper, WY.

**Rates:** On request.

**Arbitron Data:** Not available.



**City of License:** Rawlins. ADI: Denver. Rank: 19.

# Wyoming—Riverton

**KFNE**

Ch. 10

(Satellite of KFNB, Casper, WY)

**Network Service:** ABC.

**Licensee:** First National Bcstg. Corp., 7075 Salt Creek Hwy., Casper, WY 82601.

**Studio:** 7075 Salt Creek Hwy., Casper, WY 82601.

**Telephone:** 307-577-5923.

**Technical Facilities:** Channel No. 10 (192-198 MHz). Authorized power: 170-kw max. visual, 17-kw aural. Antenna: 526-ft. above av. terrain, 62-ft. above ground, 7546-ft. above sea level.

Latitude 43° 27' 26"  
Longitude 108° 12' 02"

**Transmitter:** Boysen Peak, 31-mi. NNE of Riverton.

**Satellite Earth Station:** Bogner, 12-meter; RCA receivers.

**News Service:** UPI.

**Ownership:** First National Broadcasting Corp. (Group Owner).

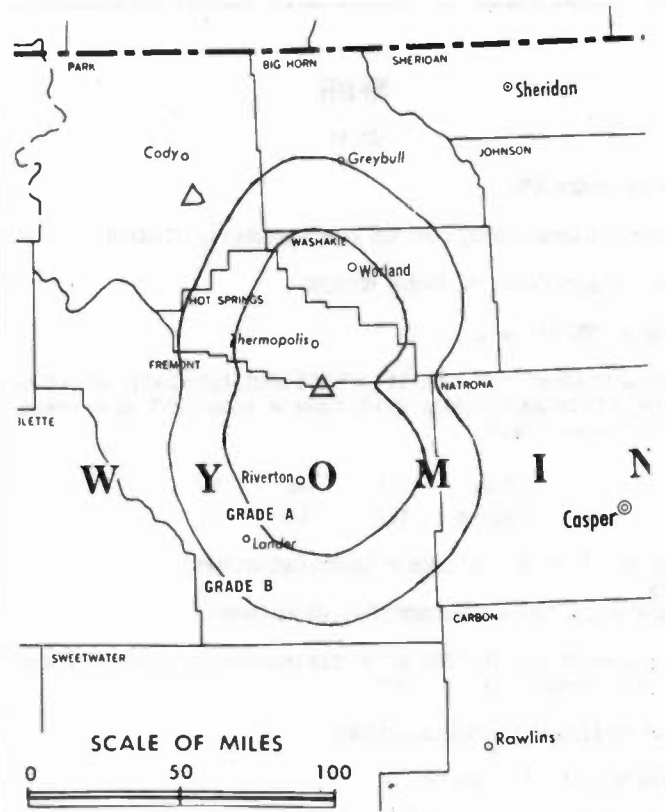
**Began Operation:** December 22, 1957. Sale to Francis D'Addario, et al., by Joseph P. & Mildred V. Ernst approved by FCC Feb. 28, 1980 (*Television Digest*, Vol. 19:26). Sale to David Antoniak, et al., approved June 27, 1984. Left air January 1987. Resumed operation under current ownership April 7, 1991.

**Represented (sales):** Savalli Broadcast Sales.

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

**Personnel:** See KFNB, Casper, WY.

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



KFNE BPCT-880901KE Granted 3/28/91

© American Map Corp., No. 14244

**Arbitron Data:** Not available.

**City of License:** Riverton. **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.

**Telephones:** 307-234-1111; 800-788-5492. Fax: 307-234-2835.

**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).

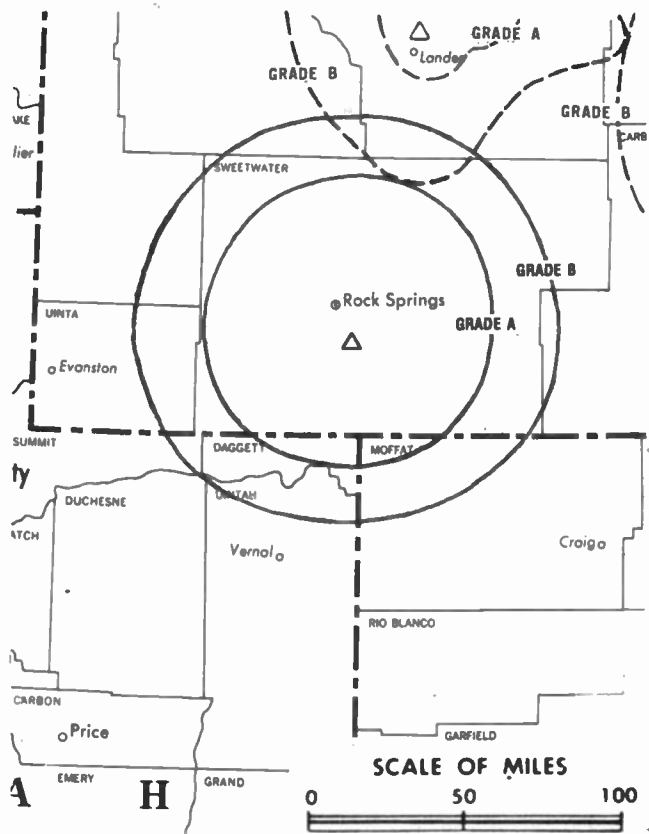
**Represented (sales):** Katz Television.

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

**Represented (engineering):** Kenneth Williams.

**Personnel:** See KGWC-TV, Casper, WY.

**Rates:** Sold in combination with KGWC-TV, Casper & KGWL-TV, Lander-Riverton, WY.



KGWR-TV BMPCT-891026KG Granted 3/27/90

American Map Corp., No. 14244

**Arbtron 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, SO 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.

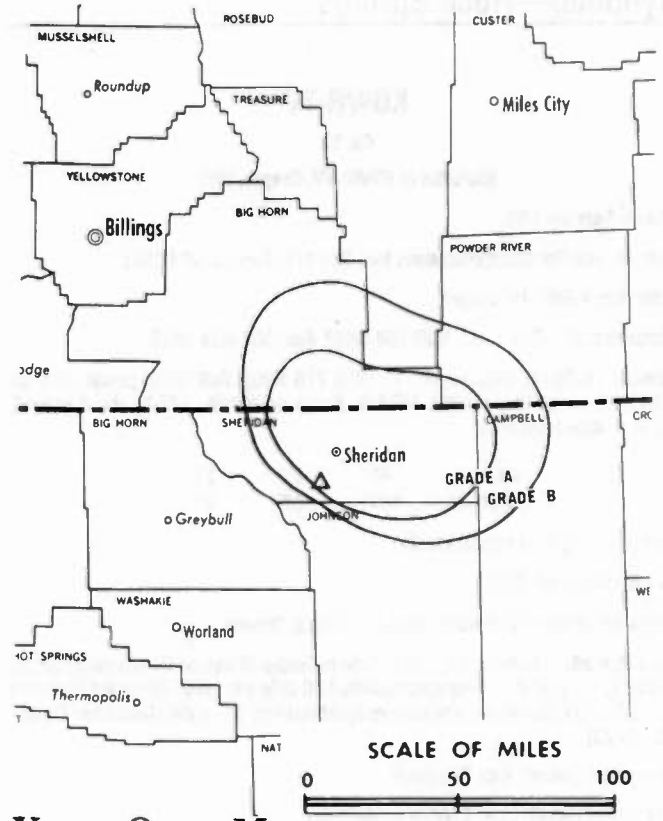
**Represented (sales):** Katz Television.

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

**Personnel:**

**William F. Duhamel,** General Manager.

**Wes Haugen,** General Sales Manager.



KSGW-TV BPCT-4905 Granted 3/18/77

© American Map Corp., 14244

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

**City of License:** Sheridan. **ADI:** Rapid City. **Rank:** 163.



# Guam—Agana

## KUAM-TV

Ch. 8

**Network Service:** CBS, NBC, ABC.

**Licensee:** Pacific Telestations Inc., Box 368, Agana, GU 96910.

**Studio:** Box 368, Agana, GU 96910.

**Telephones:** 671-477-9861; 671-477-5826. **Fax:** 671-477-0377.

**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:** Mount Akutom.

**Satellite Earth Station:** ADM, 3.5-meter C-band; Standard Communications receivers.

**AM Affiliate:** KUAM, 10-kw, 610 khz.

**FM Affiliate:** KUAM-FM, 2.5-kw, 93.9 MHz (No. 230), 77-ft.

**News Services:** ABC, CBS, NBC, UPI.

**Ownership:** Micronesia Broadcasting Corp.

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

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

### Personnel:

**Jon M. Denight**, General Manager.

**Patricia D. Clymer**, Assistant General Manager & Program Director.

**Dean Reed**, Chief Engineer.

**Nestor Licanto**, News Director.

**George Patterson**, Marketing Director.

**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., Tumuning, 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 00681.

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"

Holds CP for change to 275-kw visual, 27.5-kw 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 BPCT-890828KH Granted 6/14/91

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### Personnel:

Irwin Young, President.

Luis A. Morales, General Manager.

Santiago Hernandez, Program Director.

Maria Acevedo, Marketing 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: Southwestern Bcstg. Corp., Darlington Bldg., Penthouse, Rio Piedras, PR 00925.

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"

Holds CP for change to 250-kw max. visual, 1220-ft. above av. terrain, 820-ft. above ground, 1427-ft. above sea level. BPCT-890927KE.

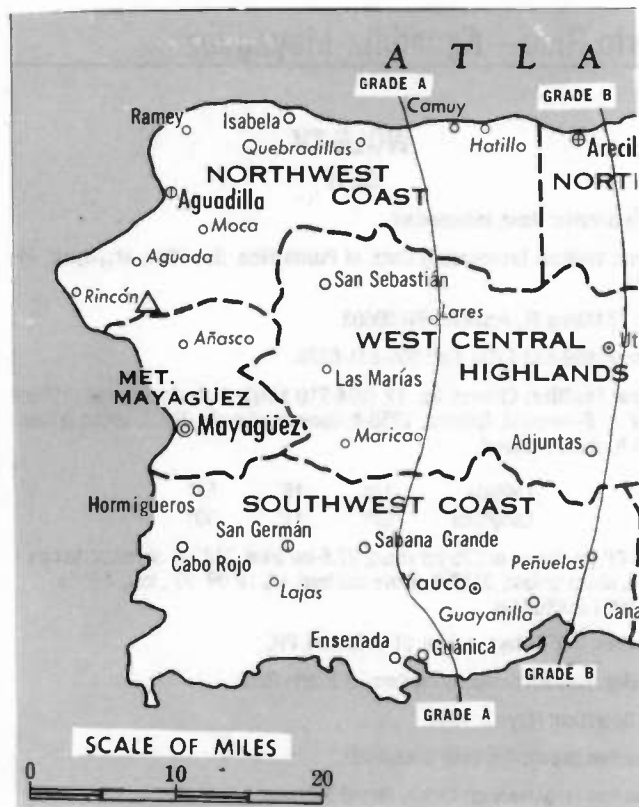
Transmitter: Barrio Atalaya, Aguada, PR.

Ownership: Pedro Roman Collazo (Group Owner).

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. Sale to present owner approved Oct. 10, 1990 (Television Digest, Vol. 30:43).

Represented (sales): Contemporary Media.

Represented (legal): Hopkins & Sutter.



WVEO BMPCT-7497 Granted 1/2/74

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Rates: On request.

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-C949.

Studio: 62 Luis Gandia Santos St., Arecibo, PR 00612.

Technical Facilities: Channel No. 54 (710-716 MHz). Authorized power: 11.7-kw max. visual, 2.34-kw max. aural. Antenna: Minus 219-ft. above av. terrain, 127-ft. above ground, 157-ft. above sea level.

Latitude	18°	28'	28"
Longitude	66°	43'	36"

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—Bayamon

## WDWL

Ch. 36

**Network Service:** None, independent.

**Grantee:** Bayamon Christian Network, Levitown Station, Box 50615, Toa Baja, PR 00950.

**Studio:** Ave. Sebana Seca, Levitown, PR 00620.

**Telephone:** 809-795-8181.

**Technical Facilities:** Channel No. 36 (602-608 MHz). Authorized power: 9.3-kw max. visual. Antenna: 1078-ft. above av. terrain, 104-ft. above ground, 1704-ft. above sea level.

Latitude	18°	16'	40"
Longitude	66°	06'	38"

**Transmitter:** Cerro Marquesa Aguas Buenas.

**Ownership:** Bayamon Christian Network.

**Began Operation:** March 25, 1991.

**Represented (engineering):** Jorge R. Figueroa.

**Personnel:**

Jose Cortes, General Manager.

David Baez, Chief Engineer.

**Rates:** On request.



WDWL BMPCT-890428KG Granted 5/11/90

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City of License: Bayamon.

# Puerto Rico—Fajardo

## WPRV-TV

Ch. 13

**Network Service:** None, independent.

**Licensee:** WPRV-TV Inc., Debtor (Chapter 7), Evangelina Vives, Trustee, 11-11 First St., Hillside, Rio Piedras, 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. Antenna: Circularly polarized, 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.



MILES



WPRV-TV BPCT-900208KG Granted 3/23/90

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**Nacha Rivera, General Manager.**  
**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"

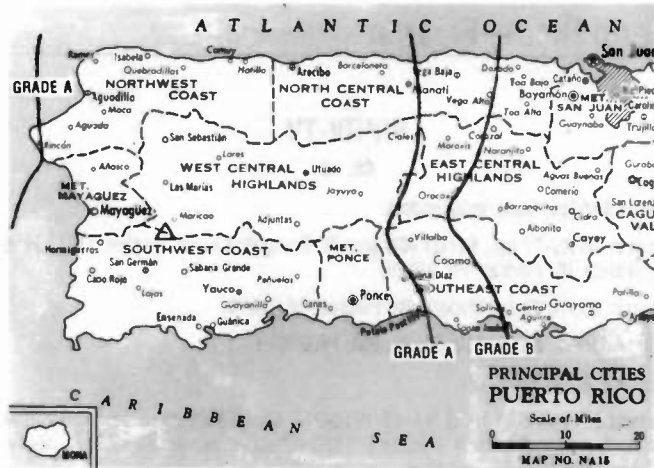
Holds CP for change to 1550-kw max. visual, 2034-ft. above av. terrain, 131-ft. above ground, 2986-ft. above sea level; lat. 18° 09' 05", long. 66° 59' 20", transmitter to Monte del Estado Antenna Farm, 2.17-mi. S of Maricao, Mayaguez County. BPCT-910409KJ.

Transmitter: Atalaya Mountain, Aguada.

Satellite Earth Stations: In operation; C-band.

Ownership: WNJX-TV Inc.

Began Operation: April 27, 1986.



WNJX-TV BPCT-910409KJ Granted 7/17/91

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Represented (legal): Latham & Watkins.

Represented (engineering): O.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.

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 00681-0043.

Studio: Darlington Bldg., Box 43, Mayaguez, PR 00681-0043.

Telephones: 809-831-5555; 809-721-4054. Fax: 809-833-0075.

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.

Ownership: Telecinco Inc.

Began Operation: October 1, 1955.

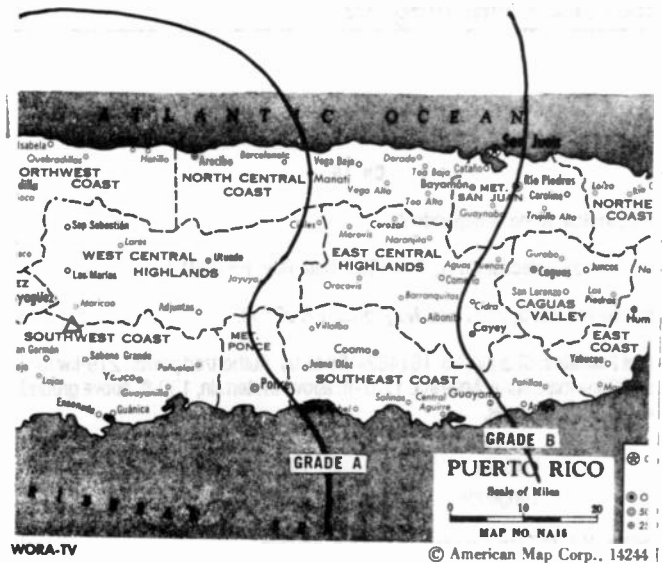
Represented (legal): Bryan, Cave, McPheeters & McRoberts.

### Personnel:

Alfredo R. de Arellano Jr., President.

Eduardo Bado, General Manager.

Benjamin Torres, General Sales Manager.



Ray Perez, Program Director.  
Jesus Echevarria, Chief Engineer.  
G. A. Bonet, Director of Engineering.  
Guillermo Vargas, News Director.

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, 2nd 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 Mount 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.



City of License: Mayaguez.

# Puerto Rico—Naranjito

## WECN

Ch. 64

Network Service: None, independent.

Licensee: Encuentro Christian Network Corp., Box 310, Bayamon, PR 00621.

Telephones: 809-799-6400; 809-797-3447. Fax: 809-797-2450.

Technical Facilities: Channel No. 64 (770-776 MHz). Authorized power: 1000-kw max. visual, 15.8-kw max. aural. Antenna: 467-ft. above av. terrain, 117-ft. above ground, 1724-ft. above sea level.

Latitude	18°	17'	34"
Longitude	66°	16'	02"

Holds CP for change to 771.2-kw max. visual. BPCT-890125KH.

Transmitter: Barrio Cedro Abajo.

Ownership: Encuentro Christian Network Corp.

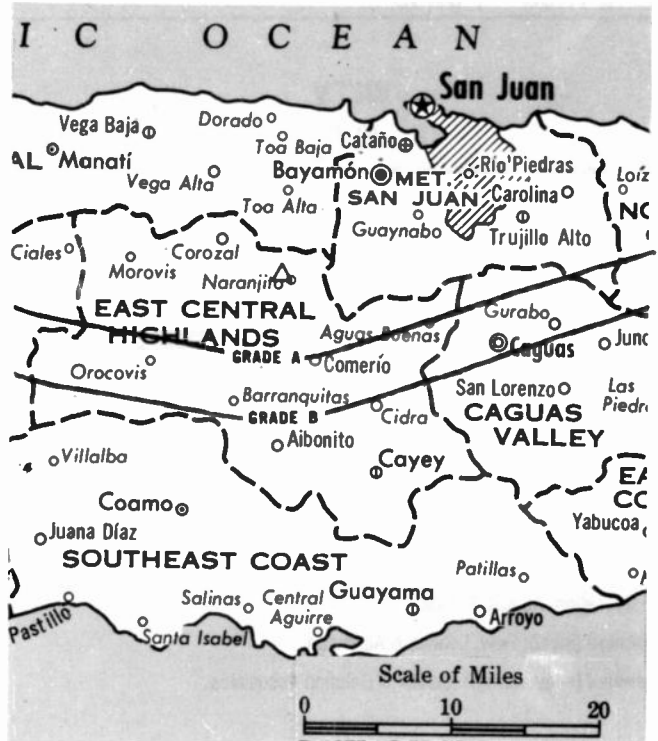
Began Operation: January 1, 1989.

Represented (legal): Mitchell, Fielstra & Associates, P.C.

Represented (engineering): Satellite Technology for Christ.

### Personnel:

Jofre Ayala Torres, General Manager.  
Eliazer Hernandez, Local Sales Manager.  
Jose Santana, Local Sales Manager.  
Yamil Ayala, Program Director.  
Diana Santiago, Promotion Director.  
Jose La Torre, Marketing Director.  
Jorge Figueroa, Chief Engineer.



WECN BPCT-890125KH Granted 5/31/89

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Jose Antonio Ayala, News Director.  
Myriam Guzman, Production Manager.

Highest 30 Sec. Rate: \$75.

City of License: Naranjito.

# Puerto Rico—Ponce

**WKPV**

Ch. 20

**Network Service:** None, independent.

**Licensee:** Multi-Media Television, Box 2556, San Juan, PR 00936-2556.

**Studio:** Vayas Torres, Mercedita, Ponce

**Telephones:** 809-725-3305; 809-840-2017.

**Technical Facilities:** Channel No. 20 (506-512 MHz). Authorized power: 100-kw max. visual, 10-kw max. aural. Antenna: 849-ft. above av. terrain, 105-ft. above ground, 2073-ft. above sea level.

Latitude	18°	04'	46"
Longitude	66°	44'	43"

**Transmitter:** 2-mi. N 315°T E of Penuelas.

**News Service:** AP.

**Ownership:** Multi-Media Television 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.

Licenses: Siete Grande Television Inc., c/o Lowenthal, Landau, Fisher, 250 Park Ave., New York, NY 10177.

Studio: Stop 8, San Juan, PR 00902; Isabel No. 15, Ponce, PR, 00731.

Mailing Address: Box A, Old San Juan Station, San Juan, PR 00902.

Telephones: 809-844-7575, Ponce; 809-724-7777, San Juan.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 186-kw max. & 166-kw horizontal visual, 22.4-kw aural. Antenna: 2710-ft. above av. terrain, 440-ft. above ground, 4377-ft. above sea level.

Latitude	18°	09'	17"
Longitude	66°	33'	16"

Transmitter: Cerro Maravilla, 5-mi. SE of Jayuya, PR.

Satellite Earth Stations: Avantek, 13-meter; Gardiner, 13-meter; Gardiner, Avcom receivers.

News Service: UPI.

Ownership: Channel 7 Inc.

Began Operation: February 2, 1958. Sale to present owners by Malrite & Muniz approved by FCC Aug. 5, 1981. 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, Lippfert, 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.  
Marie Rodriguez, Controller.

Highest 30 Sec. Rate: \$750.

City of License: Ponce.

# Puerto Rico—Ponce

## WSUR-TV

Ch. 9

**Network Service:** None, independent.

**Licensee:** Estrella Brillante Ltd. Co-Partnership, 1200 Statler Office Tower, Cleveland, OH 44115.

**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.

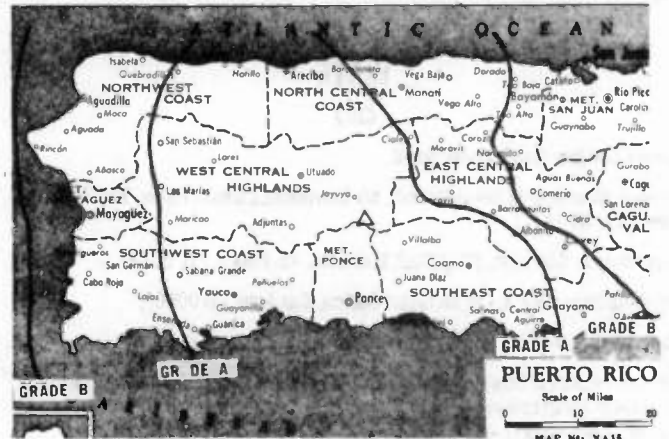
Latitude	18°	10'	17"
Longitude	66°	34'	30"

**Transmitter:** Mount Jayuya.

**News Service:** AP.

**Ownership:** Estrella Brillante Ltd. Co-Partnership.

**Began Operation:** February 20, 1958. Sale to Lorimar-Telepictures, et al., by American Colonial Bcstg. Corp. approved by FCC July 22, 1985 (Television Digest, Vol.



WSUR-TV

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23:52). Sale to Timothy Brumlik dismissed (Vol. 28:51; 29:3). Sale to present owners approved Aug. 5, 1991.

### Personnel:

Luis Felipe Rodriguez, Production Manager.  
Robert L. Beurket, Chief Engineer.

**Rates:** On request.

**City of License:** Ponce.

# Puerto Rico—Ponce

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**WTIN**

**Ch. 14**

**Network Service:** None, independent.

**Licensee:** Hector Nicolau, Valle Verde Urbanization, AS.15 Rio Orocovis, Bayamon, PR 00619.

**Studio:** See WPRY-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 Penueles, 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. **Fax:** 809-782-4420.

**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.

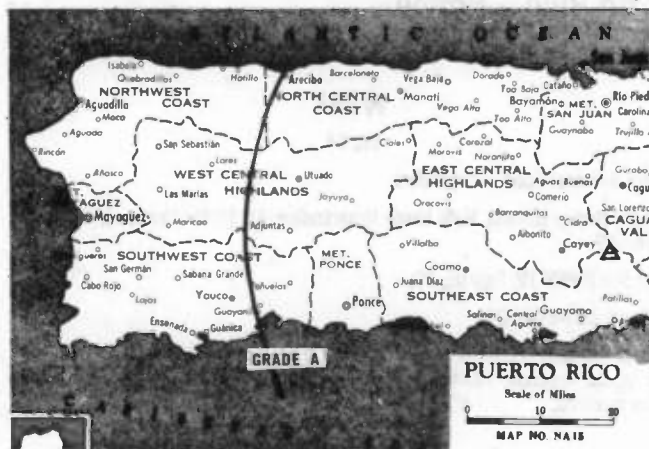
**Satellite Earth Station:** Harris, 13-meter; Harris receivers.

**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 Pegasus Bcstg. by SFN approved Oct. 2, 1986. Transfer of control to present owner approved Sept. 11, 1990.

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



WAPA-TV BMPCT—870709KF Granted 8/31/87

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

**Represented (engineering):** John F. X. Browne & Associates, P.C.

### Personnel:

John Bennett, President & General Manager.  
Otto Oppenheimer, Vice President, Production.  
Hector Martinez, Vice President, Sales.  
Margarita Millan, Station Manager & Program Director.  
Jorge Orama, National Sales Manager.  
Juan Abel Gonzalez, Chief Engineer.  
Enrique Cruz, News Director.  
Ricardo Echegaray, 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 366222, San Juan, PR 00936.

**Studio:** 383 Franklin D. Roosevelt Ave., Hato Rey, PR 00918.

**Telephone:** 809-758-2222. **Fax:** 804-758-6733.

**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:** La Santa Peak, Cerro La Santa, Cayey, Puerto Rico.

**Satellite Earth Station:** Harris, 13-meter C-band; Harris receivers.

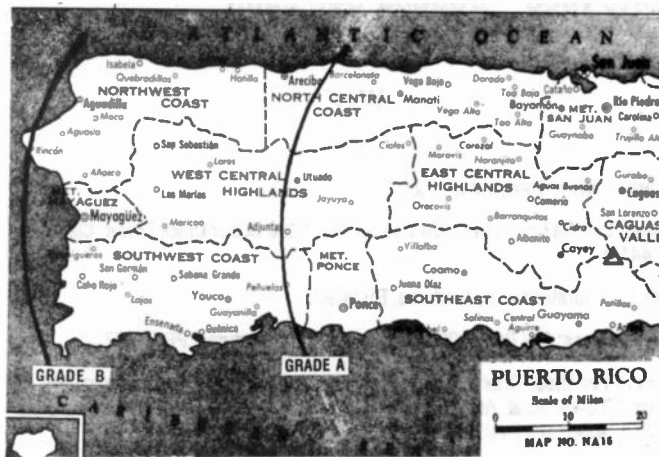
**News Services:** CNN, CNN Headline News, UPI.

**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):** Telemundo.

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



WKAQ-TV BPCT-881109KH Granted 4/28/89

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## Personnel:

**Jairo Sanchez, President & General Manager.**

**Jose Ramos, General Sales Manager.**

**Francisco Arrieta, Program Director.**

**Jose Medina, Chief Engineer.**

**Magdalena Alonso, Promotion Director.**

**Berta Castanes, News Director.**

**Mario Rodriguez, Business Manager.**

**Highest 30 Sec. Rate:** \$2250.

**City of License:** San Juan.

# Puerto Rico—Caguas-San Juan

**WLII**

Ch. 11

**Network Service:** None, independent.

**Licensee:** Estrella Brillante Ltd. Co-Partnership, 1200 Statler Office Tower, Cleveland, OH 44115.

**Studio:** 657 Condado Ave., Santurce, PR 00907

**Mailing Address:** Call Box 10000, Santurce Station, Santurce, PR 00907.

**Technical Facilities:** Channel No. 11 (198-204 MHz). Authorized power: 200-kw visual, 39.8-kw aural. Antenna: 1635-ft. above av. terrain, 240-ft. above ground, 1180-ft. above sea level.

Latitude	18°	16'	54"
Longitude	66°	06'	46"

**Transmitter:** Cerro Marquessa Mountain, 6-mi. NW of Caguas.

**Satellite Earth Station:** Vertex, 13-meter C-band; Harris receivers.

**News Services:** AP, NBC, NIWS, UPI, WSI.

**Ownership:** Estrella Brillante Ltd. Co-Partnership (Group Owner).

**Began Operation:** April 22, 1960. Sale to TeleOnce Corp. by American Colonial Bcstg. Corp. approved by FCC July 22, 1985 (*Television Digest*, Vol. 23:52). Sale to present owners approved Aug. 5, 1991.

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



WLII

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**Represented (legal):** Amaldo Villamil.

**Personnel:**

**Rafael Ruiz**, Executive Vice President.  
**David E. Murphy**, General Manager.  
**Alexis Torres**, Comptroller.  
**Hilary Hattler**, 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.



WRWR-TV BMPCT-830331KH Granted 11/23/83

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### 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-Com, Scientific-Atlanta receivers.

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

**Ownership:** Multi-Media Television Inc.

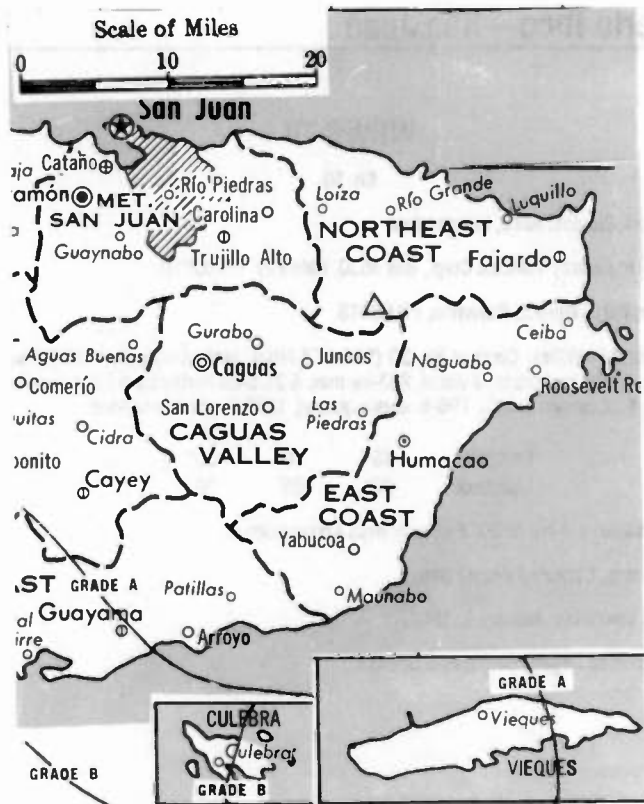
**Began Operation:** February 15, 1987.

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

**Represented (engineering):** Kessler & Gehman Associates.

**Personnel:**

Franklin D. Lopez, General Manager.  
 Desiree Ortiz, Sales Manager.  
 Ricardo Medina, News Director.  
 Claraines Valenzuela, Program Director.  
 Annette Urrutia, Promotion Director.  
 Ricardo L. Alfaro, Engineering 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:** International Bcstg. Corp., Darlington Bldg., Penthouse, Rio Piedras, PR 00925.

**Studio:** Iturregui Ave. at Baldorioty, Carolina, PR.

**Telephone:** 809-752-1800.

**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.

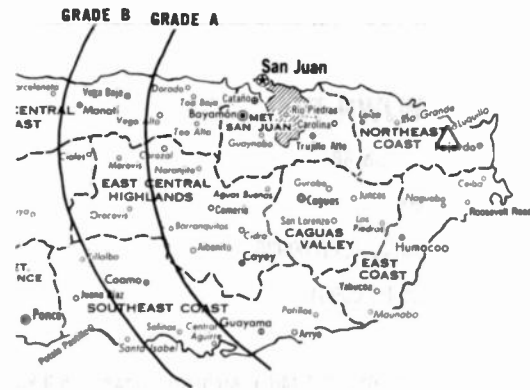
**Satellite Earth Stations:** Harris, 11-meter; Harris, 9-meter; Harris, 6-meter; Harris receivers.

**News Services:** INN, NBC.

**Ownership:** International Broadcasting Corp. (Group Owner).

**Began Operation:** July 29, 1984. Sold to present owner by trustee in bankruptcy 1990.

**Represented (sales):** Intercontinental Services Ltd.



WSJU BMPCT—840113KF Granted 1/27/84

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**Represented (legal):** Holland & Knight.

**Represented (engineering):** Raymond E. Rohrer.

**Personnel:**

Crysell Torres, 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.



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.

**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; 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. PR.

**Represented (legal):** Holland & Knight.

### Personnel:

**Barakat Saleh**, President & General Manager.

**Len Gawrych**, Vice President.

**Chester Benjamin**, Chief Engineer.

**Eustus Brown**, News Director.

**Barbara Snell**, Program Director.

**Rafael Suarez**, Business Manager.

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

**City of License:** Christiansted.