

Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Des Moines, IA	372,700	70	KCCI-TV (8), KDSM-TV (17), WHO-TV (13), WOI-TV (5)
Omaha, NE	358,000	73	KETV (7), KMTV (3), KPTM (42), WOWT (6)
Cedar Rapids-Waterloo-Dubuque, IA	300,800	82	KCRG-TV (9), KDUB-TV (40), KGAN (2), KOCR (28), KWVL (7)
Davenport, IA-Rock Island-Moline, IL	298,300	84	KJMH (26), KLJB-TV (18), KWQC-TV (6), WHBF-TV (4), WOAD-TV (8)
Sioux Falls-Mitchell, SD	218,000	107	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	153,400	141	KCAU-TV (9), KMEG (14), KTIV (4)
Rochester, MN-Mason City, IA-Austin, MN	135,500	147	KAAL (6), KIMT (3), KTTC (10), KXLT-TV (47)
Quincy, IL-Hannibal, MO	103,900	159	KHQA-TV (7), WGEM-TV (10), WTJR (16)
Ottumwa, IA-Kirksville, MO	33,600	200	KTVO (3), KYOU-TV (15)
Mankato, MN	29,800	205	KEYC-TV (12)

State Cross Reference List

Communities that receive programs of stations that are located elsewhere.

WOI-TV, Ames	See Des Moines, IA
WHBF-TV, Davenport	See Rock Island, IL
WQAD-TV, Davenport	See Moline, IL
KAAL, Mason City	See Austin, MN
KTTC, Mason City	See Rochester, MN

Iowa Station Totals as of November 1, 1992

	VHF	UHF	TOTAL
Commercial Television Stations	11	7	18
Educational Television Stations	2	7	9
	13	14	27

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Iowa—Cedar Rapids-Waterloo

KCRG-TV

Ch. 9

Network Service: ABC.

Licensee: Cedar Rapids Television Co., Box 816, Cedar Rapids, IA 52406-0816.

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

Telephone: 319-398-8422. **TWX:** 910-525-1341. **Fax:** 319-398-8378.

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

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

Transmitter: 4.5-mi. NW of Walker.

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

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

News Service: AP.

Ownership: Cedar Rapids Television Co.

Began Operation: October 15, 1953.

Represented (sales): Pety Television Inc.

Represented (legal): Wiley, Rein & Fielding.

Represented (engineering): Lohnes & Culver.

Personnel:

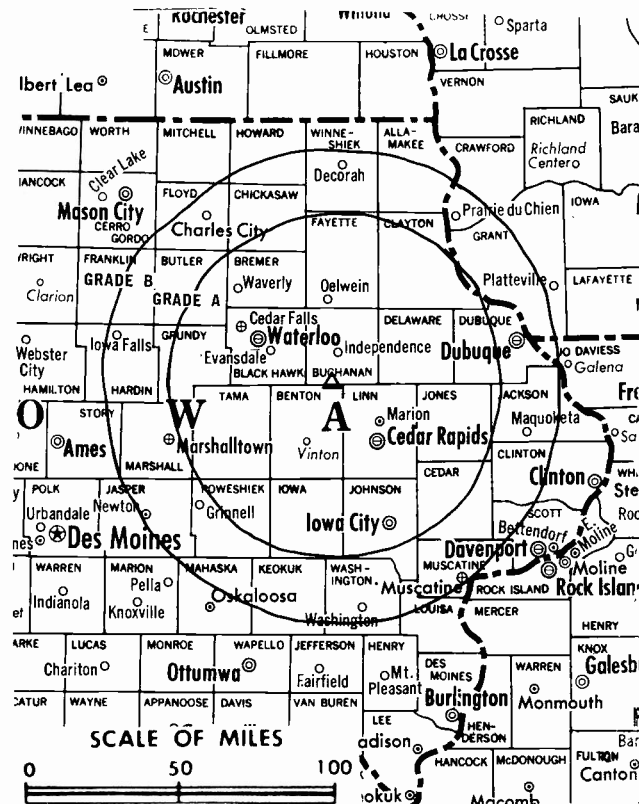
- Joseph F. Hladky Jr., Chairman of the Board.
- Joseph F. Hladky III, President.
- Robert G. Allen, Vice President & General Manager.
- Linda Blackburn, General Sales Manager.
- Jim Johnson, National Sales Manager.
- John Phelan, Local Sales Manager.
- Dean Bunting, News & Program Director.
- Bruce A. Kruse, Chief Engineer.
- Bob Lorenzen, Promotion Director.
- Jim Laymon, Business Manager.

Rates: On request.

City of License: Cedar Rapids. **ADI:** Cedar Rapids-Waterloo-Dubuque. **Rank:** 82.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IOWA			
	Benton	8,700	8,600	99
	Black Hawk	46,700	46,400	99
	Bremer	8,500	8,400	99
	Buchanan	7,800	7,700	99
	Butler	6,100	6,000	98
	Cedar	7,000	6,900	99
	Chickasaw	5,100	5,000	98
	Clayton	7,600	7,500	99
	Delaware	6,600	6,500	98
	Fayette	8,700	8,600	99
	Grundy	5,000	5,000	100
	Iowa	5,900	5,800	98
	Johnson	35,800	35,300	98



KCRG-TV BMPCT-6432 Granted 1/11/67

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Jones	7,100	7,000	99
	Keokuk	4,600	4,500	98
	Linn	67,400	66,900	99
	Tama	6,800	6,700	99
	Washington	7,600	7,500	99
	Winneshek	7,500	7,400	99
Between 25-49%	IOWA			
	Allamakee	5,300	5,200	98
	Dubuque	31,200	30,800	99
	Floyd	6,900	6,800	99
	Franklin	4,700	4,700	100
	Henry	7,200	7,100	99
	Howard	3,900	3,800	97
	Jackson	7,900	7,800	99
	Jefferson	6,600	6,500	98
	Marshall	15,300	15,200	99
Poweshiek	7,300	7,200	99	
WISCONSIN	Crawford	6,100	6,000	98
	Grant	17,600	17,200	97
Between 5-24%	IOWA			
	Hardin	7,700	7,600	99
	Mahaska	8,800	8,700	99
	Mitchell	4,400	4,400	100
	Muscatine	15,400	15,300	99
ILLINOIS	Jo Daviess	8,800	8,600	98
Station Totals		425,600	420,600	99
Net Weekly Circulation (1992)				276,500
Average Daily Circulation (1992)				162,800

Iowa—Cedar Rapids-Waterloo

KGAN
Ch. 2

Network Service: CBS.

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

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

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

Telephone: 319-395-9060. Fax: 319-395-0987.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1430-ft. above av. terrain; 1336-ft. above ground; 2389-ft. above sea level.

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

Transmitter: 4.75-mi. N of Urbana.

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

News Services: AP, CBS.

Ownership: Guy Gannett Broadcasting Services (Group Owner).

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

Represented (sales): Katz Television.

Represented (legal): Dow, Lohnes & Albertson.

Represented (engineering): Lohnes & Culver.

Personnel:

Richard Herbst, Vice President & General Manager.

Dee Noonan, National Sales Manager.

Les Sachs, Director of News.

Robert Burns, Chief Engineer.

John Ganahl, Program Manager & Public Affairs Director.

Dave Stein, Marketing Manager.

Sue Sailors, Business Manager.

Mike Smith, Production Manager.

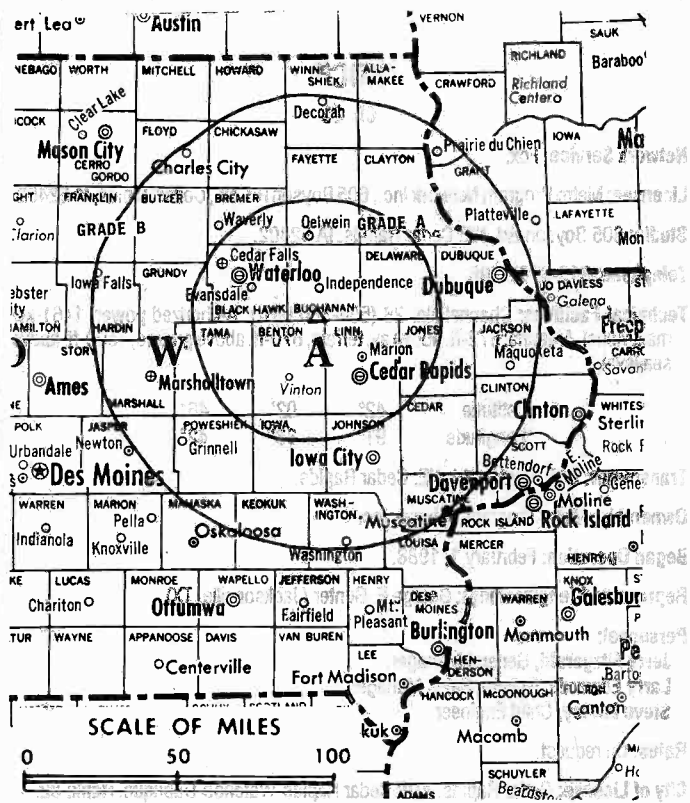
Highest 30 Sec. Rate: \$1200.

NETWORK BASE HOURLY RATE: \$1047.

City of License: Cedar Rapids. **ADI:** Cedar Rapids-Waterloo-Dubuque. **Rank:** 82.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IOWA			
	Benton	8,700	8,600	99
	Black Hawk	46,700	46,400	99
	Bremer	8,500	8,400	99
	Buchanan	7,800	7,700	99
	Butler	6,100	6,000	98
	Cedar	7,000	6,900	99
	Chickasaw	5,100	5,000	98
	Clayton	7,600	7,500	99
	Delaware	6,600	6,500	98
	Dubuque	31,200	30,800	99
	Fayette	8,700	8,600	99
	Grundy	5,000	5,000	100
	Iowa	5,900	5,800	98
	Johnson	35,800	35,300	98
	Jones	7,100	7,000	99
	Keokuk	4,600	4,500	98



KGAN BPGI-2102 Granted 5/29/56 © American Map Corp. No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	Linn	67,400	66,900	99	
	Tama	6,800	6,700	99	
	Washington	7,600	7,500	99	
Between 25-49%	IOWA				
	Allamakee	5,300	5,200	98	
	Jefferson	6,600	6,500	98	
	Marshall	15,300	15,200	99	
WISCONSIN	Winneshiak	7,500	7,400	99	
	Crawford	6,100	6,000	98	
	Grant	17,600	17,200	97	
	Between 5-24%	IOWA			
		Clinton	20,000	19,900	100
Floyd		6,900	6,800	99	
Franklin		4,700	4,700	100	
Henry		7,200	7,100	99	
Howard		3,900	3,800	97	
Jackson		7,900	7,800	99	
Mitchell		4,400	4,400	100	
Muscatine		15,400	15,300	99	
Poweshiek		7,300	7,200	99	
WISCONSIN	Lafayette	6,000	5,900	98	
	Station Totals	426,300	421,500	99	
Net Weekly Circulation (1992)			274,000		
Average Daily Circulation (1992)			161,800		

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Iowa—Cedar Rapids

KOCR
Ch. 28

Network Service: Fox.

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

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

Telephone: 319-378-1696.

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

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

Transmitter: 605 Boyson Rd. NE, Cedar Rapids.

Ownership: Metro Program Network Inc.

Began Operation: February 1, 1988.

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

Personnel:

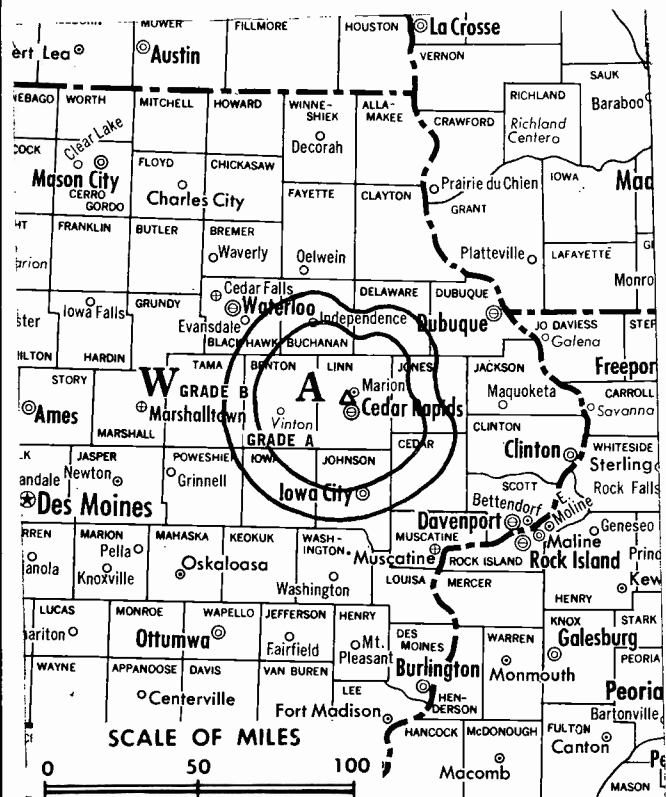
- Jerry Fitzgerald, General Manager.
- Larry Edwards, General Sales Manager.
- Steve Ludley, Chief Engineer.

Rates: On request.

City of License: Cedar Rapids. **ADI:** Cedar Rapids-Waterloo-Dubuque. **Rank:** 82.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	IOWA			
	Linn	67,400	66,900	99
Between 5-24%	IOWA			
	Benton	8,700	8,600	99
	Buchanan	7,800	7,700	99
	Cedar	7,000	6,900	99
	Delaware	6,600	6,500	98



KOCR BNPCT-880329KL Granted 1/23/89 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Iowa	5,900	5,800	98
	Jackson	7,900	7,800	99
	Johnson	35,800	35,300	98
	Jones	7,100	7,000	99
Station Totals		154,200	152,500	99
Net Weekly Circulation (1992)			39,700	
Average Daily Circulation (1992)			12,800	

Iowa—Waterloo-Cedar Rapids

KWWL

Ch. 7

Network Service: NBC

Licensee: AFLAC Broadcast Partners, 1932 Wynnton Rd., Columbus, GA 31999.

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

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

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

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

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

Multichannel TV Sound: Stereo only.

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

News Services: AP, GNN, NBC.

Ownership: American Family Corp. (Group Owner).

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

Represented (sales): Blair Television.

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

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

Personnel:

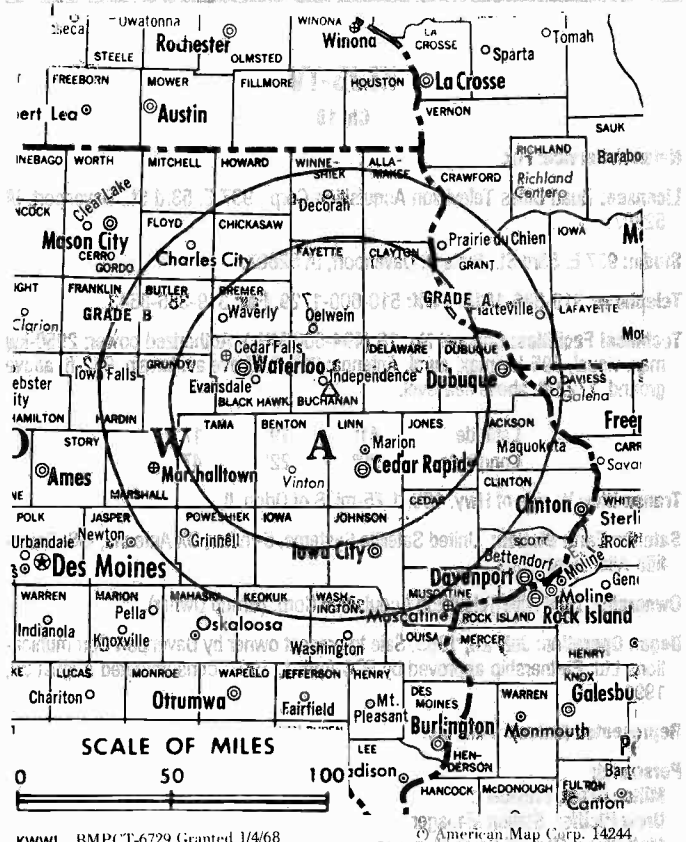
- Jim Waterbury, President & General Manager.
- Mark Mathis, Vice President, Operations & Programming.
- Nevin Gnagey, Vice President, News & Public Affairs.
- Ron Johnson, Vice President & General Sales Manager.
- Jim Ohmstede, Vice President & Chief Engineer.
- John Sampson, National Sales Manager.
- Sherree Sharp, Marketing & Promotion Director.
- Bonnie Wurtzel, Business Manager.

Rates: On request.

City of License: Waterloo. **ADI:** Cedar Rapids-Waterloo-Dubuque. **Rank:** 82.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IOWA			
	Allamakee	5,300	5,200	98
	Benton	8,700	8,600	99
	Black Hawk	46,700	46,400	99
	Bremer	8,500	8,400	99
	Buchanan	7,800	7,700	99
	Butler	6,100	6,000	98
	Chickasaw	5,100	5,000	98
	Clayton	7,600	7,500	99
	Delaware	6,600	6,500	98
	Dubuque	31,200	30,800	99
	Fayette	8,700	8,600	99
	Floyd	6,900	6,800	99
	Franklin	4,700	4,700	100
	Grundy	5,000	5,000	100
	Iowa	5,900	5,800	98
Johnson	35,800	35,300	98	
Jones	7,100	7,000	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Keokuk	4,600	4,500	98
	Linn	67,400	66,900	99
	Tama	6,800	6,700	99
	Washington	7,600	7,500	99
	Winneshieik	7,500	7,400	99
	WISCONSIN			
Crawford	6,100	6,000	98	
Grant	17,600	17,200	97	
IOWA				
	Cedar	7,000	6,900	99
	Hardin	7,700	7,600	99
	Howard	3,900	3,800	97
	Jackson	7,900	7,800	99
	Marshall	15,300	15,200	99
Mitchell	4,400	4,400	100	
Poweshieik	7,300	7,200	99	
IOWA				
	Clinton	20,000	19,900	100
	Henry	7,200	7,100	99
	Jefferson	6,600	6,500	98
	Louisa	4,500	4,400	98
Mahaska	8,800	8,700	99	
Muscatine	15,400	15,300	99	
ILLINOIS				
Jo Daviess	8,800	8,600	98	
MINNESOTA				
Fillmore	7,800	7,700	99	
WISCONSIN				
Lafayette	6,000	5,900	98	
Richland	6,700	6,600	98	
Station Totals		470,600	465,100	99
Net Weekly Circulation (1992)			310,000	
Average Daily Circulation (1992)			197,800	

Iowa—Davenport

KLJB-TV

Ch. 18

Network Service: Fox.

Licensee: Quad Cities Television Acquisition Corp., 937 E. 53rd St., Davenport, IA 52807.

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

Telephone: 319-386-1818. **TWX:** 510-600-1729. **Fax:** 319-386-8543.

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

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

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

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

Ownership: Huntsville Television Acquisition Corp. (Group Owner).

Began Operation: July 28, 1985. Sale to present owner by Davenport Communications Ltd. Partnership approved by FCC April 1, 1991; consummated August 30, 1991.

Represented (sales): Settel Inc.

Personnel:

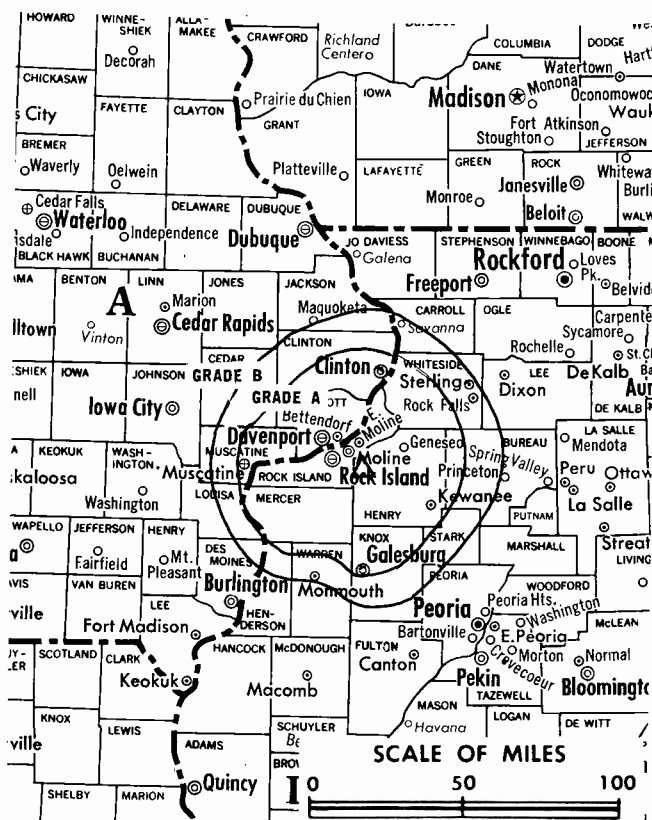
- Milton Grant, President.
- Drew Pfeiffer, Station Manager.
- Matt Pryor, General Sales Manager.
- Don Bargmann, Chief Engineer.
- Laurie Boussemaere, Production Manager.
- Pat Stiphout, Promotion Manager.
- Kathleen S. Deboeuf, Business Manager.
- Penny Johnson, Traffic Manager.

Rates: On request.

City of License: Davenport. **ADI:** Davenport, IA-Rock Island-Moline, IL. **Rank:** 84.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IOWA			
	Clinton	20,000	19,900	100
	Muscatine	15,400	15,300	99
	Scott	59,200	58,800	99
	ILLINOIS			
	Henry	19,700	19,500	99
	Mercer	6,800	6,700	99
Rock Island	59,700	59,200	99	
Between 25-49%	IOWA			
	Cedar	7,000	6,900	99
	Jackson	7,900	7,800	99



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

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	LOUISIANA	4,500	4,400	98
	ILLINOIS			
	Carroll	6,800	6,700	99
	Henderson	3,400	3,300	97
	Knox	22,200	22,000	99
	Mc Donough	12,300	12,100	98
	Stark	2,500	2,500	100
	Warren	7,600	7,500	99
	Whiteside	23,400	23,100	99
	Between 5-24%	IOWA		
Des Moines		17,500	17,300	99
Henry		7,200	7,100	99
Lee		15,500	15,400	99
ILLINOIS				
Bureau		14,000	13,800	99
Jo Daviess		8,800	8,600	98
Lee	12,800	12,600	98	
Putnam	2,200	2,100	95	
Station Totals		356,400	352,600	99
Net Weekly Circulation (1992)				165,300
Average Daily Circulation (1992)				77,200

Iowa—Davenport

KWQC-TV

Ch. 6

Network Service: NBC

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

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

Telephone: 319-383-7000. TWX: 910-525-1189. Fax: 319-383-7165.

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

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

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

Multichannel TV Sound: Stereo only.

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

News Services: AP, UPI.

Ownership: Broad Street Television L.P.

Began Operation: October 31, 1949. Sold to present owner by Palmer Communications Inc. 1989 (Television Digest, Vol. 29:22).

Represented (sales): Blair Television.

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

Personnel:

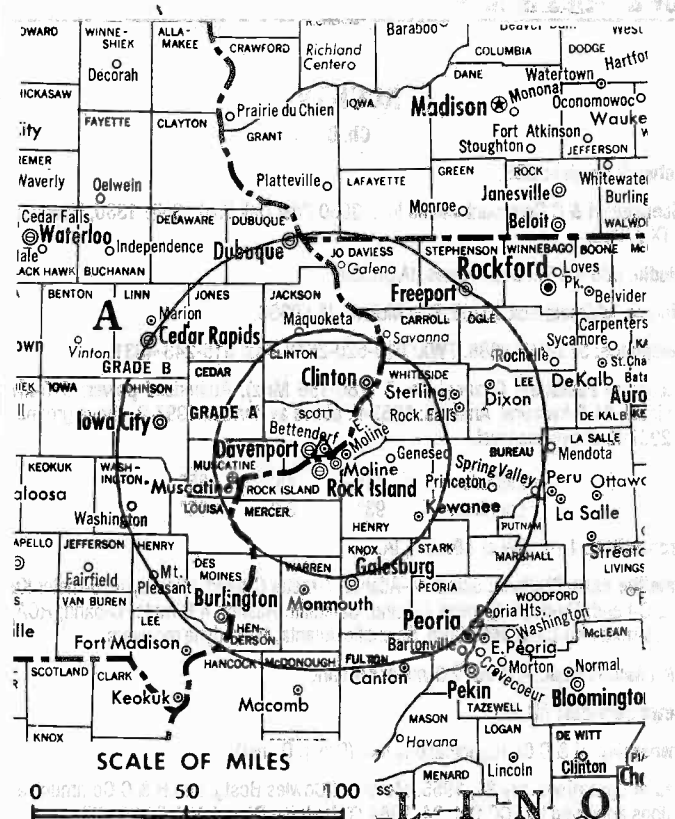
- John Sloan, President & General Manager.
- Russ Whitnah, Vice President, Sales & Marketing.
- Demetrios Hadjis, Vice President, Programming & Promotion.
- John Hegeman, Vice President, Operations & Engineering.
- Cathie Whiteside, Vice President, Finance.
- Allen Wiese, Local Sales Manager.
- Doug Retherford, News Director.
- Bruce Bennett, Promotion Director.
- Trish Tague, Marketing Director.
- Doug Bierman, Chief Engineer.
- T. Jeff Bilyeu, Production Manager.

Rates: On request.

City of License: Davenport. ADI: Davenport, IA-Rock Island-Moline, IL. Rank: 84.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IOWA			
	Cedar	7,000	6,900	99
	Clinton	20,000	19,900	100
	Des Moines	17,500	17,300	99
	Henry	7,200	7,100	99
	Jackson	7,900	7,800	99
	Louisa	4,500	4,400	98
	Muscatine	15,400	15,300	99
	Scott	59,200	58,800	99
	ILLINOIS			
	Bureau	14,000	13,800	99
	Carroll	6,800	6,700	99
	Henderson	3,400	3,300	97
	Henry	19,700	19,500	99
	Jo Daviess	8,800	8,600	98
Knox	22,200	22,000	99	



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

American Map Corp., No. 1424

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Mercer	6,800	6,700	99
	Rock Island	59,700	59,200	99
	Stark	2,500	2,500	100
	Warren	7,600	7,500	99
	Whiteside	23,400	23,100	99
Between 25-49%	IOWA	15,500	15,400	99
	Lee			
	ILLINOIS			
	Hancock	8,800	8,700	99
Lee	12,800	12,600	98	
Putnam	2,200	2,100	95	
Between 5-24%	IOWA			
	Jefferson	6,600	6,500	98
	Johnson	35,800	35,300	98
	Jones	7,100	7,000	99
	Washington	7,600	7,500	99
	ILLINOIS			
	La Salle	41,700	41,000	98
Mc Donough	12,300	12,100	98	
Marshall	5,000	4,900	98	
Ogle	17,500	17,200	99	
WISCONSIN				
Lafayette	6,000	5,900	98	
Station Totals		492,500	486,600	99
Net Weekly Circulation (1992)			297,500	
Average Daily Circulation (1992)			187,500	

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

Iowa—Des Moines

KCCI-TV

Ch. 8

Network Service: CBS.

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

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

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

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

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1953-ft. above av. terrain, 1997-ft. above ground, 2967-ft. above sea level.

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

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

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

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

News Services: AP, CBS.

Ownership: H & C Communications Inc. (Group Owner).

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

Represented (sales): Petry Television Inc.

Represented (legal): Dow, Lohnes & Albertson.

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

Personnel:

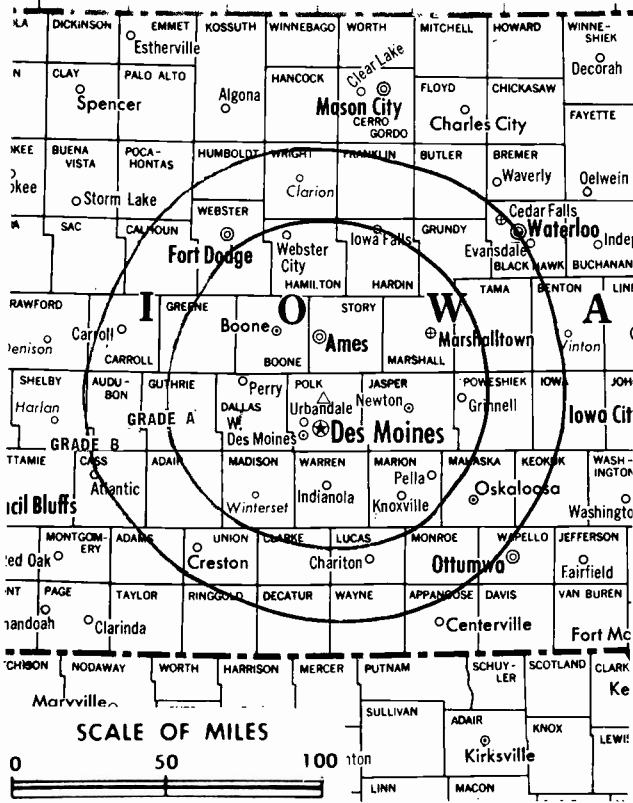
- Paul Fredericksen, President & General Manager.
- John Pascuzzi, Vice President, Operations.
- Dave Porepp, General Sales Manager.
- Anne Marie Caudron, National Account Executive.
- Dave Busiek, News Director.
- Robert Day, Programming Director.
- Pam Kulik, Director, Promotion & Community Affairs.
- Irma Davis, Business Manager.
- Doug Cretsinger, Production Manager.
- Steve Houg, Chief Engineer.

Rates: On request.

City of License: Des Moines. **ADI:** Des Moines. **Rank:** 70.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IOWA			
	Adair	3,400	3,400	100
	Adams	2,100	2,100	100
	Appanoose	5,800	5,700	98
	Audubon	2,900	2,900	100
	Boone	10,000	9,900	99
	Calhoun	4,700	4,600	99
	Carroll	8,200	8,100	99
	Cass	6,300	6,200	98
	Clarke	3,500	3,500	100
	Dallas	11,900	11,800	99
	Davis	3,200	3,200	100
	Decatur	3,200	3,100	97
	Franklin	4,700	4,700	100
	Greene	4,300	4,300	100
	Guthrie	4,500	4,500	100
	Hamilton	6,500	6,400	98
	Hardin	7,700	7,600	99



KCCI-TV BMPCT-7477 Granted 7/31/73 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Humboldt	4,600	4,500	98
	Jasper	14,200	14,100	99
	Lucas	3,900	3,800	97
	Madison	4,800	4,800	100
	Mahaska	8,800	8,700	99
	Marion	11,200	11,100	99
	Marshall	15,300	15,200	99
	Monroe	3,300	3,300	100
	Pocahontas	3,900	3,900	100
	Polk	134,700	133,700	99
	Poweshiek	7,300	7,200	99
	Ringgold	2,300	2,300	100
	Sac	5,100	5,000	98
	Story	25,900	25,600	99
	Tama	6,800	6,700	99
	Taylor	3,000	2,900	97
	Union	5,300	5,200	98
	Wapello	14,800	14,700	99
	Warren	13,300	13,200	99
	Wayne	3,000	2,900	97
Webster	16,400	16,200	99	
Wright	6,000	5,900	99	
MISSOURI	Mercer	1,600	1,600	100
	IOWA			
	Between 25-49%			
	Buena Vista	7,600	7,500	99
	Grundy	5,000	5,000	100
Kossuth	7,400	7,300	99	
Palo Alto	4,300	4,200	98	
MISSOURI				
Putnam	2,100	2,100	100	
(Continued on page A-487)				
Station Totals		499,100	494,000	99
Net Weekly Circulation (1992)				381,100
Average Daily Circulation (1992)				251,900

Iowa—Des Moines

KDSM-TV

Ch. 17

Network Service: Fox.

Licensee: River City License Partnership, 4023 Fleur Dr., Des Moines, IA 50321.

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

Telephone: 515-287-1717. Fax: 515-287-0064.

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

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

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

Satellite Earth Stations: AFC, 4-meter Ku-band; M/A-Com; 5-meter C-band; Prodelin, 5-meter C-band; M/A-Com receivers.

News Service: INN.

Ownership: Atlantic Broadcasting Co. (Group Owner).

Began Operation: March 14, 1983. Sale to present owners by Duchossois Communications approved by FCC April 24, 1991 (Television Digest, Vol. 30:49). Sale to Duchossois by William J. Trout, Raymond J. Gazzo & Carl G. Goldsberry, approved by FCC April 19, 1985 (Vol. 25:8).

Represented (sales): MMT Sales Inc.

Represented (legal): Tiemey & Swift.

Personnel:

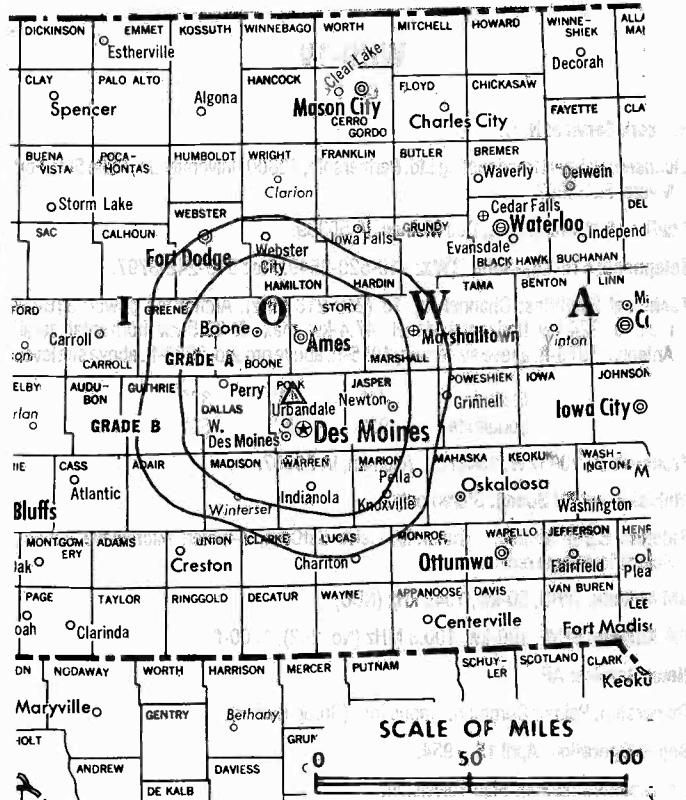
Thomas E. MacArthur, Vice President & General Manager.
Ted Stephens, General Sales Manager.
Dave Wilfahrt, Local Sales Manager.
Ken Carrington, Promotion Manager.
Martin Mohrfield, Chief Engineer.
Candy Freeman, Business Manager.

Highest 30 Sec. Rate: \$1300.

City of License: Des Moines. ADI: Des Moines. Rank: 70.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
IOWA				
50% & Over	Boone	10,000	9,900	99
	Calhoun	4,700	4,600	99
	Carroll	8,200	8,100	99
	Dallas	11,900	11,800	99
	Greene	4,300	4,300	100
	Hamilton	6,500	6,400	98
	Humboldt	4,600	4,500	98
	Jasper	14,200	14,100	99
	Lucas	3,900	3,800	97
	Madison	4,800	4,800	100
	Marion	11,200	11,100	99
	Marshall	15,300	15,200	99
	Polk	134,700	133,700	99
	Poweshiek	7,300	7,200	99
	Story	25,900	25,600	99
	Union	5,300	5,200	98
	Warren	13,300	13,200	99
	Webster	16,400	16,200	99
IOWA				
Between 25-49%	Adair	3,400	3,400	100



KDSM-TV BMPCT-821006KE Granted 10/29/82. © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%				
	Appanoose	5,800	5,700	98
	Clarke	3,500	3,500	100
	Decatur	3,200	3,100	97
	Grundy	5,000	5,000	100
	Guthrie	4,500	4,500	100
	Hardin	7,700	7,600	99
	Kossuth	7,400	7,300	99
	Mahaska	8,800	8,700	99
	Monroe	3,300	3,300	100
	Tama	6,800	6,700	99
	Wapello	14,800	14,700	99
	Wayne	3,000	2,900	97
	Wright	6,000	5,900	99
IOWA				
Between 5-24%				
	Adams	2,100	2,100	100
	Audubon	2,900	2,900	100
	Buena Vista	7,600	7,500	99
	Butler	6,100	6,000	98
	Cass	6,300	6,200	98
	Crawford	6,600	6,500	98
	Davis	3,200	3,200	100
	Franklin	4,700	4,700	100
	Montgomery	5,100	5,000	98
	Page	6,900	6,800	99
	Pocahontas	3,900	3,900	100
	Sac	5,100	5,000	98
	Shelby	5,300	5,300	100
	Taylor	3,000	2,900	97
Station Totals		454,500	450,000	99
Net Weekly Circulation (1992)				228,300
Average Daily Circulation (1992)				104,900

Iowa—Des Moines

WHO-TV

Ch. 13

Network Service: NBC.

Licensee: Palmer Broadcasting Ltd. Partnership, 12800 University Dr., Suite 500, Fort Myers, FL 33907.

Studio: 1801 Grand Ave., Des Moines, IA 50309.

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

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

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

Transmitter: 200 N.W. 134th St., Alleman, IA 50007.

Multichannel TV Sound: Stereo only.

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

AM Affiliate: WHO, 50-kw, 1040 kHz (NBC).

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

News Service: AP.

Ownership: Palmer Communications Inc. (Group Owner).

Began Operation: April 15, 1954.

Represented (sales): Blair Television.

Represented (legal): Dow, Lohnes & Albertson.

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

Personnel:

Joseph Lentz, Vice President & General Manager.

Cheryl Semerad, General Sales Manager.

Victor J. Landau, Director of Engineering.

Brian Greif, News Director.

Mary Bracken, Program Manager.

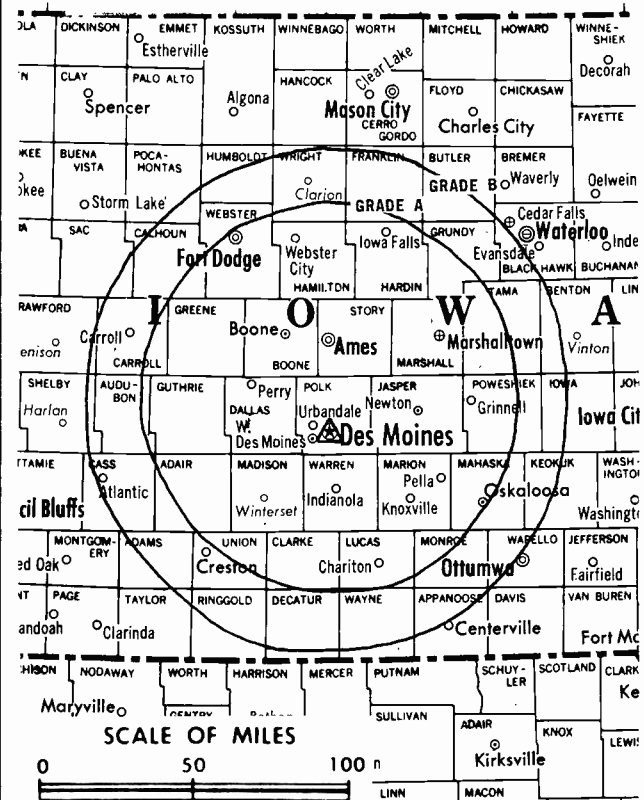
Shirley Streff, Business Manager.

Rates: On request.

City of License: Des Moines. **ADI:** Des Moines. **Rank:** 70.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IOWA			
	Adair	3,400	3,400	100
	Adams	2,100	2,100	100
	Appanoose	5,800	5,700	98
	Audubon	2,900	2,900	100
	Boone	10,000	9,900	99
	Calhoun	4,700	4,600	99
	Carroll	8,200	8,100	99
	Clarke	3,500	3,500	100
	Dallas	11,900	11,800	99
	Davis	3,200	3,200	100
	Decatur	3,200	3,100	97
	Franklin	4,700	4,700	100
	Greene	4,300	4,300	100
	Guthrie	4,500	4,500	100
	Hamilton	6,500	6,400	98
	Hardin	7,700	7,600	99
	Humboldt	4,600	4,500	98
	Jasper	14,200	14,100	99
	Kossuth	7,400	7,300	99
Lucas	3,900	3,800	97	
Madison	4,800	4,800	100	



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

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	Mahaska	8,800	8,700	99	
	Marion	11,200	11,100	99	
	Marshall	15,300	15,200	99	
	Monroe	3,300	3,300	100	
	Pocahontas	3,900	3,900	100	
	Polk	134,700	133,700	99	
	Poweshiek	7,300	7,200	99	
	Ringgold	2,300	2,300	100	
	Story	25,900	25,600	99	
	Taylor	3,000	2,900	97	
	Union	5,300	5,200	98	
	Wapello	14,800	14,700	99	
	Warren	13,300	13,200	99	
	Wayne	3,000	2,900	97	
	Webster	16,400	16,200	99	
Wright	6,000	5,900	99		
MISSOURI	Mercer	1,600	1,600	100	
	IOWA	Cass	6,300	6,200	98
		Grundy	5,000	5,000	100
Hancock		5,200	5,100	98	
Jefferson		6,600	6,500	98	
Sac		5,100	5,000	98	
Tama		6,800	6,700	99	
MISSOURI	Putnam	2,100	2,100	100	
	Worth	1,100	1,100	100	
IOWA	Benton	8,700	8,600	99	

(Continued on page A-487)

Station Totals	473,800	469,000	99
Net Weekly Circulation (1992)		367,100	
Average Daily Circulation (1992)		228,100	

Iowa—Ames-Des Moines

WOI-TV
Ch. 5

Network Service: ABC.

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

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

Mailing Address: 2111 Grand Ave., Des Moines, IA 50309.

Telephone: 515-294-5555; **Fax:** 515-294-8503.

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

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

Transmitter: 1-mi. S of Alleman.

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

News Services: AP, ABC.

Ownership: Iowa State University Broadcasting Corp.

Began Operation: February 21, 1950.

Represented (sales): Katz Television.

Represented (legal): Cohn & Marks.

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

Personnel:

- Robert G. Helmers, President & General Manager.
- Ray Johnson, General Sales Manager.
- Palma Pope, Local Sales Manager.
- Ed A. Powers, Chief Engineer.
- Ken Gullette, News Director.
- Betty Lou Varnum, Public Affairs Coordinator.
- Steve Kurtenbach, Promotion Director.
- Don Wirth, Business Manager.

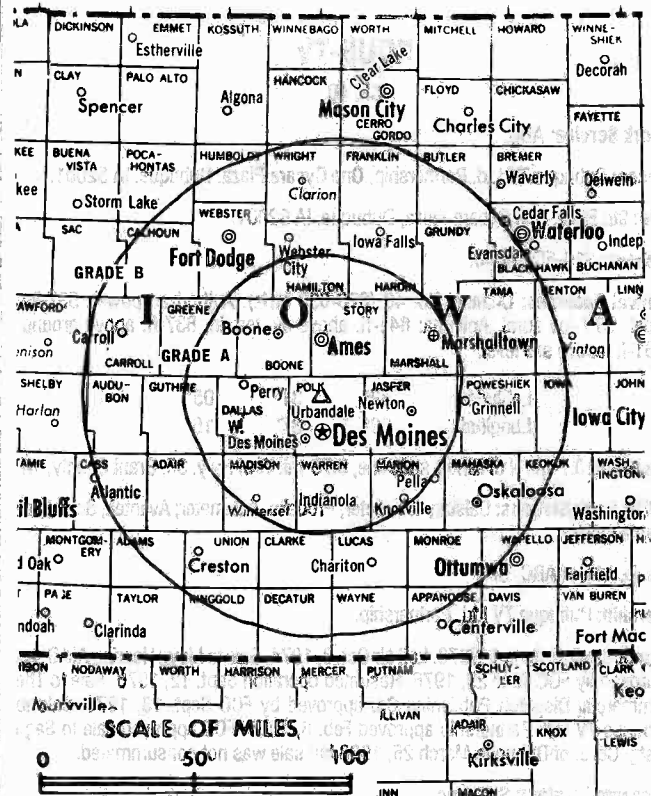
Highest 30 Sec. Rate: \$850.

NETWORK BASE HOURLY RATE: \$1000.

City of License: Ames. ADI: Des Moines. Rank: 70.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IOWA			
	Adair	3,400	3,400	100
	Audubon	2,900	2,900	100
	Boone	10,000	9,900	99
	Calhoun	4,700	4,600	99
	Carroll	8,200	8,100	99
	Clarke	3,500	3,500	100
	Dallas	11,900	11,800	99
	Decatur	3,200	3,100	97
	Franklin	4,700	4,700	100
	Greene	4,300	4,300	100
	Guthrie	4,500	4,500	100
	Hamilton	6,500	6,400	98
	Hardin	7,700	7,600	99
	Humboldt	4,600	4,500	98
	Jasper	14,200	14,100	99
	Lucas	3,900	3,800	97
	Madison	4,800	4,800	100
	Mahaska	8,800	8,700	99
Marion	11,200	11,100	99	
Marshall	15,300	15,200	99	



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

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Monroe	3,300	3,300	100
	Pocahontas	3,900	3,900	100
	Polk	134,700	133,700	99
	Poweshiek	7,300	7,200	99
	Ringgold	2,300	2,300	100
	Story	25,900	25,600	99
	Tama	6,800	6,700	99
	Union	5,300	5,200	98
	Warren	13,300	13,200	99
	Wayne	3,000	2,900	97
Between 25-49%	Webster	16,400	16,200	99
	Wright	6,000	5,900	99
	IOWA	2,100	2,100	100
	Adams	5,800	5,700	98
	Appanoose	6,300	6,200	98
	Cass	5,000	5,000	100
	Grundy	5,200	5,100	98
	Hancock	7,400	7,300	99
	Kossuth	5,100	5,000	98
	Sac	3,000	2,900	97
Between 5-24%	Shelby	14,800	14,700	99
	MISSOURI	1,600	1,600	100
	Mercer	8,700	8,600	99
	Benton	7,600	7,500	99
Buena Vista	6,600	6,500	98	
Crawford	3,200	3,200	100	
Davis				

(Continued on page A-487)

Station Totals	470,300	465,600	99
Net Weekly Circulation (1992)			334,100
Average Daily Circulation (1992)			180,200

Iowa—Dubuque

KDUB-TV

Ch. 40

Network Service: ABC.

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

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

Telephone: 319-556-4040.

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

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

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

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

News Services: ABC, UPI.

Ownership: Dubuque TV Ltd. Partnership.

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

Represented (sales): Seitel Inc.

Personnel:

Thomas G. Bond, General Manager.
Joe Denk, News & Program Director.
Gary Haverland, Chief Engineer.

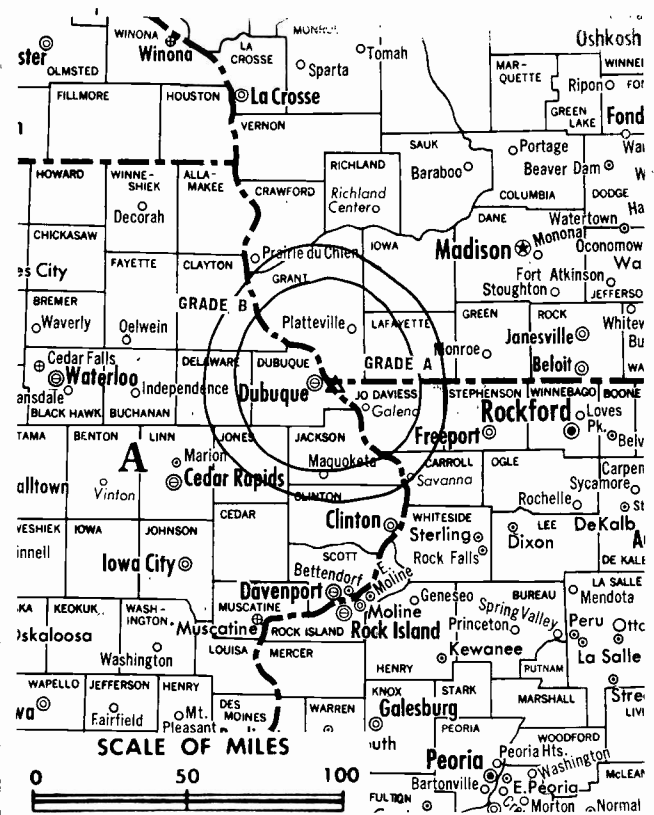
Highest 30 Sec. Rate: \$135.

NETWORK BASE HOURLY RATE: \$75.

City of License: Dubuque. **ADI:** Cedar Rapids-Waterloo-Dubuque. **Rank:** 82.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IOWA Dubuque	31,200	30,800	99
	ILLINOIS Jo Daviess	8,800	8,600	98



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

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WISCONSIN Grant	17,600	17,200	97
	IOWA Jackson	7,900	7,800	99
Between 25-49%	WISCONSIN Lafayette	6,000	5,900	98
	IOWA Delaware	6,600	6,500	98
Between 5-24%	Jones	7,100	7,000	99
	WISCONSIN Crawford	6,100	6,000	98
Station Totals		91,300	89,800	98
Net Weekly Circulation (1992)				43,500
Average Daily Circulation (1992)				23,000

Iowa—Mason City

KIMT
Ch. 3

Network Service: CBS.

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

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

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

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

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

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

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

News Service: AP.

Ownership: Spartan Radiocasting Inc. (Group Owner)

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

Represented (sales): Katz Television.

Represented (legal): Covington & Burling.

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

Personnel:

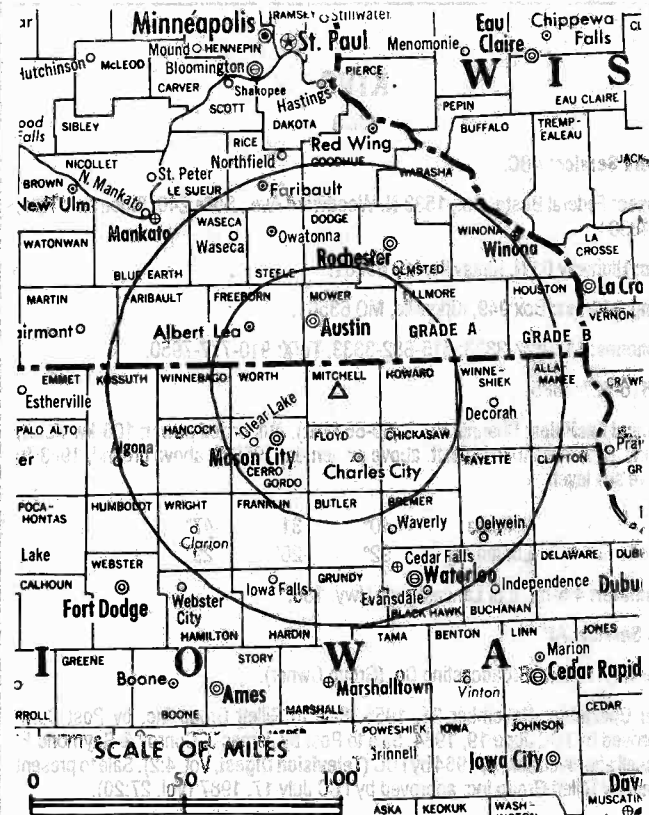
- John Shine, General Manager.
- Dave Presler, General Sales Manager.
- Steve Martinson, Local & Regional Sales Manager.
- Doug Merbach, News Director.
- Jerome Risting, Program Director.
- Kip Ireland, Promotion Manager.
- Dale Byre, Chief Engineer.
- Karen Bird, Business Manager.

Rates: On request.

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

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IOWA			
	Cerro Gordo	19,600	19,400	99
	Chickasaw	5,100	5,000	98
	Floyd	6,900	6,800	99
	Franklin	4,700	4,700	100
	Hancock	5,200	5,100	98
	Howard	3,900	3,800	97
	Kossuth	7,400	7,300	99
	Mitchell	4,400	4,400	100
	Winnebago	4,900	4,900	100
	Worth	3,400	3,400	100
	MINNESOTA			
	Dodge	5,600	5,500	98



KIMT BMPCT-7648 Granted 8/31/76

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Fillmore	7,800	7,700	99
	Freeborn	13,200	13,100	99
	Mower	14,900	14,800	99
Between 25-49%	IOWA			
	Butler	6,100	6,000	98
	Winneshiek	7,500	7,400	99
	Wright	6,000	5,900	99
	MINNESOTA			
Olmsted	40,200	39,900	99	
Steele	11,400	11,300	99	
Between 5-24%	IOWA			
	Allamakee	5,300	5,200	98
	Bremer	8,500	8,400	99
	Emmet	4,600	4,500	98
	Fayette	8,700	8,600	99
	Humboldt	4,600	4,500	98
	Marshall	15,300	15,200	99
	MINNESOTA			
	Faribault	6,900	6,800	99
	Houston	6,800	6,700	99
Waseca	6,800	6,700	99	
Winona	16,700	16,500	99	
WISCONSIN				
La Crosse	37,300	36,900	99	
Station Totals		299,700	296,400	99
Net Weekly Circulation (1992)				130,100
Average Daily Circulation (1992)				74,100

Iowa—Ottumwa-Kirksville, MO

KTVO
Ch. 3

Network Service: ABC.

Licensee: Federal Bcstg. Co., 1533 N. Woodward Ave., Suite 240, Bloomfield Hills, MI 48304.

Studio: Highway 63 N, Kirksville, MO 63501.

Mailing Address: Box 949, Kirksville, MO 63501.

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

Fax: 816-627-1885.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1101-ft. above av. terrain, 1050-ft. above ground, 1963-ft. above sea level.

Latitude 40° 31' 47"
Longitude 92° 26' 29"

Transmitter: 4.5-mi. E of Lancaster on Hwy. 136.

News Service: AP.

Ownership: Federal Broadcasting Co. (Group Owner).

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

Represented (sales): Katz Television.

Represented (legal): Hogan & Hartson.

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

Personnel:

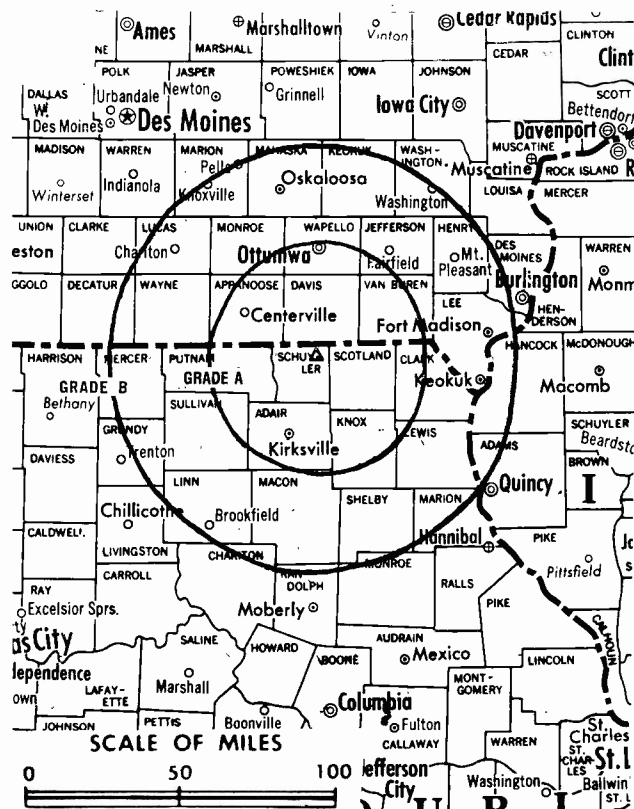
- Robert A. Kizer, Vice President & General Manager.
- Juanita Hootman, Local Sales Manager.
- Merle Snyder, National Sales Manager.
- John Wise, Chief Engineer.
- Pam Small, Program & Promotion Director.
- Kay Sandner, Business Manager.

Rates: On request.

City of License: Kirksville, MO. ADI: Ottumwa, IA-Kirksville, MO. Rank: 200.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IOWA			
	Appanoose	5,800	5,700	98
	Davis	3,200	3,200	100
	Henry	7,200	7,100	99
	Jefferson	6,600	6,500	98
	Lee	15,500	15,400	99
	Van Buren	3,100	3,100	100
	Wapello	14,800	14,700	99
	MISSOURI			
	Adair	9,000	8,900	99
	Clark	2,900	2,900	100
	Knox	1,900	1,900	100
	Linn	5,900	5,800	98
	Macon	6,300	6,200	98



KTVO BPCT-890607KJ Granted 4/11/91 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Putnam	2,100	2,100	100
	Schuyler	1,900	1,900	100
	Scotland	2,100	2,100	100
	Shelby	2,900	2,900	100
	Sullivan	2,700	2,700	100
Between 25-49%	IOWA			
	Monroe	3,300	3,300	100
	ILLINOIS			
	Adams	26,100	25,800	99
	Hancock	8,800	8,700	99
Between 5-24%	MISSOURI			
	Lewis	3,600	3,500	97
	Mercer	1,600	1,600	100
	IOWA			
	Clarke	3,500	3,500	100
Keokuk	4,600	4,500	98	
Mahaska	8,800	8,700	99	
Washington	7,600	7,500	99	
Wayne	3,000	2,900	97	
MISSOURI				
Grundy	4,500	4,400	98	
Harrison	3,800	3,700	97	
Marion	10,700	10,600	99	
Monroe	3,500	3,500	100	
Ralls	3,300	3,300	100	
Randolph	9,300	9,200	99	
Station Totals		199,900	197,800	99
Net Weekly Circulation (1992)				100,300
Average Daily Circulation (1992)				55,900

KYOU-TV

(formerly KOIA-TV)

Ch. 15

Network Service: Fox.

Licensee: Public Interest Broadcast Group Inc., 820 W. 2nd St., Ottumwa, IA 52501.

Studio: 820 W. 2nd St., Ottumwa, IA 52501.

Telephone: 515-684-5415, Fax: 515-682-5173.

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

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

Holds CP for change to 2213-kw max. visual, 1190-ft. above av. terrain, 1161-ft. above ground, 1911-ft. above sea level, lat. 41° 11' 42", long. 91° 57' 15", transmitter to 1.3-mi. NNE of State Hwys. 1 & 78 in Richland Twp. BPCT-910628KH.

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

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

Ownership: Public Interest Broadcast Group Inc.

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

Represented (sales): Savalli Broadcast Sales.

Personnel:

Dirk Engstrom, President & General Manager.

Sheri Locke-Ward, General Sales Manager.

Nancy Rutledge, Business Manager.

Phil Benjamin, Chief Engineer.

Jim Cagwin, Production Manager.

Mike Clouse, Promotion Director.

Highest 30 Sec. Rate: \$240.

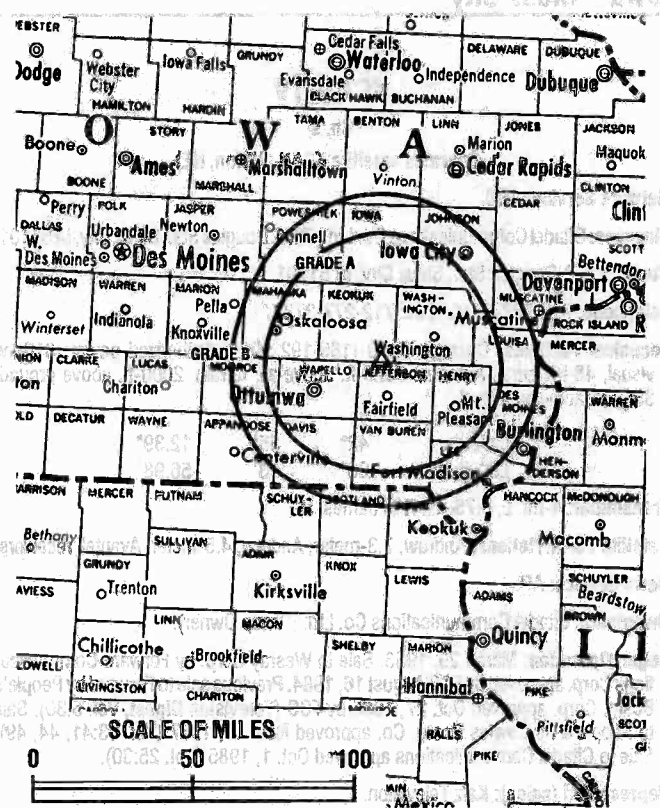
City of License: Ottumwa. ADI: Ottumwa, IA-Kirksville, MO, Rank: 200.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IOWA			
	Davis	3,200	3,200	100
	Wapello	14,800	14,700	99
Between 25-49%	IOWA			
	Appanoose	5,800	5,700	98
	Jefferson	6,600	6,500	98

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IOWA			
	Davis	3,200	3,200	100
	Wapello	14,800	14,700	99
Between 25-49%	IOWA			
	Appanoose	5,800	5,700	98
	Jefferson	6,600	6,500	98

Station Totals	Net Weekly Circulation (1992)	Average Daily Circulation (1992)
	84,000	27,500
	83,100	11,300



KYOU-TV BPCT-910628KH Granted 1/31/92 © American Map Corp., No. 14244

Iowa—Sioux City

KCAU-TV

Ch. 9

(Operates satellite KCAN, Albion, NE)

Network Service: ABC.

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

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

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

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

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

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

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

News Service: AP.

Ownership: Citadel Communications Co. Ltd. (Group Owner).

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

Represented (sales): Katz Television.

Represented (legal): Latham & Watkins.

Personnel:

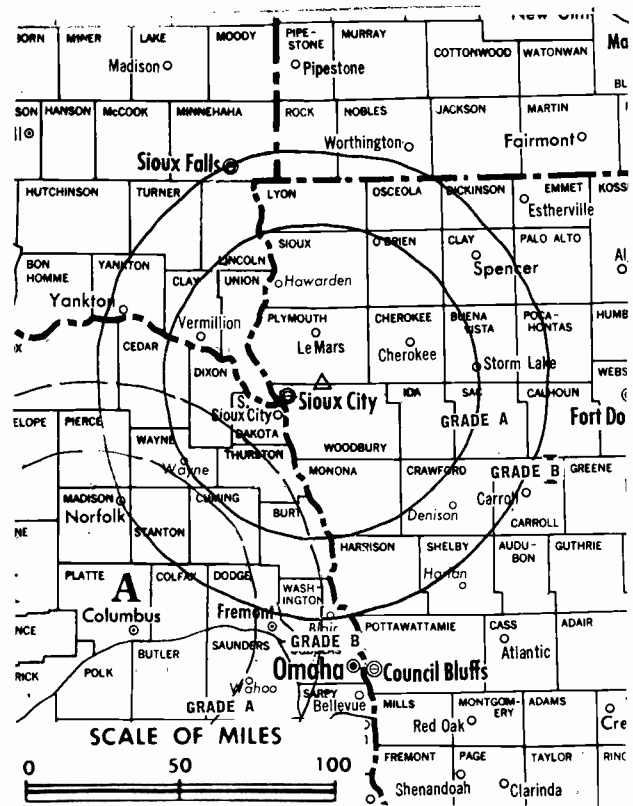
Philip J. Lombardo, President.
Ray Cole, Vice President & General Manager.
Jim Rupert, General Sales Manager.
Stan Koplowitz, Local Sales Manager.
Rob Downey, News Director.
Karmin DeBey, Business Manager.
Joel Walls, Director of Broadcast Operations.
Jon Barnett, Chief Engineer.
Randy Chapman, Promotion Manager.

Rates: On request.

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

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IOWA			
	Buena Vista	7,600	7,500	99
	Cherokee	5,700	5,600	98
	Clay	7,200	7,100	99
	Dickinson	6,300	6,200	98
	Emmet	4,600	4,500	98
	Ida	3,400	3,400	100
	Lyon	4,300	4,200	98
	Monona	4,200	4,200	99
	O'Brien	6,100	6,100	100
	Osceola	2,900	2,900	100
	Palo Alto	4,300	4,200	98
	Plymouth	8,900	8,800	99
	Sac	5,100	5,000	98
	Sioux	10,400	10,200	98
	Woodbury	38,000	37,700	99
	NEBRASKA			
	Cedar	3,800	3,800	100
	Dakota	6,400	6,400	100
	Dixon	2,500	2,500	100
	Knox	3,800	3,700	97
Madison	12,600	12,400	98	
Pierce	3,000	3,000	100	



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

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Thurston	2,400	2,400	100
	Wayne	3,300	3,300	100
	SOUTH DAKOTA			
	Clay	4,600	4,600	99
	Union	4,100	4,100	100
	Yankton	7,200	7,100	99
Between 25-49%	IOWA			
	Calhoun	4,700	4,600	99
	Carroll	8,200	8,100	99
	Crawford	6,600	6,500	98
	Pocahontas	3,900	3,900	100
NEBRASKA	Antelope	3,100	3,000	97
	Boyd	1,200	1,200	100
	Cuming	4,000	3,900	99
	Holt	4,800	4,700	97
	Stanton	2,400	2,400	100
SOUTH DAKOTA				
Bon Homme	2,600	2,500	96	
Between 5-24%	IOWA			
	Harrison	5,800	5,700	98
	Humboldt	4,600	4,500	98
	Shelby	5,300	5,300	100
	MINNESOTA			
Jackson	4,500	4,400	98	
Nobles	7,600	7,500	99	
Rock	3,800	3,800	100	
NEBRASKA				
Boone	2,500	2,500	100	
Burt	3,300	3,300	100	

(Continued on page A-487)

Station Totals	298,800	295,500	99
Net Weekly Circulation (1992)			168,900
Average Daily Circulation (1992)			96,200

Iowa—Sioux City

KMEG

Ch. 14

Network Service: CBS.

Licensee: Maine Radio & Television Co., One Congress Square, Portland, ME 04101.

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

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

Telephone: 712-277-3554. Fax: 712-277-4732.

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

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

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

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

Ownership: Maine Broadcasting System (Group Owner).

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

Represented (sales): Blair Television.

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

Personnel:

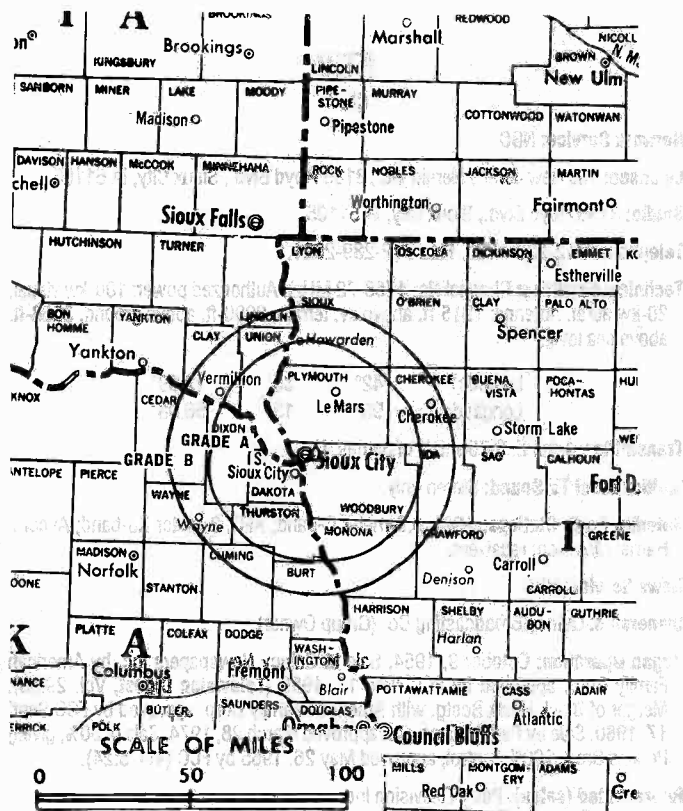
- Bruce Lewis, General Manager.
- Dick Herr, Chief Engineer.
- Fritz Miller, Promotion Manager.
- Greg Funk, Business Manager.
- Dianne Ehrhardt, Community Service Director.

Rates: On request.

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

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

	Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over		IOWA			
		Buena Vista	7,600	7,500	99
		Cherokee	5,700	5,600	98
		Ida	3,400	3,400	100
		Monona	4,200	4,200	99
		Plymouth	8,900	8,800	99
		Sioux	10,400	10,200	98
		Woodbury	38,000	37,700	99
		NEBRASKA			
		Dakota	6,400	6,400	100
		Dixon	2,500	2,500	100
		Thurston	2,400	2,400	100
	Wayne	3,300	3,300	100	
	SOUTH DAKOTA				
	Clay	4,600	4,600	99	
	Union	4,100	4,100	100	
Between 25-49%		IOWA			
		Clay	7,200	7,100	99



KMEG BPCT-3871 Granted 2/13/67 © American Map Corp., 14244

	Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%		Dickinson	6,300	6,200	98
		Emmet	4,600	4,500	98
		Lyon	4,300	4,200	98
		O'Brien	6,100	6,100	100
		Sac	5,100	5,000	98
		NEBRASKA			
		Cedar	3,800	3,800	100
		Madison	12,600	12,400	98
		Stanton	2,400	2,400	100
		SOUTH DAKOTA			
	Yankton	7,200	7,100	99	
Between 5-24%		IOWA			
		Calhoun	4,700	4,600	99
		Crawford	6,600	6,500	98
		Osceola	2,900	2,900	100
		Palo Alto	4,300	4,200	98
		Pocahontas	3,900	3,900	100
		NEBRASKA			
		Cuming	4,000	3,900	99
		Knox	3,800	3,700	97
		Pierce	3,000	3,000	100
	Washington	6,200	6,200	100	
	SOUTH DAKOTA				
	Lincoln	5,500	5,400	98	
Station Totals			206,000	203,800	99
Net Weekly Circulation (1992)					101,300
Average Daily Circulation (1992)					52,400

Iowa—Sioux City

KTIV
Ch. 4

Network Service: NBC.

Licensee: The New Jersey Herald Inc., 3135 Floyd Blvd., Sioux City, IA 51105.

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

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

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

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

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

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: ADM, 6.2-meter C-band; AFC, 3-meter Ku-band; Avcom, Harris, M/A-Com receivers.

News Service: NBC.

Ownership: Quincy Broadcasting Co. (Group Owner).

Began Operation: October 9, 1954. Sale to Quincy Newspapers Inc. by American Family Corp. approved by FCC Nov. 17, 1989 (Television Digest, Vol. 29:35). Merger of Black Hawk Bcstg. with American Family Corp. approved by FCC Sept. 17, 1980. Sale by Perkins Bros. Co. approved March 28, 1974. Sale of 50%, giving Perkins Bros. 100% control, approved May 26, 1965 by FCC (Vol. 5:24).

Represented (sales): Petry Television Inc.

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

Personnel:

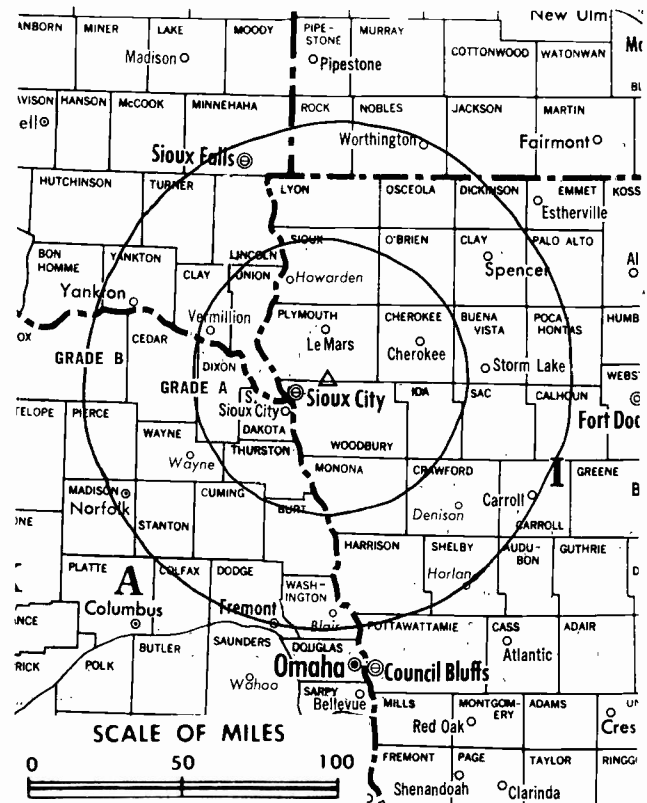
- William F. Turner, Vice President & General Manager.
- Paul O'Bryan, National Sales Manager.
- Dave Madsen, Program Director.
- Scot Krayenhagen, Chief Engineer.
- Bryan Brosamle, News Director.
- Kim Cleaver, Local Sales Manager.
- Jerry L. Johnson, Promotion Director.
- Kathy Clayton, Business Manager.

Highest 30 Sec. Rate: \$600.

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

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IOWA			
	Buena Vista	7,600	7,500	99
	Cherokee	5,700	5,600	98
	Clay	7,200	7,100	99
	Crawford	6,600	6,500	98
	Dickinson	6,300	6,200	98
	Emmet	4,600	4,500	98
	Ida	3,400	3,400	100
	Lyon	4,300	4,200	98
	Monona	4,200	4,200	99
	O'Brien	6,100	6,100	100
	Osceola	2,900	2,900	100
	Palo Alto	4,300	4,200	98
	Plymouth	8,900	8,800	99
	Sac	5,100	5,000	98
	Sioux	10,400	10,200	98
	Woodbury	38,000	37,700	99
	NEBRASKA			
	Antelope	3,100	3,000	97
	Cedar	3,800	3,800	100
Dakota	6,400	6,400	100	
Dixon	2,500	2,500	100	
Knox	3,800	3,700	97	



KTIV BPCT-3127 Granted 1/19/65

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MADISON	12,600	12,400	98
	Pierce	3,000	3,000	100
	Stanton	2,400	2,400	100
	Thurston	2,400	2,400	100
	Wayne	3,300	3,300	100
	SOUTH DAKOTA			
	Clay	4,600	4,600	99
	Union	4,100	4,100	100
	Yankton	7,200	7,100	99
	Between 25-49%	IOWA		
Calhoun		4,700	4,600	99
Pocahontas		3,900	3,900	100
MINNESOTA				
Nobles		7,600	7,500	99
NEBRASKA				
Cuming		4,000	3,900	99
Holt		4,800	4,700	97
SOUTH DAKOTA				
Bon Homme		2,600	2,500	96
Lincoln	5,500	5,400	98	
Between 5-24%	IOWA			
	Carroll	8,200	8,100	99
	Harrison	5,800	5,700	98
	MINNESOTA			
	Jackson	4,500	4,400	98
	Rock	3,800	3,800	100
	NEBRASKA			
	Boone	2,500	2,500	100
	Boyd	1,200	1,200	100
	Burt	3,300	3,300	100
(Continued on page A-487)				
Station Totals		264,800	261,800	99
Net Weekly Circulation (1992)				174,000
Average Daily Circulation (1992)				114,400

KTIV, Sioux City
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	NEBRASKA			
	Washington	6,200	6,200	100
	SOUTH DAKOTA			
	Hutchinson	3,300	3,200	97
	Mc Cook	2,300	2,300	100
	Moody	2,400	2,400	100
Turner	3,400	3,400	100	

WOI-TV, Ames-Des Moines
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	IOWA			
	Keokuk	4,600	4,500	98
	Montgomery	5,100	5,000	98
	Palo Alto	4,300	4,200	98
	MISSOURI			
Putnam	2,100	2,100	100	

WHO-TV, Des Moines
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	IOWA			
	Crawford	6,600	6,500	98
	Keokuk	4,600	4,500	98
	Page	6,900	6,800	99
	Palo Alto	4,300	4,200	98
	Van Buren	3,100	3,100	100
	MISSOURI			
	Harrison	3,800	3,700	97

KCAU-TV, Sioux City
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	NEBRASKA			
	Dodge	13,800	13,700	99
	Greeley	1,200	1,200	100
	Loup	300	300	100
	Platte	11,200	11,100	99
	Washington	6,200	6,200	100
	SOUTH DAKOTA			
	Hutchinson	3,300	3,200	97
	Lincoln	5,500	5,400	98
	Mc Cook	2,300	2,300	100
Turner	3,400	3,400	100	

KCCI-TV, Des Moines
(Arbitron Data Continued)

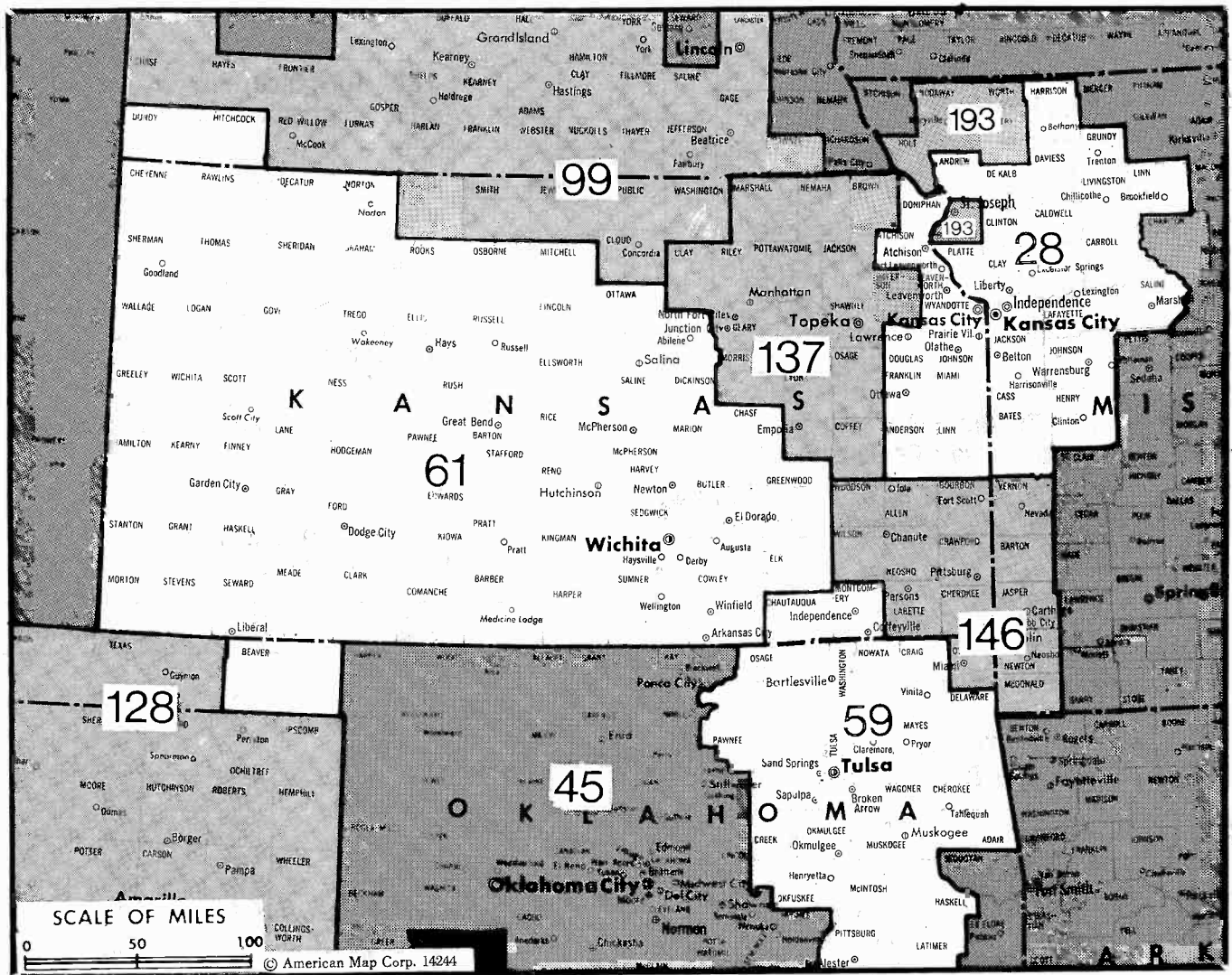
Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	MISSOURI			
	Worth	1,100	1,100	100
Between 5-24%	IOWA			
	Benton	8,700	8,600	99
	Crawford	6,600	6,500	98
	Emmet	4,600	4,500	98
	Hancock	5,200	5,100	98
	Jefferson	6,600	6,500	98
	Keokuk	4,600	4,500	98
	Montgomery	5,100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

Market Station Totals as of 12/31/93

Market	Station	Net Weekly Circulation	Total Households	TV Households	%
IOWA	KTIV	6,200	6,200	6,200	100
	WOI-TV	18,700	18,700	18,700	100
NEBRASKA	KCAU-TV	13,800	13,800	13,700	99
	KDVR-TV	1,200	1,200	1,200	100
SOUTH DAKOTA	KDVR-TV	3,300	3,300	3,200	97
	KDVR-TV	2,300	2,300	2,300	100
MISSOURI	KDVR-TV	2,400	2,400	2,400	100
	KDVR-TV	3,400	3,400	3,400	100

State Cross-Market List

Market	Station	Net Weekly Circulation	Total Households	TV Households	%
IOWA	KTIV	6,200	6,200	6,200	100
	WOI-TV	18,700	18,700	18,700	100
NEBRASKA	KCAU-TV	13,800	13,800	13,700	99
	KDVR-TV	1,200	1,200	1,200	100
SOUTH DAKOTA	KDVR-TV	3,300	3,300	3,200	97
	KDVR-TV	2,300	2,300	2,300	100
MISSOURI	KDVR-TV	2,400	2,400	2,400	100
	KDVR-TV	3,400	3,400	3,400	100



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Kansas City, MO	772,700	28	KCTV (5), KMBC-TV (9), KMCI (38), KSHB-TV (41), KSMO-TV (62), KYFC (50), WDAF-TV (4)
Oklahoma City, OK	563,000	45	KFOR-TV (4), KOCB (34), KOCO-TV (5), KOKH-TV (25), KSBI (52), KTBO-TV (14), KWTW (9)
Tulsa, OK	448,700	59	KDOR (17), KJRH (2), KOKI-TV (23), KOTV (6), KTFO (41), KTUL-TV (8), KWHB (47)
Wichita-Hutchinson, KS	422,700	61	KAAS-TV (18), KAKE-TV (10), KBSD-TV (6), KBSH-TV (7), KBSL-TV (10), KLBY (4), KSAS-TV (24), KSNC (2), KSNG (11), KSNK (8), KSNW (3), KUPK-TV (13), KWCH-TV (12)
Lincoln-Hastings-Kearney, NE	241,900	99	KCAN (8), KGIN (11), KHAS-TV (5), KHGI-TV (13), KOLN (10), KSNB-TV (4), KWNB-TV (6)
Amarillo, TX	167,400	128	KAMR-TV (4), KCIT (14), KFDA-TV (10), KVIH-TV (12), KVII-TV (7), KVIJ-TV (8)
Topeka, KS	154,700	137	KSNT (27), KTKA-TV (49), WIBW-TV (13)
Joplin, MO-Pittsburg, KS	137,500	146	KFAA (51), KKFT (20), KOAM-TV (7), KODE-TV (12), KSNF (16)
St. Joseph, MO	44,800	193	KQTV (2), KTAJ (16)

State Cross Reference List

Communities that receive programs of stations that are located elsewhere.

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

Kansas Station Totals as of November 1, 1992

	VHF	UHF	TOTAL
Commercial Television Stations	12	5	17
Educational Television Stations	4	0	4
	16	5	21

Kansas—Colby

KLBY

Ch. 4

(Satellite of KAKE-TV, Wichita, KS)

Network Service: ABC.

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

Studio: 900 S. Range, Colby, KS 67701

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

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

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

Transmitter: 7.2-mi. SSE of Brewster.

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

News-Service: AP.

Ownership: Chronicle Broadcasting Co. (Group Owner).

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

Represented (sales): Pety Television Inc.

Represented (legal): Fletcher, Heald & Hildreth.

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

Personnel:

Jan McDaniel, President & General Manager.

Wayne Roberts, Station Manager.

Deb Schwanke, Business Manager.

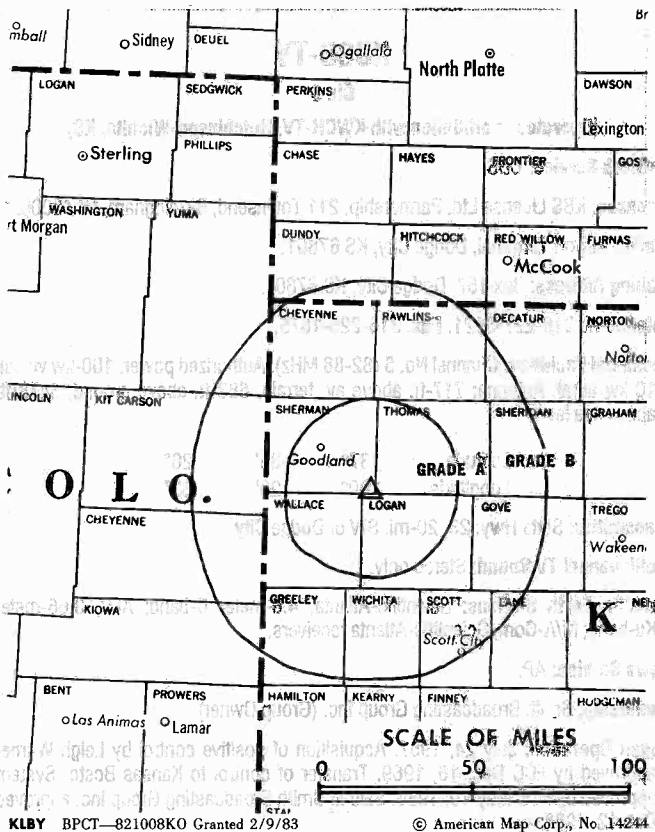
Clarence Steckman, Chief Engineer.

Highest 30 Sec. Rate: \$200.

City of License: Colby. ADI: Wichita-Hutchinson. Rank: 61.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	COLORADO			
	Kit Carson	2,800	2,700	96
	KANSAS			
	Cheyenne	1,500	1,500	100
	Gove	1,400	1,400	100
	Logan	1,300	1,300	100
	Sheridan	1,300	1,300	100
	Sherman	2,700	2,700	100
	Thomas	3,100	3,000	97
	Wallace	700	700	100



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	KANSAS			
	Decatur	1,700	1,700	100
	Lane	1,000	1,000	100
	Rawlins	1,400	1,400	100
Between 5-24%	COLORADO			
	Kiowa	700	700	100
	KANSAS			
	Graham	1,400	1,400	100
	Greeley	700	700	100
Trego	1,600	1,600	100	
Wichita	1,000	1,000	100	
NEBRASKA				
Dundy	1,200	1,200	100	
Station Totals		25,500	25,300	99
Net Weekly Circulation (1992)				12,900
Average Daily Circulation (1992)				6,300

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Kansas—Ensign

KBSD-TV

Ch. 6

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

Network Service: CBS.

Licensee: KBS License Ltd. Partnership, 211 Townsend, Birmingham, MI 48009.

Studio: Airport Terminal, Dodge City, KS 67801.

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

Telephone: 316-227-3121. **Fax:** 316-225-1675.

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

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

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

Multichannel TV Sound: Stereo only.

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

News Service: AP.

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

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

Represented (sales): TeleRep Inc.

Represented (legal): Hogan & Hartson.

Personnel:

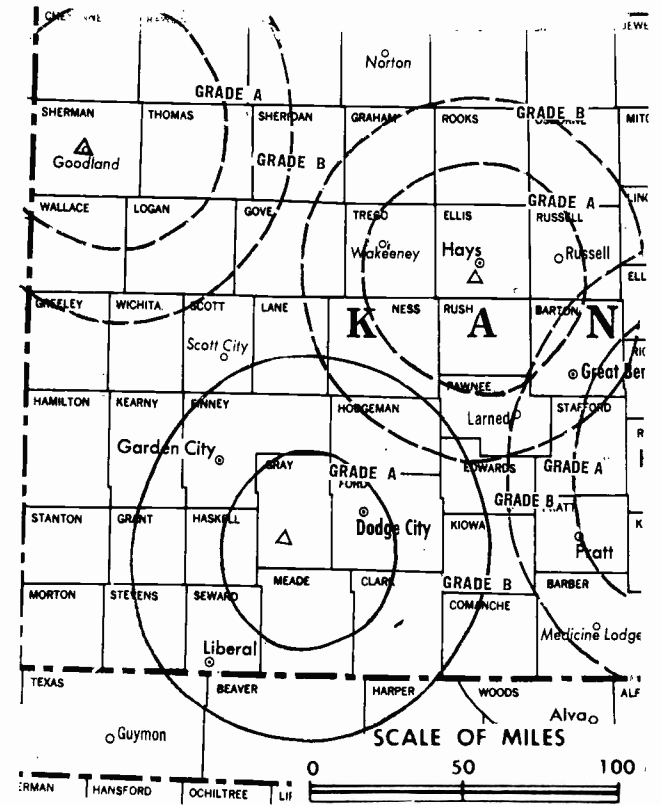
Gayle Kiger, Station Manager.

Rates: On request.

City of License: Ensign. **ADI:** Wichita-Hutchinson. **Rank:** 61.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KANSAS			
	Clark	1,000	1,000	100
	Comanche	1,000	1,000	100
	Edwards	1,700	1,700	100
	Finney	11,200	11,100	99
	Ford	9,900	9,800	99
	Grant	2,600	2,600	100
	Gray	2,000	2,000	100
	Hamilton	1,100	1,100	100
	Haskell	1,400	1,400	100
Hodgeman	900	900	100	



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

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KANSAS			
	Kearny	1,300	1,300	100
	Meade	1,700	1,700	100
	Seward	6,700	6,600	99
	Stanton	800	800	100
Stevens	1,800	1,800	100	
Between 25-49%	KANSAS			
	Kiowa	1,400	1,400	100
	Lane	1,000	1,000	100
	Ness	1,600	1,600	100
	Scott	2,100	2,100	100
OKLAHOMA	Beaver	2,600	2,600	100
	Harper	1,700	1,700	100
	KANSAS			
Between 5-24%	Barber	2,500	2,500	98
	Morton	1,300	1,300	100
	OKLAHOMA			
Texas	6,200	6,100	98	
Station Totals		65,500	65,100	99
Net Weekly Circulation (1992)				38,800
Average Daily Circulation (1992)				22,200

Kansas—Fort Scott

KKET
Ch. 20

Network Service: None, independent.

Grantee: Family Bcstg. Co. Inc., 1404 5th Ave. SE, Altoona, IA 50009.

Studio: 1625 Scott St., Fort Scott, KS 66701.

Telephone: 515-967-6228.

Technical Facilities: Channel No. 20 (506-512 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 765-ft. above av. terrain, 765-ft. above ground, 1685-ft. above sea level.

Latitude 37° 26' 36"
Longitude -94° 39' 31"

Transmitter: Approx. 3-mi. NE of Pittsburg.

Multichannel TV Sound: Planned.

Ownership: Family Broadcasting Co. Inc.

Began Operation: October 16, 1992.

Personnel:

Jerry Montgomery, General Manager

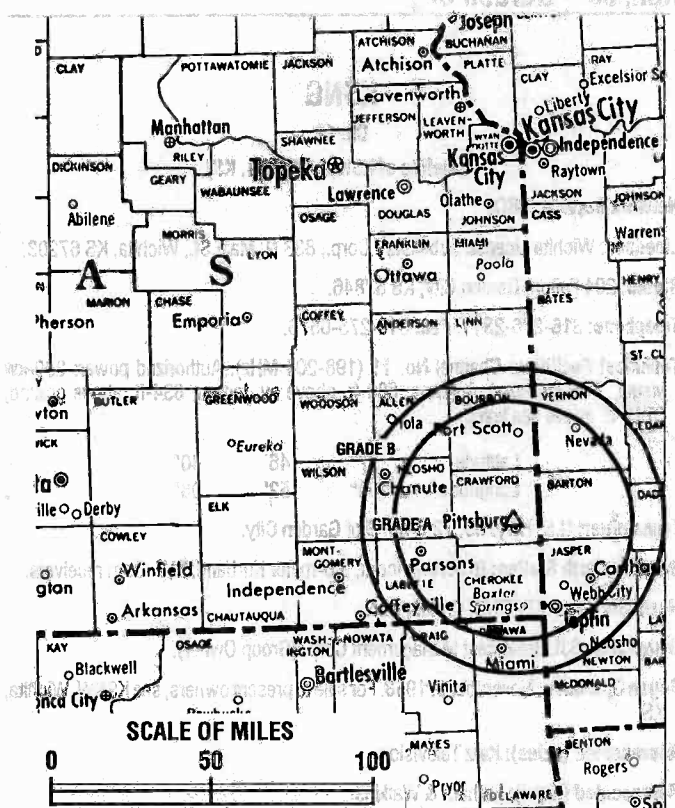
Donna Montgomery, Program Director & Business Manager

Les White, Chief Engineer

Rates: On request.

Arbitron Data: Not available:

City	Population	Distance (mi.)	Grade	Service
Abilene	100,000	100	Grade A	None
Atchison	10,000	100	Grade B	None
Bartlesville	10,000	100	Grade B	None
Blackwell	10,000	100	Grade B	None
Chanute	10,000	100	Grade B	None
Emporia	10,000	100	Grade B	None
Fort Scott	10,000	0	Grade A	KKET
Joplin	10,000	100	Grade B	None
Lawrence	10,000	100	Grade B	None
Manhattan	10,000	100	Grade B	None
Meriden	10,000	100	Grade B	None
Minneapolis	10,000	100	Grade B	None
Osage City	10,000	100	Grade B	None
Pittsburg	10,000	100	Grade A	None
Raytown	10,000	100	Grade B	None
St. Joseph	10,000	100	Grade B	None
Union	10,000	100	Grade B	None
Wichita	10,000	100	Grade B	None
Winfield	10,000	100	Grade B	None
Yerington	10,000	100	Grade B	None



KKET BPCT-8703312K Granted 3/1/88 © American Map Corp., No. 14244

City of License: Fort Scott. **ADI:** Joplin, MO-Pittsburg, KS. **Rank:** 146.

City	Population	Distance (mi.)	Grade	Service
Abilene	100,000	100	Grade A	None
Atchison	10,000	100	Grade B	None
Bartlesville	10,000	100	Grade B	None
Blackwell	10,000	100	Grade B	None
Chanute	10,000	100	Grade B	None
Emporia	10,000	100	Grade B	None
Fort Scott	10,000	0	Grade A	KKET
Joplin	10,000	100	Grade B	None
Lawrence	10,000	100	Grade B	None
Manhattan	10,000	100	Grade B	None
Meriden	10,000	100	Grade B	None
Minneapolis	10,000	100	Grade B	None
Osage City	10,000	100	Grade B	None
Pittsburg	10,000	100	Grade A	None
Raytown	10,000	100	Grade B	None
St. Joseph	10,000	100	Grade B	None
Union	10,000	100	Grade B	None
Wichita	10,000	100	Grade B	None
Winfield	10,000	100	Grade B	None
Yerington	10,000	100	Grade B	None

Kansas—Garden City

KSNB

Ch. 11

(Satellite of KSNW, Wichita, KS)

Network Service: NBC.

Licensee: Wichita License Subsidiary Corp., 833 N. Main St., Wichita, KS 67203.

Studio: 204 Fulton, Garden City, KS 67846.

Telephone: 316-276-2311. **Fax:** 316-275-0576.

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

Latitude 37° 46' 40"

Longitude 100° 52' 08"

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

Satellite Earth Station: RCA Americom, 3.6-meter Ku-band; M/A-Com receivers.

News Services: AP, CNN, Conus, KSN.

Ownership: SJL Broadcast Management Corp. (Group Owner).

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

Represented (sales): Katz Television.

Represented (legal): Latham & Watkins.

Personnel:

Sharolyn Mayfield, Station Manager.

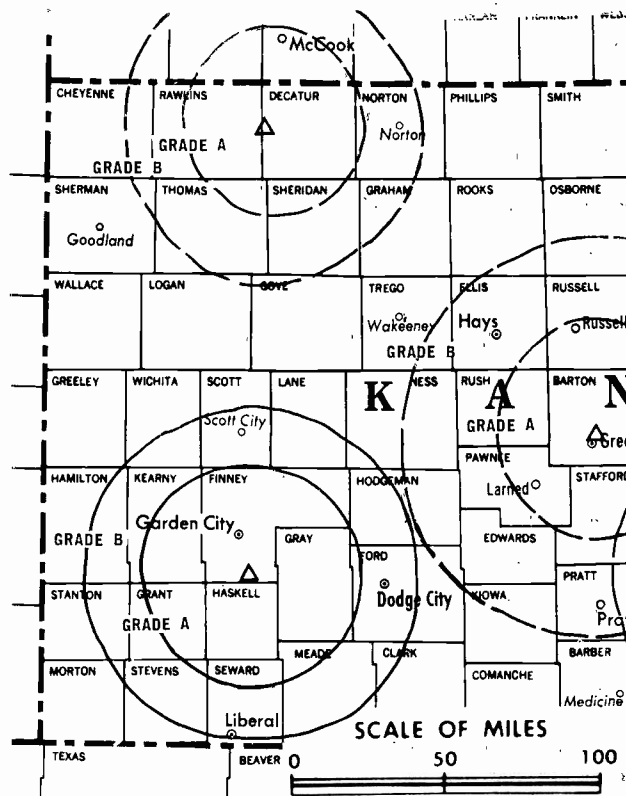
Jim Bowers, Chief Engineer.

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

City of License: Garden City. **ADI:** Wichita-Hutchinson. **Rank:** 61.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KANSAS			
	Clark	1,000	1,000	100
	Finney	11,200	11,100	99
	Ford	9,900	9,800	99
	Grant	2,600	2,600	100
	Gray	2,000	2,000	100
	Greeley	700	700	100
	Hamilton	1,100	1,100	100
	Haskell	1,400	1,400	100
	Hodgeman	900	900	100
	Kearny	1,300	1,300	100
	Lane	1,000	1,000	100
	Meade	1,700	1,700	100



KSNB BPCT-3371 Granted 8/20/64

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Morton	1,300	1,300	100
	Scott	2,100	2,100	100
	Seward	6,700	6,600	99
	Stanton	800	800	100
	Stevens	1,800	1,800	100
	Wichita	1,000	1,000	100
Between 25-49%	KANSAS			
	Ness	1,600	1,600	100
	OKLAHOMA			
Beaver	2,600	2,600	100	
Between 5-24%	COLORADO			
	Baca	1,900	1,700	89
	KANSAS			
	Comanche	1,000	1,000	100
	OKLAHOMA			
Texas	6,200	6,100	98	
Station Totals		61,800	61,200	99
Net Weekly Circulation (1992)				42,900
Average Daily Circulation (1992)				26,900

Kansas—Garden City

KUPK-TV

Ch. 13

(Satellite of KAKE-TV, Wichita, KS)

Network Service: ABC.

Licensee: Chronicle Bcstg. Co., 1500 N. West St., Wichita, KS 67203.

Studio: See KAKE-TV, Wichita.

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

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

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

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

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

News Service: AP.

Ownership: Chronicle Broadcasting Co. (Group Owner).

Began Operation: October 28, 1964.

Represented (sales): Petry Television Inc.

Represented (legal): Fletcher, Heald & Hildreth.

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

Personnel:

Bob Surber, General Manager.

Bryce Baker, Sales Manager.

Paul Hinderliter, Chief Engineer.

Roxie Tucker, Program Director & Farm Director.

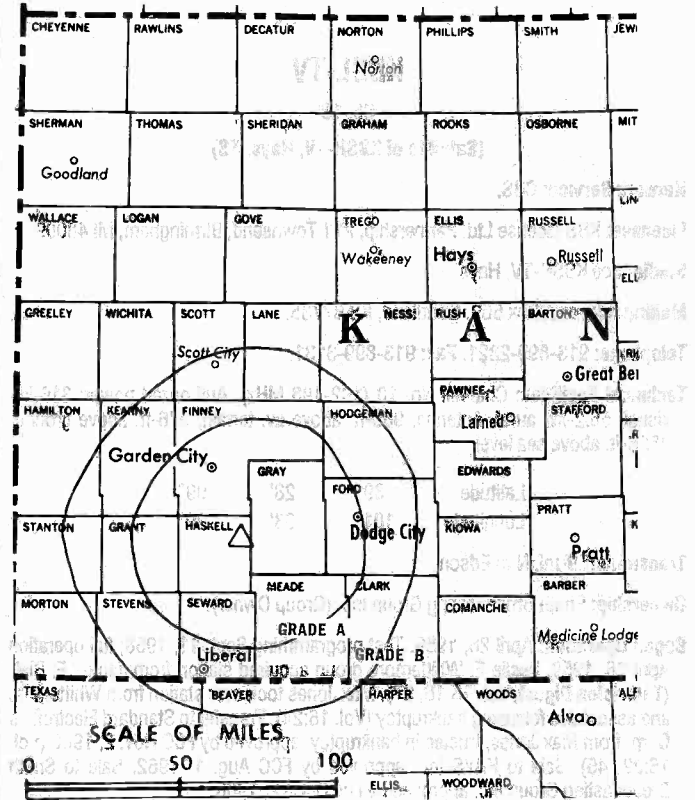
Highest 30 Sec. Rate: \$200.

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

City of License: Garden City. **ADI:** Wichita-Hutchinson. **Rank:** 61.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KANSAS			
	Clark	1,000	1,000	100
	Comanche	1,000	1,000	100
	Edwards	1,700	1,700	100
	Finney	11,200	11,100	99
	Ford	9,900	9,800	99
	Grant	2,600	2,600	100
	Gray	2,000	2,000	100
	Hamilton	1,100	1,100	100
	Haskell	1,400	1,400	100
	Hodgeman	900	900	100
	Kearny	1,300	1,300	100



KUPK-TV BMPCT—831216KF Granted 1/11/84

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Lane	1,000	1,000	100
	Meade	1,700	1,700	100
	Morton	1,300	1,300	100
	Ness	1,600	1,600	100
	Scott	2,100	2,100	100
	Seward	6,700	6,600	99
	Stanton	800	800	100
	Stevens	1,800	1,800	100
	Wichita	1,000	1,000	100
	OKLAHOMA			
Beaver	2,600	2,600	100	
Between 25-49%	KANSAS			
	Kiowa	1,400	1,400	100
Between 5-24%	KANSAS			
	Greeley	700	700	100
	Pawnee	3,000	3,000	100
	OKLAHOMA			
Harper	1,700	1,700	100	
Texas	6,200	6,100	98	
Station Totals		67,700	67,300	99
Net Weekly Circulation (1992)				44,300
Average Daily Circulation (1992)				23,200

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Kansas—Goodland

KBSL-TV

Ch. 10

(Satellite of KBSH-TV, Hays, KS)

Network Service: CBS.

Licensee: KBS License Ltd. Partnership, 211 Townsend, Birmingham, MI 48009.

Studio: See KBSH-TV, Hays.

Mailing Address: Box 569, Goodland, KS 67735.

Telephone: 913-899-2321. **Fax:** 913-899-3131.

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

Latitude 39° 28' 09"

Longitude 101° 33' 20"

Transmitter: 9-mi. N of Edson.

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

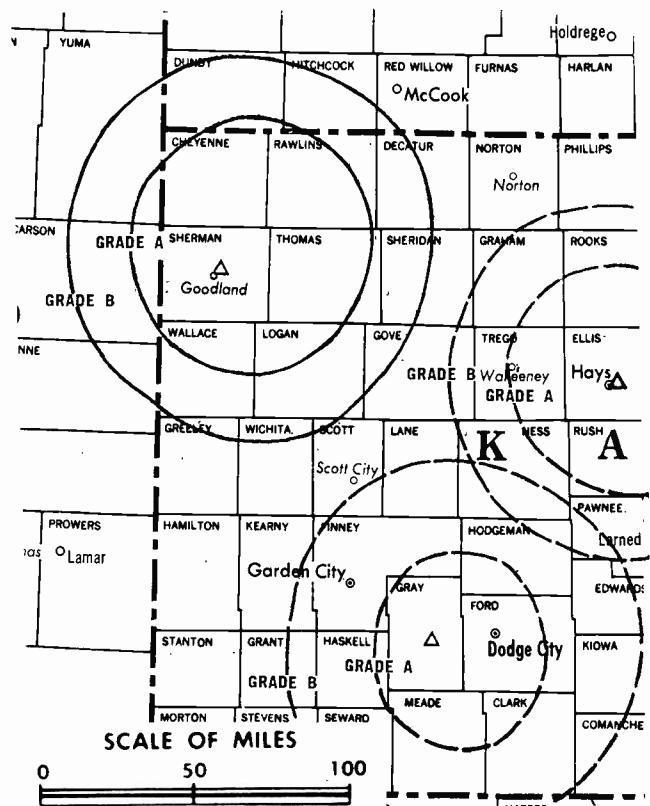
Began Operation: April 26, 1959. Test programming Sept. 11, 1958; full operation April 26, 1959. Leslie E. Whittemore group acquired station from James E. Blair (*Television Digest*, Vol. 15:16, 27). Max Jones took over station from Whittemore and associates following bankruptcy (Vol. 16:24). Transfer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

Represented (sales): TeleRep Inc.

Represented (legal): Hogan & Hartson.

Personnel:

Bernie Brown, Station Manager.



KBSL-TV BPCT-5222 Granted 9/1/78

© American Map Corp., No. 14244

Rates: On request.

Arbitron Data: Included with KBSH-TV, Hays.

City of License: Goodland. **ADI:** Wichita-Hutchinson. **Rank:** 61.

Kansas—Great Bend

KSNC

Ch. 2

(Satellite of KSNW, Wichita, KS)

Network Service: NBC.

Licensee: Wichita License Subsidiary Corp., 905 N. Main, Wichita, KS 67203.

Studio: See KSNW, Wichita.

Telephone: 316-793-7868.

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

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

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

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

News Services: AP, CNN, Conus, KSN.

Ownership: SJL Broadcast Management Corp. (Group Owner).

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

Represented (sales): Katz Television.

Represented (legal): Latham & Watkins.

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

Personnel:

Mark Nichols, Station Manager.

James Bowers, Chief Engineer.

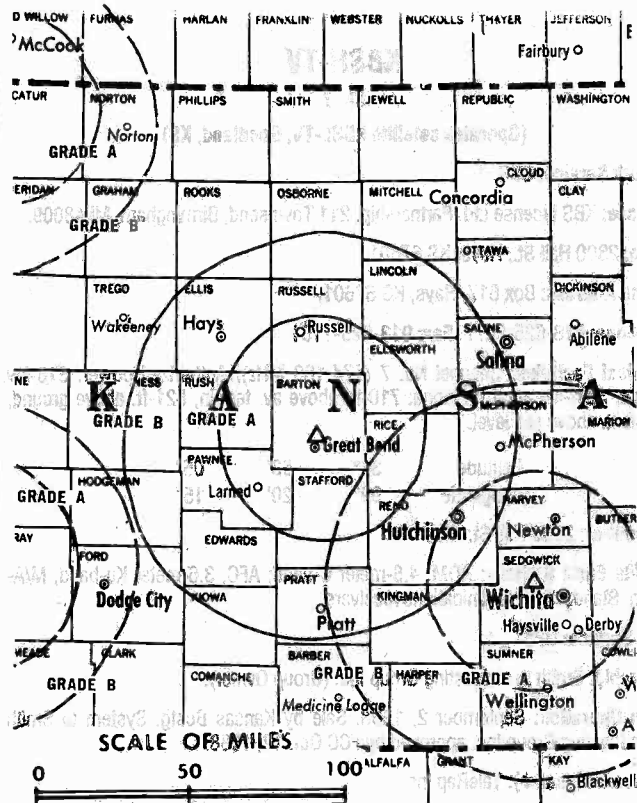
Tim McQuade, News Director.

Rates: On request.

City of License: Great Bend. **ADI:** Wichita-Hutchinson, Rank: 61.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KANSAS			
	Barton	11,500	11,400	99
	Comanche	1,000	1,000	100
	Edwards	1,700	1,700	100
	Ellis	10,100	10,000	99
	Ellsworth	2,700	2,700	98
	Kiowa	1,400	1,400	100
	Mitchell	3,000	2,900	97
	Ness	1,600	1,600	100
	Osborne	2,200	2,100	98



KSNC BPCT-1838 Granted 3/3/54

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Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	Ottawa	2,300	2,200	96	
	Pawnee	3,000	3,000	100	
	Rice	4,300	4,300	100	
	Rush	1,500	1,500	100	
	Russell	3,300	3,200	97	
	Stafford	2,200	2,200	100	
	Trego	1,600	1,600	100	
	KANSAS				
	Between 25-49%	Hodgeman	900	900	100
		Lincoln	1,600	1,600	100
Rooks		2,400	2,400	100	
Smith		2,200	2,200	100	
KANSAS					
Between 5-24%	Clark	1,000	1,000	100	
	Graham	1,400	1,400	100	
Station Totals		62,900	62,300	99	
Net Weekly Circulation (1992)				43,100	
Average Daily Circulation (1992)				27,700	

Kansas—Hays

KBSH-TV

Ch. 7

(Operates satellite KBSL-TV, Goodland, KS)

Network Service: CBS.

Licensee: KBS License Ltd. Partnership, 211 Townsend, Birmingham, MI 48009.

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

Mailing Address: Box 817, Hays, KS 67601.

Telephone: 913-625-5277. **Fax:** 913-625-1161.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 32.4-kw aural. Antenna: 710-ft. above av. terrain, 821-ft. above ground, 2840-ft. above sea level.

Latitude 38° 53' 05"
Longitude 99° 20' 15"

Transmitter: 2300 Hall St.

Satellite Earth Stations: ADM, 4.8-meter C-band; AFC, 3.6-meter Ku-band; M/A-Com, Standard Communications receivers.

News Service: UPI.

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

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

Represented (sales): TeleRep Inc.

Represented (legal): Hogan & Hartson.

Personnel:

Bernard Brown, Station Manager.
Dennis Massier, Director of Engineering.
Ed Zimmer, News Director.

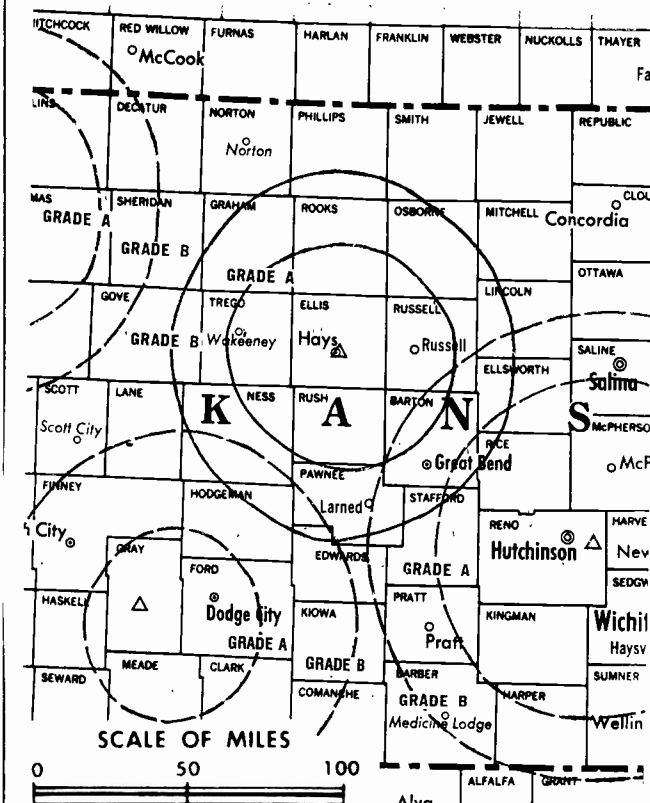
Rates: On request.

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

City of License: Hays. **ADI:** Wichita-Hutchinson. **Rank:** 61.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	COLORADO			
	Kit Carson	2,800	2,700	96
	KANSAS			
	Cheyenne	1,500	1,500	100
	Decatur	1,700	1,700	100
	Ellis	10,100	10,000	99
	Gove	1,400	1,400	100
	Graham	1,400	1,400	100
	Greeley	700	700	100
	Logan	1,300	1,300	100
	Ness	1,600	1,600	100
	Osborne	2,200	2,100	98
	Rawlins	1,400	1,400	100
	Rooks	2,400	2,400	100
	Rush	1,500	1,500	100
	Russell	3,300	3,200	97
	Scott	2,100	2,100	100
	Sheridan	1,300	1,300	100
	Sherman	2,700	2,700	100
	Smith	2,200	2,200	100
	Thomas	3,100	3,000	97
Trego	1,600	1,600	100	
Wallace	700	700	100	
Wichita	1,000	1,000	100	



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

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEBRASKA			
	Dundy	1,200	1,200	100
	Hitchcock	1,500	1,500	100
Between 25-49%	COLORADO			
	Washington	1,900	1,800	95
	Yuma	3,700	3,600	97
	KANSAS			
	Lane	1,000	1,000	100
Between 5-24%	Norton	2,400	2,400	100
	Pawnee	3,000	3,000	100
	Phillips	2,800	2,700	96
	NEBRASKA			
	Chase	1,800	1,800	100
	COLORADO			
	Cheyenne	900	900	100
	Kiowa	700	700	100
	KANSAS			
	Barton	11,500	11,400	99
	Edwards	1,700	1,700	100
	Ellsworth	2,700	2,700	98
Hodgeman	900	900	100	
Jewell	1,800	1,700	94	
Lincoln	1,600	1,600	100	
Mitchell	3,000	2,900	97	
Stafford	2,200	2,200	100	
NEBRASKA				
Frontier	1,300	1,300	100	
Hayes	500	500	100	
Red Willow	4,800	4,700	98	
Station Totals		100,900	99,700	99
Net Weekly Circulation (1992)				50,900
Average Daily Circulation (1992)				32,500

Kansas—Lawrence

KMCI
Ch. 38

Network Service: None, independent.

Licensee: Miller Bcstg. Inc., Box 66, Baldwin City, KS 66006.

Studio: U.S. 56 at First Street, Baldwin City, KS 66006.

Telephone: 913-594-3086. Fax: 913-594-3080.

Technical Facilities: Channel No. 38 (614-620 MHz). Authorized power, 4743.8-1w max. visual. Antenna: 1083-ft. above av. terrain, 1004-ft. above ground, 2018-ft. above sea level.

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

Transmitter: 5.77-mi. SE of Lawrence.

Satellite Earth Station: Comtech, 5-meter C-band.

Ownership: Miller Broadcasting Inc.

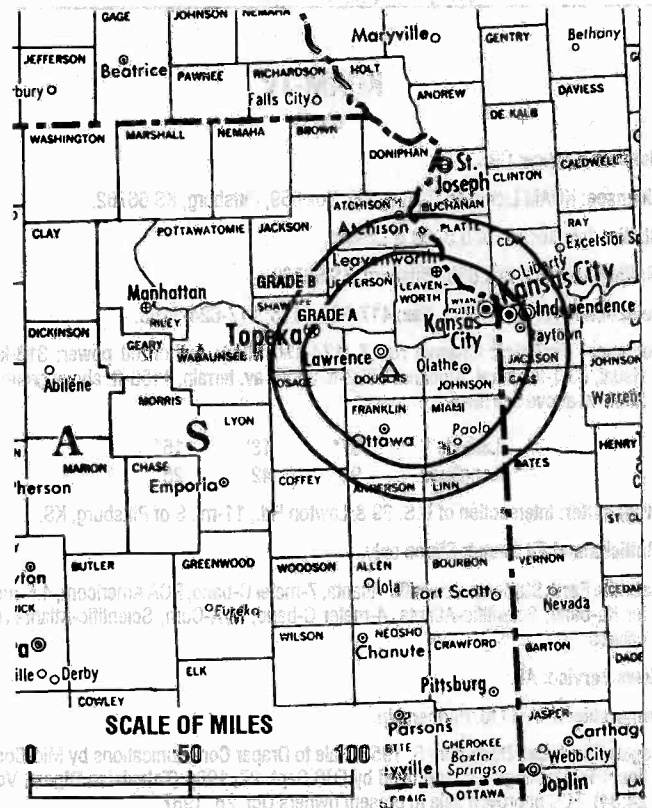
Began Operation: February 1, 1988.

Personnel:
Monte Miller, President & General Manager.
Doris Miller, Station Manager.
Christopher Miller, General Sales Manager.
Gary Krohe, Chief Engineer.

Rates: On request.

Arbitron Data: Not available.

City	Population	Area (sq. mi.)	Distance (mi.)
Abilene	12,000	100	100
Atchison	10,000	100	100
Bellevue	10,000	100	100
Belton	10,000	100	100
Chanute	10,000	100	100
Emporia	10,000	100	100
Fort Scott	10,000	100	100
Lawrence	10,000	100	100
Manhattan	10,000	100	100
Meriden	10,000	100	100
Minneapolis	10,000	100	100
North Platte	10,000	100	100
Overland Park	10,000	100	100
Parsons	10,000	100	100
Pittsburg	10,000	100	100
St. Joseph	10,000	100	100
Topeka	10,000	100	100
Wichita	10,000	100	100



KMCI BMPCT-891228KF Granted 3/23/90 © American Map Corp., No. 14244

City of License: Lawrence. ADI: Kansas City. Rank: 28.

Kansas—Pittsburg-Joplin, Missouri

KOAM-TV

Ch. 7

Network Service: CBS.

Licensee: KOAM Licensed Partnership, Box 659, Pittsburg, KS 66762.

Studio: Intersection of U.S. 69 & Lawton.

Mailing Address: Box 659, Pittsburg, KS 66762.

Telephone: 417-624-0233. **Fax:** 417-624-3115; 417-624-3158.

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

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

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

Multichannel TV Sound: Stereo only.

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

News Service: AP.

Ownership: KOAM Ltd. Partnership.

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

Represented (sales): Seltel Inc.

Represented (legal): Latham & Watkins.

Personnel:

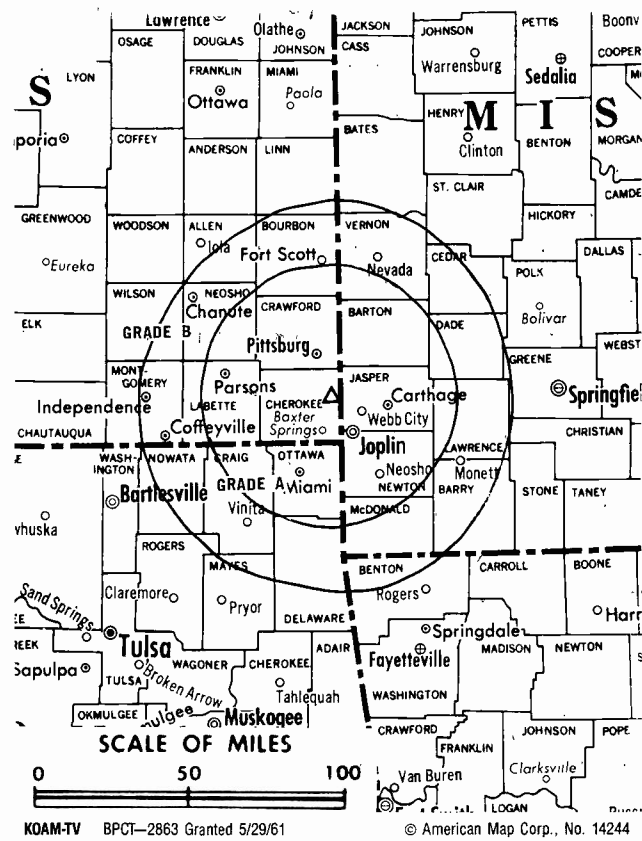
- Richard B. Armfield, General Manager.
- Danny Thomas, General Sales Manager.
- Cathy Coomer, Program & Promotion Director.
- Walter Ward, Chief Engineer.
- Shirley Beer, News Director.
- Debbie Auman, Business Manager.
- Malcolm Hukriede, Local Sales Manager.

Rates: On request.

City of License: Pittsburg. **ADI:** Joplin, MO-Pittsburg, KS. **Rank:** 146.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KANSAS			
	Allen	5,800	5,700	98
	Bourbon	6,200	6,100	98
	Cherokee	8,600	8,500	99
	Crawford	14,800	14,600	99
	Elk	1,500	1,500	100
	Labette	9,500	9,400	99
	Montgomery	15,900	15,600	98
	Neosho	6,700	6,600	99
	Wilson	4,400	4,300	98
	Woodson	1,800	1,800	100
	MISSOURI			
	Barton	4,700	4,600	98
	Jasper	36,400	35,900	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Mc Donald	6,500	6,400	98
	Newton	16,900	16,700	99
	Vernon	7,600	7,400	98
	OKLAHOMA			
	Craig	5,500	5,400	98
	Ottawa	12,400	12,300	99
Between 25-49%	ARKANSAS			
	Benton	39,300	38,600	98
	KANSAS			
	Greenwood	3,200	3,100	97
	Linn	3,300	3,300	98
MISSOURI				
	Barry	11,000	10,800	98
	Dade	3,100	3,100	100
	Lawrence	11,900	11,700	98
	OKLAHOMA			
	Delaware	11,600	11,300	98
Between 5-24%	KANSAS			
	Chautauqua	2,000	2,000	100
	MISSOURI			
	Bates	6,300	6,200	98
	Cedar	5,100	5,000	98
	OKLAHOMA			
	Nowata	4,100	4,100	100
Station Totals		266,100	262,000	98
Net Weekly Circulation (1992)				172,200
Average Daily Circulation (1992)				100,300

Kansas—Salina

KAAS-TV

Ch. 18

(Satellite of KSAS-TV, Wichita, KS)

Network Service: Fox.

Licensee: Clear Channel Television Inc., 316 N. West St., Wichita, KS 67203.

Studio: See KSAS-TV, Wichita.

Telephone: 316-942-2424. **Fax:** 316-942-8927.

Technical Facilities: Channel No. 18 (494.500 MHz). Authorized power: 612.3-kw max. visual. Antenna: 1040-ft. above av. terrain, 866-ft. above ground, 2361-ft. above sea level.

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

Transmitter: Ottawa County 282°T from Manchester.

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

Began Operation: April 3, 1988. Sale to present owner by Channel 24 Ltd. approved by FCC July 24, 1990 (Television Digest, Vol. 30:25).

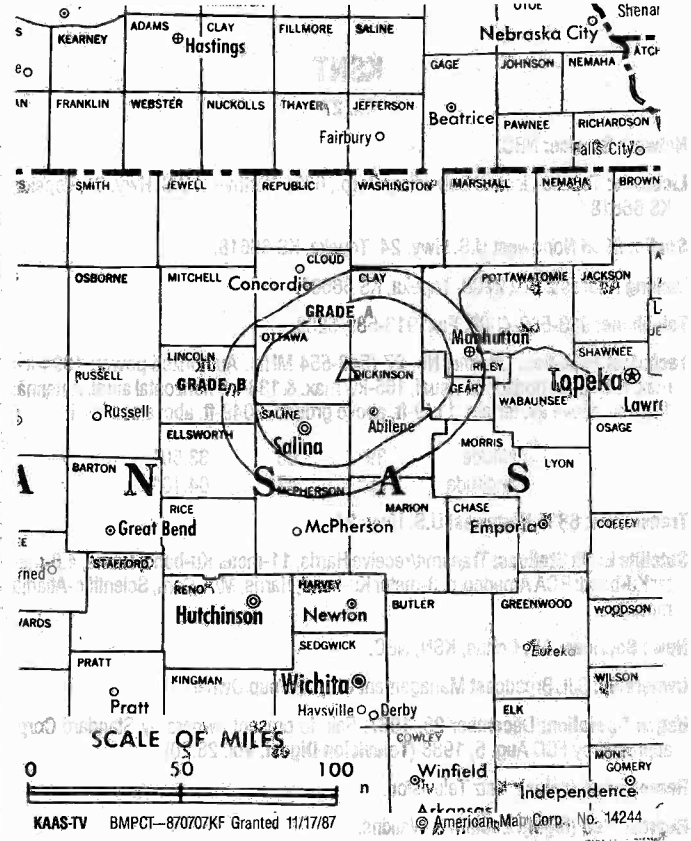
Personnel:

See KSAS-TV, Wichita, KS.

Rates: On request.

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

City	Population	Distance (mi.)	Signal Strength	Notes
Wichita	380,000	0	Strong	Main Station
Hutchinson	18,000	40	Weak	Grade B
Salina	12,000	60	Weak	Grade B
Abilene	10,000	80	Weak	Grade B
Manhattan	10,000	100	Weak	Grade B
Emporia	8,000	120	Weak	Grade B
Lawrence	6,000	140	Weak	Grade B
Independence	5,000	160	Weak	Grade B
Derby	4,000	180	Weak	Grade B
Havville	3,000	200	Weak	Grade B
Newton	2,000	220	Weak	Grade B
Butler	1,500	240	Weak	Grade B
Greenwood	1,000	260	Weak	Grade B
Woodson	800	280	Weak	Grade B
Wilson	700	300	Weak	Grade B
Elk	600	320	Weak	Grade B
Winfield	500	340	Weak	Grade B
Independence	400	360	Weak	Grade B
Derby	300	380	Weak	Grade B
Havville	200	400	Weak	Grade B
Newton	150	420	Weak	Grade B
Butler	100	440	Weak	Grade B
Greenwood	80	460	Weak	Grade B
Woodson	60	480	Weak	Grade B
Wilson	50	500	Weak	Grade B
Elk	40	520	Weak	Grade B
Winfield	30	540	Weak	Grade B
Independence	20	560	Weak	Grade B
Derby	15	580	Weak	Grade B
Havville	10	600	Weak	Grade B
Newton	8	620	Weak	Grade B
Butler	6	640	Weak	Grade B
Greenwood	5	660	Weak	Grade B
Woodson	4	680	Weak	Grade B
Wilson	3	700	Weak	Grade B
Elk	2	720	Weak	Grade B
Winfield	1	740	Weak	Grade B
Independence	1	760	Weak	Grade B
Derby	1	780	Weak	Grade B
Havville	1	800	Weak	Grade B
Newton	1	820	Weak	Grade B
Butler	1	840	Weak	Grade B
Greenwood	1	860	Weak	Grade B
Woodson	1	880	Weak	Grade B
Wilson	1	900	Weak	Grade B
Elk	1	920	Weak	Grade B
Winfield	1	940	Weak	Grade B
Independence	1	960	Weak	Grade B
Derby	1	980	Weak	Grade B
Havville	1	1000	Weak	Grade B



City of License: Salina. **ADI:** Wichita-Hutchinson, Rank. 61.

Kansas—Topeka

KSNT

Ch. 27

Network Service: NBC.

Licensee: Topeka License Subsidiary Corp., 6835 Northwest U.S. Hwy. 24, Topeka, KS 66618.

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

Mailing Address: Box 2700, Topeka, KS 66601.

Telephone: 913-582-4000. **Fax:** 913-582-5283.

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

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

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

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

News Services: AP, Conus, KSN, NBC.

Ownership: SJL Broadcast Management Corp. (Group Owner).

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

Represented (sales): Katz Television.

Represented (legal): Latham & Watkins.

Personnel:

- Perry Chester, General Manager.
- Shannon Hart, General Sales Manager.
- John Rinkenbaugh, News Director.
- Chris Davies, Chief Engineer.
- Keith Walberg, Creative Services Director.

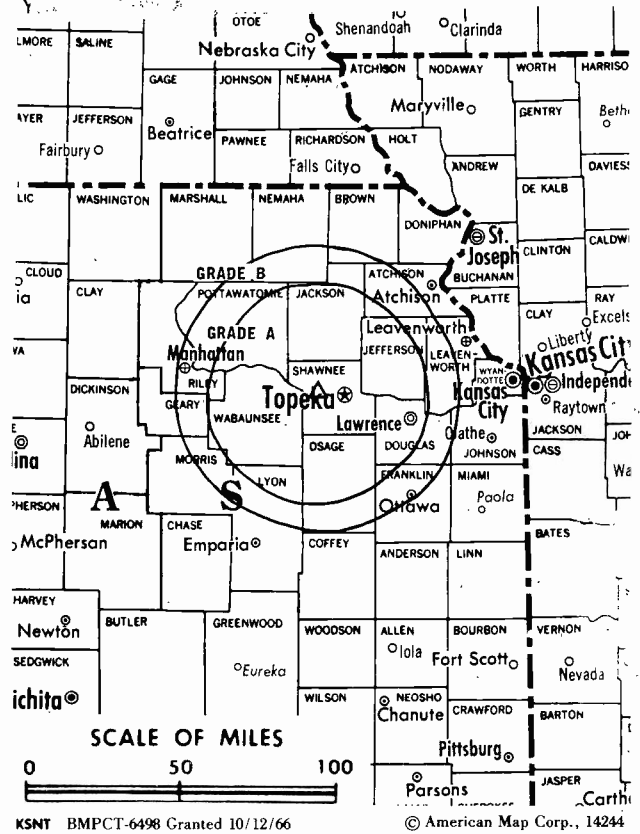
Highest 30 Sec. Rate: \$900.

NETWORK BASE HOURLY RATE: \$750.

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

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KANSAS			
	Anderson	3,100	3,100	100
	Brown	4,500	4,400	98
	Clay	3,700	3,600	97
	Coffey	3,500	3,400	97
	Geary	10,500	10,400	99
	Jackson	4,400	4,300	98
	Jefferson	6,000	5,900	98
	Lyon	13,300	13,100	98
	Marshall	5,000	4,900	98
Morris	2,600	2,500	96	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Nemaha	4,100	4,000	98
	Osage	6,000	5,900	98
	Pottawatomie	6,000	5,900	98
	Riley	20,900	20,500	98
	Shawnee	65,600	65,000	99
	Wabaunsee	2,500	2,400	98
Between 25-49%	KANSAS	4,500	4,400	98
	Cloud	7,900	7,800	99
	Dickinson	29,600	29,200	98
	Douglas	8,500	8,400	99
	Washington	2,900	2,800	97
Between 5-24%	KANSAS			
	Atchison	6,300	6,200	98
	Chase	1,300	1,300	100
	Doniphan	3,200	3,200	100
MISSOURI	Andrew	5,500	5,400	98
	Buchanan	32,500	32,100	99
Station Totals		263,900	260,100	99
Net Weekly Circulation (1992)				152,900
Average Daily Circulation (1992)				78,100

Kansas—Topeka

KTKA-TV

Ch. 49

Network Service: ABC.

Licensee: Northeast-Kansas Broadcast Service Inc., Box 2229, Topeka, KS 66601.

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

Mailing Address: Box 2229, Topeka, KS 66601.

Telephone: 913-234-4949. **Fax:** 913-234-5256.

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

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

Transmitter: 2280 W. Union Rd., Dover.

Multichannel TV Sound: Stereo only.

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

News Service: AP.

Ownership: Marion B. Brechner (Group Owner).

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

Represented (sales): Seltel Inc.

Represented (legal): Cohn & Marks.

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

Personnel:

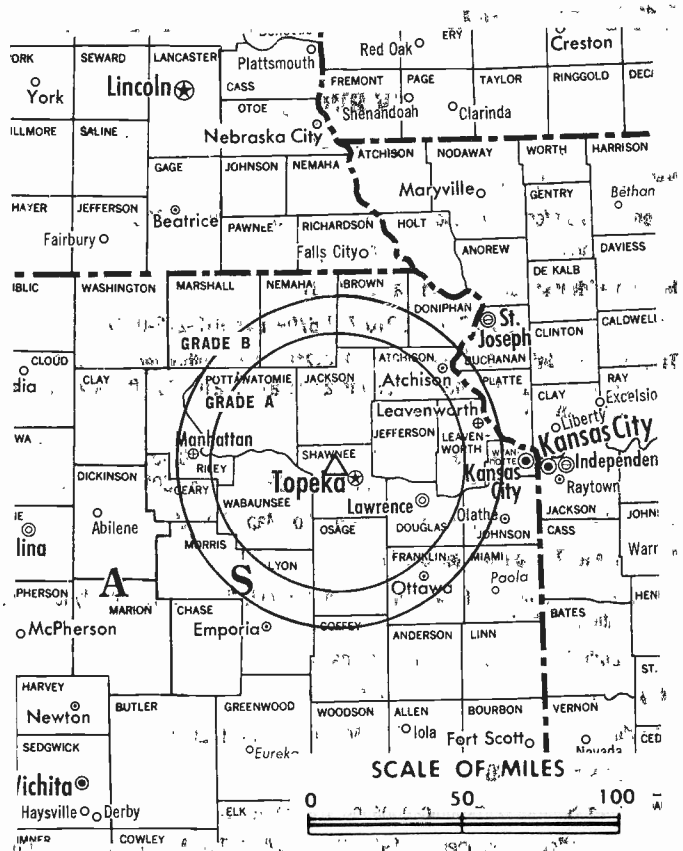
- Berl Brechner, President.
- Kent Cornish, General Manager.
- Bob Fulmer, Sales Manager.
- Nancy Weeden, Program Director.
- Steve Snyder, News Director.
- Jim MacDaniels, Promotion & Marketing Director.
- Jerry Roberts, Business Manager.
- Thom Kirksey, Chief Engineer.

Highest 30 Sec. Rate: \$750.

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

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KANSAS			
	Coffey	3,500	3,400	97
	Geary	10,500	10,400	99
	Jackson	4,400	4,300	98
	Jefferson	6,000	5,900	98
	Lyon	13,300	13,100	98
	Marshall	5,000	4,900	98
Nemaha	4,100	4,000	98	



KTKA-TV EMPCT-830011KG Granted 1/28/83 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Osage	6,000	5,900	98
	Pottawatomie	6,000	5,900	98
	Riley	20,900	20,500	98
	Shawnee	65,600	65,000	99
	Wabaunsee	2,500	2,400	98
Between 25-49%	KANSAS			
	Douglas	29,600	29,200	98
Between 5-24%	Morris	2,600	2,500	96
	KANSAS			
	Anderson	3,100	3,100	100
	Atchison	6,300	6,200	98
	Brown	4,500	4,400	98
	Chase	1,300	1,300	100
	Clay	3,700	3,600	97
	Franklin	8,500	8,400	99
	Greenwood	3,200	3,100	97
Washington	2,900	2,800	97	

Station Totals	213,500	210,300	99
Net Weekly Circulation (1992)			
Average Daily Circulation (1992)			123,600
			56,800

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

Kansas—Topeka

WIBW-TV

Ch. 13

Network Service: CBS.

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

Studio: 5600 W. 6th St., Topeka, KS 66606.

Mailing Address: Box 119, Topeka, KS 66601.

Telephone: 913-272-3456. **TWX:** 910-744-6709. **Fax:** 913-272-0117.

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

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

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

Multichannel TV Sound: Stereo only.

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

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

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

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

News Services: AP, CBS.

Ownership: Stauffer Communications Inc. (Group Owner).

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

Represented (sales): Blair Television.

Represented (legal): Dow, Lohnes & Albertson.

Personnel:

- Jerry Holley, Vice President, Broadcasting.
- George Logan, General Manager.
- Vince Frye, General Sales Manager.
- Paul Winders, Director of Engineering.
- Kelly Lenz, Farm Director.
- Ron Paradis, Sports Director.
- James Hollis, News Director.
- Larry Slawson, Creative Director.
- Beverly Anderson, Business Manager.
- Bobbi Athon, Promotion Manager.
- Elmer Gunderson, Chief Engineer.

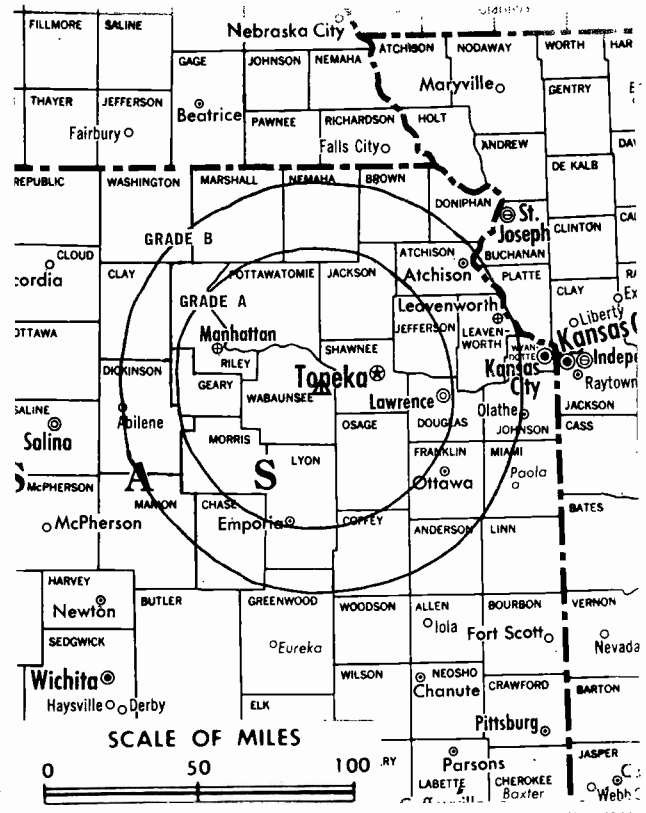
Highest 30 Sec. Rate: \$450.

NETWORK BASE HOURLY RATE: \$1100.

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

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KANSAS			
	Anderson	3,100	3,100	100
	Brown	4,500	4,400	98
	Clay	3,700	3,600	97
	Cloud	4,500	4,400	98
	Coffey	3,500	3,400	97
	Douglas	29,600	29,200	98
	Franklin	8,500	8,400	99
	Geary	10,500	10,400	99
	Greenwood	3,200	3,100	97
	Jackson	4,400	4,300	98
	Jefferson	6,000	5,900	98
	Lyon	13,300	13,100	98
	Marshall	5,000	4,900	98
	Morris	2,600	2,500	96



WIBW-TV BPC2-2743 Granted 8/1/62

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	Nemaha	4,100	4,000	98	
	Osage	6,000	5,900	98	
	Pottawatomie	6,000	5,900	98	
	Riley	20,900	20,500	98	
	Shawnee	65,600	65,000	99	
	Wabaunsee	2,500	2,400	98	
	Washington	2,900	2,800	97	
Between 25-49%	KANSAS				
	Atchison	6,300	6,200	98	
	Chase	1,300	1,300	100	
	Dickinson	7,900	7,800	99	
	Mitchell	3,000	2,900	97	
Between 5-24%	KANSAS				
	Allen	5,800	5,700	98	
	Doniphan	3,200	3,200	100	
	Labette	9,500	9,400	99	
	Linn	3,300	3,300	98	
	Marion	5,000	4,900	98	
	Miami	8,800	8,700	99	
	Montgomery	15,900	15,600	98	
	Neosho	6,700	6,600	99	
	Ottawa	2,300	2,200	96	
MISSOURI	Republic	2,800	2,700	96	
	Wilson	4,400	4,300	98	
	MISSOURI				
	Holt	2,600	2,500	96	
	NEBRASKA				
	Gage	9,000	8,900	99	
	Pawnee	1,500	1,500	100	
	Richardson	4,100	4,000	98	
	Station Totals		335,800	330,700	98
	Net Weekly Circulation (1992)				194,500
Average Daily Circulation (1992)				115,400	

Kansas—Wichita

KAKE-TV

Ch. 10

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

Network Service: ABC.

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

Studio: 1500 N. West St., Wichita, KS 67203.

Mailing Address: Box 10, Wichita, KS 67201.

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

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

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

Transmitter: W. 53rd St.

Multichannel TV Sound: Stereo only.

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

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

News Services: AP, Conus.

Ownership: Chronicle Broadcasting Co. (Group Owner).

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

Represented (sales): Petry Television Inc.

Represented (legal): Fletcher, Heald & Hildreth.

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

Personnel:

- Jan McDaniel, President & General Manager.
- Steve South, General Sales Manager.
- Shawn Briggs, Executive News Director.
- Peggy Law, Local Sales Manager.
- Terry Johnson, National Sales Manager.
- Mark Chamberlin, Marketing Director.
- Dale Morrell, Chief Engineer.
- Don Gollidge, Director of Programming & Operations.
- Cyndi Wagner, Business Manager.

Highest 30 Sec. Rate: \$6000.

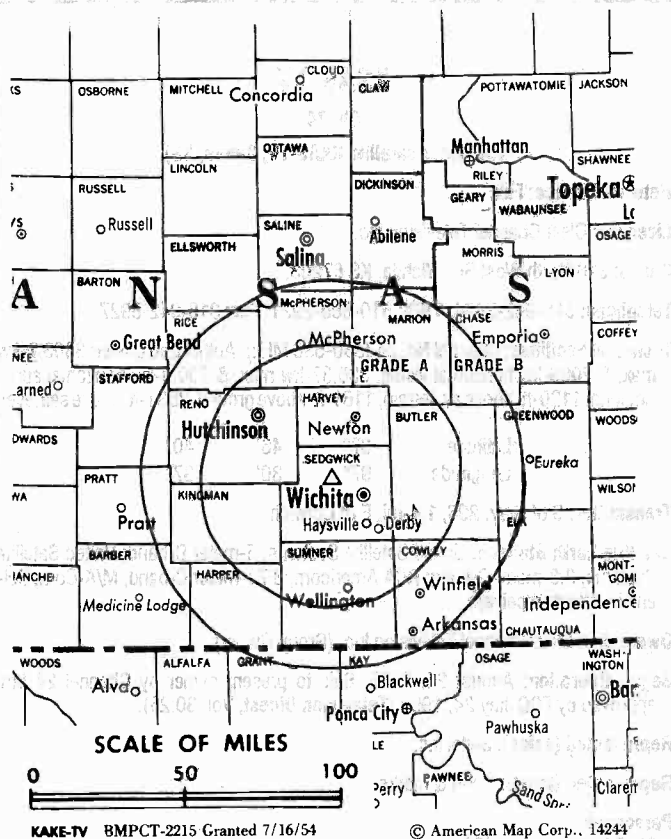
NETWORK BASE HOURLY RATE: \$1150.

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

City of License: Wichita. **ADI:** Wichita-Hutchinson. **Rank:** 61.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KANSAS			
	Barber	2,500	2,500	98
	Barton	11,500	11,400	99
	Butler	18,900	18,700	99
	Chase	1,300	1,300	100
	Cowley	14,300	14,100	99
	Elk	1,500	1,500	100
	Ellis	10,100	10,000	99
	Greenwood	3,200	3,100	97
	Harper	3,000	3,000	100
	Harvey	11,600	11,400	98
	Kingman	3,300	3,300	100
	Kiowa	1,400	1,400	100
	Mc Pherson	10,400	10,200	98
	Marion	5,000	4,900	98



Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	Pawnee	3,000	3,000	100	
	Pratt	4,000	4,000	100	
	Reno	24,800	24,600	99	
	Rice	4,300	4,300	100	
	Saline	20,200	20,000	99	
	Sedgwick	159,600	158,300	99	
	Stafford	2,200	2,200	100	
	Sumner	10,000	9,900	99	
	KANSAS				
	Between 25-49%	Clay	3,700	3,600	97
Dickinson		7,900	7,800	99	
Ellsworth		2,700	2,700	98	
Lyon		13,300	13,100	98	
Morris		2,600	2,500	96	
Ottawa		2,300	2,200	96	
Rush		1,500	1,500	100	
Russell		3,300	3,200	97	
Wilson		4,400	4,300	98	
Woodson		1,800	1,800	100	
OKLAHOMA					
Kay		19,600	19,400	99	
KANSAS					
Between 5-24%	Chautauqua	2,000	2,000	100	
	Edwards	1,700	1,700	100	
	Geary	10,500	10,400	99	
	Lincoln	1,600	1,600	100	
	Ness	1,600	1,600	100	
	Riley	20,900	20,500	98	
	OKLAHOMA				
	Alfalfa	2,400	2,400	100	
Grant	2,300	2,300	100		
Woods	3,900	3,800	99		
Station Totals		436,100	431,500	99	
Net Weekly Circulation (1992)				298,200	
Average Daily Circulation (1992)				166,100	

Kansas—Wichita

KSAS-TV

Ch. 24

(Operates satellite KAAS-TV, Salina, KS)

Network Service: Fox.

Licensee: Clear Channel Television Inc.

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

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

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

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

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

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

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

Began Operation: August 24, 1985. Sale to present owner by Channel 24 Ltd. approved by FCC July 24, 1990 (Television Digest, Vol. 30:25).

Represented (sales): Seitel Inc.

Represented (legal): Cohn & Marks.

Personnel:

- Rip Riordan, General Manager.
- David Herrmann, Program Director.
- Steven Spendlove, General Sales Manager.
- Chick Bowdrie, National Sales Manager.
- Mael Hernandez, Production Director.
- David R. Bird, Director of Engineering.
- Tom Gateway, Promotion Director.
- Virgina Edwards, Business Manager.

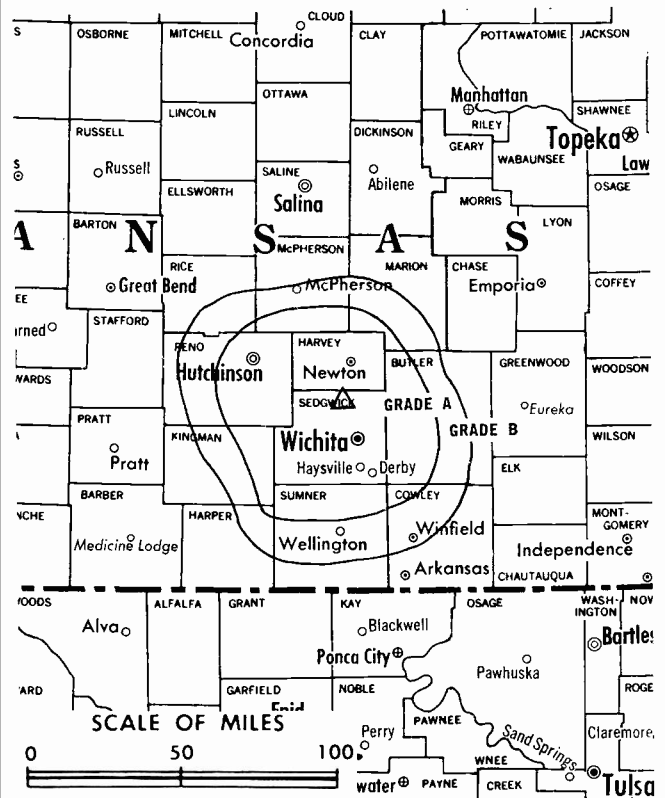
Rates: On request.

Arbitron Data: Figures include KAAS-TV Salina, KS.

City of License: Wichita. **ADI:** Wichita-Hutchinson. **Rank:** 61.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
	KANSAS			
	Barton	11,500	11,400	99
	Butler	18,900	18,700	99
	Cowley	14,300	14,100	99
	Ellis	10,100	10,000	99
	Harper	3,000	3,000	100
	Harvey	11,600	11,400	98
	Kingman	3,300	3,300	100
	Mc Pherson	10,400	10,200	98
	Reno	24,800	24,600	99
	Sedgwick	159,600	158,300	99
	Sumner	10,000	9,900	99



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

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%				
	KANSAS			
	Barber	2,500	2,500	98
	Morris	2,600	2,500	96
	Ottawa	2,300	2,200	96
	Pawnee	3,000	3,000	100
	Rice	4,300	4,300	100
	Russell	3,300	3,200	97
	Saline	20,200	20,000	99
	Stafford	2,200	2,200	100
Between 5-24%				
	KANSAS			
	Chase	1,300	1,300	100
	Clay	3,700	3,600	97
	Cloud	4,500	4,400	98
	Dickinson	7,900	7,800	99
	Geary	10,500	10,400	99
	Kiowa	1,400	1,400	100
	Lincoln	1,600	1,600	100
	Marion	5,000	4,900	98
	Marshall	5,000	4,900	98
	Mitchell	3,000	2,900	97
	Pratt	4,000	4,000	100
	Rush	1,500	1,500	100
	Washington	2,900	2,800	97
Station Totals		370,200	366,300	99
Net Weekly Circulation (1992)				206,100
Average Daily Circulation (1992)				96,800

Kansas—Wichita

KSNW

Ch. 3

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

Network Service: NBC.

Licensee: Wichita License Subsidiary Corp., 905 N. Main, Wichita, KS 67203.

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

Telephone: 816-265-3333. TWX: 910-741-6976. Fax: 316-292-1197.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1365-ft. above av. terrain, 1071-ft. above ground, 2449-ft. above sea level.

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

Transmitter: Colwich, KS.

Multichannel TV Sound: Stereo only.

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

SNG Mobile Dish: DX Communications.

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

Ownership: SJL Broadcast Management Corp. (Group Owner).

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

Represented (sales): Katz Television.

Represented (legal): Latham & Watkins.

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

Personnel:

- Allan Buch, Vice President & General Manager.
- Mike Hanrahan, General Sales Manager.
- Gary Gore, Local Sales Manager.
- Joan Smith, Program Coordinator.
- Robert Yuna, News Director.
- Bob Locke, Chief Engineer.
- Jim Tellus, Promotion Director.
- Georgianna Kurtz, Business Manager.

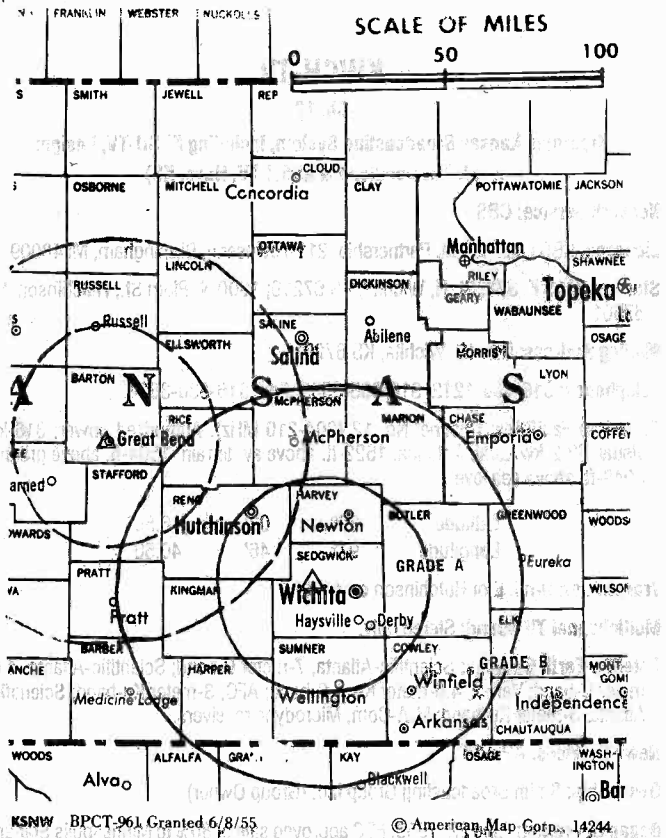
Highest 30 Sec. Rate: \$3500.

NETWORK BASE HOURLY RATE: \$4000.

City of License: Wichita. ADI: Wichita-Hutchinson. Rank: 61.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KANSAS			
	Barber	2,500	2,500	98
	Butler	18,900	18,700	99
	Chase	1,300	1,300	100
	Cowley	14,300	14,100	99
	Dickinson	7,900	7,800	99
	Greenwood	3,200	3,100	97
	Harper	3,000	3,000	100
	Harvey	11,600	11,400	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Kingman	3,300	3,300	100
	Mc Pherson	10,400	10,200	98
	Marion	5,000	4,900	98
	Pratt	4,000	4,000	100
	Reno	24,800	24,600	99
	Saline	20,200	20,000	99
	Sedgwick	159,600	158,300	99
Sumner	10,000	9,900	99	
Between 25-49%	KANSAS			
	Edwards	1,700	1,700	100
	Elk	1,500	1,500	100
	Pawnee	3,000	3,000	100
Stafford	2,200	2,200	100	
Between 5-24%	OKLAHOMA			
	Kay	19,600	19,400	99
	Woods	3,900	3,800	99
	KANSAS			
	Chautauqua	2,000	2,000	100
Ellsworth	2,700	2,700	98	
Kiowa	1,400	1,400	100	
Lyon	13,300	13,100	98	
Morris	2,600	2,500	96	
Norton	2,400	2,400	100	
Rice	4,300	4,300	100	
Riley	20,900	20,500	98	
Woodson	1,800	1,800	100	
OKLAHOMA				
Osage	15,300	15,200	99	
Station Totals		398,600	394,600	99
Net Weekly Circulation (1992)			259,900	
Average Daily Circulation (1992)			145,200	

Kansas—Wichita-Hutchinson

KWCH-TV

Ch. 12

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

Network Service: CBS.

Licensee: KBS License Ltd. Partnership, 211 Townsend, Birmingham, MI 48009.

Studios: 2815 E. 37th St. N, Wichita, KS 67219; 1800 N. Plum St., Hutchinson, KS 67501.

Mailing Address: Box 12, Wichita, KS 67201.

Telephones: 316-838-1212; 316-665-5503. **Fax:** 316-838-3524.

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

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

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

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.6-meter C-band; Vertex, 4.6-meter Ku & C-band; AFC, 3-meter Ku-band; Scientific-Atlanta, 3-meter Ku-band; M/A-Com, Microdyne receivers.

News Services: AP, UPI.

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

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

Represented (sales): TeleRep Inc.

Represented (legal): Hogan & Hartson.

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

Personnel:

Sandy DiPasquale, President & General Manager.

Randy Pratt, General Sales Manager.

Jim Martin, Local Sales Manager.

Steve Tuttle, News Director.

Laverne Goering, Production Manager.

Clell Lacy, Chief Engineer.

Susan Kimmell, Promotion Manager.

Sharon McKittrick, Electronic Data Processing Manager.

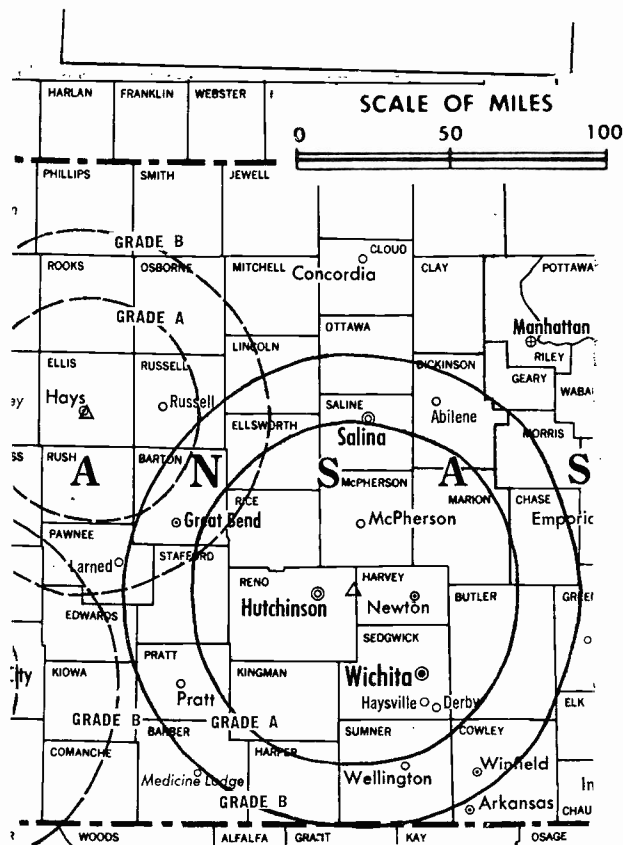
Robert W. Wine, Controller.

Highest 30 Sec. Rate: \$2500.

City of License: Hutchinson. **ADI:** Wichita-Hutchinson. **Rank:** 61.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

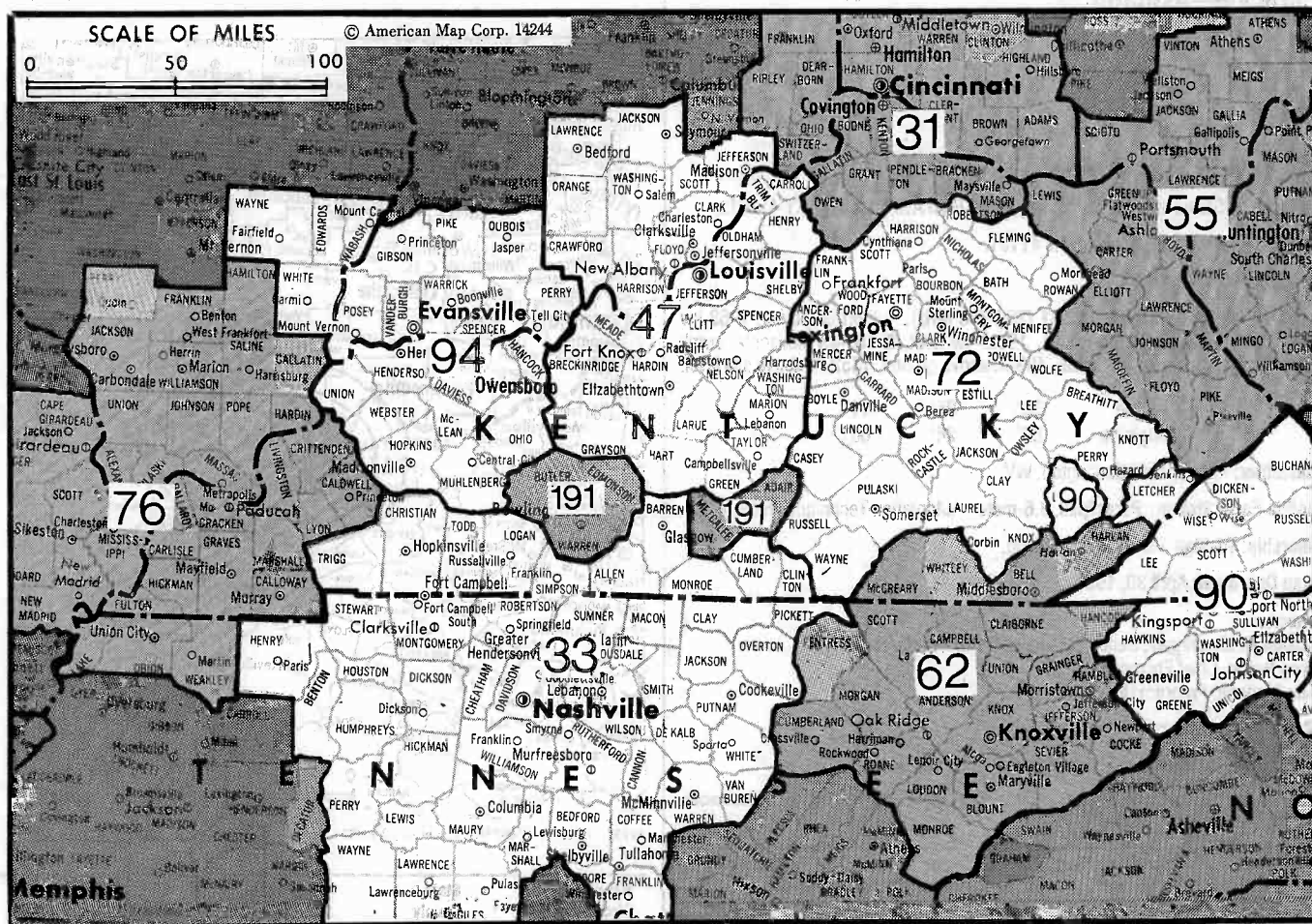
Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KANSAS			
	Barber	2,500	2,500	98
	Barton	11,500	11,400	99
	Butler	18,900	18,700	99
	Chase	1,300	1,300	100
	Cowley	14,300	14,100	99
	Dickinson	7,900	7,800	99
	Ellsworth	2,700	2,700	98
	Harper	3,000	3,000	100
	Harvey	11,600	11,400	98



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

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Kingman	3,300	3,300	100
	Kiowa	1,400	1,400	100
	Lincoln	1,600	1,600	100
	Mc Pherson	10,400	10,200	98
	Marion	5,000	4,900	98
	Ottawa	2,300	2,200	96
	Pawnee	3,000	3,000	100
	Pratt	4,000	4,000	100
	Reno	24,800	24,600	99
	Rice	4,300	4,300	100
	Saline	20,200	20,000	99
	Sedgwick	159,600	158,300	99
Stafford	2,200	2,200	100	
Sumner	10,000	9,900	99	
Between 25-49%	KANSAS			
	Edwards	1,700	1,700	100
	Greenwood	3,200	3,100	97
	Lyon	13,300	13,100	98
	Mitchell	3,000	2,900	97
Morris	2,600	2,500	96	
Between 5-24%	KANSAS			
	Chautauqua	2,000	2,000	100
	Clay	3,700	3,600	97
	Cloud	4,500	4,400	98
	Comanche	1,000	1,000	100
	Elk	1,500	1,500	100
	Ellis	10,100	10,000	99
	Rush	1,500	1,500	100
	Russell	3,300	3,200	97
	OKLAHOMA			
	Alfalfa	2,400	2,400	100
	Station Totals		379,600	375,700
Net Weekly Circulation (1992)				294,300
Average Daily Circulation (1992)				188,600



Market	Arbitron ADI TV Households	Rank
Cincinnati, OH	756,400	31
Nashville, TN	731,000	33
Louisville, KY	545,400	47
Charleston-Huntington, WV	471,200	55
Knoxville, TN	415,700	62
Lexington, KY	363,700	72
Paducah, KY-Cape Girardeau, MO-Harrisburg-Marion, IL	329,900	76
Bristol, VA-Kingsport-Johnson City, TN	280,700	90
Evansville, IN	260,000	94
Bowling Green, KY	45,800	191

Market Area Commercial TV Stations

WCPO-TV (9), WKRC-TV (12), WLWT (5),WSTR-TV (64), WXIX-TV (19)
 WHTN (39), WKRN-TV (2), WMTT (28), WSMV (4), WTVF (5); WXMT (30), WZTV (17)
 WAVE (3), WBNA (21), WDRB-TV (41), WGRB (34), WHAS-TV (11), WLKY-TV (32)
 WCHS-TV (8), WOWK-TV (13), WSAZ-TV (3), WTSP (61), WVAH-TV (11)
 WATE-TV (6), WBIR-TV (10), WINT-TV (20), WKCH-TV (43), WKXT-TV (8), WPMC (54)
 WDKY-TV (56), WKYT-TV (27), WLEX-TV (18), WLJC-TV (65), WTVQ-TV (36), WYMT-TV (57)
 KBSI (23), KFVS-TV (12), KPOB-TV (15), WPSD-TV (6), WSIL-TV (3), WTCT (27)
 WCYB-TV (5), WEMT (39), WJHL-TV (11), WKPT-TV (19)
 WEHT (25), WEVV (44), WFIE-TV (14), WLCN (19), WTVW (7)
 WBKO (13), WKNT (40)

State Cross Reference List

Communities that receive programs of stations that are located elsewhere.

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

Kentucky Station Totals as of November 1, 1992

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

Kentucky—Ashland

WTSF
Ch. 61

Network Service: None, independent.

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

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

Telephone: 606-329-2700.

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

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

Transmitter: Rotary Park, Huntington, WV.

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

Ownership: Tri-State Family Broadcasting.

Began Operation: April 30, 1983.

Personnel:

Claude H. Messinger, General Manager & Chief Executive Officer.

Greg Paton, Chief Engineer.

Ann Bledsoe, Program Director.

Highest 30 Sec. Rate: \$50.

City of License: Ashland. **ADI:** Charleston-Huntington. **Rank:** 55.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	KENTUCKY			
	Boyd	20,000	19,900	99
	Carter	8,900	8,800	99
	Greenup	13,500	13,400	99
	OHIO			
	Lawrence	23,400	23,000	98
	WEST VIRGINIA			
	Cabell	40,100	39,900	100



WTSF BMPCT-810928KE Granted 12/11/81

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Lincoln	7,800	7,700	99
	Logan	16,200	16,100	99
	Wayne	16,200	16,000	99
Station Totals		146,100	144,800	99
Net Weekly Circulation (1992)			15,600	
Average Daily Circulation (1992)			5,400	

Kentucky—Beattyville

WLJC-TV

Ch. 65

Network Service: None, independent.

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

Studio: Rte. 11, Beattyville, KY 41311.

Telephone: 606-464-8672. Fax: 606-464-9034.

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

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

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

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

Ownership: Hour of Harvest Inc.

Began Operation: October 18, 1982.

Represented (legal): Reddy, Begley & Martin.

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

Personnel:

Forest Drake, President & General Manager.

Jonathan Drake, Operations Manager.

Highest 30 Sec. Rate: \$7.92.

City of License: Beattyville. ADI: Lexington. Rank: 72.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	KENTUCKY			
	Estill	5,400	5,300	98
	Menifee	1,800	1,800	100



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

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Owsley	1,800	1,800	100
	Wolfe	2,500	2,500	100
Station Totals		11,500	11,400	99
Net Weekly Circulation (1992)				1,300
Average Daily Circulation (1992)				300

Kentucky—Bowling Green

WBKO

Ch. 13

Network Service: ABC.

Licensee: Blue Grass Television Inc., 2727 Russellville Rd., Bowling Green, KY 42102.

Studio: 2727 Russellville Rd., Bowling Green, KY 42102.

Mailing Address: Box 13000, Bowling Green, KY 42102-9800.

Telephone: 502-781-1313. **Fax:** 502-781-1814.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 740-ft. above av. terrain, 603-ft. above ground, 1343-ft. above sea level.

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

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

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

News Services: ABC, AP, CNN, NIWS.

Ownership: A. Richard Benedek (Group Owner).

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

Represented (sales): Katz Television.

Represented (legal): Covington & Burling.

Personnel:

- Clyde G. Payne, Vice President & General Manager.
- Charles Fortney, News Director.
- Steve Crabtree, Program Director.
- Rick McCue, General Sales Manager.
- David L. Chumley, Director of Engineering.
- Chris Allen, Promotion Director.
- Nellie W. Brown, Business Manager.
- Blair Payne, Production Manager.
- Gene Prather, Administrative & Community Services Director.

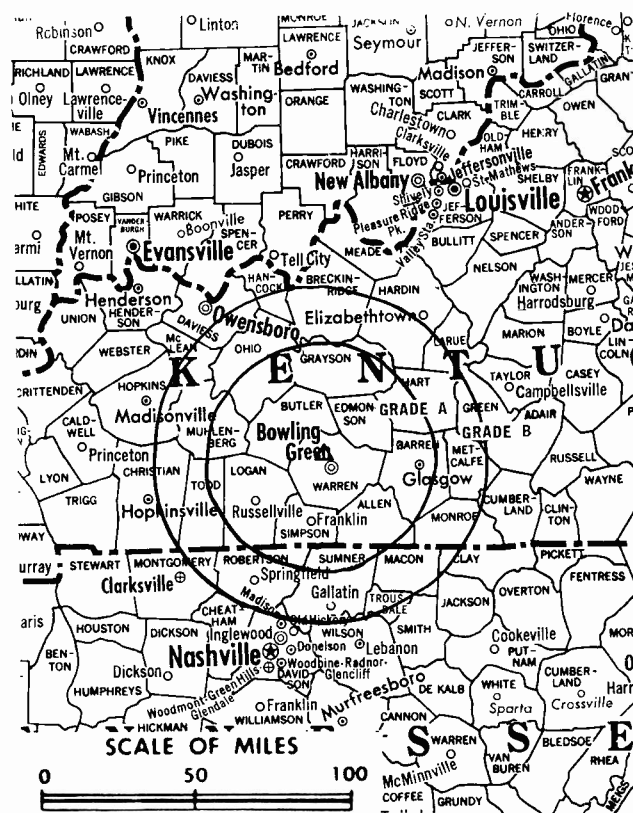
Highest 30 Sec. Rate: \$450.

NETWORK BASE HOURLY RATE: \$365.

City of License: Bowling Green. **ADI:** Bowling Green. **Rank:** 191.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KENTUCKY			
	Adair	5,900	5,800	98
	Allen	5,800	5,800	100
	Barren	13,100	13,000	99
	Butler	4,200	4,200	100
	Cumberland	2,800	2,800	100
	Edmonson	3,600	3,600	100
	Grayson	8,300	8,200	99
	Green	4,000	4,000	100
	Hart	5,900	5,900	100



WBKO BPCT-4372 Granted 7/27/70

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Logan	9,800	9,700	99
	Metcalfe	3,600	3,600	100
	Monroe	4,600	4,600	100
	Muhlenberg	11,500	11,400	99
	Ohio	7,900	7,800	99
	Russell	6,000	5,900	98
	Simpson	5,600	5,600	100
Warren	29,600	29,400	99	
Between 25-49%	KENTUCKY			
	Christian	20,800	20,700	100
	Clinton	3,600	3,600	100
TENNESSEE	Taylor	8,600	8,500	99
	Clay	3,000	3,000	100
	Between 5-24%	KENTUCKY		
Breckinridge		6,300	6,200	98
Caldwell		5,100	5,000	98
Hardin		28,800	28,700	100
Larue		4,500	4,500	100
Mc Lean		3,600	3,600	100
TENNESSEE	Todd	4,200	4,200	100
	Macon	6,300	6,300	99
Robertson	15,700	15,600	99	
Station Totals		242,700	241,200	99
Net Weekly Circulation (1992)				132,900
Average Daily Circulation (1992)				82,000

Kentucky—Bowling Green

WKNT

Ch. 40

(Operates satellite WGRB, Campbellsville, KY)

Network Service: Fox.

Grantee: Southeastern Communications Inc., Box 51827, Bowling Green, KY 42104.

Studio: 1776 Campbell Lane, Suite 300, Bowling Green, KY 42104.

Telephone: 502-781-2140. Fax: 502-842-7140.

Technical Facilities: Channel No. 40 (626-632 MHz). Authorized power: 699-kw max. visual. Antenna: 791-ft. above av. terrain, 456-ft. above ground, 1417-ft. above sea level.

Latitude 37° 02' 10"
Longitude 86° 10' 20"

Transmitter: 1.8-mi. WNW of Hays, atop Pilots Knob.

Ownership: Southeastern Communications Inc.

Began Operation: November 26, 1991.

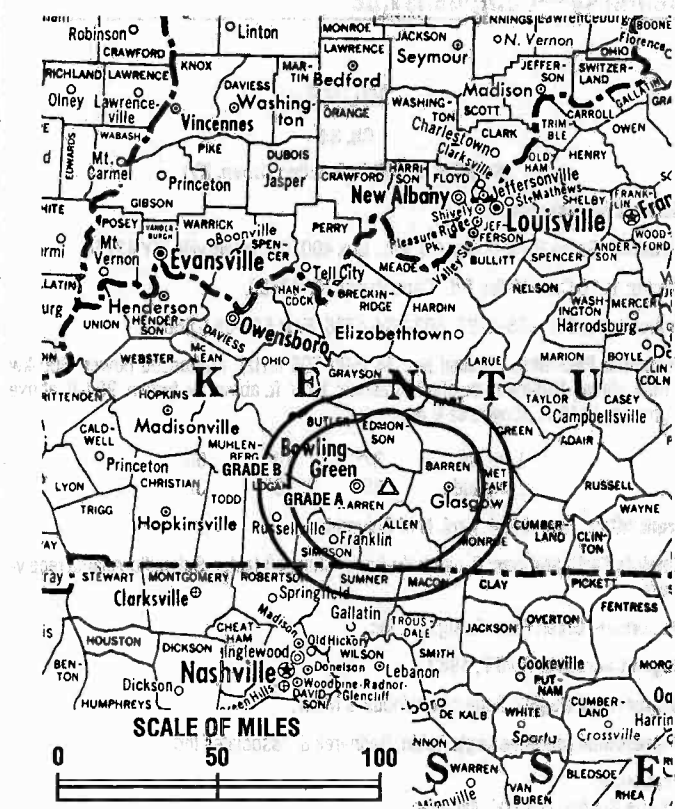
Represented (legal): Schwartz, Woods & Miller.

Personnel:

- Dave Benz, General Manager.
- Randy Sledge, Sales Manager.
- Mike Graham, Chief Engineer.
- Marty Bagby, Program Director.

Rates: On request.

Arbitron Data: Not available.



WKNT BMPCT-900801KE Granted 10/7/91 © American Map Corp., No. 14244

City of License: Bowling Green. ADI: Bowling Green. Rank: 191

Channel	Frequency	Power	Notes
40	626.632	699	Main channel
41	627.632	699	Adjacent channel
42	628.632	699	Adjacent channel
43	629.632	699	Adjacent channel
44	630.632	699	Adjacent channel
45	631.632	699	Adjacent channel
46	632.632	699	Adjacent channel
47	633.632	699	Adjacent channel
48	634.632	699	Adjacent channel
49	635.632	699	Adjacent channel
50	636.632	699	Adjacent channel
51	637.632	699	Adjacent channel
52	638.632	699	Adjacent channel
53	639.632	699	Adjacent channel
54	640.632	699	Adjacent channel
55	641.632	699	Adjacent channel
56	642.632	699	Adjacent channel
57	643.632	699	Adjacent channel
58	644.632	699	Adjacent channel
59	645.632	699	Adjacent channel
60	646.632	699	Adjacent channel
61	647.632	699	Adjacent channel
62	648.632	699	Adjacent channel
63	649.632	699	Adjacent channel
64	650.632	699	Adjacent channel
65	651.632	699	Adjacent channel
66	652.632	699	Adjacent channel
67	653.632	699	Adjacent channel
68	654.632	699	Adjacent channel
69	655.632	699	Adjacent channel
70	656.632	699	Adjacent channel
71	657.632	699	Adjacent channel
72	658.632	699	Adjacent channel
73	659.632	699	Adjacent channel
74	660.632	699	Adjacent channel
75	661.632	699	Adjacent channel
76	662.632	699	Adjacent channel
77	663.632	699	Adjacent channel
78	664.632	699	Adjacent channel
79	665.632	699	Adjacent channel
80	666.632	699	Adjacent channel
81	667.632	699	Adjacent channel
82	668.632	699	Adjacent channel
83	669.632	699	Adjacent channel
84	670.632	699	Adjacent channel
85	671.632	699	Adjacent channel
86	672.632	699	Adjacent channel
87	673.632	699	Adjacent channel
88	674.632	699	Adjacent channel
89	675.632	699	Adjacent channel
90	676.632	699	Adjacent channel
91	677.632	699	Adjacent channel
92	678.632	699	Adjacent channel
93	679.632	699	Adjacent channel
94	680.632	699	Adjacent channel
95	681.632	699	Adjacent channel
96	682.632	699	Adjacent channel
97	683.632	699	Adjacent channel
98	684.632	699	Adjacent channel
99	685.632	699	Adjacent channel

Kentucky—Campbellsville

WGRB

Ch. 34

(Satellite of WKNT, Bowling Green, KY)

Network Service: Fox.

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

Studio: 1210 Cane Valley Rd., Cane Valley, KY 42720.

Telephones: 502-465-2223; 502-384-4738. Fax: 502-384-6864.

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

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

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

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

Ownership: Green River Bcstg. Co. Inc.

Began Operation: April 7, 1983.

Represented (legal): Schwartz, Woods & Miller.

Represented (engineering): Rubin, Bednarek & Associates Inc.

Personnel:

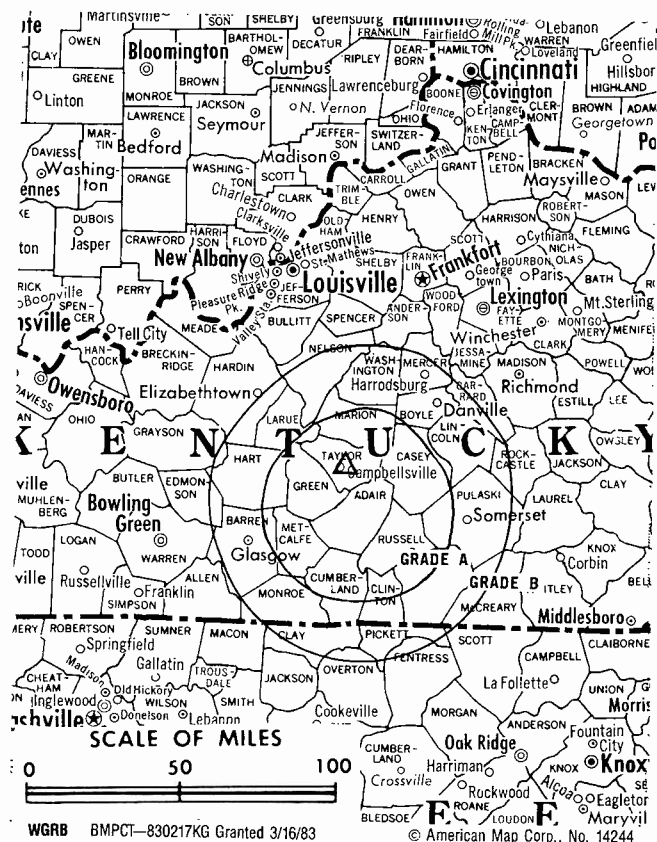
- Anita Begley, General Manager.
- Randy Sledge, Local Sales Manager.
- Connie Leonard, News Director.
- Marty Bagby, Program Director.
- Mike Graham, Chief Engineer.
- Greg Rinehart, Promotion Director.

Highest 30 Sec. Rate: \$190.

City of License: Campbellsville. ADI: Louisville. Rank: 47.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KENTUCKY			
	Adair	5,900	5,800	98
	Green	4,000	4,000	100
Between 25-49%	KENTUCKY			
	Clinton	3,600	3,600	100
	Cumberland	2,800	2,800	100
	Hart	5,900	5,900	100
	Marion	5,700	5,700	100
	Metcalfe	3,600	3,600	100
	Russell	6,000	5,900	98
	Taylor	8,600	8,500	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Washington	3,600	3,600	100
	Wayne	6,700	6,600	99
Between 5-24%	KENTUCKY			
	Barren	13,100	13,000	99
	Boyle	9,800	9,700	99
	Casey	5,700	5,600	98
	Edmonson	3,600	3,600	100
	Garrard	4,500	4,500	100
	Hardin	28,800	28,700	100
	Larue	4,500	4,500	100
	Lincoln	7,400	7,300	99
	Mercer	7,500	7,400	99
	Monroe	4,600	4,600	100
Nelson	10,600	10,500	99	
Pulaski	19,100	18,800	98	
Station Totals		175,600	174,200	99
Net Weekly Circulation (1992)				36,400
Average Daily Circulation (1992)				11,300

Kentucky—Danville-Lexington

WDKY-TV

Ch. 56

Network Service: Fox

Licensee: Superior Communications Group Inc., 3596 Antilles Dr., Lexington, KY 40509.

Studio: 434 Interstate Ave., Lexington, KY 40505

Mailing Address: Box 12650, Lexington, KY 40583.

Telephones: 606-299-3856; 606-293-1475; **Fax:** 606-299-8604.

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

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

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

Multichannel TV Sound: Stereo only.

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

Ownership: Superior Communications Group Inc.

Began Operation: February 10, 1986. Sale to MMC Television Corp. approved by FCC Sept. 25, 1989 but not consummated. FCC approved sale to present owner by Backe Group Aug. 19, 1992.

Represented (sales): Seltel Inc.

Represented (legal): Hogan & Hartson.

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

Personnel:

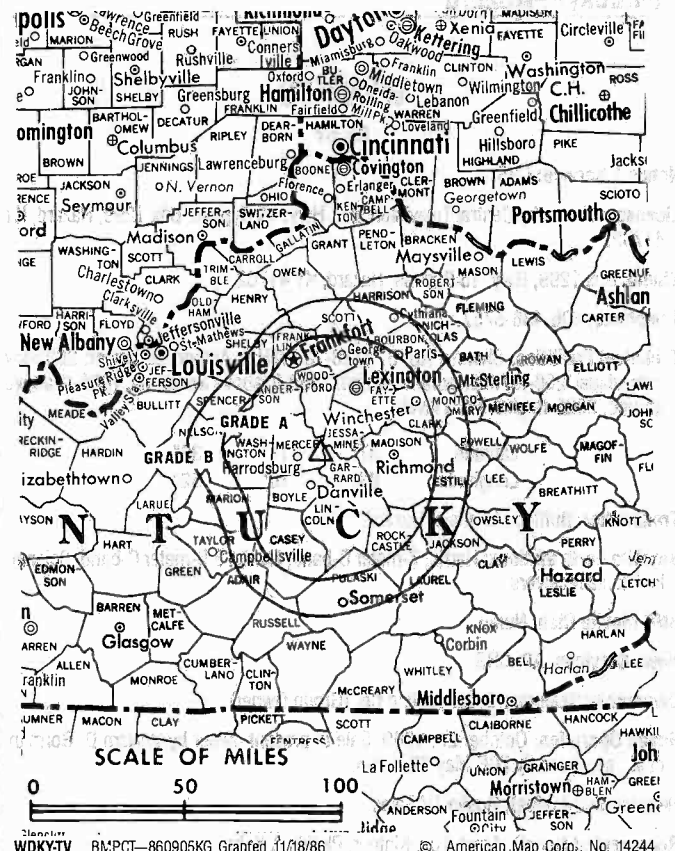
- Tylin J. Smith, Vice President & General Manager.
- Larry Frost, General Sales Manager.
- Juris Rasums, Program & Operations Manager.
- Stephen Jones, Chief Engineer.
- Joy Ross-Scarborough, Promotion Director.
- Joanne Q. Parker, Business Manager.

Highest 30 Sec. Rate: \$750.

City of License: Danville. **ADI:** Lexington. **Rank:** 72.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KENTUCKY			
	Anderson	5,500	5,500	100
	Bourbon	7,400	7,300	99
	Boyle	9,800	9,700	99
	Clark	11,200	11,100	99
	Estill	5,400	5,300	98
	Fayette	91,300	90,800	99
	Garrard	4,500	4,500	100
	Jackson	4,500	4,400	98
	Jessamine	11,200	11,100	99
	Knox	10,900	10,700	98
	Laurel	15,900	15,700	99
	Lincoln	7,400	7,300	99
	Madison	20,200	20,000	99
	Mercer	7,500	7,400	99
	Owsley	1,800	1,800	100
	Pulaski	19,100	18,800	98
	Rockcastle	5,500	5,400	98
Scott	8,700	8,600	99	
Wayne	6,700	6,600	99	
Woodford	7,400	7,300	99	
Between 25-49%	KENTUCKY			
	Bath	3,600	3,600	100



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Casey	5,700	5,600	98
	Clay	7,600	7,500	99
	Franklin	17,800	17,700	99
	Harrison	6,000	6,000	100
	Lee	2,800	2,700	96
	McCreary	5,700	5,600	98
	Menifee	1,800	1,800	100
	Montgomery	7,600	7,500	99
	Nicholas	2,700	2,700	100
	Powell	4,200	4,100	98
	Russell	6,000	5,900	98
	Whitley	13,000	12,900	99
	Between 5-24%	Adair	5,900	5,800
Bracken		2,800	2,800	100
Fleming		4,700	4,700	100
Grant		5,600	5,600	100
Harlan		13,600	13,400	99
Henry		4,800	4,800	100
Leslie		4,800	4,700	98
Marion		5,700	5,700	100
Mason		6,400	6,400	100
Morgan		4,100	4,000	98
Nelson		10,600	10,500	99
Owen		3,400	3,400	100
Robertson		800	800	100
Rowan	6,700	6,600	98	
Spencer	2,400	2,400	100	
Washington	3,600	3,600	100	
Wolfe	2,500	2,500	100	

Station Totals	Total Households	TV Households	%
Net Weekly Circulation (1992)	434,800	430,600	99
Average Daily Circulation (1992)			213,900
			94,500

Kentucky—Hazard

WYMT-TV

Ch. 57

Network Service: CBS.

Licensee: Kentucky Central Television Inc., Hwy. 15 Bypass, Box 1299, Hazard, KY 41702.

Studio: Box 1299, Hwy. 15 Bypass, Hazard, KY 41702.

Telephone: 606-436-5757.

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

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

Transmitter: Buffalo Mountain, Hazard.

Satellite Earth Stations: Harris, 7-meter C-band; Harris, 3.5-meter C-band; Scientific-Atlanta receivers.

SNM Mobile Dish: Nurad.

News Services: AP, CBS.

Ownership: Bluegrass Broadcasting Co. (Group Owner).

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

Represented (sales): Roslin TV Sales.

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

Personnel:

- Ralph W. Gabbard, President & General Manager.
- Ernestine Cornett, Station Manager.
- Jim Boggs, General Sales Manager.
- Tony Turner, News Director.
- Doug Crawford, Program & Promotion Coordinator.
- Louise Adams, Office Manager.
- Jim Combs, Chief Engineer.

Rates: On request.

City of License: Hazard. **ADI:** Lexington. **Rank:** 72.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KENTUCKY			
	Bell	11,600	11,500	99
	Breathitt	5,500	5,400	98
	Floyd	16,700	16,500	99
	Hartan	13,600	13,400	99
	Knott	6,200	6,100	98
	Knox	10,900	10,700	98
	Leslie	4,800	4,700	98
	Letcher	10,100	10,000	99
	Morgan	4,100	4,000	98



WYMT-TV BMPCT-851220KF Granted 2/28/86 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Perry	11,300	11,100	98
	Pike	27,100	26,800	99
Between 25-49%	KENTUCKY			
	Clay	7,600	7,500	99
	Jackson	4,500	4,400	98
	Johnson	8,700	8,600	99
	Laurel	15,900	15,700	99
	Magoffin	4,700	4,600	98
	Owsley	1,800	1,800	100
Between 5-24%	Whitley	13,000	12,900	99
	Wolfe	2,500	2,500	100
	KENTUCKY			
	Lee	2,800	2,700	96
	Martin	4,300	4,200	98
VIRGINIA	Menifee	1,800	1,800	100
	BUCHANAN	11,300	11,100	98
	WEST VIRGINIA			
Mingo	12,200	12,000	98	
Station Totals		213,000	210,000	99
Net Weekly Circulation (1992)				119,900
Average Daily Circulation (1992)				68,300

Kentucky—Lexington

WKYT-TV

Ch. 27

Network Service: CBS.

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

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

Mailing Address: Box 5037, Lexington, KY 40555.

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

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

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

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

Satellite Earth Stations: Scientific-Atlanta, 7-meter; Harris, 6-meter; Harris, Scientific-Atlanta receivers.

News Services: AP, CBS, NIWS.

Ownership: Bluegrass Broadcasting Co. (Group Owner).

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

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

Represented (legal): Latham & Watkins.

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

Personnel:

- Ralph W. Gabbard, President & General Manager.
- Jere Pigue, Vice President & Station Manager.
- John Bobel, Vice President, News, Client & Creative Services.
- Mike Kanarek, Vice President, Operations.
- Chas Callaway, Vice President, Engineering & Broadcast Services.
- Sharon Helton, Vice President, Traffic.
- Lisa Saffel, National Sales Manager.
- Barbara Carden, Program Director.
- Belinda Turley, Business Manager.

Rates: On request.

City of License: Lexington. **ADI:** Lexington. **Rank:** 72.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KENTUCKY			
	Anderson	5,500	5,500	100
	Bath	3,600	3,600	100
	Bourbon	7,400	7,300	99
	Boyle	9,800	9,700	99
	Casey	5,700	5,600	98
	Clark	11,200	11,100	99
	Clay	7,600	7,500	99
	Estill	5,400	5,300	98
	Fayette	91,300	90,800	99
	Fleming	4,700	4,700	100
	Franklin	17,800	17,700	99
	Garrard	4,500	4,500	100
	Harlan	13,600	13,400	99
	Harrison	6,000	6,000	100
	Jackson	4,500	4,400	98
	Jessamine	11,200	11,100	99
	Knott	6,200	6,100	98
	Knox	10,900	10,700	98
	Laurel	15,900	15,700	99



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

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Lee	2,800	2,700	96
	Lincoln	7,400	7,300	99
	Madison	20,200	20,000	99
	Magoffin	4,700	4,600	98
	Mason	6,400	6,400	100
	Menifee	1,800	1,800	100
	Mercer	7,500	7,400	99
	Montgomery	7,600	7,500	99
	Morgan	4,100	4,000	98
	Nicholas	2,700	2,700	100
	Owsley	1,800	1,800	100
	Perry	11,300	11,100	98
	Powell	4,200	4,100	98
	Pulaski	19,100	18,800	98
	Robertson	800	800	100
	Rockcastle	5,500	5,400	98
	Rowan	6,700	6,600	98
	Scott	8,700	8,600	99
	Washington	3,600	3,600	100
	Wayne	6,700	6,600	99
Wolfe	2,500	2,500	100	
Woodford	7,400	7,300	99	
Between 25-49%	KENTUCKY			
	Bracken	2,800	2,800	100
	Breathitt	5,500	5,400	98
	Grant	5,600	5,600	100
	Letcher	10,100	10,000	99
	Lewis	4,900	4,800	98
	Marion	5,700	5,700	100
Owen	3,400	3,400	100	
(Continued on page A-525)				
Station Totals		641,000	635,200	99
Net Weekly Circulation (1992)				359,500
Average Daily Circulation (1992)				214,700

Kentucky—Lexington

WLEX-TV

Ch. 18

Network Service: NBC.

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

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

Mailing Address: Box 1457, Lexington, KY 40591.

Telephone: 606-255-4404. **TWX:** 510-476-8896. **Fax:** 606-255-2418.

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

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

Transmitter: Russell Cave Pike.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Stations: Transmit/receive Harris Ku-band; Comtech, 5-meter C-band; RCA Ku-band; Cyclesat, Harris, M/A-Com, Pinzone receivers.

News Service: AP.

Ownership: WLEX-TV Inc.

Began Operation: March 15, 1955.

Represented (sales): Blair Television.

Represented (legal): Fletcher, Heald & Hildreth.

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

Personnel:

John A. Duvall, President & General Manager.

Joe Oliver, Vice President & General Sales Manager.

Simuel R. Wilson, Vice President, Finance & Administration.

Mary Broberg, Local Sales Manager.

Alan Little, News Director.

Jim Allison, Station Relations.

Bill Crawford, Director, Community Relations & Special Projects.

Al Greenfield, Operations Manager.

Sue Wylie, Director, Public Affairs.

Rates: On request.

City of License: Lexington. **ADI:** Lexington. **Rank:** 72.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over				
	KENTUCKY			
	Anderson	5,500	5,500	100
	Bath	3,600	3,600	100
	Bourbon	7,400	7,300	99
	Boyle	9,800	9,700	99
	Breathitt	5,500	5,400	98
	Casey	5,700	5,600	98
	Clark	11,200	11,100	99
	Clay	7,600	7,500	99
	Estill	5,400	5,300	98
	Fayette	91,300	90,800	99
	Fleming	4,700	4,700	100
	Franklin	17,800	17,700	99
	Garrard	4,500	4,500	100
	Harrison	6,000	6,000	100
	Jackson	4,500	4,400	98
	Jessamine	11,200	11,100	99
	Knox	10,900	10,700	98
	Laurel	15,900	15,700	99
	Lee	2,800	2,700	96
	Lincoln	7,400	7,300	99
	Madison	20,200	20,000	99



WLEX-TV BPCT-4123 Granted 5/27/68

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over				
	Magoffin	4,700	4,600	100
	Mason	6,400	6,400	100
	Mercer	7,500	7,400	99
	Montgomery	7,600	7,500	99
	Morgan	4,100	4,000	98
	Nicholas	2,700	2,700	100
	Owsley	1,800	1,800	100
	Perry	11,300	11,100	98
	Powell	4,200	4,100	98
	Pulaski	19,100	18,800	98
	Robertson	800	800	100
	Rockcastle	5,500	5,400	98
	Rowan	6,700	6,600	98
	Scott	8,700	8,600	99
	Taylor	8,600	8,500	99
	Washington	3,600	3,600	100
	Wayne	6,700	6,600	99
	Wolfe	2,500	2,500	100
	Woodford	7,400	7,300	99
BETWEEN 25-49%				
	KENTUCKY			
	Grant	5,600	5,600	100
	Green	4,000	4,000	100
	Harlan	13,600	13,400	99
	Knott	6,200	6,100	98
	Leslie	4,800	4,700	98
	Marion	5,700	5,700	100
	Menifee	1,800	1,800	100
	Owen	3,400	3,400	100
	Russell	6,000	5,900	98
	Whitley	13,000	12,900	99

(Continued on page A-525)

Station Totals	487,100	482,400	99
Net Weekly Circulation (1992)			321,900
Average Daily Circulation (1992)			177,100

Kentucky—Lexington

WTVQ-TV

Ch. 36

Network Service: ABC.

Licensee: Park Bcstg. of Kentucky Inc., Terrace Hill, Box 550, Ithaca, NY 14850.

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

Mailing Address: Box 5590, Lexington, KY 40555.

Telephone: 606-233-3600. **TWX:** 510-476-8806. **Fax:** 606-293-5002.

Technical Facilities: Channel No. 36 (602-608 MHz). Authorized power: 2240-kw max. & 1700-kw horizontal visual, 224-kw max. & 170-kw horizontal aural. Antenna: 1000-ft. above av. terrain, 994-ft. above ground, 1994-ft. above sea level.

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

Transmitter: 2940 Bryant Rd.

Satellite Earth Stations: Andrew, 9.3-meter C-band; Andrew, 4.5-meter C-band; Harris, 6.2-meter C-band; Andrew, Harris, Scientific-Atlanta receivers.

News Services: ABC, AP, CNN.

Ownership: Park Communications Inc. (Group Owner).

Began Operation: June 2, 1968 on Ch. 62; began on Ch. 36 June 20, 1980. Sale to present owner approved by FCC Dec. 18, 1991. Sale to Shamrock Bcstg. by Starr Bcstg. Group approved by FCC June 7, 1979. Sale to Starr by Roy B. White Jr. & Reeves Telecom Corp. approved Nov. 14, 1973.

Represented (sales): Katz Television.

Represented (legal): Wiley, Rein & Fielding.

Personnel:

- Christopher Aldridge**, Vice President & General Manager.
- Dick Kelly**, General Sales Manager.
- Jim Brady**, Director of Engineering.
- Craig Cornwell**, Program Director.
- Dave White**, Promotion Director.
- Micheal Castengera**, News Director.
- Carolyn Dooley**, Business Manager.

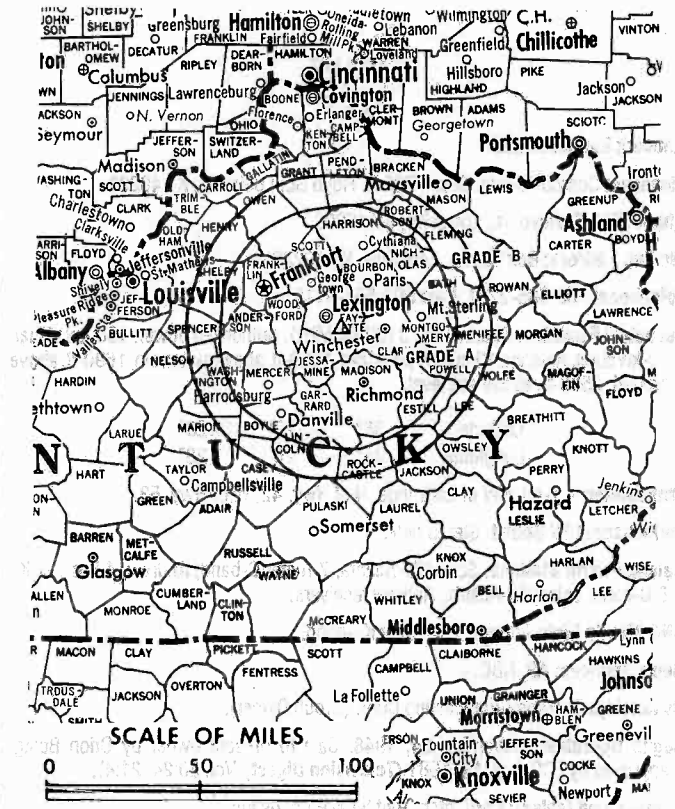
Highest 30 Sec. Rate: \$2000.

NETWORK BASE HOURLY RATE: \$650.

City of License: Lexington. **ADI:** Lexington. **Rank:** 72.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KENTUCKY			
	Anderson	5,500	5,500	100
	Bath	3,600	3,600	100
	Bourbon	7,400	7,300	99
	Boyle	9,800	9,700	99
	Breathitt	5,500	5,400	98
	Casey	5,700	5,600	98
	Clark	11,200	11,100	99
	Clay	7,600	7,500	99
	Estill	5,400	5,300	98
	Fayette	91,300	90,800	99
	Fleming	4,700	4,700	100
	Franklin	17,800	17,700	99
	Garrard	4,500	4,500	100
	Harrison	6,000	6,000	100
	Jackson	4,500	4,400	98
	Jessamine	11,200	11,100	99
	Knott	6,200	6,100	98
	Knox	10,900	10,700	98
Laurel	15,900	15,700	99	
Lee	2,800	2,700	96	
Lincoln	7,400	7,300	99	
Madison	20,200	20,000	99	



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

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Mason	6,400	6,400	100
	Menifee	1,800	1,800	100
	Mercer	7,500	7,400	99
	Montgomery	7,600	7,500	99
	Nicholas	2,700	2,700	100
	Owsley	1,800	1,800	100
	Powell	4,200	4,100	98
	Pulaski	19,100	18,800	98
	Robertson	800	800	100
	Rockcastle	5,500	5,400	98
	Rowan	6,700	6,600	98
	Russell	6,000	5,900	98
	Scott	8,700	8,600	99
Wolfe	2,500	2,500	100	
Woodford	7,400	7,300	99	
Between 25-49%	KENTUCKY			
	Carter	8,900	8,800	99
	Grant	5,600	5,600	100
	Magoffin	4,700	4,600	98
	Morgan	4,100	4,000	98
	Owen	3,400	3,400	100
	Perry	11,300	11,100	98
Washington	3,600	3,600	100	
Wayne	6,700	6,600	99	
Whitley	13,000	12,900	99	
Between 5-24%	KENTUCKY			
	Bell	11,600	11,500	99
	Bracken	2,800	2,800	100
	Floyd	16,700	16,500	99
Harlan	13,600	13,400	99	
(Continued on page A-526)				
Station Totals		521,800	516,300	99
Net Weekly Circulation (1992)				325,400
Average Daily Circulation (1992)				178,100

Kentucky—Louisville

WAVE

Ch. 3

Network Service: NBC.

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

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

Mailing Address: Box 32970, Louisville, KY 40232.

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

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: Circularly polarized, 1820-ft. above av. terrain, 1690-ft. above ground, 2500-ft. above sea level.

Latitude 38° 27' 23"
Longitude 85° 25' 28"

Transmitter: 4.1-mi. NW of LaGrange, N of Hwy. 42, W of Hwy. 53.

Multichannel TV Sound: Stereo only.

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

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

News Services: AP, NBC.

Ownership: Cosmos Broadcasting Corp. (Group Owner).

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

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

Represented (legal): Dow, Lohnes & Albertson.

Represented (engineering): Lohnes & Culver.

Personnel:

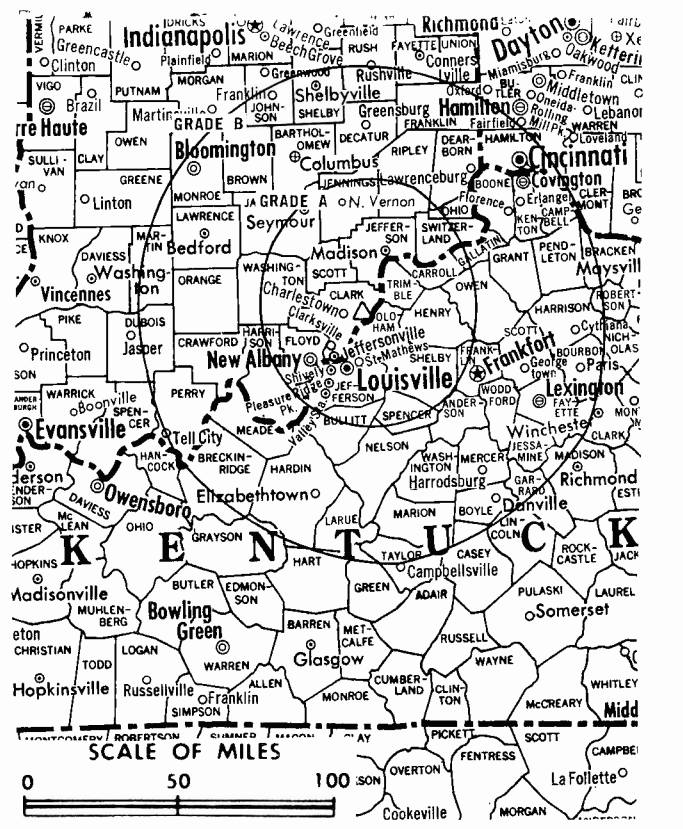
- Guy Hempel, Vice President & General Manager.
- Stephen P. Langford, General Sales Manager.
- Nick Ulmer, National Sales Manager.
- Bill Eschbach, Chief Engineer.
- Ed Godfrey, News Director.
- Margaret Wadlington, Business Manager.
- Jim Brandenburg, Creative Services Manager.
- Bob Fulbright, Commercial Services Director.

Rates: On request.

City of License: Louisville. **ADI:** Louisville. **Rank:** 47.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	INDIANA			
	Clark	33,200	32,700	98
	Crawford	3,700	3,600	97
	Floyd	24,200	23,900	99
	Harrison	10,900	10,700	98
	Jackson	14,100	13,900	99
	Jefferson	10,800	10,600	98
	Jennings	8,300	8,100	98
	Lawrence	16,600	16,400	98
	Orange	7,100	6,900	97
	Scott	7,600	7,400	97
	Washington	8,800	8,600	98
	KENTUCKY			
	Anderson	5,500	5,500	100
	Breckinridge	6,300	6,200	98
	Bullitt	16,100	16,000	99
	Carroll	3,600	3,600	100
	Franklin	17,800	17,700	99
	Grayson	8,300	8,200	99
	Green	4,000	4,000	100
Hardin	28,800	28,700	100	



WAVE BPCT—850211KJ Granted 3/28/85 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Hart	5,900	5,900	100
	Henry	4,800	4,800	100
	Jefferson	263,700	262,900	100
	Larue	4,500	4,500	100
	Marion	5,700	5,700	100
	Meade	8,200	8,200	100
	Nelson	10,600	10,500	99
	Oldham	11,100	11,100	100
	Shelby	9,200	9,200	100
	Spencer	2,400	2,400	100
	Taylor	8,600	8,500	99
	Trimble	2,300	2,300	100
	Washington	3,600	3,600	100
	Between 25-49%	INDIANA		
Perry		6,600	6,400	97
KENTUCKY				
Adair		5,900	5,800	98
Gallatin		2,000	2,000	100
Mercer	7,500	7,400	99	
Owen	3,400	3,400	100	
Between 5-24%	INDIANA			
	Bartholomew	24,800	24,400	99
	Brown	5,500	5,400	98
	Dubois	13,400	13,100	98
	Martin	3,900	3,800	97
	Ohio	2,000	2,000	100
	Owen	7,000	6,900	99
Ripley	9,000	8,800	98	
Switzerland	2,900	2,800	97	
(Continued on page A-525)				
Station Totals		749,000	742,600	99
Net Weekly Circulation (1992)				526,600
Average Daily Circulation (1992)				308,100

Kentucky—Louisville

WBNA

Ch. 21

Network Service: None, independent.

Licensee: Word Bcstg. Network Inc., Box 19859, Louisville, KY 40259.

Studio: 3701 Fern Valley Rd., Louisville, KY 40219.

Telephone: 502-964-2121. **Fax:** 502-966-9692.

Technical Facilities: Channel No. 21 (512-518 MHz). Authorized power: 2000-kw max. visual, 200-kw max. aural. Antenna: 750-ft. above av. terrain, 549-ft. above ground, 1349-ft. above sea level.

Latitude 38° 01' 59"
Longitude 85° 45' 16"

Transmitter: Prayer Mountain, Sheperdsville.

Ownership: Word Broadcasting Network Inc.

Began Operation: April 2, 1986.

Represented (legal): Pepper & Corazzini.

Personnel:

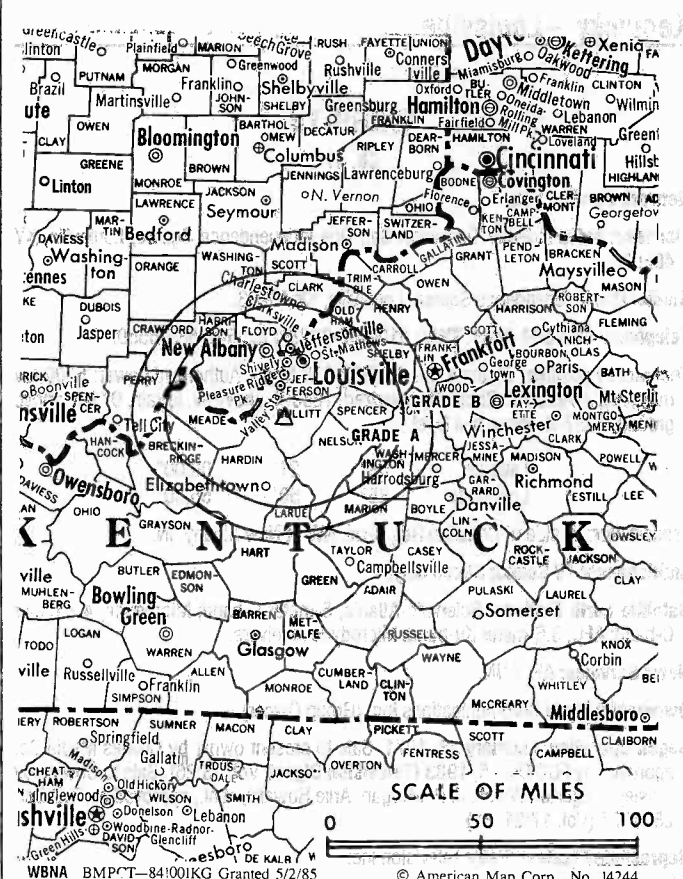
- John D. Bradshaw, Station & General Sales Manager.
- Phil Keith, Program Director.
- B. H. Bockweg, VII, National Sales Manager & Promotion Director.
- Clarence Henson, Engineering.
- Greg Holt, Business Manager.

Highest 30 Sec. Rate: \$250.

City of License: Louisville. **ADI:** Louisville. **Rank:** 47.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	INDIANA			
	Harrison	10,900	10,700	98
	KENTUCKY			
	Bullitt	16,100	16,000	99
	Hardin	28,800	28,700	100
	Jefferson	263,700	262,900	100
	Larue	4,500	4,500	100
	Marion	5,700	5,700	100
	Meade	8,200	8,200	100
	Nelson	10,600	10,500	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Shelby	9,200	9,200	100
	Spencer	2,400	2,400	100
	Trimble	2,300	2,300	100
Station Totals		362,400	361,100	100
Net Weekly Circulation (1992)				45,300
Average Daily Circulation (1992)				11,700

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Kentucky—Louisville

WDRB-TV

Ch. 41

Network Service: Fox.

Licensee: Independence Television Co., One Independence Square, Louisville, KY 40203.

Studio: One Independence Square, Louisville, KY 40203.

Telephone: 502-584-6441. **TWX:** 810-535-3328. **Fax:** 502-589-5559.

Technical Facilities: Channel No. 41 (632-638 MHz). Authorized power: 5000-kw max. visual. Antenna: Circularly polarized, 1283-ft. above av. terrain, 971-ft. above ground, 1932-ft. above sea level.

Latitude 38° 21' 00.00"

Longitude 85° 50' 56.50"

Transmitter: W side of Christian Rd., 4-mi. NW of New Albany, IN.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Scientific-Atlanta, 5-meter C-band; Microdyne, 4.7-meter C-band; AFC, 3.6-meter Ku-band; Microdyne receivers.

News Services: AP, CNN.

Ownership: Blade Communications Inc. (Group Owner).

Began Operation: February 28, 1971. Sale to present owner by Cowles Media Co. approved by FCC Dec. 5, 1983 (Television Digest, Vol. 23:26). Sale to Cowles by Owsley & Egerton Welch, J. P. Morgan, Arlie Howard, et al., approved by FCC Oct. 25, 1977 (Vol. 17:21, 51).

Represented (sales): Pety Television Inc.

Represented (legal): Dow, Lohnes & Albertson.

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

Personnel:

John J. Dorkin, President & General Manager.

Jack Ratterman, General Sales Manager.

Kim Craven, National Sales Manager.

Gary Bockhorst, Operations Manager.

Hal Stoppel, News Director.

Glen Cook, Chief Engineer.

Trish Powell, Promotion Director.

Pattie Kiray, Controller.

Sherean Malezedah, Marketing Director.

Ron Mack, Production Director.

Linda Hundley, Traffic Supervisor.

Rates: On request.

City of License: Louisville. **ADI:** Louisville. **Rank:** 47.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	INDIANA			
	Clark	33,200	32,700	98
	Crawford	3,700	3,600	97
	Floyd	24,200	23,900	99
	Harrison	10,900	10,700	98
	Jefferson	10,800	10,600	98
	Scott	7,600	7,400	97
	Washington	8,800	8,600	98
	KENTUCKY			
	Anderson	5,500	5,500	100
	Breckinridge	6,300	6,200	98
	Bullitt	16,100	16,000	99
	Franklin	17,800	17,700	99
Grayson	8,300	8,200	99	
Hardin	28,800	28,700	100	
Henry	4,800	4,800	100	
Jefferson	263,700	262,900	100	
Larue	4,500	4,500	100	



WDRB-TV BPTC-890518KG Granted 6/14/89 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Marion	5,700	5,700	100
	Meade	8,200	8,200	100
	Nelson	10,600	10,500	99
	Oldham	11,100	11,100	100
	Shelby	9,200	9,200	100
	Spencer	2,400	2,400	100
	Taylor	8,600	8,500	99
	Trimble	2,300	2,300	100
	Washington	3,600	3,600	100
	INDIANA			
Between 25-49%	Dubois	13,400	13,100	98
	Jackson	14,100	13,900	99
	Orange	7,100	6,900	97
	Perry	6,600	6,400	97
KENTUCKY				
Bourbon	7,400	7,300	99	
Hancock	2,900	2,900	100	
Hart	5,900	5,900	100	
Mercer	7,500	7,400	99	

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	INDIANA			
	Brown	5,500	5,400	98
	Jennings	8,300	8,100	98
	Lawrence	16,600	16,400	98
	Monroe	39,100	38,200	98
	Spencer	7,000	6,800	97
	Switzerland	2,900	2,800	97
	KENTUCKY			
	Adair	5,900	5,800	98
	Barren	13,100	13,000	99
Boyle	9,800	9,700	99	

(Continued on page A-526)

Station Totals	801,800	794,700	99
Net Weekly Circulation (1992)			421,800
Average Daily Circulation (1992)			191,000

Kentucky—Louisville

WHAS-TV

Ch. 11

Network Service: ABC.

Licensee: Journal Bcstg. of Kentucky Inc., 75 Fountain St., Providence, RI 02902.

Studio: 520 W. Chestnut St., Louisville, KY 40202.

Mailing Address: Box 1100, Louisville, KY 40201.

Telephone: 502-582-7840. **Fax:** 502-582-7279.

Technical Facilities: Channel No. 11 (198.204 MHz). Authorized power: 135-kw visual, 13.5-kw aural. Antenna: 1280-ft. above av. terrain, 984-ft. above ground, 1960-ft. above sea level.

Latitude 38° 21' 23"
Longitude 85° 50' 52"

Transmitter: 5667 S. Skyline Dr., Floyds Knob, 3.6-mi. N of New Albany, IN.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Harris, 9-meter; Harris receivers.

News Services: AP, UPI.

Ownership: Providence Journal Broadcasting Corp. (Group Owner).

Began Operation: March 27, 1950. Sale to Providence Journal Co. by Louisville Courier-Journal & Times approved by FCC July 30, 1986 (Television Digest, Vol. 26:2, 23).

Represented (sales): TeleRep Inc.

Represented (legal): Covington & Burling.

Personnel:

- Joe Goleniowski, General Manager.
- Charles Gordon, General Sales Manager.
- Doug Roberts, National Sales Manager.
- George Hülcher, Station Manager.
- Mike Rausch, News Director.
- Dan Miller, Program Director.
- Eric Bergman, Engineering Manager.
- Anne Adkins, Promotion Director.
- Becky Norris, Business Manager.

Rates: On request.

City of License: Louisville. **ADI:** Louisville. **Rank:** 47.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	INDIANA			
	Clark	33,200	32,700	98
	Crawford	3,700	3,600	97
	Floyd	24,200	23,900	99
	Harrison	10,900	10,700	98
	Jackson	14,100	13,900	99
	Jefferson	10,800	10,600	98
	Jennings	8,300	8,100	98
	Lawrence	16,600	16,400	98
	Orange	7,100	6,900	97
	Scott	7,600	7,400	97
	Washington	8,800	8,600	98
	KENTUCKY			
	Anderson	5,500	5,500	100
Breckinridge	6,300	6,200	98	
Bullitt	16,100	16,000	99	
Carroll	3,600	3,600	100	
Grayson	8,300	8,200	99	
Green	4,000	4,000	100	
Hardin	28,800	28,700	100	
Hart	5,900	5,900	100	
Henry	4,800	4,800	100	
Jefferson	263,700	262,900	100	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Larue	4,500	4,500	100
	Marion	5,700	5,700	100
	Meade	8,200	8,200	100
	Nelson	10,600	10,500	99
	Oldham	11,100	11,100	100
	Shelby	9,200	9,200	100
	Spencer	2,400	2,400	100
	Taylor	8,600	8,500	99
	Trimble	2,300	2,300	100
	Washington	3,600	3,600	100

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	INDIANA			
	Dubois	13,400	13,100	98
	Perry	6,600	6,400	97
KENTUCKY	Adair	5,900	5,800	98
	Boyle	9,800	9,700	99
	Franklin	17,800	17,700	99
	Hancock	2,900	2,900	100
	Mercer	7,500	7,400	99

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	INDIANA			
	Bartholomew	24,800	24,400	99
	Brown	5,500	5,400	98
	Decatur	8,500	8,400	99
	Martin	3,900	3,800	97
	Monroe	39,100	38,200	98
	Ripley	9,000	8,800	98
	Spencer	7,000	6,800	97
	Switzerland	2,900	2,800	97
	KENTUCKY	Barren	13,100	13,000

(Continued on page A-526)

Station Totals	785,700	778,200	99
Net Weekly Circulation (1992)			518,400
Average Daily Circulation (1992)			307,600

Kentucky—Louisville

WLKY-TV Ch. 32

Network Service: CBS.

Licensee: Pulitzer Broadcasting Co., Box 6205, Louisville, KY 40206.

Studio: 1918 Mellwood Ave., Louisville, KY 40206.

Telephone: 502-893-3671. **TWX:** 810-535-3212. **Fax:** 502-897-2384.

Technical Facilities: Channel No. 32 (578-584 MHz). Authorized power: 4300-kw max. & 1290-kw horizontal visual, 860-kw max. & 257-kw horizontal aural. Antenna: 1260-ft. above av. terrain, 985-ft. above ground, 1945-ft. above sea level.

Latitude 38° 22' 10"
Longitude 85° 50' 02"

Transmitter: Rte. 1, Floyds Knob, near New Albany, IN.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Stations: Andrew, 7.3-meter C-band; SatCom, 7-meter C-band; Comtech, 5-meter Ku & C-band; Andrew, 4.5-meter C-band; Andrew, 5.6-meter Ku-band; Microdyne, Pinzone receivers.

SNG Mobile Dish: Andrew, 2.8-meter Ku-band.

News Services: AP, CNN.

Ownership: Pulitzer Broadcasting Co. (Group Owner).

Began Operation: September 16, 1961. Sale to present owner by Gannett Co. approved by FCC May 12, 1983 (Television Digest, Vol. 23:2). Merger of Combined Communications & Gannett Co. approved by FCC June 7, 1979 (Vol. 18:20, 38; 19:24). Sale to Combined by Sonderling Bcstg. approved April 4, 1973 (Vol. 12:33, 41; 3:17). Transfer of control to Sonderling Bcstg. from George E. Egger, William S. Cutchins, Richard F. Shively, Dillman A. Rash & Archibald P. Cochran granted Dec. 13, 1967 (Vol. 7:51).

Represented (sales): Katz Television.

Personnel:

- Rabun Matthews**, Vice President & General Manager.
- Bill Stanley**, General Sales Manager.
- Greg Baird**, National Sales Manager.
- Fred Steurer**, Chief Engineer.
- Steve Sabato**, News Director.
- Bruce Burns**, Promotion Director.
- Delores Roehm**, Business Manager.
- Lora Bradshaw**, Community Affairs Director.

Rates: On request.

City of License: Louisville. **ADI:** Louisville. **Rank:** 47.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. Country coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	INDIANA			
	Clark	33,200	32,700	98
	Crawford	3,700	3,600	97
	Floyd	24,200	23,900	99
	Harrison	10,900	10,700	98
	Jackson	14,100	13,900	99
	Jefferson	10,800	10,600	98
	Orange	7,100	6,900	97
	Scott	7,600	7,400	97
	Washington	8,800	8,600	98
	KENTUCKY			
	Breckinridge	6,300	6,200	98
	Bullitt	16,100	16,000	99
	Green	4,000	4,000	100
	Hardin	28,800	28,700	100
	Henry	4,800	4,800	100
	Jefferson	263,700	262,900	100
Larue	4,500	4,500	100	
Marion	5,700	5,700	100	
Meade	8,200	8,200	100	



Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	Nelson	10,600	10,500	99	
	Oldham	11,100	11,100	100	
	Shelby	9,200	9,200	100	
	Spencer	2,400	2,400	100	
	Taylor	8,600	8,500	99	
	Trimble	2,300	2,300	100	
	Washington	3,600	3,600	100	
	INDIANA				
	Between 25-49%	Dubois	13,400	13,100	98
		Jennings	8,300	8,100	98
Lawrence		16,600	16,400	98	
Perry		6,600	6,400	97	
KENTUCKY					
	Anderson	5,500	5,500	100	
	Franklin	17,800	17,700	99	
	Grayson	8,300	8,200	99	
	Hancock	2,900	2,900	100	
	Hart	5,900	5,900	100	
	Mercer	7,500	7,400	99	
Between 5-24%	INDIANA				
	Bartholomew	24,800	24,400	99	
	Brown	5,500	5,400	98	
	Martin	3,900	3,800	97	
	Monroe	39,100	38,200	98	
	Spencer	7,000	6,800	97	
	KENTUCKY				
	Adair	5,900	5,800	98	
	Barren	13,100	13,000	99	
	Carroll	3,600	3,600	100	
Casey	5,700	5,600	98		
Metcalfe	3,600	3,600	100		
Warren	29,600	29,400	99		
Station Totals		744,900	738,100	99	
Net Weekly Circulation (1992)				493,200	
Average Daily Circulation (1992)				277,500	

Kentucky—Madisonville

WLCN

Ch. 19

Network Service: None, independent.

Licensee: Zoe Bcstg. Corp., Box 1087, Madisonville, KY 42431.

Studio: 721 Princeton Pike, Madisonville, KY 42431.

Telephone: 502-821-5433.

Technical Facilities: Channel No. 19 (500-506 MHz). Authorized power, 1143-kw max. & 953-kw horizontal visual, 114.3-kw max. & 95.3-kw horizontal aural. Antenna: 1194-ft. above av. terrain, 1057-ft. above ground, 1667-ft. above sea level.

Latitude 37° 17' 02"
Longitude 87° 33' 42"

Holds CP for change to 2676-kw max. visual, 791-ft. above av. terrain, 666-ft. above ground, 1220-ft. above sea level, lat. 37° 24' 46", long. 87° 31' 32", transmitter to N side of County Rd. 260, Hopkins County, approx. 2.4-mi. W of Hanson. BPCT-881114KK.

Transmitter: 1-mi. SE of Hwy. 70, 0.55-mi. NE of Sugar Creek, near Madisonville.

Ownership: Life Anew Ministries.

Began Operation: October 15, 1983.

Represented (sales): Landin Media Sales.

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

Personnel:

Rick Tomlinson, General Manager.

Highest 30 Sec. Rate: \$18.50.

City of License: Madisonville. **ADI:** Evansville. **Rank:** 94.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	KENTUCKY Hopkins	18,000	17,900	99



WLCN BPCT-881114KK Granted 12/20/88 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Todd Webster	4,200 5,400	4,200 5,300	100 98
Station Totals		27,600	27,400	99
Net Weekly Circulation (1992)			2,600	
Average Daily Circulation (1992)			800	

Kentucky—Paducah

WPSD-TV Ch. 6

Network Service: NBC.

Licensee: Paducah Newspapers Inc., 408 Kentucky Ave., Paducah, KY 42002.

Studio: 100 Television Lane, Paducah, KY 42003-5098.

Mailing Address: Box 1197, Paducah, KY 42002-1197.

Telephone: 502-442-8214. **TWX:** 510-546-2047. **Fax:** 502-442-8214.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 13.8-kw aural. Antenna: 1585-ft. above av. terrain, 1623-ft. above ground, 2000-ft. above sea level.

Latitude 37° 11' 31"
Longitude 88° 58' 53"

Transmitter: Approx. 23-mi. NW of Paducah near Monkey's Eyebrow, KY.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: ADM, 6-meter; Harris, 3-meter; Harris, 6-meter; Harris, Standard receivers.

News Services: AP, CNN, UPI.

Ownership: Paducah Newspapers Inc.

Began Operation: May 28, 1957.

Represented (sales): Blair Television.

Represented (legal): Covington & Burling.

Represented (engineering): Jules Cohen & Associates.

Personnel:

Fred Paxton, President.
John Williams, Vice President & General Manager.
Richard Paxton, Station Manager.
Don Van Cleve, Local Sales Manager.
Ann Eaves, National Sales Manager.
Don Brown, Chief Engineer.
Terry Reeves, News Director.
Dan Steele, Operations & Program Manager.
Cathy Crecelius, Promotion & Public Affairs Manager.

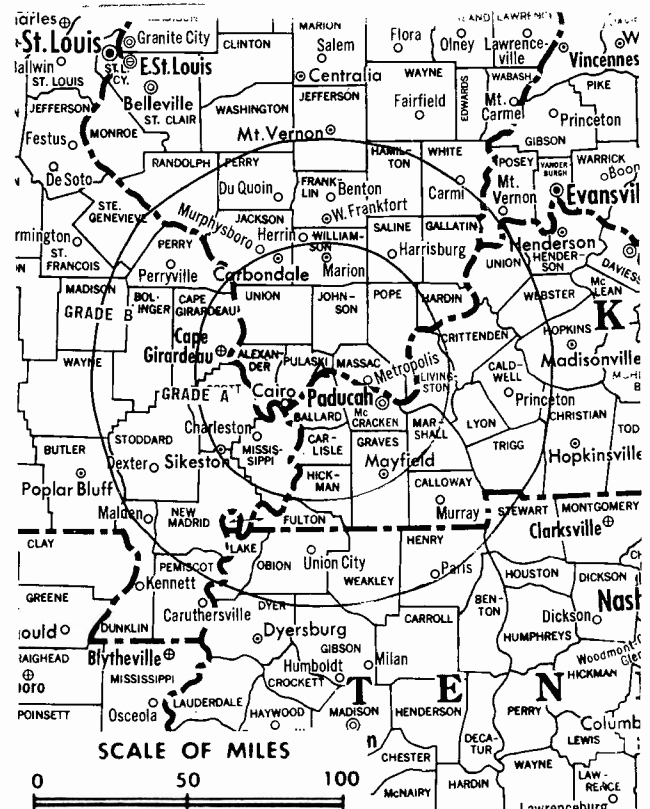
Rates: On request.

NETWORK BASE HOURLY RATE: \$2700.

City of License: Paducah. **ADI:** Paducah, KY-Cape Girardeau, MO-Harrisburg-Marion, IL. **Rank:** 76.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ILLINOIS			
	Alexander	4,500	4,300	97
	Franklin	17,000	16,600	98
	Hamilton	3,700	3,500	96
	Hardin	2,200	2,100	98
	Jackson	23,700	23,100	97
	Johnson	3,600	3,500	97
	Massac	6,100	5,900	97
	Pope	1,800	1,700	94
	Pulaski	3,200	3,100	97
	Saline	11,400	11,100	97
	Union	7,300	7,200	98
	Williamson	24,200	23,600	98
	KENTUCKY			
	Ballard	3,200	3,200	100
	Caldwell	5,100	5,000	98
	Calloway	11,800	11,700	99
	Carlisle	2,100	2,100	100
	Crittenden	3,500	3,500	100
	Fulton	3,200	3,200	100



WPSD-TV BPCT-2823 Granted 12/8/60

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Graves	13,500	13,400	99
	Hickman	2,000	2,000	100
	Livingston	3,700	3,700	100
	Lyon	2,400	2,400	100
	Mc Cracken	25,200	25,100	100
	Marshall	10,900	10,900	100
	MISSOURI			
	Bollinger	4,200	4,100	98
	Cape Girardeau	23,800	23,500	99
	Mississippi	5,500	5,400	98
	New Madrid	7,600	7,400	97
	Scott	15,100	14,900	99
	Stoddard	11,400	11,200	98
	TENNESSEE			
	Henry	11,600	11,500	99
Lake	2,500	2,500	100	
Obion	12,700	12,600	99	
Weakley	12,200	12,100	99	

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	ILLINOIS			
	Gallatin	2,800	2,700	96
	Perry	8,600	8,400	98
	KENTUCKY			
	Christian	20,800	20,700	100
	Hopkins	18,000	17,900	99
	Trigg	3,900	3,900	100
	MISSOURI			
	Butler	15,200	14,800	97
	Dunklin	13,000	12,700	98
Madison	4,800	4,700	98	
Perry	6,100	6,000	98	

(Continued on page A-526)

Station Totals	517,700	509,500	98
Net Weekly Circulation (1992)			302,800
Average Daily Circulation (1992)			180,800

Kentucky

WKYT-TV, Lexington (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	KENTUCKY			
	Russell	6,000	5,900	98
	Spencer	2,400	2,400	100
	Taylor	8,600	8,500	99
	Whitley	13,000	12,900	99
Between 5-24%	KENTUCKY			
	Adair	5,900	5,800	98
	Bell	11,600	11,500	99
	Boone	20,300	20,300	100
	Boyd	20,000	19,900	99
	Carter	8,900	8,800	99
	Clinton	3,600	3,600	100
	Cumberland	2,800	2,800	100
	Floyd	16,700	16,500	99
	Gallatin	2,000	2,000	100
	Greenup	13,500	13,400	99
	Hardin	28,800	28,700	100
	Henry	4,800	4,800	100
	Johnson	8,700	8,600	99
	Larue	4,500	4,500	100
	Leslie	4,800	4,700	98
	Mc Creary	5,700	5,600	98
	Nelson	10,600	10,500	99
Pendleton	4,300	4,300	100	
Shelby	9,200	9,200	100	

WLEX-TV, Lexington (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	KENTUCKY			
	Adair	5,900	5,800	98
	Bell	11,600	11,500	99
	Bracken	2,800	2,800	100
	Carroll	3,600	3,600	100
	Larue	4,500	4,500	100
	Pendleton	4,300	4,300	100
	Shelby	9,200	9,200	100
	Trimble	2,300	2,300	100

WAVE, Louisville (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	KENTUCKY			
	Barren	13,100	13,000	99
	Boyle	9,800	9,700	99
	Bracken	2,800	2,800	100
	Casey	5,700	5,600	98
	Edmonson	3,600	3,600	100
	Garrard	4,500	4,500	100
	Grant	5,600	5,600	100
	Hancock	2,900	2,900	100
	Jackson	4,500	4,400	98
	Lincoln	7,400	7,300	99
	Metcalfe	3,600	3,600	100
	Ohio	7,900	7,800	99
	Woodford	7,400	7,300	99

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Kentucky

WDRB-TV, Louisville (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	KENTUCKY			
	Carroll	3,600	3,600	100
	Casey	5,700	5,600	98
	Daviess	33,400	33,200	99
	Edmonson	3,600	3,600	100
	Gallatin	2,000	2,000	100
	Garrard	4,500	4,500	100
	Grant	5,600	5,600	100
	Green	4,000	4,000	100
	Jessamine	11,200	11,100	99
	Lincoln	7,400	7,300	99
	Madison	20,200	20,000	99
	Owen	3,400	3,400	100
	Woodford	7,400	7,300	99

WHAS-TV, Louisville (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	KENTUCKY			
	Casey	5,700	5,600	98
	Edmonson	3,600	3,600	100
	Garrard	4,500	4,500	100
	Lincoln	7,400	7,300	99
	Metcalfe	3,600	3,600	100
	Ohio	7,900	7,800	99
	Owen	3,400	3,400	100
	Russell	6,000	5,900	98
	Woodford	7,400	7,300	99

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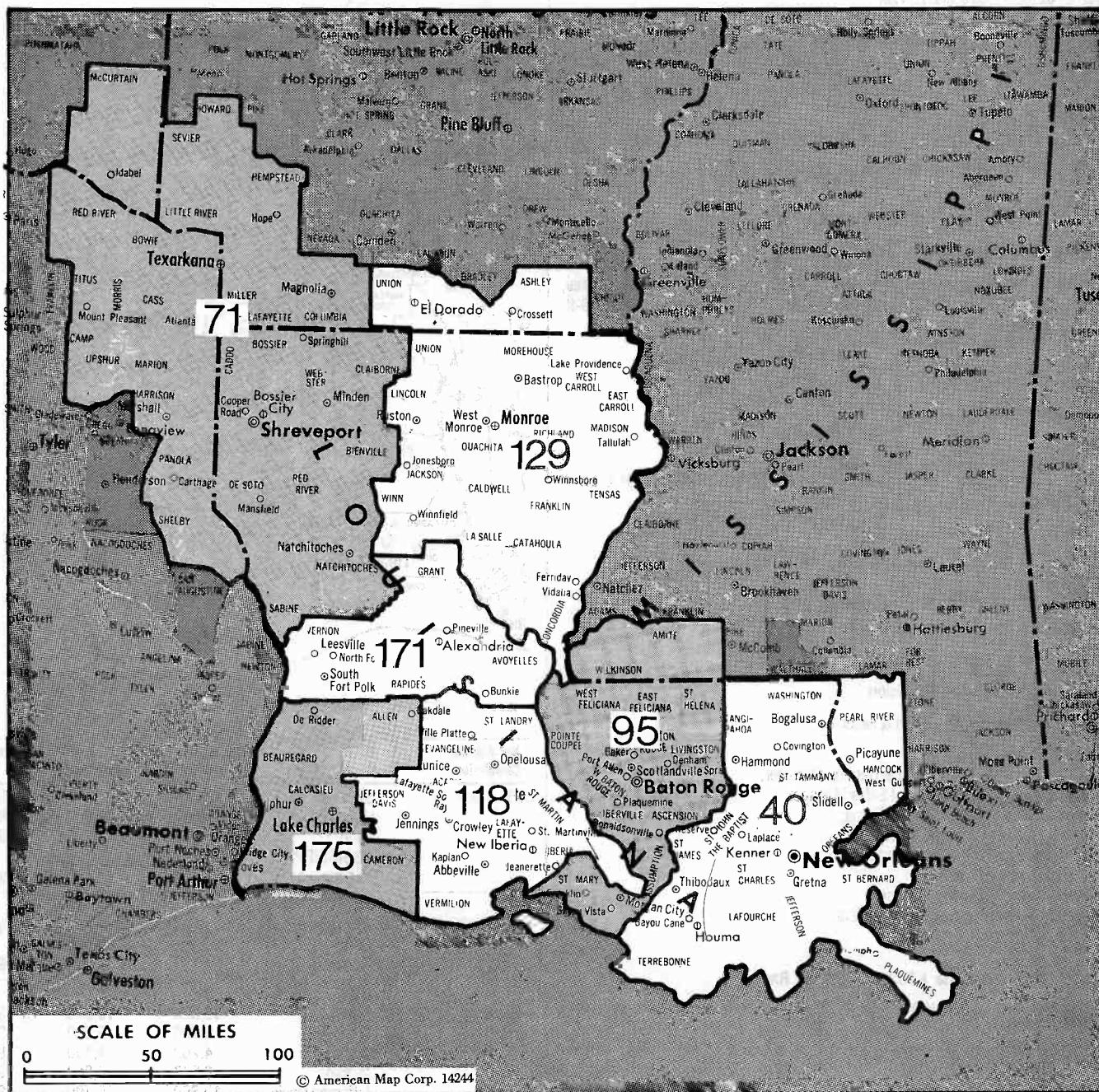
Television & Cable Factbook

WTVQ-TV, Lexington (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	KENTUCKY			
	Henry	4,800	4,800	100
	Leslie	4,800	4,700	98
	Letcher	10,100	10,000	99
	Lewis	4,900	4,800	98
	Marion	5,700	5,700	100
	Pendleton	4,300	4,300	100
	Shelby	9,200	9,200	100
	Taylor	8,600	8,500	99
	OHIO			
	Adams	9,600	9,200	96

WPSD-TV, Paducah (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	MISSOURI			
	Wayne	4,900	4,800	98
Between 5-24%	TENNESSEE			
	Carroll	10,900	10,800	99
Between 5-24%	ARKANSAS			
	Clay	7,600	7,500	99
	ILLINOIS			
	Jefferson	15,100	14,700	97
	Randolph	12,400	12,200	98
	Wayne	7,100	6,800	96
	KENTUCKY			
	Union	5,700	5,700	100
	Webster	5,400	5,300	98
	MISSOURI			
	Carter	2,100	2,000	95
	Iron	4,000	3,900	98
	Pemiscot	8,400	8,200	98
	Reynolds	2,600	2,500	96
	TENNESSEE			
Dyer	13,900	13,800	99	
Gibson	18,700	18,600	99	
Stewart	3,800	3,800	100	



Market	Arbitron ADI TV Households	Rank
New Orleans, LA	603,900	40
Shreveport, LA-Texarkana, TX	368,300	71
Baton Rouge, LA	253,300	95
Lafayette, LA	184,300	118
Monroe, LA-El Dorado, AR	167,300	129
Alexandria, LA	85,200	171
Lake Charles, LA	81,300	175

Market Area Commercial TV Stations
WDSU-TV (6), WGNO (26), WNOL-TV (38), WVUE (8), WWL-TV (4)
KMSS-TV (33), KSLA-TV (12), KTAL-TV (6), KTBS-TV (3)
WAFB (9), WBRZ (2), WGMB (44), WVLA (33)
KADN (15), KATC (3), KLFY-TV (10)
KARD (14), KMCT-TV (39), KNOE-TV (8), KTVE (10)
KALB-TV (5), KLAX-TV (31)
KPLC-TV (7), KVHF (29)

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

KARD, West Monroe	See Monroe, LA
KMCT-TV, West Monroe	See Monroe, LA

Louisiana Station Totals as of November 1, 1992

	VHF	UHF	TOTAL
Commercial Television Stations	14	10	24
Educational Television Stations	2	6	8
	16	16	32

Louisiana—Alexandria

KALB-TV

Ch. 5

Network Service: NBC.

Licensee: Lanford Telecasting Co. Inc., 605-11 Washington St., Alexandria, LA 71301.

Studio: 605-11 Washington St., Alexandria, LA 71301.

Telephone: 318-445-2456. **Fax:** 318-442-7427.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 22-kw aural. Antenna: 1590-ft. above av. terrain, 1586-ft. above ground, 1749-ft. above sea level.

Latitude 31° 02' 15"
Longitude 92° 29' 45"

Transmitter: Forest Hill, LA.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 8-meter Ku-band; Comtech, 4.2-meter C-band; Harris receivers.

AM Affiliate: KALB, 5-kw (1-kw night), 580 kHz.

FM Affiliate: KZMZ, 100-kw, 96.9 MHz (No. 245), 1450-ft.

News Services: AP, NBC.

Ownership: Lanford Telecasting Co. Inc.

Began Operation: September 29, 1954.

Represented (sales): Katz Television.

Represented (legal): Wiley, Rein & Fielding.

Personnel:

Lesley Golmon, Vice President & General Manager.

Jim Reardon, Station & General Sales Manager.

Wayne Bettoney, Local Sales Manager.

Frances Yeager, Program Director.

Pete Petrawski, Promotion Director.

Jack Frost, News Director.

Brenda Kaiser, Business Manager.

Randall Adcock, Engineering Supervisor.

Rates: On request.

City of License: Alexandria. **ADI:** Alexandria, LA. **Rank:** 171.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	LOUISIANA			
	Allen	7,200	7,100	99
	Avoyelles	14,000	13,800	99
	Beauregard	10,900	10,700	98
	Catahoula	4,100	4,000	98
	Concordia	7,600	7,400	97
	Evangeline	12,000	11,700	98
	Grant	6,600	6,500	98
	La Salle	5,500	5,400	98
	Natchitoches	13,300	13,000	97
	Rapides	47,400	47,000	99
	Sabine	9,400	9,200	97



KALB-TV BPCT-3449 Granted 1/13/65

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	St Landry	28,600	28,000	98
	Vernon	19,000	18,600	98
	Winn	6,000	5,900	98
	MISSISSIPPI			
	Adams	13,500	13,300	99
Between 25-49%	MISSISSIPPI			
	Wilkinson	3,400	3,300	97
	TEXAS			
	Sabine	4,100	4,000	98
Between 5-24%	LOUISIANA			
	Acadia	19,600	19,300	99
	Bienville	6,000	5,900	98
	Caldwell	4,200	4,100	98
	Jackson	6,300	6,200	98
	Jefferson Davis	10,800	10,700	99
	Pointe Coupee	7,900	7,800	98
	Red River	3,600	3,500	97
	St Mary	19,400	19,200	99
	Tensas	2,700	2,600	96
	MISSISSIPPI			
	Amite	4,800	4,700	98
	TEXAS			
	Newton	4,900	4,800	98
Station Totals		302,800	297,700	98
Net Weekly Circulation (1992)				180,300
Average Daily Circulation (1992)				111,200

Louisiana—Alexandria

KLAX-TV

Ch. 31

Network Service: ABC.

Licensee: Pollack/Belz Communications Co. Inc., 4554 Fleming Rd., Collierville, TN 38017.

Studio: 1811 England Dr., Alexandria, LA 71303.

Mailing Address: Box 8818, Alexandria, LA 71306.

Telephone: 318-473-0031, TWX: 510-976-5704. **Fax:** 318-442-4646.

Technical Facilities: Channel No. 31 (572-578 MHz), Authorized power: 1290-kw max. visual, 130-kw aural. Antenna: 1093-ft. above av. terrain, 1027-ft. above ground, 1253-ft. above sea level.

Latitude 31° 33' 54"
Longitude 92° 33' 00"

Transmitter: 1.5-mi. SW of Dry Prong.

Satellite Earth Stations: Microdyne, 5-meter C-band; RCA Americom, 4-meter Ku-band; Microdyne, Standard Components receivers.

News Service: AP.

Ownership: Pollack/Belz Communications Co. Inc.

Began Operation: March 3, 1983. Sale of station to G. Russell Chambers, et al., approved by FCC Dec. 24, 1986, but not consummated. Sale to present owners by James Richards, Ben Johnson, et al., approved May 13, 1988.

Represented (sales): Blair Television.

Represented (legal): Jones, Waldo, Holbrook & McDonough.

Represented (engineering): Lechman & Johnson Inc.

Personnel:

- Neal H. Morrison, General Manager.
- Keith Smith, General Sales Manager.
- Becky Dauzat, Regional Sales Manager.
- Charles Flowers, Chief Engineer.
- Bert Mosley, News Director.
- Joe Rushing, Creative Services Director.
- Lori Johnson, Program Director.
- David L. Carlson, Business Manager.

Rates: On request.

City of License: Alexandria. **ADI:** Alexandria, LA. **Rank:** 171.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	LOUISIANA Grant	6,600	6,500	98
	Rapides	47,400	47,000	99
	Vernon	19,000	18,600	98
Between 25-49%	LOUISIANA Avoyelles	14,000	13,800	99
	La Salle	5,500	5,400	98



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Natchitoches	13,300	13,000	97
	Sabine	9,400	9,200	97
	Winn	6,000	5,900	98
MISSISSIPPI	Adams	13,500	13,300	99
	TEXAS Sabine	4,100	4,000	98
	LOUISIANA			
Between 5-24%	Allen	7,200	7,100	99
	Catahoula	4,100	4,000	98
	Concordia	7,600	7,400	97
	Evangeline	12,000	11,700	98
Station Totals		169,700	166,900	98
Net Weekly Circulation (1992)				74,600
Average Daily Circulation (1992)				34,800

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Louisiana—Baton Rouge

WAFB

Ch. 9

Network Service: CBS.

Licensee: AFLAC Broadcast Partners, 1932 Wynnton Rd., Columbus, GA 31999.

Studio: 844 Government St., Baton Rouge, LA 70802-6090.

Telephone: 504-383-9999. **TWX:** 510-993-3406. **Fax:** 504-378-7891.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 57.5-kw aural. Antenna: 1670-ft. above av. terrain, 1726-ft. above ground, 1700-ft. above sea level.

Latitude 30° 21' 58"
Longitude 91° 12' 47"

Transmitter: E of River Rd. & S of Baton Rouge on Duncan Point.

Satellite Earth Stations: Comtech, 6-meter; Scientific-Atlanta, 8-meter.

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

Ownership: American Family Corp. (Group Owner).

Began Operation: April 19, 1953 on Ch. 28. Shifted to Ch. 9 Aug. 9, 1960 (Television Digest, Vol. 17:7). Sale to Guaranty Bcstg. by WDSU-TV Bcstg. Corp. and associated stockholders approved Jan. 14, 1964 by FCC (Vol. 4:3). FCC approved sale to American Family Corp., March 23, 1988.

Represented (sales): Katz Television.

Represented (legal): Sidley & Austin.

Represented (engineering): David Steel & Associates.

Personnel:

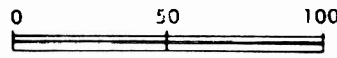
- Ronald E. Winders, Vice President & General Manager.
- Dave Ward, Assistant General Manager.
- Ray Sullivan, General Sales Manager.
- Dale Russell, Chief Engineer.
- Michael Moore, Operations Manager.
- Andree Boyd, Promotions Manager.
- Nick Simonette, News Director.
- Flo Ulmer, Business Manager.

Rates: On request.

City of License: Baton Rouge. **ADI:** Baton Rouge. **Rank:** 95.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	LOUISIANA			
	Ascension	19,900	19,600	98
	Assumption	7,200	7,100	99
	East Baton Rouge	139,200	138,200	99
	East Feliciana	5,800	5,700	98
	Iberville	10,100	10,000	99
	Livingston	24,700	24,300	98
	Pointe Coupee	7,900	7,800	98
	St Helena	3,200	3,100	97
	St James	6,700	6,600	98
	St Mary	19,400	19,200	99
	Tangipahoa	30,800	30,300	98
	West Baton Rouge	6,700	6,600	98
West Feliciana	2,700	2,600	96	



WAFB- BPCT-3437 Granted 1/22/65 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	MISSISSIPPI				
	Amite	4,800	4,700	98	
	Wilkinson	3,400	3,300	97	
Between 25-49%	LOUISIANA				
	Avoyelles	14,000	13,800	99	
	Iberia	22,400	22,200	99	
	Lafayette	60,500	60,000	99	
	Lafourche	28,800	28,500	99	
	St John The Baptist	13,300	13,100	98	
	St Landry	28,600	28,000	98	
	St Martin	14,900	14,700	99	
	Terrebonne	32,300	31,900	99	
	MISSISSIPPI	Pike	13,500	13,300	99
Between 5-24%	LOUISIANA				
	Acadia	19,600	19,300	99	
	Allen	7,200	7,100	99	
	Concordia	7,600	7,400	97	
	Jefferson Davis	10,800	10,700	99	
	Vermilion	18,300	18,100	99	
	Washington	16,300	16,000	98	
	MISSISSIPPI	Franklin	3,200	3,100	98
	Pearl River	14,300	14,200	99	
	Walthall	5,000	4,900	98	
Station Totals		623,100	615,400	99	
Net Weekly Circulation (1992)				344,400	
Average Daily Circulation (1992)				190,200	

Louisiana—Baton Rouge

WBRZ

Ch. 2

Network Service: ABC.

Licensee: Louisiana Television Bcstg., Box 2906, Baton Rouge, LA 70821.

Studio: 1650 Highland Rd., Baton Rouge, LA 70821.

Mailing Address: Box 2906, Baton Rouge, LA 70821.

Telephone: 504-387-2222. **TWX:** 504-993-3576. **Fax:** 504-336-2246.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 15-kw aural. Antenna: Circularly polarized, 1682-ft. above av. terrain, 1724-ft. above ground, 1749-ft. above sea level.

Latitude 30° 17' 49"
Longitude 91° 11' 40"

Transmitter: Plaquemine Point, LA.

Satellite Earth Stations: Transmit/receive Scientific-Atlanta, 10-meter; Andrew, 7.3-meter; SatCom, 5.5-meter; Andrew, 4.5-meter; Avantek, Microdyne, Scientific-Atlanta receivers.

SNG Mobile Dish: Subcomm RSI, 2.5-meter Ku-band.

News Services: ABC, AP.

Ownership: Manship Stations (Group Owner).

Began Operation: April 14, 1955.

Represented (sales): Blair Television.

Represented (legal): Cohn & Marks.

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

Personnel:

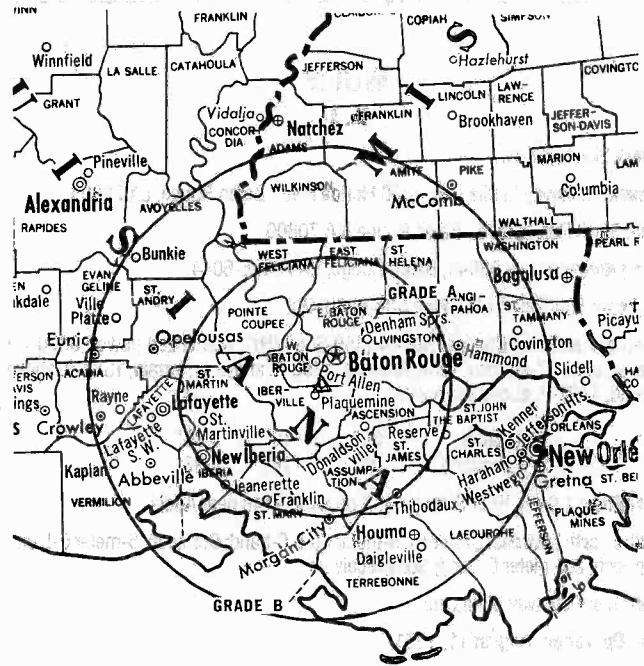
- Douglas L. Manship, Chairman.
- Richard F. Manship, President.
- Patricia L. Cheramie, General Manager.
- John M. Spain, Station Manager.
- James Daboval III, Director of Sales.
- Rick Willis, Director of News.
- Suzanne Sims, Program Supervisor.
- Kim Kirkendoll, Director of Finance.
- Denise Akers, Marketing Director.
- Raymond J. Drago, Director of Production.
- Jamie Politz, Director of Human Resources.
- Clyde Pierce, Director of Engineering.

Rates: On request.

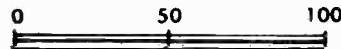
City of License: Baton Rouge. **ADI:** Baton Rouge. **Rank:** 95.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	LOUISIANA			
	Ascension	19,900	19,600	98
	Assumption	7,200	7,100	99
	East Baton Rouge	139,200	138,200	99
	East Feliciana	5,800	5,700	98
	Iberville	10,100	10,000	99
	Livingston	24,700	24,300	98
	Pointe Coupee	7,900	7,800	98
	St Helena	3,200	3,100	97
	St James	6,700	6,600	98
	St Mary	19,400	19,200	99



SCALE OF MILES



WBRZ BPCT-4173 Granted 3/5/70

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Tangipahoa	30,800	30,300	98
	West Baton Rouge	6,700	6,600	98
	West Feliciana	2,700	2,600	96
	MISSISSIPPI			
	Adams	13,500	13,300	99
	Amite	4,800	4,700	98
	Wilkinson	3,400	3,300	97
Between 25-49%	LOUISIANA			
	Avoyelles	14,000	13,800	99
	Concordia	7,600	7,400	97
	Iberia	22,400	22,200	99
	Lafourche	28,800	28,500	99
	St Landry	28,600	28,000	98
	St Martin	14,900	14,700	99
	Terrebonne	32,300	31,900	99
	MISSISSIPPI			
	Pike	13,500	13,300	99
Between 5-24%	LOUISIANA			
	Acadia	19,600	19,300	99
	Allen	7,200	7,100	99
	Catahoula	4,100	4,000	98
	Lafayette	60,500	60,000	99
	Vermilion	18,300	18,100	99
	Washington	16,300	16,000	98
		MISSISSIPPI		
	Franklin	3,200	3,100	98
	Walthall	5,000	4,900	98
Station Totals		602,300	594,700	99
Net Weekly Circulation (1992)			349,300	
Average Daily Circulation (1992)			197,500	

Louisiana—Baton Rouge

WGMB
Ch. 44

Network Service: Fox.

Licensee: Galloway Media Inc., 5800 Florida Blvd., Baton Rouge, LA 70806.

Studio: 5800 Florida Blvd., Baton Rouge, LA 70806.

Mailing Address: Box 96044, Baton Rouge, LA 70896-6044.

Telephone: 504-926-4444. **Fax:** 504-926-9462.

Technical Facilities: Channel No. 44 (650-656 MHz). Authorized power: 3870-kw max. visual, 387-kw max. aural. Antenna: 1398-ft. above av. terrain, 1388-ft. above ground, 1401-ft. above sea level.

Latitude 30° 19' 35"
Longitude 91° 16' 36"

Transmitter: 1.9-mi. W of State Hwy. 1 on Hwy. 1148 near Addis.

Satellite Earth Stations: Comtech, 5-meter Ku & C-band; Comtech, 5-meter C-band; Comtech, 3.8-meter C-band; Sony receivers.

Ownership: Galloway Media Inc.

Began Operation: August 11, 1991.

Represented (sales): Adam Young Inc.

Represented (legal): Fletcher, Heald & Hildreth.

Represented (engineering): Marsand Inc.

Personnel:

Damion Calato, General Manager.

Janice Villarrubia, General Sales Manager.

Keith Hargrave, Promotion & Program Director.

Ursula Sigur, Business Manager.

Terry Freeman, Chief Engineer.

Ed Martinez, Production Manager.

Highest 30 Sec. Rate: \$450.

City of License: Baton Rouge. **ADI:** Baton Rouge. **Rank:** 95.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%	LOUISIANA			
	East Baton Rouge	139,200	138,200	99
	Pointe Coupee	7,900	7,800	98



WGMB BNPCT-901210KE Granted 1/25/91

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Net Weekly Circulation	State County	Total Households	TV Households Households	%
LOUISIANA				
Between 5-24%	Ascension	19,900	19,600	98
	East Feliciana	5,800	5,700	98
	Iberville	10,100	10,000	99
	Livingston	24,700	24,300	98
	Tangipahoa	30,800	30,300	98
	West Baton Rouge	6,700	6,600	98
	West Feliciana	2,700	2,600	96
Station Totals		247,800	245,100	99
Net Weekly Circulation (1992)				54,300
Average Daily Circulation (1992)				21,300

Louisiana—Baton Rouge

WVLA
Ch. 33

Network Service: NBC.

Licensee: Vetter Communications Co. Inc., Box 14685, Baton Rouge, LA 70898.

Studio: 5220 Essen Lane, Baton Rouge, LA 70809.

Mailing Address: Box 14685, Baton Rouge, LA 70898.

Telephone: 504-766-3233. **Fax:** 504-766-4112.

Technical Facilities: Channel No. 33 (584-590 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1713-ft. above av. terrain, 1735-ft. above ground, 1749-ft. above sea level.

Latitude 30° 19' 34.61"
Longitude 91° 16' 36.10"

Transmitter: 1.9-mi. W of Hwy. 1 on Hwy. 1148, Addis, LA.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 8-meter Ku-band; Microdyne, 7-meter C-band; Microwave Assoc., 5-meter C-band; Harris, 3-meter Ku-band; Harris, Microdyne, Microwave Assoc. receivers.

News Services: AP, National Weather Service, NBC, Skycom.

Ownership: Vetter Communications Co. Inc.

Began Operation: January 16, 1971. Sale to present owner by Richard O. Rush, et al., approved by FCC March 12, 1976.

Represented (sales): Petry Television Inc.

Represented (legal): Dow, Lohnes & Albertson.

Represented (engineering): Philip W. Cary.

Personnel:

- Cyril E. Vetter, Chairman.
- Courtney B. Westbrook, President & General Manager.
- Larry Dietz, Vice President & Operations Manager.
- Donnie Picou, National Sales Director.
- Peggy Day, Local Sales Director.
- Pam Kennon, News Director.
- Joyce Harvey, Program Director.
- Jason Furnate, Promotion and Marketing Director.
- Wanda Horn, Business Manager.
- Robin Perry, Research.
- Tom Woodside, Chief Engineer.
- Bob Davidge, Production Manager.
- Felton Coleman, Public Affairs Manager.

Highest 30 Sec. Rate: \$1300.

NETWORK BASE HOURLY RATE: \$900.

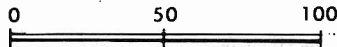
City of License: Baton Rouge. **ADI:** Baton Rouge. **Rank:** 95.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	LOUISIANA			
	Ascension	19,900	19,600	98
	Assumption	7,200	7,100	99
	East Baton Rouge	139,200	138,200	99
	East Feliciana	5,800	5,700	98
	Iberia	22,400	22,200	99
	Iberville	10,100	10,000	99



SCALE OF MILES



WVLA BPCT-860814KE Granted 9/30/86

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Livingston	24,700	24,300	98
	Pointe Coupee	7,900	7,800	98
	St James	6,700	6,600	98
	St Martin	14,900	14,700	99
	St Mary	19,400	19,200	99
	West Baton Rouge	6,700	6,600	98
	West Feliciana	2,700	2,600	96
Between 25-49%	LOUISIANA			
	Lafourche	28,800	28,500	99
	St Helena	3,200	3,100	97
	Tangipahoa	30,800	30,300	98
Between 5-24%	LOUISIANA			
	Acadia	19,600	19,300	99
	Avoyelles	14,000	13,800	99
	St Landry	28,600	28,000	98
	Vermilion	18,300	18,100	99
MISSISSIPPI	Amite	4,800	4,700	98
	Wilkinson	3,400	3,300	97
Station Totals		439,100	433,700	99
Net Weekly Circulation (1992)				274,100
Average Daily Circulation (1992)				141,200

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Television & Cable Factbook

Louisiana—Lafayette

KADN

Ch. 15

Network Service: Fox.

Licensee: KADN Broadcasting Inc., 1500 Eraste Landry Rd., Lafayette, LA 70506.

Studio: 1500 Eraste Landry Rd., Lafayette, LA 70506.

Telephone: 318-237-1500. **TWX:** 510-975-5031. **Fax:** 318-237-2237.

Technical Facilities: Channel No. 15 (476-482 MHz). Authorized power: 2300-kw max. visual, 231-kw max. aural. Antenna: 1181-ft. above av. terrain, 1178-ft. above ground, 1217-ft. above sea level.

Latitude 30° 21' 44"

Longitude 92° 12' 53"

Transmitter: 3-mi. S of Church Point.

Satellite Earth Stations: Vertex, 5.2-meter Ku-band; KLM, 4.6-meter C-band; Scientific-Atlanta, 4.6-meter C-band; M/A-Com, Scientific-Atlanta receivers.

Ownership: KADN Broadcasting Inc.

Began Operation: February 27, 1980.

Represented (sales): Blair Television.

Represented (legal): Fletcher, Heald & Hildreth.

Personnel:

Eddie Blanchard, Station Manager & Program Director.

Dave Pierce, Local Sales Manager.

Pat Newberg, National Sales Manager.

Keith Townsdin, Chief Engineer.

Penny Bennett, Promotion Director.

Highest 30 Sec. Rate: \$590.

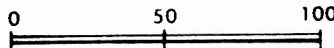
City of License: Lafayette. **ADI:** Lafayette, LA. **Rank:** 118.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	LOUISIANA			
	Acadia	19,600	19,300	99
	Evangeline	12,000	11,700	98
	Iberia	22,400	22,200	99
	Lafayette	60,500	60,000	99



SCALE OF MILES



KADN BFCT—851227KF Granted 2/24/86

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	St Landry	28,600	28,000	98
	St Martin	14,900	14,700	99
	Vermilion	18,300	18,100	99
Between 25-49%	LOUISIANA			
	Avoyelles	14,000	13,800	99
Between 5-24%	LOUISIANA			
	Allen	7,200	7,100	99
	Cameron	3,300	3,300	100
	Pointe Coupee	7,900	7,800	98
	St Mary	19,400	19,200	99
Station Totals		238,900	235,900	99
Net Weekly Circulation (1992)			141,600	
Average Daily Circulation (1992)			64,000	

Louisiana—Lafayette

KATC

Ch. 3

Network Service: ABC.

Licensee: KATC Associates, Box 93133, Lafayette, LA 70509.

Studio: 1103 Eraste Landry Rd., Lafayette, LA 70506.

Mailing Address: Box 93133, Lafayette, LA 70509.

Telephone: 318-235-3333. **Fax:** 318-234-3580.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1740-ft. above av. terrain, 1793-ft. above ground, 1800-ft. above sea level.

Latitude 30° 02' 19.10"
Longitude 92° 22' 14.90"

Transmitter: 25-mi. SW of city limits.

Satellite Earth Stations: Andrew, 7.3-meter C-band; Microdyne, 5-meter Ku-band; Scientific-Atlanta, 4.6-meter C-band; Andrew, 4.5-meter C-band; Avantek, Microdyne, Scientific-Atlanta receivers.

News Services: ABC, AP, CNN.

Ownership: ML Media Partners L.P./Media Management Partners (Group Owner).

Began Operation: September 19, 1962. Sale to Loyola University approved by FCC April 29, 1982. Sale to present owners approved Nov. 28, 1986.

Represented (sales): Katz Television.

Represented (legal): Wiley, Rein & Fielding.

Personnel:

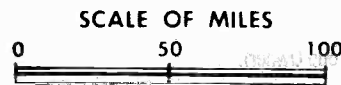
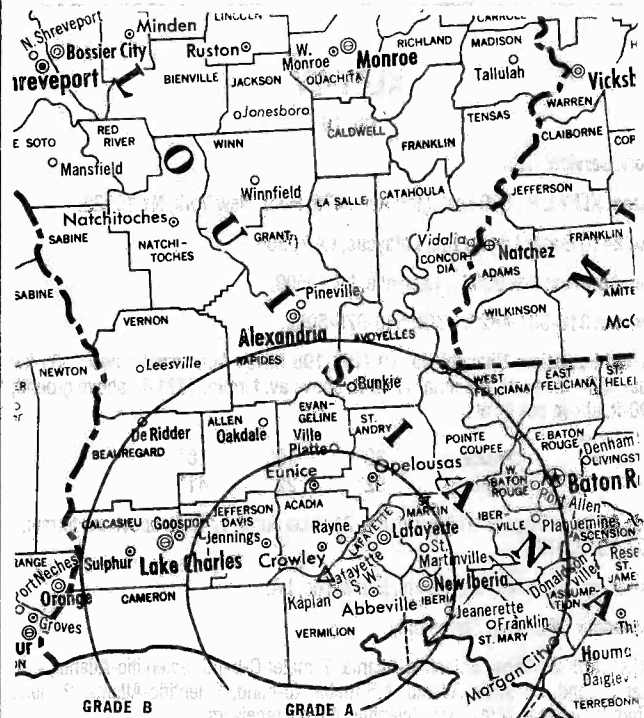
- Tom Will, General Manager
- Bill Bowers, General Sales Manager
- Dale Vincent, Director of Broadcast Operations
- Bill Rumsey, Chief Engineer
- Deborah Terribile, News Director
- Bill Leger, News Director
- David Cuccio, Promotion Director
- Sandra Clark, Business Manager

Rates: On request.

City of License: Lafayette. **ADI:** Lafayette, LA. **Rank:** 118.

Total Households; ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	LOUISIANA			
	Acadia	19,600	19,300	99
	Allen	7,200	7,100	99
	Evangeline	12,000	11,700	98
	Iberia	22,400	22,200	99
	Jefferson Davis	10,800	10,700	99



KATC BPCT-5012 Granted 4/15/77

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Lafayette	60,500	60,000	99
	St Landry	28,600	28,000	98
	St Martin	14,900	14,700	99
	St Mary	19,400	19,200	99
	Vermilion	18,300	18,100	99
Between 25-49%	LOUISIANA			
	Beauregard	10,900	10,700	98
	Calcasieu	61,500	61,000	99
Between 5-24%	LOUISIANA			
	Assumption	7,200	7,100	99
	Avoyelles	14,000	13,800	99
	Cameron	3,300	3,300	100
	Pointe Coupee	7,900	7,800	98
	Rapides	47,400	47,000	99
	Vernon	19,000	18,600	98
TEXAS				
	Newton	4,900	4,800	98
Station Totals		389,800	385,100	99
Net Weekly Circulation (1992)			222,100	
Average Daily Circulation (1992)			120,500	

Louisiana—Lafayette

KLFY-TV

Ch. 10

Network Service: CBS.

Licensee: KLFY L.P., 599 Lexington Ave., 47th Floor, New York, NY 10022.

Studio: 2410 Eraste Landry Rd., Lafayette, LA 70506.

Mailing Address: Box 90665, Lafayette, LA 70509.

Telephone: 318-981-4823. **TWX:** 510-975-5052.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 309-kw visual, 45.7-kw aural. Antenna: 1748-ft. above av. terrain, 1771-ft. above ground, 1800-ft. above sea level.

Latitude 30° 19' 18"
Longitude 92° 22' 41"

Holds CP for change to 316-kw visual, 31.6-kw aural, 1740-ft. above av. terrain. BPCT-791231KG.

Transmitter: State Hwy. 98, 1.8-mi. E of Maxie, LA.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.5-meter C-band; Scientific-Atlanta, 4.5-meter Ku-band; Scientific-Atlanta, 3-meter Ku-band; Cyclesat, M/A-Com, Scientific-Atlanta receivers.

News Service: AP.

Ownership: Young Broadcasting Inc. (Group Owner).

Began Operation: June 3, 1955. Transfer of control to individual stockholders of KWTX Bcstg. which held 80% approved by FCC Jan. 22, 1968. Previous sale by Camellia Bcstg. Co. Inc., Paul H. DeClouet and associates approved Jan. 27, 1965 by FCC (Television Digest, Vol. 4:48; 5:6). FCC approved sale to present owners by Texoma Bcstrs. Inc., Feb. 3, 1988.

Represented (sales): Adam Young Inc.

Represented (legal): Wiley, Rein & Fielding.

Personnel:

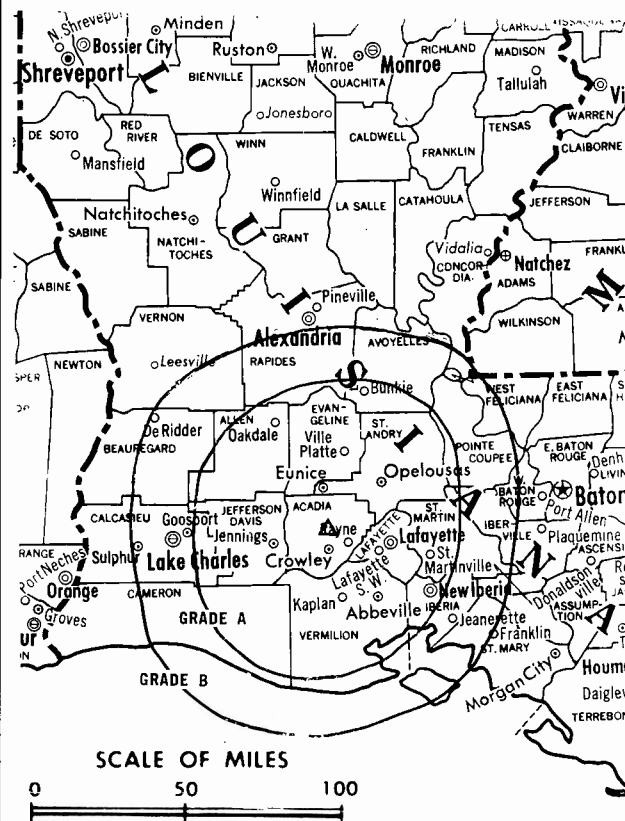
- Joseph Varholy, Vice President & General Manager.
- Maria Placer, Vice President, News.
- Gary Arnold, Assistant News Director.
- Mike Barras, General Sales Manager.
- Harriet Landry, National Sales Manager.
- Terry Dover, Operations Manager & Program Director.
- Mike Harrelson, Promotion Director.
- Dave Hebert, Chief Engineer.
- Sandra Campeaux, Business Manager.

Rates: On request.

City of License: Lafayette. **ADI:** Lafayette, LA. **Rank:** 118.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	LOUISIANA			
	Acadia	19,600	19,300	99
	Allen	7,200	7,100	99



KLFY-TV BPCT-791231KG Granted 7/28/80

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	LOUISIANA			
	Avoyelles	14,000	13,800	99
	Beauregard	10,900	10,700	98
	Calcasieu	61,500	61,000	99
	Cameron	3,300	3,300	100
	Evangeline	12,000	11,700	98
	Iberia	22,400	22,200	99
	Jefferson Davis	10,800	10,700	99
	Lafayette	60,500	60,000	99
	Pointe Coupee	7,900	7,800	98
	Rapides	47,400	47,000	99
	St Landry	28,600	28,000	98
	St Martin	14,900	14,700	99
St Mary	19,400	19,200	99	
Vermilion	18,300	18,100	99	
Vernon	19,000	18,600	98	
Between 5-24%	LOUISIANA			
	Assumption	7,200	7,100	99
	Grant	6,600	6,500	98
	Iberville	10,100	10,000	99
	Lafourche	28,800	28,500	99
Station Totals	MISSISSIPPI			
	Wilkinson	3,400	3,300	97
Station Totals		433,800	428,600	99
Net Weekly Circulation (1992)				302,300
Average Daily Circulation (1992)				186,200

Louisiana—Lake Charles

KPLC-TV

Ch. 7

Network Service: NBC.

Licensee: Cosmos Bcstg. Corp., Box 1488, Lake Charles, LA 70602.

Studio: 320 Division St., Lake Charles, LA 70601.

Telephone: 318-439-9071. **Fax:** 318-437-7600.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 295-kw visual, 55-kw aural. Antenna: 1480-ft. above av. terrain, 1519-ft. above ground, 1549-ft. above sea level

Latitude 30° 23' 43"
Longitude 93° 00' 08"

Transmitter: Near Fenton, LA.

Satellite Earth Stations: Harris, 10-meter Ku-band; Harris, 3-meter Ku-band; Harris, 3-meter C-band; Comtech, 7-meter, Ku & C-band; Harris, Omni receivers.

News Service: AP.

Ownership: Cosmos Broadcasting Corp. (Group Owner).

Began Operation: September 29, 1954. Sale to present owner approved by FCC Nov. 13, 1986 (Television Digest, Vol. 26:39). Sale to Channel Communications by G. Russell Chambers approved by FCC March 31, 1986. Previous sale by Calcasieu TV & Radio Inc. approved by FCC Feb. 18, 1971. Sale to Calcasieu by T. B. Lanford & L. M. Sepaugh Sr. & Jr. approved June 30, 1964 (Vol. 4:18, 27).

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

Represented (legal): Dow, Lohnes & Albertson.

Personnel:

James D. Serra, Vice President & General Manager.

Steve Hensley, General Sales Manager.

Dolores Tutt, Local Sales Manager.

James Smith, News Director.

Robin Daugereau, Program and Marketing Director.

Daphne Walker, Promotion Director.

Sandra Barrow, Business Manager.

Ron Blansett, Chief Engineer.

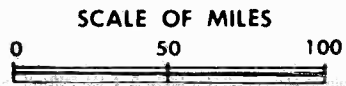
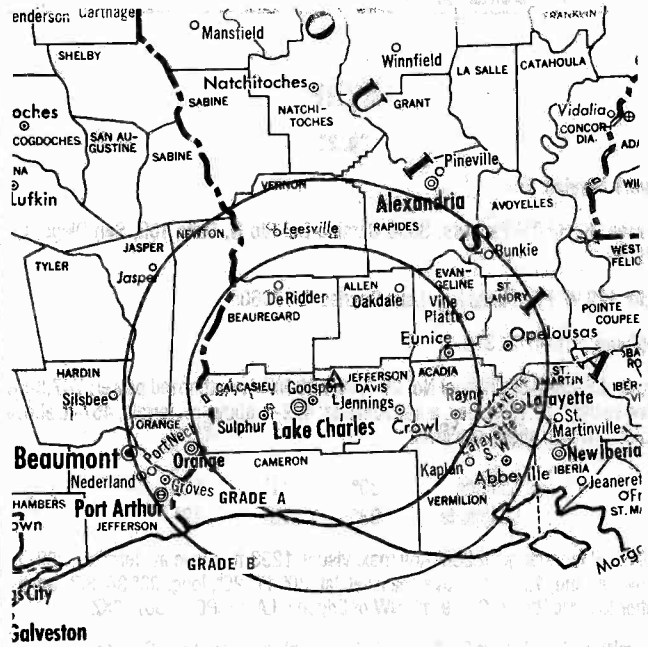
Highest 30 Sec. Rate: \$900.

NETWORK BASE HOURLY RATE: \$640.

City of License: Lake Charles. **ADI:** Lake Charles. **Rank:** 175.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	LOUISIANA			
	Acadia	19,600	19,300	99
	Allen	7,200	7,100	99
	Beauregard	10,900	10,700	98
	Calcasieu	61,500	61,000	99
	Cameron	3,300	3,300	100
	Jefferson Davis	10,800	10,700	99
	Lafayette	60,500	60,000	99
	Vermilion	18,300	18,100	99



KPLC-TV BPGT-4012 Granted 12/12/67 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	LOUISIANA			
	St Landry	28,600	28,000	98
Between 5-24%	LOUISIANA			
	Avoyelles	14,000	13,800	99
	Evangeline	12,000	11,700	98
	Iberia	22,400	22,200	99
	Sabine	9,400	9,200	97
	St Martin	14,900	14,700	99
TEXAS	Vernon	19,000	18,600	98
	Jasper	11,900	11,700	98
	Newton	4,900	4,800	98
	Orange	28,700	28,500	99
Sabine	4,100	4,000	98	
Station Totals		362,000	357,400	99
Net Weekly Circulation (1992)				175,600
Average Daily Circulation (1992)				98,200

NEED BROADCAST TV OR CABLE TV DATA FROM THE FACTBOOK ON TAPE OR DISKETTE? NEED CUSTOMIZED REPORTS?

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Louisiana—Lake Charles

KVHP

Ch. 29

Network Service: Fox.

Licensee: KVHP-TV Partners, 3638 Camino Del Rio N, Suite 102, San Diego, CA 92108.

Studio: 129 W. Prien Lake Rd., Lake Charles, LA 70605.

Telephone: 318-474-1316.

Technical Facilities: Channel No. 29 (560-566 MHz). Authorized power: 747.6-kw max. visual, 112.1-kw max. aural. Antenna: 432-ft. above av. terrain, 457-ft. above ground, 471-ft. above sea level.

Latitude 30° 11' 50"
Longitude 93° 13' 12"

Holds CP for change to 2507-kw max. visual, 1293-ft. above av. terrain, 1289-ft. above ground, 1319-ft. above sea level, lat. 30° 17' 26", long. 93° 34' 35", transmitter to State Rte. 379, 5.9-mi. NW of Edgerly, LA. BMPCT-900730KZ.

Transmitter: SW of Ryan St. & Prien Lake Rd. intersection, Lake Charles.

Satellite Earth Stations: 2 in operation; Simulcast receivers.

News Service: CNN.

Ownership: KVHP-TV Partners.

Began Operation: January 18, 1983. Sale to Herschell Hardesty & J. W. DiGiglia by Hugh Van Eaton approved by FCC March 3, 1984. Sale to Marvin Gorman Ministries Inc. from receivership approved by FCC July 16, 1986. Sale to present owners approved March 12, 1987.

Represented (sales): Settel Inc.

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

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

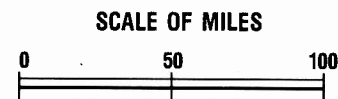
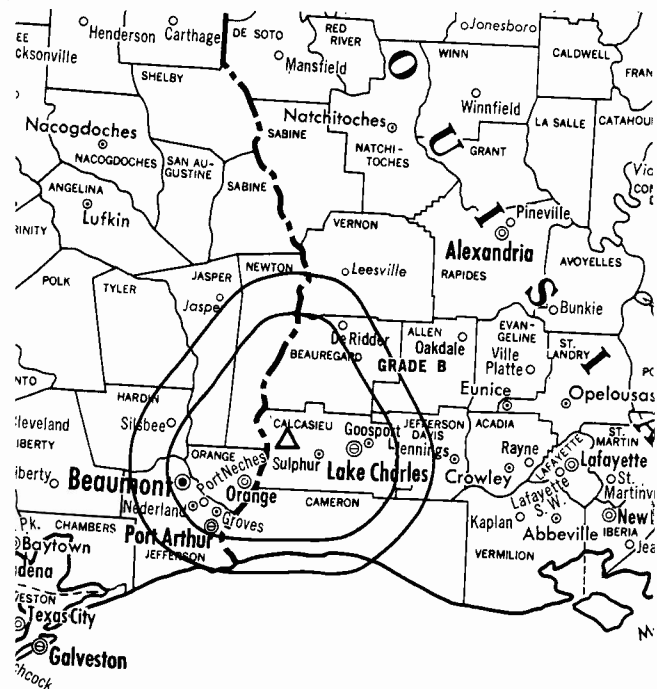
Personnel:

- Gary Hardesty, President.
- Ken Smith, General Manager.
- Jeff Pryor, Station Manager & Marketing Director.
- Debbie Racca, National Sales Manager.
- Jason Lauckner, Chief Engineer.
- Ted Wrenn, News Director.
- Betty Feduccia, Program Director.
- Sarah Bateman, Promotion Director.
- Cathy High, Business Manager.

Highest 30 Sec. Rate: \$185.

City of License: Lake Charles. **ADI:** Lake Charles. **Rank:** 175.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.



KVHP BMPCT-900730KZ Granted 8/16/91 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	LOUISIANA			
	Calcasieu	61,500	61,000	99
	Cameron	3,300	3,300	100
Between 25-49%	LOUISIANA			
	Beauregard	10,900	10,700	98
	Jefferson Davis	10,800	10,700	99
	Vernon	19,000	18,600	98
Between 5-24%	TEXAS			
	Jefferson	90,200	89,700	99
	Newton	4,900	4,800	98
	Orange	28,700	28,500	99
Station Totals	LOUISIANA			
	Allen	7,200	7,100	99
	TEXAS			
	Hardin	14,500	14,300	99
Jasper	11,900	11,700	98	
Tyler	6,900	6,800	98	
Net Weekly Circulation (1992)		269,800	267,200	99
Average Daily Circulation (1992)				115,600
				52,400

Louisiana—West Monroe-Monroe

KARD

Ch. 14

Network Service: ABC.

Licensee: Woods Communications Group Inc., 102 Thomas Rd., Suite 22, West Monroe, LA 71291.

Studio: 102 Thomas Rd., Suite 22, West Monroe, LA 71291.

Telephone: 318-323-1972. **Fax:** 318-322-0926.

Technical Facilities: Channel No. 14 (470-476 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1876-ft. above av. terrain, 1929-ft. above ground, 2049-ft. above sea level.

Latitude 32° 05' 41"
Longitude 92° 10' 39"

Transmitter: 5.5-mi. W of Columbia, 1.5-mi. S of Hwy. 4.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Andrew, 7-meter; Andrew, 3.5-meter; Andrew, Microwave Assoc. receivers.

Ownership: Charles Woods (Group Owner).

Began Operation: August 19, 1967 on Ch. 39 as KUZM-TV, left air Dec. 12, 1968; resumed operation under new ownership Aug. 13, 1970, left air Aug. 16, 1971. Resumed operation Oct. 6, 1974. Transfer of control to Kenneth E. Meyer, et al., approved by FCC Jan. 31, 1978. Sale to present owner approved Nov. 2, 1984.

Represented (sales): Settel Inc.

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

Personnel:

- Rick Lipps, General Manager.
- Joe Currie, General Sales Manager.
- Lydia Sandifer, Local Sales Manager.
- Rodney Evans, Chief Engineer.
- Todd Chisnell, Promotion Director.

Highest 30 Sec. Rate: \$350.

City of License: West Monroe. **ADI:** Monroe, LA-El Dorado, AR. **Rank:** 129.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	LOUISIANA			
	Caldwell	4,200	4,100	98
	Catahoula	4,100	4,000	98
	Concordia	7,600	7,400	97
	Franklin	8,000	7,900	99
	Jackson	6,300	6,200	98
	La Salle	5,500	5,400	98
	Lincoln	13,900	13,800	99
	Madison	4,900	4,800	98



KARD BPCT--851118KE Granted 5/27/86 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Morehouse	12,000	11,800	98
	Ouachita	51,400	50,900	99
	Richland	7,500	7,400	99
	Tensas	2,700	2,600	96
	Union	7,800	7,700	99
Between 25-49%	ARKANSAS			
	Ashley	9,100	8,900	98
	LOUISIANA			
West Carroll	4,600	4,500	98	
Winn	6,000	5,900	98	
Between 5-24%	LOUISIANA			
	Bienville	6,000	5,900	98
	East Carroll	3,400	3,300	97
	Grant	6,600	6,500	98
	Natchitoches	13,300	13,000	97
	Pointe Coupee	7,900	7,800	98
	MISSISSIPPI			
Adams	13,500	13,300	99	
Station Totals		206,300	203,100	98
Net Weekly Circulation (1992)				110,600
Average Daily Circulation (1992)				55,300

Louisiana—West Monroe

KMCT-TV

Ch. 39

Network Service: None, independent.

Licensee: Carolina Christian Bcstg. Inc., Box 1616, Greenville, SC 29602.

Studio: 701 Parkwood Dr., West Monroe, LA 71291.

Telephone: 318-322-1399.

Technical Facilities: Channel No. 39 (620-626 MHz). Authorized power: 560-kw max. visual, 56-kw max. aural. Antenna: 498-ft. above av. terrain, 514-ft. above ground, 583-ft. above sea level.

Latitude 32° 30' 21"
Longitude 92° 08' 54"

Transmitter: 701 Parkwood Dr., West Monroe.

Satellite Earth Stations: 2 in operation.

News Service: INN.

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

Began Operation: April 7, 1986.

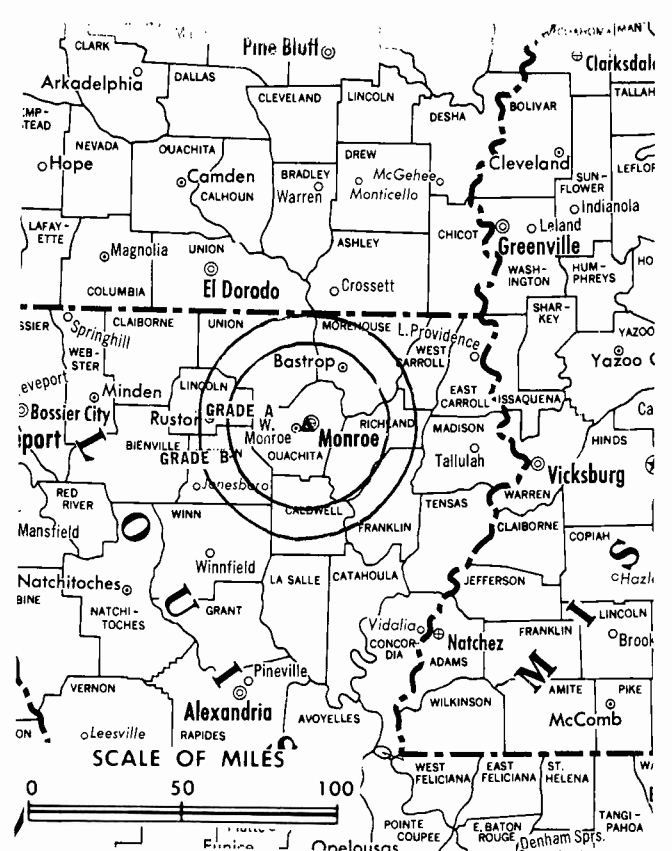
Personnel:

- James H. Thompson, President.
- Charles Reed, General Manager & Sales Manager.
- Norvin Duncan, General Counsel.
- Gene Gibson, Chief Engineer.

Rates: On request.

City of License: West Monroe. **ADI:** Monroe, LA-El Dorado, AR. **Rank:** 129.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.



KMCT-TV BNPCT-850920KG Granted 11/25/85 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	LOUISIANA Ouachita	51,400	50,900	99
Station Totals		51,400	50,900	99
Net Weekly Circulation (1992)				3,100
Average Daily Circulation (1992)				1,200

Louisiana—Monroe-El Dorado, Arkansas

KTVE
Ch. 10

Network Service: NBC.

Licensee: KTVE Inc., Box 4339, Monroe, LA 71203.

Studios: 2909 Kilpatrick Blvd., Monroe, LA 71201; 400 W. Main St., El Dorado, AR 71730.

Telephones: 318-323-1300 (Monroe); 501-862-6651 (El Dorado).

TWX: 510-977-5386.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 63.1-kw aural. Antenna: Circularly polarized, 2000-ft. above av. terrain, 1980-ft. above ground, 2106-ft. above sea level.

Latitude 33° 04' 41.00"
Longitude 92° 13' 40.60"

Transmitter: 0.5-mi. S of Bolding, on Missouri Pacific RR spur.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Satcom Technologies, 8.3-meter C-band; Harris, 7-meter Ku-band; Harris, 3.5-meter Ku-band; Harris, 3-meter C-band; Harris, Microdyne receivers.

News Service: AP.

Ownership: Gray Communications Systems Inc. (Group Owner).

Began Operation: December 18, 1955. Sale to present owner by Fuqua National Inc. approved Dec. 4, 1967. Previous sale to Fuqua by William Simon and WVET-TV approved Nov. 29, 1963 by FCC (Television Digest, Vol. 3:49). Sale to William Simon (52%) and WVET-TV (48%) by co-equal owners Dr. Joe F. Rushton, W. C. Blewster Jr. & W. M. Bigley approved July 6, 1960 (Vol. 16:25, 28). Transfer of 32% from Simon to WVET-TV approved Sept. 8, 1960 (Vol. 16:34).

Represented (sales): Katz Television.

Represented (legal): Sidley & Austin.

Represented (engineering): Smith & Powstenko.

Personnel:

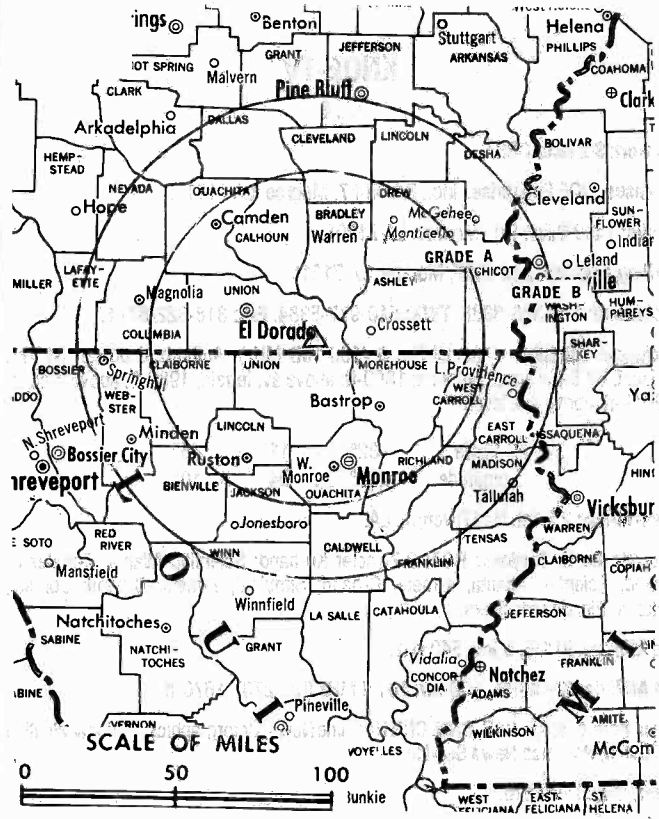
Andy Lee, Vice President & General Manager.
Wanda Meadows, Station Manager.
David Brown, General Sales Manager.
Fran Rogers, National Sales Manager.
Jerry Mayer, News Director.
Betty Smith, Program Director.
Mike Caruso, Chief Engineer.
Susan Allain, Promotion Director.
Judy Futch, Business Director.
David Clark, Operations Manager.

Rates: On request.

City of License: El Dorado, AR. ADI: Monroe, LA-El Dorado, AR. Rank: 129.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARKANSAS			
	Ashley	9,100	8,900	98
	Calhoun	2,200	2,200	100
	Chicot	5,500	5,400	97
	Desha	6,100	6,000	98
	Union	18,300	18,000	99
	LOUISIANA			
East Carroll	3,400	3,300	97	



KTVE BPCT-860328KH Granted 9/9/86

©American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Franklin	8,000	7,900	99
	Jackson	6,300	6,200	98
	Lincoln	13,900	13,800	99
	Morehouse	12,000	11,800	98
	Ouachita	51,400	50,900	99
	Richland	7,500	7,400	99
	Union	7,800	7,700	99
	West Carroll	4,600	4,500	98
Between 25-49%	ARKANSAS			
	Bradley	4,800	4,700	98
	Drew	6,400	6,300	98
	Ouachita	12,500	12,300	98
Between 5-24%	LOUISIANA			
	Bienville	6,000	5,900	98
	Caldwell	4,200	4,100	98
	Claiborne	6,200	6,100	98
	Madison	4,900	4,800	98
	MISSISSIPPI			
Washington	23,300	23,000	99	
Between 5-24%	ARKANSAS			
	Cleveland	3,000	2,900	97
	Columbia	9,800	9,600	98
	Dallas	3,800	3,700	97
	Nevada	3,700	3,600	97
Between 5-24%	LOUISIANA			
	Catahoula	4,100	4,000	98
Tensas	2,700	2,600	96	
Between 5-24%	MISSISSIPPI			
Bolivar	13,700	13,400	98	
Station Totals		265,200	261,000	98
Net Weekly Circulation (1992)				163,400
Average Daily Circulation (1992)				90,100

Louisiana—Monroe-West Monroe

KNOE-TV

Ch. 8

Network Service: CBS.

Licensee: NOE Enterprises Inc., Box 4067, Monroe, LA 71211.

Studio: 1400 Oliver Rd., Monroe, LA 71201.

Mailing Address: Box 4067, Monroe, LA 71211.

Telephone: 318-388-8888. **TWX:** 510-977-5384. **Fax:** 318-322-8774.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 62.5-kw aural. Antenna: 1890-ft. above av. terrain, 1989-ft. above ground, 2049-ft. above sea level.

Latitude 32° 11' 45"
Longitude 92° 04' 10"

Transmitter: 2.5-mi. N of Riverton, LA.

Satellite Earth Stations: RCA, 3.7-meter Ku-band; Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4-meter C-band; Simulsat, 7-meter C-band; Comsat, Harris, Pinzone receivers.

AM Affiliate: KNOE, 5-kw, 540 kHz.

FM Affiliate: KNOE-FM, 100-kw, 101.9 MHz (No. 270), 1670-ft.

News Services: AP, CBS, CNN, CNN Headline News, Colorgraphics, National Weather Service, Potomac News Service.

Ownership: Noe Corp.

Began Operation: September 27, 1953.

Represented (sales): Blair Television.

Represented (legal): Cohn & Marks.

Personnel:

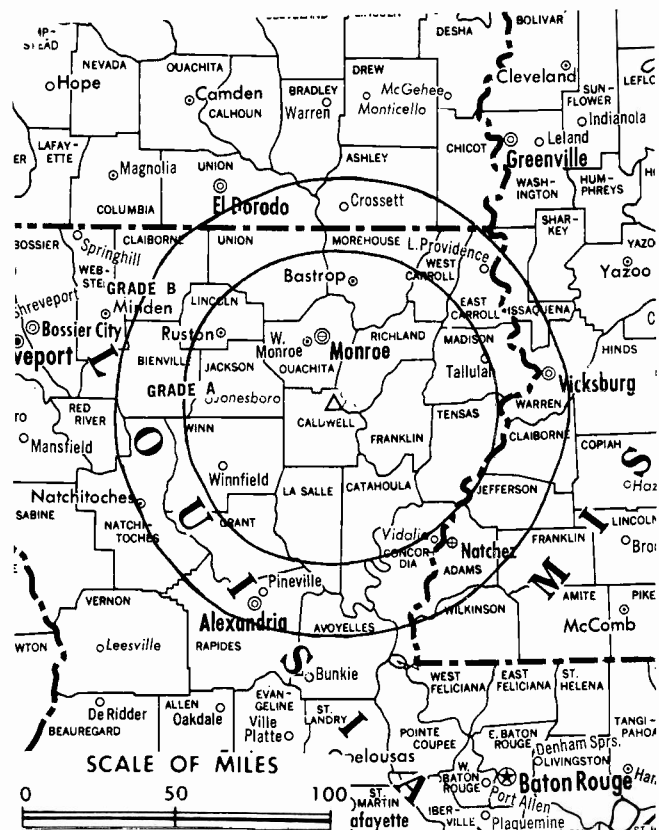
- James A. Noe Jr., President.
- Richard L. French, General Manager.
- Jamie Patrick, News Director.
- Jack McCall, Program Director.
- David Price, Promotion Director.
- Ronald Shelby, Controller.
- Freddy Roberts, Chief Engineer.
- Ansel Smith, Operations & Production Manager.
- Ken Purcell, Chief Photographer.
- Laura Z. Roberts, Personnel Director.

Highest 30 Sec. Rate: \$1200.

City of License: Monroe. **ADI:** Monroe, LA-El Dorado, AR. **Rank:** 129.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARKANSAS			
	Ashley	9,100	8,900	98
	Union	18,300	18,000	99
	LOUISIANA			
	Caldwell	4,200	4,100	98
	Catahoula	4,100	4,000	98
	Concordia	7,600	7,400	97
	East Carroll	3,400	3,300	97
	Franklin	8,000	7,900	99
	Grant	6,600	6,500	98
	Jackson	6,300	6,200	98
	La Salle	5,500	5,400	98
Lincoln	13,900	13,800	99	



KNOE-TV BPC2-3313 Granted 10/2/64

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Madison	4,900	4,800	98
	Morehous	12,000	11,800	98
	Natchitoches	13,300	13,000	97
	Ouachita	51,400	50,900	99
	Richland	7,500	7,400	99
	Tensas	2,700	2,600	96
	Union	7,800	7,700	99
	West Carroll	4,600	4,500	98
	Winn	6,000	5,900	98
	MISSISSIPPI			
	Adams	13,500	13,300	99
	Issaquena	700	700	100
Jefferson	2,900	2,800	97	
Between 25-49%	ARKANSAS			
	Chicot	5,500	5,400	97
	LOUISIANA			
	Bienville	6,000	5,900	98
	Claiborne	6,200	6,100	98
	Rapides	47,400	47,000	99
MISSISSIPPI				
Claiborne	3,500	3,400	97	
Warren	18,100	17,900	99	
Between 5-24%	ARKANSAS			
	Bradley	4,800	4,700	98
	LOUISIANA			
	Avoyelles	14,000	13,800	99
	Red River	3,600	3,500	97
	MISSISSIPPI			
Amite	4,800	4,700	98	
Wilkinson	3,400	3,300	97	
Station Totals		331,600	326,600	98
Net Weekly Circulation (1992)				228,800
Average Daily Circulation (1992)				145,300

Louisiana—New Orleans

WDSU-TV

Ch. 6

Network Service: NBC.

Licensee: WDSU Television Inc., 520 Royal St., No. 2020, New Orleans, LA 70130.

Studio: 520 Royal St., New Orleans, LA 70130.

Telephone: 504-527-0666. Fax: 504-527-0145.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 95.5-kw visual, 19.5-kw aural. Antenna: Circularly polarized, 932-ft. above av. terrain, 968-ft. above ground, 971-ft. above sea level.

Latitude 29° 57' 01.00"
Longitude 89° 57' 28.50"

Transmitter: 221 E. Josephine St., Chalmette, LA.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Stations: Transmit/receive Harris, 8-meter Ku-band; Scientific-Atlanta, 7-meter C-band; Harris, 3.5-meter Ku-band; Harris, Scientific-Atlanta receivers.

News Services: AP, CNN.

Ownership: Pulitzer Broadcasting Co. (Group Owner).

Began Operation: December 18, 1948. Sale to Cosmos Bcstg. by Royal Street Corp. approved by FCC Nov. 29, 1972 (Television Digest, Vol. 12:15, 49). Sale to present owner approved Sept. 22, 1989 (Vol. 29:31, 34, 35).

Represented (sales): Katz Television.

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

Personnel:

- John Carpenter, General Manager.
- Brooks Hogg, General Sales Manager.
- Blaine Mitchell, Local Sales Manager.
- Don Hain, Director of Broadcast Operations & Engineering.
- Linda Levy, News Director.
- Leslie Doskey, Program Coordinator.
- Charles E. Paige, Promotion & Marketing Director.
- Steve Mohammed, Business Manager.

Highest 30 Sec. Rate: \$9000.

NETWORK BASE HOURLY RATE: \$2200.

City of License: New Orleans, ADI: New Orleans. Rank: 40.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
LOUISIANA				
50% & Over	Jefferson	171,400	170,600	100
	Lafourche	28,800	28,500	99
	Orleans	197,200	195,500	99
	Plaquemines	8,300	8,200	99
	St Bernard	23,800	23,700	100
	St Charles	15,100	15,000	99
	St James	6,700	6,600	98



SCALE OF MILES



WDSU-TV BPCT-2034 Granted 11/10/55

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	St John The Baptist	13,300	13,100	98
	St Tammany	53,600	53,100	99
	Tangipahoa	30,800	30,300	98
	Terrebonne	32,300	31,900	99
	Washington	16,300	16,000	98
MISSISSIPPI				
	Hancock	12,500	12,400	99
	Harrison	61,300	61,000	100
	Pearl River	14,300	14,200	99
LOUISIANA				
Between 25-49%	Assumption	7,200	7,100	99
	St Mary	19,400	19,200	99
LOUISIANA				
Between 5-24%	Ascension	19,900	19,600	98
	Livingston	24,700	24,300	98
	St Helena	3,200	3,100	97
MISSISSIPPI				
	Jackson	43,300	43,000	99
	Stone	3,800	3,800	100
	Walthall	5,000	4,900	98
Station Totals		812,200	805,100	99
Net Weekly Circulation (1992)				610,800
Average Daily Circulation (1992)				357,300

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

Louisiana—New Orleans

WGNO

Ch. 26

Network Service: None, independent.

Licensee: WGNO Inc., 2 Canal St., Suite 2800, New Orleans, LA 70130.

Studio: 2 Canal St., Suite 2800, New Orleans, LA 70130.

Telephone: 504-581-2600. **TWX:** 810-954-6158. **Fax:** 504-522-1885.

Technical Facilities: Channel No. 26 (542-548 MHz). Authorized power: 2690-kw max. & 1100-kw horizontal visual, 269-kw max. & 111-kw horizontal aural. Antenna: 1010-ft. above av. terrain, 1049-ft. above ground, 1049-ft. above sea level.

Latitude 29° 58' 55"
Longitude 89° 56' 58"

Transmitter: Paris Rd. & Bayou Bienvenue, New Orleans.

Satellite Earth Stations: Simulsat, 7-meter C-band; Vertex, 5-meter Ku-band; Harris, Scientific-Atlanta receivers.

Ownership: Tribune Broadcasting Co. (Group Owner).

Began Operation: October 14, 1967. Sale to Tribune Bcstg. Co. by General Media Corp. approved by FCC July 22, 1983. Sale to General Media by Seymour Smith, et al., approved June 30, 1978. Previous sale by Receiver in Bankruptcy approved by FCC Dec. 29, 1971. Station was originally owned by David W. Wagenvoort, et al.

Represented (sales): TeleRep Inc.

Represented (legal): Sidley & Austin.

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

Personnel:

- William C. Ross**, Vice President & General Manager.
- Vincent Manzi**, General Sales Manager.
- Karen Nally**, Local Sales Manager.
- Michael LaBonia**, National Sales Manager.
- Paula Pendarvis**, News Director.
- Kath Quinn**, Program Director.
- Don Rooney**, Director of Operations.
- Jeff Clemons**, Promotion Director.
- Rhonda Huete**, Controller.
- Chris Rogers**, Marketing Director.

Highest 30 Sec. Rate: \$1500.

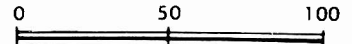
City of License: New Orleans. **ADI:** New Orleans. **Rank:** 40.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	LOUISIANA			
	Jefferson	171,400	170,600	100
	Lafourche	28,800	28,500	99
	Orleans	197,200	195,500	99
	Plaquemines	8,300	8,200	99



SCALE OF MILES



WGNO BPCT-790523KE Granted 1/30/80

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Net Weekly Circulation	State County	Total Households	TV Households Households	%	
50% & Over	St Bernard	23,800	23,700	100	
	St Charles	15,100	15,000	99	
	St James	6,700	6,600	98	
	St John The Baptist	13,300	13,100	98	
	St Tammany	53,600	53,100	99	
	Terrebonne	32,300	31,900	99	
	LOUISIANA				
Between 25-49%	Ascension	19,900	19,600	98	
	St Mary	19,400	19,200	99	
	Tangipahoa	30,800	30,300	98	
	Washington	16,300	16,000	98	
	MISSISSIPPI				
Between 5-24%	Hancock	12,500	12,400	99	
	Harrison	61,300	61,000	100	
	Pearl River	14,300	14,200	99	
	LOUISIANA				
	Assumption	7,200	7,100	99	
Station Totals	Livingston	24,700	24,300	98	
	St Helena	3,200	3,100	97	
	MISSISSIPPI				
Net Weekly Circulation (1992)	Stone	3,800	3,800	100	
	Walthall	5,000	4,900	98	
Average Daily Circulation (1992)		768,900	762,100	99	
				391,400	
				172,800	

Louisiana—New Orleans

WNOL-TV

Ch. 38

Network Service: Fox.

Licensee: Quincy Jones Bcstg. Inc., 1661 Canal St., New Orleans, LA 70112.

Studio: 1661 Canal St., New Orleans, LA 70112.

Telephone: 504-525-3838. **Fax:** 504-569-0908.

Technical Facilities: Channel No. 38 (614-620 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1019-ft. above av. terrain, 1018-ft. above ground, 1019-ft. above sea level.

Latitude 29° 58' 41"
Longitude 89° 56' 26"

Transmitter: 0.37-mi. SE of intersection of Rte. 47 & St. Bernard Parish boundry, Chalmette.

Multichannel TV Sound: Stereo only.

Satellite Earth Station: Simulsat, 7-meter; Harris, M/A-Corn receivers.

Ownership: Quincy Jones Bcstg. Inc.

Began Operation: March 25, 1984. Sale to TVX Broadcast Group by Channel 38 Assoc. Inc. approved by FCC Feb. 28, 1986 (*Television Digest*, Vol. 25:50). Sale to present owner approved Nov. 17, 1989.

Represented (sales): Sattel Inc.

Personnel:

Madelyn Mix Bonnot, Vice President & General Manager.

Steve Scollard, General Sales Manager.

Craig Gordon, Local Sales Manager.

Mike Zikmund, National Sales Manager.

Bob Lawrence, Chief Engineer.

Jenny Zoeller, Program Director.

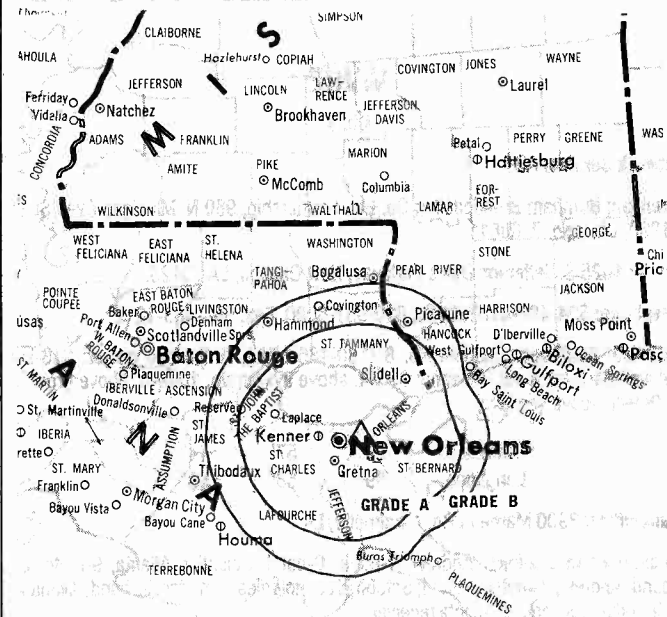
Linda Rae Tucker, Business Manager.

Highest 30 Sec. Rate: \$1500.

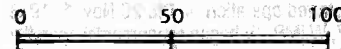
City of License: New Orleans. **ADI:** New Orleans. **Rank:** 40.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	LOUISIANA			
	Jefferson	171,400	170,600	100
	Lafourche	28,800	28,500	99
	Orleans	197,200	195,500	99
	Plaquemines	8,300	8,200	99
	St Bernard	23,800	23,700	100
	St Charles	15,100	15,000	99
	St James	6,700	6,600	98



SCALE OF MILES



WNOL-TV BMPCT-331214KI Granted 1/26/84

©American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	St John The Baptist	13,300	13,100	98
	St Tammany	53,600	53,100	99
	Tangipahoa	30,800	30,300	98
	Terrebonne	32,300	31,900	99
Between 25-49%	LOUISIANA			
	Washington	16,300	16,000	98
	MISSISSIPPI			
	Hancock	12,500	12,400	99
Harrison	61,300	61,000	100	
Pearl River	14,300	14,200	99	
Between 5-24%	LOUISIANA			
	Livingston	24,700	24,300	98
	St Helena	3,200	3,100	97
MISSISSIPPI				
Walthall	5,000	4,900	98	
Station Totals		718,600	712,400	99
Net Weekly Circulation (1992)				396,500
Average Daily Circulation (1992)				175,000

Louisiana—New Orleans

WVUE

Ch. 8

Network Service: ABC.

Licensee: Burnham Broadcasting Co. Ltd. Partnership, 980 N. Michigan Ave., Suite 1200, Chicago, IL 60611.

Studio: 1025 S. Jefferson Davis Parkway, New Orleans, LA 70125.

Telephone: 504-486-6161. **TWX:** 810-951-6090. **Fax:** 504-483-1212.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 990-ft. above av. terrain, 1046-ft. above ground, 1049-ft. above sea level.

Latitude 29° 57' 14"
Longitude 89° 56' 58"

Transmitter: 3900 Marrietta Rd., Chalmette, LA.

Satellite Earth Stations: Andrew, 9-meter C-band; Scientific-Atlanta, 9-meter C-band; Andrew, 7-meter C-band; Satcom Technologies, 7-meter Ku-band; Avantek, Microdyne, Scientific-Atlanta receivers.

News Service: AP.

Ownership: Burnham Broadcasting Co. (Group Owner).

Began Operation: December 17, 1958 on Ch. 13, and on Jan. 28, 1959 FCC granted temporary Ch. 13 operation by New Orleans Television Corp. (*Television Digest*, Vol. 14:51; 15:5). Supreme Bcstg. Co. started operation on Ch. 20 Nov. 1, 1953, using WJMR-TV call letters. In Oct. 1957, WJMR-TV began experimental operation on Ch. 12 but FCC ruled in 1958 that this operation was to close by Jan. 1, 1959 but WVUE did not begin on Ch. 12 until Sept. 1, 1962. Sale of 60% by New Orleans Television Inc. (Joseph A. Paretti and associates) to Screen Gems and contingent transfer by Rust Craft of its 40% to Screen Gems approved June 2, 1965 by FCC (Vol. 5:8, 23). Switched to Ch. 8 June 8, 1970. Sale to Gaylord Bcstg. approved by FCC June 30, 1977 (Vol. 16:26; 17:28). Sale to Burnham Bcstg. L.P. by Gaylord approved by FCC June 8, 1987 (Vol. 26:47; 27:3).

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

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

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

Personnel:

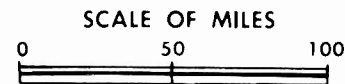
- Philip Nye, President & General Manager.
- Jim Goodlad, General Sales Manager.
- Dan Wanko, Local Sales Manager.
- Andy Barton, News Director.
- Kathy Kovacevich, Program Director.
- Greg Buisson, Marketing Director.
- John Nagel, Director of Finance.
- Fred Barrett, Chief Engineer.

Rates: On request.

City of License: New Orleans. **ADI:** New Orleans. **Rank:** 40.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	LOUISIANA			
	Jefferson	171,400	170,600	100
	Lafourche	28,800	28,500	99



WVUE Doc-18390

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households Households	%	
50% & Over	Orleans	197,200	195,500	99	
	Plaquemines	8,300	8,200	99	
	St Bernard	23,800	23,700	100	
	St Charles	15,100	15,000	99	
	St James	6,700	6,600	98	
	St John The Baptist	13,300	13,100	98	
	St Tammany	53,600	53,100	99	
	Tangipahoa	30,800	30,300	98	
	Terrebonne	32,300	31,900	99	
	Washington	16,300	16,000	98	
MISSISSIPPI	Hancock	12,500	12,400	99	
	Pearl River	14,300	14,200	99	
	LOUISIANA	Ascension	19,900	19,600	98
		Assumption	7,200	7,100	99
MISSISSIPPI		Harrison	61,300	61,000	100
	Walthall	5,000	4,900	98	
	LOUISIANA	Livingston	24,700	24,300	98
St Helena		3,200	3,100	97	
St Mary		19,400	19,200	99	
MISSISSIPPI		Pike	13,500	13,300	99
	Station Totals	778,600	771,600	99	
Net Weekly Circulation (1992)				552,200	
Average Daily Circulation (1992)				291,500	

Louisiana—New Orleans

WWL-TV

Ch. 4

Network Service: CBS.

Licensee: Rampart Operating Partnership, 1024 N. Rampart St., New Orleans, LA 70116-2487.

Studio: 1024 N. Rampart St., New Orleans, LA 70116-2487.

Telephone: 504-529-4444. **TWX:** 810-951-5097. **Fax:** 504-529-6400.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: Circularly polarized, 1048-ft. above av. terrain, 1049-ft. above ground, 1049-ft. above sea level.

Latitude 29° 54' 22.50"
Longitude 90° 02' 23.30"

Transmitter: No. Four Cooper Rd., Gretna, LA 70053.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Harris, 7.4-meter Ku-band; Harris, 6.1-meter C-band; Harris, Scientific-Atlanta receivers.

SNG Mobile Dish: Dalsat, 4.2-meter Ku-band.

News Services: AP, UPI.

Ownership: Rampart Operating Partnership.

Began Operation: September 7, 1957. Sale to present owners by Loyola University approved by FCC May 23, 1990 (Television Digest, Vol. 30:1).

Represented (sales): Petry Television.

Represented (legal): Holland & Knight.

Personnel:

J. Michael Early, President & General Manager.

Phil Johnson, Vice President & Assistant Manager.

Jimmie B. Phillips, Director of Sales.

Don De La Houssaye, Local Sales Manager.

Billie Bonnett, National Sales Manager.

Joe Duke, News Director.

Dee Joyce, Promotion & Marketing Director.

Debra Barnewold, Business Manager.

William Mosely, Finance Director.

Gary Coullard, Chief Engineer.

Neil Fears, Marketing Director.

Highest 30 Sec. Rate: \$5000.

NETWORK BASE HOURLY RATE: \$4580.

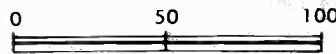
City of License: New Orleans, ADJ: New Orleans. Rank: 40.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	LOUISIANA			
	Assumption	7,200	7,100	99
	Jefferson	171,400	170,600	100
	Lafourche	28,800	28,500	99
	Orleans	197,200	195,500	99
	Plaquemines	8,300	8,200	99
	St Bernard	23,800	23,700	100



SCALE OF MILES



WWL-TV BL-CT-3071 Granted 11/11/62

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	St Charles	15,100	15,000	99
	St James	6,700	6,600	98
	St John The Baptist	13,300	13,100	98
	St Tammany	53,600	53,100	99
	Tangipahoa	30,800	30,300	98
	Terrebonne	32,300	31,900	99
	Washington	16,300	16,000	98
	MISSISSIPPI			
	Hancock	12,500	12,400	99
	Harrison	61,300	61,000	100
Pearl River	14,300	14,200	99	
Between 25-49%	LOUISIANA			
	Ascension	19,900	19,600	98
	St Helena	3,200	3,100	97
	St Mary	19,400	19,200	99
Between 5-24%	MISSISSIPPI			
	Pike	13,500	13,300	99
	Walthall	5,000	4,900	98
Between 5-24%	LOUISIANA			
	Livingston	24,700	24,300	98
	MISSISSIPPI			
	Jackson	43,300	43,000	99
Marion	9,200	9,100	99	
Stone	3,800	3,800	100	
Station Totals		834,900	827,500	99
Net Weekly Circulation (1992)				647,200
Average Daily Circulation (1992)				449,500

Louisiana—Shreveport

KMSS-TV

Ch. 33

Network Service: Fox.

Licensee: SWMM/Shreveport Corp., 6100 Corporate Dr., Suite 130, Houston, TX 77036.

Studio: 3519 Jewella Ave., Shreveport, LA 71109.

Mailing Address: Box 30033, Shreveport, LA 71130.

Telephone: 318-631-5677. **Fax:** 318-631-4195.

Technical Facilities: Channel No. 33 (584-590 MHz). Authorized power: 4532-kw max. visual, 453.2-kw max. aural. Antenna: 1813-ft. above av. terrain, 1749-ft. above ground, 2014-ft. above sea level.

Latitude 32° 40' 00"
Longitude 93° 56' 02"

Transmitter: 0.57-mi. S of KSLA-TV transmitter site on St. John's Church Rd.

Multichannel TV Sound: Stereo only.

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

News Service: Fox News.

Ownership: SouthWest MultiMedia Corp.

Began Operation: October 6, 1985. Sale by J. D. Waggoner & G. Teekell, et al., to present owner approved by FCC June 24, 1987.

Represented (sales): Seltel Inc.

Personnel:

Art Lanham, Vice President & General Manager.

Susan Newman, General Sales Manager.

Paul Jones, Local Sales Manager.

Richard Logan, Engineering Director.

Doug Ginn, News Coordinator

Chuck Smith, News & Entertainment Director.

Karl Cole, Promotion Director.

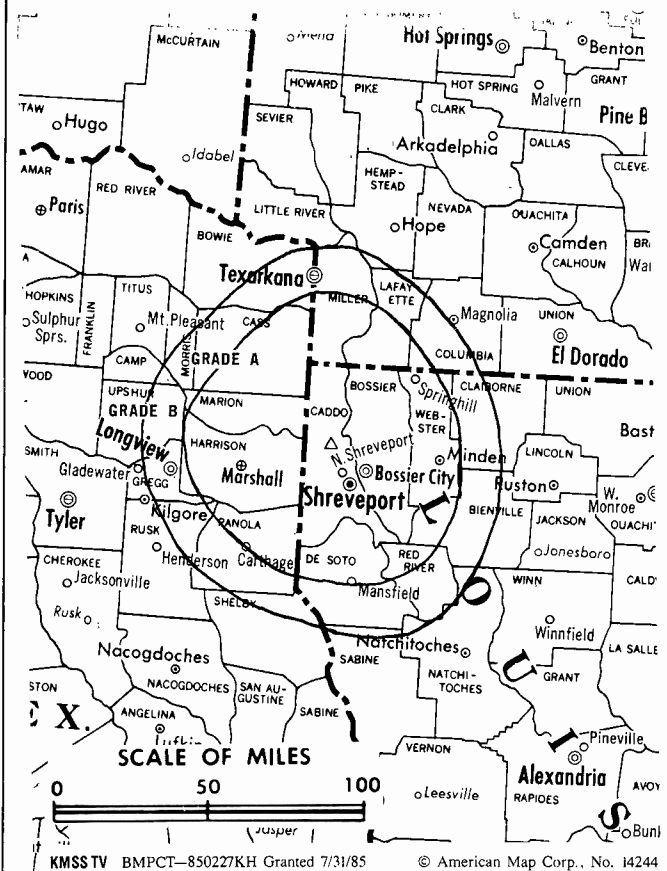
Phyllis Phillips, Business Manager.

Rates: On request.

City of License: Shreveport. **ADI:** Shreveport, LA-Texarkana, TX. **Rank:** 71.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARKANSAS			
	Miller	14,400	14,200	99
	LOUISIANA			
	Bossier	31,700	31,400	99
	Caddo	97,800	96,900	99
	De Soto	9,700	9,500	98
	Webster	16,600	16,400	99
	TEXAS			
	Bowie	31,200	30,900	99
	Cass	11,300	11,100	99
	Harrison	20,800	20,500	99
Marion	4,100	4,000	98	
Between 25-49%	ARKANSAS			
	Howard	5,000	4,900	98
	Sevier	5,300	5,200	98
	LOUISIANA			
	Bienville	6,000	5,900	98



Net Weekly Circulation	State County	Total Households	TV Households	%	
Between 25-49%	Claiborne	6,200	6,100	98	
	Natchitoches	13,300	13,000	97	
	Sabine	9,400	9,200	97	
	TEXAS				
	Gregg	41,400	40,900	99	
	Panola	8,400	8,300	99	
	Rusk	16,300	16,100	99	
	Sabine	4,100	4,000	98	
	Between 5-24%	ARKANSAS			
		Columbia	9,800	9,600	98
Hempstead		8,300	8,100	98	
Lafayette		3,500	3,400	97	
Pike		4,100	4,000	98	
LOUISIANA					
Jackson		6,300	6,200	98	
Red River		3,600	3,500	97	
Winn		6,000	5,900	98	
OKLAHOMA					
Mc Curtain	12,800	12,500	98		
TEXAS	Camp	4,000	3,900	98	
	Franklin	3,100	3,000	97	
	Morris	5,100	5,000	98	
	Red River	5,900	5,800	97	
	Shelby	9,100	8,900	98	
	Titus	8,900	8,800	99	
	Upshur	11,800	11,600	98	
	Wood	11,800	11,600	98	
	Station Totals		467,100	460,300	99
	Net Weekly Circulation (1992)				194,600
Average Daily Circulation (1992)				83,600	

Louisiana—Shreveport

KSLA-TV
Ch. 12

Network Service: CBS.

Licensee: VSC Communications Inc., Box 4812, Shreveport, LA 71104.

Studio: 1812 Fairfield Ave., Shreveport, LA 71101.

Telephone: 318-222-1212. **TWX:** 510-973-4013. **Fax:** 318-677-6703.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 38-kw aural. Antenna: 1800-ft. above av. terrain, 1794-ft. above ground, 2049-ft. above sea level.

Latitude 32° 40' 29"
Longitude 93° 55' 59"

Transmitter: 2-mi. ESE of Mooringsport.

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

News Services: AP, CBS.

Ownership: Viacom Broadcasting Inc. (Group Owner).

Began Operation: December 22, 1953 as KSLA Interim Television Corp., equally owned by KRMD, KCJ and grantee. On May 19, 1955, final decision was granted to Shreveport Television Co. (Television Digest, Vol. 11:21). Sale to KSLA-TV by Mrs. George, et al., who retained minority interest, approved May 25, 1960 (Vol. 16:6, 24). Sale to present owner approved by FCC March 29, 1983 (Vol. 23:3).

Represented (sales): TeleRep Inc.

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

Personnel:

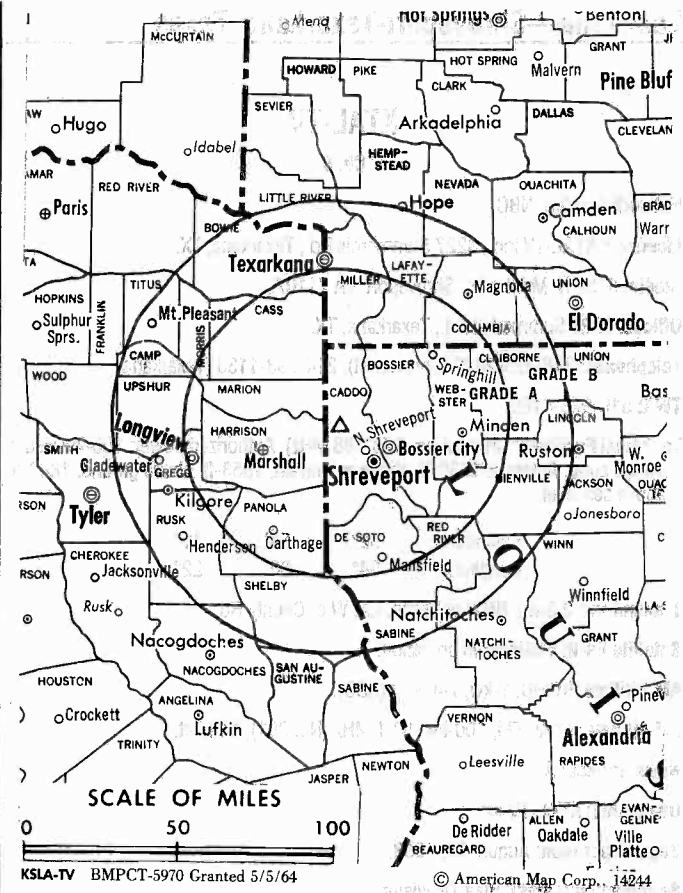
- Alan F. Cartwright, Vice President & General Manager.
- Marc Stover, Director of Sales.
- Mike Thomas, Operations & Promotion Manager.
- Walker Campbell, News Director.
- Donna Frank, Program Director.
- Jim Womack, Chief Engineer.
- Cindy Townsend, Business Manager.

Rates: On request.

City of License: Shreveport. **ADI:** Shreveport, LA-**Texarkana, TX.** Rank: 71.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARKANSAS			
	Columbia	9,800	9,600	98
	Hempstead	8,300	8,100	98
	Howard	5,000	4,900	98
	Lafayette	3,500	3,400	97
	Little River	5,200	5,100	98
	Miller	14,400	14,200	99
	Sevier	5,300	5,200	98
	LOUISIANA			
	Bienville	6,000	5,900	98
	Bossier	31,700	31,400	99
	Caddo	97,800	96,900	99
	Claiborne	6,200	6,100	98
	De Soto	9,700	9,500	98
Natchitoches	13,300	13,000	97	
Red River	3,600	3,500	97	
Sabine	9,400	9,200	97	
Webster	16,600	16,400	99	
TEXAS				
Bowie	31,200	30,900	99	
Camp	4,000	3,900	98	



Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	ARKANSAS				
	Cass	11,300	11,100	99	
	Franklin	3,100	3,000	97	
	Gregg	41,400	40,900	99	
	Harrison	20,800	20,500	99	
	Marion	4,100	4,000	98	
	Morris	5,100	5,000	98	
	Nacogdoches	20,000	19,600	98	
	Panola	8,400	8,300	99	
	Rusk	16,300	16,100	99	
	Sabine	4,100	4,000	98	
	Shelby	9,100	8,900	98	
	Titus	8,900	8,800	99	
	Upshur	11,800	11,600	98	
Between 25-49%	ARKANSAS				
	Ouachita	12,500	12,300	98	
	LOUISIANA				
	Jackson	6,300	6,200	98	
	Lincoln	13,900	13,800	99	
	Winn	6,000	5,900	98	
OKLAHOMA					
Mc Curtin	12,800	12,500	98		
TEXAS	Red River	5,900	5,800	97	
	San Augustine	3,300	3,200	97	
	Between 5-24%	ARKANSAS			
		Nevada	3,700	3,600	97
Pike		4,100	4,000	98	
TEXAS					
Cherokee	15,100	14,800	98		
Hopkins	11,500	11,300	98		
Smith	58,200	57,600	99		
Wood	11,800	11,600	98		
Station Totals		610,500	601,600	99	
Net Weekly Circulation (1992)				402,300	
Average Daily Circulation (1992)				246,800	

Louisiana—Shreveport-Texarkana, Texas

KTAL-TV

Ch. 6

Network Service: NBC.

Licensee: KTAL-TV Inc., 3227 Summerhill Rd., Texarkana, TX.

Studio: 3150 N. Market St., Shreveport, LA 71107.

Offices: 3227 Summerhill Rd., Texarkana, TX.

Telephones: 318-425-2422 (Shreveport); 214-793-1133 (Texarkana).

TWX: 510-973-4169.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1580-ft. above av. terrain, 1553-ft. above ground, 1849-ft. above sea level.

Latitude 32° 54' 11"

Longitude 94° 00' 22"

Transmitter: 2.3-mi. NNW of Vivian, LA, W of County Rd.

Satellite Earth Stations: In operation.

AM Affiliate: KCMC, 1-kw, 740 kHz (ABC).

FM Affiliate: KTAL-FM, 100-kw, 98.1 MHz (No. 251), 1447-ft.

News Service: AP.

Ownership: KTAL-TV Inc.

Began Operation: August 16, 1953.

Represented (sales): Blair Television.

Represented (legal): Covington & Burling.

Personnel:

Walter E. Hussman, President.

H. Lee Bryant, Vice President & General Manager.

Douglas Yoder, Station & Sales Manager.

Jean Byrd, Program & Promotion Director.

Gordon Grafton, News Director.

George Tracy, Chief Engineer.

Terry Reese, Business Manager.

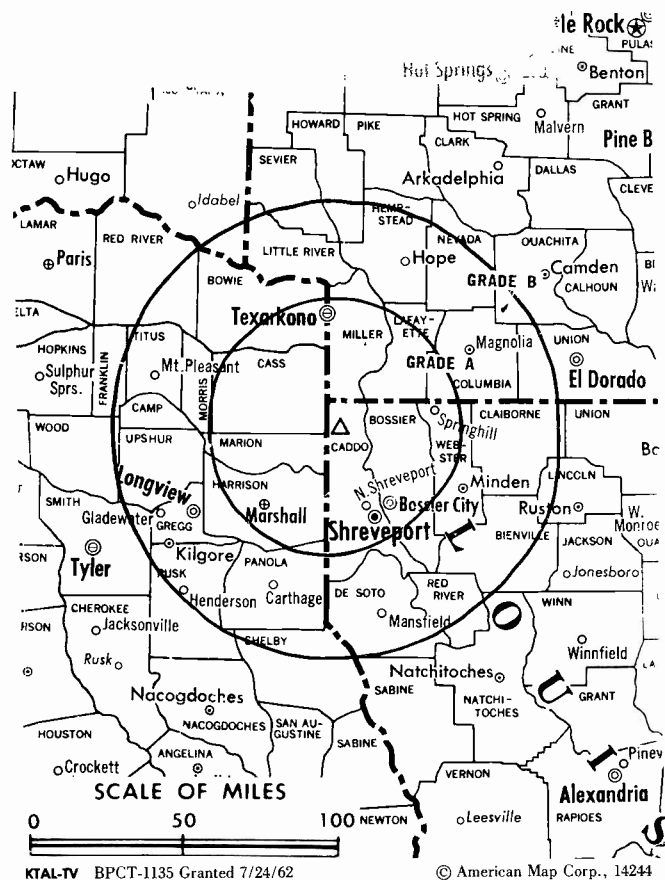
Highest 30 Sec. Rate: \$1400.

NETWORK BASE HOURLY RATE: \$750.

City of License: Texarkana, TX. ADI: Shreveport, LA-Texarkana, TX. Rank: 71.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARKANSAS			
	Columbia	9,800	9,600	98
	Hempstead	8,300	8,100	98
	Howard	5,000	4,900	98
	Lafayette	3,500	3,400	97
	Little River	5,200	5,100	98
	Miller	14,400	14,200	99
	Nevada	3,700	3,600	97
	Sevier	5,300	5,200	98
	LOUISIANA			
Bienville	6,000	5,900	98	
Bossier	31,700	31,400	99	
Caddo	97,800	96,900	99	
Claiborne	6,200	6,100	98	
De Soto	9,700	9,500	98	
Red River	3,600	3,500	97	
Webster	16,600	16,400	99	
OKLAHOMA				
Mc Curtain	12,800	12,500	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Bowie	31,200	30,900	99
	Camp	4,000	3,900	98
	Cass	11,300	11,100	99
	Franklin	3,100	3,000	97
	Gregg	41,400	40,900	99
	Harrison	20,800	20,500	99
	Marion	4,100	4,000	98
	Morris	5,100	5,000	98
	Panola	8,400	8,300	99
	Red River	5,900	5,800	97
	Rusk	16,300	16,100	99
	Shelby	9,100	8,900	98
	Titus	8,900	8,800	99
Upshur	11,800	11,600	98	
Between 25-49%	ARKANSAS			
	Pike	4,100	4,000	98
Between 5-24%	ARKANSAS			
	Ouachita	12,500	12,300	98
	Polk	6,800	6,600	97
	Union	18,300	18,000	99
	LOUISIANA			
Jackson	6,300	6,200	98	
Lincoln	13,900	13,800	99	
Natchitoches	13,300	13,000	97	
Sabine	9,400	9,200	97	
TEXAS	Hopkins	11,500	11,300	98
	Nacogdoches	20,000	19,600	98
	Sabine	4,100	4,000	98
	San Augustine	3,300	3,200	97
	Smith	58,200	57,600	99
	Wood	11,800	11,600	98
	Station Totals		614,500	605,500
Net Weekly Circulation (1992)				343,100
Average Daily Circulation (1992)				187,700

Louisiana—Shreveport

KTBS-TV

Ch. 3

Network Service: ABC.

Licensee: KTBS Inc., 312 E. Kings Hwy., Shreveport, LA 71104.

Studio: 312 E. Kings Hwy., Shreveport, LA 71104.

Mailing Address: Box 44227, Shreveport, LA 71134-4227.

Telephone: 318-861-5800. **Fax:** 318-862-9430.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1781-ft. above av. terrain, 1801-ft. above ground, 2049-ft. above sea level.

Latitude 32° 41' 08"
Longitude 93° 56' 00"

Transmitter: 1.5-mi. SE of Mooringsport, LA.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Andrew, 7.3-meter C-band; Andrew, 6.2-meter Ku-band; Andrew, 4.5-meter C-band; RCA, 3.7-meter; Ayantek, Scientific-Atlanta receivers.

News Services: ABC, AP, UPI.

Ownership: KTBS Inc.

Began Operation: September 3, 1955.

Represented (sales): Katz Television.

Represented (legal): Fletcher, Heald & Hildreth.

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

Personnel:

Edwin N. Wray, President & General Manager.

Tom Pears, National Sales Manager.

Andrew Pontz, News Director.

Marvin L. Perry Jr., Program Manager.

David L. Hendricks, Chief Engineer.

Don Wiegel, Promotion Manager.

A. Dale Beasley, Business Manager.

Oral Link, Production Manager.

Carolyn Lowry, Traffic Manager.

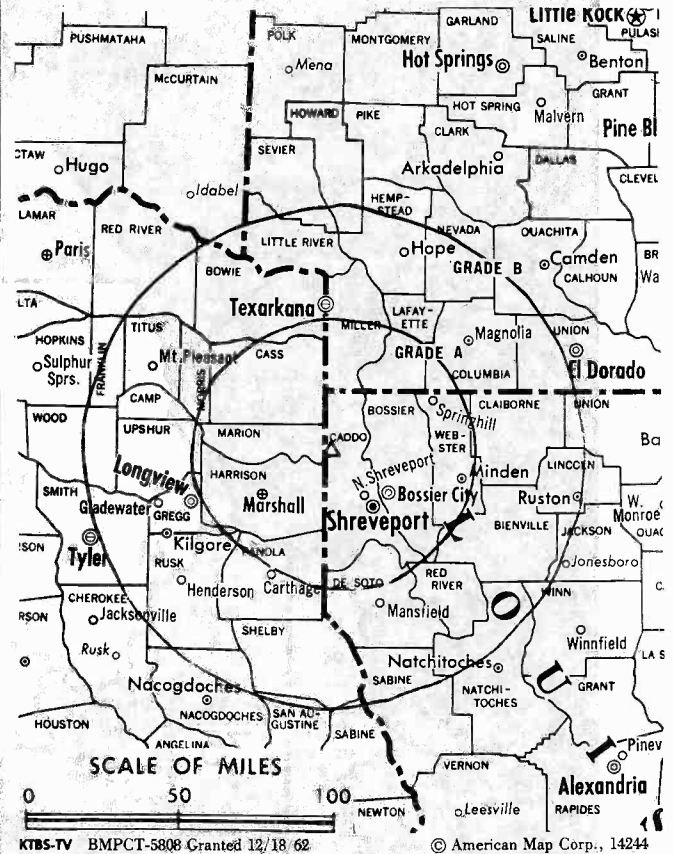
George Sirven, Community Projects Director.

Rates: On request.

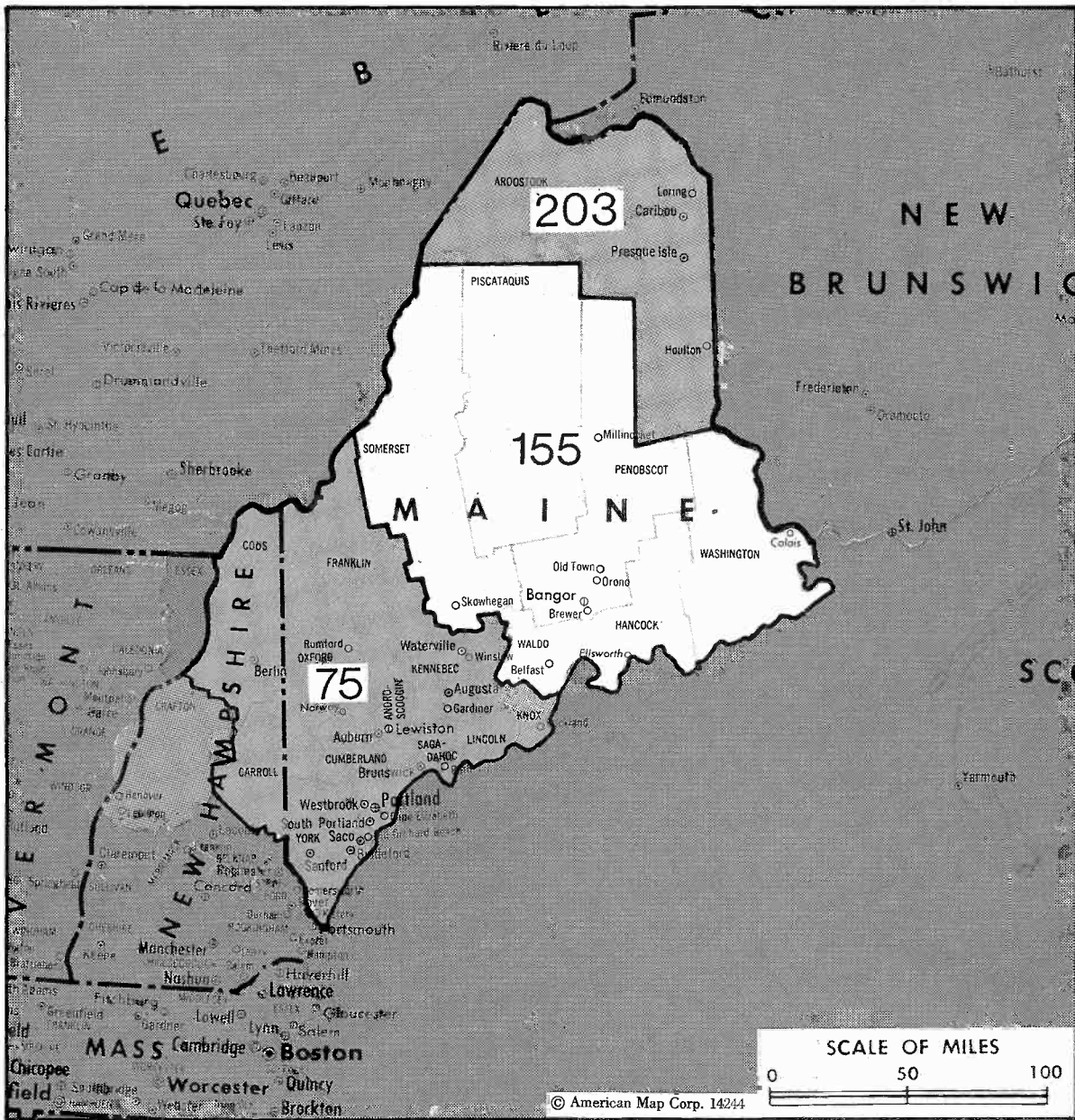
City of License: Shreveport. **ADI:** Shreveport; LA-Texarkana, TX. **Rank:** 71.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARKANSAS			
	Columbia	9,800	9,600	98
	Hempstead	8,300	8,100	98
	Howard	5,000	4,900	98
	Lafayette	3,500	3,400	97
	Little River	5,200	5,100	98
	Miller	14,400	14,200	99
	Sevier	5,300	5,200	98
	LOUISIANA			
	Bienville	6,000	5,900	98
	Bossier	31,700	31,400	99
	Caddo	97,800	96,900	99
	Claiborne	6,200	6,100	98
	De Soto	9,700	9,500	98
Lincoln	13,900	13,800	99	
Natchitoches	13,300	13,000	97	
Red River	3,600	3,500	97	
Webster	16,600	16,400	99	
TEXAS				
Bowie	31,200	30,900	99	
Camp	4,000	3,900	98	
Cass	11,300	11,100	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Gregg	41,400	40,900	99
	Harrison	20,800	20,500	99
	Marion	4,100	4,000	98
	Morris	5,100	5,000	98
	Panola	8,400	8,300	99
	Red River	5,900	5,800	97
	Rusk	16,300	16,100	99
	Shelby	9,100	8,900	98
	Titus	8,900	8,800	99
	Between 25-49%	ARKANSAS		
Nevada		3,700	3,600	97
Union		18,300	18,000	99
LOUISIANA				
Jackson		6,300	6,200	98
Sabine	9,400	9,200	97	
OKLAHOMA	Mc Curtin	12,800	12,500	98
	TEXAS			
San Augustine	3,300	3,200	97	
Upshur	11,800	11,600	98	
Between 5-24%	ARKANSAS			
	Calhoun	2,200	2,200	100
	Pike	4,100	4,000	98
	Polk	6,800	6,600	97
	LOUISIANA			
	Union	7,800	7,700	99
	Winn	6,000	5,900	98
	TEXAS			
	Nacogdoches	20,000	19,600	98
	Sabine	4,100	4,000	98
Smith	58,200	57,600	99	
Wood	11,800	11,600	98	
Station Totals		606,500	597,700	99
Net Weekly Circulation (1992)				379,500
Average Daily Circulation (1992)				238,600



Market	Arbitron ADI TV Households	Rank
Portland-Poland Spring, ME	343,300	75
Bangor, ME	124,400	155
Presque Isle, ME	30,400	203

Market Area Commercial TV Stations

WCSH-TV (6), WGME-TV (13), WMTW-TV (8), WPXT (51)
 WABI-TV (5), WLZ-TV (2), WVII-TV (7)
 WAGM-TV (8)

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

WMTW-TV, Portland	See Poland Spring, ME
-------------------------	-----------------------

Maine Station Totals as of November 1, 1992

	VHF	UHF	TOTAL
Commercial Television Stations	7	1	8
Educational Television Stations	4	1	5
	11	2	13

Maine—Bangor

WABI-TV Ch. 5

Network Service: CBS.

Licensee: Diversified Communications, 5 Milk St., Portland, ME 04412.

Studio: 35 Hildreth St., Bangor, ME 04401.

Telephone: 207-947-8321. **TWX:** 910-240-1221. **Fax:** 207-941-9378.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 40-kw visual, 6-kw aural. Antenna: 1320-ft. above av. terrain, 529-ft. above ground, 1749-ft. above sea level.

Latitude 44° 42' 13"
Longitude 69° 04' 47"

Transmitter: Pickard Mountain, near Maine Rte. 9.

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

AM Affiliate: WABI, 5-kw, 910 kHz.

FM Affiliate: WYOU-FM, 5-kw, 97.1 MHz (No. 246), 1250-ft.

News Services: AP, CBS.

Ownership: Diversified Communications Inc. (Group Owner).

Began Operation: January 25, 1953.

Represented (sales): Blair Television.

Represented (legal): Dow, Lohnes & Albertson.

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

Personnel:

Marilyn Jaffe, Vice President & General Manager.

Joseph Carr, Operations Manager.

Michael Young, General Sales Manager.

Dale Carter, Chief Engineer.

Don Colson, News Director.

Paul Sallwanck, Promotion & Public Service Director.

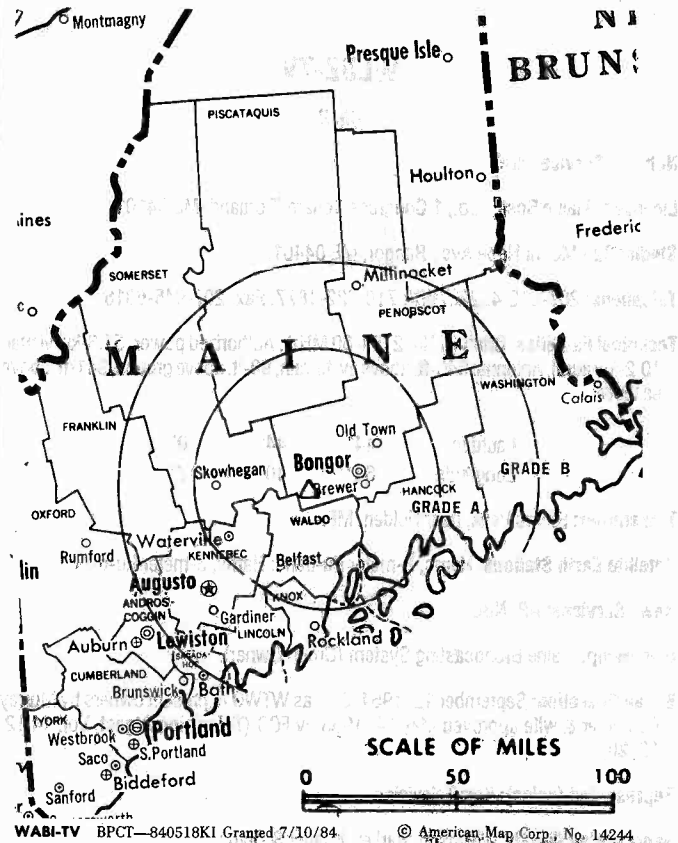
Lilian Hollis, Business Manager.

Rates: On request.

City of License: Bangor. **ADI:** Bangor. **Rank:** 155.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	MAINE Hancock	18,900	18,600	98
	Kennebec	45,100	44,300	98



Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	Knox	14,700	14,300	97
	Penobscot	53,100	52,200	98
	Piscataquis	7,100	7,000	99
	Somerset	18,300	17,900	98
	Waldo	12,600	12,300	98
	Washington	13,600	13,200	97
MAINE				
Between 25-49%	Franklin	11,300	10,900	97
	Lincoln	12,200	12,000	98
MAINE				
Between 5-24%	Aroostook	30,500	29,800	98
	Sagadahoc	13,100	12,800	98
Station Totals		250,500	245,300	98
Net Weekly Circulation (1992)				155,500
Average Daily Circulation (1992)				96,100

Maine—Bangor

WLBZ-TV

Ch. 2

Network Service: NBC.

Licensee: Maine Bcstg. Co., 1 Congress Square, Portland, ME 04101.

Studio: 329 Mount Hope Ave., Bangor, ME 04401.

Telephone: 207-942-4822. **TWX:** 710-222-1877. **Fax:** 207-945-6816.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 51.3-kw visual, 10.2-kw aural. Antenna: 640-ft. above av. terrain, 99-ft. above ground, 941-ft. above sea level.

Latitude 44° 44' 10"
Longitude 68° 40' 17"

Transmitter: Riders Peak, near Holden, ME.

Satellite Earth Stations: Harris, 8-meter Ku-band; Harris, 3-meter Ku-band.

News Services: AP, NBC.

Ownership: Maine Broadcasting System (Group Owner).

Began Operation: September 12, 1954. Sale as WTWO to present owners by Murray Carpenter & wife approved May 14, 1958 by FCC (*Television Digest*, Vol. 14:12, 16, 20).

Represented (sales): Katz Television.

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

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

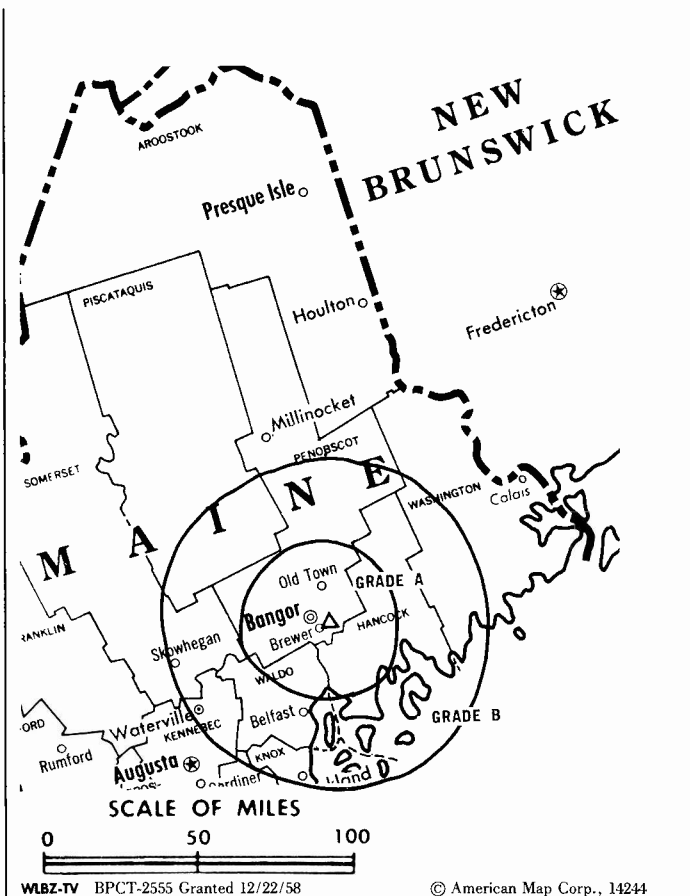
Personnel:

Mary Rines Thompson, Chairman of the Board.
Frederic Thompson, President.
Bruce McGorrill, Executive Vice President.
Margo Cobb, Vice President & General Manager.
Jim Bartlett, Local Sales Manager.
Sharon Goss, National Sales Manager.
David Gwizdowski, News Director.
Jim Chadwick, Chief Engineer.
Laura Joyner, Promotion Director.
Maria Kreilkamp, Business Manager.

Highest 30 Sec. Rate: \$400.

City of License: Bangor. **ADI:** Bangor. **Rank:** 155.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.



WLBZ-TV BPCT-2555 Granted 12/22/58

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MAINE			
	Aroostook	30,500	29,800	98
	Hancock	18,900	18,600	98
	Penobscot	53,100	52,200	98
	Piscataquis	7,100	7,000	99
	Somerset	18,300	17,900	98
	Waldo	12,600	12,300	98
Washington	13,600	13,200	97	
Between 25-49%	MAINE			
	Franklin	11,300	10,900	97
	Knox	14,700	14,300	97
Between 5-24%	MAINE			
	Kennebec	45,100	44,300	98
	Lincoln	12,200	12,000	98
Station Totals		237,400	232,500	98
Net Weekly Circulation (1992)				140,600
Average Daily Circulation (1992)				89,100

Maine—Bangor

WVII-TV
Ch. 7

Network Service: ABC.

Licensee: Bangor Communications Inc., 371 Target Industrial Circle, Bangor, ME 04401.

Studio: 371 Target Industrial Circle, Bangor, ME 04401.

Telephone: 207-945-6457. **TWX:** 710-222-1742. **Fax:** 207-942-0511.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 819-ft. above av. terrain, 137-ft. above ground, 1134-ft. above sea level.

Latitude 44° 45' 35"
Longitude 68° 34' 01"

Transmitter: Black Cap Mountain, Eddington, ME.

Satellite Earth Stations: Comtech, 5-meter C-band; Andrew, 4.5-meter C-band; Andrew, Pinzone receivers.

News Services: ABC, AP.

Ownership: Seaway Communications Inc. (Group Owner).

Began Operation: October 15, 1965. Sale to present owners by John U. Pineau approved by FCC July 23, 1982. Sale to Pineau by Downeast TV Inc., Debtor-in-Possession, approved by FCC Jan. 20, 1976.

Represented (sales): Settel Inc.; Metrospot Television Ltd. (Canada).

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

Personnel:

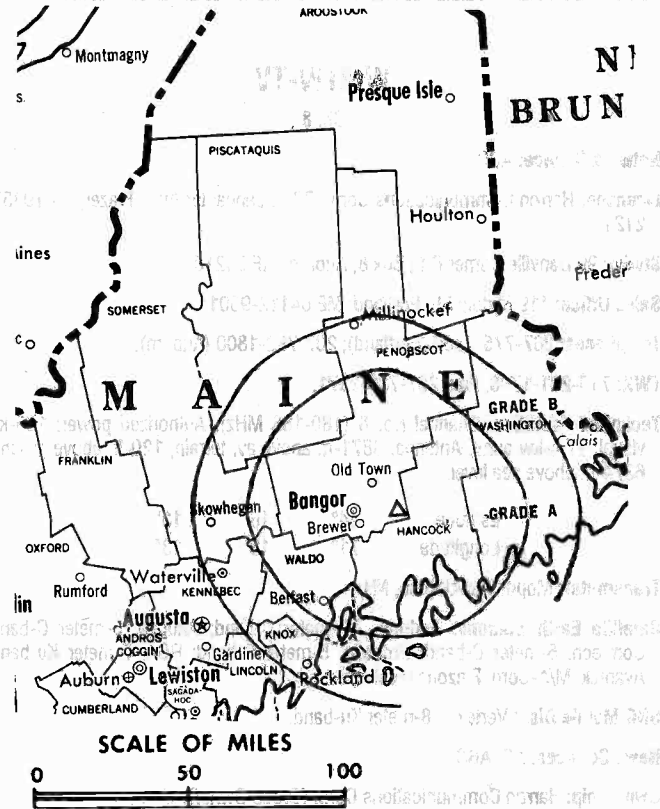
- Peter K. Orne, General Manager.
- Kathy Hardy, General Sales Manager.
- David Gilbert, News Director.
- Mike Staples, Chief Engineer.
- Liz Phillips, Regional Sales Manager.
- Bernie Chase, Business Manager.

Rates: On request.

City of License: Bangor. **ADI:** Bangor. **Rank:** 155.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
MAINE				
50% & Over	Aroostook	30,500	29,800	98
	Hancock	18,900	18,600	98
	Penobscot	53,100	52,200	98
	Piscataquis	7,100	7,000	99
	Somerset	18,300	17,900	98
	Waldo	12,600	12,300	98
	Washington	13,600	13,200	97



WVII-TV: BPCT-861010KN. Granted 1/29/87. © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	MAINE Knox	14,700	14,300	97
Between 5-24%	MAINE Franklin	11,300	10,900	97
	MAINE Kennebec	45,100	44,300	98
Station Totals		225,200	220,500	98
Net Weekly Circulation (1992)			121,300	
Average Daily Circulation (1992)			62,800	

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

Call Lynn Levine
202-872-9200

Maine—Portland-Poland Spring

WMTW-TV

Ch. 8

Network Service: ABC.

Licensee: Harron Communications Corp., 70 E. Lancaster Ave., Frazer, PA 19355-2121.

Studio: 99 Danville Corner Rd., Box 8, Auburn, ME 04210.

Sales Office: 119 Middle St., Portland, ME 04112-9501.

Telephones: 207-775-1800 (Portland); 207-782-1800 (Auburn).

TWX: 710-221-1708. **Fax:** 207-783-7371.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 105-kw visual, 17.4-kw aural. Antenna: 3871-ft. above av. terrain, 120-ft. above ground, 6374-ft. above sea level.

Latitude 44° 16' 13"
Longitude 71° 18' 13"

Transmitter: Mount Washington, NH.

Satellite Earth Stations: Andrew, 7.3-meter C-band; Andrew, 5-meter C-band; Comtech, 5-meter C-band; Prodelin, 5-meter C-band; RCA, 5-meter Ku-band; Avantek, M/A-Com, Pinzone receivers.

SWG Mobile Dish: Vertex, 2.8-meter Ku-band.

News Services: AP, ABC.

Ownership: Harron Communications Corp. (Group Owner).

Began Operation: August 31, 1954. Sale of 80% control to Dolphin Enterprises approved April 15, 1964 by FCC (Television Digest, Vol. 3:40, 41; 4:16). Sale to Mid New York Bcstg. (Harron) approved by FCC Nov. 8, 1967 (Vol. 7:46).

Represented (sales): Pety Television Inc.

Represented (legal): Hogan & Hartson.

Personnel:

- Alfred P. Ritter, Vice President & General Manager.
- Bernard Aiello, Program & Operations Manager.
- Mary Jo Snyder, Local Sales Manager.
- David Kaufman, National Sales Manager.
- Richard Cushman, Director of Engineering.
- Dennis Tompkins, News Director.
- Steve Lakey, Promotion Manager.
- Connie Densmore, Business Manager.
- David Beane, Production Manager.
- Jack Connor, Assistant Chief Engineer.
- Phyllis Bouchles, Traffic Manager, Auburn.
- Darlene Sterling, Traffic Manager, Portland.

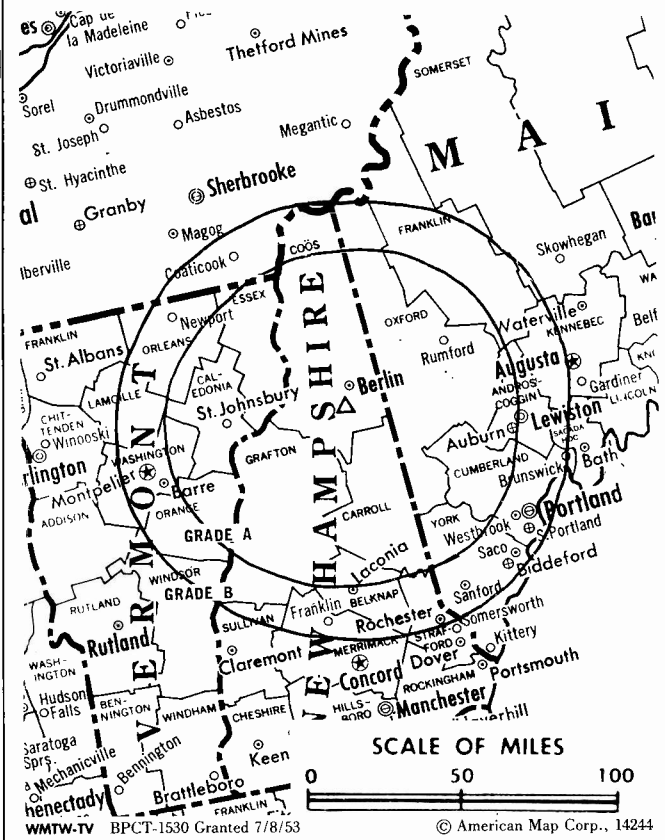
Highest 30 Sec. Rate: \$800.

NETWORK BASE HOURLY RATE: \$750.

City of License: Poland Spring. **ADI:** Portland-Poland Spring. **Rank:** 75.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MAINE			
	Androscoggin	40,400	39,900	99
	Cumberland	95,800	94,500	99
	Franklin	11,300	10,900	97
	Kennebec	45,100	44,300	98
	Knox	14,700	14,300	97
	Lincoln	12,200	12,000	98
	Oxford	20,400	20,100	99
	Sagadahoc	13,100	12,800	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MAINE			
	York	65,200	64,400	99
	NEW HAMPSHIRE			
	Belknap	19,800	19,600	99
	Carroll	15,300	15,000	98
	Coos	13,900	13,700	99
	VERMONT			
	Caledonia	10,900	10,700	98
	Essex	2,600	2,600	100
	Orange	9,700	9,500	98
Washington	21,800	21,500	98	
Between 25-49%	MAINE			
	Somerset	18,300	17,900	98
	NEW HAMPSHIRE			
	Grafton	28,300	27,500	97
	Merrimack	46,600	45,800	98
	Strafford	38,400	37,800	98
	Sullivan	15,700	15,200	97
	VERMONT			
	Orleans	9,100	9,000	99
	Windsor	22,800	22,200	97
Between 5-24%	MAINE			
	Waldo	12,600	12,300	98
	NEW HAMPSHIRE			
	Hillsborough	128,100	126,600	99
	Rockingham	93,200	92,100	99
	VERMONT			
	Addison	11,700	11,400	97
	Franklin	14,400	14,300	99
	Lamoille	7,600	7,500	99
	Rutland	24,300	23,800	98
Windham	16,800	16,100	96	
Station Totals		900,100	885,300	98
Net Weekly Circulation (1992)				400,700
Average Daily Circulation (1992)				212,500

Maine—Portland

WCSH-TV

Ch. 6

Network Service: NBC.

Licensee: Maine Radio & Television Co., 1 Congress Square, Portland, ME 04101.

Studio: 1 Congress Square, Portland, ME 04101.

Telephone: 207-828-6666. **TWX:** 710-221-1988.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 2000-ft. above av. terrain, 1274-ft. above ground, 2503-ft. above sea level.

Latitude 43° 51' 32"
Longitude 70° 42' 40"

Transmitter: Winn Mountain, Sebago, ME.

Satellite Earth Station: Satcom Technologies, 7-meter; M/A-Com receivers.

News Services: AP, NBC.

Ownership: Maine Broadcasting System (Group Owner).

Began Operation: December 1, 1953.

Represented (sales): Katz Television.

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

Represented (engineering): Jules Cohen & Associates.

Personnel:

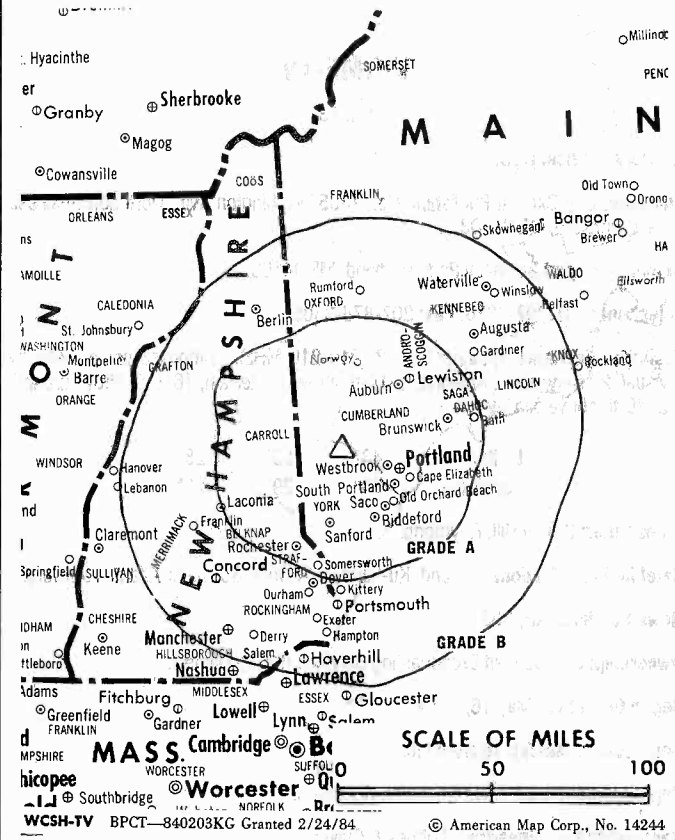
- Frederic L. Thompson, President.
- Bruce McGorriell, Executive Vice President.
- Lew Colby, Vice President & General Manager.
- Dale Eichorn, Treasurer.
- Fred Nutter, Public Affairs & Editorial Director.
- Jeffrey Marks, Station Manager.
- Jim Hopkins, Chief Engineer.
- Rick Bassett, Film Director.
- Mike Cohen, Local Sales Manager.
- Bob Burt, National Sales Manager.
- Patrick Casey, News Director.
- Cary Collette, Promotion Director.
- Glenn Morin, Business Manager.
- Debbie Briggs, Marketing Director.

Rates: On request.

City of License: Portland. **ADI:** Portland-Poland Spring. **Rank:** 75.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
MAINE				
50% & Over	Androscoggin	40,400	39,900	99
	Cumberland	95,800	94,500	99
	Franklin	11,300	10,900	97
	Kennebec	45,100	44,300	98
	Knox	14,700	14,300	97
	Lincoln	12,200	12,000	98
	Oxford	20,400	20,100	99
	Sagadahoc	13,100	12,800	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	York	65,200	64,400	99
	NEW HAMPSHIRE			
	Belknap	19,800	19,600	99
	Carroll	15,300	15,000	98
	Strafford	38,400	37,800	98
Between 25-49%	MAINE			
	Somerset	18,300	17,900	98
	NEW HAMPSHIRE			
	Coos	13,900	13,700	99
	Merrimack	46,600	45,800	98
Between 5-24%	MAINE			
	Waldo	12,600	12,300	98
	NEW HAMPSHIRE			
	Grafton	28,300	27,500	97
	Hillsborough	128,100	126,600	99
	Rockingham	93,200	92,100	99
	Sullivan	15,700	15,200	97
VERMONT				
Caledonia	10,900	10,700	98	
Station Totals		759,300	747,400	98
Net Weekly Circulation (1992)				376,000
Average Daily Circulation (1992)				219,800

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

Maine—Portland

WGME-TV

Ch. 13

Network Service: CBS.

Licensee: Guy Gannett Publishing Co., 1335 Washington Ave., Northport Business Park, Portland, ME 04103.

Studio: Northport Business Park, Portland, ME 04103.

Telephone: 207-797-9330. **Fax:** 207-878-3505.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 295-kw visual, 29.5-kw aural. Antenna: 1610-ft. above av. terrain, 1619-ft. above ground, 2049-ft. above sea level.

Latitude 43° 55' 28"
Longitude 70° 29' 28"

Transmitter: Brown Hill, Raymond.

Satellite Earth Stations: C-band; Ku-band; M/A-Com, Scientific-Atlanta receivers.

News Services: AP, CBS.

Ownership: Guy Gannett Broadcasting Services (Group Owner).

Began Operation: May 16, 1954.

Represented (sales): TeleRep Inc.

Represented (legal): Dow, Lohnes & Albertson.

Represented (engineering): Lohnes & Culver.

Personnel:

- William B. Stough**, Vice President & General Manager.
- Paul Saffin**, General Sales Manager.
- Mike Colello**, Local Sales Manager.
- Larry Henrichs**, News Director.
- Wayne Bearor**, Business Manager.
- Towle Tompkins**, Marketing Manager.
- Sharon Henrichs**, Research Director.
- Fred Desjardins**, Chief Engineer.

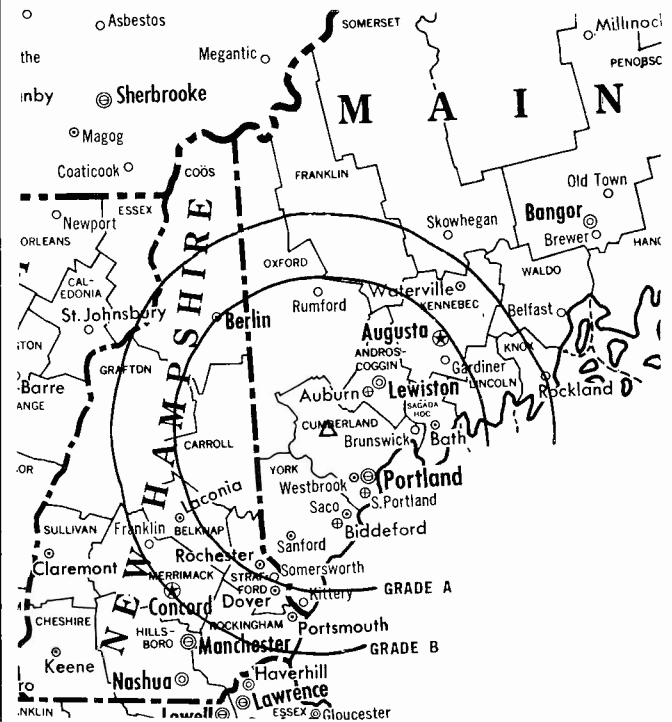
Highest 30 Sec. Rate: \$1000.

NETWORK BASE HOURLY RATE: \$1000.

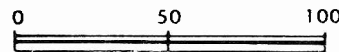
City of License: Portland. **ADI:** Portland-Poland Spring. **Rank:** 75.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MAINE			
	Androscoggin	40,400	39,900	99
	Cumberland	95,800	94,500	99
	Franklin	11,300	10,900	97
	Kennebec	45,100	44,300	98



SCALE OF MILES



WGME-TV BMPCT—2508 Granted 11/1/59

©American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Knox	14,700	14,300	97
	Lincoln	12,200	12,000	98
	Oxford	20,400	20,100	99
	Sagadahoc	13,100	12,800	98
	York	65,200	64,400	99
Between 25-49%	MAINE			
	Somerset	18,300	17,900	98
	NEW HAMPSHIRE			
	Belknap	19,800	19,600	99
	Carroll	15,300	15,000	98
	Coos	13,900	13,700	99
Strafford	38,400	37,800	98	
Between 5-24%	MAINE			
	Waldo	12,600	12,300	98
	NEW HAMPSHIRE			
	Grafton	28,300	27,500	97
	Merrimack	46,600	45,800	98
	Rockingham	93,200	92,100	99
VERMONT	Essex	2,600	2,600	100
	Station Totals	607,200	597,500	98
Net Weekly Circulation (1992)			306,700	
Average Daily Circulation (1992)			169,700	

Maine—Portland

WPXT

Ch. 51

Network Service: Fox.

Licensee: Portland Broadcasting Inc., 2320 Congress St., Portland, ME 04102.

Studio: 2320 Congress St., Portland, ME 04102.

Telephone: 207-774-0051. **Fax:** 207-774-6849.

Technical Facilities: Channel No. 51 (692-698 MHz). Authorized power: 3011-kw max. visual, 301-kw max. aural. Antenna: 917-ft. above av. terrain, 697-ft. above ground, 1177-ft. above sea level.

Latitude 43° 51' 05.50"
Longitude 70° 19' 40.00"

Transmitter: 2.5-mi. S of Gray.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Chapparral C-band; Comtech C-band; Scientific-Atlanta Ku-band; Vertex Ku-band; M/A-Corn, Pinzone, Scientific-Atlanta, Standard Communications receivers.

Ownership: Portland Broadcasting Inc.

Began Operation: September 14, 1986. FCC approved transfer of control to present owner Oct. 6, 1986.

Represented (sales): Seltel Inc.

Represented (legal): Hopkins & Sutter.

Represented (engineering): Ray Goudreau.

Personnel:

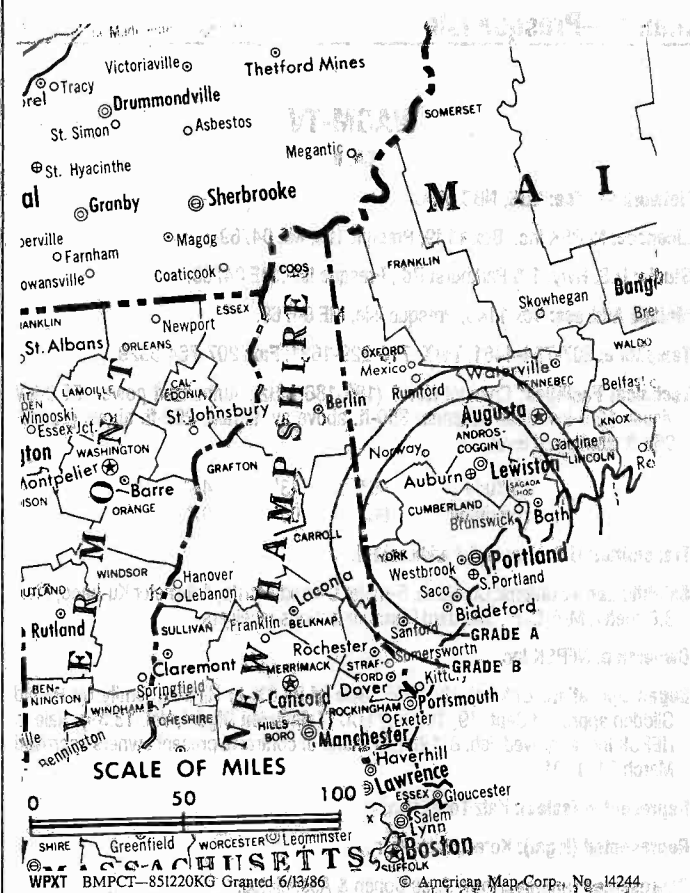
- Douglas Finck**, Executive Vice President & General Manager.
- Tony Palminteri**, Vice President & General Sales Manager.
- Jennifer Vanderwerf**, Vice President, Programming, Promotion & Production.
- Dave Silverbrand**, News Director.
- Roy Ouellette**, Chief Engineer.
- Ann Gagne**, Business Manager.

Rates: On request.

City of License: Portland. **ADI:** Portland-Poland Spring. **Rank:** 75.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MAINE			
	Androscoggin	40,400	39,900	99
	Cumberland	95,800	94,500	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	MAINE			
	Franklin	11,300	10,900	97
	Kennebec	45,100	44,300	98
	Knox	14,700	14,300	97
	Lincoln	12,200	12,000	98
	Oxford	20,400	20,100	99
	Sagadahoc	13,100	12,800	98
York	65,200	64,400	99	
Between 5-24%	MAINE			
	Hancock	18,900	18,600	98
	Penobscot	53,100	52,200	98
	Piscataquis	7,100	7,000	99
	Somerset	18,300	17,900	98
Waldo	12,600	12,300	98	
NEW HAMPSHIRE	Carroll	15,300	15,000	98
	Station Totals	443,500	436,200	98
Net Weekly Circulation (1992)				166,900
Average Daily Circulation (1992)				58,500

Maine—Presque Isle

WAGM-TV

Ch. 8

Network Service: CBS, NBC, ABC.

Licensee: NEPSK Inc., Box 1149, Presque Isle, ME 04769.

Studio: U.S. Hwy. 1 & Parkhurst Rd., Presque Isle, ME 04769.

Mailing Address: Box 1149, Presque Isle, ME 04769.

Telephone: 207-764-4461. **TWX:** 710-229-1631. **Fax:** 207-764-5329.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 58.9-kw visual, 12.9-kw aural. Antenna: 350-ft. above av. terrain, 292-ft. above ground, 962-ft. above sea level.

Latitude	46°	43'	44"
Longitude	68°	00'	07"

Transmitter: U.S. Hwy. 1 & Parkhurst Rd.

Satellite Earth Stations: Comtech, 5-meter C-band; Harris, 4.6-meter Ku-band; Star, 3.6-meter; M/A-Com, Standard Communications receivers.

Ownership: NEPSK Inc.

Began Operation: October 13, 1956. Sale of 94.8% to Hildreth family by Harold Glidden approved Sept. 19, 1956 by FCC (**Television Digest**, Vol. 13:39). Sale to NEPSK Inc. approved Feb. 8, 1984. Transfer of control to present owners approved March 21, 1991.

Represented (sales): Katz Television.

Represented (legal): Koteen & Naftalin.

Represented (engineering): Jules Cohen & Associates.

Personnel:

Norman W. Johnson, Vice President & General Manager.

Kathleen McLain, General Sales Manager.

Sue Bernard, News Director.

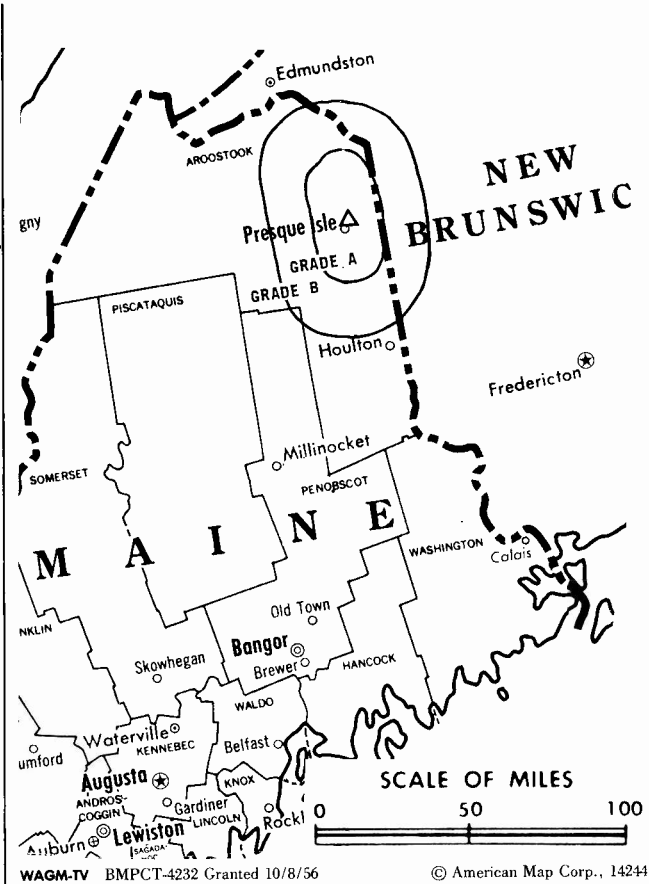
Charlie Lau, Promotion Director.

Cathy Donovan, Business Manager.

Ivan McKinnon, Chief Engineer.

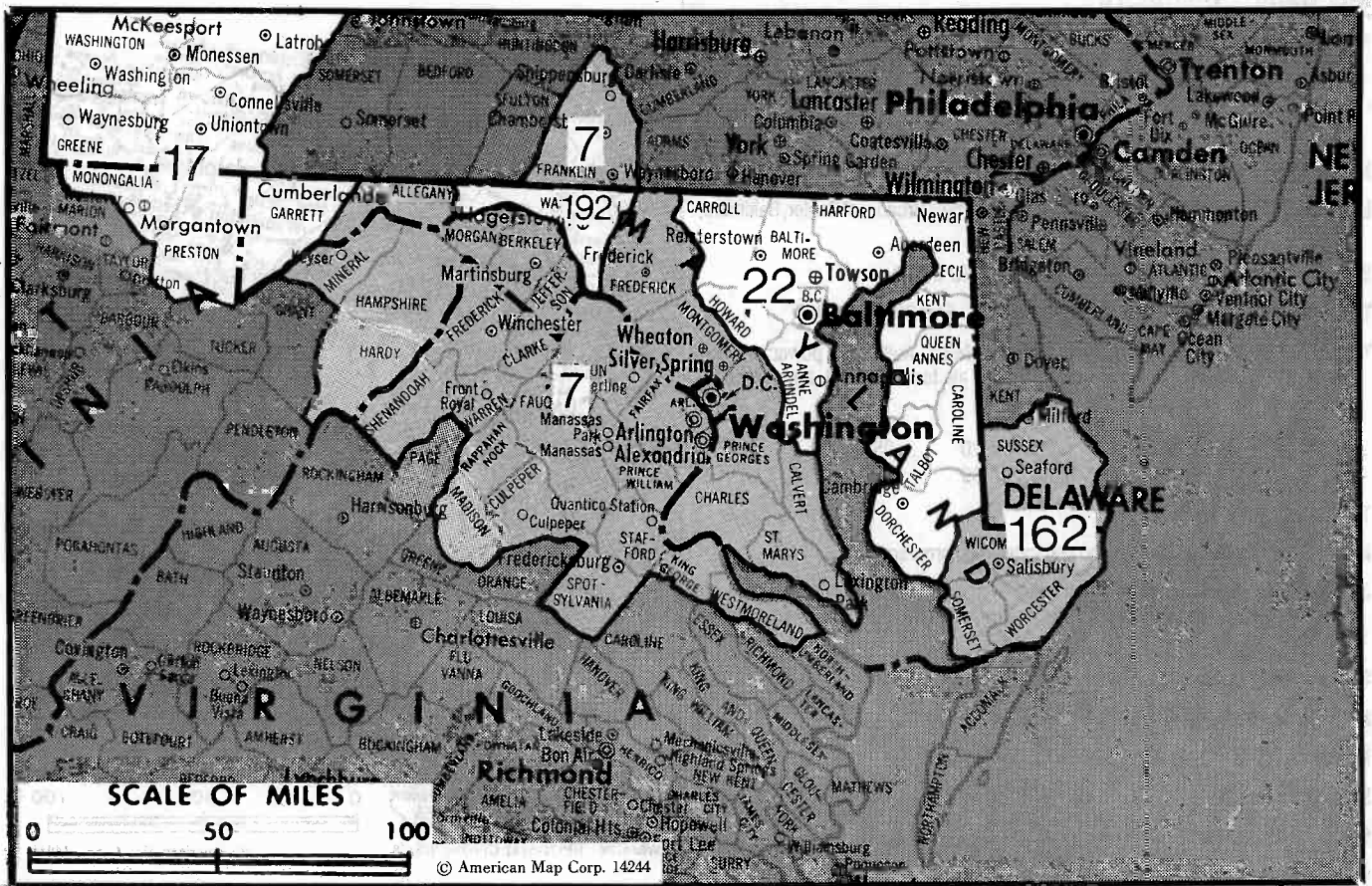
Rates: On request.

City of License: Presque Isle. **ADI:** Presque Isle. **Rank:** 203.



Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households Households	%
MAINE				
50% & Over	Aroostook	30,500	29,800	98
Station Totals		30,500	29,800	98
Net Weekly Circulation (1992)				28,100
Average Daily Circulation (1992)				21,500



Market	Arbitron ADI TV Households	Rank
Washington, DC	1,812,500	7
Pittsburgh, PA	1,137,900	17
Baltimore, MD	973,000	22
Salisbury, MD	97,000	162
Hagerstown, MD	45,000	192

Market Area Commercial TV Stations

WDCB-TV (20), WFTY (50), WJLA-TV (7), WRC-TV (4), WTCK (66), WTTG (5), WUSA (9), WYNN (60)
 KDKA-TV (2), WPCB-TV (40), WPGH-TV (53), WPTT-TV (22), WPXI (11), WTAE-TV (4)
 WBAL-TV (11), WBFF (45), WHSV (24), WJZ-TV (13), WMAR-TV (2), WNUV-TV (54)
 WBOC-TV (16), WMDT (47)
 WHAG-TV (25), WJAL (68)

Maryland Station Totals as of November 1, 1992

	VHF	UHF	TOTAL
Commercial Television Stations	3	7	10
Educational Television Stations	0	6	6
	3	13	16

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Maryland—Baltimore

WBAL-TV

Ch. 11

Network Service: CBS.

Licensee: Hearst Corp., Radio & TV Division, Maryland's Broadcast Center, Baltimore, MD 21211.

Studio: Maryland's Broadcast Center, Baltimore, MD 21211.

Telephone: 301-467-3000. **TWX:** 710-234-1086. **Fax:** 301-338-6460.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1000-ft. above av. terrain, 998-ft. above ground, 1318-ft. above sea level.

Latitude 39° 20' 05"
Longitude 76° 39' 03"

Transmitter: 3800 Hooper Ave.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; Microdyne, 7-meter C-band; Satcom Technologies, 5.5-meter Ku-band; M/A-Com, Microdyne, Scientific-Atlanta receivers.

SNG Mobile Dish: Hubcom, 5-meter Ku-band.

AM Affiliate: WBAL, 50-kw, 1090 kHz (NBC).

FM Affiliate: WIYY, 20-kw, 97.9 MHz (No. 250), 960-ft.

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

Ownership: Hearst Broadcasting (Group Owner).

Began Operation: March 11, 1948.

Represented (sales): Blair Television.

Represented (legal): Tharrington, Smith & Hargrove.

Personnel:

Philip Stolz, Vice President & General Manager.
Joseph W. Heston, Vice President & Station Manager.
Frank Ratermann, General Sales Manager.
John Kenealy, Local Sales Manager.
David Roberts, News Director.
Emerson Coleman, Director of Programming.
Kerry Richards, Promotion Director.
Gordon Jones, Business Manager.
Hank Volpe, Chief Engineer.
Wanda Draper, Public Affairs Manager.

Rates: On request.

City of License: Baltimore. **ADI:** Baltimore. **Rank:** 22.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	MARYLAND				
		Anne Arundel	152,000	151,400	100
		Baltimore	273,800	272,800	100
		Caroline	10,000	9,900	99
		Carroll	43,700	43,500	100
		Cecil	25,900	25,800	100
		Harford	62,500	62,200	100
		Howard	69,200	68,900	100
		Kent	6,700	6,700	100
		Queen Annes	12,600	12,500	99
		Talbot	12,500	12,400	99
		Baltimore City	278,200	277,100	100
		PENNSYLVANIA			
		Adams	27,900	27,400	98



WBAL-TV BPC-T-5141 Granted 8/5/58

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%	
Between 25-49%	MARYLAND				
		Dorchester	12,000	11,900	99
		Frederick	53,600	53,300	99
		Somerset	7,600	7,500	99
		Wicomico	28,400	28,200	99
		Worcester	15,100	14,900	99
		PENNSYLVANIA			
		Franklin	46,600	45,300	97
	Between 5-24%	DISTRICT OF COLUMBIA			
			Dist of Columbia	251,000	248,900
DELAWARE					
		Kent	40,200	39,900	99
		Sussex	45,600	45,100	99
MARYLAND					
		Calvert	18,200	18,000	99
		Montgomery	288,900	288,000	100
		Prince Georges	260,400	259,600	100
		St Marys	26,100	25,900	99
	Washington	44,600	44,300	99	
PENNSYLVANIA					
	Lancaster	156,500	152,000	97	
	York	132,100	130,000	98	
VIRGINIA					
	Arlington	132,500	131,900	100	
	Clarke	4,300	4,300	100	
	Frederick	25,000	24,800	99	
	King George	4,700	4,700	100	
	Warren	10,000	9,900	99	
	Westmoreland	6,200	6,100	98	
WEST VIRGINIA					
	Berkeley	22,800	22,600	99	
	Jefferson	13,500	13,400	99	
Station Totals		2,620,900	2,601,100	99	
Net Weekly Circulation (1992)				1,023,300	
Average Daily Circulation (1992)				521,400	

Maryland—Baltimore

WBFF

Ch. 45

Network Service: Fox.

Licensee: Chesapeake Television Licensee Inc., 2000 W. 41st St., Baltimore, MD 21211.

Studio: 2000 W. 41st St., Baltimore, MD 21211.

Telephone: 301-462-4500. Fax: 301-728-7724.

Technical Facilities: Channel No. 45 (656-662 MHz). Authorized power: 1292-kw max. visual. Antenna: 1238-ft. above av. terrain, 1259-ft. above ground, 1549-ft. above sea level.

Latitude 39° 20' 10"
Longitude 76° 38' 59"

Transmitter: 0.24-mi. NNW of intersection of Hooper Ave. & 41st St., Baltimore.

Ownership: Sinclair Broadcast Group Inc. (Group Owner).

Began Operation: April 11, 1971.

Represented (sales): TeleRep Inc.

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

Represented (engineering): Carl T. Jones Corp.

Personnel:

- David D. Smith, President.
- Ken Walter, General Sales Manager.
- William Stanton, Local Sales Manager.
- George Brust, National Sales Manager.
- Michael Schroeder, Program & Promotion Director.
- Mark Pimentel, News Director.
- David B. Amy, Controller.
- William Murphy, Business Manager.
- S. Jenell Trigg, Marketing Director.
- Dwight Weems, Production Manager.
- Sharon Wylie, Public Affairs Manager.
- Dennis Winters, Chief Engineer.

Highest 30 Sec. Rate: \$4000.

City of License: Baltimore. ADI: Baltimore. Rank: 22.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MARYLAND			
	Baltimore	273,800	272,800	100
	Harford	62,500	62,200	100
	Kent	6,700	6,700	100
	Baltimore City	278,200	277,100	100
Between 25-49%	MARYLAND			
	Anne Arundel	152,000	151,400	100
	Carroll	43,700	43,500	100
	Cecil	25,900	25,800	100
	Frederick	53,600	53,300	99
	Howard	69,200	68,900	100
	Queen Annes	12,600	12,500	99
	Talbot	12,500	12,400	99
	VIRGINIA			
	Frederick	25,000	24,800	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	DISTRICT OF COLUMBIA			
	Dist of Columbia	251,000	248,900	99
	MARYLAND			
	Calvert	18,200	18,000	99
	Caroline	10,000	9,900	99
	Dorchester	12,000	11,900	99
	Montgomery	288,900	288,000	100
	Prince Georges	260,400	259,600	100
	St Marys	26,100	25,900	99
	PENNSYLVANIA			
	Adams	27,900	27,400	98
	Perry	15,800	15,500	98
	York	132,100	130,000	98
	VIRGINIA			
	Arlington	132,500	131,900	100
Clarke	4,300	4,300	100	
Fairfax	309,800	308,900	100	
Spotsylvania	25,700	25,500	99	
Stafford	19,800	19,600	99	
Warren	10,000	9,900	99	
WEST VIRGINIA				
Berkeley	22,800	22,600	99	
Jefferson	13,500	13,400	99	
Station Totals		2,596,500	2,582,600	99
Net Weekly Circulation (1992)			692,200	
Average Daily Circulation (1992)			254,000	

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Maryland—Baltimore

WHSW

Ch. 24

Network Service: Home Shopping Network.

Licensee: HSN Broadcasting of Maryland Inc., 4820 Seton Dr., Suite M-N, Baltimore, MD 21215.

Studio: 4820 Seton Dr., Baltimore, MD 21215.

Telephone: 410-358-2400. **Fax:** 410-764-7232.

Technical Facilities: Channel No. 24 (530-536 MHz). Authorized power: 1180-kw max. visual, 118-kw max. aural. Antenna: 1073-ft. above av. terrain, 900-ft. above ground, 1405-ft. above sea level.

Latitude 39° 17' 15"
 Longitude 76° 45' 38"

Transmitter: 2038 Powers Lane, Catonsville, MD 21228.

Satellite Earth Stations: Weatherscan, 3.9-meter C-band; M/A-Com, 3-meter C-band; DX Engineering, M/A-Com receivers.

Ownership: HSN Communications Inc. (Group Owner).

Began Operation: December 24, 1985. Sale to present owner by Sam Moore, et al., approved by FCC Nov. 6, 1986 (*Television Digest*, Vol. 26:33, 45).

Represented (legal): Dow, Lohnes & Albertson.

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

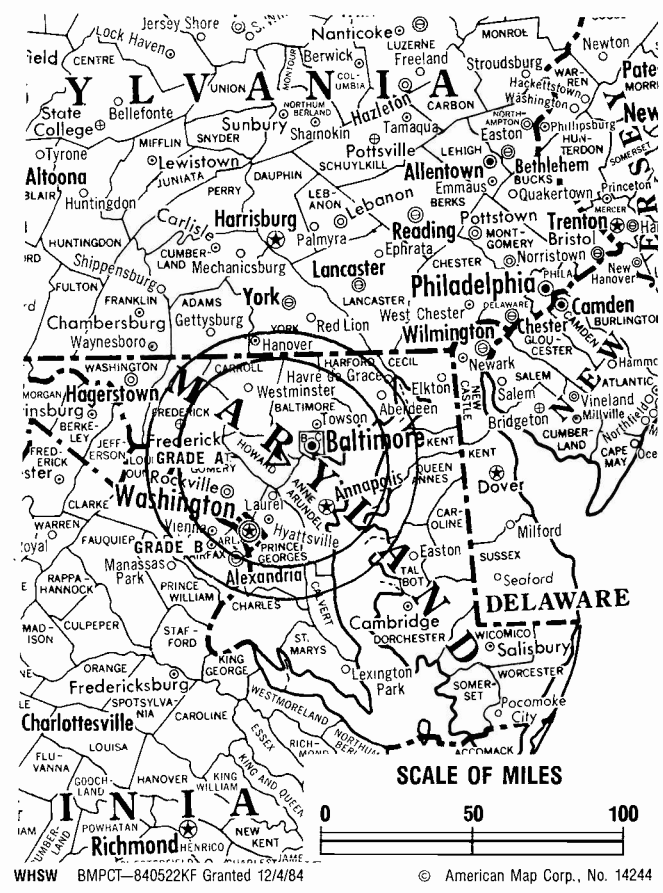
Personnel:

- Kenneth Becker**, Vice President & Station Manager.
- Carole A. Taylor**, Program Manager.
- John C. Skelnik**, Chief Engineer.

Rates: On request.

City of License: Baltimore. **ADI:** Baltimore. **Rank:** 22.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.



WHSW BMPCT-840522KF Granted 12/4/84 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
MARYLAND				
Between 5-24%	Dorchester	12,000	11,900	99
Station Totals		12,000	11,900	99
Net Weekly Circulation (1992)			17,000	
Average Daily Circulation (1992)			6,100	

Maryland—Baltimore

WJZ-TV

Ch. 13

Network Service: ABC.

Licensee: Group W Television Inc., 888 7th Ave., New York, NY 10106.

Studio: Television Hill, Baltimore, MD 21211.

Telephone: 410-466-0013. Fax: 410-578-7502.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 990-ft. above av. terrain, 948-ft. above ground, 1268-ft. above sea level.

Latitude 39° 20' 05"
Longitude 76° 39' 03"

Transmitter: 3725 Maiden Ave., Television Hill, Baltimore, MD

Multichannel TV Sound: Stereo only.

Satellite-Earth Station: Transmit/receive Scientific-Atlanta, 10-meter; Scientific-Atlanta receivers.

News Services: AP, UPI.

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

Began Operation: November 2, 1948. Sale to present owner by Ben & Herman Cohen families approved June 27, 1957, by FCC (Television Digest, Vol. 13:18, 19, 26).

Represented (sales): Group W Television Sales.

Personnel:

- Marcellus Alexander, Vice President & General Manager.
- Dana Fitzgerald, General Sales Manager.
- Dick Gebhard, Director, New Product Development.
- Ruth Heltne, Local Sales Manager.
- S. Jenell Trigg, National Sales Manager.
- Michael Easterling, Program Director.
- Gail Bending, News Director.
- Karen Sobek, Operations Manager.
- Phil Arrington, Creative Services Manager.
- Jennifer Powell, Human Resources Manager.
- Bob Curcuruto, Business Manager.
- Phyllis Shelton Reese, Public Communications Manager.
- Rick Seaby, Chief Engineer.

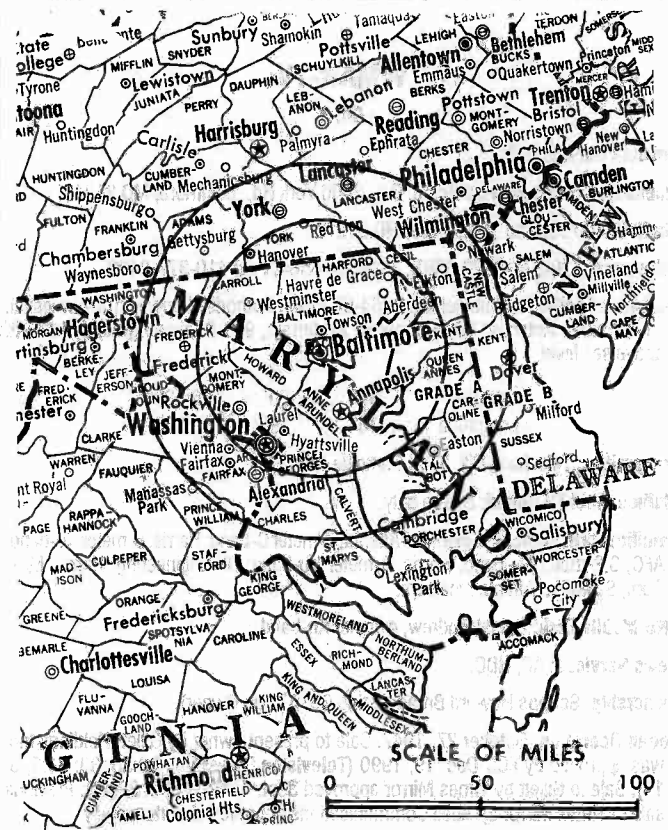
Rates: On request.

NETWORK BASE HOURLY RATE: \$1925.

City of License: Baltimore. **ADI:** Baltimore. **Rank:** 22.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Home\$, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MARYLAND			
	Allegany	29,100	28,900	99
	Anne Arundel	152,000	151,400	100
	Baltimore	273,800	272,800	100
	Caroline	10,000	9,900	99
	Carroll	43,700	43,500	100
	Cecil	25,900	25,800	100
	Dorchester	12,000	11,900	99
	Harford	62,500	62,200	100
	Howard	69,200	68,900	100
	Kent	6,700	6,700	100
	Queen Annes	12,600	12,500	99
	Talbot	12,500	12,400	99
	Baltimore City	278,200	277,100	100
	PENNSYLVANIA			
	Adams	27,900	27,400	98
	Between 25-49%	DELAWARE		
Kent		40,200	39,900	99
Sussex		45,600	45,100	99



WJZ-TV BPCT-2248 Granted 2/5/57

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	MARYLAND			
	Frederick	53,600	53,300	99
	Wicomico	28,400	28,200	99
	Worcester	15,100	14,900	99
	PENNSYLVANIA			
	Franklin	46,600	45,300	97
	York	132,100	130,000	98
	WEST VIRGINIA			
	Mineral	10,300	10,200	99
	Between 5-24%	DISTRICT OF COLUMBIA		
Dist of Columbia		251,000	248,900	99
MARYLAND				
Calvert		18,200	18,000	99
Montgomery		288,900	288,000	100
Prince Georges		260,400	259,600	100
St Marys		26,100	25,900	99
Somerset		7,600	7,500	99
Washington		44,600	44,300	99
PENNSYLVANIA				
Fulton	5,500	5,300	96	
Lancaster	156,500	152,000	97	
VIRGINIA				
Arlington	132,500	131,900	100	
Frederick	25,000	24,800	99	
Loudoun	30,000	29,700	99	
Stafford	19,800	19,600	99	
Warren	10,000	9,900	99	
WEST VIRGINIA				
Berkeley	22,800	22,600	99	
Jefferson	13,500	13,400	99	
Morgan	4,800	4,700	98	
Station Totals		2,705,200	2,684,400	99
Net Weekly Circulation (1992)				1,135,500
Average Daily Circulation (1992)				596,000

Maryland—Baltimore

WMAR-TV

Ch. 2

Network Service: NBC.

Licensee: Scripps Howard Bcstg. Co., 6400 York Rd., Baltimore, MD 21212.

Studio: 6400 York Rd., Baltimore, MD 21212.

Telephone: 410-377-2222. **TWX:** 310-374-6564. **Fax:** 410-377-0493.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 11-kw aural. Antenna: 1000-ft. above av. terrain, 999-ft. above ground, 1319-ft. above sea level.

Latitude 39° 20' 04.30"
Longitude 76° 39' 02.80"

Transmitter: Television Hill, 3724 Parkdale Ave.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; Harris, 6-meter Ku-band; AFC, 3.2-meter Ku-band; Harris, 3-meter Ku-band; DX Engineering, Harris, M/A-Com, Scientific-Atlanta receivers.

SNG Mobile Dish: Dalsat/Andrew, 4-meter Ku-band.

News Services: AP, NBC.

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

Began Operation: October 27, 1947. Sale to present owner by Gillett Holdings Inc. was approved by FCC Dec. 19, 1990 (Television Digest Vol. 30:30, 33; 31:5, 6, 14). Sale to Gillett by Times Mirror approved Sept. 4, 1986 (Vol. 26:28). Previous sale to Times Mirror by Abell Communications approved simultaneously.

Represented (sales): Katz Television.

Represented (legal): Baker & Hostetler.

Personnel:

- Arnold J. Kleiner, Vice President & General Manager.
- Mark Distler, General Sales Manager.
- Emily Barr, Director, Broadcast Operations.
- Jack Cahalan, News Director.
- Joseph M. Bruno, Director of Engineering.
- Michele McDowell, Local Sales Manager.
- Dante Genua, National Sales Manager.
- Robert Imhoff, Controller.
- Kathleen Baylies, Promotion Director.
- Maria Velleggia, Public Relations Director.

Rates: On request.

City of License: Baltimore. **ADI:** Baltimore. **Rank:** 22.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	MARYLAND				
		Anne Arundel	152,000	151,400	100
		Baltimore	273,800	272,800	100
		Caroline	10,000	9,900	99
		Carroll	43,700	43,500	100
		Cecil	25,900	25,800	100
		Dorchester	12,000	11,900	99
		Harford	62,500	62,200	100
		Howard	69,200	68,900	100
		Kent	6,700	6,700	100
		Queen Annes	12,600	12,500	99
		Talbot	12,500	12,400	99
		Worcester	15,100	14,900	99
		Baltimore City	278,200	277,100	100



Net Weekly Circulation	State County	Total Households	TV Households	%	
Between 25-49%	DELAWARE				
		Kent	40,200	39,900	99
		Sussex	45,600	45,100	99
	MARYLAND				
		Calvert	18,200	18,000	99
		Frederick	53,600	53,300	99
		Somerset	7,600	7,500	99
		Washington	44,600	44,300	99
		Wicomico	28,400	28,200	99
	PENNSYLVANIA				
	Adams	27,900	27,400	98	
	York	132,100	130,000	98	
WEST VIRGINIA					
	Jefferson	13,500	13,400	99	
Between 5-24%	MARYLAND				
		Garrett	10,100	10,000	99
		Montgomery	288,900	288,000	100
		Prince Georges	260,400	259,600	100
		St Marys	26,100	25,900	99
	PENNSYLVANIA				
		Franklin	46,600	45,300	97
		Fulton	5,500	5,300	96
	VIRGINIA				
		Clarke	4,300	4,300	100
	Loudoun	30,000	29,700	99	
	Warren	10,000	9,900	99	
WEST VIRGINIA					
	Berkeley	22,800	22,600	99	
	Morgan	4,800	4,700	98	
Station Totals		2,095,400	2,082,400	99	
Net Weekly Circulation (1992)				1,061,400	
Average Daily Circulation (1992)				557,700	

Maryland—Baltimore

WNUV-TV

Ch. 54

Network Service: None, Independent.

Licensee: WNUV TV 54 Ltd. Partnership, 2 Copley Place, Boston, MA 02116.

Studio: 3001 Druid Park Dr., Baltimore, MD 21215.

Telephone: 410-462-5400. **Fax:** 410-523-4319.

Technical Facilities: Channel No. 54 (710-716 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1148-ft. above av. terrain, 998-ft. above ground, 1505-ft. above sea level.

Latitude 39° 17' 15"
Longitude 76° 45' 38"

Transmitter: 2038 Powers Lane Catonsville, MD 21228.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Microdyne, 7-meter C-band; Microdyne, 5-meter C-band; AFC, 3.8-meter Ku-band; M/A-Com, Microdyne, Agile Omni receivers.

Ownership: ABRY Communications (Group Owner).

Began Operation: July 1, 1982. Sale to present owners by Samuel S. Kravetz, et al., approved by FCC Jan. 23, 1989.

Represented (sales): Seitel Inc.

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

Personnel:

- Joseph Koff, General Manager.
- Michael Kelly, General Sales Manager.
- Len Weinstein, Local Sales Manager.
- Debbie Kramer, National Sales Manager.
- Bruce Binenfeld, Program Director.
- Maura McCoy, Promotion Director.
- Paul Garnet, Chief Engineer.
- Collette Leonard, Business Manager.
- Terry Campbell, Production Manager.

Highest 30 Sec. Rate: \$2500.

City of License: Baltimore. **ADI:** Baltimore. **Rank:** 22.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MARYLAND			
	Kent	6,700	6,700	100
	Baltimore City	278,200	277,100	100
Between 25-49%	MARYLAND			
	Anne Arundel	152,000	151,400	100
	Baltimore	273,800	272,800	100
	Carroll	43,700	43,500	100
	Harford	62,500	62,200	100
Between 25-49%	Howard	69,200	68,900	100
	Queen Annes	12,600	12,500	99
	Talbot	12,500	12,400	99



WNUV-TV BPCT-890512KE Granted 8/9/89 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	DISTRICT OF COLUMBIA			
	Dist of Columbia	251,000	248,900	99
	MARYLAND			
	Calvert	18,200	18,000	99
	Caroline	10,000	9,900	99
	Cecil	25,900	25,800	100
	Dorchester	12,000	11,900	99
	Frederick	53,600	53,300	99
	Prince Georges	260,400	259,600	100
	St Marys	26,100	25,900	99
	PENNSYLVANIA			
	Adams	27,900	27,400	98
	Franklin	46,600	45,300	97
VIRGINIA				
Loudoun	30,000	29,700	99	
WEST VIRGINIA				
Berkeley	22,800	22,600	99	
Jefferson	13,500	13,400	99	
Station Totals		1,709,200	1,699,200	99
Net Weekly Circulation (1992)			545,700	
Average Daily Circulation (1992)			221,200	

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Television & Cable Factbook

Maryland—Hagerstown

WHAG-TV

Ch. 25

Network Service: NBC.

Licensee: Great Trails Bcstg. Corp., 717 E. David Rd., Dayton, OH 45429.

Studio: 13 E. Washington St., Hagerstown, MD 21740.

Telephone: 301-797-4400. **Fax:** 301-733-1735.

Technical Facilities: Channel No. 25 (536-542 MHz). Authorized power: 1358-kw max. visual. Antenna: 1230-ft. above av. terrain, 427-ft. above ground, 1864-ft. above sea level.

Latitude 39° 39' 35"
Longitude 77° 57' 57"

Transmitter: 1.8-mi. W of Clear Spring, Fairview Mountain.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Comtech, 5-meter C-band; Harris, 6.1-meter Ku-band; Harris, 3-meter Ku-band; Harris, Pinzone receivers.

News Services: NBC, AP.

Ownership: Great Trails Broadcasting Corp. (Group Owner).

Began Operation: January 3, 1970. Sale to present owners by Richard Henson, et al., approved by FCC July 30, 1981 (*Television Digest*, Vol. 21:6). Transfer of control by Adler Communications Corp. granted by FCC Sept. 18, 1972.

Represented (sales): Katz Television.

Represented (legal): Haley, Bader & Potts.

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

Personnel:

Hugh Breslin III, Vice President & General Manager.

Bob Borgnesser, News Director.

Chuck Noland, Program & Promotion Director.

Shari Leadman, Local Sales Manager.

Mark Green, Business Manager.

Wayne Younkins, Chief Engineer.

Rates: On request.

City of License: Hagerstown. **ADI:** Hagerstown. **Rank:** 192.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MARYLAND			
	Allegany	29,100	28,900	99
	Washington	44,600	44,300	99
	PENNSYLVANIA			
	Franklin	46,600	45,300	97
	WEST VIRGINIA			
	Berkeley	22,800	22,600	99
	Mineral	10,300	10,200	99
	Morgan	4,800	4,700	98



WHAG-TV BPCT-880601LE Granted 4/18/89 American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	MARYLAND			
	Garrett	10,100	10,000	99
	PENNSYLVANIA			
	Fulton	5,500	5,300	96
	VIRGINIA			
Clarke	4,300	4,300	100	
Between 5-24%	WEST VIRGINIA			
	Hampshire	6,300	6,200	98
	MARYLAND			
	Frederick	53,600	53,300	99
	PENNSYLVANIA			
	Juniata	7,800	7,500	96
	VIRGINIA			
	Frederick	25,000	24,800	99
	Page	8,200	8,200	100
	Shenandoah	12,400	12,300	99
Warren	10,000	9,900	99	
WEST VIRGINIA				
	Hardy	4,100	4,000	98
	Jefferson	13,500	13,400	99
Station Totals		319,000	315,200	99
Net Weekly Circulation (1992)				130,800
Average Daily Circulation (1992)				65,800

Maryland—Hagerstown

WJAL

Ch. 68

Network Service: None, independent.

Licensee: Channel 68 Bcstg. Corp., 2688 Molly Pitcher Hwy. S, Box 229, Chambersburg, PA 17201.

Studio: 16948 Buchanan Trail West, Mercersburg, PA 17326.

Mailing Address: Box 229, Chambersburg, PA 17201.

Telephones: 717-263-6852; 800-444-8868. **Fax:** 717-263-6652.

Technical Facilities: Channel No. 68 (794-800 MHz). Authorized power: 3910-kw max. visual. Antenna: 1293-ft. above av. terrain, 276-ft. above ground, 2277-ft. above sea level.

Latitude 39° 53' 31"
Longitude 77° 58' 02"

Transmitter: State Rd. 16, 3-mi. SSE of McConnellsburg, PA.

Satellite Earth Stations: Paracclipse, 3-meter Ku & C-band; Winegard, 3-meter Ku & C-band; Scientific-Atlanta, 5-meter C-band; AFC, 3.6-meter Ku-band.

Ownership: Channel 68 Bcstg. Corp.

Began Operation: May 5, 1987.

Represented (sales): Roslin TV Sales.

Represented (legal): Allen, Moline & Harold.

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

Personnel:

- Gabriel Osho, General Manager.
- Jerome Foreman, Chief Engineer.
- Lloyd Harris, Business Manager.
- Michael Patterson, Promotion Director.
- Beth A. Lanzer, Administrative Assistant.

Highest 30 Sec. Rate: \$250.

City of License: Hagerstown. **ADI:** Hagerstown. **Rank:** 192.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	MARYLAND			
	Frederick	53,600	53,300	99
	Washington	44,600	44,300	99
	PENNSYLVANIA			
	Franklin	46,600	45,300	97
	Fulton	5,500	5,300	96



WJAL BMPCT-871023KG Granted 11/30/87 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	VIRGINIA			
	Frederick	25,000	24,800	99
	Loudoun	30,000	29,700	99
	WEST VIRGINIA			
	Berkeley	22,800	22,600	99
	Morgan	4,800	4,700	98
Station Totals		232,900	230,000	99
Net Weekly Circulation (1992)			42,600	
Average Daily Circulation (1992)			11,000	

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Maryland—Salisbury

WBOC-TV

Ch. 16

Network Service: CBS.

Licensee: WBOC-TV Inc., 1729 N. Salisbury Blvd., Salisbury, MD 21801.

Studio: Radio-TV Park, Salisbury, MD 21801.

Telephone: 410-749-1111. **TWX:** 301-344-4947. **Fax:** 410-749-6098.

Technical Facilities: Channel No. 16 (482-488 MHz). Authorized power: 4070-kw max. & 933-kw horizontal visual, 407-kw max. & 93.3-kw horizontal aural. Antenna: 980-ft. above av. terrain, 1003-ft. above ground, 1049-ft. above sea level.

Latitude 38° 30' 16"
Longitude 75° 38' 35"

Transmitter: 1.2-mi. S of intersection of Rtes. 24 & 347, approx. 5-mi. SE of Sharptown.

Satellite Earth Station: ADM, 6.8-meter; Scientific-Atlanta receivers.

News Service: AP.

Ownership: Draper Communications Inc. (Group Owner).

Began Operation: July 15, 1954. Sale to present owners by The A. S. Abell Co. approved by FCC Sept. 5, 1980.

Represented (sales): Katz Television.

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

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

Personnel:

William K. Kenton, Vice President & General Manager.

Robert Getz, General Sales Manager.

Carol Hess, Program Director.

Sally Cannon, News Director.

Vincent E. Donovan, Chief Engineer.

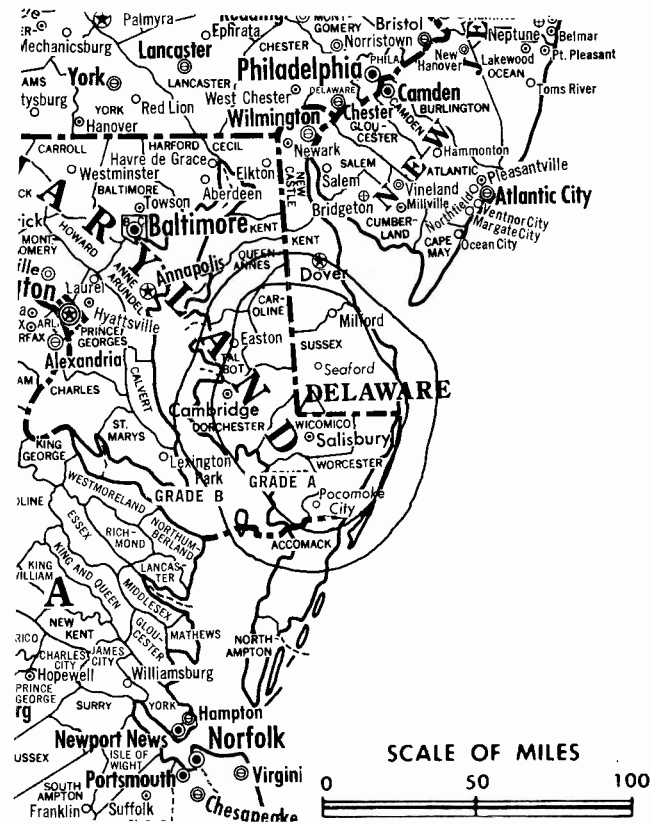
Highest 30 Sec. Rate: \$350.

NETWORK BASE HOURLY RATE: \$850.

City of License: Salisbury. **ADI:** Salisbury. **Rank:** 162.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	DELAWARE			
	Kent	40,200	39,900	99
	Sussex	45,600	45,100	99
	MARYLAND			
	Dorchester	12,000	11,900	99



WBOC-TV BNPCT-820805KE Granted 8/16/82

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Somerset	7,600	7,500	99
	Wicomico	28,400	28,200	99
	Worcester	15,100	14,900	99
	VIRGINIA			
	Accomack	12,700	12,500	98
Between 25-49%	MARYLAND			
	Caroline	10,000	9,900	99
Between 5-24%	MARYLAND			
	Kent	6,700	6,700	100
	Queen Annes	12,600	12,500	99
	Talbot	12,500	12,400	99
Station Totals		203,400	201,500	99
Net Weekly Circulation (1992)				139,900
Average Daily Circulation (1992)				93,300

Maryland—Salisbury

WMDT

Ch. 47

Network Service: ABC, NBC.

Licensee: Delmarva Broadcast Service Gen. Partnership, Box 4009, Salisbury, MD 21803-4009.

Studio: 202 Downtown Plaza, Salisbury, MD 21801.

Telephone: 410-742-4747. TWX: 710-864-7044. Fax: 410-742-5767.

Technical Facilities: Channel No. 47 (668-674 MHz). Authorized power: 2190-kw max. & 324-kw horizontal visual. Antenna: 997-ft. above av. terrain, 1001-ft. above ground, 1024-ft. above sea level.

Latitude 38° 30' 06"
Longitude 75° 44' 09"

Transmitter: 0.2-mi. NW of intersection of Sneathen Church Rd. & San Domingo Rd., Sharptown.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: ADM, 6-meter C-band; Andrew, 4.5-meter C-band; AFC, 3.4-meter Ku-band; Avantek, Microdyne, Standard Components, Agile Omni receivers.

News Services: ABC, AP, CNN.

Ownership: Marion B. Brechner (Group Owner); Berl Brechner.

Began Operation: April 11, 1980. Sale to present owners approved by FCC May 5, 1982.

Represented (sales): Blair Television.

Represented (legal): Cohn & Marks.

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

Personnel:

Frank Pilgrim, General Manager.

Susan Kelly, General Sales Manager.

Rob Downey, News Director.

Betty Talkington, Program Director.

John Cannon, Promotion Director.

Linda Skelley, Business Manager.

William Hctor, Director of Engineering.

Highest 30 Sec. Rate: \$425.

NETWORK BASE HOURLY RATE: \$300.

City of License: Salisbury. ADI: Salisbury. Rank: 162.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.



WMDT BPCT-900518KQ Granted 7/13/90 © American Map Corp., No. 1424

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	DELAWARE			
	Sussex	45,600	45,100	99
	MARYLAND			
	Dorchester	12,000	11,900	99
	Somerset	7,600	7,500	99
	Wicomico	28,400	28,200	99
	Worcester	15,100	14,900	99
	VIRGINIA			
	Accomack	12,700	12,500	98
Between 25-49%	DELAWARE			
	Kent	40,200	39,900	99
Between 5-24%	MARYLAND			
	Caroline	10,000	9,900	99
	Talbot	12,500	12,400	99
Station Total		184,100	182,300	99
Net Weekly Circulation (1992)				96,800
Average Daily Circulation (1992)				49,300

Massachusetts



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Boston, MA	2,121,400	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)
Providence, RI-New Bedford, MA	571,500	43	WJAR (10), WLNE (6), WNAC-TV (64), WOST-TV (69), WPRI-TV (12)
Albany-Schenectady-Troy, NY	506,400	52	WCDC (19), WNYT (13), WOOD (55), WRGB (6), WTEN (10), WXXA-TV (23)
Springfield, MA	247,400	97	WGGB-TV (40), WWLP (22)

State Cross Reference List

Communities that receive programs of stations that are located elsewhere.

WHSH, Boston	See Marlborough, MA
WHLL, Boston	See Worcester, MA
WMFP, Boston	See Lawrence, MA
WHRC, Boston	See Norwell, MA
WLVI-TV, Cambridge	See Boston, MA
WLNE, New Bedford	See Providence, RI

Massachusetts Station Totals as of November 1, 1992

	VHF	UHF	TOTAL
Commercial Television Stations	3	10	13
Educational Television Stations	1	2	3
	4	12	16

Massachusetts—Adams

WCDC

Ch. 19

(Satellite of WTEN, Albany, NY)

Network Service: ABC.

Licensee: Young Bcstg. Inc., 599 Lexington Ave., 47th Floor, New York, NY 10022.

Studio: See WTEN, Albany.

Telephones: 518-436-4822; 413-743-5326; Fax: 518-462-6065.

Technical Facilities: Channel No. 19 (500-506 MHz). Authorized power: 220-kw visual, 20-kw aural. Antenna: 2090-ft. above av. terrain, 248-ft. above ground, 3688-ft. above sea level.

Latitude 42° 38' 14"
Longitude 73° 10' 07"

Transmitter: Mount Greylock, Adams, MA.

News Services: AP, UPI.

Ownership: Young Broadcasting Inc. (Group Owner).

Began Operation: February 5, 1954. Left air Feb. 25, 1956 when tower and antenna were destroyed by high winds. Sold to Capital Cities Bcstg. by Leon Podolsky and associates and station resumed operation Feb. 22, 1957 (Television Digest, Vol. 12:49; 13:6, 8). Sale to Knight-Ridder Bcstg. Inc. by Poole Bcstg. Co. approved by FCC 1977. Sale to present owner approved by FCC Aug. 24, 1989 (Vol. 29:13).

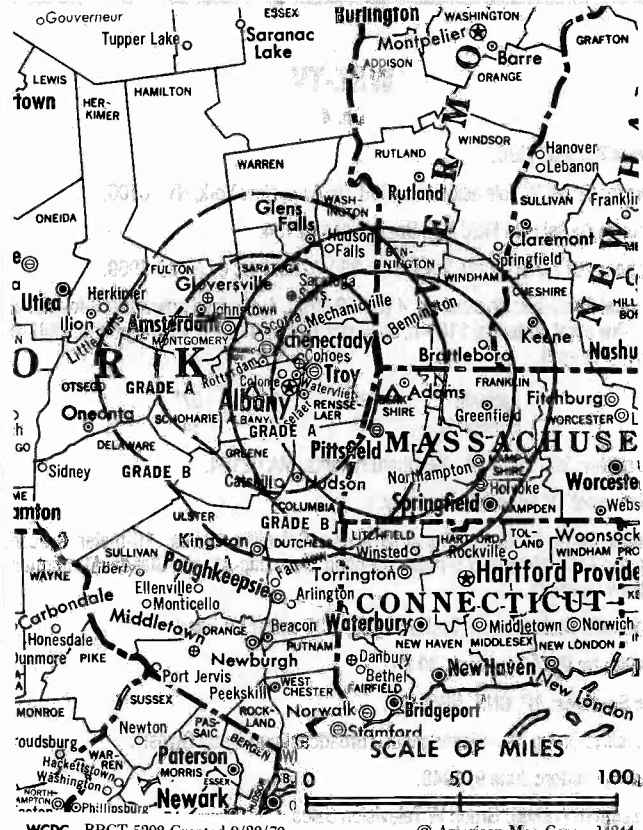
Represented (sales): Adam Young Inc.

Represented (legal): Wiley, Rein & Fielding

Represented (engineering): Smith & Powstenko.

Personnel: See WTEN Albany, NY.

Rates: Sold in combination with WTEN, Albany, NY.



Arbitron Data: Included with parent WTEN, Albany, NY.

City of License: Adams. ADJ: Albany-Schenectady-Troy. Rank: 52.

Massachusetts—Boston

WBZ-TV
Ch. 4

Network Service: NBC.

Licensee: Group W Television Inc., 888 7th Ave., New York, NY 10106.

Studio: 1170 Soldiers Field Rd., Boston, MA 02134.

Telephone: 617-787-7000. **TWX:** 710-330-0283. **Fax:** 617-787-5969.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 60.3-kw visual, 9.75-kw aural. Antenna: 1160-ft. above av. terrain, 1199-ft. above ground, 1349-ft. above sea level.

Latitude 42° 18' 37"
Longitude 71° 14' 14"

Transmitter: 350 Cedar St., Needham Heights, MA 02194.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Scientific-Atlanta, 10-meter C-band; Satcom Technologies, 5.5-meter Ku-band; Scientific-Atlanta, Standard Communications receivers.

SNG Mobile Dish: Satcom Technologies, 2.37-meter Ku-band.

AM Affiliate: WBZ, 50-kw, 1030 kHz.

News Services: AP, CNN, NBC, UPI.

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

Began Operation: June 9, 1948.

Represented (sales): Group W Television Sales.

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

Personnel:

- John J. Spinola, Vice President & General Manager.
- Tony Vinciguerra, Vice President & Station Manager.
- Pam Bergeron, General Sales Manager.
- Michelle Dempsey-Dubrow, Local Sales Manager.
- Peter Hennessey, Local Sales Manager.
- Ben Newman, National Sales Manager.
- Jeff Bartlett, News Director.
- Francine Achbar, Manager, Program Development & Client Marketing.
- Eric Goldstein, Creative Services Director.
- Kim Harbin, Public Relations Director.
- Bob Houghton, Contoller.
- Bob Hess, Manager, Broadcast Operations & Engineering.
- Joseph Blake, Assistant Engineering Manager.

Rates: On request.

City of License: Boston. **ADI:** Boston. **Rank:** 6.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MASSACHUSETTS			
	Barnstable	78,800	77,600	98
	Bristol	188,000	186,100	99
	Dukes	5,500	5,300	96
	Essex	253,300	250,800	99
	Middlesex	517,100	511,700	99
	Nantucket	2,800	2,700	96
	Norfolk	227,800	225,900	99
	Plymouth	153,200	151,500	99
	Suffolk	268,600	263,000	98
	Worcester	261,900	258,700	99
	NEW HAMPSHIRE			
	Belknap	19,800	19,600	99
	Cheshire	26,700	26,000	97
	Hillsborough	128,100	126,600	99
	Merrimack	46,600	45,800	98
	Rockingham	93,200	92,100	99



WBZ-TV BPCT-2072 Granted 2/8/56

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MASSACHUSETTS			
	Strafford	38,400	37,800	98
	Sullivan	15,700	15,200	97
VERMONT	Windham	16,800	16,100	96
	CONNECTICUT			
	Windham	38,100	37,400	98
Between 25-49%	MASSACHUSETTS			
	Franklin	28,200	27,400	97
	MAINE			
	York	65,200	64,400	99
	NEW HAMPSHIRE			
	Grafton	28,300	27,500	97
	RHODE ISLAND			
	Providence	227,600	225,100	99
	VERMONT			
	Caledonia	10,900	10,700	98
Windsor	22,800	22,200	97	
Between 5-24%	CONNECTICUT			
	New London	93,700	91,900	98
	Tolland	44,800	44,100	98
	MASSACHUSETTS			
	Berkshire	54,800	53,900	98
	Hampden	172,600	170,300	99
	Hampshire	50,200	49,200	98
	NEW HAMPSHIRE			
	Carroll	15,300	15,000	98
	RHODE ISLAND			
Bristol	17,300	17,200	99	
Kent	61,700	61,200	99	
Newport	32,200	31,800	99	
Washington	39,700	39,100	98	
Station Totals		3,345,700	3,300,900	99
Net Weekly Circulation (1992)			2,046,000	
Average Daily Circulation (1992)			1,110,500	

Massachusetts—Boston

WCVB-TV

Ch. 5

Network Service: ABC.

Licensee: The Hearst Corp., 5 TV Place, Needham Branch, Boston, MA 02194.

Studio: 5 TV Place, Needham Branch, Boston, MA 02194.

Telephone: 617-449-0400. **Fax:** 617-449-0260.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 960-ft. above av. terrain, 1199-ft. above ground, 1200-ft. above sea level.

Latitude 42° 18' 37"
Longitude 71° 14' 14"

Transmitter: 352 Cedar St., Needham, MA.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Andrew, 7-meter C-band; Harris, 6.1-meter C-band; Harris, 6.1-meter Ku-band; Scientific-Atlanta, 4.5-meter C-band; Vertex, 4.5-meter Ku-band; Avantek, Harris, M/A-Com, Scientific-Atlanta receivers.

News Services: ABC, AP, CNN, UPI.

Ownership: Hearst Broadcasting (Group Owner).

Began Operation: March 19, 1972. Sale to present owner by Metromedia approved by FCC Nov. 14, 1985. Sale to Metromedia by Boston Broadcasters approved April 1, 1982 (Television Digest, Vol. 21:30, 31; 22:1, 14).

Represented (sales): Katz Television.

Represented (legal): Tharrington, Smith & Hargrove.

Personnel:

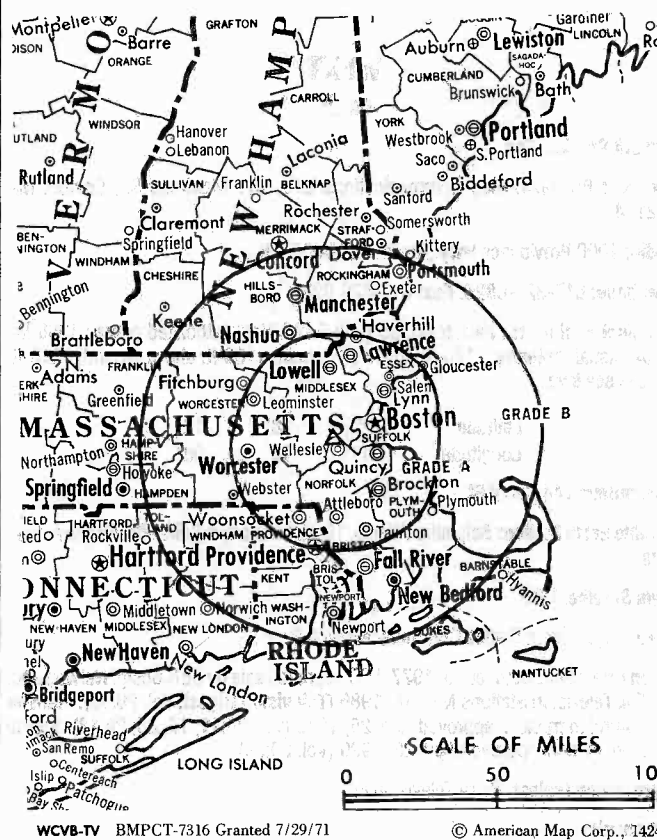
- S. James Coppersmith, President & General Manager.
- Deborah J. Sinay, Vice President & General Sales Manager.
- Paul A. La Camera, Vice President & Station Manager.
- Thomas J. Bringola, Vice President & Business Manager.
- Ross Kauffman, Vice President & Director of Engineering.
- Emily Rooney, News Director.
- Michael Tiedemann, Design Director.
- Marc Mekler, Director of Commercial Operations.
- William Fine, Local Sales Manager.
- Burt Peretsky, Public Relations Director.
- Andrew Hoffman, National Sales Manager.
- Carol Bolling, Human Resources Director.
- Donna Yvette Perez, Promotion Director.
- Terry Mulvey, Marketing Director.

Rates: On request.

City of License: Boston. **ADI:** Boston. **Rank:** 6.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MASSACHUSETTS			
	Barnstable	78,800	77,600	98
	Bristol	188,000	186,100	99
	Dukes	5,500	5,300	96
	Essex	253,300	250,800	99
	Middlesex	517,100	511,700	99
	Nantucket	2,800	2,700	96
	Norfolk	227,800	225,900	99
	Plymouth	153,200	151,500	99
	Suffolk	268,600	263,000	98
	Worcester	261,900	258,700	99
	NEW HAMPSHIRE			
	Cheshire	26,700	26,000	97
	Hillsborough	128,100	126,600	99
	Merrimack	46,600	45,800	98
	Rockingham	93,200	92,100	99
Strafford	38,400	37,800	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	CONNECTICUT			
	Windham	38,100	37,400	98
	MASSACHUSETTS			
	Franklin	28,200	27,400	97
	MAINE			
	York	65,200	64,400	99
	NEW HAMPSHIRE			
	Belknap	19,800	19,600	99
	Sullivan	15,700	15,200	97
	RHODE ISLAND			
Providence	227,600	225,100	99	
VERMONT				
Windham	16,800	16,100	96	
Between 5-24%	CONNECTICUT			
	New London	93,700	91,900	98
	Tolland	44,800	44,100	98
	MASSACHUSETTS			
	Berkshire	54,800	53,900	98
	Hampden	172,600	170,300	99
	Hampshire	50,200	49,200	98
	NEW HAMPSHIRE			
	Carroll	15,300	15,000	98
	Grafton	28,300	27,500	97
	RHODE ISLAND			
	Bristol	17,300	17,200	99
	Kent	61,700	61,200	99
Newport	32,200	31,800	99	
Washington	39,700	39,100	98	
VERMONT				
Windsor	22,800	22,200	97	
Station Totals		3,334,800	3,290,200	99
Net Weekly Circulation (1992)			2,077,700	
Average Daily Circulation (1992)			1,137,000	

Massachusetts—Boston

WFXT
Ch. 25

Network Service: Fox.

Licensee: Boston Celtics Communications L.P., 151 Merrimac St., Boston, MA 02114.

Studio: 1000 Providence Hwy., Dedham, MA 02026.

Telephone: 617-326-8825. **Fax:** 617-326-9984.

Technical Facilities: Channel No. 25 (536-542 MHz). Authorized power: 1380-kw max. visual. Antenna: 1170-ft. above av. terrain, 1168-ft. above ground, 1316-ft. above sea level.

Latitude 42° 18' 12"
Longitude 71° 13' 08"

Transmitter: 144 Cabot St.

Satellite Earth Station: Scientific-Atlanta, 10-meter C-band; Scientific-Atlanta receivers.

News Service: UPI.

Ownership: Boston Celtics Communications L.P.

Began Operation: October 10, 1977. FCC approved sale by CBN Bcstg. Network Inc. to Fox Television Stations Nov. 18, 1986 (*Television Digest*, Vol. 26:33). Transfer of control to trustees approved April 26, 1989 (Vol. 28:11, 17, 25; 29:18). Sale to present owners approved April 25, 1990 (Vol. 29:39).

Represented (sales): Pety Television Inc.

Personnel:

- Gerald R. Walsh, Vice President & General Manager.
- Debby Smith, General Sales Manager.
- William Acker, National Sales Manager.
- Kevin Fitzpatrick, Local Sales Manager.
- Gunnar Rieger, Chief Engineer.
- James R. Byrne, Program & Promotion Director.
- Patti Keagy, Business Manager.
- Marian Ward-Lent, Cable Relations Director.

Rates: On request.

City of License: Boston. **ADI:** Boston. **Rank:** 6.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MASSACHUSETTS			
	Essex	253,300	250,800	99
	Middlesex	517,100	511,700	99
	Norfolk	227,800	225,900	99
	Plymouth	153,200	151,500	99
	Suffolk	268,600	263,000	98
Between 25-49%	MASSACHUSETTS			
	Barnstable	78,800	77,600	98
	Bristol	188,000	186,100	99
	Dukes	5,500	5,300	96
	Nantucket	2,800	2,700	96
	Worcester	261,900	258,700	99



WFXT BMPCT-7672 Granted 4/28/77

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	NEW HAMPSHIRE			
	Cheshire	26,700	26,000	97
	Hillsborough	128,100	126,600	99
	Merrimack	46,600	45,800	98
	Rockingham	93,200	92,100	99
	Strafford	38,400	37,800	98
	RHODE ISLAND			
	Bristol	17,300	17,200	99
	Newport	32,200	31,800	99
	Providence	227,600	225,100	99
Between 5-24%	MASSACHUSETTS			
	Franklin	28,200	27,400	97
	MAINE			
	York	65,200	64,400	99
	NEW HAMPSHIRE			
	Coos	13,900	13,700	99
	Grafton	28,300	27,500	97
	RHODE ISLAND			
	Kent	61,700	61,200	99
	Washington	39,700	39,100	98
VERMONT				
Windham	16,800	16,100	96	
Station Totals		2,820,900	2,785,100	99
Net Weekly Circulation (1992)				1,248,500
Average Daily Circulation (1992)				416,000

Massachusetts—Boston

WHDH-TV

Ch. 7

Network Service: CBS.

Licensee: WHDH-TV Inc., Government Center, 7 Bulfinch Place, Boston, MA 02114.

Studio: Government Center, 7 Bulfinch Place, Boston, MA 02114.

Telephone: 617-725-0777. **TWX:** 710-321-0361. **Fax:** 617-227-4782.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 1000-ft. above av. terrain, 1069-ft. above ground, 1184-ft. above sea level.

Latitude 42° 18' 40"
Longitude 71° 13' 00"

Transmitter: Tower Rd., Newton, MA.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Andrew, 9-meter C-band; Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.6-meter C-band; Avantek, Scientific-Atlanta receivers.

AM Affiliate: WHDH.

News Services: AP, CBS.

Ownership: New England Television Corp.

Began Operation: June 21, 1948 owned by RKO General Inc. Following loss of station license, combination of two competing applicants began operation May 22, 1982 (Television Digest, Vol. 18:17, 36; 21:49; 22:1, 4, 19).

Represented (sales): TeleRep Inc.

Represented (legal): Fitch, Miller & Tourse.

Personnel:

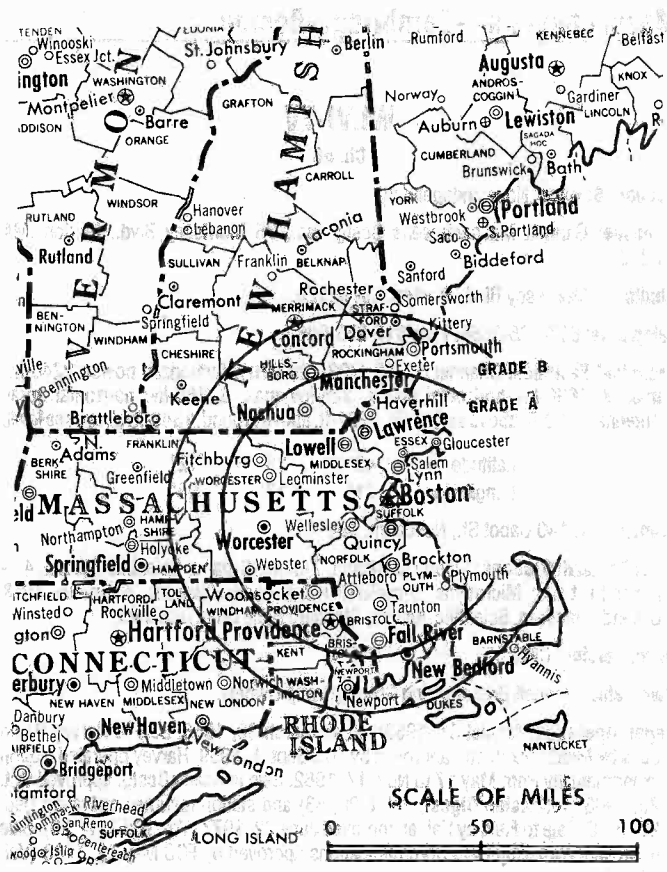
- Bruce Marson, Vice President & General Manager.
- Thomas S. Warner, General Sales Manager.
- Richard Weisberg, Vice President, Marketing & Creative Services.
- Bart Feder, Vice President, News.
- Karl Renwanz, Vice President, Engineering & Operations.
- Cathy Perron, Program Director.
- Haig Sarian, Local Sales Manager.
- Tim Ermish, National Sales Manager.
- David Ting, Chief Financial Officer & Director of Business Affairs.
- Judith Young, Design Director.

Rates: On request.

City of License: Boston. **ADI:** Boston. **Rank:** 6.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	MASSACHUSETTS			
	Barnstable	78,800	77,600	98
	Bristol	188,000	186,100	99
	Essex	253,300	250,800	99
	Middlesex	517,100	511,700	99
	Nantucket	2,800	2,700	96
	Norfolk	227,800	225,900	99
	Plymouth	153,200	151,500	99
	Suffolk	268,600	263,000	98
	Worcester	261,900	258,700	99
	NEW HAMPSHIRE			
	Belknap	19,800	19,600	99



WHDH-TV BPGT-3057 Granted 3/27/63 American Map Corp., No. 14244-

Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	Cheshire	26,700	26,000	97
	Hillsborough	128,100	126,600	99
	Merrimack	46,600	45,800	98
	Rockingham	93,200	92,100	99
	Strafford	38,400	37,800	98
Between 25-49%	MASSACHUSETTS			
	Dukes	5,500	5,300	96
	Franklin	28,200	27,400	97
	MAINE			
	York	65,200	64,400	99
	NEW HAMPSHIRE			
	Sullivan	15,700	15,200	97
	RHODE ISLAND			
	Newport	32,200	31,800	99
	Providence	227,600	225,100	99
VERMONT				
Windham	16,800	16,100	96	
Between 5-24%	CONNECTICUT			
	Windham	38,100	37,400	98
	MASSACHUSETTS			
	Hampshire	50,200	49,200	98
	NEW HAMPSHIRE			
	Carroll	15,300	15,000	98
	RHODE ISLAND			
	Bristol	17,300	17,200	99
	Kent	61,700	61,200	99
	Washington	39,700	39,100	98
VERMONT				
Windsor	22,800	22,200	97	
Station Totals		2,940,600	2,902,500	99
Net Weekly Circulation (1992)				2,008,800
Average Daily Circulation (1992)				1,054,300

Massachusetts—Cambridge-Boston

WLVI-TV

Ch. 56

Network Service: None, independent.

Licensee: Gannett Massachusetts Bcstg. Inc., 75 Morrissey Blvd., Boston, MA 02125.

Studio: 75 Morrissey Blvd., Boston, MA 02125.

Telephone: 617-265-5656. **Fax:** 617-265-0063.

Technical Facilities: Channel No. 56 (722-728 MHz). Authorized power: 2240-kw max. & 1660-kw horizontal visual, 226-kw max. & 166-kw horizontal aural. Antenna: 1180-ft. above av. terrain, 1201-ft. above ground, 1349-ft. above sea level.

Latitude 42° 18' 12"
Longitude 71° 13' 08"

Transmitter: 140 Cabot St., Needham, MA.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.6-meter Ku-band; Microdyne, 5-meter Ku & C-band; Cyclesat, 4.6-meter Ku & C-band; Standard, Scientific-Atlanta, Standard Agile Omni receivers.

News Service: CNN.

Ownership: Gannett Broadcasting Group (Group Owner).

Began Operation: August 31, 1953; left air March 30, 1956. Sale to Harvey Radio Labs by Middlesex Bcstg. approved by FCC Sept. 1, 1959. Harvey operated station experimentally from May 17 to Nov. 17, 1962. Sale to Kaiser Bcstg. approved Oct. 20, 1966 (*Television Digest*, Vol. 6:26, 43) and station resumed operation Dec. 21, 1966. Sale to Field by Kaiser approved June 22, 1977 (Vol. 16:51; 17:26). Sale to present owner by Field Communications approved by FCC May 12, 1983 (Vol. 22:47).

Represented (sales): Blair Television.

Personnel:

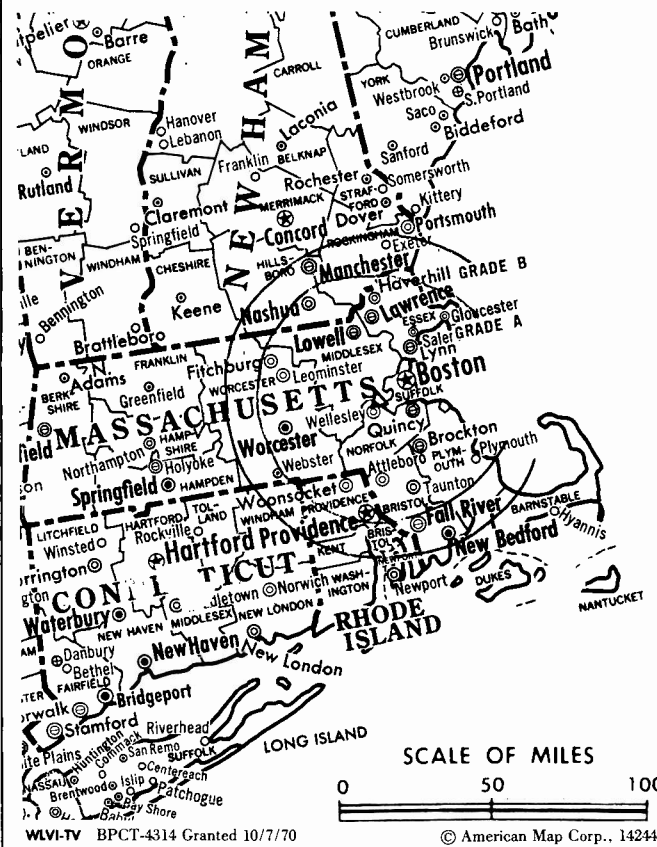
- Peter S. Temple**, President & General Manager.
- Ron Becker**, Vice President, News & Operations.
- Peter Schrueth**, General Sales Manager.
- Gregg Kelley**, Local Sales Manager.
- Howard Strudler**, National Sales Manager.
- Gracelyn Brown**, Director of Programming & Creative Services.
- James Gilbert**, Director of Operations & Engineering.
- Michael J. Izor**, Controller.
- Barbara Bethea**, Production Manager.
- Natalie McIver**, Community Affairs Manager.

Rates: On request.

City of License: Cambridge. **ADI:** Boston. **Rank:** 6.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW HAMPSHIRE			
	Strafford	38,400	37,800	98
Between 25-49%	MASSACHUSETTS			
	Barnstable	78,800	77,600	98
	Bristol	188,000	186,100	99
	Essex	253,300	250,800	99
	Middlesex	517,100	511,700	99
	Nantucket	2,800	2,700	96
	Norfolk	227,800	225,900	99
	Plymouth	153,200	151,500	99
	Suffolk	268,600	263,000	98
	Worcester	261,900	258,700	99
	NEW HAMPSHIRE			
	Belknap	19,800	19,600	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	MASSACHUSETTS			
	Coos	13,900	13,700	99
	Hillsborough	128,100	126,600	99
	Rockingham	93,200	92,100	99
	RHODE ISLAND			
	Kent	61,700	61,200	99
	Newport	32,200	31,800	99
	Providence	227,600	225,100	99
	Washington	39,700	39,100	98
	Between 5-24%	CONNECTICUT		
New London		93,700	91,900	98
Windham		38,100	37,400	98
MASSACHUSETTS				
Dukes		5,500	5,300	96
Franklin		28,200	27,400	97
Hampshire		50,200	49,200	98
MAINE				
Franklin		11,300	10,900	97
Oxford		20,400	20,100	99
York	65,200	64,400	99	
Station Totals	NEW HAMPSHIRE			
	Carroll	15,300	15,000	98
	Grafton	28,300	27,500	97
	Merrimack	46,600	45,800	98
	Sullivan	15,700	15,200	97
	RHODE ISLAND			
	Bristol	17,300	17,200	99
	VERMONT			
	Windham	16,800	16,100	96
	Station Totals		3,058,700	3,018,400
Net Weekly Circulation (1992)				1,136,700
Average Daily Circulation (1992)				397,700

Massachusetts—Boston

WQTV

Ch. 68

Network Service: None, independent.

Licensee: Monitor Television Inc., 1660 Soldiers Field Rd., Boston, MA 02135.

Studio: 1660 Soldiers Field Rd., Boston, MA 02135.

Telephone: 617-787-6868, **Fax:** 617-562-4280.

Technical Facilities: Channel No. 68 (794.800 MHz). Authorized power: 1350-kw max. visual, 135-kw max. aural. Antenna: 770-ft. above av. terrain, 836-ft. above ground, 846-ft. above sea level.

Latitude 42° 20' 50"
Longitude 71° 04' 59"

Transmitter: Prudential Center, 800 Boylston St., Boston

Satellite Earth Stations: Andrew, 4.5-meter Ku & C-band; Vertex, 3.5-meter Ku-band; Vertex, 1.5-meter C-band; Andrew, M/A-Com receivers.

Ownership: Monitor Television Inc.

Began Operation: January 3, 1979. Sale to present owner by Arlington Broadcast Group approved by FCC Oct. 6, 1986 (*Television Digest*, Vol. 26:23). Sale to Arlington approved by FCC March 22, 1982.

Personnel:

Bill Spitzer, General Manager

Maryrose DiDomenico, Program & Promotion Director

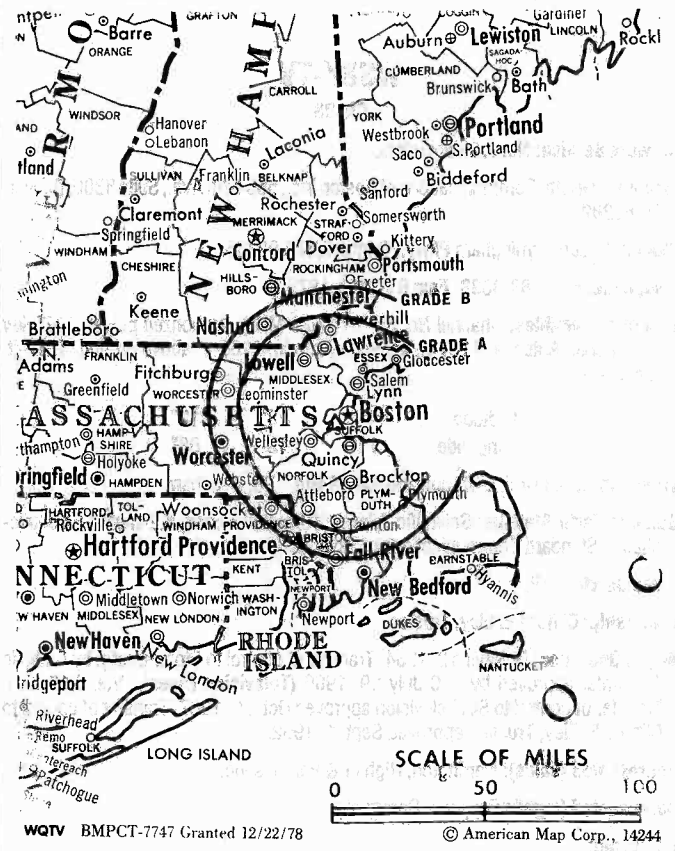
Kitty Cook, Business Manager

Bud Rath, Chief Engineer

Rates: On request.

City of License: Boston. **ADI:** Boston. **Rank:** 6.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	MASSACHUSETTS			
	Essex	253,300	250,800	99
	Middlesex	517,100	511,700	99
	Suffolk	268,600	263,000	98
Station Totals		1,039,000	1,025,500	99
Net Weekly Circulation (1992)				97,000
Average Daily Circulation (1992)				24,300

Massachusetts—Boston

WSBK-TV

Ch. 38

Network Service: None, independent.

Licensee: Gillette Communications of Boston Inc., 555 17th Ave., Suite 3300, Denver, CO 80202.

Studio: 83 Leo Birmingham Pkwy., Brighton, MA 02135.

Telephone: 617-783-3838. **Fax:** 617-783-1875.

Technical Facilities: Channel No. 38 (614-620 MHz). Authorized power: 2370-kw max. visual. Antenna: 1161-ft. above av. terrain, 1168-ft. above ground, 1217-ft. above sea level.

Latitude 42° 18' 12"
Longitude 71° 13' 08"

Transmitter: 0.33-mi. E of Highland Ave. & Rte. 128, Needham.

Satellite Earth Stations: Scientific-Atlanta, 10-meter; Vertex, 6.2-meter; Scientific-Atlanta, Standard Communications receivers.

News Service: AP.

Ownership: Clifford E. Eley, Trustee.

Began Operation: October 12, 1964. Transfer of control to Storer Bcstg. by Catholic TV Center approved by FCC July 29, 1966 (*Television Digest*, Vol. 6:15, 31). Transfer of control to SCI Television approved Oct. 29, 1987. Transfer of control to Clifford E. Eley, Trustee, approved Sept. 1, 1992.

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

Represented (legal): Pepper & Corazzini.

Personnel:

- Daniel J. Berkery, President & General Manager.
- Stuart P. Tauber, Assistant General Manager.
- John S. Viall, Director of Operations.
- Francis X. Comerford, General Sales Manager.
- Mark F. Lund, National Sales Manager.
- John Anderson, Director, Sales Development.
- James McCarthy, Chief Engineer.
- Meg La Vigne, Program Director.
- Victoria Kendall, Creative Services Director.
- Virginia C. Jones, Controller.

Rates: On request.

City of License: Boston. **ADI:** Boston. **Rank:** 6.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MASSACHUSETTS			
	Essex	253,300	250,800	99
	Middlesex	517,100	511,700	99
	Norfolk	227,800	225,900	99
	Plymouth	153,200	151,500	99
NEW HAMPSHIRE	Merrimack	46,600	45,800	98
	Strafford	38,400	37,800	98
Between 25-49%	CONNECTICUT			
	New London	93,700	91,900	98
	MASSACHUSETTS			
	Barnstable	78,800	77,600	98
	Berkshire	54,800	53,900	98
	Bristol	188,000	186,100	99
	Dukes	5,500	5,300	96
	Franklin	28,200	27,400	97
	Hampden	172,600	170,300	99
	Hampshire	50,200	49,200	98
	Suffolk	268,600	263,000	98
	Worcester	261,900	258,700	99
	MAINE			
	Androscoggin	40,400	39,900	99



WSBK-TV BPC7-910130KE Granted 5/31/91 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Cumberland	95,800	94,500	99
	Franklin	11,300	10,900	97
	Kennebec	45,100	44,300	98
	Oxford	20,400	20,100	99
	Sagadahoc	13,100	12,800	98
	Somerset	18,300	17,900	98
	York	65,200	64,400	99
	NEW HAMPSHIRE			
	Belknap	19,800	19,600	99
	Carroll	15,300	15,000	98
NEW YORK	Fulton	21,000	20,700	99
	Montgomery	20,400	20,000	98
	Saratoga	67,000	66,200	99
	RHODE ISLAND			
	Bristol	17,300	17,200	99
Kent	61,700	61,200	99	
Newport	32,200	31,800	99	
Providence	227,600	225,100	99	
VERMONT				
Windham	16,800	16,100	96	
Between 5-24%	COLORADO			
	Cheyenne	900	900	100
CONNECTICUT	Hartford	327,600	323,000	99
	(Continued on page A-586)			
Station Totals		6,078,100	5,996,800	99
Net Weekly Circulation (1992)				1,972,400
Average Daily Circulation (1992)				664,300

Massachusetts—Lawrence

WMFP

Ch. 62

Network Service: None, independent.

Licensee: MFP Inc., One Parker St., Lawrence, MA 01843.

Studio: One Parker St., Lawrence, MA 01843.

Telephone: 508-975-3053.

Technical Facilities: Channel No. 62 (758-764 MHz). Authorized power: 20-kw max. visual, 2-kw max. aural. Antenna: 505-ft. above av. terrain, 271-ft. above ground, 600-ft. above sea level.

Latitude	42°	42'	25"
Longitude	71°	00'	54"

Holds CP for change to 5000-kw max. visual, 650-ft. above av. terrain, 643-ft. above ground, 699-ft. above sea level, lat. 42° 21' 29", long. 71° 03' 40", transmitter to One Beacon St., Boston. BMPCT-871203KJ.

Transmitter: Baldpate Hill, approx. 1-mi. SSW of intersection with Hwy. 133.

Satellite Earth Station: Paraclipse, 3.8-meter.

Ownership: MFP Inc.

Began Operation: October 16, 1987.

Represented (legal): Hopkins & Sutter.

Represented (engineering): Moffet, Larson & Johnson P.C.

Personnel:

Ilse Brinkman, Station Contact.

Rates: On request.

Arbitron Data: Not available.



City of License: Lawrence. **ADI:** Boston, **Rank:** 6.

Massachusetts—Marlborough

WHSH

Ch. 66

Network Service: Home Shopping Network.

Licensee: HSN Broadcasting of Massachusetts Inc., 71 Parmenter Rd., Hudson, MA 01749.

Studio: 71 Parmenter Rd., Hudson, MA 01749.

Telephones: 617-350-6666; 508-879-6666. **Fax:** 508-875-3416.

Technical Facilities: Channel No. 66 (782-788 MHz). Authorized power: 3160-kw visual, 316-kw aural. Antenna: 1070-ft. above av. terrain, 1249-ft. above ground, 1449-ft. above sea level.

Latitude	42°	23'	01"
Longitude	71°	29'	35"

Transmitter: 71 Parmenter Rd., Hudson, MA.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Stations: Comtech, 7.3-meter C-band; Vertex, 4.5-meter C-band; Pinzone receivers.

News Service: UPI.

Ownership: HSN Communications Inc. (Group Owner).

Began Operation: February 12, 1985. Sale to present owner by Arnold Ginsburg & John Garabedian approved by FCC Sept. 23, 1986 (*Television Digest*, Vol. 26:32, 45).

Represented (legal): Dow, Lohnes & Albertson.

Personnel:

- Merril Buchhalter**, Vice President & Station Manager.
- Jane Woodhouse**, Marketing & Promotion Director.
- Francesca Bryden**, News & Program Director.
- Mark Arpino**, Chief Engineer.
- Robin Belle-Isle**, Operations Supervisor.



Highest 30 Sec. Rate: \$200.

Arbitron Data: Not available.

City of License: Marlborough. **ADI:** Boston. **Rank:** 6.

Massachusetts—Springfield-Holyoke

WGGB-TV

Ch. 40

Network Service: ABC.

Licensee: Guy Gannett Publishing Co., Box 40, Springfield, MA 01102-0040.

Studio: 1300 Liberty St., Springfield, MA 01104.

Telephone: 413-733-4040. **Fax:** 413-781-5738.

Technical Facilities: Channel No. 40 (626-632 MHz). Authorized power: 4270-kw visual, 427-kw aural. Antenna: 1056-ft. above av. terrain, 167-ft. above ground, 1378-ft. above sea level.

Latitude 42° 14' 30"
Longitude 72° 38' 57"

Transmitter: Top of Mount Tom, Holyoke, MA.

Multichannel TV Sound: Stereo only

Satellite Earth Stations: Andrew, 7.5-meter C-band; Andrew, 4.5-meter C-band; Scientific-Atlanta, 4.5-meter Ku-band; AFC, 3.5-meter Ku-band; Comtech, 3.5-meter C-band; Avantek, M/A-Com, Microdyne receivers.

News Services: ABC, AP.

Ownership: Guy Gannett Broadcasting Services (Group Owner).

Begin Operation: April 14, 1953. Sale with AM & FM affiliates to present owner by Hampden-Hampshire Corp. approved June 7, 1967 by FCC (Television Digest, Vol. 6:44). Previous sale of 50% to Republican TV Inc. approved July 21, 1954 (Vol. 10:10, 30).

Represented (sales): Katz Television.

Represented (legal): Dow, Lohnes & Albertson.

Represented (engineering): Lohnes & Culver.

Personnel:

- Kevin P. LeRoux, Vice President & General Manager.
- Michael Moran, General Sales Manager.
- Clayton Travernicht, National Sales Manager.
- Ted Gratkowski, Chief Engineer.
- Richard Wylie, Traffic Manager.

Highest 30 Sec. Rate: \$1600.

NETWORK BASE HOURLY RATE: \$750.

City of License: Springfield. **ADJ:** Springfield, MA. **Rank:** 97.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MASSACHUSETTS			
	Franklin	28,200	27,400	97
	Hampden	172,600	170,300	99



WGGB-TV BPCT-870616KG Granted 9/3/87 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Hampshire	50,200	49,200	98
Between 5-24%	CONNECTICUT			
	Hartford	327,600	323,000	99
	Tolland	44,800	44,100	98
	VERMONT			
	Windham	16,800	16,100	96
Station Totals		640,200	630,100	98
Net Weekly Circulation (1992)			258,800	
Average Daily Circulation (1992)			139,200	

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Massachusetts—Springfield

WWLP
Ch. 22

Network Service: NBC.

Licensee: Brissette TV of Springfield Inc., Box 2210, Springfield, MA 01102-2210.

Studio: Provin Mountain, Feeding Hills, MA 01030.

Mailing Address: Box 2210, Springfield, MA 01102-2210.

Telephone: 413-786-2200. **Fax:** 413-786-7144.

Technical Facilities: Channel No. 22 (518-524 MHz). Authorized power: 3390-kw max. visual. Antenna: 880-ft. above av. terrain, 530-ft. above ground, 1170-ft. above sea level.

Latitude 42° 05' 05"
Longitude 72° 42' 14"

Transmitter: Provin Mountain, Agawam, MA.

Multichannel TV Sound: Stereo only.

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

News Service: AP.

Ownership: Brissette Broadcasting Corp. (Group Owner).

Began Operation: March 17, 1953. Sale to Adams Communications by Springfield TV Corp. approved by FCC Jan. 9, 1984 (Television Digest, Vol. 23:35). Sale to present owner approved Dec. 24, 1991.

Represented (sales): Blair Television.

Personnel:

- William Pepin, President & General Manager.
- E. Holland Low, Vice President.
- Constance O'Brien, Vice President, Business Affairs.
- Fred Steinman, Local Sales Manager.
- Max Marek, Chief Engineer.
- Keith Silver, News Director.
- Anna Giza, Promotion Manager.
- Francis Kozlowski Jr., Traffic Manager.
- Rich Tettemer, Sports Director.

Highest 30 Sec. Rate: \$1000.

NETWORK BASE HOURLY RATE: \$725.

City of License: Springfield. **ADI:** Springfield, MA. **Rank:** 97.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MASSACHUSETTS			
	Franklin	28,200	27,400	97
	Hampden	172,600	170,300	99
	Hampshire	50,200	49,200	98
Between 5-24%	CONNECTICUT			
	Hartford	327,600	323,000	99
	Middlesex	55,900	55,000	98
	Tolland	44,800	44,100	98
Station Totals	MASSACHUSETTS			
	Berkshire	54,800	53,900	98
	Worcester	261,900	258,700	99
Net Weekly Circulation (1992)		996,000	981,600	99
Average Daily Circulation (1992)			291,700	159,100

Massachusetts—Worcester

WHLL

Ch. 27

Network Service: Telemundo.

Licensee: Corridor Bcstg. Corp., Box 27, Shrewsbury, MA 01545.

Studio: 27 Parker Rd., Shrewsbury, MA 01545.

Telephone: 508-799-2727. **Fax:** 508-754-9181.

Technical Facilities: Channel No. 27 (548-554 MHz). Authorized power: 2301-kw max. visual, 230-kw max. aural. Antenna: 1531-ft. above av. terrain, 1315-ft. above ground, 2015-ft. above sea level.

Latitude 42° 20' 01"
Longitude 71° 42' 53"

Transmitter: Stiles Hill, Cross St., Boylston.

Satellite Earth Station: Microdyne, 7-meter.

News Service: CNN.

Ownership: Corridor Broadcasting Corp. (Group Owner).

Began Operation: January 2, 1970. Sale to present owner by Melvin & Fred Simon, Gerald & Irwin Katz approved by FCC Oct. 18, 1983. Previous sale by America Group Management Corp. approved April 21, 1977. Began subscription TV operation Sept. 8, 1980. Resumed independent operation Jan. 1, 1986.

Personnel:

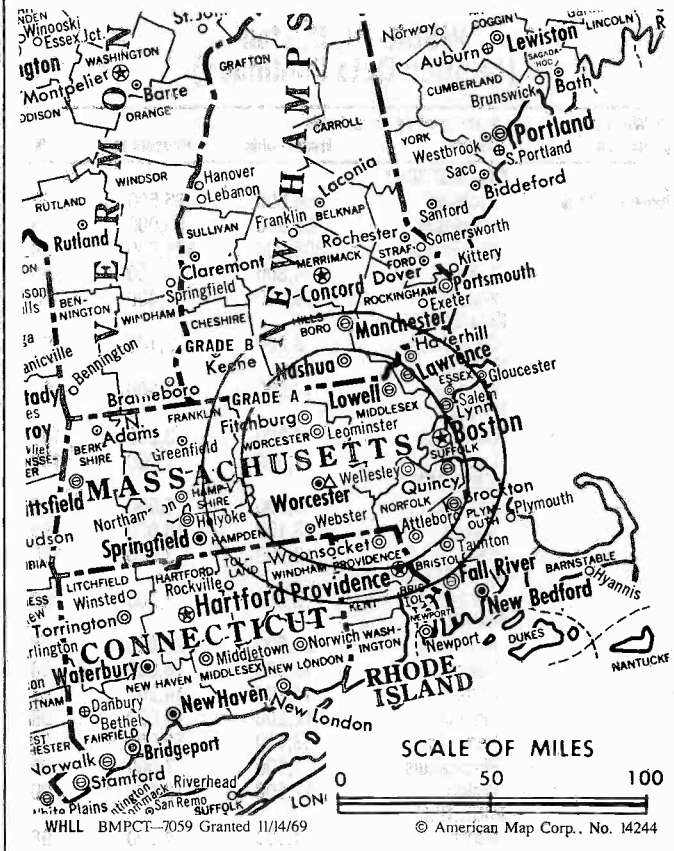
- Michael Nurse**, Vice President & General Manager.
- Richard Betro**, Station Manager.
- Dorothy Buduo**, Marketing Manager.
- Lynne MacNamee**, News Director.
- Lillian Chan**, Program Director.
- Fran Vaccari**, Chief Engineer.
- Robert Davis**, Promotion Director.
- Richard Betro**, Business Manager.

Highest 30 Sec. Rate: \$360.

City of License: Worcester. **ADP:** Boston. **Rank:** 6.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	MASSACHUSETTS			
	Bristol	188,000	186,100	99
	Essex	253,300	250,800	99
	Middlesex	517,100	511,700	99
	Norfolk	227,800	225,900	99
	Plymouth	153,200	151,500	99
	Suffolk	268,600	263,000	98
Worcester	261,900	258,700	99	



Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	NEW HAMPSHIRE			
	Hillsborough	128,100	126,600	99
	RHODE ISLAND			
	Newport	32,200	31,800	99
	Providence	227,600	225,100	99
VERMONT	Windham	16,800	16,100	96
	Station Totals	2,274,600	2,247,300	99
Net Weekly Circulation (1992)				184,400
Average Daily Circulation (1992)				39,500

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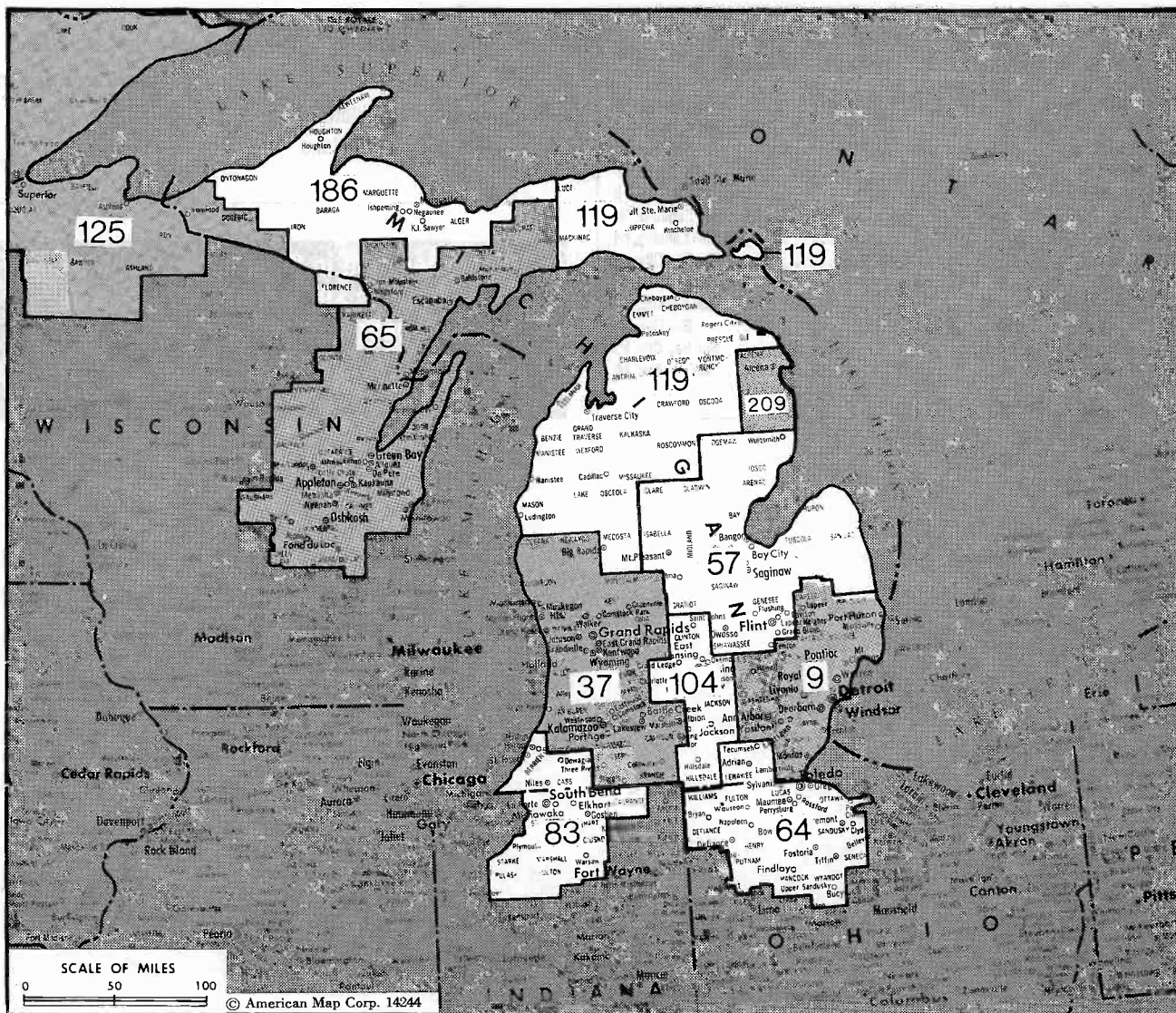
Massachusetts

WSBK-TV, Boston (Arbitron Data Continued)

Net Weekly Circulation	State Total TV Households County	Households	Households	%
Between 5-24%	CONNECTICUT			
	Litchfield	66,600	65,500	98
	Middlesex	55,900	55,000	98
	New Haven	305,500	301,800	99
	Tolland	44,800	44,100	98
	Windham	38,100	37,400	98
	IDAHO			
	Clearwater	3,200	3,100	97
	INDIANA			
	Cass	14,900	14,600	98
	KANSAS			
	Doniphan	3,200	3,200	100
	Lane	1,000	1,000	100
	KENTUCKY			
	Anderson	5,500	5,500	100
	Barren	13,100	13,000	99
	Bath	3,600	3,600	100
	MASSACHUSETTS			
	Nantucket	2,800	2,700	96
	MAINE			
	Aroostook	30,500	29,800	98
	Hancock	18,900	18,600	98
	Knox	14,700	14,300	97
	Lincoln	12,200	12,000	98
Penobscot	53,100	52,200	98	
Piscataquis	7,100	7,000	99	
Waldo	12,600	12,300	98	
MICHIGAN				
Benzie	4,900	4,800	98	
Keweenaw	800	800	100	
MISSOURI				
Worth	1,100	1,100	100	
MISSISSIPPI				
Monroe	13,200	13,100	99	
MONTANA				
Mc Cone	900	900	100	
NORTH CAROLINA				
Cherokee	8,400	8,300	99	
NORTH DAKOTA				
Billings	400	400	100	
NEW YORK				
Albany	114,500	112,800	99	
Broome	80,700	79,700	99	
Cayuga	29,200	28,700	98	
Columbia	24,000	23,600	98	

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

Net Weekly Circulation	State County	Total Households	TV Households	Households %
Between 5-24%	Delaware	18,100	17,600	97
	Greene	17,100	16,800	98
	Hamilton	2,100	2,000	98
	Oneida West	33,600	33,100	99
	Onondaga	176,800	174,800	99
	Oswego	43,100	42,600	99
	Putnam	21,900	21,400	98
	Rensselaer	56,700	55,800	98
	Schenectady	59,600	58,900	99
	Warren	22,300	21,900	98
	Washington	20,400	20,100	99
	Westchester	323,600	320,300	99
	OKLAHOMA			
	Beaver	2,600	2,600	100
	Woods	3,900	3,800	99
	RHODE ISLAND			
	Washington	39,700	39,100	98
	SOUTH DAKOTA			
	Faulk	1,100	1,100	100
	TENNESSEE			
	Houston	2,500	2,500	100
	Johnson	5,500	5,400	98
	Scott	7,000	6,900	99
	TEXAS			
	Dawson	5,100	5,000	98
	VIRGINIA			
	Norfolk City	93,200	92,600	99
	Portsmouth City	40,100	39,800	99
	Va Beach City	135,600	134,900	99
	VERMONT			
	Bennington	14,200	13,900	98
	Caledonia	10,900	10,700	98
Orleans	9,100	9,000	99	
Windsor	22,800	22,200	97	
WASHINGTON				
Klickitat	6,200	5,800	94	
WISCONSIN				
Waushara	8,300	8,100	98	
WEST VIRGINIA				
Calhoun	3,100	3,100	98	
WYOMING				
Lincoln	4,700	4,500	96	



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Detroit, MI	1,728,100	9	WADL (38), WBSX (31), WDIV (4), WGPR-TV (62), WJBK-TV (2), WKBD-TV (50), WXON (20), WXYZ-TV (7)
Grand Rapids-Kalamazoo-Battle Creek, MI	623,000	37	WLLA (64), WOOD-TV (8), WOTV (41), WTLJ (54), WWMT (3), WXMI (17), WZZM-TV (13)
Flint-Saginaw-Bay City, MI	453,900	57	WAQP (49), WEYI-TV (25), WJRT-TV (12), WNEM-TV (5), WSMH (66)
Toledo, OH	405,900	64	WGGN-TV (52), WNWO-TV (24), WTOL-TV (11), WTVG (13), WUPW (36)
Green Bay-Appleton, WI	385,400	65	WBAY-TV (2), WFRV-TV (5), WGBA (26), WJMN-TV (3), WLUC-TV (11), WSCO (14), WXGZ-TV (32)
South Bend-Elkhart, IN	298,500	83	WHME-TV (46), WNDU-TV (16), WSBT-TV (22), WSJV (28)
Lansing, MI	228,700	104	WILX-TV (10), WLAJ (53), WLNS-TV (6), WSYM-TV (47)
Traverse City-Cadillac, MI	182,200	119	WGKI (33), WGKU (45), WGTQ (8), WGTU (29), WPBN-TV (7), WTOM-TV (4), WWTV (9), WWUP-TV (10)
Duluth, MN-Superior, WI	168,100	125	KBJR-TV (6), KDLH (3), WDIO-TV (10), WIRT (13)
Marquette, MI	56,000	186	WLUC-TV (6)
Alpena, MI	15,600	209	WBKB-TV (11)

State Cross Reference List

Communities that receive programs of stations that are located elsewhere.

WILX-TV, Battle Creek	See Lansing, MI
WOTV & WWMT, Battle Creek	See Grand Rapids, MI
WJRT-TV, Bay City	See Flint, MI
WEYI-TV, Bay City	See Saginaw, MI
WPBN-TV Cadillac	See Traverse City, MI
WEYI-TV, Flint	See Saginaw, MI
WLNS-TV, Flint	See Lansing, MI
WNEM-TV, Flint	See Bay City, MI
WWMT, WOOD-TV, WOTV & WZZM-TV, Kalamazoo	See Grand Rapids, MI
WILX-TV Onondaga	See Lansing, MI
WJRT-TV, Saginaw	See Flint, MI
WNEM-TV, Saginaw	See Bay City, MI
WGKI & WWTV, Traverse City	See Cadillac, MI

Michigan Station Totals as of November 1, 1992

	VHF	UHF	TOTAL
Commercial Television Stations	18	17	35
Educational Television Stations	2	10	12
	20	27	47

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Television & Cable Factbook

Michigan—Alpena-Oscoda-Tawas-City-East Tawas

WBKB-TV

Ch. 11

Network Service: CBS.

Licensee: Thunder Bay Broadcasting Corp., 1390 Bagley St., Alpena, MI 49707.

Studio: 1390 Bagley St., Alpena, MI 49707.

Telephone: 517-356-3434.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 670-ft. above av. terrain, 500-ft. above ground, 1510-ft. above sea level.

Latitude 44° 42' 25.00"
Longitude 83° 31' 22.50"

Transmitter: Hubbard Lake Rd., 3-mi. N. of M-72.

Satellite Earth Stations: RCA Americom, 4.5-meter Ku-band; 3.8-meter C-band; W/A-Com, Standard Communications receivers.

News Services: CBS, UPI.

Ownership: Thunder Bay Broadcasting Corp.

Began Operation: September 22, 1975.

Represented (sales): Seltel Inc.

Represented (legal): Cohn & Marks.

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

Personnel:

Stephen A. Marks, President.

Curtis W. Smith, Vice President & General Manager.

Barb Bowen, General Sales Manager.

Cher Allen, Local Sales Manager.

Mark Nowak, Chief Engineer.

Terese Thomas, News Director.

Theresa Stoppa, Business Manager.

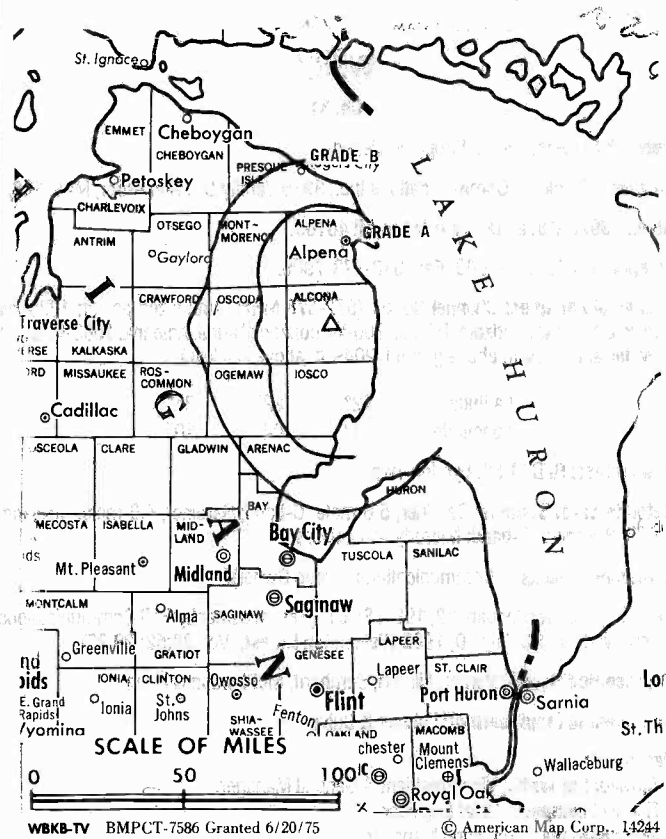
Michael Stroud, Production Manager.

Rates: On request.

City of License: Alpena. **ADI:** Alpena. **Rank:** 209.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN Alcona	4,400	4,300	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Alpena	11,800	11,400	97
	Iosco	11,900	11,800	99
	Montmorency	3,600	3,500	97
	Presque Isle	5,500	5,300	96
Between 25-49%	MICHIGAN Arenac	5,900	5,800	98
	Ogemaw	7,500	7,400	99
	Oscoda	3,300	3,200	97
Between 5-24%	MICHIGAN Huron	13,400	13,200	98
Station Totals		67,300	65,900	98
Net Weekly Circulation (1992)				38,800
Average Daily Circulation (1992)				22,200

Michigan—Ann Arbor

WBSX

Ch. 31

Network Service: Home Shopping Network.

Licensee: Blackstar Communications Inc., 3975 Varsity Dr., Ann Arbor, MI 48108.

Studio: 3975 Varsity Dr., Ann Arbor, MI 48108.

Telephone: 313-973-7900. **Fax:** 313-973-7906.

Technical Facilities: Channel No. 31 (572-578 MHz). Authorized power: 1230-kw max. & 1222-kw horizontal visual, 200-kw horizontal aural. Antenna: 1080-ft. above av. terrain, 1044-ft. above ground, 2049-ft. above sea level.

Latitude	42°	22'	25"
Longitude	84°	04'	10"

Transmitter: RFD M-52, Lyndon Twp.

Satellite Earth Stations: Gardiner, 5.6-meter C-band; Gardiner, 4.6-meter Ku-band; AFC, 3.5-meter C-band; Microdyne receivers.

Ownership: Blackstar Communications (Group Owner).

Began Operation: January 12, 1981. Sale to present owner by FAB Communications approved by FCC July 10, 1989 (*Television Digest*, Vol. 28:52; 29:20).

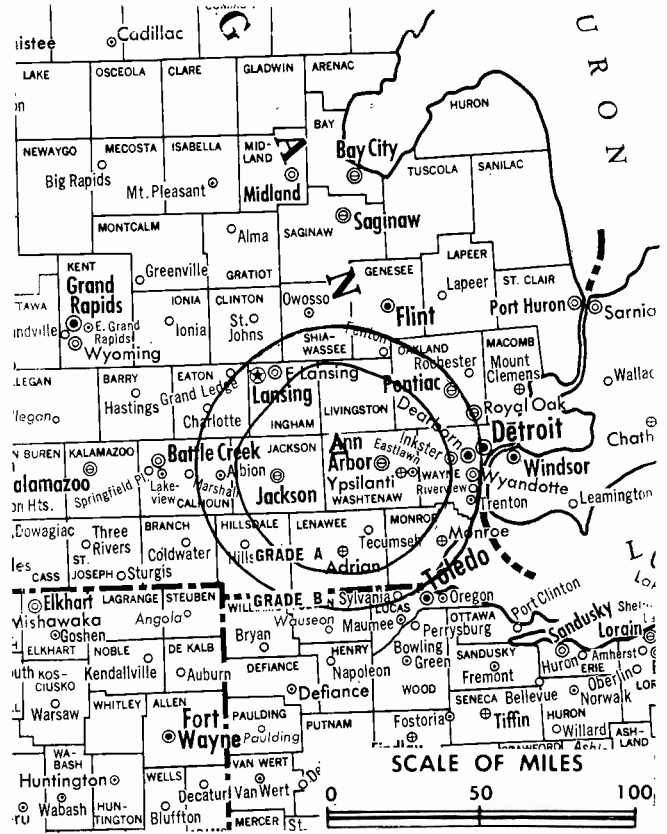
Represented (legal): Verner, Lipfert, Bernhard, McPherson & Hand.

Represented (engineering): Lohnes & Culver.

Personnel:

Christopher Webb, Vice President & General Manager.
Robert Thompson, Chief Engineer.
Jerry Samons, Production Manager.
Marjorie Wiechers, Business Manager.

Rates: On request.



WBSX BMPCT-800522KF Granted 9/10/80

© American Map Corp., No. 14244

Arbitron Data: Not available.

City of License: Ann Arbor. **ADI:** Detroit. **Rank:** 9.

Michigan—Bay City-Saginaw-Flint

WNEM-TV

Ch. 5

Network Service: NBC.

Licensee: Meredith Corp., Box 531, Saginaw, MI 48606.

Studios: 107 N. Franklin St., Saginaw, MI 48606; 5409 Gateway Centre, Flint, MI 48507.

Telephones: 517-755-8191 (Saginaw); 313-232-3900 (Flint).

Fax: 517-755-1860 (Saginaw); 313-239-2420 (Flint).

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1036-ft. above av. terrain, 1049-ft. above ground, 1635-ft. above sea level.

Latitude 43° 28' 13"
Longitude 83° 50' 35"

Transmitter: 5700 Becker Rd., Saginaw, MI.

Satellite Earth Station: Harris, Drake, Harris receivers.

News Service: AP.

Ownership: Meredith Corp. (Group Owner).

Began Operation: February 16, 1954. Sale to present owner by James Gerity Jr. approved by FCC April 16, 1969 (Television Digest, Vol. 9:15).

Represented (sales): MMT Sales Inc.

Represented (legal): Haley, Bader & Potts.

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

Personnel:

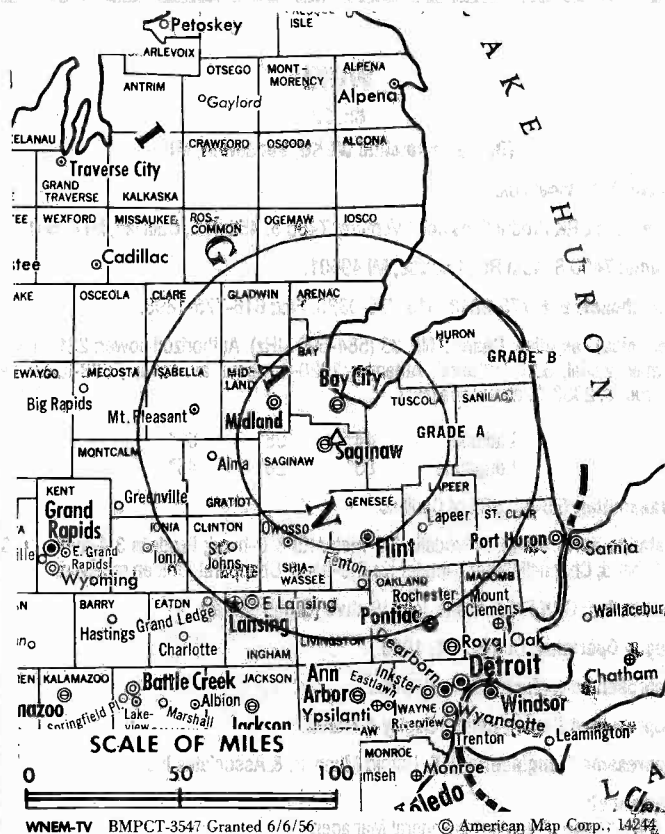
- Paul Virციglio, Vice President & General Manager.
- Sandy Langworthy, Sales Manager, Saginaw/Operations.
- Peggy Madigan, Sales Manager, Flint/National.
- Ron Petrovich, News Director.
- Bill Avery, Program Director.
- Greg Surma, Director of Engineering.
- Pat DeCorte, Business Manager.
- John Haupricht, Production Manager.
- Michelle Keilitz, Creative Services Director.
- Art Neil, Sports Director.

Rates: On request.

City of License: Bay City. ADI: Flint-Saginaw-Bay City. Rank 57.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
MICHIGAN				
50% & Over	Alcona	4,400	4,300	98
	Alpena	11,800	11,400	97
	Arenac	5,900	5,800	98
	Bay	42,000	41,600	99
	Clare	10,400	10,200	98
	Genesee	160,500	159,100	99
	Gladwin	9,000	8,800	98
	Gratiot	13,900	13,700	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Huron	13,400	13,200	98
	Iosco	11,900	11,800	99
	Isabella	17,900	17,600	98
	Lapeer	25,000	24,800	99
	Midland	28,100	27,900	99
	Ogemaw	7,500	7,400	99
	Roscommon	9,000	8,900	99
	Saginaw	77,600	76,900	99
	Sanilac	15,200	15,000	98
	Tuscola	19,500	19,300	99
Between 25-49%	MICHIGAN Shiawassee	25,000	24,700	99
	Between 5-24%	MICHIGAN Chippewa	11,200	11,000
Clinton		20,200	20,000	99
Crawford		4,300	4,200	98
Livingston		40,000	39,700	99
Montcalm		19,400	19,200	99
Oscoda		3,300	3,200	97
Station Totals		606,400	599,700	99
Net Weekly Circulation (1992)				437,100
Average Daily Circulation (1992)				268,900

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Michigan—Cadillac

WGKI

Ch. 33

(Operates satellite WGKU, Vanderbilt, MI)

Network Service: Fox.

Licensee: GRK Productions Joint Venture, 7400 S. 45th Rd., Cadillac, MI 49601.

Studio: 7400 S. 45th Rd., Cadillac, MI 49601.

Telephones: 616-775-9813; 616-775-0330. **Fax:** 616-775-1898.

Technical Facilities: Channel No. 33 (584-590 MHz). Authorized power: 221.31-kw max. visual, 6.15-kw aural. Antenna: 1020-ft. above av. terrain, 633-ft. above ground, 2333-ft. above sea level.

Latitude 44° 08' 53"
Longitude 85° 20' 45"

Transmitter: 6.5-mi. SSE of Cadillac.

Satellite Earth Station: Prodelin 3.7-meter Ku & C-band; Prodelin 3.4-meter Ku & C-band; ChannelMaster 3-meter Ku & C-band; Chapparral, Uniden receivers.

Ownership: GRK Productions Joint Venture (Group Owner).

Began Operation: October 11, 1989.

Represented (sales): Roslin TV Sales.

Represented (legal): Reddy, Begley & Martin.

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

Personnel:

Gary Knapp, President & General Manager.

Dawna Marie, General Sales Manager.

Julie Brinks, Operations Manager.

Joyce Bassette, Program Director.

Connie Knapp, Business Manager.

Glen Walker, Chief Engineer.

Rates: On request.

City of License: Cadillac. **ADI:** Traverse City-Cadillac. **Rank:** 119.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN Missaukee	4,300	4,200	98
Between 25-49%	MICHIGAN Grand Traverse	24,800	24,400	98
	Kalkaska	5,100	5,000	98
	Manistee	9,000	8,900	98
	Mason	10,300	10,000	97



WGKI BPCT-920121KH Granted 2/28/92 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Mecosta	12,600	12,400	98
	Osceola	7,700	7,600	99
	Roscommon	9,000	8,900	99
	Wexford	10,500	10,400	99
Between 5-24%	MICHIGAN Antrim	7,100	7,000	99
	Benzie	4,900	4,800	98
	Clare	10,400	10,200	98
	Crawford	4,300	4,200	98
	Isabella	17,900	17,600	98
	Lake	3,800	3,700	97
	Leelanau	6,500	6,400	98
	Newaygo	14,800	14,600	98
Station Totals		163,000	160,300	98
Net Weekly Circulation (1992)			40,200	
Average Daily Circulation (1992)			14,700	

Michigan—Cadillac- Traverse City

WTV

Ch. 9

(Operates satellite WWUP-TV, Sault Ste. Marie, MI)

Network Service: CBS.

Licensee: Heritage Bcstg. Co. of Michigan, 1500 N. Woodward, Birmingham, MI 48009.

Studios: 11360 N. 130th Ave., Cadillac, MI 49601; 3920 U.S. 31 South, Traverse City, MI 49684-0627.

Mailing Address: Box 627, Cadillac, MI 49601.

Telephone: 616-775-3478. Fax: 616-775-3671.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1635-ft. above av. terrain, 1295-ft. above ground, 2999-ft. above sea level.

Latitude 44° 08' 12"
Longitude 85° 20' 33"

Transmitter: 9-mi. SE of Cadillac.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; Microwave General, 5-meter C-band; RCA, 4.6-meter Ku-band; Scientific-Atlanta, 4.6-meter C-band; Chapparral, Prodelin, Pinzone, Scientific-Atlanta receivers.

SNG Mobile Dish: Prodelin, 3.2-meter Ku & C-band.

News Services: AP, CBS, CNN, UPI.

Ownership: Heritage Broadcasting Group (Group Owner).

Began Operation: December 11, 1953. Sale to present owner by Wilson Communications approved by FCC March 2, 1989. Sale to Wilson Communications by Fetzer Bcstg. Co. approved by FCC Dec. 28, 1978 (Television Digest, Vol. 19:14). Sale to Fetzer by Spartan Corp. approved July 23, 1958 (Vol. 14:25, 27).

Represented (sales): Blair Television.

Represented (legal): Hogan & Hartson.

Personnel:

- Mario F. Jacobelli,** Vice President & General Manager.
- William H. Kleinert,** General Sales Manager.
- Mark Featherston,** National Sales Manager.
- John DeMarsh,** Local Sales Manager.
- Steve Smith,** Director of News, Community & Public Affairs.
- Sherri McKinley,** Program Director.
- Bob Fauli,** Promotion Director.
- Lowell Shore,** Chief Engineer.
- William Kring,** Business Manager.

Rates: On request. WWTU is sold in combination with WWUP-TV Sault Ste.

Arbitron Data: Figures include WWUP-TV, Sault Ste. Marie.

City of License: Cadillac. **ADI:** Traverse City-Cadillac. **Rank:** 119.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
MICHIGAN				
50% & Over	Antrim	7,100	7,000	99
	Benzie	4,900	4,800	98
	Charlevoix	8,600	8,500	98
	Cheboygan	8,500	8,300	98
	Chippewa	11,200	11,000	98
	Clare	10,400	10,200	98
	Crawford	4,300	4,200	98
	Emmet	9,900	9,700	98
	Gladwin	9,000	8,800	98
	Grand Traverse	24,800	24,400	98
	Isabella	17,900	17,600	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Kalkaska	5,100	5,000	98
	Lake	3,800	3,700	97
	Leelanau	6,500	6,400	98
	Luce	2,200	2,100	95
	Mackinac	4,200	4,100	98
	Manistee	9,000	8,900	98
	Mason	10,300	10,000	97
	Mecosta	12,600	12,400	98
	Missaukee	4,300	4,200	98
	Oceana	8,500	8,300	98
	Ogemaw	7,500	7,400	99
	Osceola	7,700	7,600	99
	Oscoda	3,300	3,200	97
	Otsego	6,600	6,500	98
	Presque Isle	5,500	5,300	96
	Roscommon	9,000	8,900	99
	Wexford	10,500	10,400	99

Net Weekly Circulation	State County	Total Households	TV Households	%
MICHIGAN				
Between 25-49%	Delta	14,200	13,900	98
	Gratiot	13,900	13,700	99
	Midland	28,100	27,900	99
	Montcalm	19,400	19,200	99
	Montmorency	3,600	3,500	97
	Newaygo	14,800	14,600	98

Net Weekly Circulation	State County	Total Households	TV Households	%
MICHIGAN				
Between 5-24%	Alpena	11,800	11,400	97
	Dickinson	10,700	10,600	99
	Ionia	18,500	18,300	99
	Marquette	25,500	25,200	99
WISCONSIN				
	Florence	1,600	1,600	100

Station Totals	395,300	388,800	98
Net Weekly Circulation (1992)			248,400
Average Daily Circulation (1992)			149,600

Michigan—Cheboygan

WTOM-TV

Ch. 4

(Satellite of WPBN-TV, Traverse City, MI)

Network Service: NBC.

Licensee: Federal Bcstg. Co., 1533 N. Woodward Ave., Suite 240, Bloomfield Hills, MI 48304-2863.

Studio: U.S. Rte. 23, 6.7-mi E of Cheboygan.

Telephone: 313-352-7560.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 620-ft. above av. terrain, 590-ft. above ground, 1290-ft. above sea level.

Latitude	45°	39'	01"
Longitude	84°	20'	37"

Transmitter: U.S. Rte. 23, 6.7-mi. E of Cheboygan.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Roscor, 2.4-meter Ku-band; Harris, 6.1-meter Ku-band; Harris, 3-meter Ku-band; Vertex, 4.6-meter Ku-band; ADM, 4-meter C-band; Harris, M/A-Com receivers.

News Services: AP, NBC.

Ownership: Federal Broadcasting Co. (Group Owner).

Began Operation: May 16, 1959. Sale by Beam Communications Corp. to present owner approved by FCC August 2, 1990.

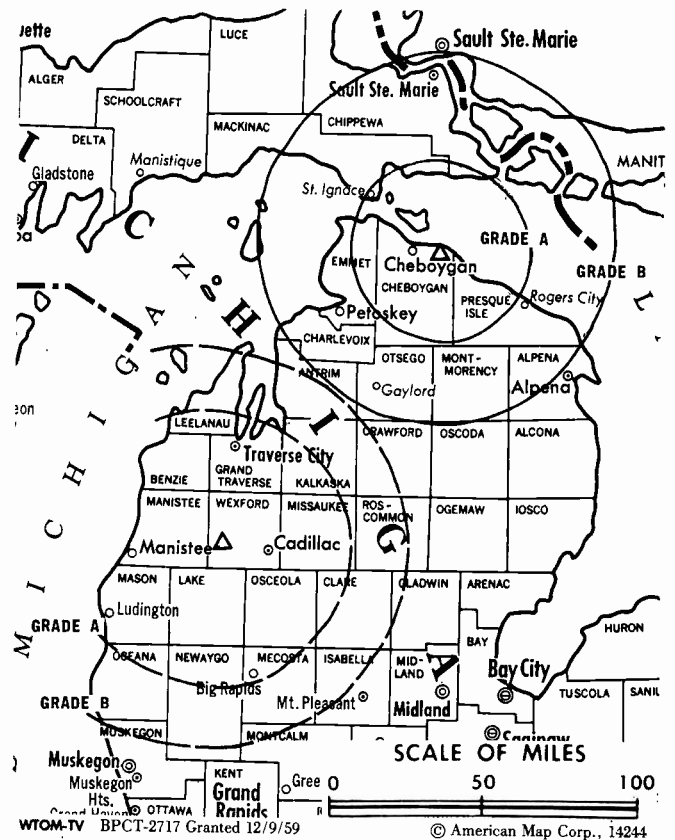
Represented (sales): Katz Television.

Represented (legal): Hogan & Hartson.

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

Personnel:

Greg Wittland, General Manager.
Sam Curcuru, General Sales Manager.
Cathy Marsh, Local Sales Manager.
Linda Kimble, National Sales Manager.



Curt Morgan, Chief Engineer.
Michael Kent, News Director.
Sue McQuaid, Promotion Director.
J. M. Sullivan, Production Manager.
Wendy Kurmin, Business Manager.

Rates: See WPBN-TV, Traverse City.

Arbitron Data: Included with WPBN-TV, Traverse City.

City of License: Cheboygan. **ADI:** Traverse City-Cadillac. **Rank:** 119.

Michigan—Mount Clemens-Detroit

WADL

Ch. 38

Network Service: None, independent.

Licensee: Adell Bestg. Corp., 22590 15 Mile Rd., Mount Clemens, MI 48043.

Studio: 35000 Adell Rd., Mount Clemens, MI 48043.

Telephone: 313-790-3838. **Fax:** 313-790-3841.

Technical Facilities: Channel No. 38 (614-620 MHz). Authorized power: 5000-kw max. visual. Antenna: 630-ft. above av. terrain, 623-ft. above ground, 1214-ft. above sea level.

Latitude 42° 33' 15"
Longitude 82° 53' 15"

Transmitter: 22590 15 Mile Rd., 1.6-mi. S of Mount Clemens.

Ownership: Adell Broadcasting Corp.

Began Operation: May 20, 1989.

Represented (sales): Landin Media Sales.

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

Personnel:

Frank Adell, General Manager.

Jim Panagos, General Sales & Programming Manager.

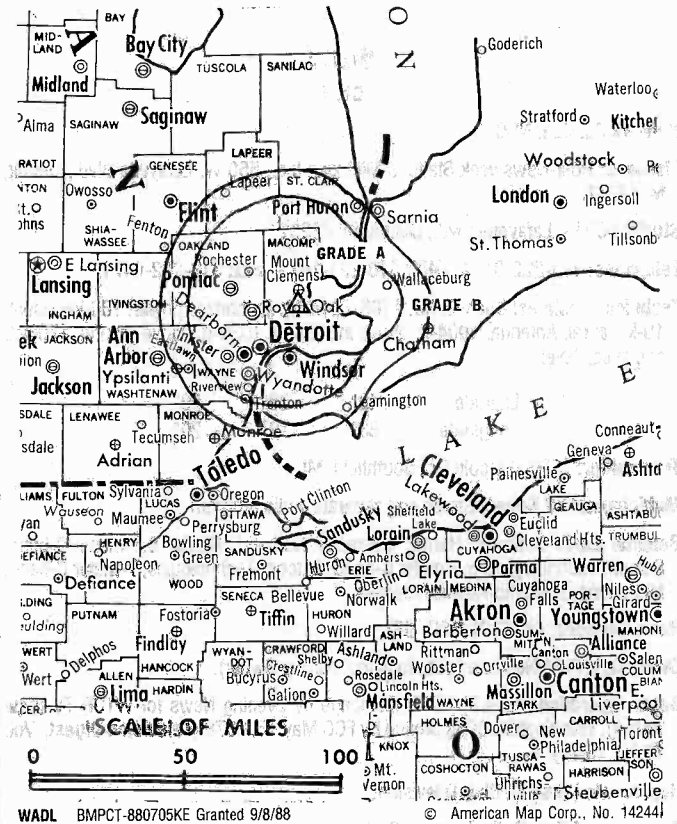
Jim Kuhns, Chief Engineer.

Kevin Adell, Marketing.

Rates: On request.

City of License: Mount Clemens. **ADI:** Detroit. **Rank:** 9

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	Households %
Between 5-24%	MICHIGAN Macomb	264,100	262,900	100
Station Totals		264,100	262,900	100
Net Weekly Circulation (1992)			71,200	
Average Daily Circulation (1992)			21,000	

Michigan—Detroit

WDIV
Ch. 4

Network Service: NBC.

Licensee: Post-Newsweek Stations Michigan Inc., 550 W. Lafayette Blvd., Detroit, MI 48231.

Studio: 550 W. Lafayette Blvd., Detroit, MI 48231.

Telephone: 313-222-0444. **TWX:** 810-221-1623. **Fax:** 313-222-0471.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1004-ft. above av. terrain, 1020-ft. above ground, 1706-ft. above sea level.

Latitude 42° 28' 59"
Longitude 83° 12' 20"

Transmitter: 15700 Lincoln Dr., Southfield, MI.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Stations: Harris, 4.5-meter Ku-band; Harris, 6.1-meter C-band; Satcom Technologies, 5.5-meter C-band; Satcom Technologies, 7-meter C-band; Microdyne, Scientific-Atlanta receivers.

News Services: AP, CNN, NBC, UPI.

Ownership: Post-Newsweek Stations Inc. (Group Owner).

Began Operation: June 3, 1947. Exchange by Evening News for WTOP-TV (now WUSA), Washington, DC approved by FCC May 18, 1978 (Television Digest, Vol. 17:50; 18:21).

Represented (sales): Blair Television.

Represented (legal): Covington & Burling.

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

Personnel:

- Alan Frank, Vice President & General Manager.
- Henry Maldonado, Vice President, Programming & Promotion.
- Ted Pearse, General Sales Manager.
- Claudia Cole, Local Sales Manager.
- Dominick Comella, National Sales Manager.
- Laura Benavides, Press & Publicity Manager.
- Marcus Williams, Chief Engineer.
- Marcia Etienne, Director of Business & Administrative Affairs.
- Carolyn Harbin, Operations Manager.
- Kathy Salazar, Business Manager.
- Carol Rueppel, News Director.
- Terri Turpin-Amato, Promotion Manager.
- Mary Ann Rusch, Research Director.

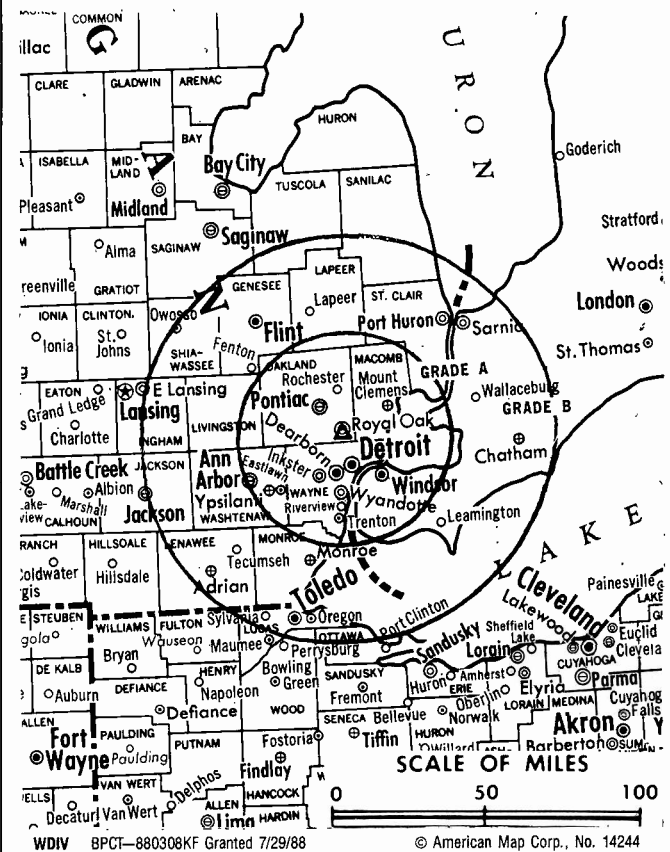
Rates: On request.

NETWORK BASE HOURLY RATE: \$3802.

City of License: Detroit. **ADI:** Detroit. **Rank:** 9.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN			
	Lapeer	25,000	24,800	99
	Livingston	40,000	39,700	99
	Macomb	264,100	262,900	100
	Monroe	47,200	46,800	99
	Oakland	414,100	411,900	99
	St Clair	53,700	53,100	99
	Washtenaw	104,900	103,000	98
	Wayne	788,500	781,100	99
	Between 25-49%	MICHIGAN		
Genesee		160,500	159,100	99
Jackson		53,400	52,900	99
Lenawee		32,400	32,000	99
Sanilac		15,200	15,000	98



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	MISSOURI			
	Carter	2,100	2,000	95
	NEBRASKA			
	Rock	900	900	100
Between 5-24%	SOUTH DAKOTA			
	Faulk	1,100	1,100	100
	Potter	1,300	1,300	100
	ARKANSAS			
	Izard	4,700	4,500	96
	Lawrence	6,900	6,800	99
	Sharp	6,200	6,000	97
	FLORIDA			
	Gilchrist	3,000	3,000	100
	KANSAS			
Washington	2,900	2,800	97	
KENTUCKY				
Clinton	3,600	3,600	100	
Cumberland	2,800	2,800	100	
Hart	5,900	5,900	100	
MICHIGAN				
Alcona	4,400	4,300	98	
Alger	3,200	3,100	97	
Hillsdale	15,800	15,500	98	
Houghton	13,200	12,800	97	
Huron	13,400	13,200	98	
Keweenaw	800	800	100	
Shiawassee	25,000	24,700	99	
Tuscola	19,500	19,300	99	
MISSOURI				
Harrison	3,800	3,700	97	
Ripley	5,100	4,800	95	
(Continued on page A-625)				
Station Totals		2,438,600	2,416,200	99
Net Weekly Circulation (1992)			1,690,000	
Average Daily Circulation (1992)			996,500	

Michigan—Detroit

WGPR-TV

Ch. 62

Network Service: None, independent.

Licensee: WGPR Inc., 3140 E. Jefferson Ave., Detroit, MI 48207.

Studio: 3140-46 E. Jefferson Ave., Detroit, MI 48207.

Telephone: 313-259-8862. **Fax:** 313-259-6662.

Technical Facilities: Channel No. 62 (758-764 MHz). Authorized power: 759-kw horizontal visual, 75.9-kw horizontal aural. Antenna: 970-ft. above av. terrain, 1000-ft. above ground, 1662-ft. above sea level.

Latitude 42° 27' 13"
Longitude 83° 09' 50"

Transmitter: One Radio Plaza, Royal Oak Twp., MI

Satellite Earth Stations: Harris, 5-meter; Harris, 4.6-meter; M/A-Com, 3.3-meter; M/A-Com, Harris, Pinzone receivers.

Ownership: WGPR Inc.

Began Operation: September 29, 1975.

Represented (sales): R. A. Lazar Co.

Represented (legal): Hogan & Hartson.

Personnel:

George Mathews, President & General Manager.

James O. Dogan, Vice President.

Michelle DeSouza, Traffic & Production Manager.

Celestine Harris, Public Relations & Promotion Director.

Albert Ruedemann, Chief Engineer.

Jill Jones, News Director.

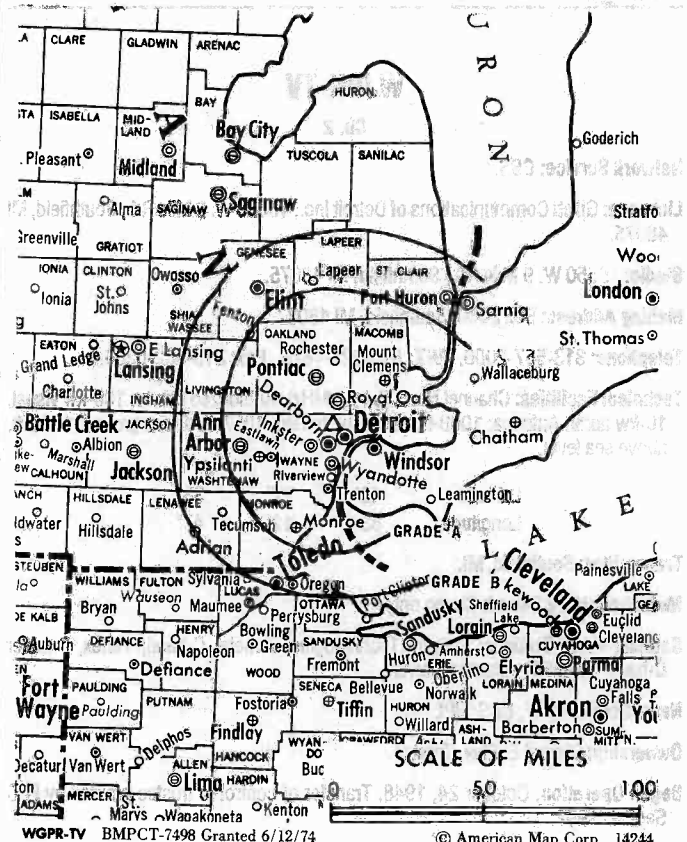
Joe Spencer, Program Director.

Roger Williams, Business Manager.

Rates: On request.

City of License: Detroit. **ADI:** Detroit. **Rank:** 9.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
MICHIGAN				
Between 5-24%	Macomb	264,100	262,900	100
	Oakland	414,100	411,900	99
	Washtenaw	104,900	103,000	98
	Wayne	788,500	781,100	99
Station Totals		1,571,600	1,558,900	99
Net Weekly Circulation (1992)				169,100
Average Daily Circulation (1992)				52,200

Michigan—Detroit

WJBK-TV

Ch. 2

Network Service: CBS.

Licensee: Gillett Communications of Detroit Inc., 16550 W. 9 Mile Rd., Southfield, MI 48075.

Studio: 16550 W. 9 Mile Rd., Southfield, MI 48075.

Mailing Address: Box 2000, Southfield, MI 48037.

Telephone: 313-557-2000. TWX: 810-224-4876. Fax: 313-552-0280.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1000-ft. above av. terrain, 1057-ft. above ground, 1730-ft. above sea level.

Latitude 42° 27' 38"
Longitude 83° 12' 47"

Transmitter: Southfield, MI.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Satcom Technologies, 7-meter C-band; Vertex, 6-meter C-band; Scientific-Atlanta receivers.

News Services: AP, CBS, UPI.

Ownership: Clifford E. Eley, Trustee.

Began Operation: October 24, 1948. Transfer of control to trustee granted by FCC Sept. 1, 1992.

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

Represented (legal): Pepper & Corazzini.

Personnel:

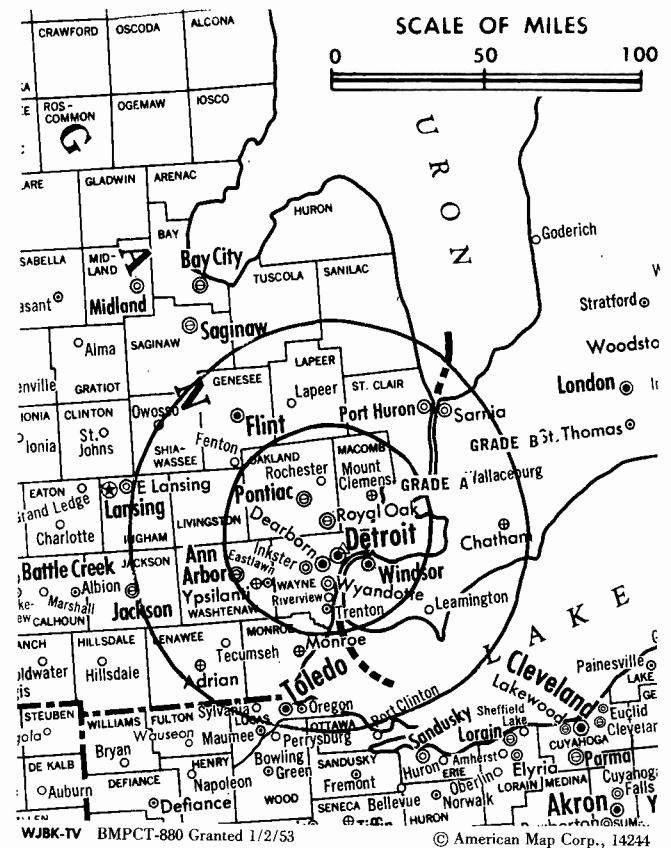
- Steve Antoniotti, President & General Manager.
- Spencer Koch, Vice President, Sales & Station Manager.
- Dillard Scott, Vice President, Finance & Administration.
- Ken Ryczyn, National Sales Manager.
- Wayne Joseph, Local Sales Manager.
- Debra Lawson, Community Affairs Director.
- Jeff Forster, Operations Manager.
- Carolyn Worford, Program Manager.
- Gloria Peterson, Controller.
- Mort Meisner, News Director.
- Katy Baetz, Promotion Director.
- Steve Schram, Marketing Director.

Rates: On request.

City of License: Detroit. ADI: Detroit. Rank: 9.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN			
	Lapeer	25,000	24,800	99
	Livingston	40,000	39,700	99
	Macomb	264,100	262,900	100
	Monroe	47,200	46,800	99
	Oakland	414,100	411,900	99
	St Clair	53,700	53,100	99
Washtenaw	104,900	103,000	98	
Wayne	788,500	781,100	99	
Between 25-49%	MICHIGAN			
	Genesee	160,500	159,100	99
	Sanilac	15,200	15,000	98
NEBRASKA				
Rock	900	900	100	



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	ARKANSAS			
	Lawrence	6,900	6,800	99
	Randolph	6,600	6,500	98
FLORIDA	Gilchrist	3,000	3,000	100
	Levy	10,300	10,000	97
	GEORGIA			
Washington	6,800	6,600	97	
ILLINOIS				
Macoupin	19,100	18,800	98	
MICHIGAN				
Houghton	13,200	12,800	97	
Jackson	53,400	52,900	99	
Keweenaw	800	800	100	
Lenawee	32,400	32,000	99	
Tuscola	19,500	19,300	99	
MISSOURI				
Dent	5,500	5,300	96	
Harrison	3,800	3,700	97	
MONTANA				
Granite	1,100	1,100	100	
NORTH CAROLINA				
Jackson	10,000	9,800	98	
OHIO				
Lucas	180,900	179,300	99	
Wood	40,000	39,600	99	
SOUTH CAROLINA				
Edgefield	6,500	6,400	98	
WEST VIRGINIA				
Pendleton	3,100	3,000	97	
Station Totals		2,337,000	2,316,000	99
Net Weekly Circulation (1992)			1,616,000	
Average Daily Circulation (1992)			865,700	

Michigan—Detroit

WKBD-TV
Ch. 50

Network Service: Fox.

Licensee: WKBD Inc., Box 50, Southfield, MI 48037.

Studio: 26905 W. 11 Mile Rd., Southfield, MI 48037.

Mailing Address: Box 50, Southfield, MI 48037.

Telephone: 313-350-5050. **TWX:** 810-224-4897. **Fax:** 313-355-2692.

Technical Facilities: Channel No. 50 (686-692 MHz). Authorized power: 2340-kw max. & 2090-kw horizontal visual, 234-kw max. & 209-kw horizontal aural. Antenna: 960-ft. above av. terrain, 1053-ft. above ground, 1751-ft. above sea level.

Latitude 42° 29' 01"
Longitude 83° 18' 44"

Transmitter: 26955 W. 11 Mile Rd., Southfield, MI.

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

News Services: AP, CNN Headline News, UPI.

Ownership: Cox Enterprises Inc. (Group Owner).

Began Operation: January 10, 1965. Sale of Kaiser Industries Corp.'s 77.5% interest approved by FCC June 22, 1977 (Television Digest, Vol. 16:51; 17:26). Sale by Field Enterprises Holdings Ltd. to Cox approved by FCC Jan. 30, 1984 (Vol. 23:21, 40).

Represented (sales): TeleRep Inc.

Represented (legal): Dow, Lohnes & Albertson.

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

Personnel:

Duane G. Kell, Vice President & General Manager.

Ellen M. Bramson, General Sales Manager.

Bill Tynan, Local Sales Manager.

Phil Cini, Sales Manager.

Helen Pasakarnis, News Director.

Paul A. Prange, Program Director.

Toby Cunningham, Promotion Director.

Bob Fitzgerald, Business Manager.

Kelly Collins, Marketing Director.

David L. Jerrell, Director of Operations.

Gene Faulkner, Chief Engineer.

Rates: On request.

City of License: Detroit. **ADI:** Detroit. **Rank:** 9.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN			
	Livingston	40,000	39,700	99
	Luce	2,200	2,100	95
	Macomb	264,100	262,900	100
	Marquette	25,500	25,200	99
	Monroe	47,200	46,800	99
	Oakland	414,100	411,900	99
	St Clair	53,700	53,100	99
	Washtenaw	104,900	103,000	98
	Wayne	788,500	781,100	99
	Between 25-49%	MICHIGAN		
Alpena		11,800	11,400	97
Baraga		3,100	3,000	97
Charlevoix		8,600	8,500	98
Delta		14,200	13,900	98
Dickinson		10,700	10,600	99
Genesee		160,500	159,100	99
Gogebic		7,400	7,200	98
Houghton		13,200	12,800	97
Ingham		102,900	101,700	99



Net Weekly Circulation	State County	Total Households	TV Households	%	
Between 25-49%	INDIANA				
	Iosco	11,900	11,800	99	
	Jackson	53,400	52,900	99	
	Keweenaw	800	800	100	
	Lapeer	25,000	24,800	99	
	Lenawee	32,400	32,000	99	
	Midland	28,100	27,900	99	
	Otsego	6,600	6,500	98	
	Sanilac	15,200	15,000	98	
	OHIO	Hancock	25,200	24,900	99
		Lucas	180,900	179,300	99
Wood		40,000	39,600	99	
WISCONSIN	Ashland	6,400	6,300	98	
	Iron	2,700	2,700	100	
Between 5-24%	MICHIGAN				
	Alcona	4,400	4,300	98	
	Alger	3,200	3,100	97	
	Antrim	7,100	7,000	99	
	Bay	42,000	41,600	99	
	Branch	15,300	15,100	99	
	Calhoun	53,000	52,500	99	
	Cheboygan	8,500	8,300	98	
	Chippewa	11,200	11,000	98	
	Clare	10,400	10,200	98	
	Clinton	20,200	20,000	99	
Crawford	4,300	4,200	98		
Eaton	35,400	35,100	99		
Emmet	9,900	9,700	98		
Grand Traverse	24,800	24,400	98		
Gratiot	13,900	13,700	99		
(Continued on page A-625)					
Station Totals		3,472,600	3,438,000	99	
Net Weekly Circulation (1992)				1,647,600	
Average Daily Circulation (1992)				714,400	

Michigan—Detroit

WXON
Ch. 20

Network Service: None, independent.

Licensee: WXON-TV Inc., 27777 Franklin Rd., Suite 1220, Southfield, MI 48034.

Studio: 26935 W. 11 Mile Rd., Southfield, MI 48034.

Telephone: 313-355-2020. **Fax:** 313-355-0368.

Technical Facilities: Channel No. 20 (506-512 MHz). Authorized power: 1200-kw max. & 1000-kw horizontal visual, 120-kw aural. Antenna: 961-ft. above av. terrain, 1050-ft. above ground, 1751-ft. above sea level.

Latitude 42° 29' 01"
Longitude 83° 18' 44"

Transmitter: 26935 W. 11 Mile Rd., Southfield.

Satellite Earth Station: M/A-Com, 4.7-meter Ku-band.

News Service: UPI.

Ownership: WXON-TV Inc.

Began Operation: September 15, 1968 on Ch. 62. Ch. 20 (as WJMY) began operation Oct. 1962, left air June 10, 1963. Station was then sold to United Bcstg. Co. by Triangle Bcstg. Co. Sale to present owner approved June 1972. Began operation Dec. 9, 1972.

Represented (sales): TV Rep Inc.

Represented (legal): Arthur V. Belendiuk.

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

Personnel:

- Douglas Johnson, Vice President & General Manager.
- Michael Berman, Station Manager.
- Jack Dabbah, Local Sales Manager.
- Howard Levinson, National Sales Manager.
- A. J. Schweizer, Operations Manager.
- Gary King, Chief Engineer.
- Tracey Nichol, Publicity & Promotions.
- Melanie Johnson, News Director.
- Kathleen Dubro, Business Manager.

Highest 30 Sec. Rate: \$1000.

City of License: Detroit. **ADI:** Detroit. **Rank:** 9.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN			
	Macomb	264,100	262,900	100
	Wayne	788,500	781,100	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	MICHIGAN			
	Lapeer	25,000	24,800	99
	Livingston	40,000	39,700	99
	Monroe	47,200	46,800	99
	Oakland	414,100	411,900	99
	St Clair	53,700	53,100	99
Between 5-24%	MICHIGAN			
	Genesee	160,500	159,100	99
	Jackson	53,400	52,900	99
	Lenawee	32,400	32,000	99
	Sanilac	15,200	15,000	98
OHIO	Fulton	14,400	14,100	98
	Ottawa	15,500	15,400	99
	Station Totals	2,028,900	2,011,800	99
Net Weekly Circulation (1992)			907,000	
Average Daily Circulation (1992)			384,500	



DETROIT'S FIRST CHOICE FOR MOVIES!

WXON, TV20 Detroit, brings you more movies than any other broadcast station in Detroit. And you don't need cable. More broadcast premieres, more blockbuster hits. If you thought you had to pay to get great movies on TV, you can pull the plug on that idea.

WXON

DETROIT

Michigan—Detroit

WXYZ-TV
Ch. 7

Network Service: ABC.

Licensee: Scripps Howard Broadcasting Co., 1100 Central Trust Tower, Box 5380, Cincinnati, OH 45201.

Studio: 20777 W. 10 Mile Rd., Southfield, MI 48037.

Mailing Address: Box 789, Southfield, MI 48037.

Telephone: 313-827-7777. **TWX:** 810-224-4924. **Fax:** 313-827-4454.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1000-ft. above av. terrain, 1073-ft. above ground, 1737-ft. above sea level.

Latitude 42° 28' 15"
Longitude 83° 15' 00"

Transmitter: Broadcast House, 20777 W. 10 Mile Rd.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Andrew, 7.3-meter C-band; Vertex, 4.6-meter Ku-band; Avantek, Standard Communications receivers.

News Services: ABC, AP.

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

Began Operation: October 9, 1948. FCC approved sale to present owner by American Bcstg. Cos. Nov. 14, 1985.

Represented (sales): Katz Television.

Represented (legal): Baker & Hostetler.

Personnel:

- Thomas Griesdorn, Vice President & General Manager.
- Grace Gilchrist, Assistant General Manager & General Sales Manager.
- Joe Trondle, Local Sales Manager.
- Robert Sliva, National Sales Manager.
- Walter Kraft, News Director.
- Maria Drutz, Program Director.
- Milda Skorupskas, Traffic Manager.
- Jan Qualtiere, Business Manager.
- Thomas Polk, Promotion Director.

Rates: On request.

City of License: Detroit. **ADI:** Detroit. **Rank:** 9.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN			
	Jackson	53,400	52,900	99
	Lapeer	25,000	24,800	99
	Lenawee	32,400	32,000	99
	Livingston	40,000	39,700	99
	Macomb	264,100	262,900	100
	Monroe	47,200	46,800	99
	Oakland	414,100	411,900	99
	St Clair	53,700	53,100	99
	Washtenaw	104,900	103,000	98
Wayne	788,500	781,100	99	
Between 25-49%	MICHIGAN			
	Genesee	160,500	159,100	99
	Sanilac	15,200	15,000	98



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	NORTH DAKOTA			
	Hettinger	1,500	1,500	100
Between 5-24%	ILLINOIS			
	Macoupin	19,100	18,800	98
	MICHIGAN			
	Alcona	4,400	4,300	98
	Hillsdale	15,800	15,500	98
	Houghton	13,200	12,800	97
	Huron	13,400	13,200	98
	Ingham	102,900	101,700	99
	Iosco	11,900	11,800	99
	Keweenaw	800	800	100
Shiawassee	25,000	24,700	99	
Tuscola	19,500	19,300	99	
NORTH DAKOTA	Burke	1,300	1,300	100
	Slope	400	400	100
NEBRASKA				
Rock	900	900	100	
OHIO				
Fulton	14,400	14,100	98	
Lucas	180,900	179,300	99	
Ottawa	15,500	15,400	99	
PENNSYLVANIA				
Elk	13,500	13,300	99	
Station Totals		2,453,400	2,431,400	99
Net Weekly Circulation (1992)			1,743,300	
Average Daily Circulation (1992)			1,050,100	

Michigan—Escanaba

WJMN-TV

Ch. 3

(Satellite of WFRV-TV, Green Bay, WI)

Network Service: CBS.

Licensee: CBS Inc., 51 W. 52nd St., New York, NY 10019.

Studio: See WFRV-TV, Green Bay, WI

Telephone: 212-975-4595.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1192-ft. above av. terrain, 1252-ft. above ground, 2077-ft. above sea level.

Latitude 46° 08' 04"
Longitude 86° 56' 52"

Transmitter: 4.3-mi. S of Treary, MI.

News Services: AP, UPI.

Ownership: CBS Inc. (Group Owner).

Began Operation: October 7, 1969.

Personnel:

See WFRV-TV, Green Bay, WI.

Rates: See WFRV-TV, Green Bay, WI.

City of License: Escanaba. **ADI:** Green Bay-Appleton. **Rank:** 65.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN			
	Alger	3,200	3,100	97
	Delta	14,200	13,900	98
	Dickinson	10,700	10,600	99
	Luce	2,200	2,100	95
	Marquette	25,500	25,200	99
Between 25-49%	MICHIGAN			
	Baraga	3,100	3,000	97
	Gogebic	7,400	7,200	98
	Houghton	13,200	12,800	97
	Iron	5,600	5,500	98
	Keweenaw	800	800	100
WISCONSIN				
Florence	1,600	1,600	100	



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	MICHIGAN			
	Mackinac	4,200	4,100	98
	Menominee	9,800	9,700	99
	Ontonagon	3,600	3,500	97
	WISCONSIN			
Iron	2,700	2,700	100	
Station Totals		110,900	108,800	98
Net Weekly Circulation (1992)				46,000
Average Daily Circulation (1992)				25,000

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Call Lynn Levine
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Michigan—Flint-Saginaw-Bay City

WJRT-TV

Ch. 12

Network Service: ABC.

Licensee: Flint License Subsidiary Corp.

Studio: 2302 Lapeer Rd., Flint, MI 48503.

Telephone: 313-233-3130. **Fax:** 313-257-2834.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 34.76-kw aural. Antenna: 940-ft. above av. terrain, 999-ft. above ground, 1599-ft. above sea level.

Latitude 43° 13' 48"
Longitude 84° 03' 35"

Transmitter: 7401 Burt Rd., St. Charles.

Satellite Earth Stations: Andrew, 7.3-meter C-band; Harris, 6.1-meter C-band; Scientific-Atlanta, 5-meter C-band; Vertex, 4.6-meter Ku-band; Andrew, 4.6-meter C-band; Harris, M/A-Com, Scientific-Atlanta, Andrew receivers.

News Service: AP.

Ownership: Media/Communications Partners L.P. (Group Owner); SJL/KSN Ltd. Partnership (Group Owner).

Began Operation: October 12, 1958. Sale to present owners approved April 30, 1992. Sale to SJL Broadcast Management by Knight-Ridder Bcstg. approved by FCC June 8, 1989 (Television Digest, Vol. 29:13). Sale to Knight-Ridder Bcstg. by Poole Bcstg. approved by FCC Dec. 12, 1958 (Vol. 17:26). Poole acquired station when Goodwill Stations Inc. sold all its other properties to Capital Cities Bcstg. Corp. This was approved July 29, 1964 by FCC (Vol. 4:18, 19, 31).

Represented (sales): Katz Television.

Represented (legal): Latham & Watkins.

Personnel:

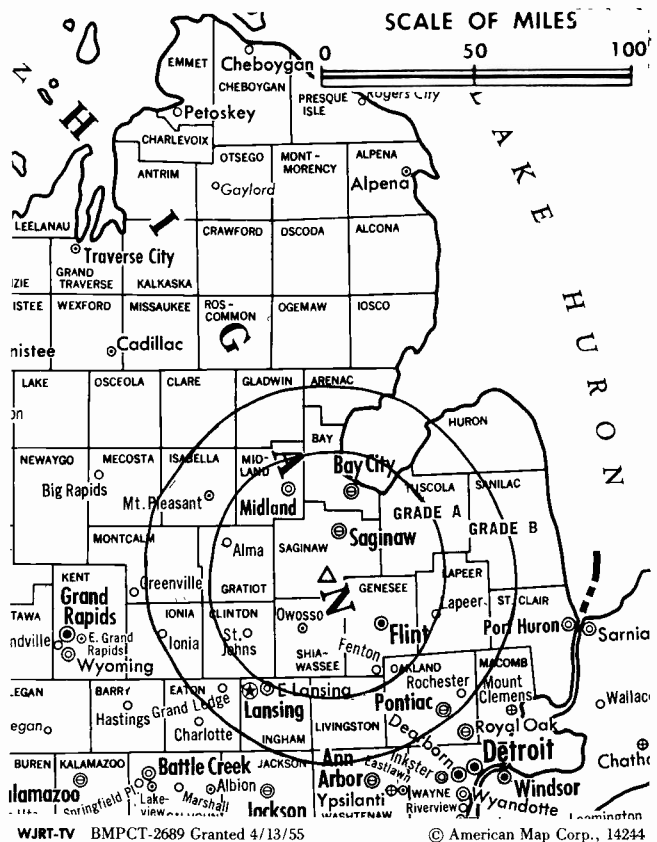
- Thomas Bryson**, Vice President & General Manager.
- Dan Aube**, General Sales Manager.
- Roberta Voelker**, Local Sales Manager.
- Ray Scott**, National Sales Manager.
- James Bleicher**, News Director.
- Sara Jo Gallock**, Director of Programming & Creative Services.
- Richard Garrison**, Business Manager.
- Richard Roffman**, Production Manager.
- William Dayton**, Chief Engineer.

Rates: On request.

City of License: Flint. **ADI:** Flint-Saginaw-Bay City. **Rank:** 57.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN			
	Alpena	11,800	11,400	97
	Arenac	5,900	5,800	98
	Bay	42,000	41,600	99
	Clare	10,400	10,200	98
	Clinton	20,200	20,000	99
	Genesee	160,500	159,100	99
Gladwin	9,000	8,800	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Gratiot	13,900	13,700	99
	Huron	13,400	13,200	98
	Iosco	11,900	11,800	99
	Isabella	17,900	17,600	98
	Lapeer	25,000	24,800	99
	Midland	28,100	27,900	99
	Ogemaw	7,500	7,400	99
	Roscommon	9,000	8,900	99
	Saginaw	77,600	76,900	99
	Sanilac	15,200	15,000	98
Shiawassee	25,000	24,700	99	
Tuscola	19,500	19,300	99	
Between 25-49%	MICHIGAN			
	Alcona	4,400	4,300	98
	Eaton	35,400	35,100	99
	Ingham	102,900	101,700	99
Montcalm	19,400	19,200	99	
Between 5-24%	MICHIGAN			
	Crawford	4,300	4,200	98
	Ionia	18,500	18,300	99
	Livingston	40,000	39,700	99
Mecosta	12,600	12,400	98	
Station Totals		761,300	753,000	99
Net Weekly Circulation (1992)				516,700
Average Daily Circulation (1992)				297,800

Michigan—Flint

WSMH

Ch. 66

Network Service: Fox.

Licensee: Flint Television Inc., 2250 Seymour Ave., Cincinnati, OH 45212.

Studio: G-2288 S. Ballenger Hwy., Flint, MI 48503.

Mailing Address: Box 4556, Flint, MI 48501.

Telephone: 313-767-8866. **Fax:** 313-767-8842.

Technical Facilities: Channel No. 66 (782-788 MHz). Authorized power: 1170-kw max. visual, 117-kw max. aural. Antenna: 943-ft. above av. terrain, 967-ft. above ground, 1577-ft. above sea level.

Latitude 43° 13' 18"
Longitude -84° 03' 14"

Transmitter: 7114 Gary Road, Chesaning.

Multichannel TV Sound: Separate-audio program.

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

Ownership: Gerald J. Robinson (Group Owner).

Began Operation: April 8, 1985. Sale to present owner by Flint Family TV Inc., et al., approved by FCC April 21, 1986.

Represented (sales): Seitel Inc.

Represented (legal): McCampbell & Young.

Represented (engineering): Sterling Communications Inc.

Personnel:

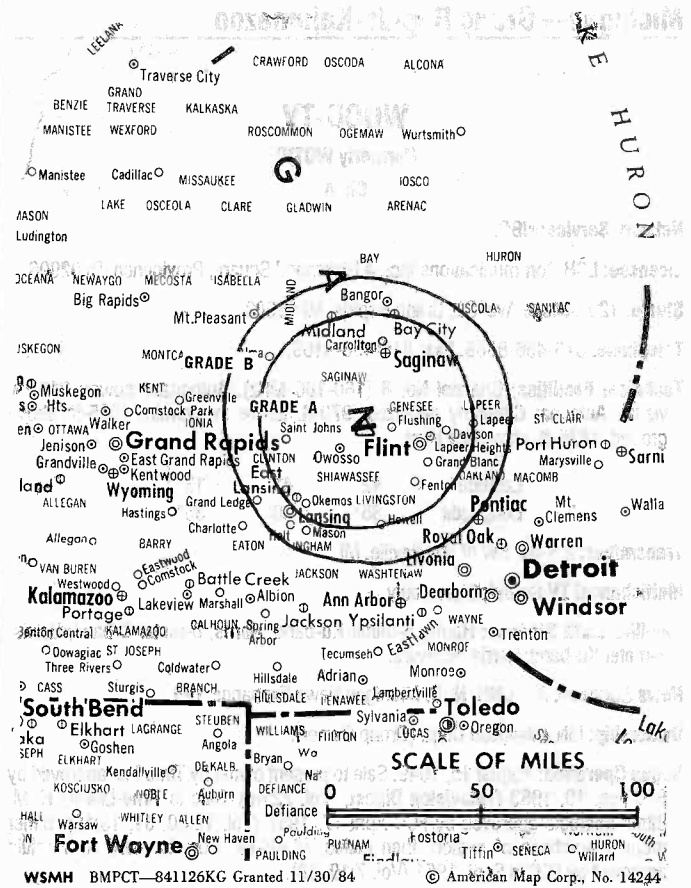
- Will Davis**, General Manager.
- Ray Nelson**, Local Sales Manager.
- Ken Robinson**, Program Manager.
- George Christensen**, Promotion Director.
- Jeanette Nielsen**, Business Manager.
- John Grover**, Chief Engineer.

Highest 30 Sec. Rate: \$750.

City of License: Flint. **ADI:** Flint-Saginaw-Bay City. **Rank:** 57.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
MICHIGAN				
50% & Over	Bay	42,000	41,600	99
	Genesee	160,500	159,100	99
	Isabella	17,900	17,600	98
	Midland	28,100	27,900	99
	Saginaw	77,600	76,900	99
	Shiawassee	25,000	24,700	99
	Tuscola	19,500	19,300	99



Net Weekly Circulation	State County	Total Households	TV Households	%
MICHIGAN				
Between 25-49%	Arenac	5,900	5,800	98
	Clinton	20,200	20,000	99
	Gladwin	9,000	8,800	98
	Gratiot	13,900	13,700	99
	Huron	13,400	13,200	98
	Lapeer	25,000	24,800	99
MICHIGAN				
Between 5-24%	Clare	10,400	10,200	98
	Livingston	40,000	39,700	99
	Montcalm	19,400	19,200	99
	Ogemaw	7,500	7,400	99
	Roscommon	9,000	8,900	99
	Sanilac	15,200	15,000	98
Station Totals		559,500	553,800	99
Net Weekly Circulation (1992)				291,100
Average Daily Circulation (1992)				138,200

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

Michigan—Grand Rapids-Kalamazoo

WOOD-TV
(formerly WOTV)
Ch. 8

Network Service: NBC.

Licensee: LCH Communications Inc., 4 Richmond Square, Providence, RI 02906.

Studio: 120 College Ave. SE, Grand Rapids, MI 49503.

Telephone: 616-456-8888. **Fax:** 616-456-9169.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual. Antenna: Circularly polarized, 970-ft. above av. terrain, 1015-ft. above ground, 1835-ft. above sea level.

Latitude 42° 41' 13"
Longitude 85° 30' 35"

Transmitter: 2.5-mi. SW of Middleville, MI.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 6-meter Ku-band; Harris, 6-meter C-band; Harris, 3-meter Ku-band; Harris receivers.

News Services: AP, CNN, NBC, Michigan News Exchange, UPI.

Ownership: LIN Television Corp. (Group Owner).

Began Operation: August 15, 1949. Sale to present owner by Time Inc. approved by FCC Feb. 10, 1983 (Television Digest, Vol. 22:46). Sale to Time-Life by H. M. Bitner interests approved by FCC April 17, 1957 (Vol. 12:50, 51; 13:16). Bitner group's purchase of station, then called WLAV-TV, from Leonard A. Versluis approved by FCC in Sept. 1951 (Vol. 7:19, 38).

Represented (sales): Blair Television.

Represented (legal): Covington & Burling.

Represented (engineering): Jansky & Bailey.

Personnel:

- Steve J. Caminis, General Manager.
- Shelly Bohr, Marketing Director.
- Mark diBuono, Local Sales Manager.
- Tom Richards, Program Manager.
- James Thomas, Promotion Director.
- Mike Laemers, Director of Engineering.
- Bill Dantuma, Business Manager.

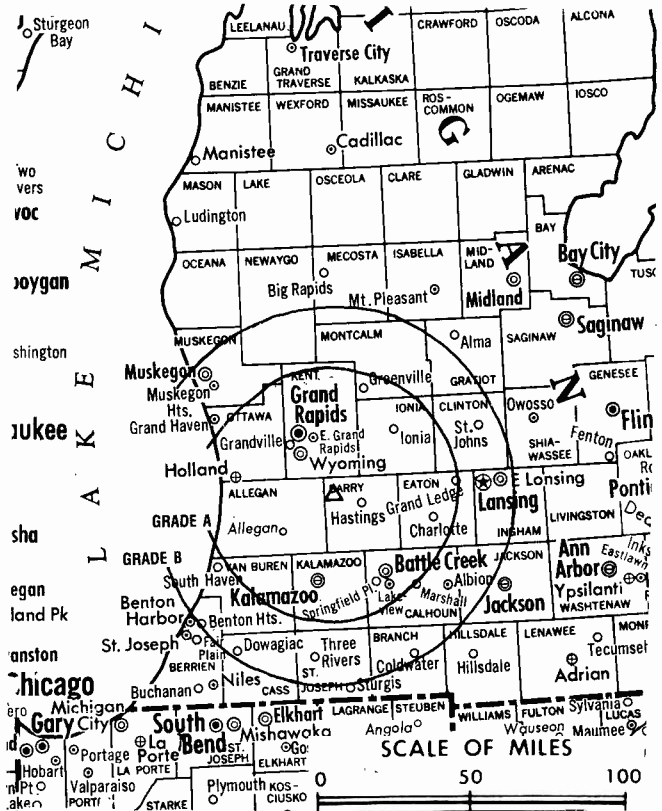
Highest 30 Sec. Rate: \$2500.

NETWORK BASE HOURLY RATE: \$2400.

City of License: Grand Rapids. **ADI:** Grand Rapids-Kalamazoo-Battle Creek. **Rank:** 37.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN			
	Allegan	32,600	32,200	99
	Barry	18,100	17,900	99
	Branch	15,300	15,100	99
	Calhoun	53,000	52,500	99



WOOD-TV BPCT-890822KG Granted 9/29/89 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Ionia	18,500	18,300	99
	Kalamazoo	84,300	83,300	99
	Kent	185,600	183,200	99
	Montcalm	19,400	19,200	99
	Muskegon	58,400	57,800	99
	Newaygo	14,800	14,600	98
	Ottawa	64,200	63,400	99
	St Joseph	22,500	22,300	99
	Van Buren	26,300	26,000	99
	Between 25-49%	MICHIGAN		
Clinton		20,200	20,000	99
Eaton		35,400	35,100	99
Ingham		102,900	101,700	99
Mecosta		12,600	12,400	98
Between 5-24%	MICHIGAN			
	Berrien	62,500	61,600	98
	Cass	18,700	18,500	99
	Gratiot	13,900	13,700	99
	Hillsdale	15,800	15,500	98
	Isabella	17,900	17,600	98
	Jackson	53,400	52,900	99
	Oceana	8,500	8,300	98
Station Totals		974,800	963,100	99
Net Weekly Circulation (1992)			583,300	
Average Daily Circulation (1992)			319,800	

Michigan—Battle Creek-Grand Rapids-Kalamazoo

WOTV
(formerly WUHQ-TV)
Ch. 41

Network Service: ABC.

Licensee: Channel 41 Inc., Box 1616, Battle Creek, MI 49016.

Studio: 5200 Dickman Rd., Battle Creek, MI 49016.

Telephone: 616-968-9341. **Fax:** 616-966-6837.

Technical Facilities: Channel No. 41 (632-638-MHz). Authorized power: 2000-kw max. & 891-kw horizontal visual, 89.1-kw horizontal aural. Antenna: 1080-ft. above av. terrain, 963-ft. above ground, 1952-ft. above sea level.

Latitude 42° 34' 15"
Longitude 85° 28' 11"

Transmitter: 5800 Norris Rd., Delton, MI.

Satellite Earth Stations: Andrew, 7.3-meter C-band; Microdync, 7-meter C-band; Andrew, 5-meter C-band; Scientific-Atlanta, 5-meter C-band; RCA, 4.5-meter Ku-band; Avantek, M/A-Com, Scientific-Atlanta receivers.

News Service: AP.

Ownership: Channel 41 Inc. **Note:** Operated by LIN Michigan Bcstg. (WOOD-TV, Grand Rapids).

Began Operation: July 24, 1971.

Represented (sales): Blair Television.

Represented (legal): Covington & Burgin.

Personnel:

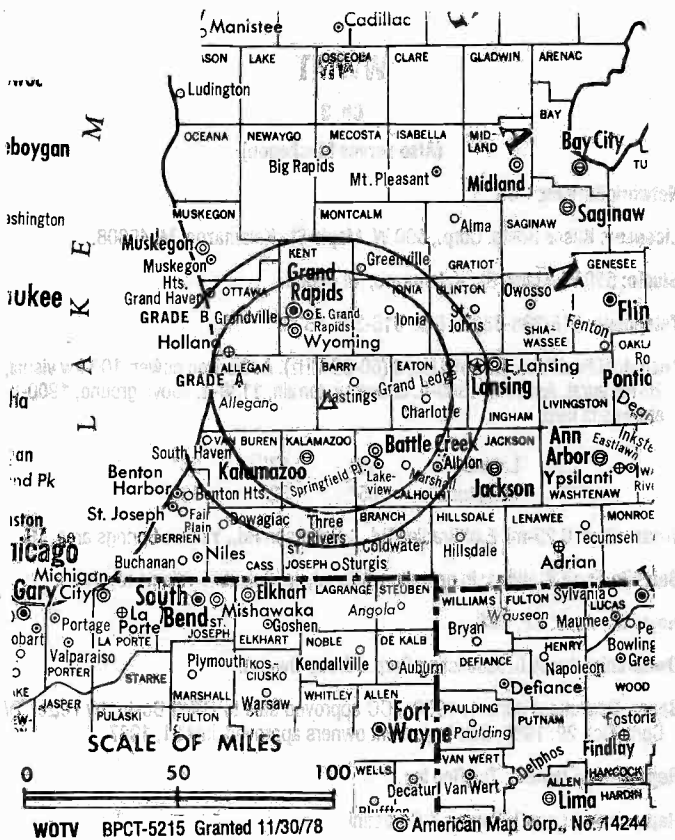
Jerry P. Colvin, President & General Manager.
Rob Pennock, Accounting Supervisor.
Kathy Long, Traffic Manager.

Rates: On request.

City of License: Battle Creek. **ADI:** Grand Rapids-Kalamazoo-Battle Creek. **Rank:** 37.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN			
	Allegan	32,600	32,200	99
	Barry	18,100	17,900	99
	Branch	15,300	15,100	99
	Calhoun	53,000	52,500	99
	Kalamazoo	84,300	83,300	99
	Van Buren	26,300	26,000	99
Between 25-49%	MICHIGAN			
	Eaton	35,400	35,100	99
	Hillsdale	15,800	15,500	98
	Ionia	18,500	18,300	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Kent	185,600	183,200	99
	St Joseph	22,500	22,300	99
Between 5-24%	MICHIGAN	62,500	61,600	98
	Berrien	18,700	18,500	99
	Cass	20,200	20,000	99
	Clinton	53,400	52,900	99
	Jackson	19,400	19,200	99
	Oceana	8,500	8,300	98
	Ottawa	64,200	63,400	99
Station Totals		754,300	745,300	99
Net Weekly Circulation (1992)			254,300	
Average Daily Circulation (1992)			94,000	

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Michigan—Grand Rapids-Kalamazoo-Battle Creek

WWMT

Ch. 3

(Also serves Muskegon)

Network Service: CBS.

Licensee: Busse Bcstg. Corp., 590 W. Maple St., Kalamazoo, MI 49008.

Studio: 590 W. Maple St., Kalamazoo, MI 49008.

Telephone: 616-388-3333. **Fax:** 616-388-8322.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1000-ft. above av. terrain, 1130-ft. above ground, 1900-ft. above sea level.

Latitude 42° 37' 56"
Longitude 85° 32' 16"

Transmitter: 0.25-mi. E of Bradley Rd. & Patterson Rd., Yankee Springs area, MI.

Satellite Earth Stations: In operation; Microdyne, Scientific-Atlanta receivers.

News Services: AP, CBS.

Ownership: Busse Broadcasting Corp. (Group Owner).

Began Operation: June 1, 1950. FCC approved sale to Gillett Bcstg. by Fetzer TV Corp. Oct. 29, 1985. Sale to present owners approved July 31, 1987.

Represented (sales): TeleRep Inc.

Represented (legal): Pepper & Corazzini.

Personnel:

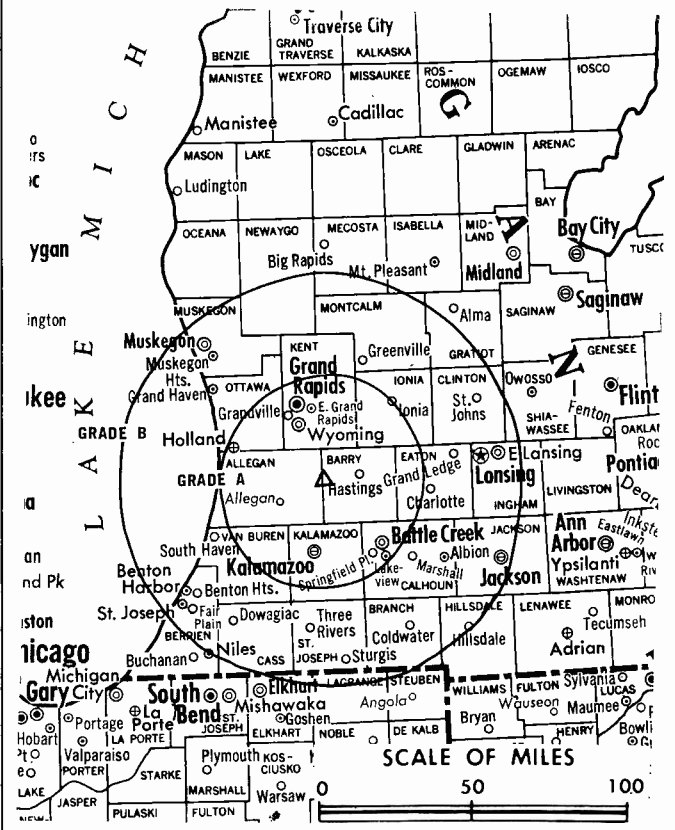
- Lawrence Busse, President & General Manager.
- Gil Buettner, Station Manager.
- Christopher Cornelius, General Sales Manager.
- Al Lancaster, National Sales Manager.
- Michael Rindo, News Director.
- Jeannene Jacques, Business Manager.
- Jeff Watts, Production Manager.
- David Comisar, Program Manager.
- James Steffey, Chief Engineer.
- Phil Parsons, Promotion Manager.
- Rob Gray, Studio Operations Manager.

Rates: On request.

City of License: Kalamazoo. **ADI:** Grand Rapids-Kalamazoo-Battle Creek. **Rank:** 37.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN			
	Allegan	32,600	32,200	99
	Barry	18,100	17,900	99
	Branch	15,300	15,100	99
	Calhoun	53,000	52,500	99
	Ionia	18,500	18,300	99



WWMT BPCT-2745 Granted 6/29/60

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%		
50% & Over	Kalamazoo	84,300	83,300	99		
	Kent	185,600	183,200	99		
	Montcalm	19,400	19,200	99		
	Muskegon	58,400	57,800	99		
	Newaygo	14,800	14,600	98		
	Ottawa	64,200	63,400	99		
	St Joseph	22,500	22,300	99		
	Van Buren	26,300	26,000	99		
	MICHIGAN	Eaton	35,400	35,100	99	
		Hillsdale	15,800	15,500	98	
INDIANA		Steuben	10,800	10,700	99	
	MICHIGAN	Berrien	62,500	61,600	98	
		Cass	18,700	18,500	99	
		Clinton	20,200	20,000	99	
		Ingham	102,900	101,700	99	
		Jackson	53,400	52,900	99	
		Mecosta	12,600	12,400	98	
		Oceana	8,500	8,300	98	
		Station Totals		953,800	942,500	99
		Net Weekly Circulation (1992)				570,900
Average Daily Circulation (1992)					300,000	

Michigan—Grand Rapids

WXMI
Ch. 17

Network Service: Fox.

Licensee: TV 17 Unlimited Inc., 3117 Plaza Dr. NE, Grand Rapids, MI 49505.

Studio: 3117 Plaza Dr. NE, Grand Rapids, MI 49505.

Telephone: 616-364-8722. **TWX:** 810-273-6084. **Fax:** 616-364-8506.

Technical Facilities: Channel No. 17 (488-494 MHz). Authorized power: 1290 kw max. visual. Antenna: 1096-ft. above av. terrain, 1043-ft. above ground, 1883-ft. above sea level.

Latitude 42° 41' 15"
Longitude 85° 31' 57"

Transmitter: Davis Rd., 1-mi. W of Cherry Valley Rd.

Satellite Earth Stations: Harris, 6.1-meter C-band; Harris, 4-meter Ku & C-band; Harris receivers.

SNM Mobile Dish: 2.2-meter Ku-band.

Ownership: Dudley Communications Corp. (Group Owner).

Began Operation: March 18, 1982. Sale to present owner by Harold O. Shively et al., approved by FCC November 17, 1988 (Television Digest, Vol. 29:19).

Represented (sales): Petry Television Inc.

Represented (legal): Arter & Hadden.

Personnel:

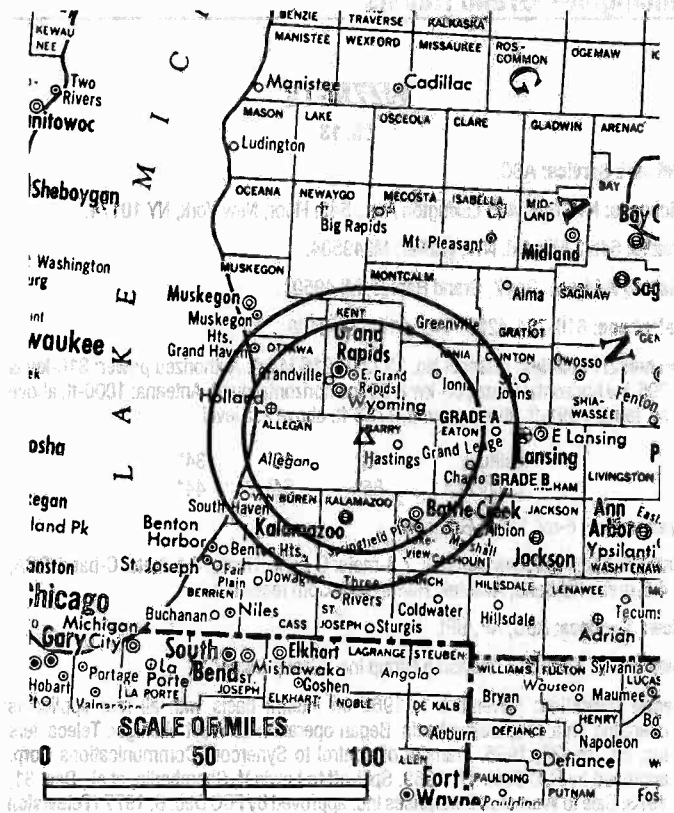
- Patrick J. Mullen, Vice President & General Manager.
- Judy Kenney, Director of Sales.
- Ed Fernandez, Local Sales Manager.
- Julianne Galle, National Sales Manager.
- Dale Scholten, Director of Engineering.
- Pennie Pessell, Promotion Manager.
- Pam Swenk, Director of Broadcast Services.
- Bonnie Hunter, Director of Administrative Services.

Highest 30 Sec. Rate: \$3000.

City of License: Grand Rapids. **ADI:** Grand Rapids-Kalamazoo-Battle Creek. **Rank:** 37.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN			
	Allegan	32,600	32,200	99
	Barry	18,100	17,900	99
	Branch	15,300	15,100	99
	Calhoun	53,000	52,500	99
	Ionia	18,500	18,300	99
	Kalamazoo	84,300	83,300	99
	Kent	185,600	183,200	99



WXMI BPCT-910718KE Granted 10/10/91 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Montcalm	19,400	19,200	99
	Muskegon	58,400	57,800	99
	Ottawa	64,200	63,400	99
	Van Buren	26,300	26,000	99
Between 25-49%	MICHIGAN			
	Eaton	35,400	35,100	99
	Newaygo	14,800	14,600	98
Between 5-24%	MICHIGAN			
	Cass	18,700	18,500	99
	Clinton	20,200	20,000	99
	Gratiot	13,900	13,700	99
	Hillsdale	15,800	15,500	98
	Isabella	17,900	17,600	98
	Jackson	53,400	52,900	99
	Mecosta	12,600	12,400	98
Oceana	8,500	8,300	98	
Station Totals		809,400	799,800	99
Net Weekly Circulation (1992)			405,900	
Average Daily Circulation (1992)			179,300	

Michigan—Grand Rapids

WZZM-TV
Ch. 13

Network Service: ABC.

Licensee: NTG Inc., 405 Lexington Ave., 54th Floor, New York, NY 10174.

Studio: 645 3 Mile Rd. NW, Walker, MI 49504.

Mailing Address: Box Z, Grand Rapids, MI 49501.

Telephone: 616-784-4200. **Fax:** 616-784-2408.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw & 295-kw horizontal visual, 63-kw & 59-kw horizontal aural. Antenna: 1000-ft. above av. terrain, 991-ft. above ground, 1783-ft. above sea level.

Latitude 43° 18' 34"
Longitude 85° 54' 44"

Transmitter: 6-mi. SW of Grant, MI.

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

News Services: ABC, AP, UPI.

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

Began Operation: November 1, 1962 on interim basis with all four applicants operating on a cooperative basis. Began operation as West Michigan Telecasters Inc. on Jan. 25, 1965. Transfer of control to Synercom Communications Corp. approved by FCC Sept. 17, 1969. Split-off to Lewis V. Chamberlin, et al., Dec. 31, 1973. Sale to Wometco Enterprises Inc. approved by FCC Dec. 8, 1977 (*Television Digest*, Vol. 16:36; 17:50). Sale to KKR approved April 11, 1984 (Vol. 23:39, 52; 24:14, 16). Sale to Price Communications approved Dec. 19, 1985. Sale to present owner approved Sept. 11, 1989.

Represented (sales): Katz Television.

Represented (legal): Haley, Bader & Potts.

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

Personnel:

- Richard F. Appleton, President.
- Edward (Buss) Kunst, General Sales Manager.
- Tim Siegel, National Sales Manager.
- Ken Kolbe, News Director.
- Karen Horstmanshof, Controller.
- Chuck Mikowski, Chief Engineer.
- Cameron Rautman, Promotion Manager.
- Roberta Tepper, Creative Service Director.

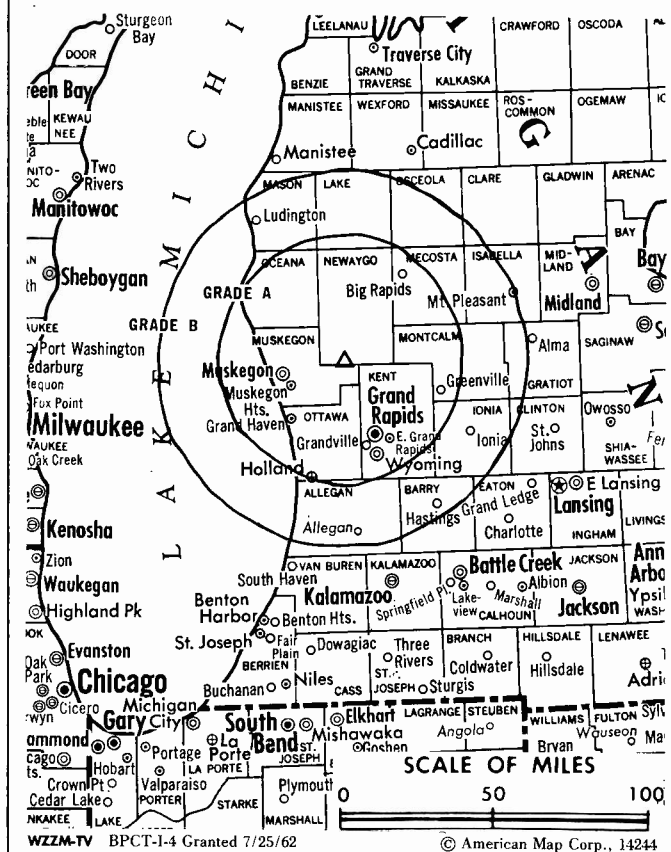
Rates: On request.

NETWORK BASE HOURLY RATE: \$1200.

City of License: Grand Rapids. **ADI:** Grand Rapids-Kalamazoo-Battle Creek. **Rank:** 37.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
MICHIGAN				
50% & Over	Allegan	32,600	32,200	99
	Ionia	18,500	18,300	99
	Kent	185,600	183,200	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
	Lake	3,800	3,700	97
	Mason	10,300	10,000	97
	Mecosta	12,600	12,400	98
	Montcalm	19,400	19,200	99
	Muskegon	58,400	57,800	99
	Newaygo	14,800	14,600	98
	Oceana	8,500	8,300	98
	Osceola	7,700	7,600	99
	Ottawa	64,200	63,400	99
MICHIGAN				
Between 25-49%				
	Barry	18,100	17,900	99
	Isabella	17,900	17,600	98
	Kalamazoo	84,300	83,300	99
	Manistee	9,000	8,900	98
MICHIGAN				
Between 5-24%				
	Clare	10,400	10,200	98
	Grand Traverse	24,800	24,400	98
	Gratiot	13,900	13,700	99
	Leelanau	6,500	6,400	98
	Missaukee	4,300	4,200	98
	Van Buren	26,300	26,000	99
	Wexford	10,500	10,400	99
Station Totals		662,400	653,700	99
Net Weekly Circulation (1992)				412,400
Average Daily Circulation (1992)				247,200

Michigan—Kalamazoo

WLLA
Ch. 64

Network Service: None, independent.

Licensee: Christian Faith Broadcast Inc., 3809 Maple Ave., Box 247, Castalia, OH 44824.

Studio: 7048 Kilgore Rd., Box 3157, Kalamazoo, MI 49003.

Mailing Address: Box 3157, Kalamazoo, MI 49003.

Telephone: 616-345-6421. **Fax:** 616-345-5665.

Technical Facilities: Channel No. 64 (770-776 MHz). **Authorized power:** 2500-kw max. visual, 145-kw max. aural. **Antenna:** 1000-ft. above av. terrain, 903-ft. above ground, 1847-ft. above sea level.

Latitude 42° 34' 15"
Longitude 85° 28' 11"

Transmitter: 5800 Norris Rd., Delton, MI.

Ownership: Christian Faith Broadcast Inc. (Group Owner)

Began Operation: June 30, 1987

Represented (legal): May & Dunne, Chartered.

Represented (engineering): Smith Electronics.

Personnel:

Richard Hawkins, General Manager.

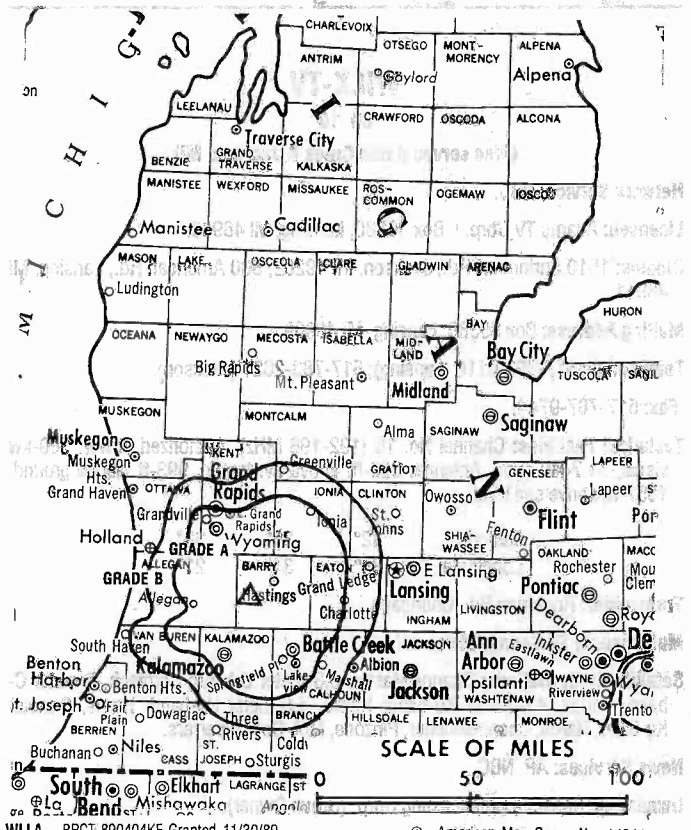
Daniel Behrmann, Program Director.

Rusty Yost, Chief Engineer.

Highest 30 Sec. Rate: \$32.

Arbitron Data: Not available.

City	Population	Households	TV Households
Ann Arbor	180,000	75,000	55,000
Dearborn	130,000	55,000	40,000
Eastland	120,000	50,000	35,000
Flint	110,000	45,000	30,000
Grand Rapids	100,000	40,000	25,000
Lansing	90,000	35,000	20,000
Warren	80,000	30,000	15,000
Westland	70,000	25,000	10,000
Ypsilanti	60,000	20,000	8,000
Other Cities	1,000,000	400,000	250,000
Total	2,000,000	800,000	500,000



WLLA BPC1-890404KF Granted 11/30/89 © American Map Corp., No. 14244

City of License: Kalamazoo. **ADJ:** Grand Rapids-Kalamazoo-Battle Creek. **Rank:** 37.

City	Population	Households	TV Households
Ann Arbor	180,000	75,000	55,000
Dearborn	130,000	55,000	40,000
Eastland	120,000	50,000	35,000
Flint	110,000	45,000	30,000
Grand Rapids	100,000	40,000	25,000
Lansing	90,000	35,000	20,000
Warren	80,000	30,000	15,000
Westland	70,000	25,000	10,000
Ypsilanti	60,000	20,000	8,000
Other Cities	1,000,000	400,000	250,000
Total	2,000,000	800,000	500,000

Michigan—Lansing-Onondaga

WILX-TV

Ch. 10

(Also serves Battle Creek & Jackson, MI)

Network Service: NBC.

Licensee: Adams TV Corp. 1, Box 30380, Lansing, MI 48909.

Studios: 1510 Springport Rd., Jackson, MI 49202; 500 American Rd., Lansing, MI 48911.

Mailing Address: Box 30380, Lansing, MI 48909.

Telephones: 517-393-0110 (Lansing); 517-783-2621 (Jackson).

Fax: 517-787-9744.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 309-kw visual, 61.7-kw aural. Antenna: 980-ft. above av. terrain, 993-ft. above ground, 1957-ft. above sea level.

Latitude 42° 36' 33"
Longitude 84° 34' 21"

Transmitter: Rossman Rd., Onondaga.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: ChannelMaster, 3.3-meter C-band; Comtech, 5-meter C-band; Vertex, 4.6-meter Ku-band; Harris, 4.6-meter Ku-band; Harris, 6-meter Ku-band; Harris, ChannelMaster, Pinzone, M/A-Com receivers.

News Services: AP, NBC.

Ownership: Brissette Broadcasting Corp. (Group Owner).

Begin Operation: March 15, 1959. Sale to present owner approved Dec. 24, 1991. Sale to Adams Communications by Figgie International Inc. approved by FCC April 8, 1983. Sale to Figgie by Edward E. Wilson & Lansing Bcstg. Co. approved by FCC Sept. 6, 1978 (Television Digest, Vol. 18:23).

Represented (sales): Blair Television.

Personnel:

- William G. Snider, President & General Manager.
- Pamela J. Manor, Vice President, Business Affairs.
- Cliff Smith, General Sales Manager.
- Raymond J. Pernot, Director of Broadcast Operations.
- Douglas G. Chalgian, News Director.
- Jim Greenhoe, Creative Services Director.

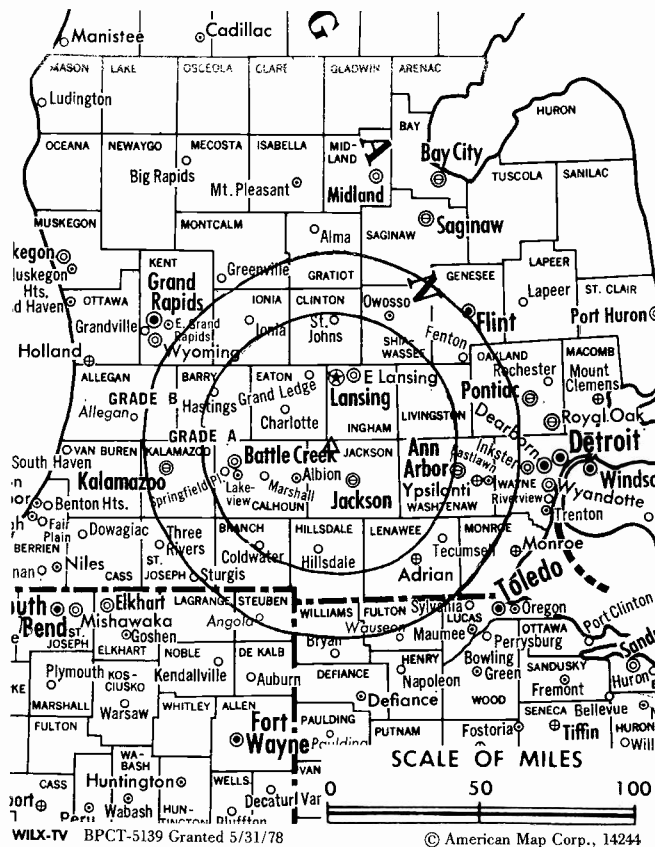
Highest 30 Sec. Rate: \$2000.

NETWORK BASE HOURLY RATE: \$1050.

City of License: Onondaga. **ADI:** Lansing. **Rank:** 104.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN			
	Branch	15,300	15,100	99
	Clinton	20,200	20,000	99
	Eaton	35,400	35,100	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Hillsdale	15,800	15,500	98
	Ingham	102,900	101,700	99
	Jackson	53,400	52,900	99
Between 25-49%	MICHIGAN			
	Barry	18,100	17,900	99
	Calhoun	53,000	52,500	99
	Ionia	18,500	18,300	99
	Shiawassee	25,000	24,700	99
Between 5-24%	INDIANA			
	Steuben	10,800	10,700	99
	MICHIGAN			
	Gratiot	13,900	13,700	99
	Kalamazoo	84,300	83,300	99
	Lenawee	32,400	32,000	99
	Livingston	40,000	39,700	99
	Montcalm	19,400	19,200	99
St Joseph	22,500	22,300	99	
Washtenaw	104,900	103,000	98	
Station Totals		685,800	677,600	99
Net Weekly Circulation (1992)			283,900	
Average Daily Circulation (1992)			146,300	

Michigan—Lansing

WLAJ

Ch. 53

Network Service: ABC

Licensee: Lansing 53 Inc., Box 27307, Lansing, MI 48909-7307.

Studio: 5815 S. Pennsylvania Ave., Lansing, MI 48911.

Telephone: 517-394-5300. **Fax:** 517-887-0077.

Technical Facilities: Channel No. 53 (704-710 MHz). Authorized power: 1660-kw max. visual. Antenna: Circularly polarized, 981-ft. above av. terrain, 1009-ft. above ground, 1929-ft. above sea level.

Latitude 42° 25' 11"
Longitude 84° 31' 26"

Holds CP for change to 3320-kw max. visual. BPCT-911108KH.

Transmitter: 4543 Baseline Rd., Rives Junction, MI.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Stations: Andrew, 7.3-meter Ku & C-band; Andrew, 7.3-meter C-band; Andrew, 4.5-meter C-band; DH Satellite, 3.8-meter; Andrew, Standard Communications receivers.

Ownership: Lansing 53 Inc.

Began Operation: October 13, 1990.

Represented (sales): Katz Television.

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

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

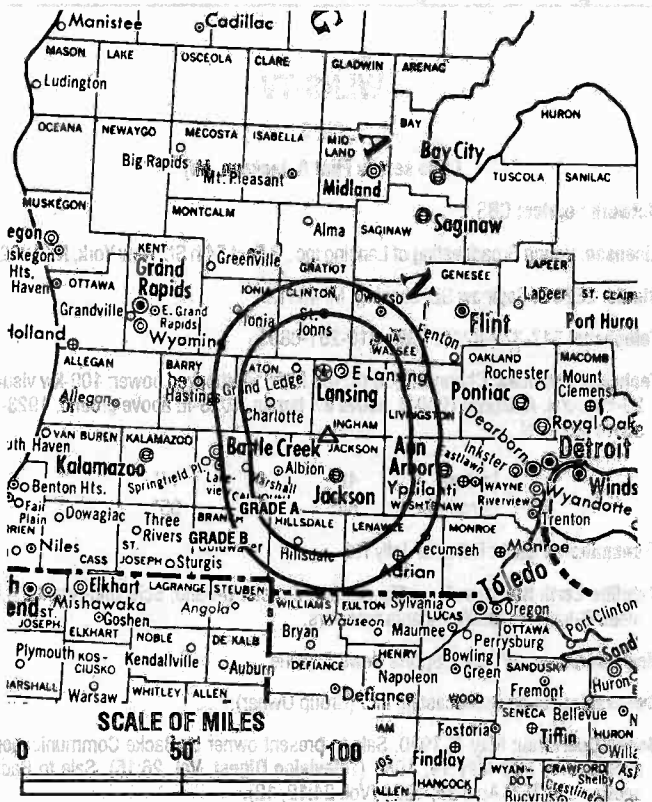
Personnel:

- Thomas B. Jones, General Manager.
- Jon Harpst, General Sales Manager.
- Mary D. Siders, Program Director & Operations Manager.
- Ruth Glover, Business Manager.
- Larry A. Estlack, Chief Engineer.

Highest 30 Sec. Rate: \$2000.

City of License: Lansing. **ADI:** Lansing. **Rank:** 104.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.



WLAJ BPCT-911108KH Granted 4/8/92 ©American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN			
	Eaton	35,400	35,100	99
	Ingham	102,900	101,700	99
	Jackson	53,400	52,900	99
Between 25-49%	MICHIGAN			
	Clinton	20,200	20,000	99
Between 5-24%	MICHIGAN			
	Branch	15,300	15,100	99
	Calhoun	53,000	52,500	99
	Hillsdale	15,800	15,500	98
	Shiawassee	25,000	24,700	99
Station Totals		321,000	317,500	99
Net Weekly Circulation (1992)				135,300
Average Daily Circulation (1992)				55,700

Michigan—Lansing

WLNS-TV

Ch. 6

(Also serves Flint & Jackson, MI)

Network Service: CBS.

Licensee: Young Broadcasting of Lansing Inc., 3 East 54th St., New York, NY 10022.

Studio: 2820 E. Saginaw St., Lansing, MI 48912.

Telephone: 517-372-8282. **TWX:** 810-251-0805.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1000-ft. above av. terrain, 1023-ft. above ground, 1923-ft. above sea level.

Latitude 42° 41' 14"
Longitude 84° 22' 35"

Transmitter: Vanatta Rd. near Jolly Rd.

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

News Services: AP, CNN, Sports News Satellite.

Ownership: Young Broadcasting Inc. (Group Owner).

Began Operation: May 1, 1950. Sale to present owner by Backe Communications approved by FCC May 14, 1986 (Television Digest, Vol. 26:15). Sale to Backe approved by FCC April 26, 1984 (Vol. 24:12, 12).

Represented (sales): Adam Young Inc.

Represented (legal): Wiley, Rein & Fielding.

Personnel:

Ronald J. Kwasnick, President.
Grant A. Santimoro, Vice President & General Manager.
Thomas Grismar, General Sales Manager.
Daniel Batchelor, Local Sales Manager.
Carl Onken, Chief Engineer.
Steven Hillman, Operations Manager.
Paula Richardson, Business Manager.

Highest 30 Sec. Rate: \$900.

NETWORK BASE HOURLY RATE: \$1214.

City of License: Lansing. **ADI:** Lansing. **Rank:** 104.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN			
	Clinton	20,200	20,000	99
	Eaton	35,400	35,100	99



WLNS-TV BPCT—2041 Granted 11/23/55 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Hillsdale	15,800	15,500	98
	Ingham	102,900	101,700	99
	Jackson	53,400	52,900	99
	Shiawassee	25,000	24,700	99
Between 25-49%	MICHIGAN			
	Branch	15,300	15,100	99
	Gratiot	13,900	13,700	99
	Ionia	18,500	18,300	99
	Livingston	40,000	39,700	99
Between 5-24%	MICHIGAN			
	Barry	18,100	17,900	99
	Calhoun	53,000	52,500	99
	Genesee	160,500	159,100	99
	Isabella	17,900	17,600	98
	Lenawee	32,400	32,000	99
	Montcalm	19,400	19,200	99
Washtenaw	104,900	103,000	98	
Station Totals		746,600	738,000	99
Net Weekly Circulation (1992)				322,300
Average Daily Circulation (1992)				166,600

Michigan—Lansing

WSYM-TV

Ch. 47

Network Service: Fox.

Licensee: WTMJ Inc., 600 W. St. Joseph St., Suite 47, Lansing, MI 48933.

Studio: 600 W. St. Joseph St., Suite 47, Lansing, MI 48933.

Telephone: 517-484-7747. **TWX:** 810-251-0807. **Fax:** 517-484-3144.

Technical Facilities: Channel No. 47 (668-674 MHz). Authorized power: 1350-kw max. & 813-kw horizontal visual, 135-kw max. & 81.3-kw horizontal aural. Antenna: 1000-ft. above av. terrain, 1036-ft. above ground, 1956-ft. above sea level.

Latitude 42° 28' 03"
Longitude 84° 39' 06"

Transmitter: 9447 Holmes Hwy., Eaton Rapids.

Satellite Earth Stations: Microdyne, 7-meter C-band; Vertex, 4.6-meter Ku-band; M/A-Com, 3.2-meter C-band; M/A-Com, Microdyne, Drake receivers.

Ownership: WTMJ Inc. (Group Owner).

Began Operation: December 1, 1982. Sale to present owner by F & S Development Group approved by FCC Nov. 9, 1984 (Television Digest, Vol. 24:34, 39).

Represented (sales): Petry Television Inc.

Represented (legal): Crowell & Moring.

Represented (engineering): Carl E. Smith Consulting Engineers.

Personnel:

Peter Bannister, Vice President & General Manager.

Jeff Cartwright, Local Sales Manager.

W. B. Shipley, Operations Manager.

Thom Lilly, National Sales Manager.

Bill Shipley, Program Director.

Kip Bohne, Promotion Director.

Larry Amburgey, Business Manager.

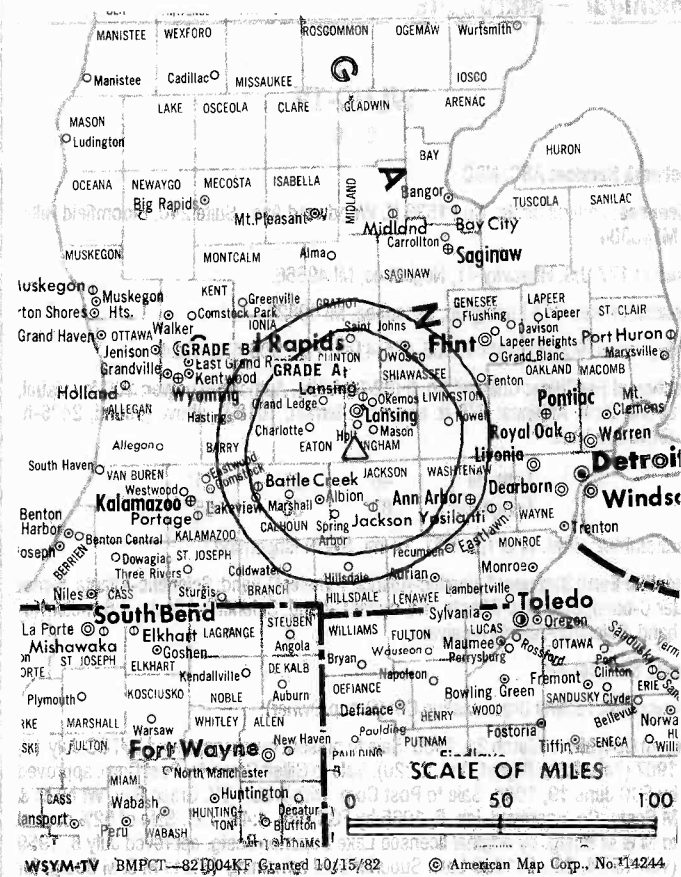
Bill Tessman, Chief Engineer.

Highest 30 Sec. Rate: \$750.

City of License: Lansing. **ADI:** Lansing. **Rank:** 104.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation © 1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN			
	Branch	15,300	15,100	99
	Clinton	20,200	20,000	99
	Eaton	35,400	35,100	99
	Ingham	102,900	101,700	99
	Jackson	53,400	52,900	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	MICHIGAN			
	Calhoun	53,000	52,500	99
	Hillsdale	15,800	15,500	98
	Ionia	18,500	18,300	99
	Shiawassee	25,000	24,700	99
Between 5-24%	MICHIGAN			
	Barry	18,100	17,900	99
	Kalamazoo	84,300	83,300	99
	Lenawee	32,400	32,000	99
	Livingston	40,000	39,700	99
	Montcalm	19,400	19,200	99
	St Joseph	22,500	22,300	99
Station Totals		556,200	550,200	99
Net Weekly Circulation (1992)			218,700	
Average Daily Circulation (1992)			85,000	

Michigan—Marquette

WLUC-TV Ch. 6

Network Service: ABC, NBC.

Licensee: Federal Bcstg. Co., 1533 N. Woodward Ave., Suite 240, Bloomfield Hills, MI 48304.

Studio: 177 U.S. Highway 41, Negaunee, MI 49866.

Branch Office: 614 Ludington, Escanaba, MI 49829.

Telephones: 906-475-4161; 906-475-4141. **Fax:** 906-475-4824.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 978-ft. above av. terrain, 1018-ft. above ground, 2495-ft. above sea level.

Latitude 46° 20' 11"
Longitude 87° 50' 55"

Transmitter: 3-mi. W of Rte. 581, 14-mi. SW of Ishpeming.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 5-meter C-band; Scientific-Atlanta, 4.6-meter C-band; Scientific-Atlanta, 4.6-meter Ku-band; Scientific-Atlanta receivers.

News Service: AP.

Ownership: Federal Broadcasting Co. (Group Owner).

Began Operation: March 23, 1956. Sale to present owner approved by FCC July 17, 1987 (Television Digest, Vol. 27:20). Sale to Gillett Group by Post Corp. approved by FCC June 19, 1984. Sale to Post Corp. with WLUK-TV, Green Bay, WI by M & M Bcstg. Co. approved Jan. 6, 1965 by FCC (Vol. 4:41; 5:2). Sale of 52% control to M & M Bcstg. by original licensee Lake Superior Bcstg. approved July 8, 1959 (Vol. 15:24, 28). In 1960 Lake Superior sold remaining 48% to M & M Bcstg. for \$40,000.

Represented (sales): Katz Television.

Represented (legal): Hogan & Hartson.

Personnel:

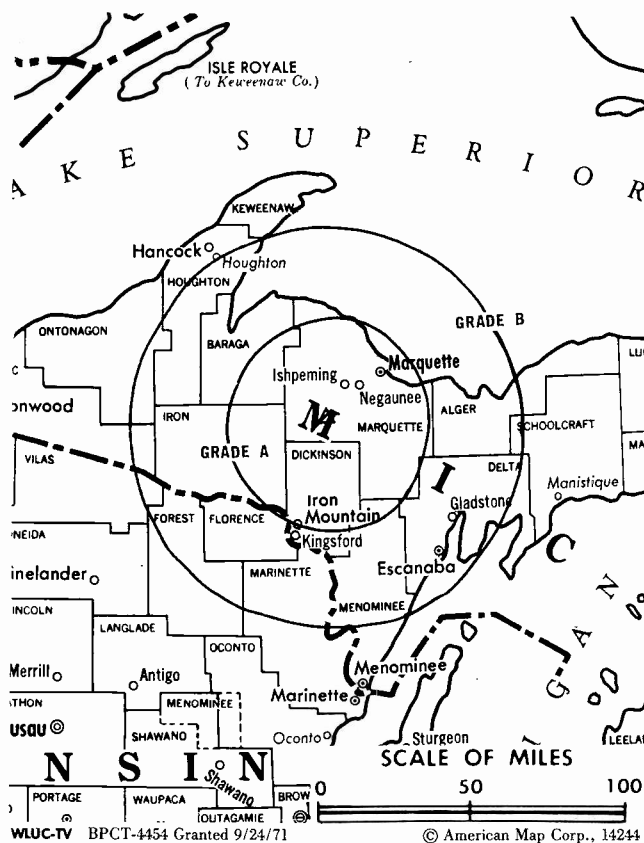
- James Kizer, Vice President & General Manager.
- Brad Van Sluyters, General Sales Manager.
- Dan Diloreto, National Sales Manager.
- Judy Richer, Business Manager.
- Kim Parker, Marketing Director.
- Karen Rhodes, Production Manager.
- Chris Brooks, Local Sales Manager.
- Steve Asplund, News Director.
- John Truitt, Chief Engineer.
- Ed Kearney, Operations Manager.

Rates: On request.

City of License: Marquette. **ADI:** Marquette. **Rank:** 186.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN			
	Alger	3,200	3,100	97
	Baraga	3,100	3,000	97
	Delta	14,200	13,900	98



Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	Dickinson	10,700	10,600	99	
	Gogebic	7,400	7,200	98	
	Houghton	13,200	12,800	97	
	Iron	5,600	5,500	98	
	Keweenaw	800	800	100	
	Marquette	25,500	25,200	99	
	Ontonagon	3,600	3,500	97	
	Schoolcraft	3,100	3,000	97	
	WISCONSIN				
	Florence	1,600	1,600	100	
Between 25-49%	MICHIGAN				
	Luce	2,200	2,100	95	
	Menominee	9,800	9,700	99	
WISCONSIN					
Iron	2,700	2,700	100		
Between 5-24%	WISCONSIN				
	Forest	3,400	3,300	97	
	Marinette	16,100	16,000	99	
Vilas	7,800	7,600	97		
Station Totals		134,000	131,600	98	
Net Weekly Circulation (1992)			90,900		
Average Daily Circulation (1992)			65,000		

Michigan—Muskegon

WTLJ
Ch. 54

Network Service: None, independent.

Licensee: Tri-State Christian TV Inc., Box 1010, Marion, IL 62959.

Studio: 10290 48th Ave., Allendale, MI 49401.

Telephone: 618-997-9333.

Technical Facilities: Channel No. 54 (710-716 MHz). Authorized power: 4395-kw max. visual, 440-kw max. aural. Antenna: 966-ft. above av. terrain, 962-ft. above ground, 1642-ft. above sea level.

Latitude 42° 57' 25"
Longitude 85° 54' 07"

Transmitter: 3-mi. ESE at SE corner of 48th & Pierce Sts., Allendale.

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

Ownership: Tri-State Christian TV Inc. (Group Owner).

Began Operation: November 3, 1986.

Represented (legal): Miller & Fields, P.C.

Represented (engineering): R. L. Purcell.

Personnel:

Marvin D. Sparks, President.

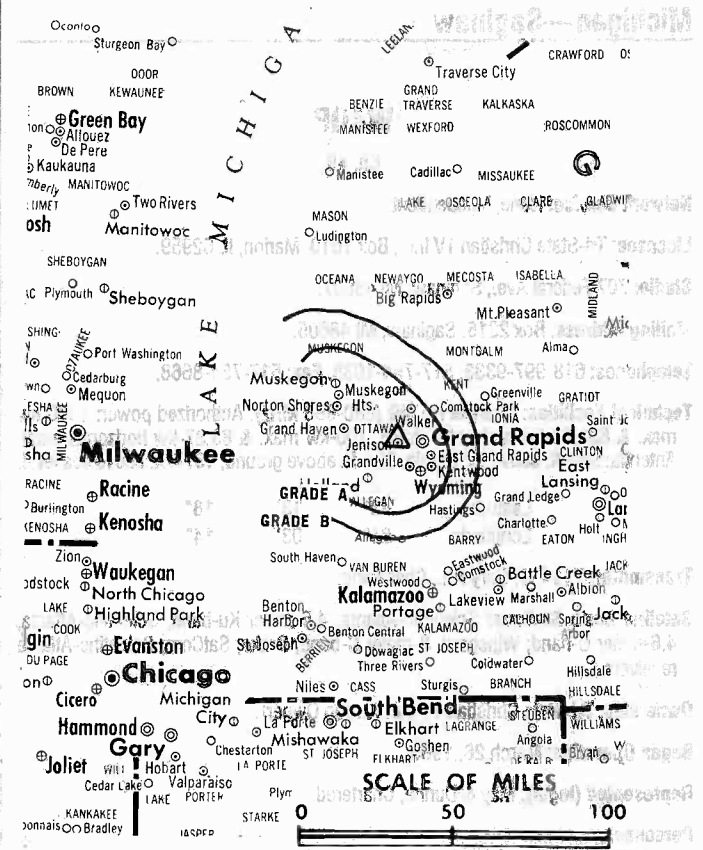
Richard L. Woodby, General Manager.

John Elliott, Chief Engineer.

Highest 30 Sec. Rate: \$11.

Arbitron Data: Not available.

City	Population	Distance (mi.)	Signal Strength
Chicago	2,800,000	280	Very Weak
Grand Rapids	200,000	100	Weak
Muskegon	20,000	0	Strong
Other Cities



WTLJ BMPCT—860214KE Granted 4/28/86 © American Map Corp., No. 14244
City of License: Muskegon. ADI: Grand Rapids-Kalamazoo-Battle Creek. Rank: 37.

Michigan—Saginaw

WAQP

Ch. 49

Network Service: None, independent.

Licensee: Tri-State Christian TV Inc., Box 1010, Marion, IL 62959.

Studio: 707 Federal Ave., Saginaw, MI 48607.

Mailing Address: Box 2215, Saginaw, MI 48605.

Telephones: 618-997-9333; 517-754-1038. **Fax:** 517-754-8668.

Technical Facilities: Channel No. 49 (680-686 MHz). Authorized power: 1000-kw max. & 833.68-kw horizontal visual, 100-kw max. & 83.37-kw horizontal aural. Antenna: 940-ft. above av. terrain, 964-ft. above ground, 1574-ft. above sea level.

Latitude 43° 13' 18"
Longitude 84° 03' 14"

Transmitter: 7114 W. Gary Rd., Chesaning.

Satellite Earth Stations: Scientific-Atlanta, 4.5-meter Ku-band; Scientific-Atlanta, 4.6-meter C-band; Winegard, 3-meter C-band; Drake, SatCom, Scientific-Atlanta receivers.

Ownership: Tri-State Christian TV Inc. (Group Owner).

Began Operation: March 26, 1985.

Represented (legal): May & Dunne, Chartered.

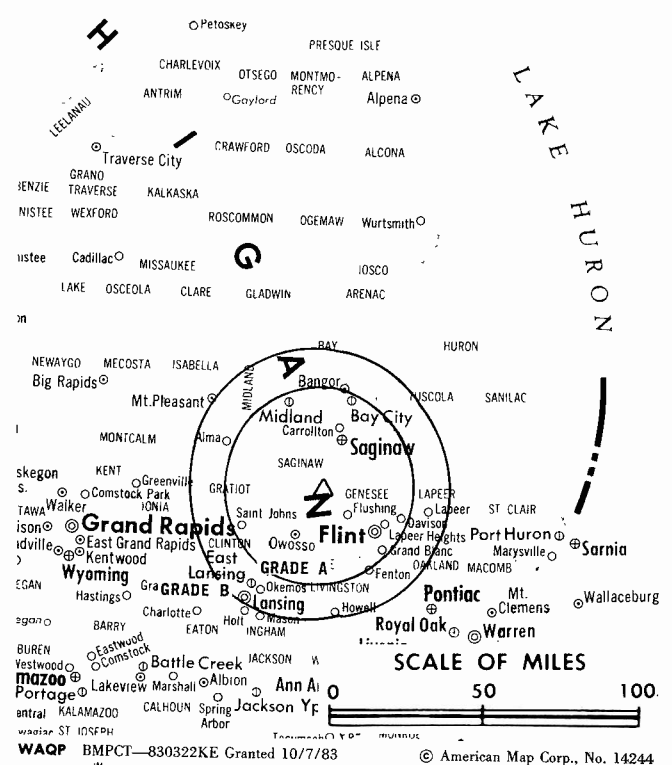
Personnel:

- Garth Coonce**, General Manager.
- Michael Socier**, Local Sales Manager & Promotion Director.
- Ronald L. Booth**, Chief Engineer.
- Jeannie Crowell**, National Sales Manager.
- Tina Coonce**, Program Director.
- Scott Hales**, Production Manager.

Rates: On request.

City of License: Saginaw. **ADI:** Flint-Saginaw-Bay City. **Rank:** 57.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
MICHIGAN				
Between 5-24%	Arenac	5,900	5,800	98
	Shiawassee	25,000	24,700	99
Station Totals		30,900	30,500	99
Net Weekly Circulation (1992)				15,800
Average Daily Circulation (1992)				6,800

Michigan—Saginaw-Flint-Bay City-Midland

WEYI-TV

Ch. 25

Network Service: CBS.

Licensee: WEYI Associates, Box 250, Clio, MI 48420.

Studio: 2225 W. Willard Rd., Clio, MI 48420.

Telephones: 313-687-1000; 517-755-0525. **TWX:** 810-235-1132.

Fax: 313-687-4925.

Technical Facilities: Channel No. 25 (536-542 MHz). Authorized power: 2035-kw max. & 675-kw horizontal visual, 204-kw max. & 68-kw horizontal aural. Antenna: 1320-ft. above av. terrain; 1359-ft. above ground; 2049-ft. above sea level.

Latitude 43° 13' 01"
Longitude 83° 43' 17"

Transmitter: 2225 W. Willard Rd., Clio, MI.

Satellite Earth Stations: Harris, 9-meter C-band; Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.5-meter C-band; Vertex, 3.1-meter Ku-band; Harris receivers.

News Service: AP.

Ownership: Television Station Partners L.P. (Group Owner).

Began Operation: April 5, 1953 on Ch. 57. Sept. 14, 1965 it shifted to Ch. 25. Sale of 33.333% by estate of Alvin Bentley to William J. Edwards & Howard H. Wolfe increasing their holdings to 50% each approved by FCC March 6, 1970. Sale to Rust Craft approved Feb. 16, 1972 (Television Digest, Vol. 11:43; 12:8). For subsequent sales, see Sales & Transfers of TV Stations.

Represented (sales): Petry Television Inc.

Represented (legal): Wiley, Rein & Fielding.

Personnel:

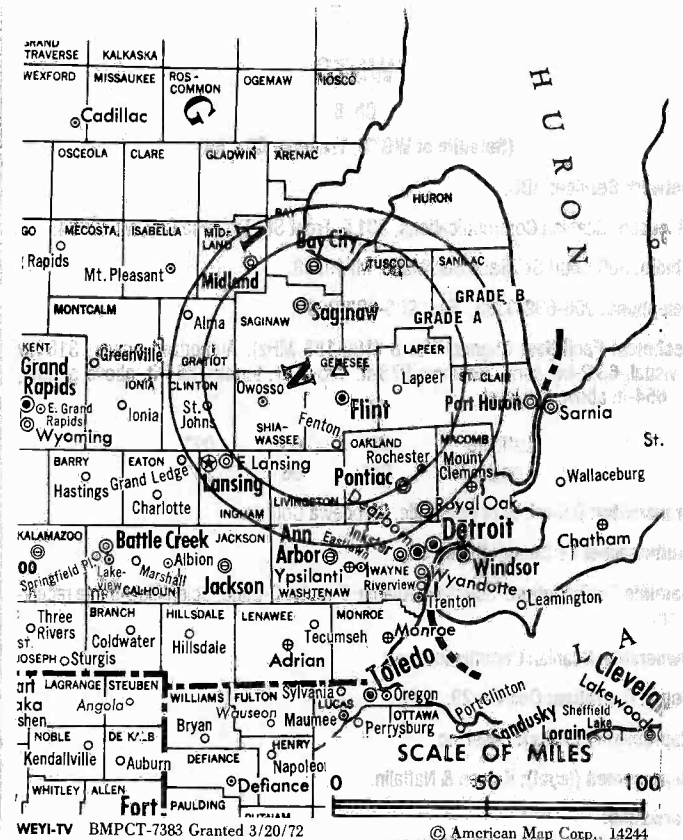
- I. Martin Pompadur, President.
- Eric Land, Vice President & General Manager.
- Michael Collins, General Sales Manager.
- Jon Bengtson, Program Manager.
- Terry Stanton, News Director.
- James Barnes, Chief Engineer.
- Donald Weatherup, Promotion Director.

Rates: On request.

City of License: Saginaw. **ADI:** Flint-Saginaw-Bay City. **Rank:** 57.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN			
	Arenac	5,900	5,800	98
	Bay	42,000	41,600	99
	Genesee	160,500	159,100	99
	Huron	13,400	13,200	98
	Lapeer	25,000	24,800	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Midland	28,100	27,900	99
	Saginaw	77,600	76,900	99
	Sanilac	15,200	15,000	98
	Shiawassee	25,000	24,700	99
	Tuscola	19,500	19,300	99
Between 25-49%	MICHIGAN			
	Gratiot	13,900	13,700	99
	Iosco	11,900	11,800	99
Between 5-24%	Isabella	17,900	17,600	98
	MICHIGAN			
	Alcona	4,400	4,300	98
	Clare	10,400	10,200	98
	Clinton	20,200	20,000	99
	Gladwin	9,000	8,800	98
Station Totals	Livingston	40,000	39,700	99
	Ogemaw	7,500	7,400	99
Station Totals		547,400	547,800	99
Net Weekly Circulation (1992)				332,700
Average Daily Circulation (1992)				155,900

Michigan—Sault Ste. Marie

WGTV

Ch. 8

(Satellite of WGTU, Traverse City, MI)

Network Service: ABC.

Licensee: Scanlan Communications, 201 E. Front St., Traverse City, MI 49684.

Studio: 300 Court St., Sault Ste. Marie, MI 49783.

Telephone: 906-632-3333. **Fax:** 906-632-9090.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 978-ft. above av. terrain, 864-ft. above ground, 1654-ft. above sea level.

Latitude	46°	03'	09"
Longitude	84°	06'	28"

Transmitter: 0.9-mi. W of Goetzville, Chippewa County.

Multichannel TV Sound: Stereo only.

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

Ownership: Scanlan Communications.

Began Operation: October 29, 1976.

Represented (sales): Seltel Inc.

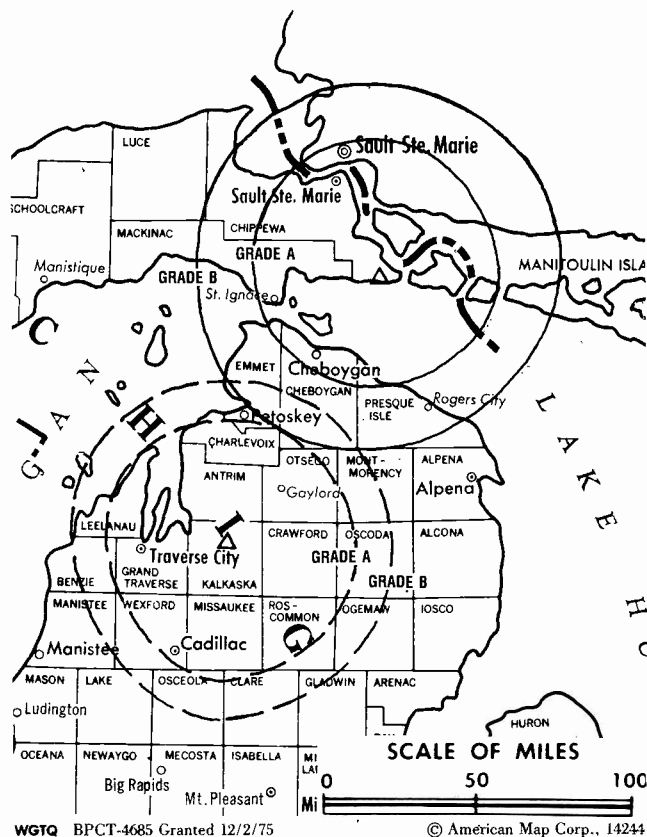
Represented (legal): Koteen & Naftalin.

Personnel:

Lynda Garlitz, Local Sales Manager.

Dennis Bernard, Chief Engineer.

Rates: Sold in combination with WGTU, Traverse City, MI.



WGTV BPCT-4685 Granted 12/2/75

© American Map Corp., 14244

Arbitron Data: Included with WGTU, Traverse City, MI.

City of License: Sault Ste. Marie. **ADI:** Traverse City-Cadillac. **Rank:** 119.

Michigan—Sault Ste. Marie

WWUP-TV

Ch. 10

(Satellite of WWTV, Cadillac, MI)

Network Service: CBS.

Licensee: Heritage Bcstg. Co. of Michigan, 1500 N. Woodward St., Suite 335, Birmingham, MI 48009.

Studio: See WWTV, Cadillac

Telephone: 616-775-3478. Fax: 616-775-3671.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1210-ft. above av. terrain, 1126-ft. above ground, 1876-ft. above sea level.

Latitude 46° 03' 49"
Longitude 84° 06' 08"

Transmitter: Goetzville, MI.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: In operation, Ku-band.

News Services: AP, UPI, CBS, CNN.

Ownership: Heritage Broadcasting Group (Group Owner).

Began Operation: June 15, 1962.

Represented (sales): Blair Television.

Represented (legal): Hogan & Hartson.

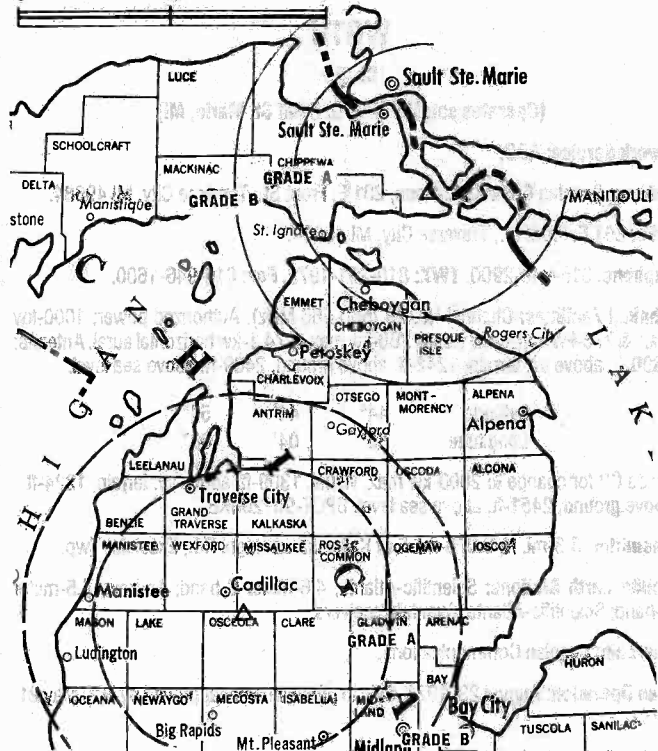
Personnel:

—See WWTV, Cadillac, MI.

Rates: Sold as one rate with WWTV, Cadillac, MI.

SCALE OF MILES

0 50 100



WWUP-TV BPCT-860926KG Granted 11/21/86

© American Map Corp., No. 14244

Arbitron Data: Included with WWTV, Cadillac, MI.

City of License: Sault Ste. Marie. **ADI:** Traverse City-Cadillac. **Rank:** 119.

Channel	Power	Class	City	Notes
19	300.0	000.0	Traverse City	
30	300.0	000.0	Traverse City	
32	300.0	000.0	Traverse City	
34	300.0	000.0	Traverse City	
36	300.0	000.0	Traverse City	
38	300.0	000.0	Traverse City	
40	300.0	000.0	Traverse City	
42	300.0	000.0	Traverse City	
44	300.0	000.0	Traverse City	
46	300.0	000.0	Traverse City	
48	300.0	000.0	Traverse City	
50	300.0	000.0	Traverse City	
52	300.0	000.0	Traverse City	
54	300.0	000.0	Traverse City	
56	300.0	000.0	Traverse City	
58	300.0	000.0	Traverse City	
60	300.0	000.0	Traverse City	
62	300.0	000.0	Traverse City	
64	300.0	000.0	Traverse City	
66	300.0	000.0	Traverse City	
68	300.0	000.0	Traverse City	
70	300.0	000.0	Traverse City	
72	300.0	000.0	Traverse City	
74	300.0	000.0	Traverse City	
76	300.0	000.0	Traverse City	
78	300.0	000.0	Traverse City	
80	300.0	000.0	Traverse City	
82	300.0	000.0	Traverse City	
84	300.0	000.0	Traverse City	
86	300.0	000.0	Traverse City	
88	300.0	000.0	Traverse City	
90	300.0	000.0	Traverse City	
92	300.0	000.0	Traverse City	
94	300.0	000.0	Traverse City	
96	300.0	000.0	Traverse City	
98	300.0	000.0	Traverse City	
100	300.0	000.0	Traverse City	

City	Power	Class	Notes
Alpena	300.0	000.0	
Bay City	300.0	000.0	
Charlevoix	300.0	000.0	
Cheboygan	300.0	000.0	
Cadillac	300.0	000.0	
Eastland	300.0	000.0	
Emmet	300.0	000.0	
Grand Haven	300.0	000.0	
Grand Rapids	300.0	000.0	
Iron Mountain	300.0	000.0	
Leelanau	300.0	000.0	
Manistee	300.0	000.0	
Marquette	300.0	000.0	
Midland	300.0	000.0	
Oshtemo	300.0	000.0	
Presque Isle	300.0	000.0	
St. Ignace	300.0	000.0	
Traverse City	300.0	000.0	
Tuscola	300.0	000.0	
Van Dyke	300.0	000.0	
Westland	300.0	000.0	
Ypsilanti	300.0	000.0	

Michigan—Traverse City

WGTV

Ch. 29

(Operates satellite WGTV, Sault St. Marie, MI)

Network Service: ABC.

Licensee: Scanlan Communications, 201 E. Front St., Traverse City, MI 49684.

Studio: 201 E. Front St., Traverse City, MI 49684.

Telephone: 616-946-2900. **TWX:** 810-291-1972. **Fax:** 616-946-1600.

Technical Facilities: Channel No. 29 (560-566 MHz). Authorized power: 1000-kw max. & 776-kw horizontal visual, 200-kw max. & 74.1-kw horizontal aural. Antenna: 1300-ft. above av. terrain, 1242-ft. above ground, 2469-ft. above sea level.

Latitude 44° 44' 54"
Longitude 85° 04' 08"

Holds CP for change to 2000-kw max. visual, 1309-ft. above av. terrain, 1224-ft. above ground, 2451-ft. above sea level. BPC-901206KE.

Transmitter: 5.3-mi. N, 0.078-mi. E of Kalkaska on Hagni Rd., Excelsior Twp.

Satellite Earth Stations: Scientific-Atlanta, 4.6-meter C-band; Andrew, 4.5-meter C-band; Scientific-Atlanta, AvanteK receivers.

Ownership: Scanlan Communications.

Began Operation: August 23, 1971. Sale to present owner approved by FCC May 21, 1982.

Represented (sales): Seitel Inc.

Represented (legal): Koteen & Naftalin.

Personnel:

- Thomas Scanlan, President & General Sales Manager.
- Jerry K. Moore, Vice President & General Manager.
- Nancy Sundstrom, Program & Promotion Director.
- Jan Dickman, Sales Manager.
- Todd Ruonavaara, Business Manager.
- Ronald R. Stark, Chief Engineer.

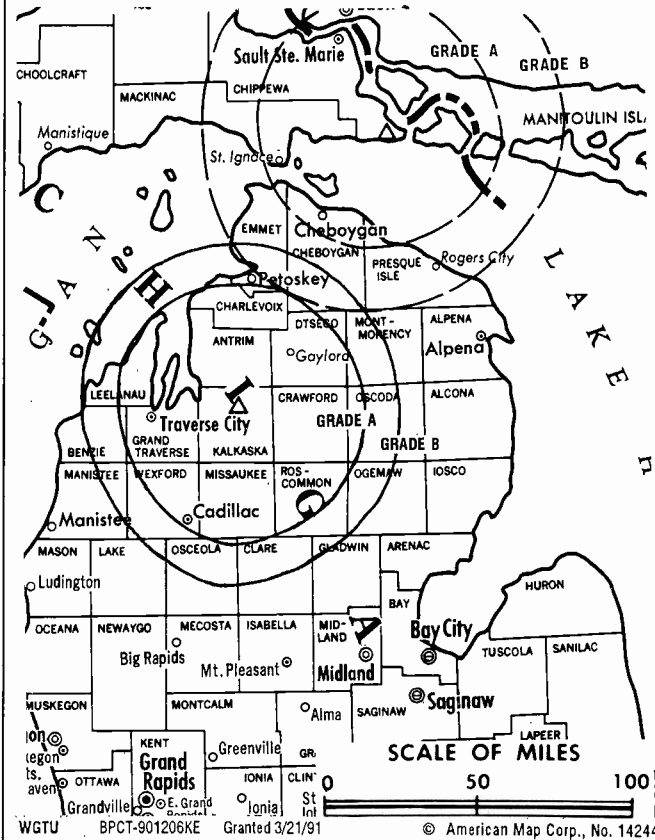
Rates: On request.

Arbitron Data: Figures include WGTV, Sault Ste. Marie, MI.

City of License: Traverse City. **ADI:** Traverse City-Cadillac. **Rank:** 119.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
MICHIGAN				
	Antrim	7,100	7,000	99
	Benzie	4,900	4,800	98
	Charlevoix	8,600	8,500	98
	Cheboygan	8,500	8,300	98
	Chippewa	11,200	11,000	98
	Crawford	4,300	4,200	98
	Emmet	9,900	9,700	98
	Grand Traverse	24,800	24,400	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
	Kalkaska	5,100	5,000	98
	Leelanau	6,500	6,400	98
	Mackinac	4,200	4,100	98
	Missaukee	4,300	4,200	98
	Montmorency	3,600	3,500	97
	Oscoda	3,300	3,200	97
	Otsego	6,600	6,500	98
	Presque Isle	5,500	5,300	96
	Roscommon	9,000	8,900	99
	Wexford	10,500	10,400	99
Between 25-49%				
MICHIGAN				
	Manistee	9,000	8,900	98
Between 5-24%				
MICHIGAN				
	Alcona	4,400	4,300	98
	Alpena	11,800	11,400	97
	Clare	10,400	10,200	98
	Luce	2,200	2,100	95
	Mason	10,300	10,000	97
	Ogemaw	7,500	7,400	99
	Osceola	7,700	7,600	99
Station Totals		201,200	197,300	98
Net Weekly Circulation (1992)				111,300
Average Daily Circulation (1992)				62,700

Michigan—Traverse City-Cadillac

WPBN-TV

Ch. 7

(Affiliated with WTOM-TV, Cheboygan, MI)

Network Service: NBC.

Licensee: Federal Bcstg. Co., 1533 N. Woodward Ave., Suite 240, Bloomfield Hills, MI 48034.

Studio: 8518 M 72 West, Traverse City, MI 49684.

Mailing Address: Box 546, Traverse City, MI 49685-0546.

Telephone: 616-947-7770. Fax: 616-947-0354.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 1350-ft. above av. terrain, 1125-ft. above ground, 2549-ft. above sea level.

Latitude 44° 16' 33"
Longitude 85° 42' 49"

Transmitter: 2-mi. S of Harrietta; 33-mi. S of Traverse City.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Harris, 6.1-meter Ku-band; Vertex, 4.6-meter Ku-band; ADM, 4-meter C-band; Harris, 3-meter Ku-band; DX-Antenna, Harris, M/A-Com, Standard Communications receivers.

SNG Mobile Dish: DX Antenna, Ku-band.

News Services: Conus, CNN Headline News, NBC, SNN, Sun World Satellite News, UPI.

Ownership: Federal Broadcasting Co. (Group Owner).

Begin Operation: September 13, 1954. Sale to present owner approved by FCC August 2, 1990. Sale to Bearm Communications by U.S. Tobacco Co. approved by FCC Sept. 18, 1985 (Television Digest, Vol. 25:33). Sale by Les Biederman, et al., approved by FCC Sept. 12, 1979.

Represented (sales): Katz Television.

Represented (legal): Hogan & Hartson.

Represented (engineering): Lohnes & Culver.

Personnel:

- Greg Wittland, General Manager.
- Samuel J. Curcuro, General Sales Manager.
- Cathy Marsh, Local Sales Manager.
- Mike Kent, News Director.
- Curt Morgan, Chief Engineer.
- Jim Sullivan, Production Manager.
- Wendy Kuemin, Business Manager.
- Linda Kimbel, National Sales Manager.
- Susan McQuaid, Marketing Director.

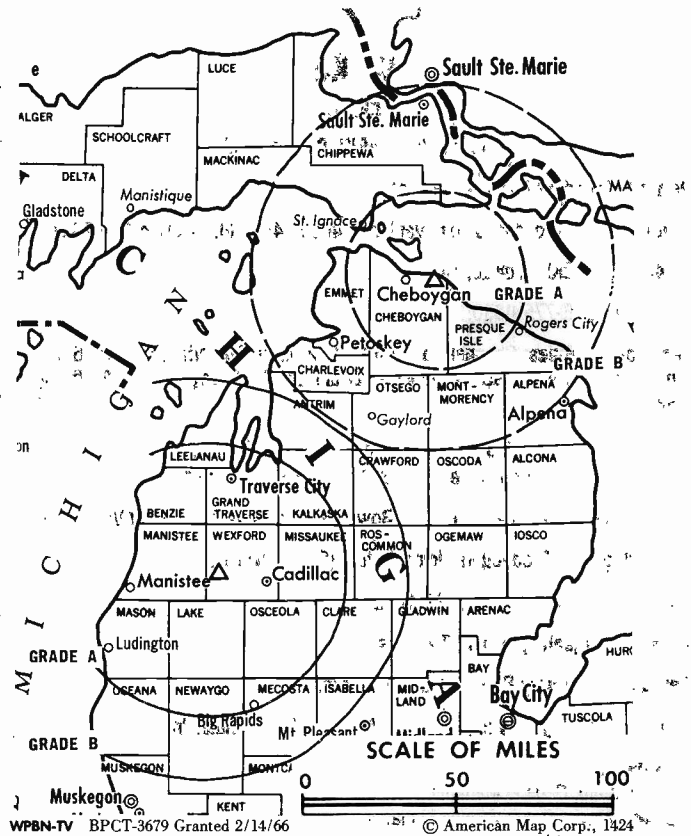
Rates: On request.

Arbitron Data: Figures include WTOM-TV, Cheboygan, MI.

City of License: Traverse City. **ADI:** Traverse City-Cadillac. **Rank:** 119.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN			
	Antrim	7,100	7,000	99
	Benzie	4,900	4,800	98
	Charlevoix	8,600	8,500	98
	Cheboygan	8,500	8,300	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Chippewa	11,200	11,000	98
	Crawford	4,300	4,200	98
	Emmet	9,900	9,700	98
	Grand Traverse	24,800	24,400	98
	Kalkaska	5,100	5,000	98
	Lake	3,800	3,700	97
	Leelanau	6,500	6,400	98
	Mackinac	4,200	4,100	98
	Manistee	9,000	8,900	98
	Mason	10,300	10,000	97
	Mecosta	12,600	12,400	98
	Missaukee	4,300	4,200	98
	Montmorency	3,600	3,500	97
	Oceana	8,500	8,300	98
Osceola	7,700	7,600	99	
Otsego	6,600	6,500	98	
Presque Isle	5,500	5,300	96	
Roscommon	9,000	8,900	99	
Wexford	10,500	10,400	99	
Between 25-49%	MICHIGAN			
	Clare	10,400	10,200	98
	Oscoda	3,300	3,200	97
Between 5-24%	MICHIGAN			
	Alcona	4,400	4,300	98
	Alpena	11,800	11,400	97
	Luce	2,200	2,100	95
	Montcalm	19,400	19,200	99
	Newaygo	14,800	14,600	98
Ogemaw	7,500	7,400	99	
Station Totals		260,300	255,500	98
Net Weekly Circulation (1992)				171,200
Average Daily Circulation (1992)				98,600

Michigan—Vanderbilt

WGKU

Ch. 45

(satellite of WGKI, Cadillac, MI)

Network Service: None, independent.

Grantee: GRK Productions Joint Venture, 7400 S. 45th Rd., Cadillac, MI 49601.

Studio: See WGKI, Cadillac, MI.

Telephone: 616-775-0330.

Technical Facilities: Channel No. 45 (656-662 MHz). Authorized power: 76.56-kw max. visual. Antenna: 951-ft. above av. terrain, 482-ft. above ground, 2024-ft. above sea level.

Latitude	45°	10'	12"
Longitude	84°	45'	04"

Transmitter: End of Tower Rd., N of Bows Lake Rd., 4.7-mi. WNW of Vanderbilt.

Ownership: GRK Productions Joint Venture (Group Owner).

Began Operation: September 24, 1992.

Represented (sales): Roslin TV Sales.

Represented (legal): Reddy, Begley & Martin.

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

Personnel:

- Gary Knapp, General Manager.
- Dawna Marie, General Sales Manager.
- Glen Walker, Chief Engineer.
- Joyce Bassette, Program Director.

Rates: On request.



WGKU BPCT-910927KJ Granted 1/27/92 © American Map Corp., No. 14244

Arbitron Data: Not available.

City of License: Vanderbilt. **ADI:** Traverse City-Cadillac. **Rank:** 119.

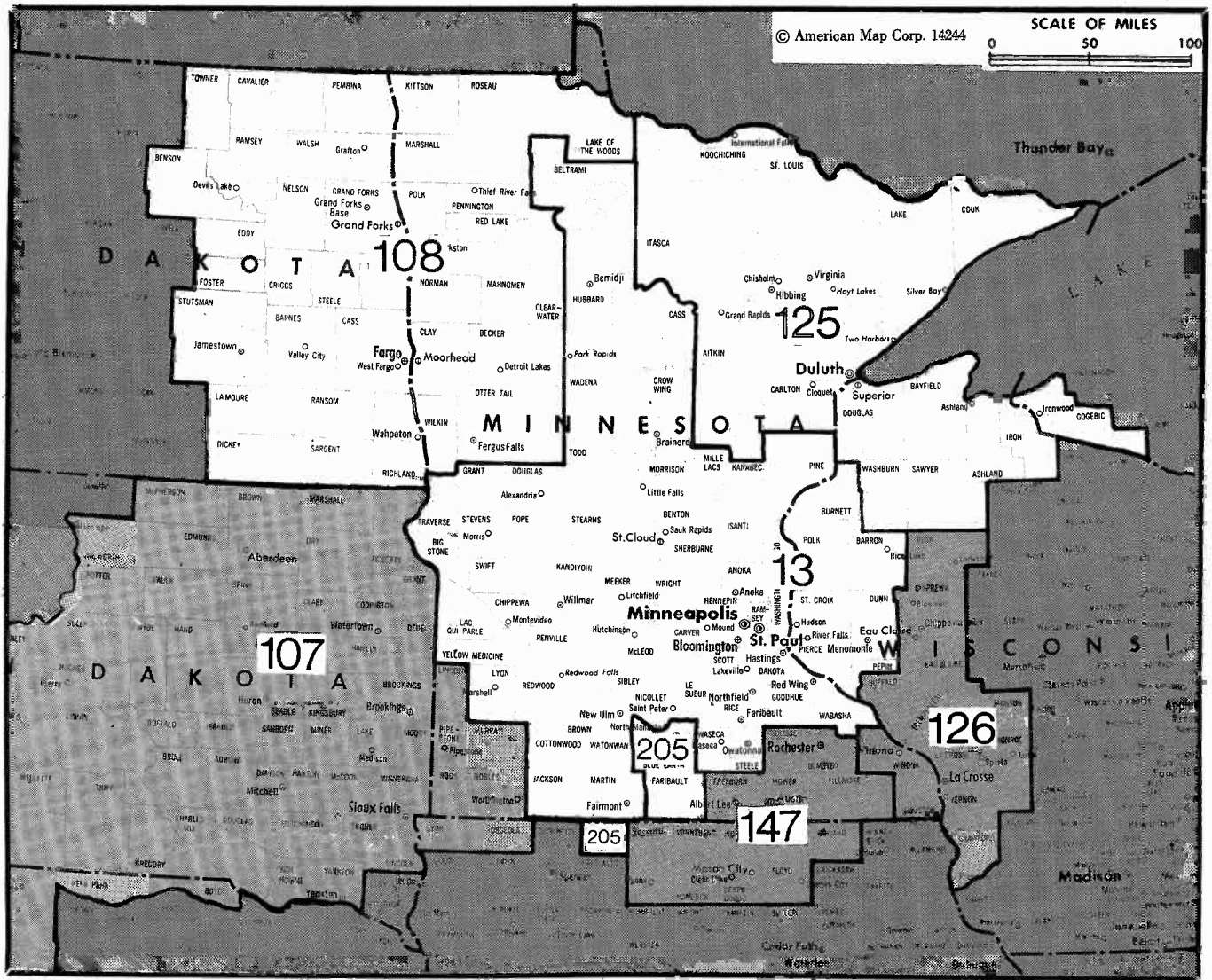
Michigan

WKBD-TV, Detroit (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	MICHIGAN			
	Hillsdale	15,800	15,500	98
	Iron	5,600	5,500	98
	Isabella	17,900	17,600	98
	Kalamazoo	84,300	83,300	99
	Kalkaska	5,100	5,000	98
	Kent	185,600	183,200	99
	Mackinac	4,200	4,100	98
	Menominee	9,800	9,700	99
	Montcalm	19,400	19,200	99
	Muskegon	58,400	57,800	99
	Oshtemo	3,600	3,500	97
	Ottawa	64,200	63,400	99
	Saginaw	77,600	76,900	99
	Schoolcraft	3,100	3,000	97
	Shiawassee	25,000	24,700	99
	Tuscola	19,500	19,300	99
	Wexford	10,500	10,400	99
	OHIO			
	Fulton	14,400	14,100	98
	Ottawa	15,500	15,400	99
	Sandusky	23,100	22,900	99
	Seneca	21,800	21,600	99
	WISCONSIN			
	Bayfield	5,700	5,600	98
	Florence	1,600	1,600	100
Marquette	16,100	16,000	99	

WDIV, Detroit (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	MISSOURI			
	Shannon	3,100	2,900	93
	NORTH DAKOTA			
	Benson	2,500	2,400	98
	Burke	1,300	1,300	100
	OHIO			
	Fulton	14,400	14,100	98
	Lucas	180,900	179,300	99
	Ottawa	15,500	15,400	99
	Wood	40,000	39,600	99
	SOUTH DAKOTA			
	Brown	14,300	14,200	99
	Day	2,800	2,800	100
	Hyde	800	800	100
	Jones	600	600	100
	Lyman	1,300	1,300	100
	Spink	3,100	3,100	100
	WEST VIRGINIA			
	Nicholas	10,300	10,200	99
	Pendleton	3,100	3,000	97



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Minneapolis-St. Paul, MN	1,400,500	13	KARE (11), KCCO-TV (7), KCCW-TV (12), KITN-TV (29), KLGT-TV (23), KMSP-TV (9), KRWF (43), KSAX (42), KSTP-TV (5), KXLI (41), WCCO-TV (4)
Sioux Falls-Mitchell, SD	218,000	107	KABY-TV (9), KDLO-TV (3), KDLT (5), KELO-TV (11), KPLO-TV (6), KPRY-TV (4), KSFY-TV (13), KTTM (12), KTTW (17)
Fargo, ND	214,100	108	KBRR (10), KJRR (7), KNRR (12), KTHI-TV (11), KVRR (15), KXJB-TV (4), WDAY-TV (6), WDAZ-TV (8)
Duluth, MN-Superior, WI	168,100	125	KBJR-TV (6), KDHL (3), WDIO-TV (10), WIRT (13)
La Crosse-Eau Claire, WI	167,900	126	WEAU-TV (13), WKBT (8), WLAX (25), WQOW-TV (18), WXOW-TV (19)
Rochester, MN-Mason City, IA-Austin, MN	135,500	147	KAAL (6), KIMT (3), KTTC (10), KXLT-TV (47)
Mankato, MN	29,800	205	KEYC-TV (12)

State Cross Reference List

Communities that receive programs of stations that are located elsewhere.

KIMT, Austin	See Mason City, IA
KTTC, Austin	See Rochester, MN
KVRR, Moorhead	See Fargo, ND
KAAL, Rochester	See Austin, MN
KIMT, Rochester	See Mason City, IA
KSTP-TV, St. Paul	See Minneapolis MN

Minnesota Station Totals as of November 1, 1992

	VHF	UHF	TOTAL
Commercial Television Stations	14	6	20
Educational Television Stations	4	3	7
	18	9	27

Minnesota—Alexandria

KCCO-TV

Ch. 7

(Satellite of WCCO-TV, Minneapolis, MN)

Network Service: CBS.

Licensee: CBS Inc., 51 W. 52nd St., New York, NY 10019.

Studio: 720 Hawthorne St., Alexandria, MN 56308.

Telephone: 612-763-5166. Fax: 612-763-4991.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 1120-ft. above av. terrain, 1130-ft. above ground, 2525-ft. above-sea level.

Latitude 45° 41' 03"
Longitude 95° 08' 14"

Transmitter: 2.5-mi. SE of Westport, MN.

Satellite Earth Station: Harris, 6-meter; Harris, M/A-Com receivers.

News Services: AP, UPI.

Ownership: CBS Inc. (Group Owner).

Began Operation: October 8, 1958. Sale to present owner by Midwest Communications Inc. approved by FCC December 19, 1991 (Television Digest, Vol. 31:25, 30, 45, 51). Sale to Midwest Communications Inc. Central Minnesota TV Co. approved by FCC Oct. 15, 1987 (Vol. 26:45; 27:43).

Personnel:

Bob McGann, Vice President & General Manager.

Ken Rees, Vice President & Station Manager.

Wayne Quernemoen, Chief Engineer.

Mark Proudfoot, Local Sales Manager.

Kevin Cuddihy, General Sales Manager, WCCO-TV.

Jane Fergus, News Director.

Duane Tingum, Business Manager.

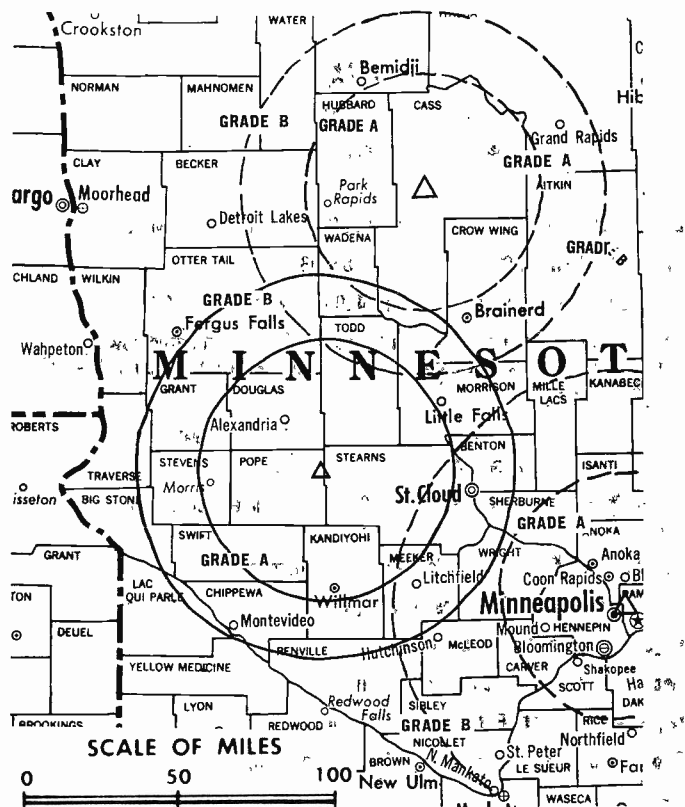
Rates: On request.

Arbitron Data: Figures include KCCW-TV, Walker, MN.

City of License: Alexandria. ADI: Minneapolis-St. Paul. Rank: 13.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households Households	%
MINNESOTA				
50% & Over	Aitkin	5,300	5,200	98
	Beltrami	12,200	11,700	96
	Big Stone	2,600	2,600	100
	Cass	8,300	8,000	96
	Chippewa	5,300	5,200	98
	Crow Wing	18,100	17,800	98
	Douglas	11,400	11,200	98
	Grant	2,500	2,500	100
	Hubbard	6,000	5,800	97
	Itasca	15,900	15,600	98
	Lac Qui Parle	3,600	3,500	97
	Morrison	10,600	10,400	98
	Otter Tail	19,900	19,500	98
	Stevens	3,700	3,600	97
	Todd	9,100	8,900	98
	Wadena	5,000	4,800	96



KCCO-TV BPCT-2398 Granted 12/5/57 © American-Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households Households	%
MINNESOTA				
Between 25-49%	Becker	11,000	10,800	98
	Clearwater	3,100	3,000	97
	Kandiyohi	14,600	14,300	98
	Pope	4,400	4,300	98
	Stearns	39,200	38,700	99
	Swift	4,400	4,300	98
	Traverse	1,700	1,700	100
MINNESOTA				
Between 5-24%	Benton	10,800	10,700	99
	Carver	17,000	16,900	99
	Koochiching	5,800	5,600	97
	Meeker	7,900	7,800	99
	Mille Lacs	7,100	7,000	99
	Renville	6,900	6,800	99
	Sibley	5,400	5,300	98
	Wilkin	2,800	2,800	100
	Yellow Medicine	4,600	4,500	98
NORTH DAKOTA				
	Richland	6,800	6,700	99
SOUTH DAKOTA				
	Deuel	1,800	1,800	100
	Grant	3,200	3,100	98
	Roberts	3,700	3,600	97
Station Totals		301,700	296,000	98
Net Weekly Circulation (1992)				137,300
Average Daily Circulation (1992)				88,200

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Television & Cable Factbook

Minnesota—Alexandria

KSAX

Ch. 42

(Satellite of KSTP-TV, St. Paul-Minneapolis)

Network Service: ABC.

Licensee: KSAX-TV Inc., 415 Fillmore St., Box 189, Alexandria, MN 56308.

Studio: 415 Fillmore St., Alexandria, MN 56308.

Telephones: 612-763-5729; 612-642-4200. **Fax:** 612-763-4627.

Technical Facilities: Channel No. 42 (638-644 MHz). Authorized power: 2770-kw max. visual, 277-kw max. aural. Antenna: 1176-ft. above av. terrain, 1164-ft. above ground, 2523-ft. above sea level.

Latitude	45°	41'	59"
Longitude	95°	10'	36"

Transmitter: E side Rte. 33, approx. 0.6-mi. S of intersection with Rte. 28, near Westport.

Satellite Earth Station: 3-meter C-band; Avcom receivers.

Ownership: Hubbard Broadcasting Inc. (Group Owner).

Began Operation: September 15, 1987.

Represented (sales): Pety Television Inc.

Represented (legal): Fletcher, Heald & Hildreth.

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

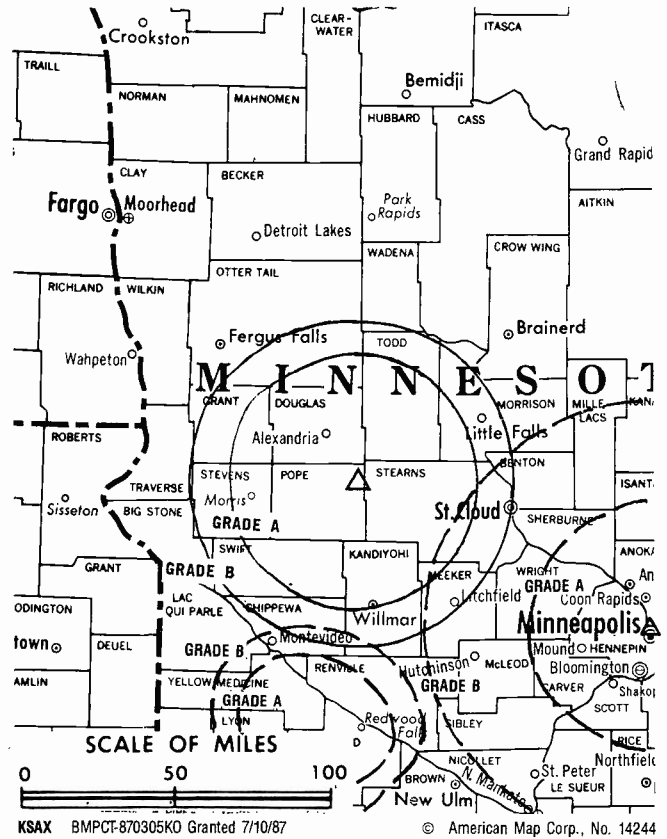
Personnel:

Mike Burgess, Vice President & General Manager.

Mark Vanderwerf, News Director.

Donna Corle, Operations Manager.

Rates: On request.



Arbitron Data: Included with KSTP-TV, St. Paul-Minneapolis, MN.

City of License: Alexandria. **ADI:** Minneapolis-St. Paul. **Rank:** 13.

Minnesota—Austin

KAAL
Ch. 6

Network Service: ABC.

Licensee: Midwest KAAL Corp., 1701 10th Place NE, Box 577, Austin, MN 55912.

Studio: 1701 10th Place NE, Austin, MN 55912.

Telephone: 507-437-6666. **TWX:** 910-565-2104. **Fax:** 507-433-9560.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1050-ft. above av. terrain, 1026-ft. above ground, 2321-ft. above sea level.

Latitude 43° 37' 42"
Longitude 93° 09' 12"

Transmitter: 4.4-mi. N of Myrtle, MN.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Andrew, 7.3-meter C-band; Andrew, 4.5-meter C-band; Miralite, 3.7-meter C-band; RCA, 3-meter Ku-band; Avantek, M/A-Corn. Pinzone receivers.

News Services: ABC, AP.

Ownership: Wooster Republican Printing Co. (Group Owner).

Began Operation: July 27, 1953. Sale to present owner by News Press & Gazette Co. approved by FCC Dec. 13, 1985. (Television Digest, Vol. 25:44). Sale to News Press & Gazette by Black Hawk Bcstg. approved by FCC Sept. 17, 1980. Previous sale by Chester A. Weseman and associates approved Oct. 29, 1958. (Vol. 13:6).

Represented (sales): Blair Television.

Represented (legal): Baker & Hostetler.

Personnel:

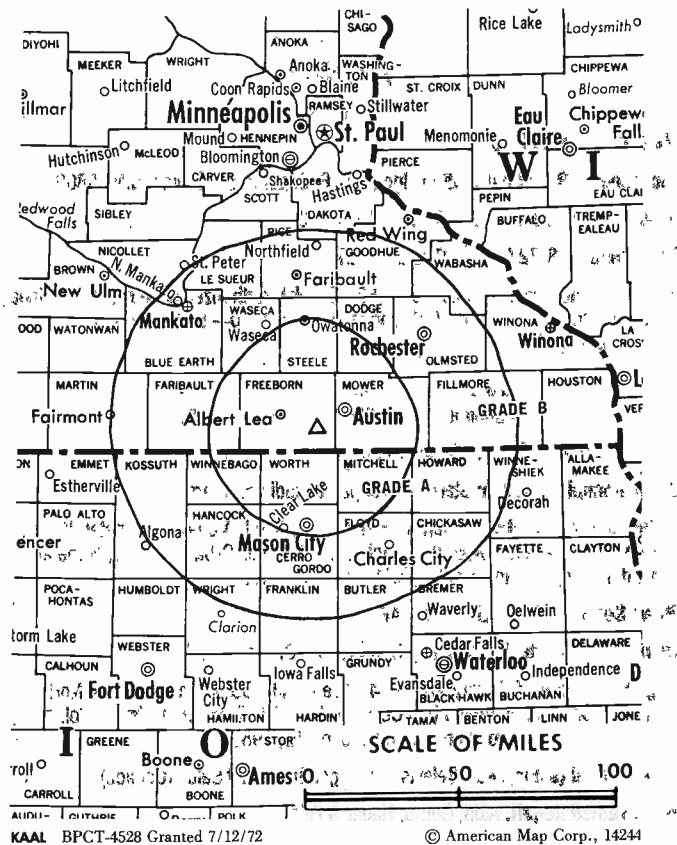
- Pat Niekamp, General Manager.
- Terry Hurfley, General Sales Manager.
- John Ginther, Local Sales Manager.
- Jerald Jones, Vice President, Engineering.
- Angela Kucharski, News Director.
- Mitzi Doss, Business Manager.
- Dañ Collado, Production Manager.
- Lora Lee Bauer, Data Processing Manager.

Rates: On request.

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

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	IOWA				
		Cerro Gordo	19,600	19,400	99
		Floyd	6,900	6,800	99
		Hancock	5,200	5,100	98
		Mitchell	4,400	4,400	100
		Winnebago	4,900	4,900	100
		Worth	3,400	3,400	100
	MINNESOTA				
		Dodge	5,600	5,500	98
		Faribault	6,900	6,800	99
		Fillmore	7,800	7,700	99
		Freeborn	13,200	13,100	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Mower	14,900	14,800	99
	Olmsted	40,200	39,900	99
	Steele	11,400	11,300	99
	Waseca	6,800	6,700	99
Between 25-49%	IOWA			
	Franklin	4,700	4,700	100
	Howard	3,900	3,800	97
	Kossuth	7,400	7,300	99
Between 5-24%	MINNESOTA			
	Blue Earth	19,100	18,900	99
	Nicollet	9,800	9,700	99
	IOWA			
	Butler	6,100	6,000	98
	Emmet	4,600	4,500	98
	Winneshiek	7,500	7,400	99
	MINNESOTA			
	Goodhue	15,300	15,100	99
	Houston	6,800	6,700	99
Martin	9,200	9,100	99	
Winona	16,700	16,500	99	
WISCONSIN				
Buffalo	5,400	5,300	98	
La Crosse	37,300	36,900	99	
Station Totals		305,000	301,700	99
Net Weekly Circulation (1992)				130,800
Average Daily Circulation (1992)				69,800

Minnesota—Duluth-Superior, Wisconsin

KBJR-TV Ch. 6

Network Service: NBC.

Licensee: RJR Communications Inc., 230 E. Superior St., Duluth, MN 55802.

Studio: 230 E. Superior St., Duluth, MN 55802.

Telephone: 218-727-8484. **Fax:** 218-727-1737.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1010-ft. above av. terrain, 804-ft. above ground, 2049-ft. above sea level.

Latitude 46° 47' 21"
Longitude 92° 06' 51"

Transmitter: 410 W. 10th Street, Duluth.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Stations: Harris, 6-meter Ku-band; Vertex, 4.5-meter Ku-band; Paracclipse, 4-meter C-band; Paracclipse, 3.6-meter C-band; Harris, 3-meter Ku-band; Harris, Houston Tracker, M/A-Com receivers.

News Services: MediaLink, NBC, AP.

Ownership: Granite Broadcasting Corporation (Group Owner).

Began Operation: February 23, 1954. Sale to RJR Communications by Northwest Publications Inc. approved by FCC Sept. 5, 1974 (*Television Digest*, Vol. 14:28, 30). Sale to present owners approved Sept. 12, 1988.

Represented (sales): Katz Television; Target Broadcast Sales (Canada).

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

Personnel:

Maria Moore, President & General Manager.

Robert J. Wilmers, Director of Operations.

John Leifheit, General Sales Manager.

Steve Bolf, National Sales Manager.

Dave Jensch, News Director.

Barbara Tollefson, Program Manager.

Mary Dippel, Promotion Manager.

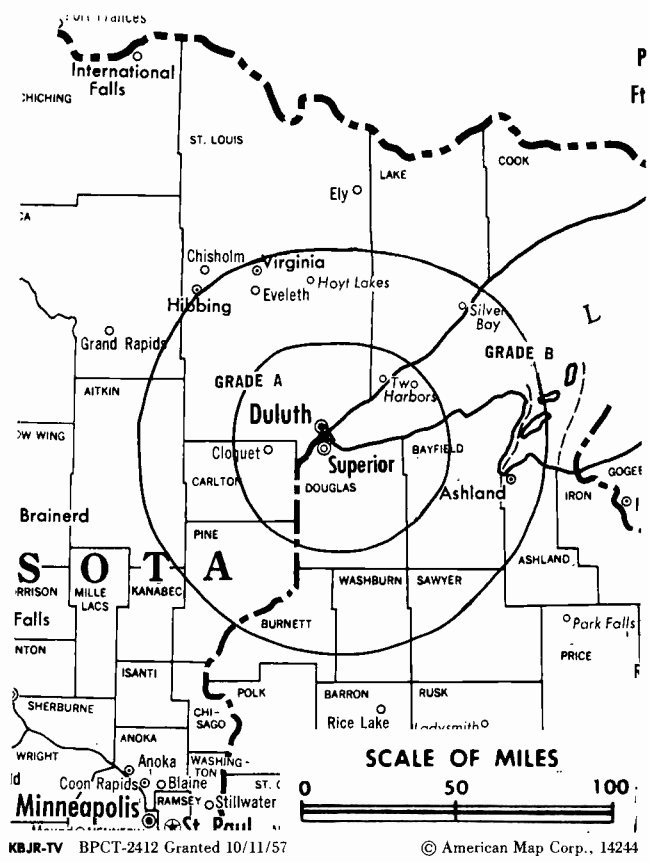
Brian Autio, Business Manager.

Rates: On request.

City of License: Superior, WI. **ADI:** Duluth, MN-Superior, WI. **Rank:** 125.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN			
	Gogebic	7,400	7,200	98
	MINNESOTA			
	Carlton	10,900	10,800	99
	Cook	1,700	1,700	100
	Itasca	15,900	15,600	98
	Koochiching	5,800	5,600	97
Lake	4,100	4,100	100	
St Louis	77,900	77,100	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WISCONSIN			
	Ashland	6,400	6,300	98
	Bayfield	5,700	5,600	98
	Douglas	16,600	16,400	99
	Iron	2,700	2,700	100
	Sawyer	5,800	5,600	97
Washburn	5,700	5,600	98	
Between 25-49%	MINNESOTA			
	Aitkin	5,300	5,200	98
	Beltrami	12,200	11,700	96
Hubbard	6,000	5,800	97	
Between 5-24%	MINNESOTA			
	Cass	8,300	8,000	96
	Pine	7,700	7,600	99
	Wadena	5,000	4,800	96
WISCONSIN				
Burnett	5,400	5,300	98	
Station Totals		216,500	212,700	98
Net Weekly Circulation (1992)				154,300
Average Daily Circulation (1992)				95,200

Minnesota—Duluth-Superior, Wisconsin

KDLH

Ch. 3

Network Service: CBS.

Licensee: Blue Grass Television Inc.

Studio: 425 W. Superior St., Duluth, MN 55802.

Telephone: 218-727-8911. TWX: 910-561-2522. Fax: 218-727-7515.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 990-ft. above av. terrain, 816-ft. above ground, 2049-ft. above sea level.

Latitude 46° 47' 07"
Longitude 92° 07' 15"

Transmitter: 3 Observation Rd. & 11th St.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; M/A-Corn, 5-meter C-band; Scientific-Atlanta, 4.6-meter C-band; Harris, 3.8-meter Ku-band; Micro-dyne, Scientific-Atlanta receivers.

News Service: AP.

Ownership: A. Richard Benedek (Group Owner).

Began Operation: March 14, 1954. Sale to WGN by Red River Bcstg. (Dalton LeMasurier family) approved Dec. 7, 1960 (Television Digest, Vol. 16:34, 50). Sale to Palmer by WGN Inc. approved Jan. 10, 1979 (Vol. 18:30). Sale to present owner by Palmer Bcstg. approved by FCC May 23, 1985 (Vol. 25:24).

Represented (sales): Blair Television.

Represented (legal): Crowell & Moring.

Personnel:

- Bruce R. Miller, Vice President & General Manager.
- Walt Ledingham, Director of Sales.
- Craig Spellerberg, Operations Manager.
- John Paltott, Chief Engineer.
- Jeff Potts, News Director.
- Doug Karsko, Promotion Director.
- Sandra Chistian, Business Manager.

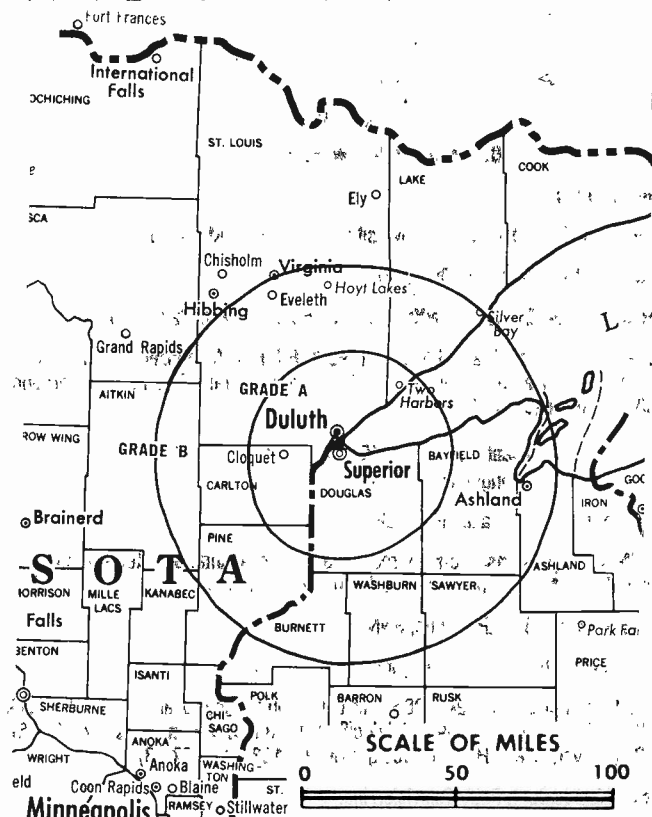
Highest 30 Sec. Rate: \$500.

NETWORK BASE HOURLY RATE: \$1060.

City of License: Duluth. ADI: Duluth, MN-Superior, WI. Rank: 125.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households*	TV Households	%
50% & Over	MICHIGAN			
	Goebic	7,400	7,200	98
	MINNESOTA			
	Aitkin	5,300	5,200	98
	Carlton	10,900	10,800	99



KDLH BMPCT-3130 Granted 6/13/55 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Cook	1,700	1,700	100
	Itasca	15,900	15,600	98
	Koochiching	5,800	5,600	97
	Lake	4,100	4,100	100
	St Louis	77,900	77,100	99
	WISCONSIN			
	Ashland	6,400	6,300	98
	Bayfield	5,700	5,600	98
	Douglas	16,600	16,400	99
	Iron	2,700	2,700	100
Sawyer	5,800	5,600	97	
Washburn	5,700	5,600	98	
Between 5-24%	MINNESOTA			
	Cass	8,300	8,000	96
	Pine	7,700	7,600	99
WISCONSIN				
Burnett	5,400	5,300	98	
Price	6,300	6,100	97	
Station Totals		199,600	196,500	98
Net Weekly Circulation (1992)				144,500
Average Daily Circulation (1992)				90,700

Minnesota—Duluth

WDIO-TV

Ch. 10

(Operates satellite WIRT, Hibbing, MN)

Network Service: ABC.

Licensee: WDIO-TV Inc., 3415 University Ave., St. Paul, MN 55114.

Studio: 10 Observation Rd., Duluth, MN 55811.

Telephone: 218-727-6864. **TWX:** 910-561-2539. **Fax:** 218-727-4415.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 987-ft. above av. terrain, 789-ft. above ground, 2000-ft. above sea level.

Latitude 46° 47' 13"
Longitude 92° 07' 17"

Transmitter: 10 Observation Rd., Duluth.

Satellite Earth Stations: Transmit/receive Scientific-Atlanta, 5-meter Ku-band; Andrew, 7.3-meter C-band; 5-meter C-band; Avantek receivers.

News Services: ABC, AP, Conus, SNN.

Ownership: Hubbard Broadcasting Inc. (Group Owner).

Began Operation: January 24, 1966. Sale to Harcourt Brace Jovanovich Inc. by Frank P. Befera, et al., approved by FCC March 32, 1978 (*Television Digest*, Vol. 17:28). FCC approved sale to Hubbard Bcstg. Nov. 27, 1987 (Vol. 27:33).

Represented (sales): Petry Television Inc.

Represented (legal): Fletcher, Heald & Hildreth.

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

Personnel:

- George Couture, General Manager.
- Joe Golden, General Sales Manager.
- Susan Anderson, Local Sales Manager.
- Steve Goodspeed, News Director.
- Dave Poirier, Program Manager.
- George W. Woody, Chief Engineer.
- Jeff Laudergeran, Promotion Director.

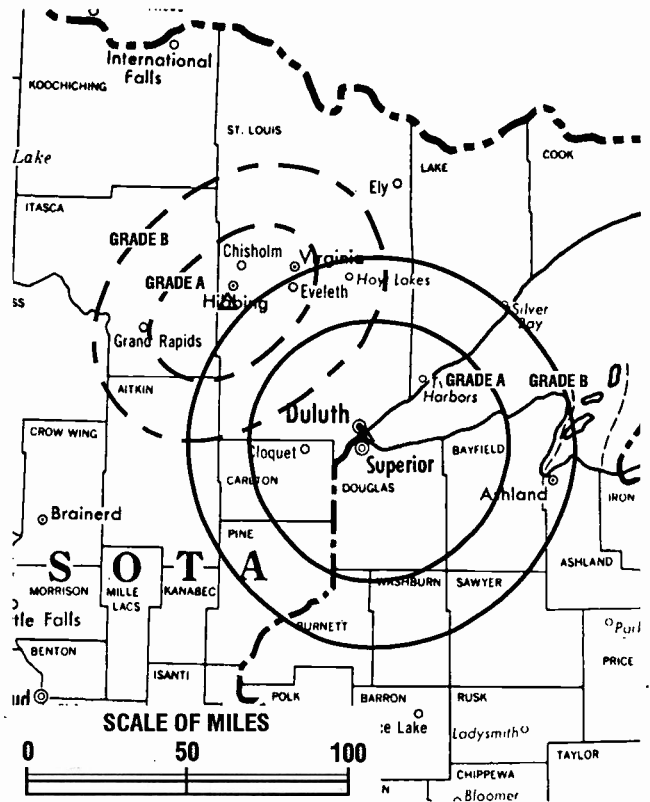
Rates: On request.

Arbitron Data: Figures include WIRT, Hibbing, MN.

City of License: Duluth. **ADI:** Duluth, MN-Superior, WI. **Rank:** 125.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN			
	Gogebic	7,400	7,200	98
	MINNESOTA			
	Carlton	10,900	10,800	99
	Cook	1,700	1,700	100



WDIO-TV BPCT-910617KF Granted 10/2/91 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Itasca	15,900	15,600	98
	Koochiching	5,800	5,600	97
	Lake	4,100	4,100	100
	St Louis	77,900	77,100	99
	WISCONSIN			
	Ashland	6,400	6,300	98
	Bayfield	5,700	5,600	98
	Douglas	16,600	16,400	99
	Iron	2,700	2,700	100
	Between 25-49%	MINNESOTA		
Aitkin		5,300	5,200	98
Beltrami		12,200	11,700	96
WISCONSIN				
Sawyer	5,800	5,600	97	
Washburn	5,700	5,600	98	
Between 5-24%	MINNESOTA			
	Cass	8,300	8,000	96
	Pine	7,700	7,600	99
Station Totals		200,100	196,800	98
Net Weekly Circulation (1992)				146,800
Average Daily Circulation (1992)				91,300

Minnesota—Hibbing

WIRT

Ch. 13

(Satellite of WDIO-TV, Duluth, MN)

Network Service: ABC.

Licensee: WDIO-TV Inc., 3415 University Ave., St. Paul, MN 55114.

Studio: See WDIO-TV, Duluth.

Telephone: 218-727-6864. TWX: 910-561-2539.

Technical Facilities: Channel No. 13 (210-216 MHz): Authorized power: 125-kw max: visual, 12.5-kw max: aural. Antenna: 666-ft. above av. terrain; 517-ft. above ground, 2123-ft. above sea level.

Latitude 47° 22' 52"
Longitude 92° 57' 18"

Transmitter: Maple Hill, Hibbing, MN.

News Services: AP, Conus.

Ownership: Hubbard-Broadcasting Inc. (Group Owner).

Began Operation: August 31, 1967. Sale to present owner approved by FCC Nov. 27, 1987.

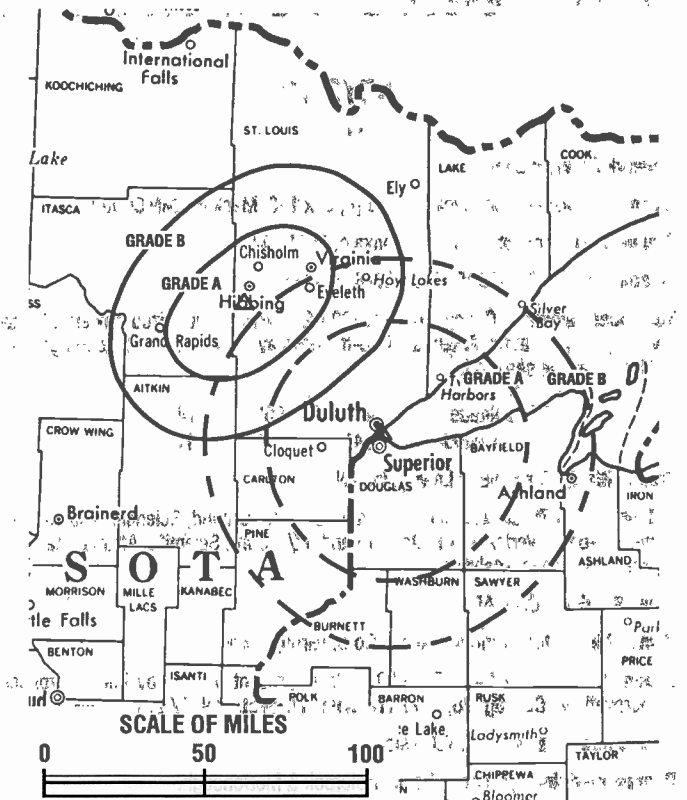
Represented (sales): Petry Television Inc.

Represented (legal): Fletcher, Heald & Hildreth.

Rates: Sold in combination with WDIO-TV, Duluth.

NETWORK BASE HOURLY RATE: Bonus.

Arbitron Data: Figures are included with parent WDIO-TV, Duluth.



WIRT BPCT-2422 Granted 2/20/58

© American-Map Corp., No. 14244

City of License: Hibbing. ADI: Duluth, MN-Superior, WI. Rank: 125.

Minnesota—Mankato

KEYC-TV Ch. 12

Network Service: CBS.

Licensee: United Communications Corp., Box 128, Mankato, MN 56002.

Studio: 1570 Lookout Dr., North Mankato, MN 56001.

Telephone: 507-625-7905. **Fax:** 507-625-5745.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 47.4-kw aural. Antenna: 1040-ft. above av. terrain, 1116-ft. above ground, 2163-ft. above sea level.

Latitude 43° 56' 14"
Longitude 94° 24' 41"

Transmitter: 1.6-mi. NE of Lewisville, MN.

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

News Services: CBS, AP.

Ownership: United Communications Corp. (Group Owner).

Began Operation: October 5, 1960. Sale to present owners by Lee Enterprises approved by FCC Aug. 26, 1977 (*Television Digest*, Vol. 17:25).

Represented (sales): Katz Television.

Represented (legal): Jones, Waldo, Holbrook & McDonough.

Personnel:

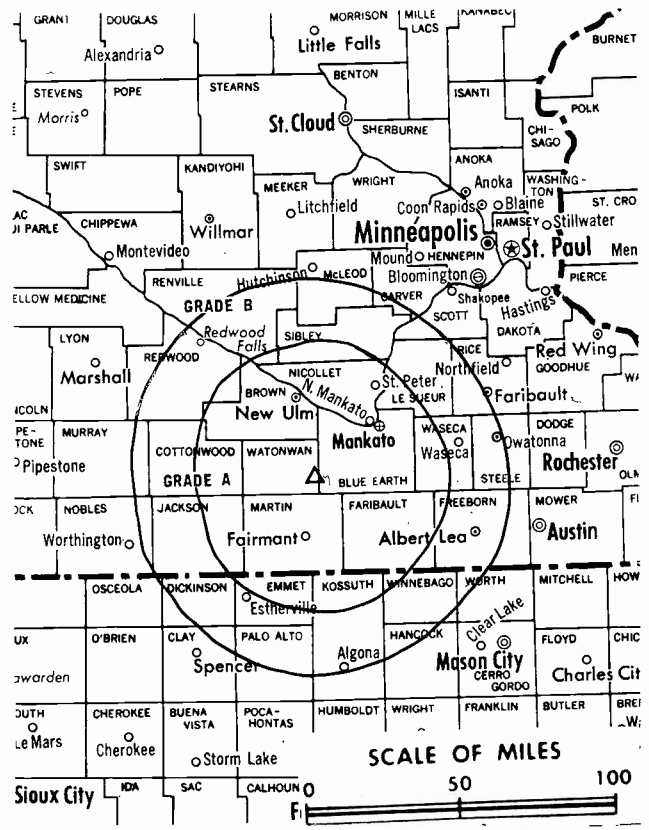
- Dennis Wahlstrom, General Manager.
- Elaine Peterson, Operations Manager.
- Jeff Wilwant, Production Manager.
- Andrew Wittenborg, News Director.
- Lloyd Miller, Local Sales Manager.
- David Hooge, Chief Engineer.
- Sharon Freitag, Business Manager.

Rates: On request.

City of License: Mankato. **ADI:** Mankato. **Rank:** 205.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IOWA			
	Dickinson	6,300	6,200	98
	Emmet	4,600	4,500	98
	Kossuth	7,400	7,300	99
	Palo Alto	4,300	4,200	98
	MINNESOTA			
	Blue Earth	19,100	18,900	99
	Brown	10,300	10,100	98
	Cottonwood	5,100	4,900	96
	Faribault	6,900	6,800	99
	Jackson	4,500	4,400	98
Martin	9,200	9,100	99	
Nicollet	9,800	9,700	99	



KEYC-TV BPCT-2433 Granted 6/11/58 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Redwood	6,500	6,300	97
	Waseca	6,800	6,700	99
	Watsonwan	4,600	4,500	98
Between 25-49%	MINNESOTA			
	Freeborn	13,200	13,100	99
	Le Sueur	8,600	8,500	99
	Renville	6,900	6,800	99
Between 5-24%	Sibley	5,400	5,300	98
	IOWA			
	Hancock	5,200	5,100	98
	Pocahontas	3,900	3,900	100
	Winnebago	4,900	4,900	100
	MINNESOTA			
	Lyon	9,100	8,900	98
	McLeod	12,000	11,900	99
	Murray	3,800	3,800	100
	Nobles	7,600	7,500	99
Steele	11,400	11,300	99	
Yellow Medicine	4,600	4,500	98	
Station Totals		202,000	199,100	99
Net Weekly Circulation (1992)				102,400
Average Daily Circulation (1992)				58,200

Minnesota—Minneapolis-St. Paul

KARE

Ch. 11

Network Service: NBC.

Licensee: Combined Communications Corp., 8811 Olson Memorial Hwy., Minneapolis, MN 55427.

Studio: 8811 Olson Memorial Hwy., Minneapolis, MN 55427.

Telephone: 612-546-1111. **TWX:** 910-576-2825. **Fax:** 612-546-8590.

Technical Facilities: Channel No. 11* (198-204 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1440-ft. above av. terrain, 1375-ft. above ground, 2375-ft. above sea level.

Latitude 45° 03' 44.00"
Longitude 93° 08' 21.30"

Transmitter: 960 W. County Rd. F, Shoreview, MN.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Harris, 6-meter; Scientific-Atlanta, 10-meter; Vertex, 6-meter; Harris, 3-meter; DX Engineering, Harris, Scientific-Atlanta receivers.

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

News Services: AP, Nexus, UPI.

Ownership: Gannett Broadcasting Group (Group Owner).

Began Operation: September 1, 1953. Sale to present owner by Metromedia Inc. approved by FCC Feb. 17, 1983 (Television Digest, Vol. 22:35). Sale to Metromedia by Chris-Craft Industries approved June 14, 1972 (Vol. 11:31; 12:26). Previous sale by Time-Life Bcstg.-Inc. was approved Aug. 24, 1964 (Vol. 4:35). Sale to Time-Life by H. M. Bitner interests approved by FCC April 17, 1957 (Vol. 12:50, 51; 13:16). Bitner group acquired time-sharing WTCN-TV & WMIN-TV, with radio WTCN, and made WTCN-TV into full-time outlet after FCC approved sale April 6, 1955 (Vol. 1:1:5, 15).

Represented (sales): Blair Television.

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

Personnel:

- Henry E. Price, President & General Manager.
- Kathryn Bardins, Vice President & Community Affairs Manager.
- H. G. (Skip) Aldrich, Vice President & Chief Engineer.
- Janet Mason, Vice President, News.
- John Remes, General Sales Manager.
- Susan Adams Loyd, Marketing & Research Director.
- Nan Diley, Local Sales Manager.
- Jerry Ness, National Sales Manager.
- Mark DeSantis, Director, Programming & Promotion.
- Tom Lindner, Assistant News Director.
- Mervyn Jensen, Controller.
- Robert Bye, Production Manager.
- Anne Julian-Van Abel, Director of Human Resources.
- Jill Altmeyer, Business Manager.

Rates: On request.

City of License: Minneapolis. **ADI:** Minneapolis-St. Paul. **Rank:** 13.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
MINNESOTA				
50% & Over	Anoka	84,200	84,000	100
	Benton	10,800	10,700	99
	Big Stone	2,600	2,600	100
	Blue Earth	19,100	18,900	99
	Brown	10,300	10,100	98
	Carver	17,000	16,900	99
	Chippewa	5,300	5,200	98
	Chisago	10,600	10,500	99
	Cottonwood	5,100	4,900	96



KARE BNPCT-7396 Granted 5/23/72 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Crow Wing	18,100	17,800	98
	Dakota	100,100	99,600	100
	Douglas	11,400	11,200	98
	Goodhue	15,800	15,100	99
	Hennepin	425,300	421,800	99
	Isanti	9,300	9,200	99
	Jackson	4,500	4,400	98
	Kanabec	4,900	4,800	98
	Kandiyohi	14,600	14,300	98
	Le Sueur	8,600	8,500	99
	Lyon	9,100	8,900	98
	McLeod	12,000	11,900	99
	Martin	9,200	9,100	99
	Meeker	7,900	7,800	99
	Mille Lacs	7,100	7,000	99
	Morrison	10,600	10,400	98
	Nicollet	9,800	9,700	99
	Pine	7,700	7,600	99
	Ramsey	192,200	190,800	99
	Redwood	6,500	6,300	97
	Renville	6,900	6,800	99
	Rice	16,700	16,500	99
	Scott	19,400	19,300	99
	Sherburne	13,300	13,200	99
	Sibley	5,400	5,300	98
	Stearns	39,200	38,700	99
	Steele	11,400	11,300	99
	Stevens	3,700	3,600	97
	Wabasha	7,500	7,400	99
	Waseca	6,800	6,700	99
	Washington	50,000	49,700	99

(Continued on page A-647)

Station Totals	1,504,900	1,489,500	99
Net Weekly Circulation (1992)			1,155,200
Average Daily Circulation (1992)			659,200

Minnesota—Minneapolis-St. Paul

KITN-TV
Ch. 29

Network Service: Fox.

Licensee: Nationwide Communications Inc., 7325 Aspen Lane N, Brooklyn Park, MN 55428.

Studio: 7325 Aspen Lane N, Brooklyn Park, MN 55428.

Telephone: 612-424-2929. **Fax:** 612-424-2649.

Technical Facilities: Channel No. 29 (560-566 MHz). Authorized power: 5000-kw max. visual. Antenna: 1224-ft. above av. terrain, 1227-ft. above ground, 2136-ft. above sea level.

Latitude 45° 03' 30"
Longitude 93° 07' 27"

Transmitter: Gramsie Rd., 0.4-mi. E of Victoria, Shoreview.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: SatCom, 7-meter C-band; Vertex, 3.7-meter Ku-band; Paracclipse, 3.7-meter Ku & C-band; M/A-Com, Standard Communications receivers.

News Service: Fox News.

Ownership: Nationwide Communications Inc., (Group Owner).

Began Operation: October 6, 1982. Sale to present owner by Beverly Hills Hotel Corp. approved by FCC July 30, 1985. Previous sale by Jonathan E. Byrd, et al., approved March 20, 1984.

Represented (sales): Katz Independent TV Sales.

Represented (legal): Fletcher, Heald & Hildreth.

Personnel:

- Gail L. Brekke, General Manager.
- Martin Sokoler, General Sales Manager.
- Diane Mignone, Local Sales Manager.
- Mark Bousquet, National Sales Manager.
- Dale Palecek, Program Director.
- Mary O'Neill, Director of Advertising & Promotion.
- Kathleen Beauchamp, Business Manager.
- Don Kirby, Chief Engineer.

Rates: On request.

City of License: Minneapolis. **ADI:** Minneapolis-St. Paul. **Rank:** 13.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
MINNESOTA				
50% & Over	Anoka	84,200	84,000	100
	Benton	10,800	10,700	99
	Brown	10,300	10,100	98
	Chippewa	5,300	5,200	98
	Dakota	100,100	99,600	100
	Douglas	11,400	11,200	98
	Hennepin	425,300	421,800	99
	Le Sueur	8,600	8,500	99
	Ramsey	192,200	190,800	99
	Redwood	6,500	6,300	97
	Scott	19,400	19,300	99
	Sherburne	13,300	13,200	99
	Stevens	3,700	3,600	97
	Washington	50,000	49,700	99
	Watsonwan	4,600	4,500	98
	Wright	23,500	23,200	99
	Yellow Medicine	4,600	4,500	98
WISCONSIN				
	Pierce	11,600	11,400	98
MINNESOTA				
Between 25-49%	Blue Earth	19,100	18,900	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Carver	17,000	16,900	99
	Chisago	10,600	10,500	99
	Dodge	5,600	5,500	98
	Goodhue	15,300	15,100	99
	Isanti	9,300	9,200	99
	Kandiyohi	14,600	14,300	98
	Lac Qui Parle	3,600	3,500	97
	Lyon	9,100	8,900	98
	McLeod	12,000	11,900	99
	Martin	9,200	9,100	99
	Meeker	7,900	7,800	99
	Mille Lacs	7,100	7,000	99
	Nicollet	9,800	9,700	99
	Olmsted	40,200	39,900	99
	Pope	4,400	4,300	98
	Renville	6,900	6,800	99
	Rice	16,700	16,500	99
	Sibley	5,400	5,300	98
	Stearns	39,200	38,700	99
	Steele	11,400	11,300	99
	Wabasha	7,500	7,400	99
	Winona	16,700	16,500	99
WISCONSIN				
	Pepin	2,800	2,700	96
	Poik	13,600	13,400	99
	St Croix	18,100	17,900	99
MINNESOTA				
Between 5-24%	Cottonwood	5,100	4,900	96
	Crow Wing	18,100	17,800	98
	Faribault	6,900	6,800	99
	Fillmore	7,800	7,700	99
(Continued on page A-647)				
Station Totals		1,461,800	1,447,200	99
Net Weekly Circulation (1992)				701,300
Average Daily Circulation (1992)				260,100

Minnesota—Minneapolis-St. Paul

KLGT-TV (formerly KTMA-TV) Ch. 23

Network Service: None, independent.

Licensee: Sonlight Television Inc., 1640 Como Ave., St. Paul, MN 55108.

Studio: 1640 Como Ave., St. Paul, MN 55108.

Mailing Address: Box 8125, St. Paul, MN 55108.

Telephone: 612-646-2300. **Fax:** 612-646-1220.

Ownership: Sonlight Television Inc.

Began Operation: September 22, 1982. Sale to United Cable TV Corp., et al., by Buford Television approved by FCC Sept. 5, 1984. Sale to KTMA-TV Acquisition Corp. approved Sept. 30, 1986 (Television Digest, Vol. 26:36). Sale to present owner approved Jan. 17, 1992.

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

Personnel:

Linda Rios Brook, President & General Manager.

Mark Gardner, Vice President & General Sales Manager.

Larry Brook, Vice President, Marketing & Advertising.

Rates: On request.

City of License: Minneapolis. **ADI:** Minneapolis-St. Paul. **Rank:** 13.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	MINNESOTA			
	Goodhue	15,300	15,100	99
	Mille Lacs	7,100	7,000	99
	Scott	19,400	19,300	99
	Sherburne	13,300	13,200	99
	Sibley	5,400	5,300	98
	Washington	50,000	49,700	99
	Wright	23,500	23,200	99
WISCONSIN	St Croix	18,100	17,900	99
	MINNESOTA			
Between 5-24%	Anoka	84,200	84,000	100
	Benton	10,800	10,700	99
	Blue Earth	19,100	18,900	99
	Brown	10,300	10,100	98
	Crow	17,000	16,900	99
	Chisago	10,600	10,500	99
	Dakota	100,100	99,600	100
	Hennepin	425,300	421,800	99
	Isanti	9,300	9,200	99
	Kandiyohi	14,600	14,300	98
	Le Sueur	8,600	8,500	99



KLGT-TV BNPCT-820629KF Granted 9/9/82 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	McLeod	12,000	11,900	99
	Martin	9,200	9,100	99
	Meeker	7,900	7,800	99
	Morrison	10,600	10,400	98
	Ramsey	192,200	190,800	99
	Renville	6,900	6,800	99
	Rice	16,700	16,500	99
	Stearns	39,200	38,700	99
	Steele	11,400	11,300	99
	Wabasha	7,500	7,400	99
	Waseca	6,800	6,700	99
	WISCONSIN			
	Barron	16,000	15,600	98
	Dunn	12,500	12,300	98
Pierce	11,600	11,400	98	
Polk	13,600	13,400	99	
Station Totals		1,236,100	1,225,300	99
Net Weekly Circulation (1992)				246,900
Average Daily Circulation (1992)				66,200

Minnesota—Minneapolis-St. Paul

KMSP-TV

Ch. 9

Network Service: None, independent.

Licensee: United Television Inc., 8501 Wilshire Blvd., Suite 340, Beverly Hills, CA 90211.

Studio: 11358 Viking Dr., Eden Prairie, MN 55344-7258.

Telephone: 612-944-9999. **TWX:** 910-576-2926. **Fax:** 612-942-0286.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 38-kw aural. Antenna: Circularly polarized, 1427-ft. above av. terrain, 1430-ft. above ground, 2339-ft. above sea level.

Latitude 45° 03' 30"
Longitude 93° 07' 27"

Transmitter: 550 Gramsie Rd., Shoreview.

Satellite Earth Stations: Andrew, 4.5-meter Ku & C-band; Andrew, Scientific-Atlanta, 4.5-meter Ku-band; Scientific-Atlanta, 5-meter C-band; Harris, Microdyne, Scientific-Atlanta receivers.

News Service: CNN.

Ownership: United Television Inc. (Group Owner).

Began Operation: January 9, 1955. Sale to United Television Inc. by Minneapolis Tower Co. (Morris T. Baker) approved May 23, 1956 by FCC (Television Digest, Vol. 12:14, 16, 21). Sale of 75% to National Telefilm Assoc. Inc. approved Nov. 20, 1957 (Vol. 13:34, 47). NTA also purchased 25% held by Loew's Inc. (MGM) in Feb. 1958 (Vol. 14:7). Sale to 20th Century-Fox TV Inc. by NTA approved Oct. 29, 1959 by FCC (Vol. 15:34, 44). United Television Inc. acquired 100% of stock from 20th Century-Fox June 8, 1981.

Represented (sales): MMT Sales Inc.

Represented (legal): Wilmer, Cutler & Pickering.

Represented (engineering): Lohnes & Culver.

Personnel:

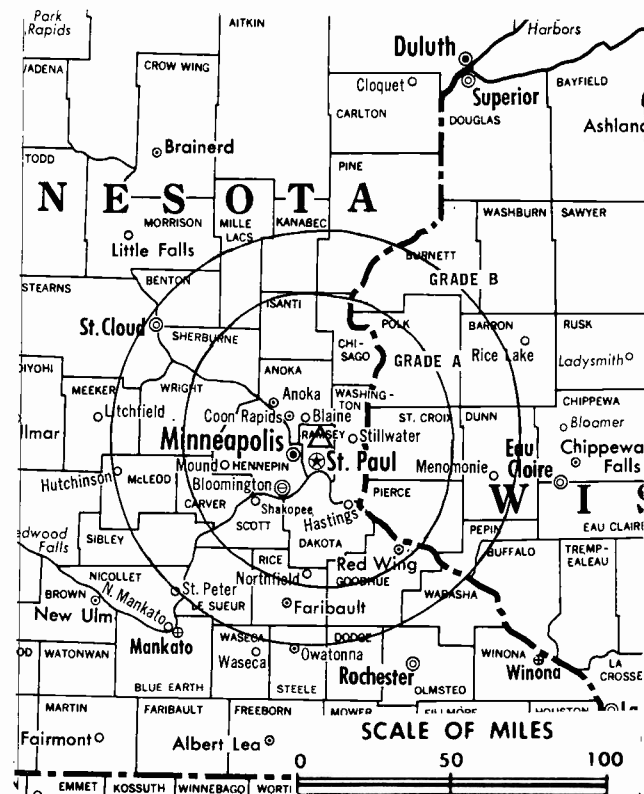
- Evan Thompson, President.
- Garth S. Lindsey, Vice President, Finance.
- Stuart Swartz, General Manager.
- Stephanie Peterson, General Sales Manager.
- Rich Ambrose, National Sales Manager.
- Doug McMonagle, Local Sales Manager.
- Mark Herman, Local Sales Manager.
- Gene Steinberg, Creative Services Director.
- Darrell Schmidt, Business Manager.
- Donna Yonchak, Traffic Manager.
- Penny Parrish, Director of News.
- Susan Arneson, Manager, Program Services.
- Darold Arvidson, Director of Engineering.
- Pamela Springer, Client Services Director.
- Jeanine Socha, Research Director.
- Leila Larson, Office Manager.

Rates: On request.

City of License: Minneapolis. **ADI:** Minneapolis-St. Paul. **Rank:** 13.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
MINNESOTA				
50% & Over	Anoka	84,200	84,000	100
	Beltrami	12,200	11,700	96
	Benton	10,800	10,700	99
	Blue Earth	19,100	18,900	99
	Brown	10,300	10,100	98
	Carver	17,000	16,900	99
	Chippewa	5,300	5,200	98
	Chisago	10,600	10,500	99
	Dakota	100,100	99,600	100
	Dodge	5,600	5,500	98



KMSP-TV BPCI-860116KE Granted 9/30/86

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Douglas	11,400	11,200	98
	Goodhue	15,300	15,100	99
	Grant	2,500	2,500	100
	Hennepin	425,300	421,800	99
	Isanti	9,300	9,200	99
	Jackson	4,500	4,400	98
	Kanabec	4,900	4,800	98
	Kandiyohi	14,600	14,300	98
	Le Sueur	8,600	8,500	99
	McLeod	12,000	11,900	99
	Martin	9,200	9,100	99
	Meeker	7,900	7,800	99
	Mille Lacs	7,100	7,000	99
	Morrison	10,600	10,400	98
	Nicollet	9,800	9,700	99
	Olmsted	40,200	39,900	99
	Pine	7,700	7,600	99
	Ramsey	192,200	190,800	99
	Redwood	6,500	6,300	97
	Renville	6,900	6,800	99
	Rice	16,700	16,500	99
	Scott	19,400	19,300	99
	Sherburne	13,300	13,200	99
	Sibley	5,400	5,300	98
	Stearns	39,200	38,700	99
	Steele	11,400	11,300	99
	Stevens	3,700	3,600	97
	Wadena	5,000	4,800	96
	Waseca	6,800	6,700	99
	Washington	50,000	49,700	99
	Watsonwan	4,600	4,500	98

(Continued on page A-647)

Station Totals	1,844,100	1,823,700	99
Net Weekly Circulation (1992)			1,093,000
Average Daily Circulation (1992)			495,300

Minnesota—St. Paul-Minneapolis

KSTP-TV

Ch. 5

(Also operates satellites KSAX, Alexandria & KRWF, Redwood Falls, MN)

Network Service: ABC

Licensee: Hubbard Broadcasting Inc., 3415 University Ave., St. Paul, MN 55114.

Studio: 3415 University Ave., St. Paul, MN 55114.

Telephone: 612-646-5555. Fax: 612-642-4172.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 15.1-kw aural. Antenna: 1430-ft. above av. terrain, 1375-ft. above ground, 2375-ft. above sea level.

Latitude 45° 03' 45"
Longitude 93° 08' 22"

Transmitter: 960 W. County Rd. F, Shoreview, MN.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Scientific-Atlanta, 11-meter; Scientific-Atlanta, 5.5-meter; Scientific-Atlanta, 4.5-meter; Scientific-Atlanta, 3.7-meter; Vertex, 4.5-meter Ku & C-band; Andrew, Scientific-Atlanta receivers.

AM Affiliate: KSTP, 50-kw, 1500 kHz.

FM Affiliate: KSTP-FM, 100-kw, 94.5 MHz (No. 233), 1220-ft.

News Services: ABC, AP, Conus.

Ownership: Hubbard Broadcasting Inc. (Group Owner).

Began Operation: April 23, 1948.

Represented (sales): Pety Television Inc.

Represented (legal): Fletcher, Heald & Hildreth.

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

Personnel:

- Harold C. Crump, President & General Manager.
- Larry G. Shrum, Vice President & Assistant General Manager.
- John M. Degan, Vice President & Station Manager, Programming.
- Karl Gensheimer, Vice President & Director of Sales.
- Mendes Napoli, Vice President, News.
- Dixie Hansen, Vice President & Business Manager.
- John Misner, National Sales Manager.
- Joseph Taylor, Chief Engineer.
- Lori Shefa, Promotion Manager.
- Joe Garbarino, Production Manager.

Highest 30 Sec. Rate: \$3000.

NETWORK BASE HOURLY RATE: \$2400.

Arbitron Data: Figures include KSAX, Alexandria & KRWF, Redwood Falls, MN.

City of License: St. Paul. ADI: Minneapolis-St. Paul. Rank: 13.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
MINNESOTA				
50% & Over	Anoka	84,200	84,000	100
	Benton	10,800	10,700	99
	Big Stone	2,600	2,600	100
	Blue Earth	19,100	18,900	99
	Browne	10,300	10,100	98
	Carver	17,000	16,900	99
	Chippewa	5,300	5,200	98
	Cottage	10,600	10,500	99
	Chisago	5,100	4,900	96
	Crow Wing	18,100	17,800	98
	Dakota	100,100	99,600	100
	Douglas	11,400	11,200	98
	Goodhue	15,300	15,100	99



KSTP-TV BMPCT-7396 Granted 5/23/72 © American Map Corp. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Grant	2,500	2,500	100
	Hennepin	425,300	421,800	99
	Isanti	9,300	9,200	99
	Jackson	4,500	4,400	98
	Kanabec	4,900	4,800	98
	Kandiyohi	14,600	14,300	98
	Lac Qui Parle	3,600	3,500	97
	Le Sueur	8,600	8,500	99
	Lyon	9,100	8,900	98
	McLeod	12,000	11,900	99
	Martin	9,200	9,100	99
	Meeker	7,900	7,800	99
	Mille Lacs	7,100	7,000	99
	Morrison	10,600	10,400	98
	Nicollet	9,800	9,700	99
	Pine	7,700	7,600	99
	Pope	4,400	4,300	98
	Ramsey	192,200	190,800	99
	Redwood	6,500	6,300	97
	Renville	6,900	6,800	99
	Rice	16,700	16,500	99
	Scott	19,400	19,300	99
	Sherburne	13,300	13,200	99
	Sibley	5,400	5,300	98
	Stearns	39,200	38,700	99
	Steele	11,400	11,300	99
	Stevens	3,700	3,600	97
	Swift	4,400	4,300	98
	Todd	9,100	8,900	98
	Traverse	1,700	1,700	100
	Wabasha	7,500	7,400	99

(Continued on page A-648)

Station Totals	1,602,000	1,584,500	99
Net Weekly Circulation (1992)			1,199,900
Average Daily Circulation (1992)			651,700

Minnesota—Minneapolis-St. Paul

WCCO-TV

Ch. 4

(Also operates satellites KCCO-TV, Alexandria & KCCW-TV Walker, MN)

Network Service: CBS.

Licensee: CBS Inc., 51 W. 52nd St., New York, NY 10019.

Studio: 90 S. 11th St., Minneapolis, MN 55403.

Telephone: 612-339-4444. TWX: 910-576-3401. Fax: 612-330-2603.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1430-ft. above av. terrain, 1375-ft. above ground, 2375-ft. above sea level.

Latitude 45° 03' 45.00"
Longitude 93° 08' 21.30"

Transmitter: County Rd. F, 0.4-mi. E of Lexington Ave., Shoreview.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Dalsat, 4.3-meter Ku-band; Microdyne, 5-meter C-band; Scientific-Atlanta, 7-meter C-band; Andrew, 4.6-meter Ku & C-band; Scientific-Atlanta, 4.6-meter C-band; DX Engineering, Harris, Microdyne, Scientific-Atlanta receivers.

AM Affiliate: WCCO, 50-kw, 830 kHz.

FM Affiliate: WLTE, 100-kw, 102.9 MHz (No. 275), 1150-ft.

News Services: AP, UPI.

Ownership: CBS Inc. (Group Owner).

Began Operation: July 1, 1949 as WTCN-TV. Sold to Midwest Communications August 1952 (Television Digest, Vol. 8:10, 33); CBS sold 47% interest to Minneapolis Star & Tribune Co. in November 1954 (Vol. 10:45). Transfer of control of Mid-Continent Radio-Television Inc. (equally owned by MTC Properties & Northwest Publications Inc.) to MTC Properties approved by FCC June 30, 1976 following merger of Ridder Publications with Knight Newspapers & spin-off of Ridder broadcast properties (Vol. 14:28, 30). Acquisition of Minneapolis Star-Tribune interest by MTC Properties was accomplished Aug. 16, 1976. Sale to CBS Inc. was approved by FCC Dec. 19, 1991 (Vol. 31:25, 30, 45, 51).

Personnel:

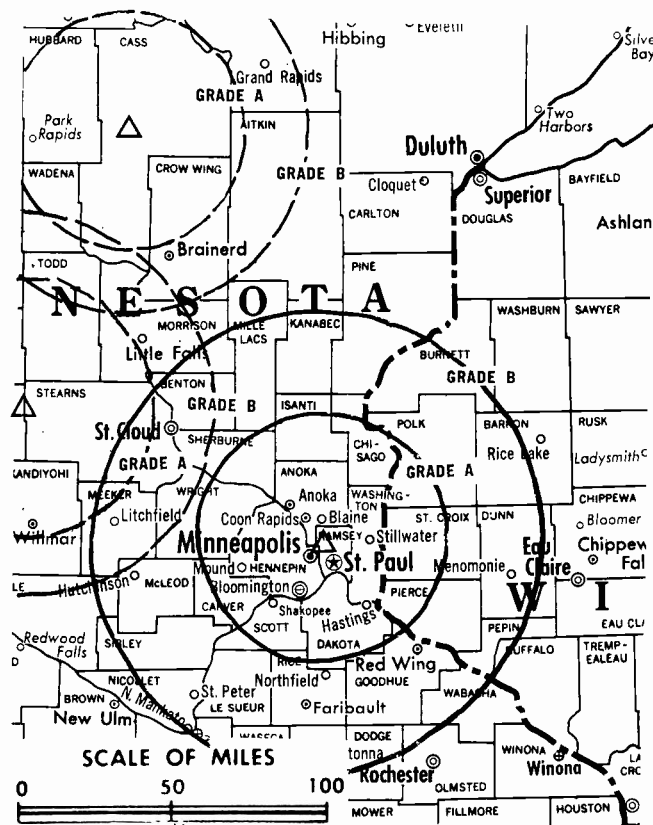
Robert G. McGann, Vice President & General Manager.
Ken Rees, Vice President & Station Manager.
John Culliton, Executive Director, News & Public Affairs.
William Bradley, General Sales Director.
Betty May, Program Coordinator.
Lori Fink Garelick, Program Director.
John Lansing, Director of News.
Kevin Cuddihy, Local Sales Manager.
Dave Baker, National Sales Manager.
Skip Erickson, Director of Engineering & Operations.
Greg Keck, Director of Planning & Administration.
Michael Wright, Director of Creative Services.

Rates: On request.

City of License: Minneapolis. ADI: Minneapolis-St. Paul. Rank: 13.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
MINNESOTA				
50% & Over	Anoka	84,200	84,000	100
	Benton	10,800	10,700	99
	Blue Earth	19,100	18,900	99
	Brown	10,300	10,100	98
	Carver	17,000	16,900	99
	Chippewa	5,300	5,200	98
	Chisago	10,600	10,500	99
	Dakota	100,100	99,600	100
	Dodge	5,600	5,500	98
	Goodhue	15,300	15,100	99



WCCO-TV BMPCT-7126 Granted 1/8/70

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Hennepin	425,300	421,800	99
	Isanti	9,300	9,200	99
	Kanabec	4,900	4,800	98
	Kandiyohi	14,600	14,300	98
	Le Sueur	8,600	8,500	99
	Lyon	9,100	8,900	98
	McLeod	12,000	11,900	99
	Martin	9,200	9,100	99
	Meeker	7,900	7,800	99
	Mille Lacs	7,100	7,000	99
	Morrison	10,600	10,400	98
	Nicollet	9,800	9,700	99
	Olmsted	40,200	39,900	99
	Pine	7,700	7,600	99
	Ramsey	192,200	190,800	99
	Redwood	6,500	6,300	97
	Renville	6,900	6,800	99
	Rice	16,700	16,500	99
	Scott	19,400	19,300	99
	Sherburne	13,300	13,200	99
	Sibley	5,400	5,300	98
	Stearns	39,200	38,700	99
	Steele	11,400	11,300	99
	Swift	4,400	4,300	98
	Wabasha	7,500	7,400	99
	Waseca	6,800	6,700	99
	Washington	50,000	49,700	99
	Watonwan	4,600	4,500	98
	Wright	23,500	23,200	99
	Yellow Medicine	4,600	4,500	98

(Continued on page A-648)

Station Totals	1,592,900	1,576,500	99
Net Weekly Circulation (1992)			1,207,100
Average Daily Circulation (1992)			727,600

Minnesota—Redwood Falls

KRWF

Ch. 43

(Satellite of KSTP-TV, St. Paul-Minneapolis)

Network Service: ABC.

Licensee: KSAX Inc., 415 Fillmore St., Box 189, Alexandria, MN 56308.

Studio: See KSAX-TV, Alexandria, MN.

Telephones: 612-642-4200; 612-763-5729.

Technical Facilities: Channel No. 43 (644-650 MHz). Authorized power: 1220-kw max. visual, 122-kw max. aural. Antenna: 547-ft. above av. terrain, 535-ft. above ground, 1619-ft. above sea level.

Latitude 44° 29' 03"
Longitude 95° 29' 27"

Transmitter: 3.6-mi. ENE of intersection of Hwys. 68 & 19.

Ownership: Hubbard Broadcasting Inc. (Group Owner).

Began Operation: April 14, 1987.

Represented (sales): Petry Television Inc.

Represented (legal): Fletcher, Heald & Hildreth.

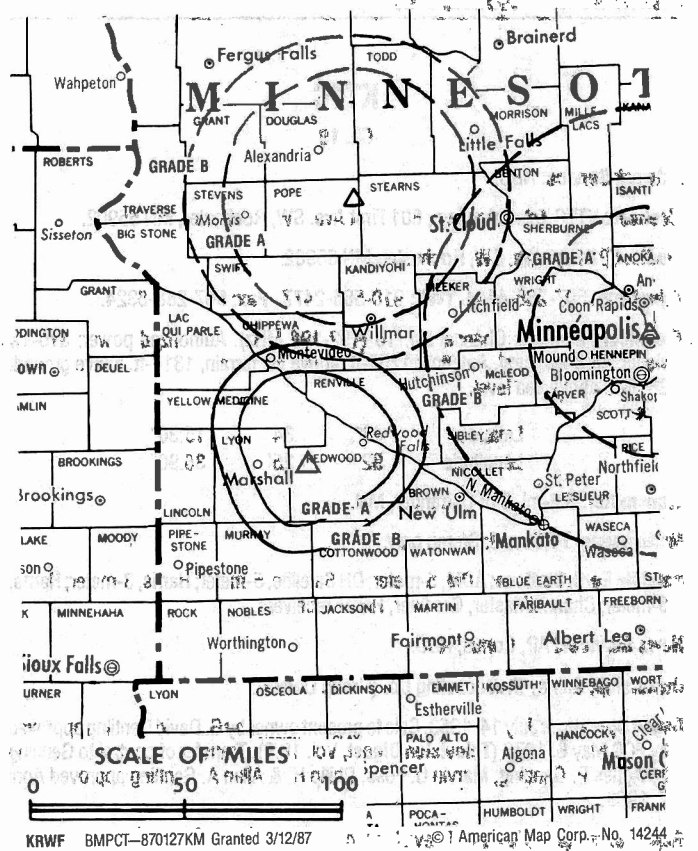
Represented (engineering): A. D. Ring & Associates, P.C.

Personnel:

Mike Burgess, General Manager

Rates: Sold in combination with KSAX, Alexandria, MN.

Arbitron Data: Included with KSTP-TV, St. Paul-Minneapolis, MN.



City of License: Redwood Falls. **ADI:** Minneapolis-St. Paul. **Rank:** 13.

Minnesota—Rochester

KTTC
Ch. 10

Network Service: NBC.

Licensee: KTTC Television Inc., 601 First Ave. SW, Rochester, MN 55902.

Studio: 601 First Ave. SW, Rochester, MN 55902.

Telephone: 507-288-4444. **TWX:** 910-565-2477. **Fax:** 507-288-6324.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 46.8-kw aural. Antenna: 1250-ft. above av. terrain, 1314-ft. above ground, 2646-ft. above sea level.

Latitude 43° 34' 15.30"
Longitude 92° 25' 36.90"

Transmitter: 3.2-mi. S of Ostrander, MN.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: ADM, 5-meter; DH Satellite, 5-meter; Harris, 3-meter; Harris, 6-meter; ChannelMaster, Gardiner, Harris receivers.

News Services: AP, Conus, NBC.

Ownership: Quincy Broadcasting Co. (Group Owner).

Began Operation: July 14, 1953. Sale to present owner by G. David Gentling approved by FCC May 6, 1976 (*Television Digest*, Vol. 16:6). Transfer of control to Gentling by Agnes P. Gentling, Marvin O. Foss, Philip H. & Allan A. Gentling approved April 2, 1963.

Represented (sales): Petry Television Inc.

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

Represented (engineering): Lohnes & Culver.

Personnel:

- Jerry Watson, General Manager.
- John Wade, Sales Manager.
- Ronald E. Gruber, Operations Manager.
- C. H. (Bud) Sanders, Chief Engineer.
- Gene Carlson, News Director.

Highest 30 Sec. Rate: \$1500.

NETWORK BASE HOURLY RATE: \$490.

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

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IOWA			
	Cerro Gordo	19,600	19,400	99
	Floyd	6,900	6,800	99
	Hancock	5,200	5,100	98
	Howard	3,900	3,800	97
	Mitchell	4,400	4,400	100
	Winnebago	4,900	4,900	100
	Worth	3,400	3,400	100
	MINNESOTA			
	Dodge	5,600	5,500	98
	Faribault	6,900	6,800	99
	Fillmore	7,800	7,700	99
	Freebom	13,200	13,100	99
Mower	14,900	14,800	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Olmsted	40,200	39,900	99
	Winona	16,700	16,500	99
Between 25-49%	IOWA			
	Franklin	4,700	4,700	100
	Kossuth	7,400	7,300	99
	Winneshiek	7,500	7,400	99
	MINNESOTA			
	Houston	6,800	6,700	99
	Steele	11,400	11,300	99
	Wabasha	7,500	7,400	99
	Waseca	6,800	6,700	99
	WISCONSIN			
Vernon	10,100	9,900	98	
Between 5-24%	IOWA			
	Allamakee	5,300	5,200	98
	Chickasaw	5,100	5,000	98
	Emmet	4,600	4,500	98
	Fayette	8,700	8,600	99
	Wright	6,000	5,900	99
	MINNESOTA			
	Blue Earth	19,100	18,900	99
	Martin	9,200	9,100	99
	Nicollet	9,800	9,700	99
WISCONSIN				
Buffalo	5,400	5,300	98	
Crawford	6,100	6,000	98	
La Crosse	37,300	36,900	99	
Station Totals		332,400	328,600	99
Net Weekly Circulation (1992)				156,700
Average Daily Circulation (1992)				83,000

Minnesota—Rochester

KXLT-TV

Ch. 47

(Satellite of KXLI, St. Cloud, MN)

Network Service: None, independent.

Licensee: KX Acquisition L.P., 22727-176th St., Big Lake, MN 55309.

Studio: See KXLI, St. Cloud.

Telephone: 612-263-8666. **Fax:** 612-263-6600.

Technical Facilities: Channel No. 47 (668-674 MHz). Authorized power: 107.2-kw max. visual, 10.72-kw max. aural. Antenna: 341-ft. above av. terrain, 256-ft. above ground, 1496-ft. above sea level.

Latitude: 44° 02' 39"
Longitude: 92° 23' 56"

Transmitter: 0.7-mi. SE of Haverhill.

Ownership: KX Acquisition L.P. (Group Owner).

Began Operation: August 10, 1987. Suspended operation, December 1988. Returned to air September 29, 1990.

Personnel:

Ronald O. Eikens, General Manager.

Mariana Reid, Station Manager.

Rebecca Mix, General Sales Manager & Program Director.

Larry Entner, Chief Engineer.

Rates: On request.

Arbitron Data: Not available.



KXLT-TV BMPCT-860903KE Granted 10/27/86 © American Map Corp., No. 14244

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

Minnesota—St. Cloud

KXLI

Ch. 41

(Operates satellite KXLT-TV, Rochester, MN)

Network Service: None, independent.

Licensee: KX Acquisition L.P., 22727 176th St., Big Lake, MN 55309.

Studio: 22727 176th St., Big Lake, MN 55309.

Telephone: 612-263-8666. **Fax:** 612-263-6600.

Technical Facilities: Channel No. 41 (632-638 MHz). Authorized power: 2770-kw max. visual, 277-kw max. aural. Antenna: Circularly polarized, 1470-ft. above av. terrain, 1499-ft. above ground, 2449-ft. above sea level.

Latitude 45° 23' 00"

Longitude 93° 42' 30"

Transmitter: 3.7-mi. NE of Big Lake.

Ownership: KX Acquisition L.P. (Group Owner).

Began Operation: November 24, 1982; suspended operation December 15, 1988. Returned to air September 29, 1990.

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

Personnel:

Ronald O. Eikens, General Manager.

Mariana Reid, Station Manager.

Rebecca Mix, General Sales Manager, Program Director & Business Manager.

Larry Entner, Chief Engineer.

Rates: On request.

Arbitron Data: Not available.



City of License: St. Cloud. **ADI:** Minneapolis-St. Paul. **Rank:** 13.

Minnesota—Thief River Falls

KBRR

Ch. 10

(Satellite of KVRR, Fargo, ND)

Network Service: Fox.

Licensee: Red River Broadcast Corp., 4015 9th Ave. SW, Fargo, ND 58103.

Studio: See KVRR, Fargo.

Telephone: 701-277-1515; **Fax:** 701-277-1830.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 123-kw max. vjsual, 12.3-kw max. aural. Antenna: 596-ft. above av. terrain, 499-ft. above ground, 1640-ft. above sea level.

Latitude 48° 01' 19"
Longitude 96° 22' 12"

Transmitter: 227-ft. NE of intersection of Hwys. 3 & 12, W of St. Hilaire, MN.

Multichannel TV Sound: Stereo only.

News Service: Fox News.

Ownership: Red River Broadcast Corp. (Group Owner).

Began Operation: October 25, 1985.

Represented (sales): Blair Television.

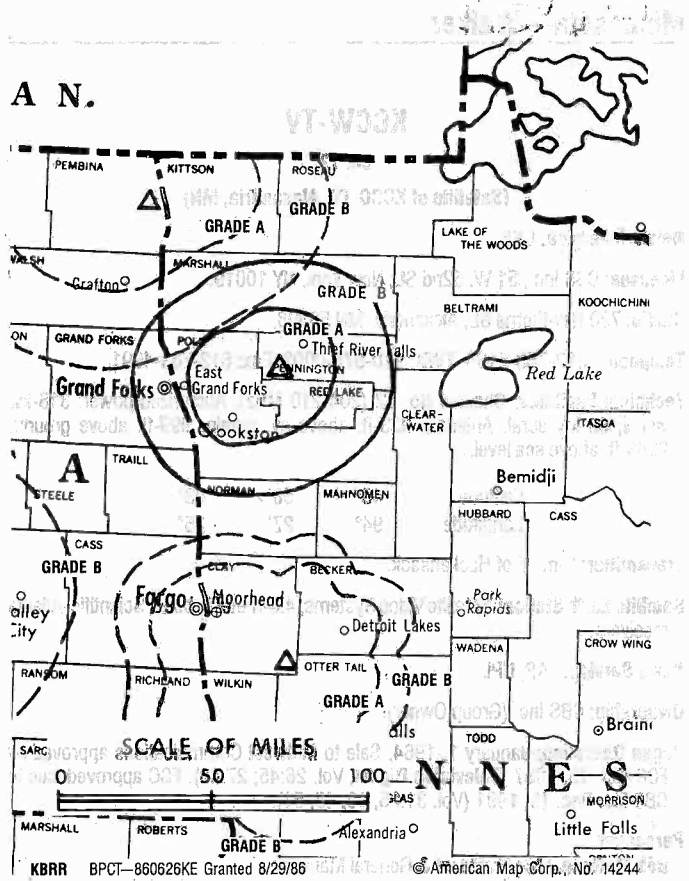
Represented (legal): Crowell & Moring.

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

Personnel:

See KVRR(TV), Fargo, ND!

Rates: On request.



Arbitron Data: Included with KVRR, Fargo, ND.

City of License: Thief River Falls. **ADI:** Fargo. **Rank:** 108.

Minnesota—Walker

KCCW-TV

Ch. 12

(Satellite of KCCO-TV, Alexandria, MN)

Network Service: CBS.

Licensee: CBS Inc., 51 W. 52nd St., New York, NY 10019.

Studio: 720 Hawthorne St., Alexandria, MN 56308.

Telephone: 612-763-5166. **TWX:** 910-578-0003. **Fax:** 612-763-4991.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 63-kw aural. Antenna: 933-ft. above av. terrain, 999-ft. above ground, 2383-ft. above sea level.

Latitude	46°	56'	03"
Longitude	94°	27'	25"

Transmitter: 3-mi. E of Hackensack.

Satellite Earth Station: Satellite Video Systems, 4.5-meter C-band; Scientific-Atlanta receivers.

News Services: AP, UPI.

Ownership: CBS Inc. (Group Owner).

Began Operation: January 1, 1964. Sale to Midwest Communications approved by FCC Oct. 15, 1987 (*Television Digest*, Vol. 26:45; 27:43). FCC approved sale to CBS Inc. Dec. 19, 1991 (Vol. 31:25, 30, 45, 51).

Personnel:

Bob McGann, Vice President & General Manager.

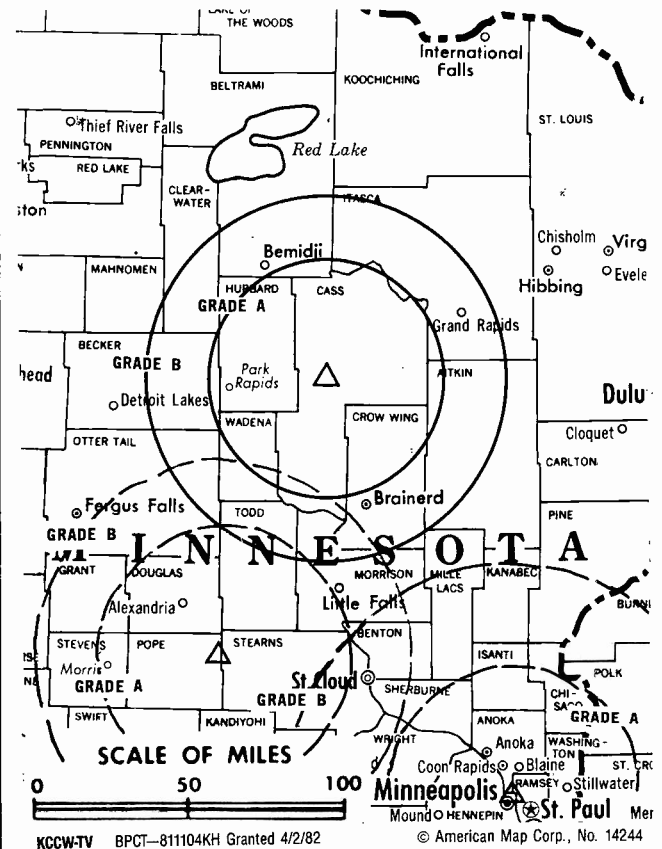
Ken Rees, Station Manager.

Kevin Cuddihy, General Sales Manager.

Mark Proudfoot, Local Sales Manager.

Wayne Quernemoen, Chief Engineer.

Greg Keck, Business Manager.



Rates: Sold in combination with KCCO-TV, Alexandria, MN.

Arbitron Data: Included with KCCO-TV, Alexandria, MN.

City of License: Walker. **ADI:** Minneapolis-St. Paul. **Rank:** 13.

Minnesota

KARE, Minneapolis-St. Paul (Arbitron Data Continued)

Net Weekly Circulation	State Total TV Households County	Households	Households	%
50% & Over	MINNESOTA			
	Watwan	4,600	4,500	98
	Wright	23,600	23,200	99
	Yellow Medicine	4,600	4,500	98
	SOUTH DAKOTA			
	Grant	3,200	3,100	98
	WISCONSIN			
	Barron	16,000	15,600	98
	Burnett	5,400	5,300	98
	Dunn	12,500	12,300	98
Pepin	2,800	2,700	96	
Pierce	11,600	11,400	98	
Polk	13,600	13,400	99	
St Croix	18,100	17,900	99	
Between 25-49%	MINNESOTA			
	Aitkin	5,300	5,200	98
	Dodge	5,600	5,500	98
	Grant	2,500	2,500	100
	Pope	4,400	4,300	98
	Swift	4,400	4,300	98
	Wadena	5,000	4,800	96
	WISCONSIN			
	Buffalo	5,400	5,300	98
	Washburn	5,700	5,600	98
Between 5-24%	IOWA			
	Emmet	4,600	4,500	98
	MINNESOTA			
	Cass	8,300	8,000	96
	Faribault	6,900	6,800	99
	Freeborn	13,200	13,100	99
	Lac Qui Parle	3,600	3,500	97
	Lincoln	2,700	2,700	100
	Murray	3,800	3,800	100
	Nobles	7,600	7,500	99
Olmsted	40,200	39,900	99	
Todd	9,100	8,900	98	
Traverse	1,700	1,700	100	
WISCONSIN				
Chippewa	19,500	19,200	99	

KITN-TV, Minneapolis-St. Paul (Arbitron Data Continued)

Net Weekly Circulation	State Total TV Households County	Households	Households	%
Between 5-24%	MINNESOTA			
	Grant	2,500	2,500	100
	Houston	6,800	6,700	99
	Jackson	4,500	4,400	98
	Kanabec	4,900	4,800	98
	Morrison	10,600	10,400	98
	Murray	3,800	3,800	100
	Pine	7,700	7,600	99
	Swift	4,400	4,300	98
	Todd	9,100	8,900	98
Wadena	5,000	4,800	96	
Waseca	6,800	6,700	99	
WISCONSIN				
Barron	16,000	15,600	98	
Buffalo	5,400	5,300	98	
Burnett	5,400	5,300	98	
Dunn	12,500	12,300	98	

KMSP-TV, Minneapolis-St. Paul (Arbitron Data Continued)

Net Weekly Circulation	State Total TV Households County	Households	Households	%
50% & Over	MINNESOTA			
	Wright	23,500	23,200	99
	Yellow Medicine	4,600	4,500	98
	SOUTH DAKOTA			
	Codington	8,900	8,800	99
	WISCONSIN			
	Barron	16,000	15,600	98
	Burnett	5,400	5,300	98
	Dunn	12,500	12,300	98
	Pepin	2,800	2,700	96
Pierce	11,600	11,400	98	
Polk	13,600	13,400	99	
St Croix	18,100	17,900	99	
Between 25-49%	MINNESOTA			
	Becker	11,000	10,800	98
	Big Stone	2,600	2,600	100
	Cass	8,300	8,000	96
	Cottonwood	5,100	4,900	96
	Crow Wing	18,100	17,800	98
	Faribault	6,900	6,800	99
	Freeborn	13,200	13,100	99
	Hubbard	6,000	5,800	97
	Lac Qui Parle	3,600	3,500	97
Lake	4,100	4,100	100	
Lyon	9,100	8,900	98	
Otter Tail	19,900	19,500	98	
Pennington	5,400	5,300	98	
Pipestone	4,200	4,200	100	
Polk	12,200	12,000	98	
Pope	4,400	4,300	98	
Rock	3,800	3,800	100	
Roseau	5,400	5,100	94	
St Louis	77,900	77,100	99	
Todd	9,100	8,900	98	
Wabasha	7,500	7,400	99	
NORTH DAKOTA				
Grand Forks	25,500	25,300	99	
SOUTH DAKOTA				
Grant	3,200	3,100	98	
WISCONSIN				
Buffalo	5,400	5,300	98	
Douglas	16,600	16,400	99	
Eau Claire	32,300	31,800	98	
Washburn	5,700	5,600	98	
Between 5-24%	MINNESOTA			
	Aitkin	5,300	5,200	98
	Carlton	10,900	10,800	99
	Clay	17,400	17,300	99
	Clearwater	3,100	3,000	97
	Itasca	15,900	15,600	98
	Kittson	2,300	2,200	96
	Lake Of The Woods	1,600	1,500	94
	Lincoln	2,700	2,700	100
	Marshall	4,300	4,200	98
Mower	14,900	14,800	99	
Murray	3,800	3,800	100	
Nobles	7,600	7,500	99	
Red Lake	1,800	1,800	100	
Swift	4,400	4,300	98	
Traverse	1,700	1,700	100	
Wilkin	2,800	2,800	100	
NORTH DAKOTA				
Richland	6,800	6,700	99	
SOUTH DAKOTA				
Brookings	9,000	8,900	99	
Deuel	1,800	1,800	100	

Minnesota

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

Net Weekly Circulation	State Total TV Households			%
	County	Households	Households	
Between 5-24%	WISCONSIN			
	Chippewa	19,500	19,200	99
	Sawyer	5,800	5,600	97

KSTP-TV, St. Paul-Minneapolis (Arbitron Data Continued)

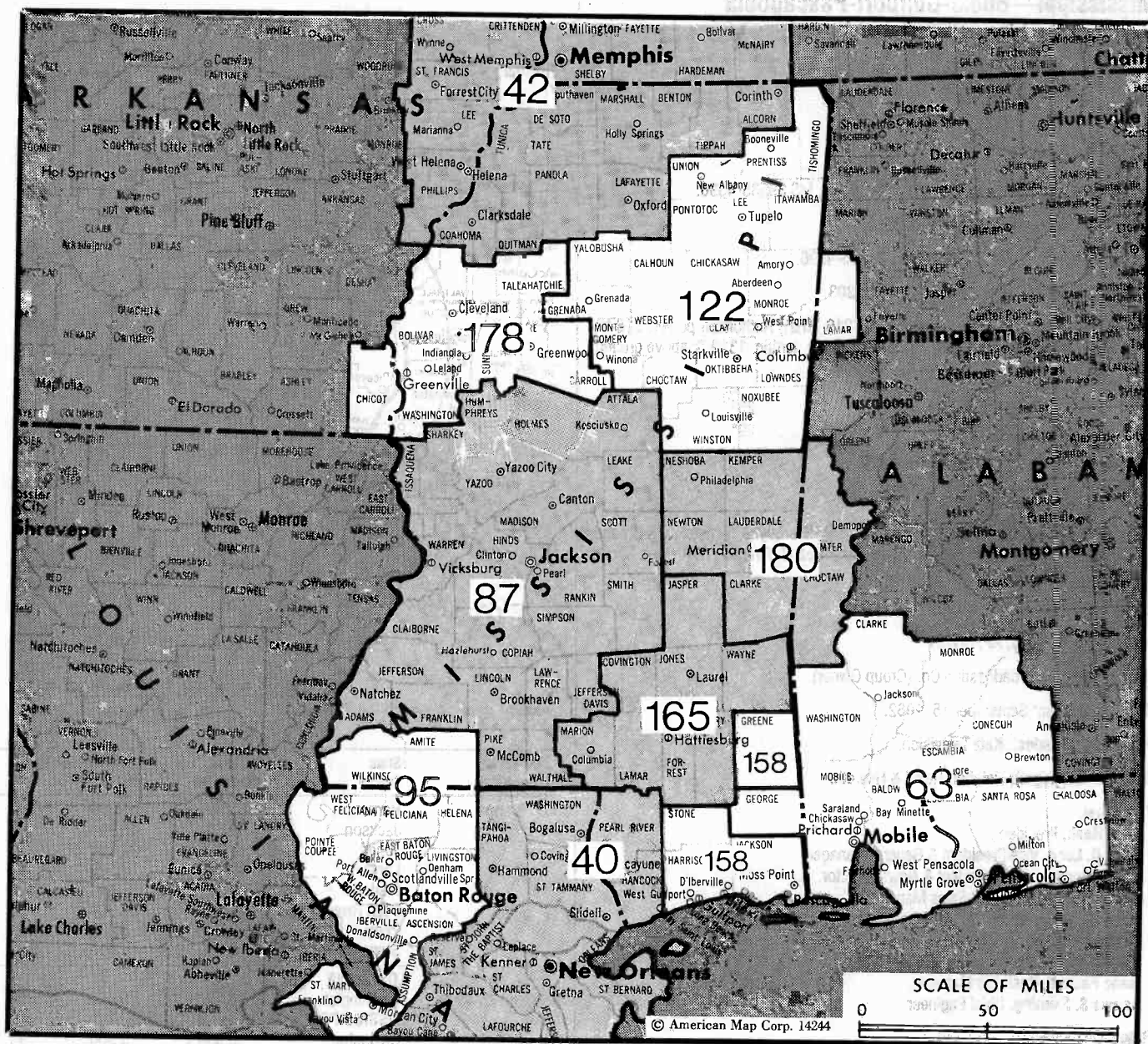
Net Weekly Circulation	State Total TV Households			%
	County	Households	Households	
50% & Over	MINNESOTA			
	Wadena	5,000	4,800	96
	Waseca	6,800	6,700	99
	Washington	50,000	49,700	99
	Watsonwan	4,600	4,500	98
	Wright	23,500	23,200	99
	Yellow Medicine	4,600	4,500	98
	WISCONSIN			
	Barron	16,000	15,600	98
	Burnett	5,400	5,300	98
Between 25-49%	MINNESOTA			
	Aitkin	5,300	5,200	98
	Cass	8,300	8,000	96
	Dodge	5,600	5,500	98
	Faribault	6,900	6,800	99
	Olmsted	40,200	39,900	99
	Otter Tail	19,900	19,500	98
	Winona	16,700	16,500	99
	WISCONSIN			
	Buffalo	5,400	5,300	98
Pepin	2,800	2,700	96	
Between 5-24%	IOWA			
	Emmet	4,600	4,500	98
	MINNESOTA			
	Beltrami	12,200	11,700	96
	Fillmore	7,800	7,700	99
	Hubbard	6,000	5,800	97
	Lincoln	2,700	2,700	100
	Murray	3,800	3,800	100
	Nobles	7,600	7,500	99
	Rock	3,800	3,800	100
SOUTH DAKOTA				
Grant	3,200	3,100	98	

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

Net Weekly Circulation	State Total TV Households			%
	County	Households	Households	
Between 5-24%	WISCONSIN			
	Chippewa	19,500	19,200	99
	Eau Claire	32,300	31,800	98
	Rusk	5,800	5,700	98
	Sawyer	5,800	5,600	97

WCCO-TV, Minneapolis-St. Paul (Arbitron Data Continued)

Net Weekly Circulation	State Total TV Households			%
	County	Households	Households	
50% & Over	WISCONSIN			
	Barron	16,000	15,600	98
	Burnett	5,400	5,300	98
	Dunn	12,500	12,300	98
	Pierce	11,600	11,400	98
	Polk	13,600	13,400	99
	St Croix	18,100	17,900	99
	Washburn	5,700	5,600	98
	MINNESOTA			
	Big Stone	2,600	2,600	100
Between 25-49%	MINNESOTA			
	Cottonwood	5,100	4,900	96
	Crow Wing	18,100	17,800	98
	Douglas	11,400	11,200	98
	Faribault	6,900	6,800	99
	Jackson	4,500	4,400	98
	Pipestone	4,200	4,200	100
	Pope	4,400	4,300	98
	Rock	3,800	3,800	100
	Winona	16,700	16,500	99
Between 5-24%	WISCONSIN			
	Buffalo	5,400	5,300	98
	Chippewa	19,500	19,200	99
	Pepin	2,800	2,700	96
	Rusk	5,800	5,700	98
	MINNESOTA			
	Aitkin	5,300	5,200	98
	Carlton	10,900	10,800	99
	Cass	8,300	8,000	96
	Freeborn	13,200	13,100	99
Grant	2,500	2,500	100	
Itasca	15,900	15,600	98	
Lincoln	2,700	2,700	100	
Murray	3,800	3,800	100	
Nobles	7,600	7,500	99	
Stevens	3,700	3,600	97	
Todd	9,100	8,900	98	
Traverse	1,700	1,700	100	
SOUTH DAKOTA				
Brookings	9,000	8,900	99	
WISCONSIN				
Eau Claire	32,300	31,800	98	
Sawyer	5,800	5,600	97	



Market	Arbitron ADI TV Households	Rank
New Orleans, LA	603,900	40
Memphis, TN	595,200	42
Mobile, AL-Pensacola, FL	414,100	63
Jackson, MS	287,600	87
Baton Rouge, LA	253,300	95
Columbus-Tupelo, MS	172,200	122
Biloxi-Gulfport-Pascagoula, MS	107,000	158
Laurel-Hattiesburg, MS	90,400	165
Greenwood-Greenville, MS	69,900	178
Meridian, MS	64,700	180

Market Area	Commercial TV Stations
New Orleans, LA	WDSU-TV (6), WGNO (26), WNOL-TV (38), WVUE (8), WWL-TV (4), WBUY (40), WHBQ-TV (13), WLMT (30), WMC-TV (5), WPTY-TV (24), WREG-TV (3)
Mobile, AL-Pensacola, FL	WALA-TV (10), WEAR-TV (3), WFGX (35), WHBR (33), WJTC (44), WKRG-TV (5), WMPV-TV (21), WPMI (15)
Jackson, MS	WAPT (16), WDBD (40), WJTV (12), WLBT-TV (3)
Baton Rouge, LA	WAFB (9), WBRZ (2), WGMB (44), WVLA (33)
Columbus-Tupelo, MS	WCBT-TV (4), WLOV-TV (27), WTVN (9)
Biloxi-Gulfport-Pascagoula, MS	WLQX-TV (13), WXXV-TV (25)
Laurel-Hattiesburg, MS	WDAM-TV (7), WHLT (22)
Greenwood-Greenville, MS	WABG-TV (6), WXVT (15)
Meridian, MS	WGBC (30), WTOK-TV (11), WTZH (24)

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

WXXV-TV, Biloxi	See Gulfport, MS
WLOV-TV, Columbus	See Tupelo, MS
WTVN, Columbus	See Tupelo, MS
WDAM-TV, Hattiesburg	See Laurel, MS
WHLT, Laurel	See Hattiesburg, MS

Mississippi Station Totals as of November 1, 1992

	VHF	UHF	TOTAL
Commercial Television Stations	8	9	17
Educational Television Stations	2	6	8
	10	15	25

Mississippi—Biloxi-Gulfport-Pascagoula

WLOX-TV

Ch. 13

Network Service: ABC.

Licensee: WLOX Television Inc., Box 4596, Biloxi, MS 39535-4596.

Studio: 208 Debuys Rd., Biloxi, MS 39535.

Mailing Address: Box 4596, Biloxi, MS 39535-4596.

Telephone: 601-896-1313. **Fax:** 601-385-1303.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1340-ft. above av. terrain, 1319-ft. above ground, 1549-ft. above sea level.

Latitude 30° 43' 25"
Longitude 89° 05' 29"

Transmitter: 3-mi. NE of McHenry, MS.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Andrew, 7-meter C-band; Microdyne, 5-meter Ku & C-band; Andrew, 4.5-meter C-band; RCA, 4.5-meter Ku-band; Avantek, M/A-Com, Microdyne receivers.

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

News Services: ABC, AP, NIWS.

Ownership: Love Broadcasting Co. (Group Owner).

Began Operation: September 15, 1962.

Represented (sales): Katz Television.

Represented (legal): Fletcher, Heald & Hildreth.

Personnel:

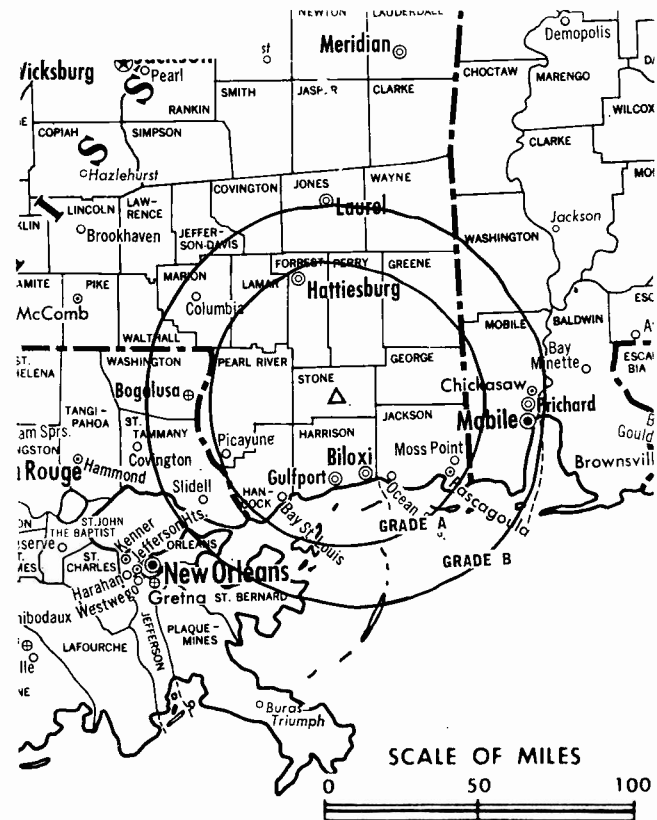
- John Hash, President.
- Leon D. Long, Vice President & General Manager.
- David Vincent, Vice President & News Director.
- Bobby Edwards, General Sales Manager.
- Ralph Caudill, National Sales Manager.
- Darlene Duffano, Program Director.
- Van Williams, Promotion Director.
- Gene Faucett, Business Manager.
- James S. Fleming, Chief Engineer.

Rates: On request.

City of License: Biloxi. **ADI:** Biloxi-Gulfport-Pascagoula. **Rank:** 158.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MISSISSIPPI			
	Forrest	25,800	25,600	99
	George	5,800	5,800	100
	Greene	3,300	3,300	98
	Hancock	12,500	12,400	99



WLOX-TV BMPCT-5991 Granted 7/31/64

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	Harrison	61,300	61,000	100	
	Jackson	43,300	43,000	99	
	Jones	23,100	22,900	99	
	Lamar	10,600	10,500	99	
	Marion	9,200	9,100	99	
	Pearl River	14,300	14,200	99	
	Perry	3,600	3,600	100	
	Stone	3,800	3,800	100	
	Between 25-49%	LOUISIANA			
		Washington	16,300	16,000	98
MISSISSIPPI					
Covington		6,000	5,900	98	
Walthall		5,000	4,900	98	
Wayne	7,000	6,900	99		
Between 5-24%	ALABAMA				
	Mobile	142,200	141,500	100	
	Washington	5,800	5,700	98	
	MISSISSIPPI				
	Jasper	6,000	5,900	98	
Jefferson Davis	4,800	4,700	98		
Station Totals		409,700	406,700	99	
Net Weekly Circulation (1992)				198,800	
Average Daily Circulation (1992)				119,700	

Mississippi—Columbus

WCBI-TV
Ch. 4

Network Service: CBS

Licensee: Columbus Television Inc., Box 271, Columbus, MS 39703.

Studio: 327 Television Rd., Columbus, MS 39703.

Mailing Address: Box 271, Columbus, MS 39703.

Telephone: 601-327-4444. **Fax:** 601-328-5222.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1800-ft. above av. terrain, 535-ft. above ground, 2335-ft. above sea level.

Latitude 33° 45' 07"
Longitude 88° 52' 44"

Transmitter: Hwy. 47, 4-mi. NE of Montpelier.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: ChannelMaster, 7-meter; Scientific-Atlanta, 7-meter; ChannelMaster, 5-meter; Scientific-Atlanta, 4.6-meter; M/A-Com, 4-meter; Gardiner, M/A-Com, Scientific-Atlanta receivers.

SNG Mobile Dish: Radiator Systems, 2.8-meter Ku-band.

AM Affiliate: WCBI, 1-kw (0.5-kw night), 550 kHz.

News Services: AP, CBS.

Ownership: Bimey Imes Jr. & Family (Group Owner).

Began Operation: July 13, 1956.

Represented (sales): Settel Inc.

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

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

Personnel:

- Stan Siegal, Group Manager.
- Frank Imes, General Manager.
- Mark Gordon, Local Sales Manager.
- Jeffery Rupp, News Director.
- Tom Ford, Chief Engineer.
- Vallory Williamson, Business Manager.

Rates: On request.

City of License: Columbus. **ADI:** Columbus-Tupelo. **Rank:** 122.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ALABAMA			
	Fayette	7,000	6,900	99
	Lamar	6,100	6,000	98
	Marion	11,900	11,800	99
	Pickens	7,400	7,300	99
	MISSISSIPPI			
	Calhoun	5,700	5,600	98
	Carroll	3,400	3,300	97
	Chickasaw	6,500	6,400	98
	Choctaw	3,200	3,200	100
	Clay	7,500	7,400	99
	Itawamba	7,800	7,700	99
	Kemper	3,600	3,500	97
	Lee	25,300	25,100	99
	Lowndes	21,700	21,500	99
	Monroe	13,200	13,100	99



WCBI-TV BPCT-840723KS Granted 1/30/85 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Noxubee	4,100	4,000	98
	Oktibbeha	12,700	12,500	98
	Pontotoc	8,700	8,600	99
	Prentiss	9,000	8,900	99
	Tishomingo	7,200	7,100	99
	Union	8,700	8,700	99
	Webster	3,800	3,700	97
Winston	7,000	6,900	99	
Between 25-49%	ALABAMA			
	Franklin	11,100	11,000	99
	Greene	3,600	3,500	97
	MISSISSIPPI			
	Aitla	7,100	7,000	99
Grenada	7,500	7,400	99	
Lafayette	11,300	11,200	99	
Montgomery	4,500	4,400	98	
Neshoba	9,200	9,100	99	
Tallahatchie	5,300	5,200	98	
Yalobusha	4,900	4,800	98	
Between 5-24%	ALABAMA			
	Sumter	5,400	5,300	98
	MISSISSIPPI			
	Aicora	12,800	12,700	99
	Holmes	7,300	7,200	99
	Leake	6,900	6,800	99
	Leflore	13,300	13,100	98
	Marshall	10,700	10,600	99
	Panola	10,400	10,300	99
	Sunflower	10,200	10,000	98
Tippah	7,300	7,200	99	
Station Totals		340,300	336,000	99
Net Weekly Circulation (1992)				182,500
Average Daily Circulation (1992)				106,000

Mississippi—Greenville

WXVT
Ch. 15

Network Service: CBS.

Licensee: Greenville Television Inc., 208 Debuys Rd., Biloxi, MS 39535.

Studio: 3015 E. Reed Rd., Greenville, MS 38703.

Telephone: 601-334-1500. **Fax:** 601-378-8122.

Technical Facilities: Channel No. 15 (476-482 MHz). Authorized power: 2750-kw max. & 891-kw horizontal visual, 178-kw horizontal aural. Antenna: 890-ft. above av. terrain, 919-ft. above ground, 1049-ft. above sea level.

Latitude 33° 39' 26.00"
Longitude 90° 42' 17.50"

Transmitter: 4.9-mi. SSE of Cleveland, MS.

Satellite Earth Stations: ADM, 5.5-meter; DH Satellite, 5-meter; Harris, 3-meter; RCA, 3-meter.

News Services: AP, CBS, Sports News Satellite.

Ownership: Greenville Television Inc.

Began Operation: November 7, 1980. Sale to Lamco Communications by Big River Broadcasting Co. approved by FCC March 5, 1984. Sale to present owners approved Aug. 28, 1991.

Represented (sales): Seltel Inc.

Represented (legal): Fletcher, Heald & Hildreth.

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

Personnel:

- Larry Harris, General Manager.
- Stan Sandroni, News Director.
- Gina Smith, Program Director.
- David Mitchell, Promotion Director.
- Robbin Morgan, Business Manager.
- Pete Sparks, Chief Engineer.

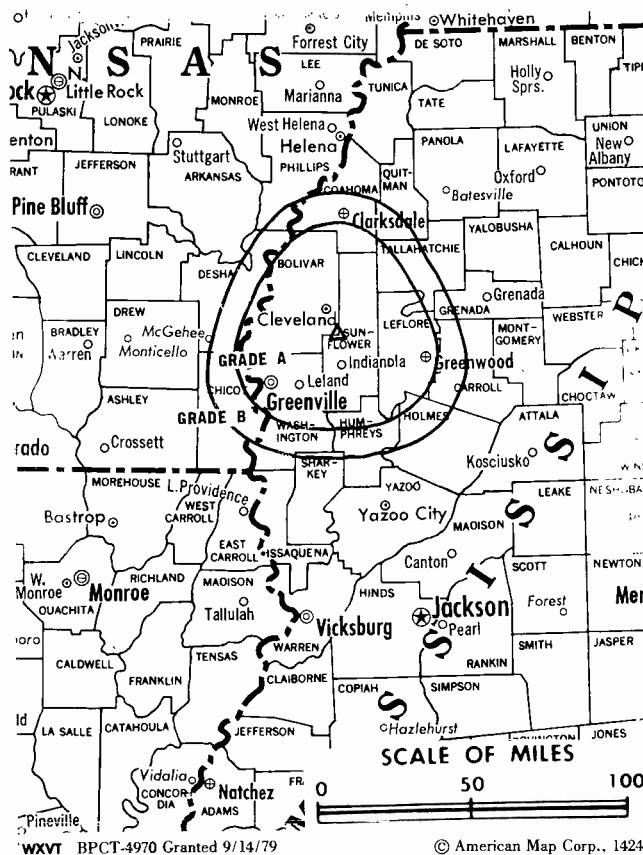
Rates: On request.

NETWORK BASE HOURLY RATE: \$263.

City of License: Greenville. **ADI:** Greenwood-Greenville. **Rank:** 178.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MISSISSIPPI			
	Bolivar	13,700	13,400	98
	Coahoma	11,300	11,100	98
	Leflore	13,300	13,100	98
	Sunflower	10,200	10,000	98
	Tallahatchie	5,300	5,200	98
	Washington	23,300	23,000	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	ARKANSAS			
	Chicot	5,500	5,400	97
	Desha	6,100	6,000	98
	MISSISSIPPI			
	Carroll	3,400	3,300	97
	Grenada	7,500	7,400	99
Between 5-24%	Humphreys	4,200	4,100	98
	Montgomery	4,500	4,400	98
	ARKANSAS			
	Phillips	10,300	10,000	98
	MISSISSIPPI			
	Holmes	7,300	7,200	99
Station Totals	Issaquena	700	700	100
	Quitman	3,600	3,600	99
	Sharkey	2,100	2,100	100
	Yalobusha	4,900	4,800	98
	Net Weekly Circulation (1992)		137,200	134,800
Average Daily Circulation (1992)				75,300
				45,900

Mississippi—Greenwood-Greenville

WABG-TV

Ch. 6

Network Service: ABC.

Licensee: Mississippi Bcstg. Partners Inc., Box 720, Greenwood, MS 38930.

Studios: 849 Washington Ave., Greenville, MS 38701; 2001 Garrard Ave., Greenwood, MS 38930.

Telephones: 601-332-0949 (Greenville); 601-453-4001 (Greenwood).

TWX: 810-966-0022. Fax: 601-334-6420.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 10.5-kw aural. Antenna: 1960-ft. above av. terrain, 2000-ft. above ground, 2115-ft. above sea level.

Latitude 33° 22' 23"
Longitude 90° 32' 31"

Transmitter: 2.3-mi. NE of city limits, near Inverness, MS.

Satellite Earth Stations: 2 in operation.

AM Affiliate: WABG, 1-kw (0.5-kw night), 960 kHz.

News Services: AP, ABC, CNN.

Ownership: Bahakel Communications Ltd. (Group Owner).

Began Operation: October 20, 1959.

Represented (sales): Katz Television.

Personnel:

- Cy N. Bahakel, President.
- Jim Chick, General Manager.
- Randy Swan, Station Manager, Greenwood & News Director.
- Arch S. Chapman, General Sales Manager.
- Brian Skinner, Operations Manager.
- Brad LeBrun, Chief Engineer.
- Kathy Boswell, Program & Promotion Director.
- Nancy Meek, Office Manager.

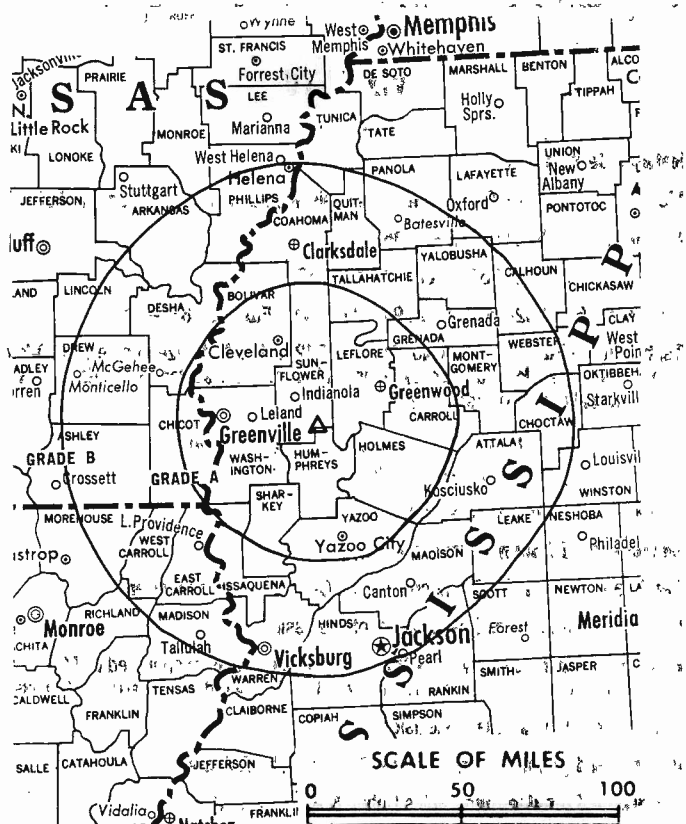
Highest 30 Sec. Rate: \$600.

NETWORK BASE HOURLY RATE: \$550.

City of License: Greenwood. ADI: Greenwood-Greenville. Rank: 178.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARKANSAS			
	Chicot	5,500	5,400	97
	LOUISIANA			
	East Carroll	3,400	3,300	97
	MISSISSIPPI			
	Attala	7,100	7,000	99
	Bolivar	13,700	13,400	98
	Carroll	3,400	3,300	97
	Coahoma	11,300	11,100	98
	Grenada	7,500	7,400	99
	Holmes	7,300	7,200	99
	Humphreys	4,200	4,100	98
	Issaquena	700	700	100
	Leflore	13,300	13,100	98
Montgomery	4,500	4,400	98	
Sharkey	2,100	2,100	100	
Sunflower	10,200	10,000	98	
Tallahatchie	5,300	5,200	98	



WABG-TV BPCT-800303KG Granted 10/10/80 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Washington	23,300	23,000	99
	Yazoo	9,200	9,100	99
Between 25-49%	ARKANSAS			
	Desha	6,100	6,000	98
	MISSISSIPPI			
	Calhoun	5,700	5,600	98
	Leake	6,900	6,800	99
Between 5-24%	LOUISIANA			
	West Carroll	4,600	4,500	98
	MISSISSIPPI			
	Panola	10,400	10,300	99
Tunica	2,800	2,800	100	
Webster	3,800	3,700	97	
Station Totals		200,200	196,800	98
Net Weekly Circulation (1992)				119,700
Average Daily Circulation (1992)				72,800

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Mississippi—Gulfport

WXXV-TV
Ch. 25

Network Service: Fox.

Licensee: Prime Cities Broadcasters of Mississippi, Box 2500, Gulfport, MS 39505.

Studio: Hwy. 49 N, Gulfport, MS 39505.

Mailing Address: Box 2500, Gulfport, MS 39505.

Telephone: 601-832-2525. **TWX:** 910-240-8412. **Fax:** 601-832-4442.

Technical Facilities: Channel No. 25 (536-542 MHz). Authorized power: 2240-kw max. visual, 224-kw max. aural. Antenna: 1600-ft. above av. terrain, 1540-ft. above ground, 1780-ft. above sea level.

Latitude 30° 44' 48"
Longitude 89° 03' 30"

Transmitter: 4.7-mi. NE of McHenry.

Multichannel TV Sound: Stereo only.

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

Ownership: Prime Cities Bcstrs. Corp. of Mississippi.

Began Operation: February 14, 1987. Sale to present owners approved by FCC May 1, 1991. Sale to AmSouth Realty Inc. by Gulf Coast TV Ltd. approved Dec. 8, 1989.

Represented (sales): Blair Television.

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

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

Personnel:

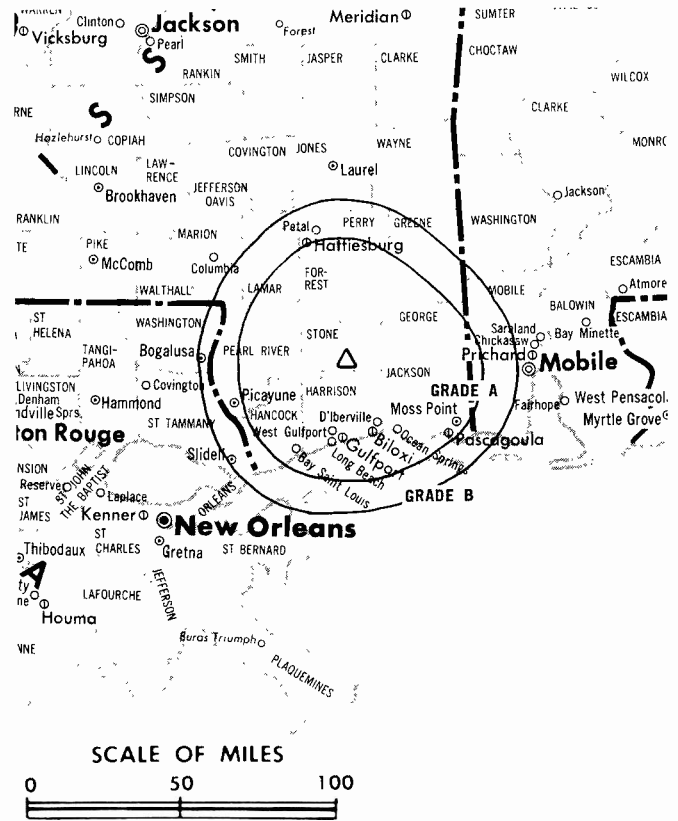
- William Ritchie, General Manager.
- Jim Stunkard, General Sales Manager.
- Curt Mabry, Creative Services Director.
- Cathy Hayes, Program Director.
- Ray Luke, Chief Engineer.
- Donna Smith, Business Manager.

Rates: On request.

City of License: Gulfport. **ADI:** Biloxi-Gulfport-Pascagoula. **Rank:** 158.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MISSISSIPPI			
	Forrest	25,800	25,600	99
	George	5,800	5,800	100
	Harrison	61,300	61,000	100
	Jackson	43,300	43,000	99
	Lamar	10,600	10,500	99
	Perry	3,600	3,600	100
	Stone	3,800	3,800	100



WXXV-TV BMPCT—840824KJ Granted 2/28/85

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	MISSISSIPPI			
	Covington	6,000	5,900	98
	Greene	3,300	3,300	98
	Hancock	12,500	12,400	99
	Jones	23,100	22,900	99
	Pearl River	14,300	14,200	99
Between 5-24%	LOUISIANA			
	Washington	16,300	16,000	98
	MISSISSIPPI			
	Jasper	6,000	5,900	98
	Jefferson Davis	4,800	4,700	98
Marion	9,200	9,100	99	
Wayne	7,000	6,900	99	
Station Totals		261,700	259,500	99
Net Weekly Circulation (1992)			117,600	
Average Daily Circulation (1992)			48,800	

Mississippi—Hattiesburg-Laurel

WHLT

Ch. 22

(Satellite of WJTV, Jackson, MS)

Network Service: CBS

Licensee: Broadcasters of Mississippi Inc., Box 8887, Jackson, MS 39204

Studio: 990 Hardy St., Hattiesburg, MS 39401

Mailing Address: Box 232, Hattiesburg, MS 39401-0232

Telephone: 601-545-2077

Technical Facilities: Channel No. 22 (518-524 MHz); Authorized power: 1200-kw max. visual, 120-kw max. aural. Antenna: 800-ft. above av. terrain, 707-ft. above ground, 1017-ft. above sea level.

Latitude 31° 24' 21"
Longitude 89° 14' 35"

Transmitter: 4-mi. NE of Petal on Lynn Ray Rd.

Multichannel TV Sound: Stereo only.

Satellite Earth Station: Scientific-Atlanta, 5-meter C-band.

News Service: AP

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

Began Operation: January 23, 1987

Represented (sales): Blair Television.

Personnel:

Randy Cleland, Vice President & General Manager.

Greg Poudevigne, Local Sales Manager.

Walter Johnson, News Director.

Daniel Hamilton, Production Manager.

Highest 30 Sec. Rate: \$250.

City of License: Hattiesburg. **ADI:** Laurel-Hattiesburg. **Rank:** 165.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
MISSISSIPPI				
50% & Over	Covington	6,000	5,900	98
	Forrest	25,800	25,600	99
	Jasper	6,000	5,900	98
	Jones	23,100	22,900	99
	Lamar	10,600	10,500	99
MISSISSIPPI				
Between 25-49%	Marion	9,200	9,100	99
	Perry	3,600	3,600	100



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Walthall	5,000	4,900	98
	Wayne	7,000	6,900	99
MISSISSIPPI				
Between 5-24%	Clarke	6,500	6,400	98
	Greene	3,300	3,300	98
	Jefferson Davis	4,800	4,700	98
	Pearl River	14,300	14,200	99
	Smith	4,700	4,700	99
Station Totals		129,900	128,600	99
Net Weekly Circulation (1992)				69,300
Average Daily Circulation (1992)				35,000

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

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Mississippi—Holly Springs

WBUY

Ch. 40

Network Service: None, independent.

Licensee: Sonlight Bcstg. Systems Inc., 120 Zeigler Circle E, Mobile, AL 36608.

Studio: Box 752344, Memphis, TN 38175.

Telephone: 901-521-9289. **Fax:** 601-895-9788.

Technical Facilities: Channel No. 40 (626-632 MHz). Authorized power: 4624-kw max. visual. Antenna: 465-ft. above av. terrain, 468-ft. above ground, 818-ft. above sea level.

Latitude	34°	59'	20"
Longitude	89°	41'	13"

Transmitter: 0.43-mi. SSW of Byhalia Rd., at Tennessee border, near Barton.

Ownership: Sonlight Bcstg. Systems Inc. (Group Owner).

Began Operation: September 15, 1991.

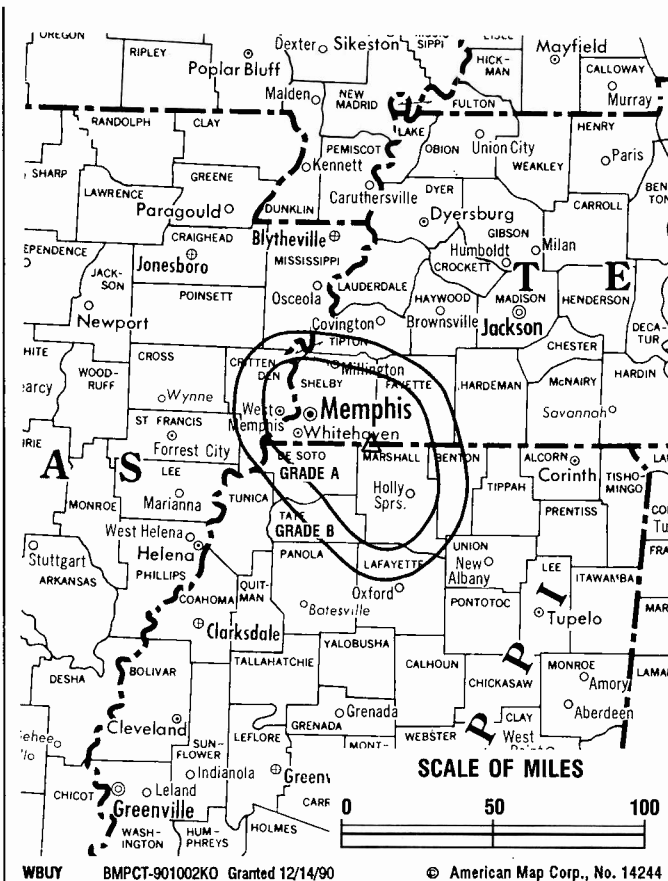
Represented (engineering): Charles J. Thompson.

Personnel:

- Stuart J. Roth**, Chief Executive Officer & General Counsel.
- Ed Geotz**, Station Manager.
- David Sinks**, Chief Engineer.

Rates: On request.

Arbitron Data: Not available.



City of License: Holly Springs. **ADI:** Memphis. **Rank:** 42.

Mississippi—Jackson

WAPT

Ch. 16

Network Service: ABC.

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

Studio: Channel 16 Way & Maddox Rd., Jackson, MS 39209.

Mailing Address: Box 10297, Jackson, MS 39289-0297.

Telephone: 601-922-1607. TWX: 810-966-2734. Fax: 601-922-1663.

Technical Facilities: Channel No. 16 (482-488 MHz). Authorized power: 1047-kw max. & 794-kw horizontal visual, 276-kw max. & 158-kw horizontal aural. Antenna: 1166-ft. above av. terrain, 1072-ft. above ground, 1519-ft. above sea level.

Latitude 32° 16' 39"
Longitude 90° 17' 41"

Transmitter: Channel 16 Way & Maddox Rd.

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

SNG Mobile Dish: BMS Ku-band.

News Service: AP.

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

Began Operation: October 3, 1970. Sale to present owners approved Sept. 11, 1989. Sale to Price Communications approved June 23, 1987 (Television Digest, Vol. 27:21). Sale to Clay Communications by Lewis C. Hopper, et al., approved by FCC March 18, 1979. Sale by American Public Life Insurance Co. to Lewis Hopper, et al. approved by FCC March 18, 1976.

Represented (sales): Petry Television Inc.

Represented (legal): Haley, Bader & Potts.

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

Personnel:

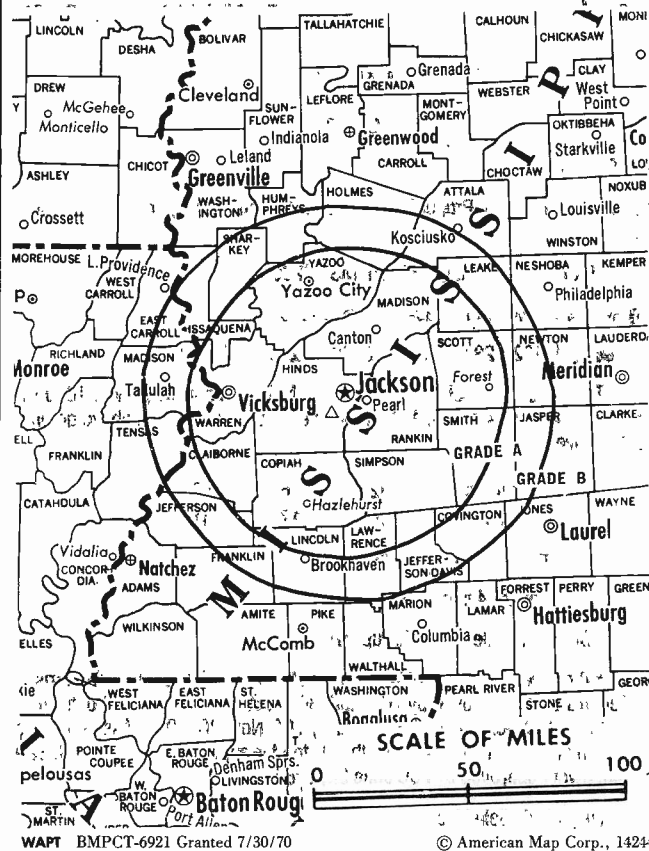
- Stuart Kellogg, Vice President & General Manager.
- Ted Batson, General Sales Manager.
- Frank Brady, Local Sales Manager.
- Dave Cochran, News Director.
- Joe Root, Program Director.
- Susan Acklen, Promotion Director.
- Lynn Bullock, Production Manager.
- Anna Box, Business Manager.
- Tom Bondurant, Chief Engineer.

Rates: On request.

City of License: Jackson. ADI: Jackson, MS. Rank: 87.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MISSISSIPPI			
	Claiborne	3,500	3,400	97
	Copiah	9,600	9,500	99
	Hinds	92,900	92,400	99
	Issaquena	700	700	100
	Lawrence	4,600	4,500	98
	Leake	6,900	6,800	99
	Lincoln	11,400	11,300	99
	Madison	20,100	19,800	99
	Rankin	31,100	30,800	99
	Scott	9,300	9,200	99
	Sharkey	2,100	2,100	100



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Simpson	8,700	8,600	99
	Warren	18,100	17,900	99
	Yazoo	9,200	9,100	99
Between 25-49%	LOUISIANA			
	Madison	4,900	4,800	98
	MISSISSIPPI			
	Attala	7,100	7,000	99
	Franklin	3,200	3,100	98
	Holmes	7,300	7,200	99
	Humphreys	4,200	4,100	98
	Jefferson	2,900	2,800	97
	Jefferson Davis	4,800	4,700	98
	Pike	13,500	13,300	99
Between 5-24%	LOUISIANA			
	Tensas	2,700	2,600	96
	MISSISSIPPI			
	Adams	13,500	13,300	99
	Amite	4,800	4,700	98
	Covington	6,000	5,900	98
	Montgomery	4,500	4,400	98
	Neshoba	9,200	9,100	99
	Newton	7,500	7,400	99
	Smith	4,700	4,700	99
Station Totals		329,000	325,200	99
Net Weekly Circulation (1992)				203,600
Average Daily Circulation (1992)				110,700

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

Mississippi—Jackson

WDBD
Ch. 40

Network Service: Fox.

Licensee: D & K Broadcast Properties L.P., 7200 Wisconsin Ave., No. 310, Bethesda, MD 20814.

Studio: 7440 Channel 16 Way, Jackson, MS 39209.

Mailing Address: Box 10888, Jackson, MS 39209.

Telephones: 601-922-1234; 301-654-0700. **Fax:** 601-922-0268.

Technical Facilities: Channel No. 40 (626-632 MHz). Authorized power: 1050-kw visual, 105-kw aural. Antenna: 1210-ft. above av. terrain, 1078-ft. above ground, 1522-ft. above sea level.

Latitude 32° 16' 53"
Longitude 90° 17' 41"

Transmitter: 1.8-mi. SW of intersection of Hwy. 18 & I-20.

Satellite Earth Stations: 4 in operation.

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

Began Operation: December 27, 1984. Transfer of control of CP from Brenda Harrison to H. Bernard Dixon approved by FCC April 30, 1985. Transfer of control from H. Bernard Dixon to Media Central approved by FCC Nov. 26, 1985. Assignment of license from Media Central to C. Kenneth Still, trustee approved May 10, 1989. Sale to current owner approved by FCC June 22, 1989.

Represented (sales): Seltel Inc.

Personnel:

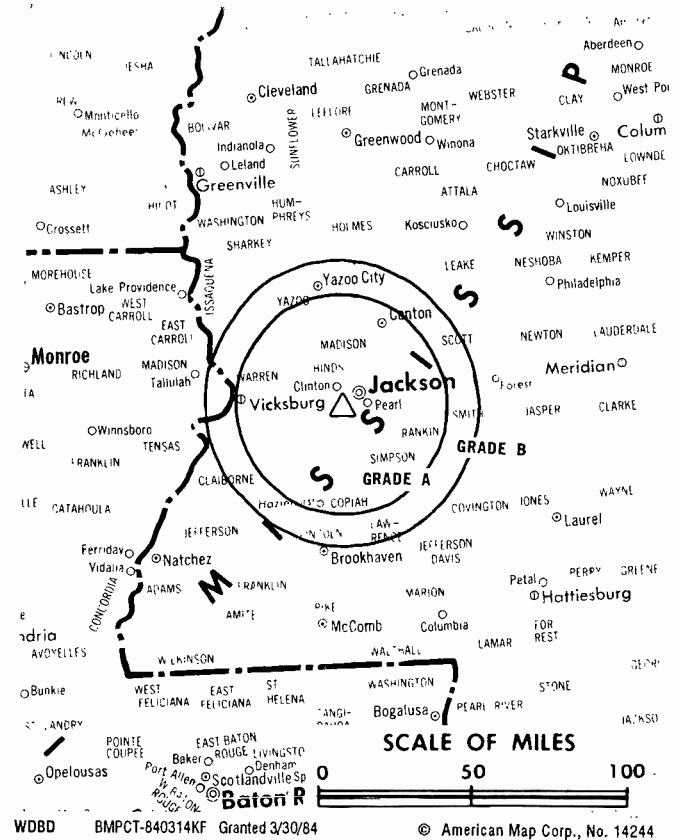
- Sam McLeod, General Manager.
- Mark Maxwell, National Sales Manager.
- Johnny Lewis, Regional Sales Manager.
- Hank Downey, News Director.
- Allan Simmons, Program & Promotion Director.
- Lee Carpenter, Chief Engineer.
- John Cochran, Production Manager.
- Robin Klophenstien, Business Manager.

Rates: On request.

City of License: Jackson. **ADI:** Jackson, MS. **Rank:** 87.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	LOUISIANA			
	Madison	4,900	4,800	98
	MISSISSIPPI			
	Copiah	9,600	9,500	99
	Hinds	92,900	92,400	99
	Issaquena	700	700	100
	Leake	6,900	6,800	99
	Madison	20,100	19,800	99
	Rankin	31,100	30,800	99
	Simpson	8,700	8,600	99
	Warren	18,100	17,900	99
	Yazoo	9,200	9,100	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	MISSISSIPPI			
	Claiborne	3,500	3,400	97
	Holmes	7,300	7,200	99
	Humphreys	4,200	4,100	98
	Lawrence	4,600	4,500	98
	Lincoln	11,400	11,300	99
	Montgomery	4,500	4,400	98
	Scott	9,300	9,200	99
	Sharkey	2,100	2,100	100
	Smith	4,700	4,700	99
Between 5-24%	LOUISIANA			
	Tensas	2,700	2,600	96
	MISSISSIPPI			
	Attala	7,100	7,000	99
	Choctaw	3,200	3,200	100
	Covington	6,000	5,900	98
	Franklin	3,200	3,100	98
	Jasper	6,000	5,900	98
	Jefferson	2,900	2,800	97
	Jefferson Davis	4,800	4,700	98
Neshoba	9,200	9,100	99	
Newton	7,500	7,400	99	
Washington	23,300	23,000	99	
Station Totals		329,700	326,000	99
Net Weekly Circulation (1992)				156,200
Average Daily Circulation (1992)				66,600

Mississippi—Jackson

WJTV

Ch. 12

(Operates satellite WHLT, Hattiesburg-Laurel, MS)

Network Service: CBS.

Licensee: News Press & Gazette Co., Box 8887, Jackson, MS 39284.

Studio: 1820 TV Road, Jackson, MS 39204.

Mailing Address: Box 8887, Jackson, MS 39284-8887.

Telephone: 601-372-6311. TWX: 810-966-2735. Fax: 601-372-6311.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 43.7-kw aural. Antenna: 1630-ft. above av. terrain, 1615-ft. above ground, 1949-ft. above sea level.

Latitude 32° 14' 25.59"
Longitude 90° 24' 15.05"

Transmitter: 1.5-mi. SE of Raymond, 0.3-mi. S of Rte. 18.

Satellite Earth Stations: 7 in operation; BMS receivers.

News Service: AP.

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

Began Operation: March 15, 1954 as WSLI-TV; in 1955, after WSLI-TV owners got permission to sell 40% interest to Mississippi Publishers Corp., latter took WJTV (Ch. 25) off air on May 31 and WSLI-TV switched call letters to WJTV (Television Digest, Vol. 11:16, 21, 23). Sale to present owner by Capitol Bcstg. Co. approved by FCC March 7, 1983 (Vol. 22:50).

Represented (sales): Blair Television.

Represented (legal): Dow, Lohnes & Albertson.

Personnel:

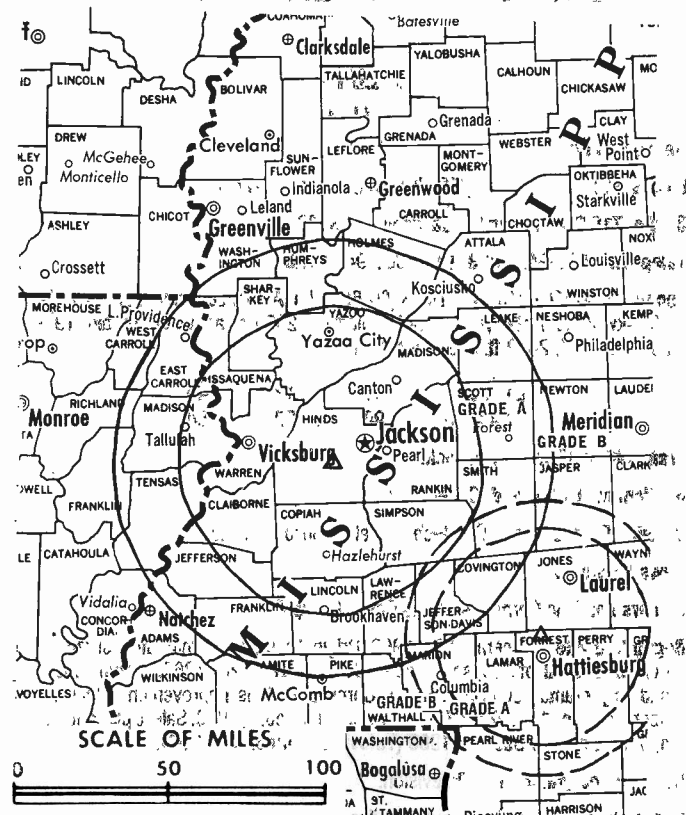
- John A. MacGregor, President
- Michael R. Brooks, Executive Vice President & General Manager.
- Fred Howard, Local Sales Manager.
- Scott Simpson, Local Sales Manager.
- Michael Sipes, News Director.
- Glenda McKay, Program & Public Affairs Director.
- Mike Godwin, Chief Engineer.

Rates: On request.

City of License: Jackson. ADI: Jackson, MS. Rank: 87.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	LOUISIANA			
	Madison	4,900	4,800	98
	MISSISSIPPI			
	Adams	13,500	13,300	99
	Attala	7,100	7,000	99
	Claiborne	3,500	3,400	97
	Copiah	9,600	9,500	99
	Franklin	3,200	3,100	98
	Hinds	92,900	92,400	99
	Holmes	7,300	7,200	99
	Humphreys	4,200	4,100	98
	Issaquena	700	700	100
	Jefferson	2,900	2,800	97
	Jefferson Davis	4,800	4,700	98
	Lawrence	4,600	4,500	98
	Leake	6,900	6,800	99
	Lincoln	11,400	11,300	99
	Madison	20,100	19,800	99
	Neshoba	9,200	9,100	99
	Pike	13,500	13,300	99
Rankin	31,100	30,800	99	



WJTV BPCT-2540 Granted 1/10/62

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Scott	9,300	9,200	99
	Sharkey	2,100	2,100	100
	Simpson	8,700	8,600	99
	Smith	4,700	4,700	99
	Walthall	5,000	4,900	98
	Warren	18,100	17,900	99
	Yazoo	9,200	9,100	99
Between 25-49%	LOUISIANA			
	Tensas	2,700	2,600	96
	MISSISSIPPI			
	Amite	4,800	4,700	98
	Carroll	3,400	3,300	97
	Covington	6,000	5,900	98
	Jasper	6,000	5,900	98
	Leflore	13,300	13,100	98
	Marion	9,200	9,100	99
	Montgomery	4,500	4,400	98
Newton	7,500	7,400	99	
Sunflower	10,200	10,000	98	
Washington	23,300	23,000	99	
Winston	7,000	6,900	99	
Between 5-24%	LOUISIANA			
	Concordia	7,600	7,400	97
	East Carroll	3,400	3,300	97
	Franklin	8,000	7,900	99
	West Carroll	4,600	4,500	98
	MISSISSIPPI			
	Bolivar	13,700	13,400	98
Jones	23,100	22,900	99	
Webster	3,800	3,700	97	
Wilkinson	3,400	3,300	97	
Station Totals		474,000	467,800	99
Net Weekly Circulation (1992)				304,200
Average Daily Circulation (1992)				186,300

Mississippi—Jackson

WLBT-TV

Ch. 3

Network Service: NBC.

Licensee: TV-3 Inc., Box 1712, Jackson, MS 39215-1712.

Studio: 715 S. Jefferson St., Jackson, MS 39205.

Telephone: 601-948-3333. **TWX:** 601-948-0726.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 95.5-kw visual, 19.1-kw aural. Antenna: Circularly polarized, 2050-ft. above av. terrain, 1999-ft. above ground, 2419-ft. above sea level.

Latitude 32° 12' 46"
Longitude 90° 22' 54"

Transmitter: 12-mi. SW of Jackson.

Multichannel TV Sound: Stereo only.

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

News Service: AP.

Ownership: Civic Communications Corp. (Group Owner).

Began Operation: December 20, 1953. Original licensee, Lamar Life Insurance Co., denied renewal of license by court decision June 20, 1969. Interim operating authority granted June 2, 1971 to Communications Improvement which began operation June 14, 1971. TV-3 began operation Feb. 1, 1980. Sale to present owners approved by FCC Dec. 13, 1983 (*Television Digest*, Vol. 1:52).

Represented (sales): Katz Television.

Represented (legal): Blair, Joyce & Silva.

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

Personnel:

Frank Melton, President & Chief Executive Officer.

Dan Modisett, General Manager.

Frankie Thomas, General Sales Manager.

Dennis Smith, News Director.

Jacqueline Warren, Promotion Director.

Frank Carlisle, Business Manager.

Jacquelyn Gary, Personnel Director.

Goldia Reves, Public Service Director.

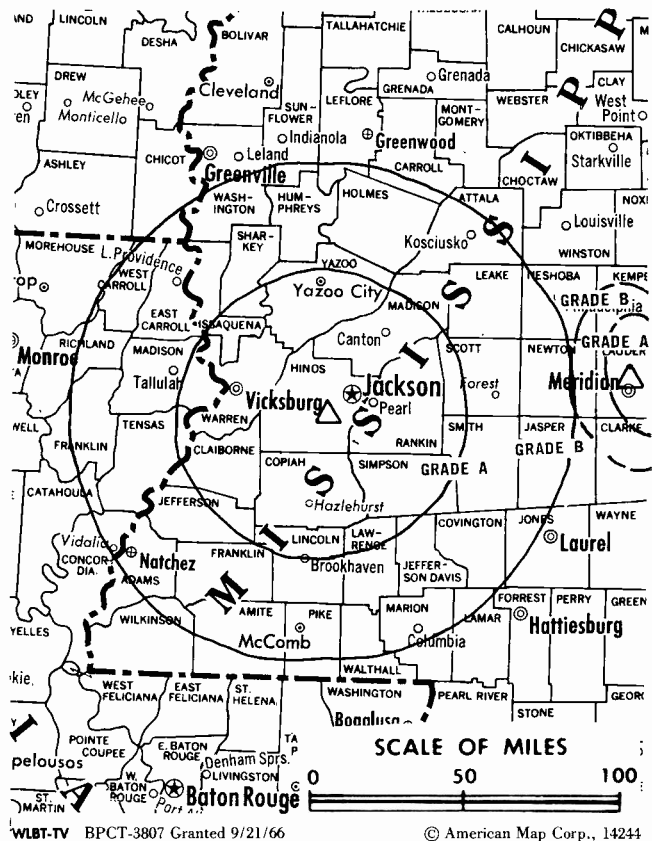
Rena Wright, Marketing Director.

Rates: On request.

City of License: Jackson. **ADI:** Jackson, MS. **Rank:** 87.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	LOUISIANA			
	Tensas	2,700	2,600	96
	MISSISSIPPI			
	Adams	13,500	13,300	99
	Amite	4,800	4,700	98
	Attala	7,100	7,000	99
	Claiborne	3,500	3,400	97
	Copiah	9,600	9,500	99
	Covington	6,000	5,900	98
	Franklin	3,200	3,100	98
	Hinds	92,900	92,400	99
	Holmes	7,300	7,200	99
	Humphreys	4,200	4,100	98
	Issaquena	700	700	100
	Jefferson	2,900	2,800	97
	Jefferson Davis	4,800	4,700	98
	Lawrence	4,600	4,500	98
	Leake	6,900	6,800	99
	Lincoln	11,400	11,300	99
	Madison	20,100	19,800	99
Newton	7,500	7,400	99	
Pike	13,500	13,300	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Rankin	31,100	30,800	99
	Scott	9,300	9,200	99
	Sharkey	2,100	2,100	100
	Simpson	8,700	8,600	99
	Walthall	5,000	4,900	98
	Warren	18,100	17,900	99
	Washington	23,300	23,000	99
	Yazoo	9,200	9,100	99
Between 25-49%	LOUISIANA			
	Madison	4,900	4,800	98
	MISSISSIPPI			
	Bolivar	13,700	13,400	98
	Carroll	3,400	3,300	97
	Jasper	6,000	5,900	98
	Leflore	13,300	13,100	98
	Marion	9,200	9,100	99
	Montgomery	4,500	4,400	98
	Neshoba	9,200	9,100	99
Smith	4,700	4,700	99	
Sunflower	10,200	10,000	98	
Between 5-24%	ARKANSAS			
	Chicot	5,500	5,400	97
	LOUISIANA			
	Concordia	7,600	7,400	97
	East Carroll	3,400	3,300	97
	Richland	7,500	7,400	99
	West Carroll	4,600	4,500	98
	MISSISSIPPI			
	Jones	23,100	22,900	99
	Lamar	10,600	10,500	99
Wilkinson	3,400	3,300	97	
Winston	7,000	6,900	99	
Station Totals		485,800	479,500	99
Net Weekly Circulation (1992)				320,900
Average Daily Circulation (1992)				207,200

Mississippi—Laurel-Hattiesburg

WDAM-TV

Ch. 7

Network Service: NBC

Licensee: Federal Broadcasting Co., Box 16269, Hattiesburg, MS 39404-6269.

Studio: Hwy. 11 N, Hattiesburg, MS 39402.

Mailing Address: Box 16269, Hattiesburg, MS 39404-6269.

Telephones: 601-544-4730; 601-649-3111. Fax: 601-584-9302.

Technical Facilities: Channel No. 7 (174.180 MHz). Authorized power: 316-kw visual, 47-kw aural. Antenna: 529-ft. above av. terrain, 576-ft. above ground, 771-ft. above sea level.

Latitude 31° 27' 12"
Longitude 89° 17' 05"

Transmitter: U.S. Hwy. 11, approx. 1.2-mi. N of Eastabuchie.

Satellite Earth Stations: Harris, 8-meter; Harris, 3.5-meter; Avcom, Harris, M/A-Com receivers.

News Service: AP.

Ownership: Federal Broadcasting Co. (Group Owner).

Began Operation: June 8, 1956 on Ch. 9. Two months later WDSU-TV, New Orleans, acquired 51% interest, with remaining 49% being held equally by 4 founding partners, Dave A. & Harold M. Matison and Milton J. & Alvin H. Fine (Television Digest, Vol. 12:31, 38). Plant was sold to owners, who held CP for Ch. 7, Laurel, MS; when WDSU-TV received FCC authorization to shift WAFB-TV, Baton Rouge from Ch. 28 to Ch. 9 pending outcome of hearings, new owners began operation on Ch. 7 Sept. 3, 1959 (Vol. 13:44, 15:36). Sale of 43.75% to S. A. Rosenbaum as well as stock to Marvin Reuben & Jerry P. Keith by William S. Smylie family approved Dec. 7, 1960 by FCC (Vol. 16:49, 50). Sale to Beam Communications approved July 27, 1983. Sale to present owner approved Aug. 2, 1990.

Represented (sales): Katz Television.

Represented (legal): Hogan & Hartson.

Represented (engineering): Carl T. Jones Corp.

Personnel:

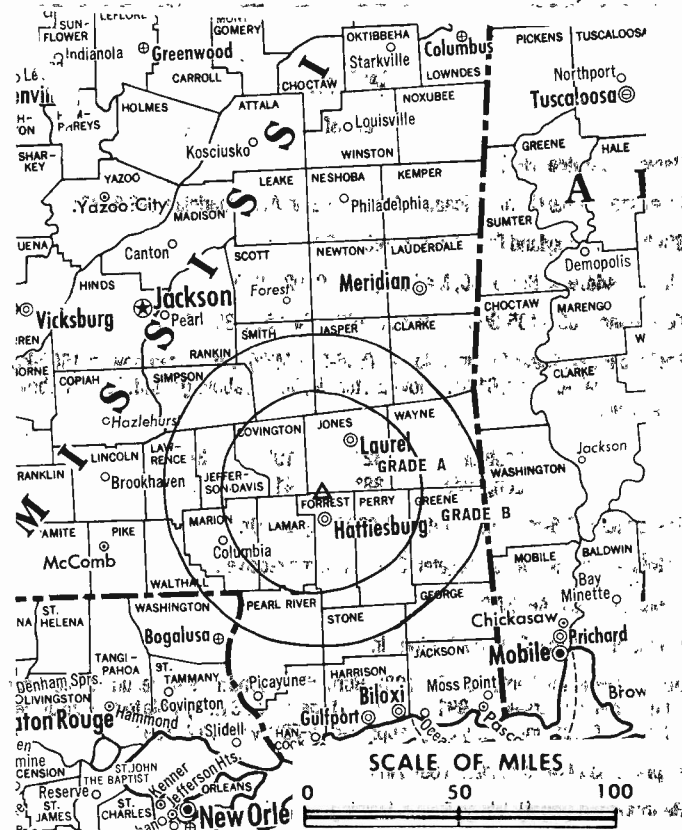
- Jim Cameron, General Manager.
- Dickie Mauldin, General Sales Manager.
- Ted Palmer, Local Sales Manager.
- Kris Adcock, National Sales Manager.
- Henry Lena, Program Director & Operations Manager.
- Rich Everitt, News Director.
- Susan Stevens, Promotion Director.
- Frank Brown, Production Manager.
- Pam Napier, Business Manager.
- Bobby Smith, Chief Engineer.
- Diane Hazfeld, Community Affairs Director.
- Diane Schilling, Traffic Director.

Rates: On request.

City of License: Laurel. ADI: Laurel-Hattiesburg. Rank: 165.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MISSISSIPPI			
	Covington	6,000	5,900	98
	Forrest	25,800	25,600	99
	Greene	3,300	3,300	98
	Jasper	6,000	5,900	98
	Jones	23,100	22,900	99



WDAM-TV BPCT-2031 Granted 2/20/57 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MISSISSIPPI			
	Lamar	10,600	10,500	99
	Marion	9,200	9,100	99
	Perry	3,600	3,600	100
	Smith	4,700	4,700	99
	Wayne	7,000	6,900	99
Between 25-49%	MISSISSIPPI			
	Clarke	6,500	6,400	98
	Jefferson Davis	4,800	4,700	99
	Lauderdale	28,700	28,500	99
	Stone	3,800	3,800	100
	Walthall	5,000	4,900	98
Between 5-24%	ALABAMA			
	Choctaw	5,800	5,700	98
	Washington	5,800	5,700	98
	LOUISIANA			
	Washington	16,300	16,000	98
MISSISSIPPI				
	Lawrence	4,600	4,500	98
	Newton	7,500	7,400	99
	Pearl River	14,300	14,200	99
	Pike	13,500	13,300	99
	Simpson	8,700	8,600	99
Station Totals		224,600	222,100	99
Net Weekly Circulation (1992)				117,600
Average Daily Circulation (1992)				80,900

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Mississippi—Meridian

WGBC
Ch. 30

Network Service: NBC.

Licensee: Global Communications Inc., 425 26th Ave., Meridian, MS 39301.

Studio: 4608 Skyland Dr., Meridian, MS 39301.

Mailing Address: Box 5840, Meridian, MS 39302-5840.

Telephones: 601-485-3030; 601-693-1961. **Fax:** 601-354-3107.

Technical Facilities: Channel No. 30 (566-572 MHz). Authorized power: 1600-kw max. visual. Antenna: 614-ft. above av. terrain, 387-ft. above ground, 1030-ft. above sea level.

Latitude 32° 19' 34"
Longitude 88° 41' 12"

Transmitter: 0.8-mi. S of Meridian at 4608 Skyland Dr.

Satellite Earth Stations: 8-meter, 3-meter Harris receivers.

News Services: AP, NBC.

Ownership: Global Communications Inc.

Began Operation: September 30, 1982. Bumed to ground in 1990; resumed operation under new ownership in 1991 (*Television Digest*, Vol. 31:38). Sale to present owner by Civic Communications Corp. approved by FCC March 12, 1991.

Represented (sales): Adam Young Inc.

Represented (legal): Wiley, Rein & Fielding.

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

Personnel:

- Anthony Sansone, Vice President & General Manager.
- Alfred Martin, Local Sales Manager & Marketing Director.
- Danny Johnson, Chief Engineer.
- Don Spann, Promotion Director.

Highest 30 Sec. Rate: \$400.

City of License: Meridian. **ADI:** Meridian. **Rank:** 180.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	ALABAMA Sumter	5,400	5,300	98



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	MISSISSIPPI Lauderdale	28,700	28,500	99
Between 5-24%	ALABAMA Choctaw	5,800	5,700	98
	MISSISSIPPI Clarke	6,500	6,400	98
	Kemper	3,600	3,500	97
	Neshoba	9,200	9,100	99
	Newton	7,500	7,400	99
Station Totals		66,700	65,900	99
Net Weekly Circulation (1992)				16,200
Average Daily Circulation (1992)				7,900

Mississippi—Meridian

WTOK-TV

Ch. 11

Network Service: ABC.

Licensee: Benedek Bcstg. Corp., Box 2988, Meridian, MS 39301.

Studio: 815 23rd Ave., Meridian, MS 39301.

Mailing Address: Box 2988, Meridian, MS 39301.

Telephone: 601-693-1441. TWX: 501-961-1090. Fax: 601-483-3266.

Technical Facilities: Channel No. 11 (198.204 MHz). Authorized power: 316-kw visual, 46.8-kw aural. Antenna: 536-ft. above av. terrain, 319-ft. above ground, 984-ft. above sea level.

Latitude 32° 19' 38.30"
Longitude 88° 41' 27.80"

Transmitter: U.S. Hwy. 45, 1.8-mi. S of city.

Satellite Earth Stations: Andrew, 7.2-meter C-band; Andrew, 4.5-meter C-band; Andrew, AvanteK, RCA receivers.

News/Services: ABC, AP.

Ownership: A. Richard Benedek (Group Owner).

Began Operation: September 26, 1953. Sale to H & C Communications by Robert F. Wright, et al., approved by FCC July 28, 1981 (Television Digest, Vol. 21:14). Sale to Southwest Media Inc. (later United Bcstg. Corp.) approved by FCC Oct. 24, 1984 (Vol. 24:26, 33). Sale to current owner approved May 10, 1988 (Vol. 28:15).

Represented (sales): Katz Television.

Represented (legal): Covington & Burling.

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

Personnel:

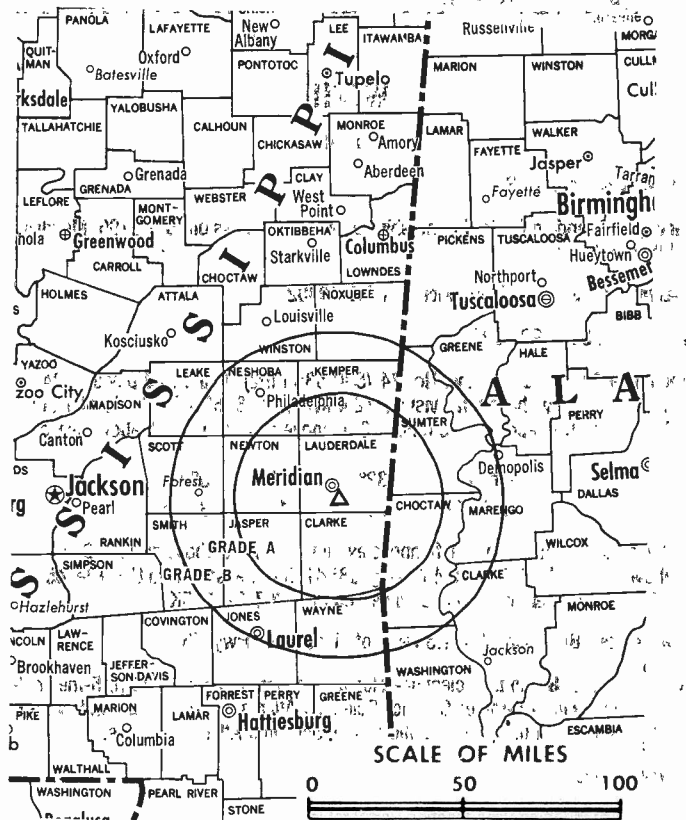
- Tom Wall, General Manager.
- Bob Holland, Station Manager.
- Tracey Jones, Local Sales Manager.
- John Johnson, News Director.
- Edna La Shane, Program Manager.
- Rusty Rolison, Promotion Director.
- Bob Klein, Chief Engineer.
- Paula Thomas, Business Manager.

Highest 30 Sec. Rate: \$600.

City of License: Meridian. ADI: Meridian. Rank: 180.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ALABAMA			
	Choctaw	5,800	5,700	98
	Greene	3,600	3,500	97
	Marengo	8,400	8,300	99
	Sumter	5,400	5,300	98
MISSISSIPPI	Clarke	6,500	6,400	98



WTOK-TV BMPCT-3043 Granted 5/2/55

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Jasper	6,000	5,900	98
	Kemper	3,600	3,500	97
	Lauderdale	28,700	28,500	99
	Neshoba	9,200	9,100	99
	Newton	7,500	7,400	99
	Noxubee	4,100	4,000	98
	Winstone	7,000	6,900	99
MISSISSIPPI	Wayne	7,000	6,900	99
Between 5-24%	ALABAMA			
	Clarke	9,500	9,400	99
	Hale	5,400	5,300	98
	Pickens	7,400	7,300	99
Washington	5,800	5,700	98	
MISSISSIPPI	Greene	3,300	3,300	98
	Jones	23,100	22,900	99
	Scott	9,300	9,200	99
	Smith	4,700	4,700	99
Station Totals		171,300	169,200	99
Net Weekly Circulation (1992)				88,900
Average Daily Circulation (1992)				56,600

Mississippi—Meridian

WTZH

Ch. 24

Network Service: CBS.

Licensee: Meridian Bcstg. Partnership, Debtor-in-Possession, Box 5185, Meridian, MS 39302.

Mailing Address: Box 5185, Meridian, MS 39302.

Telephone: 601-693-2933.

Technical Facilities: Channel No. 24 (530-536 MHz). Authorized power: 724-kw max. & 631-kw horizontal visual, 72.4-kw max. & 63.1-kw horizontal aural. Antenna: 610-ft. above av. terrain, 388-ft. above ground, 1049-ft. above sea level.

Latitude 32° 19' 39.57"
Longitude 88° 41' 31.25"

Holds CP for change to 581-ft. above av. terrain, 994-ft. above ground, 374-ft. above sea level, lat. 32° 18' 43", long. 88° 41' 33", transmitter to U.S. Rte. 45, 3.67-mi. S of Meridian, in Lauderdale County. BPCT-920325KI.

Transmitter: Bozeman Way, 1.8-mi. S of Meridian on Hwy. 45.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; Prodelin, 5-meter C-band; Prodelin, 4.5-meter C-band; Scientific-Atlanta, 4.5-meter C-band; Vertex, 4.5-meter Ku-band; M/A-Com, Microdyne, Scientific-Atlanta receivers.

News Service: AP.

Ownership: Meridian Broadcasting Partnership.

Began Operation: June 10, 1968; left air Oct. 13, 1970. Sale to Frank Spain, et al., by Delta Communications Corp. approved by FCC March 23, 1972. Resumed operation Dec. 6, 1972. FCC approved sale to present owners Aug. 15, 1985.

Represented (sales): Seltel Inc.

Represented (legal): Reddy, Begley & Martin.

Personnel:

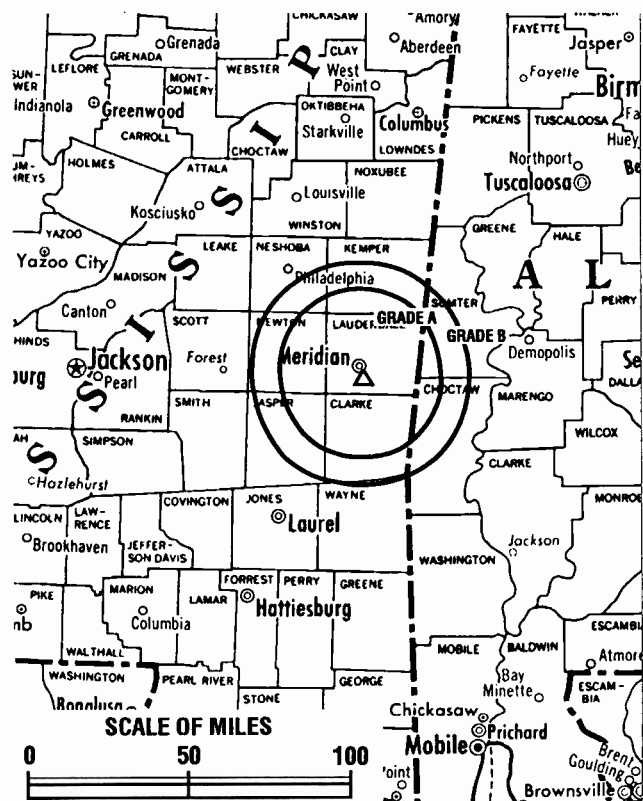
- Nory Le Brun, General Manager.
- Tony Sansone, Local & Regional Sales Manager.
- Sue Weathers, National Sales & Business Manager.
- Tony Grice, Chief Engineer.
- Stan Torgerson, News Director.
- Dawn Walker, Program, Promotion & Production Manager.
- Saran Grant, Traffic Manager.

Highest 30 Sec. Rate: \$300.

NETWORK BASE HOURLY RATE: \$355.

City of License: Meridian. **ADI:** Meridian. **Rank:** 180.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.



WTZH BPCT-920325KI Granted 6/30/92

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MISSISSIPPI			
	Clarke	6,500	6,400	98
	Lauderdale	28,700	28,500	99
Between 25-49%	ALABAMA			
	Sumter	5,400	5,300	98
	MISSISSIPPI			
	Kemper	3,600	3,500	97
	Neshoba	9,200	9,100	99
	Newton	7,500	7,400	99
Between 5-24%	ALABAMA			
	Choctaw	5,800	5,700	98
	Marengo	8,400	8,300	99
	MISSISSIPPI			
	Jasper	6,000	5,900	98
	Jones	23,100	22,900	99
Station Totals		104,200	103,000	99
Net Weekly Circulation (1992)				40,400
Average Daily Circulation (1992)				21,300

Mississippi—Tupelo

WLOV-TV

Ch. 27

Network Service: ABC.

Licensee: Love Communications Co., Box 777, West Point, MS 39773.

Studio: Beech Springs Rd., Tupelo, MS 38802.

Mailing Address: Box 350, Tupelo, MS 38802.

Telephone: 601-842-7620. **Fax:** 601-844-7061.

Technical Facilities: Channel No. 27 (548-554 MHz). Authorized power: 2000-kw max. & 468-kw horizontal visual, 200-kw max. & 46.8-kw horizontal aural. Antenna: 1680-ft. above av. terrain, 1441-ft. above ground, 2021-ft. above sea level.

Latitude 33° 47' 40"
Longitude 89° 05' 16"

Transmitter: 2.1-mi. NW of Woodland.

Satellite Earth Stations: In operation; Scientific-Atlanta receivers.

News Service: AP.

Ownership: James S. Love III. **Note:** Operated by WTVA, Tupelo, MS.

Began Operation: May 29, 1983. Sale to present owner by Venture Systems Inc. approved by FCC June 24, 1991.

Represented (legal): Cordón & Kelly.

Personnel:

- Mark Ledbetter, General Manager.
- Bob Leech, General Sales Manager.
- Ted Fortenberry, Operations Director.
- Wendell Robinson, Chief Engineer.
- Terry Smith, Sports Director.
- Jack Crystil, Local Sales Manager.
- Rick Sanderson, Business Manager.

Rates: On request.

City of License: Tupelo. **ADI:** Columbus-Tupelo. **Rank:** 122.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MISSISSIPPI			
	Chickasaw	6,500	6,400	98
	Clay	7,500	7,400	99
	Itawamba	7,800	7,700	99
	Lowndes	21,700	21,500	99
	Monroe	13,200	13,100	99
	Oktibbeha	12,700	12,500	98
	Prentiss	9,000	8,900	99
Webster	3,800	3,700	97	
Between 25-49%	ALABAMA			
	Lamar	6,100	6,000	98



WLOV-TV BMPCT-821109KM Granted 11/29/82 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	MISSISSIPPI			
	Calhoun	5,700	5,600	98
	Choctaw	3,200	3,200	100
	Lafayette	11,300	11,200	99
	Lee	25,300	25,100	99
	Noxubee	4,100	4,000	98
	Pontotoc	8,700	8,600	99
	Tishomingo	7,200	7,100	99
Union	8,700	8,700	99	
Between 5-24%	ALABAMA			
	Franklin	11,100	11,000	99
	Marion	11,900	11,800	99
MISSISSIPPI	Montgomery	4,500	4,400	98
	Tippah	7,300	7,200	99
	Winston	7,000	6,900	99
	Yalobusha	4,900	4,800	98
	Station Totals		209,200	206,800
Net Weekly Circulation (1992)				93,700
Average Daily Circulation (1992)				40,200

Mississippi—Tupelo-Columbus

WTVA
Ch. 9

Network Service: NBC.

Licensee: WTVA Inc., Box 350, Tupelo, MS 38802.

Studio: Beach Springs Rd., Tupelo, MS 38801.

Mailing Address: Box 350, Tupelo, MS 38802.

Telephone: 601-842-7620. **Fax:** 601-844-7061.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1780-ft. above av. terrain, 1590-ft. above ground, 2170-ft. above sea level.

Latitude 33° 47' 40"
Longitude 89° 05' 16"

Transmitter: 2.1-mi. NW of Woodland.

Satellite Earth Stations: 3 in operation.

SNG Mobile Dish: Hubcom Ku-band.

News Service: AP.

Ownership: WTVA Inc. (Group Owner).

Began Operation: March 18, 1957.

Represented (sales): Katz Television.

Represented (legal): Haley, Bader & Potts.

Personnel:

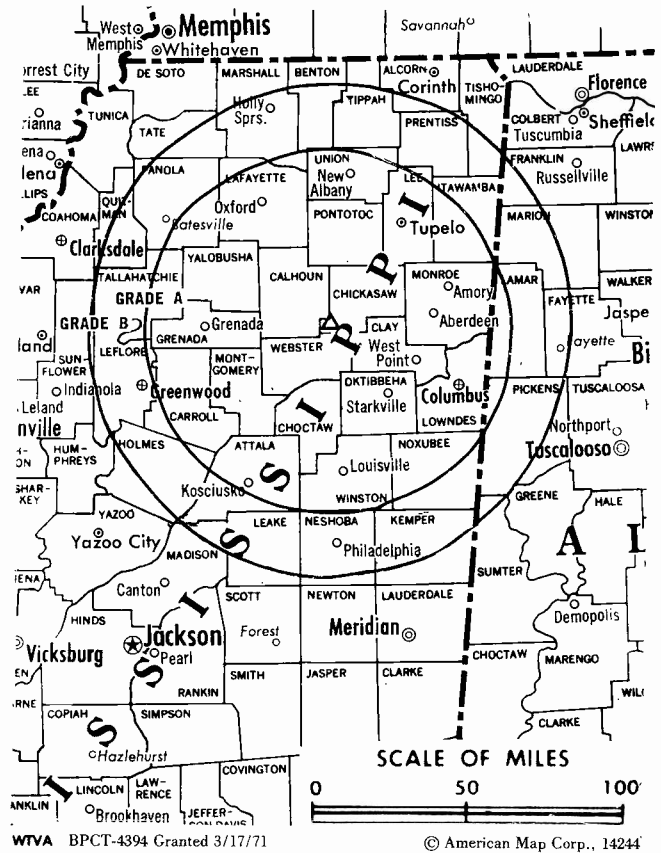
- Frank K. Spain, President.
- Mark Ledbetter, General Manager.
- Bob Leech, National Sales Director.
- Jack Cristili, Local Sales Director.
- Charles Ed Bishop, Program Director.
- Wendell Robinson, Chief Engineer.
- Gerald Stanford, Operations Director.
- Terry Smith, News Director.

Rates: On request.

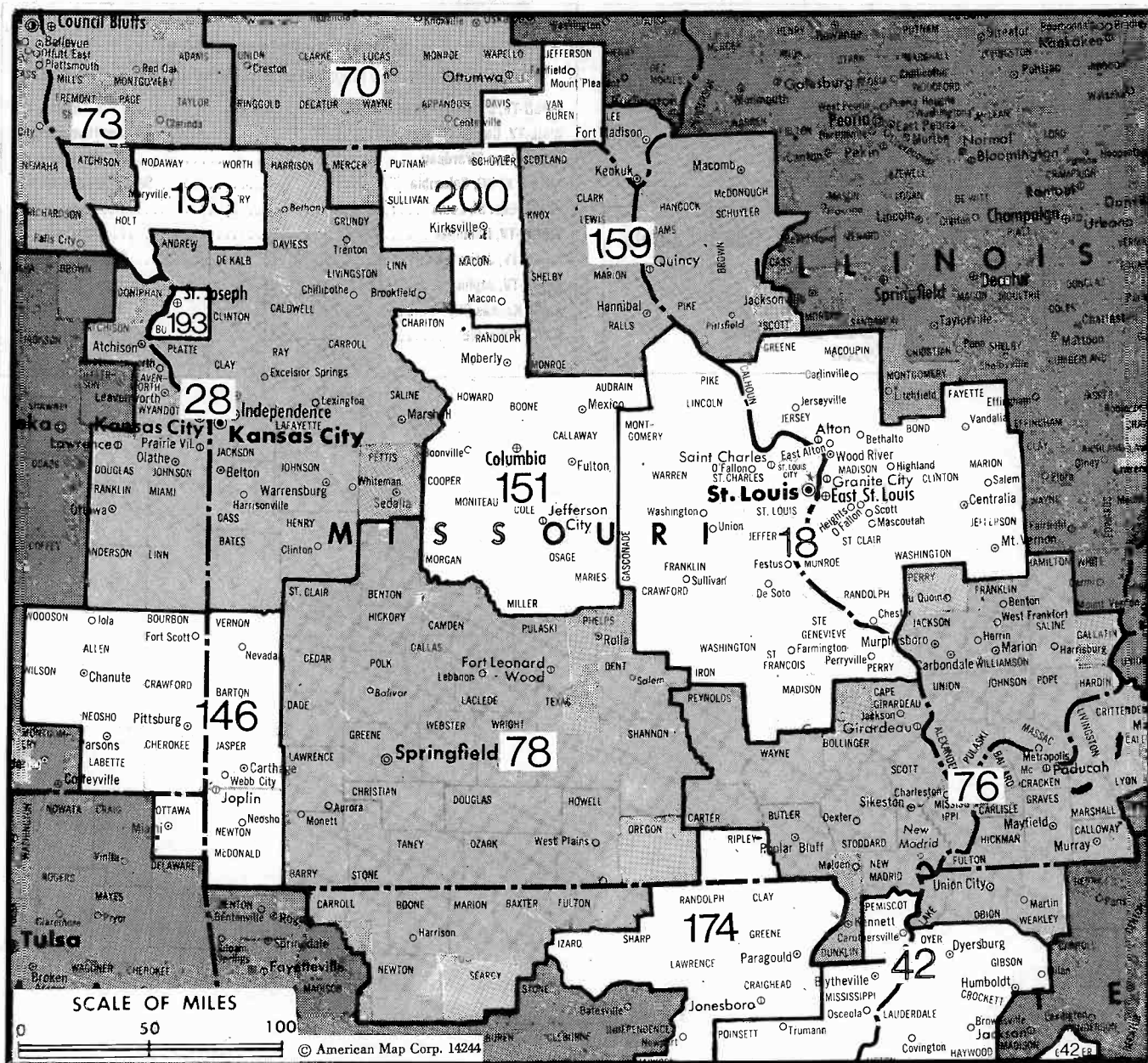
City of License: Tupelo. **ADI:** Columbus-Tupelo. **Rank:** 122.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ALABAMA			
	Lamar	6,100	6,000	98
	Marion	11,900	11,800	99
	MISSISSIPPI			
	Alcorn	12,800	12,700	99
	Calhoun	5,700	5,600	98
	Carroll	3,400	3,300	97
	Chickasaw	6,500	6,400	98
	Choctaw	3,200	3,200	100
	Clay	7,500	7,400	99
	Grenada	7,500	7,400	99
Itawamba	7,800	7,700	99	
Lafayette	11,300	11,200	99	
Lee	25,300	25,100	99	
Leflore	13,300	13,100	98	
Lowndes	21,700	21,500	99	
Monroe	13,200	13,100	99	
Montgomery	4,500	4,400	98	
Neshoba	9,200	9,100	99	
Noxubee	4,100	4,000	98	
Oktibbeha	12,700	12,500	98	
Pontotoc	8,700	8,600	99	
Prentiss	9,000	8,900	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Tallahatchie	5,300	5,200	98
	Tishomingo	7,200	7,100	99
	Union	8,700	8,700	99
	Webster	3,800	3,700	97
	Winston	7,000	6,900	99
Yalobusha	4,900	4,800	98	
Between 25-49%	ALABAMA			
	Pickens	7,400	7,300	99
	MISSISSIPPI			
	Attala	7,100	7,000	99
	Benton	2,800	2,800	100
	Coahoma	11,300	11,100	98
Kemper	3,600	3,500	97	
Tippah	7,300	7,200	99	
Between 5-24%	ALABAMA			
	Fayette	7,000	6,900	99
	Franklin	11,100	11,000	99
	Greene	3,600	3,500	97
	Hale	5,400	5,300	98
	Sumter	5,400	5,300	98
	MISSISSIPPI			
	Bolivar	13,700	13,400	98
	Holmes	7,300	7,200	99
	Leake	6,900	6,800	99
Marshall	10,700	10,600	99	
Panola	10,400	10,300	99	
Quitman	3,600	3,600	99	
Sunflower	10,200	10,000	98	
Tate	7,300	7,200	99	
TENNESSEE				
Mc Nairy	9,400	9,300	99	
Station Totals		393,800	388,700	99
Net Weekly Circulation (1992)				233,700
Average Daily Circulation (1992)				151,000



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
St. Louis, MO	1,108,300	18	KDNL-TV (30), KMOV (4), KNLC (24), KPLR-TV (11), KSDK (5), KTVI (2), WCEB (13), WHSL (46)
Kansas City, MO	772,700	28	KCTV (5), KMBC-TV (9), KMCI (38), KSHB-TV (41), KSMO-TV (62), KYFC (50), WDAF-TV (4)
Memphis, TN	595,200	42	WBUY (40), WHBQ-TV (13), WLMT (30), WMC-TV (5), WPTY-TV (24), WREG-TV (3)
Des Moines, IA	372,700	70	KCCI-TV (8), KDSM-TV (17), WHO-TV (13), WOI-TV (5)
Omaha, NE	358,000	73	KETV (7), KMTV (3), KPTM (42), WOWT (6)
Paducah, KY-Cape Girardeau, MO-Harrisburg-Marion, IL	329,900	76	KBSI (23), KFVS-TV (12), KPOB-TV (15), WPSD-TV (6), WSLI-TV (3), WTCT (27)
Springfield, MO	321,700	78	KDEB-TV (27), KOLR (10), KSPR (33), KYTV (3)
Joplin, MO-Pittsburg, KS	137,500	146	KFAA (51), KKFT (20), KOAM-TV (7), KODE-TV (12), KSNF (16)
Columbia-Jefferson City, MO	133,200	151	KMIZ (17), KNLJ (25), KOMU-TV (8), KRCC (13)
Quincy, IL-Hannibal, MO	103,900	159	KHQA-TV (7), WGEM-TV (10), WTJR (16)
Jonesboro, AR	81,800	174	KAIT-TV (8)
St. Joseph, MO	44,800	193	KQTV (2), KTAJ (16)
Ottumwa, IA-Kirkville, MO	33,600	200	KTVO (3), KYOU-TV (15)

Missouri

Missouri Station Totals as of November 1, 1992

	VHF	UHF	TOTAL
Commercial Television Stations	15	14	29
Educational Television Stations	2	3	5
	17	17	34

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State Cross Reference List

Communities that receive programs of stations that are located elsewhere.

WPSD-TV, Cape Girardeau	See Paducah, KY
WSIL-TV, Cape Girardeau	See Harrisburg, IL
WTCT, Cape Girardeau	See Marion, IL
KNLJ & KRCG, Columbia	See Jefferson City, MO
WHSI, East St. Louis	See St. Louis, MO
WGEM-TV, Hannibal	See Quincy, IL
KOMU-TV, Jefferson City	See Columbia, MO
KOAM-TV, Joplin	See Pittsburg, KS
KMCI, Kansas City	See Lawrence, KS
KTVO, Kirksville	See Ottumwa, IA

Missouri—Cape Girardeau

KBSI
Ch. 23

Network Service: Fox

Licensee: Engles Communications Inc., 806 Enterprise St., Cape Girardeau, MO 63701.

Studio: 806 Enterprise St., Cape Girardeau, MO 63701.

Telephone: 314-334-1223. **Fax:** 314-334-1208.

Technical Facilities: Channel No. 23 (524-530 MHz). Authorized power: 1870-kw max. visual; 187-kw max. aural. Antenna: 1770-ft. above av. terrain, 1567-ft. above ground, 2277-ft. above sea level.

Latitude 37° 24' 23"
Longitude 89° 33' 44"

Transmitter: E side of Perryville Rd., approx. 2.9-mi. SSW of Oriole.

Satellite Earth Stations: Zenith, 3-meter Ku & C-band; Gardiner, 7-meter C-band; Avcom, 10-meter C-band; M/A-Com, 7-meter Ku-band; Avcom, Gardiner, M/A-Com, Zenith receivers.

Ownership: Engles Communications Inc.

Began Operation: September 10, 1983. Sale to present owners by Stephen Kent, et al., approved by FCC Dec. 20, 1989.

Represented (sales): Petry Television Inc.

Represented (legal): Peper, Martin, Jensen, Maicfiel & Hetlage.

Personnel:

- Steven B. Engles, President & General Manager.
- Robert Steinberg, Vice President, Finance & Administration.
- Mark Culbertson, Program Manager.
- John Baker, Chief Engineer.
- Jean Turnbough, Local Sales Manager.
- Bryan Uptain, Director, Creative Services.
- Christy Benton, Business Manager.

Rates: On request.

City of License: Cape Girardeau. **ADI:** Paducah, KY-Cape Girardeau, MO-Harrisburg-Marion, IL. **Rank:** 76.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ILLINOIS			
	Alexander	4,500	4,300	97
	Franklin	17,000	16,600	98
	Jackson	23,700	23,100	97
	Johnson	3,600	3,500	97
	Massac	6,100	5,900	97
	Perry	8,600	8,400	98
	Pulaski	3,200	3,100	97
	Union	7,300	7,200	98
	Williamson	24,200	23,600	98
	KENTUCKY			
	Ballard	3,200	3,200	100
	Fulton	3,200	3,200	100
	Graves	13,500	13,400	99
	Hickman	2,000	2,000	100
	Mc Cracken	25,200	25,100	100
	Marshall	10,900	10,900	100
	MISSOURI			
	Bollinger	4,200	4,100	98
	Cape Girardeau	23,800	23,500	99
Dunklin	13,000	12,700	98	
Mississippi	5,500	5,400	98	
Scott	15,100	14,900	99	
Stoddard	11,400	11,200	98	

Between 25-49%	ILLINOIS			
	Hamilton	3,700	3,500	96
	Hardin	2,200	2,100	98
	Jefferson	15,100	14,700	97



KBSI BMPCT-830107KE Granted 5/19/83 American Map Corp. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Pope	1,800	1,700	94
	Saline	11,400	11,100	97
	KENTUCKY			
	Calloway	11,800	11,700	99
	Carlisle	2,100	2,100	100
	Crittenden	3,500	3,500	100
	Lyon	2,400	2,400	100
	MISSOURI			
	Butler	15,200	14,800	97
	Carter	2,100	2,000	95
Between 5-24%	ARKANSAS			
	Clay	7,600	7,500	99
	ILLINOIS			
	Gallatin	2,800	2,700	96
	Randolph	12,400	12,200	98
	Wayne	7,100	6,800	96
	KENTUCKY			
	Livingston	3,700	3,700	100
	MISSOURI			
	Iron	4,000	3,900	98
Pemiscot	8,400	8,200	98	
Reynolds	2,600	2,500	96	
St Genevieve	6,000	5,900	98	
St Francois	17,600	17,400	99	
TENNESSEE				
Lake	2,500	2,500	100	
Weakley	12,200	12,100	99	
Station Totals		423,500	415,800	98
Net Weekly Circulation (1992)				184,800
Average Daily Circulation (1992)				83,600

Missouri—Cape Girardeau

KFVS-TV Ch. 12

Network Service: CBS.

Licensee: AFLAC Broadcast Partners, 310 Broadway, Cape Girardeau, MO 63701.

Studio: 310 Broadway, Cape Girardeau, MO 63701.

Mailing Address: Box 100, Cape Girardeau, MO 63702.

Telephone: 314-335-1212. **TWX:** 910-760-1564.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 2000-ft. above av. terrain, 1677-ft. above ground, 2487-ft. above sea level.

Latitude 37° 25' 46"
Longitude 89° 30' 14"

Transmitter: 8.5-mi. N of Cape Girardeau, off County Road V.

Satellite Earth Stations: ADM, 6.1-meter C-band; RCA, 3.7-meter Ku-band; Avcom, M/A-Com receivers.

News Service: AP.

Ownership: American Family Corp. (Group Owner).

Began Operation: October 3, 1954. Sale to present owner by Oscar C. Hirsch, et al., approved by FCC April 4, 1979 (Television Digest, Vol. 18:41).

Represented (sales): Katz Television.

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

Personnel:

Joe Goleniowski, Vice President & General Manager.

James Wareham, General Sales Manager.

Michael Beecher, News Director.

Arnold Killian, Chief Engineer.

Frank Knight, Business Manager.

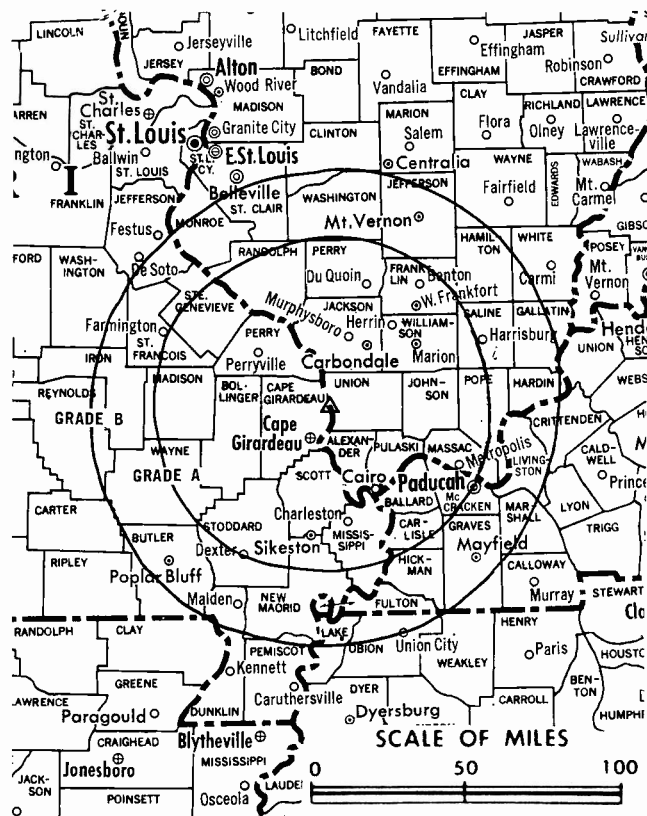
John Blim, Operations Manager.

Rates: On request.

City of License: Cape Girardeau. **ADI:** Paducah, KY-Cape Girardeau, MO-Harrisburg-Marion, IL. **Rank:** 76.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARKANSAS			
	Clay	7,600	7,500	99
	ILLINOIS			
	Alexander	4,500	4,300	97
	Franklin	17,000	16,600	98
	Gallatin	2,800	2,700	96
	Hamilton	3,700	3,500	96
	Hardin	2,200	2,100	98
	Jackson	23,700	23,100	97
	Jefferson	15,100	14,700	97
	Johnson	3,600	3,500	97
	Massac	6,100	5,900	97
	Perry	8,600	8,400	98
	Pope	1,800	1,700	94
	Pulaski	3,200	3,100	97
	Saline	11,400	11,100	97
	Union	7,300	7,200	98
	Wayne	7,100	6,800	96
	Williamson	24,200	23,600	98
	KENTUCKY			
	Ballard	3,200	3,200	100
Calloway	11,800	11,700	99	
Carlisle	2,100	2,100	100	
Crittenden	3,500	3,500	100	
Fulton	3,200	3,200	100	
Graves	13,500	13,400	99	
Hickman	2,000	2,000	100	



KFVS-TV BPCT-2609 Granted 4/17/59

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Lyon	2,400	2,400	100
	Mc Cracken	25,200	25,100	100
	Marshall	10,900	10,900	100
	MISSOURI			
	Bollinger	4,200	4,100	98
	Butler	15,200	14,800	97
	Cape Girardeau	23,800	23,500	99
	Carter	2,100	2,000	95
	Dunklin	13,000	12,700	98
	Iron	4,000	3,900	98
	Madison	4,800	4,700	98
	Mississippi	5,500	5,400	98
	New Madrid	7,600	7,400	97
	Pemiscot	8,400	8,200	98
	Perry	6,100	6,000	98
TENNESSEE				
Lake	2,500	2,500	100	
Obion	12,700	12,600	99	
Weakley	12,200	12,100	99	
Between 25-49%	ILLINOIS			
	Randolph	12,400	12,200	98
	KENTUCKY			
	Livingston	3,700	3,700	100
	MISSOURI			
Ripley	5,100	4,800	95	
Ste Genevieve	6,000	5,900	98	

(Continued on page A-698)

Station Totals	544,500	534,700	98
Net Weekly Circulation (1992)			345,600
Average Daily Circulation (1992)			225,100

Missouri—Columbia

KMIZ
Ch. 17

Network Service: ABC.

Licensee: Stauffer Communications Inc., 501 Business 70 East, Columbia, MO 65201.

Studio: 501 Business 70 East, Columbia, MO 65201.

Telephone: 314-449-0917. **Fax:** 314-875-7078.

Technical Facilities: Channel No. 17 (488-494 MHz). Authorized power: 1600-kw max. visual. Antenna: 1141-ft. above av. terrain, 1070-ft. above ground, 1877-ft. above sea level.

Latitude 38° 46' 29"
Longitude 92° 33' 22"

Transmitter: 3.5-mi. W of Jamestown.

Satellite Earth Stations: Andrew, 7.3-meter C-band; Andrew, 4.5-meter C-band; AFC, 3.66-meter Ku-band; 3-meter C-band; Andrew receivers.

News Service: ABC.

Ownership: Stauffer Communications Inc. (Group Owner).

Began Operation: December 5, 1971. Sale to present owner by Richard E. & Robert H. Koenig approved by FCC Dec. 13, 1984 (Television Digest, Vol. 24:43).

Represented (sales): Blair Television.

Represented (legal): Dow, Löhnes & Albertson.

Personnel:

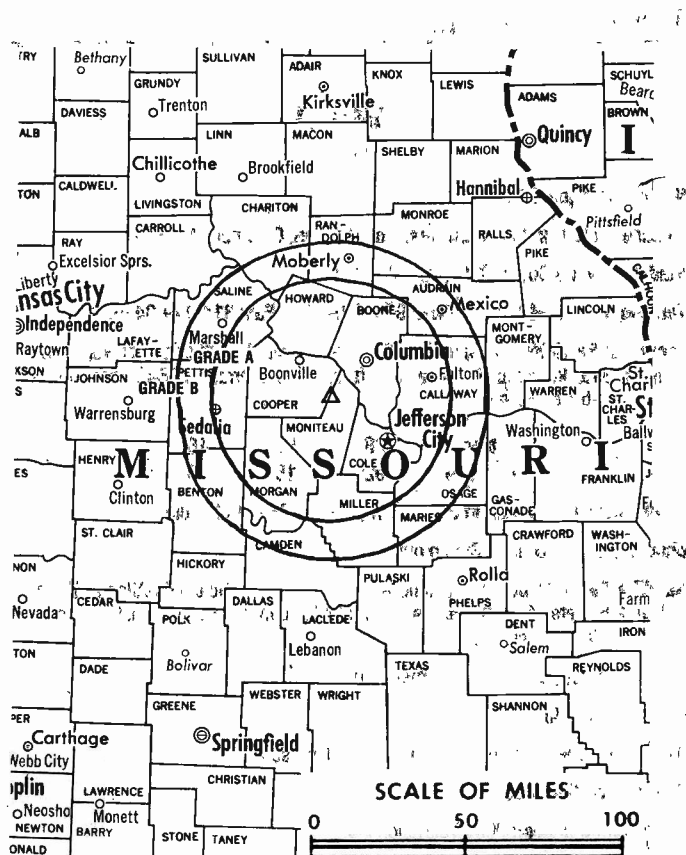
- Carlos Fernandez, General Manager.
- Pat Dalbey, General Sales Manager.
- Jean Viox, National Sales Manager.
- Tom Chapman, Program Director.
- Dan Green, News Director.
- Greg Tuggle, Chief Engineer.
- Tina Gibson, Promotion Director.
- Gary Peel, Business Manager.
- Jeff Smith, Production Manager.

Rates: On request.

City of License: Columbia. **ADI:** Columbia-Jefferson City. **Rank:** 151.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
MISSOURI				
50% & Over	Audrain	9,400	9,300	99
	Boone	41,500	40,900	99
	Callaway	11,600	11,400	98
	Chariton	3,800	3,700	97
	Cole	23,100	22,900	99
	Cooper	5,500	5,400	98
	Howard	3,600	3,500	97



KMIZ BPCT-890522KF Granted 7/31/89 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Maries	3,200	3,100	97
	Moniteau	4,600	4,500	98
	Morgan	6,400	6,300	98
	Osage	4,300	4,200	98
	Randolph	9,300	9,200	99
MISSOURI				
Between 25-49%	Monroe	3,500	3,500	100
	Montgomery	4,400	4,300	98
	Pettis	14,300	14,100	99
	Pulaski	11,900	11,700	98
MISSOURI				
Between 5-24%	Benton	5,800	5,600	97
	Camden	11,500	11,200	98
	Crawford	7,600	7,400	97
	Gasconade	5,500	5,400	98
	Phelps	13,000	12,700	98
	Ralls	3,300	3,300	100
	Saline	9,200	9,100	99
Station Totals		224,100	220,400	98
Net Weekly Circulation (1992)				119,000
Average Daily Circulation (1992)				56,200

Missouri—Columbia

KOMU-TV Ch. 8

Network Service: NBC.

Licensee: The Curators of University of Missouri, Columbia, MO 65201.

Studio: Hwy. 63 South, Columbia, MO 65201.

Telephone: 314-442-1122. **TWX:** 910-760-1444. **Fax:** 314-449-3435.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 793-ft. above av. terrain, 738-ft. above ground, 1575-ft. above sea level.

Latitude 38° 53' 16"
Longitude 92° 15' 48"

Transmitter: U. of Missouri South Farm, 6.2-mi. SE of Columbia.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Scientific-Atlanta, 4.6-meter; Scientific-Atlanta, 7-meter; RCA, 2.5-meter Ku-band; Harris, 4.5-meter Ku-band; Harris, 6.5-meter; Scientific-Atlanta, Harris receivers.

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

News Service: AP.

Ownership: The Curators of the University of Missouri.

Began Operation: December 21, 1953.

Represented (sales): Pety Television Inc.

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

Personnel:

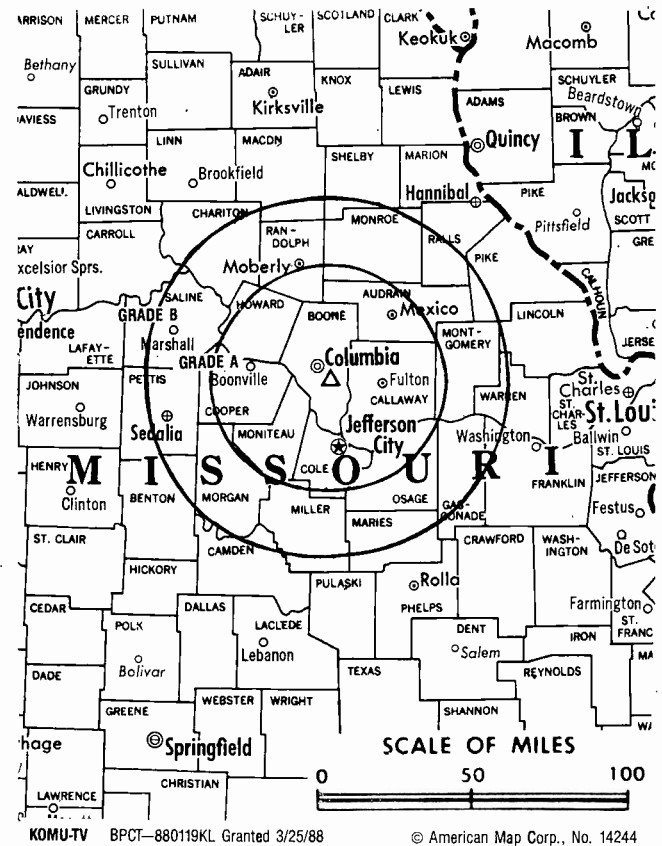
- Thomas R. Gray, General Manager.
- John Strecker, General Sales Manager.
- Stacey Woelfel, News Director.
- Robert Austin, Program Director.
- Lee Eggers, Chief Engineer.
- Becky Cooper, Promotion Director.
- Gloria Britt, Business Manager.
- Brian Cottle, Production Manager.

Highest 30 Sec. Rate: \$700.

City of License: Columbia. **ADI:** Columbia-Jefferson City. **Rank:** 151.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MISSOURI			
	Audrain	9,400	9,300	99
	Boone	41,500	40,900	99
	Callaway	11,600	11,400	98
	Chariton	3,800	3,700	97
	Cole	23,100	22,900	99
	Cooper	5,500	5,400	98
	Howard	3,600	3,500	97
	Miller	7,800	7,700	99
	Moniteau	4,600	4,500	98
	Monroe	3,500	3,500	100



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Montgomery	4,400	4,300	98
	Morgan	6,400	6,300	98
	Osage	4,300	4,200	98
	Pettis	14,300	14,100	99
	Randolph	9,300	9,200	99
Between 25-49%	MISSOURI			
	Benton	5,800	5,600	97
	Camden	11,500	11,200	98
	Linn	5,900	5,800	98
	Macon	6,300	6,200	98
	Maries	3,200	3,100	97
Saline	9,200	9,100	99	
Between 5-24%	MISSOURI			
	Crawford	7,600	7,400	97
	Franklin	28,400	28,100	99
	Gasconade	5,500	5,400	98
	Johnson	14,200	14,000	99
	Phelps	13,000	12,700	98
	Pulaski	11,900	11,700	98
Ralls	3,300	3,300	100	
Shelby	2,900	2,900	100	
Station Totals		281,800	277,400	98
Net Weekly Circulation (1992)				154,400
Average Daily Circulation (1992)				94,300

Missouri—Hannibal-Quincy, Illinois

KHQA-TV

Ch. 7

Network Service: CBS.

Licensee: Benedek Bcstg. HQA Inc., 510 Maine St., Quincy, IL 62301.

Studios: 2333 Palmyra Rd., Hannibal, MO 63401; WCU Bldg., Quincy, IL 62301.

Telephones: 217-222-6200 (Quincy); 314-221-2762 (Hannibal).

TWX: 910-246-2204. **Fax:** 217-228-3164.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 269-kw visual, 47.9-kw aural. Antenna: 890-ft. above av. terrain; 804-ft. above ground, 1539-ft. above sea level.

Latitude 39° 58' 22"
Longitude 91° 19' 54"

Transmitter: Columbus Rd., Quincy, IL.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.6-meter C-band; AFC, 3.7-meter Ku-band; Harris, 3.5-meter C-band; Harris, M/A-Com, Scientific-Atlanta receivers.

News Service: AP.

Ownership: A. Richard Benedek (Group Owner).

Began Operation: August 27, 1953. FCC approved sale to present owner by Lee Enterprises Inc. Oct. 30, 1986 (Television Digest, Vol. 26:38).

Represented (sales): Katz Television.

Personnel:

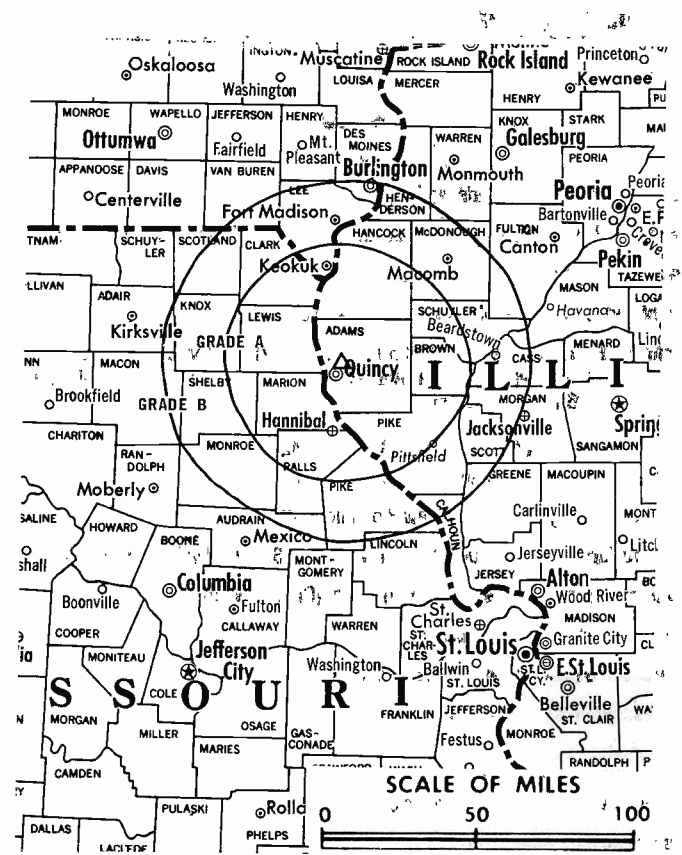
- Lowell Johnson, General Manager.
- Ron Heller, Operations & News Director.
- John Hurley, General Sales Manager.
- Owen Fliehr, Local Sales Manager.
- Nadine Martin, Business Manager.
- Hank Mayhall, Program & Production Manager.
- Lee Gray, Chief Engineer.
- Lisa Lee, Promotion Manager.

Rates: On request.

City of License: Hannibal. **ADI:** Quincy, IL-Hannibal, MO. **Rank:** 159.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IOWA			
	Lee	15,500	15,400	99
	Van Buren	3,100	3,100	100
	ILLINOIS			
	Adams	26,100	25,800	99
	Brown	2,000	2,000	100
	Cass	5,300	5,200	98
	Hancock	8,800	8,700	99
	Mc Donough	12,300	12,100	98
	Morgan	14,100	13,800	98
	Pike	7,200	7,100	98
	Schuyler	3,100	3,000	97
	Scott	2,300	2,300	100
	MISSOURI			
	Adair	9,000	8,900	99
	Clark	2,900	2,900	100
	Knox	1,900	1,900	100
	Lewis	3,600	3,500	97



KHQA-TV BPCT-4746 Granted 10/9/74

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Macon	6,300	6,200	98
	Marion	10,700	10,600	99
	Monroe	3,500	3,500	100
	Ralls	3,300	3,300	100
	Schuyler	1,900	1,900	100
	Scotland	2,100	2,100	100
	Shelby	2,900	2,900	100
Between 25-49%	MISSOURI			
	Audrain	9,400	9,300	99
Between 5-24%	IOWA			
	Davis	3,200	3,200	100
	Des Moines	17,500	17,300	99
	Henry	7,200	7,100	99
	ILLINOIS			
	Henderson	3,400	3,300	97
	MISSOURI			
Lincoln	10,500	10,300	98	
Linn	5,900	5,800	98	
Sullivan	2,700	2,700	100	
Station Totals		213,800	211,200	99
Net Weekly Circulation (1992)				132,100
Average Daily Circulation (1992)				82,600



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Missouri—Jefferson City

KNLJ
Ch. 25

Network Service: None, independent.

Licensee: New Life Evangelistic Center Inc., Box 2525, New Bloomfield, MO 65063.

Studio: Rte. 2, Hwy. 54, New Bloomfield, MO 65063.

Telephone: 314-896-5105. **Fax:** 314-896-4376.

Technical Facilities: Channel No. 25 (536-542 MHz). Authorized power: 2042-kw max. visual, 204.2-kw max. aural. Antenna: 1028-ft. above av. terrain, 916-ft. above ground, 1756-ft. above sea level.

Latitude 38° 42' 16"
Longitude 92° 05' 20"

Transmitter: Hwys. 54 & 232, New Bloomfield, MO.

Satellite Earth Stations: ADM, 3-meter; Winegard, 3-meter; Drake, Uniden receivers.

Ownership: New Life Evangelistic Center Inc. (Group Owner).

Began Operation: March 30, 1986.

Represented (sales): Savalli Broadcast Sales.

Represented (legal): John Midlen Jr.

Personnel:

Larry Rice, General Manager.

Penny Rice, Station & General Sales Manager.

Highest 30 Sec. Rate: \$100.

City of License: Jefferson City. **ADI:** Columbia-Jefferson City. **Rank:** 151.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	MISSOURI			
	Maries	3,200	3,100	97
	Miller	7,800	7,700	99
	Osage	4,300	4,200	98
Between 5-24%	MISSOURI			
	Audrain	9,400	9,300	99
	Boone	41,500	40,900	99
	Callaway	11,600	11,400	98



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Cole	23,100	22,900	99
	Cooper	5,500	5,400	98
	Howard	3,600	3,500	97
	Moniteau	4,600	4,500	98
	Monroe	3,500	3,500	100
	Morgan	6,400	6,300	98
	Randolph	9,300	9,200	99
Station Totals		133,800	131,900	99
Net Weekly Circulation (1992)				23,700
Average Daily Circulation (1992)				9,300

Missouri—Jefferson City

KRCG
Ch. 13

Network Service: CBS.

Licensee: Mel Wheeler Inc., 1710 Westminster St., Denton, TX 76205.

Studio: Hwy. 54, Jefferson City, MO 65102.

Mailing Address: Box 659, Jefferson City, MO 65102.

Telephone: 314-896-5144. **TWX:** 910-760-2923.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 47.4-kw aural. Antenna: 1012-ft. above av. terrain, 929-ft. above ground, 1773-ft. above sea level.

Latitude: 38° 41' 28"
Longitude: 92° 05' 43"

Transmitter: U.S. Hwy. 54, 2-mi. S of New Bloomfield.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.6-meter C-band; M/A-Com, 3.7-meter Ku-band; M/A-Com, Scientific-Atlanta receivers.

SNG Mobile Dish: Harris-Farion Ku-band.

News Services: AP, CBS, SNN.

Ownership: Mel Wheeler Inc. (Group Owner).

Begin Operation: February 13, 1955. Sale to present owner by Price Communications approved by FCC Sept. 9, 1988. Sale to Price Communications by LDX Broadcast approved Nov. 15, 1984 (Television Digest, Vol. 24:36). Sale, including former satellite KMOS-TV, Sedalia, MO & KWOS(AM), to Mid-America TV by Jefferson TV Co. (Mrs. W. H. Weldon) approved July 13, 1966 by FCC (Vol. 5:52; 6:29).

Represented (sales): Katz Television.

Represented (legal): Pepper & Corazzini.

Represented (engineering): Lohnes & Culver.

Personnel:

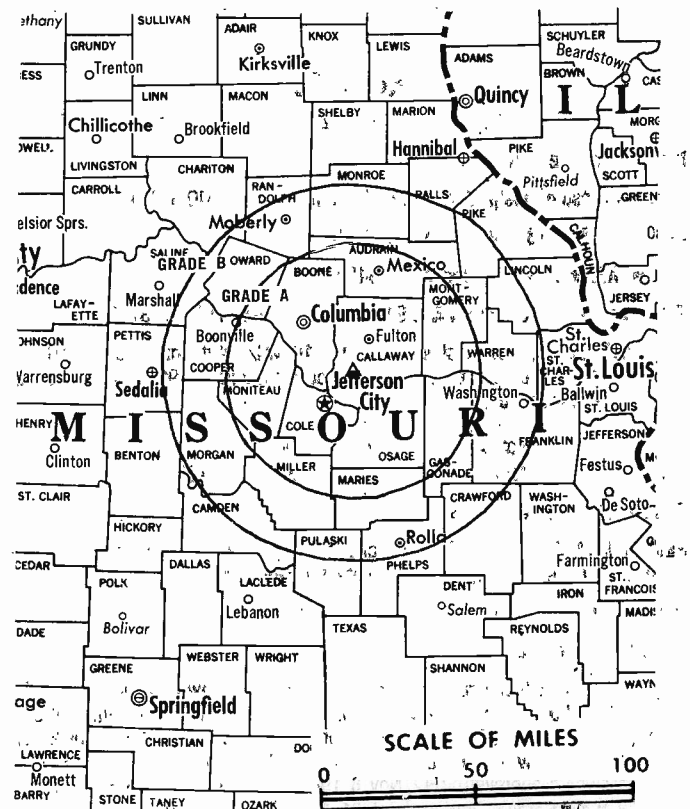
- M. J. (Bob) Grootband, Vice President & General Manager.
- Betsy Farris, Local Sales Manager.
- Jeff Karnowski, News Director.
- Leland Gordon, Program Director.
- Beverly Purvis, Promotion Director.
- Roberta Lewis, Business Manager.
- Steve Metzger, Chief Engineer.

Rates: On request.

City of License: Jefferson City. **ADI:** Columbia-Jefferson City. **Rank:** 151.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MISSOURI			
	Audrain	9,400	9,300	99
	Boone	41,500	40,900	99
	Callaway	11,600	11,400	98
	Chariton	3,800	3,700	97
	Cole	23,100	22,900	99
	Cooper	5,500	5,400	98
	Gasconade	5,500	5,400	98
	Howard	3,600	3,500	97



KRCG BPCT-811221KE Granted 1/12/82 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Maries	3,200	3,100	97
	Miller	7,800	7,700	99
	Montgomery	4,600	4,500	98
	Montiteau	4,400	4,300	98
	Morgan	6,400	6,300	98
	Osage	4,300	4,200	98
	Pettis	14,300	14,100	99
	Phelps	13,000	12,700	98
	Randolph	9,300	9,200	99
	Between 25-49%	Camden	11,500	11,200
Monroe		3,500	3,500	100
Pulaski		11,900	11,700	98
Saline		9,200	9,100	99
Between 5-24%	MISSOURI			
	Benton	5,800	5,600	97
	Crawford	7,600	7,400	97
	Dent	5,500	5,300	96
	Franklin	28,400	28,100	99
	Hickory	3,400	3,300	97
	Macon	6,300	6,200	98
	Ralls	3,300	3,300	100
Shelby	2,900	2,900	100	
Warren	7,400	7,300	99	
Station Totals		278,000	273,500	98
Net Weekly Circulation (1992)				162,000
Average Daily Circulation (1992)				94,900

Missouri—Joplin

KODE-TV Ch. 12

Network Service: ABC.

Licensee: Eastern Bcstg. Corp., 1928 W. 13th St., Joplin, MO 64801.

Studio: 1928 W. 13th St., Joplin, MO 64802.

Mailing Address: Box 46, Joplin, MO 64802.

Telephone: 417-623-7260. **TWX:** 910-774-4516. **Fax:** 417-623-3736.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 1020-ft. above av. terrain, 999-ft. above ground, 2049-ft. above sea level.

Latitude 37° 04' 36"
Longitude 94° 32' 10"

Transmitter: 1928 W. 13th St.

Satellite Earth Stations: ADM, 3.7-meter C-band; Andrew, 4.5-meter C-band; Andrew, 7.3-meter C-band; AFC, 3.66-meter Ku-band; Avantek, M/A-Corn receivers.

News Services: ABC, AP.

Ownership: Roger A. Neuhoff.

Began Operation: September 26, 1954. Sale to present owner approved by FCC March 23, 1990 (Television Digest, Vol. 30:8). Sale to Gilmore Bcstg. by WSTV Inc. (United Printers & Publishers Inc.) approved by FCC May 23, 1962 (Vol. 2:22). Transfer of Friendly Stations to United Printers and Publishers Inc. from WSTV Inc., original owners, approved by FCC Nov. 8, 1961 (Vol. 17:30, 33; 2:14). Sale to WSTV Inc. by Austin Harrison approved Oct. 21, 1956 (Vol. 12:39, 44).

Represented (sales): Blair Television.

Represented (legal): Schwartz, Woods & Miller.

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

Personnel:

- Jerry Montgomery**, General Manager.
- John Hoffmann**, General Sales Manager.
- Larry Young**, News Director.
- Julie Rogers**, Program Director.
- Bob Shryock**, Business Manager.
- Mark Current**, Production Manager.
- Michael Jackson**, Chief Engineer.
- Dale Phipps**, Local Sales Manager.

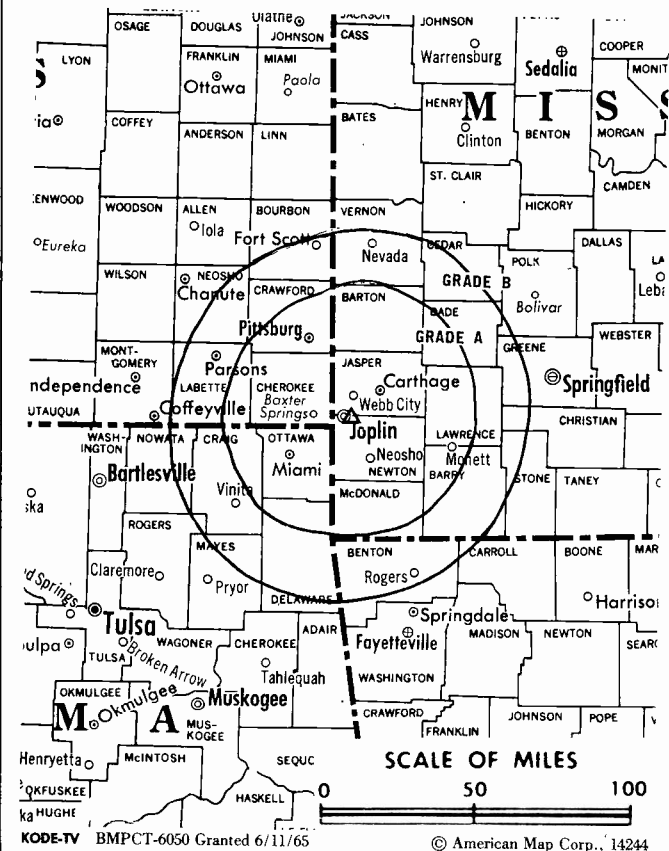
Highest 30 Sec. Rate: \$600.

NETWORK BASE HOURLY RATE: \$1000.

City of License: Joplin. **ADI:** Joplin, MO-Pittsburg, KS. **Rank:** 146.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KANSAS			
	Allen	5,800	5,700	98
	Bourbon	6,200	6,100	98
	Cherokee	8,600	8,500	99
	Crawford	14,800	14,600	99
	Labette	9,500	9,400	99
	Neosho	6,700	6,600	99
	Wilson	4,400	4,300	98
	Woodson	1,800	1,800	100
	MISSOURI			
	Barry	11,000	10,800	98
	Barton	4,700	4,600	98
	Jasper	36,400	35,900	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Lawrence	11,900	11,700	98
	Mc Donald	6,500	6,400	98
	Newton	16,900	16,700	99
	Vernon	7,600	7,400	98
	OKLAHOMA			
Ottawa	12,400	12,300	99	
Between 25-49%	ARKANSAS			
	Benton	39,300	38,600	98
	KANSAS			
	Montgomery	15,900	15,600	98
	MISSOURI			
Cedar	5,100	5,000	98	
Dade	3,100	3,100	100	
OKLAHOMA				
Delaware	11,600	11,300	98	
Between 5-24%	ARKANSAS			
	Carroll	8,000	7,900	99
	Madison	4,600	4,500	97
	MISSOURI			
	Bates	6,300	6,200	98
	Polk	8,200	8,000	98
	St Clair	3,500	3,400	97
	OKLAHOMA			
Adair	6,900	6,700	97	
Craig	5,500	5,400	98	
Nowata	4,100	4,100	100	
Station Totals		287,300	282,600	98
Net Weekly Circulation (1992)				165,000
Average Daily Circulation (1992)				91,700

Missouri—Joplin

KSNF
Ch. 16

Network Service: NBC.

Licensee: Tri-State Bcstg. Corp., Box 1393, Joplin, MO 64802.

Studio: 1502 Cleveland Ave., Joplin, MO 64801.

Telephone: 417-781-2345. **TWX:** 910-774-4520. **Fax:** 417-782-2417.

Technical Facilities: Channel No. 16 (482-488 MHz). Authorized power: 2600-kw visual, 260-kw aural. Antenna: 1060-ft. above av. terrain, 1017-ft. above ground, 2056-ft. above sea level.

Latitude 37° 04' 33"
Longitude 94° 33' 16"

Transmitter: 1502 Cleveland Ave.

Satellite Earth Stations: Harris, 6.2-meter Ku-band; Scientific-Atlanta, 4.6-meter; RCA, 3.2-meter Ku-band; ChannelMaster, M/A-Com, Scientific-Atlanta receivers.

News Services: AP, NBC.

Ownership: Price Communications Corp. (Group Owner).

Began Operation: September 2, 1967. Sale to present owner approved by FCC Feb. 27, 1987. Previous sale to Kansas State Network by Virginia S. Hickey, et al., approved by FCC April 29, 1975. For sale of Kansas State Network, see KSNW(TV), Wichita, KS.

Represented (sales): Katz Television.

Represented (legal): Roberts & Eckard.

Personnel:

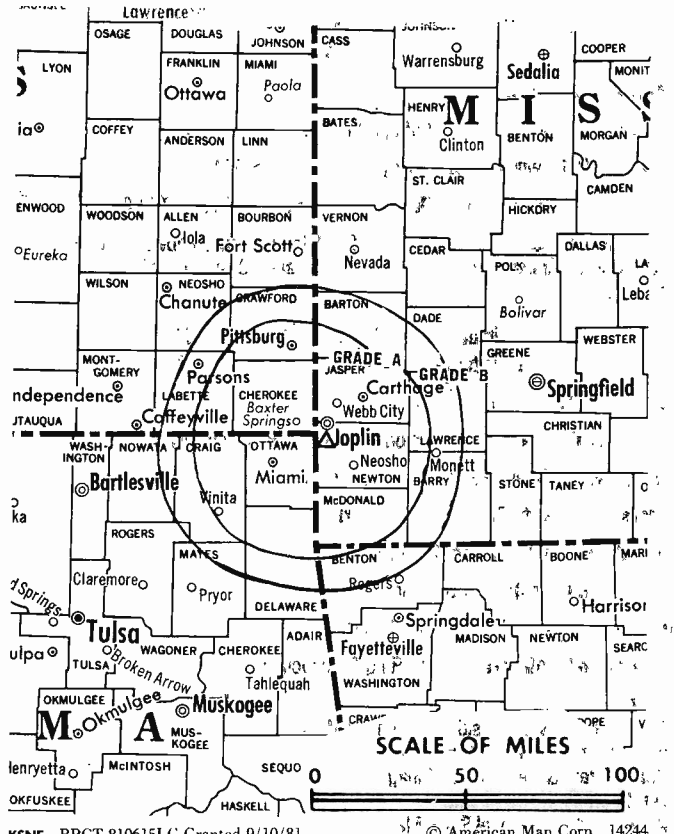
- Bill Bengtson, Vice President & General Manager.
- Bill Ward, General Sales Manager.
- Gary Sisco, Operations & Production Manager.
- Steve Russell, News Director.
- Mike Pound, Promotion Director.
- Linda Dahlman, Controller.
- Melvin Brooks, Chief Engineer.

Rates: On request.

City of License: Joplin. **ADI:** Joplin, MO-Pittsburg, KS. **Rank:** 146.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KANSAS			
	Allen	5,800	5,700	98
	Bourbon	6,200	6,100	98
	Cherokee	8,600	8,500	99
	Crawford	14,800	14,600	99
	Labette	9,500	9,400	99
	Neosho	6,700	6,600	99
	Wilson	4,400	4,300	98
	MISSOURI			
	Barton	4,700	4,600	98
	Jasper	36,400	35,900	99
	Mc Donald	6,500	6,400	98
	Newton	16,900	16,700	99
	Vernon	7,600	7,400	98



KSNF BPCT-810615LC Granted 9/10/81 © American Map Corp., 14244

Category	State/County	Households	TV Households	%
50% & Over	OKLAHOMA			
	Ottawa	12,400	12,300	99
	ARKANSAS			
	Benton	39,300	38,600	98
Between 25-49%	KANSAS			
	Elk	1,500	1,500	100
	Montgomery	15,900	15,600	98
	Woodson	1,800	1,800	100
	MISSOURI			
	Barry	11,000	10,800	98
Lawrence	11,900	11,700	98	
Between 5-24%	OKLAHOMA			
	Craig	5,500	5,400	98
	Delaware	11,600	11,300	98
	ARKANSAS			
Washington	43,900	43,100	98	
Between 5-24%	MISSOURI			
	Cedar	5,100	5,000	98
	Dade	3,100	3,100	100
Between 5-24%	OKLAHOMA			
	Nowata	4,100	4,100	100
Station Totals		295,200	290,500	98
Net Weekly Circulation (1992)				153,200
Average Daily Circulation (1992)				90,900

Missouri—Kansas City

KCTV
Ch. 5

Network Service: CBS.

Licensee: Meredith Corp., Box 5555, Kansas City, MO 64109.

Studio: 4500 Shawnee Mission Pkwy., Fairway, KS 66205.

Telephone: 913-677-5555. **TWX:** 910-743-4180. **Fax:** 913-677-7284.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 15-kw aural. Antenna: 1128-ft. above av. terrain, 998-ft. above ground, 2005-ft. above sea level.

Latitude 39° 04' 15"
Longitude 94° 34' 57"

Transmitter: 129 E. 31st St.

Satellite Earth Stations: In operation; Scientific-Atlanta receivers.

News Services: CNN Headline News, Newscope.

Ownership: Meredith Corp. (Group Owner).

Began Operation: September 27, 1953.

Represented (sales): MMT Sales Inc.

Represented (legal): Haley, Bader & Potts.

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

Personnel:

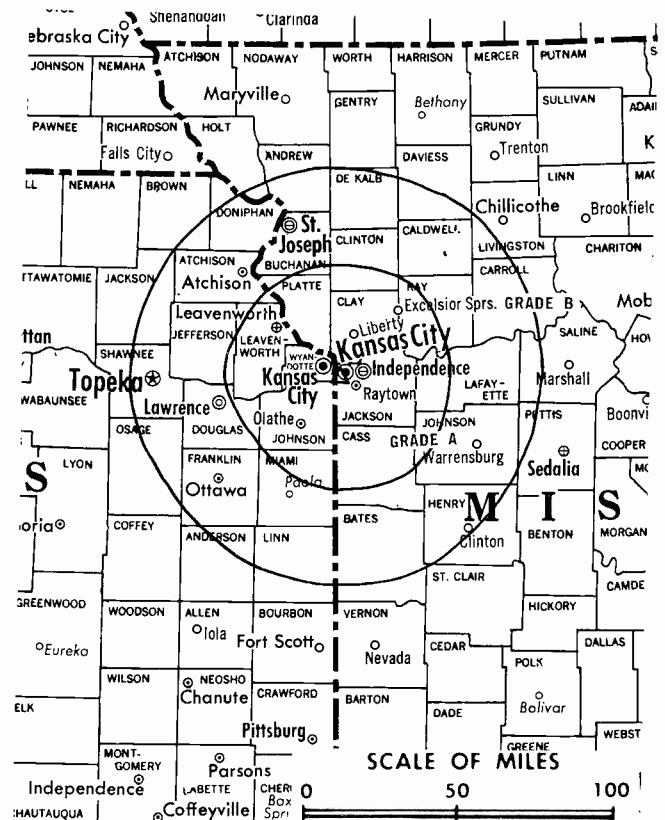
- John C. Rose, Vice President & General Manager.
- Erwin Parthe, Station Operations Director.
- Robert Frey, General Sales Manager.
- Jim Overbay, News Director.
- Mark St. Clair, National Sales Manager.
- Joe Snelson, Director of Engineering.
- Bernie Erber, Business Manager.
- Peter Barrett, Marketing & Production Director.

Rates: On request.

City of License: Kansas City. **ADI:** Kansas City. **Rank:** 28.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KANSAS			
	Anderson	3,100	3,100	100
	Atchison	6,300	6,200	98
	Brown	4,500	4,400	98
	Doniphan	3,200	3,200	100
	Douglas	29,600	29,200	98
	Franklin	8,500	8,400	99
	Johnson	141,300	140,700	100
	Leavenworth	21,100	20,900	99
	Linn	3,300	3,300	98
	Miami	8,800	8,700	99
	Wyandotte	63,200	62,700	99
	MISSOURI			
	Andrew	5,500	5,400	98
	Bates	6,300	6,200	98
	Buchanan	32,500	32,100	99
	Caldwell	3,300	3,300	100
	Carroll	4,400	4,300	98
	Cass	23,000	22,800	99
	Clay	59,800	59,400	99
	Clinton	6,300	6,200	98
Daviess	3,300	3,200	98	
De Kalb	3,200	3,100	97	
Gentry	2,900	2,800	96	
Grundy	4,500	4,400	98	
Harrison	3,800	3,700	97	
Henry	8,300	8,200	99	
Holt	2,600	2,500	96	



KCTV BMPCT-2317 Granted 10/26/54 American Map Corp. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Jackson	257,300	254,600	99
	Johnson	14,200	14,000	99
	Lafayette	12,100	12,000	99
	Linn	5,900	5,800	98
	Livingston	5,800	5,700	98
	Platte	22,100	21,900	99
	Ray	8,500	8,400	99
Saline	9,200	9,100	99	

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	KANSAS			
	Bourbon	6,200	6,100	98
	Clay	3,700	3,600	97
	Cloud	4,500	4,400	98
	Dickinson	7,900	7,800	99
	Geary	10,500	10,400	99
	Jefferson	6,000	5,900	98
	Osage	6,000	5,900	98
	Shawnee	65,600	65,000	99
	MISSOURI			
Adair	9,000	8,900	99	
Nodaway	7,600	7,500	99	
Pettis	14,300	14,100	99	
St Clair	3,500	3,400	97	
Vernon	7,600	7,400	98	

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	KANSAS			
	Coffey	3,500	3,400	97
	Crawford	14,800	14,600	99
	Jackson	4,400	4,300	98
	Lyon	13,300	13,100	98
	Morris	2,600	2,500	96
	Pottawatomie	6,000	5,900	98
Wabaunsee	2,500	2,400	98	

(Continued on page A-698)

Station Totals	1,016,400	1,005,200	99
Net Weekly Circulation (1992)			749,700
Average Daily Circulation (1992)			442,800

Missouri—Kansas City

KMBC-TV Ch. 9

Network Service: ABC.

Licensee: The Hearst Corp., 1049 Central St., Kansas City, MO 64105.

Studio: 1049 Central St., Kansas City, MO 64105.

Telephone: 816-221-9999. **Fax:** 816-421-4163.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 42.7-kw aural. Antenna: Circularly polarized, 1170-ft. above av. terrain, 1124-ft. above ground, 2049-ft. above sea level.

Latitude 39° 05' 01"
Longitude 94° 30' 57"

Transmitter: 5701 E. 22nd St., Kansas City.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Andrew, 7.3-meter C-band; SatCom, 5.5-meter Ku-band; Andrew, 4.5-meter C-band; Microdyne, 3.66-meter Ku-band; Andrew, DX Antenna, M/A-Com receivers.

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

News Services: ABC, AP.

Ownership: Hearst Broadcasting (Group Owner).

Began Operation: August 1, 1953 as WHB-TV, sharing time with KMBC-TV, operated by Midland Bcstg. Co. On June 9, 1954, FCC approved sale and WHB Bcstg. Co. was changed to KMBC Bcstg. Co. and acquired KMBC-TV-AM & KFRM (Television Digest, Vol. 10:17, 20, 24). Sale to Metropolitan Bcstg. (div. of Metromedia Inc.) approved July 26, 1961. Sale to present owner by Metromedia approved by FCC April 1, 1982 (Vol. 21:37; 22:14).

Represented (sales): Katz Television.

Represented (legal): Tharrington, Smith & Hargrove.

Personnel:

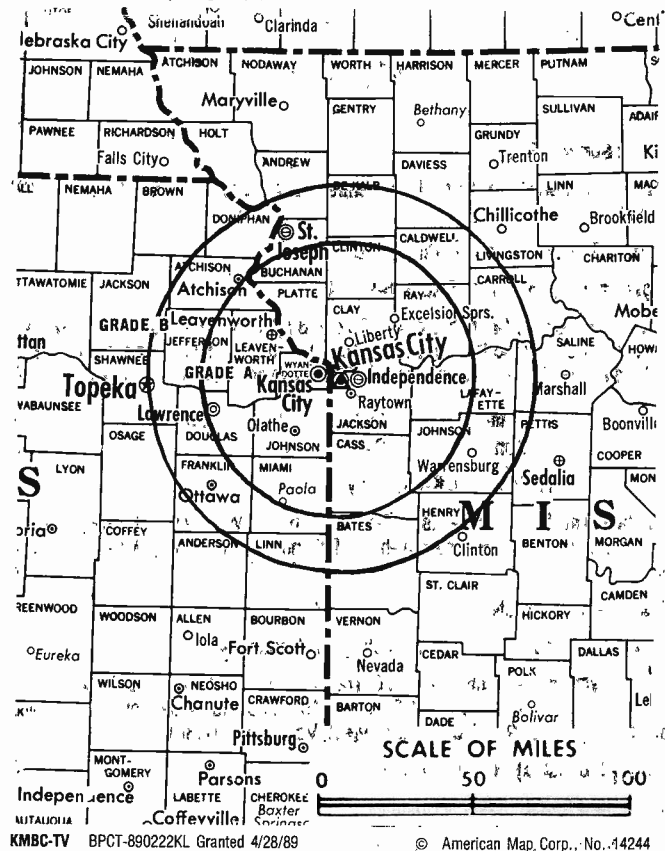
- Paul (Dino) Bernt,** Vice President & General Manager
- Tracy Boschert,** General Sales Manager
- Bob Brandt,** Local Sales & Marketing Manager
- Mark Manders,** National Sales Manager
- Pat Patton,** Program Director
- Brian Bracco,** News Director
- John Calver,** Promotion Director
- Gerald Golden,** Business Manager
- Jerry Dixon,** Chief Engineer
- Eva Pinon,** Traffic/Computer Operations Manager

Rates: On request.

City of License: Kansas City. **ADI:** Kansas City. **Rank:** 28.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KANSAS			
	Anderson	3,100	3,100	100
	Atchison	6,300	6,200	98
	Douglas	29,600	29,200	98
	Ellis	10,100	10,000	99
	Franklin	8,500	8,400	99
	Jefferson	6,000	5,900	98
	Johnson	141,300	140,700	100
	Leavenworth	21,100	20,900	99
	Linn	3,300	3,300	98
	Miami	8,800	8,700	99
	Wyandotte	63,200	62,700	99
	MISSOURI			
	Andrew	5,500	5,400	98
Bates	6,300	6,200	98	
Buchanan	32,500	32,100	99	
Caldwell	3,300	3,300	100	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Carroll	4,400	4,300	98
	Cass	23,000	22,800	99
	Clay	59,800	59,400	99
	Clinton	6,300	6,200	98
	Daviess	3,300	3,200	98
	De Kalb	3,200	3,100	97
	Grundy	4,500	4,400	98
	Henry	8,300	8,200	99
	Jackson	257,300	254,600	99
	Johnson	14,200	14,000	99
	Lafayette	12,100	12,000	99
	Linn	5,900	5,800	98
Livingston	5,800	5,700	98	
Platte	22,100	21,900	99	
Ray	8,500	8,400	99	
Saline	9,200	9,100	99	

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	KANSAS			
	Allen	5,800	5,700	98
	Bourbon	6,200	6,100	98
	Brown	4,500	4,400	98
	Clay	3,700	3,600	97
	Dickinson	7,900	7,800	99
	Doniphan	3,200	3,200	100
	Geary	10,500	10,400	99
	Jackson	4,400	4,300	98
	Osage	6,000	5,900	98
	Riley	20,900	20,500	98
	Saline	20,200	20,000	99
MISSOURI				
Benton	5,800	5,600	97	
Chariton	3,800	3,700	97	

(Continued on page A-698)

Station Totals	1,079,500	1,067,600	99
Net Weekly Circulation (1992)			748,400
Average Daily Circulation (1992)			432,300

Missouri—Kansas City

KSHB-TV
Ch. 41

Network Service: Fox.

Licensee: Scripps Howard Inc., 1100 Central Trust Tower, Box 5380, Cincinnati, OH 45201.

Studio: 4720 Oak St., Kansas City, MO 64112.

Telephone: 816-753-4141. **Fax:** 816-932-4122.

Technical Facilities: Channel No. 41 (632-638 MHz). Authorized power: 1320-kw max. & 1000-kw horizontal visual, 132-kw max. & 100-kw horizontal aural. Antenna: 1060-ft. above av. terrain, 1159-ft. above ground, 2045-ft. above sea level.

Latitude 39° 04' 20"
Longitude 94° 35' 45"

Transmitter: 3017 Belleview, Kansas City.

Satellite Earth Stations: Harris, 6.1-meter C-band; Microwave General, 6-meter C-band; Microdyne, 3.6-meter Ku-band; DX Engineering, Harris, M/A-Com receivers.

News Services: AP, CNN.

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

Began Operation: September 28, 1970. Transfer of control to Benno C. Schmidt from William D. Grant approved by FCC Dec. 1, 1971. Sale to present owner approved by FCC Sept. 15, 1977 (Television Digest, Vol. 16:50; 17:38).

Represented (sales): Blair Television.

Represented (legal): Baker & Hostetler.

Represented (engineering): Paul Godley Co.

Personnel:

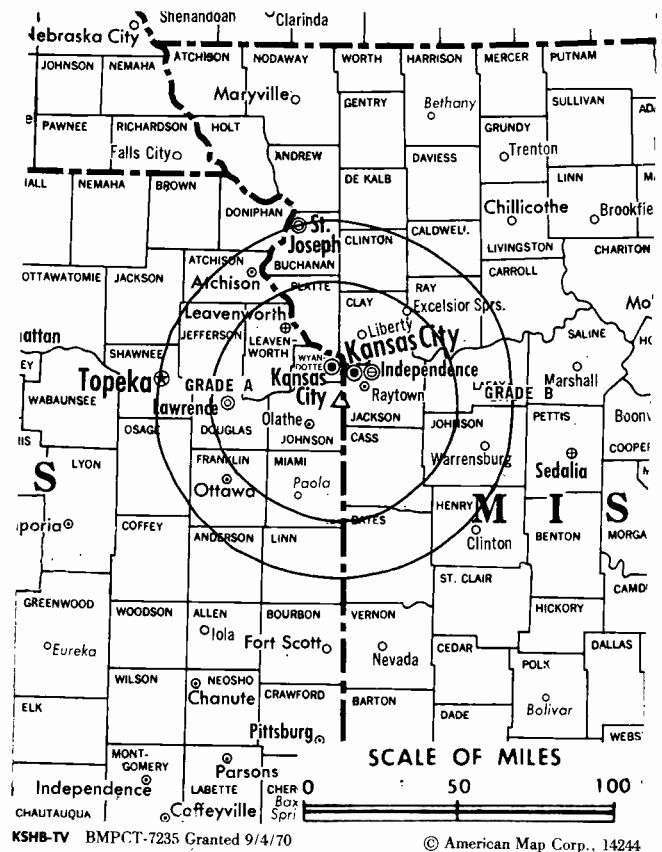
- Bob Wormington, Vice President & General Manager.
- Charlotte Moore-English, Station Manager.
- Joann Campo, General Sales Manager.
- Alan Fuchsman, Local Sales Manager.
- Alex George, National Sales Manager.
- Tom Christiansen, News Director.
- Sandy Martin, Promotion Director.
- Bill Hankins, Business Manager.
- James O'Connor, Engineering Manager.

Rates: On request.

City of License: Kansas City. **ADI:** Kansas City. **Rank:** 28.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
KANSAS				
50% & Over	Anderson	3,100	3,100	100
	Atchison	6,300	6,200	98
	Douglas	29,600	29,200	98
	Franklin	8,500	8,400	99
	Geary	10,500	10,400	99
	Johnson	141,300	140,700	100
	Leavenworth	21,100	20,900	99
	Linn	3,300	3,300	98
	Wyandotte	63,200	62,700	99
	MISSOURI			
	Andrew	5,500	5,400	98
	Bates	6,300	6,200	98
	Buchanan	32,500	32,100	99
	Caldwell	3,300	3,300	100
	Carroll	4,400	4,300	98
	Cass	23,000	22,800	99
	Clay	59,800	59,400	99
	Clinton	6,300	6,200	98
	De Kalb	3,200	3,100	97
	Henry	8,300	8,200	99
	Jackson	257,300	254,600	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Johnson	14,200	14,000	99
	Lafayette	12,100	12,000	99
	Platte	22,100	21,900	99
	Ray	8,500	8,400	99
	Saline	9,200	9,100	99

KANSAS				
Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Allen	5,800	5,700	98
	Bourbon	6,200	6,100	98
	Brown	4,500	4,400	98
	Clay	3,700	3,600	97
	Cloud	4,500	4,400	98
	Doniphan	3,200	3,200	100
	Jackson	4,400	4,300	98
	Jefferson	6,000	5,900	98
	Lyon	13,300	13,100	98
	Miami	8,800	8,700	99
	Mitchell	3,000	2,900	97
	Morris	2,600	2,500	96
	Neosho	6,700	6,600	99
	Osage	6,000	5,900	98
	Pottawatomie	6,000	5,900	98
Riley	20,900	20,500	98	
Saline	20,200	20,000	99	
Shawnee	65,600	65,000	99	
Wilson	4,400	4,300	98	
MISSOURI				
	Daviess	3,300	3,200	98
	Gentry	2,900	2,800	96
	Grundy	4,500	4,400	98
	Harrison	3,800	3,700	97
	Livingston	5,800	5,700	98

(Continued on page A-699)

Station Totals	1,167,900	1,154,500	99
Net Weekly Circulation (1992)			621,500
Average Daily Circulation (1992)			278,800

Missouri—Kansas City

KSMO-TV

Ch. 62

Network Service: None, independent.

Licensee: Kansas City TV-62 L.P., 18 Newburg St., Boston, MA 02116.

Studio: 10 E. Cambridge Dr., Suite 300, Kansas City, KS 66103-1342.

Telephone: 913-621-6262. **TWX:** 910-777-6901. **Fax:** 913-621-4703.

Technical Facilities: Channel No. 62 (758-764 MHz). Authorized power: 2183-kw max. & 88.13-kw horizontal visual, 218.3-kw max. & 8.81-kw horizontal aural. Antenna: 1115-ft. above av. terrain, 1142-ft. above ground, 1968-ft. above sea level.

Latitude 39° 04' 59"
Longitude 94° 28' 49"

Transmitter: 21st St. & Stark Ave.

Satellite Earth Stations: Comtech, 5-meter C-band; M/A-Com, 3-meter Ku-band; Standard Communications, M/A-Com receivers.

News Service: AP.

Ownership: ABRY Communications (Group Owner).

Began Operation: December 7, 1983. Sale to present owner approved by FCC Jan. 31, 1990.

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

Represented (legal): Artér & Hadden.

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

Personnel:

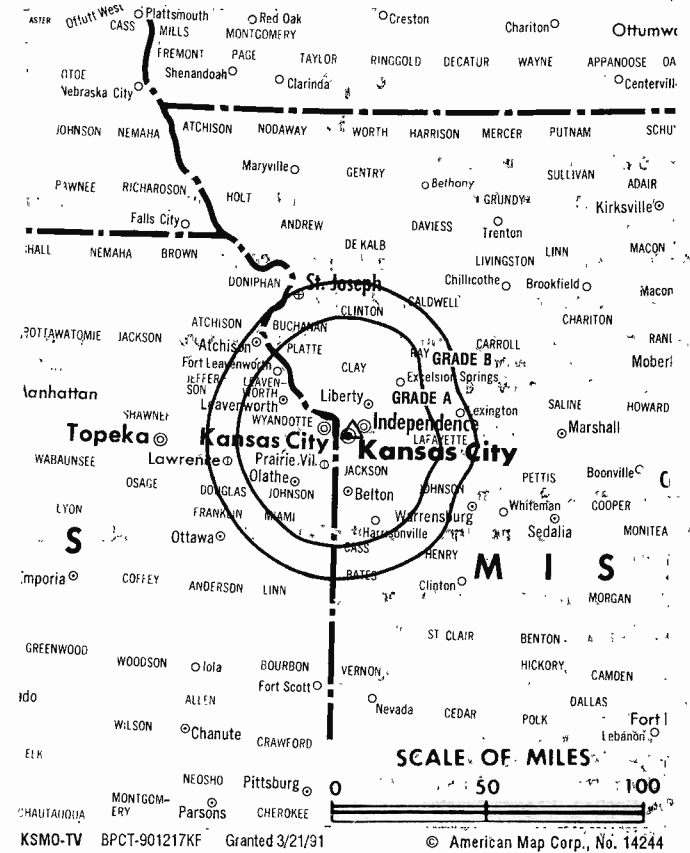
Jim MacDonald, General Manager.
Richard Deutsch, General Sales Manager.
Becky Lisner, Local Sales Manager.
Len Randazzo, National Sales Manager.
David Birdsong, Chief Engineer.
Eva Lopez, Program Director.
Bruce Stone, Promotion Director.
Melody Miller, Business Manager.
Angela Graham, Traffic Manager.
Dave Dore, Production Manager.

Rates: On request.

City of License: Kansas City. **ADI:** Kansas City. **Rank:** 28.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KANSAS			
	Miami	8,800	8,700	99
	MISSOURI			
	Clay	59,800	59,400	99
	Johnson	14,200	14,000	99
	Ray	8,500	8,400	99
Between 25-49%	KANSAS			
	Anderson	3,100	3,100	100
	Atchison	6,300	6,200	98
	Douglas	29,600	29,200	98
	Johnson	141,300	140,700	100
	Leavenworth	21,100	20,900	99
	Wyandotte	63,200	62,700	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	MISSOURI			
	Andrew	5,500	5,400	98
	Buchanan	32,500	32,100	99
	Caldwell	3,300	3,300	100
	Carroll	4,400	4,300	98
	Cass	23,000	22,800	99
	Clinton	6,300	6,200	98
	Daviess	3,300	3,200	98
	De Kalb	3,200	3,100	97
	Henry	8,300	8,200	99
	Jackson	257,300	254,600	99
	Lafayette	12,100	12,000	99
	Pettis	14,300	14,100	99
	Platte	22,100	21,900	99
Saline	9,200	9,100	99	
Between 5-24%	KANSAS			
	Bourbon	6,200	6,100	98
	Doniphan	3,200	3,200	100
	Franklin	8,500	8,400	99
	Jefferson	6,000	5,900	98
	Osage	6,000	5,900	98
	MISSOURI			
Bates	6,300	6,200	98	
Gentry	2,900	2,800	96	
Harrison	3,800	3,700	97	
Livingston	5,800	5,700	98	
Station Totals		809,400	801,500	99
Net Weekly Circulation (1992)				335,500
Average Daily Circulation (1992)				115,100

Missouri—Kansas City

KYFC
Ch. 50

Network Service: None, independent.

Licensee: Kansas City Youth For Christ Inc., 4715 Rainbow Blvd., Shawnee Mission, KS 66205.

Studio: 4715 Rainbow Blvd., Shawnee Mission, KS 66205.

Telephone: 913-262-1700. **Fax:** 913-262-1782.

Technical Facilities: Channel No. 50 (686-692 MHz). Authorized power: 1170-kw max. visual, 117-kw max. aural. Antenna: 1119-ft. above av. terrain, 1164-ft. above ground, 2049-ft. above sea level.

Latitude 39° 01' 19"
Longitude 94° 30' 50"

Transmitter: 6309 E. 56th St.

Satellite Earth Stations: Andrew, 5-meter C-band; Star, 5-meter C-band; Harris receivers.

Ownership: Kansas City Youth for Christ Inc.

Began Operation: December 15, 1978.

Represented (legal): Wiley, Rein & Fielding.

Personnel:

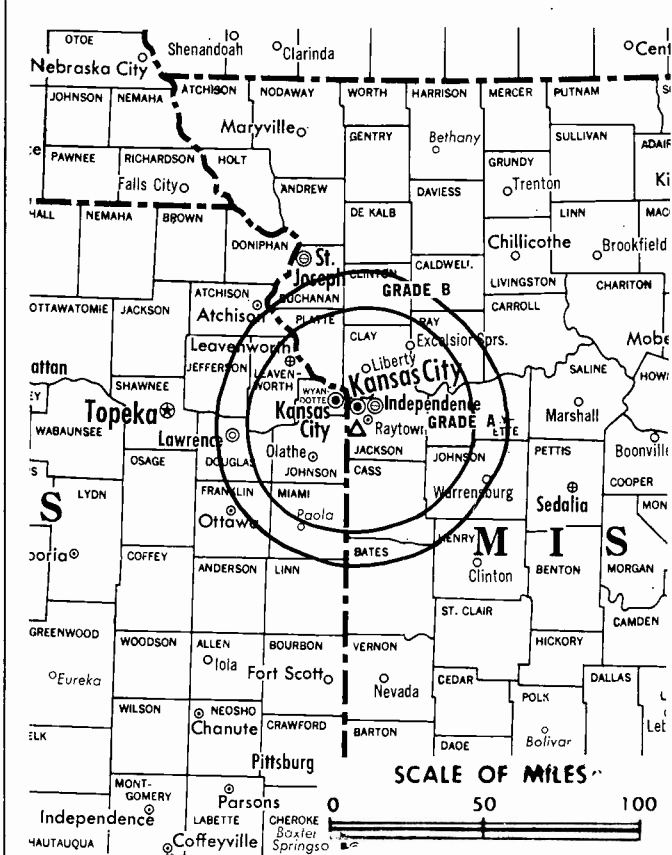
- Ronnie Metsker, President.
- Wayne Antrim, General Manager.
- Kathy Burton, General Sales Manager.
- Sue Copling, Program Director.
- Ron Rockrohr, Chief Engineer.

Rates: On request.

City of License: Kansas City. **ADI:** Kansas City. **Rank:** 28.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	KANSAS			
	Anderson	3,100	3,100	100
	Miami	8,800	8,700	99
MISSOURI	Wyandotte	63,200	62,700	99
	Andrew	5,500	5,400	98



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Cass	23,000	22,800	99
	Clay	59,800	59,400	99
	Clinton	6,300	6,200	98
	Henry	8,300	8,200	99
	Jackson	257,300	254,600	99
	Lafayette	12,100	12,000	99
Station Totals		447,400	443,100	99
Net Weekly Circulation (1992)			39,800	
Average Daily Circulation (1992)			12,300	

Missouri—Kansas City

WDAF-TV

Ch. 4

Network Service: NBC.

Licensee: Great American Television & Radio Co. Inc., Signal Hill, Kansas City, MO 64108.

Studio: Signal Hill, Kansas City, MO 64108.

Telephone: 816-753-4567. **Fax:** 816-931-3984.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1130-ft. above av. terrain, 1163-ft. above ground, 2049-ft. above sea level.

Latitude 39° 04' 20"
Longitude 94° 35' 45"

Transmitter: Signal Hill.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Harris, 9.2-meter C-band; Scientific-Atlanta, 3-meter C-band; Harris receivers.

SNG Mobile Dish: Midwest, 3-meter Ku-band.

AM Affiliate: WDAF, 5-kw, 610 kHz.

FM Affiliate: KYYS, 100-kw, 102.1 MHz (No. 271), 940-ft.

News Services: AP, CNN, NIWS.

Ownership: Great American Broadcasting Co. (Group Owner).

Began Operation: October 16, 1949. Sale to present owner approved Oct. 2, 1987 (Television Digest, Vol. 27:16, 18, 23, 30, 41). Sale to Taft TV & Radio by Transcontinent Television Corp. approved Feb. 19, 1964 by FCC (Vol. 3:15, 16, 31; 4:8). Sale to Transcontinent by National-Missouri TV Inc. (wholly owned by National Theatres & Television Inc.) approved July 13, 1960 (Vol. 16:29). Sale to National-Missouri TV Inc. by founding Kansas City Star in compliance with government anti-trust consent decree approved April 23, 1958 (Vol. 13:47,48; 14:17).

Represented (sales): TeleRep Inc.

Represented (legal): Koteen & Naftalin.

Personnel:

Edward Piette, President & General Manager.

Cheryl McDonald, General Sales Manager.

Susan Brier, Local Sales Manager.

John Hegedus, National Sales Manager.

Mike McDonald, News Director.

Lisa Hickok, Promotion Director.

Thermal Stewart, Business Manager.

Jeni Cardin, Manager, Public Relations & Special Projects.

Bud Turner, Teleport Manager.

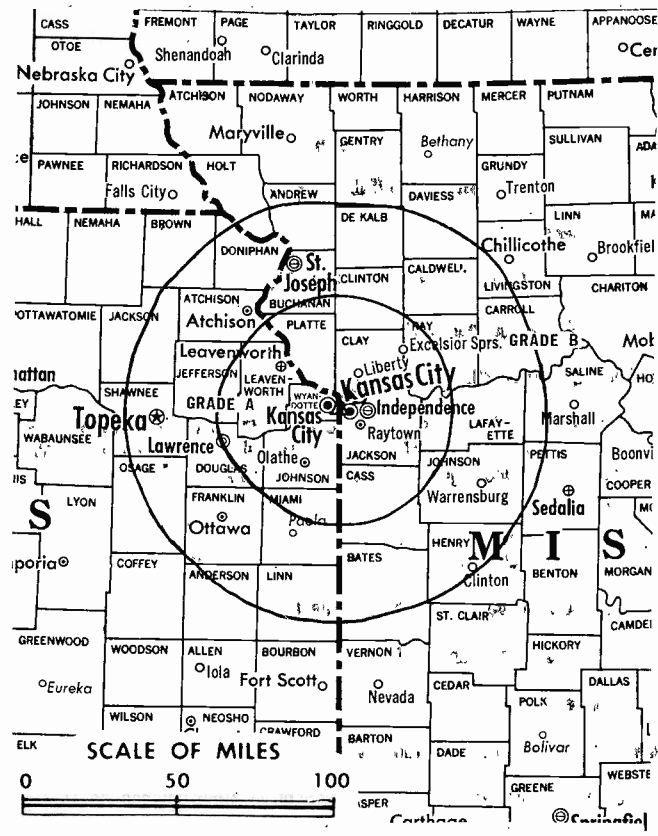
Jim Moore, Chief Engineer.

Rates: On request.

City of License: Kansas City. **ADI:** Kansas City. **Rank:** 28.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KANSAS			
	Anderson	3,100	3,100	100
	Atchison	6,300	6,200	98
	Brown	4,500	4,400	98
	Doniphan	3,200	3,200	100
	Douglas	29,600	29,200	98
	Ellis	10,100	10,000	99
	Franklin	8,500	8,400	99
	Johnson	141,300	140,700	100
	Leavenworth	21,100	20,900	99
	Linn	3,300	3,300	98
	Miami	8,800	8,700	99
	Wyandotte	63,200	62,700	99



WDAF-TV BMPCT-6552 Granted 7/7/67

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MISSOURI			
	Andrew	5,500	5,400	98
	Bates	6,300	6,200	98
	Buchanan	32,500	32,100	99
	Caldwell	3,300	3,300	100
	Carroll	4,400	4,300	98
	Cass	23,000	22,800	99
	Clay	59,800	59,400	99
	Clinton	6,300	6,200	98
	Daviess	3,300	3,200	98
	De Kalb	2,200	2,100	96
	Gentry	2,900	2,800	97
	Grundy	4,500	4,400	98
	Harrison	3,800	3,700	97
	Henry	8,300	8,200	99
	Holt	2,600	2,500	96
	Jackson	257,300	254,600	99
Johnson	14,200	14,000	99	
Lafayette	12,100	12,000	99	
Linn	5,900	5,800	98	
Livingston	5,800	5,700	98	
Nodaway	7,600	7,500	99	
Pettis	14,300	14,100	99	
Platte	22,100	21,900	99	
Ray	8,500	8,400	99	
Saline	9,200	9,100	99	
Worth	1,100	1,100	100	
Between 25-49%	KANSAS			
	Bourbon	6,200	6,100	98
	Clay	3,700	3,600	97
Cloud	4,500	4,400	98	
(Continued on page A-699)				
Station Totals		1,099,100	1,086,700	99
Net Weekly Circulation (1992)				763,500
Average Daily Circulation (1992)				421,300

Missouri—Poplar Bluff

KPOB-TV

Ch. 15

(Satellite of WSIL-TV, Harrisburg, IL)

Network Service: ABC.

Licensee: WSIL-TV Inc., Rte. 13, Carterville, IL 62918.

Studio: Oak Grove Community, U.S. Rte. 67.

Telephone: 618-985-2333.

Technical Facilities: Channel No. 15 (476-482 MHz). Authorized power: 389-kw max. & 182-kw horizontal visual, 19.1-kw horizontal aural. Antenna: 600-ft. above av. terrain, 550-ft. above ground, 1050-ft. above sea level.

Latitude	36°	48'	02"
Longitude	90°	27'	03"

Transmitter: Oak Grove Community, U.S. Rte. 67.

Satellite Earth Station: Gardiner, 6-meter.

News Service: AP.

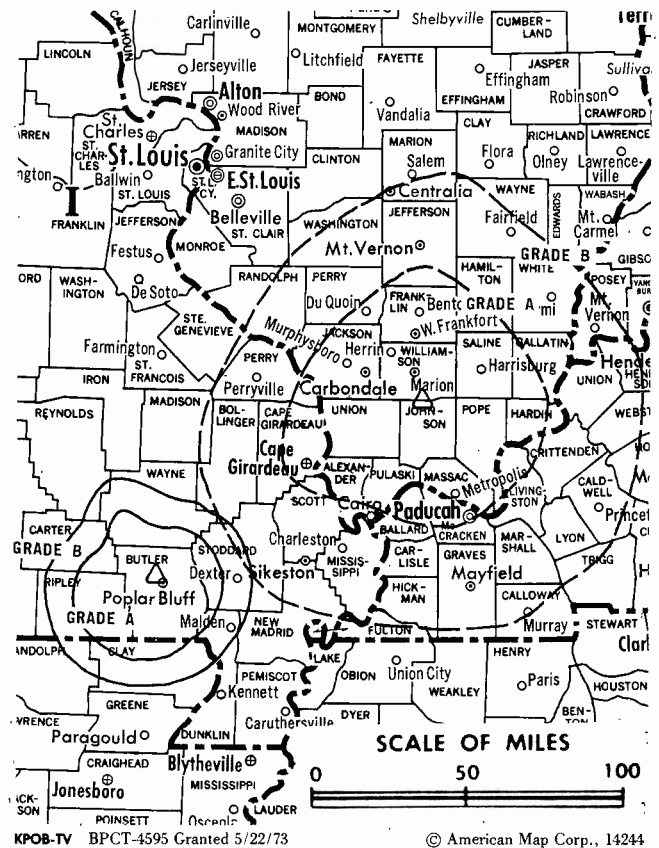
Ownership: Mel Wheeler Inc. (Group Owner).

Began Operation: September 2, 1961. Left air Sept. 21, 1966; returned Jan. 14, 1977.

Represented (sales): MMT Sales Inc.

Represented (legal): Pepper & Corazzini.

Rates: Sold in combination with WSIL-TV, Harrisburg, IL.



Arbitron Data: Included with parent WSIL-TV, Harrisburg, IL.

City of License: Poplar Bluff. **ADI:** Paducah, KY-Cape Girardeau, MO-Harrisburg-Marion, IL. **Rank:** 76.

Missouri—St. Joseph

KQTV
Ch. 2

Network Service: ABC.

Licensee: TCS Television Inc., 5152 Fieldston Rd., Bronx, NY 10471.

Studio: 40th & Faraon Sts., St. Joseph, MO 64506.

Mailing Address: Box 6247, St. Joseph, MO 64506.

Telephone: 816-364-2222. **Fax:** 816-364-3787.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 810-ft. above av. terrain, 750-ft. above ground, 1770-ft. above sea level.

Latitude 39° 46' 12"
Longitude 94° 47' 53"

Transmitter: 40th & Faraon Sts.

Satellite, Earth Stations: ADM, 6.1-meter Ku & C-band; RCA, 3-meter Ku-band; Andrew, 7.3-meter C-band; Avantek, Avcom, Standard Communications receivers.

News Services: ABC, AP.

Ownership: TCS Television Partners (Group Owner).

Began Operation: September 13, 1953. Sale to present owner by Malcolm I. Glazer approved by FCC May 1, 1990 (*Television Digest*, Vol. 30:8, 26). Sale to Glazer by Amarturo Group approved by FCC Sept. 10, 1979 (Vol. 19:24). Previous sale by ISC Industries approved July 3, 1973 (Vol. 13:29). Sale to ISC by Panax Corp. approved July 2, 1969 (Vol. 8:49; 9:27). Sale by Jesse D. Fine family was approved Aug. 30, 1963 (Vol. 3:12). Sale to Fine family by Kenyon Brown-Bing Crosby group approved Sept. 19, 1957 (Vol. 13:34, 38). Their purchase of the station from Barton Pitts was approved Dec. 31, 1955 (Vol. 11:34, 47, 52).

Represented (sales): Katz Television.

Represented (legal): Cohn & Marks.

Represented (engineering): Lohnes & Culver.

Personnel:

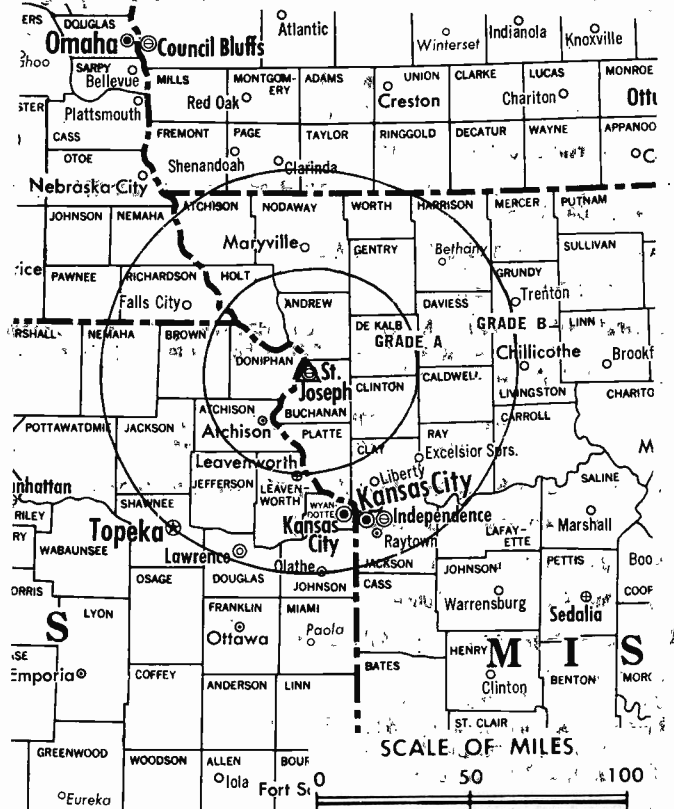
- Jerry Condra, Executive Vice President & General Manager.
- Judy Crawford, General Sales Manager.
- Heather Shearin, Local Sales Manager.
- Bill Strain, Director of Engineering.
- Dennis Fisten, News Director.
- Patty Ziesel, Business Manager.
- Dave Tillery, Station Operations Manager.

Rates: On request.

City of License: St. Joseph. **ADI:** St. Joseph. **Rank:** 193.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KANSAS			
	Brown	4,500	4,400	98
	Doniphan	3,200	3,200	100
	MISSOURI			
	Andrew	5,500	5,400	98
	Buchanan	32,500	32,100	99
	Daviess	3,300	3,200	98
	De Kalb	3,200	3,100	97
	Gentry	2,900	2,800	96
	Harrison	3,800	3,700	97



KQTV BPCT—2219 Granted 12/4/56 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Holt	2,600	2,500	96
	Nodaway	7,600	7,500	99
	Worth	1,100	1,100	100
Between 25-49%	KANSAS			
	Atchison	6,300	6,200	98
	Nemaha	4,100	4,000	98
	MISSOURI			
	Clinton	6,300	6,200	98
	Grundy	4,500	4,400	98
	Livingston	5,800	5,700	98
	NEBRASKA			
	Richardson	4,100	4,000	98
	Between 5-24%	KANSAS		
Jackson		4,400	4,300	98
Jefferson		6,000	5,900	98
Osage		6,000	5,900	98
MISSOURI				
Atchison		3,000	3,000	100
Caldwell		3,300	3,300	100
Carroll		4,400	4,300	98
Mercer		1,600	1,600	100
Platte		22,100	21,900	99
NEBRASKA				
Nemaha	3,200	3,200	100	
Station Totals		155,300	152,900	98
Net Weekly Circulation (1992)				82,000
Average Daily Circulation (1992)				46,100

Missouri—St. Joseph

KTAJ
Ch. 16

Network Service: None, independent.

Licensee: All American TV Inc., 13181 Cross Roads Pkwy. N, Suite 250, City of Industry, CA 91746.

Studio: 4410-B, South 40th, St. Joseph, MO 64503.

Telephones: 714-641-3222; 213-699-1348.

Technical Facilities: Channel No. 16 (482-488 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1071-ft. above av. terrain, 1027-ft. above ground, 2012-ft. above sea level.

Latitude 39° 39' 03"
Longitude 94° 40' 11"

Transmitter: 1.5-mi. SW of intersection of Hwy. 31 & Rte. E, near Gower.

Ownership: All American TV Inc. (Group Owner).

Began Operation: October 7, 1986.

Represented (legal): May & Dunne.

Represented (engineering): Smith & Powstenko.

Personnel:

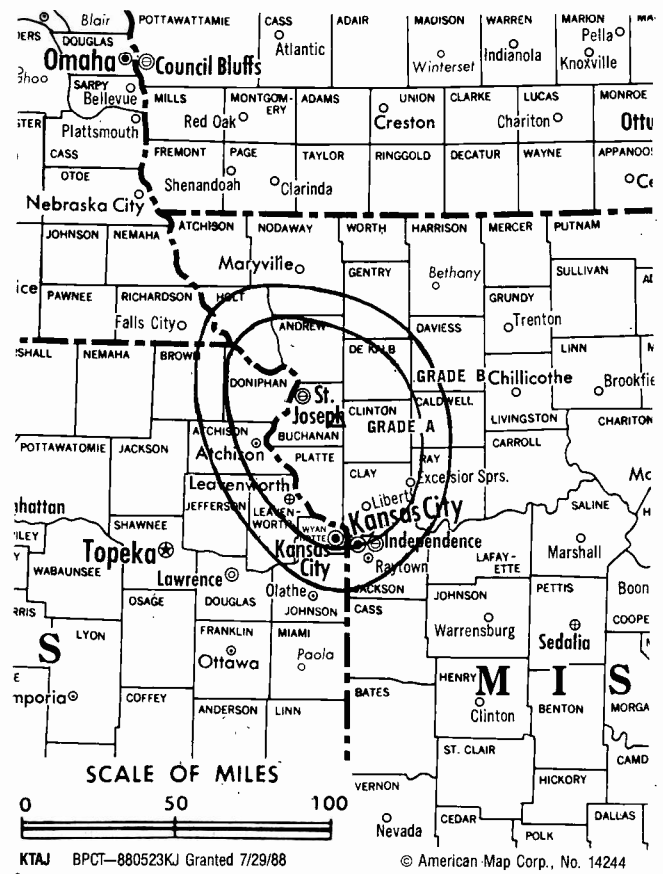
- Gary Penovitch, General Manager.
- Eugene Seibel, Station Manager & Chief Engineer.
- Donna Seibel, Program Director.
- Deborah Allen, Promotion Director.

Rates: On request.

City of License: St. Joseph. **ADI:** St. Joseph. **Rank:** 193.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	MISSOURI De Kalb	3,200	3,100	97
Between 5-24%	KANSAS Doniphan	3,200	3,200	100



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	MISSOURI Andrew	5,500	5,400	98
Station Totals		11,900	11,700	98
Net Weekly Circulation (1992)			5,100	
Average Daily Circulation (1992)			3,000	

Missouri—St. Louis

KDNL-TV
Ch. 30

Network Service: Fox.

Licensee: River City License Partnership, 1215 Cole St., St. Louis, MO 63106.

Studio: 1215 Cole St., St. Louis, MO 63106.

Telephone: 314-436-3030. **Fax:** 314-259-5763.

Technical Facilities: Channel No. 30 (566-572 MHz). Authorized power: 2190-kw max. & 1950-kw horizontal visual, 218.5-kw aural. Antenná: 1135-ft. above av. terrain, 1155-ft. above ground, 1649-ft. above sea level.

Latitude 38° 34' 48"
Longitude 90° 19' 43"

Transmitter: 1010 Watson Rd., Shrewsbury, MO.

Multichannel TV Sound: Stereo only.

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

News Services: AP, CNN.

Ownership: Atlantic Broadcasting Co. (Group Owner).

Began Operation: June 8, 1969. Sale to Cox Enterprises by Evans Bcstg. approved by FCC Nov. 25, 1981 (Television Digest, Vol. 21:10). Sale to present owner approved by FCC July 14, 1989 (Vol. 29:9, 37).

Represented (sales): MMT Sales Inc.

Represented (legal): Dow, Lohnes & Albertson.

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

Personnel:

Gregory Filandrinos, Vice President & General Manager.

Thomas Ehlmann, General Sales Manager.

Robert G. West, Program Director.

Michael Sileck, Manager of Finance & Business Affairs.

Jean O'Rourke, Traffic Manager.

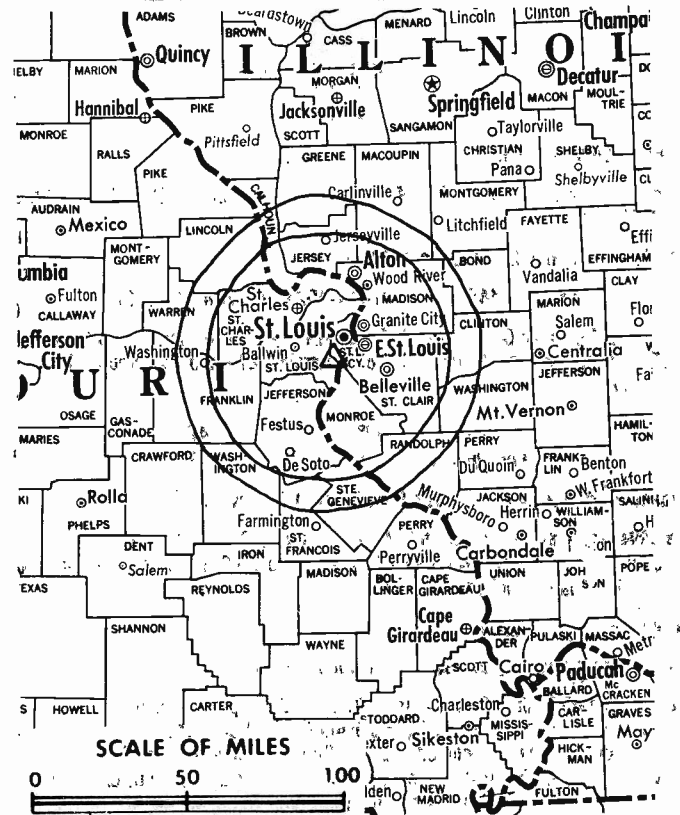
Debbie Davidson, Research Director.

Rates: On request.

City of License: St. Louis. **ADI:** St. Louis. **Rank:** 18.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ILLINOIS			
	Bond	5,900	5,700	97
	Calhoun	2,100	2,100	100
	Clinton	12,000	11,800	98
	Greene	6,100	6,000	98
	Jersey	7,500	7,400	99
	Macoupin	19,100	18,800	98
	Madison	96,600	95,500	99
	Marion	16,700	16,400	98
	Monroe	8,500	8,400	99
	Randolph	12,400	12,200	98
	St. Clair	96,800	95,300	99
	MISSOURI			
	Franklin	28,400	28,100	99
	Jefferson	60,300	59,900	99
	St. Charles	75,900	75,300	99
	Ste. Genevieve	6,000	5,900	98
St. Louis	383,200	379,500	99	
St. Louis City	163,900	162,200	99	



KDNL-TV BPCT-790629KI Granted 10/30/79

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	ILLINOIS			
	Fayette	7,900	7,700	97
	Washington	6,000	5,800	97
	MISSOURI			
	Crawford	7,600	7,400	97
	Iron	4,000	3,900	98
	Lincoln	10,500	10,300	98
	Marion	10,700	10,600	99
	Perry	6,100	6,000	98
	Phelps	13,000	12,700	98
	St. Francois	17,600	17,400	99
	Warren	7,400	7,300	99
	Washington	7,000	6,900	99
Wayne	4,900	4,800	98	
Between 5-24%	ILLINOIS			
	Clay	5,900	5,700	97
	Jefferson	15,100	14,700	97
	Perry	8,600	8,400	98
	Pike	7,200	7,100	98
	Scott	2,300	2,300	100
	MISSOURI			
	Audrain	9,400	9,300	99
	Callaway	11,600	11,400	98
	Gasconade	5,500	5,400	98
Maries	3,200	3,100	97	
Montgomery	4,400	4,300	98	
Pike	6,100	6,000	98	
Station Totals		1,183,400	1,169,000	99
Net Weekly Circulation (1992)				718,800
Average Daily Circulation (1992)				360,300

Missouri—St. Louis

KMOV
Ch. 4

Network Service: CBS.

Licensee: Viacom Broadcasting of Missouri Inc., 1 Memorial Dr., St. Louis, MO 63102.

Studio: 1 Memorial Dr., St. Louis, MO 63102.

Telephone: 314-621-4444. **TWX:** 910-761-1024. **Fax:** 314-444-3367.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 15-kw aural. Antenna: 1110-ft. above av. terrain, 1214-ft. above ground, 1649-ft. above sea level.

Latitude 38° 31' 47"
Longitude 90° 17' 58"

Transmitter: 1900 Ave. H (Reavis Barracks Rd.), Lemay, MO.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; Vertex, 6.1-meter C-band; Scientific-Atlanta, 4.6-meter C-band; Vertex, 4.6-meter Ku-band; Andrew, Scientific-Atlanta receivers.

News Services: AP, CNN.

Ownership: Viacom Broadcasting Inc. (Group Owner).

Began Operation: July 8, 1954 as KWK-TV. Sale to present owner by CBS Inc. approved by FCC April 4, 1986 (Television Digest, Vol. 25:43, 49; 26:4, 6). Sale to CBS by group which included Robert T. Convey, Globe-Democrat Publishing Co. (Newhouse) and KTSP Inc. approved Oct. 30, 1957 by FCC, but did not begin operation as KMOX-TV until March 16, 1958 (Vol. 13:36, 43, 44, 48; 14:1, 2, 9).

Represented (sales): TeleRep Inc.

Personnel:

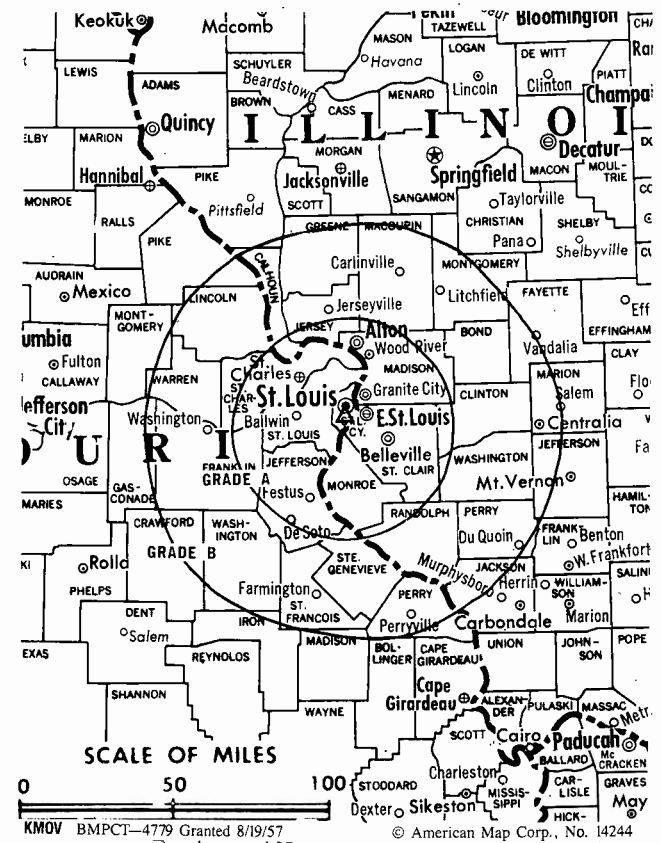
- Allan Cohen, Vice President & General Manager.
- Thomas Raoni, General Sales Manager.
- Margaret Caputo, National Sales Manager.
- Jim Theiss, Local Sales Manager.
- Walter Nichol, Chief Engineer.
- Dan Dillon, Promotion Director.
- Peggy Milner, Business Manager.
- Laura Larrabee, Traffic Manager.
- Wilbur Allmeyer, Engineer in Charge.
- Jim Rothschild, Director of Operations.
- Mary Cannon, Director of Community Affairs.

Rates: On request.

City of License: St. Louis. **ADI:** St. Louis. **Rank:** 18.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ILLINOIS			
	Bond	5,900	5,700	97
	Calhoun	2,100	2,100	100
	Clinton	12,000	11,800	98
	Fayette	7,900	7,700	97
	Greene	6,100	6,000	98
	Jefferson	15,100	14,700	97
	Jersey	7,500	7,400	99
	Macoupin	19,100	18,800	98
	Madison	96,600	95,500	99
	Marion	16,700	16,400	98
	Monroe	8,500	8,400	99
	Montgomery	12,000	11,700	98
	Perry	8,600	8,400	98
	Randolph	12,400	12,200	98
	St Clair	96,800	95,300	99
	Washington	6,000	5,800	97
	MISSOURI			
	Crawford	7,600	7,400	97



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Franklin	28,400	28,100	99
	Gasconade	5,500	5,400	98
	Jefferson	60,300	59,900	99
	Lincoln	10,500	10,300	98
	Madison	4,800	4,700	98
	Perry	6,100	6,000	98
	St Charles	75,900	75,300	99
	Ste Genevieve	6,000	5,900	98
	St Francois	17,600	17,400	99
	St Louis	383,200	379,500	99
	Warren	7,400	7,300	99
	Washington	7,000	6,900	99
St Louis City	163,900	162,200	99	
Between 25-49%	ILLINOIS			
	Scott	2,300	2,300	100
	MISSOURI			
	Iron	4,000	3,900	98
	Montgomery	4,400	4,300	98
	Phelps	13,000	12,700	98
Between 5-24%	Pike	6,100	6,000	98
	Reynolds	2,600	2,500	96
	Wayne	4,900	4,800	98
	ILLINOIS			
	Adams	26,100	25,800	99
	Morgan	14,100	13,800	98
	Pike	7,200	7,100	98
	MISSOURI			
	Audrain	9,400	9,300	99
	Butler	15,200	14,800	97
	Callaway	11,600	11,400	98
	Cole	23,100	22,900	99
Dent	5,500	5,300	96	
Maries	3,200	3,100	97	
Station Totals		1,270,200	1,254,200	99
Net Weekly Circulation (1992)				1,027,500
Average Daily Circulation (1992)				641,800

Missouri—St. Louis

KNLC
Ch. 24

Network Service: None, Independent.

Licensee: New Life Evangelistic Center Inc., 1411 Locust St., St. Louis, MO 63103.

Studio: 1411 Locust St., St. Louis, MO 63103.

Mailing Address: Box 924, St. Louis, MO 63188.

Telephone: 314-436-2424.

Technical Facilities: Channel No. 24 (530-536 MHz). Authorized power: 3090-kw max. visual, 309-kw max. aural. Antenna: 1000-ft. above av. terrain, 706-ft. above ground, 1621-ft. above sea level.

Latitude 38° 21' 40"
Longitude 90° 32' 58"

Transmitter: 6091 Tower Rd., House Springs.

Ownership: New Life Evangelistic Center Inc. (Group Owner).

Began Operation: September 12, 1982.

Represented (legal): John Midlen Jr.

Personnel:

Judy Redlich, Acting General Manager & Program Director.

Rates: On request.

City of License: St. Louis. **ADI:** St. Louis. **Rank:** 18.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	ILLINOIS			
	Bond	5,900	5,700	97
	Greene	6,100	6,000	98
	Jersey	7,500	7,400	99
	Madison	96,600	95,500	99
	Monroe	8,500	8,400	99
MISSOURI	St. Clair	96,800	95,300	99
	Franklin	28,400	28,100	99
	Gasconade	5,500	5,400	98



KNLC BPCT—850315KK Granted 4/22/85

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Jefferson	60,300	59,900	99
	St. Charles	75,900	75,300	99
	St. Louis	383,200	379,500	99
	Washington	7,000	6,900	99
	St. Louis City	163,900	162,200	99
Station Totals		945,600	935,600	99
Net Weekly Circulation (1992)				84,700
Average Daily Circulation (1992)				20,900

Missouri—St. Louis

KPLR-TV

Ch. 11

Network Service: None, independent.

Licensee: Koplars Communications Inc., 4935 Lindell Blvd., St. Louis, MO 63108.

Studio: 4935 Lindell Blvd., St. Louis, MO 63108.

Telephone: 314-367-7211. TWX: 910-761-1093. Fax: 314-454-6428.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 55-kw aural. Antenna: 1007-ft. above av. terrain, 1214-ft. above ground, 1506-ft. above sea level.

Latitude 38° 31' 47"
Longitude 90° 17' 58"

Transmitter: Reavis Barracks Rd. & Ave. H, Lemay, MO.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Harris, 9.1-meter C-band; Harris, 11-meter C-band; Simulsat, 5-meter C-band; Microdyne, 3.66-meter Ku-band; Saturn, 3.1-meter Ku-band; Harris, Gardiner, M/A-Com, Microdyne, Sony receivers.

News Services: AP, CNN, UPI.

Ownership: Koplars Communications Inc. (Group Owner).

Began Operation: April 28, 1959.

Represented (sales): Petry Television Inc.

Represented (legal): Koteen & Naftalin.

Represented (engineering): Jules Cohen & Associates.

Personnel:

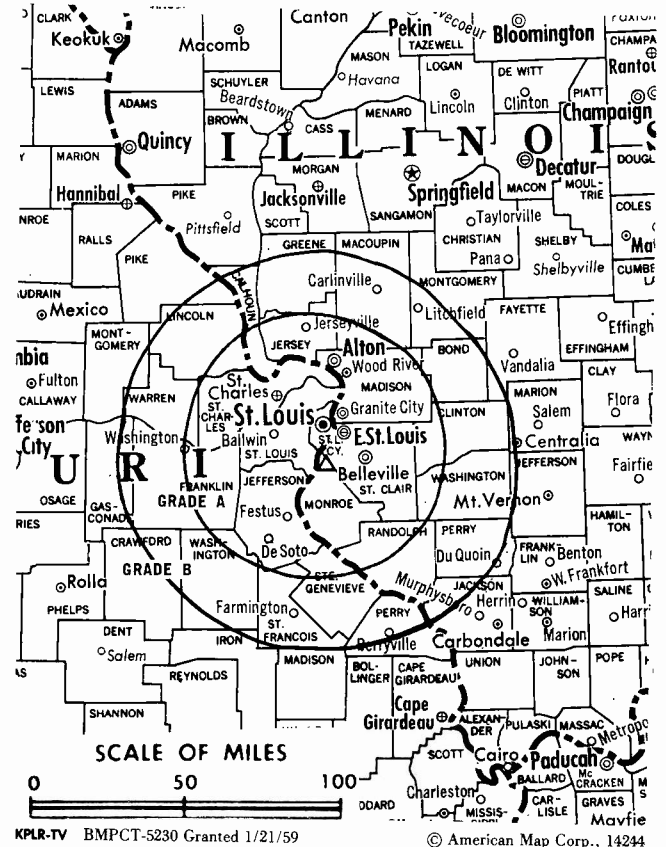
- Ted Koplars**, President.
- Harold E. Protter**, Senior Vice President & General Manager.
- Jim Wright**, Vice President, Operations.
- Dan Neumann**, Vice President & Station Manager.
- Paul Wise**, Director of Sales.
- Suzi Schrappen**, Director of Creative Services.
- Scott Jones**, News Director.
- Howard Stevens**, Director of Programming.
- Wade Link**, Director of Design.
- Jeanne McCarthy**, Traffic Manager.
- Bernadine Douglas**, Public Affairs Director.

Highest 30 Sec. Rate: \$3000.

City of License: St. Louis. ADI: St. Louis. Rank: 18.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ILLINOIS			
	Bond	5,900	5,700	97
	Calhoun	2,100	2,100	100
	Clinton	12,000	11,800	98
	Fayette	7,900	7,700	97
	Greene	6,100	6,000	98
	Jefferson	15,100	14,700	97
	Jersey	7,500	7,400	99
	Macoupin	19,100	18,800	98
	Madison	96,600	95,500	99
	Marion	16,700	16,400	98
	Monroe	8,500	8,400	99
	Montgomery	12,000	11,700	98
	Perry	8,600	8,400	98
	Randolph	12,400	12,200	98
	St Clair	96,800	95,300	99
	Scott	2,300	2,300	100
Washington	6,000	5,800	97	
MISSOURI	Crawford	7,600	7,400	97
	Franklin	28,400	28,100	99



KPLR-TV BMPCT-5230 Granted 1/21/59 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Gasconade	5,500	5,400	98
	Jefferson	60,300	59,900	99
	Lincoln	10,500	10,300	98
	Madison	4,800	4,700	98
	Perry	6,100	6,000	98
	St Charles	75,900	75,300	99
	Ste Genevieve	6,000	5,900	98
	St Francois	17,600	17,400	99
	St Louis	383,200	379,500	99
Washington	7,000	6,900	99	
St Louis City	163,900	162,200	99	

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	ILLINOIS			
	Adams	26,100	25,800	99
	Clay	5,900	5,700	97
	Effingham	12,100	11,700	97
	Franklin	17,000	16,600	98
	Morgan	14,100	13,800	98
Pike	7,200	7,100	98	
Richland	6,600	6,400	97	
MISSOURI	Audrain	9,400	9,300	99
	Cole	23,100	22,900	99
	Dent	5,500	5,300	96
	Iron	4,000	3,900	98
	Marion	10,700	10,600	99
	Mississippi	5,500	5,400	98
	Montgomery	4,400	4,300	98
	Phelps	13,000	12,700	98
	Pike	6,100	6,000	98
	Randolph	9,300	9,200	99
	Reynolds	2,600	2,500	96

(Continued on page A-698)

Station Totals	1,472,000	1,451,900	99
Net Weekly Circulation (1992)			948,500
Average Daily Circulation (1992)			478,600

Missouri—St. Louis

KSDK
Ch. 5

Network Service: NBC.

Licensee: Multimedia KSDK Inc.

Studio: Television Plaza, 1000 Market St., St. Louis, MO 63101.

Telephone: 314-421-5055. **TWX:** 910-761-1037. **Fax:** 314-444-5289.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1090-ft. above av. terrain, 1159-ft. above ground, 1649-ft. above sea level.

Latitude 38° 34' 05"
Longitude 90° 19' 55"

Transmitter: 6871 Heege Rd., St. Louis County, MO.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Harris, 6.1-meter Ku-band; Anixter-Mark, 5-meter C-band; Comtech, 5-meter C-band; Microdyne, 3.7-meter Ku-band; RCA, 3.7-meter Ku-band; Comtech, Microdyne, Standard Components receivers.

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

News Services: AP, NBC, UPI.

Ownership: Multimedia Broadcasting Co. (Group Owner).

Began Operation: February 8, 1947. Assignment of license to present owner by Pulitzer Publishing approved by FCC Feb. 17, 1983 (Television Digest, Vol. 21:12; 22:1; 23:8).

Represented (sales): Katz Television.

Represented (legal): Dow, Lohnes & Albertson.

Represented (engineering): Jules Cohen & Associates.

Personnel:

- John Kueneke, Vice President & General Manager.
- Robert Drewel, General Sales Manager.
- Mike Meara, Local Sales Manager.
- John Smith, National Sales Manager.
- Cliff Abromats, Director of News.
- Jim Girodo, Creative Services Director.
- Chris Fricke, Business Manager.
- Marie McGlynn, Research & Marketing Manager.
- Steve Smith, Chief Engineer.
- Lisa Bedian, Community Relations Manager.
- Rebecca Rahm, Program Administrator.

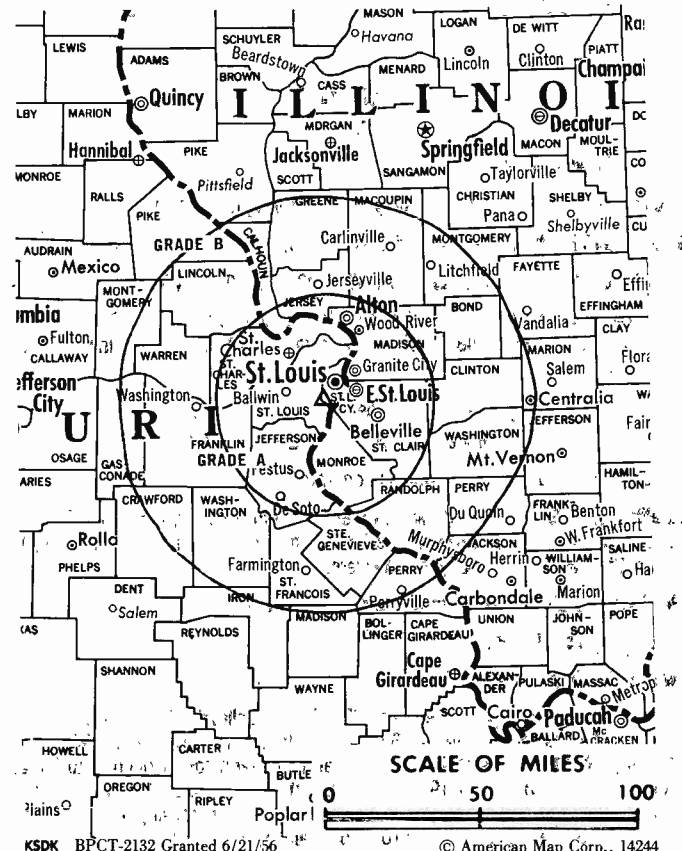
Rates: On request.

NETWORK BASE HOURLY RATE: \$2350.

City of License: St. Louis. **ADI:** St. Louis. **Rank:** 18.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ILLINOIS			
	Bond	5,900	5,700	97
	Calhoun	2,100	2,100	100
	Clinton	12,000	11,800	98
	Fayette	7,900	7,700	97
	Greene	6,100	6,000	98
	Jefferson	15,100	14,700	97
	Jersey	7,500	7,400	99
	Macoupin	19,100	18,800	98
	Madison	96,600	95,500	99
	Marion	16,700	16,400	98
	Monroe	8,500	8,400	99
	Montgomery	12,000	11,700	98
	Perry	8,600	8,400	98
	Randolph	12,400	12,200	98
St. Clair	96,800	95,300	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Scott	2,300	2,300	100
	Washington	6,000	5,800	97
	MISSOURI			
	Crawford	7,600	7,400	97
	Franklin	28,400	28,100	99
	Gasconade	5,500	5,400	98
	Jefferson	60,300	59,900	99
	Lincoln	10,500	10,300	98
	Madison	4,800	4,700	98
	Perry	6,100	6,000	98
	Reynolds	2,600	2,500	96
	St. Charles	75,900	75,300	99
St. Genevieve	6,000	5,900	98	
St. Francois	17,600	17,400	99	
St. Louis	383,200	379,500	99	
Warren	7,400	7,300	99	
Washington	7,000	6,900	99	
St. Louis City	163,900	162,200	99	
Between 25-49%	ILLINOIS			
	Clay	5,900	5,700	97
	Pike	7,200	7,100	98
	MISSOURI			
	Dent	5,500	5,300	96
	Iron	4,000	3,900	98
Maries	3,200	3,100	97	
Montgomery	4,400	4,300	98	
Phelps	13,000	12,700	98	
Pike	6,100	6,000	98	
Wayne	4,900	4,800	98	
Between 5-24%	ILLINOIS			
Adams	26,100	25,800	99	

(Continued on page A-698)

Station Totals	1,411,500	1,392,400	99
Net Weekly Circulation (1992)			1,073,800
Average Daily Circulation (1992)			731,100

Missouri—St. Louis

KTVI
Ch. 2

Network Service: ABC.

Licensee: KTVI-TV Inc., 5915 Berthold Ave., St. Louis, MO 63110.

Studio: 5915 Berthold Ave., St. Louis, MO 63110.

Telephone: 314-647-2222. **TWX:** 314-556-0082. **Fax:** 314-647-3637.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1085-ft. above av. terrain, 1049-ft. above ground, 1649-ft. above sea level.

Latitude 38° 32' 07"
Longitude 90° 22' 23"

Transmitter: 10001 Emil Ave., Sappington, MO.

Satellite Earth Stations: Andrew, 7.3-meter C-band; Andrew, 4.5-meter C-band; Microdyne, 3.66-meter Ku-band; Vertex, 4.5-meter Ku & C-band; AvanteK, M/A-Com, Standard Communications receivers.

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

News Services: AP, UPI.

Ownership: Times Mirror Broadcasting (Group Owner).

Began Operation: August 10, 1953 as WTVI, Ch. 54, Belleville, IL-St. Louis; on April 9, 1955 shifted facilities to Ch. 36 acquired from off-air KSTM-TV (*Television Digest*, Vol. 11:16). March 20, 1957, left air temporarily for changeover to Ch. 2; resumed operation April 15, 1957 (Vol. 14:6, 12). Sale of 74% by Harry Tenenbaum, Paul E. Pettason and associates to Newhouse Bcstg., increasing its holdings to 100% was approved by FCC June 10, 1964. Sale to present owner approved March 7, 1980 (Vol. 18:50; 19:19).

Represented (sales): Blair Television.

Represented (legal): Wilmer, Cutler & Pickering.

Represented (engineering): Lohnes & Culver.

Personnel:

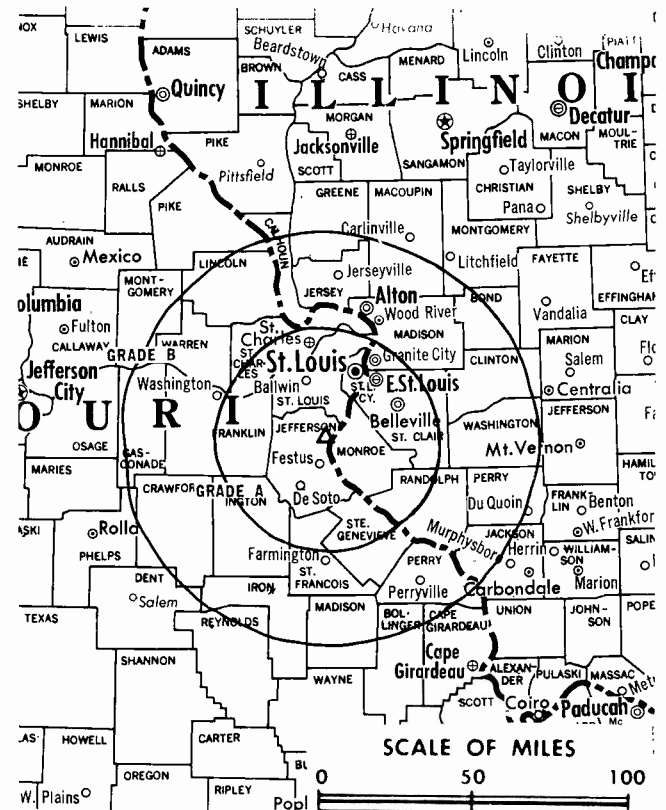
- A. Wayne Thomas, President & General Manager.
- Marshall W. Galliers, Vice President, Director of Finance & Administration.
- Terry B. Dunning, General Sales Manager.
- Kevin L. Harlan, Local Sales Manager.
- David J. Oca, National Sales Manager.
- William M. Berra, News Director.
- Susan C. Matthews, Program Director.
- Craig R. Ghiotti, Controller/Treasurer.
- Robert Earl Smith, Director of Creative Services.
- Cason W. Capps, Chief Engineer.

Rates: On request.

City of License: St. Louis. **ADI:** St. Louis. **Rank:** 18.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ILLINOIS			
	Bond	5,900	5,700	97
	Calhoun	2,100	2,100	100
	Clinton	12,000	11,800	98
	Fayette	7,900	7,700	97
	Greene	6,100	6,000	98
	Jersey	7,500	7,400	99
	Macoupin	19,100	18,800	98
	Madison	96,600	95,500	99
	Marion	16,700	16,400	98
	Monroe	8,500	8,400	99
	Randolph	12,400	12,200	98
	St Clair	96,800	95,300	99
	Washington	6,000	5,800	97
MISSOURI				
Crawford	7,600	7,400	97	



KTVI BMAPCT-4615 Granted 4/2/58 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Franklin	28,400	28,100	99
	Gasconade	5,500	5,400	98
	Jefferson	60,300	59,900	99
	Lincoln	10,500	10,300	98
	Madison	4,800	4,700	98
	Pike	6,100	6,000	98
	St Charles	75,900	75,300	99
	Ste Genevieve	6,000	5,900	98
	St Francois	17,600	17,400	99
	St Louis	383,200	379,500	99
	Warren	7,400	7,300	99
Washington	7,000	6,900	99	
St Louis City	163,900	162,200	99	
Between 25-49%	ILLINOIS			
	Jefferson	15,100	14,700	97
	Montgomery	12,000	11,700	98
	Pike	7,200	7,100	98
Scott	2,300	2,300	100	
MISSOURI	Iron	4,000	3,900	98
	Maries	3,200	3,100	97
	Marion	10,700	10,600	99
	Montgomery	4,400	4,300	98
	Perry	6,100	6,000	98
	Phelps	13,000	12,700	98
	Reynolds	2,600	2,500	96
Wayne	4,900	4,800	98	
Between 5-24%	IOWA			
Lee	15,500	15,400	99	
(Continued on page A-698)				
Station Totals		1,272,600	1,256,600	99
Net Weekly Circulation (1992)				970,700
Average Daily Circulation (1992)				526,300

Missouri—St. Louis-East St. Louis, Illinois

WHSL

Ch. 46

Network Service: None, independent.

Licensee: Roberts Bcstg. Co., 1408 N. Kingshighway Blvd., Suite 300, St. Louis, MO 63113.

Studio: 1408 N. Kingshighway Blvd., Suite 300, St. Louis, MO 63113.

Telephone: 314-367-4600. **Fax:** 314-367-0174.

Technical Facilities: Channel No. 46 (662-668 MHz). Authorized power: 5000-kw visual, 500-kw aural. Antenna: 1132-ft. above av. terrain, 820-ft. above ground, 1719-ft. above-sea level.

Latitude 38° 23' 30"
Longitude 90° 29' 16"

Transmitter: Butler Hill & Hageman Rds., St. Louis.

Ownership: Roberts Bcstg. Co.

Began Operation: September 11, 1989.

Represented (legal): Hogan & Hartson.

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

Personnel:

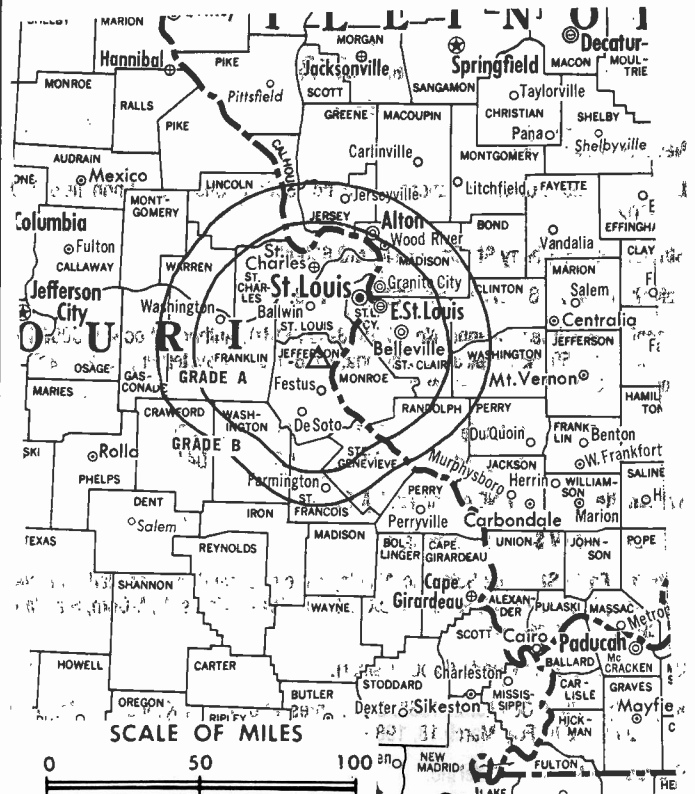
Steven Roberts, General Manager.

Michael Roberts, Sales Manager.

Keith Martin, Chief Engineer.

Rates: On-request.

Arbitron Data: Not available.



WHSL BMPCT-890620KE Granted 7/26/89 American Map Corp., No. 142447

City of License: St. Louis-East St. Louis. **ADI:** St. Louis. **Rank:** 18.

Missouri—Springfield

KDEB-TV Ch. 27

Network Service: Fox.

Licensee: Woods Communications Group Inc., 3000 E. Cherry St., Springfield, MO 65802.

Studio: 3000 E. Cherry St., Springfield, MO 65802.

Telephone: 417-862-2727. **Fax:** 417-831-4209.

Technical Facilities: Channel No. 27 (548-554 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1688-ft. above av. terrain, 1592-ft. above ground, 3147-ft. above sea level.

Latitude 37° 11' 40"
Longitude 92° 56' 04"

Transmitter: 2.5-mi. NNE of Fordland, MO.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; Anixter-Mark, 5-meter C-band; AFC, 3.9-meter Ku-band; DX Antenna, Drake, Harris, M/A-Com, Standard Components receivers.

Ownership: Charles Woods (Group Owner).

Began Operation: October 2, 1968. Sale to present owner by Kenneth E. Meyer, et al., approved by FCC March 18, 1985.

Represented (sales): Seitel Inc.

Represented (legal): Kenkel & Associates.

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

Personnel:

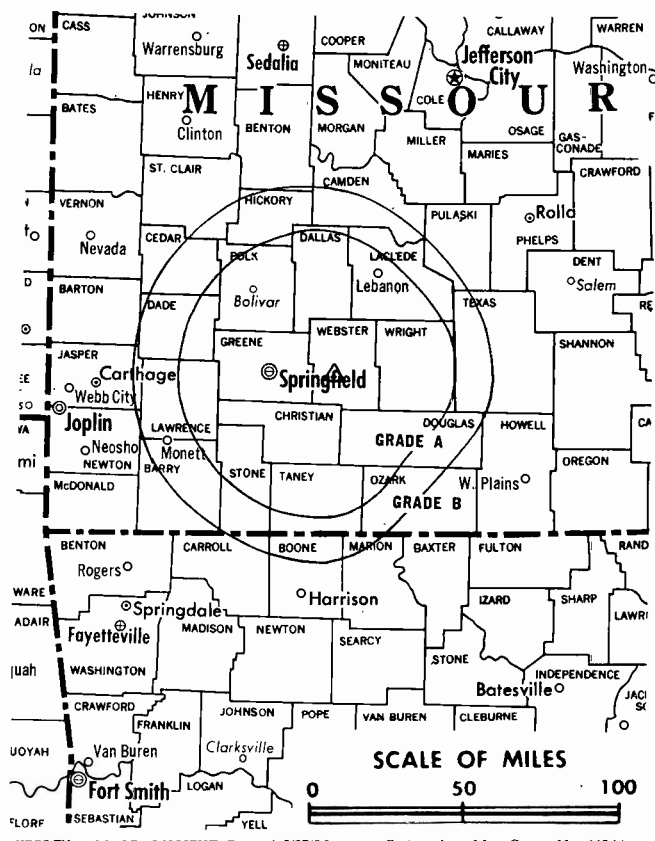
- Charles Woods, President.
- Deborah W. Corbett, General Manager.
- J. Keith Abercrombie, General Sales Manager.
- Carol Parker, National Sales Manager.
- Paul Katona, Chief Engineer.
- Nancy Bingham, Program Director.
- Chuck Blaker, Promotion Director.
- Tim Bryan, Business Manager.

Highest 30 Sec. Rate: \$125.

City of License: Springfield. **ADI:** Springfield, MO. **Rank:** 78.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MISSOURI			
	Barry	11,000	10,800	98
	Camden	11,500	11,200	98
	Cedar	5,100	5,000	98
	Christian	12,200	12,000	98
	Dade	3,100	3,100	100
	Dallas	5,200	5,100	98
	Douglas	4,800	4,700	98
	Greene	82,200	81,400	99
	Hickory	3,400	3,300	97
	Laclede	10,600	10,400	98
	Lawrence	11,900	11,700	98
	Ozark	3,600	3,500	97
	Polk	8,200	8,000	98
	Pulaski	11,900	11,700	98
	Stone	8,100	7,900	98



KDEB-TV BMPCT-860327KE Granted 5/27/86 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	Taney	10,900	10,700	98	
	Texas	8,600	8,300	96	
	Webster	8,700	8,500	98	
	Wright	6,500	6,300	97	
Between 25-49%	ARKANSAS				
	Baxter	13,800	13,500	98	
	Boone	11,700	11,500	98	
	Carroll	8,000	7,900	99	
	Madison	4,600	4,500	97	
	Marion	5,300	5,200	98	
	Newton	3,000	2,900	97	
MISSOURI	Benton	5,800	5,600	97	
	Howell	12,300	11,800	96	
	Miller	7,800	7,700	99	
	St Clair	3,500	3,400	97	
	Between 5-24%	ARKANSAS			
Fulton		4,300	4,200	97	
Izard		4,700	4,500	96	
MISSOURI	Barton	4,700	4,600	98	
	Dent	5,500	5,300	96	
	Jasper	36,400	35,900	99	
	Morgan	6,400	6,300	98	
	Oregon	3,900	3,700	95	
	Phelps	13,000	12,700	98	
	Shannon	3,100	2,900	93	
	Vernon	7,600	7,400	98	
	Station Totals		392,900	385,100	98
	Net Weekly Circulation (1992)				190,000
Average Daily Circulation (1992)				87,400	

Missouri—Springfield

KOLR
Ch. 10

Network Service: CBS.

Licensee: Independent Broadcasting Co., Box 1716, Springfield, MO 65801.

Studio: 2650 E. Division St., Springfield, MO 65803.

Mailing Address: Box 1716, Springfield, MO 65801-1716.

Telephone: 417-862-1010. **Fax:** 417-862-6439.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 282-kw visual, 28.2-kw aural. Antenna: 2070-ft. above av. terrain; 1997-ft. above ground, 3577-ft. above sea level.

Latitude 37° 13' 08"
Longitude 92° 56' 56"

Transmitter: State Hwy. FF near Fordland, MO.

Multichannel TV Sound: Stereo only.

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

News Service: AP.

Ownership: Independent Broadcasting Co.

Began Operation: March 14, 1953.

Represented (sales): Katz Television.

Represented (legal): Peper, Martin, Jensen, Maichel & Hetlage.

Personnel:

Ellis Shook, Vice President & General Manager.

Bob Harris, General Sales Manager.

Cathy Rippee, National Sales Manager.

Steve Snyder, News Director.

Dean Wasson, Program & Promotion Director.

Judy Best, Business Manager.

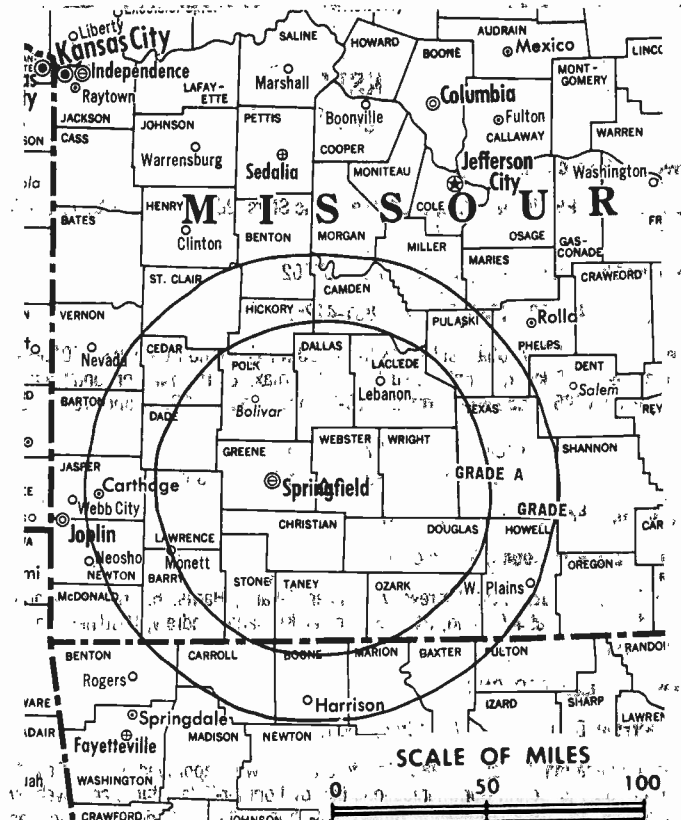
Don Miller, Chief Engineer.

Rates: On request

City of License: Springfield. **ADI:** Springfield, MO. **Rank:** 78.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARKANSAS			
	Baxter	13,800	13,500	98
	Boone	11,700	11,500	98
	Carroll	8,000	7,900	99
	Fulton	4,300	4,200	97
	Madison	4,600	4,500	97
	Marion	5,300	5,200	98
	Newton	3,000	2,900	97
	Searcy	3,300	3,200	97
	MISSOURI			
	Barry	11,000	10,800	98
	Benton	5,800	5,600	97
	Camden	11,500	11,200	98
	Cedar	5,100	5,000	98
	Christian	12,200	12,000	98
	Dade	3,100	3,100	100
	Dallas	5,200	5,100	98
Dent	5,500	5,300	96	
Douglas	4,800	4,700	98	
Greene	82,200	81,400	99	
Hickory	3,400	3,300	97	
Howell	12,300	11,800	96	
Laclede	10,600	10,400	98	
Lawrence	11,900	11,700	98	



KOLR BPCT-4549 Granted 12/12/72 © American Map Corp. No. 14244 V

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Ozark	3,600	3,500	97
	Phelps	13,000	12,700	98
	Polk	8,200	8,000	98
	Pulaski	11,900	11,700	98
	St Clair	3,500	3,400	97
	Shannon	3,100	2,900	93
	Stone	8,100	7,900	98
	Taney	10,900	10,700	98
	Texas	8,600	8,300	96
	Webster	8,700	8,500	98
Wright	6,500	6,300	97	
Between 25-49%	Izard	4,700	4,500	96
	Sharp	6,200	6,000	97
	Stone	4,000	3,900	98
	MISSOURI			
	Barton	4,700	4,600	98
Henry	8,300	8,200	99	
Miller	7,800	7,700	99	
Morgan	6,400	6,300	98	
Oregon	3,900	3,700	95	
Vernon	7,600	7,400	98	
Between 5-24%	ARKANSAS			
	Benton	39,300	38,600	98
	Washington	43,900	43,100	98
	MISSOURI			
	Bates	6,300	6,200	98
Jasper	36,400	35,900	99	
Mc Donald	6,500	6,400	98	
Newton	16,900	16,700	99	
Pettis	14,300	14,100	99	
Station Totals		541,900	531,500	98
Net Weekly Circulation (1992)				303,200
Average Daily Circulation (1992)				186,600

Missouri—Springfield

KSPR
Ch. 33

Network Service: ABC.

Licensee: KSPR Licensee Co., 2121 Ave. of the Stars, 28th Floor, Los Angeles, CA 90067.

Studio: 1359 St. Louis St., Springfield, MO 65802.

Telephone: 417-831-1333. **Fax:** 417-831-4125.

Technical Facilities: Channel No. 33 (584-590 MHz). Authorized power: 5010-kw max. & 1580-kw horizontal visual, 110-kw max. & 100-kw horizontal aural. Antenna: 1995-ft. above av. terrain, 1816-ft. above ground, 3390-ft. above sea level.

Latitude 37° 13' 08"
Longitude 92° 56' 56"

Transmitter: 4-mi. N of Fordland, MO.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Andrew, 7.3-meter C-band; Harris, 6.1-meter C-band; Andrew, 4.5-meter C-band; RCA, 3.7-meter Ku-band; Andrew, Gardiner, Harris receivers.

News Services: ABC, CNN.

Ownership: Davis-Goldfarb Co. (Group Owner).

Began Operation: March 9, 1983. Sale to present owner approved by FCC Dec. 1, 1988. Sale to Goltrin Communications Inc. by Lorimar-Telepictures approved by FCC Feb. 12, 1988 (Television Digest, Vol. 28:17). Sale to Lorimar-Telepictures by Springfield TV Assoc. Ltd. approved Dec. 12, 1984.

Represented (sales): Petry Television Inc.

Represented (legal): Leventhal, Senter & Lerman.

Represented (engineering): Hammett & Edison Inc.

Personnel:

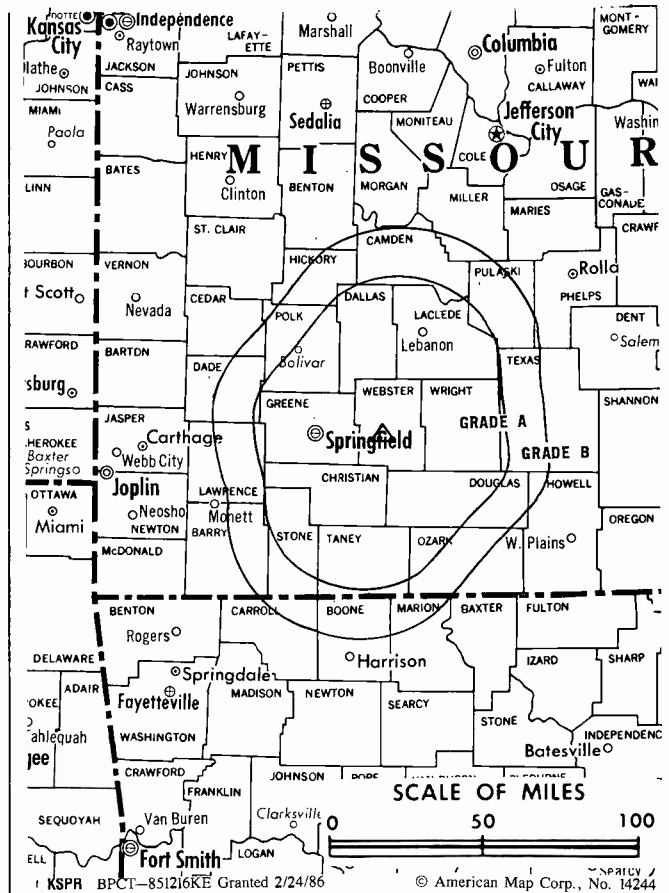
- Clyde Helton, General Manager.
- David Appleton, Operations Director.
- Andy Asher, News Director.
- Leland Sanders, Program Director.
- Sue Ellen Ball, National Sales Manager.
- Randy Collard, Sales Manager.
- David Middleton, Assistant Operations Manager.
- Melissa Ward, Promotion Manager.
- Sherry Yates, Controller.
- Monte Chaney, Chief Engineer.
- Kelly Shields, Traffic Manager.

Rates: On request.

City of License: Springfield. **ADI:** Springfield, MO. **Rank:** 78.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARKANSAS			
	Baxter	13,800	13,500	98
	Marion	5,300	5,200	98
	MISSOURI			
	Camden	11,500	11,200	98
	Cedar	5,100	5,000	98
	Christian	12,200	12,000	98
	Dade	3,100	3,100	100
	Dallas	5,200	5,100	98
	Douglas	4,800	4,700	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Greene	82,200	81,400	99
	Hickory	3,400	3,300	97
	Howell	12,300	11,800	96
	Laclede	10,600	10,400	98
	Lawrence	11,900	11,700	98
	Ozark	3,600	3,500	97
	Polk	8,200	8,000	98
	Pulaski	11,900	11,700	98
	Stone	8,100	7,900	98
	Taney	10,900	10,700	98
	Texas	8,600	8,300	96
	Webster	8,700	8,500	98
	Wright	6,500	6,300	97
Between 25-49%	ARKANSAS			
	Boone	11,700	11,500	98
	Carroll	8,000	7,900	99
	Newton	3,000	2,900	97
	MISSOURI			
	Barry	11,000	10,800	98
Benton	5,800	5,600	97	
Dent	5,500	5,300	96	
Miller	7,800	7,700	99	
Phelps	13,000	12,700	98	
St Clair	3,500	3,400	97	
Between 5-24%	MISSOURI			
	Barton	4,700	4,600	98
	Morgan	6,400	6,300	98
	Oregon	3,900	3,700	95
	Shannon	3,100	2,900	93
Station Totals		335,300	328,600	98
Net Weekly Circulation (1992)			206,900	
Average Daily Circulation (1992)			100,800	

Missouri—Springfield

KYTV
Ch. 3

Network Service: NBC.

Licensee: KY3 Inc., Box.3500, Springfield, MO 65808.

Studio: 999 W. Sunshine, Springfield, MO 65807.

Telephone: 417-868-3800. **TWX:** 910-775-4714. **Fax:** 417-868-3894.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 95.5-kw visual, 14.1-kw aural. Antenna: 2040-ft. above av. terrain, 2000-ft. above ground, 3565-ft. above sea level.

Latitude 37° 10' 11"
Longitude 92° 56' 30"

Transmitter: 0.7-mi. N of Fordland, MO.

Satellite Earth Stations: 6 in operation; Harris, M/A-Com, Scientific-Atlanta receivers.

SNG Mobile Dish: DX.

News Service: AP.

Ownership: Schurz Communications Inc. (Group Owner)

Began Operation: October 1, 1953. Sale to present owner by Harte-Hanks Communications Inc. approved by FCC Feb. 19, 1987 (Television Digest, Vol. 26:46, 48). Sale to Harte-Hanks by Grand Prairie Investment Co. & Mark Twain Media Inc. approved by FCC Oct. 13, 1978 (Vol. 18:21).

Represented (sales): Blair Television.

Represented (legal): Hogan & Hartson.

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

Personnel:

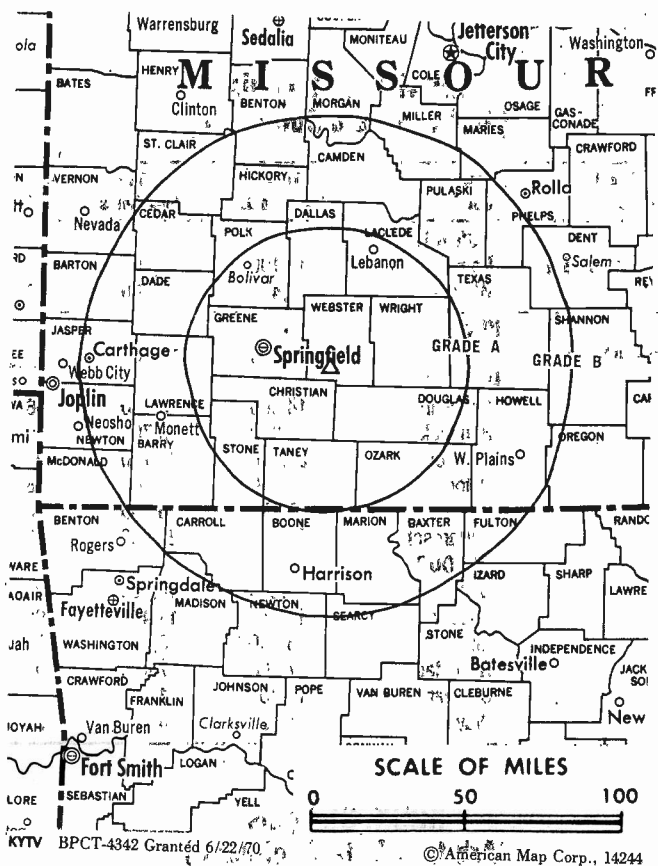
- Gary DeHaven, General Manager.
- Mike Scott, General Sales Manager.
- Karen Parry, National Sales Manager.
- Marci Burdick, News Director.
- Carolyn Sellers, Business Manager.
- Dan White, Production Manager.
- Truman Krumholz, Chief Engineer.
- Deb Gallion, Promotion & Public Affairs Director.
- Linda Cleeton, Marketing Director.

Rates: On request.

City of License: Springfield. **ADI:** Springfield, MO. **Rank:** 78.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	ARKANSAS				
		Baxter	13,800	13,500	98
		Boone	11,700	11,500	98
		Carroll	8,000	7,900	99
		Fulton	4,300	4,200	97
		Izard	4,700	4,500	96
		Madison	4,600	4,500	97
		Marion	5,300	5,200	98
		Newton	3,000	2,900	97
		Searcy	3,300	3,200	97
		MISSOURI			
		Barry	11,000	10,800	98
		Benton	5,800	5,600	97
		Camden	11,500	11,200	98
	Cedar	5,100	5,000	98	
	Christian	12,200	12,000	98	
	Dade	3,100	3,100	100	
	Dallas	5,200	5,100	98	
	Dent	5,500	5,300	96	
	Douglas	4,800	4,700	98	
	Greene	82,200	81,400	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Hickory	3,400	3,300	97
	Howell	12,300	11,800	96
	Laclede	10,600	10,400	98
	Lawrence	11,900	11,700	98
	Oregon	3,900	3,700	95
	Ozark	3,600	3,500	97
	Phelps	13,000	12,700	98
	Polk	8,200	8,000	98
	Pulaski	11,900	11,700	98
	St. Clair	3,500	3,400	97
	Shannon	3,100	2,900	93
	Stone	8,100	7,900	98
	Taney	10,900	10,700	98
	Texas	8,600	8,300	96
Webster	8,700	8,500	98	
Wright	6,500	6,300	97	
Between 25-49%	ARKANSAS			
	Sharp	6,200	6,000	97
Between 5-24%	ARKANSAS			
	Benton	39,300	38,600	98
	Stone	4,000	3,900	98
	MISSOURI			
	Barton	4,700	4,600	98
	Carter	2,100	2,000	95
	Crawford	7,600	7,400	97
	Henry	8,300	8,200	99
	Mc Donald	6,500	6,400	98
	Maries	3,200	3,100	97
Miller	7,800	7,700	99	
Morgan	6,400	6,300	98	
Newton	16,900	16,700	99	
Reynolds	2,600	2,500	96	
Vernon	7,600	7,400	98	
Station Totals		456,500	447,200	98
Net Weekly Circulation (1992)				290,900
Average Daily Circulation (1992)				197,800

Missouri

KPLR-TV, St. Louis (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	MISSOURI			
	Scott	15,100	14,900	99
	Warren	7,400	7,300	99
Between 5-24%	IOWA			
	Lee	15,500	15,400	99
	ILLINOIS			
	Christian	14,000	13,800	98
	Hancock	8,800	8,700	99
	Jackson	23,700	23,100	97
	Union	7,300	7,200	98
	Wayne	7,100	6,800	96
	Williamson	24,200	23,600	98
	MISSOURI			
	Butler	15,200	14,800	97
Callaway	11,600	11,400	98	
Maries	3,200	3,100	97	
New Madrid	7,600	7,400	97	
Stoddard	11,400	11,200	98	
Wayne	4,900	4,800	98	

KSDK, St. Louis (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	ILLINOIS			
	Christian	14,000	13,800	98
	Effingham	12,100	11,700	97
	Franklin	17,000	16,600	98
	Jackson	23,700	23,100	97
	Morgan	14,100	13,800	98
	Williamson	24,200	23,600	98
	MISSOURI			
	Audrain	9,400	9,300	99
	Butler	15,200	14,800	97
Callaway	11,600	11,400	98	
Cole	23,100	22,900	99	
Dunklin	13,000	12,700	98	
Marion	10,700	10,600	99	
Randolph	9,300	9,200	99	
Stoddard	11,400	11,200	98	

KTVI, St. Louis (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	ILLINOIS			
	Adams	26,100	25,800	99
	Morgan	14,100	13,800	98
	Perry	8,600	8,400	98
	MISSOURI			
	Audrain	9,400	9,300	99
	Callaway	11,600	11,400	98
	Dent	5,500	5,300	96
	Shannon	3,100	2,900	93
	Stoddard	11,400	11,200	98

KFVS-TV, Cape Girardeau (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	ARKANSAS			
	Greene	12,500	12,300	98
	Randolph	6,600	6,500	98
	ILLINOIS			
	Clay	5,900	5,700	97
	Marion	16,700	16,400	98
	White	7,000	6,700	96
	KENTUCKY			
	Caldwell	5,100	5,000	98
	Trigg	3,900	3,900	100
MISSOURI				
St Francois	17,600	17,400	99	
Shannon	3,100	2,900	93	
TENNESSEE				
Carroll	10,900	10,800	99	
Dyer	13,900	13,800	99	
Gibson	18,700	18,600	99	
Henry	11,600	11,500	99	

KCTV, Kansas City (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	MISSOURI			
	Benton	5,800	5,600	97
	Chariton	3,800	3,700	97
	Cooper	5,500	5,400	98
	NEBRASKA			
Richardson	4,100	4,000	98	

KMBC-TV, Kansas City (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	MISSOURI			
	Gentry	2,900	2,800	96
	Harrison	3,800	3,700	97
	Holt	2,600	2,500	96
	Pettis	14,300	14,100	99
	St Clair	3,500	3,400	97
Between 5-24%	KANSAS			
	Coffey	3,500	3,400	97
	Lyon	13,300	13,100	98
	Mitchell	3,000	2,900	97
	Neosho	6,700	6,600	99
	Pottawatomie	6,000	5,900	98
	Shawnee	65,600	65,000	99
	Trego	1,600	1,600	100
	MISSOURI			
	Cedar	5,100	5,000	98
	Cole	23,100	22,900	99
	Cooper	5,500	5,400	98
	Nodaway	7,600	7,500	99
Vernon	7,600	7,400	98	
NEBRASKA				
Richardson	4,100	4,000	98	

Missouri

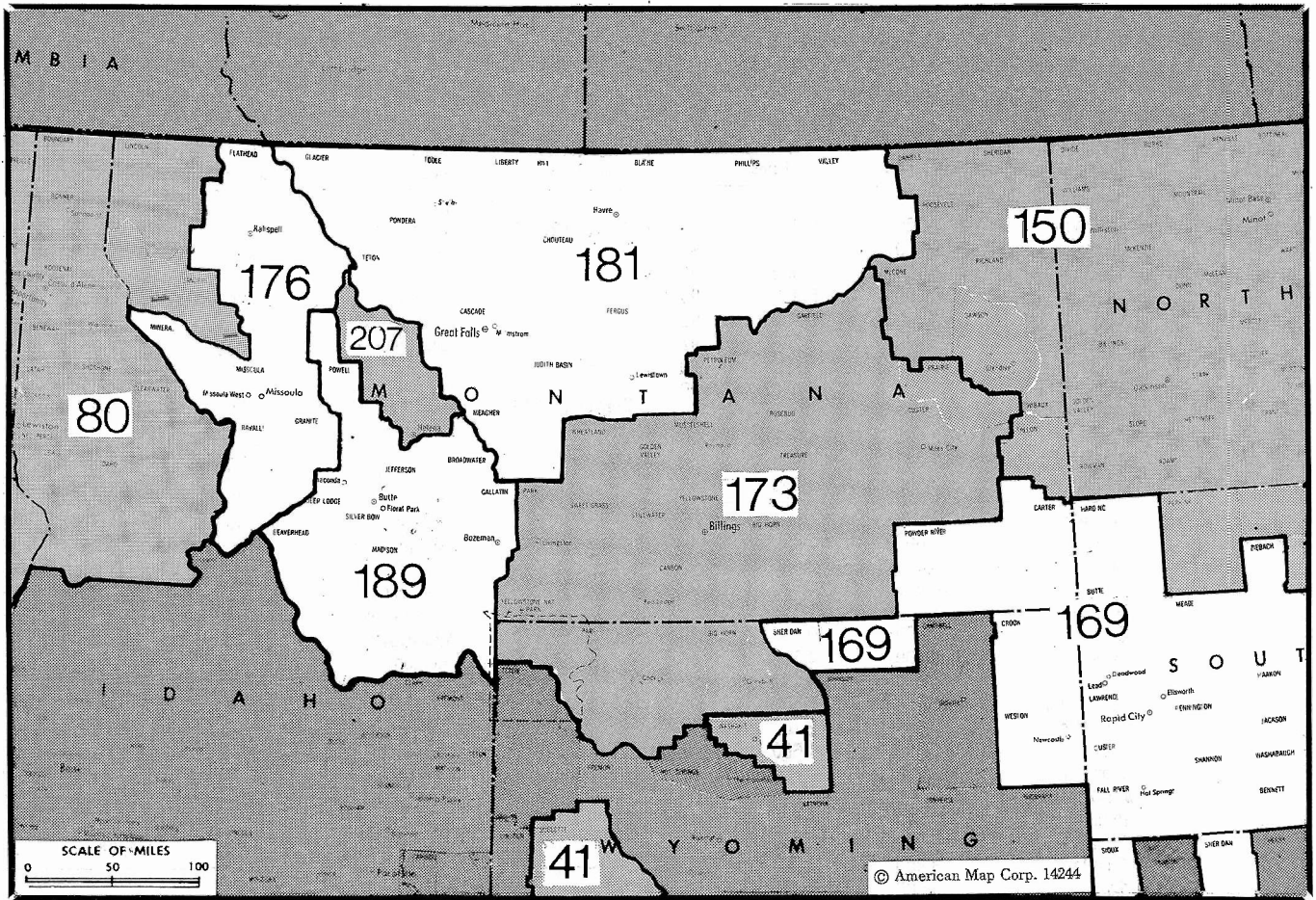
**WDAF-TV, Kansas City
(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	KANSAS			
	Jefferson	6,000	5,900	98
	Mitchell	3,000	2,900	97
	Nemaha	4,100	4,000	98
	Osage	6,000	5,900	98
	Riley	20,900	20,500	98
	Russell	3,300	3,200	97
	Saline	20,200	20,000	99
	Shawnee	65,600	65,000	99
	MISSOURI			
	Adair	9,000	8,900	99
Atchison	3,000	3,000	100	
St. Clair	3,500	3,400	97	
Between 5-24%	KANSAS			
	Allen	5,800	5,700	98
	Coffey	3,500	3,400	97
	Crawford	14,800	14,600	99
	Dickinson	7,900	7,800	99
	Geary	10,500	10,400	99
	Jackson	4,400	4,300	98
	Lyon	13,300	13,100	98
	Pottawatomie	6,000	5,900	98
	Republic	2,800	2,700	96
	Trego	1,600	1,600	100
	Wabaunsee	2,500	2,400	98
	MISSOURI			
	Benton	5,800	5,600	97
	Cedar	5,100	5,000	98
	Chariton	3,800	3,700	97
	Cooper	5,500	5,400	98
	Mercer	1,600	1,600	100
	Sullivan	2,700	2,700	100
	Vernon	7,600	7,400	98
NEBRASKA				
Richardson	4,100	4,000	98	

**KSHB-TV, Kansas City
(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	MISSOURI			
	Nodaway	7,600	7,500	99
	Pettis	14,300	14,100	99
	Randolph	9,300	9,200	99
	Vernon	7,600	7,400	98
	OKLAHOMA			
Washington	18,300	18,200	99	
Between 5-24%	IOWA			
	Marion	11,200	11,100	99
	KANSAS			
	Coffey	3,500	3,400	97
	Dickinson	7,900	7,800	99
	Edwards	1,700	1,700	100
	Labette	9,500	9,400	99
	Montgomery	15,900	15,600	98
	Nemaha	4,100	4,000	98
	Republic	2,800	2,700	96
	Wabaunsee	2,500	2,400	98
	MISSOURI			
	Benton	5,800	5,600	97
	Boone	41,500	40,900	99
Chariton	3,800	3,700	97	
Cooper	5,500	5,400	98	
Holt	2,600	2,500	96	
Linn	5,900	5,800	98	
St. Clair	3,500	3,400	97	
NEBRASKA				
Richardson	4,100	4,000	98	

Montana



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Salt Lake City, UT	597,600	41	KGCZ (4), KJVI (2), KOOG-TV (30), KSL-TV (5), KSTU (13), KTVX (4), KUTV (2), KXIV (14)
Spokane, WA	315,600	80	KAYU-TV (28), KCWT (27), KHQ-TV (6), KREM-TV (2), KXLY-TV (4)
Minot-Bismarck-Dickinson, ND-Glendive, MT	134,900	150	KBMY (17), KFYR-TV (5), KMCY (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	87,000	169	KCLO-TV (15), KEVN-TV (7), KHSD-TV (11), KIVV-TV (5), KOTA-TV (3), KSGW-TV (12)
Billings-Hardin, MT	83,800	173	KOUS-TV (4), KTVQ (2), KULR-TV (8), KYUS-TV (3)
Missoula, MT	73,800	176	KCFW-TV (9), KECI-TV (13), KPAX-TV (8), KTMF (23)
Great Falls, MT	62,200	182	KFBB-TV (5), KRTV (3), KTGF (16)
Butte, MT	48,400	189	KCTZ (7), KTVM (6), KXLF-TV (4)
Helena, MT	18,700	207	KTVH (12)

State Cross Reference List

Communities that receive programs of stations that are located elsewhere.

KOUS-TV, Billings See Hardin, MT

Montana Station Totals as of November 1, 1992

	VHF	UHF	TOTAL
Commercial Television Stations	14	2	16
Educational Television Stations	1	0	1
	15	2	17

Montana—Billings

KTVQ

Ch. 2

Network Service: CBS.

Licensee: SJL of Montana Assoc. Ltd. Partnership, 3202 3rd Ave. N., Billings, MT 59101.

Studio: 3203 3rd Ave. N, Billings, MT 59101.

Telephone: 406-252-5611. Fax: 406-252-9938.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 10.2-kw aural. Antenna: 670-ft. above av. terrain, 383-ft. above ground, 4183-ft. above sea level.

Latitude 45° 46' 00.20"
Longitude 108° 27' 26.70"

Transmitter: 2-mi. ESE of Billings on Westergard Hill.

Satellite Earth Station: Harris, 6.1-meter, Harris receivers.

News Services: AP, CBS, MTN.

Ownership: SJL Broadcast Management Corp. (Group Owner).

Began Operation: November 9, 1953. Sale to present owner by Garryowen Corp. (J. S. Sample) approved by FCC Dec. 21, 1983. Sale to KTVQ Communications Inc. granted by FCC March 16, 1992 but not consummated.

Represented (sales): Blair Television; Montana TV Network.

Represented (legal): Latham & Watkins.

Represented (engineering): Jansky & Bailey.

Personnel:

- Kelly Sugar, General Manager.
- Lee Lareva, Station Director.
- Monty Wallis, Local Sales Manager.
- AJ Nash, News Director.
- Janet Skorupa, Promotion Director.
- Ron Jacobson, Chief Engineer.
- Dave McCurdy, Business Manager.

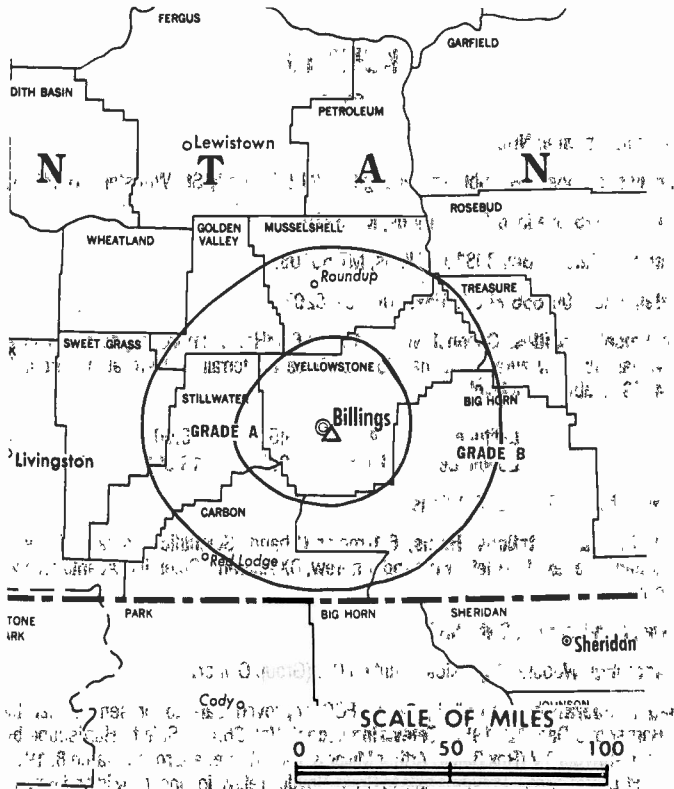
Highest 30 Sec. Rate: \$500.

NETWORK BASE HOURLY RATE: \$770.

City of License: Billings. ADI: Billings-Hardin. Rank: 173.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
MONTANA				
50% & Over	Big Horn	3,300	3,100	94
	Carbon	3,400	3,300	97
	Custer	4,900	4,600	95
	Golden Valley	400	400	100
	Musselshell	1,700	1,600	94
	Park	5,400	5,200	96
	Petroleum	200	200	100
	Rosebud	3,800	3,600	95
	Stillwater	2,700	2,700	100
	Sweet Grass	1,300	1,200	92



KTVQ BMPCT-4001 Granted 8/20/56 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
	Treasure	400	400	100
	Wheatland	900	900	100
	Yellowstone	45,400	44,800	99
WYOMING				
	Big Horn	4,000	3,900	96
	Park	9,000	8,700	96
	Sheridan	9,700	9,300	95
Between 25-49%				
MONTANA				
	Fergus	4,700	4,500	96
	Garfield	600	500	83
	Powder River	900	800	88
Between 5-24%				
MONTANA				
	Carter	600	600	100
	Gallatin	19,200	18,600	97
	Judith Basin	1,000	1,000	100
	Meagher	800	800	100
	Richland	4,000	3,900	98
Station Totals		128,300	124,600	97
Net Weekly Circulation (1992)				81,500
Average Daily Circulation (1992)				53,800

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

Call Lynn Levine
202-872-9200

Montana—Billings

KULR-TV

Ch. 8

Network Service: NBC.

Licensee: Wooster Republican Printing Co., 212 E. Liberty St., Wooster, OH 44691.

Studio: 2045 Overland Ave., Billings, MT 59102.

Mailing Address: Box 80810, Billings, MT 59108.

Telephone: 406-656-8000. **Fax:** 406-652-8207.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 38.9-kw aural. Antenna: 750-ft. above av. terrain, 530-ft. above ground, 4249-ft. above sea level.

Latitude 45° 45' 35.00"
Longitude 108° 27' 13.60"

Transmitter: 2.7-mi. E of Billings.

Satellite Earth Stations: Harris, 6.1-meter C-band; Scientific-Atlanta, 4.6-meter C-band; Vertex, 4.5-meter Ku-band; Andrew, DX Antenna, Scientific-Atlanta receivers.

News Services: AP, CNN, NBC.

Ownership: Wooster Republican Printing Co. (Group Owner).

Began Operation: March 15, 1958. FCC approved sale to present owner by Harriscope Dec. 12, 1986 (*Television Digest*, Vol. 26:45). Sale to Harriscope by Crain-Snyder TV (Rex Baker, Arthur Miller & Thor Myhre) approved March 8, 1967 by FCC (Vol. 6:46). Previous sale to Crain-Snyder Television Inc. by Midland Empire Bcstg. Co. approved Dec. 17, 1962 (Vol. 2:52).

Represented (sales): Katz Television.

Represented (legal): Baker & Hostetler.

Represented (engineering): Hammett & Edison Inc.

Personnel:

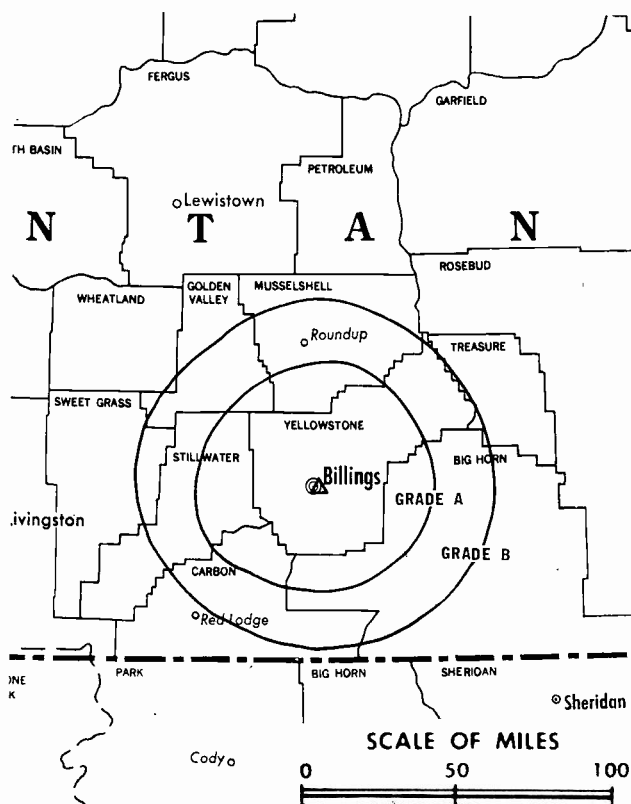
- Stan Whitman**, President.
- Bruce Cummings**, General Sales Manager.
- George Mills**, News Director.
- Mark Hanson**, Production Manager.
- Marcie Hummel**, Business Manager.
- Dean Jansma**, Chief Engineer.
- Julie Omvig**, Promotion Director.

Rates: On request.

City of License: Billings. **ADI:** Billings-Hardin. **Rank:** 173.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MONTANA			
	Big Horn	3,300	3,100	94
	Carbon	3,400	3,300	97
	Custer	4,900	4,600	95
	Garfield	600	500	83
	Golden Valley	400	400	100



KULR-TV BMPCT-4810 Granted 11/21/57

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Musselshell	1,700	1,600	94
	Park	5,400	5,200	96
	Powder River	900	800	88
	Rosebud	3,800	3,600	95
	Stillwater	2,700	2,700	100
	Sweet Grass	1,300	1,200	92
	Treasure	400	400	100
	Wheatland	900	900	100
	Yellowstone	45,400	44,800	99
	WYOMING			
	Park	9,000	8,700	96
Between 25-49%	MONTANA			
	Fergus	4,700	4,500	96
	Petroleum	200	200	100
	WYOMING			
Big Horn	4,000	3,900	96	
Sheridan	9,700	9,300	95	
Between 5-24%	MONTANA			
	Meagher	800	800	100
	Prairie	600	600	92
Station Totals		104,100	101,100	97
Net Weekly Circulation (1992)				69,100
Average Daily Circulation (1992)				38,700

Montana—Bozeman

KCTZ

Ch. 7

Network Service: ABC.

Licensee: Big Horn Communications, Drawer D, Hardin, MT 59034.

Studio: 1128 E. Main St., Bozeman, MT 59715.

Telephone: 406-586-3280, **Fax:** 406-586-4135.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 44.1-kw visual, 4.41-kw aural. Antenna: 816-ft. above av. terrain, 306-ft. above ground, 6916-ft. above sea level.

Latitude 45° 40' 24"
Longitude 110° 52' 02"

Holds CP for change to 1122-ft. above av. terrain, 305-ft. above ground, 6916-ft. above sea level. BPCT-880812KF.

Transmitter: 1.75-mi. W of Hwy. 10, 7.7-mi. E of Bozeman.

News Service: AP.

Ownership: Big Horn Communications Inc. (Group Owner).

Began Operation: September 1, 1987. Sale to present owners by Bee Bcstg. Assoc. approved by FCC June 28, 1988.

Represented (sales): Roslin TV Sales.

Represented (legal): Brinig & Bernstein.

Personnel:

Ray Moser, General Manager.

Michael Douglas, Station & General Sales Manager.

Gene Brodeur, News Director.

Johna Zinda, Program Director.

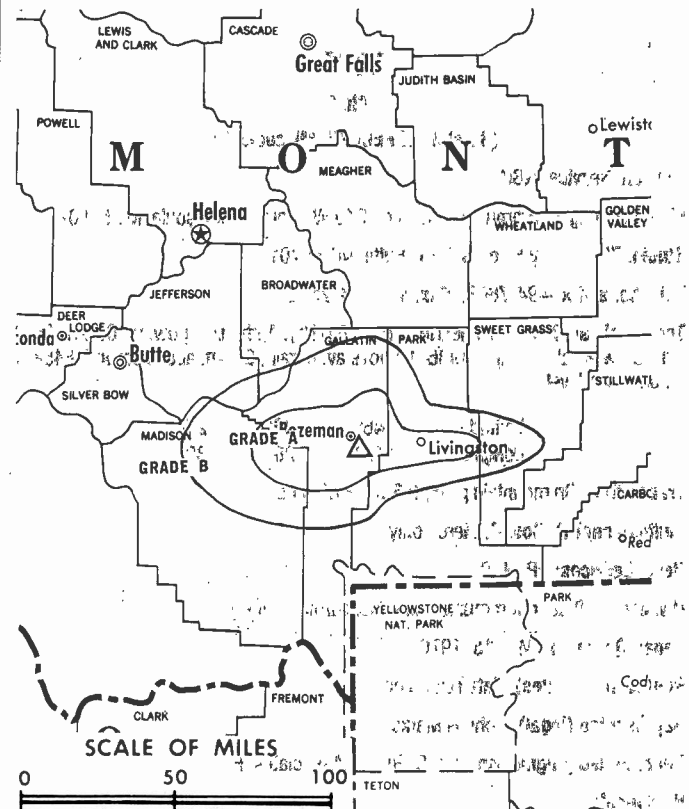
J. R. Middleton, Chief Engineer.

Steve Bruggeman, Business Manager.

Highest 30 Sec. Rate: \$125.

City of License: Bozeman. **ADI:** Butte. **Rank:** 189.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.



KCTZ BNPCT-870707KE Granted 7/16/87 American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MONTANA Gallatin	19,200	18,600	97
	Park	5,400	5,200	96
Between 5-24%	MONTANA Broadwater	1,500	1,400	93
	Meagher	800	800	100
	Sweet Grass	1,300	1,200	92
Station Totals		28,200	27,200	96
Net Weekly Circulation (1992)				17,000
Average Daily Circulation (1992)				9,300

Montana—Butte

KTVM

Ch. 6

(Satellite of KECI-TV, Missoula, MT)

Network Service: NBC.

Licensee: Eagle Communications Inc., 340 W. Main St., Missoula, MT 59802.

Studio: 750 Dewey Blvd., Suite 1, Butte, MT 59701.

Telephone: 406-494-7603. **Fax:** 406-494-2572.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 12.5-kw aural. Antenna: 1936-ft. above av. terrain, 213-ft. above ground, 8458-ft. above sea level.

Latitude 46° 00' 27"
Longitude 112° 26' 30"

Transmitter: On mountain peak, 2.6-mi. E of Butte.

Multichannel TV Sound: Stereo only.

News Services: AP, NBC.

Ownership: Precht Communications Inc. (Group Owner).

Began Operation: May 15, 1970.

Represented (sales): Katz Television.

Represented (legal): Cohn & Marks.

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

Personnel:

Robert H. Precht, President & General Manager.

Larry Sem, Station Manager.

Pat Grant, National Sales Manager.

Carol Simone, News Director.

Billy Ward, Chief Engineer.

Jane English, Business Manager.

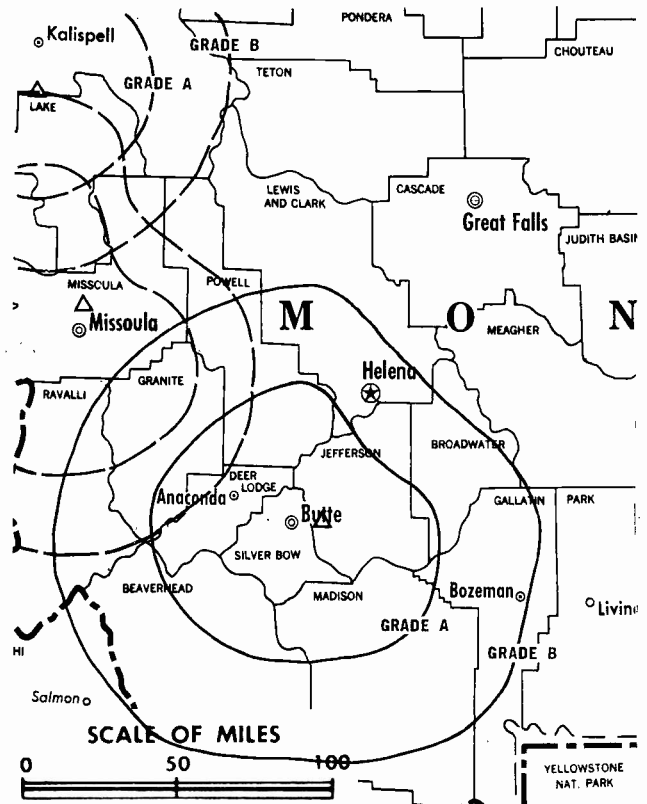
Highest 30 Sec. Rate: \$350.

NETWORK BASE HOURLY RATE: \$400.

City of License: Butte. **ADI:** Butte. **Rank:** 189.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MONTANA Beaverhead	3,200	3,000	94
	Deer Lodge	4,000	3,900	97



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Gallatin	19,200	18,600	97
	Madison	2,300	2,300	100
	Powell	2,300	2,200	96
	Silver Bow	13,900	13,600	98
MONTANA				
Between 25-49%	Jefferson	3,200	3,100	97
MONTANA				
Between 5-24%	Broadwater	1,500	1,400	93
	Granite	1,100	1,100	100
	Meagher	800	800	100
Station Totals		51,500	50,000	97
Net Weekly Circulation (1992)			37,900	
Average Daily Circulation (1992)			22,500	

Montana—Butte

KXLF-TV

Ch. 4

Network Service: CBS.

Licensee: KXLF Communications Inc., Box 3500, Butte, MT 59702.

Studio: 1003 S. Montana St., Butte, MT 59701.

Telephone: 406-782-0444, Fax: 406-782-8906.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1892-ft. above av. terrain, 199-ft. above ground, 8450-ft. above sea level.

Latitude 46° 00' 27"
Longitude 112° 26' 30"

Transmitter: 3-mi. E of Butte on XL Heights.

Multichannel TV Sound: Separate audio program.

Satellite Earth Stations: Harris, 6.1-meter; RCA Ku-band; Harris receivers.

News Services: AP, Montana TV Network News.

Ownership: Evening Post Publishing Co. (Group Owner).

Began Operation: August 14, 1953. Sale to present owner by SJL Inc. approved by FCC Oct. 31, 1986. Previous sale by Garryowen Corp. (J. S. Sample) approved by FCC Dec. 23, 1983. Sale to Garryowen by Ed Craney approved by FCC Jan. 18, 1961 (Television Digest, Vol. 16:42; 17:4).

Represented (sales): Blair Television; Montana Television Network.

Represented (legal): Dow, Lohnes & Albertson.

Personnel:

Ron Cass, President & General Manager.

Jay Kohn, News Director.

Pat Cooney, Sales Manager.

Margaret McIntosh, Program Director.

John Mizelle, Chief Engineer.

Linda Thompson, Business Manager.

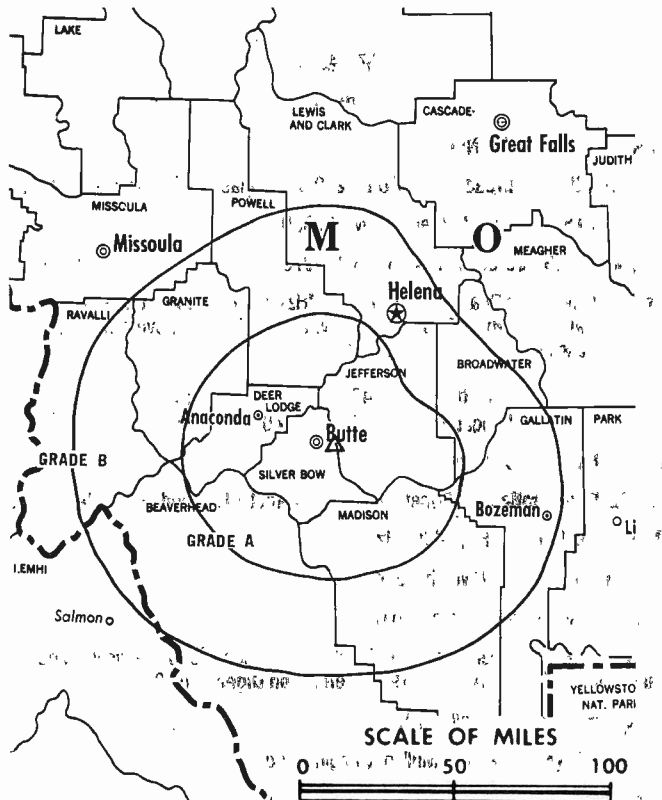
Highest 30 Sec. Rate: \$325.

NETWORK BASE HOURLY RATE: \$960.

City of License: Butte. ADI: Butte. Rank: 189.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MONTANA			
	Beaverhead	3,200	3,000	94
	Broadwater	1,500	1,400	93
	Deer Lodge	4,000	3,900	97
	Gallatin	19,200	18,600	97
	Jefferson	3,200	3,100	97
	Lewis + Clark	19,400	18,800	97



KXLF-TV BPCT-3765 Granted 5/12/66

© American Map Corp., 13244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Madison	2,300	2,300	100
	Powell	2,300	2,200	96
	Silver Bow	13,900	13,600	98
Between 25-49%	MONTANA			
	Granite	1,100	1,100	100
	Meagher	800	800	100
Between 5-24%	MONTANA			
	Park	5,400	5,200	96
Station Totals		76,300	74,000	97
Net Weekly Circulation (1992)				54,600
Average Daily Circulation (1992)				34,100

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

Montana—Glendive

KXGN-TV

Ch. 5

Network Service: CBS, NBC.

Licensee: Glendive Broadcasting Corp., 210 S. Douglas St., Glendive, MT 59330.

Studio: 210 S. Douglas St., Glendive, MT 59330.

Telephone: 406-365-3377. **Fax:** 406-365-3378.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 14.8-kw visual, 2.95-kw aural. Antenna: 513-ft. above av. terrain, 158-ft. above ground, 2818-ft. above sea level.

Latitude 47° 03' 15"
Longitude 104° 40' 45"

Transmitter: 4-mi. SE of city.

Satellite Earth Stations: 4.5-meter C-band; 4.5-meter Ku-band; 3.7-meter C-band.

AM Affiliate: KXGN, 1-kw, 1400 kHz.

News Service: National Weather Service.

Ownership: Glendive Broadcasting Corp.

Began Operation: November 1, 1957. Sale to present owner by Lewis W. Moore, et al., approved by FCC April 18, 1990 (Television Digest, Vol. 30:17).

Represented (sales): Roslin TV Sales.

Represented (engineering): Mullaney Engineering Inc.

Personnel:

Dan Frenzel, General Manager.

Mark Gauthier, News Director.

Traci Scheil, Program Director.

Winnifred Norton, Promotion Director.

Dennis Hanson, Chief Engineer.

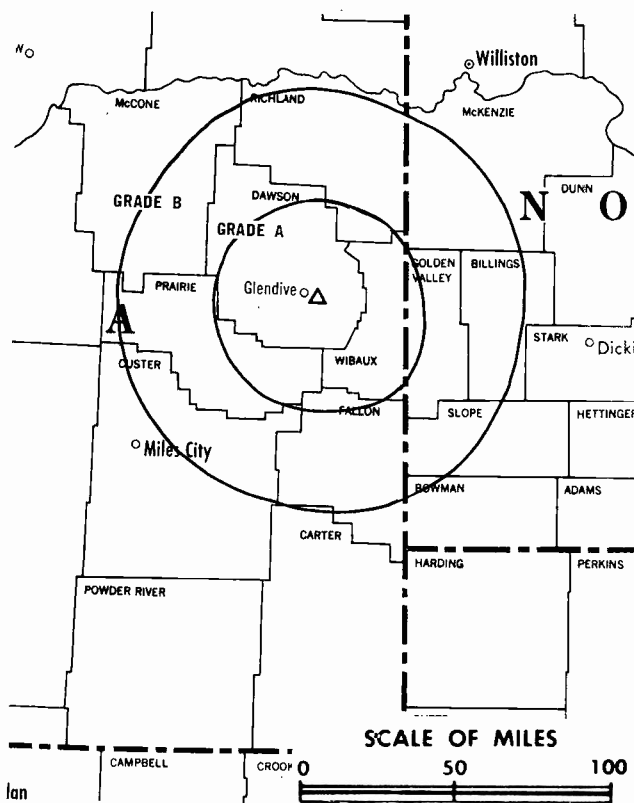
Highest 30 Sec. Rate: \$150.

NETWORK BASE HOURLY RATE: \$100.

City of License: Glendive. **ADI:** Minot-Bismarck-Dickinson, ND-Glendive, MT. **Rank:** 150.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MONTANA			
	Dawson	3,800	3,700	97
	Fallon	1,200	1,200	96



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Prairie	600	600	92
	Wibaux	500	500	100
Between 25-49%	MONTANA			
	Carter	600	600	100
	Mc Cone	900	900	100
	Richland	4,000	3,900	98
Between 5-24%	MONTANA			
	Custer	4,900	4,600	95
	NORTH DAKOTA			
	Golden Valley	900	900	100
Station Totals		17,400	16,900	97
Net Weekly Circulation (1992)				6,600
Average Daily Circulation (1992)				4,100

Montana—Great Falls

KFBB-TV
Ch. 5

Network Service: ABC.

Licensee: KFBB Corp., Box 1139, Great Falls, MT 59403.

Studio: U.S. Hwy 87, 1-mi. N of Missouri River, Great Falls.

Mailing Address: Box 1139, Great Falls, MT 59403.

Telephone: 406-453-4377. **TWX:** 910-975-1917. **Fax:** 406-727-9703.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 590-ft. above av. terrain, 540-ft. above ground, 4310-ft. above sea level.

Latitude 47° 32' 08"
Longitude 111° 17' 02"

Transmitter: U.S. Hwy. 87, 1-mi. N of Missouri River, Great Falls.

Satellite Earth Stations: Microdyne, 7-meter; Andrew, 4.5-meter; Vertex, 4.5-meter Ku-band; Avantek, M/A-Com, Microdyne receivers.

News Services: AP, ABC, National Weather Service.

Ownership: Wooster Republican Printing Co. (Group Owner).

Began Operation: March 21, 1954. Sale to present owners by Advance Corp. approved by FCC April 26, 1982 (Television Digest, Vol. 22:8). Sale to Advance by Harriscope Bcstg. Corp. approved April 21, 1977. Sale to Harriscope by David E. Bright, Ernest Scanlon & Daniel O'Shea approved by FCC May 23, 1962 (Vol. 2:11, 22). Sale to Bright, Scanlon & O'Shea by Joseph P. Wilkins and associates approved Jan. 27, 1960 (Vol. 16:3, 5).

Represented (sales): Katz Television.

Represented (legal): Baker & Hostetler.

Represented (engineering): Mullaney Engineering Inc.

Personnel:

Jack J. Fisher Sr., General Manager.

Jack May, Local Sales Manager.

Dick Pompa, News Director.

Loren Hendrickson, Production & Promotion Manager.

Mike Warner, Chief Engineer.

Myla Cole, Accounting Supervisor.

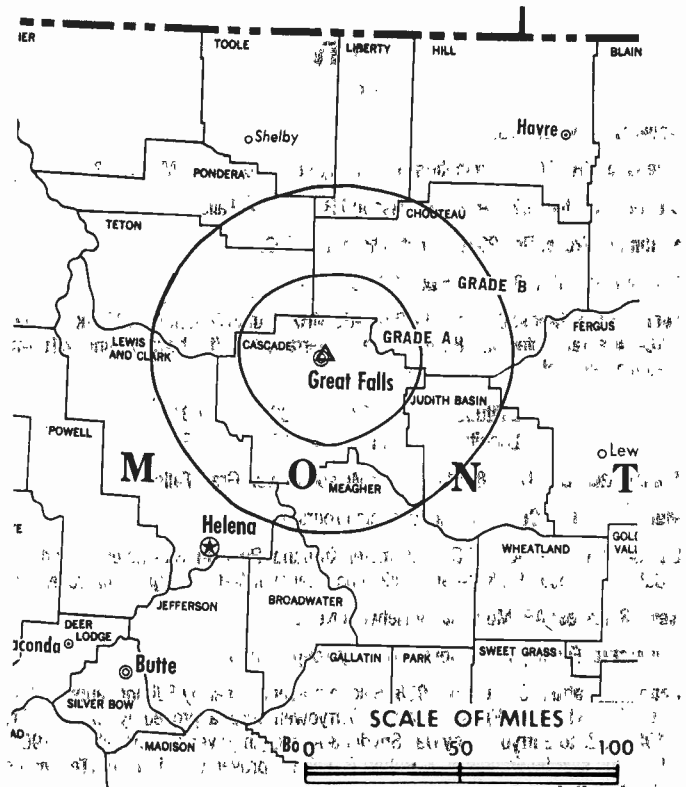
Carol Funston, Traffic Manager.

Rates: On request.

City of License: Great Falls. **ADI:** Great Falls. **Rank:** 182.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MONTANA			
	Blaine	2,500	2,300	94
	Cascade	30,400	29,900	98
	Chouteau	2,200	2,100	98
	Fergus	4,700	4,500	96
	Glacier	3,900	3,700	95
	Hill	6,700	6,500	97
	Judith Basin	1,000	1,000	100
	Lewis + Clark	19,400	18,800	97



KFBB-TV BPCT-4340 Granted 5/7/70

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Liberty	900	900	100
	Meagher	800	800	100
	Phillips	2,000	1,900	95
	Pondera	2,400	2,300	96
	Teton	2,500	2,400	96
	Toole	2,100	2,000	98
Between 25-49%	MONTANA			
	Broadwater	1,500	1,400	93
	Garfield	600	500	83
Between 5-24%	MONTANA			
	Jefferson	3,200	3,100	97
Station Totals		94,000	91,100	97
Net Weekly Circulation (1992)				67,600
Average Daily Circulation (1992)				38,400

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

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Market Research & Data Sales Dept.
202-872-9200

Montana—Great Falls

KRTV
Ch. 3

Network Service: CBS.

Licensee: KRTV Communications Inc., Box 2989, Great Falls, MT 59403.

Studio: U.S. Hwy. 87, 1-mi. N of Missouri River, Great Falls.

Mailing Address: Box 2989, Great Falls, MT 59403.

Telephone: 406-453-2431. **Fax:** 406-453-8041.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 586-ft. above av. terrain, 557-ft. above ground, 4100-ft. above sea level.

Latitude 47° 32' 09"
Longitude 111° 17' 02"

Transmitter: U.S. Hwy. 87, 1-mi. N of Missouri River, Great Falls.

Multichannel TV Sound: Separate audio program.

Satellite Earth Stations: RCA, 4.5-meter Ku-band; Poulitan, 3.2-meter C-band; DH Satellite, 5-meter Ku & C-band; Scientific-Atlanta, M/A-Com, Agile Omni receivers.

News Services: AP, Montana TV Network News.

Ownership: Evening Post Publishing Co. (Group Owner).

Began Operation: October 5, 1958. Sale to present owner by SJL Inc. approved by FCC Oct. 31, 1986. Previous sale by Garryowen Corp. approved by FCC Dec. 21, 1983. Sale to Garryowen by Dan Snyder & Assoc. approved by FCC Feb. 28, 1969. Previous sale by Francis N. & Robert R. Laird approved Oct. 1, 1958 (**Television Digest**, Vol. 14:40).

Represented (sales): Blair Television.

Represented (legal): Dow, Lohnes & Albertson.

Personnel:

- Donald G. Bradley, President & General Manager.
- Reed Larsen, Local Sales Manager.
- Joel Lundstad, News Director.
- Joseph Lawson, Promotion Director.
- Marlowe Rames, Chief Engineer.
- Roxanna Ratray, Traffic Director/Program Coordinator.

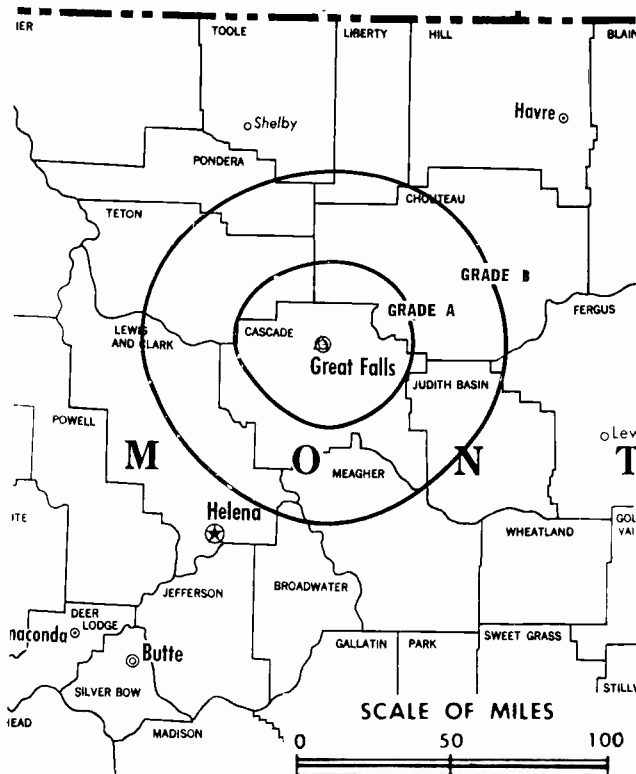
Rates: On request.

NETWORK BASE HOURLY RATE: \$553.

City of License: Great Falls. **ADI:** Great Falls. **Rank:** 182.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MONTANA			
	Blaine	2,500	2,300	94
	Cascade	30,400	29,900	98



KRTV BPCT-4457 Granted 10/18/71

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Chouteau	2,200	2,100	98
	Fergus	4,700	4,500	96
	Garfield	600	500	83
	Glacier	3,900	3,700	95
	Hill	6,700	6,500	97
	Judith Basin	1,000	1,000	100
	Liberty	900	900	100
	Meagher	800	800	100
	Phillips	2,000	1,900	95
	Pondera	2,400	2,300	96
	Teton	2,500	2,400	96
	Toole	2,100	2,000	98
	Valley	3,400	3,300	96

MONTANA				
Between 5-24%	Jefferson	3,200	3,100	97
Station Totals		69,300	67,200	97
Net Weekly Circulation (1992)			55,500	
Average Daily Circulation (1992)			35,100	

Montana—Great Falls

KTGF

Ch. 16

Network Service: NBC.

Licensee: Continental Television Network Inc., 118 6th St. S, Great Falls, MT 59401.

Studio: 118 6th St. S, Great Falls, MT 59401.

Mailing Address: Box 1219, Great Falls, MT 59403.

Telephone: 406-761-8816. Fax: 406-454-3484.

Technical Facilities: Channel No. 16 (482-488 MHz). Authorized power: 2030-kw max. visual, 203-kw max. aural. Antenna: 1046-ft. above av. terrain, 769-ft. above ground, 4619-ft. above sea level.

Latitude 47° 36' 26"
Longitude 111° 21' 27"

Transmitter: 3.5-mi. W of Bootlegger Trail, 7-mi. N of Missouri River, Great Falls.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Vertex, 5-meter Ku-band; Paraclipse, 4-meter C-band; Scientific-Atlanta, 4-meter Ku-band; M/A-Com, Microdyne receivers.

News Service: AP.

Ownership: Continental Television Network Inc. (Group Owner).

Began Operation: September 21, 1986.

Represented (sales): Adam Young Inc.

Represented (legal): Reddy, Begley & Martin.

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

Personnel:

Jim Colla, General Manager.

Cheryl Cordeiro, Station Manager.

Chuck Outland, General Sales Manager.

Scott Fralick, News Director.

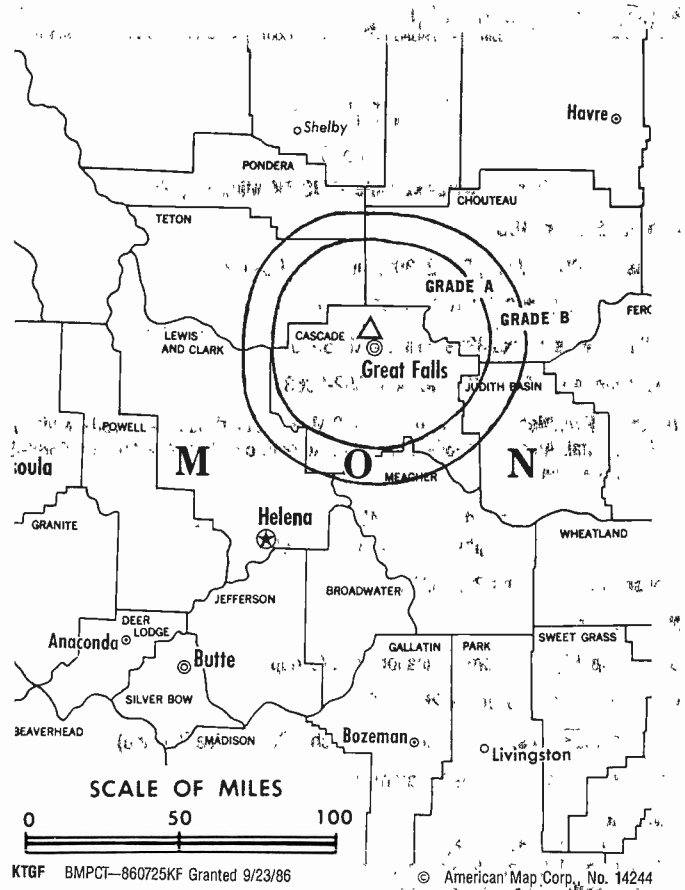
Penny Adkins, Promotion, Marketing & Program Director.

Rates: On request.

City of License: Great Falls. **ADI:** Great Falls. **Rank:** 182.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MONTANA			
	Blaine	2,500	2,300	94
	Cascade	30,400	29,900	98
	Chouteau	2,200	2,100	98
	Glacier	3,900	3,700	95



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Hill	6,700	6,500	97
	Liberty	900	900	100
	Phillips	2,000	1,900	95
	Pondera	2,400	2,300	96
	Teton	2,500	2,400	96
	Toole	2,100	2,000	98
Between 25-49%	MONTANA			
	Fergus	4,700	4,500	96
Between 5-24%	MONTANA			
	Judith Basin	1,000	1,000	100
Station Totals	Meagher	800	800	100
	Net Weekly Circulation (1992)	65,500	63,600	97
Average Daily Circulation (1992)				42,400
				22,600

Montana—Hardin-Billings

KOUS-TV

Ch. 4

(Also operates satellite KYUS-TV, Miles City, MT)

Network Service: ABC.

Licensee: KOUS-TV Inc., Box 23309, Billings, MT 59104.

Studio: 445 S. 24th St. W, Billings, MT 59102.

Mailing Address: Box 23309, Billings, MT 59104.

Telephone: 406-652-4743. **Fax:** 406-652-6963.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1060-ft. above av. terrain, 628-ft. above ground, 4688-ft. above sea level.

Latitude 45° 44' 29"
Longitude 108° 08' 19"

Transmitter: Pryor Star Rte., Billings.

News Service: AP.

Ownership: Big Horn Communications Inc. (Group Owner).

Began Operation: November 26, 1980.

Represented (sales): Adam Young; The Tacher Co. (Seattle/Portland).

Represented (legal): Fortas & Hardman.

Personnel:

- Ray Moser, General Manager.
- Dan Michael, General Sales Manager.
- Tim O'Malley, Local Sales Manager.
- Patricia A. Rookhuizen, Program Director.
- Steve Lahey, Promotion Director.
- Tracy Nelson, Traffic Director.
- Bill Burkhard, Chief Engineer.
- Ed Connors, Production Manager.
- Steve Bruggeman, Business Manager.

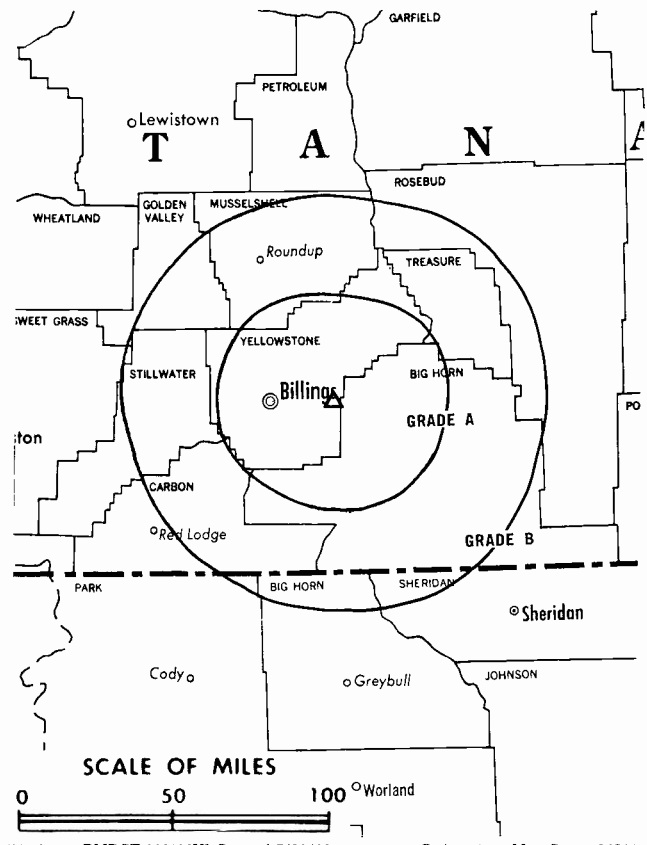
Rates: On request.

Arbitron Data: Figures include KYUS-TV, Miles City, MT.

City of License: Hardin. **ADI:** Billings-Hardin. **Rank:** 173.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MONTANA			
	Big Horn	3,300	3,100	94
	Carbon	3,400	3,300	97
	Custer	4,900	4,600	95
	Golden Valley	400	400	100
	Musselshell	1,700	1,600	94
	Stillwater	2,700	2,700	100
	Sweet Grass	1,300	1,200	92



KOUS-TV BMPCT-800410KI Granted 7/28/80 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Treasure	400	400	100
	Wheatland	900	900	100
	Yellowstone	45,400	44,800	99
	WYOMING			
	Park	9,000	8,700	96
Between 25-49%	MONTANA			
	Petroleum	200	200	100
	Prairie	600	600	92
	Rosebud	3,800	3,600	95
	WYOMING			
	Big Horn	4,000	3,900	96
Between 5-24%	MONTANA			
	Mc Cone	900	900	100
	Park	5,400	5,200	96
	WYOMING			
	Campbell	11,100	10,600	95
	Sheridan	9,700	9,300	95
Station Totals		109,100	106,000	97
Net Weekly Circulation (1992)				59,400
Average Daily Circulation (1992)				31,300

Montana—Helena

KTVH

Ch. 12

Network Service: NBC.

Licensee: Big Sky Bcstg. L.P., Box 6125, Helena, MT 59604.

Studio: 2433 N. Montana Ave., Helena, MT 59601.

Telephone: 406-443-5050. **Fax:** 406-442-5106.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 105-kw visual, 10.5-kw aural. Antenna: 2250-ft. above av. terrain, 176-ft. above-ground, 7929-ft. above sea level.

Latitude 46° 49' 35"
Longitude 111° 42' 33"

Transmitter: Hogback Mountain, approx. 22-mi. NE of Helena.

Satellite Earth Stations: AFC, 3-meter Ku-band; Paraclipse, 3-meter C-band; Vertex, 4.6-meter Ku-band; DX Antenna, M/A-Com, Microdyne receivers.

News Services: AP, NBC.

Ownership: Big Sky Bcstg. L.P.

Began Operation: January 1, 1958. Left air Feb. 5, 1959; resumed operation Aug. 6, 1959 (Television Digest, Vol. 15:6, 33, 36). Sale to Helena TV Inc. by Joseph S. Sample, who took over all properties from Ed Craney was approved by FCC Jan. 18, 1961 (Vol. 16:42; 17:4). Sale by Helena TV Inc. approved June 5, 1963 (Vol. 3:23). Sale of control by Paul B. McAdam & A. W. Scribner approved by FCC Dec. 18, 1968. Sale to Lynn H. Koch, et al., approved Nov. 29, 1979. Sale to Bradley, Courtage & Lundberg approved April 22, 1985. Sale to present owners approved by FCC Aug. 4, 1988.

Represented (sales): Seltel Inc.; The Tacher Co.

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

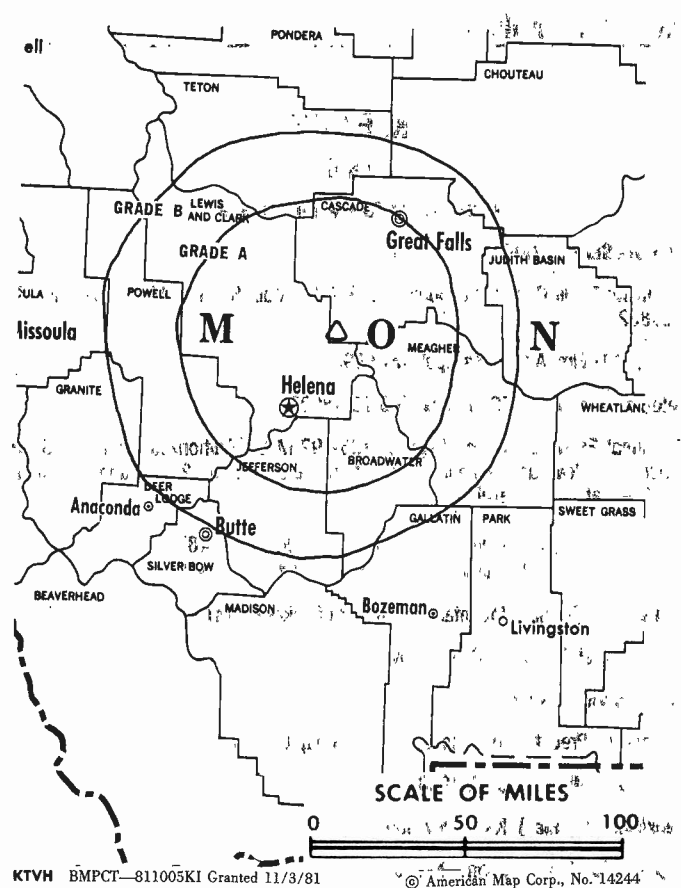
Personnel:

- John Radeck, President & General Manager.
- Bill Stebbins, General Sales Manager.
- Jones Smith, News Director.
- Janice W. Radeck, Program Director.
- Allen Knuth, Chief Engineer.
- Monica Sohn, Accounting Manager.

Highest 30 Sec. Rate: \$350.

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

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.



KTVH BMPCT—811005K1 Granted 11/3/81 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MONTANA			
	Broadwater	1,500	1,400	93
	Lewis + Clark	19,400	18,800	97
	Meagher	800	800	100
Between 25-49%	MONTANA			
	Jefferson	3,200	3,100	97
Between 5-24%	MONTANA			
	Chouteau	2,200	2,100	98
	Madison	2,300	2,300	100
	Pondera	2,400	2,300	96
	Teton	2,500	2,400	96
Station Totals		34,300	33,200	97
Net Weekly Circulation (1992)				21,800
Average Daily Circulation (1992)				13,900

Montana—Kalispell

KCFW-TV

Ch. 9

(Satellite of KECL-TV, Missoula, MT)

Network Service: NBC.

Licensee: Eagle Communications Inc., 340 W. Main St., TV Bldg., Missoula, MT 59802.

Studio: 401 First Ave. E, Kalispell, MT 59901.

Telephone: 406-755-5239. **Fax:** 406-752-8002.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 26.5-kw visual, 5.3-kw aural. Antenna: 2794-ft. above av. terrain, 240-ft. above ground, 6898-ft. above sea level.

Latitude 48° 00' 48"
Longitude 114° 21' 55"

Transmitter: Blacktail Mountain, 6.5-mi. W of Lakeside, MT.

Multichannel TV Sound: Stereo only.

News Services: AP, NBC.

Ownership: Precht Communications Inc. (Group Owner).

Began Operation: June 10, 1968.

Represented (sales): Katz Television.

Represented (legal): Cohn & Marks.

Personnel:

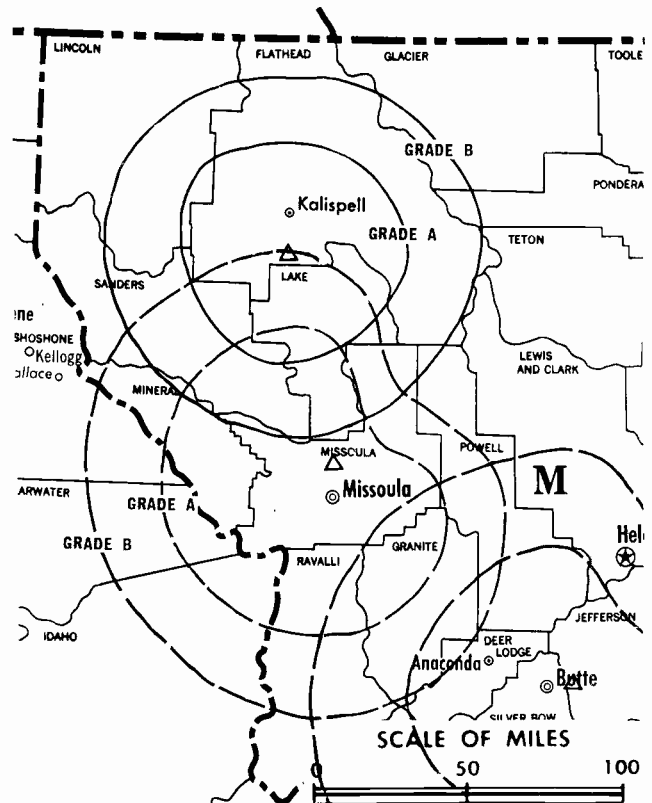
Robert H. Precht, President & General Manager.
Steve Fetveit, Station Manager.
Pat Grant, National Sales Manager.
Roger Hopkins, News Director.
Chris Neuhausen, Chief Engineer.
Jane English, Business Manager.

Highest 30 Sec. Rate: \$200.

NETWORK BASE HOURLY RATE: \$400.

City of License: Kalispell. **ADI:** Missoula. **Rank:** 176.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.



KCFW-TV BPCT-3985 Granted 12/20/67

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MONTANA			
	Flathead	23,700	23,100	97
	Lincoln	6,800	6,500	96
Between 25-49%	MONTANA			
	Lake	8,200	8,000	98
Between 5-24%	MONTANA			
	Glacier	3,900	3,700	95
Station Totals		42,600	41,300	97
Net Weekly Circulation (1992)			25,500	
Average Daily Circulation (1992)			15,700	

Montana—Miles City

KYUS-TV

Ch. 3

(Satellite of KOUS-TV, Hardin, MT)

Network Service: ABC.

Licensee: KOUS-TV Inc., Box 23309, Billings, MT 59104.

Studio: See KOUS-TV, Hardin, MT.

Telephone: 406-665-3320.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 10.2-kw visual, 1.02-kw aural. Antenna: 125-ft. above av. terrain, 59-ft. above ground, 2664-ft. above sea level.

Latitude 46° 25' 56"
Longitude 105° 51' 31"

Holds CP for change to 10.42-kw visual, 102-ft. above av. terrain, 75-ft. above ground, 2644-ft. above sea level, lat. 46° 24' 48", long. 105° 51' 04". BPCT-920406KH.

Transmitter: 1-mi. NW of Miles City.

Ownership: Big Horn Communications Inc. (Group Owner).

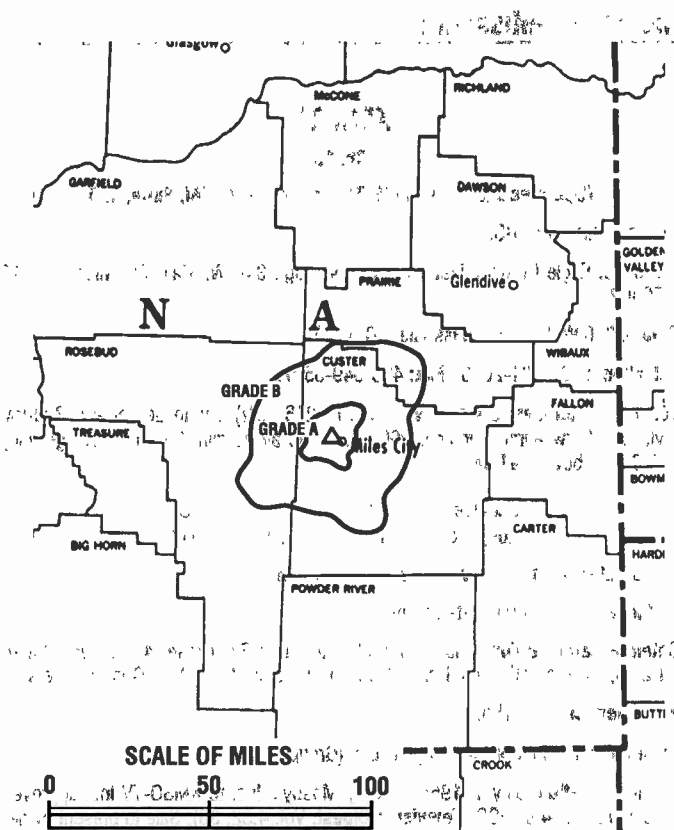
Began Operation: September 1, 1969. Sale by Custer Bcstg. Corp. to KOUS-TV approved March 14, 1984 by FCC.

Represented (sales): Sefitel Inc.; The Tacher Co. (Seattle/Portland).

Represented (legal): Fortas & Hardman.

Personnel:

Ray Moser, General Manager.
Dan Michael, Local Sales Manager.
John Zinda, Program Director.
Ed Connors, Promotion Director.
J. R. Middleton, Chief Engineer.
Tracy Nelson, Traffic Director.



KYUS-TV BPCT-920406KH Granted 5/29/92 © American Map Corp., No. 14244

Highest 30 Sec. Rate: \$60.

Arbitron Data: Included with KOUS-TV, Hardin, MT.

City of License: Miles City. ADI: Billings-Hardin. Rank: 173.

Montana—Missoula

KECI-TV

Ch. 13

(Operates satellites KCFW-TV, Kalispell & KTVM, Butte, MT)

Network Service: NBC.

Licensee: Eagle Communications Inc., TV Bldg., 340 W. Main St., Missoula, MT 59802.

Studio: 340 W. Main St., Missoula, MT 59802.

Telephone: 406-721-2063. **Fax:** 406-549-6507.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 300-kw visual, 30-kw aural. Antenna: 2000-ft. above av. terrain, 289-ft. above ground, 7060-ft. above sea level.

Latitude 47° 01' 05"
Longitude 114° 00' 41"

Transmitter: 10-mi. N of Missoula, near Evaro, MT.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 7-meter Ku-band; Paraclipse, 4.5-meter C-band; Harris, 4.5-meter C-band; Harris, 3-meter Ku-band; Harris, M/A-Com receivers.

News Services: AP, NBC.

Ownership: Precht Communications Inc. (Group Owner).

Began Operation: July 1, 1954. Sale by Mosby's Inc. to KMSO-TV Inc. approved Sept. 11, 1964 by FCC (Television Digest, Vol. 4:32, 38). Sale to present owner by Dale G. Moore approved Aug. 24, 1978.

Represented (sales): Katz Television.

Represented (legal): Cohn & Marks.

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

Personnel:

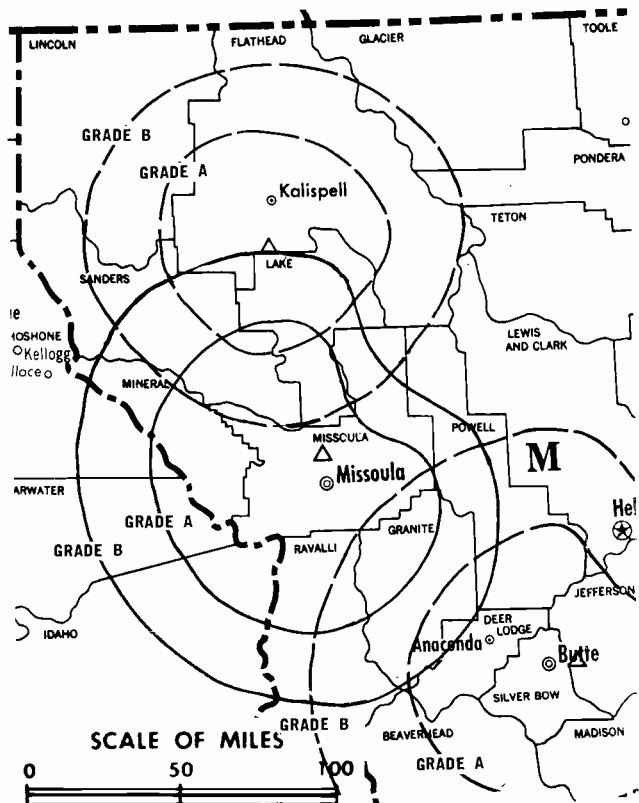
- Robert H. Precht, President & General Manager.
- Steve Hellegaard, Station Manager.
- Jean Crepeau, Program Director.
- Jim Harmon, News Director.
- Larry Arbaugh, Chief Engineer.
- Pat Grant, National Sales Manager.
- Jane English, Business Manager.

Highest 30 Sec. Rate: \$625.

NETWORK BASE HOURLY RATE: \$800.

City of License: Missoula. **ADI:** Missoula. **Rank:** 176.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.



KECI-TV BPCT-3969 Granted 6/13/67

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IDAHO			
	Lemhi	2,800	2,600	93
	MONTANA			
	Granite	1,100	1,100	100
	Lake	8,200	8,000	98
	Mineral	1,500	1,500	100
	Missoula	31,700	30,800	97
Ravalli	10,200	9,900	97	
Sanders	3,600	3,400	94	
Between 5-24%	MONTANA			
	Flathead	23,700	23,100	97
Station Totals		82,800	80,400	97
Net Weekly Circulation (1992)				48,000
Average Daily Circulation (1992)				30,100

Montana—Missoula

KPAX-TV

Ch. 8

Network Service: CBS.

Licensee: KPAX Communications Inc., Box 4827, Missoula, MT 59806.

Studio: 2204 Regent St., Missoula, MT 59801.

Telephone: 406-543-7106. Fax: 406-543-7111.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 275-kw max. & 257-kw horizontal visual, 51.5-kw max. & 48-kw horizontal aural. Antenna: 2150-ft. above av. terrain, 284-ft. above ground, 7101-ft. above sea level.

Latitude 47° 01' 06"
Longitude 114° 00' 41"

Transmitter: TV Mountain, 4-mi. E of Evaro.

Multichannel TV Sound: Stereo and separate audio program.

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

News Services: AP, Montana TV Network News.

Ownership: Evening Post Publishing Co. (Group Owner).

Began Operation: May 1, 1970. Sale to present owners by SJL Inc. approved by FCC Oct. 31, 1986. Previous sale by Garryowen Corp. approved by FCC Dec. 23, 1983.

Represented (sales): Blair Television.

Represented (legal): Dow, Lohnes & Albertson.

Personnel:

William F. Sullivan, President & General Manager.

Robert Hermes, Local Sales Manager.

Ian Marquand, News Director.

Tammy Engle, Program Director & Operations Manager.

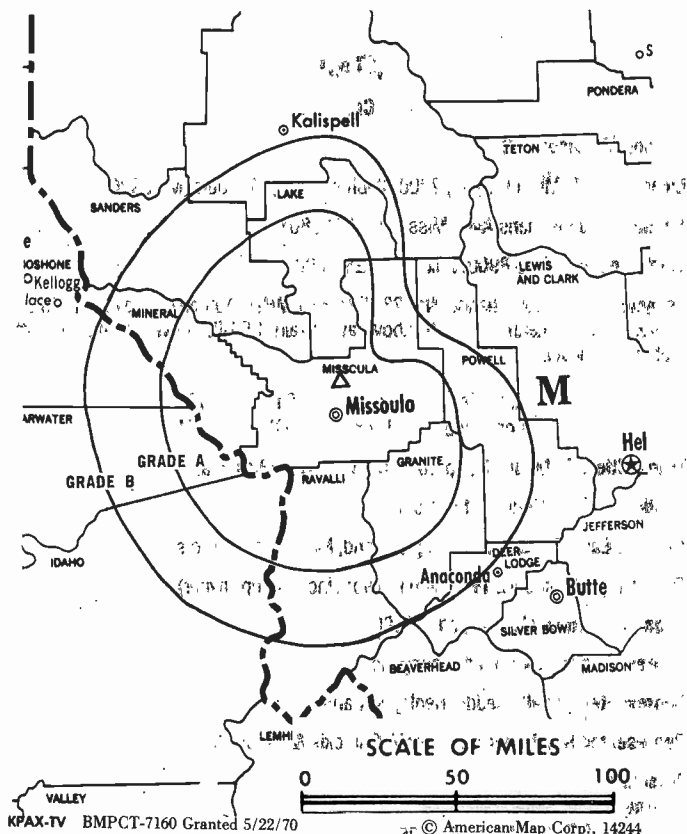
Mark Rapson, Chief Engineer.

Highest 30 Sec. Rate: \$400.

City of License: Missoula. ADI: Missoula. Rank: 176.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	TV Households %
50% & Over	MONTANA			
	Flathead	23,700	23,100	97
	Lake	8,200	8,000	98



Net Weekly Circulation	State County	Total Households	TV Households	TV Households %
50% & Over	MINERAL	1,500	1,500	100
	MISSOULA	31,700	30,800	97
	RAVALLI	10,200	9,900	97
Between 25-49%	MONTANA			
	Granite	1,100	1,100	100
	Sanders	3,600	3,400	94
Between 5-24%	IDAHO			
	Lemhi	2,800	2,600	93
Station Totals:		82,800	80,400	97%
Net Weekly Circulation (1992)				60,000
Average Daily Circulation (1992)				36,300

Montana—Missoula

KTMF

Ch. 23

Network Service: ABC.

Licensee: CTN Missoula Inc., 2200 Stephens Ave., Missoula, MT 59801.

Studio: 2200 Stephens Ave., Missoula, MT 59801.

Telephone: 406-542-8900. **Fax:** 406-728-4800.

Technical Facilities: Channel No. 23 (524-530 MHz). Authorized power: 1820-kw max. visual. Antenna: 2106-ft. above av. terrain, 256-ft. above ground, 7047-ft. above sea level.

Latitude 47° 01' 10"
Longitude 114° 00' 46"

Transmitter: TV Mountain, approx. 10.56-mi. N of Missoula.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: C-band; Ku-band; M/A-Com receivers.

Ownership: Continental Television Network Inc. (Group Owner).

Began Operation: November 16, 1990.

Represented (sales): Adam Young Inc.

Represented (legal): Reddy, Begley & Martin.

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

Personnel:

James Colla, General Manager.

Penny L. Adkins, Station Manager.

Ken Cathey, General Sales Manager & National Sales Manager.

Dave Hathaway, Chief Engineer.

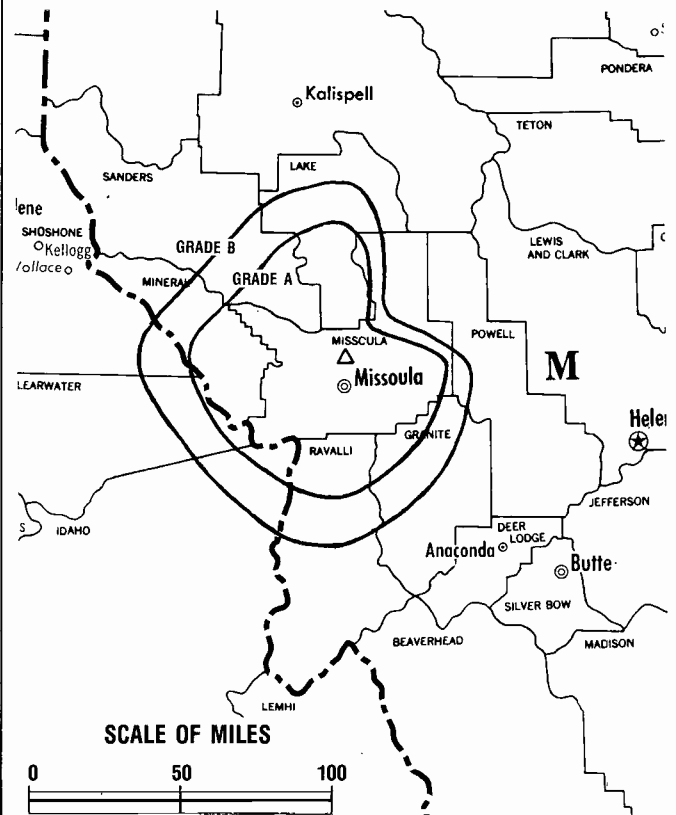
Cheryl Cordeiro, Business Manager.

Rates: On request.

City of License: Missoula. **ADI:** Missoula. **Rank:** 176.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

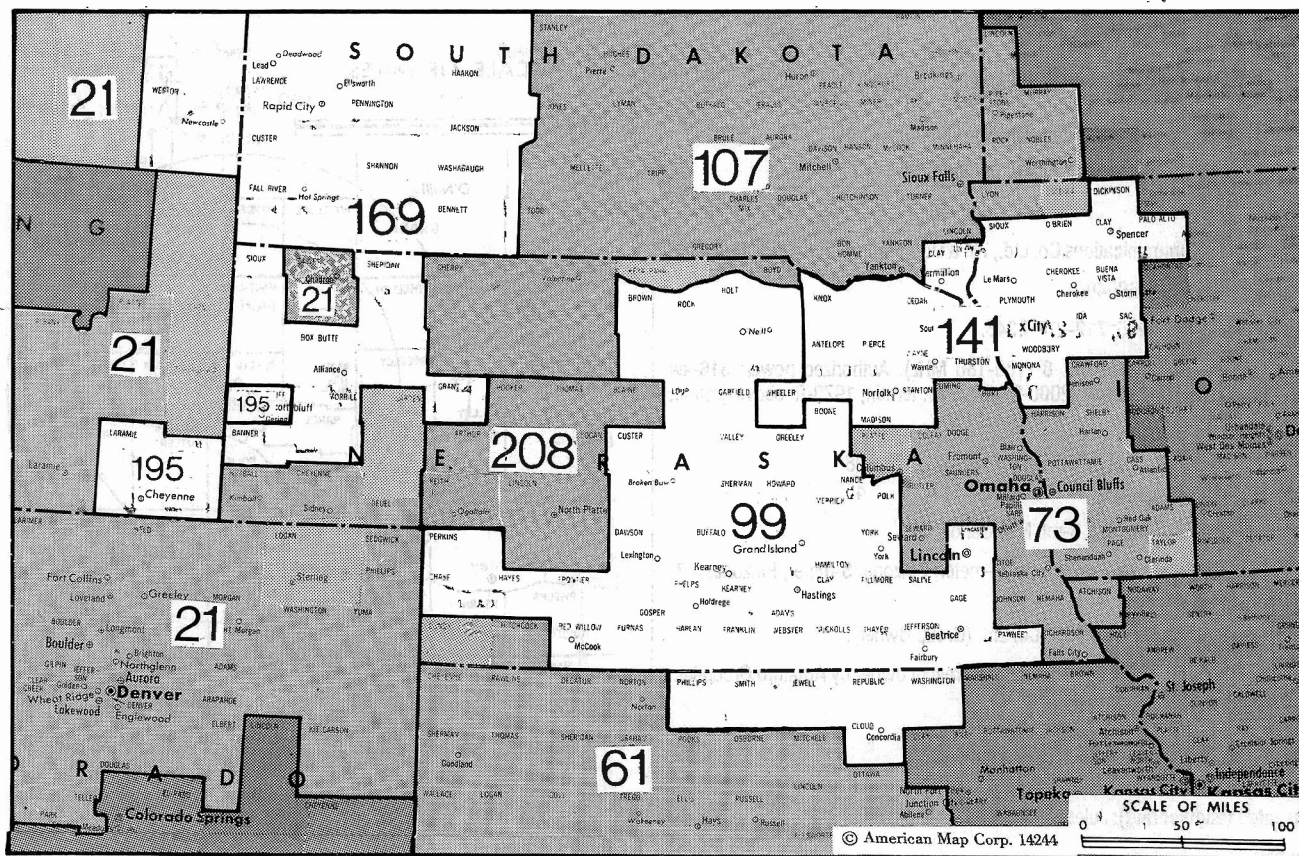
Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MONTANA Missoula	31,700	30,800	97



KTMF BMPCT-901019KF Granted 10/31/90

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Ravalli	10,200	9,900	97
MONTANA				
Between 25-49%	Flathead	23,700	23,100	97
	Lake	8,200	8,000	98
MONTANA				
Between 5-24%	Sanders	3,600	3,400	94
Station Totals		77,400	75,200	97
Net Weekly Circulation (1992)				31,600
Average Daily Circulation (1992)				14,000



Market	Arbitron ADI TV Households	Rank
Denver, CO	1,031,700	21
Wichita-Hutchinson, KS	422,700	61
Omaha, NE	358,000	99
Lincoln-Hastings-Kearney, NE	241,900	73
Sioux Falls-Mitchell, SD	218,000	107
Sioux City, IA	153,400	141
Rapid City, SD	87,000	169
Cheyenne, WY-Scottsbluff, NE-Sterling, CO	42,400	195
North Platte, NE	17,700	208

Market Area Commercial TV Stations

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)
 KAAS-TV (18), KAKE-TV (10), KBSD-TV (6), KBNS-TV (7), KBSL-TV (10), KLBV (4), KSAS-TV (24), KSNC (2), KSNG (11), KSNK (8), KSNW (3), KUPK-TV (13), KWCH-TV (12)
 KETV (7), KMTV (3), KPTM (42), WOWT (6)
 KCAN (8), KGIN (11), KHAS-TV (5), KHGI-TV (13), KOLN (10), KSNB-TV (4), KWNB-TV (6)
 KABY-TV (9), KDLO-TV (3), KDLT (5), KELO-TV (11), KPLO-TV (6), KPRY-TV (4), KSPY-TV (13), KTTM (12), KTTW (17)
 KCAU-TV (9), KMEG (14), KTIV (4)
 KCLO-TV (15), KEVN-TV (7), KHSD-TV (11); KIVV-TV (5), KOTA-TV (3), KSGW-TV (12)
 KDUH-TV (4), KGWN-TV (5), KKTU (33), KSTF (10), KTVS (3)
 KNOP-TV (2)

State Cross Reference List

Communities that receive programs of stations that are located elsewhere.

KSTF, Gering See Scottsbluff, NE
KHGI-TV, Hastings See Kearney, NE

Nebraska Station Totals as of November 1, 1992

	VHF	UHF	TOTAL
Commercial Television Stations	14	1	15
Educational Television Stations	6	3	9
	20	4	24

Nebraska—Albion

KCAN

Ch. 8

(Satellite of KCAU-TV, Sioux City, IA)

Network Service: ABC.

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

Studio: RR 1, Genoa, NE 68640.

Telephones: 402-495-4995; 712-277-2345.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 2000-ft. above av. terrain, 1973-ft. above ground, 3729-ft. above sea level.

Latitude 41° 32' 28"
Longitude 97° 40' 45"

Transmitter: 3-mi. E of Rte. 22, 5-mi. N of Genoa, NE.

Satellite Earth Stations: ChannelMaster, 5-meter; Pinzone, 5-meter; Pinzone, 3.7-meter; Pinzone receivers.

Ownership: Citadel Communications Co. Ltd. (Group Owner).

Began Operation: December 5, 1964. Sale to present owner by Amaturio Group Inc. approved by FCC Nov. 12, 1986.

Represented (sales): Katz Television.

Represented (legal): Latham & Watkins.

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

Personnel:

Philip J. Lombardo, President.

Ray Cole, Vice President & General Manager.

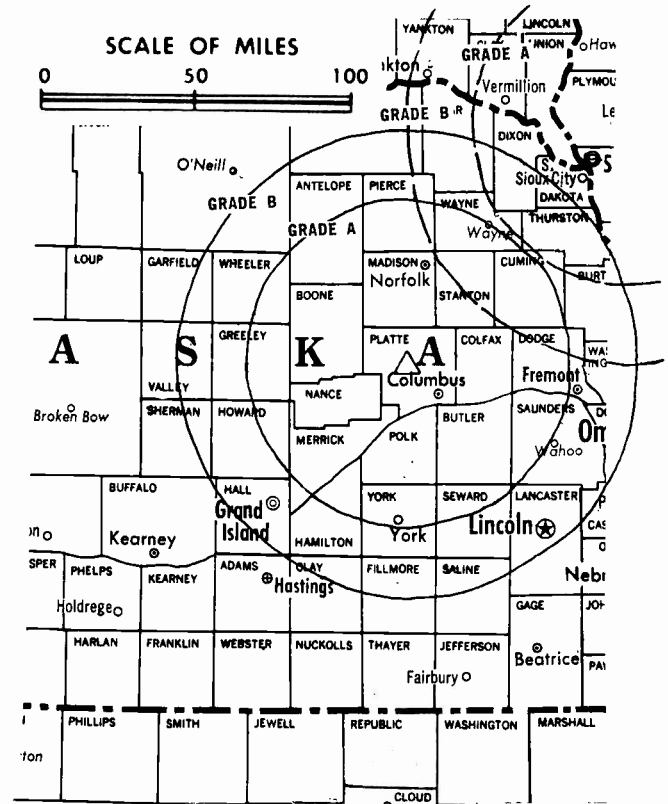
Dan Ackerman, Chief Engineer.

Rates: On request.

City of License: Albion. **ADI:** Lincoln-Hastings-Kearney. **Rank:** 99.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEBRASKA			
	Antelope	3,100	3,000	97
	Greeley	1,200	1,200	100
	Polk	2,300	2,300	100
Between 25-49%	NEBRASKA			
	Boone	2,500	2,500	100
	Hamilton	3,400	3,400	100
	Holt	4,800	4,700	97
	Loup	300	300	100
	Merrick	3,100	3,100	100
	Nance	1,700	1,700	100
	Platte	11,200	11,100	99
	Seward	5,800	5,700	98
	Wheeler	400	400	100



KCAN BMPCT-821229KE Granted 1/28/83

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	NEBRASKA			
	Brown	1,500	1,500	100
	Burt	3,300	3,300	100
	Butler	3,300	3,200	97
	Cedar	3,800	3,800	100
	Clay	2,800	2,800	100
	Colfax	3,500	3,400	97
	Fillmore	2,900	2,900	100
	Garfield	900	900	100
	Hall	18,700	18,500	99
	Howard	2,400	2,400	100
	Madison	12,600	12,400	98
	Pierce	3,000	3,000	100
	Rock	900	900	100
	Saline	4,900	4,800	98
	Sherman	1,500	1,500	100
	Valley	2,200	2,100	98
Washington	6,200	6,200	100	
Wayne	3,300	3,300	100	
York	5,700	5,600	98	
Station Totals		123,200	121,900	99
Net Weekly Circulation (1992)				29,000
Average Daily Circulation (1992)				12,500

Nebraska—Grand Island

KGIN

Ch. 11

(Satellite of KOLN, Lincoln, NE)

Network Service: CBS.

Licensee: Busse Bcstg. Corp., Box 30350, Lincoln, NE 68503.

Studio: See KOLN, Lincoln.

Telephone: 308-382-6100. TWX: 910-621-8114.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 55.5-kw aural. Antenna: 1009-ft. above av. terrain, 1066-ft. above ground, 3146-ft. above sea level.

Latitude 40° 35' 20"
Longitude 98° 48' 10"

Transmitter: 10-mi. NE of Minden.

Satellite Earth Stations: Microdyne, 7-meter; Scientific-Atlanta, 7-meter; DH Satellite, 5-meter Ku-band; Scientific-Atlanta, 4.6-meter; Microdyne; Scientific-Atlanta receivers.

News Services: AP, CBS, U.S. Weather Bureau.

Ownership: Busse Broadcasting Corp. (Group Owner).

Began Operation: October 1, 1961.

Represented (sales): TeleRep Inc.

Represented (legal): Pepper & Corazzini.

Represented (engineering): Lohnes & Culver.

Rates: Sold in combination with KOLN, Lincoln, NE.



KGIN BMPCT-5631 Granted 8/24/61

© American Map Corp., No. 14244

Arbitron Data: Included with KOLN, Lincoln, NE.

City of License: Grand Island. **ADI:** Lincoln-Hastings-Kearney. **Rank:** 99.

Nebraska—Hastings

KHAS-TV

Ch. 5

Network Service: NBC.

Licensee: Nebraska Television Corp., Box 578, Hastings, NE 68901.

Studio: Hwy. 281, 3-mi. N of Hastings NE.

Mailing Address: Box 578, Hastings, NE 68901.

Telephone: 402-463-1321. Fax: 402-463-6551.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 730-ft. above av. terrain, 767-ft. above ground, 2707-ft. above sea level.

Latitude 40° 39' 06"
Longitude 98° 23' 04"

Transmitter: Hwy. 281, 3-mi. N of Hastings.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 6.1-meter C-band; RCA, 3.9-meter Ku-band; Harris, M/A-Com receivers.

AM Affiliate: KHAS, 1-kw, 1230 KHz.

News Services: Accu-Weather, AP, NBC.

Ownership: Nebraska Television Corp.

Began Operation: January 1, 1956.

Represented (sales): Settel Inc.

Represented (legal): Dow, Lohnés & Albertson.

Personnel:

John T. Benson Jr., General Manager.

Jackie Ackerman, Program Director.

Doris Sanford, Business Manager.

Dave Block, Chief Engineer.

Rates: On request.

City of License: Hastings. ADI: Lincoln-Hastings-Kearney. Rank: 99.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KANSAS			
	Jewell	1,800	1,700	94
	Smith	2,200	2,200	100
	NEBRASKA			
	Adams	11,800	11,700	99
	Boone	2,500	2,500	100
	Buffalo	14,000	13,900	99
	Clay	2,800	2,800	100
	Fillmore	2,900	2,900	100
	Franklin	1,600	1,600	100
	Garfield	900	900	100
	Greeley	1,200	1,200	100
	Hall	18,700	18,500	99
	Hamilton	3,400	3,400	100
	Harlan	1,700	1,700	100
	Howard	2,400	2,400	100
	Jefferson	3,600	3,600	100
	Kearney	2,600	2,600	100



KHAS-TV BMPCT-3248 Granted 8/5/55

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Merrick	3,100	3,100	100
	Nance	1,700	1,700	100
	Nuckolls	2,400	2,400	100
	Phelps	3,700	3,700	100
	Polk	2,300	2,300	100
	Sherman	1,500	1,500	100
	Thayer	2,600	2,600	100
	Valley	2,200	2,100	98
	Webster	1,900	1,900	100
	York	5,700	5,600	98
Between 25-49%	KANSAS			
	Phillips	2,800	2,700	96
	Republic	2,800	2,700	96
Between 5-24%	KANSAS			
	Cloud	4,500	4,400	98
	Washington	2,900	2,800	97
	NEBRASKA			
	Custer	4,900	4,800	98
	Dawson	7,900	7,800	99
	Gosper	800	800	100
	Loup	300	300	100
	Saline	4,900	4,800	98
	Seward	5,800	5,700	98
Wheeler	400	400	100	
Station Totals		139,200	137,700	99
Net Weekly Circulation (1992)				87,300
Average Daily Circulation (1992)				44,200

Nebraska—Hayes Center

KWNB-TV

Ch. 6

(Satellite of KHGI-TV, Kearney, NE)

Network Service: ABC.

Licensee: Joseph Girard, Receiver, APMC, 1110 Park Place, Zionsville, IN 46077.

Studio: See KHGI-TV, Kearney.

Telephone: 308-743-2494. **TWX:** 910-960-3746. **Fax:** 308-743-2644.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 737-ft. above av. terrain, 586-ft. above ground, 3851-ft. above sea level.

Latitude 40° 37' 32"
Longitude 101° 01' 46"

Transmitter: County Rd., 8-mi. N of Hayes Center.

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

News Services: AP, ABC, National Weather Service, Environmental Satellite Services.

Ownership: Joseph Girard, Receiver.

Began Operation: February 9, 1956.

Represented (sales): Katz Television.

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

Personnel:

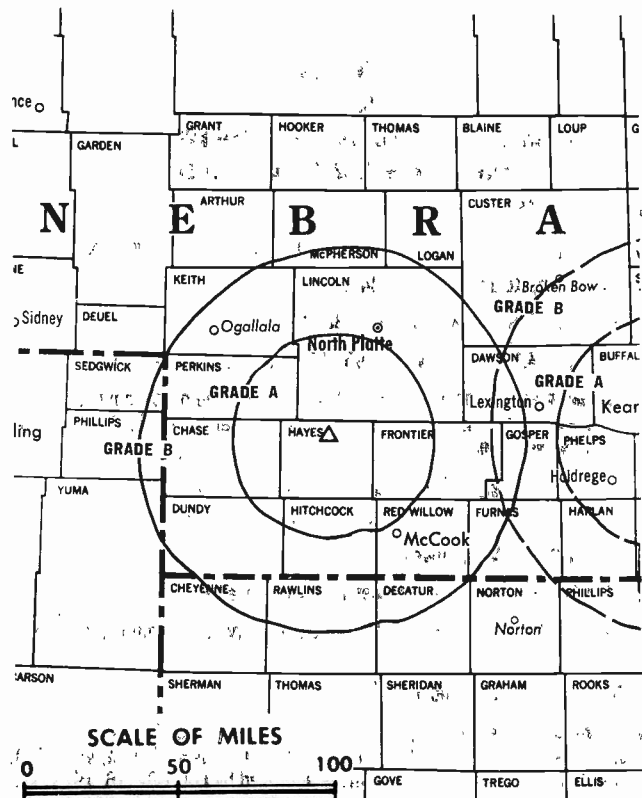
Peggy A. Landry, General Manager.

Jerry Fuehrer, Chief Engineer.

Al Zobel, News Director.

Dan Lab, Business Manager.

Rates: Sold in conjunction with KHGI-TV, Kearney & KSBH-TV, Superior, NE.



SCALE OF MILES
0 50 100

KWNB-TV BPCT-2531, Granted 9/17/58 © American Map Corp., 14244

Arbitron Data: Included with parent KHGI-TV, Kearney, NE.

City of License: Hayes Center. **ADI:** Lincoln-Hastings-Kearney. **Rank:** 99.

Nebraska—Kearney-Hastings-Grand Island

KHGI-TV

Ch. 13

(Operates NTV Network including satellites KWNB-TV,
Hayes Center & KSNB-TV, Superior, NE)

Network Service: ABC.

Licensee: Joseph Girard, Receiver, APMC, 1110 Park Place, Zionsville, IN 46077.

Studio: 14-mi. S of Kearney on Hwy. 44.

Mailing Address: Box 220, Kearney, NE 68848.

Telephone: 308-743-2494. TWX: 910-960-3746. Fax: 308-743-2644.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1110-ft. above av. terrain, 1163-ft. above ground, 3240-ft. above sea level.

Latitude 40° 39' 28"
Longitude 98° 52' 04"

Transmitter: 1.2-mi. NW of Lowell.

Satellite Earth Stations: Prodelin, 5-meter; Pinzone receivers.

News Services: ABC, AP, NIWS, National Weather Service, Environmental Satellite Services.

Ownership: Joseph Girard, Receiver.

Began Operation: December 24, 1953. Sale to NTV by Bi-States Co. (F. Wayne Brewster, et al.) approved by FCC April 29, 1974 (Television Digest, Vol. 14:7). Sale to Amataro Group by NTV Enterprises approved by FCC Nov. 16, 1979 (Vol. 19:24). Sale to Gordon Bcstg. Inc. by Amataro Group approved by FCC Jan. 17, 1986. Sale to Sterling Communications by Gordon Bcstg. Inc. approved by FCC Feb. 27, 1989, but not consummated. Assignment to Joseph C. Amataro, Receiver, granted June 28, 1979. Assignment to Joseph Girard, Receiver, granted November 22, 1991.

Represented (sales): Katz Television.

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

Personnel:

Peggy A. Landry, General Manager.
Jerry Fuehrer, Chief Engineer.
Al Zobel, News Director.
Dan Lab, Business Manager.

Rates: On request.

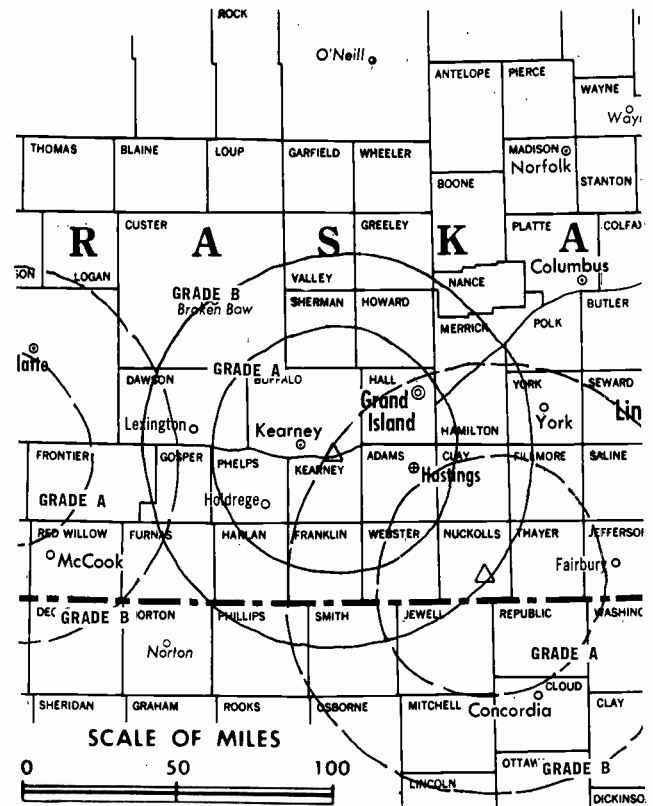
NETWORK BASE HOURLY RATE: \$800.

Arbitron Data: Figures include KWNB-TV, Hayes Center & KSNB-TV, Superior, NE.

City of License: Kearney. ADI: Lincoln-Hastings-Kearney. Rank: 99.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KANSAS			
	Jewell	1,800	1,700	94
	Mitchell	3,000	2,900	97
	Norton	2,400	2,400	100
	Phillips	2,800	2,700	96
	Rawlins	1,400	1,400	100
	Republic	2,800	2,700	96
	Smith	2,200	2,200	100
	Washington	2,900	2,800	97
	NEBRASKA			
	Adams	11,800	11,700	99
	Arthur	200	200	100
	Buffalo	14,000	13,900	99
	Chase	1,800	1,800	100
	Clay	2,800	2,800	100
Custer	4,900	4,800	98	
Dawson	7,900	7,800	99	
Dundy	1,200	1,200	100	



KHGI-TV BPCT-2718 Granted 8/1/62

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Fillmore	2,900	2,900	100
	Franklin	1,600	1,600	100
	Frontier	1,300	1,300	100
	Furnas	2,400	2,400	100
	Garfield	900	900	100
	Gosper	800	800	100
	Greeley	1,200	1,200	100
	Hall	18,700	18,500	99
	Hamilton	3,400	3,400	100
	Hartan	1,700	1,700	100
	Hayes	500	500	100
	Hitchcock	1,500	1,500	100
	Howard	2,400	2,400	100
	Jefferson	3,600	3,600	100
	Kearney	2,600	2,600	100
	Keith	3,500	3,500	100
	Lincoln	12,700	12,600	99
	Mc Pherson	200	200	100
	Merrick	3,100	3,100	100
	Nuckolls	2,400	2,400	100
Perkins	1,400	1,400	100	
Phelps	3,700	3,700	100	
Red Willow	4,800	4,700	98	
Sherman	1,500	1,500	100	
Thayer	2,600	2,600	100	
Valley	2,200	2,100	98	
Webster	1,900	1,900	100	
Between 25-49%	KANSAS			
	Cloud	4,500	4,400	98
	Decatur	1,700	1,700	100
Graham	1,400	1,400	100	

(Continued on page A-733)

Station Totals	206,200	203,900	99
Net Weekly Circulation (1992)			132,500
Average Daily Circulation (1992)			73,200

Nebraska—Lincoln

KOLN

Ch. 10

(Also operates satellite KGIN, Grand Island, NE)

Network Service: CBS.

Licensee: Busse Bcstg. Corp., Box 30350, Lincoln, NE 68503.

Studio: 40th & W Sts., Lincoln.

Mailing Address: Box 30350, Lincoln, NE 68503.

Telephone: 402-467-4321. TWX: 910-621-8114.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1490-ft. above av. terrain, 1497-ft. above ground, 3027-ft. above sea level.

Latitude 40° 48' 08"
Longitude 97° 10' 46"

Transmitter: 6-mi. E of Beaver Crossing.

Satellite Earth Stations: Microdyne, 7-meter; Scientific-Atlanta, 7-meter; DH Satellite, 5-meter Ku & C-band; Scientific-Atlanta, 4.6-meter; Microdyne, Scientific-Atlanta receivers.

News Services: AP, U.S. Weather Bureau.

Ownership: Busse Broadcasting Corp. (Group Owner).

Begin Operation: February 18, 1953. Sale to Fetzer Bcstg. Co. approved by FCC March 24, 1954; transfer to John Fetzer approved by FCC Nov. 15, 1955 (Television Digest, Vol. 9:30, 34:10:9, 13, 20). Sale to Gillett by Fetzer Communications Inc. approved Oct. 29, 1985. Sale to present owners by Gillett Bcstg. approved by FCC July 31, 1987.

Represented (sales): TeleRep Inc.

Represented (legal): Pepper & Corazzini.

Represented (engineering): Lohnes & Culver.

Personnel:

- Frank Jonas, President & General Manager.
- Dick Nelson, General Sales Manager.
- David Bradley, National Sales Manager.
- John Denney, News Director.
- Charlie Weber, Program & Promotion Director.
- Lisa Guill, Production Supervisor.
- Kim Knox, Community Affairs Director.
- Lyle Kaufman, Chief Engineer & Operations Manager.
- Christine McPike, Business Manager.

Highest 30 Sec. Rate: \$2500.

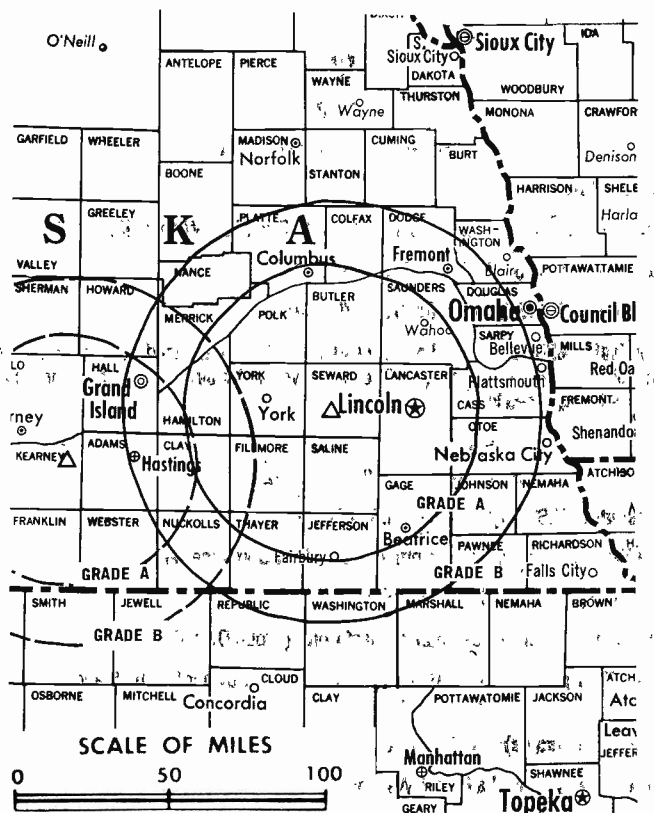
NETWORK BASE HOURLY RATE: \$910.

Arbitron Data: Includes KGIN, Grand Island, NE.

City of License: Lincoln. ADI: Lincoln-Hastings-Kearney. Rank: 99.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KANSAS			
	Cloud	4,500	4,400	98
	Jewell	1,800	1,700	94
	Phillips	2,800	2,700	96
	Republic	2,800	2,700	96
	Smith	2,200	2,200	100
	Washington	2,900	2,800	97
	NEBRASKA			
	Adams	11,800	11,700	99
	Antelope	3,100	3,000	97
Boone	2,500	2,500	100	
Boyd	1,200	1,200	100	
Brown	1,500	1,500	100	
Buffalo	14,000	13,900	99	



KOLN BPCT-3649 Granted 12/15/65

American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Butler	3,300	3,200	97
	Clay	2,800	2,800	100
	Colfax	3,500	3,400	97
	Custer	4,900	4,800	98
	Dawson	7,900	7,800	99
	Fillmore	2,900	2,900	100
	Franklin	1,600	1,600	100
	Frontier	1,300	1,300	100
	Furnas	2,400	2,400	100
	Gage	9,000	8,900	99
	Garfield	900	900	100
	Gosper	800	800	100
	Greeley	1,200	1,200	100
	Hall	18,700	18,500	99
	Hamilton	3,400	3,400	100
	Harlan	1,700	1,700	100
	Holt	4,800	4,700	97
	Howard	2,400	2,400	100
	Jefferson	3,600	3,600	100
	Johnson	2,000	2,000	100
	Kearney	2,600	2,600	100
	Keith	3,500	3,500	100
	Keya Paha	500	500	100
	Lancaster	85,000	84,300	99
	Lincoln	12,700	12,600	99
	Loup	300	300	100
	Madison	12,600	12,400	98
Merick	3,100	3,100	100	
Nance	1,700	1,700	100	
Nuckolls	2,400	2,400	100	

(Continued on page A-733)

Station Totals	397,400	393,100	99
Net Weekly Circulation (1992)			277,700
Average Daily Circulation (1992)			181,100

Nebraska—McCook-Oberlin, Kansas

KSNK

Ch. 8

(Satellite of KSNW, Wichita, KS)

Network Service: NBC.

Licensee: Wichita License Subsidiary Corp., 905 N. Main, Wichita, KS 67203.

Studio: U.S. Hwy. 36 W, 9-mi. W of Oberlin, KS.

Telephone: 913-475-2248. **Fax:** 913-475-3944.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 297.2-kw visual, 29.5-kw aural. Antenna: 710-ft. above av. terrain, 677-ft. above ground, 3537-ft. above sea level.

Latitude 39° 49' 48"
Longitude 100° 42' 04"

Transmitter: U.S. Hwy. 36 W, 9-mi. W of Oberlin, KS.

Satellite Earth Station: M/A-Com, 4-meter; M/A-Com receivers.

News Services: AP, CNN, Conus, KSN.

Ownership: SJL Broadcast Management Corp. (Group Owner).

Began Operation: October 16, 1959. Sale to present owner by The Standard Corp. approved by FCC August 5, 1988.

Represented (sales): Katz Television.

Represented (legal): Latham & Watkins.

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

Personnel:

Dwayne Detter, Station Manager.

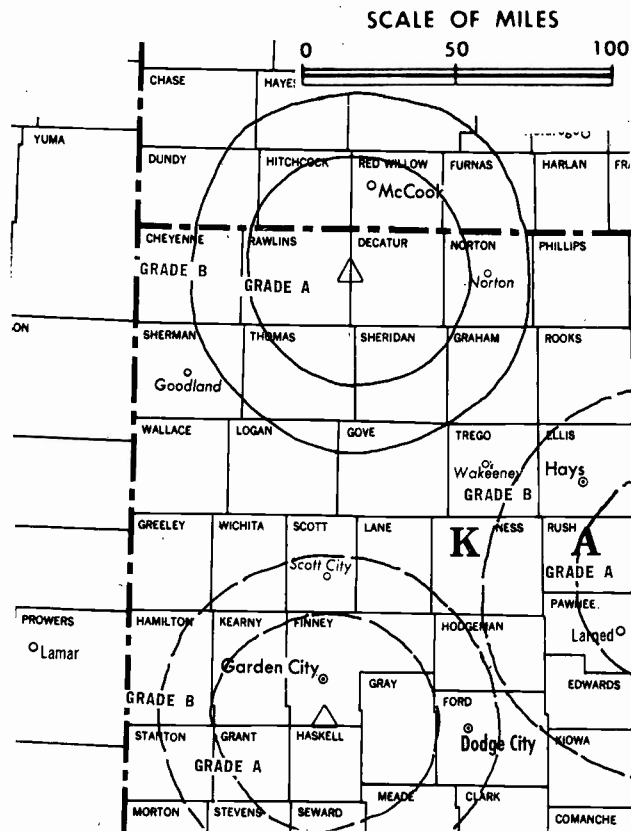
Jim Bowers, Chief Engineer.

City of License: McCook. **ADI:** Wichita-Hutchinson. **Rank:** 61.

Rates: Offered as a bonus with KSNW, Wichita, KS & satellites (Kansas State Network) KSNB, Garden City & KNSC, Great Bend, KS.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KANSAS			
	Cheyenne	1,500	1,500	100
	Decatur	1,700	1,700	100
	Gove	1,400	1,400	100
	Graham	1,400	1,400	100
	Logan	1,300	1,300	100
	Norton	2,400	2,400	100
	Rawlins	1,400	1,400	100
	Rooks	2,400	2,400	100
	Sheridan	1,300	1,300	100



KSNK BPCT-820707KF Granted 8/20/82

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Sherman	2,700	2,700	100
	Thomas	3,100	3,000	97
	NEBRASKA			
	Dundy	1,200	1,200	100
	Furnas	2,400	2,400	100
	Hayes	500	500	100
Between 25-49%	Hitchcock	1,500	1,500	100
	Red Willow	4,800	4,700	98
	NEBRASKA			
Between 25-49%	Frontier	1,300	1,300	100
	Gosper	800	800	100
Between 5-24%	KANSAS			
	Phillips	2,800	2,700	96
	Wallace	700	700	100
	NEBRASKA			
Chase	1,800	1,800	100	
Station Totals		38,400	38,100	99
Net Weekly Circulation (1992)				25,700
Average Daily Circulation (1992)				16,700

Nebraska—North Platte

KNOP-TV

Ch. 2

Network Service: NBC.

Licensee: North Platte Television Inc., Box 749, North Platte, NE 69101.

Studio: 4.7-mi. NNE of North Platte town, North Platte, NE 69103.

Telephone: 308-532-2222. Fax: 308-532-9579.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 15-kw aural. Antenna: 630-ft. above av. terrain; 609-ft. above ground, 3621-ft. above sea level.

Latitude 41° 12' 13"
Longitude 100° 43' 58"

Transmitter: 4.7-mi. NNE of center of town.

Satellite Earth Stations: 2 in operation; Harris receivers.

News Service: AP.

Ownership: North Platte Television Inc.

Began Operation: December 15, 1958. Sale to present owners by group headed by Fred E. Shrake & Mac Smock approved June 16, 1967 by FCC.

Represented (sales): Adam Young Inc.

Represented (engineering): Jules Cohen & Associates.

Personnel:

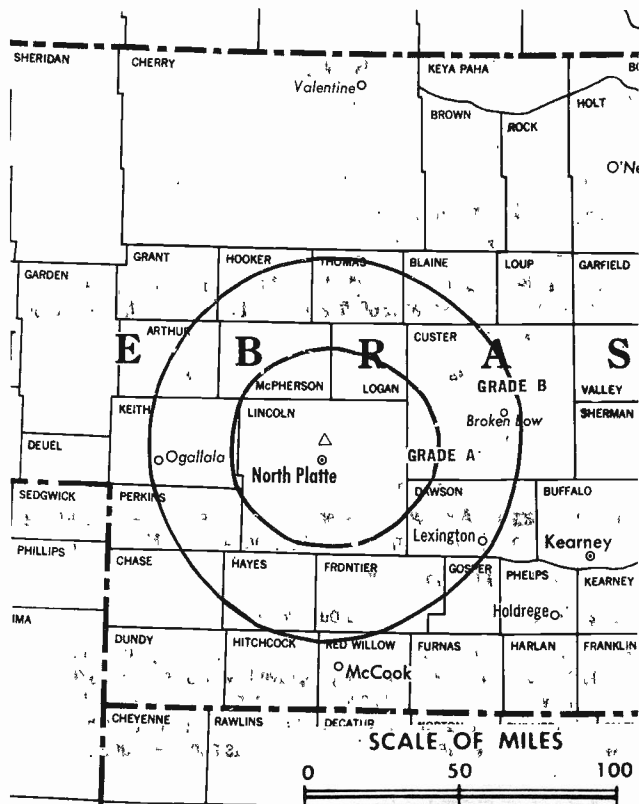
- Ulysses A. Carlini, General Manager.
- Mary Nemmers, Assignment Editor.
- Dennis Kellogg, Sports Director.
- Larry Gunther, Chief Engineer.
- Cheryl McDonald, Traffic Director.
- Gregg Hoover, Program & Promotion Director.

Rates: On request.

City of License: North Platte. ADI: North Platte. Rank: 208.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
NEBRASKA				
50% & Over	Arthur	200	200	100
	Blaine	300	300	100
	Chase	1,800	1,800	100
	Dawson	7,900	7,800	99
	Frontier	1,300	1,300	100
	Hooker	400	400	100
	Keith	3,500	3,500	100
	Lincoln	12,700	12,600	99
	Logan	400	400	100
	McPherson	200	200	100
	Perkins	1,400	1,400	100
	Thomas	400	400	100



KNOP-TV BMPCT-5042 Granted 5/2/58 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
NEBRASKA				
Between 25-49%	Cherry	2,500	2,500	100
	Custer	4,900	4,800	98
	Grant	300	300	100
NEBRASKA				
Between 5-24%	Deuel	1,000	1,000	100
	Garden	1,000	1,000	100
	Gosper	800	800	100
	Hayes	500	500	100
	Red Willow	4,800	4,700	98
Station Totals		46,300	45,900	99
Net Weekly Circulation (1992)				27,200
Average Daily Circulation (1992)				18,300

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

Television & Cable Factbook

Nebraska—Omaha

KETV
Ch. 7

Network Service: ABC.

Licensee: Pulitzer Bcstg. Co., 2665 Douglas St., Omaha, NE 68131.

Studio: 2665 Douglas St., Omaha, NE 68131.

Telephone: 402-345-7777. **Fax:** 402-978-8922.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1360-ft. above av. terrain, 1363-ft. above ground, 2549-ft. above sea level.

Latitude 41° 18' 32"
Longitude 96° 01' 37"

Transmitter: 5600 N. 72nd St.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Andrew, 7.3-meter C-band; Andrew, 6-meter Ku & C-band; BMS, 6-meter C-band; M/A-Com, 3-meter Ku-band; Avantek, M/A-Com receivers.

News Services: ABC, AP, Conus, UPI.

Ownership: Pulitzer Broadcasting Co. (Group Owner).

Began Operation: September 17, 1957. Sale to present owner by Peter Kiewit Sons' Inc. (publisher of **Omaha World-Herald**) approved by FCC Feb. 26, 1976 (**Television Digest**, Vol. 15:45). Previous sale of newspaper and TV station began with transfer of newspaper and 45% of KETV in 1962 and was completed the following year when transfer of the remaining 55% of KETV was approved June 11, 1963 by FCC (Vol. 2:45; 3:23).

Represented (sales): Blair Television.

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

Personnel:

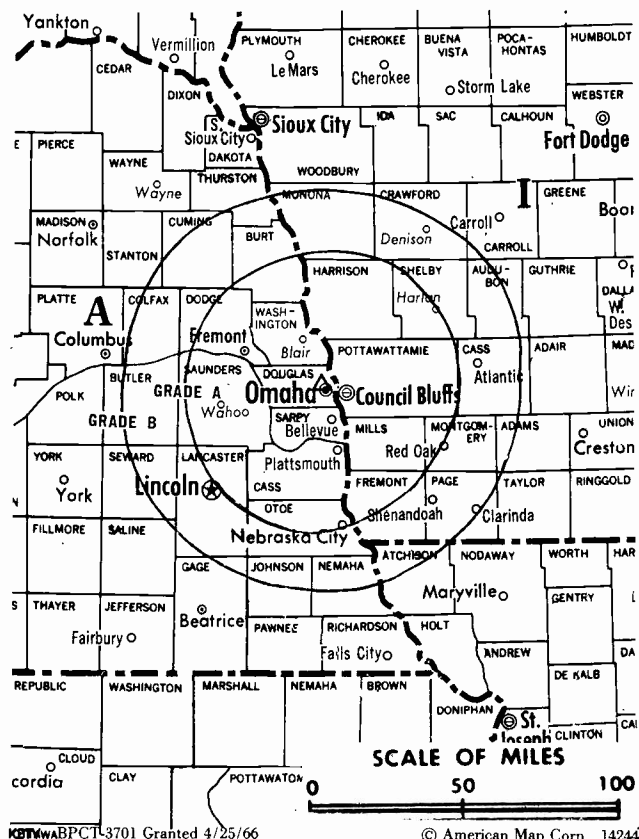
- David L. Summers, General Manager.
- Phyllis Ned, Local Sales Manager.
- Don Grubaugh, National Sales Manager.
- Bettie Denny, Program/Community Affairs Manager.
- Phil Clark, Promotion Manager.
- Kirk Winkler, News Director.
- Don Clausen, Chief Engineer.
- Dick Spark, Business Manager.

Highest 30 Sec. Rate: \$5000.

City of License: Omaha. **ADI:** Omaha. **Rank:** 73.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IOWA			
	Adams	2,100	2,100	100
	Cass	6,300	6,200	98
	Crawford	6,600	6,500	98
	Fremont	3,500	3,500	100
	Harrison	5,800	5,700	98
	Mills	4,800	4,800	100
	Monona	4,200	4,200	99
	Montgomery	5,100	5,000	98
	Page	6,900	6,800	99
	Pottawattamie	32,800	32,500	99
	Shelby	5,300	5,300	100
	MISSOURI			
	Atchison	3,000	3,000	100
	NEBRASKA			
	Burt	3,300	3,300	100
	Butler	3,300	3,200	97
	Cass	8,200	8,100	99
	Colfax	3,500	3,400	97
	Cuming	4,000	3,900	99
	Dodge	13,800	13,700	99
Douglas	161,600	160,300	99	
Gage	9,000	8,900	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Johnson	2,000	2,000	100
	Lancaster	85,000	84,300	99
	Nemaha	3,200	3,200	100
	Otoe	5,800	5,700	98
	Pawnee	1,500	1,500	100
	Platte	11,200	11,100	99
	Richardson	4,100	4,000	98
	Saline	4,900	4,800	98
	Sarpy	34,300	34,200	100
	Saunders	7,000	6,900	99
	Seward	5,800	5,700	98
Washington	6,200	6,200	100	
York	5,700	5,600	98	
Between 25-49%	IOWA			
	Audubon	2,900	2,900	100
	Taylor	3,000	2,900	97
	NEBRASKA			
	Jefferson	3,600	3,600	100
Madison	12,600	12,400	98	
Stanton	2,400	2,400	100	
Thurston	2,400	2,400	100	
Between 5-24%	IOWA			
	Carroll	8,200	8,100	99
	Ida	3,400	3,400	100
	Union	5,300	5,200	98
	KANSAS			
	Marshall	5,000	4,900	98
	MISSOURI			
	Nodaway	7,600	7,500	99
	NEBRASKA			
	Dakota	6,400	6,400	100
Polk	2,300	2,300	100	
Wayne	3,300	3,300	100	
Station Totals		538,200	533,300	99
Net Weekly Circulation (1992)				408,100
Average Daily Circulation (1992)				243,600

Nebraska—Omaha

KMTV

Ch. 3

Network Service: CBS.

Licensee: Lee Enterprises Inc., 130 E. 2nd St., Davenport, IA 52801.

Studio: 10714 Mockingbird Dr., Omaha, NE 68127.

Telephone: 402-592-3333. **TWX:** 402-348-1109. **Fax:** 402-592-3658.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1370-ft. above av. terrain, 1345-ft. above ground, 2549-ft. above sea level.

Latitude 41° 18' 25"
Longitude 96° 01' 37"

Transmitter: 5400 N. 72nd St.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.6-meter C-band; AFC, 3.7-meter Ku-band; Harris, 3-meter C-band; Harris, M/A-Com, Scientific-Atlanta receivers.

News Services: AP, CBS.

Ownership: Lee Enterprises Inc. (Group Owner).

Began Operation: September 1, 1949. Sale to present owner by May Bcstg. Co. approved by FCC Nov. 7, 1986.

Represented (sales): Katz Television.

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

Represented (engineering): David Steel & Associates Inc.

Personnel:

- Howard Kennedy, General Manager.
- David L. Kuehn, General Sales Manager.
- Lin White, National Sales Manager.
- Loren Tobia, News Director.
- Donald E. Browers, Program & Production Manager.
- Larry Steele, Chief Engineer.

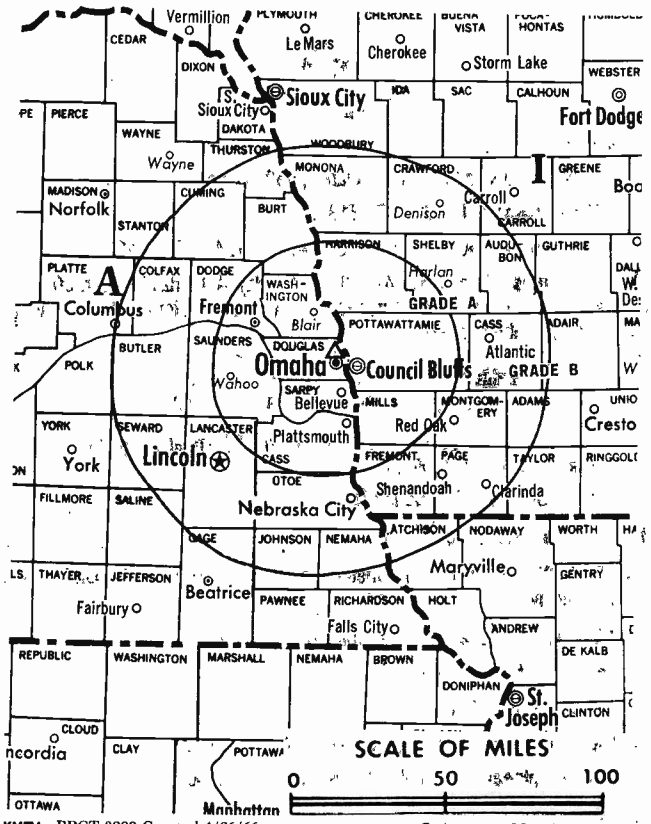
Highest 30 Sec. Rate: \$1500.

NETWORK BASE HOURLY RATE: \$1325.

City of License: Omaha. **ADI:** Omaha. **Rank:** 73.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IOWA			
	Cass	6,300	6,200	98
	Crawford	6,600	6,500	98
	Fremont	3,500	3,500	100
	Harrison	5,800	5,700	98
	Mills	4,800	4,800	100
	Monona	4,200	4,200	99
	Montgomery	5,100	5,000	98
	Page	6,900	6,800	99
	Pottawattamie	32,800	32,500	99
	Shelby	5,300	5,300	100
	MISSOURI			
	Atchison	3,000	3,000	100
	NEBRASKA			
	Burt	3,300	3,300	100
	Butler	3,300	3,200	97
	Cass	8,200	8,100	99
Cuming	4,000	3,900	99	
Dodge	13,800	13,700	99	
Douglas	161,600	160,300	99	
Johnson	2,000	2,000	100	



KMTV BPCT-3288 Granted 4/26/66 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	Lancaster	85,000	84,300	99	
	Nemaha	3,200	3,200	100	
	Otoe	5,800	5,700	98	
	Richardson	4,100	4,000	98	
	Sarpy	34,300	34,200	100	
	Saunders	7,000	6,900	99	
	Seward	5,800	5,700	98	
	Washington	6,200	6,200	100	
	Between 25-49%	IOWA			
		Adams	2,100	2,100	100
Audubon		2,900	2,900	100	
Taylor		3,000	2,900	97	
Between 5-24%	MISSOURI				
	Nodaway	7,600	7,500	99	
Station Totals	NEBRASKA				
	Colfax	3,500	3,400	97	
	Gage	9,000	8,900	99	
	Jefferson	3,600	3,600	100	
	Madison	12,600	12,400	98	
	Pawnee	1,500	1,500	100	
	Platte	11,200	11,100	99	
	Thurston	2,400	2,400	100	
	IOWA				
	Carroll	8,200	8,100	99	
	Ida	3,400	3,400	100	
	MISSOURI				
	Holt	2,600	2,500	96	
	NEBRASKA				
	Dakota	6,400	6,400	100	
	Nance	1,700	1,700	100	
	Saline	4,900	4,800	98	
Stanton	2,400	2,400	100		
York	5,700	5,600	98		
Station Totals		526,600	521,800	99	
Net Weekly Circulation (1992)				371,500	
Average Daily Circulation (1992)				216,800	

Nebraska—Omaha

KPTM
Ch. 42

Network Service: Fox.

Licensee: Pappas Telecasting of the Midlands, 4625 Farnam St., Omaha, NE 68132.

Studio: 4625 Farnam St., Omaha, NE 68132.

Telephone: 402-558-4200. **TWX:** 910-558-0475. **Fax:** 402-554-4290.

Technical Facilities: Channel No. 42 (638-644 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1559-ft. above av. terrain, 1479-ft. above ground, 2689-ft. above sea level.

Latitude 41° 04' 15"
Longitude 96° 13' 30"

Holds CP for change to 1893-ft. above av. terrain, 1814-ft. above ground, 3021-ft. above sea level. BPCT-870902KE.

Transmitter: 19801 Pflug Rd., Springfield.

Multichannel TV Sound: Stereo only.

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

Ownership: Pappas Telecasting Companies (Group Owner).

Began Operation: April 6, 1986.

Represented (sales): TeleRep Inc.

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

Represented (engineering): Smith & Powstenko; Cecil Lynch.

Personnel:

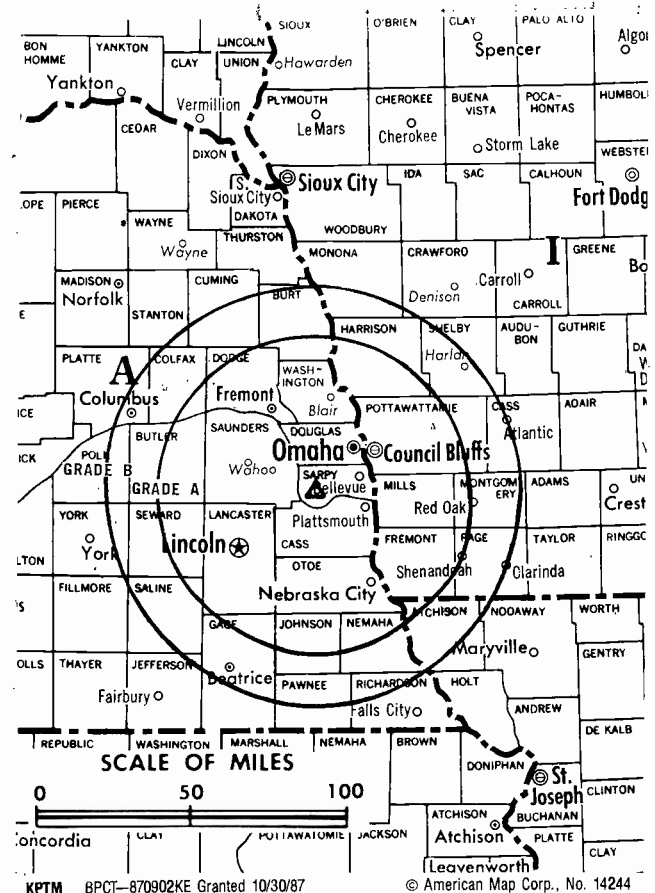
- Harry J. Pappas, President.
- Howard H. Shrier, Vice President & General Manager.
- Jim McKernan, Station & General Marketing Manager.
- Steve Rabb, National Marketing Manager.
- Roger Moody, Local Marketing Manager.
- Brad Gonzalez, Program Manager.
- Susan Oden, Traffic Manager.
- Dale Scherbring, Chief Engineer.
- B. J. Huchtemann, Production Supervisor.
- Marilyn Rothe, Film Manager, Programming Assistant.
- Donna Ridgley, Promotion Director.
- Patty Moore, Business Manager.

Highest 30 Sec. Rate: \$1500.

City of License: Omaha. **ADI:** Omaha. **Rank:** 73.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IOWA			
	Fremont	3,500	3,500	100
	Mills	4,800	4,800	100
	Montgomery	5,100	5,000	98
	Pottawattamie	32,800	32,500	99
	NEBRASKA			
	Burt	3,300	3,300	100
	Cass	8,200	8,100	99
	Dodge	13,800	13,700	99
	Douglas	161,600	160,300	99
	Gage	9,000	8,900	99
	Jefferson	3,600	3,600	100
	Lancaster	85,000	84,300	99
	Otoe	5,800	5,700	98
	Pawnee	1,500	1,500	100
	Platte	11,200	11,100	99
	Sarpy	34,300	34,200	100
Saunders	7,000	6,900	99	
Seward	5,800	5,700	98	
Washington	6,200	6,200	100	
Between 25-49%	IOWA			
	Adams	2,100	2,100	100



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	CASS	6,300	6,200	98
	Crawford	6,600	6,500	98
	Harrison	5,800	5,700	98
	Monona	4,200	4,200	99
	Page	6,900	6,800	99
	Shelby	5,300	5,300	100
	Taylor	3,000	2,900	97
	KANSAS			
	Nemaha	4,100	4,000	98
	NEBRASKA			
	Butler	3,300	3,200	97
	Colfax	3,500	3,400	97
	Cuming	4,000	3,900	99
	Dakota	6,400	6,400	100
	Johnson	2,000	2,000	100
	Nemaha	3,200	3,200	100
	Polk	2,300	2,300	100
Richardson	4,100	4,000	98	
Saline	4,900	4,800	98	
Stanton	2,400	2,400	100	
Thurston	2,400	2,400	100	
York	5,700	5,600	98	
Between 5-24%	IOWA			
	Audubon	2,900	2,900	100
	MISSOURI			
	Atchison	3,000	3,000	100
	NEBRASKA			
	Dixon	2,500	2,500	100
	Fillmore	2,900	2,900	100
	Madison	12,600	12,400	98
	Nance	1,700	1,700	100
	Wayne	3,300	3,300	100
Station Totals		519,900	515,300	99
Net Weekly Circulation (1992)				308,100
Average Daily Circulation (1992)				149,200

Nebraska—Omaha

WOWT

Ch. 6

Network Service: NBC.

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

Studio: 3501 Famam St., Omaha, NE 68131.

Telephone: 402-346-6666. TWX: 910-622-0488. Fax: 402-346-9249.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1370-ft. above av. terrain, 1343-ft. above ground, 2534-ft. above sea level.

Latitude 41° 18' 40"
Longitude 96° 01' 37"

Transmitter: 72nd & Crown Point Ave.

Multichannel TV Sound: Stereo only.

Satellite Earth Station: Harris, 6.1-meter; Harris, M/A-Com, Scientific-Atlanta receivers.

News Services: AP, Chronicle Bcstg., CNN, ESDI, National Weather Service, NBC, UPI.

Ownership: Chronicle Broadcasting Co. (Group Owner)

Began Operation: August 29, 1949. Sale to present owner by Meredith Corp. approved by FCC-May 20, 1975 (Television Digest, Vol. 15:6, 8). Sold to Meredith Sept. 1951 (Vol. 7:32, 39).

Represented (sales): Petry Television Inc.

Represented (legal): Fletcher, Heald & Hildreth.

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

Personnel:

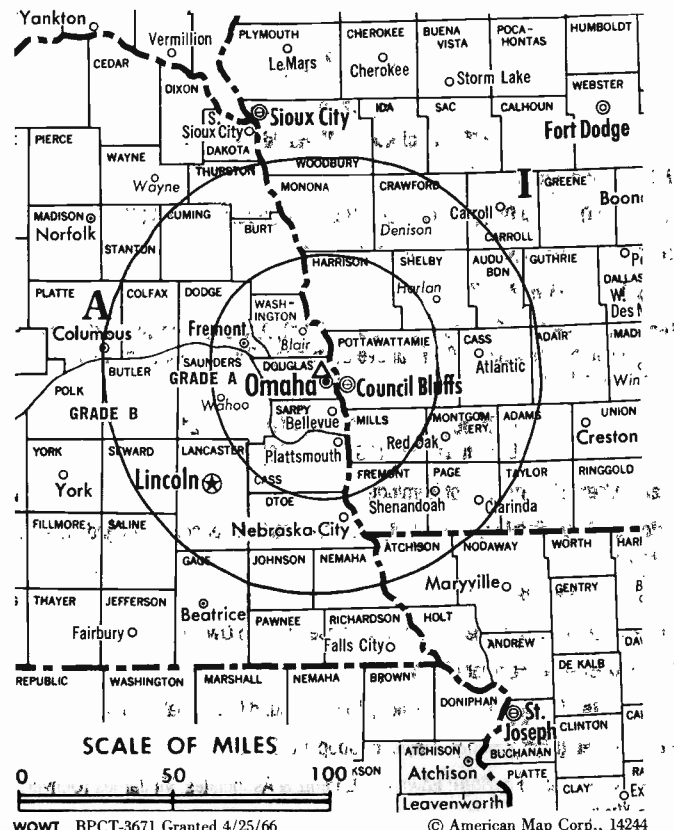
- R. D. Oswald, Vice President & General Manager.
- Chris Bailey, General Sales Manager.
- John Curry, Local Sales Manager.
- Bob Heinzelmann, National Sales Manager.
- Karen Bride, Operations Manager.
- John Clark, News Director.
- Wayne Goetz, Chief Engineer.
- Judy Horan, Promotion Manager.
- Marilyn Konigsberg, Community Affairs Director.
- Bryce Anderson, Farm Director.

Rates: On request.

City of License: Omaha. ADI: Omaha. Rank: 73.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IOWA			
	Cass	6,300	6,200	98
	Fremont	3,500	3,500	100
	Harrison	5,800	5,700	98
	Mills	4,800	4,800	100
	Monona	4,200	4,200	99
	Montgomery	5,100	5,000	98
	Page	6,900	6,800	99
	Pottawattamie	32,800	32,500	99
	Shelby	5,300	5,300	100
	MISSOURI			
	Atchison	3,000	3,000	100
	NEBRASKA			
	Burt	3,300	3,300	100
Butler	3,300	3,200	97	
Cass	8,200	8,100	99	
Colfax	3,500	3,400	97	
Cuming	4,000	3,900	99	
Dodge	13,800	13,700	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Douglas	161,600	160,300	99
	Gage	9,000	8,900	99
	Johnson	2,000	2,000	100
	Lancaster	85,000	84,300	99
	Nemaha	3,200	3,200	100
	Otoe	5,800	5,700	98
	Pawnee	1,500	1,500	100
	Platte	11,200	11,100	99
	Richardson	4,100	4,000	98
	Sarpy	34,300	34,200	100
	Saunders	7,000	6,900	99
	Seward	5,800	5,700	98
	Washington	6,200	6,200	100
Between 25-49%	IOWA			
	Adams	2,100	2,100	100
	Audubon	2,900	2,900	100
	Crawford	6,600	6,500	98
	Taylor	3,000	2,900	97
NEBRASKA	Jefferson	3,600	3,600	100
	Madison	12,600	12,400	98
	Saline	4,900	4,800	98
	Thurston	2,400	2,400	100
	York	5,700	5,600	98
	Between 5-24%	IOWA		
Union		5,300	5,200	98
KANSAS				
Marshall	5,000	4,900	98	

(Continued on page A-733)

Station Totals	534,600	529,600	99
Net Weekly Circulation (1992)			384,000
Average Daily Circulation (1992)			200,100

Nebraska—Scottsbluff

KDUH-TV

Ch. 4

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

Network Service: ABC.

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

Studio: 1523 First Ave., Scottsbluff, NE 69361.

Telephone: 308-632-3071.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 2000-ft. above av. terrain, 1961-ft. above ground, 6316-ft. above sea level.

Latitude 42° 10' 21"
Longitude 103° 13' 57"

Transmitter: 13.1-mi. SW of Hemmingford, NE.

Satellite Earth Stations: Simulsat, 5-meter; RCA Americom Ku-band; Simulsat receivers.

News Services: ABC, UPI.

Ownership: Duhamel Broadcasting Enterprises (Group Owner).

Began Operation: February 20, 1958.

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

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

Represented (engineering): Edward F. Lorentz & Associates; Vir James (Denver).

Personnel:

William Duhamel, General Manager.

Wes Haugen, General Sales Manager.

Frank Etherington, Director of Engineering.

Rex Swanson, Station Manager.

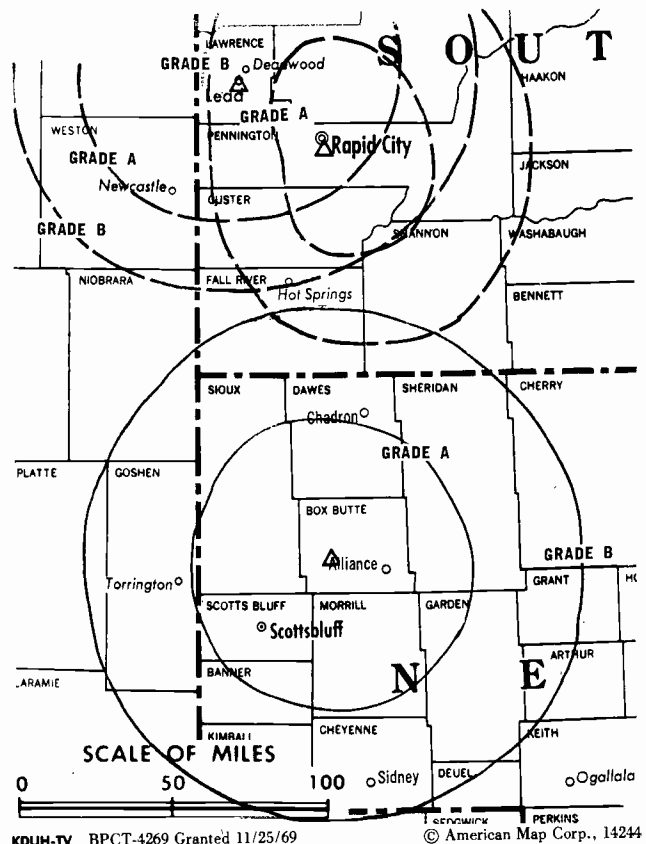
Victoria Schreiner, News Director.

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

City of License: Scottsbluff. **ADI:** Cheyenne, WY-Scottsbluff, NE-Sterling, CO. **Rank:** 195.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEBRASKA			
	Banner	300	300	100
	Box Butte	5,000	4,900	98
	Cheyenne	4,000	3,900	98
	Dawes	3,400	3,300	97
	Garden	1,000	1,000	100
	Grant	300	300	100
	Kimball	1,700	1,700	100
	Morrill	2,300	2,200	98
	Scotts Bluff	14,100	13,900	99



KDUH-TV BPCT-4269 Granted 11/25/69 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Sheridan	2,700	2,700	100
	Sioux	700	700	100
	WYOMING			
	Goshen	5,000	4,900	98
	Niobrara	1,100	1,100	100
	Platte	3,500	3,400	96
	NEBRASKA			
	Arthur	200	200	100
	Cherry	2,500	2,500	100
	Hooker	400	400	100
Between 5-24%	Perkins	1,400	1,400	100
	SOUTH DAKOTA			
	Bennett	1,100	1,100	100
	Fall River	3,000	2,900	97
	Shannon	2,400	2,300	94
WYOMING				
Weston	2,500	2,400	96	
Station Totals		58,600	57,500	98
Net Weekly Circulation (1992)				40,200
Average Daily Circulation (1992)				25,700

Nebraska—Scottsbluff-Gering

KSTF

Ch. 10

(Satellite of KGWN-TV, Cheyenne, WY)

Network Service: CBS.

Licensee: Stauffer Communications Inc., 2923 E. Lincolnway, Cheyenne, WY 82001.

Studio: See KGWN-TV, Cheyenne, WY.

Telephone: 307-634-7755. **Fax:** 307-635-0224.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 240-kw visual, 24-kw aural. Antenna: 840-ft. above av. terrain, 674-ft. above ground, 5141-ft. above sea level.

Latitude 41° 59' 58"
Longitude 103° 39' 55"

Transmitter: 9.5-mi. N of center of Scottsbluff.

Satellite Earth Station: RCA, 3.5-meter; RCA receivers.

News Service: AP.

Ownership: Stauffer Communications Inc. (Group Owner).

Began Operation: August 7, 1955. 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.

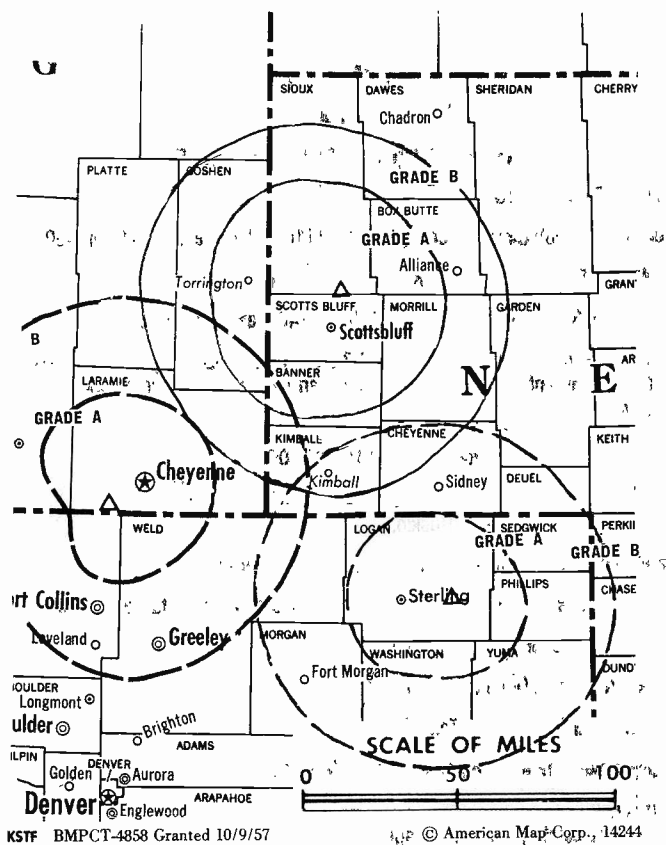
Robert Olsen, Station Manager.

Rates: See KGWN-TV, Cheyenne, WY.

City of License: Scottsbluff. **ADI:** Cheyenne, WY-Scottsbluff, NE-Sterling, CO. **Rank:** 195.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEBRASKA			
	Banner	300	300	100
	Box Butte	5,000	4,900	98
	Kimball	1,700	1,700	100
	Morrill	2,300	2,200	98
	Scotts Bluff	14,100	13,900	99
	Sioux	700	700	100
	WYOMING			
	Goshen	5,000	4,900	98
	Platte	3,500	3,400	96



KSTF BMPCT-4858 Granted 10/9/57

© American Map Corp. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	NEBRASKA			
	Cheyenne	4,000	3,900	98
Between 5-24%	NEBRASKA			
	Dawes	3,400	3,300	97
	Garden	1,000	1,000	100
	Sheridan	2,700	2,700	100
Station Totals	WYOMING			
	Niobrara	1,100	1,100	100
Station Totals		44,800	44,000	98
Net Weekly Circulation (1992)				28,900
Average Daily Circulation (1992)				15,700

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Nebraska—Superior

KSNB-TV

Ch. 4

(Semi-satellite of KHGI-TV, Kearney, NE)

Network Service: ABC.

Licensee: Joseph Girard, Receiver, APMC, 1110 Park Place, Zionsville, IN 46077.

Studio: 14.5-mi. S of Hwy. 44, Kearney, NE 68848.

Telephone: 308-743-2494. **TWX:** 910-960-3746. **Fax:** 308-743-2644.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1130-ft. above av. terrain, 1086-ft. above ground, 2837-ft. above sea level.

Latitude	40°	05'	13"
Longitude	97°	55'	12"

Transmitter: 4.7-mi. SW of Ruskin.

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

News Services: ABC, AP, National Weather Service, Environmental Satellite Services.

Ownership: Joseph Girard, Receiver.

Began Operation: October 1, 1965.

Represented (sales): Katz Television.

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

Personnel:

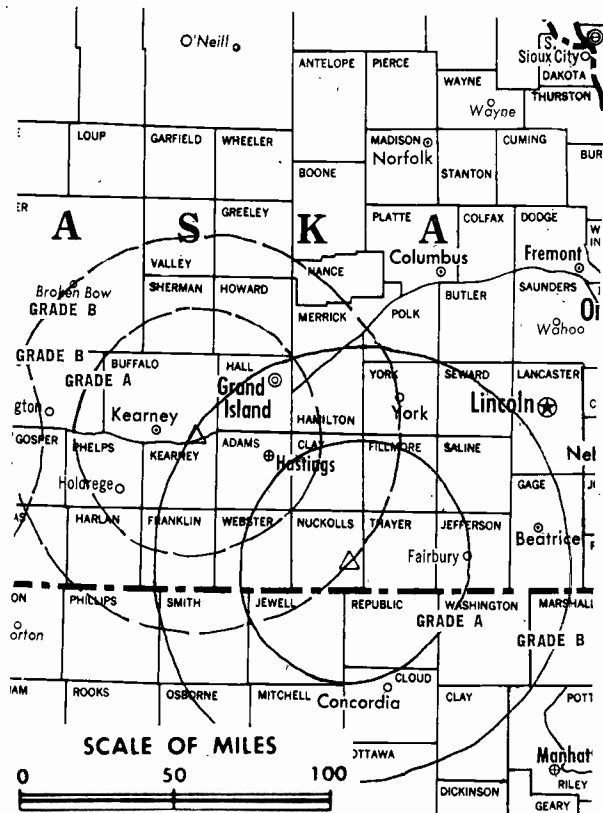
Peggy A. Landry, General Manager.

Al Zobel, News Director.

Dan Lab, Business Manager.

Jerry Fuehrer, Chief Engineer.

Rates: Sold in conjunction with KHGI-TV, Kearney & KWNB-TV, Hayes Center, NE.



KSNB-TV BMPCT-6399 Granted 3/14/67

© American Map Corp., 14244

NETWORK BASE HOURLY RATE: Bonus.

Arbitron Data: Included with KHGI-TV, Kearney.

City of License: Superior. **ADI:** Lincoln-Hastings-Kearney. **Rank:** 99.

Nebraska

**KHGI-TV, Kearney-Hastings-Grand Island
(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	KANSAS			
	Osborne	2,200	2,100	98
	Ottawa	2,300	2,200	96
	Rooks	2,400	2,400	100
	NEBRASKA			
	Boone	2,500	2,500	100
	Gage	9,000	8,900	99
	Logan	400	400	100
	Loup	300	300	100
	York	5,700	5,600	98
Between 5-24%	KANSAS			
	Cheyenne	1,500	1,500	100
	Clay	3,700	3,600	97
	Lincoln	1,600	1,600	100
	Marshall	5,000	4,900	98
	Russell	3,300	3,200	97
	NEBRASKA			
	Nance	1,700	1,700	100
	Polk	2,300	2,300	100
	Saline	4,900	4,800	98
Wheeler	400	400	100	

**KOLN, Lincoln
(Arbitron Data Continued)**

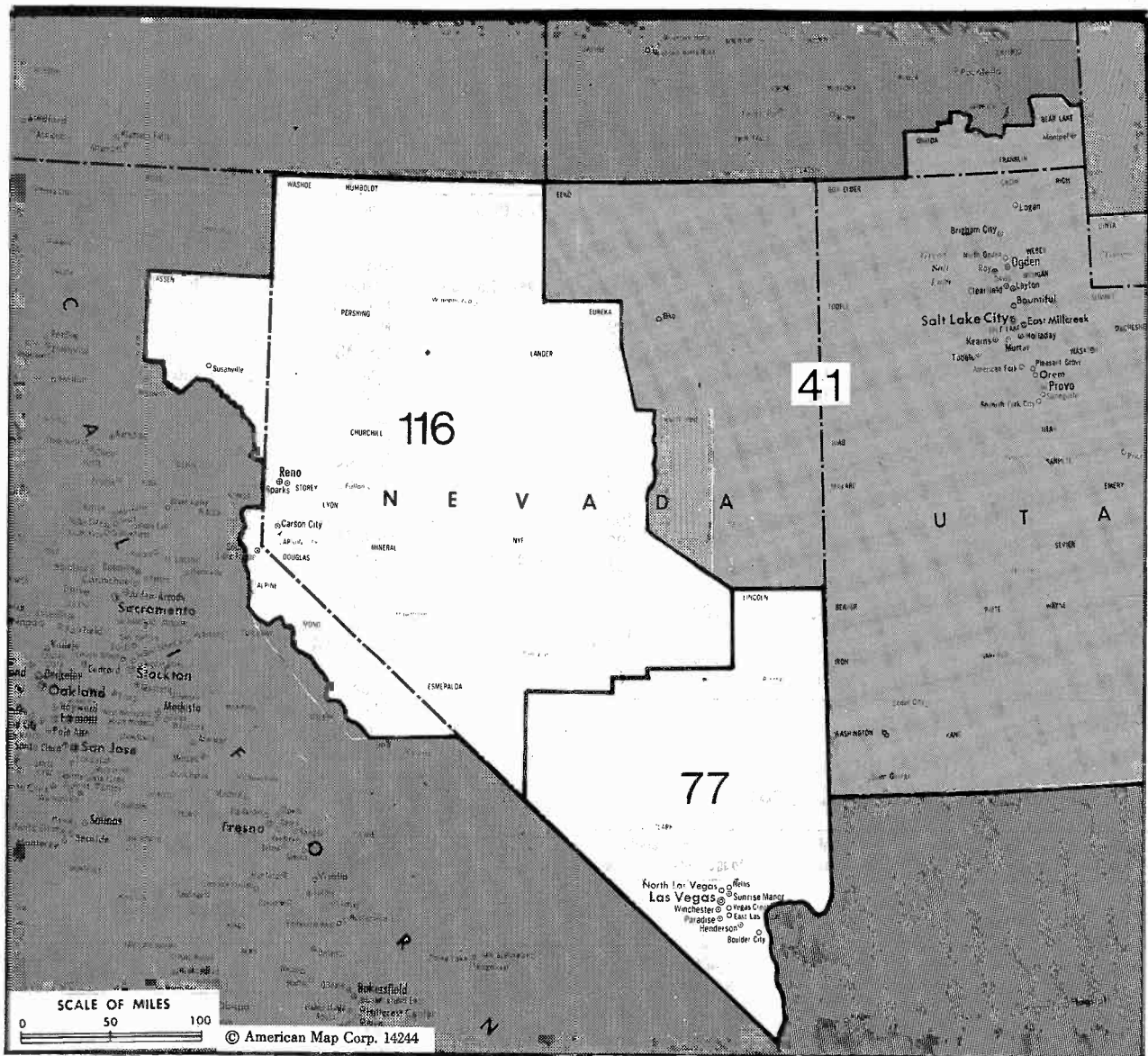
Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEBRASKA			
	Otoe	5,800	5,700	98
	Pawnee	1,500	1,500	100
	Perkins	1,400	1,400	100
	Phelps	3,700	3,700	100
	Platte	11,200	11,100	99
	Polk	2,300	2,300	100
	Red Willow	4,800	4,700	98
	Rock	900	900	100
	Saline	4,900	4,800	98
	Seward	5,800	5,700	98
	Sherman	1,500	1,500	100
	Thayer	2,600	2,600	100
	Valley	2,200	2,100	98
	Webster	1,900	1,900	100

**KOLN—(Continued)
(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Wheeler	400	400	100
	York	5,700	5,600	98
Between 25-49%	KANSAS			
	Graham	1,400	1,400	100
	Marshall	5,000	4,900	98
	Norton	2,400	2,400	100
	NEBRASKA			
	Chase	1,800	1,800	100
	Dodge	13,800	13,700	99
	Logan	400	400	100
	Nemaha	3,200	3,200	100
	Richardson	4,100	4,000	98
Saunders	7,000	6,900	99	
Stanton	2,400	2,400	100	
Between 5-24%	KANSAS			
	Mitchell	3,000	2,900	97
	Nemaha	4,100	4,000	98
	Osborne	2,200	2,100	98
	Rooks	2,400	2,400	100
	NEBRASKA			
	Cass	8,200	8,100	99
	Cedar	3,800	3,800	100
	Cherry	2,500	2,500	100
	Cuming	4,000	3,900	99
	Hitchcock	1,500	1,500	100
	Knox	3,800	3,700	97
	Pierce	3,000	3,000	100
	Washington	6,200	6,200	100

**WOWT, Omaha
(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	MISSOURI			
	Gentry	2,900	2,800	96
	Holt	2,600	2,500	96
	Nodaway	7,600	7,500	99
	NEBRASKA			
	Dakota	6,400	6,400	100
	Dixon	2,500	2,500	100
	Polk	2,300	2,300	100
	Stanton	2,400	2,400	100
	Wayne	3,300	3,300	100



Market	Arbitron ADI TV Households	Rank
Salt Lake City, UT	597,600	41
Las Vegas, NV	328,900	77
Reno, NV	195,400	116

Market Area Commercial TV Stations

KCCZ (4), KJVI (2), KOOG-TV (30), KSL-TV (5), KSTU (13), KTVX (4), KUTV (2), KXIV (14)
 KBLR (39), KFBT (33), KLAS-TV (8), KRLR (21), KTNV (13), KVBC (3), KVVU-TV (5)
 KAME-TV (21), KOLO-TV (8), KREN-TV (27), KRNV (4), KTVN (2)

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

KVVU-TV, Henderson	See Las Vegas, NV
KBLR, Las Vegas	See Paradise, NV

Nevada Station Totals as of November 1, 1992

	VHF	UHF	TOTAL
Commercial Television Stations	7	5	12
Educational Television Stations	2	0	2
	9	5	14

Nevada—Las Vegas

KFBT

Ch. 33

Network Service: None, independent.

Licensee: Channel 33 Inc., 3840 S. Jones Blvd., Las Vegas, NV 89103.

Studio: 3840 S. Jones Blvd., Las Vegas, NV 89103.

Telephone: 702-873-0033. **Fax:** 702-873-6192.

Technical Facilities: Channel No. 33 (584-590 MHz). Authorized power: 1349-kw max. visual. Antenna: 1906-ft. above av. terrain, 174-ft. above ground, 4494-ft. above sea level.

Latitude 35° 56' 44"
Longitude 115° 02' 31"

Transmitter: 1.03-mi. NE of Black Mountain.

Satellite Earth Station: Comtech C-band; Harris receivers.

Ownership: Channel 33 Inc.

Began Operation: August 1, 1989.

Personnel:

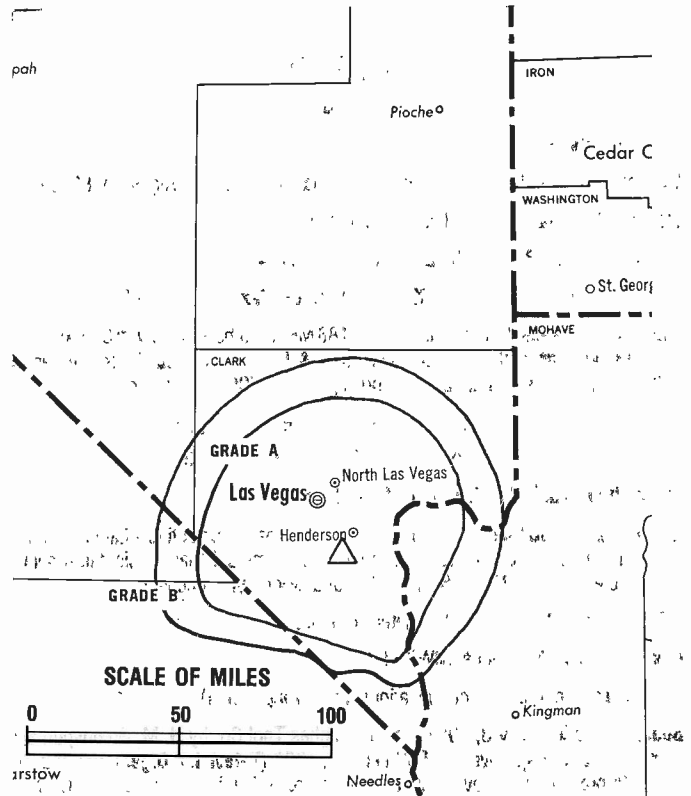
- Steve Groesbeck, General Manager.
- Jack Paris, General Sales Manager.
- Mike Cardin, Chief Engineer.
- Korie Fera, Promotion Director.
- Danny Koker, Production Manager.
- Dawn Goldwasser, Business Manager.

Rates: On request.

City of License: Las Vegas. **ADI:** Las Vegas. **Rank:** 77.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	NEVADA Clark	305,600	300,800	98



KFBT BMPCT-890130KL Granted 5/5/89 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	NEVADA Nye South	3,900	3,600	92
Station Totals		309,500	304,400	98
Net Weekly Circulation (1992)			77,200	
Average Daily Circulation (1992)			21,500	

Nevada—Las Vegas

KLAS-TV Ch. 8

Network Service: CBS.

Licensee: Landmark Television Inc., 3228 Channel 8 Dr., Las Vegas, NV 89109.

Studio: 3228 Channel 8 Dr., Las Vegas, NV 89109.

Mailing Address: Box 15047, Las Vegas, NV 89114.

Telephone: 702-792-8888. **TWX:** 910-397-6968. **Fax:** 702-734-7437.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw max. & 288-kw horizontal visual, 63.2-kw max. & 57.5-kw horizontal aural. Antenna: 2000-ft. above av. terrain, 271-ft. above ground, 4606-ft. above sea level.

Latitude 35° 56' 44"
Longitude 115° 02' 33"

Transmitter: Black Mountain, 7-mi. from Henderson.

Satellite Earth Stations: Microdyne, 7-meter C-band; Scientific-Atlanta, 7-meter C-band; DH Satellite, 5-meter Ku-band; Anixter, 5-meter C-band; Scientific-Atlanta, 4.6-meter C-band; RCA, 3.6-meter Ku-band; Microdyne receivers.

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

News Services: AP, Conus, NIWS, UPI.

Ownership: Landmark Communications Inc. (Group Owner).

Began Operation: July 8, 1953. Sale to Hughes Tool Co. by H. M. Greenspun and Las Vegas Sun approved by FCC Feb. 14, 1968 (*Television Digest*, Vol. 8:8, 9). Sale to present owner by the estate of Howard R. Hughes approved by FCC May 15, 1978 (Vol. 18:7).

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

Represented (legal): Hogan & Hartson.

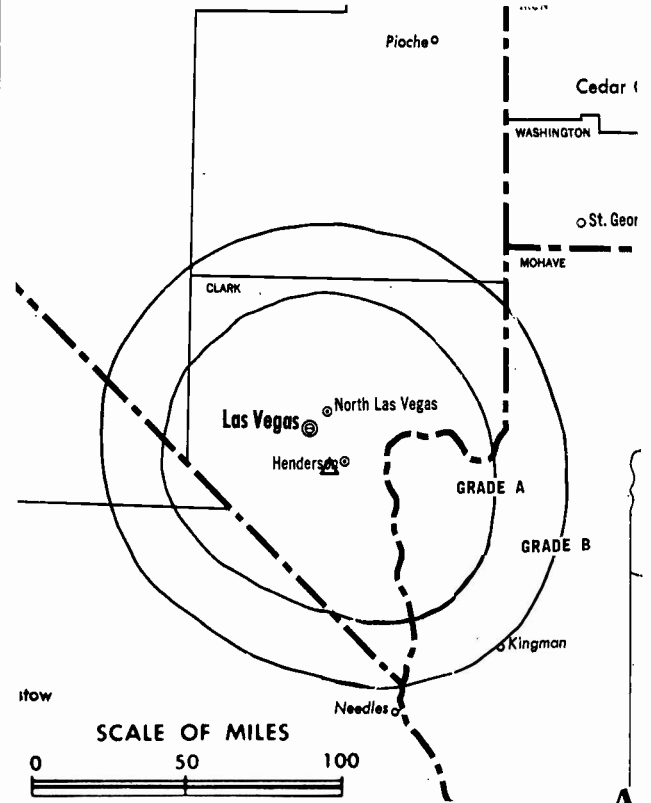
Personnel:

- Richard Fraim, Vice President & General Manager.
- Andy Henderson, General Sales Manager.
- Matt Aaron, National Sales Manager.
- Emily Neilson, News Director.
- Pat Monson, Program Director.
- Virginia Canfield, Business Manager.
- Jeff Chesser, Production Manager.
- John Nelson, Chief Engineer.

Rates: On request.

City of License: Las Vegas. **ADI:** Las Vegas. **Rank:** 77.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.



KLAS-TV BPCT-4448 Granted 9/1/71

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	Households %
NEVADA				
50% & Over	Clark	305,600	300,800	98
	Lincoln	1,400	1,300	93
	Nye South	3,900	3,600	92
	White Pine	3,200	3,100	97
ARIZONA				
Between 5-24%	Mohave	38,900	37,300	96
	UTAH			
	Washington	15,300	14,600	95
Station Totals		368,300	360,700	98
Net Weekly Circulation (1992)			283,000	
Average Daily Circulation (1992)			168,500	

Nevada—Las Vegas

KRLR
Ch. 21

Network Service: None, independent.

Licensee: DRES Media Inc., Box 26815, Las Vegas, NV 89126.

Studio: 920 S. Commerce St., Las Vegas, NV 89106.

Mailing Address: Box 26815, Las Vegas, NV 89126.

Telephone: 702-382-2121. **Fax:** 702-382-1351.

Technical Facilities: Channel No. 21 (512-518 MHz). Authorized power: 427-kw max. visual, 40-kw max. aural. Antenna: 1158-ft. above av. terrain, 90-ft. above ground, 3420-ft. above sea level.

Latitude 36° 00' 26"
Longitude 115° 00' 24"

Transmitter: Black Mountain, Henderson.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Comtech, 5-meter C-band; ChannelMaster, 3.2-meter C-band; DX Engineering, 3.2-meter C-band; M/A-Com, 3.2-meter Ku-band; ChannelMaster, DX Engineering, M/A-Com, Pinzone receivers.

Ownership: DRES Media Inc.

Began Operation: July 31, 1984.

Represented (sales): Katz Independent TV Sales.

Represented (legal): Miller & Fields, P.C.

Represented (engineering): Carl T. Jones Corp.

Personnel:

Rick Scott, General Manager.

Wayne Gartley, Station Manager.

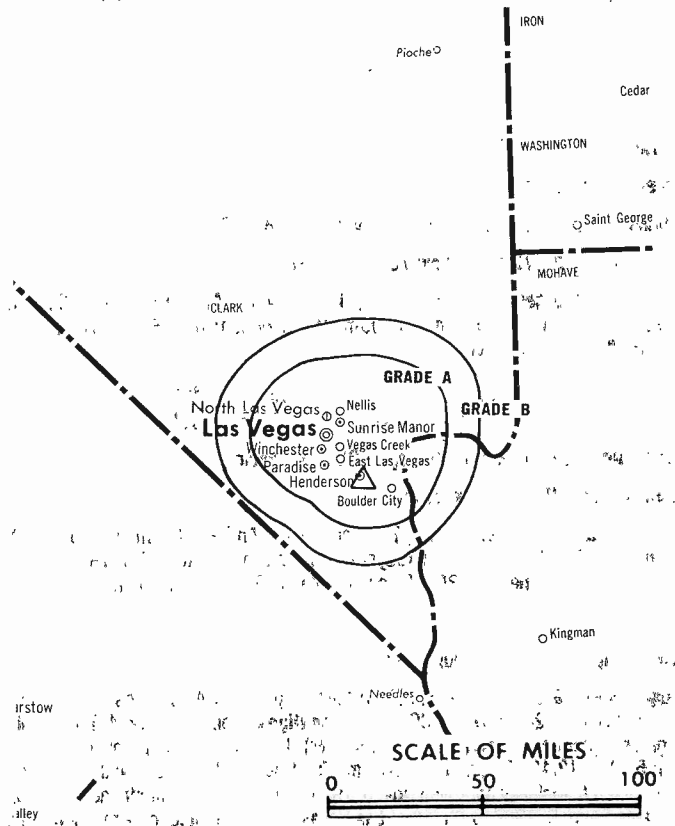
Steve Scott, Chief Engineer.

Rita Wotherspoon, Traffic & Operations Manager.

Highest 30 Sec. Rate: \$1500.

City of License: Las Vegas. **ADI:** Las Vegas. **Rank:** 77.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes; TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.



KRLR BMRCT—831213KG Granted 5/25/84. © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
NEVADA				
Between 25-49%	Clark	305,600	300,800	98
Station Totals		305,600	300,800	98
Net Weekly Circulation (1992)				144,800
Average Daily Circulation (1992)				51,600

Nevada—Las Vegas

KTNV
Ch. 13

Network Service: ABC.

Licensee: WTMJ Inc.

Studio: 3355 S. Valley View Blvd., Las Vegas, NV 89102.

Telephone: 702-876-1313. **Fax:** 702-871-1961.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 15.8-kw aural. Antenna: 2000-ft. above av. terrain, 268-ft. above ground, 4603-ft. above sea level.

Latitude 35° 56' 43"
Longitude 115° 00' 32"

Transmitter: 10-mi. SSE of Las Vegas, Black Mountain.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Andrew, 7-meter C-band; Andrew, 4.5-meter C-band; DX Antenna, 3-meter C-band; Microdyne, 7-meter C-band; RCA, 3-meter Ku-band; Avantek, DX Engineering, RCA, Scientific-Atlanta, Standard Electronics receivers.

News Services: ABC, AP.

Ownership: WTMJ Inc. (Group Owner).

Began Operation: May 4, 1956. Sale to Adelson group by Albert Zugsmith interests approved Nov. 20, 1957 by FCC (*Television Digest*, Vol. 13:34, 42, 47); Zugsmith groups' purchase of KSHO-TV & KBMI(AM), Henderson, NV approved Nov. 28, 1956 (Vol. 12:48). Sale to Nevada Bcstrs. Fund Inc. by Mervyn L. & Nathan Adelson and Irwin A. Molasky approved Nov. 5, 1959 (Vol. 15:42, 45). Interim authorization granted Aug. 9, 1967 to Ch. 13 of Las Vegas Inc. CP granted to Talmac Inc. April 16, 1969 (Vol. 9:15). Positive control acquired by Williams Family Group following FCC approval July 11, 1974. Sale to present owner approved by FCC June 29, 1979 (Vol. 19:8).

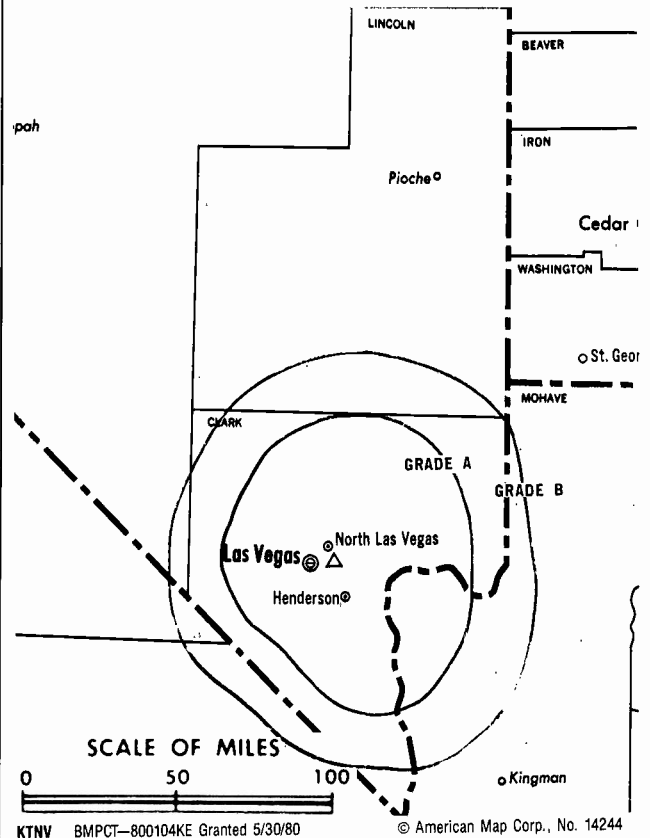
Represented (sales): Petry Television Inc.

Represented (legal): Crowell & Moring.

Personnel:

- James Behling, Vice President & General Manager.
- Gary Plumlee, General Sales Manager.
- Tim Foster, National Sales Manager.
- Richard Urey, News Director.
- Stormi Lloyd-Drake, Program Director.
- Donna Dube, Promotion Director.
- Jayne Kozich, Business Manager.
- Roman Hlohowskyj, Chief Engineer.

Rates: On request.



City of License: Las Vegas. **ADI:** Las Vegas. **Rank:** 77.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEVADA			
	Clark	305,600	300,800	98
	Nye South	3,900	3,600	92
Between 25-49%	NEVADA			
	Lincoln	1,400	1,300	93
Station Totals		310,900	305,700	98
Net Weekly Circulation (1992)			256,300	
Average Daily Circulation (1992)			135,000	

Nevada—Las Vegas

KVBC
Ch. 3

Network Service: NBC.

Licensee: Valley Broadcasting Co., Box 44169, Las Vegas, NV 89116.

Studio: 1500 Foremaster Lane, Las Vegas, NV 89101.

Telephone: 702-642-3333. **TWX:** 910-397-6997. **Fax:** 702-399-0767.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 17.4-kw aural. Antenna: 1275-ft. above av. terrain, 257-ft. above ground, 3594-ft. above sea level.

Latitude 36° 00' 30"
Longitude 115° 00' 20"

Transmitter: Black Mountain.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Prodelin, 5-meter C-band; Paracom, 3.1-meter C-band; Andrew, 2.37-meter Ku-band; DX Engineering, Pinzone receivers.

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

Ownership: Sunbelt Broadcasting Co. (Group Owner).

Began Operation: January 23, 1955. Donrey Inc. lost license (*Television Digest*, Vol. 18:46; 19:19, 32). Began operation under present ownership Sept. 30, 1979.

Represented (sales): Blair Television.

Represented (legal): Dow, Lohnes & Albertson.

Personnel:

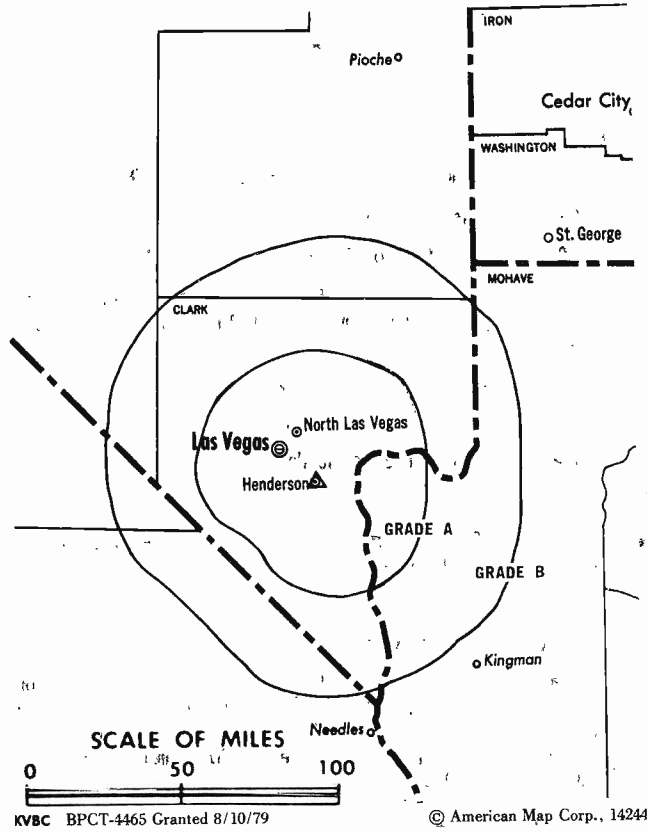
- Rolla D. Cleaver, General Manager.
- Gene R. Greenberg, General Sales Manager.
- Dick Hollister, National Sales Manager.
- Charlene Hearst, Public Affairs Director.
- Mike Cutler, News Director.
- Frank Haynes, Chief Engineer.
- Judy Reich, Program Director.
- Peter Carlson, Promotion Director.
- Joan Zucker, Business Manager.
- Laurence Richesin, Assistant Chief Engineer.
- Tom Cross, Operations Supervisor.

Rates: On request.

City of License: Las Vegas. **ADI:** Las Vegas. **Rank:** 77.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEVADA			
	Clark	305,600	300,800	98
	Lincoln	1,400	1,300	93
	Nye South	3,900	3,600	92



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	UTAH			
	Washington	15,300	14,600	95
Between 5-24%	NEVADA			
	Eureka	600	1,600	92
	Lander	2,300	2,200	96
	White Pine	3,200	3,100	97
Station Totals		332,300	326,200	98
Net Weekly Circulation (1992)			282,800	
Average Daily Circulation (1992)			174,200	

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Nevada—Henderson-Las Vegas

KVVU-TV

Ch. 5

Network Service: Fox.

Licensee: KVVU Broadcasting Corp., 25 TV 5 Dr., Henderson, NV 89014.

Studio: 25 TV 5 Dr., Henderson, NV 89014.

Telephone: 702-435-5555. **TWX:** 910-397-6879. **Fax:** 702-451-4220.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1190-ft. above av. terrain, 139-ft. above ground, 3499-ft. above sea level.

Latitude 36° 00' 26"
Longitude 115° 00' 23"

Transmitter: Black Mountain, 2-mi. SW of Henderson.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Simulsat, 5-meter C-band; AFC, 3.5-meter Ku-band; M/A-Com, Standard Communications receivers.

News Service: UPI.

Ownership: Meredith Corp. (Group Owner).

Began Operation: September 10, 1967. Sale to present owner approved by FCC April 5, 1985 (*Television Digest*, Vol. 25:3). Sale to John W. Carson, et al., by William H. Hernstadt, et al., approved March 30, 1979 (Vol. 18:25; 19:14, 16). Previous sale by Levin-Townsend Enterprises approved Sept. 1, 1971. Sale by Charles Vanda approved by FCC May 1, 1969 (Vol. 9:18).

Represented (sales): MMT Sales Inc.

Represented (legal): Haley, Bader & Potts.

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

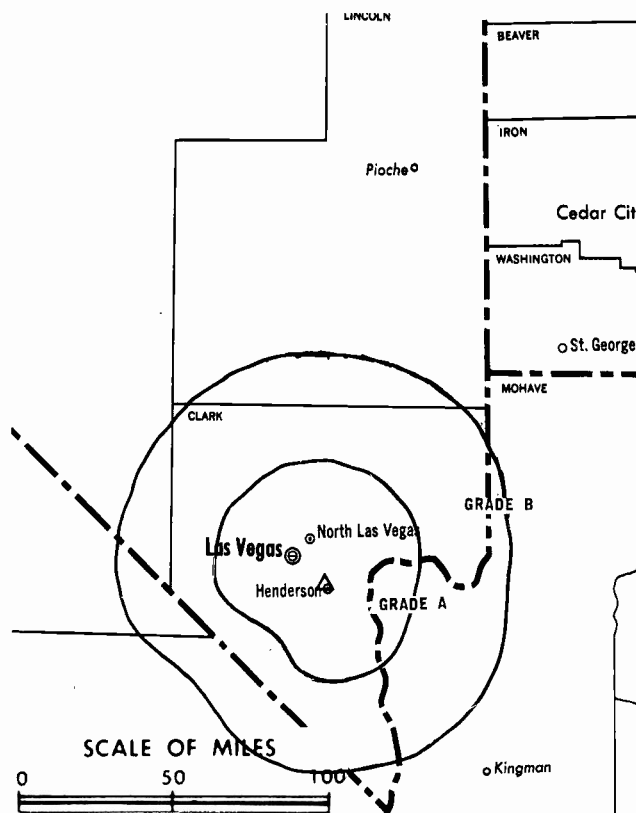
Personnel:

Rusty Durante, Vice President & General Manager.
Bill Utton, General Sales Manager.
Tom Marciano, Local Sales Manager.
Jack Smith, Director of Engineering.
Tom Purney, Promotion Director.
Monte Wagner, Business Manager.
Sonia Maxwell, National Sales Manager.

Rates: On request.

City of License: Henderson. **ADI:** Las Vegas. **Rank:** 77.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.



KVVU-TV BPCT-3315 Granted 7/27/66

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARIZONA			
	Mohave	38,900	37,300	96
	NEVADA			
	Clark	305,600	300,800	98
	Nye South	3,900	3,600	92
Between 5-24%	NEVADA			
	Lincoln	1,400	1,300	93
	White Pine	3,200	3,100	97
	UTAH			
	Washington	15,300	14,600	95
Station Totals		368,300	360,700	98
Net Weekly Circulation (1992)			294,700	
Average Daily Circulation (1992)			168,700	

Nevada—Paradise

KBLR
Ch. 39

Network Service: None, independent.

Licensee: Rose Communications, Box 20788, Castro Valley, CA 94546.

Studio: 2309 Renaissance Dr., Las Vegas, NV 89119.

Telephone: 702-736-3993. **Fax:** 702-736-4971.

Technical Facilities: Channel No. 39 (620-626 MHz). Authorized power: 1330-watt max. visual. Antenna: 1204-ft. above av. terrain, 223-ft. above ground, 3481-ft. above sea level.

Latitude 36° 00' 31"
Longitude 115° 00' 22"

Transmitter: Black Mountain communications site, near Henderson, Clark County.

Satellite Earth Station: Midwest Communications Ku & C-band; Drake receivers.

Ownership: Rose Communications.

Began Operation: April 1, 1989.

Represented (sales): Airwaves Inc.

Represented (legal): Jones, Waldo, Holbrook & McDonough.

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

Personnel:

James D. Williams, General Manager.

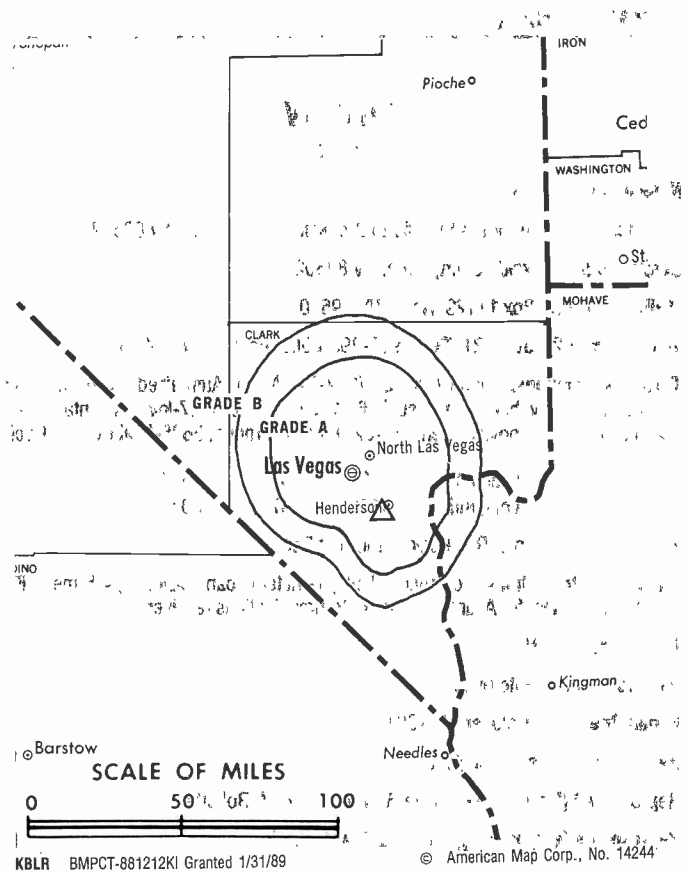
Ted Lon, Station & General Sales Manager.

Lou Ann Boone, Program Director.

Wendy Oesterle, Business Manager.

John Romanko, Chief Engineer.

Highest 30 Sec. Rate: \$110.



Arbitron Data: Not available.

City of License: Paradise. **ADI:** Las Vegas. **Rank:** 77.

Nevada—Reno

KAME-TV

Ch. 21

Network Service: Fox.

Licensee: Page Enterprises Inc., 4920 Brookside Court, Reno, NV 89502.

Studio: 4920 Brookside Court, Reno, NV 89502.

Mailing Address: Box 11129, Reno, NV 89510.

Telephone: 702-786-2121. **TWX:** 910-395-6062. **Fax:** 702-786-9146.

Technical Facilities: Channel No. 21 (512-518 MHz). Authorized power: 631-kw max. & 457-kw horizontal visual, 63.1-kw max. & 45.7-kw horizontal aural. Antenna: 620-ft. above av. terrain, 152-ft. above ground, 5625-ft. above sea level.

Latitude 39° 35' 03.50"
Longitude 119° 47' 00.51"

Transmitter: E Knob of Red Peak, 4-mi. N of Reno.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; Andrew, 4.5-meter Ku & C-band; Scientific-Atlanta, Standard Communications receivers.

News Service: INN.

Ownership: Page Enterprises Inc.

Began Operation: October 11, 1981.

Represented (sales): Seltel Inc.

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

Represented (engineering): Smith & Powstenko.

Personnel:

Bill Andrews, President & General Manager.

B. J. Andrews, Station Manager.

Michael Andrews, General Sales Manager.

Chuck Harper, Local Sales Manager.

Debbie Schultz, Program Director.

Barry Myer, Business Manager.

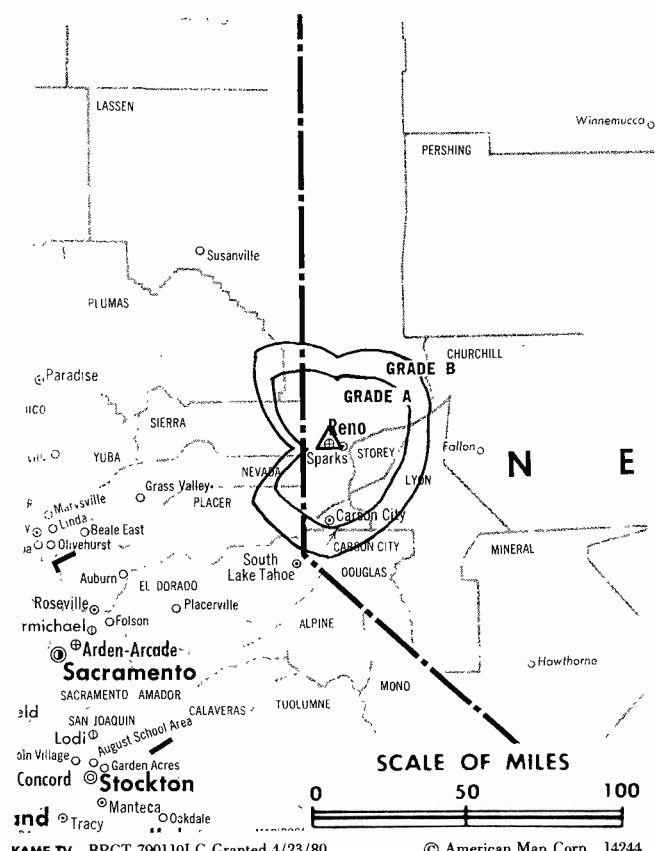
Al Ruch, Chief Engineer.

Highest 30 Sec. Rate: \$600.

City of License: Reno. **ADI:** Reno. **Rank:** 116.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEVADA			
	Churchill	7,000	6,900	99
	Mineral	2,600	2,500	96
	Washoe	108,100	105,800	98
Between 25-49%	CALIFORNIA			
	El Dorado East	12,500	12,000	96
	Lassen	8,800	8,300	94



KAME-TV BPCT-790110LC Granted 4/23/80 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Placer East	4,700	4,500	97
	NEVADA			
	Douglas	11,200	10,800	96
	Humboldt	4,900	4,800	97
	Lyon	8,000	7,700	96
	Nye North	3,100	2,900	94
	Pershing	1,800	1,700	94
	Storey	800	800	100
	Carson City	16,900	16,500	98
	Between 5-24%	CALIFORNIA		
Alpine		500	400	89
Plumas		8,500	8,000	94
Sierra		1,500	1,400	93
NEVADA				
Esmeralda	500	400	89	
Station Totals		201,400	195,400	97
Net Weekly Circulation (1992)				106,800
Average Daily Circulation (1992)				44,500

Nevada—Reno

KOLO-TV Ch. 8

Network Service: ABC.

Licensee: DR Partners, Box 10,000, Reno, NV 89510.

Studio: 4850 Ampere Dr., Reno, NV 89502.

Telephone: 702-858-8888. **TWX:** 910-395-7051. **Fax:** 702-858-8855.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 151-kw visual, 30.2-kw aural. Antenna: 2930-ft. above av. terrain, 120-ft. above ground, 9789-ft. above sea level.

Latitude 39° 18' 49"
Longitude 119° 53' 00"

Transmitter: Slide Mountain, Washoe County.

Satellite Earth Stations: Andrew, 7.3-meter C-band; Andrew, 4.5-meter C-band; GE, 3-meter Ku-band; Andrew, Avantek, Standard Components receivers.

News Services: ABC, AP.

Ownership: Donrey Media Group Inc.

Began Operation: September 26, 1953.

Represented (sales): Blair Television.

Represented (legal): Haley, Bader & Potts.

Represented (engineering): Hammett & Edison Inc.

Personnel:

- Fred W. Smith, President.
- Charles S. Alvey, General Manager.
- C. Robert Thompson Jr., General Sales Manager.
- Charles Bolkcom, Local Sales Manager.
- David Ward, Regional Sales Manager.
- John Z. Csia, Program/Operations/Community Relations Manager.
- Mark Mayhew, News Director.
- Earl Ling, Promotion & Film Director.
- Lorna King, Traffic Director.
- Robert C. Peterson, Business Manager.
- Robert L. Northam, Chief Engineer.

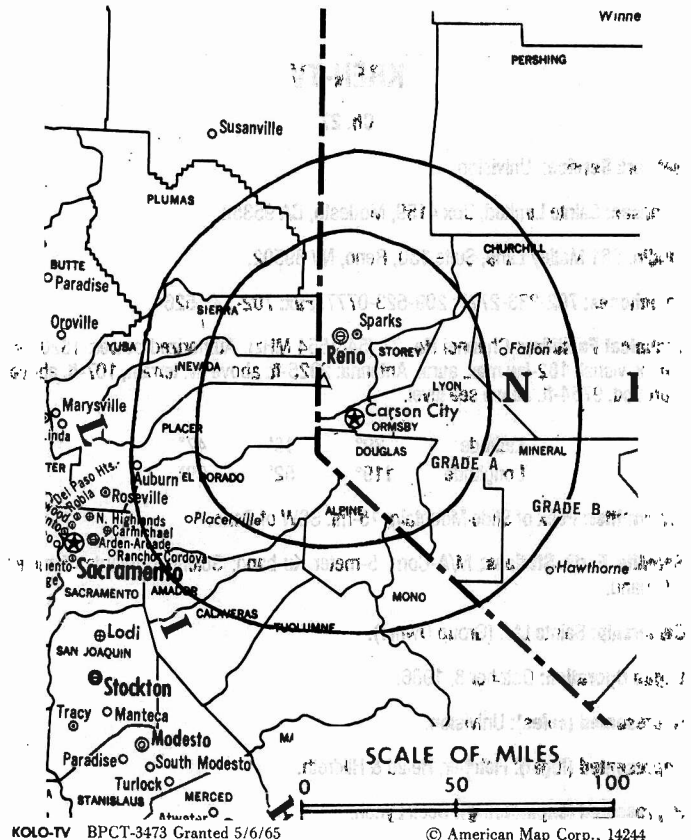
Highest 30 Sec. Rate: \$1400.

NETWORK BASE HOURLY RATE: \$275.

City of License: Reno. **ADI:** Reno. **Rank:** 116.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CALIFORNIA			
	El Dorado East	12,500	12,000	96
	Lassen	8,800	8,300	94
	Mono	4,100	3,600	88
	Placer East	4,700	4,500	97
	NEVADA			
	Churchill	7,000	6,900	99
	Douglas	11,200	10,800	96
	Eureka	600	600	92
	Humboldt	4,900	4,800	97



KOLO-TV BPCT-3473 Granted 5/6/65 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Lander	2,300	2,200	96
	Lyon	8,000	7,700	96
	Mineral	2,600	2,500	96
	Pershing	1,800	1,700	94
	Storey	800	800	100
	Washoe	108,100	105,800	98
	Carson City	16,900	16,500	98
Between 25-49%	CALIFORNIA			
	Alpine	500	400	89
	Sierra	1,500	1,400	93
	NEVADA			
Elko	12,000	11,300	94	
Nye North	3,100	2,900	94	
Between 5-24%	CALIFORNIA			
	Inyo	7,700	6,900	90
	Modoc	3,700	3,400	93
	Nevada	32,700	31,000	95
	Plumas	8,500	8,000	94
	NEVADA			
Esmeralda	500	400	89	
White Pine	3,200	3,100	97	
Station Totals		267,700	257,500	96
Net Weekly Circulation (1992)				172,700
Average Daily Circulation (1992)				107,900

Nevada—Reno

KREN-TV

Ch. 27

Network Service: Univision.

Licensee: Sainte Limited, Box 4159, Modesto, CA 95352.

Studio: 961 Matley Lane, Suite 130, Reno, NV 89502.

Telephones: 702-333-2727; 209-523-0777. **Fax:** 702-333-5264.

Technical Facilities: Channel No. 27 (548-554 MHz). Authorized power: 1820-kw max. visual, 182-kw max. aural. Antenna: 2925-ft. above av. terrain, 107-ft. above ground, 9754-ft. above sea level.

Latitude 39° 18' 47"
Longitude 119° 52' 59"

Transmitter: Peak of Slide Mountain, 15-mi. SSW of Reno.

Satellite Earth Stations: M/A-Com, 5-meter Ku-band; Scientific-Atlanta, 5-meter C-band.

Ownership: Sainte Ltd. (Group Owner).

Began Operation: October 8, 1986.

Represented (sales): Univision.

Represented (legal): Fletcher, Heald & Hildreth.

Represented (engineering): Cecil Lynch.

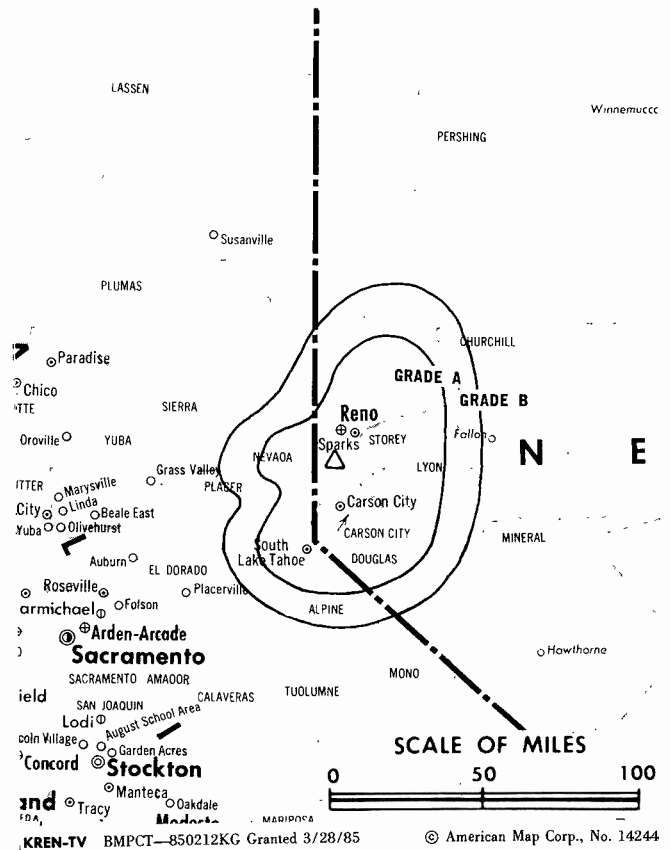
Personnel:

Leslie Mix, Station Manager.
Herbert Crenshaw, Engineering Director.

Rates: On request.

City of License: Reno. **ADI:** Reno. **Rank:** 116.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
CALIFORNIA				
Between 5-24%	Sierra	1,500	1,400	93
Station Totals		1,500	1,400	93
Net Weekly Circulation (1992)				2,900
Average Daily Circulation (1992)				1,000

Nevada—Reno

KRNV
Ch. 4

Network Service: NBC.

Licensee: Sierra Broadcasting Co., Box 7160, Reno, NV 89510-7160.

Studio: 1790 Vassar St., Reno, NV 89502.

Mailing Address: Box 7160, Reno, NV 89510-7160.

Telephone: 702-322-4444. **TWX:** 910-395-7080. **Fax:** 702-785-1200.

Technical Facilities: Channel No. 4 (66-72 MHz) Authorized power: 17.04-kw visual, 3.44-kw aural. Antenna: 420-ft. above av. terrain, 92-ft. above ground, 5539-ft. above sea level.

Latitude 39° 35' 03"
Longitude 119° 48' 06"

Transmitter: 4-mi. N of Reno Post Office.

Satellite Earth Stations: Harris, 6-meter Ku-band; Scientific-Atlanta, 4.5-meter Ku & C-band; Harris, 3-meter Ku-band; Harris, Scientific-Atlanta receivers.

SNG Mobile Dish: Ku-band.

News Services: AP, NBC.

Ownership: Sunbelt Broadcasting Co. (Group Owner).

Began Operation: September 30, 1962. Sale to present owner by Circle L Inc. approved by FCC Sept. 13, 1989.

Represented (sales): Petry Television Inc.

Represented (engineering): Lohnes & Culver.

Personnel:

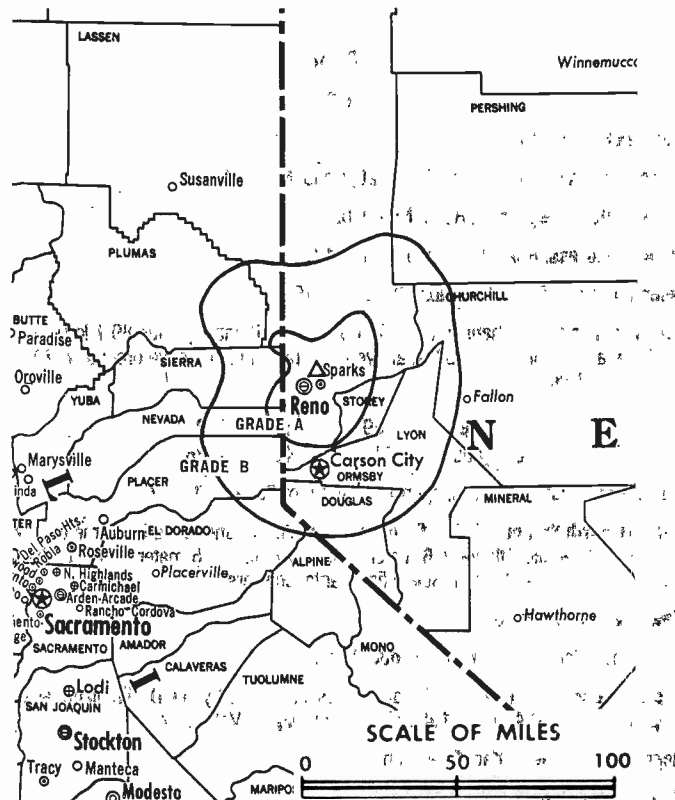
- Steve Newman, Vice President & General Manager.
- Jim Elliott, Station Manager.
- Jack Hartman, National Sales Manager.
- Mack Louchrie, Local Sales Manager.
- Patricia McRae, News Director.
- Ralph Toddre, Program & Promotion Director.
- Monique DeVries, Business Manager.
- John Holland, Chief Engineer.

Rates: On request.

City of License: Reno. **ADI:** Reno. **Rank:** 116.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CALIFORNIA			
	Alpine	500	400	89
	El Dorado East	12,500	12,000	96
	Lassen	8,800	8,300	94
	Placer East	4,700	4,500	97



KRNV BPCT-2656 Granted 6/15/61 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEVADA			
	Churchill	7,000	6,900	99
	Douglas	11,200	10,800	96
	Esmeralda	500	400	89
	Humboldt	4,900	4,800	97
	Lyon	8,000	7,700	96
	Mineral	2,600	2,500	96
	Pershing	1,800	1,700	94
	Storey	800	800	100
	Washoe	108,100	105,800	98
	Carson City	16,900	16,500	98
Between 5-24%	CALIFORNIA			
	Mono	4,100	3,600	88
	Plumas	8,500	8,000	94
	Sierra	1,500	1,400	93
	NEVADA			
	Nye North	3,100	2,900	94
Station Totals		205,500	199,000	97
Net Weekly Circulation (1992)				150,900
Average Daily Circulation (1992)				81,900

Nevada—Reno

KTVN
Ch. 2

Network Service: CBS.

Licensee: Sarkes Tarzian Inc., Box 7220, Reno, NV 89510.

Studio: 4925 Energy Way, Reno, NV 89502.

Mailing Address: Box 7220, Reno, NV 89510.

Telephone: 702-858-2222. **Fax:** 702-858-2345.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 89.1-kw visual, 8.9-kw aural. Antenna: 2153-ft. above av. terrain, 113-ft. above ground, 7570-ft. above sea level.

Latitude 39° 15' 28"
Longitude 119° 42' 36"

Transmitter: McClellan Peak, approx. 6-mi. NE of Carson City, NV.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; Superior, 6-meter Ku & C-band; Scientific-Atlanta, 4.6-meter C-band; Andrew, 4.6-meter Ku-band; Standard Components, Andrew, Scientific-Atlanta receivers.

News Services: AP, Conus.

Ownership: Sarkes Tarzian Inc. (Group Owner).

Began Operation: June 4, 1967. Sale to present owners by Lee D. Hirshland, et al., approved by FCC Aug. 13, 1980 (*Television Digest*, Vol. 19:44).

Represented (sales): Katz Television.

Represented (legal): Cohn & Marks.

Represented (engineering): Jules Cohen & Associates.

Personnel:

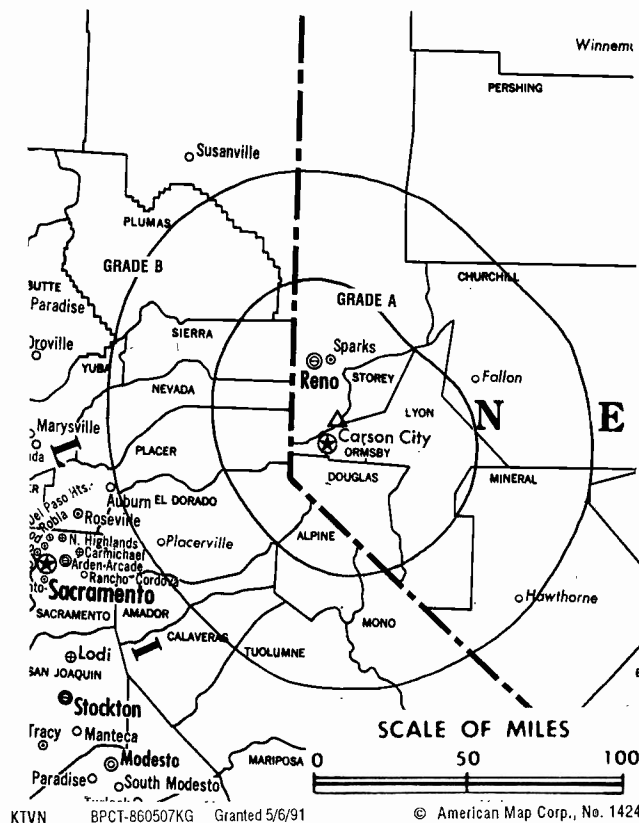
- Lawson Fox, General Manager.
- Al Richards, Director of Operations & Engineering.
- Robert J. Weinstein, General Sales Manager.
- David Briscoe, Production Manager.
- Sharon Asher, Program Manager.
- David King, Local Sales Manager.
- Joann Mitchell, Controller.
- Ruth Whitmore, Advertising & Promotion Manager.

Rates: On request.

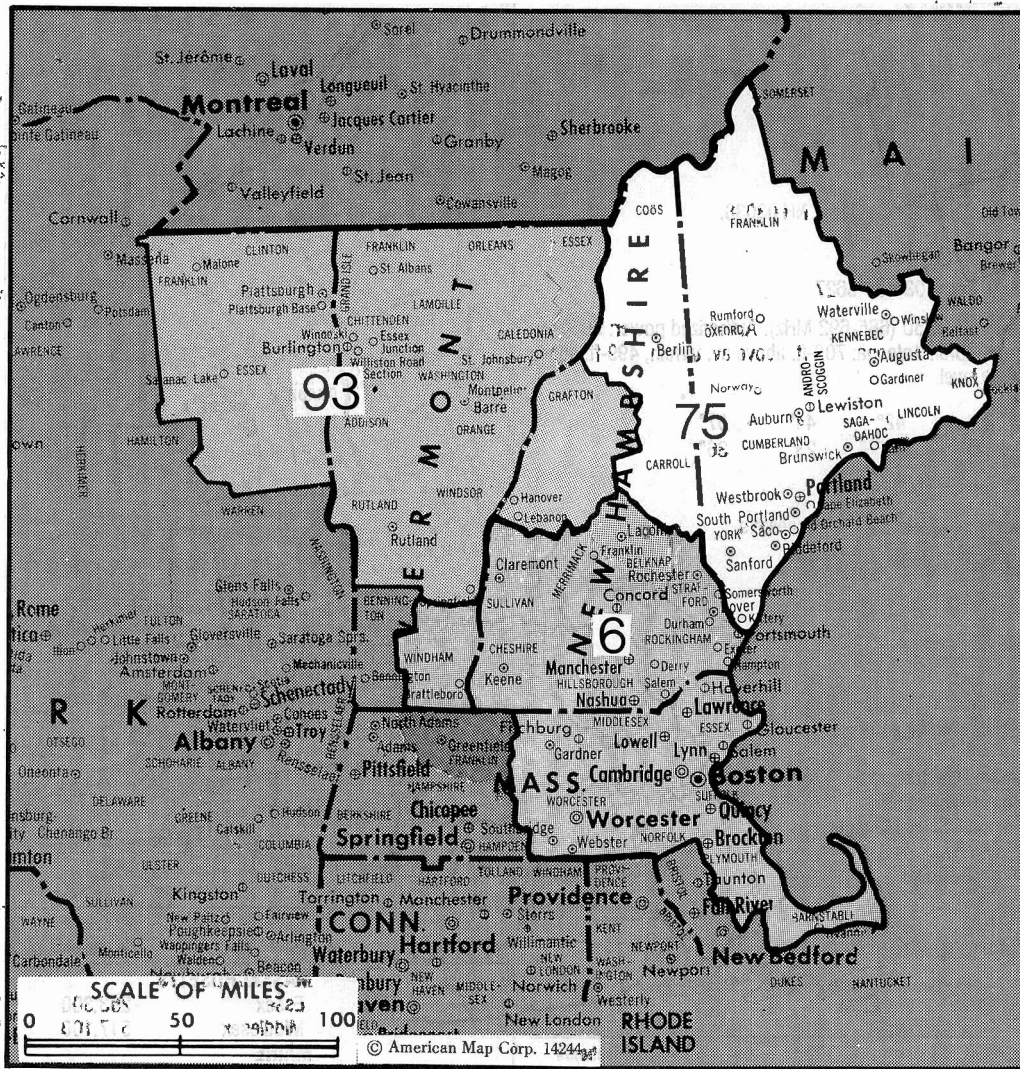
City of License: Reno. **ADI:** Reno. **Rank:** 116.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CALIFORNIA			
	Alpine	500	400	89
	El Dorado East	12,500	12,000	96
	Lassen	8,800	8,300	94
	NEVADA			
	Churchill	7,000	6,900	99
	Douglas	11,200	10,800	96
	Elko	12,000	11,300	94
	Humboldt	4,900	4,800	97



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Lander	2,300	2,200	96
	Lyon	8,000	7,700	96
	Mineral	2,600	2,500	96
	Pershing	1,800	1,700	94
	Storey	800	800	100
	Washoe	108,100	105,800	98
	Carson City	16,900	16,500	98
Between 25-49%	CALIFORNIA			
	Placer East	4,700	4,500	97
	Plumas	8,500	8,000	94
	Sierra	1,500	1,400	93
	NEVADA			
	Esmeralda	500	400	89
Between 5-24%	CALIFORNIA			
	Mono	4,100	3,600	88
	NEVADA			
	White Pine	3,200	3,100	97
	Station Totals		227,500	219,800
Net Weekly Circulation (1992)			162,400	
Average Daily Circulation (1992)			90,600	



Market	Arbitron ADI TV Households	Rank
Boston, MA	2,121,400	6
Portland-Poland Spring, ME	343,300	75
Burlington, VT-Plattsburgh, NY	268,500	93

Market Area Commercial TV Stations:

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), WCSH-TV (6), WGME-TV (13), WMTW-TV (8), WPXT (51), WCAX-TV (3), WNNE-TV (31), WPTZ (5), WVNY (22)

State Cross Reference List

Communities that receive programs of stations that are located elsewhere.

- WNNE-TV, Hanover See Hartford, VT
- WMTW-TV, Mount Washington See Poland Spring, ME

New Hampshire Station Totals as of November 1, 1992

	VHF	UHF	TOTAL
Commercial Television Stations	1	2	3
Educational Television Stations	1	2	3
	2	4	6

New Hampshire—Derry

WNDS
Ch. 50

Network Service: None, independent.

Licensee: CTV of Derry Inc., TV 50 Place, Derry, NH 03038.

Studio: TV 50 Place, Derry, NH 03038.

Telephone: 603-434-8850. **Fax:** 603-434-8627.

Technical Facilities: Channel No. 50 (686-692 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 702-ft. above av. terrain, 499-ft. above ground, 983-ft. above sea level.

Latitude 42° 44' 07"
Longitude 71° 23' 36"

Transmitter: Trigate Rd. on Merrill Hill, Hudson.

Satellite Earth Stations: In operation; M/A-Com receivers.

Ownership: CTV of Derry Inc.

Began Operation: September 12, 1983.

Represented (legal): Reddy, Begley & Martin.

Personnel:

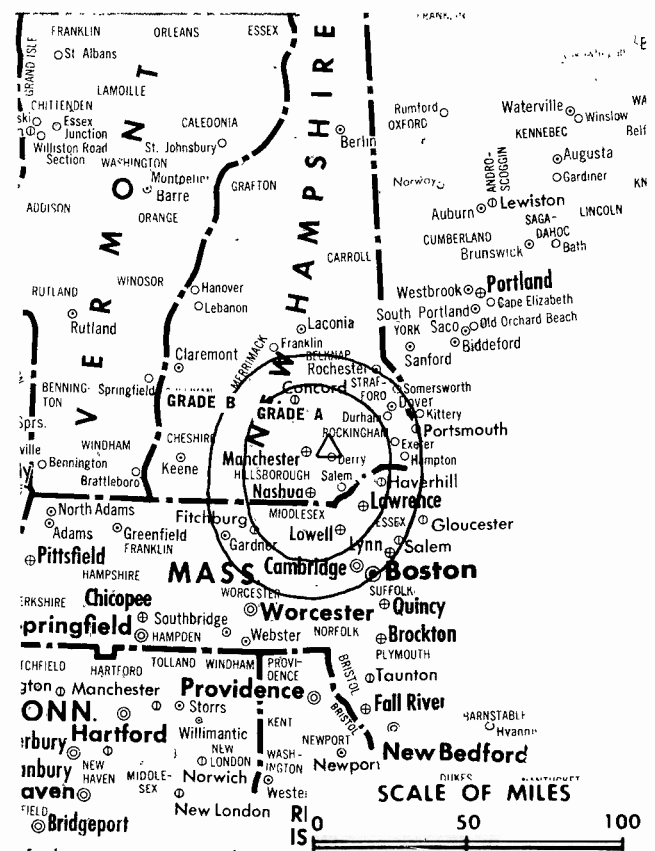
- Donna Cole, General Manager.
- Marc Lehner, General Sales Manager.
- Paul Hunter, Chief Engineer.
- Christine Mason, Program Director.
- Lawrence Doyle, Promotion Director.
- Gerald Lauderdale, Regional Sales Manager.
- Nick White, Local Sales Manager.
- Victor Knass, Production Manager.

Rates: On request.

City of License: Derry. **ADI:** Boston. **Rank:** 6.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	NEW HAMPSHIRE			
	Belknap	19,800	19,600	99
	Hillsborough	128,100	126,600	99
	Rockingham	93,200	92,100	99
	Strafford	38,400	37,800	98



WNDS BPCT-810121KF Granted 7/16/82

© American Map Corp. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	MASSACHUSETTS			
	Essex	253,300	250,800	99
	Middlesex	517,100	511,700	99
	MAINE			
	York	65,200	64,400	99
Station Totals	NEW HAMPSHIRE			
	Merrimack	46,600	45,800	98
Station Totals		1,161,700	1,148,800	99
Net Weekly Circulation (1992)				185,000
Average Daily Circulation (1992)				57,700

New Hampshire—Manchester

WMUR-TV

Ch. 9

Network Service: ABC

Licensee: WMUR-TV Inc., 50 Cote St., Manchester, NH 03101

Studio: 50 Cote St., Manchester, NH 03101

Telephone: 603-669-9999. **Fax:** 603-641-9044

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 282-kw visual, 33.5-kw aural. Antenna: 1030-ft. above av. terrain, 227-ft. above ground, 1513-ft. above sea level.

Latitude 42° 58' 59" N
Longitude 71° 35' 19" W

Transmitter: Goffstown, NH

Multichannel TV Sound: Stereo only

Satellite Earth Stations: Andrew, 7.3-meter C-band; Andrew, 4.5-meter Ku-band; Vertex, 4.5-meter Ku-band; Vertex, 4-meter C-band; Andrew, M/A:Com, Standard Components receivers.

News Service: AP

Ownership: Bijmey Ines Jr. & Family (Group Owner)

Began Operation: March 28, 1954. Transfer from estate of Francis P. Murphy approved by FCC Feb. 3, 1959 (Television Digest, Vol. 14:15; 15:2, 6). Sale to present owner by Richard Eaton Estate approved by FCC July 22, 1981.

Represented (sales): Seitel Inc.

Represented (legal): Latham & Watkins.

Represented (engineering): Jules Cohen & Associates.

Personnel:

Larry Gilpin, General Sales Manager.

Tom Bonnar, Operations/Program Manager.

Joseph Paciorkowski, Chief Engineer.

Miles Resnick, News Director.

Chrys Ogle, Promotion Director.

Linda Wilkins, Business Manager.

Highest 30 Sec. Rate: \$400.

NETWORK BASE HOURLY RATE: \$325.

City of License: Manchester. **ADI:** Boston. **Rank:** 6.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW HAMPSHIRE			
	Belknap	19,800	19,600	99
	Hillsborough	128,100	126,600	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Merrimack	46,600	45,800	98
	Rockingham	93,200	92,100	99
	Strafford	38,400	37,800	98
	Sullivan	15,700	15,200	97
Between 25-49%	NEW HAMPSHIRE			
	Carroll	15,300	15,000	98
	Cheshire	26,700	26,000	97
	Grafton	28,300	27,500	97
	VERMONT			
Windham	16,800	16,100	96	
Windsor	22,800	22,200	97	
Between 5-24%	MASSACHUSETTS			
	Essex	253,300	250,800	99
	MAINE			
York	65,200	64,400	99	
Station Totals		770,200	759,100	99
Net Weekly Circulation (1992)			329,300	
Average Daily Circulation (1992)			160,400	

New Hampshire—Merrimack

WGOT
Ch. 60

Network Service: None, independent.

Licensee: Paugus Television Inc., Box 265, Feeding Hills, MA 01030-0265.

Studio: One Sundial Ave., Suite 501, Manchester, NH 03103.

Telephone: 603-647-6060. **Fax:** 603-644-0060.

Technical Facilities: Channel No. 60 (746-752 MHz). Authorized power: 1410-kw max. visual, 140-kw max. aural. Antenna: 1011-ft. above av. terrain, 137-ft. above ground, 1464-ft. above sea level.

Latitude 42° 59' 02"
Longitude 71° 35' 18"

Transmitter: South Mountain, Goffstown.

Satellite Earth Stations: ChannelMaster, 3.1-meter C-band; Comtech, 3.8-meter C-band; Comtech, 3.8-meter Ku-band; Vertex, 4.58-meter Ku-band; Sony receivers.

Ownership: Paugus Television Inc.

Began Operation: August 14, 1987. Sale to present owners by Golden Triangle TV60 granted Jan. 6, 1989.

Represented (legal): Davis Wright & Tremaine.

Personnel:

- Lon Mirolli, General Manager.
- Sue Furey, National Sales Manager.
- Ed Williams, Director of Engineering.
- Rhonda Mann, News Director.
- Doreen Warchal, Program Director.
- Don Hill, Operations Manager.
- Kat Strange, Promotion & Marketing Director.
- Maureen Sawyer, Business Manager.
- Sandra Dei Dolori, Production Manager.

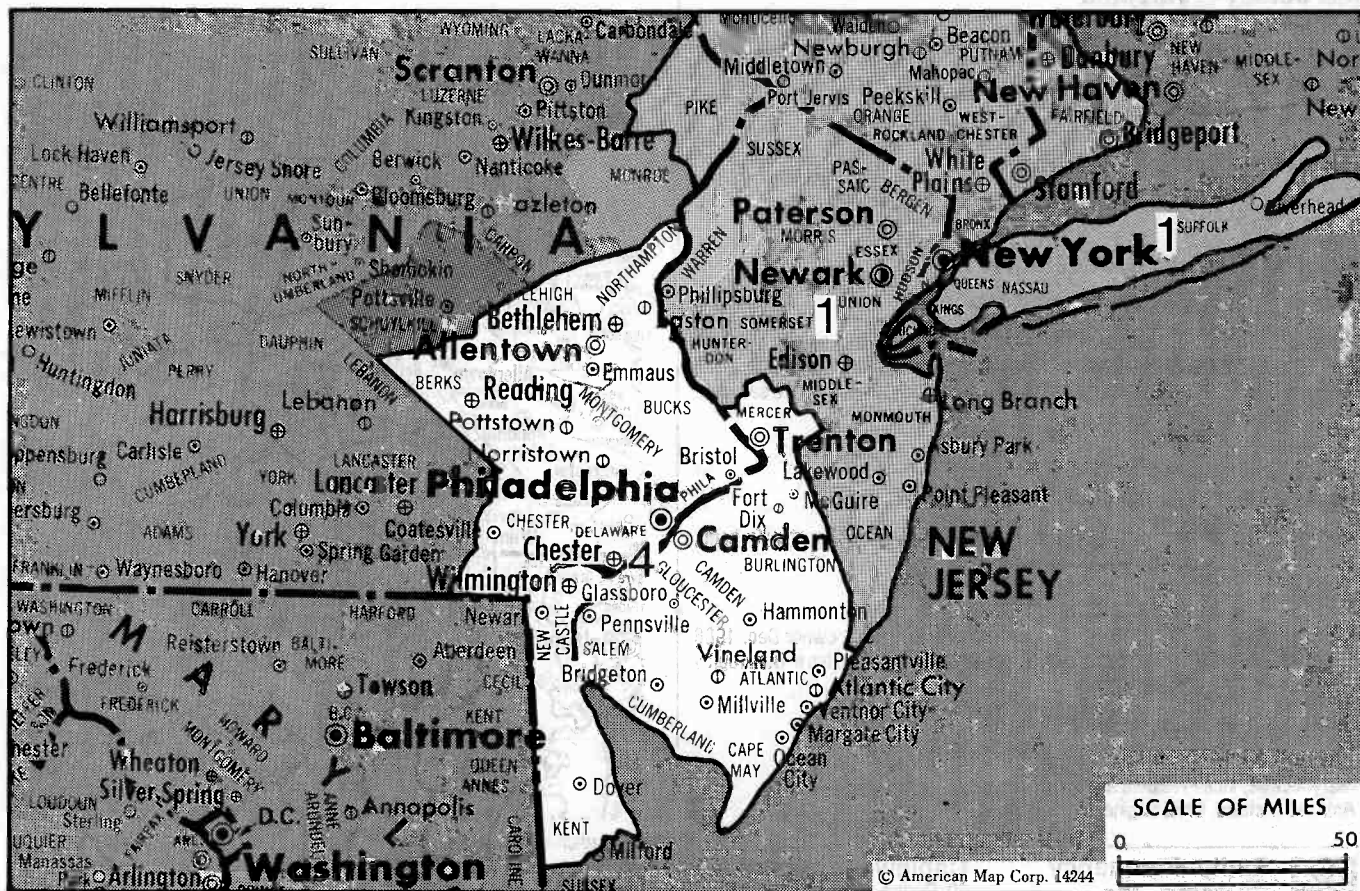
Rates: On request.

City of License: Merrimack. **ADI:** Boston. **Rank:** 6.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
NEW HAMPSHIRE				
Between 5-24%	Hillsborough	128,100	126,600	99
	Merrimack	46,600	45,800	98
	Strafford	38,400	37,800	98
Station Totals		213,100	210,200	99
Net Weekly Circulation (1992)			35,500	
Average Daily Circulation (1992)			8,000	



Market	Arbitron ADI TV Households	Rank
New York, NY	6,760,400	1
Philadelphia, PA	2,659,700	4

Market Area Commercial TV Stations

WABC-TV (7), WCBS-TV (2), WHAI-TV (43), WHSE (68), WHSI (67), WLIG (55), WNBC (4), WNJU (47), WNYW (5), WPIX (11), WTBY (54), WTZA (62), WWOR-TV (9), WXTV (41), KYW-TV (3), WBPH-TV (60), WCAU-TV (10), WFMZ-TV (69), WGBS-TV (57), WGTW (48), WHSP (65), WMGM-TV (40), WPHL-TV (17), WPVI-TV (6), WTGI-TV (61), WTVB (51), WTXF (29)

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

WGTW, Burlington	See Philadelphia, PA
WNJU, Linden	See New York, NY
WNJU & WHSE, Newark	See New York, NY
WXTV, Paterson	See New York, NY
WWOR-TV, Secaucus	See New York, NY

New Jersey Station Totals as of November 1, 1992

	VHF	UHF	TOTAL
Commercial Television Stations	0	2	2
Educational Television Stations	0	4	4
	0	6	6

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New Jersey—Vineland

WHSP
Ch. 65

Network Service: Home Shopping Network.

Licensee: HSN Bcstg. of Vineland, 1529 U.S. 19 S, Box 9090, Clearwater, FL 34618-9090.

Studio: 4449 N. Delsea Dr., Newfield, NJ 08344.

Telephone: 609-691-6565. **Fax:** 609-691-2483.

Technical Facilities: Channel No. 65 (776-782 MHz). Authorized power: 4095-kw max. & 1730-kw horizontal visual, 364-kw max. & 154-kw horizontal aural. Antenna: 920-ft. above av. terrain, 937-ft. above ground, 1049-ft. above sea level.

Latitude	39°	44'	00.40"
Longitude	74°	50'	28.60"

Transmitter: Church Ave., N of Chew Rd., Waterford Works.

Satellite Earth Stations: Paraclype, 4.6-meter C-band; AFC, 3.7-meter Ku-band; M/A-Com, Standard Communications receivers.

Ownership: HSN Communications Inc. (Group Owner).

Began Operation: July 21, 1981. FCC approved sale to present owner Dec. 1986 (Television Digest, Vol. 26:52). Sale to Press Bcstg. Co. by Trustee in Bankruptcy approved by FCC April 30, 1985.

Represented (legal): Dow, Lohnes & Albertson.

Personnel:

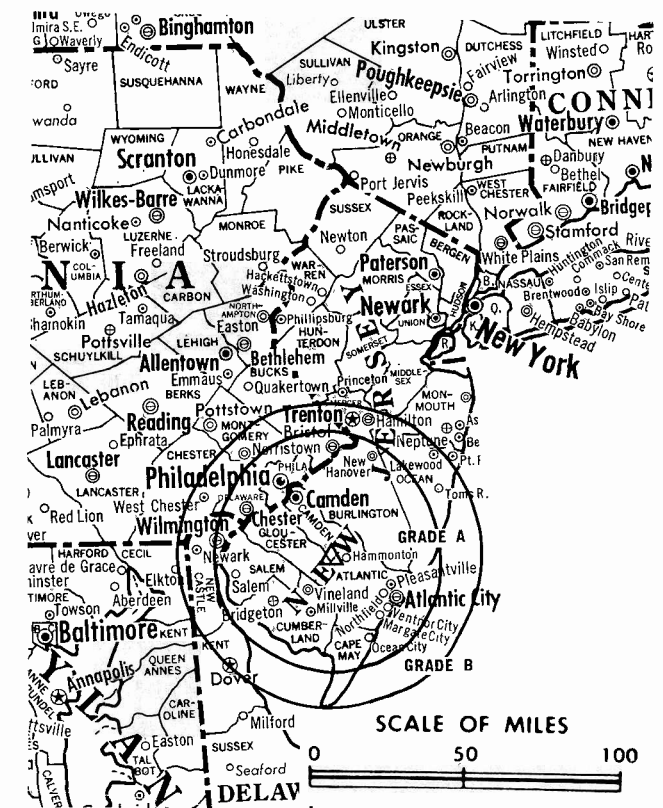
Mary McKee, Vice President & Station Manager.
Robert Pritchard, Chief Engineer.



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WHSP BNPCT-800818KJ Granted 10/23/80

© American Map Corp., No. 14244

Chris Hill, Program Manager.
Linda Donovan, Traffic Manager.

Rates: On request.

Arbitron Data: Not available.

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

New Jersey—Wildwood-Atlantic City

WMGM-TV

Ch. 40

Network Service: NBC.

Licensee: South Jersey Radio Inc., 15 Shore Rd., Linwood, NJ 08221.

Studio: Avalon Blvd., Swainton, NJ.

Mailing Address: 15 S. Shore Rd., Linwood, NJ 08221.

Telephone: 609-927-4440.

Technical Facilities: Channel No. 40 (626-632 MHz). Authorized power: 740-kw max. visual, 174-kw aural. Antenna: 420-ft. above av. terrain, 426-ft. above ground, 430-ft. above sea level.

Latitude 39° 07' 28"
Longitude 74° 45' 56"

Transmitter: Avalon Blvd., 2.7-mi. W of Sea Isle City, Swainton.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: ChannelMaster; RCA.

News Services: AP, NBC.

Ownership: Howard Green Group (Group Owner).

Began Operation: January 25, 1966. Sale to present owners by William C. Wotring Jr., et al., approved by FCC Feb. 25, 1981.

Represented (sales): Landin Media Sales.

Represented (legal): Gordon & Kelly.

Represented (engineering): Lohnes & Culver.

Personnel:

- Howard Green, President.
- Jane B. Stark, General Manager.
- Chris Adams, Program Director.
- John Ianuzzi, General Sales Manager.
- Lou McDonald, Chief Engineer.
- Jeff Whiteker, News Director.
- Janet Davidson, Business Manager.

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

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	NEW JERSEY Atlantic	86,600	85,100	98
	Capé May	40,600	40,000	99

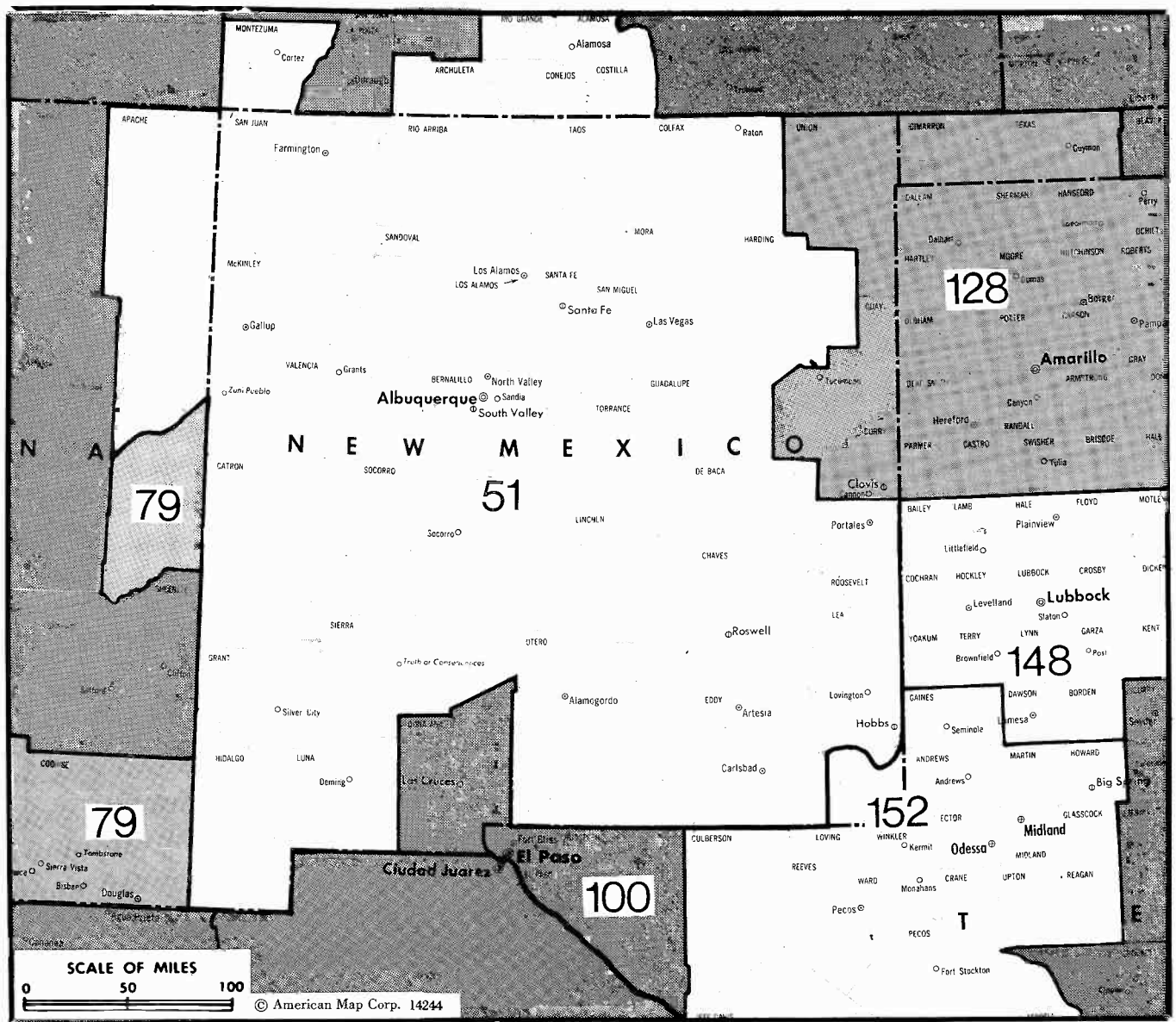


WMGM-TV BPCT-861229KW, Granted 2/25/87 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	DELAWARE Sussex	45,600	45,100	99
	MARYLAND Worcester	15,100	14,900	99
Station Totals		187,900	185,100	99
Net Weekly Circulation (1992)			59,800	
Average Daily Circulation (1992)			24,800	

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Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Albuquerque, NM	519,000	51	KBIM-TV (10), KCHF (11), KGSW-TV (14), KHFT (29), KKTO (2), KLUZ-TV (41), KNAT (23), KOAT-TV (7), KOB-TV (4), KOBF (12), KOBR (8), KRPV (27), KRQE (13), KVIQ-TV (6), KWNM-TV (10)
Tucson, AZ	320,400	79	KGUN (9), KMSB-TV (11), KOLD-TV (13), KTTU-TV (18), KVOA-TV (4)
El Paso, TX	236,500	100	KCIK (14), KDBC-TV (4), KINT-TV (26), KJLF-TV (65), KTSM-TV (9), KVIA-TV (7), KZIA (48), XEJ-TV (5), XEPM-TV (2), XHJ-TV (44)
Amarillo, TX	167,400	128	KAMR-TV (4), KCIT (14), KFDA-TV (10), KVIH-TV (12), KVII-TV (7), KVIJ-TV (8)
Lubbock, TX	135,000	148	KAMC (28), KCBD-TV (11), KJTV (34), KLBK-TV (13)
Odessa-Midland, TX	133,000	152	KMID (2), KMLM (42), KOSA-TV (7), KPEJ (24), KTPX (9), KWAB-TV (4)

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New Mexico Station Totals as of November 1, 1992

	VHF	UHF	TOTAL
Commercial Television Stations	11	6	17
Educational Television Stations	2	2	4
	13	8	21

New Mexico—Albuquerque

KGSW-TV

Ch. 14

Network Service: Fox.

Licensee: KGSW-TV Inc., 1377 University Blvd. NE, Albuquerque, NM 87102.

Studio: 1377 University Blvd., NE, Albuquerque, NM 87102.

Mailing Address: Box 25200, Albuquerque, NM 87125.

Telephone: 505-842-1414. **TWX:** 910-989-1792. **Fax:** 505-242-1355.

Technical Facilities: Channel No. 14 (470-476 MHz). Authorized power: 1412.5-kw max. & 490-kw horizontal visual, 141.25-kw max. & 49-kw horizontal aural. Antenna: 4181-ft. above av. terrain, 145-ft. above ground, 10,769-ft. above sea level.

Latitude 35° 12' 55"
Longitude 106° 27' 02"

Transmitter: Sandia Crest, near Albuquerque.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Scientific-Atlanta, 5-meter C-band; Vertex, 5-meter Ku-band; Simulsat, 5-meter Ku & C-band; Prodelin, 4-meter C-band.

News Service: Fox News.

Ownership: Providence Journal Broadcasting Corp. (Group Owner).

Began Operation: May 8, 1981. Sale to present owners by Galaxy-Southwest TV approved by FCC Nov. 19, 1984 (Television Digest, Vol. 24:40).

Represented (sales): TeleRep Inc.

Represented (legal): Covington & Burling.

Represented (engineering): Smith & Powstenko.

Personnel:

Erick B. Steffens, President & General Manager.

John McCormick, General Sales Manager.

Michael Maulano, National Sales Manager.

Dudley Bullock, Chief Engineer.

Debra James, News Director.

Ida Ganger, Business Manager.

Brian Anderson, Creative Services Director.

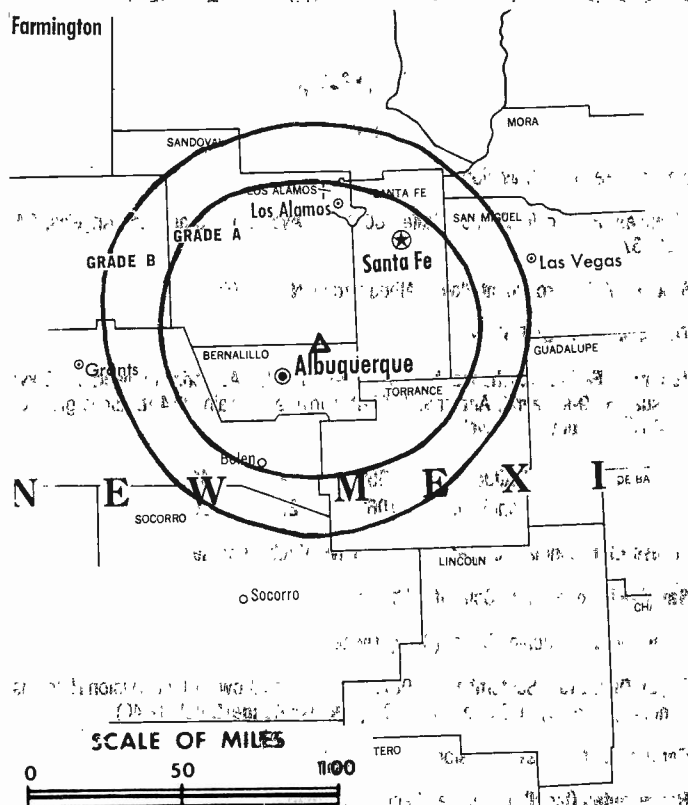
Jim Gonsey, Technical Operations Manager.

Rates: On request.

City of License: Albuquerque. **ADI:** Albuquerque. **Rank:** 51.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	COLORADO			
	Alamosa	4,800	4,600	96
	NEW MEXICO			
	Bernalillo	196,800	194,000	99
	Cibola	7,100	7,000	99
	Otero	18,300	17,900	98
	Sandoval	21,300	20,200	95
	Santa Fe	38,300	37,300	97
	Sierra	4,500	4,300	96
	Torrance	3,800	3,600	96
	Valencia	15,800	15,600	99



KGSW-TV BPCT-871118KF Granted 4/29/88

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%	
Between 25-49%	COLORADO				
	Conejos	2,700	2,600	96	
	Costilla	1,200	1,100	92	
	Montezuma	6,900	6,600	96	
	Rio Grande	4,000	3,800	95	
	Saguache	1,600	1,500	94	
	NEW MEXICO				
	Chaves	21,300	21,000	98	
	Eddy	18,000	17,700	98	
	Lea North	18,100	17,700	98	
Between 5-24%	COLORADO				
	La Plata	12,200	11,700	96	
	NEW MEXICO				
	Grant	9,900	9,500	95	
	Guadalupe	1,500	1,400	93	
	Luna	6,800	6,600	97	
	Station Totals		509,400	495,300	97
	Net Weekly Circulation (1992)				247,000
	Average Daily Circulation (1992)				103,100

New Mexico—Albuquerque

KLUZ-TV

Ch. 41

Network Service: Univision.

Licensee: Perenchio TV Inc., Suite 680, 1901 Ave. of the Stars, Los Angeles, CA 90067.

Studio: 2725 F Broadbent Pkwy., Albuquerque, NM 87107.

Telephone: 505-344-5589.

Technical Facilities: Channel No. 41 (632-638 MHz). Authorized power: 1170-kw visual, 58.9-kw aural. Antenna: 4152-ft. above av. terrain, 114-ft. above ground, 10,754-ft. above sea level.

Latitude 35° 12' 41"
Longitude 106° 26' 56"

Transmitter: Sandia Crest, approx. 15-mi. NE of Albuquerque.

Satellite Earth Station: Scientific-Atlanta.

Ownership: Perenchio TV Inc. (Group Owner).

Began Operation: September 5, 1987. Sale to present owner by Univision Holdings Inc. approved by FCC Sept. 23, 1992 (*Television Digest*, Vol. 32:40).

Represented (sales): Univision.

Represented (legal): Leventhal, Senter & Lerman.

Represented (engineering): JP Associates.

Personnel:

Jim Perrin, General Manager.

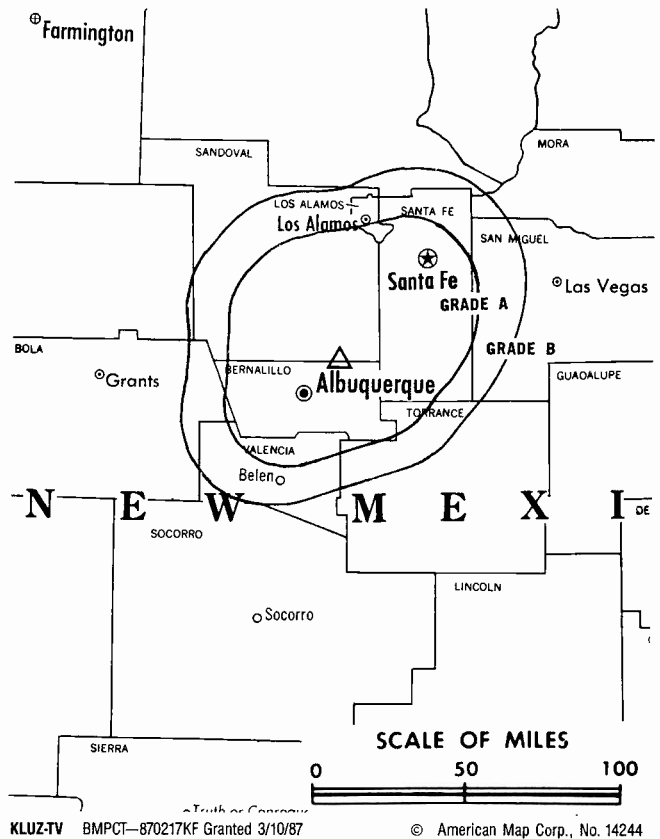
Kambiz Victory, Chief Engineer.

Leroy Mascarenas, Production Manager.

Highest 30 Sec. Rate: \$275.

City of License: Albuquerque. **ADI:** Albuquerque. **Rank:** 51.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.



KLUZ-TV BMPCT-870217KF Granted 3/10/87

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
	NEW MEXICO			
Between 5-24%	San Miguel	8,800	8,300	94
	Socorro	5,000	4,900	98
	Valencia	15,800	15,600	99
Station Totals		29,600	28,800	97
Net Weekly Circulation (1992)				13,300
Average Daily Circulation (1992)				6,500

New Mexico—Albuquerque

KNAT

Ch. 23

Network Service: None, independent.

Licensee: All American TV Inc., 13181 Crossroads Pkwy., N, City of Industry, CA 91746.

Studio: 1510 Coors Blvd., NW, Albuquerque, NM 87121.

Telephone: 505-836-6585. **Fax:** 505-831-8725.

Technical Facilities: Channel No. 23 (524-530 MHz). Authorized power: 1191-kw max. & 387-kw horizontal visual, 119.1-kw max. & 38.7-kw horizontal aural. Antenna: 4130-ft. above av. terrain, 136-ft. above ground, 10,748-ft. above sea level.

Latitude 35° 12' 55.00"
Longitude 106° 27' 01.50"

Transmitter: Sandia Crest, Cibola National Forest.

Multichannel TV Sound: Separate audio program.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; Harris, 6-meter C-band.

Ownership: All American TV Inc. (Group Owner).

Began Operation: August 10, 1975. Sale to present owner by Trinity Bcstg. Network approved by FCC Nov. 6, 1989. Sale to Trinity by John Carson, et al., approved by FCC Dec. 4, 1985. Sale to Carson group by Eddie L. Pena, et al., approved July 23, 1982. Station left air in 1985 (Television Digest, Vol. 25:24).

Represented (legal): May & Dunne.

Personnel:

Deanna J. Sebastian, Station Manager.

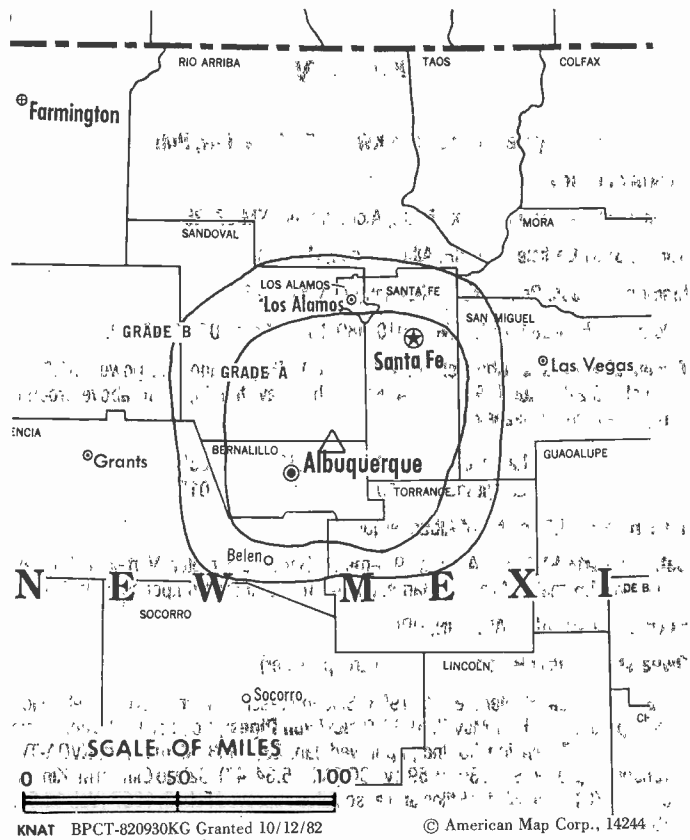
Rofi Crawford, Chief Engineer.

Gary Pratz, Program Director & Production Manager.

Highest 30 Sec. Rate: \$120.

City of License: Albuquerque. **ADI:** Albuquerque. **Rank:** 51.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
NEW MEXICO				
Between 5-24%	Torrance	3,800	3,600	95
Station Totals		3,800	3,600	95
Net Weekly Circulation (1992)			4,300	
Average Daily Circulation (1992)			1,500	

New Mexico—Albuquerque

KOAT-TV

Ch. 7

(Operates satellite KWNM-TV, Silver City, NM)

Network Service: ABC.

Licensee: KOAT-TV Inc., Box 25982, Albuquerque, NM 87125.

Studio: 3801 Carlisle Blvd. NE, Albuquerque, NM 87107.

Mailing Address: Box 25982, Albuquerque, NM 87125.

Telephone: 505-884-7777. **TWX:** 910-989-1687. **Fax:** 505-884-6282.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 51.3-kw visual, 19.2-kw aural. Antenna: 4081-ft. above av. terrain, 72-ft. above ground, 10,666-ft. above sea level.

Latitude 35° 12' 53"
Longitude 106° 27' 01"

Transmitter: 14.5-mi. NE of Albuquerque.

Satellite Earth Stations: Andrew, 9.3-meter; Harris, 6.1-meter; Vertex, 4.7-meter; Andrew, 4.5-meter; Avantek, Harris, M/A-Com, Standard Components receivers.

News Services: ABC, AP, CNN, UPI.

Ownership: Pulitzer Broadcasting Co. (Group Owner).

Began Operation: September 28, 1953. Sale to present owner by WGAL Television Inc. approved by FCC May 7, 1969 (*Television Digest*, Vol. 9:19). Previous sale by Alvarado Television Co. Inc., approved Jan. 23, 1963. Merger with KVOA-TV, Tucson, approved Sept. 30, 1959 by FCC (Vol. 15:34, 40). Sale to Clinton McKinnon by A. M. Caldwell, Walter Stiles and associates approved Feb. 6, 1957 (Vol. 12:51; 13:6).

Represented (sales): Blair Television.

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

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

Personnel:

C. Wayne Godsey, Vice President & General Manager.

Jeff Sales, General Sales Manager.

Barbara Wagoner, National Sales Manager.

Lisa Breedan, News Director.

Roy Leone, Program Director.

Linda Eddleman, Business Manager.

Parker Harms, Marketing Director.

Jim Dixon, Production Manager.

Charles L. Amy, Chief Engineer.

Highest 30 Sec. Rate: \$2500.

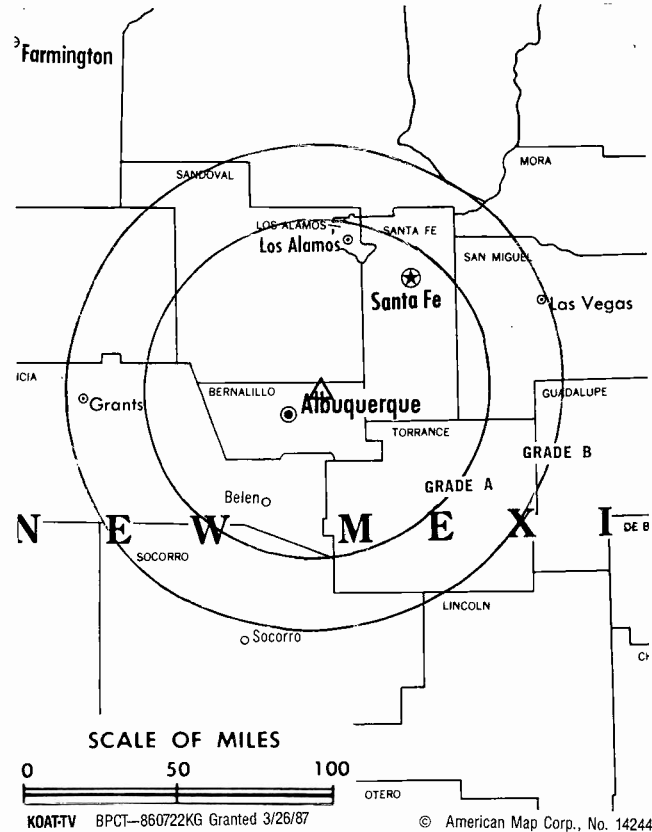
NETWORK BASE HOURLY RATE: \$1200.

Arbitron Data: Figures include KWNM-TV, Silver City, NM.

City of License: Albuquerque. **ADI:** Albuquerque. **Rank:** 51.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARIZONA			
	Apache North	12,800	11,700	91
	COLORADO			
	Alamosa	4,800	4,600	96
	Costilla	1,200	1,100	92
	Montezuma	6,900	6,600	96
	Rio Grande	4,000	3,800	95
	NEW MEXICO			
	Bernalillo	196,800	194,000	99
	Catron	1,000	900	89
	Chaves	21,300	21,000	98
	Cibola	7,100	7,000	99
	Colfax	5,000	4,800	96
	Curry	15,600	15,200	98
Eddy	18,000	17,700	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Grant	9,900	9,500	95
	Guadalupe	1,500	1,400	93
	Harding	400	400	100
	Hidalgo	2,000	1,900	95
	Lincoln	5,400	5,200	96
	Los Alamos	7,400	7,300	99
	Luna	6,800	6,600	97
	Mc Kinley	18,600	17,400	94
	Otero	18,300	17,900	98
	Quay	4,400	4,200	95
	Rio Arriba	11,600	10,900	94
	Sandoval	21,300	20,200	95
	San Juan	29,500	28,000	95
	San Miguel	8,800	8,300	94
	Santa Fe	38,300	37,300	97
	Sierra	4,500	4,300	96
	Socorro	5,000	4,900	98
Taos	8,200	7,600	92	
Torrance	3,800	3,600	96	
Valencia	15,800	15,600	99	
Between 25-49%	COLORADO			
	Archuleta	2,200	2,100	95
	Conejos	2,700	2,600	96
	La Plata	12,200	11,700	96
	Saguache	1,600	1,500	94
NEW MEXICO	De Baca	1,000	1,000	100
	Lea North	18,100	17,700	98
	Mora	1,500	1,300	87
	Union	1,700	1,600	94

(Continued on page A-772)

Station Totals	611,700	593,500	97
Net Weekly Circulation (1992)			440,100
Average Daily Circulation (1992)			275,700

New Mexico—Albuquerque

KOB-TV Ch. 4

(Operates satellites KOB, Farmington & KOB, Roswell, NM)

Network Service: NBC.

Licensee: KOB-TV Inc., Box 1351, Albuquerque, NM 87103.

Studio: 4 Broadcast Plaza SW, Albuquerque, NM 87104.

Mailing Address: Box 1351, Albuquerque, NM 87103.

Telephone: 505-243-4411, **TWX:** 910-989-1682. **Fax:** 505-764-2522.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 27-kw visual, 2.7-kw aural. Antenna: Circularly polarized, 4200-ft. above av. terrain; 183-ft. above ground, 10,833-ft. above sea level, using 2° electrical beam tilt.

Latitude 35° 12' 42"
Longitude 106° 26' 57"

Transmitter: Sandia Crest.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Harris, 6.2-meter Ku-band; Satellite Technology, 5.5-meter Ku-band; Scientific-Atlanta, 5-meter C-band; RCA/Americom, 4.57-meter Ku-band; Kavouras, 3.6-meter C-band; Andrew, 2.36-meter Ku-band; Harris, Scientific-Atlanta receivers.

SNG Mobile Dish: Hubcom, Ku-band.

News Services: AP, Conus, NBC, NIWS, NOAA.

Ownership: Hubbard Broadcasting Inc. (Group Owner).

Began Operation: November 29, 1948. Sale to present owner by Wayne Coy and Time Inc., who previously acquired TV-radio from T. H. Pepperday, was approved March 13, 1957 (Television Digest, Vol. 13:2, 11). For sale by Pepperday, see Vol. 8:9, 16, 17, 22.

Represented (sales): Pety Television Inc.

Represented (legal): Fletcher, Head & Hildreth.

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

Personnel:

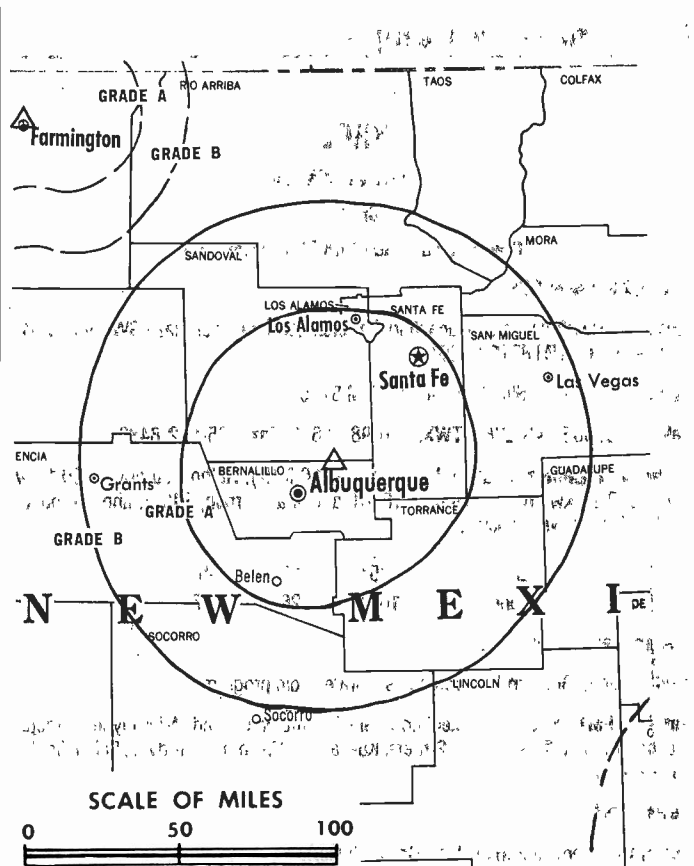
- Jerry Danziger, Vice Chairman
- Dave Herman, President & General Manager
- Bob Evans, General Sales Manager
- Howard Hoffman, National Sales Manager
- Sam Tikkanen, Chief Engineer
- Bob Richardson, News Director
- Paula Maes, Promotion Director
- Dru Felt, Business Manager
- Gary Williams, Production Manager

Rates: On request.

City of License: Albuquerque. **ADI:** Albuquerque. **Rank:** 51.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARIZONA			
	Apache North	12,800	11,700	91
	COLORADO			
	Alamosa	4,800	4,600	96
	Conejos	2,700	2,600	96
	La Plata	12,200	11,700	96
	Montezuma	6,900	6,600	96
	Rio Grande	4,000	3,800	95
	NEW MEXICO			
	Bernalillo	196,800	194,000	99
	Chaves	21,300	21,000	98
	Cibola	7,100	7,000	99
	Colfax	5,000	4,800	96
	Curry	15,600	15,200	98
	De Baca	1,000	1,000	100



KOB-TV BPC#1693 Granted 6/2/53 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Eddy	18,000	17,700	98
	Grant	9,900	9,500	95
	Guadalupe	1,500	1,400	93
	Harding	400	400	100
	Lea North	18,100	17,700	98
	Lincoln	5,400	5,200	96
	Los Alamos	7,400	7,300	99
	Mc Kinley	18,600	17,400	94
	Mora	1,500	1,300	87
	Otero	18,300	17,900	98
	Quay	4,400	4,200	95
	Rio Arriba	11,600	10,900	94
	Roosevelt	6,100	5,900	97
	Sandoval	21,300	20,200	95
	San Juan	29,500	28,000	95
	San Miguel	8,800	8,300	94
	Santa Fe	38,300	37,300	97
	Sierra	4,500	4,300	96
	Socorro	5,000	4,900	98
	Taos	8,200	7,600	92
	Torrance	3,800	3,600	96
	Valencia	15,800	15,600	99
Between 25-49%	COLORADO			
	Costilla	1,200	1,100	92
	Saguache	1,600	1,500	94
	NEW MEXICO			
	Catron	1,000	900	89
	Hidalgo	2,000	1,900	95
	Luna	6,800	6,600	97
	(Continued on page A-772)			
Station Totals		575,700	558,700	97
Net Weekly Circulation (1992)				460,400
Average Daily Circulation (1992)				272,000

New Mexico—Albuquerque

KRQE

Formerly KGGM-TV

Ch. 13

(Operates satellite KBIM-TV Roswell, NM)

Network Service: CBS.

Licensee: New Mexico Broadcasting Co. Inc., 13 Broadcast Plaza SW, Box 1294, Albuquerque, NM 87103-1294.

Studio: 14th & Coal SW, Albuquerque, NM 87104.

Telephone: 505-243-2285. **TWX:** 910-989-1676. **Fax:** 505-842-8483.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 89.1-kw visual, 8.98-kw aural. Antenna: 4180-ft. above av. terrain, 143-ft. above ground, 10,791-ft. above sea level.

Latitude 35° 12' 40"
Longitude 106° 26' 57"

Transmitter: Sandia Crest.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; Microdyne, 5-meter C-band; Scientific-Atlanta, 4.2-meter Ku-band; M/A-Corn, Microdyne, Scientific-Atlanta receivers.

News Service: AP.

Ownership: Lee Enterprises Inc. (Group Owner).

Began Operation: October 4, 1953. Sale to New Mexico Bcstg. Co. by Estate of Goldie Hebenstreit approved by FCC June 5, 1984. Transfer of control to present owner granted Sept. 16, 1991.

Represented (sales): Katz Television.

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

Personnel:

Jim Thompson, Vice President & General Manager.
Loren W. Neuharth, General Sales Manager.
Stan Byars, Local Sales Manager.
Jim Loy, News Director.
John Tischendorf, Program & Promotion Director.
Sheryl Edgar, Business Manager.
Alan Deme, Chief Engineer.
Vicki Murphy, Public Service Coordinator.

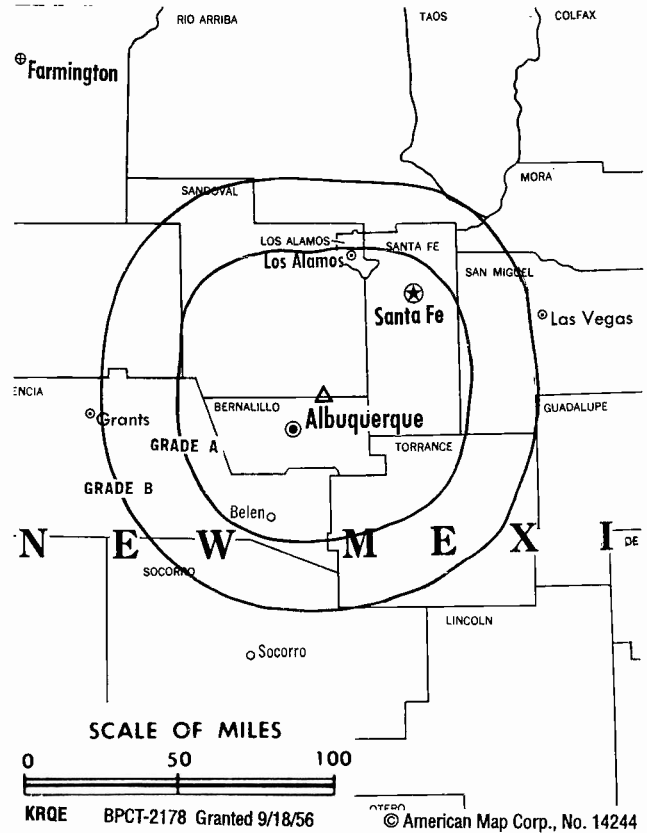
Highest 30 Sec. Rate: \$3000.

NETWORK BASE HOURLY RATE: \$1016.

City of License: Albuquerque. **ADI:** Albuquerque. **Rank:** 51.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARIZONA			
	Apache North	12,800	11,700	91
	COLORADO			
	Alamosa	4,800	4,600	96
	Conejos	2,700	2,600	96
	Montezuma	6,900	6,600	96
	NEW MEXICO			
	Bernalillo	196,800	194,000	99
	Cibola	7,100	7,000	99
	Cofax	5,000	4,800	96
	Grant	9,900	9,500	95
	Guadalupe	1,500	1,400	93



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Harding	400	400	100
	Hidalgo	2,000	1,900	95
	Lincoln	5,400	5,200	96
	Los Alamos	7,400	7,300	99
	Luna	6,800	6,600	97
	Mc Kinley	18,600	17,400	94
	Mora	1,500	1,300	87
	Quay	4,400	4,200	95
	Rio Arriba	11,600	10,900	94
	Sandoval	21,300	20,200	95
	San Juan	29,500	28,000	95
	San Miguel	8,800	8,300	94
	Santa Fe	38,300	37,300	97
	Sierra	4,500	4,300	96
	Socorro	5,000	4,900	98
Taos	8,200	7,600	92	
Torrance	3,800	3,600	96	
Valencia	15,800	15,600	99	
Between 25-49%	COLORADO			
	Archuleta	2,200	2,100	95
	Costilla	1,200	1,100	92
	Rio Grande	4,000	3,800	95
	Saguache	1,600	1,500	94
NEW MEXICO				
Otero	18,300	17,900	98	
Between 5-24%	COLORADO			
	La Plata	12,200	11,700	96
	NEW MEXICO			
	Catron	1,000	900	89
Curry	15,600	15,200	98	
Station Totals		496,900	481,400	97
Net Weekly Circulation (1992)				351,700
Average Daily Circulation (1992)				192,300

New Mexico—Carlsbad

KVIO-TV

Ch. 6

(Satellite of KVIA-TV, El Paso, TX)

Network Service: ABC.

Licensee: Marsh Media of El Paso, 4140 Rio Bravo, El Paso, TX 79902.

Studio: See KVIA-TV, El Paso.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1200-ft. above av. terrain, 1047-ft. above ground, 4758-ft. above sea level.

Latitude 32° 47' 39"
Longitude 104° 12' 27"

Transmitter: 12 mi. E of Artesia on Rte. 82.

Multichannel TV Sound: Stereo and separate audio program.

News Services: AP, Conus, Sun World Satellite News.

Ownership: Marsh Media Inc. (Group Owner).

Began Operation: August 24, 1956. Sale to present owner by John B. Walton Jr. approved by FCC Feb. 24, 1976. Sale to Walton by John Deme approved Sept. 7, 1966 (Television Digest, Vol. 6:22, 37). Sale to Deme (Voice of the Caverns Inc.) by Edward P. Talbott and associates approved June 19, 1963 (Vol. 3:9, 25). Sale of control by Nancy H. Battison to Talbott group approved by FCC Feb. 20, 1958 (Vol. 14:2, 8).

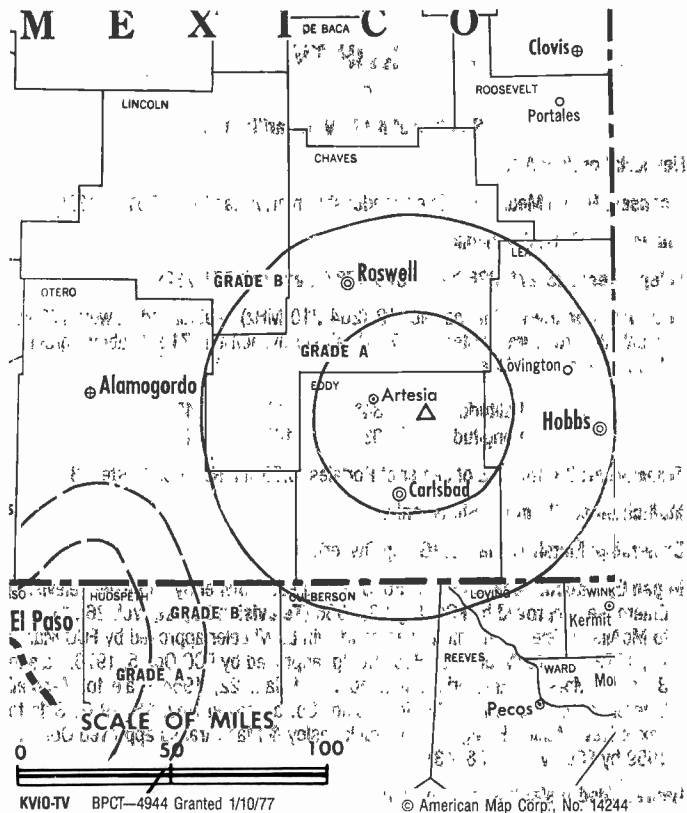
Represented (sales): Katz Television.

Represented (legal): Wiley, Rein & Fielding.

Represented (engineering): Smith & Powstenko.

Personnel:

See KVIA-TV, El Paso, TX.



Rates: Included with KVIA-TV, El Paso, TX.

Arbitron Data: Included with KVIA-TV, El Paso, TX.

City of License: Carlsbad. ADI: Albuquerque. Rank: 51.

New Mexico—Clovis

KVII-TV

Ch. 12

(Satellite of KVII-TV, Amarillo, TX)

Network Service: ABC.

Licensee: Marsh Media Inc., One Broadcast Center, Amarillo, TX 79101-4326.

Studio: See KVII-TV, Amarillo

Telephones: 505-276-8266; 806-373-1787. **Fax:** 806-371-7329.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 178-kw visual, 3.5-kw aural. Antenna: 670-ft. above av. terrain, 719-ft. above ground, 4749-ft. above sea level.

Latitude	34°	11'	34"
Longitude	103°	16'	44"

Transmitter: 3.4-mi. ENE of center of Portales, 0.55-mi. NE of State Rte. 88.

Multichannel TV Sound: Stereo only.

Ownership: Marsh Media Inc. (Group Owner).

Began Operation: December 2, 1956. Sale to present owner by McAlister Television Enterprises approved by FCC July 28, 1986 (*Television Digest*, Vol. 26:31). Sale to McAlister Television Enterprises by Melvin L. Wheeler approved by FCC March 23, 1979. Sale to Wheeler by Bass Bcstg. approved by FCC Oct. 5, 1976. Sale to Bass by Marshall Enterprises Inc. approved Jan. 22, 1964. Sale to Marshall Enterprises by Texas-New Mexico Bcstg. Co. approved Nov. 15, 1961. Sale to Texas-New Mexico Bcstg. Co. by Frank Lesley & Mae Strauss approved Oct. 22, 1959 by FCC (Vol. 15:38, 43).

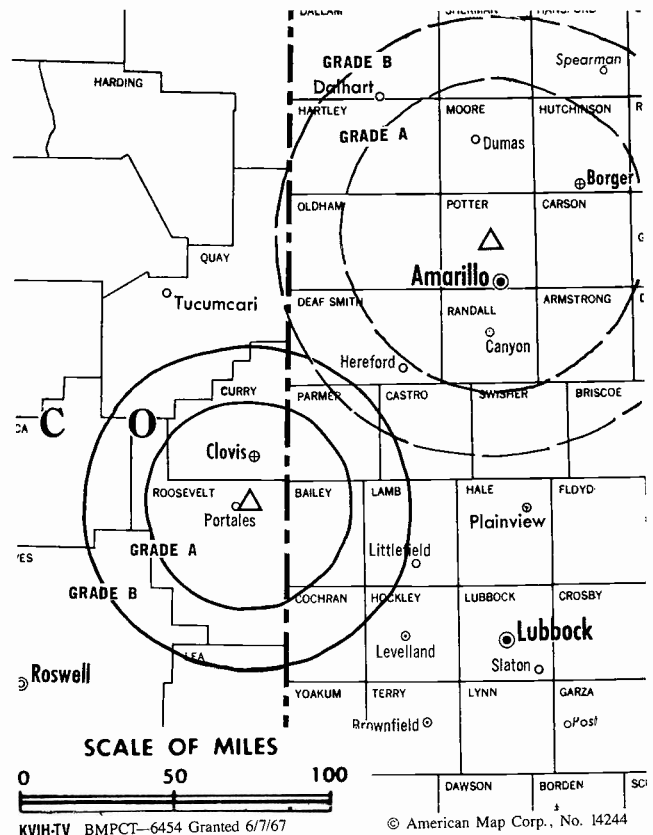
Represented (sales): Katz Television.

Represented (legal): Wiley, Rein & Fielding.

Represented (engineering): Smith & Powstenko.

Personnel:

See KVII-TV, Amarillo, TX.



Rates: See KVII-TV, Amarillo, TX.

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

City of License: Clovis. **ADI:** Amarillo. **Rank:** 128.

New Mexico—Farmington

KOBF
Ch. 12

(Satellite of KOB-TV, Albuquerque, NM)

Network Service: NBC

Licensee: KOB-TV Inc., Box 1351, Albuquerque, NM 87103.

Studio: 825 W. Broadway, Farmington, NM 87401.

Telephone: 505-326-1141. **Fax:** 505-326-1141.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 410-ft. above av. terrain, 209-ft. above ground, 6049-ft. above sea level.

Latitude 36° 41' 43"
Longitude 108° 13' 14"

Transmitter: 2-mi. SSW of Farmington on Hwy. 371.

Satellite Earth Station: RCA Americom Ku-band; Avcom receivers.

News Services: AP, Conus, NBC.

Ownership: Hubbard Broadcasting Inc. (Group Owner).

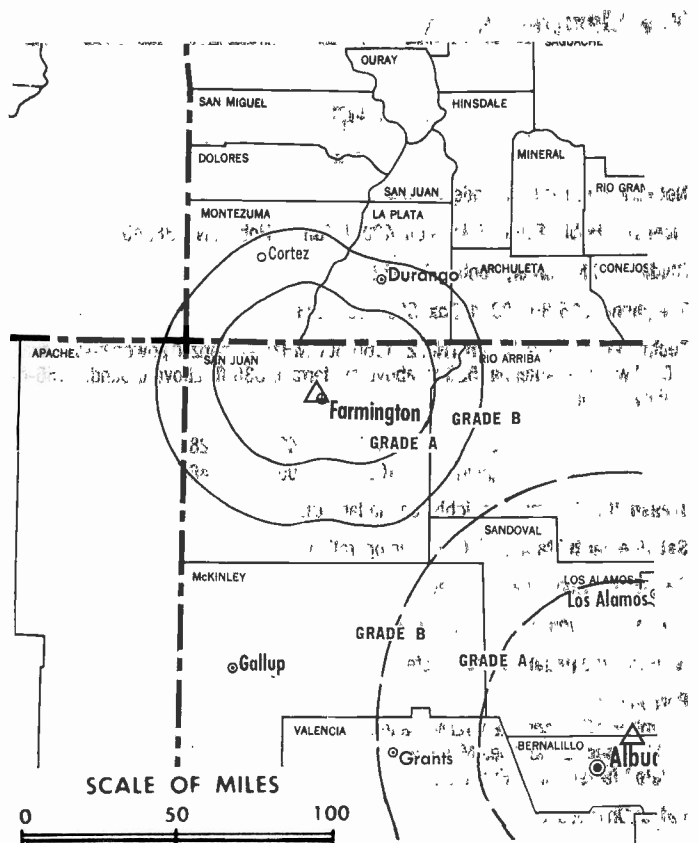
Began Operation: October 20, 1972. Sale to present owners by Stephen Adams, et al., approved by FCC July 27, 1983. Sale to Adams by John R. Catsis, et al., approved by FCC Jan. 30, 1981. Previous sale by Gerald R. Proctor, et al., approved by FCC Jan. 26, 1977. Sale consummated April 11, 1977.

Represented (sales): Petry Television Inc.

Represented (legal): Fletcher, Heald & Hildreth

Personnel:

Jerry Danziger, President, KOB-TV.
Steve Henderson, Station Manager.
Scott Michlin, News Director.
Dan Harlin, Chief Engineer.
Bill Hershy, Production Manager.



SCALE OF MILES
0 50 100

KOBF BPCT-830803KE Granted 8/31/83 © American Map Corp., No. 14244
Highest 30 Sec. Rate: \$425.
Arbitron Data: Included with KOB-TV, Albuquerque, NM.
City of License: Farmington; **ADI:** Albuquerque; **Rank:** 51.

New Mexico—Hobbs

KHFT
Ch. 29

Network Service: None, independent.

Licensee: Hobbs Family Television, 420 N. Turner, Hobbs, NM 88240.

Studio: 420 N. Turner, Hobbs, NM 88240.

Telephone: 505-393-0944. **Fax:** 505-393-6208.

Technical Facilities: Channel No. 29 (560-566 MHz). Authorized power: 8-kw visual, 0.8-kw aural. Antenna: 550-ft. above av. terrain, 536-ft. above ground, 4156-ft. above sea level.

Latitude 32° 43' 28"
Longitude 103° 05' 46"

Transmitter: 2.9-mi. E of Hobbs on Marland Dr.

Satellite Earth Stations: 3 C-band in operation.

Ownership: Hobbs Family Television.

Began Operation: February 1, 1989.

Represented (legal): James Oyster.

Personnel:

Kimberly Brunson, General Manager.

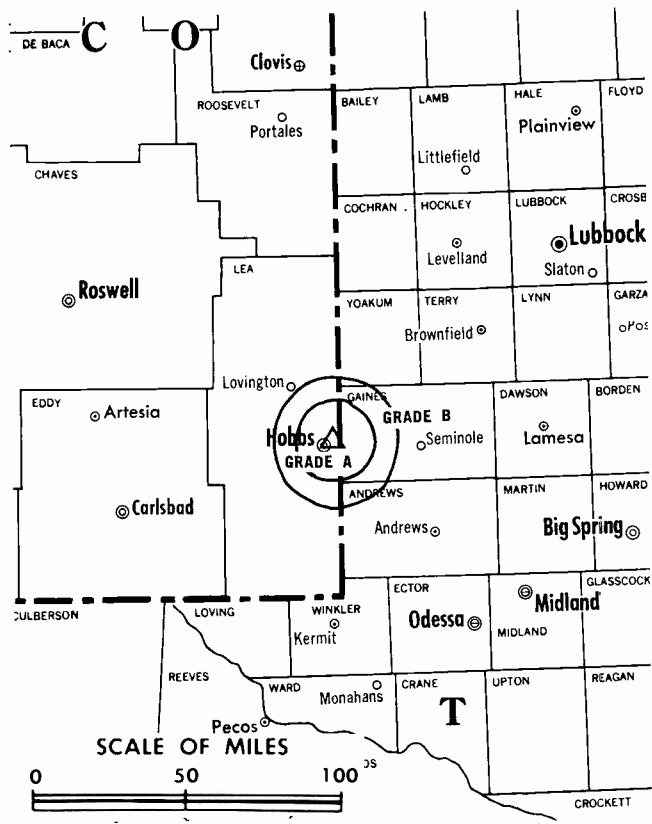
Mike Coon, Local Sales Manager.

Pete Warren, Chief Engineer.

Rates: On request.

City of License: Hobbs. **ADI:** Albuquerque. **Rank:** 51.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.



KHFT BMPCT-860610KE Granted 7/29/86

American Map Corp., No. 14244

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Net Weekly Circulation	State County	Total Households	TV Households	Households %
NEW MEXICO				
Between 5-24%	Lea North	18,100	17,700	98
	Lea South	2,100	2,000	98
Station Totals		20,200	19,700	98
Net Weekly Circulation (1992)				3,500
Average Daily Circulation (1992)				900

New Mexico—Las Cruces

KZIA

Ch. 48

Network Service: None, independent.

Licensee: Southwestern Bcstg. Co. Inc., 500 S. Main St., Suite 150, Las Cruces, NM 88001.

Studio: 500 S. Main St., Suite 150, Las Cruces, NM 88001.

Telephone: 505-526-4848. **Fax:** 505-526-0938.

Technical Facilities: Channel No. 48 (674-680 MHz). Authorized power: 5000-kw max. visual. Antenna: 440-ft. above av. terrain, 469-ft. above ground, 4590-ft. above sea level.

Latitude 32° 02' 30"
Longitude 106° 27' 41"

Transmitter: 9-mi. ENE of Anthony, 3-mi. E of Rte. 213.

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

Ownership: Southwestern Broadcasting Co. Inc.

Began Operation: November 18, 1984. Sale to present owner by Lynn Dubois, Receiver, approved by FCC Nov. 29, 1989. Sale to Roy E. Henderson by Logan D. Matthews & associates approved by FCC Aug. 6, 1987. Sale to Two if by Sea Bcstg. Corp. dismissed by FCC July 2, 1992.

Represented (sales): Roslin TV Sales.

Personnel:

Robert L. Munoz, President.

Carol Munoz, General Manager.

Frank Montoya, Local Sales Manager.

Lawrence Montenegro, Chief Engineer.

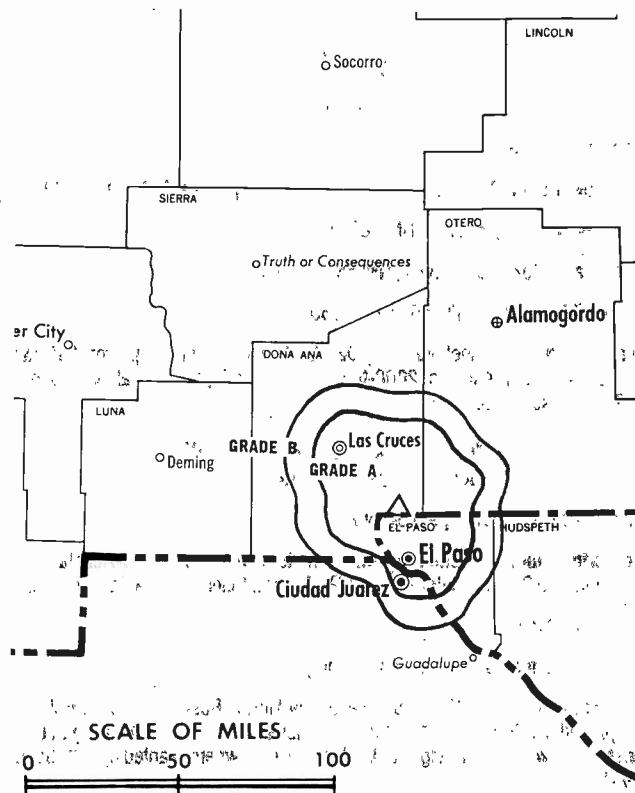
Phyllis Leyendecker, Production Manager.

Jay Duncan, Program Manager.

Highest 30 Sec. Rate: \$112.50.

City of License: Las Cruces. **ADI:** El Paso. **Rank:** 100.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.



KZIA BMPCT-900514KF Granted 6/13/90

American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	NEW MEXICO			
	Dona Ana	47,700	46,300	97
	TEXAS			
	El Paso	185,300	184,000	99
Station Totals		233,000	230,300	99
Net Weekly Circulation (1992)				35,800
Average Daily Circulation (1992)				9,700

New Mexico—Roswell

KBIM-TV

Ch. 10

Network Service: CBS.

Licensee: New Mexico Bcstg. Co. Inc., Box 1294, Albuquerque, NM 87103-1294.

Studio: 214 N. Main St., Roswell, NM 88201.

Mailing Address: Box 910, Roswell, NM 88202-0910.

Telephone: 505-622-2120. **Fax:** 505-623-6606.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 40.7-kw aural. Antenna: 2000-ft. above av. terrain, 1839-ft. above ground, 6263-ft. above sea level.

Latitude 33° 03' 20"
Longitude 103° 49' 12"

Transmitter: 29.5-mi. E of Hagerman, NM.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.6-meter C-band; AFC, 3.66-meter Ku-band; M/A-Com, Scientific-Atlanta receivers.

News Services: AP, CBS.

Ownership: Lee Enterprises Inc. (Group Owner).

Began Operation: February 23, 1966. Sale to New Mexico Bcstg. Co. Inc. by Holsum Inc. approved by FCC April 12, 1989. Transfer of control from Margaret A. Hebenstreit (New Mexico Bcstg. Co. Inc.) to present owners granted by FCC Sept. 16, 1991.

Represented (sales): Katz Television.

Personnel:

Gary McNair, Station Manager.

Andy Wyatt, Sales Manager.

Dave Atkins, Chief Engineer.

David Gonzalez, News Director.

Julie Harrison, Production Manager.

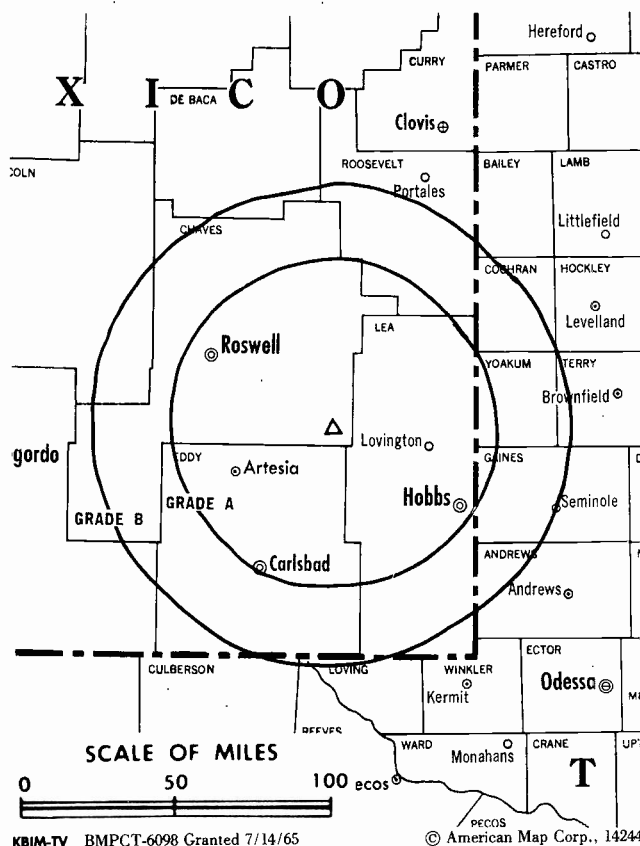
Cindi Lucero, Promotion Director.

Rates: On request.

City of License: Roswell. **ADI:** Albuquerque. **Rank:** 51.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW MEXICO			
	Chaves	21,300	21,000	98
	Curry	15,600	15,200	98
	De Baca	1,000	1,000	100
	Eddy	18,000	17,700	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Lea North	18,100	17,700	98
	Lea South	2,100	2,000	98
	Roosevelt	6,100	5,900	97
Between 25-49%	NEW MEXICO			
	Lincoln	5,400	5,200	96
	TEXAS			
Bailey	2,600	2,600	100	
Between 5-24%	NEW MEXICO			
	Otero	18,300	17,900	98
	TEXAS			
	Cochran	1,500	1,500	100
	Gaines	4,600	4,600	100
	Hudspeth	1,000	1,000	100
Parmer	3,200	3,200	100	
Station Totals		118,800	116,500	98
Net Weekly Circulation (1992)			71,400	
Average Daily Circulation (1992)			38,000	

New Mexico—Roswell

KOBR

Ch. 8

(Satellite of KOB-TV, Albuquerque, NM)

Network Service: NBC.

Licensee: Stanley S. Hubbard Revocable Trust.

Studio: 124 E. 4th St., Roswell, NM 88201.

Telephone: 505-625-8888. **Fax:** 505-625-8866.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 52.5-kw aural. Antenna: 1760-ft. above av. terrain, 1610-ft. above ground, 6086-ft. above sea level.

Latitude 33° 22' 32"
Longitude 103° 46' 05"

Transmitter: 2.5-mi. S of U.S. Hwy. 380, near Caprock.

Satellite Earth Station: RCA Americom, 4.5-meter Ku-band.

News Services: AP, Conus, NBC.

Ownership: Hubbard Broadcasting Inc. (Group Owner).

Began Operation: June 24, 1953; Sale to present owner by Caprock Telecasting approved by FCC June 19, 1985. Previous sale by Bryant Radio & Television Inc. approved by FCC May 26, 1971. Sale to Bryant by John A. Barnett estate approved by FCC March 3, 1968.

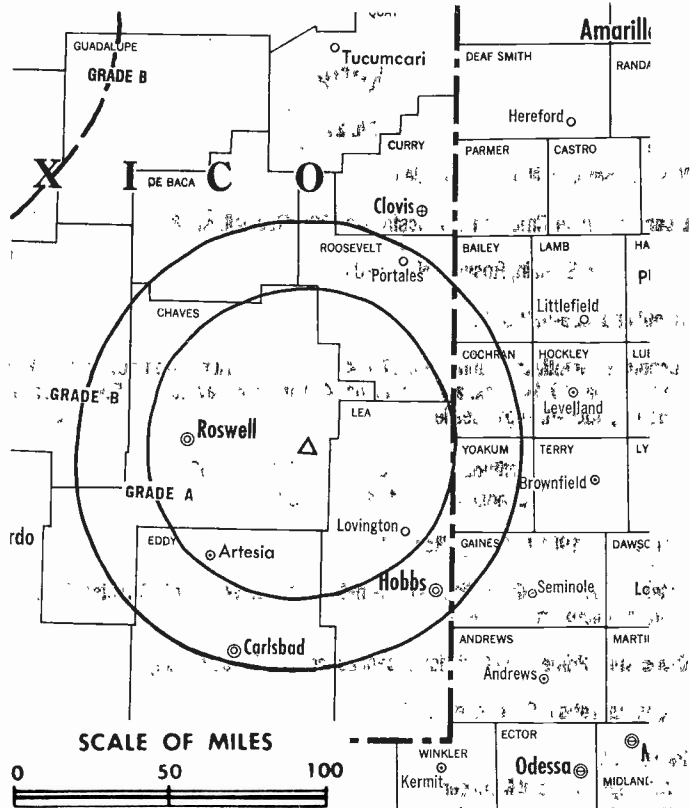
Represented (sales): Petry Television Inc.

Represented (legal): Fletcher, Heald & Hildreth.

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

Personnel:

Tim Spinder, Station Manager
Dave Atkins, Chief Engineer
John Purvis, News Director
Dusty Huckabee, Production Manager



KOBR BPCT—3130 Granted 3/19768
© American Map Corp., No. 14244

Rates: On request.

Arbitron Data: Included with KOB-TV, Albuquerque, NM.

City of License: Roswell. **ADI:** Albuquerque. **Rank:** 51.

New Mexico—Roswell

KRPV

Ch. 27

Network Service: None, independent.

Licensee: Prime Time Christian Bcstg., Box 967, Roswell, NM 88202.

Studio: 2606 S. Main, Roswell, NM 88201.

Telephone: 505-622-5778.

Technical Facilities: Channel No. 27 (548-554 MHz). Authorized power: 871-kw max. visual, 87-kw max. aural. Antenna: 441-ft. above av. terrain, 500-ft. above ground, 4007-ft. above sea level.

Latitude 33° 24' 58"
Longitude 104° 33' 59"

Transmitter: 1901 N. Moore, Roswell.

Satellite Earth Stations: Prodelin, 4-meter C-band; Winegard, 3-meter C-band; Drexel, Microdyne receivers.

Ownership: Prime Time Christian Broadcasting Inc. (Group Owner).

Began Operation: September 9, 1986.

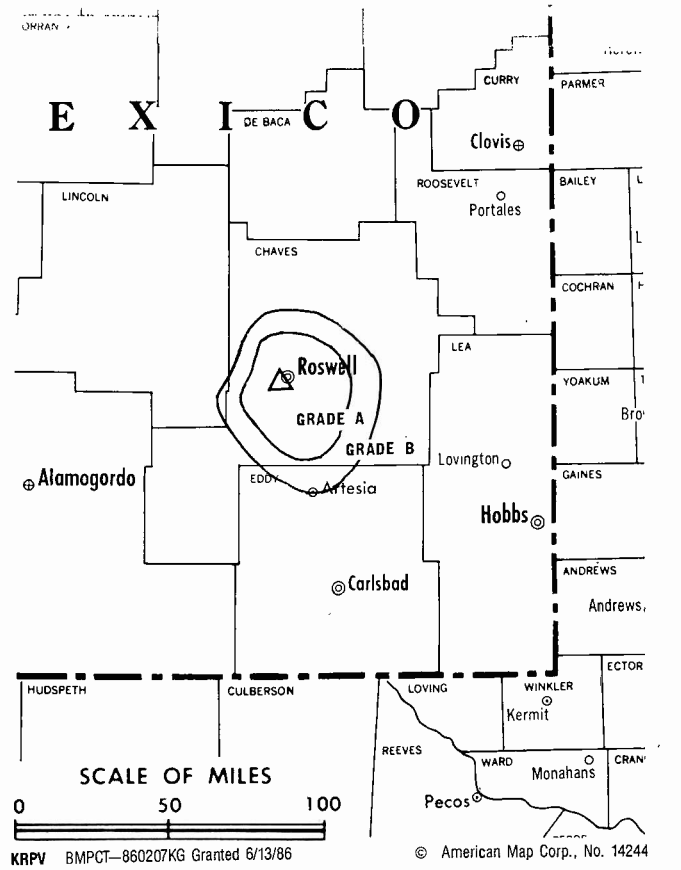
Personnel:

- Al Cooper**, General Manager.
- Don Price**, General Sales Manager & Promotion Director.
- Tommie Cooper**, Program Director.
- Amy Bare**, Business & Office Manager.
- Eddie H. Sills**, Chief Engineer.
- David Whitley**, Traffic.

Rates: On request.

City of License: Roswell. **ADI:** Albuquerque. **Rank:** 51.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
NEW MEXICO				
Between 5-24%	Chaves	21,300	21,000	98
	Eddy	18,000	17,700	98
Station Totals		39,300	38,700	98
Net Weekly Circulation (1992)				3,300
Average Daily Circulation (1992)				1,200

New Mexico—Santa Fe

KCHF

Ch. 11

Network Service: None, independent.

Licensee: Son Broadcasting Inc., 4004 Carlisle NE, Box 4338, Albuquerque, NM 87106.

Studio: 216-TV Frontage Rd., HY-14, Santa Fe, NM 87501.

Telephones: 505-473-1111; 505-883-1111.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 263-kw max. visual, 26.3-kw max. aural. Antenna: 2028-ft. above av. terrain, 273-ft. above ground, 10,195-ft. above sea level.

Latitude 35° 47' 15"
Longitude 106° 31' 35"

Requests CP to change studio address to 5010 4th St. NW, Albuquerque, NM 87107. BPCT-920527KE.

Transmitter: No Name Mountain E. of Jemez Springs.

Satellite Earth Station: Paraclype, 3-meter; GLR receivers.

Ownership: Son Broadcasting Inc.

Began Operation: January 21, 1984.

Represented (engineering): Serge Bergen.

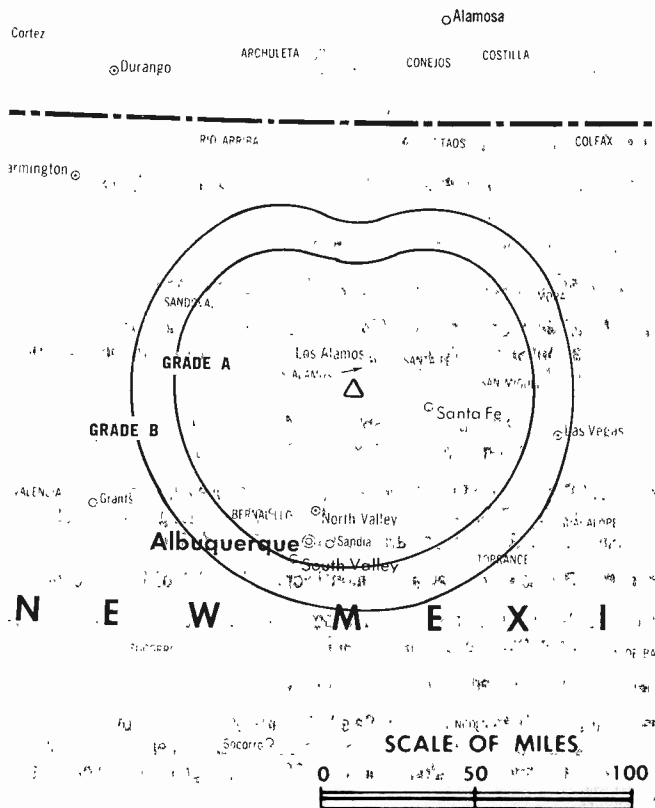
Personnel:
Blackie Gonzalez, General Manager.
Jose Gonzales, Sales Manager.

Mary Kay Gonzales, Program Director.
Angie Gonzales, Marketing Director.
Rob Ramseyer, Chief Engineer.

Highest 30 Sec. Rate: \$200.

City of License: Santa Fe. **ADI:** Albuquerque. **Rank:** 51.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992-Arbitron. County coverage based on Arbitron study.



KCHF BPCT-841210KG Granted 1/28/85 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	NEW MEXICO San Miguel	8,800	8,300	94
Station Totals		8,800	8,300	94
Net Weekly Circulation (1992)				3,200
Average Daily Circulation (1992)				1,400

New Mexico—Santa Fe

KKTO

Ch. 2

Network Service: None, independent.

Licensee: Coronado Communications Co., 301 Clark Ave., No. 880, Las Vegas, NV 89101.

Studio: 1311 Calle Nava, Santa Fe, NM 87501.

Telephones: 505-982-2422; 505-345-2222. **Fax:** 505-982-1117.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 89-kw visual, 8.9-kw aural. Antenna: 1970-ft. above av. terrain, 299-ft. above ground, 10,179-ft. above sea level.

Latitude 35° 46' 50"
Longitude 106° 31' 35"

Requests CP for change to 28.2-kw visual, 4184-ft. above av. terrain, 148-ft. above ground, 10,772-ft. above sea level, lat. 35° 12' 55", long. 106° 27' 02", transmitter to Sandia Crest, Bernalillo County. BPCT-920723KG.

Transmitter: Peralta Ridge, Santa Fe National Forest, 9.3-mi. E of Jemez Springs.

Satellite Earth Stations: Antenna Technology, 5-meter C-band; KLM, 4-meter C-band; M/A-Com, Pinzone, Scientific-Atlanta receivers.

Ownership: Sunbelt Broadcasting Co. (Group Owner).

Begin Operation: October 31, 1983. Sale to Channel 2 Associates by New Mexico Media Co. approved by FCC Feb. 29, 1984. Sale to present owners approved March 7, 1988. Suspended operation Sept. 6, 1992 pending grant of assignment to KGSW-TV.

Represented (legal): Dow, Lohnes & Albertson.

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

Personnel:

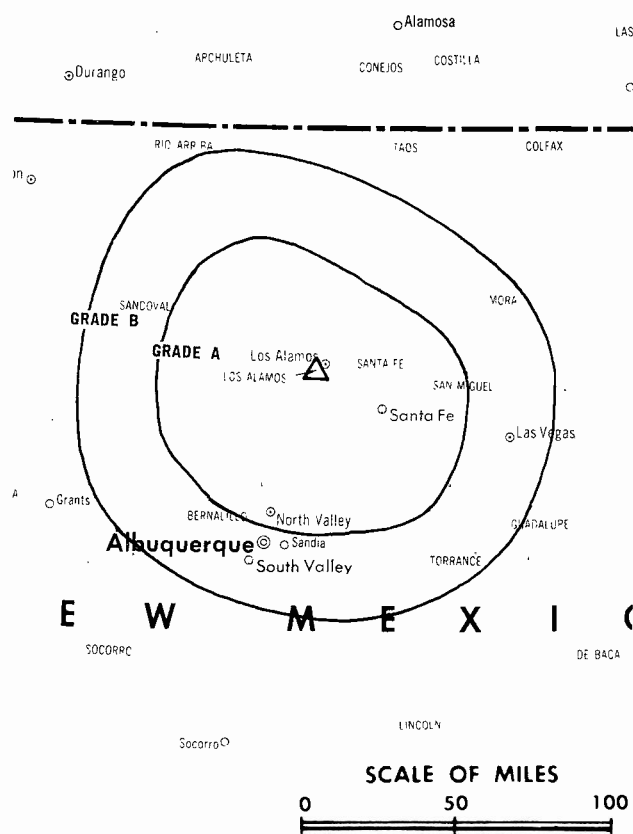
- Kathy Brown**, Station Manager & Program Director.
- Dick Wellman**, Chief Engineer.
- John Ungemach**, Promotion Director.
- Rosalie Blanchette**, Business Manager.

Highest 30 Sec. Rate: \$200.

City of License: Santa Fe. **ADI:** Albuquerque. **Rank:** 51.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	NEW MEXICO Los Alamos	7,400	7,300	99



KKTO BMPCT-830808KF Granted 8/25/83

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Rio Arriba	11,600	10,900	94
	Sandoval	21,300	20,200	95
	Santa Fe	38,300	37,300	97
Between 5-24%	NEW MEXICO			
	Bernalillo	196,800	194,000	99
	Cibola	7,100	7,000	99
	Colfax	5,000	4,800	96
	San Miguel	8,800	8,300	94
	Socorro	5,000	4,900	98
	Taos	8,200	7,600	92
	Torrance	3,800	3,600	96
Valencia	15,800	15,600	99	
Station Totals		329,100	321,500	98
Net Weekly Circulation (1992)				79,500
Average Daily Circulation (1992)				22,700

New Mexico—Silver City

KWNM-TV

Ch: 10

(Satellite of KOAT-TV, Albuquerque, NM)

Network Service: ABC.

Licensee: KOAT Television Inc., 3801 Carlisle Blvd., NE, Box 25982, Albuquerque, NM 87107.

Studio: See KOAT-TV, Albuquerque.

Telephone: 505-884-7777. **Fax:** 505-884-6282.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 8.71-kw visual, 0.87-kw aural. Antenna: 1590-ft. above av. terrain, 111-ft. above ground, 8226-ft. above sea level.

Latitude	32°	51'	46"
Longitude	108°	14'	28"

Transmitter: Pinos Altos Mountain, 1.2-mi. W of Pinos Altos.

Multichannel TV Sound: Stereo only.

News Services: ABC, AP, CNN, UPI.

Ownership: Pulitzer Broadcasting Co. (Group Owner).

Began Operation: September 10, 1987.

Represented (sales): Blair Television.

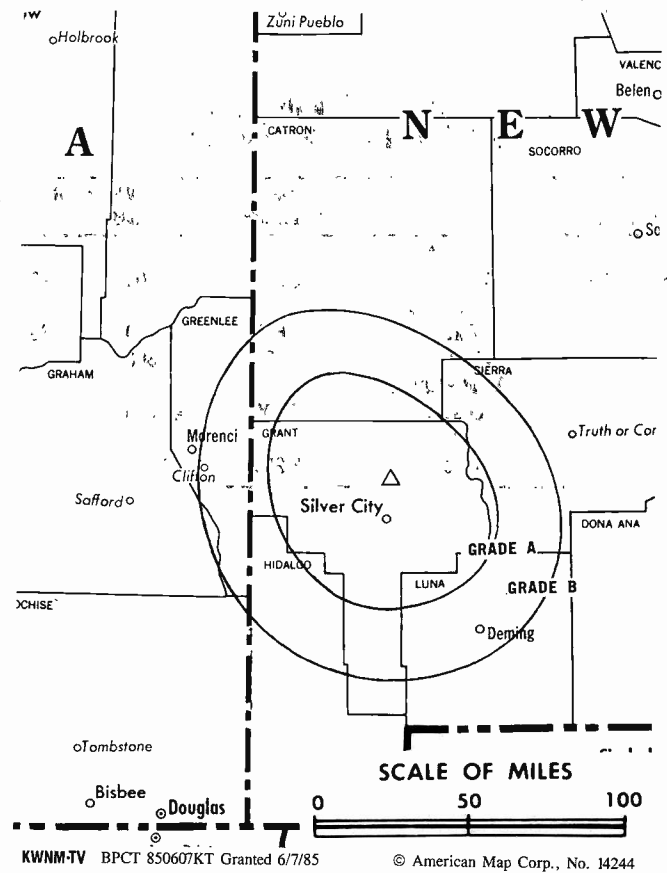
Represented (legal): Verner, Lipfert, Bernhard, McPherson & Hand.

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

Personnel:

See KOAT-TV, Albuquerque, NM.

Rates: Sold with KOAT-TV, Albuquerque, NM.



Arbitron Data: Included with KOAT-TV, Albuquerque, NM.

City of License: Silver City. **ADI:** Albuquerque. **Rank:** 51.

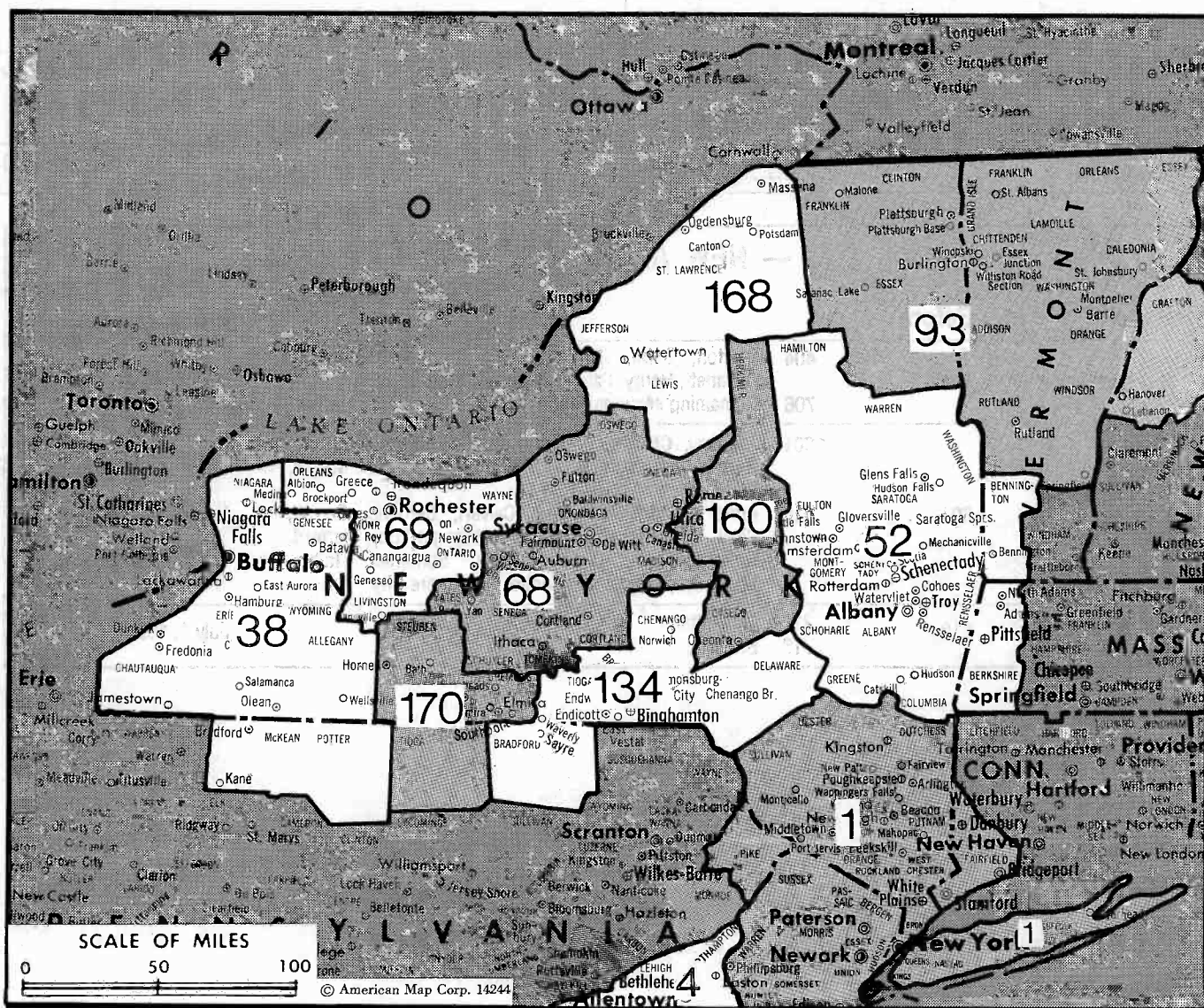
New Mexico

KOAT-TV, Albuquerque (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	ARIZONA			
	Greenlee	2,900	2,800	96
	COLORADO			
	Dolores	600	500	83
	Mineral	300	300	100
	NEW MEXICO			
	Dona Ana	47,700	46,300	97
	TEXAS			
	Parmer	3,200	3,200	100

KOB-TV, Albuquerque (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	TEXAS			
	Bailey	2,600	2,600	100
Between 5-24%	COLORADO			
	Archuleta	2,200	2,100	95
	Dolores	600	500	83
	TEXAS			
	Gaines	4,600	4,600	100
	Parmer	3,200	3,200	100
	UTAH			
San Juan	3,300	3,100	94	



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
New York, NY	6,760,400	1	WABC-TV (7), WCBS-TV (2), WHAI-TV (43), WHSE (68), WHSI (67), WLIG (55), WNBC (4), WNJU (47), WNYW (5), WPIX (11), WTBY (54), WTZA (62), WWOR-TV (9), WXTV (41)
Philadelphia, PA	2,659,700	4	KYW-TV (3), WBPB-TV (60), WCAU-TV (10), WFMZ-TV (69), WGBS-TV (57), WGTW (48), WHSP (65), WMGM-TV (40), WPHL-TV (17), WPVI-TV (6), WTGI-TV (61), WTVB (51), WTXF (29)
Buffalo, NY	613,900	38	WGRZ-TV (2), WIVB-TV (4), WKBW-TV (7), WNYB-TV (49), WUTV (29)
Albany-Schenectady-Troy, NY	506,400	52	WCDC (19), WNYT (13), WOCD (55), WRGB (6), WTEN (10), WXXX-TV (23)
Syracuse, NY	382,000	68	WIXT (9), WSNR-TV (43), WSTM-TV (3), WSYT (68), WTVH (5)
Rochester, NY	373,400	69	WHEC-TV (10), WOKR (13), WROC-TV (8), WUHF (31)
Burlington, VT-Plattsburgh, NY	268,500	93	WCAX-TV (3), WVNE-TV (31), WPTZ (5), WVMY (22)
Binghamton, NY	158,300	134	WBNG-TV (12), WICZ-TV (40), WMGC-TV (34)
Utica, NY	102,500	160	WFXV (33), WKTV (2), WUTR (20)
Watertown-Carthage, NY	87,400	168	WVNY-TV (7), WWTI (50)
Elmira, NY	86,500	170	WENY-TV (36), WETM-TV (18)

New York

State Cross Reference List

Communities that receive programs of stations that are located elsewhere.

WWNY-TV, Carthage	See Watertown, NY
WCAX-TV & WVNY, Plattsburgh	See Burlington, VT
WUTR, Rome	See Utica, NY
WNYT, WRGB, WTEN, WXXA-TV, Schenectady	See Albany, NY
WNYT & WRGB, Troy	See Albany, NY

New York Station Totals as of November 1, 1992

	VHF	UHF	TOTAL
Commercial Television Stations	22	21	43
Educational Television Stations	1	12	13
	23	33	56

— NEW AREA CODES —

State	Before	After	Effective Date
Georgia	404	404 Clayton, Cobb, De Kalb, Douglas, Fayette, Fulton, Gwinnett, Henry, Paulding, Rockdale counties 706 Remaining sections of former 404 area code	May 3, 1992
Maryland	301	301 Allegany, Charles, Frederick (except eastern portion), Garrett, Montgomery, Prince George's, St. Mary's, Washington counties 410 Anne Arundel, Baltimore, Calvert, Caroline, Carroll, Cecil, Dorchester, Frederick (eastern portion), Harford, Howard, Kent, Queen Anne's, Somerset, Talbot, Wicomico, Worcester counties, Baltimore City	November 1992
New York	212	212 Manhattan 718 Bronx	July 1, 1992

New York—Albany-Troy-Schenectady

WNYT
Ch. 13

Network Service: NBC.

Licensee: Arsenal M Sub 17 Inc., 200 Elm St., Dedham, MA 02026.

Studio: 15 N. Pearl St., Menands, NY 12204.

Telephone: 518-436-4791. **Fax:** 518-436-8723.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 174-kw visual, 20.3-kw aural. Antenna: Circularly polarized, 1170-ft. above av. terrain, 738-ft. above ground, 1688-ft. above sea level.

Latitude 42° 47' 08"
Longitude 73° 37' 44"

Transmitter: Bald Mountain, Brunswick, NY.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Harris, 6.1-meter Ku-band; Scientific-Atlanta, 7-meter C-band; RCA, 3.6-meter Ku-band; Harris, M/A-Com, Scientific-Atlanta receivers.

SNG Mobile Dish: BAF 450B, 2.4-meter Ku-band.

News Services: AP, NBC, UPI, CNN.

Ownership: Viacom Broadcasting Inc. (Group Owner).

Began Operation: February 19, 1954, but quit air Jan. 31, 1955. Resumed operation June 15, 1956; Stanley-Warner Corp. having acquired 100% control by buying out Col. Harry Wilder group (Television Digest, Vol. 12:24). Transfer of control to Glen Alden Corp. approved Dec. 22, 1967. Purchased by Sonderling Bcstg. Corp. Jan. 1, 1969. Merger of Sonderling into Viacom approved by FCC Nov. 6, 1979 (Vol. 18:12, 25; 44; 19:46).

Represented (sales): TeleRep Inc.

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

Personnel:

Donald D. Perry, Vice President & General Manager.

Tom Blau, Business Manager.

Karl Davis, Director of Sales.

Tony McManus, Local Sales Manager.

Jerry Brehm, National Sales Manager.

Noelle Wall, Director of Operations.

Jim Moore, Director of Production.

Steve Baboulis, News Director.

Doug Jones, Director of Programming & Public Affairs.

Linda Cummings, Traffic Manager.

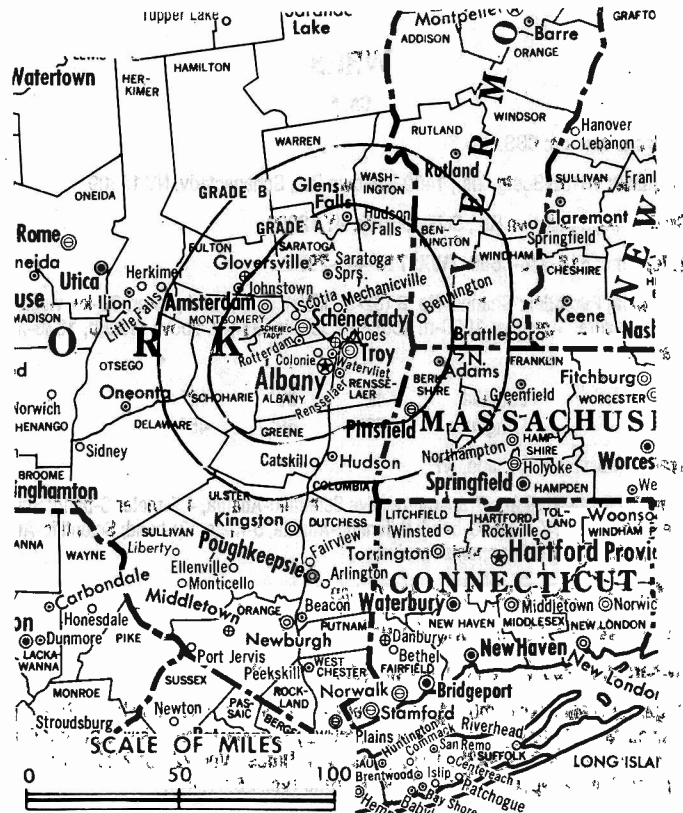
Richard Klein, Chief Engineer.

Rates: On request.

City of License: Albany. **ADI:** Albany-Schenectady-Troy. **Rank:** 52.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MASSACHUSETTS			
	Berkshire	54,800	53,900	98
	NEW YORK			
	Albany	114,500	112,800	99
	Columbia	24,000	23,600	98
Fulton	21,000	20,700	99	
Greene	17,100	16,800	98	



WNYT BPCT-781228LC Granted 6/20/79 © American Map Corp. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Montgomery	20,400	20,000	98
	Rensselaer	56,700	55,800	98
	Saratoga	67,000	66,200	99
	Schenectady	59,600	58,900	99
	Warren	22,300	21,900	98
	Washington	20,400	20,100	99
VERMONT	Bennington	14,200	13,900	98
	NEW YORK			
Between 25-49%	Hamilton	2,100	2,000	98
	Schoharie	11,400	11,200	98
Between 5-24%	NEW YORK			
	Delaware	18,100	17,600	97
	Dutchess	92,200	90,600	98
	Essex	14,200	14,000	99
	Ulster	62,800	61,300	98
VERMONT				
Rutland	24,300	23,800	98	
Station Totals		717,100	705,100	98
Net Weekly Circulation (1992)			439,900	
Average Daily Circulation (1992)			258,200	



TIMES FIBER COMMUNICATIONS, INC.

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Customer Service (800) 677-CATV

New York—Albany-Schenectady-Troy

WRGB

Ch. 6

Network Service: CBS.

Licensee: WRGB Bcstg. Inc., 1400 Balltown Rd., Schenectady, NY 12309.

Studio: 1400 Balltown Rd., Schenectady, NY 12309.

Telephone: 518-346-6666. **TWX:** 710-442-2974.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 93-kw visual, 11-kw aural. Antenna: 1020-ft. above av. terrain, 314-ft. above ground, 1830-ft. above sea level.

Latitude 42° 38' 12"
Longitude 73° 59' 45"

Transmitter: New Scotland, NY.

Satellite Earth Stations: Transmit/receive Scientific-Atlanta, 4.5-meter C-band; Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 5-meter Ku-band; Scientific-Atlanta, Standard Components receivers.

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

News Services: AP, CBS, CNN, Conus.

Ownership: Freedom Newspapers Inc. (Group Owner).

Began Operation: December 1, 1947 (began as experimental station in 1928; on air since Nov. 6, 1939). Sale to Unicom Inc. by General Electric Broadcasting Co. approved by FCC June 30, 1983 (Television Digest, Vol. 22:48; 23:18). Sale to present owner approved by FCC Jan. 6; 1986 (Vol. 25:31, 44).

Represented (sales): Petry Television Inc.

Represented (legal): Latham & Watkins.

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

Personnel:

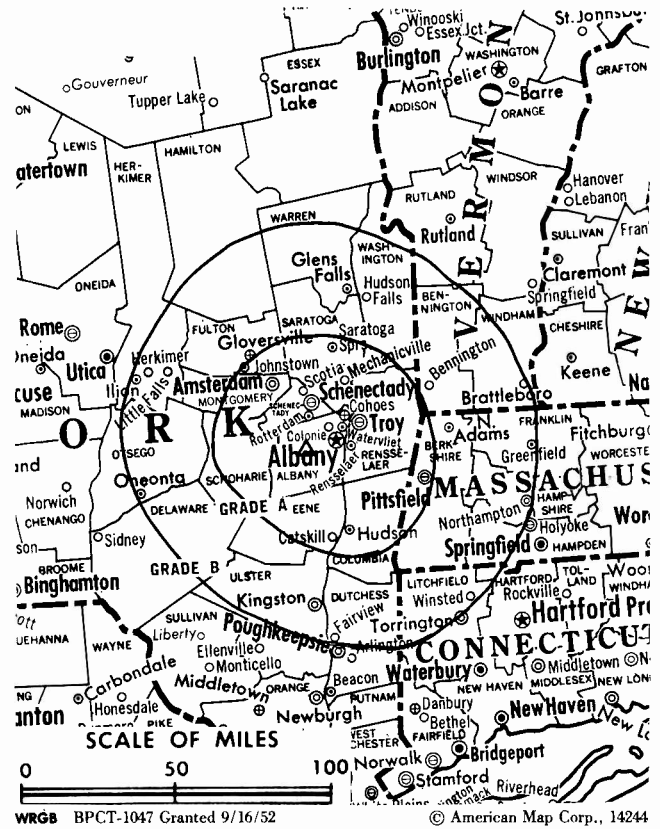
- David M. Lynch, Vice President & General Manager.
- Cheryl Snell, General Sales Manager.
- Don Evans, Local Sales Manager.
- Mary Gregg, National Sales Manager.
- Neil Goldstein, News Manager.
- Daniel A. Fiorillo, Engineering Manager.
- Fred Lass, Chief Engineer.
- Terry Walden, Programming Manager.
- Bill Brandt, Promotion Manager.
- Beverly Wittner, Public Affairs Manager.
- William Futrell, Production Manager.
- William A. Rinchik, Controller.

Highest 30 Sec. Rate: \$1750.

City of License: Schenectady. **ADI:** Albany-Schenectady-Troy. **Rank:** 52.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MASSACHUSETTS			
	Berkshire	54,800	53,900	98
	NEW YORK			
	Albany	114,500	112,800	99
	Columbia	24,000	23,600	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MASSACHUSETTS			
	Fulton	21,000	20,700	99
	Greene	17,100	16,800	98
	Hamilton	2,100	2,000	98
	Montgomery	20,400	20,000	98
	Rensselaer	56,700	55,800	98
	Saratoga	67,000	66,200	99
	Schenectady	59,600	58,900	99
	Schoharie	11,400	11,200	98
	Warren	22,300	21,900	98
VERMONT	Washington	20,400	20,100	99
	Bennington	14,200	13,900	98
	NEW YORK			
Between 25-49%	Otsego	21,900	21,400	98
	Ulster	62,800	61,300	98
	VERMONT			
Rutland	24,300	23,800	98	
Between 5-24%	NEW YORK			
	Delaware	18,100	17,600	97
	Dutchess	92,200	90,600	98
	Herkimer	25,000	24,600	98
	VERMONT			
Addison	11,700	11,400	97	
Station Totals		761,500	748,500	98
Net Weekly Circulation (1992)				491,200
Average Daily Circulation (1992)				303,600

New York—Albany

WTEN

Ch. 10

(Operates satellite WCDC, Adams, MA)

Network Service: ABC

Licensee: Young Broadcasting of Albany Inc., 599 Lexington Ave., 47th Floor, New York, NY 10022.

Studio: 341 Northern Blvd., Albany, NY 12204.

Telephone: 518-436-4822. Fax: 518-462-6065.

Technical Facilities: Channel No. 10 (192.198 MHz). Authorized power: 200-kw visual, 20-kw aural. Antenna: 1000-ft. above av. terrain, 275-ft. above ground, 1805-ft. above sea level.

Latitude 42° 38' 15"
Longitude 73° 59' 54"

Transmitter: Beaver Dam Rd., Helderberg Mountain, New Scotland.

Satellite Earth Stations: Harris, 9-meter C-band; Andrew, 7.3-meter C-band; Vertex, 4.6-meter Ku-band; Andrew, 4.5-meter C-band; AvanteK, Harris, M/A-Com receivers.

News Services: ABC, AP, CNN, Sports News Satellite, Weather Services Inc.

Ownership: Young Broadcasting Inc. (Group Owner).

Began Operation: October 14, 1953. Sale of 83.4% to Lowell Thomas group approved Nov. 3, 1954 by FCC (Television Digest, Vol. 10:42, 45). Station switched from Ch. 41 and changed WCDA call letters Dec. 1, 1957 (Vol. 13:49). Sale by Capital Cities Bcstg. approved Feb. 24, 1971 (Vol. 10:17; 11:9). Sale to Knight-Ridder by John B. Poole, et al., approved Dec. 21, 1977 (Vol. 17:26) Sale by Knight-Ridder to Young Bcstg. approved by FCC Aug. 24, 1989 (Vol. 29:13).

Represented (sales): Adam Young Inc.

Represented (legal): Wiley, Rein & Fielding.

Represented (engineering): Smith & Powstenko.

Personnel:

- Robert Peterson, Vice President & General Manager.
- Connie Scott, Business Manager.
- Michael Funk, General Sales Manager.
- Vera Hope, National Sales Manager.
- Don Decker, News Director.
- Susan Eve LeClair, Public Service Coordinator.
- Harold Lansing, Chief Engineer.
- Lynn Riley, Production & Marketing Director.

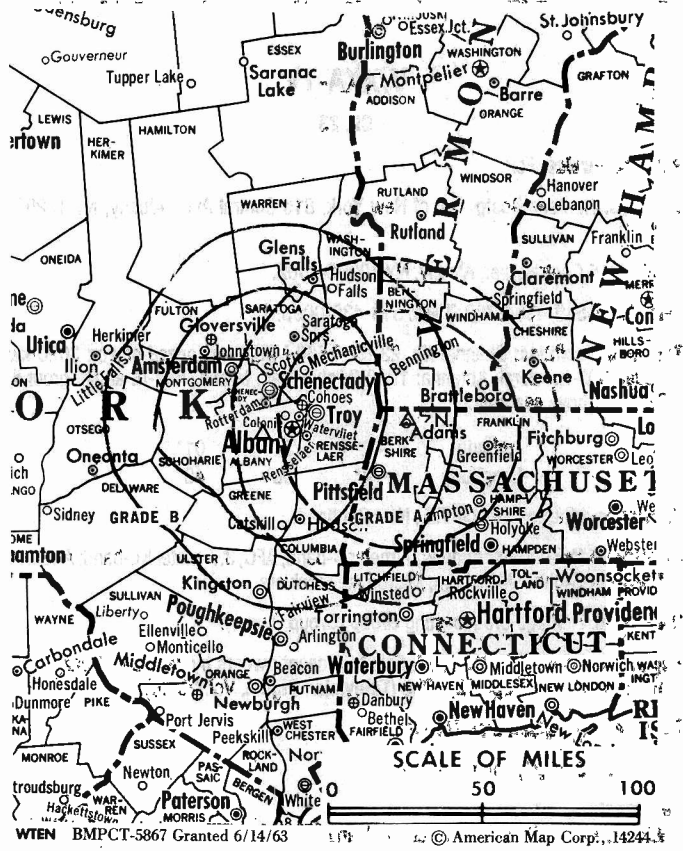
Rates: On request.

Arbitron Data: Includes satellite WCDC, Adams, MA.

City of License: Albany. ADI: Albany-Schenectady-Troy. Rank: 52.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MASSACHUSETTS			
	Berkshire	54,800	53,900	98
	NEW YORK			
	Albany	114,500	112,800	99
	Columbia	24,000	23,600	98
	Fulton	21,000	20,700	99
	Greene	17,100	16,800	98
	Hamilton	2,100	2,000	98
	Montgomery	20,400	20,000	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Rensselaer	56,700	55,800	98
	Saratoga	67,000	66,200	99
	Schenectady	59,600	58,900	99
	Schoharie	11,400	11,200	98
	Warren	22,300	21,900	98
	Washington	20,400	20,100	99
	VERMONT			
	Bennington	14,200	13,900	98
	VERMONT			
	Rutland	24,300	23,800	98
Between 25-49%	NEW YORK			
	Delaware	18,100	17,600	97
	Dutchess	92,200	90,600	98
	Essex	14,200	14,000	99
	Herkimer	25,000	24,600	98
	Otsego	21,900	21,400	98
	Ulster	62,800	61,300	98
VERMONT				
Windham	16,800	16,100	96	
Station Totals		780,800	767,200	98
Net Weekly Circulation (1992)			480,100	
Average Daily Circulation (1992)			266,700	

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

Call Lynn Levine
202-872-9200

New York—Albany

WXXA-TV

Ch. 23

Network Service: Fox.

Licensee: Heritage Bcstg. Co. of New York, 815 Central Ave., Albany, NY 12206-1502.

Studio: 815 Central Ave., Albany, NY 12206-1502.

Telephone: 518-438-8700. **TWX:** 518-438-0090.

Technical Facilities: Channel No. 23 (524-530 MHz). Authorized power: 3020-kw visual, 302-kw aural. Antenna: 1200-ft. above av. terrain, 465-ft. above ground, 2119-ft. above sea level.

Latitude 42° 37' 01"
Longitude 74° 00' 46"

Transmitter: Camp Pinnacle Rd., New Scotland.

Satellite Earth Stations: Andrew, 7-meter C-band; AFC, 3.7-meter Ku-band; Andrew, 4.5-meter C-band; M/A-Com, Microdyne receivers.

Ownership: Heritage Broadcasting Group (Group Owner).

Began Operation: July 30, 1982. Sale to present owners by James D. Boaz, et al., approved by FCC Sept. 12, 1986 (Television Digest, Vol. 26:30).

Represented (sales): Blair Television.

Represented (legal): Hogan & Hartson.

Personnel:

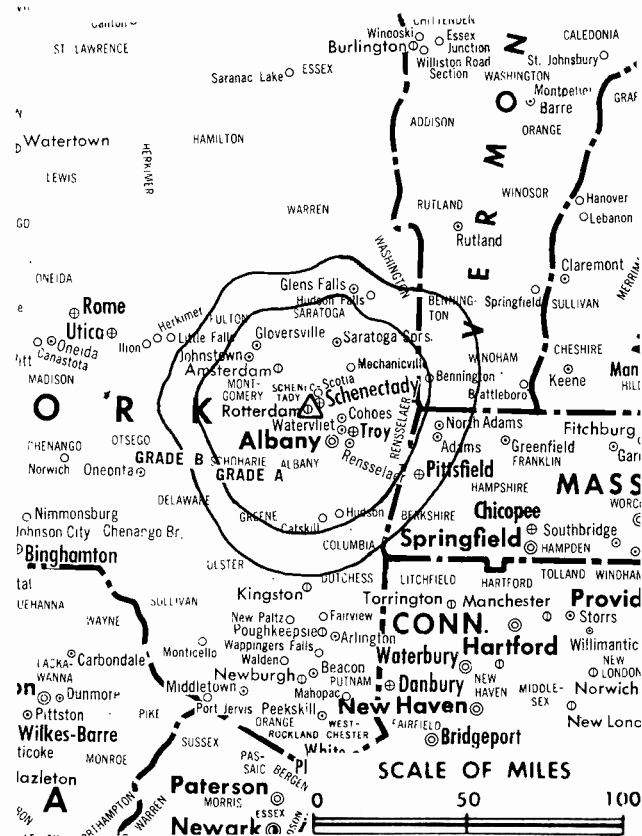
- Will Meyl, Vice President & General Manager.
- Kevin O'Kane, General Sales Manager.
- Gary De Luke, Local Sales Manager.
- Sargent Cathrall, Chief Engineer.
- Tim Pennings, Promotion Director.
- Catherine Castracane, Business Manager.

Rates: On request.

City of License: Albany. **ADI:** Albany-Schenectady-Troy. **Rank:** 52.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW YORK			
	Albany	114,500	112,800	99
	Columbia	24,000	23,600	98
	Greene	17,100	16,800	98
	Montgomery	20,400	20,000	98
	Rensselaer	56,700	55,800	98
	Saratoga	67,000	66,200	99
	Schenectady	59,600	58,900	99
	Washington	20,400	20,100	99



WXXA-TV BMPCT-820615KE Granted 7/26/82

© American Map Corp. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	MASSACHUSETTS			
	Berkshire	54,800	53,900	98
	NEW YORK			
	Fulton	21,000	20,700	99
	Hamilton	2,100	2,000	98
	Schoharie	11,400	11,200	98
Between 5-24%	Warren	22,300	21,900	98
	VERMONT			
	Bennington	14,200	13,900	98
	NEW YORK			
	Delaware	18,100	17,600	97
Station Totals	Dutchess	92,200	90,600	98
	Herkimer	25,000	24,600	98
	Ulster	62,800	61,300	98
	VERMONT			
Rutland	24,300	23,800	98	
Net Weekly Circulation (1992)		727,900	715,700	98
Average Daily Circulation (1992)				280,300
				114,100

New York—Amsterdam

WOCD
Ch. 55

CORNERSTONE TELEVISION INC.
WOCD-TV 55
Helping Cable Help People

Network Service: None, independent.

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

Studio: 165 Freemans Bridge Rd., Scotia, NY 12302.

Telephone: 518-372-8855.

Technical Facilities: Channel No. 55 (716-722 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 731-ft. above av. terrain, 720-ft. above ground, 1472-ft. above sea level.

Latitude	42°	59'	05"
Longitude	74°	10'	49"

Transmitter: 0.1-mi. N of Montgomery County line, 0.4-mi. of Hwy. 30, Perth

Satellite Earth Station: Paraclypse, 3.5-meter; M/A-Com receivers.

Ownership: Cornerstone Television Inc. (Group Owner).

Began Operation: December 14, 1987; left air Nov. 24, 1989. Resumed operation Sept. 29, 1990; left air March 1991. Present owners purchased off-air station from Kern family in 1992. Resumed operation second time Aug. 24, 1992.

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

Represented (engineering): Communications Technology.



WOCD BMPCT—851031KE Granted 5/13/86

© American Map Corp., No. 14244

Personnel:

Timothy S. Horton, General Manager.

Blake Richert, Chief Engineer.

David Skeebe, Program Director.

Rates: On request.

Arbitron Data: Not available.

City of License: Amsterdam. **ADI:** Albany-Schenectady-Troy. **Rank:** 52.

New York—Binghamton

WBNG-TV

Ch. 12

Network Service: CBS.

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

Studio: 12 Gateway Plaza, Columbia Dr., Johnson City, NY 13790.

Mailing Address: Box 12, Johnson City, NY 13790-0012.

Telephone: 607-729-8812. **Fax:** 607-797-6211.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 168-kw visual, 18-kw aural. Antenna: 1210-ft. above av. terrain, 789-ft. above ground, 2554-ft. above sea level.

Latitude 42° 03' 33"
Longitude 75° 57' 06"

Transmitter: Ingraham Hill Rd.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.5-meter C-band; AFC, 3.66-meter Ku-band; M/A-Com, Scientific-Atlanta receivers.

News Services: AP, CBS, CNN.

Ownership: Gateway Communications Inc. (Group Owner).

Began Operation: December 1, 1949. Sale to present owners by Triangle Publications approved by FCC Sept. 20, 1972 (*Television Digest*, Vol. 11:50; 12:39). Previous sale to Triangle by John C. Clark interests approved by FCC May 4, 1955 (Vol. 11:11, 19).

Represented (sales): Blair Television.

Represented (engineering): Smith & Powstenko.

Personnel:

- John S. Mucha, Vice President & General Manager.
- Don Barr, Local Sales Manager.
- Bob Krummenacker, Regional Sales Manager.
- Joseph P. McNamara, National Sales Manager.
- Paul Daffinee, News Director.
- Mark Prutisto, Program & Promotion Manager.
- Ron Shoemaker, Chief Engineer.

Rates: On request.

City of License: Binghamton. **ADI:** Binghamton. **Rank:** 134.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW YORK			
	Broome	80,700	79,700	99
	Chemung	34,900	34,300	98
	Chenango	19,500	19,100	98
	Delaware	18,100	17,600	97
	Otsego	21,900	21,400	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Tioga	19,200	18,900	98
	Tompkins	33,000	31,600	96
	PENNSYLVANIA			
	Bradford	23,700	23,300	98
	Susquehanna	15,600	15,300	98
Between 25-49%	Tioga	15,100	14,700	97
	NEW YORK			
	Cortland	17,200	16,900	98
	Schuyler	6,700	6,500	97
	Steuben	37,200	36,500	98
Between 5-24%	PENNSYLVANIA			
	Sullivan	2,300	2,200	96
	Wyoming	10,500	10,300	98
	NEW YORK			
	Sullivan	25,700	25,000	97
Station Totals	Potter	6,700	6,500	97
	Wayne	15,600	15,100	97
	Net Weekly Circulation (1992)	403,600	394,900	98
Average Daily Circulation (1992)			244,800	
			149,800	

New York—Binghamton

WICZ-TV

Ch. 40

Network Service: NBC.

Licensee: Stainless Broadcasting Co., 3rd & Montgomery, North Wales, PA 19454.

Studio: 4600 Vestal Pkwy. E, Vestal, NY 13850.

Mailing Address: Box 40, Vestal, NY 13851-0040.

Telephone: 607-770-4040. Fax: 607-798-7950.

Technical Facilities: Channel No. 40 (626-632 MHz). Authorized power: 468.3-kw max. visual, 37-kw aural. Antenna: 1230-ft. above av. terrain, 930-ft. above ground, 2555-ft. above sea level.

Latitude 42° 03' 22"
Longitude 75° 56' 39"

Transmitter: Ingraham Hill Rd., approx. 4.5-mi. SW of center of Binghamton.

Multichannel TV Sound: Stereo only.

Satellite Earth Station: Scientific-Atlanta, 4.6-meter; Harris, Scientific-Atlanta receivers.

Ownership: Stainless Broadcasting Co. (Group Owner).

Began Operation: November 1, 1957. Sale to present owner by Binghamton Press (Gannett) approved by FCC Feb. 22, 1971 (Television Digest, Vol. 10:31).

Represented (sales): Petry Television Inc.

Represented (legal): Dow, Lohnes & Albertson.

Personnel:

Nora L. Guzewicz, President & General Manager.

Gino Ricciardelli, Vice President, Engineering.

Dean Adams, News Director.

Christine Wurth, Program Director.

Vernon Rollands, Promotion Director & Production Manager.

Susan R. MacDonald, Business Manager.

Rates: On request.

City of License: Binghamton. ADI: Binghamton. Rank: 134.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW YORK			
	Broome	80,700	79,700	99
	Tioga	19,200	18,900	98
Between 25-49%	NEW YORK			
	Chenango	19,500	19,100	98
	Delaware	18,100	17,600	97
	Otsego	21,900	21,400	98
	PENNSYLVANIA			
	Bradford	23,700	23,300	98



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Sullivan	2,300	2,200	96
	Susquehanna	15,600	15,300	98
Between 5-24%	NEW YORK			
	Cortland	17,200	16,900	98
	Tompkins	33,000	31,600	96
	PENNSYLVANIA			
	Tioga	15,100	14,700	97
	Wyoming	10,500	10,300	98
Station Totals		276,800	271,000	98
Net Weekly Circulation (1992)				128,900
Average Daily Circulation (1992)				59,900

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

New York—Binghamton

WMGC-TV
Ch. 34

Network Service: ABC.

Licensee: Citadel Communications Co. Ltd., 17 Kraft Ave., Bronxville, NY 10708.

Studio: Ingraham Hill Rd., Binghamton, NY 13902.

Telephone: 607-723-7464. **Fax:** 607-723-1034.

Technical Facilities: Channel No. 34 (590-596 MHz). Authorized power: 1490-kw max. visual, 149-kw max. aural. Antenna: 1293-ft. above av. terrain, 553-ft. above ground, 2243-ft. above sea level.

Latitude 42° 03' 39"
Longitude 75° 56' 36"

Transmitter: 3.2-mi. SSW of Binghamton, W side of Ingraham Hill Rd.

Satellite Earth Stations: Andrew, 4.5-meter C-band; Comtech, 4-meter C-band; Scientific-Atlanta, 4-meter C-band; Harris, 3-meter Ku-band; RCA, 3-meter Ku-band; Avantek, Drake, Microwave Assoc., Scientific-Atlanta receivers.

News Service: AP.

Ownership: Citadel Communications Co. Ltd. (Group Owner).

Began Operation: November 24, 1962. Sale of control to Arthur, Hessen and Lazare by Alfred E. Anscorb (53.13%) and James E. Greeley (10.4%) approved Aug. 17, 1966 by FCC (*Television Digest*, Vol. 6:34). Sale to Pinnacle Communications Inc. approved Aug. 7, 1978. Sale to present owners approved Aug. 6, 1986.

Represented (sales): Katz Television.

Represented (legal): Latham & Watkins.

Personnel:

- Phil Lombardo, President.
- Tony McMahon, Vice President & General Manager.
- Rob Gilbert, General Sales Manager.
- Martha Cameron, News Director.
- Brian Durham, Business Manager.
- Ray Russ, Chief Engineer.
- William Luxford, Operations Manager.

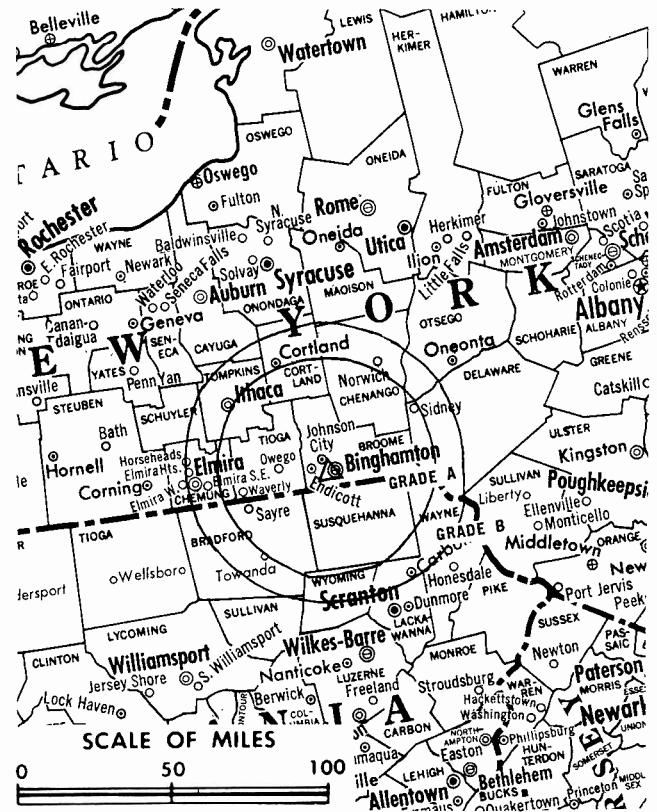
Highest 30 Sec. Rate: \$1000.

NETWORK BASE HOURLY RATE: \$200.

City of License: Binghamton. **ADI:** Binghamton. **Rank:** 134.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW YORK			
	Broome	80,700	79,700	99
	Tioga	19,200	18,900	98



WMGC-TV BPCT-870403KF Granted 7/13/87

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	NEW YORK			
	Chenango	19,500	19,100	98
	Delaware	18,100	17,600	97
	PENNSYLVANIA			
Between 5-24%	Bradford	23,700	23,300	98
	Sullivan	2,300	2,200	96
	NEW YORK			
	Chemung	34,900	34,300	98
	Cortland	17,200	16,900	98
	Otsego	21,900	21,400	98
	PENNSYLVANIA			
Susquehanna	15,600	15,300	98	
Tioga	15,100	14,700	97	
Wyoming	10,500	10,300	98	
Station Totals		278,700	273,700	98
Net Weekly Circulation (1992)			112,700	
Average Daily Circulation (1992)			53,100	

New York—Buffalo

WGRZ-TV

Ch. 2

Network Service: NBC.

Licensee: Tak Communications Inc., Debtor-in-Possession, 259 Delaware Ave., Buffalo, NY 14202.

Studio: 259 Delaware Ave., Buffalo, NY 14202.

Telephone: 716-856-1414. **TWX:** 710-522-1729. **Fax:** 716-849-5703.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 996-ft. above av. terrain, 958-ft. above ground, 2310-ft. above sea level.

Latitude 42° 43' 06"
Longitude 78° 33' 48"

Transmitter: Warner Hill Rd., South Wales, NY.

Multichannel TV Sound: Stereo only.

Satellite/Earth Stations: Transmit/receive Harris, 6-meter Ku-band; Harris, 9-meter C-band; Harris, 3-meter Ku-band; Harris receivers.

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

Ownership: Tak Communications Inc., Debtor-in-Possession (Group Owner).

Began Operation: August 14, 1954. Sale to Robert N. Smith, William S. Reyner, George D. Lilly, et al. approved by FCC July 31, 1986 (Television Digest, Vol. 26:13; 40). Assignment to General Cinema Corp. from Taft Bcstg. in exchange for WCIX(TV), Miami, FL approved by FCC Feb. 24, 1983. Sale to Taft by Transcontinent Television, Corp. approved Feb. 19, 1964 (Vol. 3:15, 16, 31; 4:8). Sale to present owner approved June 24, 1988 (Vol. 28:19).

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

Represented (legal): Cohn & Marks.

Personnel:

Thomas Hartman, President & General Manager,
Kathy Lundquist, Contoller.

Jeff Feyes, General Sales Manager.

Tim Busch, National Sales Manager.

David Baer, News Director.

Larry Floss, Manager of Engineering.

Carla Contino, Program Director.

Peggy Penders, Promotion Director.

Marilyn Campana, Traffic Manager.

Judy Grady, Marketing Director.

Gary Letgers, Operations Manager.

Highest 30 Sec. Rate: \$3000.

City of License: Buffalo. **ADI:** Buffalo. **Rank:** 38.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW YORK			
	Allegany	17,500	17,100	98
	Cattaraugus	30,400	29,900	98
	Chautauqua	53,900	53,100	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ERIE	369,300	365,500	99
	Genesee	21,700	21,500	99
	Niagara	83,500	82,600	99
	Wyoming	14,100	14,000	99
	PENNSYLVANIA			
	Mc Kean	17,900	17,500	98
	Potter	6,700	6,500	97
Between 25-49%	NEW YORK			
	Orleans	14,600	14,400	99
	PENNSYLVANIA			
	Warren	17,300	16,800	97
Between 5-24%	NEW YORK			
	Livingston	21,100	20,800	99
	Steuben	37,200	36,500	98
	PENNSYLVANIA			
	Cameron	2,600	2,600	100
Station Totals		707,800	698,800	99
Net Weekly Circulation (1992)			558,100	
Average Daily Circulation (1992)			324,200	

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New York—Buffalo

WIVB-TV

Ch. 4

Network Service: CBS.

Licensee: Buffalo Management Enterprises Co. Inc., 1700 Broadway, New York, NY 10019.

Studio: 2077 Elmwood Ave., Buffalo, NY 14207.

Telephone: 716-874-4410. **Fax:** 716-879-4896.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1200-ft. above av. terrain, 1059-ft. above ground, 2700-ft. above sea level.

Latitude 42° 39' 33"
Longitude 78° 37' 33"

Holds CP for change to 1201-ft. above av. terrain, 741-ft. above ground, 2382-ft. above sea level. BPCT-920608KH.

Transmitter: Colden, NY.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Scientific-Atlanta, 10-meter C-band; Microdyne, 7-meter C-band; Microwave General, 6-meter C-band; Microdyne, Scientific-Atlanta receivers.

News Services: AP, Sportsticker, UPI.

Ownership: Buffalo Broadcasting Co. Inc.

Began Operation: May 14, 1948. Sale to Howard Publications Inc. by Buffalo Evening News approved by FCC Sept. 16, 1977 (*Television Digest*, Vol. 17:22). Sale to present owner approved Oct. 13, 1988 (Vol. 28:26).

Represented (sales): TeleRep Inc.; Canadian Communications Co. (Canada).

Personnel:

Stephen H. Kimatian, Vice President & General Manager.

Lawrence P. Herbster, Station Manager.

David R. Luka, National Sales Manager.

David Hogenkamp, Local Sales Manager.

Ken Britton, Director of Engineering.

Kirk Varner, News Director.

Twila Henneberger, Program Director & Production Manager.

Dale Bluestein, Promotion Director.

Carol Wolter, Community Events Director.

Nancy Dachille, Business Manager.

Rates: On request.

City of License: Buffalo. **ADI:** Buffalo. **Rank:** 38.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW YORK Allegany	17,500	17,100	98



WIVB-TV BPCT-920608KH Granted 9/14/92 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Cattaraugus	30,400	29,900	98
	Chautauqua	53,900	53,100	99
	Erie	369,300	365,500	99
	Genesee	21,700	21,500	99
	Niagara	83,500	82,600	99
	Wyoming	14,100	14,000	99
	PENNSYLVANIA			
Between 25-49%	Mc Kean	17,900	17,500	98
	Potter	6,700	6,500	97
	Warren	17,300	16,800	97
Between 5-24%	NEW YORK			
	Orleans	14,600	14,400	99
	Steuben	37,200	36,500	98
Station Totals	PENNSYLVANIA			
	Cameron	2,600	2,600	100
Net Weekly Circulation (1992)	Livingston	21,100	20,800	99
Average Daily Circulation (1992)	707,800		698,800	99
Net Weekly Circulation (1992)				550,400
Average Daily Circulation (1992)				330,700

New York—Buffalo

WKBW-TV

Ch. 7

Network Service: ABC.

Licensee: Queen City Broadcasting of New York Inc., 7 Broadcast Plaza, Buffalo, NY 14202.

Studio: 7 Broadcast Plaza, Buffalo, NY 14202.

Telephone: 716-845-6100. **TWX:** 710-522-1846. **Fax:** 716-842-1855.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 91.2-kw visual, 18.2-kw aural. Antenna: 1420-ft. above av. terrain, 1076-ft. above ground, 2808-ft. above sea level.

Latitude 42° 38' 15"
Longitude 78° 37' 12"

Transmitter: E of Center St., Colden, NY.

Multichannel TV Sound: Stereo only.

Satellite Earth Station: Harris, 9-meter; Harris receivers.

News Services: AP, UPI.

Ownership: Queen City II Ltd. Partnership.

Began Operation: November 30, 1958. Sale to present owners by Capital Cities Communications Inc. approved by FCC Nov. 14, 1985, consummated Jan. 1986 (Television Digest, Vol. 25:30, 32).

Represented (sales): Petry Television.

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

Represented (engineering): Moffet, Larson & Johnson, P.C.

Personnel:

- Paul J. Cassidy, President & General Manager.
- Cliff Fisher, Vice President & General Sales Manager.
- Ken Koller, Vice President & Chief Financial Officer.
- Tim Gilbert, Vice President, Sales & Marketing.
- Paul Cunningham, Local Sales Manager.
- Sarah Norat-Phillips, Director, Syndication & Public Affairs.
- Don Holland, Vice President, Engineering & Operations.
- Lou Rera, Director, Creative Services.
- John DiScullo, Director, Promotion & Marketing.

Rates: On request.

City of License: Buffalo. **ADI:** Buffalo. **Rank:** 38.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	NEW YORK			
	Allegany	17,500	17,100	98
	Cattaraugus	30,400	29,900	98
	Chautauqua	53,900	53,100	99
	Erie	369,300	365,500	99
	Genesee	21,700	21,500	99
	Niagara	83,500	82,600	99
Wyoming	14,100	14,000	99	



Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	PENNSYLVANIA			
	Cameron	2,600	2,600	100
	Mc Kean	17,900	17,500	98
	Potter	6,700	6,500	97
Between 25-49%	NEW YORK			
	Orleans	14,600	14,400	99
	Steuben	37,200	36,500	98
Between 5-24%	PENNSYLVANIA			
	Eik	13,500	13,300	99
	NEW YORK			
Livingston	21,100	20,800	99	
Station Totals		723,200	714,000	99
Net Weekly Circulation (1992)				583,500
Average Daily Circulation (1992)				380,500

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Television & Cable Factbook

New York—Buffalo

WNYB-TV

Ch. 49

Network Service: None, independent.

Licensee: Tri-State Christian TV Inc., Box 1010, Marion, IL 62959.

Studio: 699 Hertel Ave., Buffalo, NY 14207-2341.

Telephone: 716-875-4919. **Fax:** 716-875-9229.

Technical Facilities: Channel No. 49 (680-686 MHz). Authorized power: 4932-kw max. visual, 493-kw max. aural. Antenna: 1235-ft. above av. terrain, 1049-ft. above ground, 2420-ft. above sea level.

Latitude	42°	46'	58"
Longitude	78°	27'	28"

Transmitter: 2034 Folsomdale Rd., Cowlesville, NY.

Multichannel TV Sound: Separate audio program.

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

Ownership: Tri-State Christian TV Inc. (Group Owner).

Began Operation: September 1, 1987. Sale to present owner by Niagara Frontier Bcstg. Partnership approved by FCC Oct. 19, 1989 (*Television Digest*, Vol. 29:36).

Represented (legal): May & Dunne, Chartered.

Personnel:

- Kathy Lundquist**, General Manager.
- Sue Salamone**, Traffic Manager.
- Jon Bivin**, Chief Engineer.
- Tom Gaulin**, Production Coordinator.

Rates: On request.



Arbitron Data: Not available.

City of License: Buffalo. **ADI:** Buffalo. **Rank:** 38.

New York—Buffalo

WUTV
Ch. 29

Network Service: Fox.

Licensee: ACT III Bcstg. of Buffalo Inc., 110 E. 59th St., Box 660, New York, NY 10022.

Studio: 951 Whitehaven Rd., Grand Island, NY 14072.

Telephone: 716-773-7531; **Fax:** 716-773-5753.

Technical Facilities: Channel No. 29 (560-566 MHz). Authorized power: 1250-kw max. & 1050-kw horizontal visual, 105-kw aural. Antenna: 920-ft. above av. terrain, 959-ft. above ground, 1549-ft. above sea level.

Latitude 43° 01' 27"
Longitude 78° 55' 40"

Transmitter: 951 Whitehaven Rd., Grand Island, NY.

Satellite Earth Stations: Microdyne, 5-meter Ku-band; Microdyne, 5-meter C-band; Microdyne, 3.7-meter Ku-band; Harris, 3-meter C-band.

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

Begin Operation: December 21, 1970. Sale to present owner by Citadel Communications approved by FCC June 13, 1990 (Television Digest, Vol. 29:36; 30:26). Sale to Citadel by Whitehaven Entertainment approved Aug. 31, 1984 (Vol. 24:29). Sale to Whitehaven by Herman Pease, et al., approved August 31, 1984. Sale to Herman Pease, et al., by Ultravision Bcstg. Co. (F. R. Burczynski, et al.) approved Feb. 10, 1978 (Vol. 17:31).

Represented (sales): Seltel Inc.

Represented (legal): Goldberg & Spector.

Personnel:

- Willard J. Stone, Vice President & General Manager.
- John Friend, General Sales Manager.
- Dennis Cruz, National Sales Manager.
- Lee A. McEnery, Marketing Director.
- Michael Anger, Chief Engineer.
- Lois M. Ringle, Program Director.
- Robert J. Bart, Controller.
- Deborah A. Cardarella, Creative Services & Promotion Director.
- Mary Fay Betker, Production Manager.

Rates: On request.

City of License: Buffalo. **ADI:** Buffalo. **Rank:** 38.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	NEW YORK			
	Erie	369,300	365,500	99
	Niagara	83,500	82,600	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	NEW YORK			
	Cattaraugus	30,400	29,900	98
	Chautauque	53,900	53,100	99
	Genesee	21,700	21,500	99
	Orleans	14,600	14,400	99
	Wyoming	14,100	14,000	99
Between 5-24%	NEW YORK			
	Allegany	17,500	17,100	98
	Livingston	21,100	20,800	99
	PENNSYLVANIA			
	Warren	17,300	16,800	97
Station Totals		643,400	635,700	99
Net Weekly Circulation (1992)				318,200
Average Daily Circulation (1992)				133,600

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New York—Elmira

WENY-TV

Ch. 36

Network Service: ABC.

Licensee: WENY Inc., Box 208, Elmira, NY 14902.

Studio: 596 Old Ithaca Rd., Horseheads, NY 14845.

Telephone: 607-739-3636.

Technical Facilities: Channel No. 36 (602-608 MHz). Authorized power: 464-kw max. & 427-kw horizontal visual, 92.7-kw max. & 85.4-kw horizontal aural. Antenna: 1050-ft. above av. terrain, 840-ft. above ground, 2546-ft. above sea level.

Latitude 42° 06' 20"
Longitude 76° 52' 17"

Transmitter: Hawley Hill, approx. 3-mi. WNW of Elmira.

AM Affiliate: WENY, 1-kw, 1230 kHz.

FM Affiliate: WENY-FM, 750 watts, 92.7 MHz (No. 224), 560-ft.

Ownership: Howard Green Group (Group Owner).

Began Operation: November 19, 1969.

Represented (sales): Adam Young Inc.

Represented (legal): Cordon & Kelly.

Represented (engineering): Lohnes & Culver.

Personnel:

Howard L. Green, Executive Vice President.

Patrick M. Parish, General Manager.

Meade Murland, Station & General Sales Manager.

Jim Appleton, Chief Engineer.

Dan Johnson, News Director.

Paul Zylowski, Production Director.

Rates: On request.

City of License: Elmira. ADI: Elmira. Rank: 170.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW YORK			
	Chemung	34,900	34,300	98
	Steuben	37,200	36,500	98
	PENNSYLVANIA			
	Tioga	15,100	14,700	97



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	NEW YORK			
	Schuyler	6,700	6,500	97
	PENNSYLVANIA			
	Bradford	23,700	23,300	98
	Potter	6,700	6,500	97
Between 5-24%	NEW YORK			
	Allegany	17,500	17,100	98
	Tioga	19,200	18,900	98
	Tompkins	33,000	31,600	96
Station Totals		194,000	189,400	98
Net Weekly Circulation (1992)				87,600
Average Daily Circulation (1992)				44,300

New York—Elmira-Corning

WETM-TV

Ch. 18

Network Service: NBC.

Licensee: Smith Television of New York Inc., 1211 Townsend, Birmingham, MI 48009.

Studio: One Broadcast Center, Elmira, NY 14901.

Mailing Address: Box 1207, Elmira, NY 14902.

Telephone: 313-642-2208. **TWX:** 710-541-0075. **Fax:** 607-734-1176.

Technical Facilities: Channel No. 18 (494-500 MHz). Authorized power: 170-kw max. & 113-kw horizontal visual, 33-kw max. & 22.4-kw horizontal aural. Antenna: 1220-ft. above av. terrain, 843-ft. above ground, 2549-ft. above sea level.

Latitude 42° 06' 20"
Longitude 76° 52' 17"

Transmitter: Hawley Hill, approx. 3-mi. WNW of Elmira.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Comsat, 8-meter Ku-band; 4-meter C-band; 3-meter Ku-band; ChannelMaster receivers.

News Service: UPI.

Ownership: Smith Television Investment Co. (Group Owner); Harron Communications Corp. (Group Owner).

Began Operation: September 10, 1956. Sale to present owner by Times Mirror Co. approved by FCC April 17, 1986 (Television Digest, Vol. 26:17). Previous sale by Newhouse Bcstg. Corp. approved by FCC March 27, 1980. (Vol. 18:50; 19:19).

Represented (sales): Katz Television.

Represented (legal): Hogan & Hartson.

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

Personnel:

- Robert N. Smith, President.
- Robert Grissom, Vice President & General Manager.
- Jack Kelley, Local Sales Manager.
- Crawford Hürley, News Director.
- Heather Wingate, Program & Promotion Director.
- Margaret Williams, Business Manager.
- Chris Zell, Chief Engineer.

Rates: On request.

NETWORK BASE HOURLY RATE: \$250.

City of License: Elmira. **ADI:** Elmira. **Rank:** 170.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW YORK			
	Chemung	34,900	34,300	98
	Schuyler	6,700	6,500	97
	Steuben	37,200	36,500	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	PENNSYLVANIA			
	Tioga	15,100	14,700	97
Between 25-49%	PENNSYLVANIA			
	Bradford	23,700	23,300	98
	Potter	6,700	6,500	97
Between 5-24%	NEW YORK			
	Allegany	17,500	17,100	98
	Tioga	19,200	18,900	98
Station Totals		161,000	157,800	98
Net Weekly Circulation (1992)				87,800
Average Daily Circulation (1992)				51,300

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New York—Kingston

WTZA

Ch. 62

Network Service: None, independent.

Licensee: WTZA-TV Assoc., Box 1609, Kingston, NY 12401.

Studios: 721 Broadway, Kingston, NY 12401; Bldg. 800, 1010 Breunig Rd., New Windsor, NY 12553.

Telephone: 914-339-6200. **Fax:** 914-339-6264; 914-339-6210.

Technical Facilities: Channel No. 62 (758-764 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1962-ft. above av. terrain, 299-ft. above ground, 3219-ft. above sea level.

Latitude 42° 05' 06"
Longitude 74° 06' 00"

Transmitter: Overlook Mountain, Woodstock.

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

News Services: AP, CNN, NYT.

Ownership: WTZA-TV Associates.

Began Operation: December 15, 1985.

Represented (legal): Wiley, Rein & Fielding.

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

Personnel:

Edward P. Swyer, Managing Partner & Chief Executive Officer.

David Earle, Vice President & General Manager.

Art DePasqua, Sales Director.

Kevin Dunn, National Sales Manager.

Jan Chomiak, Eastern Sales Manager.

Henry Marcotte, News Director.

Steve Houk, Promotion Director.

Kathy Yanas, Director of Community Relations.

Leslie Dawson, Business Manager.

Michael Shovan, Chief Engineer.

Rates: On request.

City of License: Kingston. **ADI:** New York. **Rank:** 1.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.



WTZA BMPCT-850529KF Granted 9/4/85

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Net Weekly Circulation	State County	Total Households	TV Households	Households %
Between 25-49%	NEW YORK			
	Columbia	24,000	23,600	98
	Dutchess	92,200	90,600	98
	Greene	17,100	16,800	98
	Putnam	29,100	28,700	99
Between 5-24%	Ulster	62,800	61,300	98
	NEW YORK			
Station Totals	Orange	102,900	101,200	98
	Rensselaer	56,700	55,800	98
Net Weekly Circulation (1992)		384,800	378,000	98
Average Daily Circulation (1992)				126,300
				45,500

New York—New York

WABC-TV

Ch. 7

Network Service: ABC.

Licensee: American Bcstg. Companies Inc., 7 Lincoln Square, New York, NY 10023.

Studio: 7 Lincoln Square, New York, NY 10023.

Telephone: 212-887-7777. Fax: 212-887-3222.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 64.6-kw visual, 6.46-kw aural. Antenna: 1611-ft. above av. terrain, 1727-ft. above ground, 1739-ft. above sea level.

Latitude 40° 42' 43"
Longitude 74° 00' 49"

Transmitter: World Trade Center.

Satellite Earth Stations: Andrew, 5.6-meter Ku-band; Vertex, 4.7-meter Ku-band; Andrew, M/A-Com receivers.

AM Affiliate: WABC, 50-kw, 770 kHz.

FM Affiliate: WPLJ, 4.6-kw, 95.5 MHz (No. 238) 1300-ft.

News Services: ABC, AP, UPI.

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

Began Operation: August 10, 1948.

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

Represented (engineering): Smith & Powstenko.

Personnel:

- Walter C. Liss, President & General Manager.
- Thomas Kane, General Sales Manager.
- Iris Osman, Local & National Sales Manager.
- Scott Simensky, Local & National Sales Manager.
- Henry S. Florsheim, Director of News.
- James Baker, Director of Engineering.
- Cliff Love, Director of Community Affairs.
- Richard R. Graham, Director of Finance & Business Affairs.
- Art Moore, Program Director.
- Brigitte McCray, Director of Creative Services.
- Sylvia Hueston, Director of Community Relations.
- Anna Carbonell, Press Information Manager.
- Patricia Liguori, Research Director.
- Grace Frisone, Assistant Research Director.

Rates: On request.

City of License: New York. ADI: New York. Rank: 1.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CONNECTICUT			
	Fairfield	303,000	299,800	99
	NEW JERSEY			
	Bergen	312,700	310,900	99
	Essex	294,100	290,500	99
	Hudson	209,300	206,900	99
	Hunterdon	37,800	37,300	99
	Middlesex	241,400	239,600	99
	Monmouth	206,600	204,700	99
	Morris	149,800	148,800	99
	Ocean	174,500	173,000	99
	Passaic	162,500	160,900	99
	Somerset	88,600	87,800	99
	Sussex	46,000	45,400	99
	Union	184,700	183,300	99
	Warren	34,300	33,800	99
	NEW YORK			
	Bronx	451,100	444,900	99
	Dutchess	92,200	90,600	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Kings	872,800	859,200	98
	Nassau	441,500	439,300	100
	New York	758,400	725,100	96
	Orange	102,900	101,200	98
	Putnam	29,100	28,700	99
	Queens	743,100	736,400	99
	Richmond	133,900	132,800	99
	Rockland	86,000	85,000	99
	Suffolk	432,700	428,900	99
	Sullivan	25,700	25,000	97
Ulster	62,800	61,300	98	
Westchester	323,600	320,300	99	
PENNSYLVANIA				
Pike	11,500	11,200	97	
Between 25-49%	ALABAMA			
	Coosa	4,300	4,300	100
	CONNECTICUT			
New Haven	305,500	301,800	99	
NEW JERSEY				
Mercer	121,000	119,400	99	
OHIO				
Morgan	5,200	5,100	98	
Between 5-24%	ARKANSAS			
	Madison	4,600	4,500	97
	CALIFORNIA			
	Alpine	500	400	89
	COLORADO			
Ouray	900	800	94	
CONNECTICUT				
Litchfield	66,600	65,500	98	
(Continued on page A-821)				
Station Totals		8,066,000	7,949,200	99
Net Weekly Circulation (1992)			6,294,000	
Average Daily Circulation (1992)			3,692,500	

New York—New York

WCBS-TV

Ch. 2

Network Service: CBS.

Licensee: CBS Inc., 51 W. 52nd St., New York, NY 10019.

Studio: 524 W. 57th St., New York, NY 10019.

Telephone: 212-975-4321. **TWX:** 212-867-7987.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 21.4-kw visual, 4.02-kw aural. Antenna: 1578-ft. above av. terrain, 1577-ft. above ground, 1622-ft. above sea level.

Latitude 40° 42' 43"
Longitude 74° 00' 49"

Transmitter: North Tower, World Trade Center.

AM Affiliate: WCBS, 50-kw, 880 kHz.

FM Affiliate: WCBS-FM, 7.2-kw, 101.1 MHz (No. 266), 1300-ft.

News Services: AP, CBS, UPI.

Ownership: CBS Inc.

Began Operation: July 1, 1941.

Represented (sales): CBS Television Stations National Sales.

Personnel:

Carl (Bud) Carey, Vice President & General Manager.

James A. Clayton, Director of Sales.

Elliot Black, National Sales Manager.

Alice Flood, Director of Planning & Administration.

Dean Daniels, Director of News.

Jean Hodge, Director of Station Services.

Nesline Swaby, Manager of News Administration.

Barbara Terasaka, Director of Finance & Business Affairs.

Georges Carraha, Manager of Broadcast Operations.

James Picinich, Director of Broadcast Administration.

Joseph Fedele, Manager of Technical Operations.

Dolores Danska, Program Director.

Daniel Scher, Marketing Director.

Rates: On request.

City of License: New York. **ADI:** New York. **Rank:** 1.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CONNECTICUT			
	Fairfield	303,000	299,800	99
	NEW JERSEY			
	Bergen	312,700	310,900	99
	Essex	294,100	290,500	99
	Hudson	209,300	206,900	99
	Hunterdon	37,800	37,300	99
	Middlesex	241,400	239,600	99
	Monmouth	206,600	204,700	99
	Morris	149,800	148,800	99
	Ocean	174,500	173,000	99
	Passaic	162,500	160,900	99
	Somerset	88,600	87,800	99
	Sussex	46,000	45,400	99
	Union	184,700	183,300	99
	Warren	34,300	33,800	99



Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	NEW YORK				
	Bronx	451,100	444,900	99	
	Dutchess	92,200	90,600	98	
	Kings	872,800	859,200	98	
	Nassau	441,500	439,300	100	
	New York	758,400	725,100	96	
	Orange	102,900	101,200	98	
	Putnam	29,100	28,700	99	
	Queens	743,100	736,400	99	
	Richmond	133,900	132,800	99	
Between 25-49%	CONNECTICUT				
	New Haven	305,500	301,800	99	
	NEW JERSEY				
	Mercer	121,000	119,400	99	
	Between 5-24%	CONNECTICUT			
		Litchfield	66,600	65,500	98
		PENNSYLVANIA			
		Monroe	37,000	36,400	98
		Northampton	94,200	92,900	99
		Wayne	15,600	15,100	97
Station Totals		7,652,500	7,543,700	99	
Net Weekly Circulation (1992)				5,815,800	
Average Daily Circulation (1992)				3,092,800	

New York—New York

WNBC

Ch. 4

Network Service: NBC.

Licensee: NBC Subsidiary Inc. 1, 30 Rockefeller Plaza, New York, NY 10112.

Studio: 30 Rockefeller Plaza, New York, NY 10112.

Telephone: 212-664-4444. **TWX:** 212-640-5788. **Fax:** 212-664-6449.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 17.4-kw visual, 3.47-kw aural. Antenna: 1690-ft. above av. terrain, 1729-ft. above ground, 1741-ft. above sea level.

Latitude 40° 42' 43"
Longitude 74° 00' 49"

Transmitter: North Tower, World Trade Center.

News Services: AP, NBC, UPI.

Ownership: National Broadcasting Co. (Group Owner).

Began Operation: July 1, 1941. Sale of RCA approved by FCC June 5, 1986.

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

Personnel:

- William Bolster**, President & General Manager.
- Bruno Cohen**, Vice President & News Director.
- Judy Girard**, Vice President, Broadcasting.
- Jay Linden**, Director, Sales.
- Michael Ganz**, Local Sales Manager.
- Susan Epstein**, Local Sales Manager.
- Terry Doll**, Director, Press & Publicity.
- Randy Pyburn**, Director, Creative Services.
- Andy Morris**, Director of Engineering.
- John O'Neill**, Director, Finance & Administration.
- Rich Cervini**, Director, Broadcast Operations.

Rates: On request.

City of License: New York. **ADI:** New York. **Rank:** 1

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CONNECTICUT			
	Fairfield	303,000	299,800	99
	NEW JERSEY			
	Bergen	312,700	310,900	99
	Essex	294,100	290,500	99
	Hudson	209,300	206,900	99
	Hunterdon	37,800	37,300	99
	Middlesex	241,400	239,600	99
	Monmouth	206,600	204,700	99
	Morris	149,800	148,800	99
	Ocean	174,500	173,000	99
	Passaic	162,500	160,900	99
	Somerset	88,600	87,800	99
	Sussex	46,000	45,400	99
	Union	184,700	183,300	99
	Warren	34,300	33,800	99
	NEW YORK			
	Bronx	451,100	444,900	99
	Dutchess	92,200	90,600	98
Kings	872,800	859,200	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Nassau	441,500	439,300	100
	New York	758,400	725,100	96
	Orange	102,900	101,200	98
	Putnam	29,100	28,700	99
	Queens	743,100	736,400	99
	Richmond	133,900	132,800	99
	Rockland	86,000	85,000	99
	Suffolk	432,700	428,900	99
	Sullivan	25,700	25,000	97
	Ulster	62,800	61,300	98
Between 25-49%	Westchester	323,600	320,300	99
	PENNSYLVANIA			
	Pike	11,500	11,200	97
	CONNECTICUT			
	Litchfield	66,600	65,500	98
	New Haven	305,500	301,800	99
	NEW JERSEY			
	Mercer	121,000	119,400	99
	NEW JERSEY			
	Atlantic	86,600	85,100	98
NEW YORK				
Delaware	18,100	17,600	97	
PENNSYLVANIA				
Lehigh	116,000	114,500	99	
Monroe	37,000	36,400	98	
Northampton	94,200	92,900	99	
Wayne	15,600	15,100	97	
Station Totals		7,873,200	7,760,900	99
Net Weekly Circulation (1992)				6,009,700
Average Daily Circulation (1992)				3,146,200

New York—New York

WNYW

Ch. 5

Network Service: Fox.

Licensee: Fox Television Stations Inc.

Studio: 205 E. 67th St., New York, NY 10021.

Telephone: 212-452-5555. **Fax:** 212-249-1182.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 17.4-kw visual, 1.74-kw aural. Antenna: 1690-ft. above av. terrain, 1729-ft. above ground, 1741-ft. above sea level.

Latitude 40° 42' 43"
Longitude 74° 00' 49"

Transmitter: World Trade Center.

News Services: AP, UPI.

Ownership: Fox Television Stations Inc. (Group Owner).

Began Operation: May 2, 1944 as a Du Mont station. Du Mont Broadcasting Corp. was spun off by Allen B. Du Mont Laboratories Inc. on Dec. 2, 1955, to its common stockholders of record on Nov. 14, 1955, pursuant to FCC consent of Nov. 17, 1955, and its name was changed to Metropolitan Broadcasting Corp. on May 13, 1958. March 28, 1961, parent company name became Metromedia Inc. FCC approved sale to present owner by Metromedia Nov. 14, 1985.

Represented (sales): Petry Television Inc.

Personnel:

- Hilary Hendler**, President & General Manager.
- Lou Abitabile**, Vice President & General Sales Manager.
- Joanne Cini**, Vice President & Local Sales Manager.
- Joe Berini**, Vice President, Operations & Engineering.
- Phyllis Seifer**, Vice President, Director of Programming, Marketing & Promotion.
- Muriel Reis**, Vice President & General Counsel.
- Ian Rae**, Vice President & News Director.
- Paul Horrigan**, Vice President, Finance & Administration.
- Michele Liebowitz**, National Sales Manager.
- Joanne Cini**, Local Sales Manager.
- Jacqueline Todtman**, Director of Research & Marketing.
- Mike Walter**, Production Manager.

Rates: On request.

City of License: New York. **ADI:** New York. **Rank:** 1.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CONNECTICUT			
	Fairfield	303,000	299,800	99
	NEW JERSEY			
	Bergen	312,700	310,900	99
	Essex	294,100	290,500	99
	Hudson	209,300	206,900	99
	Hunterdon	37,800	37,300	99
	Mercer	121,000	119,400	99
	Middlesex	241,400	239,600	99
	Monmouth	206,600	204,700	99
	Morris	149,800	148,800	99
	Ocean	174,500	173,000	99
	Passaic	162,500	160,900	99
	Somerset	88,600	87,800	99
	Sussex	46,000	45,400	99
	Union	184,700	183,300	99
	Warren	34,300	33,800	99
	NEW YORK			
Bronx	451,100	444,900	99	
Chemung	34,900	34,300	98	
Dutchess	92,200	90,600	98	
Kings	872,800	859,200	98	
Nassau	441,500	439,300	100	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW YORK			
	New York	758,400	725,100	96
	Orange	102,900	101,200	98
	Putnam	29,100	28,700	99
	Queens	743,100	736,400	99
	Richmond	133,900	132,800	99
	Rockland	86,000	85,000	99
	Suffolk	432,700	428,900	99
	Sullivan	25,700	25,000	97
	Ulster	62,800	61,300	98
	Westchester	323,600	320,300	99
	PENNSYLVANIA			
Lehigh	116,000	114,500	99	
Northampton	94,200	92,900	99	
Pike	11,500	11,200	97	
Between 25-49%	CONNECTICUT			
	Litchfield	66,600	65,500	98
	NEW HAVEN			
	New Haven	305,500	301,800	99
NEW YORK	Broome	80,700	79,700	99
	Herkimer	25,000	24,600	98
	Jefferson	39,000	38,500	99
	St Lawrence	37,400	36,800	98
	Steuben	37,200	36,500	98
	PENNSYLVANIA			
Carbon	22,500	22,200	99	
Monroe	37,000	36,400	98	
Between 5-24%	CONNECTICUT			
	Middlesex	55,900	55,000	98
NEW JERSEY				
Atlantic	86,600	85,100	98	
(Continued on page A-822)				
Station Totals		8,900,400	8,772,600	99
Net Weekly Circulation (1992)			5,717,800	
Average Daily Circulation (1992)			2,687,100	

New York—New York

WPIX
Ch. 11

Network Service: None, independent.

Licensee: WPIX Inc., 11 WPIX Plaza, New York, NY 10017.

Studio: 220 E. 42nd St., New York, NY 10017.

Telephone: 212-949-1100. Fax: 212-986-1032.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 58.9-kw visual, 11.7-kw aural. Antenna: 1663-ft. above av. terrain; 1687-ft. above ground, 1699-ft. above sea level.

Latitude 40° 42' 43"
Longitude 74° 00' 49"

Transmitter: World Trade Center.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Stations: Transmit/receive Andrew, 5.6-meter Ku-band; Vertex, 4.6-meter Ku-band; Andrew, M/A-Com receivers.

News Services: AP, Visnews, WTN.

Ownership: Tribune Broadcasting Co. (Group Owner).

Began Operation: June 15, 1948.

Represented (sales): TeleRep Inc.

Represented (legal): Sidley & Austin.

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

Personnel:

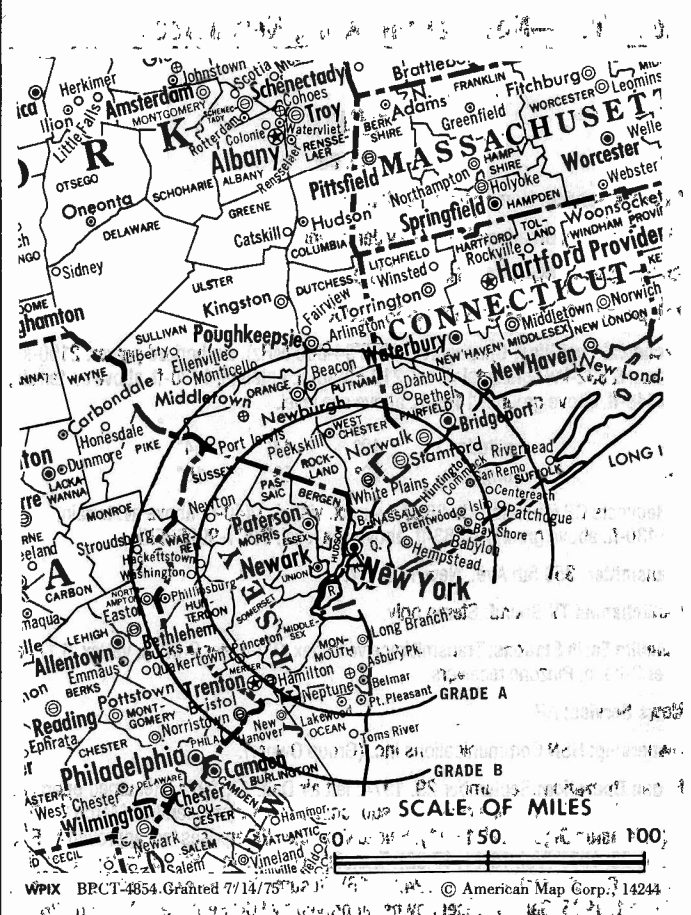
- Leavitt J. Pope, President.
- Michael Eigner, Executive Vice President & General Manager.
- Paul Bissonette, Vice President & Station Manager.
- Mike Wach, Vice President & General Sales Manager.
- Jonathan Spaet, Local Sales Manager.
- Scott Koondel, National Sales Manager.
- Robert Murch, Vice President & Chief Engineer.
- John Corporon, Senior Vice President, News.
- Julie Nunnari, Vice President, Programming.
- Janet Gray, Promotion Director.
- Fred Witte, Controller.
- Sandy Sloane, Marketing Director.
- Kathleen Shepherd, Vice President, Community Affairs & Production.
- Jane Perlman, Vice President, Research.
- Patrick Austin, Senior Vice President & Treasurer.
- Wendy Kaiser, Vice President, Creative Services.
- Elaine Huryn, Vice President, Planning.
- Claudia Gasparini, Vice President, Human Resources.
- Liz Goldberg, Vice President, Operations.
- Sudi Khosropur, Media Director.
- Earl Arbuckle, Assistant Chief Engineer.
- Guy Beverlin, Assistant Chief Engineer.
- Rossana Rosado, Director, Public Service.
- Nancy Lee, Program Administrator.
- Alberto Knie, Art Director.
- Abe Adler, Production Manager.

Rates: On request.

City of License: New York. **ADI:** New York. **Rank:** 1.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
NEW JERSEY				
50% & Over	Bergen	312,700	310,900	99
	Essex	294,100	290,500	99
	Hudson	209,300	206,900	99
	Hunterdon	37,800	37,300	99
	Middlesex	241,400	239,600	99
	Monmouth	206,600	204,700	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
	Morris	149,800	148,800	99
	Passaic	162,500	160,900	99
	Somerset	88,600	87,800	99
	Sussex	46,000	45,400	99
	Union	184,700	183,300	99
NEW YORK				
	Bronx	451,100	444,900	99
	Kings	872,800	859,200	98
	Nassau	441,500	439,300	100
	New York	758,400	725,100	96
	Orange	102,900	101,200	98
	Putnam	29,100	28,700	99
	Queens	743,100	736,400	99
	Richmond	133,900	132,800	99
	Suffolk	432,700	428,900	99
	Sullivan	25,700	25,000	97
	Westchester	323,600	320,300	99
CONNECTICUT				
Between 25-49%				
	Fairfield	303,000	299,800	99
	Litchfield	66,600	65,500	98
	New Haven	305,500	301,800	99
KANSAS				
	Thomas	3,100	3,000	97
MASSACHUSETTS				
	Berkshire	54,800	53,900	98
NEBRASKA				
	Thurston	2,400	2,400	100
NEW JERSEY				
	Atlantic	86,600	85,100	98
	Cape May	40,600	40,000	99
	Cumberland	48,700	48,100	99
(Continued on page A-822)				
Station Totals		13,295,800	13,103,800	99
Net Weekly Circulation (1992)				5,722,300
Average Daily Circulation (1992)				2,295,700

New York—New York-Newark, New Jersey

WHSE

Ch. 68

Network Service: Home Shopping Network.

Licensee: HSN Broadcasting of New Jersey Inc.

Studio: 390 W. Market St., Newark, NJ 07107.

Telephones: 201-643-6800; 212-582-6800.

Technical Facilities: Channel No. 68 (794-800 MHz). Authorized power: 2190-kw max. & 832-kw horizontal visual, 219-kw aural. Antenna: 1430-ft. above av. terrain, 1449-ft. above ground, 1499-ft. above sea level.

Latitude	40°	44'	54"
Longitude	73°	59'	10"

Requests CP for change to 2630-kw max. visual, 1440-ft. above av. terrain, 1430-ft. above ground, 1483-ft. above sea level. BPCT-900605KU.

Transmitter: 350 5th Ave., New York, NY.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Vertex, 9.0-meter C-band; Vertex, 6.1-meter C-band; Pinzone receivers.

News Service: AP.

Ownership: HSN Communications Inc. (Group Owner).

Began Operation: September 29, 1974; left air Dec. 27, 1974. Resumed operation Sept. 28, 1975. Began prime-time subscription television operation March 1, 1977 (*Television Digest*, Vol. 17:11). Sale to Wometco Enterprises Inc. approved by FCC July 20, 1977 (Vol. 16:11; 17:32). Transfer of control to WBC Bcstg. Inc. approved April 16, 1984 (Vol. 23:39, 52; 24:14, 16). Resumed full-time commercial operation June 1, 1985. Sale to present owner approved by FCC Sept. 19, 1986 (Vol. 26:32, 45).

Represented (legal): Dow, Lohnes & Albertson.

Personnel:

Ella Connors, Vice President & Station Manager.
Alvin Saltzman, Chief Engineer.



WHSE BPCT-820422KE Granted 9/22/82

© American Map Corp., No. 14244

William Roller, Program Director.

Violeta Zapata, Business Manager.

Highest 30 Sec. Rate: \$300.

Arbitron Data: Not available.

City of License: Newark, NJ. **ADI:** New York. **Rank:** 1.

New York—New York-Newark, New Jersey

WNJU

Ch. 47

Network Service: Telemundo.

Licensee: WNJU License Corp., 1740 Broadway, 18th Floor, New York, NY 10019.

Studio: 47 Industrial Ave., Tebororo, NJ 07608.

Sales Office: 1740 Broadway, New York, NY 10019.

Telephone: 212-492-5500. **Fax:** 212-459-9498.

Technical Facilities: Channel No. 47 (668-674 MHz). Authorized power: 4570-kw max. & 810-kw horizontal visual, 977-kw max. & 81-kw horizontal aural. Antenna: 1508-ft. above av. terrain, 1549-ft. above ground; 1561-ft. above sea level.

Latitude 40° 42' 43"
Longitude 74° 00' 49"

Transmitter: One World Trade Center, New York.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Stations: 5-meter C-band; Miralite, 3.7-meter C-band; 3.2-meter Ku-band; M/A-Com, Scientific-Atlanta receivers.

News Services: AP, CNN, UPI.

Ownership: Telemundo Group (Group Owner).

Began Operation: May 16, 1965.

Represented (sales): Telemundo TV Group.

Represented (legal): Hogan & Hartson.

Represented (engineering): Hammett & Edison Inc.

Personnel:

- Stephen J. Levin, Senior Vice President & General Manager.
- David Meister, Station Manager.
- Thomas Johansen, General Sales Manager.
- Luis Roldon, Local Sales Manager.
- Sylvia Santiago, Traffic Manager.
- Manolo Garcia Oliya, Director of Public Affairs.
- Mary Lynch, Controller.
- George Kraus, Chief Engineer.

Rates: On request.

City of License: Linden, NJ. **ADI:** New York. **Rank:** 1.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	NEW JERSEY			
	Essex	294,100	290,500	99
	Hudson	209,300	206,900	99
	Passaic	162,500	160,900	99
	NEW YORK			
	Bronx	451,100	444,900	99
	Kings	872,800	859,200	98
	New York	758,400	725,100	96
	Queens	743,100	736,400	99
Richmond	133,900	132,800	99	
Station Totals		3,625,200	3,556,700	98
Net Weekly Circulation (1992)				362,100
Average Daily Circulation (1992)				181,800

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New York—New York-Secaucus, New Jersey

WWOR-TV

Ch. 9

Network Service: None, independent.

Licensee: WWOR-TV Inc., 445 Park Ave., 6th Floor, New York, NY 10022.

Studio: 9 Broadcast Plaza, Secaucus, NJ 07096.

Telephone: 201-348-0009. **Fax:** 201-330-2488.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 47.9-kw visual, 4.79-kw aural. Antenna: Circularly polarized, 1640-ft. above av. terrain, 1729-ft. above ground, 1741-ft. above sea level.

Latitude 40° 42' 43"
Longitude 74° 00' 49"

Transmitter: World Trade Center, New York.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Stations: Transmit/receive Vertex, 6.1-meter Ku-band; Harris, 6.1-meter C-band; 2.8-meter Ku-band; Drake, Harris, Microdyne receivers.

News Services: AP, CNN, Conus, UPI.

Ownership: BHC Communications Inc. (Group Owner).

Began Operation: October 5, 1949. In Jan. 1952, R. H. Macy Co. merged ownership with Thomas S. Lee Enterprises Inc., Macy Co. retaining 10%; in Dec. 1955, Macy sold its interest to General Tire & Rubber Co., latter setting up a parent holding firm, RKO General Inc., for both broadcasting and RKO Radio Pictures (**Television Digest**, Vol. 7:41, 46; 8:3; 11:48, 51). Sale to MCA by RKO General approved by FCC Nov. 25, 1986 (Vol. 26:29, 48; 27:13). Spun off to shareholders as Pinelands Inc. (Vol. 30:40, 53; 31:1). Transfer to present owner approved Aug. 18, 1992 (Vol. 32:26, 34, 35).

Represented (sales): Katz Television.

Personnel:

- Michael B. Alexander**, President & General Manager.
- Donna Zapata**, Senior Vice President, Sales & Marketing.
- Barbara Levy Landes**, Senior Vice President, Finance & Operations.
- Thomas N. Ryan**, Vice President & General Sales Manager.
- Barry Margolis**, Vice President & Local Sales Manager.
- Seth Winter**, Vice President & Local Sales Manager.
- Robert Woodruff**, Vice President, Program Development & Executive Producer.
- Douglas Land**, Vice President & General Counsel.
- Arthur Hecht**, Vice President & Director of Marketing.
- Robert French**, Vice President & New Jersey Sales & Marketing Manager.
- Rick Miner**, Vice President Production & Engineering.
- Thomas Petner**, Vice President, News.
- Ann Sardini**, Vice President, Controller.
- Ed Aaronson**, Director of Communications.
- Phyllis Leibert**, Director of Research.
- Joseph Plantamura**, Director of Facilities.
- Penny Pinsker**, Director of Community Affairs & Special Projects.
- Karen Corbin**, Director of Program Strategy.
- Michael DiLaura**, Director of Human Resources.
- Ken McGowan**, Director of Engineering.
- Diane Giovanni-Burke**, National Sales Manager.
- Seth Brown**, Manager, On-Air Promotions.

Rates: On request.

City of License: Secaucus, NJ. **ADI:** New York. **Rank:** 1.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
NEW JERSEY				
50% & Over	Bergen	312,700	310,900	99
	Essex	294,100	290,500	99
	Hudson	209,300	206,900	99
	Middlesex	241,400	239,600	99
	Morris	149,800	148,800	99
	Ocean	174,500	173,000	99



Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	Passaic	162,500	160,900	99	
	Sussex	46,000	45,400	99	
	Union	184,700	183,300	99	
	NEW YORK				
	Bronx	451,100	444,900	99	
	Kings	872,800	859,200	98	
	Nassau	441,500	439,300	100	
	Orange	102,900	101,200	98	
	Putnam	29,100	28,700	99	
	Queens	743,100	736,400	99	
Richmond	133,900	132,800	99		
Rockland	86,000	85,000	99		
Suffolk	432,700	428,900	99		
Sullivan	25,700	25,000	97		
Westchester	323,600	320,300	99		
TEXAS					
Zavala	3,300	3,200	97		
CONNECTICUT					
Between 25-49%	Fairfield	303,000	299,800	99	
	New Haven	305,500	301,800	99	
FLORIDA					
Between 25-49%	Flagler	12,000	11,800	98	
	Martin	44,400	43,900	99	
KANSAS					
Seward	6,700	6,600	99		
MISSOURI					
Scotland	2,100	2,100	100		
NORTH CAROLINA					
Pamlico	4,500	4,500	100		
Vance	14,500	14,300	99		

(Continued on page A-818)

Station Totals	29,772,800	29,414,100	99
Net Weekly Circulation (1992)		7,800,500	
Average Daily Circulation (1992)		2,850,900	

New York—New York-Paterson, New Jersey

WXTV

Ch. 41

Network Service: Univision.

Licensee: Perenchio TV Inc., 1901 Ave. of the Stars, Suite 680, Los Angeles, CA 90067.

Studio: 24 Meadowlands Pkwy., Secaucus, NJ 07094.

Telephone: 201-348-4141. **Fax:** 201-348-4104.

Technical Facilities: Channel No. 41 (632-638 MHz). Authorized power: 2340-kw max. & 2140-kw horizontal visual, 324-kw max. & 214-kw horizontal aural. Antenna: 1381-ft. above av. terrain; 1385-ft. above ground; 1437-ft. above sea level.

Latitude 40° 44' 54"
Longitude 73° 59' 10"

Transmitter: Empire State Bldg., 350 5th Ave., New York.

Satellite Earth Stations: Transmit/receive Scientific-Atlanta, 10-meter; Scientific-Atlanta, 4.6-meter.

News Service: UPI.

Ownership: Perenchio TV Inc. (Group Owner).

Began Operation: August 4, 1968. Merger of Trans-Tel Corp. with Spanish International Communications approved by FCC Dec. 26, 1972. Sale of Spanish International to Hallmark Cards approved by FCC June 12, 1987. Sale to Perenchio TV approved Sept. 23, 1992 (Television Digest, Vol. 32:40).

Represented (sales): Univision.

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

Personnel:

- Richard Ramirez, Vice President & General Manager.
- George L. Rivera, General Sales Manager.
- Gerald Griffin, Local Sales Manager.
- Rosemary Gama, National Sales Manager.
- Alan Cohen, Chief Engineer.
- Miguel Banójian, News Director.
- Terry Planell, Program Director.
- Maria Torres, Merchandising Manager.

Rates: On request.

City of License: Paterson, NJ. **ADJ:** New York. **Rank:** 1

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.



WXTV BPCT-890821KF Granted 2/28/90 American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
NEW JERSEY				
Between 5-24%	Essex	294,100	290,500	99
	Hudson	209,300	206,900	99
	Passaic	162,500	160,900	99
	Union	184,700	183,300	99
NEW YORK				
	Bronx	451,100	444,900	99
	Kings	872,800	859,200	98
	New York	758,400	725,100	96
	Queens	743,100	736,400	99
	Sullivan	25,700	25,000	97
Station Totals		3,701,700	3,632,200	98
Net Weekly Circulation (1992)				338,400
Average Daily Circulation (1992)				211,800

New York—Plattsburgh

WPTZ

Ch. 5

(Operates satellite WNNE-TV, Hartford, VT)

Network Service: NBC.

Licensee: Heritage Media Inc., 13355 Noel Rd., Dallas, TX 75240.

Studio: Old Moffitt Rd., Plattsburgh, NY 12901.

Telephones: 518-561-5555; 802-862-8817. **Fax:** 518-561-5940.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 25.1-kw visual, 4.27-kw aural. Antenna: 1990-ft. above av. terrain, 977-ft. above ground, 3052-ft. above sea level.

Latitude 44° 34' 26"

Longitude 73° 40' 29"

Transmitter: Terry Mountain.

Multichannel TV Sound: Stereo only.

Satellite Earth Station: ADM, 6.1-meter; Scientific-Atlanta receivers.

News Service: AP.

Ownership: Heritage Media Corp. (Group Owner).

Began Operation: December 8, 1954. Merger of Rollins Communications with Heritage Communications approved by FCC Feb. 9, 1987 (*Television Digest*, Vol. 26:20, 23). Sale to Rollins Communications by Carl F. Stohn group approved March 28, 1956 by FCC (Vol. 12:7, 13).

Represented (sales): Petry Television Inc.; Airtime TV Sales Ltd. (Canada).

Represented (legal): Sidley & Austin.

Personnel:

Bob Shields, President & General Manager.

Joe Krone, Operations Manager.

F. Semler Dieterich, General Sales Manager.

James Langton, Local Sales Manager.

Cece Wick, New England Sales Manager.

Tom Bradshaw, Chief Engineer.

Stewart Ledbetter, News Director.

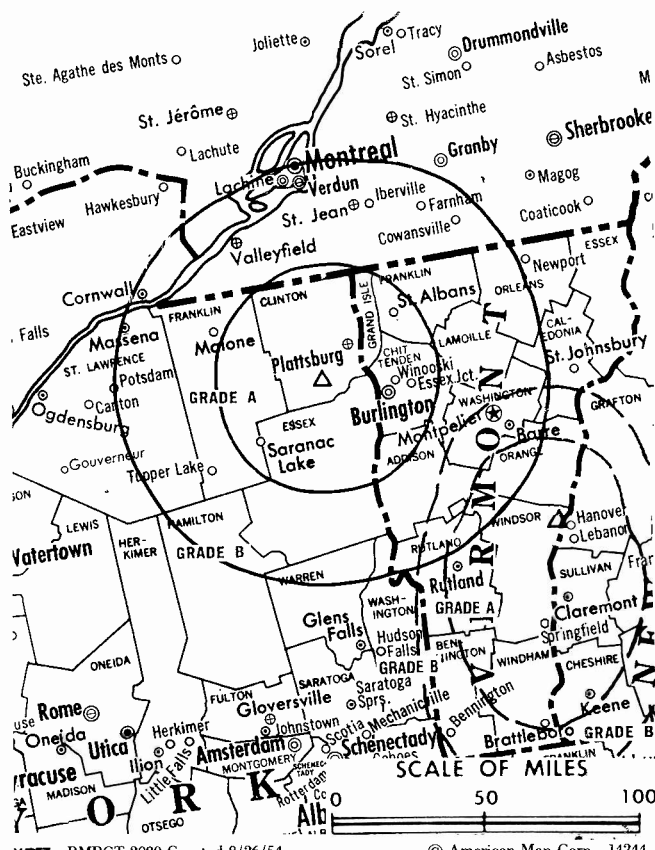
James Gratton, Production & Promotion Manager.

Rates: On request.

City of License: North Pole. **ADI:** Burlington, VT-Plattsburgh, NY. **Rank:** 93.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW YORK			
	Clinton	28,300	28,000	99
	Essex	14,200	14,000	99
	Franklin	16,100	15,800	98
	VERMONT			
	Addison	11,700	11,400	97



WPTZ BMPCT-2080 Granted 8/26/54

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Chittenden	50,000	49,300	99
	Franklin	14,400	14,300	99
	Grand Isle	2,100	2,100	100
	Lamoille	7,600	7,500	99
	Orleans	9,100	9,000	99
	Rutland	24,300	23,800	98
	Washington	21,800	21,500	98
Between 25-49%	NEW YORK			
	St Lawrence	37,400	36,800	98
Between 5-24%	NEW HAMPSHIRE			
	Coos	13,900	13,700	99
	NEW YORK			
	Warren	22,300	21,900	98
	VERMONT			
	Caledonia	10,900	10,700	98
Essex	2,600	2,600	100	
Orange	9,700	9,500	98	
Station Totals		296,400	291,900	98
Net Weekly Circulation (1992)				177,100
Average Daily Circulation (1992)				104,500

New York—Poughkeepsie

WTBY

Ch. 54

Network Service: Trinity Bcstg. Network.

Licensee: Trinity Bcstg. of New York Inc., Box 534, Fishkill, NY 12524.

Studio: Rte. 9, Merritt Rd., Fishkill

Mailing Address: Box 534, Fishkill, NY 12524

Telephone: 914-896-4610

Technical Facilities: Channel No. 54 (710-716 MHz). Authorized power: 5000-kw max. & 1860-kw horizontal visual, 250-kw max. & 93-kw horizontal aural. Antenna: 1608-ft. above av. terrain, 869-ft. above ground, 1972-ft. above sea level.

Latitude	41°	43'	09"
Longitude	73°	59'	47"

Transmitter: Illinois Mountain near Highlands in Ulster County.

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

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

Began Operation: April 19, 1981. Sale to present owner by Family Television Inc. approved by FCC June 2, 1982.

Represented (legal): May & Dunne, Chartered.

Personnel:

Campbell K. Thompson, Vice President & Station Manager.

Grace Cephas, Director, Community Affairs.

William Weeks, Chief Engineer.

Highest 30 Sec. Rate: \$95



WTBY BPCT-920703KF Granted 9/3/92

© American Map Corp., No. 14244

Arbitron Data: Not available.

City of License: Poughkeepsie. **ADI:** New York. **Rank:** 1.

New York—Riverhead

WLG

Ch. 55

Network Service: None, independent.

Licensee: Trexar Corp., 270 S. Service Rd., Box 1355, Melville, NY 11747.

Studio: 315 Wading River Hollow Rd., Ridge, NY 11961.

Mailing Address: Box 1355, 270 S. Service Rd., Melville, NY 11747.

Telephones: 516-777-8855; 516-924-5000. **Fax:** 516-777-8180.

Technical Facilities: Channel No. 55 (716-722 MHz). Authorized power: 5000-kw max. & 474-kw horizontal visual, 500-kw max. & 47.4-kw horizontal aural. Antenna: 700-ft. above av. terrain, 637-ft. above ground, 731-ft. above sea level.

Latitude 40° 53' 50"
Longitude 72° 54' 56"

Transmitter: 315 Wading River Hollow Rd., Ridge.

Satellite Earth Stations: Vertex, 4.8-meter C-band; RCA Ku-band.

Ownership: Trexar Corp.

Began Operation: April 28, 1985.

Represented (legal): Fletcher, Heald & Hildreth.

Personnel:

Marvin R. Chauvin, Vice President & General Manager.

Patrick Rush, Local Sales Manager.

Mindy Feinstein, Regional Sales Manager.

Lucille Schriever, News Director.

Ron Scotto, Chief Engineer.

Maria Schwab, Promotion Director.

Jim Weis, Business Manager.

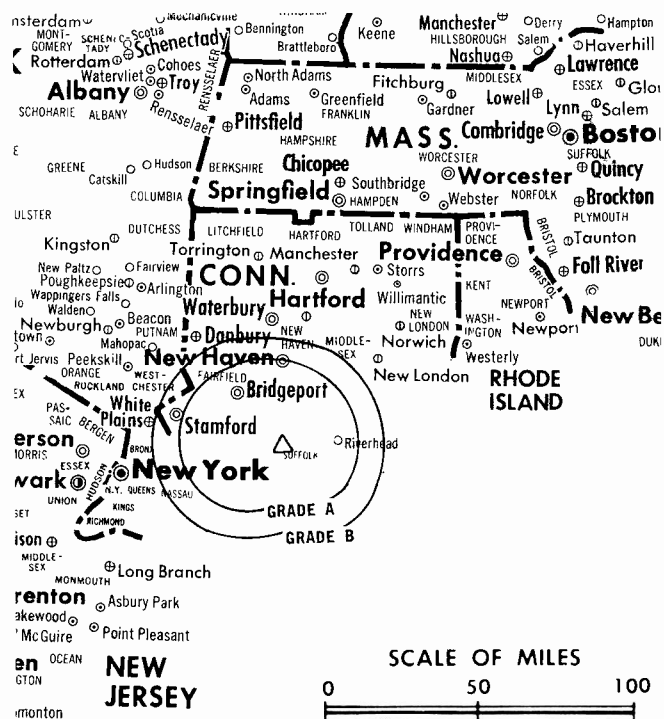
John Henderson, Marketing Director.

Gerard Diorio, Production Manager.

Highest 30 Sec. Rate: \$550.

City of License: Riverhead. **ADI:** New York. **Rank:** 1.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.



WLG BMPCT—821213KG Granted 4/27/83

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
NEW YORK				
Between 5-24%	Queens	743,100	736,400	99
	Suffolk	432,700	428,900	99
Station Totals		1,175,800	1,165,300	99
Net Weekly Circulation (1992)				168,800
Average Daily Circulation (1992)				42,600

New York—Rochester

WHEC-TV

Ch. 10

Network Service: NBC.

Licensee: Arsenal Holdings II Inc., Viacom International, 1515 Broadway, New York, NY 10036.

Studio: 191 East Ave., Rochester, NY 14604.

Telephone: 716-546-5670. TWX: 510-253-3594. Fax: 716-454-7433.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual; 39.8-kw aural. Antenna: 505-ft. above av. terrain, 346-ft. above ground, 1026-ft. above sea level.

Latitude 43° 08' 07"
Longitude 77° 35' 02"

Transmitter: Pinnacle Hill.

Multichannel TV Sound: Stereo only.

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

News Services: AP, CQI Sports Ticker, NBC, Sports News Satellite.

Ownership: Viacom Broadcasting Inc. (Group Owner).

Began Operation: November 1, 1953 as a time-share outlet on Ch. 10 with WVET-TV. It acquired WVET-TV's half of the channel and became a full time outlet following FCC approval of the transfer on Aug. 1, 1961 (Television Digest, Vol. 17:5, 7, 32). Sale to BENI by Gannett Co. approved by FCC June 7, 1979 (Vol. 18:20; 19:24). Sale to present owner approved Oct. 18, 1983.

Represented (sales): TeleRep Inc.; Airtime TV Sales Inc. (Canada).

Personnel:

Arnold Klinsky, Vice President & General Manager.

Harvey Lazear, General Sales Manager.

Andrew Allord, Local Sales Manager.

Steve Arvan, National Sales Manager.

Steve Hammel, News Director.

Terry A. Fauth, Program Director.

John Walsh, Chief Engineer.

Joseph LaFornara, Business Manager.

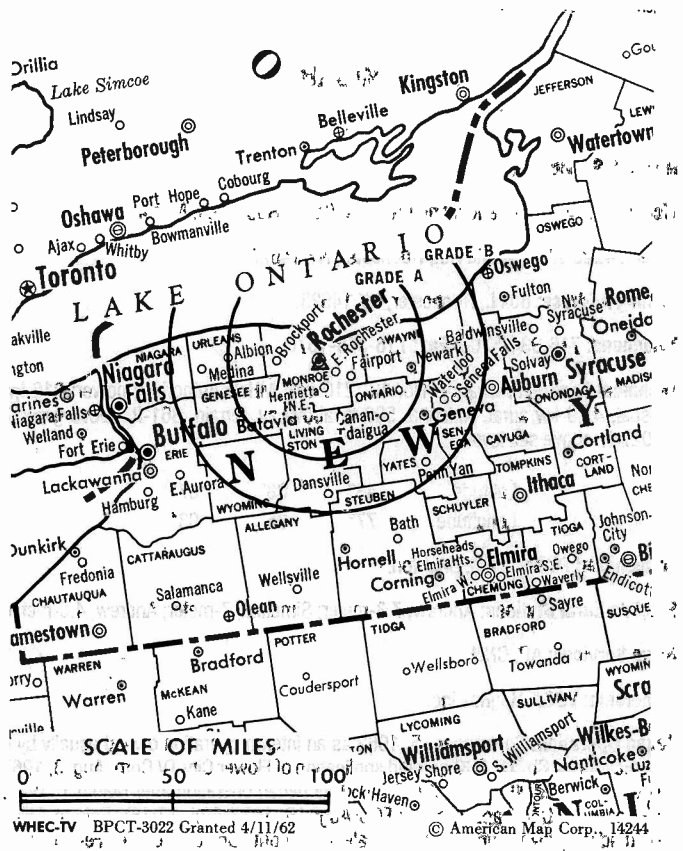
John Doyle, Promotion Director.

Rates: On request.

City of License: Rochester. ADI: Rochester, NY. Rank: 69.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW YORK Genesee	21,700	21,500	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Livingston	21,100	20,800	99
	Monroe	272,300	269,100	99
	Ontario	34,800	34,400	99
	Orleans	14,600	14,400	99
	Wayne	32,600	32,100	98
Between 25-49%	NEW YORK Seneca	12,100	12,000	99
	Wyoming	14,100	14,000	99
	Yates	8,700	8,500	98
Between 5-24%	NEW YORK Allegany	17,500	17,100	98
	Cayuga	29,200	28,700	98
	Schuyler	6,700	6,500	97
	Steuben	37,200	36,500	98
Station Totals		522,600	515,600	99
Net Weekly Circulation (1992)			363,200	
Average Daily Circulation (1992)			206,000	

New York—Rochester

WOKR

Ch. 13

Network Service: ABC.

Licensee: Hughes Broadcasting Partners, Box L, Rochester, NY 14623.

Studio: 4225 W. Henrietta Rd., Rochester, NY 14623.

Mailing Address: Box L, Rochester, NY 14623.

Telephone: 716-334-8700. **Fax:** 716-359-1570.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 47.9-kw aural. Antenna: 500-ft. above av. terrain, 361-ft. above ground, 1027-ft. above sea level.

Latitude 43° 08' 07"

Longitude 77° 35' 03"

Transmitter: Pinnacle Hill, Brighton.

Satellite Earth Stations: Andrew, 7.3-meter; Simulsat, 7-meter; Andrew, 4.5-meter.

News Services: AP, CNN.

Ownership: VS&A-Hughes Inc.

Begin Operation: September 15, 1962 as an interim operation owned equally by 8 applicants for Ch. 13. FCC granted application of Flower City TV Corp. Aug. 3, 1967 (*Television Digest*, Vol. 7:32). Flower City began operation after March 1, 1970. Sale to Post Corp. approved by FCC Aug. 15, 1977 (Vol. 17:16). Sale to Gillett Holdings approved June 19, 1984. Sale to Falmouth Bcstg. approved Feb. 8, 1990 but not consummated. Sale to present owners approved May 15, 1991 (Vol. 31:13).

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

Represented (legal): Wilmer, Cutler & Pickering.

Personnel:

- Vincent DeLuca, President & General Manager.
- Kent Beckwith, General Sales Manager.
- Donald J. Loy, Program & Creative Services Director.
- Greg Zoerb, News Director.
- John Drain, Controller.
- Charlotte Clarke, Public Affairs Director.
- Jeff Starkwether, Marketing Director.
- Robert Erskine, Engineering Manager.
- Marianne Fosco, Traffic Manager.
- Craig D. Heslor, Production Manager.

Rates: On request.

City of License: Rochester. **ADI:** Rochester, NY. **Rank:** 69.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.



WOKR BPCT-1-3 Granted 7/3/62

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW YORK			
	Genesee	21,700	21,500	99
	Livingston	21,100	20,800	99
	Monroe	272,300	269,100	99
	Ontario	34,800	34,400	99
	Wayne	32,600	32,100	98
Between 25-49%	NEW YORK			
	Seneca	12,100	12,000	99
	Wyoming	14,100	14,000	99
	Yates	8,700	8,500	98
Between 5-24%	NEW YORK			
	Allegany	17,500	17,100	98
	Cayuga	29,200	28,700	98
	Schuyler	6,700	6,500	97
	Steuben	37,200	36,500	98
Station Totals		522,600	515,600	99
Net Weekly Circulation (1992)				366,700
Average Daily Circulation (1992)				226,600

New York—Rochester

WROC-TV

Ch. 8

Network Service: CBS.

Licensee: WROC Associates/Television Station Partners L.P.

Studio: 201 Humboldt St., Rochester, NY 14610.

Telephone: 716-288-8400. **TWX:** 510-253-5407. **Fax:** 716-288-1505.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 48.5-kw aural. Antenna: 505-ft. above av. terrain, 346-ft. above ground, 1026-ft. above sea level.

Latitude 43° 08' 07"

Longitude 77° 35' 02"

Transmitter: Pinnacle Hill, Brighton.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 6.1-meter C-band; Paraclipse, 3.8-meter C-band; United Satellite Systems, 5-meter Ku-band; DX Engineering, Harris receivers.

News Services: AP, CBS, CNN.

Ownership: Television Station Partners L.P. (Group Owner).

Began Operation: June 11, 1949. Sale to present owners by Ziff Corp. approved by FCC Jan. 18, 1983 (Television Digest, Vol. 22:30). Sold to Ziff by Rust Craft Bcstg. March 22, 1979. FCC approved sale May 10, 1978 (Vol. 17:26, 27, 36, 38; 18:20, 31). Sale to Rust Craft Bcstg. by Veterans Bcstg. approved Feb. 10, 1965 (Vol. 4:39, 46; 5:7). Previous sale to Veterans Bcstg. by Transcontinent TV Corp. approved Nov. 15, 1961. Sale to Transcontinent by Stromberg-Carlson div. of General Dynamics Corp. approved by FCC July 18, 1956 (Vol. 12:24, 29).

Represented (sales): Petry Television Inc.

Represented (legal): Wiley, Rein & Fielding.

Represented (engineering): Lohines & Culver.

Personnel:

- Martin Pompadur, Chief Executive Officer.
- Gary R. Bolton, Vice President & General Manager.
- Lynda Peterson, General Sales Manager.
- Shelli Black, National Sales Manager.
- Jeff Ulrich, Operations Manager.
- Scott Benjamin, News Director.
- John Coon, Chief Engineer.
- Christine Preston, Business Manager.
- David Apel, Creative Services Director.

Rates: On request.

City of License: Rochester. **ADI:** Rochester, NY. **Rank:** 69.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW YORK			
	Genesee	21,700	21,500	99
	Livingston	21,100	20,800	99
	Monroe	272,300	269,100	99
	Ontario	34,800	34,400	99
	Orleans	14,600	14,400	99
	Wayne	32,600	32,100	98
Between 25-49%	NEW YORK			
	Seneca	12,100	12,000	99
	Steuben	37,200	36,500	98
	Wyoming	14,100	14,000	99
	Yates	8,700	8,500	98
Between 5-24%	NEW YORK			
	Allegany	17,500	17,100	98
	Cayuga	29,200	28,700	98
	Schuyler	6,700	6,500	97
Station Totals		522,600	515,600	99
Net Weekly Circulation (1992)				355,200
Average Daily Circulation (1992)				187,800

New York—Rochester

WUHF

Ch. 31

Network Service: Fox.

Licensee: Act III Bcstg. of Rochester Inc., One CNN Center, South Tower, Suite 800, Atlanta, GA 30303.

Studio: 360 East Ave., Rochester, NY 14604.

Telephone: 716-232-3700. **Fax:** 716-546-4774.

Technical Facilities: Channel No. 31 (572-578 MHz). Authorized power: 1200-kw max. & 910-kw horizontal visual, 151-kw max. aural. Antenna: 500-ft. above av. terrain, 345-ft. above ground, 1018-ft. above sea level.

Latitude 43° 08' 07.00"

Longitude 77° 35' 02.50"

Transmitter: Pinnacle Hill, Rochester.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: MSC, 6-meter C-band; Scientific-Atlanta, 3.6-meter C-band; Prodelin, 3.9-meter Ku-band; DX Engineering, M/A-Com receivers.

News Service: INN.

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

Began Operation: January 27, 1980. Sale to present owner by Malrite Communications Group approved by FCC Jan. 23, 1989 (Television Digest, Vol. 29:9).

Represented (sales): Katz Television.

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

Personnel:

Heather Farnsworth, Vice President & General Manager.

Don Moran, General Sales Manager.

Jeff Guilbert, Local Sales Manager.

Dale Hartnett, Program Director.

Rick Finnie, Chief Engineer.

Barb Browning, Promotion Director.

Kitty Henry, Business Manager.

Rates: On request.

City of License: Rochester. **ADI:** Rochester, NY. **Rank:** 69.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW YORK			
	Genesee	21,700	21,500	99
	Livingston	21,100	20,800	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Monroe	272,300	269,100	99
	Ontario	34,800	34,400	99
	Wayne	32,600	32,100	98
Between 25-49%	NEW YORK			
	Orleans	14,600	14,400	99
	Seneca	12,100	12,000	99
	Yates	8,700	8,500	98
Between 5-24%	NEW YORK			
	Allegany	17,500	17,100	98
	Cayuga	29,200	28,700	98
	Schuyler	6,700	6,500	97
	Steuben	37,200	36,500	98
	Wyoming	14,100	14,000	99
Station Totals		522,600	515,600	99
Net Weekly Circulation (1992)				276,300
Average Daily Circulation (1992)				128,200

New York—Smithtown

WHSI

Ch. 67

(Satellite of WHSE, New York-Newark)

Network Service: Home Shopping Network.

Licensee: HSN Broadcasting of New Jersey Inc.

Studio: See WHSE, New York-Newark.

Office: 3200 Expressway Dr., Central Islip, NY 11722.

Mailing Address: Box 609, Central Islip, NY 11722.

Telephone: 516-582-6700.

Technical Facilities: Channel No. 67 (788-794 MHz). Authorized power: 2630-kw max. visual, 263.2-kw max. aural. Antenna: 720-ft. above av. terrain, 656-ft. above ground, 798-ft. above sea level.

Latitude 40° 53' 23"
Longitude 72° 57' 13"

Transmitter: 666 Middle Country Rd., Middle Island, NY.

Ownership: HSN Communications Inc. (Group Owner).

Began Operation: November 18, 1973. Left air June 20, 1975. Resumed operation Dec. 15, 1979. Began subscription TV operation Jan. 11, 1980. Sale to Wometco Enterprises Inc. approved by FCC Nov. 18, 1980. Transfer of control to WBC Bcstg. approved April 16, 1984. Resumed full-time commercial operation June 1, 1985. Sale to present owner approved by FCC Sept. 16, 1986 (Television Digest, Vol. 26:32).

Represented (legal): Dow, Lohnes & Albertson.

Personnel:

See WHSE, New York-Newark.

Rates: On request.



Arbitron Data: Not available.

City of License: Smithtown. **ADI:** New York. **Rank:** 1.

New York—Syracuse

WIXT
Ch. 9

Network Service: ABC.

Licensee: WIXT-TV Inc., Box 699, East Syracuse, NY 13057.

Studio: 5904 Bridge St., East Syracuse, NY 13057.

Telephone: 315-446-4780. **TWX:** 710-541-0565. **Fax:** 315-446-0045.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 79.6-kw visual, 11.8-kw aural. Antenna: Directional, 1520-ft. above av. terrain, 964-ft. above ground, 2549-ft. above sea level.

Latitude 42° 56' 42"
Longitude 76° 01' 28"

Transmitter: Atop Mount Sevier, Pompey, Onondaga County.

Satellite Earth Stations: Andrew, 7.3-meter C-band; Prodelin, 5-meter C-band; Andrew, 4.5-meter C-band; Comtech, 3.8-meter C-band; Avantek, Microdyne receivers.

News Services: AP, UPI.

Ownership: Ackerley Communications Inc. (Group Owner).

Began Operation: September 9, 1962 as a joint operation by ten applicants for the channel. Assignment of CP granted by FCC to a merger of five applicants May 24, 1968. Transfer of control from other applicants to Outlet Co. approved by FCC July 19, 1972 (*Television Digest*, Vol. 11:20; 12:30). Sale to Coca Cola Bottling Co., Larry H. Israel, et al., approved by FCC-Nov. 15, 1977 (Vol. 17:24, 36; 18:2). Sale to present owner approved April 16, 1982 (Vol. 22:7).

Represented (sales): Blair Television.

Represented (legal): Rubin, Winston, Diercks & Harris.

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

Personnel:

- A. Stephen Kronquest, General Manager.
- Kathleen Vanalsyne, General Sales Manager.
- Robert Coughlin, Local Sales Manager.
- Angela Roach, National Sales Manager.
- Ron Lombard, News Director.
- Sherry Potter, Program Director.
- John King, Chief Engineer.
- Scott Bogardus, Production Manager.
- Richard Bennett, Operations Manager.
- Vince Spicola, Promotion Director.
- Mark Rinefierd, Business Manager.

Highest 30 Sec. Rate: \$2500.

City of License: Syracuse. **ADI:** Syracuse. **Rank:** 68.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
NEW YORK				
50% & Over	Cayuga	29,200	28,700	98
	Cortland	17,200	16,900	98
	Madison	23,400	23,100	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Oneida West	33,600	33,100	99
	Onondaga	176,800	174,800	99
	Oswego	43,100	42,600	99
	Seneca	12,100	12,000	99
	Tompkins	33,000	31,600	96
	Yates	8,700	8,500	98
Between 25-49%	NEW YORK			
	Chenango	19,500	19,100	98
	Ontario	34,800	34,400	99
	Otsego	21,900	21,400	98
	Schuyler	6,700	6,500	97
	Wayne	32,600	32,100	98
Between 5-24%	NEW YORK			
	Delaware	18,100	17,600	97
	Franklin	16,100	15,800	98
	Hamilton	2,100	2,000	98
	Herkimer	25,000	24,600	98
	Jefferson	39,000	38,500	99
	Lewis	9,500	9,300	98
	Oneida East	57,700	57,000	99
St Lawrence	37,400	36,800	98	
	Steuben	37,200	36,500	98
Station Totals		734,700	722,900	98
Net Weekly Circulation (1992)				391,100
Average Daily Circulation (1992)				224,200

New York—Syracuse

WSNR-TV

Ch. 43

Network Service: None, independent.

Licensee: Salt of the Earth Bcstg. Ltd., Rte. 1, Box 203A, Castleton, VA 22716.

Studio: 989 James St., Syracuse, NY 13203.

Telephone: 703-937-4800. **Fax:** 703-937-2148.

Technical Facilities: Channel No. 43 (644-650 MHz). Authorized power: 17.8-kw max. visual. Antenna: 115-ft. above av. terrain, 125-ft. above ground, 676-ft. above sea level.

Latitude 43° 03' 33"
Longitude 76° 08' 10"

Transmitter: 989 James St., Syracuse.

Ownership: Salt of the Earth Bcstg. Ltd.

Began Operation: October 1, 1989.

Personnel:

James I. Oyster, General Manager.

Rates: On request.

Arbitron Data: Not available.



City of License: Syracuse. **ADI:** Syracuse. **Rank:** 68.

New York—Syracuse

WSTM-TV

Ch. 3

Network Service: NBC.

Licensee: Federal Bcstg. Co., 1533 N. Woodward Ave., Bloomfield Hills, MI 48304.

Studio: 1030 James St., Syracuse, NY 13203.

Telephone: 315-474-5000. **Fax:** 315-474-5082.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1000-ft. above av. terrain, 594-ft. above ground, 2037-ft. above sea level.

Latitude 42° 56' 40"
Longitude 76° 07' 08"

Transmitter: Sentinel Heights.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 6-meter Ku-band; Comtech, 3.5-meter C-band; Harris, 3.3-meter Ku-band; RCA Americom, 3.3-meter Ku-band; Zenith, 3-meter C-band; Omni, Harris receivers.

News Services: AP, NBC.

Ownership: Federal Bcstg. Co. (Group Owner).

Begin Operation: February 15, 1950. Sale to Times Mirror Co. by Newhouse Bcstg. Corp. approved by FCC March 27, 1980 (Television Digest, Vol. 18:50; 19:19). Sale to SJL Broadcast Management Corp. approved April 17, 1986 (Vol. 26:17). Federal Bcstg. purchase approved by FCC Aug. 12, 1992.

Represented (sales): Katz Television.

Represented (legal): Latham & Watkins.

Personnel:

- Ronald W. Phillips, President & General Manager.
- Russ Hamilton, General Sales Manager.
- Charles Bivins Jr., Program Director.
- Mark Carros, News Director.
- Toni Rhodes, National Sales Manager.
- John Merrill, Chief Engineer.
- Theresa J. Weston, Controller.

Rates: On request.

City of License: Syracuse. **ADI:** Syracuse. **Rank:** 68.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
NEW YORK				
50% & Over	Cayuga	29,200	28,700	98
	Cortland	17,200	16,900	98
	Jefferson	39,000	38,500	99
	Lewis	9,500	9,300	98
	Madison	23,400	23,100	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Oneida West	33,600	33,100	99
	Onondaga	176,800	174,800	99
	Oswego	43,100	42,600	99
	Seneca	12,100	12,000	99
	Tompkins	33,000	31,600	96
	Yates	8,700	8,500	98
Between 25-49%	NEW YORK			
	Chenango	19,500	19,100	98
	Ontario	34,800	34,400	99
	Schuyler	6,700	6,500	97
Between 5-24%	NEW YORK			
	Hamilton	2,100	2,000	98
	Herkimer	25,000	24,600	98
	Oneida East	57,700	57,000	99
	Otsego	21,900	21,400	98
	St Lawrence	37,400	36,800	98
Station Totals	Steuben	37,200	36,500	98
	Tioga	19,200	18,900	98
	Net Weekly Circulation (1992)	719,700	708,400	98
Average Daily Circulation (1992)			393,800	
			217,500	

New York—Syracuse

WSYT
Ch. 68

Network Service: Fox.

Licensee: Encore Communications Inc. of Syracuse, 900 Granby St., Norfolk, VA 23510.

Studio: 1000 James St., Syracuse, NY 13203-2704.

Telephone: 315-472-6800. **TWX:** 710-541-0063. **Fax:** 315-471-8889.

Technical Facilities: Channel No. 68 (794-800 MHz). Authorized power: 1000-kw max. visual, 100-kw max. aural. Antenna: 1461-ft. above av. terrain, 1019-ft. above ground, 2649-ft. above sea level.

Latitude 42° 52' 50"
Longitude 76° 11' 59"

Transmitter: Barker Rd., Otisco Twp.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.5-meter C-band; Scientific-Atlanta, 3.2-meter C-band; Microdyne, Scientific-Atlanta, DX Antenna receivers.

Ownership: Charles A. McFadden (Group Owner).

Began Operation: February 15, 1986. Operated part-time until April 5, 1987. Sale to present owner by Thomas Flatley approved by FCC June 8, 1990.

Represented (sales): Seltel Inc.

Represented (legal): Gardner, Carton & Douglas.

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

Personnel:

- Linda Cochran, Vice President & General Manager.
- Daniel C. Walding, General Sales Manager.
- Constance Howard-Banks, National Sales Manager.
- Jeryl Jonza, Program Director.
- Gary Nilsen, Promotion Director.
- Brian Cromptwell, Business Manager.
- Michael J. Maville, Chief Engineer.

Rates: On request.

City of License: Syracuse. **ADI:** Syracuse. **Rank:** 68.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
NEW YORK				
50% & Over	Cayuga	29,200	28,700	98
	Onondaga	176,800	174,800	99
	Oswego	43,100	42,600	99



WSYT BMPCT-860218KO Granted 3/5/86 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
NEW YORK				
Between 25-49%	Cortland	17,200	16,900	98
	Madison	23,400	23,100	99
	Oneida West	33,600	33,100	99
	Schuyler	6,700	6,500	97
	Seneca	12,100	12,000	99
	Tompkins	33,000	31,600	96
NEW YORK				
Between 5-24%	Chenango	19,500	19,100	98
	Hamilton	2,100	2,000	98
	Ontario	34,800	34,400	99
	Tioga	19,200	18,900	98
	Wayne	32,600	32,100	98
	Yates	8,700	8,500	98
Station Totals		492,000	484,300	98
Net Weekly Circulation (1992)			226,700	
Average Daily Circulation (1992)			90,100	

New York—Syracuse

WTVH

Ch. 5

Network Service: CBS.

Licensee: Meredith Corp., 980 James St., Syracuse, NY 13203.

Studio: 980 James St., Syracuse, NY 13203.

Telephone: 315-425-5555. **Fax:** 315-425-5513.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 950-ft. above av. terrain, 556-ft. above ground, 1914-ft. above sea level.

Latitude 42° 57' 19"
Longitude 76° 06' 34"

Transmitter: 3791 Sentinel Heights Rd., 0.32-mi. E & 0.34-mi. N of Sentinel Heights & Jim Bull Rds.

Satellite Earth Stations: Antenna Technology, 7-meter C-band; Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.6-meter C-band; Vertex, 4.6-meter Ku-band; Scientific-Atlanta, Simulcast receivers.

News Services: AP, UPI.

Ownership: Meredith Corp. (Group Owner).

Began Operation: December 1, 1948.

Represented (sales): MMT Sales Inc.

Represented (legal): Haley, Bader & Potts.

Personnel:

- Cathy Creany, Vice President & General Manager.
- Edward Bradley, General Sales Manager.
- Peg McDermott, Local Sales Manager.
- Sanda Coyle, National Sales Manager.
- David M. Tinsch, Director of Programming and Marketing.
- James T. Bernier, Director of Engineering.
- Duane Mathias, Creative Services Director.
- Victoria Hooper, Business Manager.

Highest 30 Sec. Rate: \$2000.

City of License: Syracuse. **ADI:** Syracuse. **Rank:** 68.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW YORK			
	Cayuga	29,200	28,700	98
	Cortland	17,200	16,900	98
	Herkimer	25,000	24,600	98
	Madison	23,400	23,100	99
	Oneida East	57,700	57,000	99
Oneida West	33,600	33,100	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Onondaga	176,800	174,800	99
	Oswego	43,100	42,600	99
	Seneca	12,100	12,000	99
	Yates	8,700	8,500	98
Between 25-49%	NEW YORK			
	Chenango	19,500	19,100	98
	Ontario	34,800	34,400	99
	Schuyler	6,700	6,500	97
	Tompkins	33,000	31,600	96
Wayne	32,600	32,100	98	
Between 5-24%	NEW YORK			
	Hamilton	2,100	2,000	98
	Jefferson	39,000	38,500	99
	Lewis	9,500	9,300	98
	Otsego	21,900	21,400	98
Steuben	37,200	36,500	98	
Station Totals		663,100	652,700	98
Net Weekly Circulation (1992)			424,200	
Average Daily Circulation (1992)			245,000	

New York—Utica

WFXV

Ch. 33

Network Service: Fox.

Licensee: Mohawk Valley Bcstg. Inc.

Studio: Greenfield Rd., Rome, NY 13440.

Telephone: 315-337-3300. **Fax:** 315-337-1862.

Technical Facilities: Channel No. 33 (584-590 MHz). Authorized power: 42.5-kw max. visual, 4.25-kw max. aural. Antenna: 647-ft. above av. terrain, 175-ft. above ground, 1550-ft. above sea level.

Latitude 43° 02' 14"
Longitude 75° 26' 40"

Transmitter: Prospect Hill, Skyline Dr., Kirkland.

Satellite Earth Stations: Paracclipse, 5-meter Ku & C-band; RCA Americom, 5-meter Ku & C-band; Paracclipse, 3.6-meter C-band; M/A-Com, 3.6-meter Ku-band; Chaparral, M/A-Com receivers.

News Service: INN.

Ownership: Mohawk Valley Broadcasting Inc.

Began Operation: December 9, 1986.

Represented (sales): Roslin TV Sales.

Represented (legal): James L. Oyster.

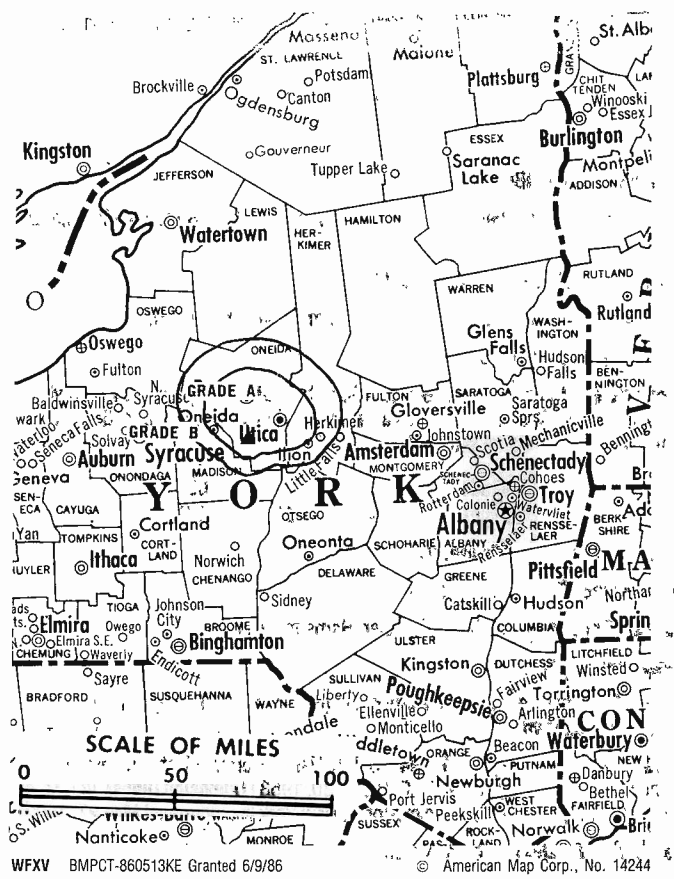
Personnel:

- Kevin O'Kane, President & General Manager.
- Craig Fox, Vice President.
- Russell C. Reitz, General Sales Manager.
- John Bunkfeldt, Chief Engineer.
- Mike Moran, Promotion Director.
- Rick Manning, Business Manager.
- Jim Charszak, Production Manager.

Highest 30 Sec. Rate: \$175.

City of License: Utica. **ADI:** Utica. **Rank:** 160.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW YORK Oneida East	57,700	57,000	99
Between 25-49%	NEW YORK Herkimer Oneida West	25,000 33,600	24,600 33,100	98 99
Between 5-24%	NEW YORK Lewis Madison	9,500 23,400	9,300 23,100	98 99
Station Totals		149,200	147,100	99
Net Weekly Circulation (1992)			57,500	
Average Daily Circulation (1992)			21,100	

New York—Utica

WKTV
Ch. 2

Network Service: NBC.

Licensee: Smith TV of New York Inc., 411 S. Woodward Ave., Suite 524, Birmingham, MI 48009.

Studio: Smith Hill Rd., Utica, NY 13502.

Mailing Address: 411 S. Woodward Ave., Birmingham, MI 48009.

Telephone: 313-642-2208.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 34.7-kw visual, 6.9-kw aural. Antenna: Directional, 1380-ft. above av. terrain, 1065-ft. above ground, 2381-ft. above sea level.

Latitude 43° 06' 09"
Longitude 74° 56' 27"

Transmitter: Near Middleville, NY.

Multichannel TV Sound: Stereo only.

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

News Service: AP.

Ownership: Smith Television Investment Co. (Group Owner); Harron Communications Corp. (Group Owner).

Began Operation: December 1, 1949. Sale to Harron Communications Corp. by Kallet Theatres principals approved by FCC Dec. 30, 1958 (Television Digest, Vol. 14:45, 46, 49; 15:1) Sale to Smith Television of New York Inc. approved May 27, 1992.

Represented (sales): Katz Television.

Represented (legal): Hogan & Hartson.

Personnel:

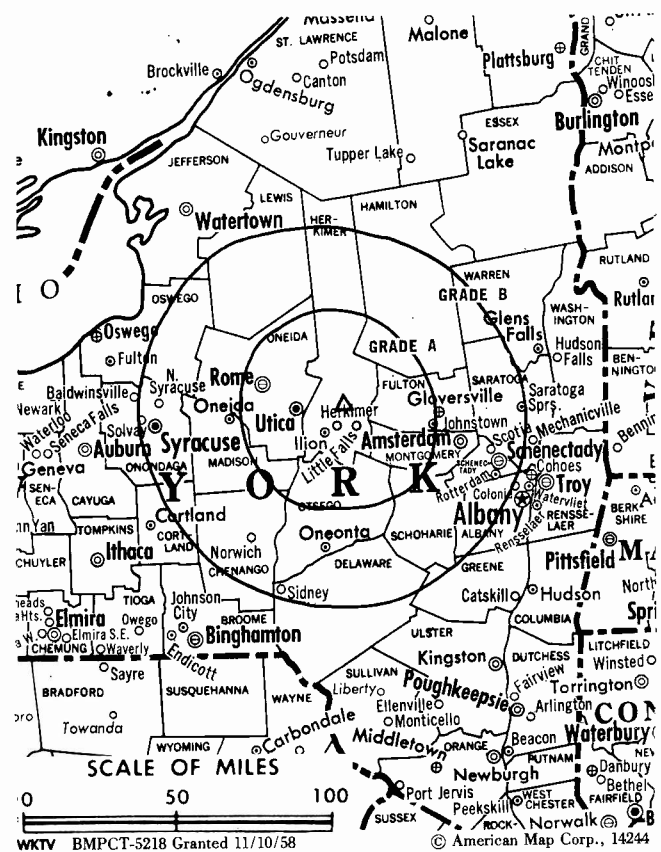
Robert N. Smith, President
Steve Merren, Vice President & General Manager.

Rates: On request.

City of License: Utica. **ADI:** Utica. **Rank:** 160.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW YORK			
	Herkimer	25,000	24,600	98
	Oneida East	57,700	57,000	99
	Oneida West	33,600	33,100	99
	Otsego	21,900	21,400	98



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	NEW YORK			
	Montgomery	20,400	20,000	98
Between 5-24%	NEW YORK			
	Chenango	19,500	19,100	98
	Delaware	18,100	17,600	97
	Fulton	21,000	20,700	99
	Hamilton	2,100	2,000	98
	Lewis	9,500	9,300	98
Station Totals		263,600	259,100	98
	Net Weekly Circulation (1992)			132,700
Average Daily Circulation (1992)				82,400

New York—Utica-Rome

WUTR

Ch. 20

Network Service: ABC

Licensee: Roy H. Park Bcstg. of Utica-Rome Inc., Box 20, Utica, NY 13503.

Studio: Smith Hill Rd., Utica, NY 13502.

Mailing Address: Box 20, Utica, NY 13503.

Telephone: 315-797-5220.

Technical Facilities: Channel No. 20 (506-512 MHz). Authorized power: 1156-kw max. & 748-kw horizontal visual, 115.6-kw max. & 74.8-kw horizontal aural. Antenna: 798-ft. above av. terrain, 427-ft. above ground, 1643-ft. above sea level.

Latitude 43° 08' 43"
Longitude 75° 10' 35"

Transmitter: Atop Smith Hill, approx. 2-mi. NE of Utica city limits.

Satellite Earth Stations: United Satellite Systems, 5-meter C-band; Andrew, 4.5-meter C-band; Avantek, Scientific-Atlanta receivers.

News Service: AP.

Ownership: Park Communications Inc. (Group Owner).

Began Operation: February 28, 1970.

Represented (sales): Blair Television.

Represented (legal): Wiley, Rein & Fielding.

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

Personnel:

- Paul R. Kennedy, General Manager.
- Stephen Barrie, General Sales Manager.
- David Phoenix, Program Director.
- Kathy Contino Turner, News Director.
- Robert Hajec, Chief Engineer.
- Barbara Roberts, Business Manager.

Rates: On request.

NETWORK BASE HOURLY RATE: \$200.

City of License: Utica. **ADI:** Utica. **Rank:** 160.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW YORK			
	Herkimer	25,000	24,600	98
	Oneida East	57,700	57,000	99
Between 25-49%	NEW YORK			
	Oneida West	33,600	33,100	99
	Otsego	21,900	21,400	98
Between 5-24%	NEW YORK			
	Lewis	9,500	9,300	98
	Madison	23,400	23,100	99
	Montgomery	20,400	20,000	98
Station Totals		191,500	188,500	98
Net Weekly Circulation (1992)				93,900
Average Daily Circulation (1992)				49,900

New York—Carthage-Watertown

WWNY-TV

Ch. 7

Network Service: CBS, NBC.

Licensee: United Communications Corp., 120 Arcade St., Watertown, NY 13601.

Studio: 120 Arcade St., Watertown, NY 13601.

Telephone: 315-788-3800. **TWX:** 510-257-4650. **Fax:** 315-782-7468.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 47-kw aural. Antenna: 720-ft. above av. terrain, 574-ft. above ground, 1696-ft. above sea level.

Latitude 43° 57' 16"
Longitude 75° 43' 45"

Holds CP for change to 725-ft. above av. terrain, 541-ft. above ground, 1663-ft. above sea level. BPCT-890619KF.

Transmitter: Champion Rd., 6-mi. W of Carthage & 9-mi. E of Watertown.

Satellite Earth Station: Microdyne C-band; Scientific-Atlanta receivers.

Ownership: United Communications Corp. (Group Owner).

Began Operation: October 22, 1954. Sale to present owner by Johnson Newspaper Corp. approved by FCC May 11, 1981.

Represented (sales): Katz Television.

Represented (legal): Jones, Waldo, Holbrook & McDonough.

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

Personnel:

- Kevin T. Mastellon, General Manager.
- Nicolas Darling, General Sales Manager.
- Cathy Pircsuk, News Director.
- Don Rohr, Chief Engineer.
- Marie Fuhrken, Business Manager.
- James Corbin, Production Manager.

Rates: On request.

City of License: Carthage. **ADI:** Watertown-Carthage. **Rank:** 168.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.



WWNY-TV BPCT-890619KF Granted 10/30/91 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW YORK			
	Jefferson	39,000	38,500	99
	Lewis	9,500	9,300	98
	St Lawrence	37,400	36,800	98
Between 5-24%	NEW YORK			
	Hamilton	2,100	2,000	98
	Madison	23,400	23,100	99
	Oneida West	33,600	33,100	99
	Oswego	43,100	42,600	99
Station Totals		188,100	185,400	99
Net Weekly Circulation (1992)				84,500
Average Daily Circulation (1992)				59,800

New York—Watertown

WWTI

Ch. 50

Network Service: ABC.

Licensee: Watertown Television Corp., Debtor-in-Possession, Watertown, NY 13601.

Studio: 1222 Arsenal St., Watertown, NY 13601.

Mailing Address: Box 6250, Watertown, NY 13601.

Telephone: 315-785-8850. **TWX:** 710-541-0006. **Fax:** 315-785-0127.

Technical Facilities: Channel No. 50 (686-692 MHz). Authorized power: 1000-kw max. visual, 100-kw max. aural. Antenna: 1268-ft. above av. terrain, 975-ft. above ground, 2470-ft. above sea level.

Latitude 43° 52' 47"
Longitude 75° 43' 11"

Transmitter: Hayes Rd., near Denmark.

Ownership: Watertown TV Corp., Debtor in Possession. Sale to Desert Communications pends.

Began Operation: January 3, 1988. Sale to present owners by Craig L. Fox, et al., approved by FCC June 22, 1990.

Represented (sales): Adam Young Inc.; Canadian Communications Co.

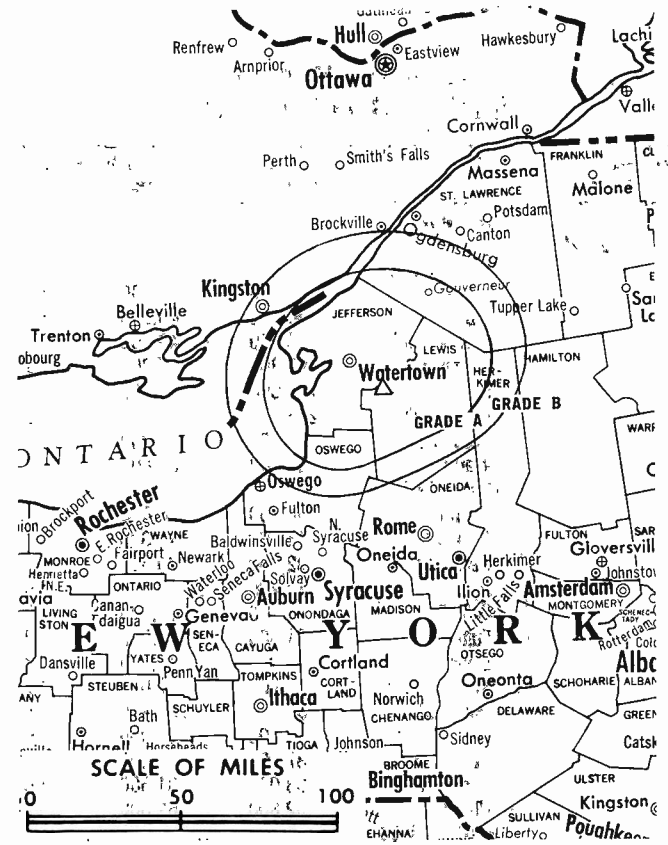
Personnel:

- Ron Pruett, General Manager.
- Dick Whelan, Sales Manager.
- Bob Kurtz, Chief Engineer.
- Melissa Carty, Program Director.
- John Moore, Promotion Director.
- Debra Cox, Traffic Manager.

Rates: On request.

City of License: Watertown. **ADI:** Watertown-Carthage. **Rank:** 168.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW YORK			
	Jefferson	39,000	38,500	99
	Lewis	9,500	9,300	98
	St Lawrence	37,400	36,800	98
Station Totals		85,900	84,600	98
Net Weekly Circulation (1992)				53,200
Average Daily Circulation (1992)				26,000

New York

WWOR-TV, New York (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%	NEBRASKA			
	Garfield	900	900	100
	NEW JERSEY			
	Atlantic	86,600	85,100	98
	Cape May	40,600	40,000	99
	Cumberland	48,700	48,100	99
	Hunterdon	37,800	37,300	99
	Mercer	121,000	119,400	99
	Monmouth	206,600	204,700	99
	Somerset	88,600	87,800	99
	Warren	34,300	33,800	99
	NEW YORK			
	Chemung	34,900	34,300	98
	Delaware	18,100	17,600	97
	Dutchess	92,200	90,600	98
	Essex	14,200	14,000	99
	Franklin	16,100	15,800	98
	Fulton	21,000	20,700	99
	Greene	17,100	16,800	98
	Montgomery	20,400	20,000	98
	New York	758,400	725,100	96
	Oneida East	57,700	57,000	99
	Steuben	37,200	36,500	98
	Tompkins	33,000	31,600	96
	Ulster	62,800	61,300	98
	PENNSYLVANIA			
	Carbon	22,500	22,200	99
Clinton	14,200	14,000	99	
Elk	13,500	13,300	99	
Lackawanna	85,200	84,300	99	
Lehigh	116,000	114,500	99	
Luzerne	129,300	127,700	99	
Mc Kean	17,900	17,500	98	
Monroe	37,000	36,400	98	
Northampton	94,200	92,900	99	
Northumberland	39,800	38,900	98	
Between 5-24%	ALABAMA			
	Barbour	9,400	9,300	99
	Blount	15,500	15,400	99
	Bullock	3,700	3,600	97
	Butler	8,000	7,900	99
	Calhoun	44,600	44,300	99
	Madison	96,100	95,400	99
	Marengo	8,400	8,300	99
	Marion	11,900	11,800	99
	Shelby	35,500	35,300	99
	Tallapoosa	15,200	15,100	99
	ARKANSAS			
	Mississippi	20,000	19,700	99
	ARIZONA			
	Cochise	36,500	35,300	97
	Greenlee	2,900	2,800	96
	Mohave	38,900	37,300	96
	Navajo	23,100	21,300	92
	Pima	272,100	267,300	98
	Pinal	39,900	38,700	97
	CALIFORNIA			
	Modoc	3,700	3,400	93
	Sacramento	413,800	403,200	97
	Sierra	1,500	1,400	93
	COLORADO			
	Cheyenne	900	900	100
	Hinsdale	200	200	100
Larimer	74,500	73,100	98	
CONNECTICUT				
Hartford	327,600	323,000	99	
Litchfield	66,600	65,500	98	

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

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	Middlesex	55,900	55,000	98
	New London	93,700	91,900	98
	Tolland	44,800	44,100	98
	Windham	38,100	37,400	98
	DELAWARE			
	Kent	40,200	39,900	99
	New Castle	165,300	164,700	100
	FLORIDA			
	Broward	554,400	551,600	100
	Citrus	43,500	42,800	98
	Dade	724,700	719,600	99
	De Soto	8,600	8,500	99
	Dixie	4,000	3,900	98
	Gilchrist	3,000	3,000	100
	Hamilton	3,400	3,300	97
	Hernando	44,100	43,500	99
	Highlands	30,900	30,500	99
	Hillsborough	342,600	339,800	99
	Lee	146,100	144,700	99
	Levy	10,300	10,000	97
	Manatee	90,200	89,500	99
	Marion	82,000	80,700	98
	Osceola	41,500	41,000	99
	Palm Beach No	241,600	239,300	99
	Palm Beach So	148,500	147,000	99
	Pinellas	395,900	393,200	99
	Polk	160,400	159,000	99
St Lucie	60,600	59,900	99	
Sumter	12,500	12,300	98	
Union	2,500	2,500	100	
Volusia	160,200	158,900	99	
GEORGIA				
Barrow	10,900	10,800	99	
Bleckley	3,800	3,700	97	
Bulloch	14,200	14,000	99	
Charlton	2,900	2,900	100	
Cherokee	33,100	32,800	99	
Clayton	67,700	67,400	100	
Cobb	181,400	180,700	100	
Coffee	10,800	10,600	98	
Crawford	2,800	2,700	96	
De Kalb	217,600	216,900	100	
Douglas	25,900	25,700	99	
Early	4,400	4,300	98	
Elbert	7,200	7,100	99	
Fayette	21,600	21,400	99	
Fulton	269,100	267,500	99	
Glynn	24,500	24,300	99	
Gwinnett	130,800	130,000	99	
Haralson	8,300	8,200	99	
Johnson	3,200	3,200	100	
Mc Intosh	3,200	3,100	97	
Newton	15,500	15,300	99	
Pulaski	3,000	2,900	97	
Rockdale	19,500	19,300	99	
Spalding	19,900	19,700	99	
Wayne	7,900	7,800	99	
IOWA				
Black Hawk	46,700	46,400	99	
Buena Vista	7,600	7,500	99	
Calhoun	4,700	4,600	99	
Carroll	8,200	8,100	99	
Cass	6,300	6,200	98	
Chickasaw	5,100	5,000	98	
Des Moines	17,500	17,300	99	
Dickinson	6,300	6,200	98	
Humboldt	4,600	4,500	98	
Monroe	3,300	3,300	100	

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

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	IOWA			
	O'Brien	6,100	6,100	100
	Osceola	2,900	2,900	100
	Palo Alto	4,300	4,200	98
	Shelby	5,300	5,300	100
	Wapello	14,800	14,700	99
	ILLINOIS			
	Alexander	4,500	4,300	97
	Cass	5,300	5,200	98
	Clay	5,900	5,700	97
	Crawford	7,900	7,800	99
	De Witt	6,800	6,700	99
	Douglas	7,500	7,400	99
Dupage	289,400	287,600	99	
Edgar	8,000	7,900	99	
Effingham	12,100	11,700	97	
Greene	6,100	6,000	98	
Jersey	7,500	7,400	99	
Lake	178,300	177,100	99	
Marion	16,700	16,400	98	
Montgomery	12,000	11,700	98	
Piatt	6,200	6,100	98	
Schuyler	3,100	3,000	97	
Union	7,300	7,200	98	
Will	119,100	118,000	99	
INDIANA				
Adams	10,700	10,500	98	
Blackford	5,500	5,400	98	
Cass	14,900	14,600	98	
Clay	9,600	9,500	99	
Jay	8,200	8,000	98	
Lake	171,100	169,200	99	
La Porte	38,200	37,800	99	
Newton	5,100	5,000	98	
Ohio	2,000	2,000	100	
Pike	5,100	5,000	98	
Porter	45,500	45,000	99	
Wells	9,700	9,500	98	
KANSAS				
Cloud	4,500	4,400	98	
Elk	1,500	1,500	100	
Gove	1,400	1,400	100	
Haskell	1,400	1,400	100	
Lincoln	11,600	1,600	100	
Lyon	13,300	13,100	98	
Meade	1,700	1,700	100	
Ness	1,600	1,600	100	
Osborne	2,200	2,100	98	
Sumner	10,000	9,900	99	
Washington	2,900	2,800	97	
KENTUCKY				
Adair	5,900	5,800	98	
Barren	13,100	13,000	99	
Carter	8,900	8,800	99	
Clay	7,600	7,500	99	
Estill	5,400	5,300	98	
Gallatin	2,000	2,000	100	
Grant	5,600	5,600	100	
Green	4,000	4,000	100	
Harlan	13,600	13,400	99	
Johnson	8,700	8,600	99	
Lincoln	7,400	7,300	99	
Lyon	2,400	2,400	100	
McCreary	5,700	5,600	98	
Marshall	10,900	10,900	100	
Mason	6,400	6,400	100	
Meade	8,200	8,200	100	
Oldham	11,100	11,100	100	

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

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	Pulaski	19,100	18,800	98
	Simpson	5,600	5,600	100
	Woodford	7,400	7,300	99
LOUISIANA				
Catahoula	4,100	4,000	98	
Concordia	7,600	7,400	97	
East Feliciana	5,800	5,700	98	
Tensas	2,700	2,600	96	
Terrebonne	32,300	31,900	99	
MASSACHUSETTS				
Barnstable	78,800	77,600	98	
Berkshire	54,800	53,900	98	
Dukes	5,500	5,300	96	
Essex	253,300	250,800	99	
Hampden	172,600	170,300	99	
Middlesex	517,100	511,700	99	
Norfolk	227,800	225,900	99	
Plymouth	153,200	151,500	99	
Worcester	261,900	258,700	99	
MARYLAND				
Anne Arundel	152,000	151,400	100	
Baltimore	273,800	272,800	100	
Charles	33,700	33,400	99	
Harford	62,500	62,200	100	
Howard	69,200	68,900	100	
Montgomery	288,900	288,000	100	
Prince Georges	260,400	259,600	100	
Baltimore City	278,200	277,100	100	
MAINE				
Somerset	18,300	17,900	98	
MICHIGAN				
Houghton	13,200	12,800	97	
Huron	13,400	13,200	98	
Iron	5,600	5,500	98	
Keweenaw	800	800	100	
MINNESOTA				
Big Stone	2,600	2,600	100	
Cottonwood	5,100	4,900	96	
Goodhue	15,300	15,100	99	
Hubbard	6,000	5,800	97	
Jackson	4,500	4,400	98	
Koochiching	5,800	5,600	97	
Nobles	7,600	7,500	99	
Rock	3,800	3,800	100	
Steele	11,400	11,300	99	
Wabasha	7,500	7,400	99	
MISSOURI				
Franklin	28,400	28,100	99	
Gasconade	5,500	5,400	98	
Lawrence	11,900	11,700	98	
Macon	6,300	6,200	98	
Monroe	3,500	3,500	100	
Perry	6,100	6,000	98	
Pettis	14,300	14,100	99	
Polk	8,200	8,000	98	
Pulaski	11,900	11,700	98	
St Francois	17,600	17,400	99	
Schuyler	1,900	1,900	100	
MISSISSIPPI				
Clay	7,500	7,400	99	
Coahoma	11,300	11,100	98	
De Soto	24,800	24,500	99	
Grenada	7,500	7,400	99	
Jasper	6,000	5,900	98	
Monroe	13,200	13,100	99	
Noxubee	4,100	4,000	98	
Smith	4,700	4,700	99	

New York

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

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	MONTANA			
	Phillips	2,000	1,900	95
	Ravalli	10,200	9,900	97
	Roosevelt	3,800	3,700	97
	Rosebud	3,800	3,600	95
	Wheatland	900	900	100
	NORTH CAROLINA			
	Beaufort	16,800	16,600	99
	Brunswick	20,900	20,600	99
	Cabarrus	37,700	37,500	99
	Cleveland	32,900	32,600	99
	Dare	10,000	9,800	98
	Edgecombe	21,000	20,800	99
	Granville	13,600	13,400	99
	Lee	16,300	16,100	99
	Lincoln	19,400	19,300	99
	New Hanover	48,900	48,500	99
	Orange	36,500	36,000	99
	Pender	11,100	10,900	98
	Rowan	42,800	42,500	99
	Stanly	20,200	20,000	99
	NORTH DAKOTA			
	Billings	400	400	100
Mountrail	2,700	2,700	100	
Walsh	5,400	5,300	98	
NEBRASKA				
Burt	3,300	3,300	100	
Colfax	3,500	3,400	97	
Dodge	13,800	13,700	99	
Douglas	161,600	160,300	99	
Madison	12,600	12,400	98	
Phelps	3,700	3,700	100	
Rock	900	900	100	
Washington	6,200	6,200	100	
NEW HAMPSHIRE				
Coos	13,900	13,700	99	
NEW JERSEY				
Burlington	141,000	139,900	99	
Camden	184,600	183,200	99	
Gloucester	79,400	78,800	99	
Salem	24,500	24,200	99	
NEW MEXICO				
Cibola	7,100	7,000	99	
Dona Ana	47,700	46,300	97	
Grant	9,900	9,500	95	
Mc Kinley	18,600	17,400	94	
Mora	1,500	1,300	87	
Otero	18,300	17,900	98	
Santa Fe	38,300	37,300	97	
NEVADA				
Churchill	7,000	6,900	99	
Clark	305,600	300,800	98	
Humboldt	4,900	4,800	97	
Lander	2,300	2,200	96	
NEW YORK				
Albany	114,500	112,800	99	
Allegany	17,500	17,100	98	
Broome	80,700	79,700	99	
Cattaraugus	30,400	29,900	98	
Cayuga	29,200	28,700	98	
Chautauqua	53,900	53,100	99	
Chenango	19,500	19,100	98	
Clinton	28,300	28,000	99	
Columbia	24,000	23,600	98	
Cortland	17,200	16,900	98	
Erie	369,300	365,500	99	
Genesee	21,700	21,500	99	
Hamilton	2,100	2,000	98	

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

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Herkimer	25,000	24,600	98
	Jefferson	39,000	38,500	99
	Lewis	9,500	9,300	98
	Livingston	21,100	20,800	99
	Madison	23,400	23,100	99
	Monroe	272,300	269,100	99
	Niagara	83,500	82,600	99
	Oneida West	33,600	33,100	99
	Onondaga	176,800	174,800	99
	Ontario	34,800	34,400	99
	Orleans	14,600	14,400	99
	Oswego	43,100	42,600	99
	Otsego	21,900	21,400	98
	Rensselaer	56,700	55,800	98
	St Lawrence	37,400	36,800	98
	Saratoga	67,000	66,200	99
	Schenectady	59,600	58,900	99
	Schoharie	11,400	11,200	98
	Schuyler	6,700	6,500	97
	Seneca	12,100	12,000	99
	Tioga	19,200	18,900	98
	Warren	22,300	21,900	98
	Washington	20,400	20,100	99
	Wayne	32,600	32,100	98
	Wyoming	14,100	14,000	99
	Yates	8,700	8,500	98
	OHIO			
	Noble	4,200	4,100	96
	Pickaway	15,700	15,600	99
	Ross	24,700	24,300	98
	Stark	140,800	139,400	99
	Summit	200,600	198,900	99
	Wayne	37,100	36,400	98
	OKLAHOMA			
	Beaver	2,600	2,600	100
	Dewey	2,200	2,200	100
	Mc Curtain	12,800	12,500	98
	Mc Intosh	7,100	7,000	99
	Pontotoc	13,400	13,300	99
	Pushmataha	4,700	4,600	98
	Woods	3,900	3,800	99
	OREGON			
	Morrow	2,800	2,600	93
	PENNSYLVANIA			
	Allegheny	543,800	537,500	99
Armstrong	29,200	28,800	98	
Beaver	71,600	70,800	99	
Berks	131,000	129,200	99	
Blair	50,600	49,800	99	
Bradford	23,700	23,300	98	
Bucks	197,900	196,300	99	
Cambria	61,800	61,100	99	
Cameron	2,600	2,600	100	
Centre	42,000	41,000	98	
Chester	136,600	134,900	99	
Clarion	14,900	14,600	98	
Clearfield	30,200	29,700	98	
Columbia	23,500	23,100	98	
Cumberland	75,400	74,300	98	
Dauphin	97,500	95,800	98	
Delaware	207,000	205,600	99	
Fayette	56,400	55,300	98	
Forest	1,900	1,900	100	
Greene	15,000	14,700	98	
Indiana	32,300	31,700	98	
Jefferson	18,300	18,000	98	
Lancaster	156,500	152,000	97	
Lebanon	43,200	42,400	98	

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

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	PENNSYLVANIA			
	Lycoming	45,300	44,100	97
	Mifflin	18,200	17,700	97
	Montgomery	261,100	258,700	99
	Montour	6,500	6,300	97
	Perry	15,800	15,500	98
	Philadelphia	622,800	613,200	98
	Pike	11,500	11,200	97
	Potter	6,700	6,500	97
	Schuylkill	61,600	60,400	98
	Snyder	13,100	12,600	96
	Sullivan	2,300	2,200	96
	Susquehanna	15,600	15,300	98
	Tioga	15,100	14,700	97
	Union	11,800	11,400	97
	Warren	17,300	16,800	97
	Washington	79,700	78,600	99
	Wayne	15,600	15,100	97
	Westmoreland	144,700	143,100	99
	Wyoming	10,500	10,300	98
	RHODE ISLAND			
	Washington	39,700	39,100	98
	SOUTH CAROLINA			
	Abbeville	8,900	8,800	99
	Clarendon	10,000	9,700	97
	Darlington	23,000	22,700	99
	Florence	42,300	41,800	99
	Georgetown	17,500	17,200	98
	Horry	57,500	56,700	99
	Jasper	5,600	5,500	98
	Sumter	33,900	33,400	99
	Williamsburg	12,700	12,400	98
	SOUTH DAKOTA			
	Bon Homme	2,600	2,500	96
	Butte	3,200	3,100	98
	Clay	4,600	4,600	99
	Custer	2,600	2,500	96
	Fall River	3,000	2,900	97
	Grant	3,200	3,100	98
	Gregory	2,100	2,100	100
	Lawrence	8,200	8,100	99
	Lincoln	5,500	5,400	98
	Meade	7,900	7,800	99
	Stanley	900	900	100
	Yankton	7,200	7,100	99
	TENNESSEE			
	Blount	34,100	33,900	99
	Cheatham	10,100	10,000	99
	Dyer	13,900	13,800	99
	Grainger	6,600	6,500	98
	Hardeman	8,500	8,400	99
	Johnson	5,500	5,400	98
	Lake	2,500	2,500	100
	Lauderdale	9,000	8,900	99
	Mcminn	16,500	16,400	99
	Sevier	20,200	20,000	99
	Shelby	309,800	308,200	99
	TEXAS			
	Aransas	7,000	6,900	99
	Bandera	4,300	4,300	100
	Callahan	4,800	4,800	100
	Camp	4,000	3,900	98
	Dimmit	3,200	3,100	97
	Garza	1,800	1,800	100
	Hemphill	1,500	1,500	100
	Lubbock	82,800	82,200	99
	Motley	700	700	100
	Newton	4,900	4,800	98

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

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	UTAH			
	Ochiltree	3,300	3,300	100
	Reagan	1,400	1,400	100
	Terry	4,800	4,800	100
	Upshur	11,800	11,600	98
	Upton	1,500	1,500	100
	Winkler	2,900	2,900	100
	Yoakum	3,200	3,200	100
	VIRGINIA			
	Cache	21,600	21,100	98
	Arlington	132,500	131,900	100
	Augusta	35,500	35,200	99
	Fairfax	309,800	308,900	100
	Giles	6,300	6,200	98
	Isle Of Wight	9,300	9,200	99
	King William	3,900	3,900	100
	Loudoun	30,000	29,700	99
	Lunenburg	4,300	4,200	98
	Orange	8,100	8,000	99
	Prince Edward	5,400	5,300	98
	Prince George	16,600	16,500	99
	Prince William	81,600	81,100	99
	Scott	8,900	8,700	98
	Southampton	8,600	8,500	99
	Wythe	9,900	9,800	99
	Chesapeake City	52,900	52,500	99
	Norfolk City	93,200	92,600	99
	Portsmouth City	40,100	39,800	99
	Suffolk City	19,000	18,800	99
	Va Beach City	135,600	134,900	99
	VERMONT			
	Bennington	14,200	13,900	98
	Caledonia	10,900	10,700	98
	Chittenden	50,000	49,300	99
	Lamoille	7,600	7,500	99
	Rutland	24,300	23,800	98
	Washington	21,800	21,500	98
	WISCONSIN			
	Door	10,700	10,600	99
	Kenosha	46,500	46,100	99
	Lincoln	10,900	10,800	99
	Milwaukee	378,400	374,600	99
	Wood	29,200	28,900	99
	WEST VIRGINIA			
	Calhoun	3,100	3,100	98
	Hancock	14,300	14,300	100
	Hardy	4,100	4,000	98
	Pleasants	2,900	2,900	100
	Tyler	3,800	3,800	99
	WYOMING			
	Lincoln	4,700	4,500	96

WABC-TV, New York
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	FLORIDA			
	Sumter	12,500	12,300	98
	Suwannee	10,300	10,100	98
	GEORGIA			
	Baldwin	12,400	12,200	98
	Johnson	3,200	3,200	100
	Stewart	2,000	1,900	95
	Towns	2,900	2,900	100

New York

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

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	IOWA			
	Palo Alto	4,300	4,200	98
	IDAHO			
	Benewah	3,100	3,000	97
	Lincoln	1,200	1,200	100
	KANSAS			
	Cheyenne	1,500	1,500	100
	Doniphan	3,200	3,200	100
	Gove	1,400	1,400	100
	KENTUCKY			
	Trigg	3,900	3,900	100
	Wayne	6,700	6,600	99
	MICHIGAN			
	Chippewa	11,200	11,000	98
	Keweenaw	800	800	100
	Ontonagon	3,600	3,500	97
	MISSOURI			
	Marion	10,700	10,600	99
	MISSISSIPPI			
	Amite	4,800	4,700	98
	Bolivar	13,700	13,400	98
	Carroll	3,400	3,300	97
	Franklin	3,200	3,100	98
	Grenada	7,500	7,400	99
	Leflore	13,300	13,100	98
	Sunflower	10,200	10,000	98
	Tallahatchie	5,300	5,200	98
	Washington	23,300	23,000	99
	MONTANA			
	Sweet Grass	1,300	1,200	92
	Valley	3,400	3,300	96
	NORTH CAROLINA			
	Clay	3,000	2,900	97
	Graham	2,600	2,600	100
	Granville	13,600	13,400	99
	Haywood	19,600	19,300	99
	Rutherford	22,600	22,400	99
	Swain	4,200	4,100	98
	NORTH DAKOTA			
	Burke	1,300	1,300	100
	NEBRASKA			
	Blaine	300	300	100
	Brown	1,500	1,500	100
	Grant	300	300	100
	Knox	3,800	3,700	97
	NEW MEXICO			
	Colfax	5,000	4,800	96
	NEW YORK			
	Delaware	18,100	17,600	97
	Greene	17,100	16,800	98
	Hamilton	2,100	2,000	98
	OHIO			
	Monroe	5,900	5,800	97
	Noble	4,200	4,100	96
OKLAHOMA				
Alfalfa	2,400	2,400	100	
OREGON				
Grant	3,200	2,800	88	
PENNSYLVANIA				
Fulton	5,500	5,300	96	
Monroe	37,000	36,400	98	
Northampton	94,200	92,900	99	
Wayne	15,600	15,100	97	
SOUTH DAKOTA				
Custer	2,600	2,500	96	
TENNESSEE				
Perry	2,600	2,600	100	
Scott	7,000	6,900	99	

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

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	TEXAS			
	Edwards	800	800	100
	Hudspeth	1,000	1,000	100
	Jeff Davis	700	700	100
	Mills	1,800	1,800	100
	Mitchell	3,100	3,100	100
	Presidio	2,200	2,100	95
	San Saba	2,300	2,300	100
	VIRGINIA			
	Craig	1,600	1,600	100
	Page	8,200	8,200	100
	VERMONT			
	Windham	16,800	16,100	96
	WISCONSIN			
	Waushara	8,300	8,100	98
	WEST VIRGINIA			
	Calhoun	3,100	3,100	98
	Pendleton	3,100	3,000	97
	Pocahontas	3,700	3,600	97
	Tyler	3,800	3,800	99
	WYOMING			
Lincoln	4,700	4,500	96	

WNYW, New York (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	NEW YORK			
	Allegany	17,500	17,100	98
	Cattaraugus	30,400	29,900	98
	Chautauqua	53,900	53,100	99
	Chenango	19,500	19,100	98
	Delaware	18,100	17,600	97
	Greene	17,100	16,800	98
	Lewis	9,500	9,300	98
	Otsego	21,900	21,400	98
	Tioga	19,200	18,900	98
	Warren	22,300	21,900	98
	Washington	20,400	20,100	99
	PENNSYLVANIA			
	Bucks	197,900	196,300	99
	Clinton	14,200	14,000	99
	Columbia	23,500	23,100	98
	Lackawanna	85,200	84,300	99
	Lycoming	45,300	44,100	97
	Mc Kean	17,900	17,500	98
	Schuylkill	61,600	60,400	98
	Warren	17,300	16,800	97
	Wayne	15,600	15,100	97

WPIX, New York (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%	NEW JERSEY			
	Gloucester	79,400	78,800	99
	Mercer	121,000	119,400	99
	Ocean	174,500	173,000	99
Warren	34,300	33,800	99	

New York

WPIX—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households %	%
Between 25-49%	NEW YORK			
	Albany	114,500	112,800	99
	Broome	80,700	79,700	99
	Cattaraugus	30,400	29,900	98
	Cayuga	29,200	28,700	98
	Chemung	34,900	34,300	98
	Clinton	28,300	28,000	99
	Columbia	24,000	23,600	98
	Delaware	18,100	17,600	97
	Dutchess	92,200	90,600	98
	Franklin	16,100	15,800	98
	Fulton	21,000	20,700	99
	Jefferson	39,000	38,500	99
	Madison	23,400	23,100	99
	Montgomery	20,400	20,000	98
	Oneida East	57,700	57,000	99
	Otsego	21,900	21,400	98
	Rockland	86,000	85,000	99
	St Lawrence	37,400	36,800	98
	Saratoga	67,000	66,200	99
	Steuben	37,200	36,500	98
	Tompkins	33,000	31,600	96
	Ulster	62,800	61,300	98
	Warren	22,300	21,900	98
	PENNSYLVANIA			
	Carbon	22,500	22,200	99
	Centre	42,000	41,000	98
	Columbia	23,500	23,100	98
	Elk	13,500	13,300	99
	Lehigh	116,000	114,500	99
	Luzerne	129,300	127,700	99
	Lycoming	45,300	44,100	97
	Mc Kean	17,900	17,500	98
	Monroe	37,000	36,400	98
Northampton	94,200	92,900	99	
Northumberland	39,800	38,900	98	
Pike	11,500	11,200	97	
Schuylkill	61,600	60,400	98	
Snyder	13,100	12,600	96	
Warren	17,300	16,800	97	
Wayne	15,600	15,100	97	
WYOMING				
Teton	5,200	5,000	96	
Between 5-24%	ALABAMA			
	Pike	10,600	10,500	99
	ARKANSAS			
	Izard	4,700	4,500	96
	Madison	4,600	4,500	97
	CALIFORNIA			
	Modoc	3,700	3,400	93
	Sierra	1,500	1,400	93
	COLORADO			
	Cheyenne	900	900	100
	CONNECTICUT			
	Hartford	327,600	323,000	99
	New London	93,700	91,900	98
	Windham	38,100	37,400	98
	GEORGIA			
	Bacon	3,600	3,500	97
	Baldwin	12,400	12,200	98
	Brantley	4,100	4,000	98
	Glynn	24,500	24,300	99
	Taylor	2,800	2,800	100
	Ware	13,200	13,000	98
	Wilkinson	3,800	3,700	97
	INDIANA			
	Blackford	5,500	5,400	98

WPIX—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households %	%
Between 5-24%	CASS	14,900	14,600	98
	KANSAS			
	Lane	1,000	1,000	100
	KENTUCKY			
	Casey	5,700	5,600	98
	Mc Creary	5,700	5,600	98
	MASSACHUSETTS			
	Bristol	188,000	186,100	99
	Hampden	172,600	170,300	99
	Hampshire	50,200	49,200	98
	Norfolk	227,800	225,900	99
	Suffolk	268,600	263,000	98
	MARYLAND			
	Carroll	43,700	43,500	100
	MICHIGAN			
	Benzie	4,900	4,800	98
	MISSOURI			
	Caldwell	3,300	3,300	100
	Laclede	10,600	10,400	98
	Texas	8,600	8,300	96
	MISSISSIPPI			
	Alcorn	12,800	12,700	99
	MONTANA			
	Musselshell	1,700	1,600	94
	Petroleum	200	200	100
	Valley	3,400	3,300	96
	NORTH CAROLINA			
	Bertie	7,500	7,400	99
	Cherokee	8,400	8,300	99
	Granville	13,600	13,400	99
	NORTH DAKOTA			
	Oliver	800	800	100
	NEBRASKA			
	Brown	1,500	1,500	100
Hamilton	3,400	3,400	100	
Thomas	400	400	100	
NEW HAMPSHIRE				
Belknap	19,800	19,600	99	
Merrimack	46,600	45,800	98	
NEW JERSEY				
Burlington	141,000	139,900	99	
Camden	184,600	183,200	99	
NEW MEXICO				
Mc Kinley	18,600	17,400	94	
NEVADA				
Churchill	7,000	6,900	99	
Elko	12,000	11,300	94	
Lander	2,300	2,200	96	
Lyon	8,000	7,700	96	
NEW YORK				
Allegany	17,500	17,100	98	
Chautauqua	53,900	53,100	99	
Chenango	19,500	19,100	98	
Essex	14,200	14,000	99	
Genesee	21,700	21,500	99	
Greene	17,100	16,800	98	
Herkimer	25,000	24,600	98	
Lewis	9,500	9,300	98	
Livingston	21,100	20,800	99	
Oneida West	33,600	33,100	99	
Onondaga	176,800	174,800	99	
Ontario	34,800	34,400	99	
Orleans	14,600	14,400	99	
Oswego	43,100	42,600	99	
Rensselaer	56,700	55,800	98	
Schenectady	59,600	58,900	99	
Schuyler	6,700	6,500	97	
Seneca	12,100	12,000	99	

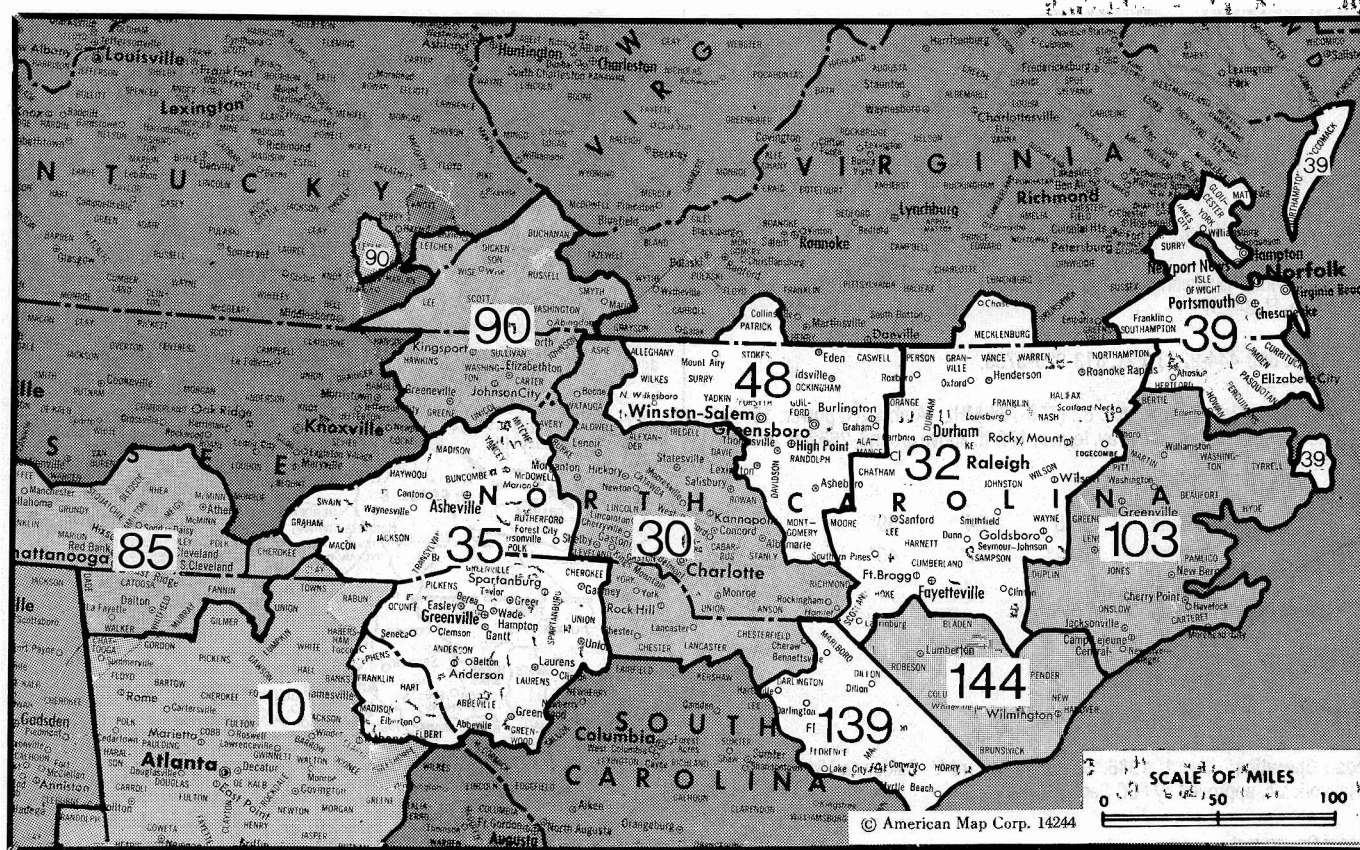
New York

**WPIX—(Continued)
(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	NEW YORK			
	Tioga	19,200	18,900	98
	Washington	20,400	20,100	99
	Wayne	32,600	32,100	98
	Yates	8,700	8,500	98
	OHIO			
	Jackson	11,300	11,100	98
	Jefferson	31,300	31,000	99
	Union	11,500	11,300	98
	OKLAHOMA			
	Woods	3,900	3,800	99
	OREGON			
	Grant	3,200	2,800	88
	Morrow	2,800	2,600	93
	PENNSYLVANIA			
	Blair	50,600	49,800	99
	Bradford	23,700	23,300	98
	Bucks	197,900	196,300	99
	Cameron	2,600	2,600	100
	Clearfield	30,200	29,700	98
	Clinton	14,200	14,000	99
	Cumberland	75,400	74,300	98
	Dauphin	97,500	95,800	98
	Forest	1,900	1,900	100
	Huntingdon	15,600	15,200	97
	Lackawanna	85,200	84,300	99
	Montour	6,500	6,300	97
	Potter	6,700	6,500	97
	Susquehanna	15,600	15,300	98
	Tioga	15,100	14,700	97
	Union	11,800	11,400	97

**WPIX—(Continued)
(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Wyoming	10,500	10,300	98
	RHODE ISLAND			
	Newport	32,200	31,800	99
	Providence	227,600	225,100	99
	Washington	39,700	39,100	98
	SOUTH DAKOTA			
	Day	2,800	2,800	100
	TENNESSEE			
	Hancock	2,400	2,400	100
	Houston	2,500	2,500	100
	Johnson	5,500	5,400	98
	Meigs	3,100	3,100	100
	Perry	2,600	2,600	100
	Scott	7,000	6,900	99
	Sullivan	58,300	58,100	100
	TEXAS			
	Mason	1,500	1,500	100
	VIRGINIA			
	Patrick	6,800	6,700	99
	VERMONT			
	Bennington	14,200	13,900	98
	Chittenden	50,000	49,300	99
	Rutland	24,300	23,800	98
	Washington	21,800	21,500	98
	WISCONSIN			
	Waushara	8,300	8,100	98
	WEST VIRGINIA			
	Calhoun	3,100	3,100	98
	Taylor	5,800	5,700	98
	WYOMING			
	Crook	2,100	2,000	95
	Lincoln	4,700	4,500	96



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Atlanta, GA	1,483,400	10	WAGA-TV (5), WATL (36), WGNX (46), WHSG (63), WNGM-TV (34), WSB-TV (2), WTBS (17), WTLK-TV (14), WVEU (69), WXIA-TV (11)
Charlotte, NC	756,700	30	WBTV (3), WCCB (18), WCNC-TV (36), WHKY-TV (14), WJZY (46), WSOC-TV (9)
Raleigh-Durham, NC	751,100	32	WFCT (62), WKCF (40), WLFL-TV (22), WRAL-TV (5), WRDC (28), WRMV (47), WTVD (11), WYED (17)
Greenville-Spartanburg, SC-Asheville, NC	666,400	35	WASY-TV (62), WAXA (40), WGGG-TV (16), WHNS (21), WLOS (13), WNEG-TV (32), WSPA-TV (7), WYFF-TV (4)
Norfolk-Portsmouth-Newport News-Hampton, VA	611,200	39	WAVY-TV (10), WGNB (27), WJCB (49), WTKR-TV (3), WTVZ (33), WVEC-TV (13)
Greensboro-Winston Salem-High Point, NC	533,300	48	WAAP (16), WEJC (20), WFMV-TV (2), WGGT (48), WGHP-TV (8), WLXI-TV (61), WNRW (45), WXII (12)
Chattanooga, TN	292,000	85	WDEF-TV (12), WDSI-TV (61), WFLI-TV (53), WRCB-TV (3), WTVG (9)
Bristol, VA-Kingsport-Johnson City, TN	280,700	90	WCYB-TV (5), WEMT (39), WJHL-TV (11), WKPT-TV (19)
Greenville-New Bern-Washington, NC	228,900	103	WCTI (12), WFXI (8), WITN-TV (7), WNCT-TV (9), WYDO (14)
Florence, SC	154,000	139	WBTW (13), WGSE (43), WPDE-TV (15)
Wilmington, NC	148,700	144	WECT (6), WJKA (26), WWAY (3)

State Cross Reference List

Communities that receive programs of stations that are located elsewhere.

WHNS, WLOS, WSPA-TV & WYFF-TV, Asheville	See Greenville-Spartanburg, SC
WJZY, Belmont	See Charlotte, NC
WRDC, WRAL-TV & WTVD, Durham	See Raleigh, NC
WEJC, Greensboro	See Lexington, NC
WRDG, Greensboro	See Burlington, NC
WITN-TV, Greenville	See Washington, NC
WYED, Raleigh	See Goldsboro, NC
WCTI, Washington	See New Bern, NC
WNCT-TV, Washington	See Greenville, NC
WFMV-TV, WGGT, WGHP-TV, WLXI-TV, WNRW & WXII, Winston-Salem	See Greensboro, NC

North Carolina Station Totals as of November 1, 1992

	VHF	UHF	TOTAL
Commercial Television Stations	13	18	31
Educational Television Stations	2	9	11
	15	27	42

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North Carolina—Asheville

WASV-TV

Ch. 62

Network Service: None, independent.

Licensee: Video Marketing Network Inc., 2477 Stickney Point Rd., Suite 319B, Sarasota, FL 34231.

Telephone: 800-444-9233. Fax: 813-923-3733.

Technical Facilities: Channel No. 62 (758-764 MHz). Authorized power: 1553-kw visual. Antenna: 227-ft. above av. terrain, 172-ft. above ground, 2652-ft. above sea level.

Latitude	35°	34'	59"
Longitude	82°	32'	45"

Transmitter: White Fawn Reservoir, Asheville.

Satellite Earth Station: C-band.

Ownership: Video Marketing Network Inc.

Began Operation: June 1, 1986. Sale from Millard V. Oakley to Video Marketing Network Inc. approved by FCC Sept. 22, 1988.

Rates: On request.

Arbitron Data: Not available.



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

North Carolina—Burlington

WAAP
Ch. 16

Network Service: None, independent.

Licensee: Television Communications Inc., Debtor-in-Possession, Box 16, Snow Camp, NC 27349-0016.

Studio: Bass Mountain Rd., Snow Camp, NC 27349.

Mailing Address: Box 16, Snow Camp, NC 27349-0016.

Telephone: 919-376-6016. **Fax:** 919-376-6018.

Technical Facilities: Channel No. 16 (482-488 MHz). Authorized power: 1918.7-kw max. visual, 175-kw max. aural. Antenna: 837-ft. above av. terrain, 529-ft. above ground, 1429-ft. above sea level.

Latitude 35° 56' 22"
Longitude 79° 25' 47"

Transmitter: Cañe Creek Mountain, S of Burlington.

Satellite Earth Station: Paraclypse, 3-meter C-band; ChannelMaster, M/A-Corn receivers.

Ownership: Television Communications Inc.

Began Operation: August 7, 1984. Assignment of 20% to Carmelo Selestre from Kearn family members approved by FCC Nov. 7, 1984. Sale to present owner approved Nov. 20, 1985.

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

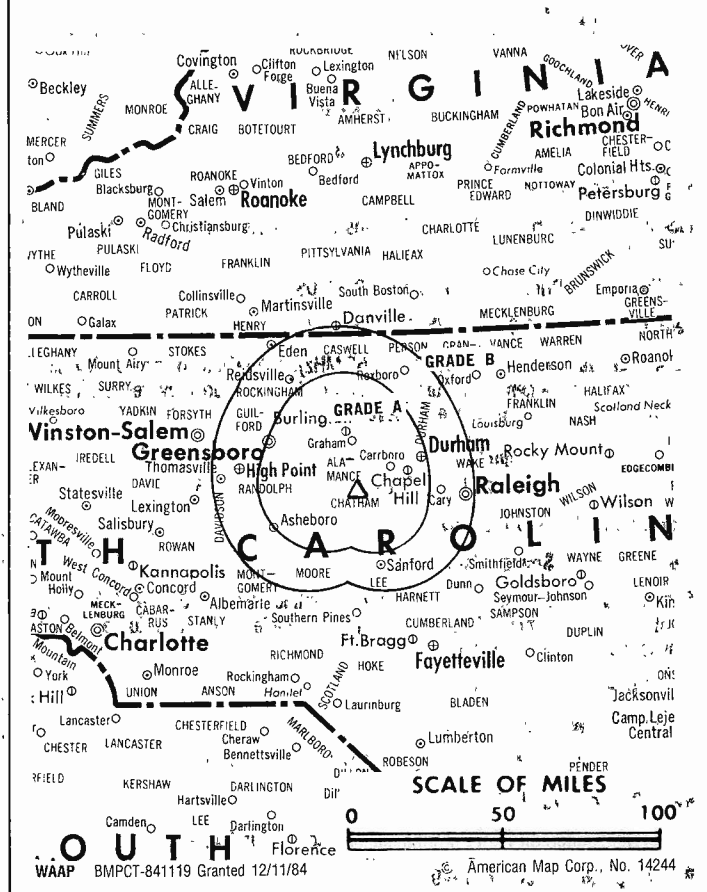
Personnel:
Steve Rehburg, Vice President & General Manager.
Jeff Rehburg, Vice President, Production.

Highest 30 Sec. Rate: \$45.

City of License: Burlington. **ADI:** Greensboro-Winston Salem-High Point. **Rank:** 48.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study:

Net Weekly Circulation	State County	Total Households	TV Households	%
NORTH CAROLINA				
Between 5-24%	Alamance	42,900	42,600	99
	Caswell	7,500	7,400	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Chatham	15,400	15,200	99
	Montgomery	8,800	8,700	99
	Person	11,700	11,600	99
	Randolph	41,800	41,400	99
	Rockingham	34,100	33,800	99
Station Totals		162,200	160,700	99
Net Weekly Circulation (1992)				20,600
Average Daily Circulation (1992)				6,300

North Carolina—Charlotte

WBTV
Ch. 3

Network Service: CBS.

Licensee: Jefferson-Pilot Communications Co., 1 Julian Price Place, Charlotte, NC 28208.

Studio: 1 Julian Price Place, Charlotte, NC 28208.

Telephone: 704-374-3500. **TWX:** 810-621-0449.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 16.4-kw aural. Antenna: Circularly polarized, 1873-ft. above av. terrain, 1993-ft. above ground, 2733-ft. above sea level.

Latitude 35° 21' 51"
Longitude 81° 11' 18"

Transmitter: Rte. 3, Bob Friday Rd., Dallas.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Scientific-Atlanta, 10-meter C-band; Scientific-Atlanta, 7-meter C-band; Satcom Technologies, 5.6-meter Ku-band; Microdyne, Scientific-Atlanta receivers.

SNG Mobile Dish: Ku-band.

AM Affiliate: WBT, 50-kw, 1110 kHz.

FM Affiliate: WBT-FM, 100-kw, 107.9 MHz (No. 300), 1700-ft.

News Services: AP, UPI.

Ownership: Jefferson-Pilot Communications Co. (Group Owner).

Began Operation: July 15, 1949.

Represented (sales): Petry Television Inc.

Represented (legal): Wiley, Rein & Fielding.

Personnel:

- William Blackwell, President.
- John Hutchinson, President, Television & General Manager, WBTV.
- Joe Weatherly, Vice President, Finance.
- Jerry Pelletier, Assistant Vice President, Sales.
- Rita Littles, National Sales Manager.
- Tim Alwan, Local Sales Manager.
- Kathy Rideaux, Local Sales Manager.
- Bill Napier, Assistant Vice President, Operations.
- Ron Miller, Assistant Vice President, News & Programming.
- Pam Glasgow, Traffic Manager.
- Mike Burney, Director of Marketing.
- Paul Cameron, Sports Director.
- Carolyn Mints, Community Affairs Director.

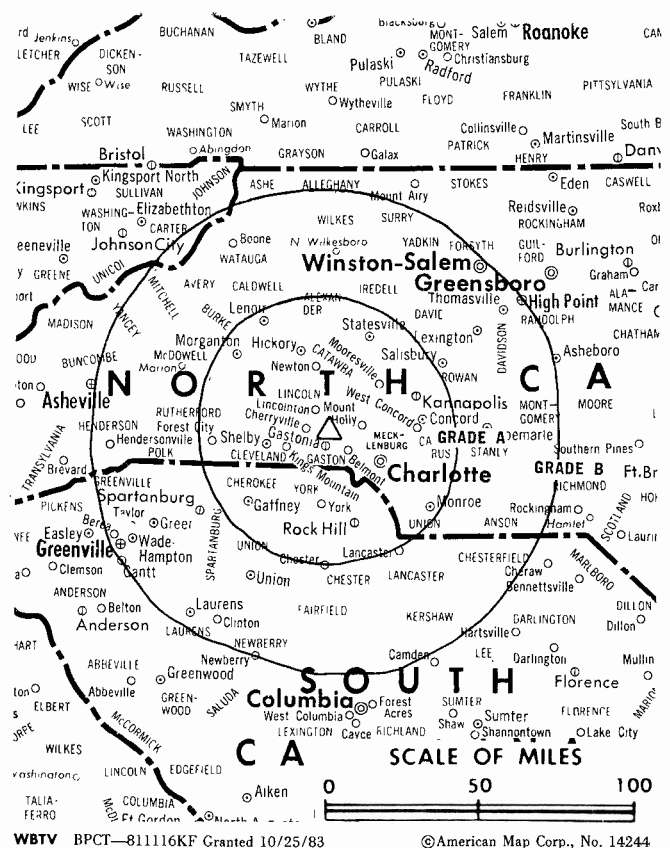
Rates: On request.

NETWORK BASE HOURLY RATE: \$3300.

City of License: Charlotte. **ADI:** Charlotte. **Rank:** 30.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
NORTH CAROLINA				
	Alexander	10,600	10,500	99
	Anson	8,900	8,800	99
	Ashe	9,200	9,000	98
	Avery	5,600	5,500	98
	Burke	30,000	29,800	99
	Cabarrus	37,700	37,500	99
	Caldwell	27,800	27,600	99
	Catawba	46,900	46,600	99
	Cleveland	32,900	32,600	99
	Gaston	66,200	65,700	99
	Iredell	36,200	35,900	99
	Lincoln	19,400	19,300	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
	Mecklenburg	204,700	203,400	99
	Rowan	42,800	42,500	99
	Rutherford	22,600	22,400	99
	Stanly	20,200	20,000	99
	Union	30,400	30,100	99
	Watauga	13,500	13,300	99
	Wilkes	23,800	23,500	99
SOUTH CAROLINA				
	Chester	11,500	11,400	99
	Lancaster	20,700	20,500	99
	York	48,300	47,800	99
Between 25-49%				
NORTH CAROLINA				
	Henderson	30,100	29,800	99
	Mc Dowell	13,900	13,700	99
	Mitchell	5,700	5,600	98
	Polk	6,100	6,000	98
	Richmond	17,500	17,300	99
	Yancey	6,200	6,100	98
SOUTH CAROLINA				
	Cherokee	16,300	16,200	99
	Chesterfield	14,700	14,500	99
	Union	11,400	11,300	99
Between 5-24%				
NORTH CAROLINA				
	Alleghany	3,900	3,800	97
	Buncombe	72,300	71,600	99
	Davidson	49,500	49,100	99
	Davie	11,200	11,000	98
	Madison	6,600	6,500	98
	Montgomery	8,800	8,700	99
	Transylvania	10,400	10,300	99
(Continued on page A-857)				
Station Totals		1,204,200	1,193,400	99
Net Weekly Circulation (1992)				736,200
Average Daily Circulation (1992)				429,200

North Carolina—Charlotte

WCCB
Ch. 18

Network Service: Fox.

Licensee: North Carolina Bcstg. Partners, 1 Television Place, Charlotte, NC 28205.

Studio: 1 Television Place, Charlotte, NC 28205.

Telephone: 704-372-1800. **Fax:** 704-376-3415.

Technical Facilities: Channel No. 18 (494-500 MHz). Authorized power: 2090-kw max.; 1580-kw horizontal visual, 174-kw horizontal aural. Antenna: 1276-ft. above av. terrain, 1143-ft. above ground, 1943-ft. above sea level.

Latitude: 35° 15' 56"
Longitude: 80° 44' 06"

Transmitter: 0.5-mi. SE of Newell.

Satellite Earth Stations: Scientific-Atlanta, 10-meter; Scientific-Atlanta, 7-meter; Scientific-Atlanta receivers.

News Services: AP, INN.

Ownership: Bahakel Communications Ltd. (Group Owner).

Began Operation: December 7, 1953; Sale to present owner, who changed call letters from WUTV and resumed operation Nov. 1, 1964, was approved Aug. 20, 1964 by FCC (Television Digest, Vol. 4:26, 35); Previous owner Century Advertising Co. took station off air May 16, 1963 after it had been in service since Sept. 5, 1961, following transfer of control of Century approved May 3, 1961 (Vol. 17:10). While in off-air CP status Hugh A. Deadwyler turned over station to Century Advertising, of which he was part owner (1957, Vol. 13:7); Hugh Deadwyler acquired station as WAYS-TV from G. W. Dowdy and associates for token \$4 in Dec. 1954, then took it off air March 15, 1955 (1955 Vol. 11:12).

Represented (sales): Katz Independent TV Sales.

Personnel:

- Cy N. Bahakel, President.
- Lorraine Lancaster, Senior Vice President.
- Cullie Tarleton, General Manager.
- Gene Doss, General Sales Manager.
- Butch Allen, Local Sales Manager.
- Jeff Arrowood, Program & Promotion Director.
- Jim White, Marketing Director.
- Rick Aydlett, Chief Engineer.

Highest 30 Sec. Rate: \$9,000.

City of License: Charlotte. **ADI:** Charlotte. **Rank:** 30.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NORTH CAROLINA			
	Anson	8,900	8,800	99
	Cabarrus	37,700	37,500	99
	Catawba	46,900	46,600	99
	Gaston	66,200	65,700	99
	Lincoln	19,400	19,300	99
	Mecklenburg	204,700	203,400	99
	Richmond	17,500	17,300	99
	Rowan	42,800	42,500	99
	Stanly	20,200	20,000	99
	Union	30,400	30,100	99
	SOUTH CAROLINA			
	Chester	11,500	11,400	99
	Lancaster	20,700	20,500	99
York	48,300	47,800	99	



WCCB BMPCT-7760 Granted 2/15/79 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%	
Between 25-49%	NORTH CAROLINA				
	Alexander	10,600	10,500	99	
	Burke	30,000	29,800	99	
	Caldwell	27,800	27,600	99	
	Cleveland	32,900	32,600	99	
	Iredell	36,200	35,900	99	
	Montgomery	8,800	8,700	99	
	Watauga	13,500	13,300	99	
	Wilkes	23,800	23,500	99	
	SOUTH CAROLINA				
	Chesterfield	14,700	14,500	99	
	Marlboro	10,500	10,300	98	
	Between 5-24%	NORTH CAROLINA			
		Alleghany	3,900	3,800	97
Ashe		9,200	9,000	98	
Davidson		49,500	49,100	99	
Davie		11,200	11,000	98	
Mc Dowell		13,900	13,700	99	
Randolph		41,800	41,400	99	
Rutherford		22,600	22,400	99	
SOUTH CAROLINA					
Cherokee		16,300	16,200	99	
Fairfield		7,400	7,300	99	
Union		11,400	11,300	99	
VIRGINIA					
Carroll		10,200	10,000	98	
Grayson	9,300	9,200	99		
Station Totals		990,700	982,000	99	
Net Weekly Circulation (1992)				437,700	
Average Daily Circulation (1992)				164,000	

North Carolina—Charlotte

WCNC-TV

Ch. 36

Network Service: NBC.

Licensee: WCNC-TV, 1001 Wood Ridge Center Dr., Charlotte, NC 28217-1901.

Studio: 1001 Wood Ridge Center Dr., Charlotte, NC 28217-1901.

Mailing Address: Box 18665, Charlotte, NC 28218.

Telephone: 704-329-3636. **Fax:** 704-357-4980.

Technical Facilities: Channel No. 36 (602-608 MHz). Authorized power: 5000-kw max. visual, 500-kw aural. Antenna: 1982-ft. above av. terrain, 1969-ft. above ground, 2749-ft. above sea level.

Latitude 35° 20' 49.10"
Longitude 81° 10' 14.80"

Transmitter: Between Rtes. 1101 & 1805, 0.9-mi. N of Rte. 1804 near Dallas, Gaston County.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: RCA, 6-meter Ku-band; Harris, 3-meter Ku-band; Andrew, 5-meter C-band; Harris, M/A-Corn receivers.

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

News Services: AP, NBC, UPI.

Ownership: Providence Journal Broadcasting Corp. (Group Owner).

Began Operation: July 9, 1967 as WCTU-TV owned by Harold W. Twisdale, David L. Steel Sr. & others. Sale to R. E. Turner by Emil F. Kratt, Receiver, approved by FCC July 27, 1970. Sale to Westinghouse Bcstg. & Cable approved March 17, 1980 (Television Digest, Vol. 19:21). Sale to Odyssey Partners approved by FCC Nov. 23, 1984 (Vol. 24:15). Sale to present owner approved by FCC Nov. 1, 1988.

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

Represented (legal): Covington & Burling.

Represented (engineering): Smith & Powstenko.

Personnel:

- John M. Llewellyn**, President & General Manager.
- Nicholas Magnini**, General Sales Manager.
- Eleanor Waller**, National Sales Manager.
- Ken Middleton**, News Director.
- Tim Bloodworth**, Program Director.
- Dave Folsom**, Director of Engineering.
- Glenn Nash**, Promotion Manager.
- Jean Fuller**, Director of Station Relations.

Rates: On request.

City of License: Charlotte. **ADI:** Charlotte. **Rank:** 30.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
NORTH CAROLINA				
	Anson	8,900	8,800	99
	Cabarrus	37,700	37,500	99
	Caldwell	27,800	27,600	99
	Catawba	46,900	46,600	99
	Gaston	66,200	65,700	99
	Lincoln	19,400	19,300	99
	Mecklenburg	204,700	203,400	99
	Rowan	42,800	42,500	99
	Stanly	20,200	20,000	99
	Union	30,400	30,100	99



WCNC-TV BPCT-870514KK Granted 11/30/87

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
SOUTH CAROLINA				
	Lancaster	20,700	20,500	99
	York	48,300	47,800	99
Between 25-49%				
NORTH CAROLINA				
	Alexander	10,600	10,500	99
	Burke	30,000	29,800	99
	Cleveland	32,900	32,600	99
	Iredell	36,200	35,900	99
	Montgomery	8,800	8,700	99
	Richmond	17,500	17,300	99
SOUTH CAROLINA				
	Chester	11,500	11,400	99
Between 5-24%				
NORTH CAROLINA				
	Ashe	9,200	9,000	98
	Avery	5,600	5,500	98
	Davie	11,200	11,000	98
	Mitchell	5,700	5,600	98
	Rutherford	22,600	22,400	99
	Watauga	13,500	13,300	99
	Wilkes	23,800	23,500	99
SOUTH CAROLINA				
	Cherokee	16,300	16,200	99
	Chesterfield	14,700	14,500	99
	Darlington	23,000	22,700	99
	Laurens	20,300	20,100	99
	Union	11,400	11,300	99
TENNESSEE				
	Unicoi	6,500	6,400	98
Station Totals		905,300	897,500	99
Net Weekly Circulation (1992)				481,500
Average Daily Circulation (1992)				209,900

North Carolina—Charlotte

WSOC-TV Ch. 9

Network Service: ABC.

Licensee: WSOC Television Inc., Box 34665, Charlotte, NC 28234.

Studio: 1901-25 N. Tryon St., Charlotte, NC 28206.

Telephone: 704-338-9999. **TWX:** 810-621-0437. **Fax:** 704-335-4839.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 1179-ft. above av. terrain, 1034-ft. above ground, 1890-ft. above sea level.

Latitude 35° 15' 41"
Longitude 80° 43' 38"

Transmitter: 1.4-mi. SSE of Newell, NC.

Multichannel TV Sound: Stereo only.

Satellite Earth Station: Satcom Technologies 7.3-meter, Ku & C-band; Satcom Technology 5.5-meter Ku-band; Scientific-Atlanta, 7-meter; Scientific-Atlanta, Satcom Technologies.

FM Affiliate: WSOC-FM, 98-kw, 103.7 MHz (No. 279), 1040-ft.

News Service: AP.

Ownership: Cox Enterprises Inc. (Group Owner).

Begin Operation: April 28, 1957. Sale to present owners by E. E. Jones and associates approved April 8, 1959 by FCC (Television Digest, Vol. 15:5, 15).

Represented (sales): TeleRep Inc.

Represented (legal): Dow, Lohnes & Albertson.

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

Personnel:

- James C. Kennedy, President.
- Bruce R. Baker, Vice President & General Manager.
- John E. Callaghan, Vice President & Station Manager.
- Martin Fenton, General Sales Manager.
- John Humphries, Local Sales Manager.
- Joe Pomilla, National Sales Manager.
- Michael Kronley, News Director.
- L. Merle Thomas, Director, Engineering & Technical Operations.
- Bruce Chastine, Controller.
- Ron Shuping, Production Manager.
- Phil Michael, Director, Creative Services.
- Jeanne Bohn, Director, Community Affairs.

Rates: On request.

City of License: Charlotte. **ADI:** Charlotte. **Rank:** 30.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
NORTH CAROLINA				
50% & Over	Alexander	10,600	10,500	99
	Anson	8,900	8,800	99
	Avery	5,600	5,500	98
	Burke	30,000	29,800	99
	Cabarrus	37,700	37,500	99
	Caldwell	27,800	27,600	99
	Catawba	46,900	46,600	99
	Cleveland	32,900	32,600	99
	Gaston	66,200	65,700	99
	Iredell	36,200	35,900	99
	Lincoln	19,400	19,300	99
	Mecklenburg	204,700	203,400	99



WSOC-TV BPCT-86015KN Granted 3/28/86

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Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	NORTH CAROLINA				
	Richmond	17,500	17,300	99	
	Rowan	42,800	42,500	99	
	Stanly	20,200	20,000	99	
	Union	30,400	30,100	99	
	Watauga	13,500	13,300	99	
	SOUTH CAROLINA				
	Chester	11,500	11,400	99	
	Chesterfield	14,700	14,500	99	
	Lancaster	20,700	20,500	99	
	York	48,300	47,800	99	
	Between 25-49%	NORTH CAROLINA			
		Mitchell	5,700	5,600	98
Montgomery		8,800	8,700	99	
SOUTH CAROLINA					
Cherokee		16,300	16,200	99	
Union		11,400	11,300	99	
Between 5-24%		NORTH CAROLINA			
		Alleghany	3,900	3,800	97
		Ash	9,200	9,000	98
		Davidson	49,500	49,100	99
	Davie	11,200	11,000	98	
	McDowell	13,900	13,700	99	
	Polk	6,100	6,000	98	
	Wilkes	23,800	23,500	99	
	Yadkin	12,100	12,000	99	
	Yancey	6,200	6,100	98	
	SOUTH CAROLINA				
	Darlington	23,000	22,700	99	
	Fairfield	7,400	7,300	99	
Marlboro	10,500	10,300	98		
VIRGINIA					
Grayson	9,300	9,200	99		
Station Totals		974,800	966,100	99	
Net Weekly Circulation (1992)				673,500	
Average Daily Circulation (1992)				407,100	

North Carolina—Belmont-Charlotte

WJZY

Ch. 46

Network Service: None, independent.

Licensee: WJZY-TV Inc., Box 668400, Charlotte, NC 28266.

Studio: 3501 Performance Rd., Charlotte, NC 28214.

Mailing Address: Box 668400, Charlotte, NC 28266-8400.

Telephone: 704-398-0046. **Fax:** 704-393-8407.

Technical Facilities: Channel No. 46 (662-668 MHz). Authorized power: 5000-kw max. & 214-kw horizontal visual, 500-kw max. & 21-kw horizontal aural. Antenna: 1948-ft. above av. terrain, 1921-ft. above ground, 2721-ft. above sea level.

Latitude 35° 21' 44"
Longitude 81° 09' 19"

Transmitter: 2.9-mi. NE of Dallas, 0.7-mi. SE of intersection of Hwys. 1001 & 1836.

Multichannel TV Sound: Stereo and separate audio program.

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

Ownership: Capitol Broadcasting Co. Inc. (Group Owner).

Began Operation: March 9, 1987. Sale to present owner approved by FCC Nov. 20, 1987.

Represented (sales): Seitel Inc.

Represented (legal): Fletcher, Heald & Hildreth.

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

Personnel:

- Mark Conrad**, Vice President & General Manager.
- Tommy Schenck**, General Sales Manager.
- Mark Moseley**, National Sales Manager.
- Janet Noll**, Sales Manager.
- John Bishop**, Engineering Manager.
- Bill Graff**, Program Director.
- Mark Gray**, Promotion Manager.
- Jacqueline Draper**, Business Manager.
- Karen Allen**, Traffic Manager.

Rates: On request.

City of License: Belmont. **ADI:** Charlotte. **Rank:** 30.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NORTH CAROLINA			
	Alexander	10,600	10,500	99
	Catawba	46,900	46,600	99
	Cleveland	32,900	32,600	99
	Gaston	66,200	65,700	99
	Lincoln	19,400	19,300	99
	Mecklenburg	204,700	203,400	99
SOUTH CAROLINA	York	48,300	47,800	99
	NORTH CAROLINA			
Between 25-49%	Anson	8,900	8,800	99
	Burke	30,000	29,800	99
	Cabarrus	37,700	37,500	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	NORTH CAROLINA			
	Caldwell	27,800	27,600	99
	Iredell	36,200	35,900	99
	Rowan	42,800	42,500	99
	Rutherford	22,600	22,400	99
	Stanly	20,200	20,000	99
	Union	30,400	30,100	99
	Watauga	13,500	13,300	99
	Wilkes	23,800	23,500	99
	SOUTH CAROLINA			
Cherokee	16,300	16,200	99	
Chester	11,500	11,400	99	
Fairfield	7,400	7,300	99	
Lancaster	20,700	20,500	99	
Union	11,400	11,300	99	
Between 5-24%	NORTH CAROLINA			
	Allegany	3,900	3,800	97
	Ashe	9,200	9,000	98
	Davidson	49,500	49,100	99
	Davie	11,200	11,000	98
	Montgomery	8,800	8,700	99
	Polk	6,100	6,000	98
Yadkin	12,100	12,000	99	
SOUTH CAROLINA				
Chesterfield	14,700	14,500	99	
Laurens	20,300	20,100	99	
Spartanburg	85,400	84,700	99	
Station Totals		1,011,400	1,002,900	99
Net Weekly Circulation (1992)				418,100
Average Daily Circulation (1992)				185,700

North Carolina—Fayetteville

WFCT
Ch. 62

Network Service: None, independent.

Licensee: Fayetteville-Cumberland Telecasters Inc., 301 W. Main St., Box 586, Durham, NC 27702.

Studio: Intersection of Hwys. 71 & 20, Lumber Bridge, NC 28357.

Mailing Address: Drawer 62, Lumber Bridge, NC 28357.

Telephone: 919-843-3884. **TWX:** 810-621-0039.

Technical Facilities: Channel No. 62 (758-764 MHz). Authorized power: 337.3-kw visual, 33.7-kw aural. Antenna: 846-ft. above av. terrain, 855-ft. above ground, 1057-ft. above sea level.

Latitude 34° 53' 05"
Longitude 79° 04' 31"

Transmitter: Hwys. 71 & 20, Lumber Bridge, NC.

Satellite Earth Stations: Paracclipse, 4.8-meter; AFC, 3.66-meter Ku-band; Paracclipse, 3.6-meter; M/A-Corn receivers.

Ownership: Robinson O. Everett (Group Owner); Jacob H. Froelich Jr. (Group Owner); George W. Lyles Jr.

Began Operation: March 4, 1985.

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

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

Personnel:

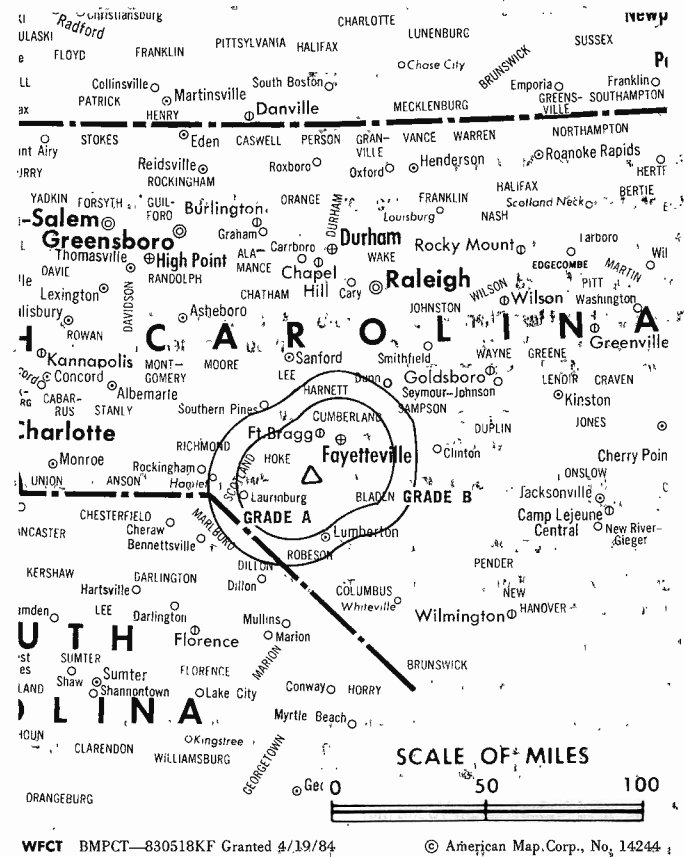
- Ernie Whitmeyer, General Manager.
- Ken Hinton, Director of Sales.
- Don O'Banion, Engineering Director.
- Chris Gaw, Production Manager.
- Carolyn Kleinert, Business Manager.

Highest 30 Sec. Rate: \$125.

City of License: Fayetteville. **ADI:** Raleigh-Durham. **Rank:** 32.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	NORTH CAROLINA			
	Cumberland	90,300	89,500	99
	Hoke	7,800	7,700	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Richmond	17,500	17,300	99
	Robeson	36,800	36,200	98
	Scotland	12,300	12,100	98
Station Totals		164,700	162,800	99
Net Weekly Circulation (1992)				25,000
Average Daily Circulation (1992)				5,600

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North Haven, CT 06473
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SALES FAX (203) 234-7718

North Carolina—Fayetteville

WKFT

Ch. 40

Network Service: None, independent.

Licensee: Delta Bcstg. Inc., 131 Wind Chime Court, Raleigh, NC 27615.

Studio: 230 Donaldson St., Fayetteville, NC 28301.

Telephone: 919-323-4040. **Fax:** 919-323-3924.

Technical Facilities: Channel No. 40 (626-632 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1842-ft. above av. terrain, 1749-ft. above ground, 2149-ft. above sea level.

Latitude 35° 30' 45"
Longitude 78° 58' 40"

Transmitter: 5.9-mi. NE of Broadway, 0.65-mi E of Hwy. 1538 & 0.6-mi. SW of Cape Fear River.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Stations: Microdyne, 7-meter; ADM, 5-meter; RCA Ku-band; M/A-Com receivers.

News Service: AP.

Ownership: Delta Broadcasting Inc.

Began Operation: June 1, 1981. FCC approved sale to present owner March 20, 1991. Sale to SLJ of North Carolina Assoc. by Norman J. Suttler, et al., approved by FCC June 20, 1985 (*Television Digest*, Vol. 25:15).

Represented (sales): Adam Young Inc.

Represented (legal): Tharrington, Smith & Hargrove.

Personnel:

- Mitchell L. Saieed, General Manager.
- Harry L. Thornton, General Sales Manager.
- Arlene Mabry, Program Director.
- Edda Hopkins, Controller.
- Jim Lamm, Production Manager.
- David Rickels, Chief Engineer.

Rates: On request.

City of License: Fayetteville. **ADI:** Raleigh-Durham. **Rank:** 32.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	NORTH CAROLINA			
	Cumberland	90,300	89,500	99
	Durham	73,300	72,600	99
	Hamett	25,500	25,200	99
	Moore	25,000	24,700	99
	Robeson	36,800	36,200	98
	Sampson	18,500	18,200	99
	Scotland	12,300	12,100	98
	Vance	14,500	14,300	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	NORTH CAROLINA			
	Alamance	42,900	42,600	99
	Bladen	11,200	11,000	98
	Caswell	7,500	7,400	99
	Chatham	15,400	15,200	99
	Duplin	15,400	15,200	99
	Franklin	13,700	13,500	99
	Granville	13,600	13,400	99
	Hoke	7,800	7,700	99
	Johnston	32,100	31,700	99
	Lee	16,300	16,100	99
	Montgomery	8,800	8,700	99
	Orange	36,500	36,000	99
	Person	11,700	11,600	99
	Randolph	41,800	41,400	99
Richmond	17,500	17,300	99	
Wake	168,200	166,800	99	
Wayne	37,400	37,000	99	
Wilson	25,300	25,000	99	
Station Totals		819,300	810,400	99
Net Weekly Circulation (1992)				187,300
Average Daily Circulation (1992)				56,700

North Carolina—Goldsboro

WYED

Ch. 17

Network Service: None, independent.

Licensee: Group H Bcstg. Corp., 622 S. Barbour St., Box 1117, Clayton, NC 27520.

Studio: 622 S. Barbour St., Clayton, NC 27520.

Mailing Address: Box 117, Clayton, NC 27520.

Telephones: 919-553-1700; 800-442-7912. **Fax:** 919-553-0984.

Technical Facilities: Channel No. 17 (488-494 MHz). Authorized power: 2570-kw max. visual, 260-kw max. aural. Antenna: 1575-ft. above av. terrain, 1529-ft. above ground, 1496-ft. above sea level.

Latitude 35° 37' 01"
Longitude 78° 28' 38"

Transmitter: 2800 Country Lane, Clayton, NC 27520.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Stations: Paracclipse, 5-meter C-band; Paracclipse, 5-meter Ku-band; Prodelin, 5.5-meter C-band; Drake, Pinzone receivers.

Ownership: Beasley Bcstg. Group.

Began Operation: April 11, 1988.

Represented (legal): Hogan & Hartson.

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

Personnel:

Bob Peretic, General Manager.

Matt Brandes, Chief Engineer.

Allan Horowitz, Promotion Director.

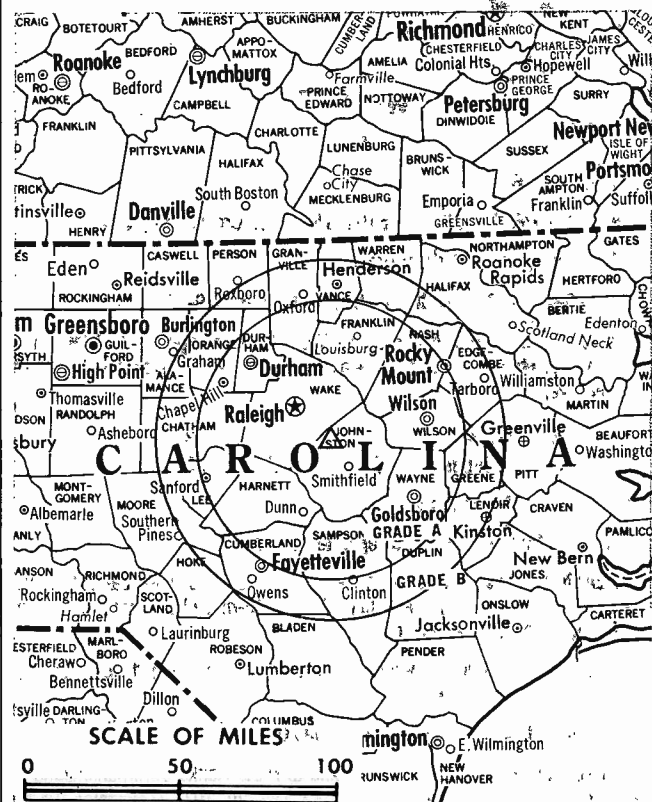
Teresa Beddingfield, Business Manager.

Highest 30 Sec. Rate: \$250.

City of License: Goldsboro. **ADI:** Raleigh-Durham. **Rank:** 32.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
NORTH CAROLINA				
Between 5-24%	Chatham	15,400	15,200	99
	Duplin	15,400	15,200	99
	Franklin	13,700	13,500	99



WYED BMPCT-880308KE Granted 3/23/88 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Granville	13,600	13,400	99
	Greene	5,400	5,300	98
	Hamett	25,500	25,200	99
	Johnston	32,100	31,700	99
	Lee	16,300	16,100	99
	Lenoir	22,400	22,200	99
	Northampton	7,600	7,500	99
	Sampson	18,500	18,200	99
	Wayne	37,400	37,000	99
	Wilson	25,300	25,000	99
Station Totals		248,600	245,500	99
Net Weekly Circulation (1992)				50,200
Average Daily Circulation (1992)				17,100

North Carolina—Greensboro-High Point & Winston-Salem

WFMY-TV

Ch. 2

Network Service: CBS.

Licensee: WFMY Television Corp., 1615 Phillips Ave., Greensboro, NC 27405.

Studio: 1615 Phillips Ave., Greensboro, NC 27405.

Telephone: 919-379-9369. **TWX:** 510-925-1193. **Fax:** 919-273-9433.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 19.5-kw aural. Antenna: 1842-ft. above av. terrain, 1914-ft. above ground, 2649-ft. above sea level.

Latitude 35° 52' 13"
Longitude 79° 50' 25"

Transmitter: 3.7-mi. NE of Sophia.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Stations: Transmit/receive SatCom, 5.5-meter Ku-band; SatCom, 9.2-meter C-band; Drake, 4-meter C-band; RCA, 3.66-meter Ku-band; DX Engineering, M/A-Com, Scientific-Atlanta receivers.

News Services: AP, Carolina News Network, CBS, Conus, Gannett News Service, GOES, NAFAX, National Weather Wire.

Ownership: Gannett Broadcasting Group (Group Owner).

Began Operation: September 22, 1949, Sale to Harte-Hanks Communications by Landmark Communications approved by FCC Oct. 29, 1976 (Television Digest, Vol. 16:27). Sale to Landmark by former owners of Greensboro News Co. was approved Dec. 18, 1964 by FCC (Vol. 4:36, 49, 51). FCC approved sale to Gannett Co. Jan. 21, 1988 (Vol. 27:49; 28:6).

Represented (sales): Blair Television.

Personnel:

- Colleen Brown, President & General Manager.
- Deborah Hooper, Vice President, Program & Business Manager.
- Jim Collins, Vice President, News.
- Jay Wilkinson, Vice President, Operations.
- Peter McCampbell, General Sales Manager.
- Julie Morphis, Local Sales Manager.
- Marjorie Meyer, National Sales Manager.
- Sandy Sharp, Marketing Manager.
- Mike Tamme, Director of Engineering.
- Shirley Frye, Community Affairs Manager.

Highest 30 Sec. Rate: \$5500.

NETWORK BASE HOURLY RATE: \$1533.

City of License: Greensboro. **ADI:** Greensboro-Winston Salem-High Point. **Rank:** 48.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
NORTH CAROLINA				
50% & Over	Alamance	42,900	42,600	99
	Alleghany	3,900	3,800	97
	Caswell	7,500	7,400	99
	Chatham	15,400	15,200	99
	Davidson	49,500	49,100	99
	Davie	11,200	11,000	98
	Forsyth	110,600	109,800	99
	Guilford	137,400	136,600	99
	Montgomery	8,800	8,700	99
	Randolph	41,800	41,400	99
	Rockingham	34,100	33,800	99
Stokes	14,300	14,200	99	



Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	Surry	24,800	24,600	99	
	Wilkes	23,800	23,500	99	
	Yadkin	12,100	12,000	99	
	VIRGINIA				
	Grayson	9,300	9,200	99	
	Patrick	6,800	6,700	99	
Between 25-49%	NORTH CAROLINA				
	Lee	16,300	16,100	99	
	Moore	25,000	24,700	99	
	Orange	36,500	36,000	99	
	Person	11,700	11,600	99	
	Rowan	42,800	42,500	99	
Between 5-24%	VIRGINIA				
	Carroll	10,200	10,000	98	
	Henry	28,800	28,500	99	
	Pittsylvania	41,600	41,200	99	
	NORTH CAROLINA				
	Alexander	10,600	10,500	99	
Anson	8,900	8,800	99		
Ashe	9,200	9,000	98		
Granville	13,600	13,400	99		
Hamett	25,500	25,200	99		
Iredell	36,200	35,900	99		
Richmond	17,500	17,300	99		
Stanly	20,200	20,000	99		
Station Totals			962,100	952,800	99
	Net Weekly Circulation (1992)			600,600	
	Average Daily Circulation (1992)			346,100	

North Carolina—Greensboro-High Point & Winston-Salem

WGGT

Ch. 48

Network Service: None, independent.

Licensee: Guilford Telecasters Inc., Debtor-in-Possession.

Studio: 330 S. Greene St., Greensboro, NC 27401.

Mailing Address: Box 1618, Greensboro, NC 27401.

Telephone: 919-274-4848. **Fax:** 919-230-1315.

Technical Facilities: Channel No. 48 (674-680 MHz). Authorized power: 1000-kw max. visual, 100-kw max. aural. Antenna: 1698-ft. above av. terrain, 1914-ft. above ground, 2649-ft. above sea level.

Latitude 35° 52' 13"
Longitude 79° 50' 25"

Transmitter: 1000-ft. E of County Rd. 1926, 0.7-mi. SE of County Rd. 1941, Greensboro.

Satellite Earth Stations: Microdyne, 5-meter Ku-band; Harris, 3-meter C-band; Harris, M/A-Com receivers.

Ownership: Guilford Telecasters Inc.

Began Operation: May 9, 1981. Sale to Edward H. Herlihy approved by FCC June 7, 1985 (Television Digest, Vol. 25:13) but not consummated.

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

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

Personnel:

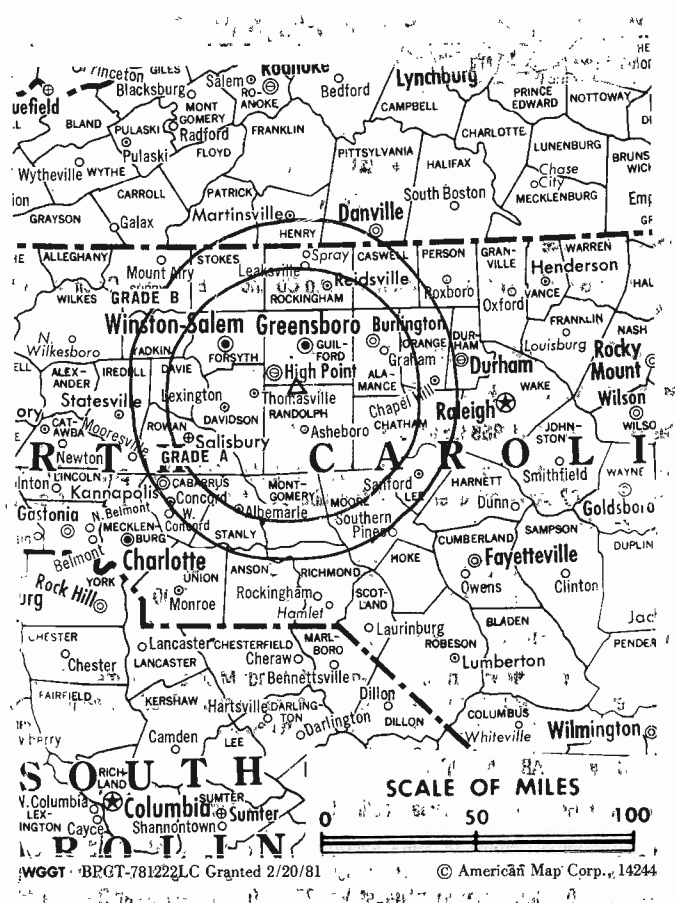
James Thrash, President & General Manager.
Ginny Brown, Operations Manager.

Rates: On request.

City of License: Greensboro. **ADI:** Greensboro-Winston Salem-High Point. **Rank:** 48.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
NORTH CAROLINA				
Between 25-49%	Davidson	49,500	49,100	99
	Davie	11,200	11,000	98
	Guilford	137,400	136,600	99
	Randolph	41,800	41,400	99
NORTH CAROLINA				
Between 5-24%	Alamance	42,900	42,600	99
	Alexander	10,600	10,500	99
	Caswell	7,500	7,400	99
	Chatham	15,400	15,200	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Forsyth	110,600	109,800	99
	Iredell	36,200	35,900	99
	Lee	16,300	16,100	99
	Montgomery	8,800	8,700	99
	Moore	25,000	24,700	99
	Rockingham	34,100	33,800	99
	Rowan	42,800	42,500	99
	Stanly	20,200	20,000	99
	Stokes	14,300	14,200	99
	Surry	24,800	24,600	99
	Wilkes	23,800	23,500	99
	Yadkin	12,100	12,000	99
VIRGINIA				
	Halifax	12,900	12,700	98
	Henry	28,800	28,500	99
	Patrick	6,800	6,700	99
	Pittsylvania	41,600	41,200	99
Station Totals		775,400	768,700	99
Net Weekly Circulation (1992)				138,300
Average Daily Circulation (1992)				48,200

North Carolina—Greensboro-High Point & Winston-Salem

WGHP-TV
Ch. 8

Network Service: ABC.

Licensee: Great American Television & Radio Co. Inc., 1 E. 4th St., Cincinnati, OH 45202.

Studio: 2005 Francis St., High Point, NC 27263.

Mailing Address: HP-8, High Point, NC 27261.

Telephone: 919-841-8888. **Fax:** 919-841-8051.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 31.62-kw aural. Antenna: 1270-ft. above av. terrain, 1255-ft. above ground, 2032-ft. above sea level.

Latitude 35° 48' 46.50"
Longitude 79° 50' 36.00"

Transmitter: 1.2-mi. SE of Sophia, NC.

Satellite Earth Stations: Andrew, 7.1-meter C-band; Microdyne, 7-meter C-band; Andrew, 4.5-meter C-band; Comtech, 3.7-meter Ku-band; GE, 3.7-meter Ku-band; Andrew, Cyclesat, Standard Communications receivers.

News Services: ABC, AP, UPI.

Ownership: Great American Broadcasting Co. (Group Owner).

Began Operation: October 14, 1963. Sale to Gulf Broadcast Group by Southern Bcstg. Co. approved by FCC June 16, 1978. Sale to Taft TV & Radio by Gulf approved by FCC May 30, 1985 (*Television Digest*, Vol. 25:5, 20, 22). Sale to Taft Broadcasting Partners L.P. approved Oct. 2, 1987. Sale to present owners approved Dec. 18, 1991 (Vol. 31:45).

Represented (sales): TeleRep Inc.

Represented (legal): Koteen & Naftalin.

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

Personnel:

David Boylan, President & General Manager.

Quinn Koontz, Director of Sales.

Jim Hanning, Manager of Local Sales.

Scott Libin, Director of News.

Larry Blackerby, Director of Broadcasting.

Frank Terry, Director of Finance & Administration.

Ross Mason, Director of Engineering.

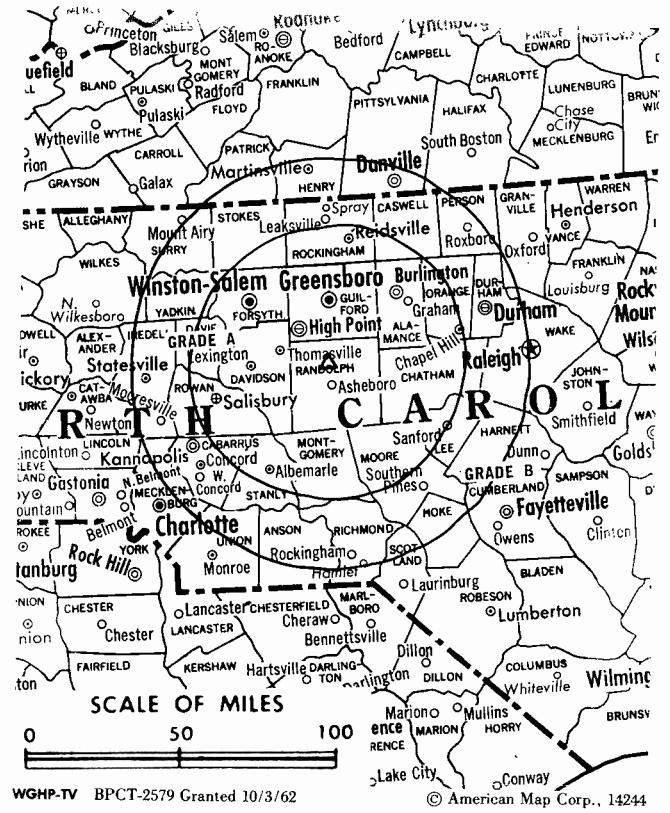
Dan Brazda, Director of Viewer Development.

Rates: On request

City of License: High Point. **ADI:** Greensboro-Winston Salem-High Point. **Rank:** 48.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
NORTH CAROLINA				
	Alamance	42,900	42,600	99
	Alleghany	3,900	3,800	97
	Caswell	7,500	7,400	99
	Chatham	15,400	15,200	99
	Davidson	49,500	49,100	99
	Davie	11,200	11,000	98
	Forsyth	110,600	109,800	99
	Guilford	137,400	136,600	99
	Montgomery	8,800	8,700	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
	Randolph	41,800	41,400	99
	Rockingham	34,100	33,800	99
	Stokes	14,300	14,200	99
	Surry	24,800	24,600	99
	Wilkes	23,800	23,500	99
	Yadkin	12,100	12,000	99
VIRGINIA				
	Carroll	10,200	10,000	98
	Grayson	9,300	9,200	99
	Henry	28,800	28,500	99
	Patrick	6,800	6,700	99
NORTH CAROLINA				
Between 25-49%				
	Ashe	9,200	9,000	98
	Lee	16,300	16,100	99
	Moore	25,000	24,700	99
	Richmond	17,500	17,300	99
	Rowan	42,800	42,500	99
	Stanly	20,200	20,000	99
	Watauga	13,500	13,300	99
VIRGINIA				
	Pittsylvania	41,600	41,200	99
NORTH CAROLINA				
Between 5-24%				
	Anson	8,900	8,800	99
	Iredell	36,200	35,900	99
	Orange	36,500	36,000	99
	Person	11,700	11,600	99
	Scotland	12,300	12,100	98
VIRGINIA				
	Franklin	14,400	14,200	99
Station Totals		899,300	890,800	99
Net Weekly Circulation (1992)				580,300
Average Daily Circulation (1992)				319,700

North Carolina—Greensboro

WLXI-TV

Ch. 61

Network Service: None, independent.

Licensee: Radiant Light Ministries Inc., C-1010, Marion, IL 62959.

Studio: 2101-D Patterson St., Greensboro, NC 27407.

Telephone: 618-997-9333.

Technical Facilities: Channel No. 61 (752-758 MHz). Authorized power: 500-kw max. visual, 50-kw max. aural. Antenna: 564-ft. above av. terrain, 489-ft. above ground, 1449-ft. above sea level.

Latitude 36° 08' 58"
Longitude 80° 03' 21"

Transmitter: 2-mi. NE of Kernersville.

Satellite Earth Station: Paraclype, 3.1-meter C-band; M/A-Com receivers.

Ownership: Tri-State Christian TV Inc. (Group Owner).

Began Operation: March 5, 1984. Transfer of control from Gary S. Smithwick & Harrell Powell Jr. to William Satterfield approved by FCC May 23, 1985. FCC approved sale to Trinity Broadcasting Network Feb. 24, 1986. Sale to present owner was approved Oct. 7, 1991.

Personnel:
Larry L. Patton, General Manager.

Highest 30 Sec. Rate: \$45.

City of License: Greensboro. **ADI:** Greensboro-Winston Salem-High Point. **Rank:** 48.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	NORTH CAROLINA Davie	11,200	11,000	98



WLXI-TV BNPCT—821213KF Granted 3/25/83 ©American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Rockingham	34,100	33,800	99
Station Totals		45,300	44,800	99
Net Weekly Circulation (1992)			6,900	
Average Daily Circulation (1992)			3,200	

North Carolina—Winston-Salem-Greensboro-High Point

WNRW

Ch. 45

Network Service: Fox.

Licensee: Act III Bcstg. of North Carolina Inc., 3500 Myer-Lee Dr., Winston-Salem, NC 27101.

Studio: 3500 Myer-Lee Dr., Winston-Salem, NC 27101.

Telephone: 919-722-4545. **Fax:** 919-723-8217.

Technical Facilities: Channel No. 45 (656-662 MHz). Authorized power: 5000-kw max. & 1450-kw horizontal visual, 500-kw max. & 145-kw horizontal aural. Antenna: 2000-ft. above av. terrain, 768-ft. above ground, 3088-ft. above sea level.

Latitude 36° 22' 37"
Longitude 80° 22' 10"

Transmitter: End of County Rd. 1172, King, NC.

Satellite Earth Stations: Comtech, 5-meter C-band; AFC Ku-band; Scientific-Atlanta, Agile receivers.

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

Began Operation: September 23, 1979. Sale to present owners by TVX Broadcast Group approved by FCC Dec. 17, 1986.

Represented (sales): Seltel Inc.

Represented (engineering): Lawrence Behr & Associates Inc.

Personnel:

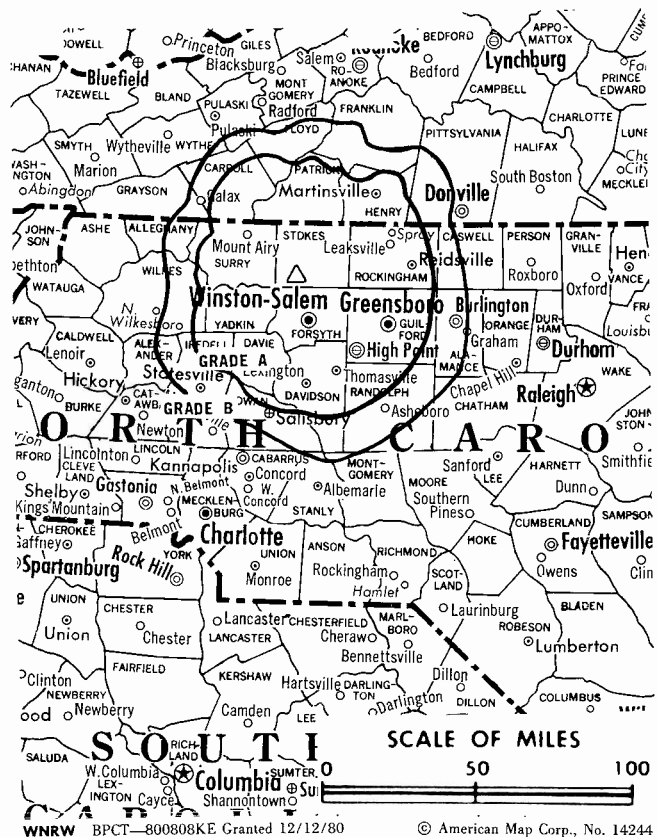
- Donita Todd, Vice President & General Manager.
- Marcia Woodward, General Sales Manager.
- Joel Kaczmarek, National Sales Manager.
- Frank Armstrong, Director of Broadcast Operations.
- Wendy Bernard, Program Director.
- Vikki Riggs, Promotion Director.
- Diane Beasley, Business Manager.
- Gil Couch, Chief Engineer.

Rates: On request.

City of License: Winston-Salem. **ADI:** Greensboro-Winston Salem-High Point. **Rank:** 48.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	NORTH CAROLINA			
	Davie	11,200	11,000	98
	Forsyth	110,600	109,800	99
	Guilford	137,400	136,600	99
	Rockingham	34,100	33,800	99
	Stokes	14,300	14,200	99
	Surry	24,800	24,600	99
	Yadkin	12,100	12,000	99
	VIRGINIA			
	Henry	28,800	28,500	99



WNRW BPCT-800808KE Granted 12/12/80

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households Households	%	
Between 25-49%	NORTH CAROLINA				
	Alamance	42,900	42,600	99	
	Caswell	7,500	7,400	99	
	Davidson	49,500	49,100	99	
	Randolph	41,800	41,400	99	
	Wilkes	23,800	23,500	99	
	VIRGINIA				
	Patrick	6,800	6,700	99	
	Between 5-24%	NORTH CAROLINA			
		Alexander	10,600	10,500	99
Alleghany		3,900	3,800	97	
Ashe		9,200	9,000	98	
Iredell		36,200	35,900	99	
Moore		25,000	24,700	99	
Rowan		42,800	42,500	99	
Stanly		20,200	20,000	99	
VIRGINIA					
Carroll		10,200	10,000	98	
Franklin	14,400	14,200	99		
Halifax	12,900	12,700	98		
Pittsylvania	41,600	41,200	99		
Station Totals		772,600	765,700	99	
Net Weekly Circulation (1992)			316,900		
Average Daily Circulation (1992)			132,800		

North Carolina—Greensboro-High Point & Winston-Salem

WXII
Ch. 12

Network Service: NBC

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

Studio: 700 Coliseum Dr., Winston-Salem, NC 27106.

Branch Office: Guilford County Bureau, Greensboro, NC 27401.

Mailing Address: Box 11847, Winston-Salem, NC 27116.

Telephone: 919-721-9944. **Fax:** 919-722-7685.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 63.5-kw aural. Antenna: 1980-ft. above av. terrain, 680-ft. above ground, 3095-ft. above sea level.

Latitude 36° 22' 31"
Longitude 80° 22' 27"

Transmitter: Sauratown Mountain, 7-mi. N of King, NC.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Station: Satellite Technology, 3.5-meter; Drake, Standard Communications receivers.

News Services: AP, NBC.

Ownership: Pulitzer Broadcasting Co. (Group Owner).

Began Operation: September 30, 1953. Sale to Multimedia by Triangle Bcstg. Corp. approved by FCC Sept. 7, 1972. (Television Digest, Vol. 11:44; 12:37). Exchanged by Multimedia with WFBC-TV, Greenville, SC for KSDK-TV, St. Louis, MO (Vol. 21:12; 22:1; 23:8).

Represented (sales): Katz Television.

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

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

Personnel:

- Reynard A. Corley, Vice President & General Manager.
- Rebecca Walker, General Sales Manager.
- Michael Pulitzer Jr., National Sales Manager.
- Bill Sandefur, News Director.
- Henry L. Hunt, Director of Engineering.
- Robin H. Morrow, Business Manager.
- James M. Hart, Marketing & Promotion Director.

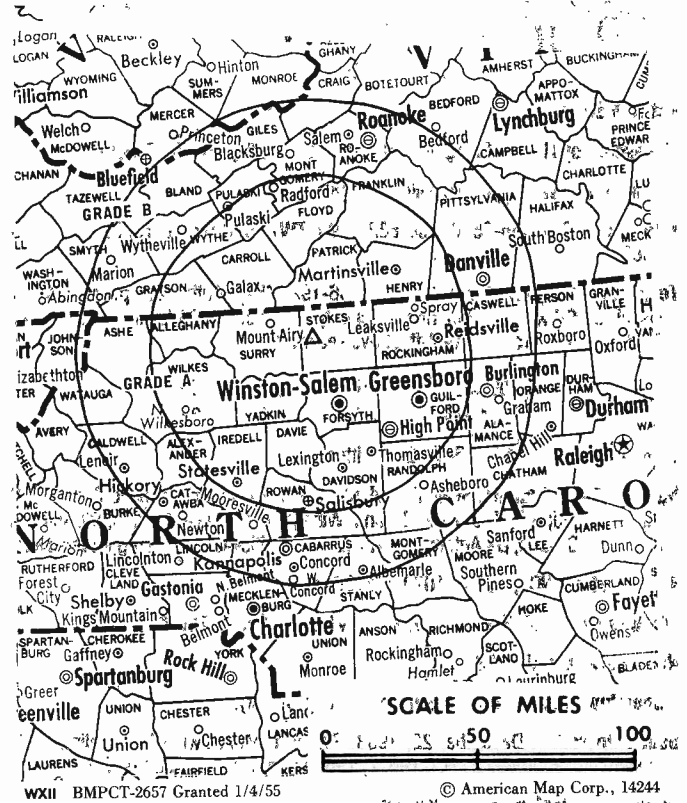
Highest 30 Sec. Rate: \$3000.

NETWORK BASE HOURLY RATE: \$1305.

City of License: Winston-Salem. **ADI:** Greensboro-Winston Salem-High Point. **Rank:** 48.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
NORTH CAROLINA				
50% & Over	Alamance	42,900	42,600	99
	Alleghany	3,900	3,800	97
	Caswell	7,500	7,400	99
	Davidson	49,500	49,100	99
	Davie	11,200	11,000	98
	Forsyth	110,600	109,800	99
	Guilford	137,400	136,600	99
	Iredell	36,200	35,900	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
	Randolph	41,800	41,400	99
	Rockingham	34,100	33,800	99
	Rowan	42,800	42,500	99
	Stokes	14,300	14,200	99
	Surry	24,800	24,600	99
	Wilkes	23,800	23,500	99
	Yadkin	12,100	12,000	99
VIRGINIA				
	Grayson	9,300	9,200	99
	Henry	28,800	28,500	99
	Patrick	6,800	6,700	99
NORTH CAROLINA				
Between 25-49%				
	Alexander	10,600	10,500	99
	Montgomery	8,800	8,700	99
	Watauga	13,500	13,300	99
VIRGINIA				
	Carroll	10,200	10,000	98
	Pittsylvania	41,600	41,200	99
NORTH CAROLINA				
Between 5-24%				
	Ashe	9,200	9,000	98
	Catawba	46,900	46,600	99
	Chatham	15,400	15,200	99
	Orange	36,500	36,000	99
	Person	11,700	11,600	99
	Richmond	17,500	17,300	99
	Stanly	20,200	20,000	99
VIRGINIA				
	Franklin	14,400	14,200	99
	Halifax	12,900	12,700	98
	Wythe	9,900	9,800	99
Station Totals		917,100	908,700	99
Net Weekly Circulation (1992)				560,400
Average Daily Circulation (1992)				305,100

North Carolina—Greenville-New Bern-Washington

WNCT-TV

Ch. 9

Network Service: CBS.

Licensee: Roy H. Park Bcstg. Inc., Box 898, Greenville, NC 27835-0898.

Studio: 3221 Evans St., Greenville, NC 27834.

Telephones: 919-355-8500; 800-682-0999. **TWX:** 510-929-1616. **Fax:** 919-355-8568.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: Circularly polarized, 1890-ft. above av. terrain, 2000-ft. above ground, 2028-ft. above sea level.

Latitude 35° 21' 55"
Longitude 77° 23' 38"

Transmitter: Hwy. 118, 2.5-mi. E of Grifton.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.2-meter C-band; AFC, 3.5-meter C-band; Winegard, 3.5-meter C-band; DX Antenna, 3.1-meter C-band; DX Antenna, M/A-Com, Scientific-Atlanta, Winegard receivers.

AM Affiliate: WNCT, 10-kw, 1070 kHz (CBS).

FM Affiliate: WNCT-FM, 100-kw, 107.9 MHz (No. 300), 1710-ft.

News Services: AP, CBS.

Ownership: Park Communications Inc. (Group Owner).

Began Operation: December 22, 1953. Sale to present owner by Carolina Bcstg. System Inc. approved by FCC Feb. 7, 1962 (Television Digest, Vol. 2:7).

Represented (sales): Blair Television.

Represented (legal): Wiley, Rein & Fielding.

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

Personnel:

- Edward Adams, Vice President & General Manager.
- Vicki Storm, General Sales Manager.
- Roy Hardee, News Director.
- Shirley Dale, Program Director.
- Bertie Cartwright, Chief Engineer.
- William Morrisette, Business Manager.

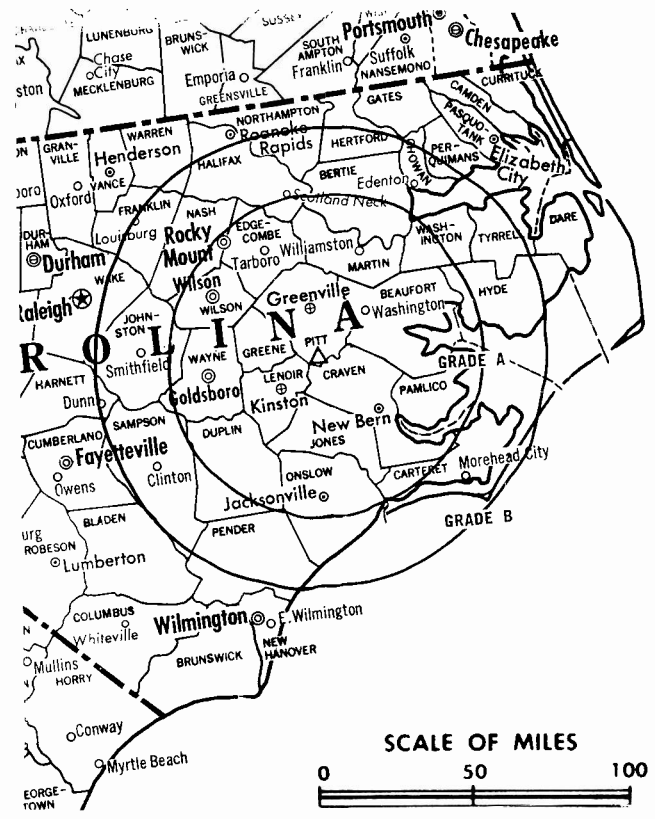
Highest 30 Sec. Rate: \$600.

NETWORK BASE HOURLY RATE: \$754.

City of License: Greenville. **ADI:** Greenville-New Bern-Washington. **Rank:** 103.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
NORTH CAROLINA				
	Beaufort	16,800	16,600	99
	Bertie	7,500	7,400	99
	Carteret	21,900	21,700	99
	Chowan	5,400	5,300	98
	Craven	30,400	30,200	99
	Duplin	15,400	15,200	99
	Edgecombe	21,000	20,800	99
	Greene	5,400	5,300	98
	Halifax	20,600	20,200	98



WNCT-TV BPCT-5087 Granted 5/17/79

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
	Hyde	2,100	2,000	95
	Jones	3,400	3,400	100
	Lenoir	22,400	22,200	99
	Martin	9,500	9,400	99
	Onslow	41,100	40,800	99
	Pamlico	4,500	4,500	100
	Pitt	41,700	41,300	99
	Tyrrell	1,500	1,500	100
	Washington	5,200	5,100	98
	Wayne	37,400	37,000	99
	Wilson	25,300	25,000	99
BETWEEN 25-49%				
NORTH CAROLINA				
	Dare	10,000	9,800	98
	Hertford	8,300	8,200	99
	Nash	29,100	28,800	99
	Northampton	7,600	7,500	99
	Pasquotank	11,600	11,500	99
	Pender	11,100	10,900	98
BETWEEN 5-24%				
NORTH CAROLINA				
	Franklin	13,700	13,500	99
	Johnston	32,100	31,700	99
	New Hanover	48,900	48,500	99
	Perquimans	4,300	4,300	100
	Sampson	18,500	18,200	99
Station Totals		533,700	527,800	99
Net Weekly Circulation (1992)				302,600
Average Daily Circulation (1992)				167,800

North Carolina—Greenville

WYDO

Ch. 14

Network Service: None, independent.

Grantee: KS Family Television Inc., Box 2044, Greenville, NC 27836-0044.

Studio: Rte. 2, Ayden Golf Club Rd., Ayden, NC 28513.

Telephone: 919-746-8014, Fax: 919-746-2555.

Technical Facilities: Channel No. 14 (470-476 MHz); Authorized power: 1334-kw max. visual. Antenna: 686-ft. above av. terrain, 679-ft. above ground, 718-ft. above sea level.

Latitude 35° 26' 44"

Longitude 77° 22' 08"

Transmitter: Approx. 3.2-mi. SE. of Ayden in Pitt County.

Ownership: KS Family Television Inc.

Began Operation: July 30, 1992.

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

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

Personnel:

Frederick J. McCune, President & General Manager.

Karl Stoll, Secretary-Treasurer.

David Gernoske, Chief Engineer.

City of License: Greenville. ADI: Greenville-New Bern-Washington. Rank: 103.

Rates: On request.



WYDO BMPCT-910321KE Granted 1/29/92

© American Map Corp., No. 14244

Arbitron Data: Not available.

North Carolina—Hickory

WHKY-TV Ch. 14

Network Service: None, independent.

Licensee: The Long Family Partnership, 526 Main Ave. SE, Hickory, NC 28601.

Studio: 526 Main Ave. SE, Hickory, NC 28601.

Mailing Address: Box 1059, Hickory, NC 28603.

Telephone: 704-322-5115.

Technical Facilities: Channel No. 14 (470-476 MHz). Authorized power: 656.1-kw max. visual, 66-kw max. aural. Antenna: 600-ft. above av. terrain, 487-ft. above ground, 1652-ft. above sea level.

Latitude 35° 43' 57"
Longitude 81° 19' 52"

Transmitter: 526 Main Ave. SE.

Satellite Earth Stations: 4 in operation.

AM Affiliate: WHKY, 5-kw, 1290 kHz.

Ownership: The Long Family Partnership.

Began Operation: February 14, 1968.

Represented (sales): Roslin TV Sales.

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

Personnel:

Thomas E. Long, General Manager.

Jeffrey B. Long, Station Manager.

James O. Carr, News Director & Sales Manager.

Julius Phillips, Sports Director.

Lynne Critcher, Traffic Manager.

Lou Anne Kincaid, Assignment Editor.

Rates: On request.

City of License: Hickory. **ADI:** Charlotte. **Rank:** 30.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
NORTH CAROLINA				
Between 5-24%	Catawba	46,900	46,600	99
Station Totals		46,900	46,600	99
Net Weekly Circulation (1992)			8,700	
Average Daily Circulation (1992)			1,900	

North Carolina—Lexington

WEJC
Ch. 20

Network Service: None, independent.

Grantee: Koinonia Ministry Inc., 622-G Guilford College Rd., Greensboro, NC 27409.

Studio: 622-G Guilford College Rd., Greensboro, NC 27409.

Telephone: 919-547-0020.

Technical Facilities: Channel No. 20 (506-512 MHz). Authorized power: 280-kw max. visual, 28.6-kw max. aural. Antenna: 980-ft. above av. terrain, 938-ft. above ground, 1758-ft. above sea level.

Latitude 35° 58' 09"
Longitude 79° 49' 29"

Transmitter: W of Rte. 220, Pleasant Garden.

Map Note: Operating on Special Temporary Authority with reduced power. Map reflects authorized facilities.

Satellite Earth Stations: 2 in operation; Harris, M/A-Com receivers.

Ownership: Koinonia Broadcasting Inc.

Began Operation: April 2, 1986.

Represented (legal): Gammon & Grange.

Personnel:

Robert R. D'Andrea, President.

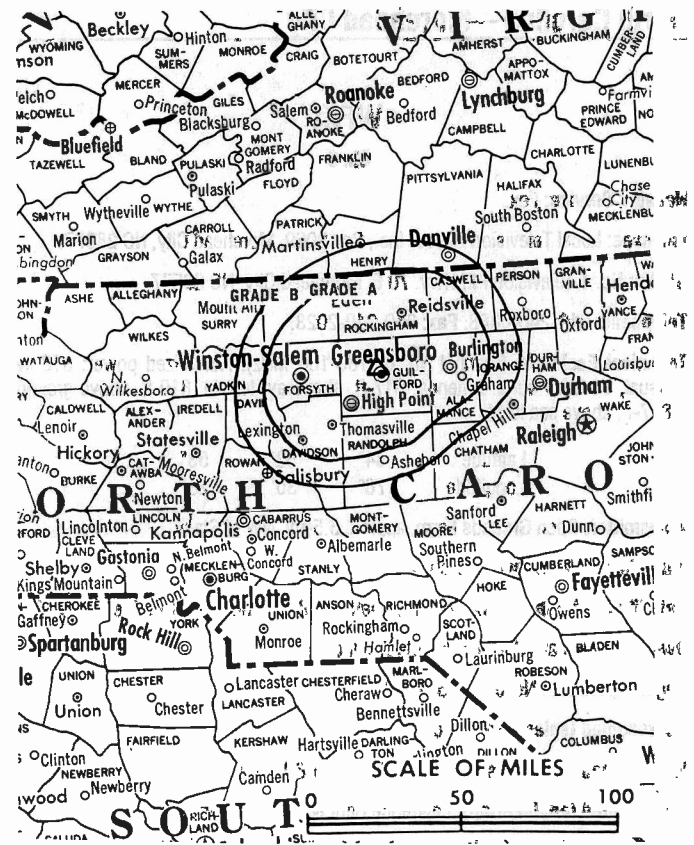
William P. Register Sr., General Manager.

Cardin A. Hesselton, General Sales Manager & Program Director.

Carl Berger, Chief Engineer.

Neville Chankersingh, Finance Director.

Highest 30 Sec. Rate: \$100.



WEJC BNPCT-850528KG Granted 7/23/85 © American Map Corp., No. 14244

Arbitron Data: Not available.

City of License: Lexington. **ADI:** Greensboro-Winston-Salem-High Point. **Rank:** 48.

North Carolina—Morehead City

WFXI

Ch. 8

Network Service: Fox.

Licensee: Local Television Assoc. Inc., Box 2069, Morehead City, NC 28577.

Studio: No. 1 Television Pl., Hwy. 70 E, Morehead City, NC 28577.

Telephone: 919-240-0888. **Fax:** 919-240-2028.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 817-ft. above av. terrain, 810-ft. above ground, 817-ft. above sea level.

Latitude 34° 52' 53"
Longitude 76° 30' 23"

Transmitter: Open Grounds Farm, approx. 5.5-mi. NW of Stacy.

Multichannel TV Sound: Stereo only.

Satellite Earth Station: Comtech, 5-meter Ku & C-band; Agile Omni receivers.

Ownership: Local Television Associates Inc.

Began Operation: November 6, 1989.

Represented (sales): Seltel Inc.

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

Represented (engineering): Lawrence Behr & Associates Inc.

Personnel:

LaRhe Markham Vestal, General Manager.

Glenn Rose, General Sales Manager.

Dave Gernoske, Chief Engineer.

Sam Lawson, Promotion Director.

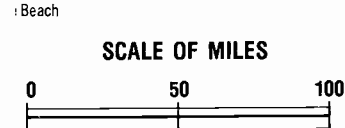
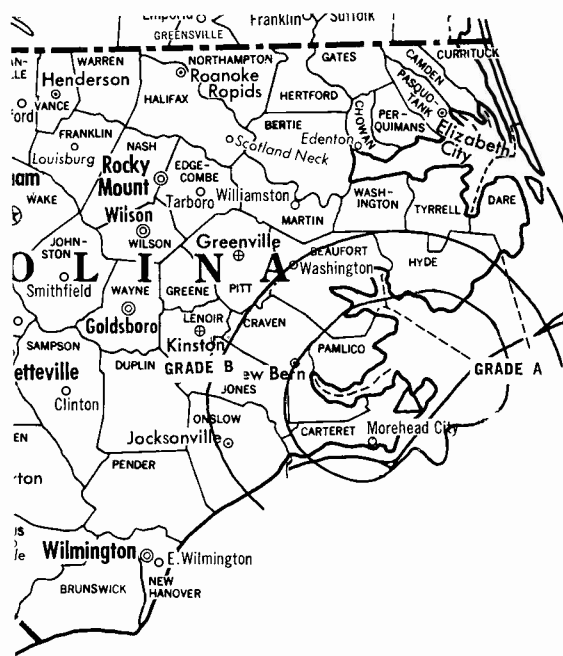
Lauretta Whaley, Business Manager.

Rates: On request.

City of License: Morehead City. **ADI:** Greenville-New Bern-Washington. **Rank:** 103.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
NORTH CAROLINA				
50% & Over	Carteret	21,900	21,700	99
	Craven	30,400	30,200	99
	Hyde	2,100	2,000	95



WFXI BMPCT-880907KF Granted 3/16/89 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Onslow	41,100	40,800	99
	Pamlico	4,500	4,500	100
NORTH CAROLINA				
Between 25-49%	Jones	3,400	3,400	100
	Pitt	41,700	41,300	99
NORTH CAROLINA				
Between 5-24%	Beaufort	16,800	16,600	99
	Tyrrell	1,500	1,500	100
	Washington	5,200	5,100	98
Station Totals		168,600	167,100	99
Net Weekly Circulation (1992)				76,800
Average Daily Circulation (1992)				34,700

North Carolina—New Bern-Greenville-Washington

WCTI
Ch. 12

Network Service: ABC.

Licensee: Diversified Communications Inc.

Studio: 400 Glenburnie Dr., New Bern, NC 28561.

Mailing Address: Box 2325, New Bern, NC 28561.

Telephone: 919-638-1212 **Fax:** 919-637-4141.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1940-ft. above av. terrain, 1999-ft. above ground, 2049-ft. above sea level.

Latitude 35° 06' 18"
Longitude 77° 20' 15"

Transmitter: State Hwy. 41, N of Trenton, NC.

Satellite Earth Station: Transmit/receive ADM, 6.1-meter; Avcom receivers.

News Service: AP.

Ownership: Diversified Communications Inc. (Group Owner).

Began Operation: September 7, 1963. Sale to present owner by Heritage Bcstg. approved by FCC Feb. 24, 1986. Sale to Heritage by Malrite Communications Group approved by FCC June 7, 1983. Sale to Malrite by Continental TV approved Oct. 14, 1976. Previous sale by Nathan Frank & Thornisland Inc. approved April 15, 1969.

Represented (sales): Petry Television Inc.

Represented (legal): Dow, Lohnes & Albertson.

Personnel:

- Robert G. Salat, Vice President & General Manager.
- Andrew Shenkan, General Sales Manager.
- Bill Poole, Local Sales Manager.
- Terry Heaton, News Director.
- Carolyn Stevens, Program Director.
- Ron Snipes, Production Manager.
- Theresa Dailey, Business Manager.
- Ken Hughes, Chief Engineer.
- Carole Bergman, Administrator.

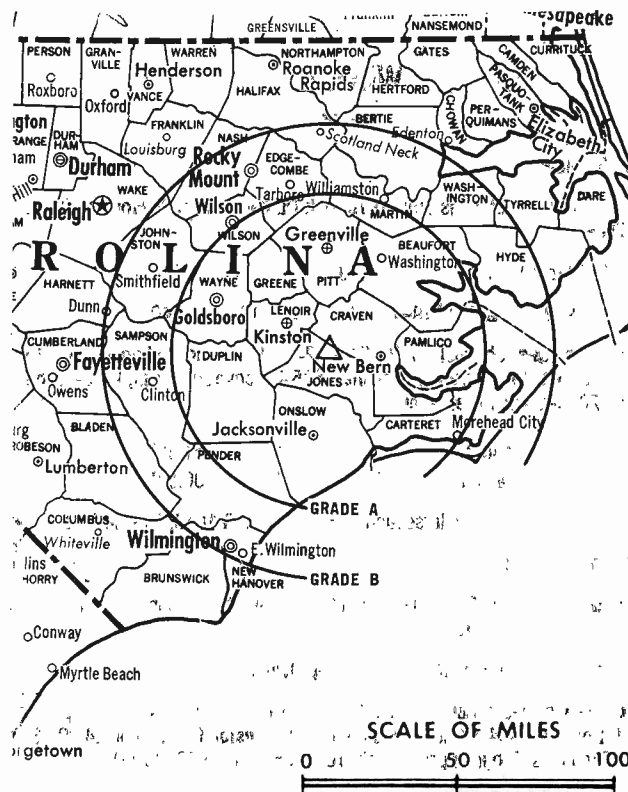
Highest 30 Sec. Rate: \$1500.

NETWORK BASE HOURLY RATE: \$550.

City of License: New Bern. **ADI:** Greenville-New Bern-Washington. **Rank:** 103.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State or County	Total Households	TV Households	%
NORTH CAROLINA				
50% & Over	Beaufort	16,800	16,600	99
	Carteret	21,900	21,700	99
	Craven	30,400	30,200	99
	Duplin	15,400	15,200	99
	Greene	5,400	5,300	98



WCTI BPCT-3831 Granted 1/4/67 © American Map Corp., 14244

Net Weekly Circulation	State or County	Total Households	TV Households	%
50% & Over	Hyde	2,100	2,000	95
	Jones	3,400	3,400	100
	Lenoir	22,400	22,200	99
	Martin	9,500	9,400	99
	Onslow	41,100	40,800	99
	Pamlico	4,500	4,500	100
	Pitt	41,700	41,300	99
	Tyrrell	1,500	1,500	100
	Washington	5,200	5,100	98
NORTH CAROLINA				
Between 25-49%	Bertie	7,500	7,400	99
	Pender	11,100	10,900	98
NORTH CAROLINA				
Between 5-24%	Chowan	5,400	5,300	98
	Dare	10,000	9,800	98
	Edgecombe	21,000	20,800	99
	Halifax	20,600	20,200	98
	Sampson	18,500	18,200	99
	Wayne	37,400	37,000	99
Wilson	25,300	25,000	99	
Station Totals		378,100	373,800	99
Net Weekly Circulation (1992)				218,400
Average Daily Circulation (1992)				124,100

North Carolina—Raleigh

WLFL-TV

Ch. 22

Network Service: Fox.

Licensee: Paramount Stations Group of Raleigh/Durham Inc., 1205 Front St., Raleigh, NC 27609.

Studio: 1205 Front St., Raleigh, NC 27609.

Telephones: 919-821-2200; 919-682-8522. **Fax:** 919-836-1540.

Technical Facilities: Channel No. 22 (518-524 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1675-ft. above av. terrain, 1545-ft. above ground, 2015-ft. above sea level.

Latitude 35° 42' 51.50"
Longitude 78° 49' 00.50"

Transmitter: 1700-ft. W of intersection of Hwys. 1379 & 1010, 1.5-mi. SE of Apex.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: 3.5-meter C-band; AFC, 3-meter Ku-band; Gardiner, M/A-Com, Microdyne receivers.

Ownership: Paramount Stations Group (Group Owner).

Begin Operation: December 18, 1981. Sale to S & F Communications was approved by FCC Dec. 21, 1984 but not consummated (*Television Digest*, Vol. 24:39). Sale to TVX Broadcast Group approved Feb. 10, 1986 (Vol. 25:50; 26:17).

Represented (sales): Seltel Inc.

Represented (legal): Leventhal, Senter & Lerman.

Personnel:

- Adam G. Polacek, Vice President & General Manager.
- Kathy Baske Young, General Sales Manager.
- Steve Wilkerson, Local Sales Manager.
- Kathy Bennett, National Sales Manager.
- Don Ingram, Chief Engineer.
- Melanie Gerig, Director of Programming.
- Jon Keck, Director of Promotion.
- Douglas Hamilton, Business Manager.

Rates: On request.

City of License: Raleigh. **ADI:** Raleigh-Durham. **Rank:** 32.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	NORTH CAROLINA				
		Chatham	15,400	15,200	99
		Cumberland	90,300	89,500	99
		Durham	73,300	72,600	99
		Granville	13,600	13,400	99
		Harnett	25,500	25,200	99
		Johnston	32,100	31,700	99
		Lee	16,300	16,100	99
		Orange	36,500	36,000	99
		Person	11,700	11,600	99
		Vance	14,500	14,300	99
		Wake	168,200	166,800	99



Net Weekly Circulation	State County	Total Households	TV Households	%	
Between 25-49%	NORTH CAROLINA				
		Alamance	42,900	42,600	99
		Edgecombe	21,000	20,800	99
		Franklin	13,700	13,500	99
		Greene	5,400	5,300	98
		Hoke	7,800	7,700	99
		Moore	25,000	24,700	99
		Nash	29,100	28,800	99
		Sampson	18,500	18,200	99
		Warren	6,200	6,100	98
		Wayne	37,400	37,000	99
		Wilson	25,300	25,000	99
		VIRGINIA			
	Mecklenburg	11,100	10,900	98	
Between 5-24%	NORTH CAROLINA				
		Bladen	11,200	11,000	98
		Caswell	7,500	7,400	99
		Duplin	15,400	15,200	99
		Halifax	20,600	20,200	98
		Montgomery	8,800	8,700	99
		Northampton	7,600	7,500	99
		Randolph	41,800	41,400	99
		Richmond	17,500	17,300	99
		Robeson	36,800	36,200	98
	Scotland	12,300	12,100	98	
Station Totals		920,300	910,000	99	
Net Weekly Circulation (1992)				435,500	
Average Daily Circulation (1992)				193,000	

North Carolina—Raleigh-Durham

WRAL-TV Ch. 5

Network Service: CBS.

Licensee: Capitol Bcstg. Co. Inc., Box 12000, Raleigh, NC 27605.

Studio: 2619 Western Blvd., Raleigh, NC 27606.

Mailing Address: Box 12000, Raleigh, NC 27605.

Telephone: 919-821-8555. TWX: 510-928-1833. Fax: 919-821-8554.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: Circularly polarized, 1981-ft. above av. terrain, 1965-ft. above ground, 2280-ft. above sea level.

Latitude 35° 40' 35"
Longitude 78° 32' 09"

Transmitter: 1.6 mi. SE of Auburn.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Scientific-Atlanta, 10-meter C-band; Scientific-Atlanta, 7-meter C-band; Harris, 6.1-meter Ku-band; Scientific-Atlanta, 4.5-meter C-band; Harris, Scientific-Atlanta receivers.

SNG Mobile Dish: Wolfcoach, RSI, 2.4-meter Ku-band.

FM Affiliate: WRAL-FM, 100-kw, 101.5 MHz (No. 268), 1840-ft.

News Services: AP, CNN, Conus, UPI.

Ownership: Capitol Broadcasting Co. Inc. (Group Owner).

Began Operation: December 15, 1956.

Represented (sales): TeleRep Inc.

Represented (legal): Fletcher, Heald & Hildreth.

Personnel:

Jim Goodman, President & Chief Executive Officer.

Frederick Barber, Vice President & General Manager.

Paul Quinn, Station Manager & Director of Sales.

Laura Stillman, Local Sales Manager.

Doug Minor, National Sales Manager.

Doug Ballin, News Director.

Jim Griffin, Program Manager.

Alfred Dunbar Jr., Manager of Engineering.

Cindy Sink, Promotion Director.

Leah Chauncey, Business Manager.

Waltye Rasulala, Public Affairs Manager.

Rates: On request.

City of License: Raleigh. ADI: Raleigh-Durham. Rank: 32.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
NORTH CAROLINA				
50% & Over	Chatham	15,400	15,200	99
	Cumberland	90,300	89,500	99
	Durham	73,300	72,600	99
	Edgecombe	21,000	20,800	99
	Franklin	13,700	13,500	99
	Granville	13,600	13,400	99
	Halifax	20,600	20,200	98
	Harnett	25,500	25,200	99
	Hoke	7,800	7,700	99
	Johnston	32,100	31,700	99
	Lee	16,300	16,100	99
	Moore	25,000	24,700	99
	Nash	29,100	28,800	99
	Northampton	7,600	7,500	99
	Orange	36,500	36,000	99
	Person	11,700	11,600	99
	Robeson	36,800	36,200	98



WRAL-TV BPCT-900507KH Granted 6/21/90

American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
	Sampson	18,500	18,200	99
	Scotland	12,300	12,100	98
	Vance	14,500	14,300	99
	Wake	168,200	166,800	99
	Warren	6,200	6,100	98
	Wayne	37,400	37,000	99
	Wilson	25,300	25,000	99
VIRGINIA				
	Mecklenburg	11,100	10,900	98
NORTH CAROLINA				
Between 25-49%				
	Alamance	42,900	42,600	99
	Bertie	7,500	7,400	99
	Bladen	11,200	11,000	98
	Caswell	7,500	7,400	99
	Duplin	15,400	15,200	99
	Greene	5,400	5,300	98
	Lenoir	22,400	22,200	99
	Pitt	41,700	41,300	99
	Richmond	17,500	17,300	99
VIRGINIA				
	Halifax	12,900	12,700	98
COLORADO				
Between 5-24%				
	San Miguel	1,600	1,500	94
GEORGIA				
	Marion	1,900	1,800	95
KANSAS				
	Gove	1,400	1,400	100
MISSOURI				
	Mercer	1,600	1,600	100
NORTH CAROLINA				
	Chowan	5,400	5,300	98
(Continued on page A-857)				
Station Totals		1,139,100	1,125,800	99
Net Weekly Circulation (1992)				746,400
Average Daily Circulation (1992)				448,000

North Carolina—Durham-Raleigh

WRDC
(formerly WPTF-TV)
Ch. 28

Network Service: NBC.

Licensee: FSF TV Inc., 3012 Highwoods Blvd., Raleigh, NC 27604.

Studio: 3012 Highwoods Blvd., Raleigh, NC 27604.

Telephone: 919-872-2854. **TWX:** 510-928-1852. **Fax:** 919-790-6254.

Technical Facilities: Channel No. 28 (554-560 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1919-ft. above av. terrain, 1900-ft. above ground, 2215-ft. above sea level.

Latitude 35° 40' 35"
Longitude 78° 32' 09"

Transmitter: 1.6-mi. SE of Auburn.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Stations: Transmit/receive Harris, 6.1-meter Ku-band; Andrew, 4.5-meter C-band; Harris, 3.6-meter Ku-band; RCA, 3-meter Ku-band; Andrew, Harris, M/A-Com receivers.

News Services: AP, NBC.

Ownership: FSF TV Inc.

Began Operation: November 4, 1968. Sale to present owners approved by FCC June 14, 1991 (Television Digest, Vol. 31:15). Sale to Durham Life Bcstg. by Robinson O. Everett, et al., approved by FCC May 19, 1977 (Vol. 17:5).

Represented (sales): Blair Television.

Represented (legal): Wyrick, Robbins & Ponton.

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

Personnel:

- B. W. Landstreet, President.
- Vickie Street, Executive Vice President & General Manager.
- Greg Brissette, General Sales Manager.
- Mitch Lewis, News Director.
- Dave Gerisch, Operations Manager.
- Chuck Britt, Chief Engineer.
- Jean Harrison, Business Manager.

Rates: On request.

City of License: Durham. **ADI:** Raleigh-Durham. **Rank:** 32.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
	NORTH CAROLINA			
	Chatham	15,400	15,200	99
	Cumberland	90,300	89,500	99
	Durham	73,300	72,600	99
	Franklin	13,700	13,500	99
	Granville	13,600	13,400	99
	Hamett	25,500	25,200	99
	Johnston	32,100	31,700	99
	Lee	16,300	16,100	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
	Moore	25,000	24,700	99
	Orange	36,500	36,000	99
	Person	11,700	11,600	99
	Vance	14,500	14,300	99
	Wake	168,200	166,800	99
	Warren	6,200	6,100	98
NORTH CAROLINA				
Between 25-49%				
	Alamance	42,900	42,600	99
	Sampson	18,500	18,200	99
	Scotland	12,300	12,100	98
	Wayne	37,400	37,000	99
	Wilson	25,300	25,000	99
VIRGINIA				
	Mecklenburg	11,100	10,900	98
NORTH CAROLINA				
Between 5-24%				
	Caswell	7,500	7,400	99
	Duplin	15,400	15,200	99
	Edgecombe	21,000	20,800	99
	Greene	5,400	5,300	98
	Halifax	20,600	20,200	98
	Hoke	7,800	7,700	99
	Montgomery	8,800	8,700	99
	Nash	29,100	28,800	99
Station Totals		805,400	796,600	99
Net Weekly Circulation (1992)			436,900	
Average Daily Circulation (1992)			185,200	

North Carolina—Durham-Raleigh-Fayetteville

WTVD
Ch. 11

Network Service: ABC.

Licensee: Capital Cities Communications Inc., Box 2009, Durham, NC 27702.

Studio: 411 Liberty St., Durham, NC 27702.

Branch Offices: 225 Green St., Fayetteville, NC 28301; 411 Fayetteville St. Mall, Box 1950, Raleigh, NC 27602.

Mailing Address: Box 2009, Durham, NC 27702.

Telephones: 919-683-1111 (Durham); 919-323-5883 (Fayetteville).

TWX: 510-927-1810. **Fax:** 919-682-7476.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual; 47.4-kw aural. Antenna: Circularly polarized, 1990-ft. above av. terrain, 2000-ft. above ground, 2317-ft. above sea level.

Latitude 35° 40' 05"
Longitude 78° 31' 58"

Transmitter: 4-mi. NW of Clayton, 2-mi. SE of Auburn, NC.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Andrew C-band; Harris, 9.1-meter C-band; AvanteK, Harris receivers.

SNG Mobile Dish: Andrew, 3.7-meter Ku-band.

News Services: AP, UPI.

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

Began Operation: September 2, 1954. Sale to present owners by principal stockholders Harmon L. & Virginia D. Duncan, J. Floyd Fletcher and WDNC(AM) approved by FCC May 22, 1957 (Television Digest, Vol. 13:14, 21).

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

Represented (legal): Wilmer, Cutler & Pickering.

Represented (engineering): Moffet, Larson & Johnson, P.C.

Personnel:

- Timothy Bennett, President & General Manager.
- Denis J. O'Connor, General Sales Manager.
- Jon L. Miller, Director of Programming.
- Janice Crump, Community Relations Manager.
- Curtis Meredith, Chief Engineer.
- William Higgs, Business Manager.
- Marie Brown, Sales Service Manager.

Rates: On request.

City of License: Durham. **ADI:** Raleigh-Durham. **Rank:** 32.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
NORTH CAROLINA				
50% & Over	Chatham	15,400	15,200	99
	Cumberland	90,300	89,500	99
	Durham	73,300	72,600	99
	Edgecombe	21,000	20,800	99
	Franklin	13,700	13,500	99
	Granville	13,600	13,400	99
	Halifax	20,600	20,200	98
	Hamett	25,500	25,200	99
	Hoke	7,800	7,700	99
	Johnston	32,100	31,700	99
	Lee	16,300	16,100	99
	Moore	25,000	24,700	99
	Nash	29,100	28,800	99
	Northampton	7,600	7,500	99
	Orange	36,500	36,000	99
	Person	11,700	11,600	99
	Sampson	18,500	18,200	99
Scotland	12,300	12,100	98	
Vance	14,500	14,300	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Wake	168,200	166,800	99
	Warren	6,200	6,100	98
	Wayne	37,400	37,000	99
	Wilson	25,300	25,000	99
VIRGINIA				
	Mecklenburg	11,100	10,900	98
NORTH CAROLINA				
Between 25-49%	Alamance	42,900	42,600	99
	Duplin	15,400	15,200	99
	Greene	5,400	5,300	98
	Robeson	36,800	36,200	98
VIRGINIA				
	Halifax	12,900	12,700	98
NORTH CAROLINA				
Between 5-24%	Bertie	7,500	7,400	99
	Bladen	11,200	11,000	98
	Brunswick	20,900	20,600	99
	Caswell	7,500	7,400	99
	Columbus	19,100	18,800	98
	Lenoir	22,400	22,200	99
	Martin	9,500	9,400	99
	Montgomery	8,800	8,700	99
	New Hanover	48,900	48,500	99
	Onslow	41,100	40,800	99
	Pender	11,100	10,900	98
	Pitt	41,700	41,300	99
	Richmond	17,500	17,300	99
VIRGINIA				
	Brunswick	5,300	5,200	98
	Charlotte	4,200	4,100	98
	Lunenburg	4,300	4,200	98
	Pittsylvania	41,600	41,200	99
Station Totals		1,169,000	1,155,900	99
Net Weekly Circulation (1992)				698,800
Average Daily Circulation (1992)				417,300

North Carolina—Rocky Mount

WRMY

Ch. 47

Network Service: None, independent.

Licensee: Family Bcstg. Enterprises, Box 4750, Rocky Mount, NC 27803.

Studio: 126 N. Washington St., Rocky Mount, NC 27801.

Telephone: 919-972-4747. **Fax:** 919-985-1447.

Technical Facilities: Channel No. 47 (668-674 MHz). Authorized power: 12.3-kw max. visual. Antenna: 318-ft. above av. terrain, 331-ft. above ground, 482-ft. above sea level.

Latitude	35°	57'	03"
Longitude	77°	55'	37"

Transmitter: State Rd. 1765, 401 Farm Rd., Nash County.

Multichannel TV Sound: Stereo only.

Ownership: Family Broadcasting Enterprises.

Began Operation: July 5, 1989.

Represented (sales): American Media.

Represented (legal): Mitchell, Fielstra & Associates, P.C.

Personnel:

Bob Pelletier, General Manager.

Andrew Cartee, Station Manager & Business Manager.

Henry Thorpe, Local Sales Manager & Marketing Director.

Kevin Logan, Promotion Director & Production Manager.

Highest 30 Sec. Rate: \$56.

Arbitron Data: Not available.



City of License: Rocky Mount. **ADI:** Raleigh-Durham. **Rank:** 32.

North Carolina—Washington-Greenville-New Bern

WITN-TV

Ch. 7

Network Service: NBC.

Licensee: American Family Broadcast Group Inc.

Studio: Hwy. 17 S, Washington, NC 27889.

Mailing Address: Box 468, Washington, NC 27889.

Telephone: 919-946-3131. Fax: 919-946-9265.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 31-kw aural. Antenna: Circularly polarized, 1950-ft. above av. terrain, 2000-ft. above ground, 2028-ft. above sea level.

Latitude 35° 21' 55"
Longitude 77° 23' 38"

Transmitter: Hwy. 118, 2.5-mi. E of Grifton.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Scientific-Atlanta, 7-meter; Harris, 6-meter; Harris, 3-meter; Harris, Scientific-Atlanta receivers.

News Services: AP, NBC.

Ownership: American Family Corp. (Group Owner).

Began Operation: September 28, 1955. Sale to present owner by W. R. Roberson Jr., et al., approved by FCC June 26, 1985 (Television Digest, Vol. 25:8).

Represented (sales): Katz Television.

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

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

Personnel:

- Michael D. Weeks, Vice President & General Manager.
- Michael Smythe, General Sales Manager.
- Jim Woltjen, National Sales Manager.
- Helen S. Jackson, National Sales Coordinator.
- Chris McDaniel, News Director.
- Michael Riddle, Program Director.
- Al Manning, Chief Engineer.
- Frances W. Williams, Business Manager.
- Dean Leipsner, Promotion Director.

Rates: On request.

City of License: Washington. ADI: Greenville-New Bern-Washington. Rank: 103.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	NORTH CAROLINA				
		Beaufort	16,800	16,600	99
		Bertie	7,500	7,400	99
		Carteret	21,900	21,700	99
		Chowan	5,400	5,300	98
		Craven	30,400	30,200	99
		Dare	10,000	9,800	98
		Duplin	15,400	15,200	99
		Edgecombe	21,000	20,800	99
		Greene	5,400	5,300	98
		Halifax	20,600	20,200	98
		Hyde	2,100	2,000	95



WITN-TV BMPCT-790131 LN Granted 8/30/79 © American Map Corp# 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Jones	3,400	3,400	100
	Lenoir	22,400	22,200	99
	Martin	9,500	9,400	99
	Nash	29,100	28,800	99
	Northampton	7,600	7,500	99
	Onslow	41,100	40,800	99
	Pamlico	4,500	4,500	100
	Pitt	41,700	41,300	99
	Tyrrell	1,500	1,500	100
	Washington	5,200	5,100	98
	Wayne	37,400	37,000	99
Wilson	25,300	25,000	99	
Between 25-49%	NORTH CAROLINA			
	Camden	2,200	2,200	100
	Franklin	13,700	13,500	99
	Hertford	8,300	8,200	99
	Pasquotank	11,600	11,500	99
Perquimans	4,300	4,300	100	
Between 5-24%	NORTH CAROLINA			
	Currituck	5,600	5,500	98
	Johnston	32,100	31,700	99
	Pender	11,100	10,900	98
	Sampson	18,500	18,200	99
	Warren	6,200	6,100	98
VIRGINIA				
Brunswick	5,300	5,200	98	
Station Totals		504,100	498,300	99
Net Weekly Circulation (1992)				358,300
Average Daily Circulation (1992)				195,600

North Carolina—Wilmington

WECT
Ch. 6

Network Service: NBC.

Licensee: Atlantic Telecasting Corp., 322 Shipyard Blvd., Wilmington, NC 28403.

Studio: 322 Shipyard Blvd., Wilmington, NC 28403.

Mailing Address: Box 4029, Wilmington, NC 28406.

Telephone: 919-791-8070. **Fax:** 919-392-1509.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1930-ft. above av. terrain, 2000-ft. above ground, 2055-ft. above sea level.

Latitude 34° 34' 32"
Longitude 78° 26' 13"

Transmitter: State Hwy. 53, 1.1-mi. SE of Singletary Lake, Colly Twp.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 8-meter; Prodelin, 5-meter; Harris, 3-meter; Harris, Pinzone receivers.

News Services: AP, Conus, NBC.

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

Began Operation: April 9, 1954. Sale of 60% of stock by Richard A. Dunlea & wife to WNCT and James Jackson approved Dec. 11, 1957 by FCC (*Television Digest*, Vol. 13:44, 50). Sale to present owner approved by FCC Nov. 21, 1986.

Represented (sales): Katz Television.

Represented (legal): Dow, Lohnes & Albertson.

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

Personnel:

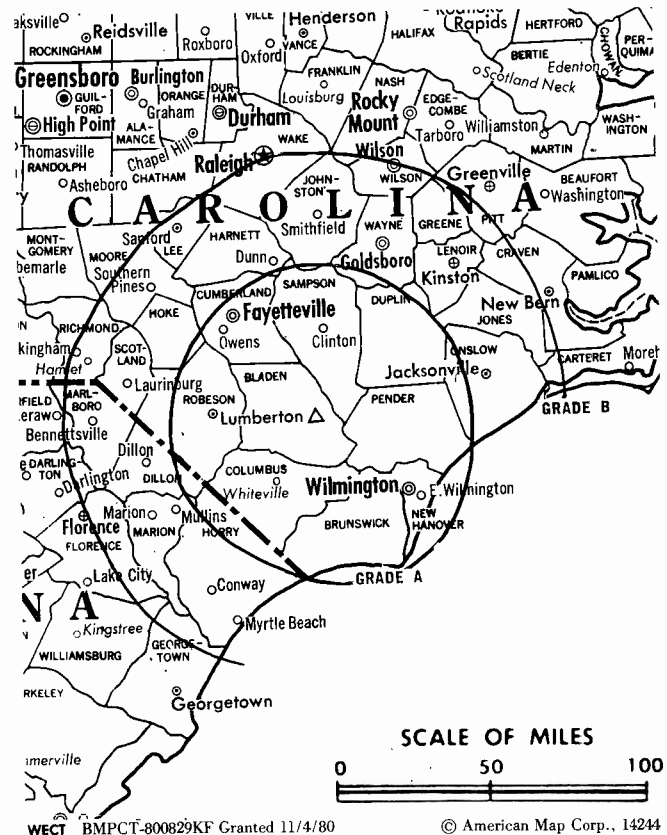
- Robert B. Beall, Vice President & General Manager.
- John Peck, Local Sales Manager.
- Tom Lamont, News Director.
- Diane Lomax, Program Director.
- Wayne Tiner, Chief Engineer.
- Tom Cheatham, Production Manager.

Rates: On request.

City of License: Wilmington. **ADI:** Wilmington. **Rank:** 144.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NORTH CAROLINA			
	Bladen	11,200	11,000	98
	Brunswick	20,900	20,600	99
	Columbus	19,100	18,800	98
	Cumberland	90,300	89,500	99
	Hoke	7,800	7,700	99
	New Hanover	48,900	48,500	99
	Pender	11,100	10,900	98



WECT BNPCT-800829KF Granted 11/4/80

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Robeson	36,800	36,200	98
	Sampson	18,500	18,200	99
	Scotland	12,300	12,100	98
	SOUTH CAROLINA			
	Dillon	10,400	10,200	98
	Horry	57,500	56,700	99
	NORTH CAROLINA			
	Duplin	15,400	15,200	99
	Moore	25,000	24,700	99
	Onslow	41,100	40,800	99
Between 25-49%	Richmond	17,500	17,300	99
	SOUTH CAROLINA			
	Marion	12,100	11,900	98
	Marlboro	10,500	10,300	98
	NORTH CAROLINA			
	Hamett	25,500	25,200	99
	Jones	3,400	3,400	100
	SOUTH CAROLINA			
	Georgetown	17,500	17,200	98
	Station Totals		512,800	506,400
Net Weekly Circulation (1992)			326,100	
Average Daily Circulation (1992)			171,000	

North Carolina—Wilmington

WJKA

Ch. 26

Network Service: CBS.

Licensee: Wilmington Telecasters Inc., 1926 Oleander Dr., Wilmington, NC 28403.

Studio: 1926 Oleander Dr., Wilmington, NC 28403.

Mailing Address: Box 2626, Wilmington, NC 28403.

Telephone: 919-343-8826. **Fax:** 919-251-0978.

Technical Facilities: Channel No. 26 (542-548 MHz). Authorized power: 4325-kw max. visual, 432.5-kw max. aural. Antenna: 1641-ft. above av. terrain, 1629-ft. above ground, 1689-ft. above sea level.

Latitude 34° 07' 51"
Longitude 78° 11' 16"

Holds CP for change to 4370-kw max. visual, 1640-ft. above av. terrain, 1631-ft. above ground, 1690-ft. above sea level. BPCT-920323KH.

Transmitter: 5-mi. NNW of Bolivia on Lewis Swamp Rd.

Satellite Earth Stations: Transmit/receive Microdyne, 7-meter; Scientific-Atlanta, 6.2-meter; Harris, 4.7-meter; Harris, 3.7-meter; Harris, M/A-Com, Scientific-Atlanta receivers.

News Services: AP, CBS.

Ownership: Robinson O. Everett (Group Owner); Jacob H. Froelich Jr. (Group Owner).

Began Operation: September 24, 1984.

Represented (sales): Seltel Inc.

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

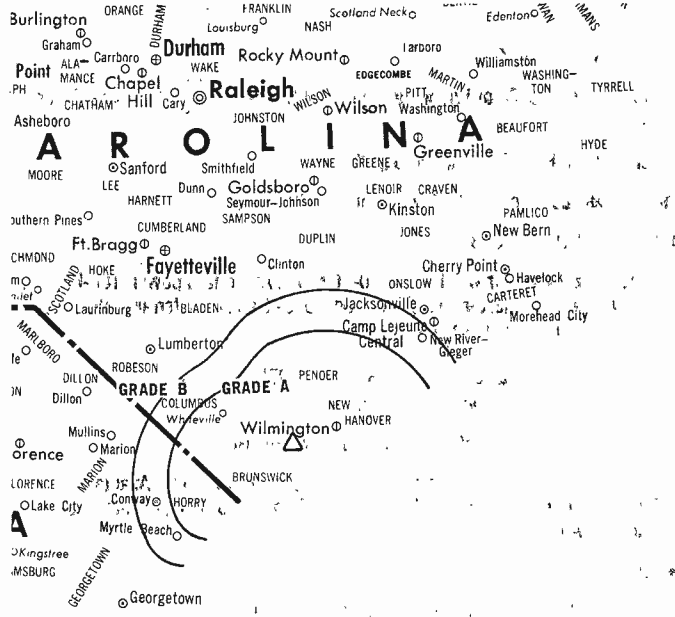
Personnel:

- Ty Watts, General Manager.
- Bob Watson, General Sales Manager.
- Carl Bahner, Chief Engineer.
- Liz Bowman, Program & Promotion Director.
- Clara Dittmer, Office Manager.

Highest 30 Sec. Rate: \$600.

City of License: Wilmington. **ADI:** Wilmington. **Rank:** 144.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.



SCALE OF MILES
0 50 100
WJKA, BLCT-841009KW Granted 3/28/85 © American Map Corp., No. 14244

Net Weekly Circulation	State - County	Total Households	TV Households	%
50% & Over	NORTH CAROLINA			
	Brunswick	20,900	20,600	99
	New Hanover	48,900	48,500	99
	Pender	11,100	10,900	98
Between 25-49%	NORTH CAROLINA			
	Columbus	19,100	18,800	98
Between 5-24%	NORTH CAROLINA			
	Bladen	11,200	11,000	98
	SOUTH CAROLINA			
	Horry	57,500	56,700	99
Station Totals		168,700	166,500	99
Net Weekly Circulation (1992)				78,500
Average Daily Circulation (1992)				37,900

North Carolina—Wilmington

WWAY

Ch. 3

Network Service: ABC.

Licensee: Sterling TV of Wilmington Inc., 1908 Royal Palm Way, Boca Raton, FL 33432.

Studio: 615 N. Front St., Wilmington, NC 28401.

Mailing Address: Box 2068, Wilmington, NC 28401.

Telephone: 919-762-8581.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: Circularly polarized, 1953-ft. above av. terrain, 1941-ft. above ground, 2001-ft. above sea level.

Latitude 34° 07' 51"
Longitude 78° 11' 16"

Transmitter: 5-mi. NNW of Bolivia on Lewis Swamp Rd.

Satellite Earth Stations: Andrew, 7.3-meter C-band; Scientific-Atlanta, 4.6-meter C-band; Andrew, 4.5-meter C-band; RCA, 3.2-meter Ku-band; Avantek, M/A-Com, Scientific-Atlanta receivers.

News Service: AP.

Ownership: Adams Communications (Group Owner).

Began Operation: October 30, 1964. Sale to Price Communications Corp. by Clay Communications approved by FCC June 23, 1987 (*Television Digest*, Vol. 27:21). Sale to Cape Fear Telecasting Inc. (William G. Broadfoot Jr., Charles B. Britt, Ferebee Sledge & Craig Wall) approved by FCC Aug. 28, 1968. **Note:** Left air temporarily Jan. 24, 1981 when plane collided with tower (Vol. 21:5). Sale to Adams TV approved July 11, 1988.

Represented (sales): Blair Television.

Represented (legal): Kaye, Scholer, Fierman, Hays & Handler.

Personnel:

- Gina Horne, Business Manager.
- Ruth Ann Roberts, National Sales Manager.
- John Evans, News Director.
- Sue Rachunok, Production Manager.
- Dan Sullivan, Chief Engineer.

Rates: On request.

City of License: Wilmington. **ADI:** Wilmington. **Rank:** 144.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
NORTH CAROLINA				
50% & Over	Bladen	11,200	11,000	98
	Brunswick	20,900	20,600	99



WWAY BPCT—841213K1 Granted 1/30/85 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Columbus	19,100	18,800	98
	New Hanover	48,900	48,500	99
	Pender	11,100	10,900	98
SOUTH CAROLINA				
	Horry	57,500	56,700	99
NORTH CAROLINA				
Between 25-49%	Duplin	15,400	15,200	99
	Onslow	41,100	40,800	99
	Robeson	36,800	36,200	98
NORTH CAROLINA				
Between 5-24%	Sampson	18,500	18,200	99
	Dillon	10,400	10,200	98
	Georgetown	17,500	17,200	98
	Marion	12,100	11,900	98
Station Totals		320,500	316,200	99
Net Weekly Circulation (1992)			182,000	
Average Daily Circulation (1992)			102,300	

North Carolina

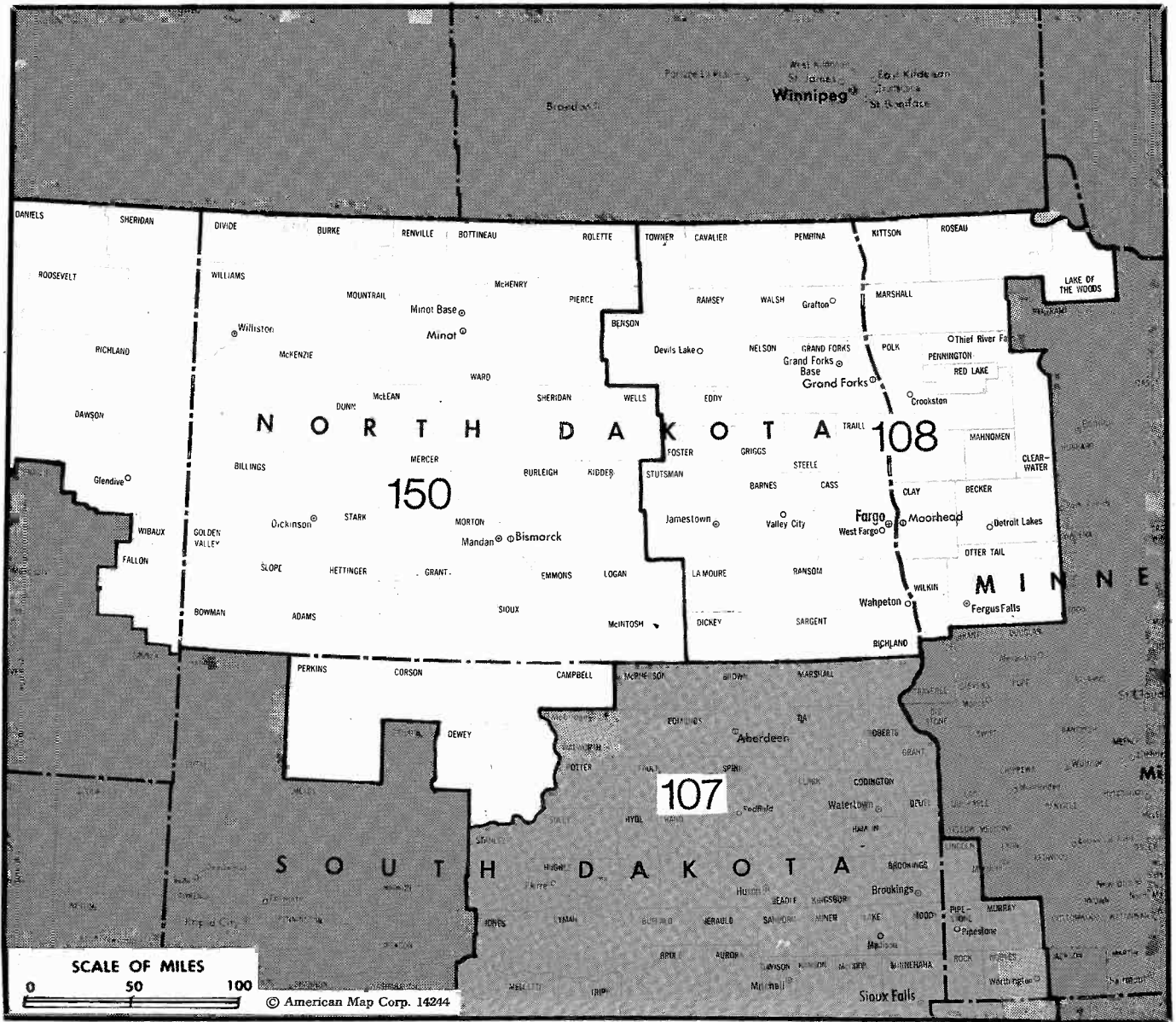
WRAL-TV, Raleigh-Durham (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	NORTH CAROLINA			
	Columbus	19,100	18,800	98
	Graham	2,600	2,600	100
	Hertford	8,300	8,200	99
	Martin	9,500	9,400	99
	Montgomery	8,800	8,700	99
	New Hanover	48,900	48,500	99
	Onslow	41,100	40,800	99
	Pender	11,100	10,900	98
	NEBRASKA			
	Brown	1,500	1,500	100
	OREGON			
	Grant	3,200	2,800	88
	VIRGINIA			
	Brunswick	5,300	5,200	98
	Charlotte	4,200	4,100	98
	Greensville	5,100	5,000	98
Lunenburg	4,300	4,200	98	

WBTV, Charlotte (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	NORTH CAROLINA			
	Yadkin	12,100	12,000	99
	SOUTH CAROLINA			
	Fairfield	7,400	7,300	99
	Marlboro	10,500	10,300	98
	Newberry	12,700	12,600	99
	Spartanburg	85,400	84,700	99
	TENNESSEE			
	Johnson	5,500	5,400	98
	VIRGINIA			
	Grayson	9,300	9,200	99
Patrick	6,800	6,700	99	

North Dakota



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Sioux Falls-Mitchell, SD	218,000	107	KABY-TV (9), KDLO-TV (3), KDLT (5), KELO-TV (11), KPLO-TV (6), KPRY-TV (4), KSFY-TV (13), KTTM (12), KTTW (17)
Fargo, ND	214,100	108	KBRR (10), KJRR (7), KNRR (12), KTHI-TV (11), KVRR (15), KXJB-TV (4), WDAY-TV (6), WDAZ-TV (8)
Minot-Bismarck-Dickinson, ND-Glendive, MT	134,900	150	KBMY (17), KFVR-TV (5), KMCY (14), KMOT (10), KQCD-TV (7), KUMV-TV (8), KXGN-TV (5), KXMA-TV (2), KXMB-TV (12), KXMC-TV (13), KXMD-TV (11)

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

KXJB-TV, Fargo	See Valley City, ND
KTHI-TV, Grand Forks	See Fargo, ND

North Dakota Station Totals as of November 1, 1992

	VHF	UHF	TOTAL
Commercial Television Stations	14	3	17
Educational Television Stations	6	1	7
	20	4	24

North Dakota—Bismarck

KBMY

Ch. 17

(Operates satellite KMCY, Minot, ND)

Network Service: ABC.

Licensee: Forum Publishing Co., 301 8th St. S, Fargo, ND 58103.

Studio: 919 S. 7th St., Suite 600, Bismarck, ND 58501.

Mailing Address: Box 7277, Bismarck, ND 58502.

Telephone: 701-223-1700. **Fax:** 701-258-0886.

Technical Facilities: Channel No. 17 (488-494 MHz). Authorized power: 510-kw max. visual, 90-kw max. aural. Antenna: 948-ft. above av. terrain, 649-ft. above ground, 2869-ft. above sea level.

Latitude 46° 35' 11"
Longitude 100° 48' 20"

Transmitter: 2-mi. S & 4-mi. E of St. Anthony.

Satellite Earth Stations: Scientific-Atlanta, 4.6-meter C-band; Scientific-Atlanta, 4.6-meter Ku-band; Harris, 3-meter C-band; M/A-Corn, Standard Communications receivers.

Ownership: Forum Publishing Co. (Group Owner).

Began Operation: March 31, 1985.

Represented (sales): Katz Television.

Represented (legal): Holland & Knight.

Personnel:

- Mark Prather, General Manager.
- Chuck Peterson, Local & National Sales Manager.
- Jerry Grimstad, Chief Engineer.
- Susan J. Eider, Program Director.
- Bob Prowse, Promotion Director.

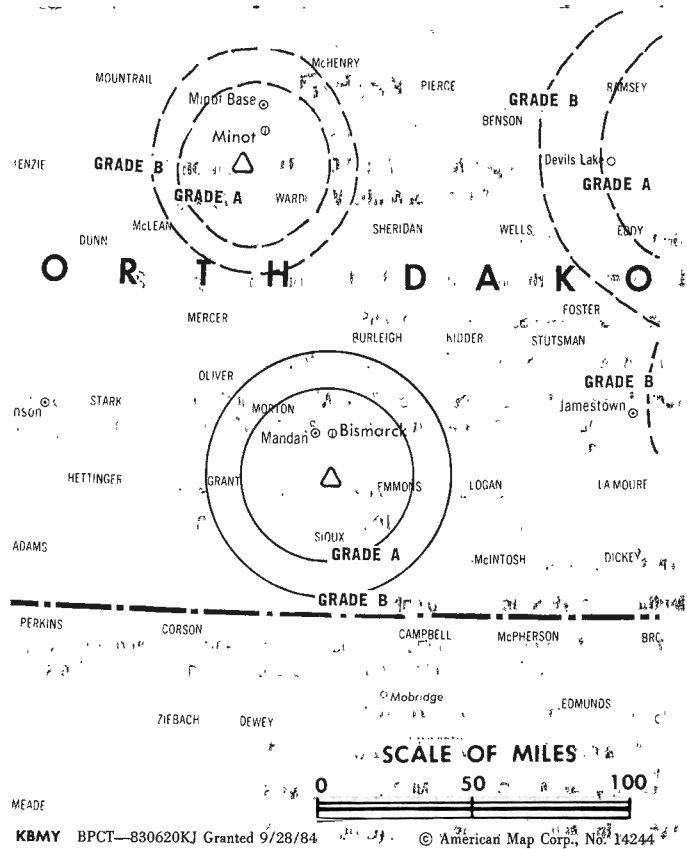
Rates: On request.

Arbitron Data: Figures include KMCY, Minot, ND.

City of License: Bismarck. **ADI:** Minot-Bismarck-Dickinson, ND-Glendive, MT. **Rank:** 150.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
NORTH DAKOTA				
	Bottineau	3,100	3,100	100
	Burleigh	23,000	22,800	99
	Emmons	1,900	1,900	100
	McLean	4,200	4,200	100
	Mercer	4,300	4,200	98
	Morton	9,100	9,000	99
	Mountrail	2,700	2,700	100
	Renville	1,300	1,300	100
	Sioux	1,100	1,100	100
	Stark	8,400	8,300	99
	Ward	21,500	21,300	99



KBMY BPCT—830620KJ Granted 9/28/84 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%				
NORTH DAKOTA				
	Dunn	1,500	1,500	100
	Grant	1,400	1,400	100
	Kidder	1,300	1,300	100
	Mc Henry	2,700	2,700	100
	Mc Intosh	1,800	1,800	100
	Oliver	800	800	100
	Sheridan	900	900	100
SOUTH DAKOTA				
	Corson	1,400	1,300	96
Between 5-24%				
NORTH DAKOTA				
	Burke	1,300	1,300	100
	Hettinger	1,500	1,500	100
	Logan	1,200	1,200	100
	Pierce	2,000	2,000	100
SOUTH DAKOTA				
	Campbell	800	800	100
Station Totals		99,200	98,400	99
Net Weekly Circulation (1992)				62,500
Average Daily Circulation (1992)				29,700

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

Call Lynn Levine
202-872-9200

North Dakota—Bismarck

KFYR-TV

Ch. 5

(Operates satellites KQCD-TV, Dickinson;
KMOT, Minot & KUMV-TV, Williston, ND)

Network Service: NBC.

Licensee: Meyer Broadcasting Co., Box 1738, Bismarck, ND 58502.

Studio: 200 N. 4th St., Bismarck, ND 58501.

Telephone: 701-255-5757. **Fax:** 701-255-4921.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 13.5-kw aural. Antenna: 1402-ft. above av. terrain, 1101-ft. above ground, 3373-ft. above sea level.

Latitude 46° 36' 17"
Longitude 100° 48' 30"

Transmitter: 12-mi. S of city.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: GE, 6-meter Ku-band; Harris, 3-meter C-band; Simulcast Ku & C-band; Comsat, Harris, Scientific-Atlanta, Standard Components receivers.

AM Affiliate: KFYZ, 5-kw, 550 kHz (ABC).

FM Affiliate: KYYY, 100-kw, 92.9 MHz (No. 225), 1402-ft.

News Services: Agri-Data, AP, NBC, Sports News Satellite.

Ownership: Meyer Broadcasting Co. (Group Owner).

Began Operation: December 19, 1953.

Represented (sales): Blair Television; Target Broadcast Sales (Canada).

Represented (legal): Hogan & Hartson.

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

Personnel:

Judith Johnson, President & Chief Executive Officer.

Tom Barr, Vice President & General Manager.

Jim Sande, Operations & Programming Manager.

Penny Borg, National & Regional Sales Manager.

Jerry Hegel, Local Sales Manager.

Rich Beierle, Chief Engineer.

Dick Heidt, News Director.

Linda Johnson, Promotion Director.

Ed Kautzman, Business Manager.

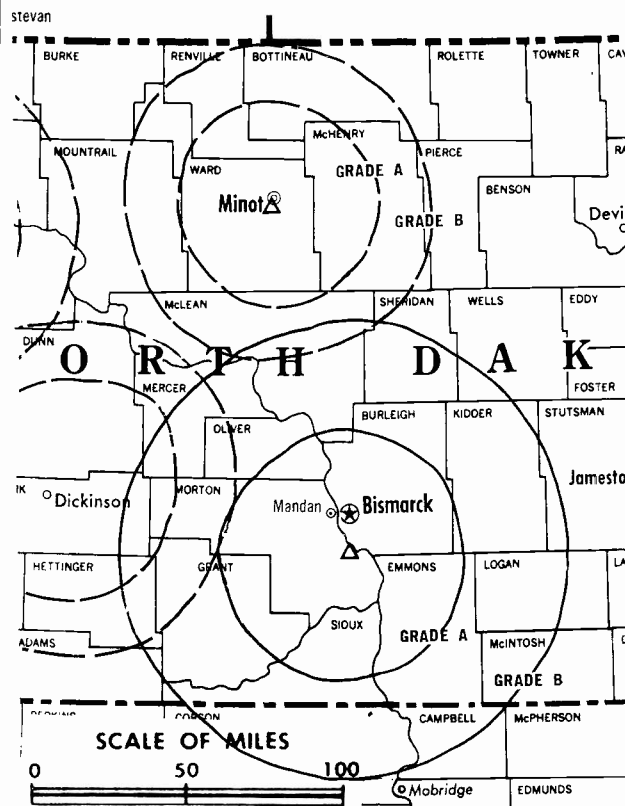
Rates: On request.

Arbitron Data: Figures include KQCD-TV, Dickinson, ND.

City of License: Bismarck. **ADI:** Minot-Bismarck-Dickinson, ND-Glendive, MT. **Rank:** 150.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MONTANA			
	Wibaux	500	500	100
	NORTH DAKOTA			
	Adams	1,200	1,200	100
	Billings	400	400	100
	Bowman	1,500	1,500	100
	Burleigh	23,000	22,800	99
	Dunn	1,500	1,500	100
	Emmons	1,900	1,900	100
	Golden Valley	900	900	100



KFYR-TV BPCT-2965 Granted 2/24/63

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Grant	1,400	1,400	100
	Hettinger	1,500	1,500	100
	Kidder	1,300	1,300	100
	Logan	1,200	1,200	100
	Mc Intosh	1,800	1,800	100
	Mercer	4,300	4,200	98
	Morton	9,100	9,000	99
	Oliver	800	800	100
	Sheridan	900	900	100
	Sioux	1,100	1,100	100
	Slope	400	400	100
	Stark	8,400	8,300	99
	SOUTH DAKOTA			
	Campbell	800	800	100
Corson	1,400	1,300	96	
Dewey	1,600	1,500	94	
Walworth	2,600	2,500	96	
Between 25-49%	MONTANA			
	Fallon	1,200	1,200	96
	NORTH DAKOTA			
	Mc Lean	4,200	4,200	100
Stutsman	9,000	8,900	99	
SOUTH DAKOTA	Mc Pherson	1,400	1,400	100
	Perkins	1,700	1,700	97
	NORTH DAKOTA			
Between 5-24%	Dickey	2,400	2,400	100
	Eddy	1,300	1,300	100
	Foster	1,600	1,600	100
	La Moure	2,100	2,100	100
	Wells	2,500	2,500	100
	Station Totals		96,900	96,000
Net Weekly Circulation (1992)				71,400
Average Daily Circulation (1992)				50,400

North Dakota—Bismarck

KXMB-TV

Ch. 12

(Satellite of KXMC-TV, Minot, ND)

Network Service: CBS.

Licensee: Reiten Television Company Inc., Box 1617, Bismarck, ND 58502.

Studio: 1811 North 15, Bismarck, ND 58501.

Telephone: 701-223-9197. Fax: 701-223-3320.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1580-ft. above av. terrain, 1204-ft. above ground, 3449-ft. above sea level.

Latitude 46° 35' 17"
Longitude 100° 48' 26"

Transmitter: 5-mi. E & 2-mi. S of St. Anthony.

Satellite Earth Stations: In operation; M/A-Com receivers.

News Services: AP, CBS.

Ownership: Reiten Television (Group Owner).

Began Operation: November 19, 1955. Sale to present owner by KXJB-TV, Valley City-Fargo approved by FCC Jan. 27, 1971 (Television Digest, Vol. 11:5).

Represented (sales): Katz Television.

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

Personnel:

Robert Romine, General Manager.

David Reiten, National & Regional Sales Manager.

Tim J. Reiten, News Director.

Rocky Hefty, Chief Engineer.

George McDonald, Program Director & Production Manager.

Kathleen Reiten, Promotion Director.

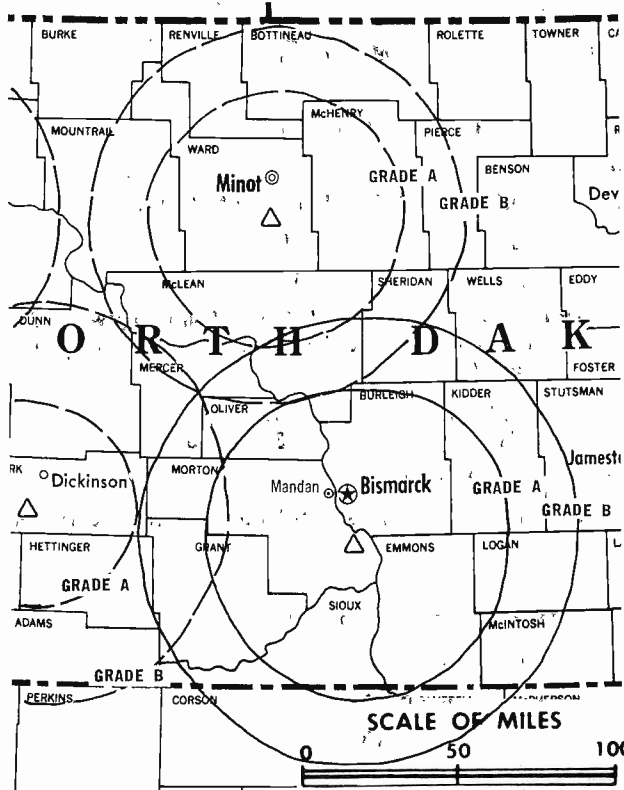
Mary Jo Johnson, Business Manager.

Rates: On request.

City of License: Bismarck. ADI: Minot-Bismarck-Dickinson, ND-Glendale, MT. Rank: 150.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NORTH DAKOTA			
	Burleigh	23,000	22,800	99
	Emmons	1,900	1,900	100
	Grant	1,400	1,400	100
	Kidder	1,300	1,300	100
	Logan	1,200	1,200	100
	Mc Intosh	1,800	1,800	100
	Morton	9,100	9,000	99
	Oliver	800	800	100
	Sioux	1,100	1,100	100
	SOUTH DAKOTA			
	Corson	1,400	1,300	96
	Dewey	1,600	1,500	94



KXMB-TV BMPCT-7664 Granted 2/15/77

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	NORTH DAKOTA			
	Hettinger	1,500	1,500	100
	Mercer	4,300	4,200	98
	SOUTH DAKOTA			
	Campbell	800	800	100
	Mc Pherson	1,400	1,400	100
Between 5-24%	NORTH DAKOTA			
	Adams	1,200	1,200	100
	Mc Lean	4,200	4,200	100
	Sheridan	900	900	100
	Stutsman	9,000	8,900	99
	Wells	2,500	2,500	100
Station Totals		74,700	73,900	99
Net Weekly Circulation (1992)				45,600
Average Daily Circulation (1992)				26,500

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

North Dakota—Devils Lake-Grand Forks

WDAZ-TV

Ch. 8

(Satellite of WDAY-TV, Fargo, ND)

Network Service: ABC.

Licensee: Forum Publishing Co., 301 S. 8th St., Fargo, ND 58108.

Studio: 600 DeMers Ave., Grand Forks, ND 58201.

Telephone: 701-775-2500. **Fax:** 701-746-4507.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 50-kw aural. Antenna: 1480-ft. above av. terrain, 1461-ft. above ground, 2982-ft. above sea level.

Latitude 48° 08' 24"
Longitude 97° 59' 38"

Transmitter: 9-mi. N of Petersburg, ND.

Satellite Earth Stations: Harris, 4.5-meter C-band; Vertex, 4.5-meter Ku-band; Harris, Microdyne receivers.

News Service: AP.

Ownership: Forum Publishing Co. (Group Owner).

Began Operation: February 8, 1967.

Represented (sales): Katz Television.

Represented (legal): Holland & Knight.

Personnel:

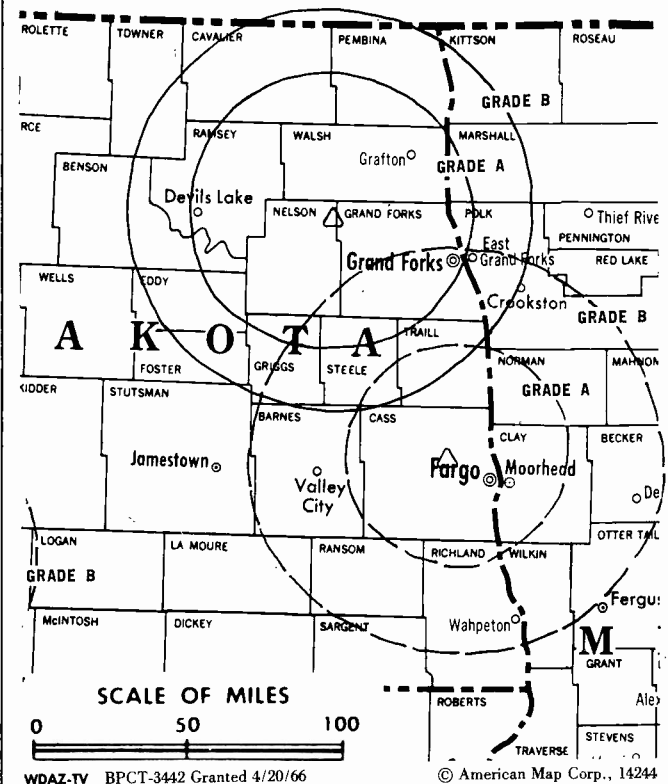
Robert Kerr, Station Manager.
Jack Eisenzimmer, Local Sales Manager.
Jon Stepanek, News Director.
Julia Spicer, Promotion Director.
Dennis Clemenson, Chief Engineer.

City of License: Devils Lake. **ADI:** Fargo. **Rank:** 108.

Rates: On request.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	MINNESOTA				
		Kittson	2,300	2,200	96
		Lake Of The Woods	1,600	1,500	94
		Marshall	4,300	4,200	98
		Pennington	5,400	5,300	98
		Polk	12,200	12,000	98
		Roseau	5,400	5,100	94
	NORTH DAKOTA				
		Benson	2,500	2,400	98
		Cavalier	2,500	2,400	96
	Eddy	1,300	1,300	100	
	Foster	1,600	1,600	100	



Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	MINNESOTA				
		Grand Forks	25,500	25,300	99
		Griggs	1,400	1,400	100
		Nelson	1,900	1,900	100
		Pembina	3,600	3,500	97
		Pierce	2,000	2,000	100
		Ramsey	5,100	5,000	98
		Rolette	4,100	4,000	98
		Towner	1,500	1,500	100
		Walsh	5,400	5,300	98
Between 25-49%	MINNESOTA				
		Red Lake	1,800	1,800	100
Between 5-24%	NORTH DAKOTA				
		Wells	2,500	2,500	100
Station Totals			96,300	94,600	98
	Net Weekly Circulation (1992)				72,300
	Average Daily Circulation (1992)				46,300

North Dakota—Dickinson

KQCD-TV

Ch. 7

(Satellite of KFYR-TV, Bismarck, ND)

Network Service: NBC.

Licensee: Meyer Broadcasting Co., Box 1738, Bismarck, ND 58502.

Studio: 373 21st St. E, Dickinson, ND 58601.

Telephone: 701-225-6843.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 282-kw visual, 63-kw aural. Antenna: 730-ft. above av. terrain, 649-ft. above ground, 3349-ft. above sea level.

Latitude	46°	56'	49"
Longitude	102°	59'	17"

Transmitter: 10.5-mi. WNW of Dickinson.

Multichannel TV Sound: Stereo only.

Satellite Earth Station: Harris, 4.6-meter Ku-band; Standard Communications receivers.

News Services: Agri-Data, AP, NBC.

Ownership: Meyer Broadcasting Co. (Group Owner).

Began Operation: July 28, 1980.

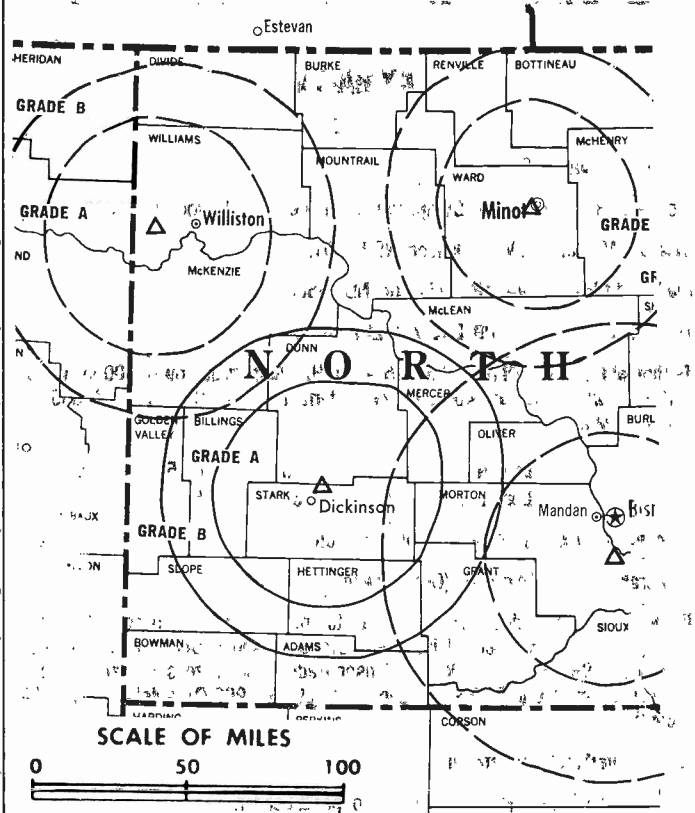
Represented (sales): Blair Television.

Represented (legal): Hogan & Hartson.

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

Personnel:

Judith Johnson, President & Chief Executive Officer (Bismarck).
Tom Barr, Vice President & General Manager (Bismarck).



KQCD-TV BPCT-4910 Granted 1/25/78

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Rates: On request.

Arbitron Data: Included with KFYR-TV, Bismarck.

City of License: Dickinson. ADI: Minot-Bismarck-Dickinson, ND-Glendive, MT. Rank: 150.

North Dakota—Dickinson

KXMA-TV

Ch. 2

Network Service: CBS.

Licensee: Reiten Television Company Inc., Drawer B, Dickinson, ND 58602.

Studio: 119 2nd Ave. W, Dickinson, ND 58601.

Mailing Address: Drawer B, Dickinson, ND 58602.

Telephone: 701-227-1400. **Fax:** 701-227-8896.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 840-ft. above av. terrain, 621-ft. above ground, 3556-ft. above sea level.

Latitude 46° 43' 30.15"
Longitude 102° 54' 58.16"

Transmitter: 10.5-mi. S, 6-mi. W of Dickinson.

Ownership: Reiten Television (Group Owner).

Began Operation: October 15, 1956. Sale to present owner approved by FCC Dec. 4, 1984. Sale to Northern Plains Bcstg. Group by Stanley Deck approved by FCC April 22, 1983. Sale to Deck by Dickinson Radio Assn. increasing Stanley Deck's holdings from 5% to 99.5% was approved Oct. 25, 1966 (*Television Digest*, Vol. 6:44).

Represented (sales): Katz Television.

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

Personnel:

Charles Tibor, General Manager.
David Reiten, National Sales Manager.
Shawn Behan, Chief Engineer.

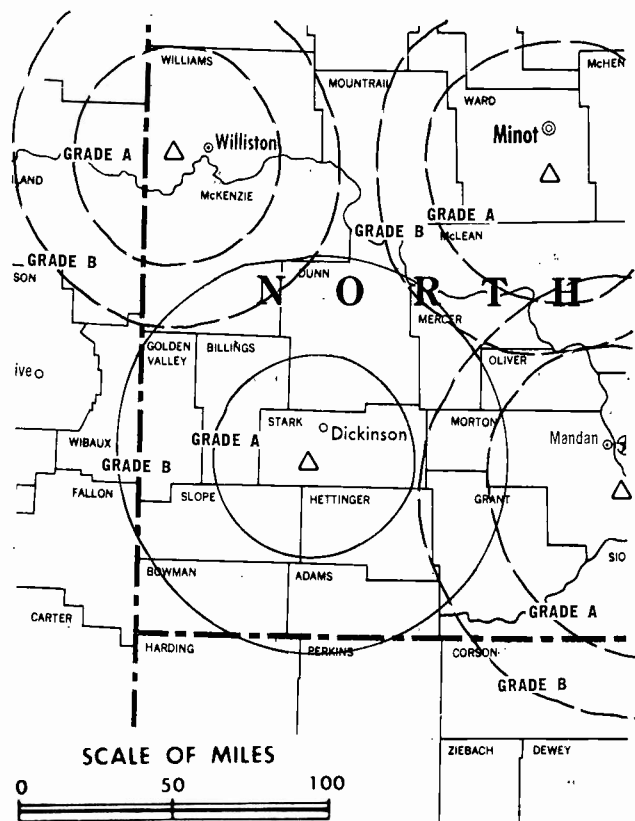
Highest 30 Sec. Rate: \$35.

NETWORK BASE HOURLY RATE: \$100.

City of License: Dickinson. **ADI:** Minot-Bismarck-Dickinson, ND-Glendive, MT. **Rank:** 150.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NORTH DAKOTA			
	Adams	1,200	1,200	100
	Billings	400	400	100
	Bowman	1,500	1,500	100
	Dunn	1,500	1,500	100
	Golden Valley	900	900	100



KXMA-TV BPCT—3391 Granted 3/16/65

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Slope	400	400	100
	Stark	8,400	8,300	99
Between 25-49%	NORTH DAKOTA			
	Hettinger	1,500	1,500	100
Between 5-24%	MONTANA			
	Carter	600	600	100
	Fallon	1,200	1,200	96
	Wibaux	500	500	100
	NORTH DAKOTA			
Grant	1,400	1,400	100	
SOUTH DAKOTA	Harding	600	600	100
	Perkins	1,700	1,700	97
	Station Totals	21,800	21,700	100
Net Weekly Circulation (1992)				13,800
Average Daily Circulation (1992)				7,700

North Dakota— Fargo-Grand Forks

KTHI-TV

Ch. 11

Network Service: NBC.

Licensee: Spokane Television Inc., 1350 21st Ave. S, Fargo, ND 58103.

Studios: 1350 21st Ave. S, Fargo, ND 58103; 314 9th Ave. N, Grand Forks, 58201.

Mailing Address: Box 1878, Fargo, ND 58107.

Telephones: 701-237-5211 (Fargo); 701-772-3481 (Grand Forks).

TWX: 910-673-8302.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 304-kw visual, 45.7-kw aural. Antenna: 2000-ft. above av. terrain, 2063-ft. above ground, 3058-ft. above sea level.

Latitude 47° 20' 36"
Longitude 97° 17' 17"

Transmitter: 3-mi. W of Blanchard.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 6.1-meter C-band; RCA, 4.5-meter Ku-band; Harris, M/A-Com, Standard Agile Omni-receivers.

News Services: AP, NBC.

Ownership: Morgan Murphy Stations (Group Owner).

Began Operation: October 11, 1959. Sale by Fuqua Communications to present owner approved by FCC Dec. 23, 1968 (Television Digest, Vol. 9:4). Previously, sale of control to Natco by Polaris Corp. approved Sept. 23, 1966 (Vol. 5:51; 6:39, 40). Sale of control to Polaris by North Dakota Bcstg. approved by FCC July 25, 1962 (Vol. 2:20).

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

Represented (legal): Rini & Coran, P.C.

Personnel:

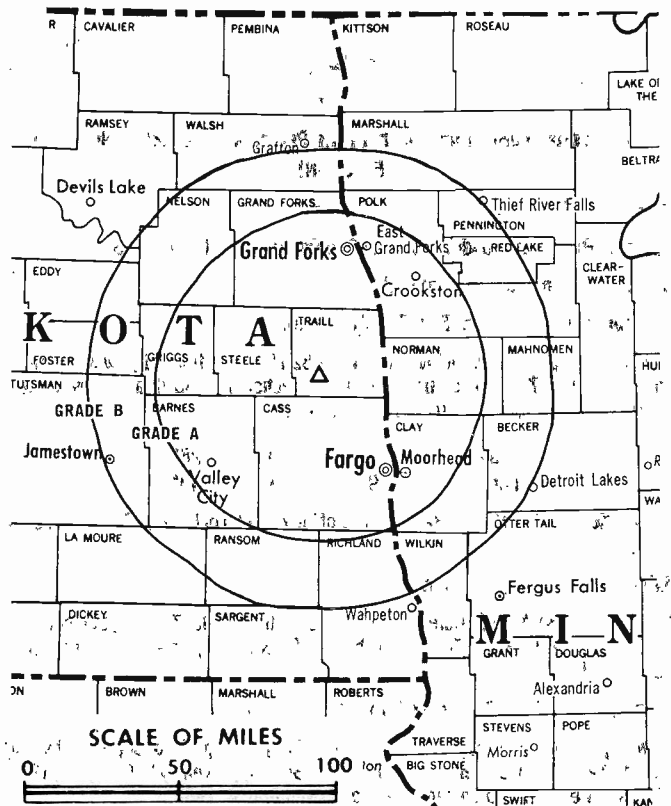
- Elizabeth M. Burns, President.
- John P. Hrubesky, Vice President & General Manager.
- Dale Bosch, Station Manager & Program Director.
- Pete Anderson, General Sales Manager.
- Joy Ryan, National Sales Manager.
- Charley Johnson, News Director.
- Pam Petrik, Creative Services & Promotion.
- Carol Gillett, Traffic Manager.
- Roger Johnson, Chief Engineer.
- Arnie Buck, Business Manager.

Highest 30 Sec. Rate: \$765.

City of License: Fargo. ADI: Fargo. Rank: 108.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MINNESOTA			
	Becker	11,000	10,800	98
	Clay	17,400	17,300	99
	Clearwater	3,100	3,000	97
	Kitson	2,300	2,200	96
	Lake Of The Woods	1,600	1,500	94
	Mahnomen	1,800	1,800	100
	Marshall	4,300	4,200	98
	Norman	3,100	3,000	97
	Otter Tail	19,900	19,500	98
	Pennington	5,400	5,300	98
	Polk	12,200	12,000	98
	Red Lake	1,800	1,800	100
	Roseau	5,400	5,100	94
	Wilkin	2,800	2,800	100
	NORTH DAKOTA			
	Barnes	5,000	5,000	100
Cass	41,200	40,900	99	
Cavalier	2,500	2,400	96	



KTHI-TV BMPCT-5881 Granted 8/13/63

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Dickey	2,400	2,400	100
	Eddy	1,300	1,300	100
	Foster	1,600	1,600	100
	Grand Forks	25,500	25,300	99
	Griggs	1,400	1,400	100
	La Moure	2,100	2,100	100
	Nelson	1,900	1,900	100
	Pembina	3,600	3,500	97
	Ramsey	5,100	5,000	98
	Ransom	2,300	2,300	100
	Richland	6,800	6,700	99
	Sargent	1,800	1,800	100
	Steele	1,100	1,100	100
	Stutsman	9,000	8,900	99
	Traill	3,400	3,400	100
	Walsh	5,400	5,300	98
	Between 25-49%	MINNESOTA		
Grant		2,500	2,500	100
Traverse		1,700	1,700	100
NORTH DAKOTA				
Benson		2,500	2,400	98
SOUTH DAKOTA	Marshall	2,000	2,000	100
	Roberts	3,700	3,600	97
	Between 5-24%	MINNESOTA		
Beltrami		12,200	11,700	96
Big Stone		2,600	2,600	100
Hubbard		6,000	5,800	97
Stevens		3,700	3,600	97
NORTH DAKOTA				
Logan	1,200	1,200	100	
Wells	2,500	2,500	100	
Station Totals		256,100	252,200	98
Net Weekly Circulation (1992)				184,900
Average Daily Circulation (1992)				106,700

North Dakota—Fargo-Moorhead, Minnesota

KVRR

Ch. 15

(Also operates KJRR, Jamestown; KNRR, Pembina, ND & KBRR, Thief River Falls, MN)

Network Service: Fox.

Licensee: Red River Broadcast Corp., 4015 9th Ave. SW, Fargo, ND 58103.

Studio: 4015 9th Ave. SW, Fargo, ND 58103.

Telephone: 701-277-1515. **Fax:** 701-277-1830.

Technical Facilities: Channel No. 15 (476-482 MHz). Authorized power: 4170-kw max. visual, 417-kw max. aural. Antenna: Directional, 1243-ft. above av. terrain, 1095-ft. above ground, 2516-ft. above sea level.

Latitude 46° 40' 26"
Longitude 96° 13' 40"

Transmitter: 1-mi. N of Hwy. 32, 0.5-mi. E of intersection of Hwys. 32 & 34, Tansem, MN.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Andrew, 7-meter; Scientific-Atlanta, 7-meter; Scientific-Atlanta, 5-meter; Harris, 4.5-meter Ku-band; RCA Ku-band; Scientific-Atlanta, M/A-Com receivers.

Ownership: Red River Broadcast Corp. (Group Owner).

Began Operation: February 14, 1983. Sale to Fargo Bcstg. Corp. approved by FCC March 12, 1985. Transfer of 50% to John W. Boler approved by FCC July 19, 1985. Transfer from Boler to present owner approved Aug. 4, 1987.

Represented (sales): Blair Television.

Represented (legal): Crowell & Moring.

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

Personnel:

- Ro Grignon, General Manager.
- Donn Bryant, General Sales Manager.
- Kent Lien, Program Manager.
- Nancy Barr, Operations Manager & Promotion Director.
- Kathy Lau, Business Manager.
- Lindsay Bold, Production Manager.
- Candace Kassenborg, Public Service Director.
- Glen Pedersen, Chief Engineer.

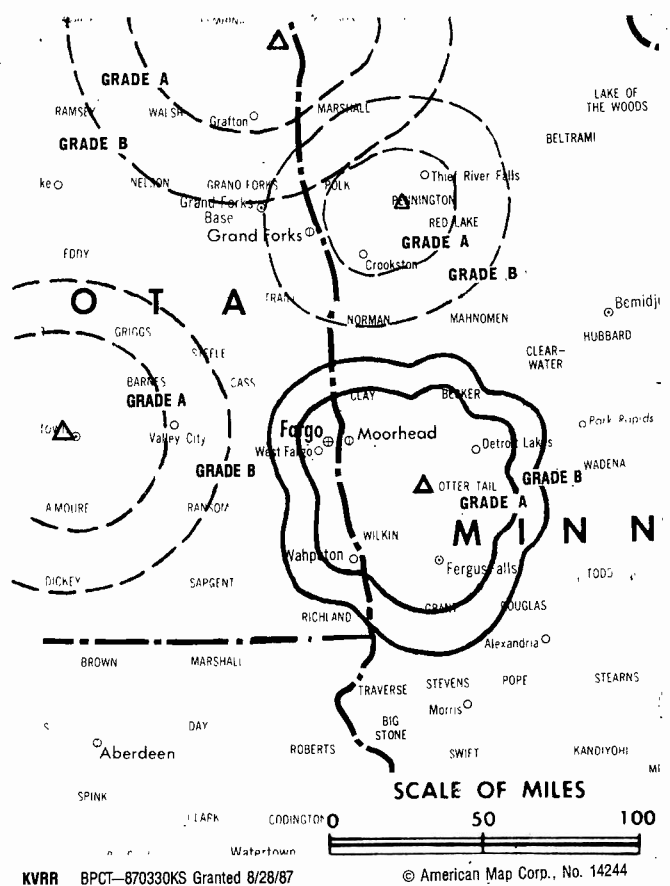
Rates: On request.

Arbitron Data: Figures include KJRR, Jamestown; KNRR, Pembina & KBRR, Thief River Falls.

City of License: Fargo. **ADI:** Fargo. **Rank:** 108.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	MINNESOTA				
		Becker	11,000	10,800	98
		Beltrami	12,200	11,700	96
		Clay	17,400	17,300	99
		Clearwater	3,100	3,000	97
		Otter Tail	19,900	19,500	98
		Pennington	5,400	5,300	98
		Polk	12,200	12,000	98
		Red Lake	1,800	1,800	100
		Roseau	5,400	5,100	94
		Wilkin	2,800	2,800	100
		NORTH DAKOTA			
		Cass	41,200	40,900	99
		Cavalier	2,500	2,400	96
	Grand Forks	25,500	25,300	99	
	Griggs	1,400	1,400	100	
	Pembina	3,600	3,500	97	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Ramsey	5,100	5,000	98
	Richland	6,800	6,700	99
	Stutsman	9,000	8,900	99
Between 25-49%	MINNESOTA			
	Cass	8,300	8,000	96
	Douglas	11,400	11,200	98
	Hubbard	6,000	5,800	97
	Kittson	2,300	2,200	96
	Marshall	4,300	4,200	98
	Norman	3,100	3,000	97
	Wadena	5,000	4,800	96
	NORTH DAKOTA			
	Bames	5,000	5,000	100
Benson	2,500	2,400	98	
Dickey	2,400	2,400	100	
Eddy	1,300	1,300	100	
Foster	1,600	1,600	100	
La Moure	2,100	2,100	100	
Logan	1,200	1,200	100	
Ransom	2,300	2,300	100	
Sargent	1,800	1,800	100	
Steele	1,100	1,100	100	
Traill	3,400	3,400	100	
Walsh	5,400	5,300	98	
Between 5-24%	MINNESOTA			
	Big Stone	2,600	2,600	100
	Crow Wing	18,100	17,800	98
	Grant	2,500	2,500	100
	Itasca	15,900	15,600	98
	Lake Of The Woods	1,600	1,500	94
	Mahnomen	1,800	1,800	100
(Continued on page A-876)				
Station Totals		325,000	319,600	98
Net Weekly Circulation (1992)				157,100
Average Daily Circulation (1992)				70,000

North Dakota—Fargo

WDAY-TV

Ch. 6

(Operates satellite WDAZ-TV, Devils Lake, ND)

Network Service: ABC.

Licensee: Forum Publishing Co., Box 2466, Fargo, ND 58108.

Studio: 301 S. 8th St., Fargo, ND 58108.

Mailing Address: Box 2466, Fargo, ND 58108.

Telephone: 701-237-6500. **TWX:** 910-673-8301. **Fax:** 701-241-5368.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 11.2-kw aural. Antenna: 1150-ft. above av. terrain, 1206-ft. above ground, 2152-ft. above sea level.

Latitude 47° 00' 43"
Longitude 97° 11' 58"

Transmitter: 1-mi. E of Ardenia, ND.

Satellite Earth Stations: Andrew, 4.5-meter C-band; Andrew, 7-meter C-band; Microdyne, 7-meter C-band; Vertex, 4.5-meter Ku-band; Andrew, Microdyne, Standard Communications receivers.

AM Affiliate: WDAY, 5-kw, 970 kHz (NBC).

FM Affiliate: WDAY-FM, 100-kw, 93.7 MHz (No. 229), 1150-ft.

News Services: AP, Conus.

Ownership: Forum Publishing Co. (Group Owner).

Began Operation: June 1, 1953. Sale of 55.56% control to Fargo Forum by E. C. & Marie E. Reineke to give its owners, Black family, 100% control approved July 20, 1960 by FCC (Television Digest, Vol. 16:31).

Represented (sales): Katz Television.

Represented (legal): Holland & Knight.

Personnel:

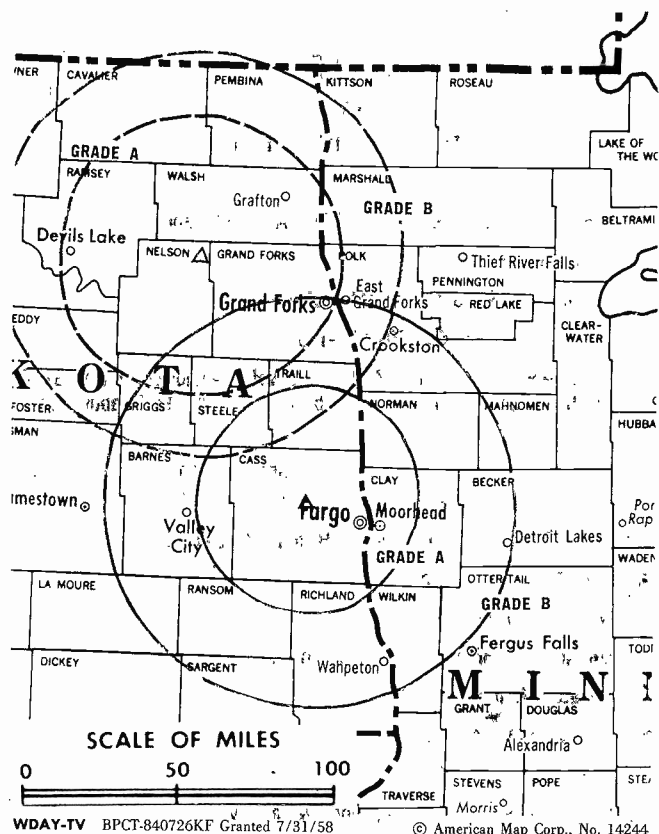
- William C. Marcil, President.
- Mark Prather, General Manager.
- Al Aamodt, News Director.
- Susan Eider, Operations Manager.
- Tom Thompson, Chief Engineer.

Rates: On request.

City of License: Fargo. **ADI:** Fargo. **Rank:** 108.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MINNESOTA			
	Becker	11,000	10,800	98
	Clay	17,400	17,300	99
	Clearwater	3,100	3,000	97
	Mahnomen	1,800	1,800	100
	Norman	3,100	3,000	97
	Otter Tail	19,900	19,500	98
	Wilkin	2,800	2,800	100
	NORTH DAKOTA			
	Barnes	5,000	5,000	100
	Cass	41,200	40,900	99
	Dickey	2,400	2,400	100
	La Moure	2,100	2,100	100
	Ransom	2,300	2,300	100
	Richland	6,800	6,700	99
	Sargent	1,800	1,800	100



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Steele	1,100	1,100	100
	Stutsman	9,000	8,900	99
	Trail	3,400	3,400	100
MINNESOTA				
Between 25-49%	Grant	2,500	2,500	100
	Polk	12,200	12,000	98
NORTH DAKOTA				
	Cavalier	2,500	2,400	96
	Griggs	1,400	1,400	100
SOUTH DAKOTA				
	Marshall	2,000	2,000	100
MINNESOTA				
Between 5-24%	Pennington	5,400	5,300	98
	Red Lake	1,800	1,800	100
	Traverse	1,700	1,700	100
NORTH DAKOTA				
	Eddy	1,300	1,300	100
	Foster	1,600	1,600	100
	Logan	1,200	1,200	100
SOUTH DAKOTA				
	Roberts	3,700	3,600	97
Station Totals		171,500	169,600	99
Net Weekly Circulation (1992)				121,000
Average Daily Circulation (1992)				75,200

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North Dakota—Jamestown

KJRR

Ch. 7

(Satellite of KVRR, Fargo, ND)

Network Service: Fox.

Licensee: Red River Broadcast Corp., 4015 9th Ave. SW, Fargo, ND 58103.

Studio: See KVRR, Fargo.

Mailing Address: Box 9115, Fargo, ND 58106.

Telephone: 701-277-1515. **Fax:** 701-277-1830.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 443-ft. above av. terrain, 499-ft. above ground, 1984-ft. above sea level.

Latitude	46°	55'	30"
Longitude	98°	46'	21"

Transmitter: 2.5-mi. WNW of Fort Seward Historic site, Jamestown.

Multichannel TV Sound: Stereo only.

News Service: Fox News.

Ownership: Red River Broadcast Corp. (Group Owner).

Began Operation: October 7, 1988.

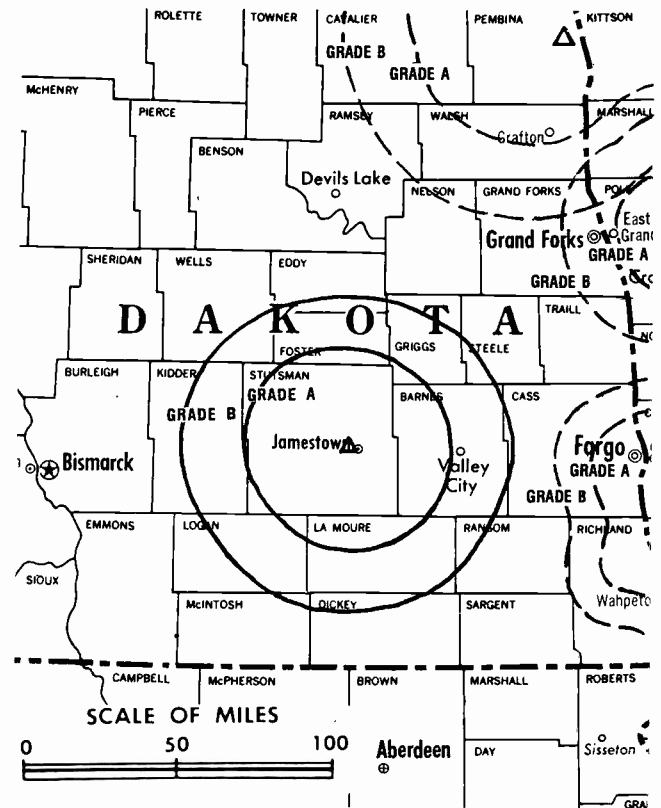
Represented (sales): Blair Television.

Represented (legal): Crowell & Moring.

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

Personnel:

- Ro Grignon, General Manager.
- Donn Bryant, General Sales Manager.
- Glen Pedersen, Chief Engineer.
- Kent Lien, Program Director.
- Nancy Barr, Operations Manager & Promotion Director.
- Kathy Lau, Business Manager.



KJRR BMPCT-880801LM Granted 1/27/89

© American Map Corp., No. 14244

Lindsay Bold, Production Manager.
Candace Kassenborg, Public Service Director.

Rates: On request.

Arbitron Data: Included with KVRR, Fargo, ND.

City of License: Jamestown. **ADI:** Fargo. **Rank:** 108.

North Dakota—Minot

KMCY

Ch. 14

(Satellite of KBMY, Bismarck, ND)

Network Service: ABC.

Grantee: Forum Publishing Co., 301 S. 8th St., Fargo, ND-58103.

Studio: See KBMY, Bismarck, ND.

Telephone: 701-223-1700.

Technical Facilities: Channel No. 14 (470-476 MHz). Authorized power: 513-kw visual, 90-kw aural. Antenna: 829-ft. above av. terrain, 649-ft. above ground, 2723-ft. above sea level.

Latitude 48° 03' 13"
Longitude 101° 23' 05"

Transmitter: 11.5-mi. S & 4-mi. W of Minot.

Satellite Earth Station: Harris, 3.6-meter; Harris receivers.

Ownership: Forum Publishing Co. (Group Owner).

Began Operation: June 19, 1985.

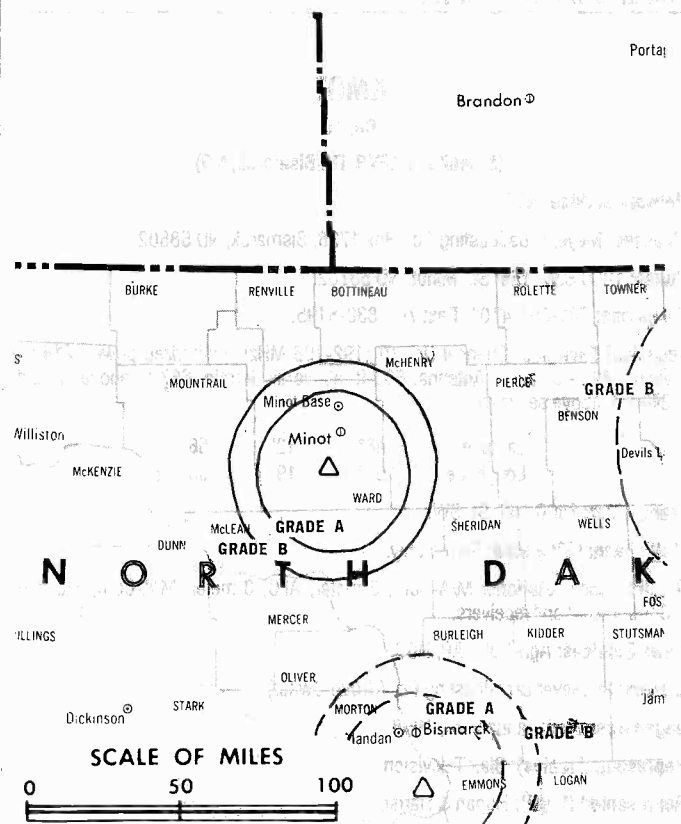
Represented (sales): Katz Television.

Represented (legal): Holland & Knight.

Personnel:

Mark Prather, Station Manager.
Chuck Peterson, General Sales Manager.
Don Humphries, Local Sales Manager.
Jerry Grimstad, Chief Engineer.
Susan J. Eider, Program Director.
Bob Prowse, Promotion Director.

Rates: On request.



KMCY BPCT—830620KL Granted 9/28/84

© American Map Corp., No. 14244

Arbitron Data: Included with KBMY, Bismarck, ND.
City of License: Minot. **ADI:** Minot-Bismarck-Dickinson, ND-Glendive, MT. **Rank:** 150.

North Dakota—Minot

KMOT

Ch. 10

(Satellite of KFYP-TV, Bismarck, ND)

Network Service: NBC.

Licensee: Meyer Broadcasting Co., Box 1738, Bismarck, ND 58502.

Studio: 1800 S.W. 16th St., Minot, ND 58702.

Telephone: 701-852-4101. **Fax:** 701-838-8195.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 214-kw visual, 42.7-kw aural. Antenna: 680-ft. above av. terrain, 687-ft. above ground, 2444-ft. above sea level.

Latitude 48° 12' 56"

Longitude 101° 19' 05"

Transmitter: 1800 16th St. SW.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: M/A-Com, 3-meter; AFC, 3-meter; M/A-Com, Standard Communications receivers.

News Services: Agri-Data, AP, NBC.

Ownership: Meyer Broadcasting Co. (Group Owner).

Began Operation: January 20, 1958.

Represented (sales): Blair Television.

Represented (legal): Hogan & Hartson.

Personnel:

Judith Johnson, President & Chief Executive Officer (Bismarck).

Tom Barr, Vice President & General Manager (Bismarck).

Wayne Sanders, General Manager.

Colleen Anderson, Local Sales Manager.

Dave Benton, News Director.

Rod Wilson, Program Director.

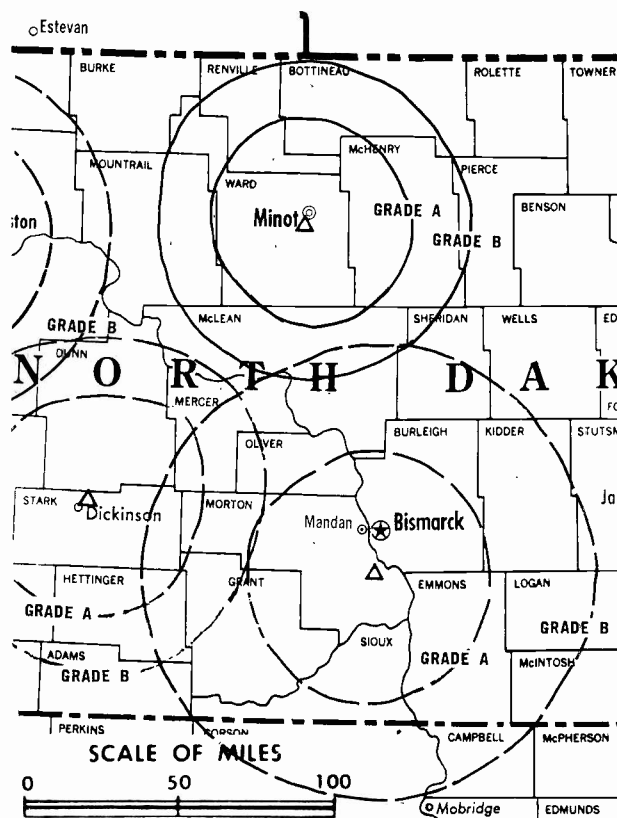
Ray Roberts, Chief Engineer.

Rates: On request.

City of License: Minot. **ADI:** Minot-Bismarck-Dickinson, ND-Glendive, MT. **Rank:** 150.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NORTH DAKOTA			
	Bottineau	3,100	3,100	100
	Burke	1,300	1,300	100
	Mc Henry	2,700	2,700	100



KMOT BPCT-4085 Granted 5/1/68

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Mc Lean	4,200	4,200	100
	Mountrail	2,700	2,700	100
	Pierce	2,000	2,000	100
	Renville	1,300	1,300	100
	Rolette	4,100	4,000	98
	Ward	21,500	21,300	99
Between 25-49%	NORTH DAKOTA			
	Sheridan	900	900	100
	Towner	1,500	1,500	100
	Wells	2,500	2,500	100
Between 5-24%	NORTH DAKOTA			
Benson	2,500	2,400	98	
Station Totals		50,300	49,900	99
Net Weekly Circulation (1992)				39,000
Average Daily Circulation (1992)				23,200

North Dakota—Minot

KXMC-TV

Ch. 13

(Operates satellites KXMB-TV, Bismarck; KXMA-TV, Dickinson & KXMD-TV, Williston, ND)

Network Service: CBS.

Licensee: Reiten Television Inc., Box 1686, Minot, ND 58702.

Studio: 3425 S. Broadway, Minot, ND 58701.

Telephone: 701-852-2104. **Fax:** 701-838-9360.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1131-ft. above av. terrain, 1081-ft. above ground, 3146-ft. above sea level.

Latitude 48° 03' 02"
Longitude 101° 20' 29"

Transmitter: 11.5-mi. S of Minot.*

Satellite Earth Stations: 2 in operation; Scientific-Atlanta receivers.

AM Affiliate: KCJB, 5-kw, 910 kHz.

FM Affiliate: KHHT-FM, 58-kw, 97.1 MHz (No. 246), 830-ft.

News Services: AP, National Weather Wire, NOAA.

Ownership: Reiten Television (Group Owner).

Began Operation: April 4, 1953. Sale to present owners by North Dakota Bcstg. Co. Inc. approved Oct. 20, 1959 by FCC (Television Digest, Vol. 15:37, 43).

Represented (sales): Katz Television.

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

Personnel:

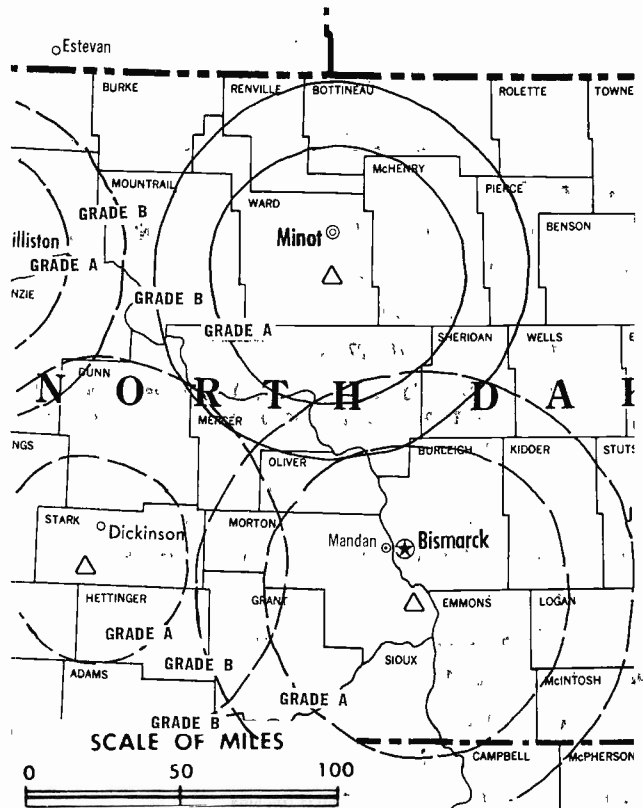
- David Reiten, President.
- Rod Romine, Operations Manager.
- Jan Fiedler, Local Sales Manager.
- Duane Aase, Chief Engineer.
- Mark Narum, News Director.

Rates: On request.

City of License: Minot. **ADI:** Minot-Bismarck-Dickinson, ND-Glendive, MT. **Rank:** 150.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
NORTH DAKOTA				
50% & Over	Bottineau	3,100	3,100	100
	Burke	1,300	1,300	100
	Mc Henry	2,700	2,700	100
	Mc Lean	4,200	4,200	100
	Mountrail	2,700	2,700	100
	Pierce	2,000	2,000	100
	Renville	1,300	1,300	100
	Rolette	4,100	4,000	98



KXMC-TV BPCT—830628KF Granted 9/21/83 ©American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Sheridan	900	900	100
	Ward	21,500	21,300	99
	Wells	2,500	2,500	100
NORTH DAKOTA				
Between 25-49%	Mc Kenzie	2,400	2,400	100
	Mercer	4,300	4,200	98
NORTH DAKOTA				
Between 5-24%	Benson	2,500	2,400	98
	Divide	1,200	1,200	100
	Dunn	1,500	1,500	100
	Oliver	800	800	100
	Towner	1,500	1,500	100
Station Totals		60,500	60,000	99
Net Weekly Circulation (1992)				45,400
Average Daily Circulation (1992)				30,500

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North Dakota—Pembina

KNRR

Ch. 12

(Satellite of KVRR, Fargo, ND)

Network Service: Fox.

Licensee: Red River Broadcast Corp., 4015 9th Ave. SW, Fargo, ND 58103.

Studio: 4015 9th Ave. SW, Fargo, ND 58103.

Mailing Address: Box 9115, Fargo, ND 58106.

Telephone: 701-277-1515. **Fax:** 701-277-1830.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1292-ft. above av. terrain, 1394-ft. above ground, 2828-ft. above sea level.

Latitude	48°	59'	42"
Longitude	97°	24'	26"

Transmitter: 7.5-mi. WNW of Pembina, 1.78-mi. N of State Hwy. 55.

News Service: Fox News.

Ownership: Red River Broadcast Corp. (Group Owner).

Began Operation: August 11, 1985.

Represented (sales): Blair Television.

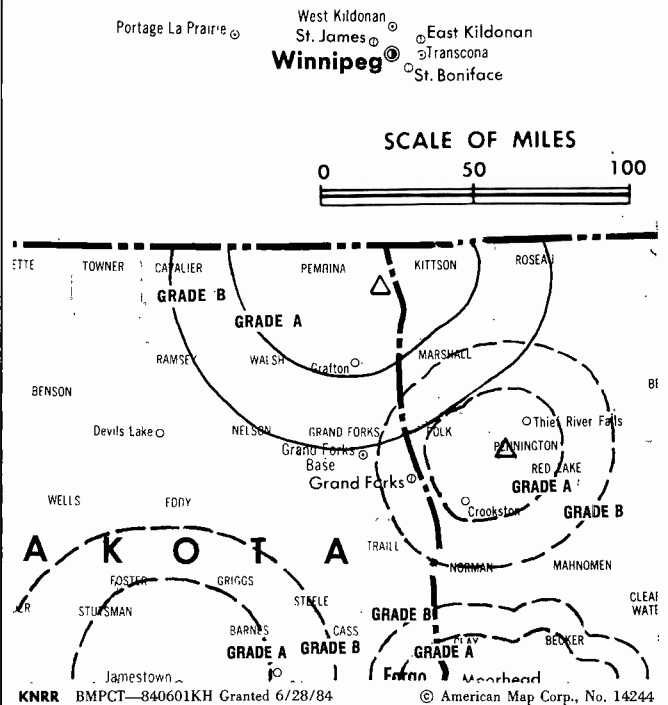
Represented (legal): Crowell & Moring.

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

Personnel:

See KVRR, Fargo, ND.

Rates: On request.



Arbitron Data: Included with KVRR, Fargo, ND.

City of License: Pembina. **ADI:** Fargo. **Rank:** 108.

North Dakota—Valley City-Fargo

KXJB-TV

Ch. 4

Network Service: CBS.

Licensee: North American Communication Corp., Box 10399, Fargo, ND 58106-0399.

Studio: 4302 13th Ave. S, Fargo, ND 58103.

Telephone: 701-282-0444. **Fax:** 701-282-9331.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 97.7-kw visual, 10-kw aural. Antenna: 2030-ft. above av. terrain, 2060-ft. above ground, 3120-ft. above sea level.

Latitude 47° 16' 45"
Longitude 97° 20' 18"

Transmitter: 3-mi. E of Galesburg, ND.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; Harris, 6.1-meter C-band; Vertex, 5-meter Ku-band; Scientific-Atlanta, 4.6-meter C-band; Harris, M/A-Com, Scientific-Atlanta receivers.

News Services: AP, UPI.

Ownership: North American Communication Corp.

Began Operation: July 12, 1954. Sale to present owner approved by FCC Nov. 30, 1978.

Represented (sales): Seltel Inc.; Hyett/Ramsland Inc. (Minneapolis).

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

Personnel:

Bruce E. Barnes, President & General Manager.

Paul Wickre, Station & General Sales Manager.

David Hoglin, News Director.

Bernadette Hendrickson, Program Director.

Linda Birmingham, Promotion Director.

Aryid Sonstelie, Chief Engineer.

Curt Sommer, Business Manager.

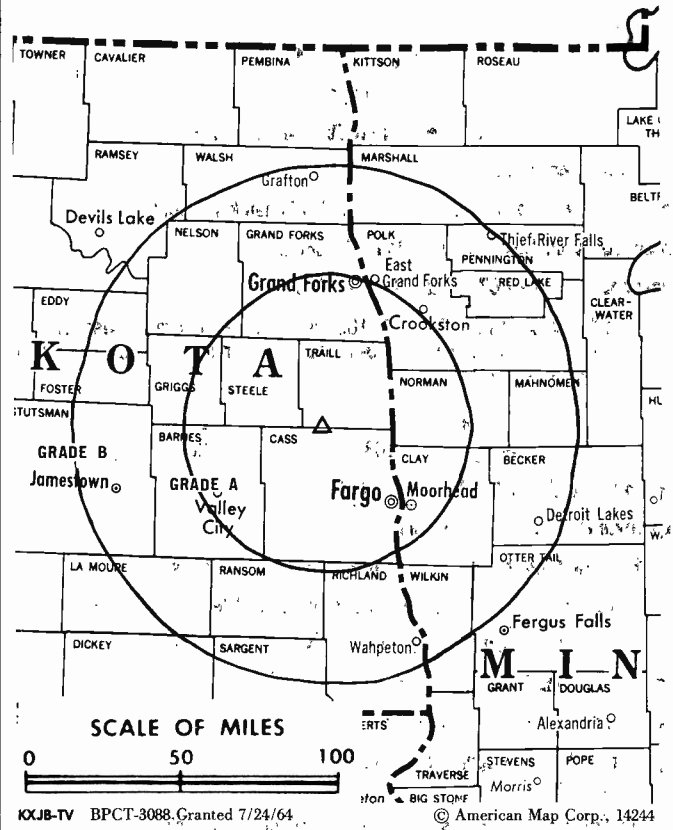
Highest 30 Sec. Rate: \$500.

NETWORK BASE HOURLY RATE: \$757.

City of License: Valley City. **ADI:** Fargo. **Rank:** 108.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MINNESOTA			
	Becker	11,000	10,800	98
	Clay	17,400	17,300	99
	Clearwater	3,100	3,000	97
	Kittison	2,300	2,200	96
	Lake Of The Woods	1,600	1,500	94
	Mahnomen	1,800	1,800	100
	Marshall	4,300	4,200	98
	Norman	3,100	3,000	97
	Pennington	5,400	5,300	98
	Polk	12,200	12,000	98
	Red Lake	1,800	1,800	100
	Roseau	5,400	5,100	94
	Wilkin	2,800	2,800	100
	NORTH DAKOTA			
	Barnes	5,000	5,000	100
	Benson	2,500	2,400	98
	Cass	41,200	40,900	99
	Cavalier	2,500	2,400	96



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Dickey	2,400	2,400	100
	Eddy	1,300	1,300	100
	Foster	1,600	1,600	100
	Grand Forks	25,500	25,300	99
	Griggs	1,400	1,400	100
	La Moure	2,100	2,100	100
	Nelson	1,900	1,900	100
	Pembina	3,600	3,500	97
	Ramsey	5,100	5,000	98
	Ransom	2,300	2,300	100
	Richland	6,800	6,700	99
	Sargent	1,800	1,800	100
	Steele	1,100	1,100	100
	Stutsman	9,000	8,900	99
	Towner	1,500	1,500	100
Trail	3,400	3,400	100	
Walsh	5,400	5,300	98	
Between 25-49%	MINNESOTA			
	Otter Tail	19,900	19,500	98
	NORTH DAKOTA			
Between 5-24%	MINNESOTA			
	Grant	2,500	2,500	100
	Pope	4,400	4,300	98
NORTH DAKOTA				
Traverse	1,700	1,700	100	
Kidder	1,300	1,300	100	
Logan	1,200	1,200	100	
Rolette	4,100	4,000	98	
Station Totals		239,200	236,000	99
Net Weekly Circulation (1992)				186,400
Average Daily Circulation (1992)				120,000

North Dakota—Williston

KUMV-TV

Ch. 8

(Satellite of KFYR-TV, Bismarck, ND)

Network Service: NBC.

Licensee: Meyer Broadcasting Co., Box 1738, Bismarck, ND 58502.

Studio: 602 Main, Box 1287, Williston, ND 58802.

Telephone: 701-572-4676. **Fax:** 701-572-0118.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 166-kw visual, 33.1-kw aural. Antenna: 1060-ft. above av. terrain, 878-ft. above ground, 3221-ft. above sea level.

Latitude 48° 08' 02"
Longitude 103° 51' 36"

Transmitter: U.S. Rte. 2, 10-mi. W of Williston.

Multichannel TV Sound: Stereo only.

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

News Services: Agri-Data, AP, NBC, Sports News Satellite.

Ownership: Meyer Broadcasting Co. (Group Owner).

Began Operation: February 11, 1957.

Represented (sales): Blair Television.

Represented (legal): Hogan & Hartson.

Personnel:

Judith Johnson, President & Chief Executive Officer (Bismarck).

Tom Barr, Vice President (Bismarck).

Cherie Olson, General Manager.

Kelly Buechler, News Director.

Debi Burton, Local Sales Manager.

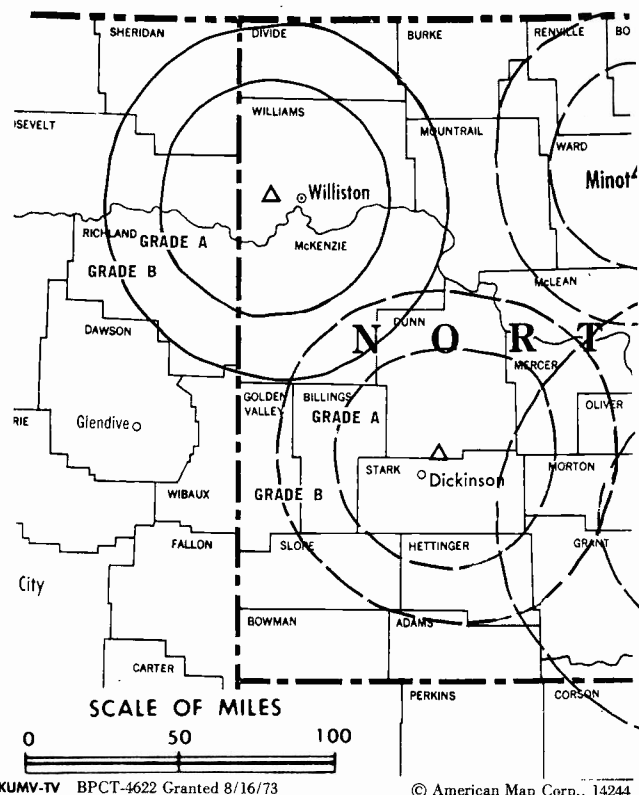
Mikel Huseby, Chief Engineer.

Rates: On request.

City of License: Williston. **ADI:** Minot-Bismarck-Dickinson, ND-Glendive, MT. **Rank:** 150.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MONTANA			
	Daniels	1,000	1,000	100
	Dawson	3,800	3,700	97
	Mc Cone	900	900	100
	Richland	4,000	3,900	98
	Roosevelt	3,800	3,700	97



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Sheridan	2,000	2,000	100
	Valley	3,400	3,300	96
	NORTH DAKOTA			
	Divide	1,200	1,200	100
	Mc Kenzie	2,400	2,400	100
	Williams	8,300	8,200	99
	NORTH DAKOTA			
Between 25-49%	Burke	1,300	1,300	100
	MONTANA			
Between 5-24%	Wibaux	500	500	100
	NORTH DAKOTA			
	Golden Valley	900	900	100
	Mountrail	2,700	2,700	100
Station Totals		36,200	35,700	99
Net Weekly Circulation (1992)				26,600
Average Daily Circulation (1992)				18,100

North Dakota—Williston

KXMD-TV

Ch. 11

(Satellite of KXMC-TV, Minot, ND)

Network Service: CBS

Licensee: Reiten Television Inc., Box 790, Williston, ND 58801.

Studio: 1802 13th Ave. W, Williston, ND 58801.

Telephone: 701-572-2345. Fax: 701-572-0658.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 174-kw visual, 17.4-kw aural. Antenna: 980-ft. above av. terrain, 840-ft. above ground, 3140-ft. above sea level.

Latitude 48° 08' 22"
Longitude 103° 53' 24"

Transmitter: 11-mi. W of Williston on U.S. 2.

Satellite Earth Stations: In operation; Microdyne receivers.

Ownership: Reiten Television (Group Owner).

Began Operation: October 25, 1969.

Represented (sales): Katz Television.

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

Personnel:

David M. Reiten, President, National & Regional Sales Manager.

Marilyn Karst, General Manager.

Mark Narum, News Director.

Kevin Craft, Program & Promotion Director.

Wayne McNamara, Chief Engineer.

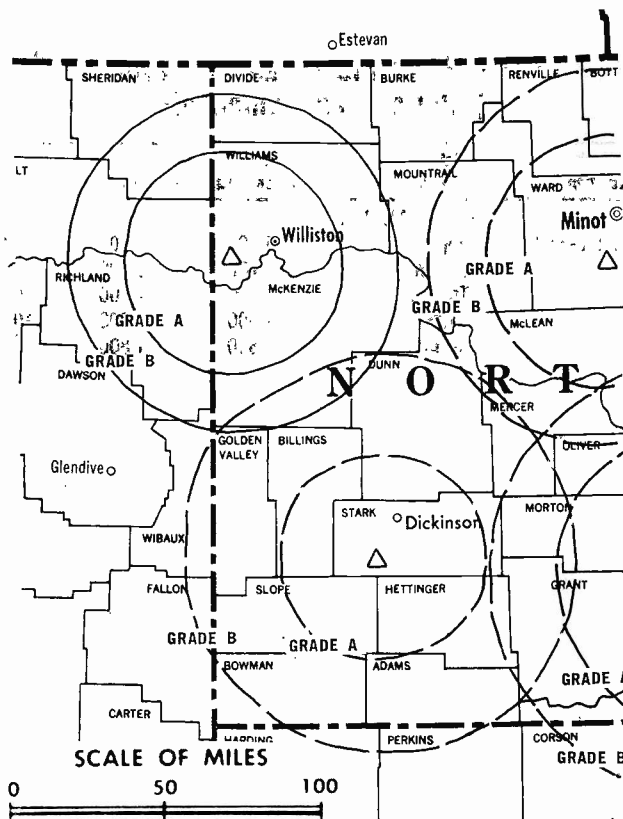
Kathy Gilbert, Business Manager.

Highest 30 Sec. Rate: \$70.

City of License: Williston. **ADI:** Minot-Bismarck-Dickinson, ND-Glendive, MT. **Rank:** 150.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MONTANA			
	Daniels	1,000	1,000	100
	Richland	4,000	3,900	98
	Roosevelt	3,800	3,700	97
	Sheridan	2,000	2,000	100



KXMD-TV BMPCT-7509 Granted 12/7/73

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NORTH DAKOTA			
	Divide	1,200	1,200	100
	Mc Kenzie	2,400	2,400	100
	Williams	8,300	8,200	99
Between 25-49%	MONTANA			
	Mc Cone Valley	900	900	100
Between 5-24%	NORTH DAKOTA			
	Billings	400	400	100
	Burke	1,300	1,300	100
Station Totals		28,700	28,300	99
Net Weekly Circulation (1992)				19,000
Average Daily Circulation (1992)				10,900

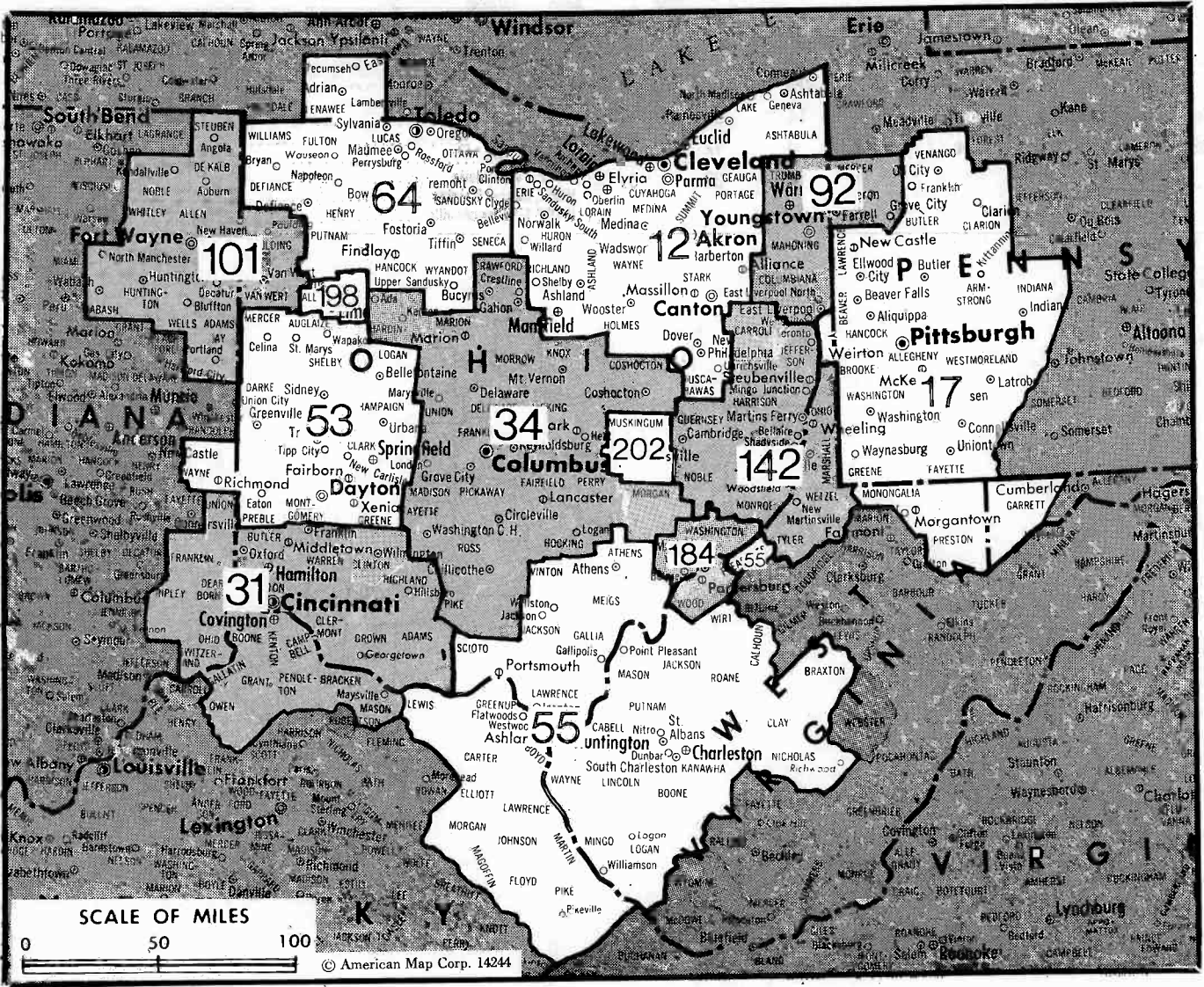
North Dakota

KVRR, Fargo-Moorhead, Minnesota (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
	NORTH DAKOTA			
Between 5-24%	Pope	4,400	4,300	98
	Stevens	3,700	3,600	97
	Traverse	1,700	1,700	100
	Kidder	1,300	1,300	100
	Mc Intosh	1,800	1,800	100

KVRR—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	Nelson	1,900	1,900	100
	Towner	1,500	1,500	100
	Wells	2,500	2,500	100
	SOUTH DAKOTA			
	Grant	3,200	3,100	98
	Roberts	3,700	3,600	97



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Cleveland, OH	1,418,100	12	WAKC-TV (23), WBNX-TV (55), WDLI (17), WEWS (5), WJW-TV (8), WKYC-TV (3), WMFD-TV (68), WOAC (67), WOIO (19), WQHS (61), WUAB (43)
Pittsburgh, PA	1,137,900	17	KDKA-TV (2), WPCB-TV (40), WPGH-TV (53), WPTT-TV (22), WPXI (11), WTAE-TV (4)
Cincinnati, OH	756,400	31	WCPO-TV (9), WKRC-TV (12), WLWT (5), WSTR-TV (64), WXIX-TV (19)
Columbus, OH	696,800	34	WBNS-TV (10), WCMH (4), WSFJ (51), WSYX (6), WTTE (28), WWAT (53)
Dayton, OH	504,400	53	WDTN (2), WHIO-TV (7), WKEF (22), WKOI (43), WRGT-TV (45), WTJC (26)
Charleston-Huntington, WV	471,200	55	WCBS-TV (8), WOWK-TV (13), WSAZ-TV (3), WTSF (61), WVAH-TV (11)
Toledo, OH	405,900	64	WGGN-TV (52), WNWO-TV (24), WTOL-TV (11), WTVG (13), WUPW (36)
Youngstown, OH	270,000	92	WFMJ-TV (21), WKBN-TV (27), WYTV (33)
Fort Wayne, IN	235,900	101	WANE-TV (15), WFFT-TV (55), WINM (63), WKJG-TV (33), WPTA (21)
Wheeling, WV-Steubenville, OH	152,800	142	WTOV-TV (9), WTRF-TV (7)
Parkersburg, WV	57,100	184	WTAP-TV (15)
Lima, OH	39,100	198	WLIO (35), WTLW (44)
Zanesville, OH	30,700	202	WHIZ-TV (18)

Ohio

Ohio Station Totals as of November 1, 1992

	VHF	UHF	TOTAL
Commercial Television Stations	14	25	39
Educational Television Stations	0	12	12
	14	37	51

State Cross Reference List

Communities that receive programs of stations that are located elsewhere.

WSFJ, Columbus	See Newark, OH
WWAT, Columbus	See Chillicothe, OH
WKOI, Dayton	See Richmond, IN
WTJC, Dayton	See Springfield, OH
WUAB, Lorain	See Cleveland, OH
WTAP-TV, Marietta	See Parkersburg, WV
WOIO, Shaker Heights	See Cleveland, OH
WTRF-TV, Steubenville	See Wheeling, WV

Ohio—Akron

WAKC-TV

Ch. 23

Network Service: ABC.

Licensee: Group One Bcstg. Ltd. Partnership, 853 Copley Rd., Akron, OH 44320.

Studio: 853 Copley Rd., Akron, OH 44320.

Telephone: 216-535-7831. **Fax:** 216-535-6300.

Technical Facilities: Channel No. 23 (524-530 MHz). Authorized power: 1290-kw max. visual, 175-kw max. aural. Antenna: 960-ft. above av. terrain, 960-ft. above ground, 2049-ft. above sea level.

Latitude 41° 03' 51"
Longitude 81° 34' 59"

Transmitter: 1561 Dreisbach Dr.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Stations: Andrew, 5-meter; Comtech, 3-meter.

News Services: ABC, AP.

Ownership: Group One Broadcasting Ltd. Partnership.

Began Operation: June 7, 1953.

Represented (sales): Broadcast Spot Sales Inc.

Represented (legal): Wiley, Rein, & Fielding.

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

Personnel:

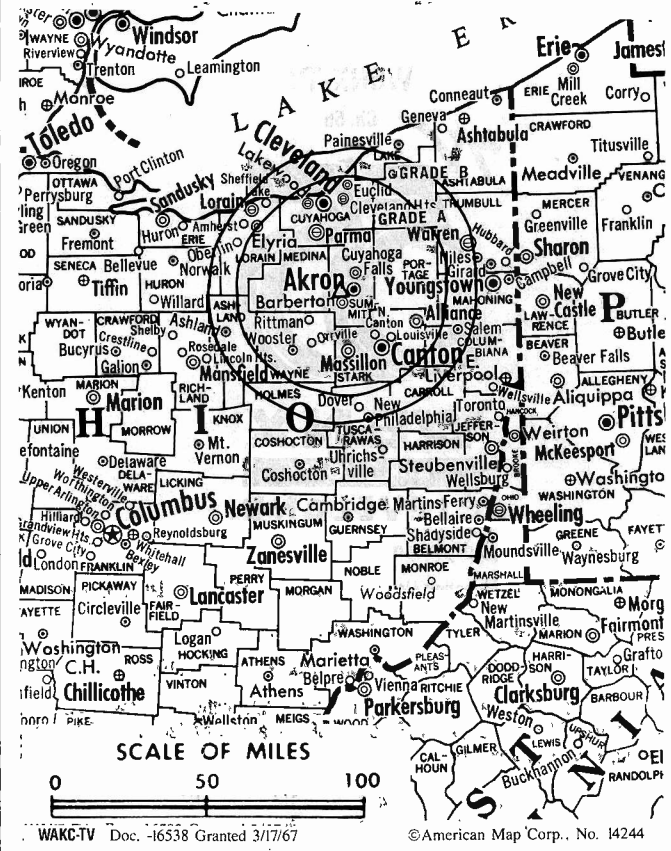
- Roger G. Berk Jr., President & General Manager.
- Robert C. Berk, Executive Vice President & Treasurer.
- Frank J. (Chip) Fox, Vice President, Sales.
- Ana Perez Trenchard, Assistant Station Manager.
- Mark Williamson, News Director.
- William J. O'Neil Jr., Program Director.
- Earl L. Miller, Chief Engineer.
- Dennis Lebec, Production Director.

Rates: On request.

City of License: Akron. **ADI:** Cleveland. **Rank:** 12.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	OHIO Holmes	9,400	9,000	96
	Portage	50,100	49,700	99
	Stark	140,800	139,400	99
	Summit	200,600	198,900	99
Between 5-24%	OHIO Ashland	17,300	17,100	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Carroll	10,100	10,000	99
	Columbiana	41,400	40,900	99
	Coshocton	14,000	13,700	98
	Guernsey	15,100	14,800	98
	Harrison	6,100	6,000	98
	Huron	20,700	20,400	99
	Lorain	97,500	96,700	99
	Medina	42,200	41,800	99
	Tuscarawas	33,100	32,600	98
Wayne	37,100	36,400	98	
Station Totals		735,500	727,400	99
Net Weekly Circulation (1992)				221,600
Average Daily Circulation (1992)				84,800

TFC TIMES FIBER COMMUNICATIONS, INC.
an
LLP company
358 Hall Ave. • P.O. Box 384 • Wallingford, CT 06492
Customer Service (800) 677-CATV

Ohio—Akron



Network Service: None, independent.

Licensee: Winston Broadcasting Network Inc., Box 91660, Cleveland, OH 44101.

Studio: 2690 State Rd., Cuyahoga Falls, OH 44223.

Telephones: 216-928-5711; 216-843-5555. **Fax:** 216-920-2410.

Technical Facilities: Channel No. 55 (716-722 MHz). Authorized power: 2290-kw max. visual, 229-kw max. aural. Antenna: 582-ft. above av. terrain, 397-ft. above ground, 1566-ft. above sea level.

Latitude 41° 16' 50"
Longitude 81° 37' 22"

Holds CP for change to 5000-kw max. visual, circularly polarized, 1168-ft. above av. terrain, 1099-ft. above ground, 2049-ft. above sea level, lat. 41° 23' 02", long. 81° 41' 44", transmitter to 0.73-mi. SW of intersection of Broadview & Ridgewood Rds., Parma, Cuyahoga County. BPCT-920302KE.

Transmitter: 8200 Snowville Rd., Brecksville.

Satellite Earth Stations: Harris C-band; RCA Ku-band.

Ownership: Winston Broadcasting Network Inc.

Began Operation: December 1, 1985.

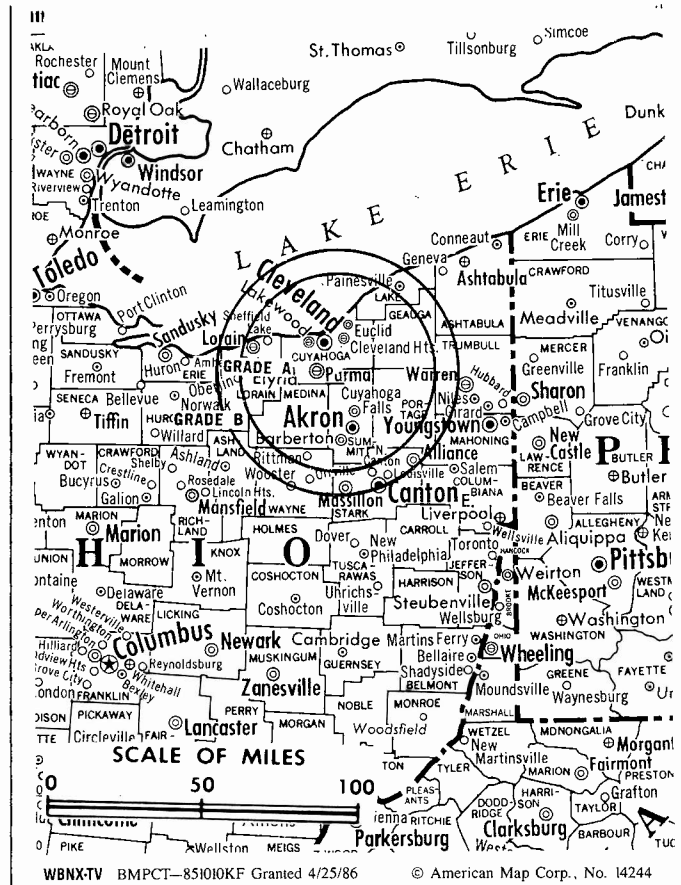
Represented (legal): Patton, Boggs & Blow.

Represented (engineering): Carl E. Smith Consulting Engineers.

Personnel:

- Lou Spangler, President & General Manager.
- Anne Catherine Keith, Station Manager & Director of Programming & Promotion.
- Terry Schultz, General Sales Manager.
- Bill Cogger, Production Manager.
- Stephen Nelson, Chief Engineer.

Rates: On request.



City of License: Akron. **ADI:** Cleveland. **Rank:** 12.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
OHIO				
Between 5-24%	Ashland	17,300	17,100	99
	Cuyahoga	566,500	561,100	99
	Geauga	27,200	26,900	99
	Holmes	9,400	9,000	96
	Lorain	97,500	96,700	99
	Medina	42,200	41,800	99
	Portage	50,100	49,700	99
	Starke	140,800	139,400	99
	Summit	200,600	198,900	99
	Wayne	37,100	36,400	98
Station Totals		1,188,700	1,177,000	99
Net Weekly Circulation (1992)				163,600
Average Daily Circulation (1992)				46,400

Ohio—Canton

WDLI

Ch. 17

Network Service: Trinity Bcstg. Network.

Licensee: Trinity Bcstg. Network Inc., Box A, Santa Ana, CA 92711.

Studio: 6600 Atlantic Blvd., Louisville, OH 44641.

Telephone: 216-875-5542. **Fax:** 216-875-9986.

Technical Facilities: Channel No. 17 (488-494 MHz). Authorized power: 437-kw max. & 389-kw horizontal visual, 47.9-kw max. & 45.7-kw horizontal aural. Antenna: 450-ft. above av. terrain, 448-ft. above ground, 1613-ft. above sea level.

Latitude 40° 51' 04"
Longitude 81° 16' 37"

Transmitter: U.S. Rte. 62, California Ave. & Reno Rd., Louisville, OH.

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

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

Began Operation: January 1, 1967. Sale to present owner by David Livingstone Missionary Foundation, Inc. approved by FCC March 5, 1986. Sale by PTL approved Dec. 8, 1982. Sale to PTL by Janson Industries approved Aug. 5, 1977 (Television Digest, Vol. 17:35, 37).

Represented (legal): May & Dunne.

Represented (engineering): D. W. Sargent.

Personnel:

Dale K. Osborn, Manager.

Rebecca Osborn, Production & Public Affairs.

Highest 30 Sec. Rate: \$60.

City of License: Canton. **ADI:** Cleveland. **Rank:** 12.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.



WDLI BPCT-4988 Granted 4/20/77

American Map Corp. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
	OHIO			
Between 5-24%	Carroll	10,100	10,000	99
Station Totals		10,100	10,000	99
Net Weekly Circulation (1992)			19,400	
Average Daily Circulation (1992)			6,000	

Ohio—Canton

WOAC

Ch. 67

Network Service: None, independent.

Licensee: Canton 67, 103 Jordan Dr., Suite 6, Chattanooga, TN 37421.

Studio: 4867 Fulton Rd. NW, Canton, OH 44718.

Telephone: 216-492-5267. **Fax:** 216-492-8487.

Technical Facilities: Channel No. 67 (788-794 MHz). Authorized power: 1429-kw visual, 142.9-kw aural. Antenna: 290-ft. above av. terrain, 275-ft. above ground, 1405-ft. above sea level.

Latitude 40° 50' 49"
Longitude 81° 26' 23"

Transmitter: 4867 Fulton Dr., Jackson Twp., near Canton.

Satellite Earth Stations: M/A-Com, 3.5-meter Ku-band; Microdyne, 3.5-meter; Comtech, M/A-Com, Microdyne receivers.

News Service: UPI.

Ownership: Canton 67.

Began Operation: March 1, 1982. Sale to Discovery Bcstg. Systems Inc. approved by FCC June 20, 1985, but not consummated.

Represented (legal): Sidley & Austin.

Personnel:

- Michael Larson, General Manager.
- Phillip Sherck, General Sales Manager.
- Scott Davis, News Director.
- Kevin Hoffman, Program Director.
- J. D. DiAngelis, Promotion Director.
- Shelly Polen, Business Manager.
- Randy Ramsey, Production Manager.
- Marcus Anderson, Chief Engineer.

Highest 30 Sec. Rate: \$100.

City of License: Canton. **ADI:** Cleveland. **Rank:** 12.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.



WOAC BMPCT-811211KF Granted 5/20/82

© American Map Corp., No 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	OHIO Stark	140,800	139,400	99
Between 5-24%	OHIO Carroll	10,100	10,000	99
	Tuscarawas	33,100	32,600	98
	Wayne	37,100	36,400	98
Station Totals		221,100	218,400	99
Net Weekly Circulation (1992)				64,400
Average Daily Circulation (1992)				16,700

Ohio—Chillicothe

WWAT

Ch. 53

Network Service: None, independent.

Licensee: Triplett & Assoc., Debtor-in-Possession, 1501 Rd. 235, Bellefontaine, OH 43311.

Studio: 1281 River Rd., Chillicothe, OH 45601.

Telephones: 614-775-3578; 614-847-8229. **Fax:** 614-775-3584.

Technical Facilities: Channel No. 53 (704-710 MHz). Authorized power: 5250-kw max. visual. Antenna: 679-ft. above av. terrain, 650-ft. above ground, 1417-ft. above sea level.

Latitude 39° 35' 30"
Longitude 83° 06' 38"

Transmitter: Near Williamsport.

Satellite Earth Stations: C-band; Ku-band.

Ownership: Triplett & Associates, Debtor-in-Possession.

Began Operation: August 31, 1987.

Represented (legal): Roy Perkins.

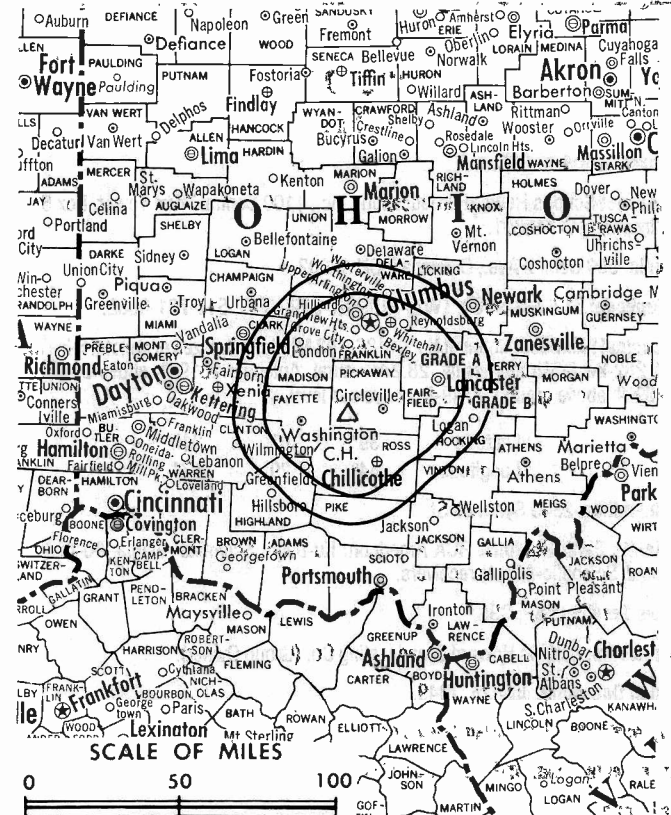
Personnel:

- Wendell A. Triplett, General Manager.
- William W. Scott, Program Director & National Sales Manager.
- Craig Stevenson, Chief Engineer.
- B. J. Tripp, Traffic Manager.
- Mike Smith, News Director.
- Sandra Elkin, Business Manager.

Rates: On request.

City of License: Chillicothe. **ADI:** Columbus, OH. **Rank:** 34.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.



WWAT BMPCT-910114KE Granted 5/9/91 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
OHIO				
Between 5-24%	Fayette	10,300	10,100	98
	Pickaway	15,700	15,600	99
	Ross	24,700	24,300	98
Station Totals		50,700	50,000	99
Net Weekly Circulation (1992)				11,100
Average Daily Circulation (1992)				3,600

Ohio—Cincinnati

WCPO-TV

Ch. 9

Network Service: CBS.

Licensee: Scripps Howard Broadcasting Inc., 1100 Central Trust Tower, Box 5380, Cincinnati, OH 45201.

Studio: 500 Central Ave., Cincinnati, OH 45202.

Telephone: 513-721-9900. TWX: 810-461-2690. Fax: 513-721-6032.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw max. & 282-kw horizontal visual, 28.2-kw aural. Antenna: 1019-ft. above av. terrain, 909-ft. above ground, 1749-ft. above sea level.

Latitude 39° 07' 31"
Longitude 84° 29' 57"

Transmitter: 2345 Symmes St.

Satellite Earth Stations: RCA Americom Ku-band; Scientific-Atlanta, 10-meter C-band; Scientific-Atlanta receivers.

News Services: AP, CBS.

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

Began Operation: July 26, 1949.

Represented (sales): Blair Television.

Represented (legal): Baker & Hostetler.

Personnel:

J. B. Chase, Vice President & General Manager.

Iris Simpson, General Sales Manager.

John Greenwood, Local Sales Manager.

Craig Allison, National Sales Manager.

Ron Arendall, Chief Engineer.

Jim Zarchin, News Director.

Meg Callahan, Traffic Manager.

Bernard Borden, Film Director.

Scott Gresser, Business Manager.

Rates: On request.

City of License: Cincinnati. ADI: Cincinnati. Rank: 31.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	INDIANA			
	Dearborn	14,100	13,900	99
	Fayette	9,800	9,700	99
	Franklin	6,700	6,500	97
	Ohio	2,000	2,000	100
	Ripley	9,000	8,800	98
	Switzerland	2,900	2,800	97
	Union	2,500	2,400	96
	KENTUCKY			
	Boone	20,300	20,300	100
	Bracken	2,800	2,800	100
	Campbell	30,900	30,800	100
	Gallatin	2,000	2,000	100
	Grant	5,600	5,600	100
	Kenton	53,200	53,100	100
	Mason	6,400	6,400	100
	Pendleton	4,300	4,300	100
	OHIO			
	Adams	9,600	9,200	96
	Brown	13,000	12,700	98
	Butler	105,400	104,300	99
Clermont	54,100	53,600	99	
Clinton	13,700	13,500	99	
Hamilton	343,800	339,600	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Highland	13,900	13,600	98
	Warren	39,900	39,500	99
Between 25-49%	INDIANA			
	Jefferson	10,800	10,600	98
	KENTUCKY			
	Carroll	3,600	3,600	100
	Harrison	6,000	6,000	100
	Owen	3,400	3,400	100
	Robertson	800	800	100
	Trimble	2,300	2,300	100
	OHIO			
	Greene	48,500	48,000	99
Montgomery	229,700	227,800	99	
Preble	15,000	14,900	99	
Between 5-24%	INDIANA			
	Decatur	8,500	8,400	99
	Randolph	10,400	10,200	98
	Scott	7,600	7,400	97
	Wayne	27,400	27,000	99
	KENTUCKY			
	Bath	3,600	3,600	100
	Bourbon	7,400	7,300	99
	Clark	11,200	11,100	99
	Fleming	4,700	4,700	100
Henry	4,800	4,800	100	
Lewis	4,900	4,800	98	
Montgomery	7,600	7,500	99	
Rowan	6,700	6,600	98	
Scott	8,700	8,600	99	
(Continued on page A-918)				
Station Totals		1,268,600	1,255,100	99
Net Weekly Circulation (1992)			794,200	
Average Daily Circulation (1992)			450,000	

Ohio—Cincinnati

WKRC-TV

Ch. 12

Network Service: ABC.

Licensee: Great American Television & Radio Co. Inc., 1906 Highland Ave., Cincinnati, OH 45219.

Studio: 1906 Highland Ave., Cincinnati, OH 45219.

Telephone: 513-651-1200. Fax: 513-421-3820.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 998-ft. above av. terrain, 971-ft. above ground, 1746-ft. above sea level.

Latitude 39° 06' 58.40"
Longitude 84° 30' 05.00"

Transmitter: 1906 Highland Ave.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 9-meter C-band; Andrew, 7.3-meter C-band; Andrew, 4.5-meter C-band; Vertex, 2.6-meter Ku-band; Harris receivers.

AM Affiliate: WKRC, 5-kw; (1-kw night), 550 kHz (CBS).

FM Affiliate: WKRC, 10-kw, 101.9 MHz (No. 270), 875-ft.

News Services: AP, UPI.

Ownership: Great American Broadcasting Co. (Group Owner).

Began Operation: April 4, 1949. Sale to present owner by Taft TV & Radio approved by FCC Oct. 2, 1987 (Television Digest, Vol. 27:16, 18, 23, 30, 41).

Represented (sales): TeleRep Inc.

Represented (legal): Koteen & Naftalin.

Personnel:

William Moll, Vice President & General Manager.
James Donnelly, General Sales Manager.
Steve Minium, Executive News Director.
Ann Bryant, Program Director.
Terry Miller, Business Manager.
Leon Brown, Engineering Manager.
John Hill, Film Director.

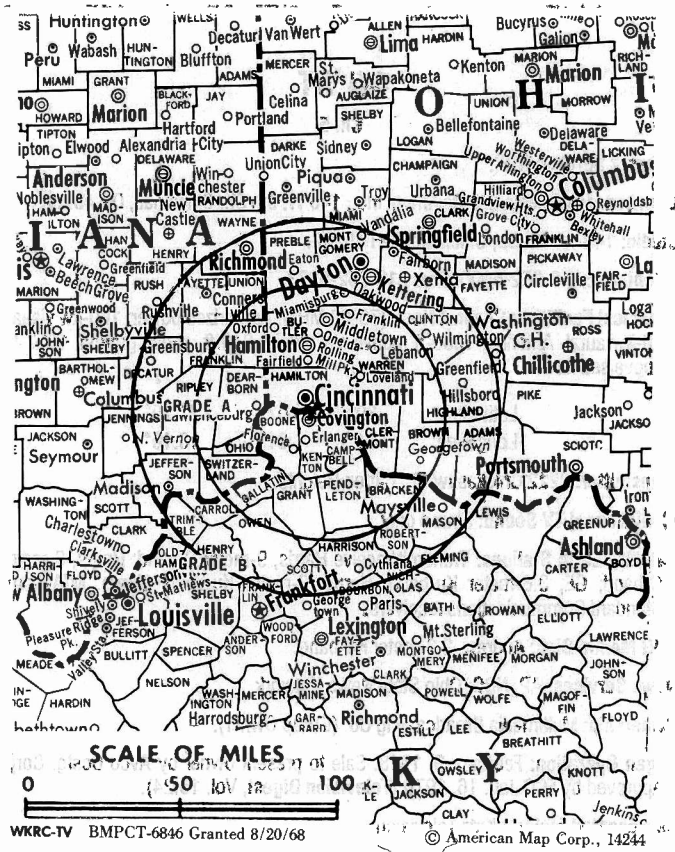
Highest 30 Sec. Rate: \$2500.

NETWORK BASE HOURLY RATE: \$1900.

City of License: Cincinnati. ADI: Cincinnati. Rank: 31.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	INDIANA			
	Dearborn	14,100	13,900	99
	Fayette	9,800	9,700	99
	Franklin	6,700	6,500	97
	Ohio	2,000	2,000	100
	Ripley	9,000	8,800	98
	Switzerland	2,900	2,800	97
	Union	2,500	2,400	96
	KENTUCKY			
	Boone	20,300	20,300	100
	Bracken	2,800	2,800	100
	Campbell	30,900	30,800	100
Gallatin	2,000	2,000	100	
Grant	5,600	5,600	100	
Kenton	53,200	53,100	100	
Mason	6,400	6,400	100	
Pendleton	4,300	4,300	100	
Robertson	800	800	100	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OHIO			
	Adams	9,600	9,200	96
	Brown	13,000	12,700	98
	Butler	105,400	104,300	99
	Clermont	54,100	53,600	99
	Clinton	13,700	13,500	99
	Hamilton	343,800	339,600	99
Highland	13,900	13,600	98	
Warren	39,900	39,500	99	
Between 25-49%	KENTUCKY			
	Carroll	3,600	3,600	100
	Harrison	6,000	6,000	100
Owen	3,400	3,400	100	
Between 5-24%	OHIO			
	Preble	15,000	14,900	99
	INDIANA			
	Decatur	8,500	8,400	99
	Wayne	27,400	27,000	99
	KENTUCKY			
	Bourbon	7,400	7,300	99
	Clark	11,200	11,100	99
	Fleming	4,700	4,700	100
	Henry	4,800	4,800	100
Nicholas	2,700	2,700	100	
Scott	8,700	8,600	99	
Shelby	9,200	9,200	100	
Trimble	2,300	2,300	100	
Station Totals	OHIO			
	Darke	20,400	20,100	99
	Fayette	10,300	10,100	98
	Greene	48,500	48,000	99
	Miami	35,100	34,800	99
	Montgomery	229,700	227,800	99
Station Totals	1,225,600	1,213,000	99	
Net Weekly Circulation (1992)			730,600	
Average Daily Circulation (1992)			393,900	

Ohio—Cincinnati

WLWT

Ch. 5

Network Service: NBC.

Licensee: Multimedia Entertainment Inc., 140 W. 9th St., Cincinnati, OH 45202.

Studio: 140 W. 9th St., Cincinnati, OH 45202.

Telephone: 513-352-5000. **Fax:** 513-352-5073.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1000-ft. above av. terrain, 849-ft. above ground, 1687-ft. above sea level.

Latitude 39° 07' 27.10"
Longitude 84° 31' 18.10"

Transmitter: 2222 Chickasaw St., Clifton Heights.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Harris, 9-meter C-band; Harris, 6-meter C-band; GE, 3.6-meter Ku-band; Harris, 3-meter Ku-band; Harris, M/A-Com, Standard Communications receivers.

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

News Services: AP, NBC, Ohio State News Network.

Ownership: Multimedia Broadcasting Co. (Group Owner).

Began Operation: February 9, 1948. Sale to present owner by Avco Bcstg. Corp. approved by FCC Jan. 16, 1976 (Television Digest, Vol. 15:24).

Represented (sales): Katz Television.

Represented (legal): Dow, Lohnes & Albertson.

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

Personnel:

- Ned Paddock**, Director of Sales.
- Tom Lamarche**, Local Sales Manager.
- Gary Poole**, Local Sales Manager.
- Alan Sakalas**, Director of Engineering.
- Tom Kuelbs**, News Director.
- Julie Weindel**, Promotion Director.
- Tom Storey**, Program Administrator.
- Harry Schneider**, Controller.

Rates: On request.

City of License: Cincinnati. **ADI:** Cincinnati. **Rank:** 31.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	INDIANA			
	Dearborn	14,100	13,900	99
	Fayette	9,800	9,700	99
	Franklin	6,700	6,500	97
	Ohio	2,000	2,000	100
	Ripley	9,000	8,800	98
	Switzerland	2,900	2,800	97
	Union	2,500	2,400	96
	Wayne	27,400	27,000	99
	KENTUCKY			
	Boone	20,300	20,300	100
	Bracken	2,800	2,800	100
	Campbell	30,900	30,800	100
	Gallatin	2,000	2,000	100
Grant	5,600	5,600	100	
Kenton	53,200	53,100	100	
Mason	6,400	6,400	100	
Pendleton	4,300	4,300	100	
OHIO				
Adams	9,600	9,200	96	



WLWT BPCT-5024 Granted 6/17/77 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	Brown	13,000	12,700	98	
	Butler	105,400	104,300	99	
	Clermont	54,100	53,600	99	
	Clinton	13,700	13,500	99	
	Hamilton	343,800	339,600	99	
	Highland	13,900	13,600	98	
	Warren	39,900	39,500	99	
Between 25-49%	KENTUCKY				
	Carroll	3,600	3,600	100	
	Fleming	4,700	4,700	100	
	Harrison	6,000	6,000	100	
	Owen	3,400	3,400	100	
Robertson	800	800	100		
OHIO	Fayette	10,300	10,100	98	
	Preble	15,000	14,900	99	
	Scioto	30,200	29,700	98	
	INDIANA	Decatur	8,500	8,400	99
		Jefferson	10,800	10,600	98
		Rush	6,500	6,400	98
	KENTUCKY	Henry	4,800	4,800	100
		Lewis	4,900	4,800	98
		Montgomery	7,600	7,500	99
		Trimble	2,300	2,300	100
OHIO	Darke	20,400	20,100	99	
	Greene	48,500	48,000	99	
	Lawrence	23,400	23,000	98	
	Miami	35,100	34,800	99	
	Montgomery	229,700	227,800	99	
	Station Totals		1,269,800	1,256,100	99
Net Weekly Circulation (1992)				709,600	
Average Daily Circulation (1992)				393,400	

Ohio—Cincinnati

WSTR-TV

Ch. 64

Network Service: None, independent.

Licensee: Cincinnati TV 64 Ltd. Partnership, 18 Newbury St., Boston, MA 02116.

Studio: 5177 Fishwick Dr., Cincinnati, OH 45216.

Telephone: 513-641-4400; **Fax:** 513-242-2633

Technical Facilities: Channel No. 64 (770-776 MHz). Authorized power: 1148-kw max. & 851-kw horizontal visual, 170-kw horizontal aural. Antenna: 940-ft. above av. terrain; 792-ft. above ground, 1627-ft. above sea level.

Latitude 39° 07' 28"
Longitude 84° 31' 18"

Holds CP for change to 5000-kw max. visual, 1106-ft. above av. terrain; 932-ft. above ground; 1827-ft. above sea level; lat. 39° 12' 01", long. 84° 31' 22", transmitter to approx. 0.12-mi. SW of intersection of N. Bend Rd. & Winton Rd. BPCT-891114KF.

Transmitter: 2222 Chickasaw St., Cincinnati.

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

News Service: AP.

Ownership: ABRY Communications (Group Owner).

Began Operation: January 28, 1980. Began subscription TV operation Feb. 1, 1980. Sale to HEN Inc. by Buford TV Inc. approved by FCC Dec. 28, 1982. Sale to Channel 64 Joint Venture by HEN Inc. approved by FCC Nov. 14, 1984 (Television Digest, Vol. 24:25). Discontinued subscription TV operation January 1985. Sale to Channel 64 Acquisition Inc. approved by FCC Feb. 9, 1988. Sale to present owner approved Sept. 22, 1989.

Represented (sales): Seltel Inc.

Represented (legal): Kirkland & Ellis.

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

Personnel:

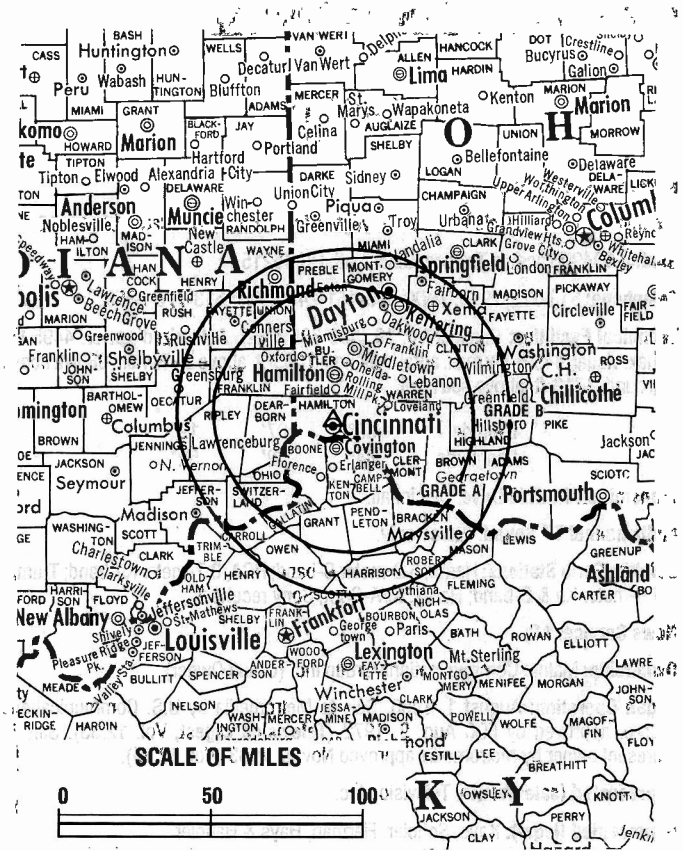
- David Smith, General Manager.
- Greg Kingery, General Sales Manager.
- Karen Phillips, Local Sales Manager.
- Jill Casagrande, Program Director.
- Phil Zalcon, Promotion Director.
- Missy Gaines, Business Manager.
- Greg Buzzell, Chief Engineer.

Highest 30 Sec. Rate: \$400.

City of License: Cincinnati. **ADI:** Cincinnati. **Rank:** 31.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	INDIANA			
	Dearborn	14,100	13,900	99
	Ohio	2,000	2,000	100
	Switzerland	2,900	2,800	97
KENTUCKY	Boone	20,300	20,300	100
	Campbell	30,900	30,800	100
	Gallatin	2,000	2,000	100
	Grant	5,600	5,600	100
	Kenton	53,200	53,100	100
	Pendleton	4,300	4,300	100



WSTR-TV BPCT-910114KE Granted 5/9/91 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	OHIO			
	Brown	13,000	12,700	98
	Butler	105,400	104,300	99
	Clermont	54,100	53,600	99
	Hamilton	343,800	339,600	99
Warren	39,900	39,500	99	
Between 5-24%	INDIANA			
	Franklin	6,700	6,500	97
	Ripley	9,000	8,800	98
	Wayne	27,400	27,000	99
KENTUCKY	Bracken	2,800	2,800	100
	Fleming	4,700	4,700	100
	Harrison	6,000	6,000	100
	Mason	6,400	6,400	100
	Owen	3,400	3,400	100
	Robertson	800	800	100
	OHIO			
Clinton	13,700	13,500	99	
Highland	13,900	13,600	98	
Station Totals		786,300	778,000	99
Net Weekly Circulation (1992)				301,000
Average Daily Circulation (1992)				114,300

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Ohio—Cincinnati-Newport, Kentucky

WXIX-TV

Ch. 19

Network Service: Fox.

Licensee: Malrite of Ohio Inc., 800 Skylight Office Tower, Cleveland, OH 44115.

Studio: 10490 Taconic Terrace, Cincinnati, OH 45215.

Telephone: 513-772-1919. **TWX:** 810-461-2439. **Fax:** 513-772-5850.

Technical Facilities: Channel No. 19 (500-506 MHz). Authorized power: 4495-kw max. visual, 449.5-kw max. aural. Antenna: 1005-ft. above av. terrain, 985-ft. above ground, 1713-ft. above sea level.

Latitude 39° 07' 19"
Longitude 84° 32' 52"

Transmitter: Radcliff Drive, Cincinnati.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 6.2-meter C-band; RCA, 3.7-meter Ku-band; Trump, 4.8-meter Ku & C-band; Harris, M/A-Com, Sony receivers.

News Service: AP.

Ownership: Malrite Communications Group Inc. (Group Owner).

Began Operation: August 1, 1968. Sale to Metromedia by U.S. Communications Corp. approved by FCC Aug. 9, 1972 (Television Digest, Vol. 12:33). Sale to present owner by Metromedia approved Nov. 8, 1983 (Vol. 22:35).

Represented (sales): Petry Television Inc.

Represented (legal): Kaye, Scholer, Fierman, Hays & Handler.

Personnel:

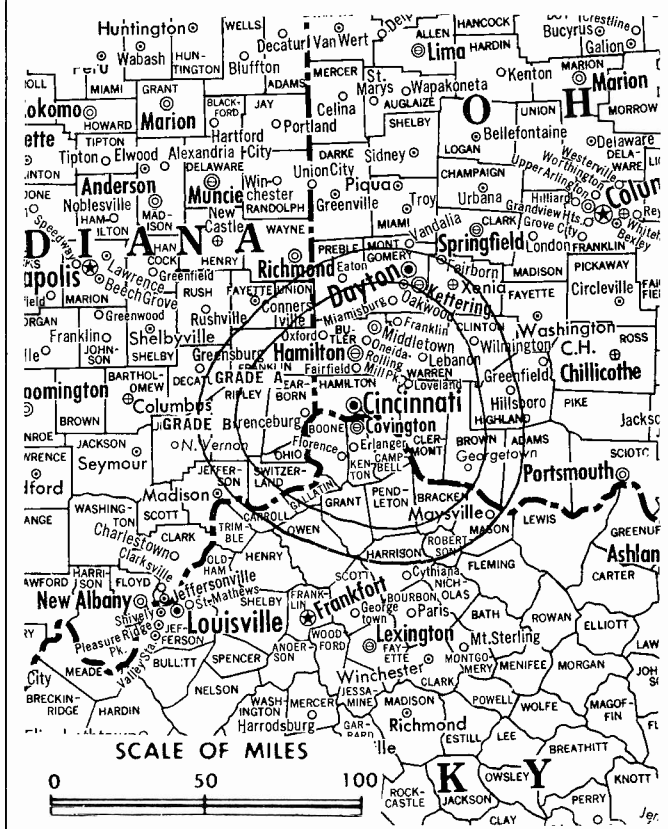
- Patrice Mohn, Station Manager.
- Robert Bee, General Sales Manager.
- Jon Lawhead, Local Sales Manager.
- Jerry Policoff, National Sales Manager.
- Bob Thurber, Chief Engineer.
- Hugh Dermody, News Director.
- Brenda Craddock, Business Manager.
- Rick Oliver, Film Director.

Rates: On request.

City of License: Newport, KY. **ADI:** Cincinnati. **Rank:** 31.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	INDIANA			
	Dearborn	14,100	13,900	99
	Ohio	2,000	2,000	100
	Ripley	9,000	8,800	98
	KENTUCKY			
	Boone	20,300	20,300	100
	Campbell	30,900	30,800	100
	Gallatin	2,000	2,000	100
	Grant	5,600	5,600	100
	Kenton	53,200	53,100	100
	Mason	6,400	6,400	100
	Pendleton	4,300	4,300	100
	Robertson	800	800	100
	OHIO			
	Brown	13,000	12,700	98
Butler	105,400	104,300	99	
Clermont	54,100	53,600	99	
Clinton	13,700	13,500	99	
Hamilton	343,800	339,600	99	
Preble	15,000	14,900	99	
Warren	39,900	39,500	99	
Between 25-49%	INDIANA			
	Franklin	6,700	6,500	97
	Jefferson	10,800	10,600	98



WXIX-TV BMPCT—851107KG Granted 4/28/86 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Switzerland	2,900	2,800	97
	Union	2,500	2,400	96
	Wayne	27,400	27,000	99
	KENTUCKY			
	Bracken	2,800	2,800	100
	Carroll	3,600	3,600	100
	Clark	11,200	11,100	99
	Fleming	4,700	4,700	100
	Harrison	6,000	6,000	100
	Lewis	4,900	4,800	98
	Montgomery	7,600	7,500	99
	Nicholas	2,700	2,700	100
	Owen	3,400	3,400	100
	Powell	4,200	4,100	98
	Between 5-24%	INDIANA		
Decatur		8,500	8,400	99
Fayette		9,800	9,700	99
KENTUCKY				
Bourbon		7,400	7,300	99
Franklin		17,800	17,700	99
Henry		4,800	4,800	100
Scott		8,700	8,600	99
Trimble		2,300	2,300	100
OHIO				
Champaign		13,600	13,400	99
Darke		20,400	20,100	99

(Continued on page A-918)

Station Totals	1,328,900	1,314,600	99
Net Weekly Circulation (1992)			670,200
Average Daily Circulation (1992)			286,500

Ohio—Cleveland

WEWS

Ch. 5

Network Service: ABC.

Licensee: Scripps Howard Broadcasting Co., 1100 Central Trust Tower, Box 5380, Cincinnati, OH 45201.

Studio: 3001 Euclid Ave., Cleveland, OH 44115.

Telephone: 216-431-5555. **TWX:** 810-421-8593. **Fax:** 216-361-1762.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 93.3-kw visual, 9.33-kw aural. Antenna: 1020-ft. above av. terrain, 851-ft. above ground, 1950-ft. above sea level.

Latitude 41° 22' 27"
Longitude 81° 43' 06"

Transmitter: 7080 State Rd., Parma, Ohio.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Satcom Technologies, 9.2-meter C-band; Andrew, 7.3-meter C-band; Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.6-meter C-band; Vertex, 4.57-meter Ku-band; Andrew, Vertex, DX Engineering, Scientific-Atlanta receivers.

SNG Mobile Dish: Ku-band.

News Services: ABC, AP, CNN.

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

Began Operation: December 17, 1947.

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

Represented (legal): Baker & Hostetler.

Personnel:

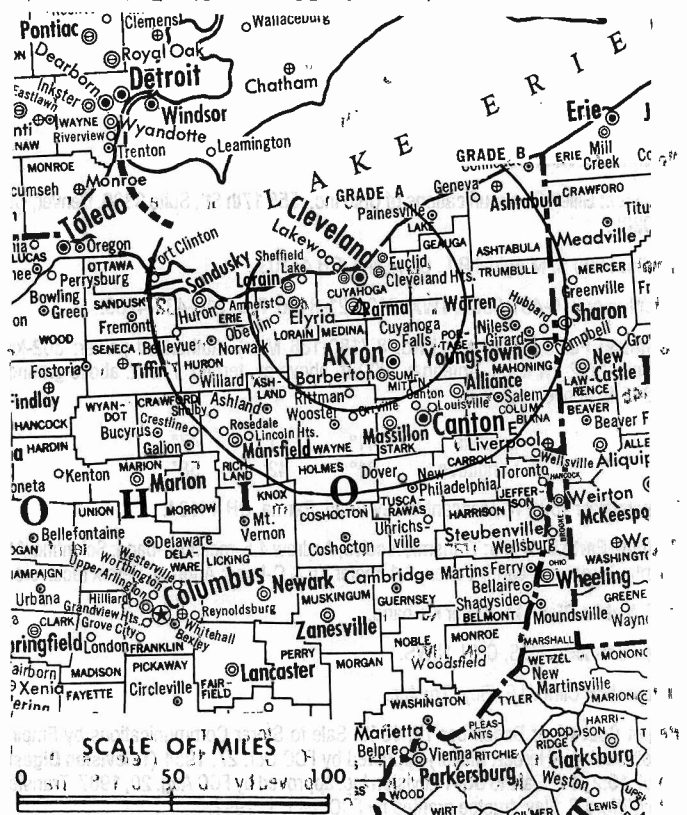
- Gary Robinson, Vice President & General Manager.
- Thomas G. Allen, Station Manager.
- Jane L. Sherwin, General Sales Manager.
- Robert Chirton, Local Sales Manager.
- Lawrence Olevitich, National Sales Manager.
- John Ray, News Director.
- Gary A. Stark, Program Director.
- Edward J. Miller, Engineering Manager.
- Vern McKimney, Promotion Director.
- Alan Bush, Production Manager.

Rates: On request.

City of License: Cleveland. **ADJ:** Cleveland. **Rank:** 12.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
OHIO				
50% & Over	Ashland	17,300	17,100	99
	Ashtabula	37,300	36,800	99
	Crawford	18,700	18,400	98
	Cuyahoga	566,500	561,100	99
	Erie	29,400	29,100	99
	Geauga	27,200	26,900	99
	Holmes	9,400	9,000	96
	Huron	20,700	20,400	99
	Lake	80,500	80,100	99
	Lorain	97,500	96,700	99
	Medina	42,200	41,800	99
	Portage	50,100	49,700	99
	Richland	48,600	48,000	99
Stark	140,800	139,400	99	



WEWS BPCT-1291 Granted 5/28/53

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Summit	200,600	198,900	99
	Tuscarawas	33,100	32,600	98
	Wayne	37,100	36,400	98
OHIO				
Between 25-49%	Carroll	10,100	10,000	99
	Coshocton	14,000	13,700	98
	Knox	17,800	17,600	99
	Trumbull	86,800	86,000	99
OHIO				
Between 5-24%	Columbiana	41,400	40,900	99
	Hancock	25,200	24,900	99
	Harrison	6,100	6,000	98
	Mahoning	102,200	101,300	99
	Ottawa	15,500	15,400	99
	Sandusky	23,100	22,900	99
	Seneca	21,800	21,600	99
Wyandot	8,200	8,100	99	
PENNSYLVANIA				
	Crawford	32,200	31,500	98
Station Totals		1,861,400	1,842,300	99
Net Weekly Circulation (1992)			1,365,100	
Average Daily Circulation (1992)			847,800	

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Ohio—Cleveland

WJW-TV

Ch. 8

Network Service: CBS.

Licensee: Gillett Communications of Ohio Inc., 555 17th St., Suite 3300, Denver, CO 80202.

Studio: 5800 S. Marginal Rd., Cleveland, OH 44103.

Telephone: 216-431-8888. **TWX:** 810-421-8406. **Fax:** 216-432-4239.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 302-kw visual, 30.2-kw aural. Antenna: 1000-ft. above av. terrain, 775-ft. above ground, 1945-ft. above sea level.

Latitude 41° 21' 47"
Longitude 81° 42' 58"

Transmitter: 4501 W. Pleasant Valley Road, Parma, OH 44134.

Satellite Earth Stations: Transmit/receive, Andrew 4.5-meter Ku-band; Scientific-Atlanta, 7-meter C-band; Vertex, 6.1-meter Ku & C-band; Andrew, Vertex receivers.

SNG Mobile Dish: 4.5-meter Ku-band.

News Services: CBS, CNN, NIWS.

Ownership: Clifford E. Eley, Trustee.

Began Operation: December 17, 1949. Sale to Storer Communications by Empire Coil Co. Inc. (Herbert Mayer) approved by FCC Oct. 27, 1954 (*Television Digest*, Vol. 10:2, 44). Sale to SCI Television Inc. approved by FCC Aug. 20, 1987. Transfer to Clifford E. Eley, trustee granted by FCC Sept. 1, 1992.

Represented (sales): TeleRep Inc.

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

Personnel:

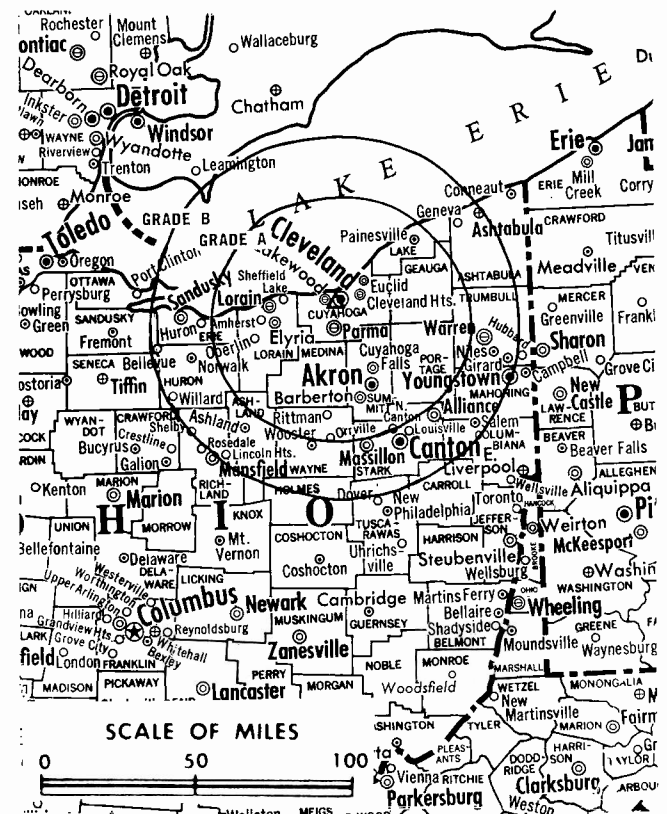
- Virgil Dominic**, President & General Manager.
- Michael Renda**, General Sales Manager.
- Don Alexander**, Local Sales Manager.
- Kyra Bosnik**, National Sales Manager.
- Phyllis Quail**, News Director.
- Joanne Stern**, Creative Services & Promotion Director.
- Kevin Salyer**, Promotion Director.
- Louis A. Gattozzi**, Director of Operations.
- Tom Miller**, Chief Engineer.
- Tom Flavelle**, Business Manager.
- Joanne Gowdy**, Marketing Director.
- Jackie Golnik**, Traffic Manager.

Rates: On request.

City of License: Cleveland. **ADI:** Cleveland. **Rank:** 12.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OHIO			
	Ashland	17,300	17,100	99
	Ashtabula	37,300	36,800	99
	Crawford	18,700	18,400	98
	Cuyahoga	566,500	561,100	99
	Erie	29,400	29,100	99
	Geauga	27,200	26,900	99
	Holmes	9,400	9,000	96



WJW-TV BNPCT—2527 Granted 10/21/54 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Huron	20,700	20,400	99
	Lake	80,500	80,100	99
	Lorain	97,500	96,700	99
	Medina	42,200	41,800	99
	Portage	50,100	49,700	99
	Richland	48,600	48,000	99
	Stark	140,800	139,400	99
	Summit	200,600	198,900	99
	Tuscarawas	33,100	32,600	98
	Wayne	37,100	36,400	98
Between 25-49%	OHIO			
	Carroll	10,100	10,000	99
	Knox	17,800	17,600	99
Between 5-24%	Trumbull	86,800	86,000	99
	OHIO			
	Columbiana	41,400	40,900	99
	Coshocton	14,000	13,700	98
	Harrison	6,100	6,000	98
	Mahoning	102,200	101,300	99
	Ottawa	15,500	15,400	99
	Sandusky	23,100	22,900	99
	Seneca	21,800	21,600	99
	Wyandot	8,200	8,100	99
PENNSYLVANIA	Crawford	32,200	31,500	98
	Station Totals	1,836,200	1,817,400	99
Net Weekly Circulation (1992)			1,348,200	
Average Daily Circulation (1992)			827,900	

Ohio—Cleveland

WKYC-TV Ch. 3

Network Service: NBC.

Licensee: WKYC-TV Inc., 1403 E. 6th St., Cleveland, OH 44114.

Studio: 1403 E. 6th St., Cleveland, OH 44114.

Telephone: 216-344-3333. **Fax:** 216-344-7493.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1000-ft. above av. terrain; 906-ft. above ground, 1945-ft. above sea level.

Latitude 41° 23' 09.50"
Longitude 81° 41' 23.40"

Transmitter: 6600 Broadview Rd., Parma, OH.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Scientific-Atlanta, 7-meter; Harris, 6-meter; Harris, 3.6-meter; Vertex, 6.1-meter; Vertex, 4.6-meter; Harris, Scientific-Atlanta receivers.

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

News Services: AP, NBC.

Ownership: Multimedia Broadcasting Co. (Group Owner), National Broadcasting Co. (Group Owner).

Began Operation: October 31, 1948 as NBC-owned & operated outlet. Transfer to Westinghouse approved by FCC Dec. 21, 1955 effective Jan. 15, 1956 (Television Digest, Vol. 11:21; 12:3). Transferred from Westinghouse back to NBC under order by FCC Feb. 17, 1965 (Vol. 5:7, 8, 25). Transfer of control from NBC to Multimedia Inc. granted Dec. 24, 1990 (Vol. 30:12, 53).

Represented (sales): Katz Television.

Represented (legal): Dow, Lohnes & Albertson.

Personnel:

Bill Scaffide, Vice President & General Manager.
Gerald T. Plemmons, Vice President, Engineering.
John N. Tamerlano, General Sales Manager.
Tom Humpage, Local Sales Manager.
David A. Kaye, National Sales Manager.
Kathleen McNulty, Director of Finance & Administration.
Richard O'Dell, Manager of Programming & Production.
Tony Ballew, News Director.
Daniel Klintworth, Director of Advertising & Promotion.

Rates: On request.

City of License: Cleveland. **ADI:** Cleveland. **Rank:** 12.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
OHIO				
50% & Over	Ashland	17,300	17,100	99
	Ashtabula	37,300	36,800	99
	Cuyahoga	566,500	561,100	99
	Erie	29,400	29,100	99
	Geauga	27,200	26,900	99
	Holmes	9,400	9,000	96
	Huron	20,700	20,400	99
	Lake	80,500	80,100	99
	Lorain	97,500	96,700	99
	Medina	42,200	41,800	99



WKYC-TV BPCT-1789 Granted 1/12/54

American Map Corp., 1424

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Portage	50,100	49,700	99
	Richland	48,600	48,000	99
	Stark	140,800	139,400	99
	Summit	200,600	198,900	99
	Tuscarawas	33,100	32,600	98
Wayne	37,100	36,400	98	
OHIO				
Between 25-49%	Carroll	10,100	10,000	99
	Crawford	18,700	18,400	98
	Trumbull	86,800	86,000	99
OHIO				
Between 5-24%	Columbiana	41,400	40,900	99
	Coshocton	14,000	13,700	98
	Harrison	6,100	6,000	98
	Ottawa	15,500	15,400	99
	Sandusky	23,100	22,900	99
	Seneca	21,800	21,600	99
PENNSYLVANIA				
	Crawford	32,200	31,500	98
Station Totals		1,708,000	1,690,400	99
Net Weekly Circulation (1992)			1,281,600	
Average Daily Circulation (1992)			694,900	

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Ohio—Cleveland

WQHS
Ch. 61

Network Service: Home Shopping Network.

Licensee: HSN Broadcasting Ohio Inc., 2861 W. Ridgewood Dr., Parma, OH 44134.

Studio: 2861 W. Ridgewood Dr., Parma, OH 44134.

Telephone: 216-888-0061. **Fax:** 216-888-6551.

Technical Facilities: Channel No. 61 (752-758 MHz). Authorized power: 2000-kw max. visual, 200-kw max. aural. Antenna: 1160-ft. above av. terrain, 1029-ft. above ground, 2049-ft. above sea level.

Latitude	41°	23'	02"
Longitude	81°	42'	06"

Transmitter: 2861 W. Ridgewood Dr., Parma, OH.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 6.1-meter C-band; Microdyne, 3.7-meter Ku-band; Harris, M/A-Com receivers.

News Service: UPI.

Ownership: HSN Communications Inc. (Group Owner).

Began Operation: January 13, 1981. FCC approved sale to present owner Nov. 6, 1986 (*Television Digest*, Vol. 26:45). Sale to Channel Communications Inc. by Cleveland Associates approved July 27, 1984.

Personnel:

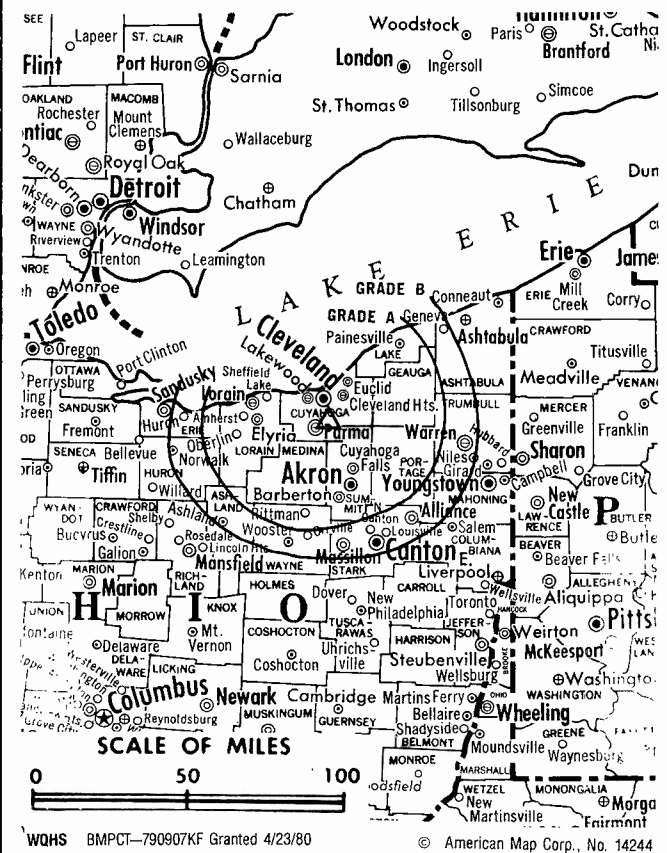
Gerald Kerwin, Vice President & Station Manager.

Sharon Roman, Public Affairs Director.

Dave Smith, Chief Engineer.

Sue Gundich, Traffic Manager.

Highest 30 Sec. Rate: \$750.



Arbitron Data: Not available.

City of License: Cleveland. **ADI:** Cleveland. **Rank:** 12.

Ohio—Shaker Heights—Cleveland

WOIO

Ch. 19

Network Service: Fox.

Licensee: Channel 19 Inc., 2720 Van Aken Blvd., Shaker Heights, OH 44120.

Studio: 2720 Van Aken Blvd., Shaker Heights, OH 44120.

Telephone: 216-561-1919. **Fax:** 216-991-1932.

Technical Facilities: Channel No. 19 (500-506 MHz). Authorized power: 3720-kw max. visual, 372-kw max. aural. Antenna: 1108-ft. above av. terrain, 1072-ft. above ground, 2013-ft. above sea level.

Latitude 41° 23' 15"
Longitude 81° 41' 43"

Transmitter: 2135 W. Ridgewood Dr., Parma, OH.

Multi-channel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 6.1-meter C-band; Comtech, 3-meter Ku & C-band; Harris, DX Antenna receivers.

News Service: Fox News.

Ownership: Malrite Communications Group Inc. (Group Owner).

Began Operation: May 19, 1985.

Represented (sales): Petry Television Inc.

Represented (legal): Kaye, Scholer, Fierman, Hays & Handler.

Represented (engineering): Evans Associates.

Personnel:

Dennis P. Thatcher, Vice President & General Manager.

Richard Sullivan, Station Manager.

Jackie Krejciak, General Sales Manager.

David Moody, Local Sales Manager.

Doug Cross, National Sales Manager.

Jim Somich, Chief Engineer.

Judy Hackett, Public Relations & Marketing Director.

Karen Bizjak, Business Manager.

Emily Davis, Public Affairs Director.

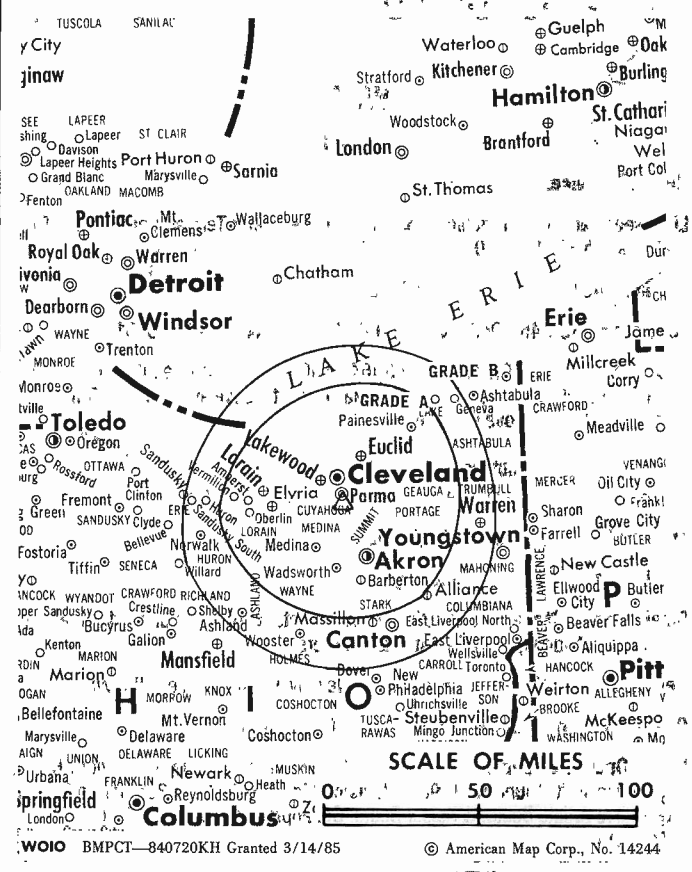
Diane Hewlett Pierce, Public Service Director.

Rates: On request.

City of License: Shaker Heights. **ADI:** Cleveland. **Rank:** 12.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	OHIO			
	Cuyahoga	566,500	561,100	99
	Geauga	27,200	26,900	99
	Huron	20,700	20,400	99
	Lake	80,500	80,100	99
	Lorain	97,500	96,700	99
	Medina	42,200	41,800	99
	Portage	50,100	49,700	99



Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	Richland	48,600	48,000	99
	Stark	140,800	139,400	99
	Summit	200,600	198,900	99
	Wayne	37,100	36,400	98
Between 25-49%	OHIO			
	Ashland	17,300	17,100	99
	Ashtabula	37,300	36,800	99
	Carroll	10,100	10,000	99
	Erie	29,400	29,100	99
	Holmes	9,400	9,000	96
	Mahoning	102,200	101,300	99
Trumbull	86,800	86,000	99	
Tuscarawas	33,100	32,600	98	
Between 5-24%	OHIO			
	Columbiana	41,400	40,900	99
	Harrison	6,100	6,000	98
	Ottawa	15,500	15,400	99
Seneca	21,800	21,600	99	
Station Totals		1,722,200	1,705,200	99
Net Weekly Circulation (1992)				950,500
Average Daily Circulation (1992)				385,300

Ohio—Lorain-Cleveland

WUAB

Ch. 43

Network Service: None, independent.

Licensee: Cannell Communications L.P., 400 Perimeter Terrace Center, Suite 975, Atlanta, GA 30346-1260.

Studio: 8443 Day Dr., Parma, OH 44129.

Telephone: 216-845-6043. **TWX:** 810-427-9153. **Fax:** 216-845-6061.

Technical Facilities: Channel No. 43 (644-650 MHz). Authorized power: 4680-kw max. visual, 480-kw max. aural. Antenna: 1102-ft. above av. terrain, 915-ft. above ground, 1968-ft. above sea level.

Latitude 41° 22' 45"
Longitude 81° 43' 12"

Transmitter: 4800 Bruening Dr., Parma.

Multichannel TV Sound: Stereo only.

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

News Services: AP, CNN, MediaLink, PR Newswire, Sportsticker, UPI, WSI.

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

Began Operation: September 15, 1968. Sale to present owner by Gaylord Bcstg. approved by FCC June 19, 1990 (Television Digest, Vol. 30:13, 35). Sale to Gaylord by United Artists Bcstg. & Kaiser Bcstg. Co. approved June 30, 1977 (Vol. 16:39; 17:2, 28).

Represented (sales): MMT Sales Inc.

Represented (legal): Dow, Lohnes & Albertson.

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

Personnel:

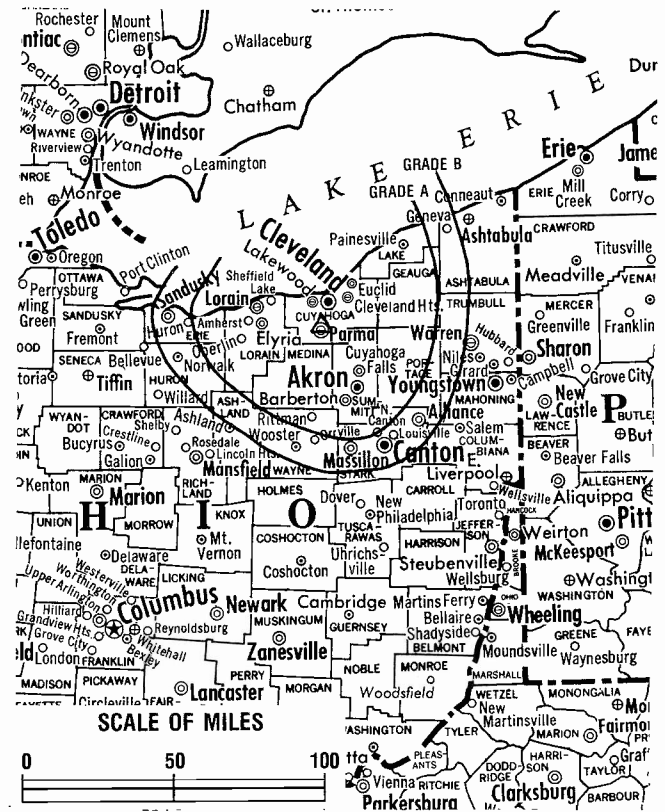
- Brooke Sectorsky, Vice President & General Manager.
- Ron St. Charles, Director of Programming & Operations.
- Bruno Graziano, General Sales Manager.
- Wayne Myers, Local Sales Manager.
- Pat Campbell, Business Manager.
- Dave Howitt, Promotion Director.
- Rex Rickly, Manager of Engineering.
- Dan Acklen, News Director.

Highest 30 Sec. Rate: \$1200.

City of License: Lorain. **ADI:** Cleveland. **Rank:** 12.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OHIO			
	Ashland	17,300	17,100	99
	Cuyahoga	566,500	561,100	99
	Erie	29,400	29,100	99
	Geauga	27,200	26,900	99
	Holmes	9,400	9,000	96
	Huron	20,700	20,400	99
	Lake	80,500	80,100	99
	Lorain	97,500	96,700	99
	Medina	42,200	41,800	99
	Portage	50,100	49,700	99
	Richland	48,600	48,000	99
	Stark	140,800	139,400	99
	Summit	200,600	198,900	99
	Tuscarawas	33,100	32,600	98
	Wayne	37,100	36,400	98



WUAB BPTC-910807KE Granted 9/6/91

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	OHIO			
	Ashtabula	37,300	36,800	99
	Coshocton	14,000	13,700	98
	Crawford	18,700	18,400	98
	Hancock	25,200	24,900	99
	Knox	17,800	17,600	99
	Mahoning	102,200	101,300	99
	Marion	23,700	23,500	99
	Sandusky	23,100	22,900	99
	Seneca	21,800	21,600	99
	Trumbull	86,800	86,000	99
	PENNSYLVANIA			
	Mercer	45,700	45,000	98
Between 5-24%	KENTUCKY			
	Lewis	4,900	4,800	98
	OHIO			
	Carroll	10,100	10,000	99
	Clark	56,000	55,500	99
	Columbiana	41,400	40,900	99
	Delaware	23,500	23,300	99
	Fairfield	37,300	37,000	99
	Franklin	386,900	383,200	99
	Guernsey	15,100	14,800	98
	Licking	48,200	47,700	99
	Morrow	10,000	9,900	99
	Noble	4,200	4,100	96
Ottawa	15,500	15,400	99	
Scioto	30,200	29,700	98	
Wyandot	8,200	8,100	99	
PENNSYLVANIA				
Crawford	32,200	31,500	98	
Erie	102,900	101,700	99	
Lawrence	37,000	36,400	99	
Station Totals		2,680,900	2,652,900	99
Net Weekly Circulation (1992)				1,181,500
Average Daily Circulation (1992)				492,300

Ohio—Columbus

WBNS-TV

Ch. 10

Network Service: CBS.

Licensee: WBNS-TV Inc., Box 1010, Columbus, OH 43216.

Studio: 770 Twin Rivers Dr., Columbus, OH 43215.

Mailing Address: Box 1010, Columbus, OH 43216.

Telephone: 614-460-3700; TWX: 810-482-1619. Fax: 614-460-2812.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 945-ft. above av. terrain, 1029-ft. above ground, 1749-ft. above sea level.

Latitude 39° 58' 16"
Longitude 83° 01' 40"

Transmitter: 776 Twin Rivers Dr.

Multichannel TV Sound: Stereo and separate audio program.

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

AM Affiliate: WBNS, 5-kw (1-kw night), 1460 kHz.

FM Affiliate: WBNS-FM, 16-kw, 97.1 MHz (No. 246), 780-ft.

News Services: AP, CBS, CNN, UPI.

Ownership: WBNS-TV Inc. (Group Owner).

Began Operation: October 5, 1949.

Represented (sales): Blair Television; Paul Mulvihill & Co. Ltd. (Canada).

Represented (legal): Crowell & Moring.

Represented (engineering): David Steel & Associates Inc.

Personnel:

- Eugene D'Angelo Jr., President.
- Thomas S. Stewart, General Manager.
- Doug Parker, Program Manager.
- Marvin C. Born, Vice President, Engineering.
- Jerry Cary, Treasurer.
- Bill Vance, News Director.
- Gary Lowell, General Sales Manager.
- Tim D'Angelo, National Sales Manager.
- Phil Pikely, Director of Marketing & Promotion.
- Mike Berry, Production Manager.
- Charles White, Public Service Director.

Rates: On request.

City of License: Columbus. ADI: Columbus, OH. Rank: 34.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
OHIO				
50% & Over	Delaware	23,500	23,300	99
	Fairfield	37,300	37,000	99
	Fayette	10,300	10,100	98
	Franklin	386,900	383,200	99
	Hardin	11,700	11,500	98
	Hocking	9,800	9,600	98
	Knox	17,800	17,600	99
	Licking	48,200	47,700	99
	Logan	16,300	16,100	99
	Madison	11,900	11,700	98
	Marion	23,700	23,500	99
	Morgan	5,200	5,100	98
	Morrow	10,000	9,900	99
	Muskingum	31,800	31,300	98
	Perry	11,600	11,400	98
	Pickaway	15,700	15,600	99



WBNS-TV BMPCT-800507KF Granted 3/30/81 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Pike	9,300	9,100	98
	Ross	24,700	24,300	98
	Scioto	30,200	29,700	98
	Union	11,500	11,300	98
OHIO				
Between 25-49%	Athens	20,300	19,800	98
	Champaign	13,600	13,400	99
	Clark	56,000	55,500	99
	Coshocton	14,000	13,700	98
	Crawford	18,700	18,400	98
	Guernsey	15,100	14,800	98
	Jackson	11,300	11,100	98
	Meigs	9,000	8,800	98
	Noble	4,200	4,100	96
	Richland	48,600	48,000	99
	Vinton	4,200	4,100	98
	Washington	23,900	23,300	98
	Wyandot	8,200	8,100	99
WEST VIRGINIA				
	Wood	35,200	34,900	99
KENTUCKY				
Between 5-24%	Greenup	13,500	13,400	99
	Lewis	4,900	4,800	98
OHIO				
	Allen	40,900	40,300	99
	Ashland	17,300	17,100	99
	Auglaize	16,500	16,300	99
	Clinton	13,700	13,500	99
	Gallia	11,300	11,000	97
	Hancock	25,200	24,900	99
(Continued on page A-918)				
Station Totals		1,245,200	1,229,100	99
Net Weekly Circulation (1992)			775,200	
Average Daily Circulation (1992)			436,200	

Ohio—Columbus

WCMH

Ch. 4

Network Service: NBC.

Licensee: Outlet Communications Inc., 3165 Olentangy River Rd., Columbus, OH 43202.

Studio: 3165 Olentangy River Rd., Columbus, OH 43202.

Telephone: 614-263-4444. **Fax:** 614-447-9017.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 15-kw aural. Antenna: Circularly polarized, 900-ft. above av. terrain, 1029-ft. above ground, 1749-ft. above sea level.

Latitude 39° 58' 15"
Longitude 83° 01' 39"

Transmitter: 766 Twin Rivers Dr., Columbus.

Multichannel TV Sound: Stereo only.

Satellite Earth Station: Transmit/receive Harris, 5-meter Ku-band; Scientific-Atlanta, 10-meter C-band; Vertex, 4.6-meter Ku-band; DX Antenna, Harris, Scientific-Atlanta receivers.

News Services: AP, Conus, NBC.

Ownership: Outlet Communications Inc. (Group Owner).

Begin Operation: April 3, 1949. Sale to The Outlet Co. by Avco Bcstg. Corp. approved by FCC Dec. 22, 1975 (Television Digest, Vol. 15:21, 52). Sale to Rockefeller Group approved Nov. 23, 1983 (Vol. 23:19, 22; 26:6). Sale by Rockefeller Group approved April 29, 1986.

Represented (sales): Katz Television.

Personnel:

- Douglas E. Gealy**, Vice President & General Manager.
- Bill Lanese**, General Sales Manager.
- Dick Groat**, Local Sales Manager.
- Mike Cash**, National Sales Manager.
- J. Lawrence Pozzi**, Chief Engineer.
- Tom Burke**, News Director.
- Janna Buckey**, Promotion Manager.
- Bob Shaw**, Operations Manager.
- Danelle Ochenduski**, Production Manager.
- Karen Giblin**, Business Manager.

Rates: On request.

City of License: Columbus. **ADI:** Columbus, OH. **Rank:** 34.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OHIO			
	Champaign	13,600	13,400	99
	Coshocton	14,000	13,700	98
	Crawford	18,700	18,400	98
	Delaware	23,500	23,300	99
	Fairfield	37,300	37,000	99
	Fayette	10,300	10,100	98
	Franklin	386,900	383,200	99
	Hocking	9,800	9,600	98
	Knox	17,800	17,600	99
	Licking	48,200	47,700	99
	Logan	16,300	16,100	99



Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	Madison	11,900	11,700	98	
	Marion	23,700	23,500	99	
	Morrow	10,000	9,900	99	
	Perry	11,600	11,400	98	
	Pickaway	15,700	15,600	99	
	Pike	9,300	9,100	98	
	Ross	24,700	24,300	98	
	Union	11,500	11,300	98	
	Between 25-49%	OHIO			
		Athens	20,300	19,800	98
Clark		56,000	55,500	99	
Hardin		11,700	11,500	98	
Jackson		11,300	11,100	98	
Morgan		5,200	5,100	98	
Muskingum		31,800	31,300	98	
Between 5-24%	Richland	48,600	48,000	99	
	Vinton	4,200	4,100	98	
	OHIO				
	Adams	9,600	9,200	96	
	Ashland	17,300	17,100	99	
	Clinton	13,700	13,500	99	
	Guernsey	15,100	14,800	98	
Station Totals	Highland	13,900	13,600	98	
	Scioto	30,200	29,700	98	
	Tuscarawas	33,100	32,600	98	
	Wyandot	8,200	8,100	99	
	Station Totals	1,045,000	1,031,900	99	
	Net Weekly Circulation (1992)		704,800		
	Average Daily Circulation (1992)		425,300		

Ohio—Columbus

WSYX

Ch. 6

Network Service: ABC

Licensee: Anchor Media Ltd., 11300 4th St. N, Suite 349, St. Petersburg, FL.

Studio: 1261 Dublin Rd., Columbus, OH 43215.

Mailing Address: Box 718, Columbus, OH 43216.

Telephone: 614-481-6666. TWX: 614-759-0448. Fax: 614-481-6828.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power, 100-kw visual, 20-kw aural. Antenna: 535-ft. above av. terrain, 672-ft. above ground, 1400-ft. above sea level.

Latitude 40° 01' 02"
Longitude 83° 01' 14"

Requests CP for to 938-ft. above av. terrain, 1006-ft. above ground, 1749-ft. above sea level, lat. 39° 56' 16", long. 83° 01' 16", transmitter to Stimmel Rd., 1-mi. W of I-71, Franklin County. BPC-910211KG.

Transmitter: 350 W. Dodridge St.

Satellite Earth Stations: Harris, 9-meter C-band; Andrew, 7.3-meter C-band; Andrew, 4.5-meter C-band; Superior, 5-meter Ku & C-band; Avantek, Harris, Standard Communications receivers.

News Services: ABC, AP, NIWS, UPI.

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

Began Operation: September 29, 1949. Sale to Taft Bcstg. by Picture Waves Inc. approved by FCC Feb. 25, 1953 (Television Digest, Vol. 9:9). Sale to present owners approved by FCC Dec. 3, 1987.

Represented (sales): Petry Television Inc.

Represented (legal): Hogan & Hartson.

Represented (engineering): Smith & Powstenko.

Personnel:

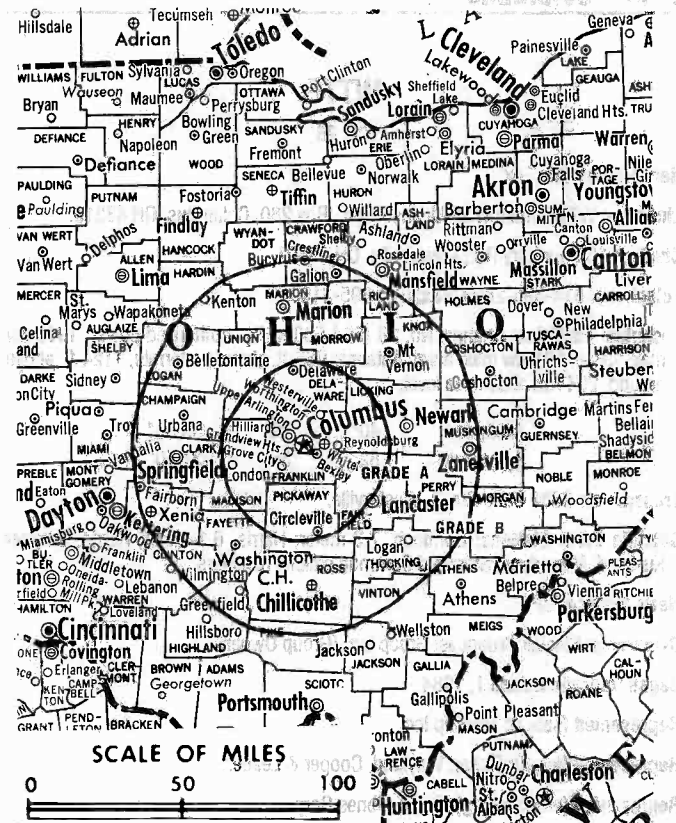
- Terry Connelly, Vice President & General Manager.
- Pete Ford, Vice President of Engineering.
- Rob Wagley, General Sales Manager.
- Pat Cramer, Local Sales Manager.
- Toni McHugh, National Sales Manager.
- Bill Payer, News Director.
- John Schnabel, Business Manager.
- Paul Dicker, Program Director.
- Jim Strader, Creative Services Director.

Rates: On request.

City of License: Columbus. ADI: Columbus, OH. Rank: 34.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
OHIO				
50% & Over	Coshocton	14,000	13,700	98
	Delaware	23,500	23,300	99
	Fairfield	37,300	37,000	99
	Fayette	10,300	10,100	98
	Franklin	386,900	383,200	99
	Hocking	9,800	9,600	98
	Knox	17,800	17,600	99
	Licking	48,200	47,700	99
	Madison	11,900	11,700	98
	Marion	23,700	23,500	99



WSYX BPC-4870 Granted 5/22/75 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Morgan	5,200	5,100	98
	Morrow	10,000	9,900	99
	Muskingum	31,800	31,300	98
	Perry	11,600	11,400	98
	Pickaway	15,700	15,600	99
	Pike	9,300	9,100	98
	Ross	24,700	24,300	98
	Union	11,500	11,300	98
	OHIO			
Between 25-49%	Athens	20,300	19,800	98
	Champaign	13,600	13,400	99
	Crawford	18,700	18,400	98
	Guernsey	15,100	14,800	98
	Hardin	11,700	11,500	98
	Jackson	11,300	11,100	98
	Logan	16,300	16,100	99
	Noble	4,200	4,100	96
	Richland	48,600	48,000	99
	Scioto	30,200	29,700	98
Vinton	4,200	4,100	98	
Washington	23,900	23,300	98	
Wyandot	8,200	8,100	99	
WEST VIRGINIA				
Wood	35,200	34,900	99	
Between 5-24%	OHIO			
	Clark	56,000	55,500	99
	Highland	13,900	13,600	98
	Meigs	9,000	8,800	98
WEST VIRGINIA				
Mason	9,800	9,700	99	
Station Totals		1,053,400	1,040,300	99
Net Weekly Circulation (1992)				709,500
Average Daily Circulation (1992)				384,800

Ohio—Columbus

WTTE
Ch. 28

Network Service: Fox.

Licensee: WTTE Channel 28 Licensee Inc., Box 280, Columbus, OH 43216.

Studio: 6130 Sunbury Rd., Westerville, OH 43081.

Telephone: 614-895-2800. **Fax:** 614-895-3159.

Technical Facilities: Channel No. 28 (554-560 MHz). Authorized power: 1910-kw max. visual, 191-kw max. aural. Antenna: 965-ft. above av. terrain, 1124-ft. above ground, 2044-ft. above sea level.

Latitude 40° 09' 33.50"
Longitude 82° 55' 21.50"

Transmitter: 6680 State Rte. 3, Westerville.

Satellite Earth Stations: Comtech, 7.3-meter; Harris, 6.1-meter; Harris, 3-meter Ku-band; Microdyne, Standard Communications receivers.

News Service: UPI.

Ownership: Sinclair Broadcast Group Inc. (Group Owner).

Began Operation: June 1, 1984.

Represented (sales): TeleRep Inc.

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

Represented (engineering): Carl T. Jones Corp.

Personnel:

- David D. Smith, President.
- John T. Quigley, General Manager.
- Robert H. Heyde, General Sales Manager.
- Michael C. Summers, Local Sales Manager.
- Jeff Avon, National Sales Manager.
- Oran D. Gough, Operations Director.
- Susan Gilbert, Promotion Director.
- Lois Dean, Business Manager.
- Joe Subich, Chief Engineer.

Rates: On request.

City of License: Columbus. **ADI:** Columbus, OH. **Rank:** 34.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OHIO			
	Delaware	23,500	23,300	99
	Fairfield	37,300	37,000	99
	Franklin	386,900	383,200	99
	Licking	48,200	47,700	99
	Madison	11,900	11,700	98
	Marion	23,700	23,500	99
	Morrow	10,000	9,900	99
	Muskingum	31,800	31,300	98
	Perry	11,600	11,400	98



WTTE BNPCT—830509KE Granted 9/22/83

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Pickaway	15,700	15,600	99
	Ross	24,700	24,300	98
	Union	11,500	11,300	98
Between 25-49%	OHIO			
	Coshocton	14,000	13,700	98
	Crawford	18,700	18,400	98
	Guernsey	15,100	14,800	98
	Hardin	11,700	11,500	98
	Hocking	9,800	9,600	98
	Knox	17,800	17,600	99
Logan	16,300	16,100	99	
Morgan	5,200	5,100	98	
Between 5-24%	OHIO			
	Ashland	17,300	17,100	99
	Athens	20,300	19,800	98
	Champaign	13,600	13,400	99
	Fayette	10,300	10,100	98
	Pike	9,300	9,100	98
	Richland	48,600	48,000	99
Wyandot	8,200	8,100	99	
Station Totals		873,000	862,600	99
Net Weekly Circulation (1992)			460,400	
Average Daily Circulation (1992)			195,600	

Ohio—Dayton

WDTN

Ch. 2

Network Service: ABC.

Licensee: The Hearst Corp., Box 741, Dayton, OH 45401.

Studio: 4595 S. Dixie Ave., Dayton, OH 45439.

Telephone: 513-293-2101. **TWX:** 810-459-1731. **Fax:** 513-294-6542.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1000-ft. above av. terrain, 960-ft. above ground, 1917-ft. above sea level.

Latitude 39° 43' 07"
Longitude 84° 15' 22"

Transmitter: Frytown Rd. & Gettysburg Ave.

Satellite Earth Stations: Andrew, 7-meter C-band; Andrew, 5-meter C-band; Drake, 3.4-meter C-band; Microdyne, 5-meter Ku-band; Scientific-Atlanta, 5-meter C-band; Avantek, Drake, M/A-Com, Microdyne, Scientific-Atlanta receivers.

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

News Services: ABC, Conus, NIWS.

Ownership: Hearst Broadcasting (Group Owner).

Began Operation: March 15, 1949. Sale to present owner by Trustees of Grinnell College approved by FCC July 16, 1981 (Television Digest, Vol. 20:21; 21:29). Sale to Grinnell by Avco Bcstg. Corp. approved by FCC April 28, 1976 (Vol. 15:25).

Represented (sales): Blair Television.

Represented (legal): Tharrington, Smith & Hargrove.

Personnel:

- Cheryl Craigie, Vice President & General Manager.
- Larry Ryan, Vice President, Sales.
- Steven L. Fisher, Station Manager & Program Director.
- Sheryl Sorrell, Sales Manager.
- Darryl Griffin, National Sales Manager.
- Mike Hevel, News Director.
- Kim Peters, Director of Marketing & Promotion.
- Cathryn Carter, Resident Controller.
- David Nortman, Chief Engineer.
- Sharon Fair, Community & Human Resources.

Highest 30 Sec. Rate: \$7500.

City of License: Dayton. **ADI:** Dayton. **Rank:** 53.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	INDIANA			
	Wayne	27,400	27,000	99
	OHIO			
	Auglaize	16,500	16,300	99
	Champaign	13,600	13,400	99
	Clark	56,000	55,500	99
	Clinton	13,700	13,500	99
	Darke	20,400	20,100	99
	Greene	48,500	48,000	99
	Logan	16,300	16,100	99
Mercer	13,700	13,500	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Miami	35,100	34,800	99
	Montgomery	229,700	227,800	99
	Preble	15,000	14,900	99
	Shelby	15,700	15,500	99
	Warren	39,900	39,500	99
Between 25-49%	INDIANA			
	Randolph	10,400	10,200	98
	Union	2,500	2,400	96
	OHIO			
	Butler	105,400	104,300	99
Fayette	10,300	10,100	98	
Highland	13,900	13,600	98	
Between 5-24%	INDIANA			
	Dearborn	14,100	13,900	99
	Fayette	9,800	9,700	99
	Franklin	6,700	6,500	97
	Jay	8,200	8,000	98
	Switzerland	2,900	2,800	97
	OHIO			
	Adams	9,600	9,200	96
	Allen	40,900	40,300	99
	Clermont	54,100	53,600	99
Hamilton	343,800	339,600	99	
Pike	9,300	9,100	98	
Ross	24,700	24,300	98	
Station Totals		1,228,100	1,213,500	99
Net Weekly Circulation (1992)				583,400
Average Daily Circulation (1992)				320,100

Ohio—Dayton-Springfield

WHIO-TV
Ch. 7

Network Service: CBS.

Licensee: Miami Valley Broadcasting Corp., Box 1206, Dayton, OH 45420.

Studio: 1414 Wilmington Ave., Dayton, OH 45420.

Telephone: 513-259-2111. **Fax:** 513-259-2024.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 200-kw visual, 38-kw aural. Antenna: 1140-ft. above av. terrain, 1096-ft. above ground, 2046-ft. above sea level.

Latitude 39° 44' 03"
Longitude 84° 14' 50"

Transmitter: 3316 Germantown St.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Vertex, 4.6-meter Ku-band; Scientific-Atlanta, 7-meter C-band; Vertex, 6.1-meter Ku & C-band; Vertex, 4.6-meter Ku-band; DX Engineering, Scientific-Atlanta receivers.

AM Affiliate: WHIO, 5-kw, 1290 kHz (CBS).

FM Affiliate: WHIO-FM, 50-kw, 99.1 MHz (No. 256), 1060-ft.

News Service: AP.

Ownership: Cox Enterprises Inc. (Group Owner).

Began Operation: February 26, 1949.

Represented (sales): TeleRep Inc.

Represented (legal): Dow, Lohnes & Albertson.

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

Personnel:

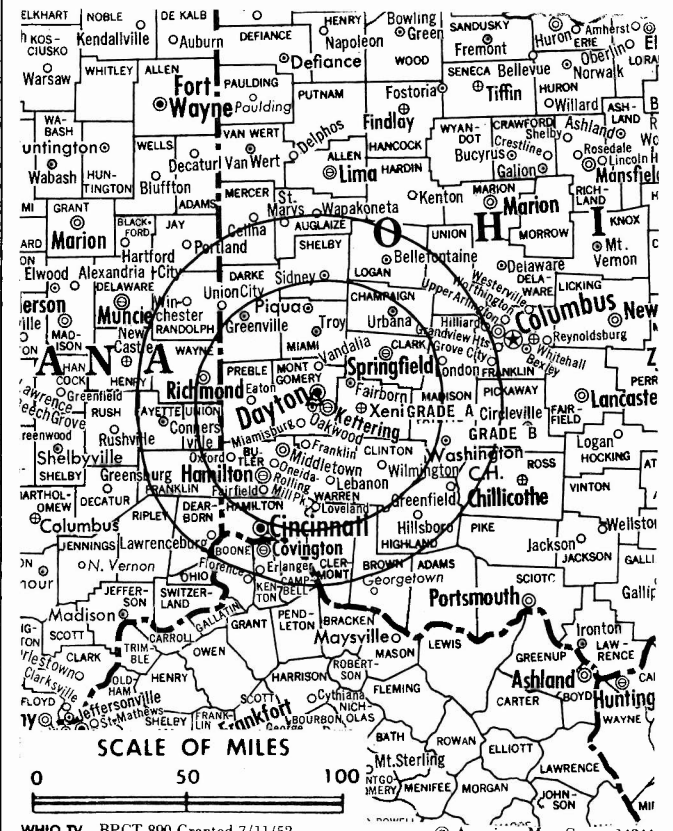
- David Lippoff, Vice President & General Manager.
- Don Kemper, Station Manager.
- John Hayes, General Sales Manager.
- Tim McVay, Local Sales Manager.
- Mike Mansour, National Sales Manager.
- Mark Casey, News Director.
- Richard Bieser, Director, Community Relations.
- Ted Lester, Operations Manager.
- Bill Manning, Creative Services Director.
- Bill Welker, Production Manager.
- Ken Oliver, Controller.
- Therese Weiler, Research Director.

Rates: On request.

City of License: Dayton. **ADI:** Dayton. **Rank:** 53.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	INDIANA			
	Randolph	10,400	10,200	98
	Wayne	27,400	27,000	99
	OHIO			
	Allen	40,900	40,300	99
	Auglaize	16,500	16,300	99
	Champaign	13,600	13,400	99
	Clark	56,000	55,500	99
	Clinton	13,700	13,500	99
	Darke	20,400	20,100	99



WHIO-TV BPCT-890 Granted 7/11/52 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Fayette	10,300	10,100	98
	Greene	48,500	48,000	99
	Logan	16,300	16,100	99
	Mercer	13,700	13,500	99
	Miami	35,100	34,800	99
	Montgomery	229,700	227,800	99
	Preble	15,000	14,900	99
Shelby	15,700	15,500	99	
Warren	39,900	39,500	99	
Between 25-49%	INDIANA			
	Union	2,500	2,400	96
	OHIO			
Butler	105,400	104,300	99	
Highland	13,900	13,600	98	
Ross	24,700	24,300	98	
Between 5-24%	INDIANA			
	Dearborn	14,100	13,900	99
	Fayette	9,800	9,700	99
	KENTUCKY			
	Pendleton	4,300	4,300	100
	OHIO			
	Adams	9,600	9,200	96
	Brown	13,000	12,700	98
	Clermont	54,100	53,600	99
	Hamilton	343,800	339,600	99
Hardin	11,700	11,500	98	
Madison	11,900	11,700	98	
Putnam	11,400	11,200	98	
Van Wert	11,600	11,500	99	
Station Totals		1,264,900	1,250,000	99
Net Weekly Circulation (1992)				616,700
Average Daily Circulation (1992)				361,300

Ohio—Dayton

WKFE
Ch. 22

Network Service: NBC

Licensee: KT Communications Ltd. Partnership III, 333 W. Wacker Dr., Suite 830, Chicago, IL 60606.

Studio: 1731 Soldiers Home Rd., Dayton, OH 45418.

Telephone: 513-263-2662. **Fax:** 513-268-2332.

Technical Facilities: Channel No. 22 (518-524 MHz). Authorized power: 2340-kw max. visual, 234-kw max. aural. Antenna: 1152-ft. above av. terrain, 1094-ft. above ground, 2049-ft. above sea level.

Latitude 39° 43' 15.50"

Longitude 84° 15' 38.90"

Transmitter: 1731 Soldiers Home Rd.

Satellite Earth Stations: Microdyne, 7-meter; AFC, 6-meter; Harris, 3-meter; Harris, Microdyne receivers.

News Service: AP.

Ownership: KT Communications Ltd. Partnership III.

Began Operation: September 27, 1964. Sale to Adams Communications by Springfield TV Corp. approved by FCC Jan. 9, 1984 (Television Digest, Vol. 23:35). Sale to present owner by Adams approved Feb. 23, 1989.

Represented (sales): Katz Television.

Personnel:

James D. Graham, General Manager.

Steve Shanks, Local Sales Manager.

Michael Smythe, National Sales Manager & Marketing Director.

Lori Webster, Director of News & Public Affairs.

Sandy Patton, Production & Promotion Manager.

Bob Vaughn, Business Manager.

Darrell Hunter, Chief Engineer.

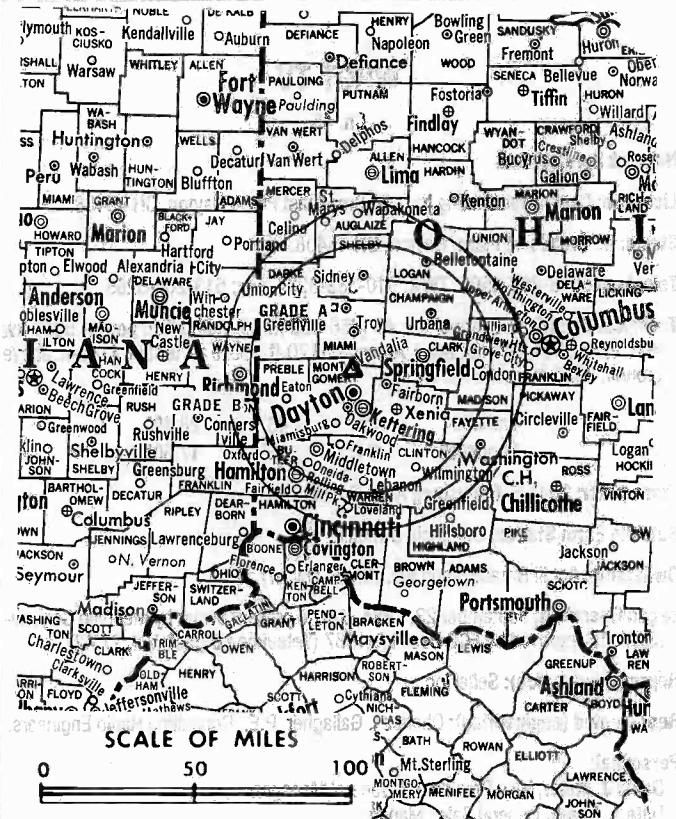
Highest 30 Sec. Rate: \$1500.

NETWORK BASE HOURLY RATE: \$1550.

City of License: Dayton. **ADI:** Dayton. **Rank:** 53.

Total Households: ©MSI Consumer Market Data as of 1/1/92. **TV Homes, TV% and Circulation** ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OHIO			
	Champaign	13,600	13,400	99
	Clark	56,000	55,500	99
	Clinton	13,700	13,500	99
	Darke	20,400	20,100	99
	Greene	48,500	48,000	99
	Miami	35,100	34,800	99
	Montgomery	229,700	227,800	99
	Preble	15,000	14,900	99
	Shelby	15,700	15,500	99
	Warren	39,900	39,500	99



WKFE BPCT—841029KG Granted 11/29/84 © American Map Corp. No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	INDIANA			
	Randolph	10,400	10,200	98
	Union	2,500	2,400	96
	OHIO			
	Auglaize	16,500	16,300	99
	Butler	105,400	104,300	99
	Logan	16,300	16,100	99
Between 5-24%	INDIANA			
	Dearborn	14,100	13,900	99
	Franklin	6,700	6,500	97
	Ohio	2,000	2,000	100
	Ripley	9,000	8,800	98
	Wayne	27,400	27,000	99
	OHIO			
	Brown	13,000	12,700	98
	Clermont	54,100	53,600	99
	Fayette	10,300	10,100	98
	Hamilton	343,800	339,600	99
	Highland	18,900	13,600	98
	Madison	11,900	11,700	98
	Mercer	13,700	13,500	99
Station Totals		1,158,600	1,145,300	99
Net Weekly Circulation (1992)			491,300	
Average Daily Circulation (1992)			221,900	

Ohio—Dayton

WRGT-TV

Ch. 45

Network Service: Fox.

Licensee: Dayton Telecasting Inc., 45 Broadcast Plaza, Dayton, OH 45408.

Studio: 45 Broadcast Plaza, Dayton, OH 45408.

Telephone: 513-263-4500. **TWX:** 910-333-3284. **Fax:** 513-268-5265.

Technical Facilities: Channel No. 45 (656-662 MHz). Authorized power: 5000-kw max. visual, 501-kw max. aural. Antenna: 1170-ft. above av. terrain, 1149-ft. above ground, 2045-ft. above sea level.

Latitude 39° 43' 28.40"
Longitude 84° 15' 17.60"

Transmitter: 2045 S. Gettysburg Ave., Dayton, OH.

Satellite Earth Station: Comtech, 5-meter.

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

Began Operation: September 23, 1984. Sale to present owner by Meridian Communications approved by FCC Dec. 17, 1987 (Television Digest, Vol. 27:42).

Represented (sales): Seltel Inc.

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

Personnel:

David J. Miller, Vice President & General Manager.

Dale A. Remy, General Sales Manager.

Gene Thompson, National Sales Manager

Mike Davis, Programming/Operations Manager.

Ron Schuetze, Chief Engineer.

Ann Love, Promotion Director.

Rick Roberts, Business Manager.

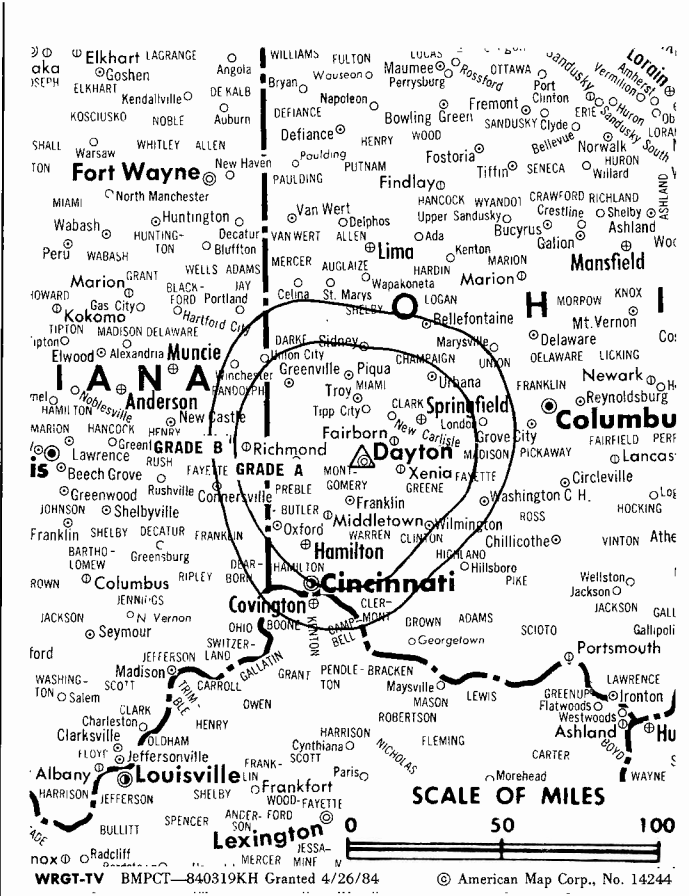
Dean Love, Production Manager.

Rates: On request.

City of License: Dayton. **ADI:** Dayton. **Rank:** 53.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	OHIO			
	Champaign	13,600	13,400	99
	Clark	56,000	55,500	99
	Clinton	13,700	13,500	99
	Darke	20,400	20,100	99
	Greene	48,500	48,000	99
	Miami	35,100	34,800	99
	Montgomery	229,700	227,800	99
Between 25-49%	Preble	15,000	14,900	99
	Shelby	15,700	15,500	99
	INDIANA			
	Randolph	10,400	10,200	98
Union	2,500	2,400	96	
Wayne	27,400	27,000	99	



Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%	OHIO			
	Auglaize	16,500	16,300	99
	Butler	105,400	104,300	99
	Fayette	10,300	10,100	98
	Logan	16,300	16,100	99
	Mercer	13,700	13,500	99
Warren	39,900	39,500	99	
Between 5-24%	INDIANA			
	Dearborn	14,100	13,900	99
	Franklin	6,700	6,500	97
	Jay	8,200	8,000	98
KENTUCKY	Switzerland	2,900	2,800	97
	Boone	20,300	20,300	100
	Grant	5,600	5,600	100
OHIO	Kenton	53,200	53,100	100
	Brown	13,000	12,700	98
	Clermont	54,100	53,600	99
	Hamilton	343,800	339,600	99
	Highland	13,900	13,600	98
	Madison	11,900	11,700	98
Station Totals		1,237,800	1,224,300	99
Net Weekly Circulation (1992)				469,700
Average Daily Circulation (1992)				192,200

Ohio—Lima

WLIO
Ch. 35

Network Service: NBC.

Licensee: Lima Communications Corp., Box 1689, Lima, OH 45802.

Studio: 1424 Rice Ave., Lima, OH 45805.

Telephone: 419-228-8835. **Fax:** 419-229-7091.

Technical Facilities: Channel No. 35 (596-602 MHz). Authorized power: 661-kw visual, 132-kw aural. Antenna: 549-ft. above av. terrain, 549-ft. above ground, 870-ft. above sea level.

Latitude 40° 44' 54"
Longitude 84° 07' 55"

Transmitter: 1424 Rice Ave.

Multichannel TV Sound: Stereo only.

Satellite Earth Station: Chapparral, 3.5-meter Ku & C-band; Harris receivers.

News Service: AP.

Ownership: Blade Communications Inc. (Group Owner).

Began Operation: March 30, 1953. Sale to present owners by WLOK Inc. approved by FCC Jan. 19, 1972. Previous sale by Pixley & Case families approved Dec. 1, 1954 (Television Digest, Vol. 10:44, 49).

Represented (sales): Katz Television.

Represented (legal): Dow, Lohnes & Albertson.

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

Personnel:

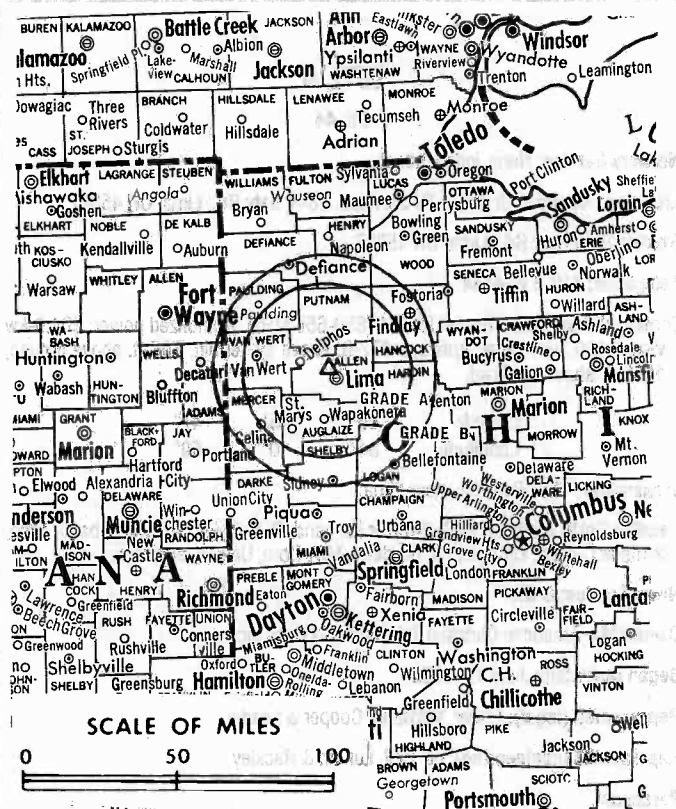
- James C. Dages, President & General Manager.
- Bruce A. Opperman, Vice President & General Sales Manager.
- James D. Garling, Program Director.
- Antelle Halthcock, Promotion Director.
- George Dunster, News Director.
- Frederick R. Vobbe, Chief Engineer.

Rates: On request.

City of License: Lima. **ADI:** Lima. **Rank:** 198.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OHIO			
	Allen	40,900	40,300	99
	Auglaize	16,500	16,300	99
	Mercer	13,700	13,500	99
	Putnam	11,400	11,200	98



WLIO BPCT-820712KP Granted 10/08/82

American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Van Wert	11,600	11,500	99
Between 25-49%	OHIO			
	Hancock	25,200	24,900	99
	Hardin	11,700	11,500	98
	Logan	16,300	16,100	99
	Paulding	7,600	7,500	99
	Shelby	15,700	15,500	99
Between 5-24%	INDIANA			
	Adams	10,700	10,500	98
	OHIO			
	Defiance	14,500	14,300	99
	Henry	10,600	10,500	99
	Wyandot	8,200	8,100	99
Station Totals		214,600	211,700	99
Net Weekly Circulation (1992)				107,600
Average Daily Circulation (1992)				62,200

Ohio—Lima

WTLW
Ch. 44

Network Service: None, independent.

Licensee: American Christian TV Services, 1844 Baty Rd., Lima, OH 45807.

Studio: 1844 Baty Rd., Lima, OH 45807.

Telephone: 419-339-4444.

Technical Facilities: Channel No. 44 (650-656 MHz). Authorized power: 904.9-kw visual, 100.2-kw aural. Antenna: 677-ft. above av. terrain, 705-ft. above ground, 1532-ft. above sea level.

Latitude 40° 45' 47"
Longitude 84° 10' 59"

Transmitter: 1844 Baty Rd., near Lima.

Satellite Earth Stations: AFC, 2-meter Ku-band; R. H. Tyler, 3-meter C-band; Taco, 2-meter C-band; DX Antenna, Gardiner, M/A-Com, Uniden receivers.

News Service: CNN.

Ownership: American Christian Television Services Inc.

Began Operation: June 13, 1982.

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

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

Personnel:

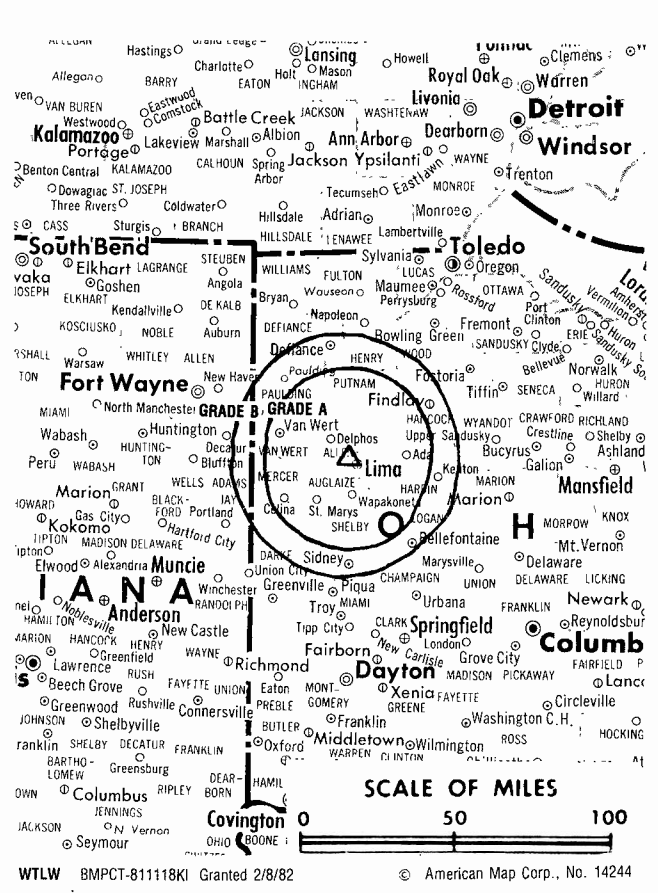
- Ron Mighell, Vice President & Director.
- Robert Placie, General Manager.
- Harry Barnes, General Sales Manager.
- John Owens, Production Director.
- Ray Tanner, Chief Engineer.
- Jeff Millslagle, Program Director.
- Michele Wassink, Promotion Director.
- Kevin Bowers, Development Director.

Highest 30 Sec. Rate: \$40.

City of License: Lima. **ADI:** Lima. **Rank:** 198.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%	OHIO Auglaize	16,500	16,300	99



WTLW BIMPCT-811118KI Granted 2/8/82 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households Households	%
OHIO				
Between 5-24%	Allen	40,900	40,300	99
	Defiance	14,500	14,300	99
	Fulton	14,400	14,100	98
	Hancock	25,200	24,900	99
	Mercer	13,700	13,500	99
	Paulding	7,600	7,500	99
	Putnam	11,400	11,200	98
	Shelby	15,700	15,500	99
	Van Wert	11,600	11,500	99
	Williams	14,400	14,200	99
Station Totals		185,900	183,300	99
Net Weekly Circulation (1992)			28,500	
Average Daily Circulation (1992)			10,200	

Ohio—Mansfield

WMFD-TV

Ch. 68

Network Service: None, independent.

Licensee: Mid-State Television Inc., 2900 Park Ave. W., Mansfield, OH 44906.

Studio: 2900 Park Ave. W., Mansfield, OH 44906.

Telephone: 419-529-5900.

Technical Facilities: Channel No. 68 (794-800 MHz). Authorized power: 294-kw max. visual. Antenna: 590-ft. above av. terrain, 449-ft. above ground, 1830-ft. above sea level.

Latitude 40° 45' 50"
Longitude 82° 37' 04"

Holds CP for change to 294-kw max. visual, 590-ft. above av. terrain, 449-ft. above ground, 1830-ft. above sea level; lat. 40° 45' 50", long. 82° 37' 04", transmitter to W of Mansfield, BPCT-920324KG.

Transmitter: Approx. 0.25-mi. N of U.S. Rte. 30, 0.3-mi. E of Lewis Rd.

Satellite Earth Stations: Transmit/receive Harris, 9-meter C-band; Vertex, 4.5-meter C-band; Vertex, 3-meter C-band; Harris receivers.

Ownership: Mid States Television Inc.

Began Operation: February 29, 1988. Suspended operation June 1, 1989. Sale to present owners by Com-III TV Inc. approved by FCC May 29, 1992. Resumed operation August 27, 1992.

Represented (legal): Fletcher, Heald & Hildreth.

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

Personnel:

- Gunther Meisse, President & General Manager.
- Glenn Cheesman, Sales Manager.
- James Holmes, Program Director.
- Wayne Fick, Chief Engineer.



WMFD-TV BPCT-920324KG Granted 8/14/92 © American Map Corp., No. 14244

Rates: On request.

Arbitron Data: Not available.

City of License: Mansfield. ADI: Cleveland. Rank: 127.

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Ohio—Newark

WSFJ

Ch. 51

Network Service: None, independent.

Licensee: Christian Television of Ohio Inc., 10077 Jacksontown Rd., Box 770, Thomsville, OH 43076.

Studio: 10077 Jacksontown Rd., Thomsville, OH 43076.

Telephones: 614-833-0771; 614-323-0771. **Fax:** 614-323-3242.

Technical Facilities: Channel No. 51 (692-698 MHz). Authorized power: 724-kw max. visual, 72.4-kw max. aural. Antenna: 620-ft. above av. terrain, 500-ft. above ground, 1600-ft. above sea level.

Latitude 39° 56' 53"

Longitude 82° 24' 33"

Transmitter: 0.8-mi. SSE of Jacksontown along Rte. 13, 0.3-mi. N of I-70.

Satellite Earth Stations: AFC, 3.66-meter Ku-band; RF Systems, 6-meter C-band; Scientific-Atlanta, 5-meter C-band; M/A-Com, Scientific-Atlanta, Standard Components receivers.

Ownership: Christian Television of Ohio Inc.

Began Operation: March 9, 1980.

Represented (sales): Hugh Wallace Inc.

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

Represented (engineering): Smith & Powstenko.

Personnel:

Don Crooks, President.

Ted Ross, General Manager.

Ed Griffis, General Sales Manager, Program & Promotion Director.

James Chiero, Production Manager.

James Williams, Operations Manager.

Highest 30 Sec. Rate: \$45.

City of License: Newark. **ADI:** Columbus, OH. **Rank:** 34.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.



WSFJ BNPCT—830930LJ Granted 3/14/84 ©American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
OHIO				
Between 5-24%	Coshocton	14,000	13,700	98
	Muskingum	31,800	31,300	98
Station Totals		45,800	45,000	98
Net Weekly Circulation (1992)			15,100	
Average Daily Circulation (1992)			5,100	

Ohio—Sandusky

WGGN-TV

Ch. 52

Network Service: None, independent.

Licensee: Christian Faith Broadcast Inc., 3809 Maple Ave., Castalia, OH 44824.

Studio: 3809 Maple Ave., Castalia, OH 44824.

Telephone: 419-684-5311. **Fax:** 419-684-5378.

Technical Facilities: Channel No. 52 (698-704 MHz). Authorized power: 1482-kw max. visual, 148.2-kw max. aural. Antenna: 774-ft. above av. terrain, 715-ft. above ground, 1415-ft. above sea level.

Latitude 41° 23' 48"
Longitude 82° 47' 31"

Transmitter: 3809 Maple Ave., Castalia.

Satellite Earth Stations: In operation; Drake receivers.

News Service: HomeNet.

Ownership: Christian Faith Broadcast Int. (Group Owner).

Began Operation: December 5, 1982.

Represented (legal): May & Dunne, Chartered.

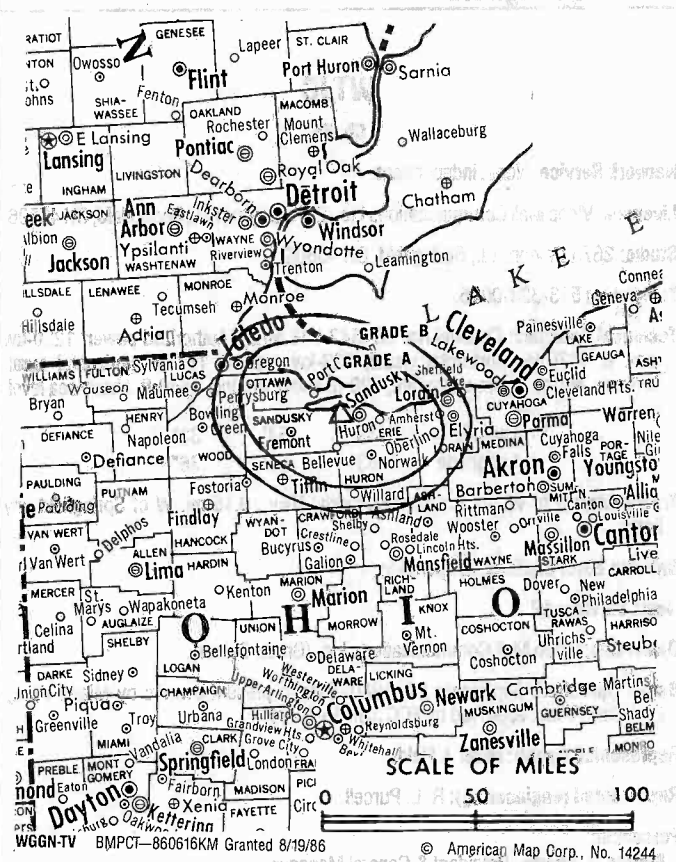
Personnel:

- Shelby Gilliam, President.
- Rusty Yost, General Manager.
- Virginia Jordon, Traffic Coordinator.

Highest 30 Sec. Rate: \$150.

City of License: Sandusky. **ADI:** Toledo. **Rank:** 64.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
	OHIO			
Between 5-24%	Huron	20,700	20,400	99
Station Totals		20,700	20,400	99
Net Weekly Circulation (1992)			3,800	
Average Daily Circulation (1992)			1,200	

Ohio—Springfield

WTJC

Ch. 26

Network Service: None, independent.

Licensee: Video Mall Communications Inc., 2675 Dayton Rd., Springfield, OH 45506.

Studio: 2675 Dayton Rd., Springfield, OH 45506.

Telephone: 513-323-0026.

Technical Facilities: Channel No. 26 (542-548 MHz). Authorized power: 1230-kw max. & 1170-kw horizontal visual, 123-kw max. & 117-kw horizontal aural. Antenna: 490-ft. above av. terrain, 520-ft. above ground, 1540-ft. above sea level.

Latitude 39° 54' 33"
Longitude 83° 51' 36"

Transmitter: S of Wright Brothers Memorial Hwy., 0.15-mi. W of Springfield city limits.

Satellite Earth Stations: In operation.

News Service: AP.

Ownership: Video Mall Communications Inc. (Group Owner).

Began Operation: September 21, 1980. Sale to present owners by Miami Valley Christian TV Inc. approved by FCC Jan. 15, 1991.

Represented (legal): Miller & Fields.

Represented (engineering): R. L. Purcell.

Personnel:

Marvin D. Sparks, President & General Manager.

Richard Stafford, Chief Engineer.

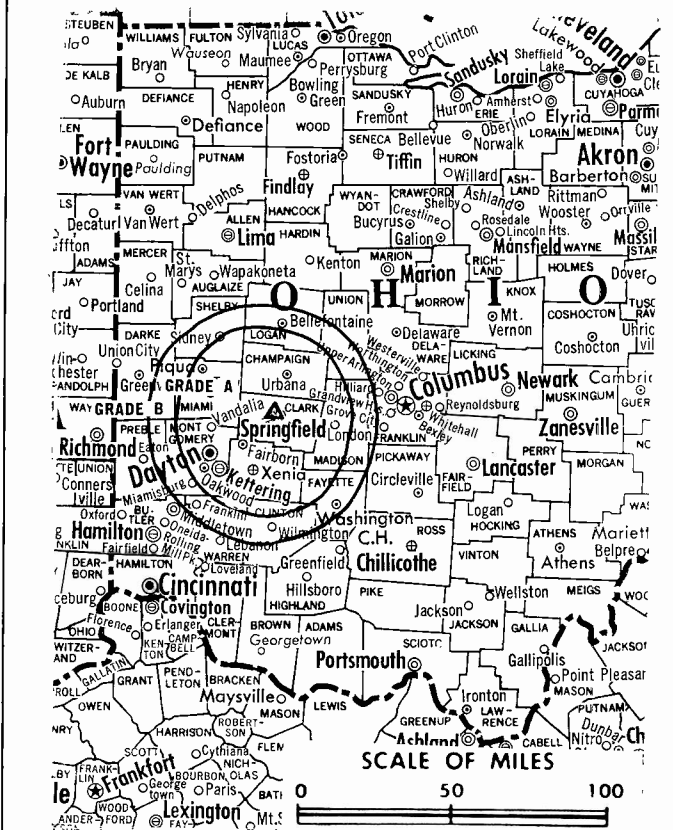
Josephine Hill, News Director.

Natalie Rector, Program Director.

Rates: On request.

City of License: Springfield. **ADI:** Dayton. **Rank:** 53.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.



WTJC BPCT-7808141C Granted 12/14/79

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
	OHIO			
Between 5-24%	Logan	16,300	16,100	99
Station Totals		16,300	16,100	99
Net Weekly Circulation (1992)			7,500	
Average Daily Circulation (1992)			2,800	

Ohio—Steubenville-Wheeling, WV

WTOV-TV
Ch. 9

Network Service: NBC.

Licensee: WTOV Associates, Box 9999, Steubenville, OH 43952.

Studios: Altamont Heights, Steubenville, OH 43952; Riley Bldg., 14th & Chapline St., Wheeling, WV 26003.

Mailing Address: Box 9999, Steubenville, OH 43952-6799.

Telephones: 614-282-0911 (Steubenville); 304-232-6933 (Wheeling).

Fax: 614-282-0911 (Steubenville); 304-232-3861 (Wheeling).

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 950-ft. above av. terrain, 881-ft. above ground, 2041-ft. above sea level.

Latitude 40° 20' 32"
Longitude 80° 37' 14"

Transmitter: Altamont Heights, 1.3-mi. S of business center.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Paracclipse, 5-meter C-band; Harris, 3.5-meter Ku-band; Prodelin, 3.5-meter C-band; Drake receivers.

News Services: AP, CNN.

Ownership: Television Station Partners L.P. (Group Owner).

Began Operation: December 10, 1953. Transfer of stations from WSTV Inc. and WPIT Inc. to United Printers & Publishers (name changed to Rust Craft Greeting Cards Inc.), approved by FCC Nov. 8, 1961 (Television Digest, Vol. 17:30, 33; 2:14). Sale to Ziff Corp. by Rust Craft approved by FCC May 10, 1978 (Vol. 17:26, 27, 36; 18:20, 41). Sale to present owners by Ziff approved by FCC Jan. 18, 1983 (Vol. 22:30).

Represented (sales): Petry Television Inc.

Represented (legal): Wiley, Rein & Fielding.

Personnel:

- I. Martin Pompadur, President.
- Arthur E. Daube, Vice President & General Manager.
- Tim McCoy, Operations Manager.
- Jim Emmerling, General Sales Manager.
- Vern Schofield, National Sales Manager.
- Janet Cipriani, Traffic Manager.
- Len Smith, Chief Engineer.
- Tyrone Thomas, News Director.
- Karen Rossano, Assistant Operations Manager.
- Sherry Hansen, Promotion Assistant.
- Mike Cunningham, Business Manager.
- Vicki Orban, Local Sales Assistant.
- Don Fogle, Assistant Chief Engineer.

Highest 30 Sec. Rate: \$800.

NETWORK BASE HOURLY RATE: \$1750.

City of License: Steubenville. **ADI:** Wheeling, WV-Steubenville/OH. **Rank:** 142.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation: ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OHIO			
	Belmont	29,200	28,800	99
	Carroll	10,100	10,000	99
	Guernsey	15,100	14,800	98
	Harrison	6,100	6,000	98
	Jefferson	31,300	31,000	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MONROE	5,900	5,800	97
	Noble	4,200	4,100	96
	Tuscarawas	33,100	32,600	98
	WEST VIRGINIA			
	Brooke	10,300	10,300	100
	Hancock	14,300	14,300	100
	Marshall	14,500	14,400	99
	Ohio	21,800	21,700	100
	Tyler	3,800	3,800	99
	Wetzel	7,400	7,300	99
Between 25-49%	OHIO			
	Columbiana	41,400	40,900	99
	PENNSYLVANIA			
	Washington	79,700	78,600	99
	WEST VIRGINIA			
	Tucker	3,200	3,200	98
Between 5-24%	MARYLAND			
	Garrett	10,100	10,000	99
	OHIO			
	Coshocton	14,000	13,700	98
	Stark	140,800	139,400	99
	PENNSYLVANIA			
	Beaver	71,600	70,800	99
	Greene	15,000	14,700	98
	Lawrence	37,000	36,400	99
	WEST VIRGINIA			
Doddridge	2,700	2,700	100	
Marion	23,700	23,500	99	
Monongalia	29,800	29,500	99	
Preston	10,900	10,800	99	
Station Totals		687,000	679,100	99
Net Weekly Circulation (1992)			259,300	
Average Daily Circulation (1992)			131,100	

Ohio—Toledo

WNWO-TV

Ch. 24

Network Service: ABC.

Licensee: WNWO Associates, 300 S. Byrne Rd., Toledo, OH 43615.

Studio: 300 S. Byrne Rd., Toledo, OH 43615.

Telephone: 419-535-0024. TWX: 810-421-0064. Fax: 419-535-0202.

Technical Facilities: Channel No. 24 (530-536 MHz). Authorized power: 4370-kw max. & 1410-kw horizontal visual, 437-kw max. & 141-kw horizontal aural. Antenna: 1390-ft. above av. terrain, 1437-ft. above ground, 2016-ft. above sea level.

Latitude 41° 40' 03"
Longitude 83° 21' 22"

Transmitter: 833 N. Cousino Rd. at Arquette Rd., Oregon, OH.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Andrew, 7.3-meter C-band; ADM, 6.1-meter C-band; Andrew, 4.5-meter C-band; Avantek, Scientific-Atlanta receivers.

News Services: AP, ABC.

Ownership: WNWO Associates.

Began Operation: May 3, 1966. FCC approved sale to present owners by The First National Bank of Boston which took control from D. H. Overmyer Telecasting Co. Inc. Jan. 31, 1986 (Television Digest, Vol. 25:24).

Represented (sales): Petry Television Inc.

Represented (legal): Wiley, Rein & Fielding.

Personnel:

- Brett Cornwell, Vice President & General Manager.
- Sam Jacobs, General Sales Manager.
- James Glendening, Local Sales Manager.
- Christopher W. Jones, Operations Manager.
- Michael Palmer, Promotion Director/Marketing Associate.
- Michael Przybylski, Business Manager.
- Ray Jackson, Marketing Director.
- Harold W. Thompson, Chief Engineer.
- Nancy Pratt, Traffic Manager.

Rates: On request.

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

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OHIO			
	Allen	40,900	40,300	99
	Fulton	14,400	14,100	98
	Hancock	25,200	24,900	99
	Henry	10,600	10,500	99
	Lucas	180,900	179,300	99
	Ottawa	15,500	15,400	99



WNWO-TV BMPCT-6221 Granted 2/17/66

©American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Putnam	11,400	11,200	98
	Sandusky	23,100	22,900	99
	Seneca	21,800	21,600	99
	Wood	40,000	39,600	99
	Wyandot	8,200	8,100	99
Between 25-49%	MICHIGAN			
	Lenawee	32,400	32,000	99
	Monroe	47,200	46,800	99
	OHIO			
	Defiance	14,500	14,300	99
Between 5-24%	Hardin	11,700	11,500	98
	Huron	20,700	20,400	99
	Williams	14,400	14,200	99
	MICHIGAN			
	Hillsdale	15,800	15,500	98
Station Totals	OHIO			
	Auglaize	16,500	16,300	99
	Crawford	18,700	18,400	98
	Erie	29,400	29,100	99
	Van Wert	11,600	11,500	99
Station Totals		624,900	617,900	99
Net Weekly Circulation (1992)			401,500	
Average Daily Circulation (1992)			189,200	

Ohio—Toledo

WTOL-TV Ch. 11

Network Service: CBS.

Licensee: Cosmos Broadcasting Corp., Box 1111, Toledo, OH 43695-1111.

Studio: 730 N. Summit St., Toledo, OH 43604-1808.

Telephone: 419-248-1111. **Fax:** 419-244-7104.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 38-kw aural. Antenna: 1000-ft. above av. terrain, 1046-ft. above ground, 1625-ft. above sea level.

Latitude: 41° 40' 22"
Longitude: 83° 22' 47"

Transmitter: Cedar Point, near Norden Rd., Oregon City, OH.

Multichannel TV Sound: Stereo only.

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

News Services: AP, CBS.

Ownership: Cosmos Broadcasting Corp. (Group Owner).

Began Operation: December 5, 1958. Sale to present owner by Frazier Reams and associates approved March 10, 1965 by FCC (Television Digest, Vol. 4:46; 5:11).

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

Represented (legal): Dow, Lohnes & Albertson.

Represented (engineering): Lohnes & Culver.

Personnel:

- S. Wheeler Rudd, Vice President & General Manager.
- John Cottingham, General Sales Manager.
- Cathy Clark, National Sales Manager.
- Rick Gevers, News Director.
- Steve Israel, Director of Operations.
- Gary Albers, Promotion Director.
- Patricia Genson, Business Manager.
- Bill Stewart, Production Manager.
- Stewart Hinze, Chief Engineer.

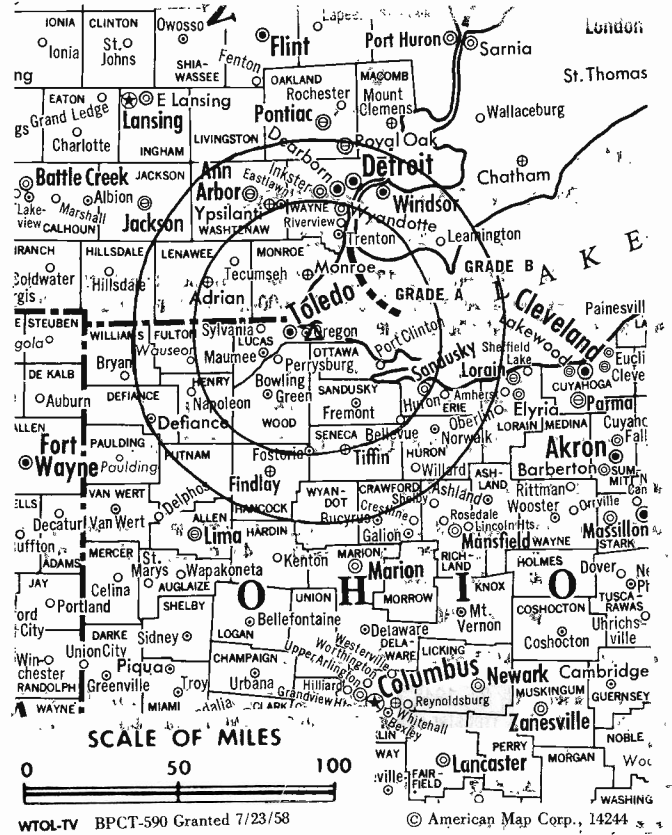
Highest 30 Sec. Rate: \$6000.

NETWORK BASE HOURLY RATE: \$3263.

City of License: Toledo. **ADI:** Toledo. **Rank:** 64.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN			
	Lenawee	32,400	32,000	99
	Monroe	47,200	46,800	99
	OHIO			
	Defiance	14,500	14,300	99
	Fulton	14,400	14,100	98
	Hancock	25,200	24,900	99
Henry	10,600	10,500	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Huron	20,700	20,400	99
	Lucas	180,900	179,300	99
	Ottawa	15,500	15,400	99
	Putnam	11,400	11,200	98
	Sandusky	23,100	22,900	99
	Seneca	21,800	21,600	99
	Williams	14,400	14,200	99
	Wood	40,000	39,600	99
	Wyandot	8,200	8,100	99
	Between 25-49%	MICHIGAN		
Hillsdale		15,800	15,500	98
OHIO				
Allen		40,900	40,300	99
Crawford		18,700	18,400	98
Between 5-24%	Eric	29,400	29,100	99
	Paulding	7,600	7,500	99
	MICHIGAN			
	Washtenaw	104,900	103,000	98
Between 5-24%	OHIO			
	Ashland	17,300	17,100	99
	Hardin	11,700	11,500	98
Marion	23,700	23,500	99	
Station Totals		750,300	741,200	99
Net Weekly Circulation (1992)				491,800
Average Daily Circulation (1992)				294,500

Ohio—Toledo

WTVG
Ch. 13

Network Service: NBC.

Licensee: WTVG Inc., 4247 Dorr St., Toledo, OH 43607.

Telephone: 419-531-1313. Fax: 419-531-1399.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 18.2-kw aural. Antenna: Directional, 1000-ft. above av. terrain, 1049-ft. above ground, 1629-ft. above sea level.

Latitude 41° 41' 00" ⁺
Longitude 83° 24' 49"

Transmitter: 1701 N. Stadium Rd., Oregon, OH, 7-mi. NNE of Toledo.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 6.8-meter; Harris, 3-meter; Scientific-Atlanta, 7-meter; Scientific-Atlanta, 5-meter; Scientific-Atlanta, 4.6-meter; Harris, Microwave Assoc., Scientific-Atlanta receivers.

News Services: AP, CNN, NBC.

Ownership: Media/Communications Partners L.P.

Began Operation: July 21, 1948. Sold to WTVG Inc. by KKR in 1987 (Television Digest, Vol. 27:44). Transfer of control to present owners was approved by FCC Dec. 3, 1991.

Represented (sales): Katz Television.

Represented (legal): Latham & Watkins.

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

Personnel:

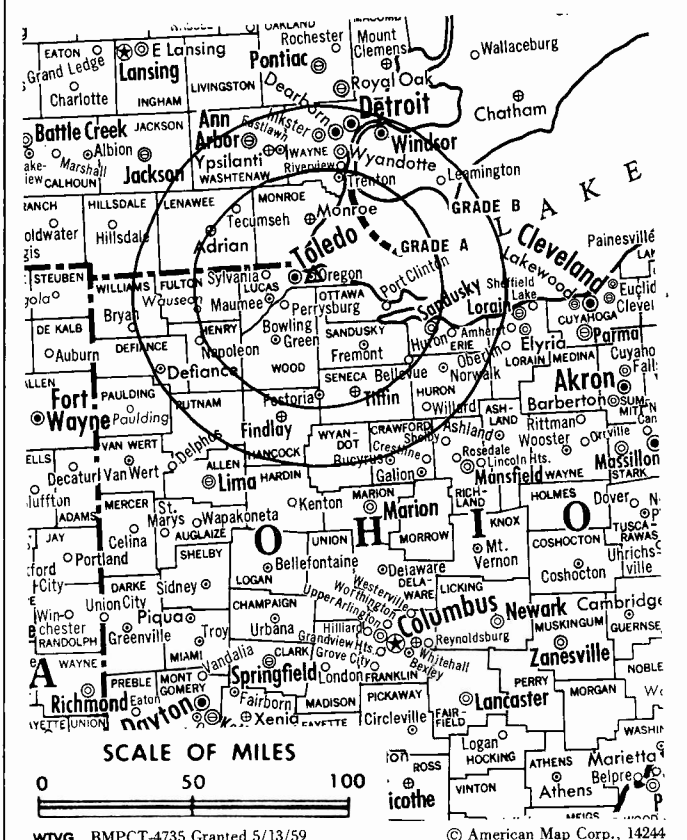
- David L. Zamichow, President & General Manager.
- Barbara Vaughn, Vice President, Chief Financial Officer.
- George Carlino, General Sales Manager.
- Paul Ladrow, Assistant General Sales Manager.
- Don Schaller, Director of Technical Services.
- Alan Audet, Director of News.
- Marsha Schroeder, Director of Operations.
- Earnestine Weathers, Director of Community Affairs.
- James M. Nowak, Director of Creative Services.
- Barry Gries, Acting Chief Engineer.

Rates: On request.

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

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN			
	Lenawee	32,400	32,000	99
	Monroe	47,200	46,800	99
	OHIO			
	Defiance	14,500	14,300	99
	Erie	29,400	29,100	99
	Fulton	14,400	14,100	98
	Hancock	25,200	24,900	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OHIO			
	Allen	10,600	10,500	99
	Huron	20,700	20,400	99
	Lucas	180,900	179,300	99
	Ottawa	15,500	15,400	99
	Putnam	11,400	11,200	98
	Sandusky	23,100	22,900	99
	Seneca	21,800	21,600	99
	Williams	14,400	14,200	99
	Wood	40,000	39,600	99
Wyandot	8,200	8,100	99	
Between 25-49%	OHIO			
	Allen	40,900	40,300	99
	Crawford	18,700	18,400	98
Between 5-24%	MICHIGAN			
	Hillsdale	15,800	15,500	98
	Washtenaw	104,900	103,000	98
	OHIO			
	Auglaize	16,500	16,300	99
	Marion	23,700	23,500	99
	Morrow	10,000	9,900	99
Paulding	7,600	7,500	99	
Richland	48,600	48,000	99	
Station Totals		808,100	798,300	99
Net Weekly Circulation (1992)				463,100
Average Daily Circulation (1992)				265,400

Ohio—Toledo

WUPW

Ch. 36

Network Service: Fox.

Licensee: Toledo Television Ltd. Partnership, Four SeaGate, Toledo, OH 43604.

Studio: Four SeaGate, Toledo, OH 43604.

Telephone: 419-244-3600. Fax: 419-244-8842.

Technical Facilities: Channel No. 36 (602-608 MHz). Authorized power: 2040-kw max. & 1033-kw horizontal visual, 206-kw max. & 103-kw horizontal aural. Antenna: 1220-ft. above av. terrain, 1253-ft. above ground, 1849-ft. above sea level.

Latitude 41° 39' 21"
Longitude 83° 26' 40"

Transmitter: 1.7-mi. E of Toledo.

Multichannel TV Sound: Stereo only.

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

Ownership: Toledo Television L.P.

Began Operation: September 22, 1985.

Represented (sales): Blair Television.

Represented (legal): Kaye, Scholer, Fierman, Hays & Handler.

Represented (engineering): Jansky & Bailey.

Personnel:

Larry Blum, President & General Manager.

Larry Scott, General Sales Manager.

Sheila Oliver, Local Sales Manager.

Denis C. Katell, Program Director.

Chris Phares, Promotion Director.

Sandy Rice, Business Manager.

Steven W. Puntieri, Chief Engineer.

John Fenton, Production Manager.

Rates: On request.

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

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OHIO			
	Fulton	14,400	14,100	98
	Hancock	25,200	24,900	99
	Henry	10,600	10,500	99
	Lucas	180,900	179,300	99
	Ottawa	15,500	15,400	99
	Sandusky	23,100	22,900	99
	Seneca	21,800	21,600	99
	Williams	14,400	14,200	99
	Wood	40,000	39,600	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	MICHIGAN			
	Lenawee	32,400	32,000	99
	Monroe	47,200	46,800	99
	OHIO			
	Allen	40,900	40,300	99
	Defiance	14,500	14,300	99
	Hardin	11,700	11,500	98
Putnam	11,400	11,200	98	
Wyandot	8,200	8,100	99	
Between 5-24%	MICHIGAN			
	Hillsdale	15,800	15,500	98
	Washtenaw	104,900	103,000	98
	OHIO			
	Crawford	18,700	18,400	98
Erie	29,400	29,100	99	
Huron	20,700	20,400	99	
Paulding	7,600	7,500	99	
Station Totals		709,300	700,600	99
Net Weekly Circulation (1992)				328,700
Average Daily Circulation (1992)				135,400

Ohio—Youngstown

WFMJ-TV

Ch. 21

Network Service: NBC.

Licensee: WFMJ-TV Inc., 101 W. Boardman St., Youngstown, OH 44503.

Studio: 101 W. Boardman St., Youngstown, OH 44503.

Telephone: 216-744-8611. **Fax:** 216-744-3402.

Technical Facilities: Channel No. 21 (512-518 MHz). Authorized power: 3720-kw max. & 955-kw horizontal visual, 375-kw max. & 97.7-kw horizontal aural. Antenna: 990-ft. above av. terrain, 1085-ft. above ground, 2118-ft. above sea level.

Latitude 41° 04' 46"

Longitude 80° 38' 25"

Transmitter: Mabel St.

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

Ownership: WFMJ Television Inc.

Began Operation: March 8, 1953 on Channel 73. On May 5, 1954, FCC approved sale by Polan Industries of CP and equipment for Ch. 21 to WFMJ-TV (Television Digest, Vol. 10:19). Began operation on Ch. 21 Aug. 7, 1954.

Represented (sales): Blair Television.

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

Represented (engineering): Carl E. Smith Consulting Engineers.

Personnel:

Betty H. Brown Jagnow, President.

John A. Grdic, General Manager.

Kathie Brickman, National Sales & Traffic Manager.

Homaine Baxter, Film Director.

Rudy Recklies, Chief Engineer.

Art Jordan, News Director.

James Terry, Marketing Director.

Jack Stevenson, Traffic Coordinator.

Highest 30 Sec. Rate: \$1800.

NETWORK BASE HOURLY RATE: \$725.

City of License: Youngstown. **ADI:** Youngstown. **Rank:** 92.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
OHIO				
50% & Over	Columbiana	41,400	40,900	99
	Mahoning	102,200	101,300	99
	Trumbull	86,800	86,000	99



Net Weekly Circulation	State County	Total Households	TV Households	%
PENNSYLVANIA				
50% & Over	Lawrence	37,000	36,400	99
	Mercer	45,700	45,000	98
OHIO				
Between 5-24%	Ashtabula	37,300	36,800	99
	Carroll	10,100	10,000	99
	Harrison	6,100	6,000	98
	Portage	50,100	49,700	99
	Stark	140,800	139,400	99
PENNSYLVANIA				
	Beaver	71,600	70,800	99
	Butler	56,300	55,700	99
	Clarion	14,900	14,600	98
	Crawford	32,200	31,500	98
	Venango	22,900	22,300	97
WEST VIRGINIA				
	Hancock	14,300	14,300	100
Station Totals		769,700	760,700	99
Net Weekly Circulation (1992)				304,300
Average Daily Circulation (1992)				167,700

Ohio—Youngstown

WKBN-TV

Ch. 27

Network Service: CBS.

Licensee: WKBN Broadcasting Corp., 3930 Sunset Blvd., Youngstown, OH 44501.

Studio: 3930 Sunset Blvd., Youngstown, OH 44501.

Telephone: 216-782-1144. TWX: 810-435-2825.

Technical Facilities: Channel No. 27 (548-554 MHz). Authorized power: 865-kw visual, 86.5-kw aural. Antenna: 1430-ft. above av. terrain, 1432-ft. above ground, 2535-ft. above sea level.

Latitude 41° 03' 23.60"
Longitude 80° 38' 43.50"

Transmitter: 3930 Sunset Blvd.

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

AM Affiliate: WKBN, 5-kw, 570 kHz (CBS).

FM Affiliate: WKBN-FM, 5.9-kw, 98.9 MHz (No. 255), 1370-ft.

News Service: AP.

Ownership: WKBN Broadcasting Corp.

Began Operation: January 11, 1953. W. P. Williamson Jr. increased holdings from 60% to 100% in 1958 by purchasing 40% held by publisher of **Cleveland Plain Dealer and News** for undisclosed amount and retiring stock to treasury (**Television Digest**, Vol. 14:34).

Represented (sales): Katz Television.

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

Represented (engineering): David Steel & Associates Inc.

Personnel:

- W. P. Williamson Jr., Chairman.
- W. P. Williamson III, President.
- J. D. Williamson II, Executive Vice President & General Manager.
- C. Richard Wade, General Sales Manager.
- David Coy, Local Sales Manager.
- Michael Seachman, Operations Manager.
- E. Lanny Nass, Director of Engineering.
- Richard Chisholm, Studio Engineering Manager.
- Gary Hanson, News Director.
- Karen Renner, Promotion Director.
- Laurie Norris, Cable TV Coordinator.
- Curt Weingart, Marketing Director.

Highest 30 Sec. Rate: \$1000.

NETWORK BASE HOURLY RATE: \$818.

City of License: Youngstown. ADI: Youngstown. Rank: 92.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OHIO			
	Columbiana	41,400	40,900	99
	Mahoning	102,200	101,300	99
	Trumbull	86,800	86,000	99
Between 5-24%	PENNSYLVANIA			
	Lawrence	37,000	36,400	99
	Mercer	45,700	45,000	98
	OHIO			
	Ashtabula	37,300	36,800	99
	Carroll	10,100	10,000	99
	Geauga	27,200	26,900	99
	Portage	50,100	49,700	99
	PENNSYLVANIA			
	Beaver	71,600	70,800	99
Butler	56,300	55,700	99	
Clarion	14,900	14,600	98	
Crawford	32,200	31,500	98	
Venango	22,900	22,300	97	
WEST VIRGINIA				
Hancock	14,300	14,300	100	
Station Totals		650,000	642,200	99
Net Weekly Circulation (1992)				310,200
Average Daily Circulation (1992)				174,600

Ohio—Youngstown

WYTV
Ch. 33

Network Service: ABC.

Licensee: Youngstown Bcstg. Co. Inc., 3800 Shady Run Rd., Youngstown, OH 44502.

Studio: 3800 Shady Run Rd., Youngstown, OH 44502.

Telephone: 216-783-2930. **TWX:** 810-435-2816. **Fax:** 216-782-6661.

Technical Facilities: Channel No. 33 (584-590 MHz). Authorized power: 912-kw max. & 550-kw horizontal visual, 182.4-kw max. & 110-kw horizontal aural. Antenna: 561-ft. above av. terrain, 642-ft. above ground, 1667-ft. above sea level.

Latitude 41° 03' 43"
Longitude 80° 38' 07"

Transmitter: 3800 Shady Run Rd., Youngstown.

Satellite Earth Stations: Andrew, 7.3-meter C-band; Microdyne, 7-meter C-band; Andrew, 4.5-meter C-band; Paracclipse, 3.6-meter C-band; RCA Americom, 3.6-meter Ku-band; Avantek, M/A-Com, Microdyne, Agile Omni receivers.

News Service: AP.

Ownership: A. Richard Benedek (Group Owner).

Began Operation: April 4, 1953 as New Castle outlet, but left air Jan. 14, 1955, awaiting FCC action on petition to move transmitter to Youngstown, OH. Resumed operation Oct. 30, 1957 from present transmitter site (*Television Digest*, Vol. 13:44). Changed to Ch. 33 operation in Youngstown Nov. 26, 1959 (Vol. 15:48). Sale to WKST-TV Inc. (wholly-owned by Communications Industries Corp.) by Samuel Townsend approved April 12, 1961 (Vol. 16:39; 17:16). Sale to Edwin G. Richter Jr., Edgewood Investment, Adam Young, Howard D. Duncan Jr., et al., approved Feb. 5, 1965 (Vol. 4:47; 5:7). Sale to Adams-Russell Co. approved Sept. 2, 1970 (Vol. 10:36). Sale to A. Richard Benedek & Robert L. Dudley approved April 15, 1983 (Vol. 22:32). Sale of Dudley's 50% to Benedek approved Nov. 25, 1985.

Represented (sales): Petry Television Inc.

Represented (legal): Covington & Burling.

Personnel:

- Raymond P. Maselli, Vice President & General Manager.
- James C. Vickery Jr., General Sales Manager.
- Vincent Nelson, Local Sales Manager.
- Tom Mock, News Director.
- Frank Marafiotte, Program, Promotion & Marketing Director.
- Lisa Granchie, Business Manager.
- Arthur C. Taylor, Chief Engineer.

Highest 30 Sec. Rate: \$1600.

NETWORK BASE HOURLY RATE: \$570.

City of License: Youngstown. **ADI:** Youngstown. **Rank:** 92.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OHIO			
	Columbiana	41,400	40,900	99
	Mahoning	102,200	101,300	99



WYTV BMPCT-7423 Granted 9/15/72

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Trumbull	86,800	86,000	99
	PENNSYLVANIA			
	Lawrence	37,000	36,400	99
	Mercer	45,700	45,000	98
Between 5-24%	OHIO			
	Ashtabula	37,300	36,800	99
	Belmont	29,200	28,800	99
	Harrison	6,100	6,000	98
	Jefferson	31,300	31,000	99
	Portage	50,100	49,700	99
PENNSYLVANIA	Beaver	71,600	70,800	99
	Butler	56,300	55,700	99
	Clarion	14,900	14,600	98
	Crawford	32,200	31,500	98
	Venango	22,900	22,300	97
WEST VIRGINIA	Brooke	10,300	10,300	100
	Hancock	14,300	14,300	100
	Ohio	21,800	21,700	100
Station Totals		711,400	703,100	99
Net Weekly Circulation (1992)				276,600
Average Daily Circulation (1992)				152,700

Ohio—Zanesville

WHIZ-TV
Ch. 18

Network Service: NBC.

Licensee: Southeastern Ohio Television System, 629 Downard Rd., Zanesville, OH 43701.

Studio: 629 Downard Rd., Zanesville, OH 43701.

Telephones: 614-453-0361; 614-452-5431. Fax: 614-452-6553.

Technical Facilities: Channel No. 18 (494-500 MHz). Authorized power: 588-kw visual, 58.8-kw aural. Antenna: 533-ft. above av. terrain, 477-ft. above ground, 1387-ft. above sea level.

Latitude 39° 55' 42"
Longitude 81° 59' 06"

Transmitter: 629 Downard Rd., Zanesville.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Scientific-Atlanta, 6-meter; Harris, 6-meter Ku-band; Harris, 3.5-meter Ku-band; RCA, 3-meter Ku-band; Pinzone, RCA, Scientific-Atlanta receivers.

AM Affiliate: WHIZ, 1-kw, 1240 kHz (NBC).

FM Affiliate: WHIZ-FM, 50-kw, 102.5 MHz (No. 273), 490-ft.

News Services: AP, NBC.

Ownership: Southeastern Ohio Television System.

Began Operation: May 23, 1953.

Represented (sales): Katz Television; Regional Reps Corp. (Ohio).

Represented (legal): Peper, Martin, Jensen, Maichel & Hetlage.

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

Personnel:

- Allan Land, Vice President & General Manager.
- Van Vannelli, Sales Manager.
- George Hiotis, News Director.
- Barbara Mitter, Director of Programs.
- Franklin Young, Film Operation Manager.
- Gary Earich, Production Manager.
- C. E. Hartmeyer, Chief Engineer.

Rates: On request.

City of License: Zanesville. **ADI:** Zanesville. **Rank:** 202.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OHIO Coshocton	14,000	13,700	98



WHIZ-TV BPCT-850828KX Granted 10/25/85

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Guernsey	15,100	14,800	98
	Morgan	5,200	5,100	98
	Muskingum	31,800	31,300	98
	Noble	4,200	4,100	96
Between 25-49%	OHIO Perry	11,600	11,400	98
	OHIO			
Between 5-24%	Fairfield	37,300	37,000	99
	Hocking	9,800	9,600	98
	Holmes	9,400	9,000	96
	Licking	48,200	47,700	99
	Monroe	5,900	5,800	97
	Tuscarawas	33,100	32,600	98
	Washington	23,900	23,300	98
Station Totals		249,500	245,400	98
Net Weekly Circulation (1992)				79,700
Average Daily Circulation (1992)				43,400

Ohio

**WBNS-TV, Columbus
(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	OHIO			
	Highland	13,900	13,600	98
	Holmes	9,400	9,000	96
	Lawrence	23,400	23,000	98
	Shelby	15,700	15,500	99
	WEST VIRGINIA			
	Mason	9,800	9,700	99

**WCPO-TV, Cincinnati
(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	OHIO			
	Champaign	13,600	13,400	99
	Darke	20,400	20,100	99
	Miami	35,100	34,800	99

**WXIX-TV, Cincinnati-Newport, Kentucky
(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	OHIO			
	Fayette	10,300	10,100	98
	Lawrence	23,400	23,000	98
	Miami	35,100	34,800	99
	Scioto	30,200	29,700	98

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Television & Cable Factbook